

MANSFIELD

URBAN DESIGN FRAMEWORK

MANSFIELD SHIRE COUNCIL			
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DRAFT URBAN DESIGN FRAMEWORK

JUNE 2005

Prepared for



MANSFIELD SHIRE

Prepared by



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Glossary of Terms and Definitions

DSE	Department of Sustainability and Environment
SPPF	State Planning Policy Framework
LPPF	Local Planning Policy Framework
MSS	Municipal Strategic Statement
UDF	Urban Design Framework

1 Introduction

1.1 Background

In April 2004, Mansfield Shire Council commissioned Urban Enterprise, in conjunction with Land Design Partnership and John Piper Traffic, to prepare an *Urban Design Framework for Mansfield Township*.

The Urban Design Framework provides a plan of Council's and the community's vision for the structure and appearance of Mansfield over the next 20 years.

In particular, the Urban Design Framework is a key strategic document that includes short-term actions and longer term directions to guide:

- the future design and function of buildings, landscapes, open space and streetscapes
- the use and development of land, including gateway entrances to Mansfield
- the prioritisation of capital works, budget allocations and external funding bids
- changes to strategic directions, structure plans, zoning and overlays in the Mansfield Planning Scheme as required

The framework has been prepared to specifically address Council's key objectives for the project, as outlined below.

1.2 Project Objectives

Council has identified the following key objectives for the study:

- Create a document that has a shared vision for the future development of Mansfield.
- Identify a tangible and innovative set of project initiatives that will progressively improve the role, functionality and appearance of Mansfield.
- Set out a planning framework for residential growth and lifestyle property development, which has the capacity to manage the increasing permanent population over the next 20 years and increases due to peak periods on weekends and holidays.
- Provide environmentally sound and efficient proposals for future development that can be managed and maintained in a sustainable manner.
- Identify opportunities to strengthen social and cultural development.
- Outline a strategic program of project initiatives that can be delivered through the Mansfield Planning Scheme, Council plan and budgets.

- Provide for and consider the needs of an ageing population, people with disabilities, youth and families.
- Address any community safety issues identified by the community.
- Ensure adequate protection of key assets such as buildings and open space vistas via the Mansfield Planning Scheme.

1.3 Urban Design

Urban Design involves applying a design approach to how towns and urban areas are analysed and developed. Urban design concerns physical solutions for urban problems and is a consultative, interactive and responsive process.

In an Urban Design Framework, non-physical actions and opportunities are also very important, in that they allow the physical actions and opportunities to be co-ordinated with other aims and agendas of Council and stakeholder groups. These may include social, environmental, management and economic actions.

The objectives of an Urban Design Framework are reflected in Clause 19.03 of the State Planning Policy Framework, which states that design and built form should:

- Reflect the particular characteristics, aspirations and cultural identity of the community.
- Enhance liveability, diversity, amenity and safety of the public realm.
- Promote attractiveness of towns and cities within broader strategic contexts.

2 Profile of Mansfield Township

2.1 Background

Mansfield Township is the largest town in Mansfield Shire. It is located 130 kilometres north east of Melbourne CBD and 60 kilometres south of Benalla at the terminus of the Maroondah and Midland Highways. At the 2001 Census, Mansfield Township had an estimated population of 2,667 people.

Mansfield Shire is renowned for its natural beauty and high country. Significant landscape features include Mount Buller, Mount Stirling and the Great Dividing Range.

A map of the Shire is included on the following page (Figure 1).



MANSFIELD SHIRE

33 Hightest Street
Mansfield 3722

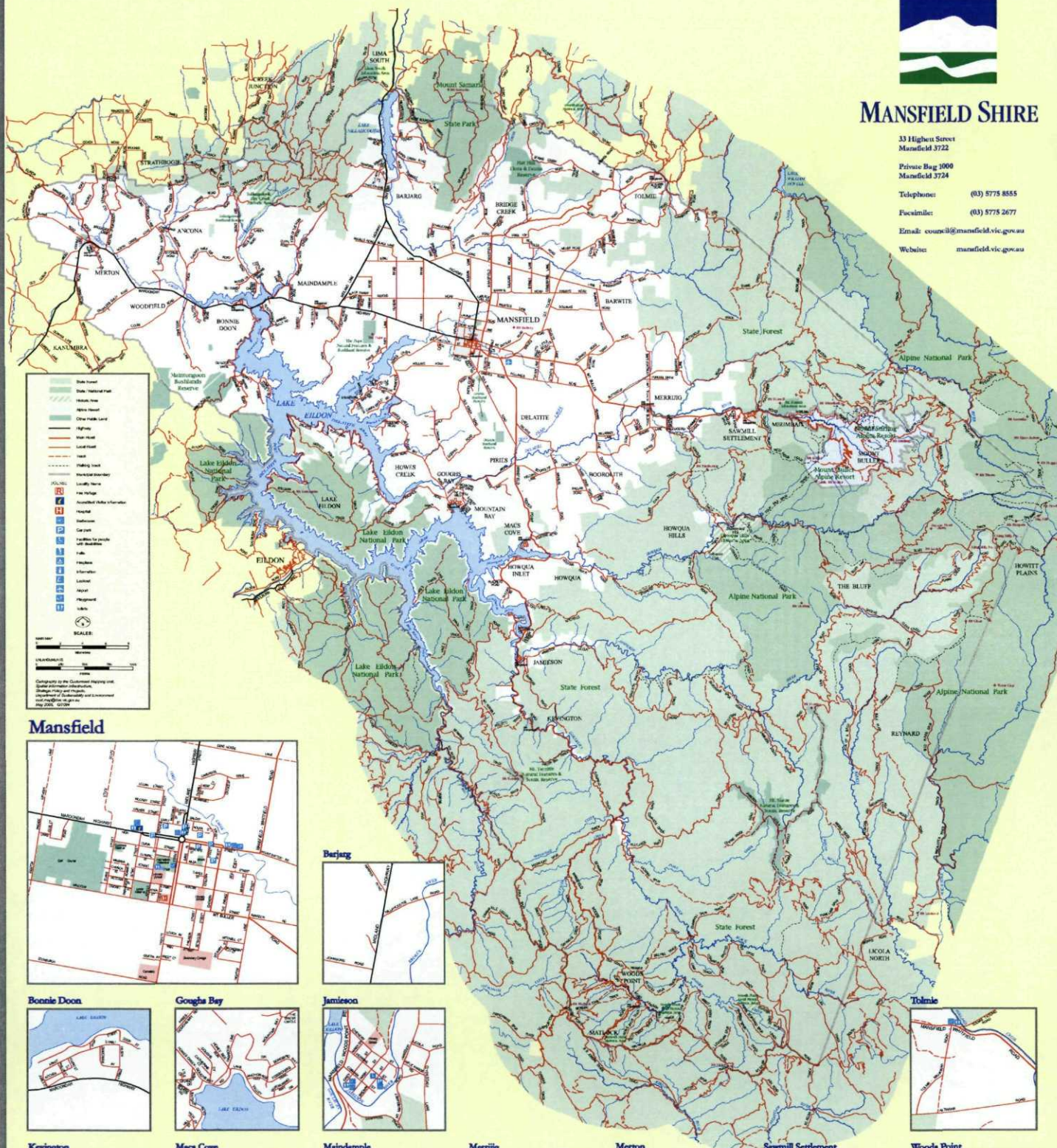
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Mansfield



Barjarg



Bonnie Doon



Gougha Bay



Jameson



Tolmie



Kevington



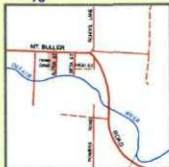
Maca Cove



Maindample



Merrig



Merton



Sewmill Settlement



Woods Point



2.2 Role of the Township

Mansfield Township is a strategic service centre for a large population base in the surrounding region. The town provides civic, administrative, business, educational and community service functions to its community and visitors.

Mansfield Township is the centre of a significant area of primary production including prime lamb, beef cattle, dairying and timber. The area around Mansfield is also popular as a rural residential living and hobby farm area.

Tourism is of major importance to the economy of the Township and the Shire. In this regard, Mansfield is well located in relation to a large number of natural attractions including the Mt Buller and Mt Stirling ski fields, Lake Eildon, the Delatite, Howqua, Broken and King River valleys and Mount Samaria. Numerous enterprises have established in Mansfield Township to support the needs of tourism. Other important industry sectors include education, health and retail.

2.3 Landscape Setting

The town is situated in a rich and fertile valley, almost completely encircled by the high foothills of the Great Dividing Range, which provide impressive views from within the town. The ridgelines form a natural limit to growth.

Ford Creek passes through the town from the north-west to the south-east. The creek is a significant natural feature that until comparatively recently delineated the northern limit of Mansfield's development.

The western approach into Mansfield is enhanced by a wetlands area (the Mansfield Mullum Mullum Wetlands) which extends over a kilometre along the north side of High Street. The eastern approach into Mansfield (along the Mansfield-Whitfield Road) is similarly enhanced by the municipal reserve abutting the north side of High Street and west side of Mansfield-Whitfield Road.

2.4 Structure of the Town

Mansfield Township has for the most part developed in a conventional grid form, with the primary roads being High Street (east-west) and Highett Street (north-south). Both High Street and Highett Street have very wide reservations and contain substantial plantations within the central median.

Significant recreational land uses in the town include Mansfield Golf Course, which is located on the south side of the Maroondah Highway at the western entrance to the town and Mansfield Racecourse, which is located on the east side of the Midland Highway about a kilometre north of the town centre.

There are two other important entry points to the town - the Mansfield-Whitfield Road and the Mount Buller Road. The Mansfield-Whitfield Road is located at the eastern end of the town and provides access to Tolmie and Wangaratta via the King Valley to the north. The Mount Buller Road is the main entry point to the town from the south-east and provides access to Mount Buller and Mount Stirling.

Mansfield's main commercial area extends along High Street between Ford Creek in the east and the Mullum Mullum Wetlands in the west. Within this area, most of the retail businesses are concentrated in the area between Highett Street in the west and Chenery Street in the east. The area south of High Street to Malcolm Street is predominantly residential, with some civic and education uses. This area has been developed in a grid-like pattern with allotments of conventional residential densities, namely 500-1500 square metres in area.

The area south of Malcolm Street has predominantly been developed for residential purposes, with allotments ranging from 750 square metres up to 4 hectares in area. Many of the larger allotments are battle-axe style blocks.

In this area, the township boundaries are influenced by the topography of the land, which rises steeply to the south of Stoneleigh Road. To the east, the land falls away to Monkey Gully, meaning that Highton Lane generally represents the eastern boundary of the town.

To the north of the town, physical constraints including Ford Creek and the former railway reservation have historically acted as barriers to the urban expansion of the town in this direction.

2.5 Planning and Policy Context

An Urban Design Framework needs to be considered within the broader strategic framework of the State and Local Planning Policy Frameworks and other strategic planning policies. This section provides an overview of these policies and identifies the policy directions that are most relevant for the preparation of the Urban Design Framework.

2.5.1 State Planning Policy

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

The State Planning Policy Framework provides the context for planning decision making by planning and responsible authorities. The primary objective of the SPPF is to provide for the fair, orderly, economic and sustainable use and development of land. Planning authorities and responsible authorities must take account of and give effect to the general principles and the specific policies contained in the SPPF.

The SPPF comprises general principles for land use and development and specific policies. The following policies are considered to be most relevant for the Urban Design Framework for Mansfield Township.

Clause 14 - Settlement

This policy states that planning authorities should plan to accommodate population growth over at least a 10 year period, taking account the limits of land capability and natural hazards, environmental quality and the costs of providing infrastructure. In planning for urban growth, planning authorities should encourage consolidation of existing urban areas while respecting neighbourhood character.

Clause 15 - Environment

This policy states that planning and responsible authorities should consider the impacts of catchment management on downstream water quality. They should also ensure that land use activities reduce contaminated water runoff to waterways and consider flood risk in making planning decisions. There are also policies in relation to air quality, open space and the conservation of native flora and fauna.

Clause 16 - Housing

This policy states that subdivisions should be located with access to physical and community infrastructure and should provide a range of lot sizes. It also aims to encourage increased residential densities in close proximity to existing infrastructure. In respect of rural residential development, this should only occur close to existing towns, but not in areas required for fully serviced urban development or on high quality agricultural land.

Clause 17 - Economic Development

The aim of this policy is to encourage the concentration of major retail, commercial, entertainment, administrative and cultural developments into activity centres. It states that industrial activity in industrial zones should be protected from the encroachment of unplanned commercial, residential and other sensitive uses which would adversely affect industrial viability.

Urban Design

The objectives of an Urban Design Framework are reflected in Clause 19.03 of the State Planning Policy Framework, which states that design and built form should:

- Reflect the particular characteristics, aspirations and cultural identity of the community.
- Enhance liveability, diversity, amenity and safety of the public realm.
- Promote attractiveness of towns and cities within broader strategic contexts.

2.5.2 Local Planning Policy Framework

The Local Planning Policy Framework (LPPF) sets out the local and regional strategic policy context for the municipality. It must be consistent with the State Planning Policy Framework. The LPPF comprises the Municipal Strategic Statement and specific Local Planning Policies.

Mansfield Shire is currently undertaking a review of the LPPF, which is expected to be completed prior to the finalisation of this study. The Urban Design Framework will provide the basis for amendments to the MSS and Local Planning Policies for Mansfield.

MUNICIPAL STRATEGIC STATEMENT

The Municipal Strategic Statement (MSS) in the Mansfield Planning Scheme forms the strategic vision for the Shire. It is a statement of the key strategic planning, land use and development objectives for the municipality and strategies and actions for achieving those objectives.

The existing MSS contains strategies in relation to Settlement, Housing, Business and Industry that relate directly to Mansfield Township. Whilst many of the issues and objectives contained within these strategies remain relevant, the Urban Design Framework will provide the strategic basis for these strategies to be updated.

LOCAL PLANNING POLICIES

The Local Planning Policies are policy statements of intent of expectation. They state what the responsible authority will do when a particular planning issue arises, or its expectation as to what should happen in a particular area (Using Victoria's Planning System p7).

An LPP helps the community to understand how a proposal will be considered and what will influence decision-making. Over time, the consistent application of policy should achieve the desired outcome (Using Victoria's Planning System p7).

The existing Local Planning Policies include:

- A Residential Development policy that aims to ensure appropriate standards of infrastructure; increases in the diversity of housing types and residential densities; and that houses are properly designed and sited.
- A Low Density Residential Policy that aims to ensure that this type of development is appropriately located and designed and has good access to physical and social infrastructure.

- A Retail and Commercial Development Policy that aims to ensure that commercial uses are consolidated within the Mansfield central business district and discourage retailing on the periphery of the town.
- An Industrial Development Policy that aims to ensure a high standard of industrial development in locations that do not affect the amenity of adjoining land uses.

2.5.3 Existing Policies & Previous Research

Unlike many country towns of its size, a large number of research reports and strategic planning documents have been prepared for Mansfield in the past 10 years. These have been prepared to recognise the importance of the town as a service centre for the region and in response to a wide variety of planning and development issues that have arisen due to changes in population and the local economy.

It is not appropriate in the Urban Design Framework to repeat all of the strategic work that has been previously undertaken for the township. Instead, the key policy and strategy documents are identified in this report, together with relevant recommendations from those strategy documents.

2.6 Zoning

2.6.1 Zones

Zones specify the controls that apply to the use and development of land. Development includes buildings and works and subdivision. A purpose of each zone is that they are to be administered to implement the State and Local Planning Policy Frameworks, including the MSS and Local Planning Policies.

Business 1 Zone (B1Z):

The commercial and retail core of the town fronting High Street and Highett Street is zoned B1Z, together with the main town entrances along Maroondah Highway and Mount Buller Road (north side). The purpose of this zone is to encourage the intensive development of business centres for retailing and other complementary commercial, entertainment and community uses.

Residential 1 Zone (R1Z)

The majority of the residential land in the town is zoned R1Z. The purpose of this zone is to provide for residential development at a range of densities with a variety of dwellings to meet the housing needs of all households. In appropriate locations, the zone also allows for educational, recreational, religious, community and a limited range of other non-residential uses to serve local community needs.

Low Density Residential Zone (LDRZ):

The land on the western fringe of the town in the vicinity of Kidston Parade is zoned LDRZ. There is also a pocket of land on the south-west corner of Dead Horse Lane and the Mansfield-Whitfield Road which is also zoned LDRZ. The purpose of this zone is to provide for low-density residential development on lots which, in the absence of reticulated sewerage, can treat and retain all wastewater.

Rural Living Zone (RLZ)

The town is encircled to the south and the east by land that is zoned RLZ. The purpose of this zone is to provide for residential use in a rural environment and to provide for agricultural land uses which do not adversely affect the amenity of surrounding land uses.

Industrial 1 Zone (IN1Z)

There are various parcels of land zoned IN1Z in Mansfield. The largest parcels include the Council depot and pound on the south side of Lakins Road and an industrial precinct in Dead Horse Lane. The purpose of this zone is to provide for manufacturing industry, the storage and distribution of goods and associated uses in a manner which does not affect the safety and amenity of local residents.

Public Use Zone (PUZ):

There are several large tracts of land zoned PUZ, including the Goulburn Murray Water sewerage treatment plant to the west of the town and the Goulburn Valley Water storage facility on Rifle Butt Road. The purpose of this zone is to recognise public land use for public utility and community services and facilities and to provide for associated uses that are consistent with the intent of the public land reservation or purpose.

Public Park and Recreation Zone (PPRZ)

Mansfield Racecourse and the parks and reserves in the town are zoned PPRZ. The purpose of this zone is to recognise areas for public recreation and open space, protect and conserve areas of significance where appropriate and provide for commercial uses where appropriate.

Urban Floodway Zone (UFZ)

The land adjoining Ford Creek is zoned UFZ. The purpose of this zone is to identify waterways, major floodpaths, drainage depressions and high hazard areas within urban areas which have the greatest risk and frequency of being affected by flooding.

2.6.2 Overlays

In addition to the requirements of the Zones, further planning provisions may apply to a site or area through the application of an Overlay. A key purpose of each Overlay is that they are to be administered to implement the State and Local Planning Policy Frameworks, including the MSS and Local Planning Policies.

Outlined below is a summary of Overlays that currently apply to areas in Mansfield Township.

Schedule 2 to the Significant Landscape Overlay (SLO2):

This Overlay applies to the Alpine approaches along the Mansfield-Mt Buller Road to the east of the town. The landscape objectives to be achieved by the Overlay are to identify and protect the visual values of the landscape of state significance on the approaches to Mount Buller, protect short and long distance views of Mount Buller and to avoid the visual impact of buildings and works in the landscape.

Schedule 2 to the Environmental Significance Overlay (ESO2)

This Overlay applies to the LDRZ and RUZ (Rural Zone) land to the west of Kidston Parade and south of Stoneleigh Road. It recognises the environmental significance of the Lake Eildon catchment. The landscape objectives to be achieved by the Overlay are to protect and improve water quality in the watercourses contributing to Lake Eildon,

Heritage Overlay (HO)

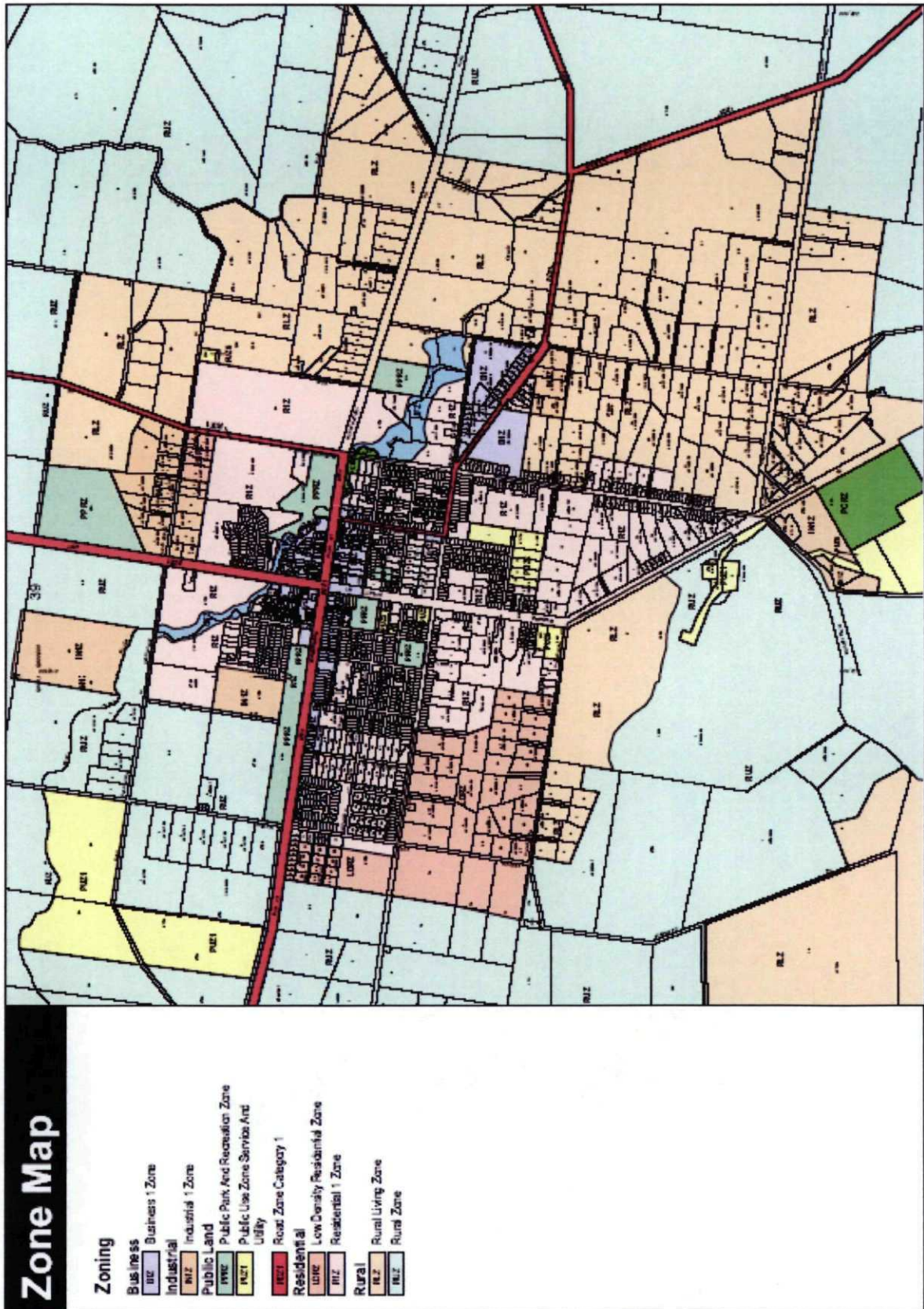
The purpose of the Overlay is to conserve and enhance heritage places of natural or cultural significance. The Heritage Overlay applies to four sites in Mansfield:

- HO30 Former Police Stables and Lock-up, 5 Curia Street
- HO31 Former Railway Station, High Street
- HO32 Police Memorial, Corner High and Highett Streets

- HO33 Court House, 88 High Street

All of the sites, apart from HO31, are listed on the Victorian Heritage Register under the Heritage Act 1995. The register identifies heritage places and objects identified as being of significance to the State.

Figure 1. Zone Map of Mansfield



3 Land Demand and Supply

3.1 Residential Land Demand

This section of the report provides an analysis of the demand for residential land in Mansfield Township based on an analysis of population, dwelling development, non-resident ratepayers, property values, and investigations undertaken for the Mansfield Shire Economic Development Strategy.¹

3.1.1 Population Measures

POPULATION CHANGE

In order to provide the historical context for the demand assessment, data has been collected on the resident population of Mansfield Township and Mansfield Shire (including the township) between 1991 and 2001. This has enabled data for the balance of the Shire to be calculated by deduction.

It is important to note that the data refers to permanent residents and does not include non-resident ratepayers who have a significant impact on housing demand in the Shire. This is discussed in more detail later in the report.

Table 1. Average Annual Population Growth 1991-2001

Area	1991-96 %	1996-01 %	1991-01 %
Mansfield Township	3.0	1.1	2.0
Balance of Shire	-0.6	2.8	1.1
Mansfield Shire Total	0.7	2.1	1.4
Regional Victoria	n/a	n/a	0.5

Sources: DSE, Know Your Area and Urban Enterprise

¹ Currently being Undertaken by UE in conjunction with Nexus Consulting

Table 2. Net Population Growth 1991-2001

Area	1991	1996	2001	Net change 91-96	Net change 96-01
Mansfield Township	2,178	2,526	2,667	+348	+141
Balance of Shire	3,877	3,754	4,312	-123	+558
Mansfield Shire Total	6,055	6,280	6,979	+225	+699

Source: DSE, Know Your Area, compiled by Urban Enterprise

Analysis

In the ten years from 1991 the permanent population of Mansfield Shire increased from 6,055 people to 6,979 people in 2001. This equates to an average annual increase of 1.4 per cent. In the same period, the population of Victoria increased by an average annual rate of 0.84 per cent and regional Victoria by 0.5 per cent. The most recent data indicates that Mansfield Shire had an estimated resident population of 6,997 in 2004² (although the 2004 data should be treated as preliminary only).

The data shows that Mansfield Township attracted permanent residents at a relatively high rate of 3 per cent per annum between 1991 and 1996, compared with a loss of population in the balance of the Shire. This situation changed markedly between 1996 and 2001, when the permanent population in the balance of the Shire grew in real terms by nearly 3 per cent per annum.

As an indicator of future land demand within the township, the data is considered to be a reliable measure because the proportion of non-permanent residents in the township is estimated to be less than 5 per cent. On the other hand, the data for the balance of the Shire is not considered to be a reliable indicator of future land demand in the rural areas of the Shire because of the high proportion of non-resident ratepayers who are not accounted for in the data. Instead, market based indicators such as house prices and building approvals data is more reliable.

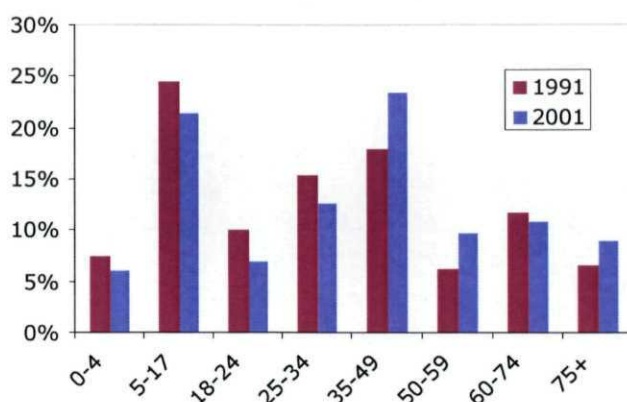
AGE STRUCTURE

The age structure of the permanent population is an important factor in assessing population growth, since age is a significant indicator of whether people will move, give birth, or die. It therefore has a significant influence on where people choose to live and the type of housing they live in.

Figure 3 below shows the change in age structure in Mansfield Township between 1991 and 2001. Figure 4 below shows a comparison between the age structure of the Mansfield Township compared with that of the balance of the Shire at the 2001 Census.

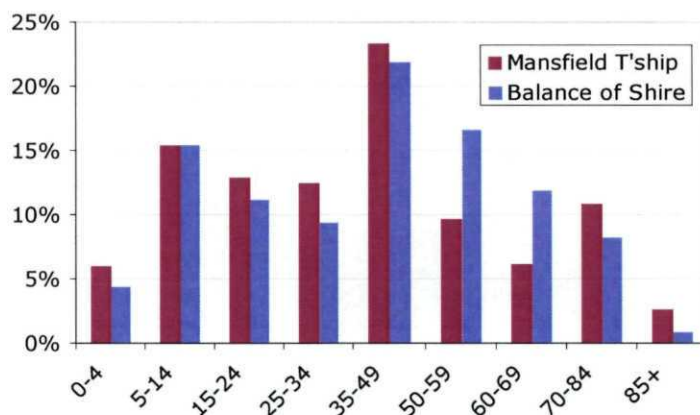
² ABS, Catalogue No 3218.0 – Estimated Resident Population

Figure 3. Age Structure of Mansfield Township 1991-2001



Source: DSE, Know Your Area, compiled by Urban Enterprise

Figure 4. Age Structure of Mansfield Township and Balance of Mansfield Shire 2001



Source: DSE, CData, compiled by Urban Enterprise

Analysis

The population of Mansfield Township is getting older, which is a statewide population trend. During the period from 1991 and 2001, the proportion of the population aged 35-59 years rose by nearly 9 per cent and the proportion of the population aged 18-34 years decreased by nearly 6 per cent. In real terms, this represented an additional 132 people aged 35-59 years and a loss of 33 in the 18-34 year age bracket.

Nevertheless, in comparison to the rest of the Shire, Mansfield Township generally has a younger age structure. The most significant variations between the age profile of the Shire and the age profile of Mansfield Township are in the 50-59 year and 60-69 year age brackets, which together represent only 16 per cent of Mansfield Township's population, but 29 per cent of the population in the balance of the Shire.

These age brackets are important for a number of reasons. The 50-59 year bracket represents much of the large "baby boomer" generation who are able to work full-time but who are increasingly choosing to work part-time and enjoy other 'lifestyle' activities including travel. The 60-69 year age bracket represents people entering retirement age and young retirees who are generally fit and active.

Because two thirds of Mansfield Shire's permanent population lives outside Mansfield Township, the housing choices of the growing 50-69 year age group as they get older will have a significant affect on the demand for housing and services in the Shire. For example, there are likely to be opportunities for the development of independent living accommodation for older people, as well as a need for assisted accommodation and aged care facilities.

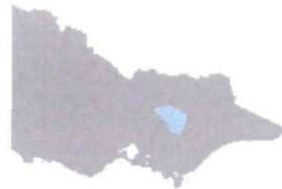
The current birth-rate at the Mansfield Hospital is 76 births per year, which will require increased childcare facilities, and in later years more sporting and recreational facilities.

POPULATION PROJECTIONS

The Department of Sustainability and Environment has prepared population projections for Victoria and its local government areas. Titled, Victoria in Future 2004, the projections are based on analysis of the full results from the 2001 Census of Population and Housing.

The projections are not available for the township of Mansfield, but are available for the Mansfield Shire.

Mansfield (S)

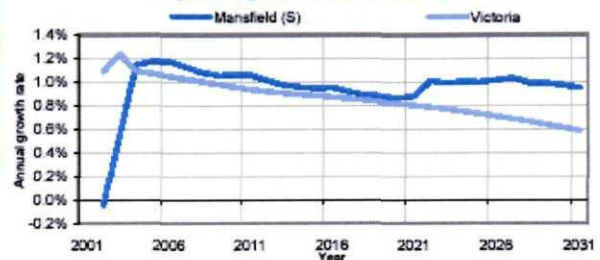


Location: 116 km north-east of Melbourne
Area: 3,892 km²
Pop. Density: 1.8 persons per km²
Major Centres: Mansfield, Mt Buller

The township of Mansfield provides a gateway to the Alpine National Park as well as the major ski resort of Mt Buller. The Shire also features a range of farming and tourist-related industries.

The Shire of Mansfield was created from the southern half of Delatite LGA after the 2001 Census. Population growth in this area is projected to increase strongly, at or above the Victorian average, for most of the projection period. Mansfield is typical of many regional LGAs, losing many young adults, however, over the 30 year projection period, total numbers of persons aged less than 55 years will remain relatively stable and the large increases will occur in the 55 years and over age groups.

Population growth rate 2001 to 2031



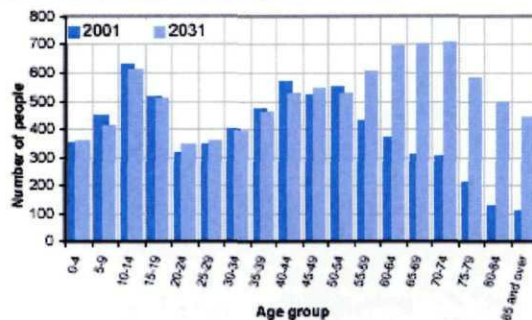
Population and households

	2001	2006	2011	2016	2021	2031
Total Population	6,979	7,263	7,663	8,042	8,405	9,281
Pop. in private dwellings	6,287	6,511	6,842	7,163	7,492	8,091
Households	2,698	2,925	3,194	3,473	3,752	4,208
Average household size	2.330	2.226	2.142	2.063	1.997	1.923

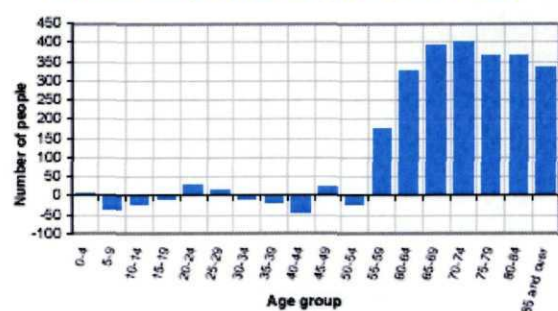
	2001-2031	2001-06	2006-11	2011-16	2016-21	2021-31
Change in population						
Net	2,302	284	400	379	363	876
Average annual	1.0%	0.8%	1.1%	1.0%	0.9%	1.0%
Change in households						
Net	1,510	228	269	278	279	456
Average annual	1.5%	1.6%	1.8%	1.7%	1.6%	1.2%

Age structures

Population by five-year age group, 2001 and 2031



Population change by five-year age group, 2001 to 2031



Age Group	2001 No.	2001 %	2006 No.	2006 %	2011 No.	2011 %	2016 No.	2016 %	2021 No.	2021 %	2031 No.	2031 %
0-4	352	5.0	334	4.6	326	4.3	337	4.2	350	4.2	360	3.9
5-14	1,078	15.4	985	13.6	957	12.5	939	11.7	943	11.2	1,025	11.0
15-24	830	11.9	879	12.1	868	11.3	821	10.2	793	9.4	853	9.2
25-34	742	10.6	727	10.0	774	10.1	819	10.2	790	9.4	753	8.1
35-49	1,564	22.4	1,520	20.9	1,414	18.5	1,379	17.1	1,423	16.9	1,529	16.5
50-59	976	14.0	1,137	15.7	1,214	15.8	1,228	15.3	1,145	13.6	1,132	12.2
60-69	683	9.8	810	11.2	1,110	14.5	1,317	16.4	1,410	16.8	1,403	15.1
70-84	645	9.2	723	10.0	794	10.4	926	11.5	1,245	14.8	1,783	19.2
85+	109	1.6	148	2.0	206	2.7	275	3.4	306	3.6	443	4.8
Total	6,979	100.0	7,263	100.0	7,663	100.0	8,042	100.0	8,405	100.0	9,281	100.0

Victoria in Future 2004

Department of Sustainability and Environment

Analysis

DSE makes the following comments about projected population change in Mansfield to 2031:

Components of projected population change

By breaking population change down into its major components, the drivers of population growth and decline become clear. The population of Mansfield is projected to increase by 2,302 people between 2001 and 2031. Over the projection period natural decrease (births minus deaths) will account for an approximate decrease of 192 persons. Net migration will account for an approximate increase of 2,494 persons, and most of this migration will be moves within regional Victoria, and often to or from adjacent municipalities.

Projected Age structure

The greatest change in Victoria's population in the next 30 years will be the increase in the aged population. In the thirty years from 2001 an extra 345,459 persons aged more than 60 years are projected in regional Victoria, 2,192 of these people will be in Mansfield. In 2001 the proportion of people aged 60 years or more was 20.6 per cent in Mansfield and 19.5 per cent in regional Victoria. By 2031, these figures are projected to be 39.1 per cent for Mansfield and 35.9 per cent for regional Victoria.

Projected Household Change

The total number of households in Mansfield is projected to increase from 2,698 households in 2001 to 4,208 households in 2031. This represents an increase of 1,510 households over the 30 years from 2001 to 2031. The total number of households in regional Victoria is projected to increase by 258,916 households over the same period.

Given the rate of dwelling approvals in the Shire (see following section), it is considered that the DSE population projections are likely to be understated. DSE forecasts a population for the Shire of 7,263 in 2006. However, 304 dwellings have been approved to 2003, with 106 dwellings approved in the township. If only these dwellings in the town are constructed (excluding the dwellings in the balance of the Shire), then the population of the Shire would be expected to increase to around 7,200 by 2004 – two years ahead of the DSE projection and excluding the impact of dwelling construction in the balance of the Shire.

3.1.2 Dwelling Measures

Information about dwelling structure, type and tenure provides important information about how population trends affect peoples' housing choices. Understanding such trends helps to make estimates about the likely future demand for different types of housing and where this is likely to occur.

A full range of dwelling data is available for Mansfield Shire, however only some information is available for Mansfield Township. Where both data sets are available, statistics have been provided for Mansfield Township and the balance of the Shire by deduction.

DWELLING OCCUPANCY

Table 3. Dwelling Occupancy 1981-2001 – Mansfield Township

Type	1981	1986	1991	1996	2001
Occupied private dwellings	608	685	736	897	998
Unoccupied private dwellings	39	64	88	105	120
Total private dwellings	647	749	824	1,002	1,118
Unoccupied dwellings % of total	6%	9%	11%	10%	11%

Source: DSE, Know Your Area, compiled by Urban Enterprise

Table 4. Dwelling Occupancy 1991-2001 – Balance of Shire

Type	1991	1996	2001
Occupied private dwellings	1,340	1,405	1,627
Unoccupied private dwellings	1,802	1,994	2,247
Total private dwellings	3,142	3,399	3,874
Unoccupied dwellings % of total	57%	59%	58%

Source: DSE, Know Your Area, compiled by Urban Enterprise

Table 5. Dwelling Occupancy 1991-2001 – Mansfield Shire

Type	1991	1996	2001
Occupied private dwellings	2,076	2,302	2,625
Unoccupied private dwellings	1,890	2,099	2,367
Total private dwellings	3,966	4,401	4,992
Unoccupied dwellings % of total	48%	48%	47%

Source: DSE, Know Your Area, compiled by Urban Enterprise

Analysis

The data indicates that the proportion of unoccupied private dwellings in Mansfield Township crept upwards during the 1980s, but has remained steady at around 11 per cent in the past 10 years.

Occupancy rates in the balance of the Shire have remained at around 58 per cent since 1991. This is very high and reflects the high proportion of non-permanent residents in the rural and township areas of the Shire.

DWELLING CONSTRUCTION

Using the data presented above, calculations have been made about dwelling construction for each period on a per annum basis.

Table 6. Dwelling Construction per Annum 1981-2001

Area	81-86	86-91	91-96	96-01
Mansfield Township	15	10	36	23
Balance of Shire	n/a	n/a	51	95
Mansfield Shire Total	n/a	n/a	87	118

Source: Urban Enterprise

Analysis

Dwelling construction in Mansfield Township was highest in the period from 1991 to 1996, and decreased in the period to 2001. In contrast, dwelling construction almost doubled in the balance of the Shire between the two most recent periods.

This data provides a fairly reliable indicator of land demand within Mansfield Township. The data is useful for estimating land take up rates because, unlike building approvals for new dwellings, house demolitions are taken into account.

TYPE OF DWELLING

Data on the type of dwelling gives a picture of the total building stock at a point in time. This data is available at the 2001 Census for both occupied and unoccupied dwellings in the Shire, although data for Mansfield Township is available for occupied dwellings only. Data is also available for occupied dwellings in Mansfield from 1991 to 2001.

Table 7. Type of Dwelling – Mansfield Shire 2001

Type	Occupied		Unoccupied	
Separate house	2,285	(87%)	1,908	(81%)
Semi-detached, row/terrace, etc	47	(2%)	48	(2%)
Flat, unit or apartment	183	(7%)	252	(11%)
Other	95	(4%)	137	(6%)
Not Stated	15	(1%)	21	(1%)
Total	2,625	(100%)	2,366	(100%)

Source: DSE, Know Your Area, compiled by Urban Enterprise

Table 8. Occupied Dwellings by Type of Dwelling – Mansfield Shire 1991-2001

Area	1991	1996	2001
Separate house	1,803 (45%)	2,006 (46%)	2,285 (46%)
Semi-detached, row/terrace, etc	62 (2%)	43 (1%)	47 (1%)
Flat, unit or apartment	105 (3%)	128 (3%)	183 (4%)
Other	72 (2%)	65 (1%)	95 (2%)
Not Stated	34 (1%)	60 (1%)	15 (0%)
Unoccupied Dwellings	1890 (48%)	2099 (48%)	2367 (47%)
Total Dwellings	3,966 (100%)	4,401 (100%)	4,992 (100%)

Source: DSE, Know Your Area, compiled by Urban Enterprise

Analysis

Separate houses have remained the preferred housing type in Mansfield Shire over the past 10 years, representing 46 per cent of all occupied housing stock at every census period.

The data shows that there is little diversity in the Shire's housing stock. For instance, only 5% of housing could be classified as medium density dwellings and a large majority of this would be accounted for by the accommodation on Mount Buller. This presents a gap in the Shire's housing stock, especially for single people, small families or the elderly who may not want or need large detached dwellings.

PROPERTY VALUES

Table 9. Residential Property Prices – Mansfield Shire 2001-2004³

Type	2001	2002	2003	Change 2001-03	2004
Median house price	\$117,000	\$129,000	\$143,000	22%	\$189,375
Median unit/apartment price	\$80,000	\$98,000	\$160,000	100%	\$130,000
Median vacant house block	\$37,000	\$36,000	\$38,500	4%	\$32,000
Number of house sales	206	216	242		38

Source: Valuer General Victoria, A Guide to Property Values, compiled by Urban Enterprise

Analysis

The demand for existing houses and apartments in Mansfield appears to be strong. The median house price jumped by 22 per cent between 2001 and 2003 and units and apartment prices doubled during this period.

³ Statistics for 2004 are based on a small number of sales and are preliminary only

Interestingly, the median price of vacant house blocks has remained at around the same level over the period. Anecdotal evidence indicates that a recent resale of a vacant lot in the residential estate around Somerset Crescent has shown a significant increase in value.

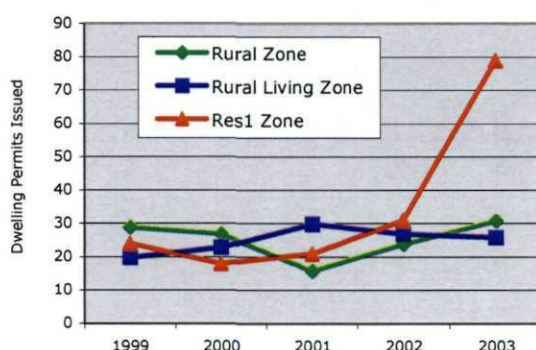
Although the sales data for 2004 is preliminary only, it points to the possibility of further growth in house prices in Mansfield Township.

BUILDING APPROVALS

Building approvals are a reliable indicator of land demand because the issuing of a building permit usually reflects a serious intention by the landowner to complete the construction process.

Figure 5 below has been collated from data for Mansfield Shire and Mansfield Township. It should be noted that the definition of Mansfield Township used in the analysis of building approvals is different from that used in the demographic analysis. Figure 5 below includes the LDRZ and RLZ zones surrounding the town.

Figure 5. New Dwellings in Selected Zones – Mansfield Shire 1999-2003⁴



Source: Mansfield Shire Council. Compiled by Urban Enterprise.

Table 10. New Dwellings in Mansfield Township 2001-04

Year	RES1	LDRZ	RLZ	Township Total	Shire Total	% Permits in Township
2001	18	1	2	21	72	29%
2002	22	1	4	27	89	30%
2003	55	n/a	3	58	143	41%
2004	39	6	6	62*	N/A	N/A

Source: Mansfield Shire Council. Compiled by Urban Enterprise. * 11 dwellings approved in the B1 Zone.

⁴ Fewer than 5 dwellings per annum were approved in the other zones (ERZ, SUZ, LDRZ, TZ) during this period

Analysis

Between 1999 and 2002, the number of building permits issued for new dwellings in the Shire ranged from 70 to 80 per annum, with a consistent spread of approvals throughout the Rural, Rural Living and Residential 1 Zones.

There was a significant jump in the number of permits issued in 2003, although there was significant variation between the zones. Permits issued in the Residential 1 zone jumped from 31 in 2002 to 79 in 2003, while permits in the Rural Living Zone remained steady.

Mansfield Township's share of the Shire's new dwellings has increased from 29 per cent to 41 per cent over the past three years. Dwelling approvals in the Township have increased from 21 in 2001 to 62 in 2004. Of the 62 approvals in 2004, 23 were for units.

3.1.3 Non-Resident Ratepayers

According to Council, non-resident ratepayers constitute 52% of all ratepayers in the Shire, however Council estimates that less than 5% of ratepayers in Mansfield Township are not permanent residents. The actual proportion of non-resident ratepayers in the rural areas of the Shire is therefore likely to be somewhat higher than 52%, given the substantially lower figure for the township.

These estimates are supported by the ABS Census data on occupancy rates presented earlier in the report, which showed that approximately 47% of dwellings in the Shire were unoccupied on Census night in 2001. This number is generally regarded as the holiday home or 'lifestyle' sector⁵.

3.1.4 Mansfield Shire Economic Development Strategy

Stakeholder research undertaken as part of the Mansfield Economic Development Strategy indicates that one of the most significant impediments to economic growth is the inability to attract and retain skilled labour. Mansfield Shire currently has an unemployment rate of 3.5% and this has been declining steadily over the past 2 years.

Major employers in the town have indicated that the shortage of housing has been a major cause of the inability to attract skilled labour. Anecdotal evidence from business owners indicates that prospective employees have had to decline offers of employment due to the inability to find housing accommodation.

The shortage of accommodation includes medium density detached housing and rental accommodation.

3.2 Residential Land Supply

This section provides an analysis of residential land supply in and around Mansfield Township. The supply of land is analysed by type of zone within "precincts", as shown on the following map. The data was provided by Mansfield Shire Council based on GIS information.

⁵ Research recently undertaken by Urban Enterprise in South Gippsland Shire indicates a strong correlation between the number of unoccupied private dwellings and the number of holiday homes.

Mansfield Township is largely composed of conventional residential lots with lot sizes ranging between 800 sq m and 1200 sq m. These lots generally accommodate single family, detached houses.

3.2.1 Existing Vacant Lots

The opportunities for infill residential development on existing vacant lots are very limited. There are around 15 to 20 vacant lots scattered in various areas around the township (precincts 2,4,5,6,9,10). Some of these lots, particularly those south of High Street, would be suitable for infill medium density residential development.

Some of the vacant lots are located in the developing estate in the area between Midland Highway and Mansfield-Whitfield Rd.

Given the number of dwelling approvals issued in 2003, it is likely that the supply of existing vacant lots has already largely been absorbed by existing demand.

3.2.2 Broad-acre Land

There are four broad-acre areas of residential zoned land in the northern part of Mansfield that are theoretically available (by virtue of R1Z zoning) for residential development (precincts 1,2,3). These areas total around 95 hectares. However it is understood that:

- the owners of at least two of these land parcels (totalling around 55 hectares) are unwilling to develop their holdings or to sell to developers in the foreseeable future; and
- one of the areas is an estate currently under development (the area between Midland Highway and Mansfield-Whitfield Rd).

Contrary to the situation in the northern part of Mansfield, the fragmented subdivision pattern in the R1Z zoned areas in the southern part of Mansfield means large-scale conventional subdivision (and the economies this would entail) is largely impractical. Re-subdivision in the past has led to the creation of numerous "battleaxe" lots. The continuation of this type of subdivision is undesirable in terms of creating multiple driveways to the street, often side-by-side.

Similarly the Rural Living zoned areas to the east of Mansfield have already been substantially subdivided. This means that it would be difficult for Mansfield to grow in that direction.

For the above reasons, it is important that all opportunities for conventional subdivision development in Mansfield Township be maintained. This means retaining all existing R1Z zoned areas in that zoning (whether or not the owners intend to develop), and resisting pressures for these parcels to be subdivided into low density or rural living lots.

It is also important to ensure that the amount of developable residential land at Mansfield is considerably greater than that required to accommodate the projected demand in order to:

- counter the tendency for some land to be "land-banked", often indefinitely, as can happen in a relatively small property market;
- ensure that land supply is not controlled by a very small number of owners;

- provide multiple development fronts to prevent artificial constraints on supply and to provide a variety of choice (both in terms of location and housing type) for potential residents;
- provide flexibility to readily meet spikes in demand.

Having regard to the above, it is considered that it would be appropriate for further land at Mansfield to be rezoned to R1Z and made available for development.

3.2.3 Medium Density Residential Land

There have only been a small number of medium density developments in Mansfield Township in comparison to overall residential development and this occurs on infill lots and the redevelopment of large residential lots in the established parts of the township.

The prime opportunity for medium density residential development is the area west of Kitchen Street, comprising around 15 hectares of land (precinct 1). This area would be very suitable for retirement village accommodation and/or townhouse development.

3.2.4 Low Density Residential Land

The supply of low-density residential land is predominantly to the south of town in precinct 8. There are three vacant lots in this precinct.

This precinct also has around 33 hectares of broad-acre low-density residential land, west of Kidston Parade. The broad-acre land is part of a working farm and therefore its availability for development in the short to medium term is questionable. In addition, the land is flat and, in parts, low lying.

The supply of LDRZ land in the township to meet existing demand is therefore very limited.

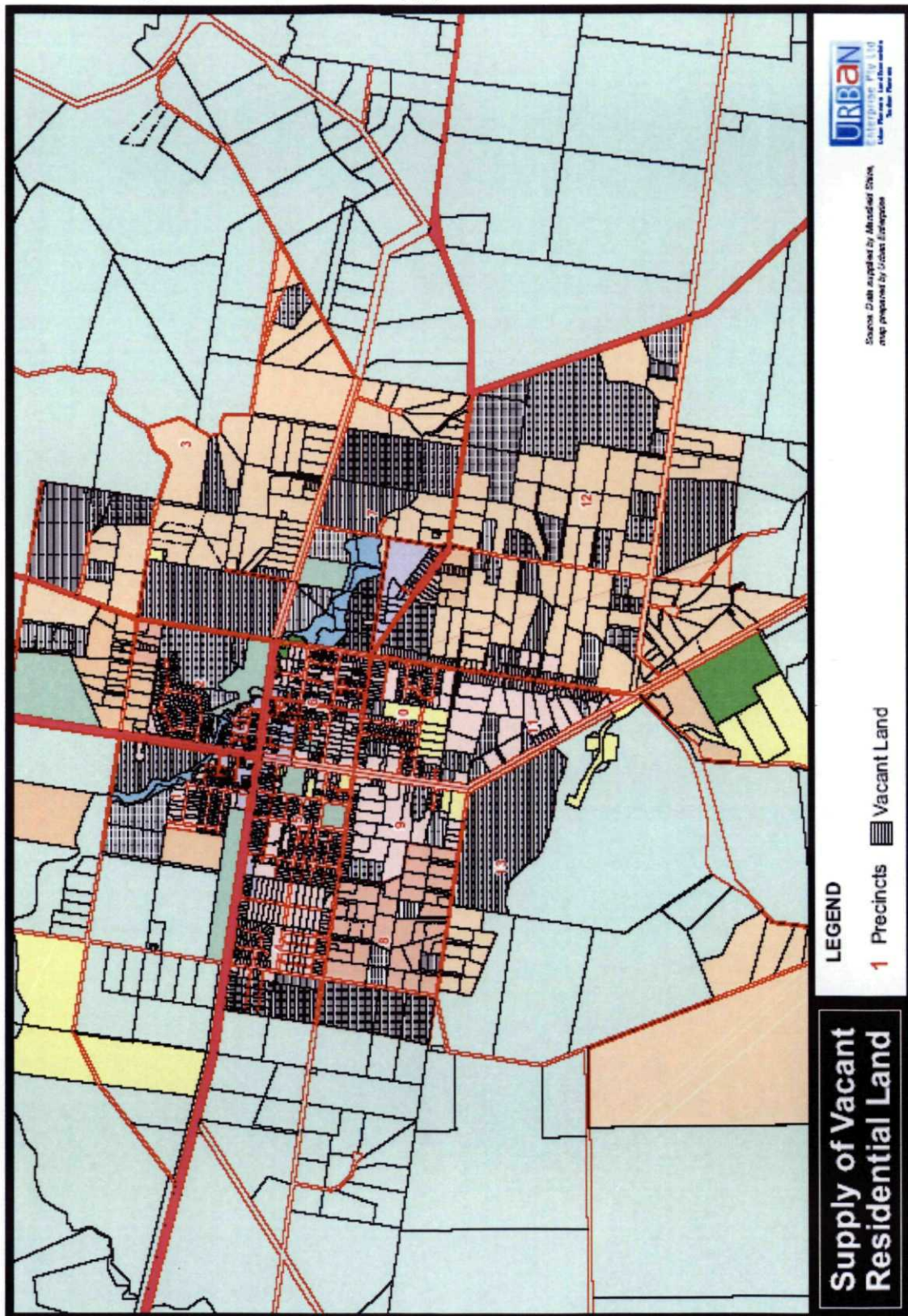
3.2.5 Rural Living Land

Rural living land (RLZ) is predominantly located to the east and south of the township in precincts 3, 7, 12 and 13.

There are around 20 vacant RLZ lots capable of accommodating a dwelling.

Broad-acre parcels of RLZ land exist in precincts 3, 7, 12 and 13. The broad-acre parcel of land in precinct 13 is suitable for further rural living subdivision, however this is unlikely to occur in the short-term as it is part of a working farm. Approximately one third of the RLZ land in precincts 12 and 7 is available for further subdivision and development, although this is dependent on landowner preferences. Precinct 7 is constrained by low-lying and flood prone land.

Figure 6. Vacant Land Supply



3.3 Commercial Land

All the commercial land in Mansfield Township is zoned Business 1 Zone (B1Z). This includes the commercial and retail core of the town fronting High Street, Chenery Street between High and Ailsa Streets and land fronting Mount Buller Road in the south-east of the town and Maroondah Highway in the west of the town.

There are a number of vacant or under-utilised parcels within the existing B1 zoned land, including infill development opportunities along the western entrance to Mansfield (Maroondah Highway) and a number of vacant lots along Mt Buller Road.

3.3.1 Core Retail Precinct

The core retail precinct is located between Highett Street and Chenery Street. In 2002, the Retail Strategy⁶ estimated that there was approximately 13,450m² of retail floorspace. This was composed predominantly of non-food retailing (eg clothing, household goods) and food retailing (eg supermarkets), with a small amount of retail services (eg cafes, restaurants). There are also offices and non-retail tenants such as banks and real estate agents. Observations in the field indicate that there have been no major retail developments since these estimates were made.

The Retail Strategy identified a future need for an additional 2,800 square metres of retail floorspace for the period 2000 to 2011. The Strategy indicated that most of this additional floorspace would be taken up on existing vacant sites and vacant premises.

Infill development opportunities within the core retail precinct on High Street (between Kitchen Street and Chenery Street) however, are limited. Opportunities for further development exist at the rear of existing properties, including the area around the Cubby House, Nolan Street and Early Street and in the vicinity of Bank Place. In the longer term, property values will encourage lower order commercial uses within the core area to relocate to other sites outside this core area.

One site within the core retail area that has potential for more intensive development is the existing service station site on the south side of High Street near the corner of Collopy Street (Gaffneys Garage) and the adjoining underutilised land. This site is centrally located in relation to shopping precinct and would be ideally located for a retail development, which could incorporate office space.

3.3.2 Maroondah Highway

The Business 1 Zone extends for approximately one kilometre along High Street (Maroondah Highway) to the west of the central roundabout. Within the zone, there are several vacant or under-utilised sites that have potential for further development.

One of the largest vacant sites is located on the south side of the Maroondah Highway, between Elvins Street and Ultimo Street. It has a total area of approximately 1.5 hectares and an extensive frontage to the Highway. The site presents an ideal opportunity for a commercial business requiring a large site with good exposure to the Highway.

⁶ Assessment of Retail Potential in Mansfield, Essential Economics, July 2000

As this site is prominently located on the Maroondah Highway, there is a need to develop a set of design guidelines to control the form of any future development.

3.3.3 Mount Buller Road

Land on the north side of Mount Buller Road along the south-eastern approach to the Mansfield Township is currently zoned Business 1 Zone. This area comprises a mix of highway-related commercial and retail uses, including petrol filling station, nursery and caravan park. There is a large area of subdivided, but largely undeveloped land east of Greenvale Lane, with service road access.

3.4 Industrial Land

There are five areas within Mansfield Township currently zoned Industrial 1 Zone (IN1Z). There are opportunities for further development within most of these areas and generally industrial development should be consolidated in existing industrial areas and located away from the town's gateways.

The industrial zoned land areas are described below.

3.4.1 Council Depot land on Lakins Road

This area extends from Lakins Road to Ford Creek. The land has an area of approximately 25 hectares. The eastern portion of the land contains the Council depot and dog pound. There are a number of mature redgum trees scattered throughout this part of the site.

The remainder of the land is used for rural purposes. This land contains several mature red gum trees, including an Aboriginal scar tree near the eastern boundary. The land has access to reticulated sewerage, which is situated within the electricity easement on the south-east boundary of the land.

Further subdivision and development of this site is possible. In March 2003, Council advertised locally for expressions of interest from developers wishing to purchase and develop the western portion of the land (12.5 hectares). The possible uses identified at the time were an industrial development of 12 allotments ranging from 1 to 3.5 hectares, or the development of the land for a single large industrial user. Council received no expressions of interest to develop the land at the time.

One alternative is that the land could be suitable for the development of a high quality business park and/or high technology precinct, subject to feasibility being established. Work underway in respect of the Mansfield Shire Economic Development Strategy indicates there is potential to attract high-tech businesses and/or new businesses that could share technology and communications infrastructure within a quality business park environment.

3.4.2 Dead Horse Lane

This industrial precinct is located between the Midland Highway and the Mansfield-Whitfield Road. The area comprises a mix of regular shaped and battleaxe allotments fronting Dead Horse Lane and ranging from one hectare to five hectares in area. The land does not have reticulated sewerage.

The area contains a range of industries including metal and building materials recycling, panel beater, engineering works, garden supplies and a concrete batching plant.

Council has received a number of complaints in relation to noise and amenity impacts arising from the industries in this area. The complaints have been made by the residential landowners in the R1Z to the south of Dead Horse Lane and by residential landowners in the LDRZ on the south side of Dead Horse Lane near the corner of the Mansfield-Whitfield Road.

Opportunities to improve the appearance and nature of development within the Dead Horse Lane precinct should be explored. However, further development and subdivision in the Dead Horse Lane precinct would require the land to be sewered. This would provide the catalyst for further subdivision and development in the precinct, but of a higher quality.

Land on the south side of Dead Horse Lane fronting the Midland Highway has recently been subdivided for showroom/warehouse purposes. This site is serviced with reticulated sewerage and is an example of the quality of development that is possible in other parts of the Dead Horse Lane precinct. Similar sites exist fronting Midland Highway immediately north and south of Dead Horse Lane, subject to access to reticulated sewerage. These sites would be suitable for further showroom/factory/warehouse development.

3.4.3 Corner Mt Buller Rd and Crosbys Lane

This industrial land has an area of approximately eight hectares. It includes a number of battleaxe allotments with access from Crosby's Lane that have been developed with large sheds.

There is significant underutilized land in this precinct. Under the provisions of the Industrial 1 Zone, it would be possible to further subdivide and develop the land.

3.4.4 Monkey Gully Road

This industrial land is located on the south side of Monkey Gully Road. It has been previously used by a sawmill but is now vacant. There are some large sheds on the land that could be utilised for factory or warehouse purposes.

3.4.5 Sawmill adjacent to the Stock Route

This industrial land is located on the east side of the Stock Route to the north of the Mullum Mullum Wetlands Reserve. The land has an area of approximately 10 hectares. The southern part of the land is used by a timber mill/picket manufacturer and the northern part of the land is vacant.

The existing sawmill has a long term lease over the land. However, this IN1 Zone is adjoined by R1 zoned land to the north and east. In the very long term, this industrial use will become increasingly isolated and surrounded by residential land uses. Consideration should be given to encouraging and facilitating the relocation of the sawmill use to a more appropriate location in the medium to long term.

4 Streetscape Design

4.2 Existing situation

The streets of any town play a significant role in how that town is perceived, as well as how it functions. The local streets of Mansfield vary considerably, from the traditional country town image of gravel edges, swale drains and wide grassy verges to more recent developments, which have a more typically "suburban" character.

It is the central streetscape of High and Highett Streets, which provide the "backbone" for the town. These streets have an exceptionally strong visual character, due to their wide central medians and imposing avenues of deciduous trees, which focus emphatically on the central feature of the Police Memorial at their intersection.

In this context, the Highway approaches leading to the central boulevards lack character, with key "gateways" at town perimeters not being adequately marked.

4.3 Previous research

The streetscape of the central area of Mansfield, focussing on High Street between Kitchen and Chenery Streets, is considered in the Mansfield Townscape Study (November, 1993). As well as providing an extensive analysis of the existing condition of the public realm, this study makes detailed recommendations "to improve the physical framework and visual presentation of Mansfield's Town Centre and gateway approaches". Many of these recommendations remain pertinent. Key recommendations with relevance to the current study include:

- The ongoing improvement of the High Street boulevard (central median) as a key feature of the town centre, essentially treating it as a lineal open park space. These improvements include the development of a central walk with public activities, seating and a series of memorials commemorating Mansfield's history.
- Upgrading public footpaths, including kerb extensions, improved (and consistent) pavements, feature pedestrian lighting, and site furniture promoting pedestrian amenity, such as seats and bollards.
- Simplified tree planting, concentrating on the establishment of consistent and strong tree avenues leading to and through the town centre.
- Modifications to car parking arrangements. Recommendations reflecting the current situation in Mansfield are outlined in Section 10 of this report.
- A more unified approach to the visual treatment of buildings within the town centre. These are outlined in further detail in Section 5 of this report.

Contemporary analysis of the town centre streetscape leads to general agreement with these key recommendations.

The Townscape Study was reviewed by the former Delatite Shire in 2001 - 2002, resulting in the preparation of the Mansfield Townscape Study, 2002. This study revised and updated the recommendations of the original study in detailed areas, such as:

- disabled parking
- pedestrian access
- detailed landscape features/plantings
- furniture
- advertising signage

4.4 Issues & opportunities

- While both the original and the revised Townscape Studies deal in a detailed and appropriate manner with High Street (essentially within the retail precinct), many of the issues identified in the original report are still in evidence today. In this regard the majority of the recommendations remain to be implemented.
- The key approaches to the town centre, on Maroondah Highway, Mt Buller Road and Whitfield Road, lack the detailed consideration given to the town centre, and are now subject to influences, such as development pressures, which were not foreseen in 1993.
- Recent and current developments on the Maroondah Highway entrance highlight the desirability of establishing a stronger landscape image on this approach.
- The potential for further commercial development on Mt Buller Road similarly emphasizes the need for a detailed landscape scheme to unify this approach.
- Future residential development, particularly to the north of High Street, will place increased emphasis on some local streets, which should respond with improvements to the streetscape. This will particularly apply to Early Street, and the proposed Mullum Way, to run along the northern edge of the Railway Precinct.

4.5 Recommendations

The recommended streetscape and landscape strategies are summarised on the "Town Overview" and "Town Centre-Key Actions" Framework Plans in Section 14 of this report. The recommended strategies include:

- 1) Undertake the streetscape recommendations of the Townscape Study still to be implemented, particularly related to development of the High Street central median and improvements to the pedestrian amenity of public footpath areas.
- 2) Develop the landscape along the Maroondah Highway approach, incorporating the following elements:

- Identification of the gateway at the Withers Lane intersection through signage, speed restriction and commencement of the formal avenue of Lombardy Poplars.
 - Extension of the existing avenue of Lombardy Poplars to the Stock Route.
 - Additional planting of indigenous species around the intersection of the Stock Route with Maroondah Highway, reflecting the landscape of the adjacent wetlands and the local drainage line, which intersects the Highway.
 - Extension of informal planting of indigenous Eucalypts from the Stock Route to the entry to the Railway Precinct Visitor Information Centre.
 - Consolidation of the formal avenue from the Information Centre entry, in accordance with the recommendations of the Mansfield Townscape Study.
- 3) Undertake planting initiatives to the Mt. Buller Road approach as outlined in the Mansfield Townscape Study.
 - 4) Develop an informal avenue of indigenous Eucalypts along Midland Highway, from Dead Horse Lane to the crossing of Ford Creek. Extend the existing Oak avenue from Baldry Street to Ford Creek.
 - 5) Extend the Oak avenue along High Street to the west, and from Chenery Street to the intersection with Whitfield Road/Mt. Battery Road. Develop an informal indigenous avenue along Whitfield Road to Dead Horse Lane.
 - 6) Prepare Streetscape plans for:
 - the development of Mullum Way, a new street linking future residential development to the east of the existing timber mill with Kitchen Street. This is aimed at providing attractive and comfortable access to the railway station and sawmill precincts for both residents and visitors. This should be a high amenity streetscape with generous paths on both sides of the street and strong tree planting;
 - the upgrade of Early Street, focussing on formalisation of the streetscape to incorporate on-street parking, improved paths on both sides of the streets and the introduction of street trees in generous nature strips, integrated with the themes to be established on Mullum Way.
 - 7) Prepare an overall street tree planting strategy for the township, identifying themes for major roads and especially residential streets. The aim of this strategy should be to provide a general "greening" of the township, as well as recognisable themes within local neighbourhoods and streets.

5 Built Form

5.1 Existing situation

Built form in Mansfield can be broadly considered within four broad categories:

- Commercial/retail buildings (mainly along High Street)
- Residential buildings
- Industrial buildings
- Institutional buildings.

COMMERCIAL BUILDINGS

Commercial/retail buildings are generally focussed on High Street, between Kitchen Street and Chenery Street. These are the buildings that have the biggest impact upon the urban character of Mansfield, representing the original urban form of the township, as well as the most obvious remnants of the original built form of the town.

Commercial and retail buildings along High Street are generally single storey in height. The most obvious variations to the prevalent single storey height are prominent original buildings, such as:

- The Delatite Hotel
- The Commercial Hotel
- The National Bank
- The Court House
- Stoney's High Country Store
- The Mansfield Hotel.

It is significant, in terms of the town's image and character, that four of these two storey buildings (the Delatite Hotel, the Commercial Hotel, the Mansfield Hotel and the Court House) are located around the central High Street / Highett Street intersection, reinforcing the focal role of this intersection, functionally, spatially and visually.

As well as being mainly single storey, the existing commercial/retail buildings along High Street generally feature verandahs, most often with vertical parapets above. These three elements of single storey heights, verandahs and parapets suggest a superficial consistency of built form character. A detailed review of the built streetscape in High Street, however, reveals a wide diversity in elements, such as:

- Surface materials (including painted and exposed brick, painted timber, painted concrete block, render, and even ceramic tiles);

- Verandah style (including bullnose, skillion, cantilever, timber post, steel post etc);
- Parapet form (horizontal, ornate, reproduction of original styles);
- Colour;
- Signage location.

This diversity tends to break down the initial impression of uniformity and consistency in built form, thereby weakening the overall character of the town centre. Greater consistency, while allowing for variation within an overall framework, would lead to a more visually cohesive town centre image.

A comprehensive and detailed review of existing built form in the High Street precinct is found in the Mansfield Townscape Study (November, 1993).

RESIDENTIAL BUILDINGS

While the majority of residential buildings in Mansfield have a fairly consistent single storey form, the specific character and style of these buildings varies greatly according to the era of their development. This variance in character extends also to the street and lot pattern of local neighbourhoods, as well as the style and form of gardens. Further discussion of issues associated with residential built form is included in Section 4 Neighbourhood Character. A comprehensive overview of residential building styles and character is provided in the Mansfield Neighbourhood Character Study (November, 2002).

INDUSTRIAL BUILDINGS

Mansfield contains a number of industrial buildings and uses scattered throughout the town. The majority of these are located in the Dead Horse Lane industrial precinct and so have little impact upon the visual qualities or character of the town as a whole. The future presentation of this precinct is addressed in Section 12 of this report.

A small number of other industrial uses, however, are located on higher profile sites along the Highway entrance into town, and so have a greater visual impact. These include:

- the Saleyards (Maroondah Highway)
- the Timber Mill (north of the former railway reserve)
- various uses on the Mt. Buller Road.

The treatment of these sites should be considered together with the landscape treatment of these major entrances to town, as outlined in Section 4 of this report.

INSTITUTIONAL BUILDINGS

A variety of institutional buildings, such as schools, Council, government agencies etc. are scattered around the town. The most prominent amongst these are older buildings (which may no longer have specific institutional uses), such as:

- the Court House
- the Masonic Hall (Highett Street)

5.2 Previous research

Key reports relating to built form in Mansfield are:

- Mansfield Townscape Study (November, 1993)
- Mansfield Neighbourhood Character Study (November, 2002)

Of these, the Mansfield Townscape Study provides detailed commentary on commercial / retail buildings and how they impact upon the image of the public realm and the perception of the town. Of particular relevance to this project are the built form recommendations related to:

- Signage – location of business signs confined to a limited number of approved locations on buildings, consistent across a range of business types;
- Verandahs – use of post support verandahs, of either skillion or curved roof styles, in order to integrate the streetscape and add consistency to it;
- Parapet – construction of simple horizontal parapets, not copying original heritage style;
- Materials – softening of modern building materials (aluminium, concrete) through painting or texturing, to give them some of the quality or more traditional materials;
- Colour – adherence to a consistent colour theme in order to introduce consistency and integration to the built streetscape.

These recommendations of the study remain pertinent.

5.3 Issues and opportunities

Key issues associated with built form in Mansfield include:

- Ensuring that built form within Mansfield supports the historic character of the town, with a recognizable town centre focussed on High Street;
- Recognising the significant role buildings play in defining the focal intersection of High Street and Highett Street, and ensuring this is not compromised by inappropriate change to these buildings or the buildings adjoining, or any further development along High Street. (refer also Section 8 Heritage);
- Ensuring that new development along the approaches and entrances to town does not dissipate the sense of arrival at Mansfield;
- Enhancing the relatively consistent form of buildings within the town centre by applying a range of common guidelines as outlined above.
- The provision of pedestrian connections between High Street and, especially, car parking areas to the north of High Street.

5.4 Recommendations

The recommended strategies related to built form include:

- 1) Encourage the implementation of the built form recommendations of the Mansfield Townscape Study. In particular, the recommendations relating to colour and signage on commercial buildings should be reviewed, in particular considering how these relate to current and potential development proposals. If necessary the recommendations should be updated to ensure that commercial colours and signage do not lead to a loss of integrity in the High Street streetscape;
- 2) Develop the landscape of the Maroondah Highway and Mt. Buller Road entrances to Mansfield so that future commercial/industrial development does not have a negative impact upon the entry experience, but instead site within a consistent and landscape dominated streetscape character;
- 3) Develop site-specific detailed built form guidelines for underdeveloped sites along the Maroondah Highway and Mt. Buller Road entrances. Principles which should be expressed in these guidelines include:
 - Ensuring that building set backs accord with (or exceed) the setbacks of buildings on adjoining properties;
 - Restricting free standing signage (i.e. signage apart from buildings) within the building setbacks;
 - Encouraging active frontages (i.e. entries, windows, external activities), and discouraging solid walls and solid fencing facing these roads;
 - Locating storage areas and large vehicle parking away from road frontages;
 - Providing extensive landscape development within setbacks, especially extending the character of the adjacent road into the development (especially along Maroondah Highway).
 - Ensure that future development does not detract from the visual appearance of the Mullum Mullum Wetlands.
- 4) Apply a Design and Development Overlay (DDO) to B1 zoned land fronting Maroondah Highway at the western entrance to town. The DDO should give effect to the design guidelines outlined above.
- 5) Encourage the upgrade of the Urban Design aspects of the existing Dead Horse Lane industrial precinct, in accordance with the "Dead Horse Lane Industrial Precinct-Key Actions Framework Plan" by:
 - Improved presentation of property entries. This could include greater definition of driveways, clear sightlines, and prominent and consistent signage;
 - Protection and enhancement of existing indigenous trees along Dead Horse Lane;
 - Site specific built form guidelines addressing:
 - Setbacks to buildings;
 - Location of storage (vehicles, containers etc) away from frontages;
 - Location of visitor and staff parking;

- Landscape improvements using indigenous species to expand the informal streetscape quality of Dead Horse Lane into individual properties, and to provide a consistent setting for industrial buildings.
- 6) Ensure that any new development of the currently undeveloped southern edge of Early Street responds to the low scale residential development existing along the northern side of the street. This is likely to limit any such development to a limit of 2 storeys in height, and mainly residential or office uses.
 - 7) Encourage development along the northern edge of High Street, between Kitchen Street and Baldry Street, to provide for permanent pedestrian connection between High Street and areas to the north of High Street (particularly car parking areas). Key locations for such potential connections are shown on the "High Street North Precinct" included in this report, and include:
 - A. Upgrade of the existing laneway adjacent to the ANZ bank, east of Highett Street. This will include improved pavements, signage, planting and a general upgrade of amenity;
 - B. Potential for an arcade connection mid-way between Highett Street and Baldry Street, linking High Street with Nolan Street. If a property suitable for this purpose is put up for sale, Council should consider acquiring the property;
 - C. A new laneway located between the existing ANZ laneway and Baldry Street, to link High Street with Nolan Street. This would be particularly applicable should option B above not be achievable. If a property suitable for this purpose is put up for sale, Council should consider acquiring the property;
 - D. Connection between the High Street centre median parking west of Highett Street and the existing public car park on Early Street.

6 Neighbourhood Character

6.1 Existing situation

The character of Mansfield is defined by a small number of key factors. Most importantly, the town is set within a distinctive pastoral landscape surrounded by the hills of the Great Dividing Range. Views to these hills in all directions provide the town with a clear sense of place.

Secondly, the original form of the town, with the central cruciform layout of the High Street and Highett Street boulevards providing the impetus for a traditional grid street form, has a great strength and simplicity.

Thirdly, the low use (mainly single storey) built form of the town means that it is generally dominated by the landscape, be it the broader alpine hill context or the local avenues, gardens or remnant trees.

The character created by the interplay of these three factors - landscape, urban form and built form - provides a strong framework for the town. Within this framework, however, a great deal of diversity is present, particularly within residential neighbourhoods. This diversity in neighbourhood character is primarily a function of the era of development, with residential areas in Mansfield spanning a period of 150 years.

6.2 Previous research

The neighbourhood character of Mansfield is described in great detail in the Mansfield Neighbourhood Character Study (November, 2002). This study identifies twelve character precincts, outlining key characteristics, preferred design responses and actions to avoid in each.

In the light of a number of recent applications for medium density housing development (which have included proposals for two storey dwellings in contrast with the predominant residential building height in Mansfield), some of the most significant comments in the Neighbourhood Character Study relate to building heights. In summary, the study recommends that, in the majority of established residential neighbourhoods, new development should:

- "respect the predominant building height in the street and nearby properties";
- avoid "buildings that exceed by more than one storey the predominant building height in the street and nearby properties".

Additionally, in some precincts, development should "recess two storey elements from the front façade".

In larger lot subdivisions, development should avoid "buildings that protrude above the tree canopy height".

The study also discusses statutory responses to the identified neighbourhood character, recommending the embodiment of the findings of the study in the planning scheme, such as a "Mansfield Neighbourhood Character Policy", with appropriate Character Statements, Design Objectives and Design Responses, as well as a "Neighbourhood Character Overlay".

6.3 Issues & opportunities

- Ensuring that the Neighbourhood Character Study is given appropriate effect within the planning scheme.
- Recognising that the Neighbourhood Character Study design responses allow for a general two storey height limit within a context that is currently mainly single storey, it will be important to ensure that an inappropriate change in character is not brought about over time. This means that assessment of planning applications for two storey developments must be made on a site by site basis and not just by reference to the parameters of a Neighbourhood Character Overlay. The assessment should include an appropriately detailed site analysis in order to be sure of potential impacts of development.
- Recognising that, as well as height, neighbourhood character within Mansfield is closely related to the age of development, meaning that as older properties are gradually redeveloped, a recognizable character could potentially be lost (or at least blurred). This may impact upon how new developments are assessed.
- Identifying means by which the public realm could be used to unify or integrate the varied precincts identified within the Neighbourhood Character Study. An example might be the preparation of a street tree planting strategy for implementation across the town. A second example might be the urban design layout of new sub-divisional developments, where an inappropriate road layout may be at odds with the existing subdivisional character (such as a curvilinear extension to an existing grid road pattern).

6.4 Recommendations

- 1) Incorporation of the Neighbourhood Character Study into the Mansfield Planning Scheme as outlined in the study.
- 2) Preparation of guidelines for proposed developments which outline requirements for site analysis as part of planning permit applications.

7 Open Space & Recreation

7.1 Existing situation

As with many country towns, open space provision in Mansfield has in the past focused upon traditional forms such as playing fields, tennis courts and so on, in reserves such as the Highbett Street Recreation Reserve, Lords Reserve, Cummins Reserve, as well as the Golf Course. In addition, open space within the town also includes larger event facilities such as the racecourse and showgrounds.

In more recent times, there has been a greater focus on the development of passive or natural open space. This has focused mainly on the Mullum Mullum Wetlands, located between Withers Lane and the Stock Route, as well as on planning for the Botanic Gardens at the corner of High Street and Mansfield-Whitfield Road. There has also been an increasing focus on the provision of a walking and cycle trail system, although this is currently fragmented and disconnected, consisting essentially of a series of local links between streets. The recent development of the Mansfield Rail Trail is an important additional link which may provide impetus for further trail development.

In summary, the increased emphasis on "passive" open space will, in time, lead to a pleasing balance in the provision of open space facilities in Mansfield.

7.2 Previous Research

Previous studies commenting on open space provision in Mansfield include:

Mansfield Bicycle Strategy

This report recommends the construction of an integrated network of both on and off-road cycle paths (some of which will operate as shared paths) connecting existing open space reserves, key community facilities (such as schools) and importantly Ford Creek.

Your Town, Your Future

The Mansfield section of this report includes two important recommendations relating to open space provision, in addition to supporting the recommendations of the Bicycle Strategy, namely:

- Encouraging and facilitating the development of a linear passive park along Ford Creek. This recommendation is supported by this report.
- Acquiring land on the north side of Ford Creek and west side of Highbett Street for the development of further sporting facilities. This area falls within the current R1 Zone, which is recommended to be retained in its entirety. The recommendation to acquire this land is therefore not supported by this report.

7.3 Issues and opportunities

Key issues and opportunities related to the provision of open space in Mansfield include:

- General provision of further passive open space to balance the historic prevalence of "active" space.
- The use of Ford Creek as a resource for passive "nature based" recreation, and for shared walking and cycle trails.
- Use of the existing open space resources and the local road network to create a better linked and integrated open space network.
- Ongoing development of the Mullum Mullum wetlands.
- The lack of a strong landscape character around many of the existing open space reserves, including the larger reserves such as the Racecourse and Showgrounds.
- The provision of local open space and trail connections as part of proposed residential (including low-density residential) subdivisions.

7.4 Recommendations

The recommended streetscape and landscape strategies are summarised on the "Town Overview" and "Town Centre-Key Actions" Framework Plans in Section 14 of this report. The recommended strategies include:

- 1) Encourage further development of the Mullum Mullum Wetlands as a "nature" park, incorporating revegetation as well as walking and cycle paths. It is important that the development of the wetlands integrates the area with both the proposed interpretation centre and the railway precinct.
- 2) Progressively implement the recommendations of the Mansfield Bicycle Strategy.
- 3) Encourage ongoing development of the Rail Trail, ensuring that it links effectively with the network of shared trails envisaged in the Mansfield Bicycle Strategy, as well as providing a strong linkage with visitor attractions outside of Mansfield (such as the Maindample Homestead etc.).
- 4) Prepare a masterplan for Ford Creek that identifies detailed opportunities for the development of passive open space and trails, particularly those that link with key locations within the town centre, such as the High Street commercial precinct and the proposed Business Park.
- 5) Ensure that development contributions are available for the development of local open space and trails, especially along Ford Creek.
- 6) Prepare landscape masterplans for each of the existing sports reserves to improve their landscape presentation and amenity as part of the proposed Recreation Master Plan.
- 7) Prepare a Masterplan to direct the on-going development of the Botanic Park, ensuring that this valuable resource is responsive to the needs of both residents and visitors. The masterplan should particularly address:
 - future planting programs;
 - path locations, dimensions and materials;

- vehicle circulation and parking;
 - user amenities, such as seating and shelter;
 - integration of the park with the Ford Creek environment, using the creek as an open space connection;
 - information and directional signage.
- 8) Strengthen the physical linkages between the existing active and passive recreation areas of Mansfield. This should involve a number of strategies including improved paths and trails, development of landscape and streetscape themes to link reserves and improved directional and informative signage.

8 Heritage

8.1 Existing situation

The character of Mansfield is very closely linked to its heritage, which is expressed most clearly through its extant original buildings. These include prominent buildings within the central retail area of High Street, (especially the Delatite Hotel, the Commercial Hotel, the Mansfield Hotel, the National Bank, the Court House and some of the existing shops), as well as less obvious residential buildings.

While this indicates that there are a number of extant buildings with heritage values, the Victorian Heritage Register includes only three listings within Mansfield:

- The Police Memorial at the intersection of High Street and Highett Street
- The Police Stables
- The Courthouse.

These buildings, as well as the Railway Precinct, are reflected in the Mansfield Planning Scheme through a heritage overlay.

8.2 Previous research

There is currently no specific heritage study for Mansfield, although various other reports, such as the Townscape Study (1993), Neighbourhood Character Study, and Your Town, Your Future, contain useful commentary on various elements of the social and built heritage of the town.

8.3 Issues and opportunities

- There is a lack of documentation and research into the significance of the extant built heritage of Mansfield.
- The location of the extant buildings within the town centre, with its prominent streetscape and lineal open space, provides the opportunity for an integrated presentation of these elements in order to strengthen the town centre overall.
- The location of some of the key heritage buildings of the town around the central High Street / Highett Street intersection, which also contains the Police Memorial, suggests the opportunity to consider the street system as an integral component of the built heritage.

- There is a lack of obvious information (such as interpretation signage) to explain the history of Mansfield, including the age and significance of some of the key buildings. The Police Stables, for instance, is currently quite anonymous to the visitor community, in terms of both its location and the level of information provided, and is in poor physical condition on its present site. The elevation of this building, and other important heritage features, within the public perception would improve understanding of the history of Mansfield.

8.4 Recommendations

The recommended streetscape and landscape strategies are summarised on the "Town Overview" and "Town Centre-Key Actions" Framework Plans in Section 14 of this report. The recommended strategies include:

- 1) Prepare a Heritage Study to assess the heritage significance of the extant built form of Mansfield. This study should consider the whole town, incorporating the following specific elements:
 - the significance of the original buildings located around the central intersection
 - the significance of the intersection form as a whole, including the buildings and monument
 - the significance of the form, fixtures and profile of the High and Highett Street streetscape as a whole
 - the location and heritage value of any significant residential buildings, including Highton Manor
 - the potential to relocate the Police Stables to an appropriate location that enhances their visibility and public access, consistent with heritage considerations
 - recommendations for future treatment or use of buildings and features with existing heritage controls.
- 2) Incorporation of the findings of the Heritage Study into the Mansfield Planning Scheme via an expanded Heritage Overlay.

9 Traffic Management

9.1 Previous research

The 2001 PPK study "Your Town - Your Future" for Delatite Shire covered the broad road network needs under the heading of Infrastructure Services. The Background Report for this study related feedback from a community meeting that indicated the most important priorities related to intersection improvements, signage and pedestrian facilities in the town centre of Mansfield. The specific intersections noted as of concern within the township area were:

- High Street at Chenery Street
- Mount Buller Road at Highton Lane
- Monkey Gully Road at Highton Lane & Rifle Butts Road (treatment complete).

The Strategy/Action summary in the Background Report also suggested that Withers Lane and Lakins Road (to the north of the town) and Kidston Parade, Malcolm Street and Mt Buller Road (to the south of the town) should be encouraged as alternative routes for heavy vehicles to bypass the town.

The Infrastructure Strategy document that formed part of the "Your Town - Your Future" study indicated that roads were a key issue raised during community consultation, with community concerns primarily relating to issues of traffic safety and road improvements in the rural areas of the Shire. The Strategies and Actions section of this document suggested a means to address identified roads needs by:

- Updating the Infrastructure Management System;
- Undertaking a Road Safety Strategy (Audit) and implementing a Road Safety Plan;
- Developing programs for road improvements and timber bridge replacements/upgrades;
- Implementing special charge schemes to resource the construction works.

The Mansfield Townscape Study 2002 provided a revised layout plan for High Street between the roundabout at Hightett Street and the Chenery Street intersection that included the following traffic management improvements:

- Kerb outstands at strategic locations to assist pedestrian cross movements and control vehicle through and parking movements;
- Reduction of through traffic to a single lane in each direction flanked by a manoeuvring lane adjacent to the angle parking along the left kerb;
- Removal of central parking from within the western end on the median area.

This study also made several recommendations relating to traffic circulation and pedestrian facilities as follows:

- Conversion of Bank Place Lane to a pedestrians only link;
- Construction of a roundabout at the High Street/Chenery Street intersection;
- Provision of a central (mid-block) pedestrian crossing in High Street;
- Reduction of the kerb height to improve pedestrian access;
- Introduction of a 50 km/h speed zone through the core retail area (now in place);
- Extension of the High Street footpath to link to the Botanic Park at Ford Creek.

Recent discussion with Mansfield Shire technical staff has indicated similar concerns with key intersections within the town street network and the alternative provision for heavy vehicles to avoid the Central Business District. The identified sites are:

- Dead Horse Lane at Midland Highway (and possibly also at Mansfield-Whitfield Road) to promote this route as a B-Double bypass, primarily for log traffic;
- Maroondah Highway at Kidston Parade/Withers Lane, primarily related to the southern heavy vehicle bypass route but also general safety concerns;
- Chenery Street at the High Street and Malcolm Street intersections to promote its functionality as part of the primary route through Mansfield;
- Mt Buller Road at Highton Lane to alleviate the visibility restrictions at this site.

These discussions have also indicated a need to review the access to and provision for parking in the areas north of the High Street shopping strip, both east and west of Highett Street.

The precinct east of Highett Street between the rear of the shops and Baldry Street serves the following three primary functions that require servicing:

- Parking at the rear of the shops (considered to be adequate for current demand but underutilised)
- Storage for some of the businesses (mainly the supermarket fronting Highett Street)
- Residential use (currently being expanded by the redevelopment of the old VicRoads depot site)
- It is also noted that the Ford Creek cycle path now connects to the eastern end of Baldry Street via a new bridge but that there is no convenient connection between this path through to High Street.

West of Highett Street there are several large commercial properties facing High Street that are expected to undergo major redevelopment in the near future (old cinema and bus depot). It is noted that there is also potential for these developments to be mirrored by new commercial developments along the south side of High Street (e.g. on the car yard property). To maximise the public benefits from this rejuvenation of the west end of the shopping centre the following aspects should be incorporated into a master plan for the precinct:

- Redevelopment should include a mid-block public thoroughfare available 24 hours a day connecting High Street with the rear car park along Early Street;

- The public car park should be upgraded with new surfacing, line marking, tree planting and lighting through developer contributions;
- Land should be set aside from the rear of these redeveloped properties, and acquired from adjacent properties, for the widening of Early Street to at least 20 m as the necessary upgrading of the route is not possible within the existing 10 m wide reservation.

9.2 Issues & Opportunities

The 2002 Townscape Study proposals have been accepted by the community and adopted by the Council. The recommendations in this study are all endorsed for implementation.

However, these proposals only cover the eastern half of the Central Business District and require extending to provide a framework for a consistent treatment westward to encompass the full length of the duplicated highway through the core retail area. This extended treatment strategy should include the following features:

- Installation of a roundabout at the Kitchen Street/Apollo Street intersection to achieve a reduction in through traffic speeds at the west entrance to the core retail area, to improve traffic management at this existing skewed cross road and to appropriately accommodate the anticipated traffic demands generated by future residential development west of Kitchen Street;
- Installation of a roundabout at the Chenery Street intersection to complete the western townscape, better manage traffic at this unconventional intersection layout and to provide a more suitable entry to the core retail area from the east;
- Actively pursue the provision of an additional pedestrian link between High Street and the Nolan Street parking areas in the vicinity of the two bakeries;
- Further enhancement of the Community Centre car park by island treatments, improved lighting and the provision of formalised and upgraded car access to Bank Place.
- It is suggested that the mooted provision of a mid-block pedestrian crossing could be deferred until strong demand can be demonstrated as it is expected that the proposed kerb outstands and improved footpath connections across the median will satisfy the majority of pedestrian demand. Further, the random nature and locations of pedestrian cross movements are difficult to channel to a single crossing location and such a facility would be expected to receive limited use.
 - Widening and upgrading of Early Street as an important east-west connector between Highbury Street and the residential developments west of Kitchen Street.
 - Upgrading of the existing Early Street car park and provision of a permanent mid-block pedestrian link between High Street and this car park.

9.3 Recommendations

The recommended streetscape and landscape strategies are summarised on the "Town Overview" and "Town Centre-Key Actions" Framework Plans in Section 14 of this report. The recommended strategies include:

Townscape

- 1) Complete implementation of the Mansfield Townscape Study including:
 - Provision of kerb outstands;
 - Improved provision for disabled parking;
 - Upgrade pedestrian links along Bank Place Lane and "Cubbyhouse" lane. This precinct provides an excellent (and probably unique) opportunity to provide improved pedestrian permeability and amenity between High Street and the Ailsa Street residential area. The development of this link should focus not only on improved car parking, but comprise a detailed design solution which considers:
 - *Integration with High Street built form, perhaps through extension of verandahs into Cubbyhouse Lane;*
 - Provision of active frontages to retail buildings at the corners of High Street, Cubbyhouse Lane and Bank Place;
 - High quality urban fixtures, such as lighting and seating;
 - Pedestrian pavement with high visual quality;
 - Tree planting to connect High Street with Ailsa Street;
 - New access to the Bank Place car park from Highett Street;
 - Improved signing to off-street car parking areas.
- 2) Extend the master plan to encompass the full length of the existing median and include:
 - Roundabout at Chenery Street;
 - Roundabout at Kitchen Street/Apollo Street;
- 3) Pursue improved pedestrian links to the Nolan Street and Early Street car parks. These car parks provide a significant potential supply of parking for the High Street retail precinct. Unfortunately, the car parks are virtually anonymous from High Street and so are under-utilised. Improvements should include:
 - Signage at both ends of the links,
 - Upgraded pavement along ANZ lane, and potentially, planting to improve pedestrian amenity and visual character,
 - There may also be an opportunity to redevelop two of the exiting premises at approximately mid-block in the form of an arcade. This should only proceed if sufficient width can be provided for viable retail space to be developed along the walk-through (suggest no less than 20 m),
 - If the arcade development does not proceed then a second lane connection should be actively pursued in the vicinity of the bakeries. The second lane would serve as a link to the High Street shops for users of the bike path.
 - Redevelopment west of Highett Street should include a mid-block public thoroughfare available 24 hours a day connecting High Street with the rear car park along Early Street.
- 4) Formalise and upgrade vehicle connections between the southern off-street car parks.

Intersection Improvements:

Formal proposals for the following intersection works should be prepared, costed and prioritised to take advantage of funding opportunities as these arise:

- 1) Midland Highway and Dead Horse Lane: widen (and potential channelisation) to accommodate all turns by B-Double vehicles on this log cartage route;
- 2) Chenery Street at Malcolm Street: modify as an altered T intersection to facilitate the priority traffic movements and reflect the street hierarchy;
- 3) Mt Buller Road at Highton Lane: provide an eastbound passing lane and improve intersection visibility;
- 4) Maroondah Highway at Kidston Parade/Withers Lane: provide sheltered turn lanes to address visibility constraints at the crest in the highway at this location and facilitate safe turns at this access point to the alternative route for heavy vehicles;
- 5) The connection of Kidston Parade and Malcolm Street: alter the layout to reflect the predominant north to/from east movements at this intersection.

Network Improvements:

The ultimate provision of convenient routes for heavy vehicles (including B-Doubles) to bypass the town centre requires the planning and upgrading of the following links in the road network:

- 1) Withers Lane between the Maroondah Highway and Dead Horse Lane: widen, pave and seal. The trigger for these works would be the further development of the industrial precinct in Lakins Road
- 2) Dead Horse Lane between the Midland Highway and Withers Lane: widen, pave and seal including construction of a new bridge over Ford Creek. The trigger for these works would be the development of the residential precinct in the Withers Lane Quadrant.

As noted above, Early Street is expected to become an important east-west connector between the residential development in the Withers Lane Quadrant and Highett Street and its upgrading should include:

- Road widening (to cater for two traffic lanes and parallel parking),
- Implementation of streetscape enhancements (comprising kerb outstands and appropriate tree plantings that extend the treatment along Mullum Way),
- Installation of formed footpaths that specifically cater for people with restricted mobility.

Speed Zoning:

One issue raised by the community is the appropriateness of the signed speed zones, particularly at the principal entrances to Mansfield. The values and locations of speed zones require approval by VicRoads in the context of State-wide guidelines. This authority responds to requests for changes to speed zones that result from alterations to the road environment that affect travel conditions and other users. The areas of concern are as follows:

- 1) Maroondah Highway at the west entry: This section of highway currently contains an 80 km/h buffer zone that commences west of Kidston Parade and reduces to 60 km/h at the approach to the divided carriageways. The 80 km/h zone is considered to reflect the present low level of interaction with local manoeuvring traffic. However, with the impending redevelopment of the Visitor Information Centre and further developments along the south side of the highway, it is likely that future reviews of the speed zone would support the eastward extension of the permanent 60 km/h zone.

It is noted that the 60 km/h zone is already extended temporarily to the west whenever operation of the saleyards causes significant interference to highway through traffic. This activity occurs about once every one or two months.

- 2) Mt Buller Road at the east entry: This road also contains an 80 km/h buffer zone that covers the transition area from rural (at 100 km/h) to residential development (at 60 km/h). As the scattered industrial and business developments along this approach are consolidated and infill residential development takes place to the south-east of Highton Lane, these speed zones should also be reviewed to appropriately reflect the changed driving conditions.
- 3) Mansfield-Whitfield Road at the north entry: The current commencement of the township speed zone is considered appropriate. However, the eastward expansion of the Cambridge Development along Somerset Crescent and future residential expansion along the eastern boundary of this road will require the speed zoning at this town entrance to be monitored to ensure it continues to reflect the changing road character.
- 4) A blanket 50 km/h limit throughout the township: Currently all local streets are covered by the default 50 km/h residential speed limit, with arterial (traffic) routes being signed at higher limits where appropriate to reflect their principal purpose in facilitating the efficient passage of goods and people. The Council has requested that consideration be given to a proposal for all roads within the township boundaries to be covered by the 50 km/h limit.

Contact with VicRoads has not indicated support for the proposal without an indicative crash history. The scheme would represent a departure from the current consistent approach to urban speed limits across the state and would require the development of a strong case on the basis of a projected reduction in accident frequencies for it to be considered.

10 Car Parking

10.1 Existing situation

Parking for the Mansfield retail centre currently comprises the following elements:

- On-street parking in the form of:
 - 45° angle parking along each of the outer kerb lines of High Street;
 - Parallel parking along the High Street median (right side of each carriageway) east of Highett Street and 45° angle parking along both sides of the median west of Highett Street;
 - 90° angle parking bays within the wide medians of both High and Highett Streets accessed via vehicular median opening locations.
- Off-street parking in:
 - Extensive car parks along Nolan Street to the north of the shops with no direct vehicle access from High Street and limited pedestrian access (one public laneway adjacent to the ANZ bank and walk-through access through the supermarket and chemist);
 - Various isolated car parks at the rear of the shops along the south side of High Street with access from High Street, Collopy Street and Ailsa Street but limited formal internal connectivity;
 - An off-street car park in front of the supermarket in Highett Street;
 - An off-street public car park at the rear of the Mansfield-Mt Buller Bus Lines depot accessed from Early Street (primarily used for bus parking and by staff and customers of the bus line).

The on-street car parking exhibits a high level of occupancy, particularly at times of peak tourist travel through the town en route to/from the snow resorts or destinations along Lake Eildon. The off-street car parks south of High Street also appear to be relatively well patronised, primarily by local shoppers. The parking provision along Nolan Street is largely under-utilised.

10.2 Previous research

The Mansfield Townscape Study 2002 provided a detailed review of parking issues affecting the Central Business District. It identified poor signing, the lack of linkages to the parking along Nolan Street, access issues for the off-street parking areas to the south and a range of disabled parking upgrades.

Potential redevelopment of the businesses west of Highett Street will introduce similar access issues for the car park along Early Street.

10.3 Issues and opportunities

The principal issues associated with car parking relate to:

- Access, which includes:
 - Vehicular access to the car parks from adjacent streets, primarily convenient entry from High Street but includes improved side access from Highett Street and Kitchen Street;
 - Pedestrian access between High Street and the car parking. This is considered to be the reason for the underutilisation of the Nolan Street car parks;
 - Connectivity between the various small car parks south of the shops.
- Provision for disabled users (these are well documented in the Townscape Study).

10.4 Recommendations

It is recommended that the recommendations contained within the Townscape Study 2002 be reviewed and implemented including:

- 1) Creation of an access lane from Highett Street between the Mansfield Hotel and the Masonic Lodge to access the off-street parking along Bank Place;
- 2) Conversion of the north end of Bank Place Lane to a pedestrian thoroughfare only to High Street;
- 3) Upgrading of the Community Centre car park (largely complete);
- 4) Formalising and upgrading the pedestrian access beside the ANZ bank to the Nolan Street car parks;
- 5) Improved signing to the off-street parking areas, including an indication of the number of available spaces;
- 6) Designating the parallel parking adjacent to the median at the east end of High Street for use by long vehicles (cars towing trailers, caravans etc);
- 7) Capitalizing on future opportunities to enlarge the Nolan Street car park;
- 8) Enforcing the 2 hour parking limit in High Street;
- 9) A range of improvements for disabled parking relating to bay dimensions, lighting, relocation of other street furniture, access ramps and provision of tactile ground surface indicators;
- 10) Provision of taxi and bus parking to better meet the access needs of disabled users.

These earlier Townscape Study recommendations should be augmented by the following actions:

- 1) Upgrading of the public car park off Early Street to include new surfacing, line marking, tree planting and lighting through developer contributions;
- 2) Provision of a mid-block pedestrian link from High Street to the Early Street car park as part of the future redevelopment in this block.

11 Signage

11.1 Existing situation

As with many town centres, large and small, Mansfield suffers from general sign clutter related to buildings as well as to traffic.

While the majority of signs on commercial buildings appear to be in two major locations, - on the parapet and / or verandah fascia - the quality, character, and approach to the colour of these signs are so varied that they threaten to dominate the buildings on which they sit. When additional signs are added beyond these two locations, the effect can be visually overwhelming.

Within the road reservations of the arterial roads in Mansfield there is a degree of over-signing and sign clutter, particularly at the key intersections in the town. This reduces the ability of motorists to make simple navigational decisions and detracts from the streetscape values of the town.

11.2 Previous research

Directional & Tourism Signage

Bracher P.R. & Marketing undertook a preliminary Township Signing Review in 2003 which led to a detailed review in June 2004 of signing at two high profile sites at the fringes of the Mansfield urban area viz:

- Maroondah Highway (High Street) west entrance to the town (from the Howes Creek Road to the Apollo Street/Kitchen Street intersections);
- Mt Buller Road at Mansfield-Woods Point Road (Jamieson Road) intersection.

The detailed Signing Review of these locations (undertaken by Bracher and JPT) was conducted by way of a "demonstration project". The recommendations contained in the report were intended to provide a model for consideration by the Council to implement further signing improvements at other locations.

A resultant comprehensive program of signing improvements should address issues such as:

- The degree of over-signing and sign clutter at key decision locations;
- A need to provide clear and concise directional signing;
- Responding to requests for the promotion of tourist and traveller facilities within the context of the VicRoads Tourism Signing Guidelines;

- The recently announced intention by VicRoads to undertake a large-scale rationalisation and reduction of tourism related signs on the State's regional roads.

Business Identification & Advertising Signage

The Mansfield Townscape Study (1993) not only assessed the problem of advertising signage, describing it as cluttered and aggressive, it proposed a detailed approach aimed at encouraging both "creativity in advertising and integration with the architectural design of buildings and the townscape", while reducing "conflict in the visual character" of the town. The report made detailed recommendations in relation to:

- Sign location, eg:
 - detailed information below verandah or canopy
 - name and nature about business at verandah or canopy level
 - identification of business type above verandah or canopy
- Sign type
- Sign dimension

These recommendations appear to deal effectively with the advertising signage issues in Mansfield.

The 2002 update to the Townscape Study recognises that advertising signage remains an issue in Mansfield, and does "not fit with the streetscape".

11.3 Issues & Opportunities

The existing approach to advertising signage in Mansfield continues to detract significantly from the visual quality of the town, and its remaining built heritage.

The signing review commenced by the Council (as outlined above) is supported as providing the framework for a program of signing reviews throughout Mansfield Township. This review of signing should incorporate the recommendations contained in the Mansfield Townscape Study, in particular improvements to the signing of parking areas that includes indications of the number of parking spaces available.

11.4 Recommendations

- 1) Continue the review program of directional, tourist and promotional signing commenced by the Council;
- 2) Include in the program the provision of improved signing to the off-street car parks in the Central Activity Area, including an indication of the number of parking spaces available;
- 3) Encourage existing businesses to adopt the signage approach outlined in the 1993 Townscape Study, and require adoption by new or redeveloped businesses. Consider the use of a Design and Development Overlay to control the colour and style of signage in accordance with the 1993 Townscape Study.

12 Proposed Structure Plan

12.1 Proposed Zoning and Overlay Strategies

12.1.1 Introduction

This section provides an overview of the proposed rezoning and overlay strategies for Mansfield Township. Detailed strategies for specific rezoning proposals, and the strategic justification for each proposal, are outlined in the next Section.

12.1.2 Overview

RESIDENTIAL LAND

There are a number of factors driving strong demand for residential land within Mansfield Township. These include:

- A steady increase in the population of Mansfield Township in the period 1991 to 2001, with population increasing by 489 persons in that period;
- A sharp increase in dwelling approvals since 2001, with 106 dwellings approved between 2001 and 2003 in the Mansfield Township. More than half (55) of these approvals came in 2003;
- Substantial increase in residential property values since 2001, reflecting increasing demand. Median house prices have increased 22% between 2001 and 2003 and median prices for medium density dwellings have doubled in the same period;
- A relatively homogenous housing stock, comprising predominantly single family, detached dwellings on large lots that does not fully cater to the needs of potential residents. Whilst the number of medium density dwellings in the Shire (town houses, units, apartments etc) doubled between 1991 and 2001, their proportion to total of dwellings has remained the same (5%). In addition, much of the medium density housing stock is likely to be located at Mt Buller. Anecdotal evidence that indicates that the availability of rental accommodation is almost non-existent;
- The ageing of the Shire's population, with more than 39% of the population expected to be aged 60 years or more by 2031 (up from 21% in 2001). The supply of medium density, low-maintenance housing in close proximity to services is limited. Specialist aged accommodation (including retirement village style development) is very limited;
- Mansfield's attraction to lifestyle property owners, ie people seeking rural residential style development;

- Constraints on the supply of appropriately zoned land including available developable land (including low density residential land), physical constraints (flooding, drainage, native vegetation, existing subdivision pattern) and ownership constraints (owners reluctant to sell or subdivide).

The location of existing residential zoned land (R1Z) is appropriate and should be retained. However, an increase in the supply of residential land is warranted in order to:

- Ensure that there is sufficient supply of zoned land to meet demand across a range of residential products, both now and in the long term future;
- Provide for a greater diversity of housing types and residential lots, including medium density housing, aged accommodation and lifestyle housing to meet existing and future needs; and
- Prevent supply being inadvertently constrained due the preference of major landowners to retain their holdings in broadacre form.

Work underway in respect of the Council's Economic Development Strategy⁷ indicates that the lack of a range of housing opportunities is severely limiting the ability to attract skilled labour. This is, in turn, constraining economic growth.

RESIDENTIAL 1 ZONED LAND

Opportunities for additional Residential 1 (R1Z) land include:

- a) Land currently zoned Business 1 (B1) on the south side of Mt Buller Road, immediately east of Highton Lane, subject to a Development Plan Overlay and an agreed Development Plan showing:
 - provision of vehicle access from Highton Lane;
 - no direct access from Mt Buller Road;
 - retention of existing remnant indigenous vegetation;
 - provision for the shared trail along the Highton Lane and Mt Buller Road frontages; and
 - provision of a landscaped buffer from Mt Buller Road.
- b) Land currently zoned Rural Living (RLZ) on the corner of Highton Lane and Ogilvies Rd (Highton Manor), subject to a Development Plan Overlay and an agreed Development Plan:
 - controlling the number, location and layout of lots;
 - controlling the siting of dwellings in order to retain views to Highton Manor from the roadways where possible;
 - limiting building height to single storey;
 - providing safe vehicle access to Highton Manor and the residential lots;
 - providing appropriate landscaping for the residential lots;

⁷ The Mansfield Shire Economic Development Strategy is currently being prepared by Urban Enterprise P/L in conjunction with Nexus Consulting.

- retaining and protecting Highton Manor as an important heritage building, including identifying an area around the building to be retained as open space/gardens as a setting for the Manor. Application of a Heritage Overlay over the Manor;
 - providing for a shared trail along the east side of Highton Lane along the frontage of the property; and
 - providing for an open space corridor along the creek, with appropriate building setbacks from the creek reserve, provision of a trail and revegetation, along the south-eastern boundary of the property.
- c) Land currently zoned Rural Living (RLZ) along Highton Lane, subject to a Development Plan Overlay and a Development Plan agreed to by all the owners:
- controlling the location and layout of lots;
 - controlling the siting of dwellings in order to maximise mountain viewlines to the north-east;
 - minimizing the number of vehicle access points from Highton Lane and utilising existing access points to Highton Lane;
 - ensuring appropriate provision of services (eg drainage, sewerage, water);
 - providing appropriate landscaping within road reserves;
 - providing a contribution to the provision of a shared trail along Highton Lane.
- d) Land currently zoned part Rural Living (RLZ) and part Rural (RUZ) on the Mansfield-Whitfield Road, east of Lakins Road, subject to a Development Plan Overlay and an agreed Development Plan to:
- Limit the number of lots to a maximum of 385 lots to ensure tree retention and to achieve a relatively low density of development;
 - provide for a variety of lot sizes ranging from 2,250 sq metres up to 8,000 sq metres;
 - control the layout of lots to assist with retention of trees and retention of views to and from the site;
 - ensure all lots are sewered;
 - ensure that the sewer extension has sufficient capacity to service the IN1 land in Dead Horse Lane;
 - retain existing indigenous trees;
 - provide safe vehicle entry points to the site including widening of Mansfield-Whitfield Road where necessary;
 - provide a landscaped trail along the frontage of the site;
 - provide a trail link along the creekline.
- e) Land currently zoned Industrial 1 (IN1), to the north of the existing timber mill, subject to:
- the application of an Environmental Audit Overlay and Development Plan Overlay;
 - provision of a landscaped buffer on the northern boundary of the mill;

- measurement of existing noise emissions from the existing sawmill at various points around the site to ensure that noise levels are within acceptable limits for residential use.

Prime opportunities for medium density residential development within the existing Residential 1 Zones (R1Z) that should be encouraged include:

- f) Infill development in the established residential area to the south of High Street. Infill medium density residential development has been occurring in this area;
- g) The R1Z land west of Kitchen Street, subject to the application of a Development Plan Overlay that requires:
 - measurement of existing noise emissions from the existing sawmill at various points around the site to ensure that noise levels are within acceptable limits for residential use;
 - provision of a landscaped buffer, including mounding or fencing for noise attenuation;
 - ensuring the design and construction of dwellings has a high standard of noise attenuation.
- h) The R1Z land on the east side of Rowe Street that is yet to be developed.

LOW DENSITY RESIDENTIAL ZONED LAND

Opportunities for additional Low Density Residential Zoned (LDRZ) land include:

- i) Land currently zoned Rural (RUZ) between Withers Lane and the Stock Route, subject to:
 - the creation of no more than 5 lots;
 - retention of existing remnant trees;
 - provision of an open space reserve along the drainage reserve, within the development;
 - construction of a 2.5 metre wide, landscaped trail in the open space reserve, within the property, linking to the Mullum Reserve.

RURAL LIVING ZONED LAND

Extensive areas of Rural Living (RLZ) zoned land exist to the east and south of Mansfield. Given the existing pattern of subdivision and the expectation of existing residents in these areas, they should remain in the RLZ. The exception to this includes the RLZ land along Highton Lane, as mentioned above.

COMMERCIAL LAND

Mansfield has a compact and consolidated retail precinct and this should be retained by encouraging retail uses to locate within the core retail area.

The Retail Strategy prepared for the Mansfield Township identified a future need for an additional 2,800 square metres of retail floorspace for the period 2000 to 2011.⁸

⁸ Assessment of Retail Potential in Mansfield, Essential Economics, July 2000

There is an opportunity to consolidate and further develop the land on the south side of High Street in the vicinity of Bank Place for commercial uses in keeping with the existing community uses. This should be subject to the development of a detailed masterplan for the area and the rezoning of the land to Priority Development Zone (PDZ) to facilitate redevelopment. The PDZ should give effect to the masterplan and facilitate the consolidation of land within the precinct. It should include:

- a road alignment for an east-west access way connecting Bank Place with the Council car park. The preferred location is by way of an easterly extension of the existing Council land north of the laundry.
- a road alignment for a north-south access way connecting High Street with Ailsa Street. The preferred location is through the existing Council car park.
- pedestrian connections through the precinct, including north-south connections between High Street and Ailsa Street via the Council car park, conversion of the north end of Bank Place to pedestrian only use, and new east-west pedestrian connections between Bank Place and the Council car park.

There is also an opportunity to consolidate and further develop land that is under-utilised on the south side of Nolan Street at the rear of the High Street shops.

Existing Business 1 (B1) zoned land should be retained with the exception of the land on the south side of Mt Buller Road (proposed to be rezoned to R1 Zone).

The land on the east side of Chenery Street to Ailsa Street could be considered for rezoning to the B1Z in the future to reflect the zoning and existing use of the land to the north and to the west.

For commercial areas along the major entrances to the town, appropriate controls (Design Development Overlay) and policy statements should be prepared.

For the B1 zoned land on the north side of Mt Buller Road, the DDO should:

- encourage uses such as highway-related retailing and showroom uses, for which there are only limited sites in Mansfield; and
- ensure appropriate development outcomes addressing provision for building setbacks, provision for adequate car parking (preferably in the frontage setback area), provision for loading and storage areas to the rear of the site, limiting building heights, identifying preferred materials and addressing landscaping requirements.

For the land in the Business 1 Zone fronting Maroondah Highway, the DDO should:

- ensure that building set backs accord with (or exceed) the setbacks of buildings on adjoining properties;
- restrict free standing signage within the building setbacks;
- encourage active frontages and discouraging solid walls and solid fencing facing these roads;
- ensure that storage areas and large vehicle parking are located away from road frontages;
- provide extensive landscape development within setbacks, especially extending the character of the Maroondah Highway into the development.

Opportunities exist to provide for some Mixed Use Zone land in Mansfield to provide for a variety of land uses. Potential areas for rezoning to Mixed Use include:

- Land immediately adjoining the sawmill to the east, to provide a buffer to the residential zoned land. Land uses which are preferred in this area include "low impact" uses that are compatible with residential use;
- Land on the east side of Greenvale Road, north of Mount Buller Road. This area is serviced and comprises a mix of uses at present. Preferred land uses in this area include tourist-related uses and small office or similar uses. This area represents an important gateway into Mansfield and hence control over the appearance and layout of development and landscaping would be important through the application of a Design Development Overlay.

INDUSTRIAL LAND

The existing sawmill adjacent to the stock route is adjoined by R1 zoned land to the north and east. In the very long term, this industrial use will become increasingly isolated and surrounded by residential land uses. Consideration should be given to encouraging and facilitating the relocation of the sawmill use to a more appropriate location in the medium to long term and rezoning the land to R1Z with an Environmental Audit Overlay. Existing noise levels should be measured to ensure that noise emissions are within acceptable limits for residential development. Potential exists to rezone adjoining land to the east to Mixed Use to provide a buffer between the sawmill and the residential zoned land.

Opportunities to improve the appearance and nature of development within the Dead Horse Lane precinct should be explored. Land south of Dead Horse Lane on the Midland Highway has been subdivided for showroom/factory uses and this provides an example of the quality of development outcome that could be achieved in Dead Horse Lane, particularly on the Midland Highway frontage. However, further development and subdivision in the Dead Horse Lane precinct would require the land to be sewered.

The Council Depot site, zoned IN1 presents an opportunity to accommodate a high quality business park or high tech precinct in Mansfield. Work underway in respect of the Economic Development Strategy indicates the potential to attract high-tech businesses and/or new businesses that could share technology and communications infrastructure within a quality business park environment.

The industrial land in Monkey Gully Road is an area which could accommodate industrial uses which are unattractive or "poor neighbours" given the relative isolation of this area from residential uses.

LAND FOR WASTE MANAGEMENT

Goulburn Valley Water is interested in purchasing Rural zoned land to the south-east of the existing Wastewater Management Facility site to cater for future demands.

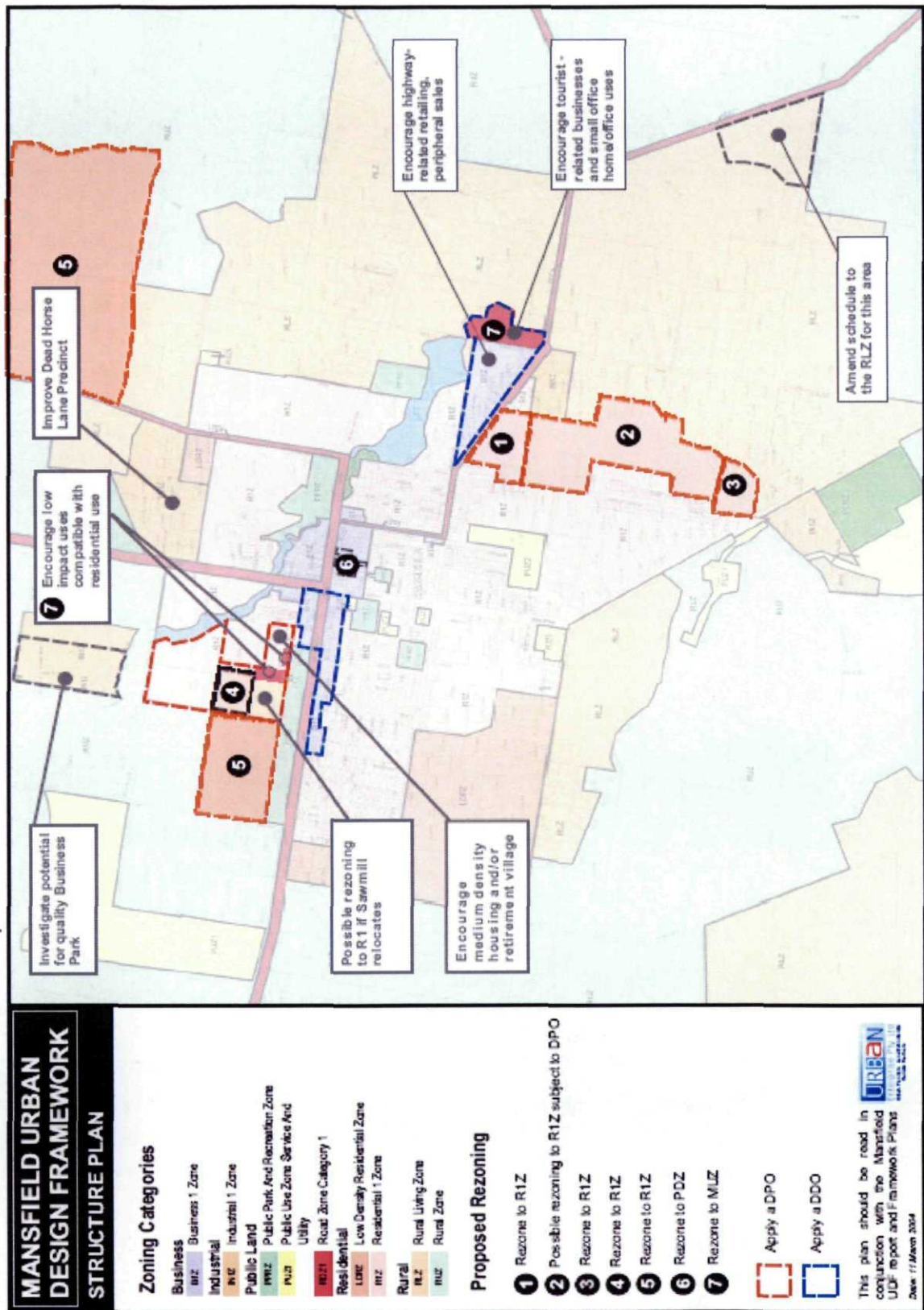
In order to ensure that the amenity of future residential development between Withers Lane and the Stock Route is protected, it is recommended that any additional land to be acquired for sewerage purposes be acquired to the west of the existing sites.

12.1.3 Mansfield Structure Plan

The proposed rezoning and overlay strategies for Mansfield Township are outlined in the following structure plan (Figure 7).

Details relating to each rezoning proposal are outlined in the following section.

Structure Plan for Mansfield



12.2 Specific Rezoning Proposals

12.2.1 Proposed Residential Zones

MT BULLER ROAD

Description

The subject land is located on the south side of the Mt Buller Road on the south eastern fringe of the township. It is approximately 1.3 kilometres from the town centre.

The land is approximately 9.5 hectares in size and is vacant. There are a large number of large mature trees on the site, particularly along the southern boundary.

The site is currently zoned B1Z. The aim of this zone is to encourage the intensive development of business centres for retailing and other complementary commercial, entertainment and community uses.

The surrounding land has been developed for residential purposes to the south, east and west, and for industrial purposes to the south east. The land to the north is zoned B1Z.

The Proposal

The proposal is to rezone the site from B1Z to R1Z to allow the subdivision of the land for residential purposes. An "Outline Development Plan" has been prepared which shows the subdivision of the land into 80 allotments with an average size of approximately 1000m².

The "Outline Development Plan" shows access to the subdivision is from Highton Lane with a circular road providing access to the allotments. There is a reserve set aside for municipal purposes along the Mt Buller Road.

Issues & Opportunities

- There are a large number of significant River Red Gum trees within the site and especially along the southern boundary, which have the potential to be retained in public open space.
- The Mansfield Bicycle Strategy calls for shared trails to be developed along Mount Buller Road and Highton Lane, adjoining the subject land. The trails were proposed to be constructed within 1-2 years from 2001. There is a clear opportunity to integrate the development of the trail with future development of the subject land.
- The rezoning of this land to residential would result in the loss of B1Z land with frontage to the busy Mt Buller Road and eliminate the potential for commercial development along the Mt Buller Road.
- The land uses on the industrial zoned land to the south east should be investigated further to determine whether the uses may have adverse amenity potential.
- According to Goulburn Valley Water, the site is adjacent to both water and sewer infrastructure.

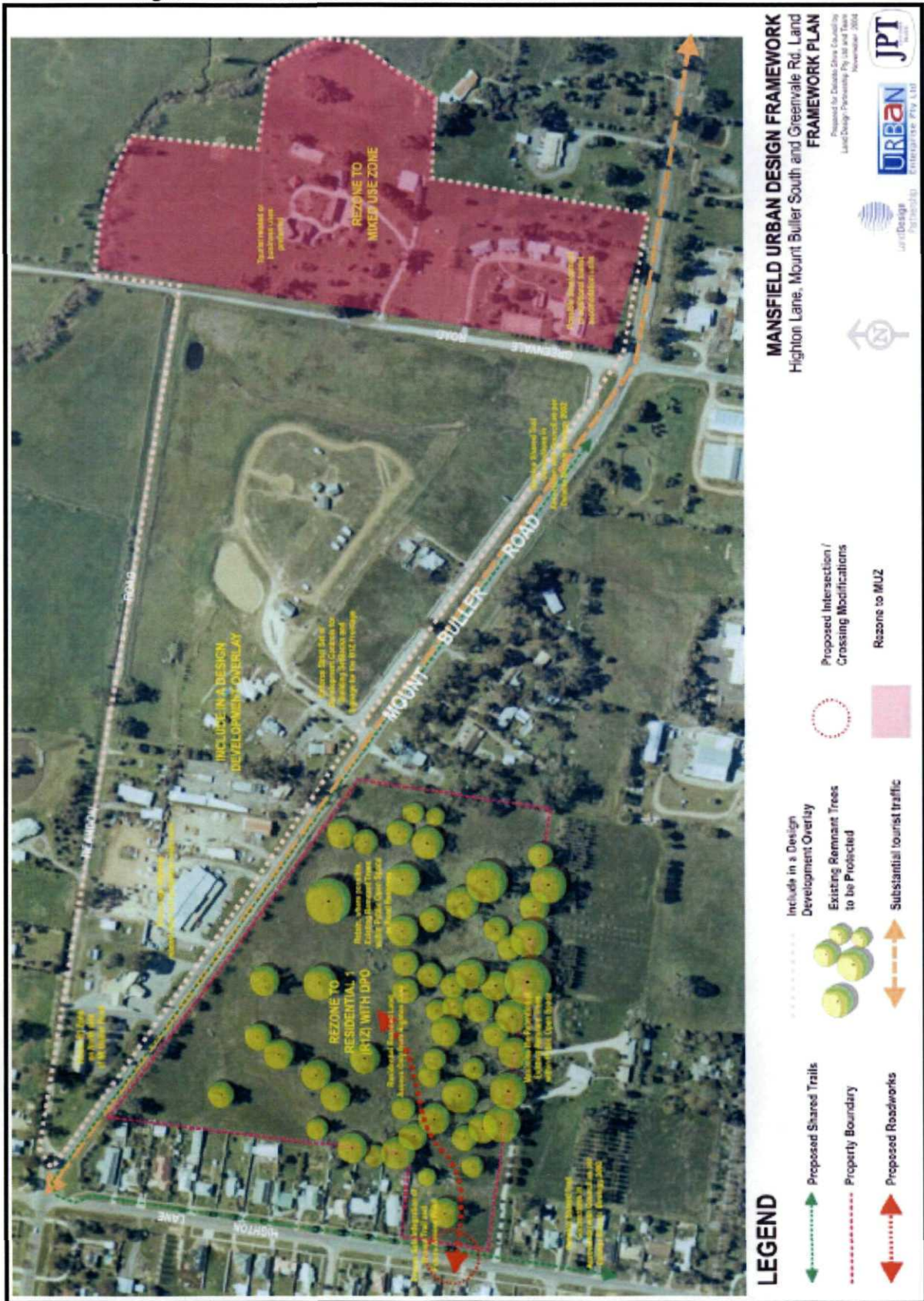
Recommendations

- 1) Rezone the land from B1Z to R1Z, subject to an agreed Development Plan and the application of a Development Plan Overlay. The existing "Outline Development Plan" is not satisfactory;
- 2) The Development Plan should include the following requirements, generally in accordance with the "Mt Buller Road Framework Plan" on the following page:
 - Restrict vehicle access to the site from Highton Lane only. No direct access should be provided from Mt Buller Road;
 - Provide a landscaped open space buffer between the residential development and Mt Buller Road;
 - Maximize the retention of the existing River Red Gum trees within public open space areas and road reserves in the design and layout of any new development;
 - Provide 2.5 metre wide shared trails along Mount Buller Road and Highton Lane adjoining the subject site and to the satisfaction of Council.

Strategic Justification

- The likelihood of retaining the substantial existing River Red Gums in a commercial development of the land (under the existing B1 Zone) is remote;
- There is adequate B1Z land elsewhere in the town and in particular there are a number of vacant lots zoned B1Z opposite the site;
- The site adjoins existing residential uses to the east, west and south;
- A residential development with appropriate landscaped open space buffers to the road would provide an attractive entrance to Mansfield from the east.
- Analysis of supply and demand for residential land indicates a need for an increase in R1Z land.

Mt Buller Road Framework Plan



HIGHTON MANOR HOUSE

Description

The subject land is located on the north-east corner of Ogilvies Road and Highton Lane approximately 2.5 kilometres to the south east of the town centre.

The land is zoned Rural Living and has an area of approximately 5 hectares. The eastern boundary of the land is the Monkey Gully Creek.

The land contains a two storey residence known as Highton Manor, which dates from the late 19th century.

The Proposal

The proposal is to rezone the Highton Manor land from RLZ to R1Z. An Outline Development Plan has been prepared to subdivide the land into 20 lots for single storey dwellings. The allotments will be concentrated on the western boundary of the land fronting Highton Lane and on the south side of the Manor near Ogilvies Road. In addition, it is proposed to develop the land on the northern boundary of the site for six double storey "stacked" apartments.

Under the proposal, the existing driveway to the Manor in the north-west corner of the land will be retained. Access to the separate dwellings will be via an access road from Highton Lane. Access to the townhouses will be via the existing driveway. The frontage along Highton Lane would be landscaped.

Issues & Opportunities

- The Manor House site commands high quality views of the mountains toward the north-east over the mainly vacant land along Monkey Gully Creek;
- For the south-bound traveller along Highton Lane, there are views to the Manor albeit to the rear of the Manor and the tower. These views represent an important visual and cultural experience. It will be important to ensure that views are retained;
- The Mansfield Bicycle Strategy calls for shared trails to be developed along Highton Lane, Monkey Gully Creek Road and Ogilvies Road, adjoining the subject land. The Highton Lane trail was identified as an early priority under the Strategy, with the Monkey Gully Creek Road trail a medium term priority and the Ogilvies Road trail a longer term priority. There is a clear opportunity to integrate the development of these trails with future development of the subject land;
- The Highton Manor land slopes to the north-east corner of the site to the Monkey Gully Creek, which restricts the development of the eastern portion of the site;
- The height of any buildings should be limited to single storey, to protect views to the mountains from Highton Lane and from within the site.
- According to Goulburn Valley Water, the site is adjacent to both water and sewer infrastructure.

Recommendations

- 1) Rezone the Highton Manor land from RLZ to R1Z subject to an agreed Development Plan and application of a Development Plan Overlay.

2) The Development Plan for the land should include the following requirements, generally in accordance with the "Highton Manor and Highton Lane Framework Plan":

- control the number, location and layout of lots;
- control the siting of dwellings in order to retain views to Highton Manor from the roadways where possible and to ensure protection of long north-easterly views from the Highton Manor land. Siting of dwellings should also ensure retention of views to the historic Manor House from Highton Lane. Future residential development fronting Highton Lane should allow for views through to the historic house from Highton Lane;
- limit building height to single storey;
- provide safe vehicle access to Highton Manor and the residential lots;
- provide appropriate landscaping for the residential lots, including protecting any significant vegetation on the site;
- retain and protecting Highton Manor as an important heritage building, including identifying an area around the building to be retained as open space/gardens as a setting for the Manor.
- apply a Heritage Overlay to the Manor and its curtilage;
- provide for a shared trail along the east side of Highton Lane along the frontage of the property;
- provide for an open space corridor along the creek, with appropriate building setbacks from the creek reserve, provision of a 2.5 metre wide shared trail and revegetation, along the south-eastern boundary of the property. A minimum setback of 20 metres for public open space should be provided from the top of the escarpment along Monkey Gully Creek;

Strategic Justification

- The rezoning of the Highton Manor land would be an extension to the existing R1Z along Highton Lane. Development of houses along Highton Lane would continue the existing development pattern.
- Ogilvies Lane forms a logical physical boundary to residential development.
- The land can be serviced.
- Analysis of supply and demand for residential land indicates a need for an increase in R1Z land.

HIGHTON LANE

Description

The subject land is located on the east side of Highton Lane to the south east of the town centre.

The land is zoned RLZ and has an area of approximately 40 hectares. The land extends south from the B1Z and IN1Z fronting the Mt Buller Road to the northern boundary of the Highton Manor Land in the South. The eastern boundary of the land is the Monkey Gully Creek.

The land has been developed for residential purposes in the northwest corner fronting Highton Lane where there are approximately 10 small allotments. In this area, there are five large battleaxe shaped lots with access from Highton Lane.

The land to the south contains a mix of rural residential allotments and vacant land.

The Proposal

The proposal is to rezone the land R1Z to enable further subdivision of the land for residential purposes, subject to an agreed Development Plan that is developed in consultation with all owners.

Issues & Opportunities

- There is a current proposal to rezone one parcel of land in this area. Considering rezoning proposals on an individual lot and ad hoc basis would promote inefficient layouts and undesirable access arrangements including the creation of a number of additional access points from Highton Lane;
- There are a large number of landowners in this precinct, which means that residential development is likely to be a long-term proposition;
- The existing driveways of the battleaxe allotments fronting Highton Lane represent logical access points to any residential development at the rear. The potential for a southern access road to Ogilvie Lane or Highton Lane requires further investigation;
- The Monkey Gully Creek provides an opportunity for the creation of open space and a walking trail through the precinct;
- Further residential development in the area may not be popular with owners of residential allotments fronting Highton Lane;
- The Mansfield Bicycle Strategy calls for a shared trail to be developed along Highton Lane. The Highton Lane trail was identified as an early priority. There is a clear opportunity to integrate the development of this trail with future development of the subject land.
- According to Goulburn Valley Water, the land is adjacent to both water and sewer infrastructure, but the infrastructure may require augmentation depending on the number of lots proposed.

Recommendations

- 1) Rezone the land from RLZ to R1Z subject to an agreed Development Plan and application of a Development Plan Overlay.

2) The Development Plan for the land should include the following requirements, generally in accordance with the "Highton Manor and Highton Lane Framework Plan":

- control the location and layout of lots;
- control the siting of dwellings in order to maximise mountain viewlines to the north-east;
- minimize the number of vehicle access points from Highton Lane and utilising existing access points to Highton Lane. A central, north-south collector should provide the main access through the development;
- ensure appropriate provision of services (eg drainage, sewerage, water);
- provide appropriate landscaping within road reserves;
- ensure a contribution is made to the provision of a shared trail along Highton Lane.
- protect any significant vegetation;
- ensure a minimum setback of 20 metres for public open space from the top of the escarpment along Monkey Gully Creek.

Figure 9. Manor House and Highton Lane Framework Plan



WITHERS LANE QUADRANT

Description

This area comprises land bounded by Dead Horse Lane to the north, Ford Creek to the east and the Stock Route to the west. The land has an area of approximately 20 hectares, comprising approximately 4.5 hectares in the IN1 Zone and the remainder in the R1 Zone to the north. The land is in single ownership.

The surrounding land has been developed for residential uses in Logan Street and rural uses to the west and north. To the south, there is the sawmill and approximately four hectares of vacant residential zoned land.

The land is generally flat and vacant apart from a shed located in the centre of the site. A review of aerial photography indicates that there are approximately 20 large mature trees scattered across the land.

The Proposal

The proposal is to rezone the portion of the site in the IN1Z to R1Z to enable residential development of the land.

Preliminary yield estimates indicate that the existing IN1Z land has the capacity to yield 45 lots and the R1Z land has the capacity to yield approximately 135 lots. This assumes an average of 10 lots per hectare, with lots averaging between 800-900m² in size.

These estimates assume that approximately two hectares of land adjoining Ford Creek will be set aside for public open space. The lot yield calculations do not include any open space that may be required to protect the scattered mature trees on the IN1Z land.

Issues & Opportunities

- As the proposal involves the rezoning of industrial land to a residential zone, the proposal will need to be assessed against the requirements of Ministerial Direction No1, Potentially Contaminated Land.
- Discussions with the EPA indicate that there are likely to be issues with any residential rezoning within the prescribed buffer distance to a mill, although it is noted that there is existing R1Z directly to the east of the mill which has set a precedent for the zoning of the area.
- There is a need to upgrade the road network providing access to the land. This is expected to involve:
 - Construction and sealing of the Stock Route (excluding the connection through Mullum Mullum Wetlands reserve);
 - Construction and sealing of Dead Horse Lane;
 - Construction of a new bridge to replace the present low level ford over Ford Creek in Dead Horse Lane;
 - Construction of a new east-west collector road connection between the south end of the Stock Route and Kitchen Street notionally known as Mullum Way;
 - Construction of a new north-south collector road connection between the proposed Mullum Way and the northern part of the precinct;

- Development of appropriate intersection treatments along Kitchen Street at Moorey Street, Early Street and at the Maroondah Highway (High Street).
- It will also be necessary to establish an appropriate road network within the land and to review the hierarchy of surrounding streets to minimize the impact of increased traffic on existing residences. For example, given the nature of the present road profile, a direct connection to the end of Logan Street may not be acceptable.
- There is an opportunity to provide land for pedestrian access trails along Ford Creek.
- The Mansfield Bicycle Strategy calls for shared trails to be developed along Ford Creek and Dead Horse Lane, adjoining the subject land. The Dead Horse Lane shared trail was recommended for construction in the medium term. The Ford Creek trail was to be constructed in the longer term. There is a clear opportunity to integrate the development of these trails with future development of the subject land.
- Future development of shared trails along Dead Horse Lane and Ford Creek will need to be carefully considered with the proposed future construction of a new bridge across Ford Creek along Dead Horse Lane.
- The Ford Creek environment adjoining the subject land is generally weed-infested with low habitat and visual qualities. There are opportunities for the development of public open space areas alongside the creek, in addition to weed eradication, shared trail development and indigenous revegetation works.
- The subject land contains a number of large remnant eucalypts (mainly River Red Gum). These trees have a high degree of visual amenity and habitat value. There is an opportunity to retain these trees within future road reserves and public open space areas as part of any future development of the site.
- A safe crossing point will be needed for the connection of the shared trail with the Midland Highway.
- According to Goulburn Valley Water, the land is adjacent to both water and sewer infrastructure.

Recommendations

- 1) Rezone the 4.5 hectares of land in the IN1Z to R1Z with an Environmental Audit Overlay and Development Plan Overlay (DPO).
- 2) Apply a Development Overlay (DPO) to the 20 hectares of existing R1Z land to the north of the former mill site.
- 3) The Development Plan Overlay should include the following requirements:
 - measure existing noise and air emissions from the existing sawmill at various points to ensure that emission levels are within acceptable limits;
 - provide a landscaped buffer on the northern boundary of the mill;
 - ensure that land is set aside for the conversion of the stock route into a formal road reservation as part of any development of the existing IN1Z and R1Z land;
 - construct a 2.5 wide concrete shared trail between the bridge and the Old Stock Route in association with future works along Dead Horse Lane;

- provide a 20 metre minimum Public Reserve offset from the top of the Ford Creek Escarpment;
- undertake weed eradication and indigenous revegetation works along Ford Creek to the satisfaction of DSE and local waterway authorities
- ensure shared trail access is duly considered with the future construction of a bridge across Ford Creek, allowing for access under the bridge and up onto Dead Horse Lane;
- ensure retention of existing remnant trees in any future development of the land.

Strategic Justification

- The land is located within one kilometre of the centre of Mansfield and therefore has good access to a range of community and commercial services within the township.
- The proposed rezoning of the IN1 land to R1Z would be in keeping with the existing R1 zoned land to the north and east.
- The land can be serviced.
- Analysis of supply and demand for residential land indicates a need for an increase in R1Z land.

SAWMILL PRECINCT

Description

Apart from the R1 zoned land to the north of the sawmill, land to the east and north-east of the mill is also zoned R1Z.

There are multiple owners in this area although the majority of the land is owned by three separate landowners. Given the ownership arrangements, the scale of the potential development and the opportunity to rationalise the existing road network, it is considered that this precinct should be planned in an integrated manner, with a Development Plan prepared for the entire precinct. This should also cover the R1Z land to the north of the sawmill.

Two large parcels of land are located to the north of the Mullum Mullum Reserve, in the vicinity of Moorey, Kelson and Kitchen Streets. The land is generally flat. Walker Street is an unsealed road and Moorey Street is predominantly unmade.

The land is currently zoned R1Z. The surrounding land has been developed for industrial uses (mill) to the west and residential uses to the east and north. The Yenckens Hardware store is located at the gateway to the site on the corner of Kitchen Street and Maroondah Highway. The Mullum Mullum Wetlands lie to the south east of the subject land.

The land has been subdivided into a number of residential allotments of 600-700m² in size, of which approximately seven allotments near Kitchen Street have been developed for housing. These allotments appear to be in individual ownership. The western portion of the site is vacant apart from a large shed located in the south-east corner of the site and an old freestanding kiln, a remnant of former manufacturing uses in the area.

The Proposal

The owner of one major parcel wishes to rezone the western portion of the site to Mixed Use to provide a buffer between residential development and the existing sawmill. The balance of the site would be developed for residential use. The owner of the other parcel of land (Moorey Street) wishes to develop townhouses/cottages on the site.

Issues & Opportunities

- There is an active mill located adjacent to the subject land, which is located in the IN1Z. The impacts from the mill's operation in respect to noise and air emissions appear to be limited, with the exception of the south side of the mill, towards the openings in the existing buildings, where noise emissions are evident. The mill is currently constructing earth mounds within its site (on the northern and western boundaries) to mitigate any visual and noise impacts. It is intended that these areas will also be landscaped. There are no openings in the mill building that face the subject land thereby reducing noise emissions from the site to the east.
- Under Clause 52.10 of the Planning Scheme, the minimum recommended distance between a residential zone (which includes LDRZ) and land used for a mill is 500 metres. However, there is already R1 zoned land within this recommended distance.
- In the very long term, the sawmill use will become increasingly isolated and surrounded by residential use and the continuation of this use in the longer term is undesirable. However, the land cannot be rezoned to R1 until an Environmental Audit is undertaken to assess the presence and type of contaminants.
- Rezoning the land immediately adjoining the sawmill on its eastern boundary to Mixed Use would provide a visual and potentially an acoustic buffer between the sawmill and the residential zoned land. This buffer area would be further enhanced if the Mixed Use land fronted the proposed north-south collector road, which in itself, would provide a further buffer.
- Development of the land for commercial purposes has the potential to adversely affect sensitive land uses in the area through visual impact and noise associated with trucks and commercial traffic. The sensitive land uses include existing dwellings in Logan Street and Kitchen Street and the Mullum Mullum Wetlands.
- The separation of the site from direct highway frontage by the Mullum Mullum Wetlands and the Railway Reserve and Visitor Information Centre substantially reduces the visual exposure of the site from passing traffic along Maroondah Highway. This reduces the commercial appeal of the site for retail or commercial activity that relies on visual exposure, such as showroom development.
- Preferred land uses for the Mixed Use Zone would therefore be "low impact" uses that are compatible with residential use. This could include small offices, nursery, medical suites and similar uses. Industrial uses should be discouraged. Development within the Mixed Use Zone should be controlled to ensure quality development outcomes that enhance the appearance of the area and do not adversely affect any future residential development in the area.

- The bulk of the land is well suited for a medium density housing development. It is located within close proximity to the retail district (less than 400 metres) and the Mullum Mullum Wetlands and the rail trail. The topography of the land is also generally level, which is important to facilitate ease of movement by older people.
- In the past, portions of the site were affected by diesel fuel contamination, although it is understood that these areas have been remediated.
- One option that has been identified is the possibility that the site could be developed for a retirement village, incorporating independent living units and possibly a nursing home.
- Development of this land, and the vacant residential land to the north, is expected to generate considerable additional traffic movements along Kitchen Street (Maroondah Highway), particularly at the High Street intersection. This intersection will require upgrading in the longer term to cater for this traffic and it would be appropriate to impose a developer contribution levy on all future lots serviced by this route to fund the intersection improvements.
- According to Goulburn Valley Water, the land is adjacent to both water and sewer infrastructure.

Recommendations

- 1) The sawmill use should be encouraged to relocate in the longer term. The IN1 Zone should be retained whilst the sawmill continues to operate from the site. However, in the event that the sawmill use is relocated, consideration should be given to rezoning the sawmill site from IN1 to R1 Zone with an Environmental Audit Overlay.
- 2) Retain the R1Z zoning of the land to enable the redevelopment of the site for medium density residential purposes.
- 3) Rezone land immediately adjoining the sawmill to the east to Mixed Use Zone, with a preference for uses that are compatible with residential use. Industrial uses should be discouraged. Strict controls should be placed over development to ensure a quality development outcome that enhances and does not adversely impact on the residential zoned land. A Design and Development Overlay should be applied to the MUZ.
- 4) Undertake a survey to establish title boundaries and land ownership details along the alignment of the proposed Mullum Way.
- 5) Undertake an investigation of noise and air emissions to ensure that adverse amenity impacts are within acceptable limits.
- 6) Include the land in a Development Plan Overlay covering the entire Precinct. The DPO should be generally in accordance with the "Withers Lane Quadrant Framework Plan" and include requirements to:
 - ensure provision of a landscaped buffer, including mounding or fencing on the eastern boundary of the mill for noise attenuation;
 - ensure that new dwellings are designed with a high standard of noise attenuation;
 - protect significant vegetation and the existing kiln by setting aside this land within reserves or public open space;

- rationalise the road network to service the entire precinct. This would include closing some existing roads and providing for a new east-west road along the railway reserve and a new north-south road adjoining the Mixed Use Zone connecting to Mullum Way;
- ensure that a contribution is made by the development to the improvement of public open space (eg trails) and the provision of roads required to service the development. This would include the construction of the new east-west collector road (Mullum Way) along the southern boundary of the land and associated intersection improvements at its connection to Kitchen Street and the intersection of Kitchen Street with the Maroondah Highway;
- ensure that a suitable open space buffer is set aside in the development plan as a buffer to the mill, with plantings to reduce the visual impact of the mill, on the northern side;
- ensure that future residential development occurs in a staged manner, with the eastern portion of the site to be developed in the early stages;
- retain the historic brick kiln as a feature.

Strategic Justification

- The mill site is an anomalous use within a developing residential precinct and in the longer-term should be encouraged to relocate from the existing site;
- In the medium to long term, the Mixed Use Zone would provide a buffer between the sawmill and the residential zoned land to the east, provided that uses establishing in the Zone are compatible with residential use.
- Analysis of supply and demand for residential land indicates a need for an increase in R1Z land.
- DSE population projections show that the population of Mansfield is ageing. The development of the land for medium density housing will help meet a recognized need for smaller accommodation within the township, particularly for older people wishing to 'downsize' from larger houses in the Shire as well as the provision of rental accommodation;
- Analysis work undertaken as part of the UDF process indicates that there are no other large vacant sites within close proximity to the Mansfield Town centre that would be suitable for a large medium density housing development and/or retirement village.

BALDRY STREET & FORD CREEK AREA

Existing Situation

The land located to the south of Ford Creek in the vicinity of Baldry Street is currently zoned B1Z. In this area, there are a number of residential properties that back on to Ford Creek.

Issues & Opportunities

There is an opportunity to investigate the rezoning of the land that adjoins Ford Creek to the R1 zone. This would reflect the existing residential uses in this area and ensure that the sensitive creek environs are protected from inappropriate commercial development.

Recommendation

The rezoning of this land should be further investigated by Council, in consultation with the landowners who may be affected by the proposal.

LAKINS ROAD EAST

Description

The subject land is a large rectangular landholding located on the east side of the Mansfield-Whitfield Road approximately two kilometres north east of the town centre. The southern boundary of the land is the road alignment of Kareen Court and the eastern boundary of the site is an unmade government road reservation.

The land has an area of approximately 150 hectares, comprising approximately 27 hectares in the RLZ to the north of Kareen Court. The remaining 123 hectares is located in the RUZ to the north.

The surrounding land has been developed for rural residential uses to the south in Kareen Court. The land to the north and east is used for rural purposes.

There is an existing dwelling and complex of buildings in the centre of the site and a driveway lined with cypress trees that provides access to the Mansfield-Whitfield Road. The land is undulating and drops away to a creek gully in the vicinity of the unmade road. The buildings are located on the highest point of the land.

There are six dams on the land and a large number of mature trees scattered throughout the site, including a stand of large trees in the south west corner of the site.

The Proposal

The proposal is to rezone the subject land from RLZ and RUZ to R1Z with strict controls over the size and number of lots. It is proposed to extend reticulated sewerage to the development.

The intention is to create a high quality, low density residential development with a variety of lot sizes ranging from 2,250 sq m up to 8,000 sq m, responding to the natural features of the site.

Issues & Opportunities

- The site is surrounded by low density rural residential uses on the west side of the Mansfield-Whitfield Road and south side of Kareen Court. In the context of the existing development pattern, the proposal will involve the development of relatively smaller rural residential lots than the surrounding development pattern.
- The land is not within walking distance of the town centre and there are no existing pedestrian linkages between the subject land and the township.
- Goulburn Valley Water has advised that the land is outside the existing sewerage district but an extension of the reticulated sewerage system would be possible. An extension of the system would offer the potential to provide sewerage to the existing industrial estate in Dead Horse Lane, with an opportunity to improve the appearance and quality of development in Dead Horse Lane.

- Goulburn Valley Water advises that the land is located partially within the water supply district but is above the maximum supply elevation of the low level water supply zone in Mansfield. The development would therefore need to be provided with a separate high level water supply system.
- The proposed rezoning would create an isolated parcel of land in the RUZ at the end of Dead Horse Lane. This could be considered for inclusion in the rezoning.
- Consideration needs to be given to the visual impact of the development on the rural landscape at the Mansfield-Whitfield Road frontage. The ridgeline on the northern boundary of the site obscures views to the site from the road when approaching from a southerly direction. There is an opportunity to locate larger lots on the northern side of the ridgeline as well as on the main road frontage to maintain the rural landscape character.
- Under the R1Z in the Mansfield Planning Scheme, there is no minimum lot size that can be enforced for a residential subdivision. Under this option, lot sizes could be controlled through approval of a detailed plan and schedule of requirements.
- The subject land contains a number of large remnant eucalypts (mainly River Red Gum). These trees have a high degree of visual amenity and habitat value. There is an opportunity to retain these trees within future road reserves and public open space areas as part of any future development of the site.
- Existing creek and drainage lines within and adjoining the subject land are generally weed infested with low habitat and visual qualities. There are great opportunities for the development of public open space areas alongside these drainage lines, in addition to weed eradication, shared trail development and indigenous revegetation works.
- The existing cypress tree driveway should be retained as part of any new development;
- Provision should be made for shared trail connections to the main Mansfield township for pedestrians and cyclists;
- The nominated primary access from the estate to the Mansfield-Whitfield Road is located between two crests in the road. Siting of this access will require careful consideration to maximise sight lines for exiting vehicles. The Mansfield-Whitfield Road is also expected to require widening at the access point to create sheltered right and left turn lanes into the estate;
- A secondary access into the estate is indicated through Kareen Court in the adjacent subdivision. The widening of the Mansfield-Whitfield Road at this intersection is limited reflecting the small number of lots currently serviced by Kareen Court. This treatment will require upgrading to cater for the additional traffic generated by the adjacent estate.

Recommendation

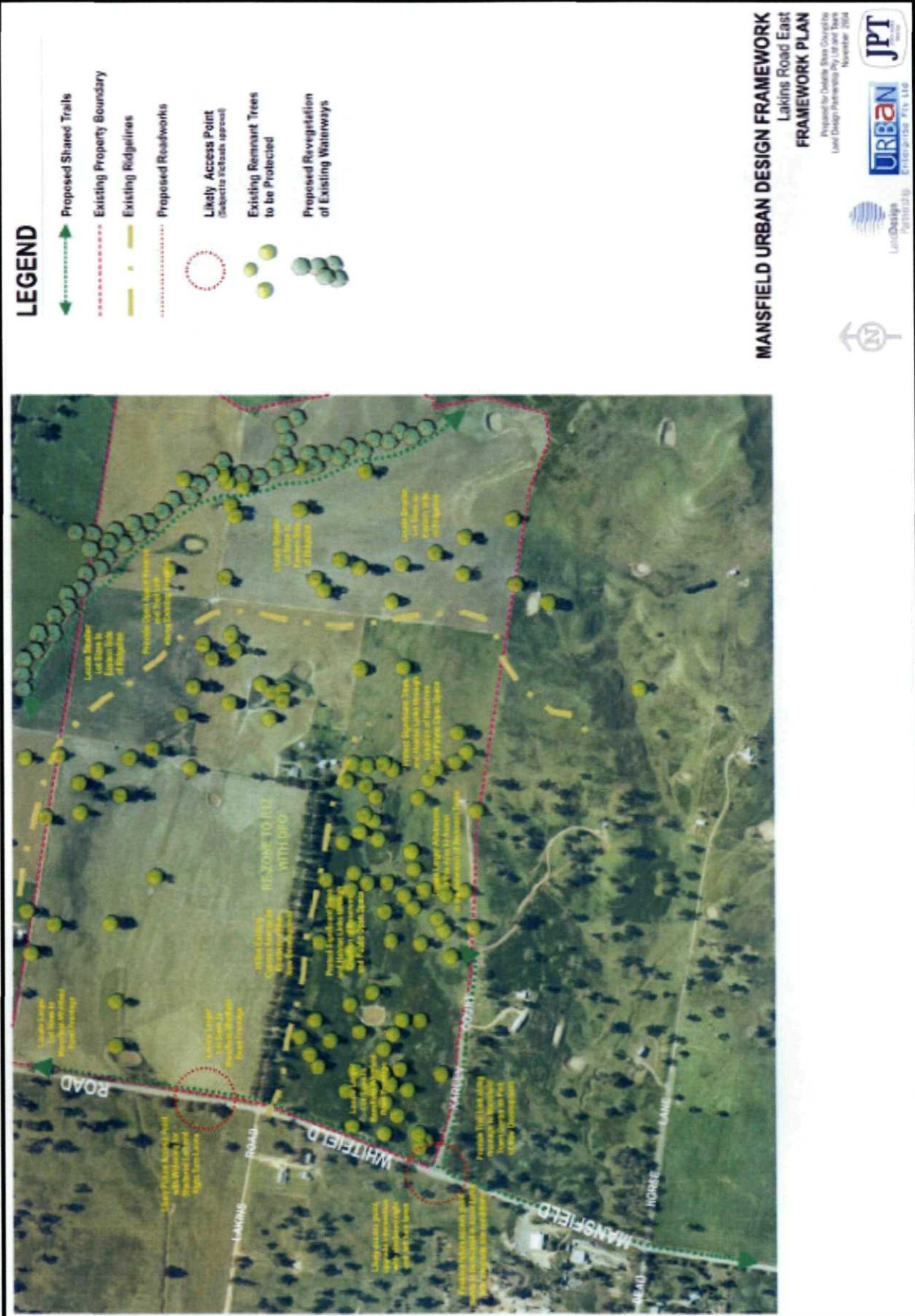
- 1) The land should be rezoned to R1Z subject to an agreed Development Plan and the application of a Development Plan Overlay.
- 2) The Development Plan should include requirements to:
 - Limit the number of lots to no more than 385 to ensure retention of existing trees, with controls preventing re-subdivision;

- Provide for a variety of lot sizes ranging from 2,250 square metres to 8,000 square metres with an average of 4,000 square metres;
- Control the layout of lots to assist with retention of trees and retention of views to and from the site. Locate smaller lots on the southern side of the ridgeline and larger lots on the Mansfield-Whitfield Road frontage and north of Kareen Court to reduce the visual impact on the rural landscape and assist in the retention of large trees;
- Control the design and development of buildings to ensure a high quality development outcome;
- Ensure all lots have access to reticulated water and sewerage;
- Ensure that the sewer extension has sufficient capacity, and is capable of readily servicing the IN1 land in Dead Horse Lane;
- Retain existing indigenous trees;
- Provide safe vehicle entry points to the site including widening of Mansfield-Whitfield Road where necessary, to the satisfaction of VicRoads;
- Provide a landscaped trail along the frontage of the site;
- Provide a landscaped trail along the creekline;
- Protect significant vegetation and habitat trails by setting aside land along the creekline as public open space;
- Maintain the existing cypress tree avenue as a roadway and not within future private land allotments.

Strategic Justification

- Whilst the proposal is to rezone the land to R1Z, the development outcome sought is a low density residential development that respects the natural features of the site and is fully serviced.
- There are several large parcels of undeveloped residential zoned land to the north of High Street, although the land is currently not being subdivided at rate that satisfies the demand for land.
- The development would provide reticulated sewerage to the industrial precinct in Dead Horse Lane. This would assist in improving the quality of future development in the estate.
- There is a very limited supply of low density residential lots in Mansfield at present.

MANSFIELD URBAN DESIGN FRAMEWORK
Lakins Road East
FRAMEWORK PLAN



12.2.2 Low Density Residential Zone

WITHERS LANE (WEST OF STOCK ROUTE)

Description

The subject land is located between Withers Lane and the Stock Route, on the north-eastern fringe of Mansfield Township. It is approximately 25 hectares in area, and is generally flat apart from some low-lying areas in the north-eastern corner. The land is currently vacant, however, an open drain runs through the centre of the site and feeds a dam on the adjoining property to the north. There is scattered vegetation across the site.

The land is currently zoned RUZ and is used for rural purposes. The surrounding land has been developed for industrial uses (mill) to the east, and for rural living to the west along Withers Lane. The Mullum Mullum Wetlands lie to the south of the site.

The "Withers Lane Quadrant Existing Conditions Plan" outlines the existing nature of the area.

The Proposal

The proposal is to rezone the land to LDRZ to enable subdivision of the land into five residential allotments ranging from 2 to 4 hectares in size. The two largest allotments will obtain road access from the east via the Stock Route and the three smaller allotments will front Withers Lane. Both roads are constructed of gravel. It is proposed that the existing open drain will be set aside as reserve with an area of approximately 7 hectares.

Issues & Opportunities

- There is an active mill located adjacent to the subject land, which is located in the IN1Z. Although there are currently no major issues relating to noise and air emissions, the mill is currently constructing high earth mounds within its site to minimise any adverse amenity impacts. Noise and air emissions will be minimized by the fact that there are no openings in the mill building that face the subject land. Existing noise emissions should be measured to ensure that the noise levels are within acceptable limits.
- From a planning scheme point of view, the minimum distance between a residential zone (which includes LDRZ) and land used for a mill is 500 metres under Clause 52.10 of the Planning Scheme. Although there are no significant issues relating to noise and air emissions, the onus will be on the proponent to demonstrate that any off-site amenity impacts from the mill are within acceptable limits.
- According to Goulburn Valley Water the land is close to, but outside the 530 metre buffer distance required for the Mansfield Waste Management Facility. This should therefore not restrict the siting of any dwellings on the land.
- The north-east corner of the site is low lying, although the risk of inundation could be overcome by appropriate siting of the building envelope and elevating the site with suitable fill material.

- Under the provisions of the LDRZ, building and waste envelopes must be prepared to Council's satisfaction. This gives Council an opportunity to direct development away from significant vegetation and give due consideration to buffer distances from the mill and sewerage treatment plant.
- Currently, the only access to the mill is via the old stock route, which crosses the Mullum Mullum Wetlands. The stock route will be the primary point of access to the two eastern lots in the sort term. A more circuitous alternative access route is also available to the north via Dead Horse Lane and Midland Highway and/or Withers Lane.
- As part of the development of the land east of the Stock Route and sawmill, a new collector road could be developed between the south end of the Stock Route and Kitchen Street. This will offer improved access between the town and the mill site as well as land to the east of the mill and allow the present informal connection across the Mullum Mullum Wetlands to be downgraded or even closed in the longer term.
- The Mansfield Bicycle Strategy calls for shared trails to be developed along Dead Horse Lane, adjoining the subject land. The Dead Horse Lane shared trail was proposed to be constructed within 3-5 years from 2001. There is a clear opportunity to integrate the development of the trail with future development of the subject land.
- The existing drainage channel that runs through the site and feeds into the Mullum Wetlands has no habitat or visual amenity qualities. There are great opportunities for the development of public open space areas alongside the channel, in addition to shared trail development and indigenous revegetation works.
- The subject land contains a number of large remnant eucalypts (mainly River Red Gum). These trees have a high degree of visual amenity and habitat value. There is an opportunity to retain these trees within future road reserves and public open space areas as part of any future development of the site.
- Goulburn Valley Water advises that the land is adjacent to water infrastructure in the low level supply zone that supplies the majority of the Mansfield Township.
- Goulburn Valley Water advice that based on the proposed zone and lot sizes (2-4ha), reticulated sewerage is not expected to be required.

Recommendations

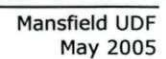
- 1) Undertake an investigation of noise and air emissions prior to any rezoning of the land to ensure that adverse amenity impacts are within acceptable limits.
- 2) Levy a contribution from the development for the construction of a connecting trail between the Rail Trail and the proposed drainage reserve. A landscape plan should be prepared to show improvements to this Reserve.
- 3) Gradually phase out the use of the Old Stock Route south of the former rail reserve as an access road as the area to the north develops.
- 4) Rezone the land from RUZ to LDRZ, subject to its inclusion within a Development Plan Overlay. The DPO should include requirements to:
 - protect significant vegetation and habitat trails by setting aside this land within reserves or public open space;

- ensure that the development sets aside land along the drainage reserve for open space and contributes to the improvement of the open space (trail, landscaping). This should include a 20 metre minimum Public Reserve offset from the top of the drainage escarpment, a weed eradication and indigenous revegetation program;
- ensure that sufficient land is set aside for a new east-west access road and that this is designed appropriately and constructed in a timely manner;
- locate building envelopes outside the 530 metre buffer distance from the sewerage treatment plan, clear of the mature red gums on the property and any buffer to the mill site until the time that this mill land is redeveloped;
- ensure retention of existing remnant trees.

Strategic Justification

- The land is located within 1.5 kilometres of the centre of Mansfield and it therefore has good access to the range of infrastructure and social services within the township.
- The proposed rezoning to LDRZ would be in keeping with the surrounding rural and residential land uses.
- There are only a limited number of vacant allotments in the LDRZ in Mansfield.

Withers Lane Quadrant Existing Conditions



LEGEND

- Proposed Shared Trails
- Proposed Open Space Setbacks from Creeks and Waterways
- Proposed Roadworks
- Proposed Intersection / Crossing Modifications
- Existing Remnant Trees to be Protected
- Proposed Revegetation of Existing Waterways
- Potential for Future Re-zoning to R1Z
- Re-zone to LDRZ
- Re-zone to MUZ
- Traffic calming



MANSFIELD
URBAN DESIGN FRAMEWORK
 Sawmill Precinct
FRAMEWORK PLAN
 Prepared for Deakin Shire Council by
 Land Design Partnership Pty Ltd and Team
 November 2004



12.2.3 Mixed Use Zone

GREENVALE ROAD LAND

Description

The area is located on the north side of Mt Buller Road, and on the east side of Greenvale Road. The area contains a tourist accommodation facility and semi-commercial uses.

The land is zoned RLZ. To the east, the land has been developed for rural residential development. To the west the land is zoned B1Z.

The Proposal

The proposal is to rezone the land to MUZ to reflect the existing use and provide a transition between the B1Z to the west and the RLZ to the east.

Issues & Opportunities

- The land is located on the Mt Buller Road, which carries a significant amount of tourist traffic. This precinct on the fringe of the town has the potential for the development of commercial, retail and tourist uses that can capitalize on this location.
- The area forms an important gateway to Mansfield from the east and development outcomes should enhance the appearance of this gateway.
- Preferred land uses would be tourist-related uses, small offices or similar uses. Industrial uses should be discouraged.
- Goulburn Valley water has advised that the land is adjacent to both water and sewerage infrastructure.

Recommendation

- 1) It is recommended that the land be rezoned MUZ subject to the Design and Development Overlay proposed for the B1Z to the west.
- 2) Preferred uses would be tourist-related uses, small offices or similar uses. Industrial uses should be discouraged.

This land is shown on the "Mt Buller Road Framework Plan".

SAWMILL PRECINCT

See earlier section under "Residential Zone".

12.2.4 Industrial 1 Zone

DEAD HORSE LANE PRECINCT

Description

The Dead Horse Lane industrial precinct extends along Dead Horse Lane between Midland Highway and Mansfield-Whitfield Road.

Dead Horse Lane is a sealed road but the precinct is not sewered. There are a number of existing indigenous trees within the precinct. The precinct is characterised by very large lots.

Most of the existing lots are developed although many of the lots are largely underutilised. There is significant potential for further subdivision and development within this precinct, however the land would need to be sewered.

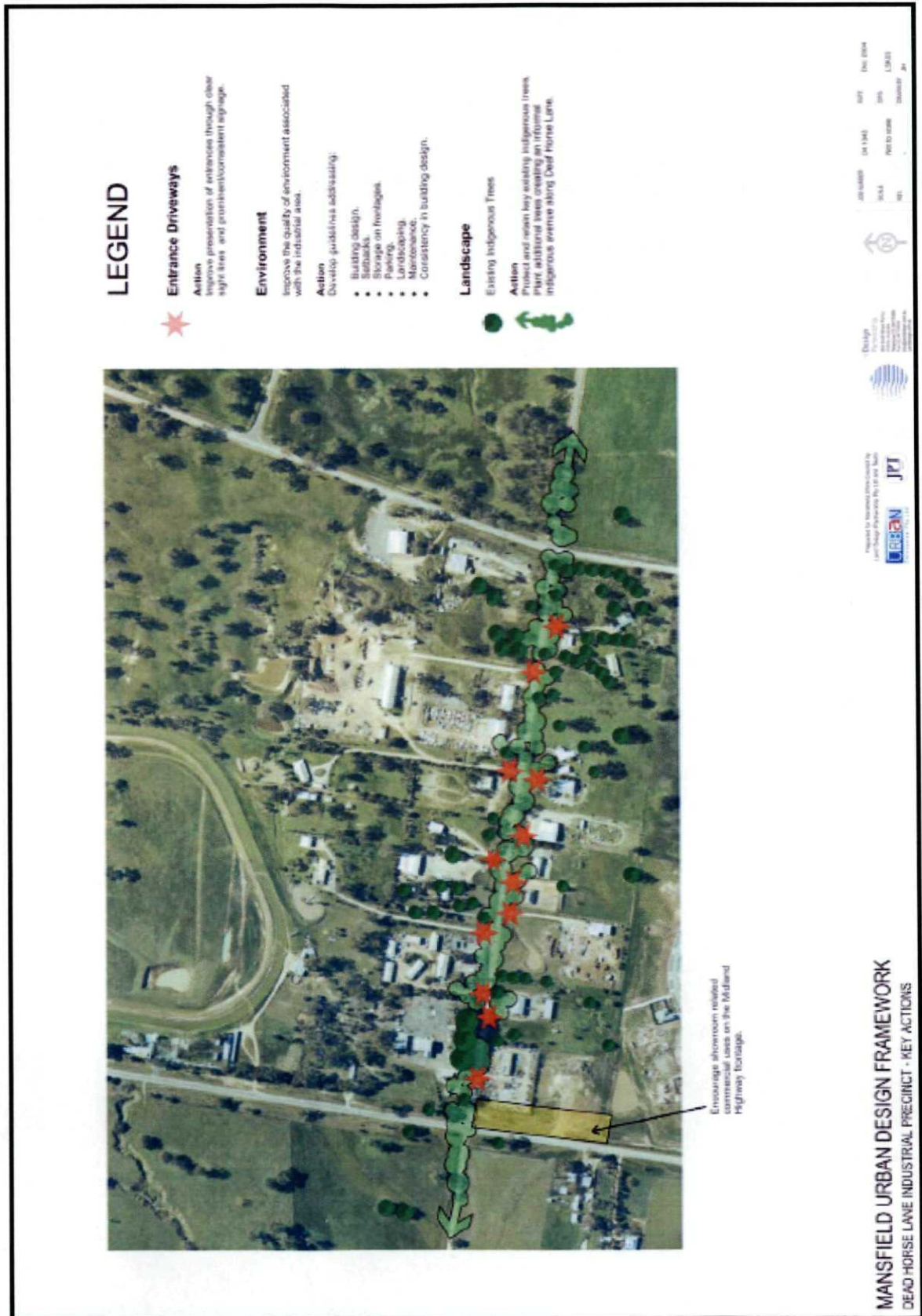
Low density residential uses exist on the south side of Dead Horse Lane, west of the intersection with Mansfield-Whitfield Road.

Recommendation

- 1) It is recommended that a masterplan be prepared for the Dead Horse Lane precinct that aims to:
 - Specify development guidelines that address:
 - Building design (materials, finishes);
 - Setbacks to buildings;
 - Location of storage areas (vehicles, containers, materials) away from frontages;
 - Location of visitor and staff parking, with a preference to locate parking in the frontage setback area;
 - Landscape improvements within the sites, using indigenous species to expand the informal streetscape quality of Dead Horse Lane into individual properties.
 - Improve the presentation of the entrances along Dead Horse Lane;
 - Incorporate proposed intersection improvements at Midland Highway and Mansfield-Whitfield Road, to accommodate the proposed heavy vehicle bypass route;
 - Retain important existing trees;
 - Create an informal indigenous avenue along the Lane, through additional planting;
 - Utilise the land fronting Midland Highway for commercial showroom/factory/warehouse uses that take advantage of the exposure to the main road;
 - Protect the amenity of the existing residential uses adjoining the industrial precinct.

The masterplan should be prepared in accordance with the following framework plan titled "Dead Horse Lane Industrial Precinct – Key Actions".

Figure 13. Dead Horse Lane Industrial Precinct - Key Actions



12.2.5 Priority Development Zone

BANK PLACE PRECINCT

Existing Situation

Because of its strategic location, the underutilized land at the rear of the southern High Street shops presents an opportunity for the development of a range of uses.

The precinct has been developed mainly for community uses that include the Mansfield Community Centre fronting Bank Place and the Mansfield Child Care Centre adjacent to the existing car park. Apart from the shops fronting High Street, the only commercial land use in the precinct is a commercial laundry located near Bank Place. There are a number of sheds and outbuildings located throughout the precinct.

The entire precinct is zoned Business 1. The land comprises approximately 20 titles, five of which are held in private ownership. Council owns the remaining titles.

Access to the precinct is via Bank Place and the Council owned car park between High and Ailsa Streets. There is a small section of road called McKenzie Street at the rear of the High Street shops, which provides rear access to several properties fronting High Street via Council owned land. However, there is no legal access to the rear of these shops as the remnant portion of McKenzie Road is, in effect, landlocked. Currently, east-west connections are provided via informal gravel tracks that traverse privately owned and Council owned land to the north and south of the commercial laundry site.

Issues and Opportunities

Under the current Business 1 Zone, land within the precinct could be developed for a range of uses including medium density residential, retail and office uses.

The opportunity exists to consolidate this area as a community and retail precinct with an emphasis on pedestrian amenity. This would capitalize on the proximity of the precinct to the High Street shops and existing community facilities. Depending on demand, the land could also be suitable for medium density housing, although this would need to be compatible with the retail and community uses in the area.

Land that has development potential includes:

- Approximately 800m² of under-utilised land at the rear of a privately owned allotment that has frontages to High Street and the Council car park;
- Approximately 450m² of under-utilised, privately owned land at the rear of an allotment fronting High Street;
- A 600m² vacant allotment owned by Council to the east of the commercial laundry site;
- Approximately 400m² of under-utilised land in private ownership adjoining McKenzie Street;
- The remnant portion of McKenzie Street;
- Approximately 975m² of Council owned land at the rear of the community centre;
- The existing commercial laundry site, subject to the relocation of the laundry;

- The rear of the property fronting Ailsa Street, adjoining the Council car park (west side);
- The land adjoining Gaffneys Garage, together with the Gaffneys Garage site.

There is an opportunity to identify an alternative zone that would facilitate the development of the precinct and prohibit land uses that would not be in keeping with the existing community or retail uses. The Priority Development Zone (PDZ) is a zone that specifically provides for the use and development of land for projects and areas of regional or State significance. The strategic location of the precinct in relation to the Mansfield community and retail area, which is of regional importance, suggests that the PDZ could be considered as an alternative zone to B1Z.

This use of this zone would enable Council to prepare a schedule to the zone, which could specify particular requirements in relation to the use of land, subdivision of land, buildings and works and advertising and review rights. It would also allow for these controls to be included in an incorporated plan in the planning scheme. The PDZ therefore offers significant potential to facilitate development, by streamlining the planning process for proposals that are in accordance with the plan.

In order to enable the further development of the area, a number of issues need to be addressed. One of the key constraints is the fragmented land ownership and current configuration of titles, which are irregular in shape and size. This means that consolidation of titles will need to occur in order to create viable development sites with road frontage.

The existing commercial laundry is an isolated use in a strategic location at the centre of the precinct. If it continues to operate from the site, the amenity impacts of the laundry could limit the development potential of the surrounding land, particular for residential purposes. At present, the land is surrounded by Council land, which means that there is little potential for the site to be redeveloped unless it is consolidated with adjoining land.

One of the pre-requisites for any development in the central portion of the precinct is the provision of formal east-west and north-south road connections. Analysis of land ownership and title arrangements indicate that there are two options for an east-west road connecting Bank Place with the Council car park.

The first and preferred option for an east-west connection is to create a new road on Council land to the north of the commercial laundry site. This land would enable the construction of a 5 metre wide road within a reservation of up to 10 metres width (in accordance with ResCode dimensions for an Access Place and allowing for two-way traffic flow). It is envisaged that this could allow for a "mews" style development with an emphasis on pedestrian use and limited vehicle traffic.

In order to establish this road, private land would need to be acquired from the southern portion of two private titles for this purpose. At present, the potential of the rear of these properties for subdivision or development is limited by the fact that the land does not have access to a road. For the private landowners, any loss of land for a road could be offset by the right to subdivide or develop this land created by a legal road frontage.

The second less attractive option is to create a road further to the south along the existing crushed gravel path between the commercial laundry site and the Community Centre. This land is owned by Council and a road could be created without the need to acquire private land. This option would only allow for a road reservation of around 5 metres in width, which is below the Rescode requirements and only allows for one-way traffic flow without a separate footpath. Also, using this alignment would result in the development of commercial uses in close proximity to the Mansfield Community Centre, which would not be desirable from an amenity or safety point of view.

The potential also exists to create an east-west access way between Highett Street and Bank Place, as identified in the Townscape Study 2002. Whilst this option could improve access to the development area, pursuing this option would require the purchase or acquisition of private land and may therefore not be feasible. It is a less important option in terms of facilitating the redevelopment of the precinct.

In the short-term, there is an opportunity for additional retail space to be developed on private land fronting the existing Council car park. This would capitalize on the exposure to vehicle and pedestrian traffic using the car park, although this may not be possible from a statutory point of view because the Council car park is not a declared road.

The northern end of Bank Place is only 3.7 metres wide and is only suitable for pedestrian access. It should be closed to vehicular traffic, as recommended previously in this report.

The preferred option for a north-south connection is through the existing Council car park.

A further issue that needs to be considered is the future of McKenzie Street. At present it does not connect with a legal road and can only be accessed across Council land to the south. Currently, it appears that a number of the properties fronting High Street therefore have no formal access from the rear of their properties. The future role of McKenzie Street depends on whether the properties to the north would be willing to contribute to formalising this road as an access way. If the landowners do not require access, McKenzie Street can be disposed of with the adjacent Council land for consolidation with abutting private properties.

In relation to streetscape quality and pedestrian amenity, the continued development of the Bank Place Precinct provides an excellent opportunity, (probably unique in Mansfield), to create a high quality mixed use urban environment integrating not only community facilities and new retail activities, but also improved pedestrian permeability and amenity between High Street and the Ailsa Street residential area. The development of this area should therefore focus not only on improved functionality in terms of traffic and parking, but also high visual qualities in terms of urban landscape materials, fixtures and spaces.

Recommendations

The redevelopment of land within this precinct will ultimately be driven by the private sector, but this must be facilitated by Council to create the initial development opportunities and to guide the future form of development. The following "Bank Place Precinct-Key Actions" Framework Plan summarises the recommendations for the precinct.

Specific recommendations include the following:

- 1) Prepare a detailed masterplan for the precinct to enhance the use of the area as a community precinct with preference given to pedestrian movements over vehicular access and to encourage medium density residential uses, commercial uses and retail uses within the precinct. The masterplan should address:
 - future uses of potential development sites
 - height controls
 - an east-west access way between Bank Place and the Council car park
 - a north-south access way through the existing Council car park
 - potential for consolidation of land parcels adjoining McKenzie Street to create a rear access road for the High Street shops
 - the location of new car parking areas
 - pedestrian links, including the conversion of the north end of Bank Place to pedestrian-only use, and the clear connection of High Street and Ailsa Street using the existing Council car park
 - integration of new built form at the northern end of the Council car park with High Street built form, perhaps through extension of verandahs into Bank Place;
 - provision of active frontages to retail buildings at the corners of High Street and the Council car park
 - high quality urban fixtures, such as new street lighting, seating, and bollards where required
 - pedestrian pavement with high visual quality on all new links, but particularly along the upgraded Council car park
 - tree planting along the upgraded Council car park, to visually connect High Street with Ailsa Street
 - improved signing to off-street car parking areas.
- 2) Rezone the land to the Priority Development Zone and include the masterplan as an incorporated document in the schedule to the zone. Uses are not identified in the masterplan should be prohibited in the schedule to the zone to ensure that the integrity of the precinct for community uses is maintained.
- 3) Facilitate the consolidation of land within the precinct through the purchase of land (should it become available) and by administering the Masterplan and PDZ
- 4) Investigate the need to retain McKenzie Street with a view to disposing of this road reservation to consolidate with adjacent property
- 5) Consider the disposal of surplus Council land in exchange for acquired road easements (e.g. the small area immediately south of McKenzie Street and the land east of the laundry property)
- 6) Commence the statutory process to convert the existing Council car parks to a Council road to facilitate development by creating legal road access to potential development sites (subject to the preparation of the Masterplan and Development Plan)

- 7) Levy a contribution from landowners and from any new development in this precinct for the provision of legal access, construction of access ways and streetscape works in the precinct. These funds should be used to fund the infrastructure outlined above
- 8) Encourage the commercial laundry to relocate and facilitate the redevelopment of the land for community, residential or retail uses.

Figure 14. Bank Place Precinct Key Actions



12.2.6 Business 1 Zone

CHENERY STREET & AILSA STREET

Existing Situation

The northern section of Chenery Street is zoned B1. The area has been developed for a mix of commercial uses, including furniture sales and automotive services.

On the west side of Chenery Street, the B1 Zone extends to Ailsa Street and includes a number of dwellings. On the east side of Chenery Street, there are also a number of dwellings in the B1Z, however the two allotments immediately north of Ailsa Street are located in the R1Z.

Issues & Opportunities

In the long-term, there is an opportunity to rezone four allotments on the north-east corner of Ailsa Street and Chenery Street from R1Z to B1Z. This would make the boundaries of the zone more regular, and could create opportunities for the further development of this area for commercial purposes.

Recommendation

This opportunity requires further investigation by Council, subject to sufficient demand arising for commercial land in this area.

13 Development Contributions

POLICY CONTEXT

In planning ahead for the future development of land, Councils need to ensure that new infrastructure is provided to the community when and where it is needed and that funds are available to fund the infrastructure.

Under the Planning and Environment Act, Councils may levy development contributions for the provision of development and community infrastructure.

Development infrastructure includes:

- acquisition of land for roads, public transport corridors, drainage, public open space, and community facilities including (but not limited to) those listed under the last dot point in this list
- construction of roads, including the construction of bicycle and foot paths, and traffic management and control devices
- construction of public transport infrastructure, including fixed rail infrastructure, railway stations, bus stops and tram stops
- basic improvements to public open space, including earthworks, landscaping, fencing, seating and playground equipment
- drainage works, and
- buildings and works for or associated with the construction of maternal and child health centres, child care centres, kindergartens, or any centre which provides these facilities in combination.

The community infrastructure levy can be used for projects involving the construction of all other buildings or facilities used for community or social purposes such as libraries.

Under the guidelines for development contributions, this infrastructure needs to fit the expected demographic profile of the neighbourhood. The infrastructure also needs to be of a standard set out in any strategic document such as an Urban Design Framework.

There are two methods for levying development contributions. The first method is by individual agreement between Council and developers under Section 173 of the Planning Environment Act. The second method is by preparing a Development Contribution Plan (DCP) pursuant to Part 3B of the Act and incorporating the DCP into the planning scheme.

ISSUES & OPPORTUNITIES

Although Mansfield is generally well served for community and development infrastructure, this study has identified a range of new infrastructure that will be required to cater for the projected population increase of more than 2,300 people between 2001 and 2031. This includes upgrades to existing intersections, upgrading the road network, the improvement of the trail network and open space development.

The majority of new dwellings in Mansfield Township over the next 20 years are expected to be built in new residential subdivisions where little development infrastructure is currently available.

The preferred option for levying development contributions is through a mixture of negotiated agreements with individual developers of broadacre parcels (especially for those areas proposed to be rezoned) and through the preparation of a Development Contributions Plan for all other areas in the Mansfield Township.

The Development Contributions Plan is a more time consuming and expensive method of levying contributions than the other methods, however, it offers a number of important advantages; namely:

- it enables costs to be shared equally amongst those who will benefit from the infrastructure;
- the assumptions on which the policy is based are clear (eg population growth rates, apportionment of costs);
- the preparation of the DCP involves a formal planning scheme amendment process, that will give landowners, developers and the community the opportunity to influence the plan
- the geographical areas to which the policy applies are clear;
- it can be modified if circumstances change (eg population growth rates);

For those sites proposed to be rezoned (as outlined in this report), a negotiated agreement regarding contribution to external infrastructure should be the preferred method.

RECOMMENDATIONS

Council should seek to negotiate a development contribution for those areas proposed to be rezoned, in accordance with the recommendations in this report. The negotiated contribution should be documented in a Section 173 Agreement, prepared in conjunction with the preparation of an agreed Development Plan as outlined in this report. This will ensure that each item of infrastructure identified in the Development Plan will be funded and that the costs are properly apportioned across multiple landholdings.

Council should prepare a Development Contributions Plan for all other areas in the Mansfield Township that have been identified for development or re-development, for inclusion in the planning scheme.

Outlined below are the infrastructure requirements that have been identified for each of the areas that are proposed to be rezoned under the Structure Plan.

Withers Lane Quadrant

A contribution should be sought for the following items of development infrastructure:

- upgrading and sealing of Dead Horse Lane from the Old Stock Route to the Midland Highway;
- upgraded bridge and crossing over Ford Creek at Dead Horse Lane, including provision for a shared trail access under bridge;
- construction of a shared bicycle and pedestrian trail along Ford Creek from Dead Horse Lane to Midland Highway and the provision of land for this purpose;
- tree plantings and basic landscaping along Ford Creek between Dead Horse Lane and the Midland Highway;
- land for the widening of the Old Stock Route;
- roundabout treatment for the intersection of Kitchen Street, Early Street and the proposed Mullum Way;
- roundabout at the intersection of Maroondah Highway and Kitchen Street.

Manor House & Highton Lane

A contribution should be sought for the following items of development infrastructure:

- constructing a shared bicycle and pedestrian trail along Monkey Gully Creek and Highton Lane;
- the provision of land along the Monkey Gully Creek for the trail;
- basic landscaping works along the creek corridor including revegetation works.

Lakins Road East Land

A contribution should be sought for the following items of development infrastructure:

- the construction of a trail link along Kareen Court and the Mansfield-Whitfield Road frontage;
- the construction of a trail link along the creek line.

Highton Lane, Mount Buller South and Greenvale Road Land

A contribution should be sought for the following items of development infrastructure:

- the construction of a shared bicycle and pedestrian trail along the Mount Buller Road frontage;
- the provision of land along the Mount Buller Road frontage for the trail, if necessary;
- the construction of a shared bicycle and pedestrian trail along the Highton Lane frontage and provision of land for the trail, if necessary.

Council Land, Lakins Road

Any future industrial development of this land should include contributions to the following items of development infrastructure:

- Withers Lane between the Maroondah Highway and Dead Horse Lane: widen, pave and seal.
- Dead Horse Lane between the Midland Highway and Withers Lane: widen, pave and seal including construction of a new bridge over Ford Creek.

- Midland Highway and Dead Horse Lane: widen (and potential channelisation) to accommodate all turns by B-Double vehicles on this log cartage route.

Bank Place Precinct

A contribution should be sought for the following items of development infrastructure:

- Provision of land and construction of a new east-west access way between Bank Place and the Council car park
- Provision of land and construction of a new north-south access way between High Street and Ailsa Street, through the existing Council car park
- The conversion of the north end of Bank Place to pedestrian-only use
- High quality urban fixtures, such as new street lighting, seating, and bollards in the existing Council car parks and along new access ways
- Tree planting along the upgraded Council car park, to visually connect High Street with Ailsa Street.

14 Proposed Urban Design Framework

This section contains Urban Design Framework Plans that provide clarification of the key recommendations outlined in this report.

Figure 15.

Town Overview

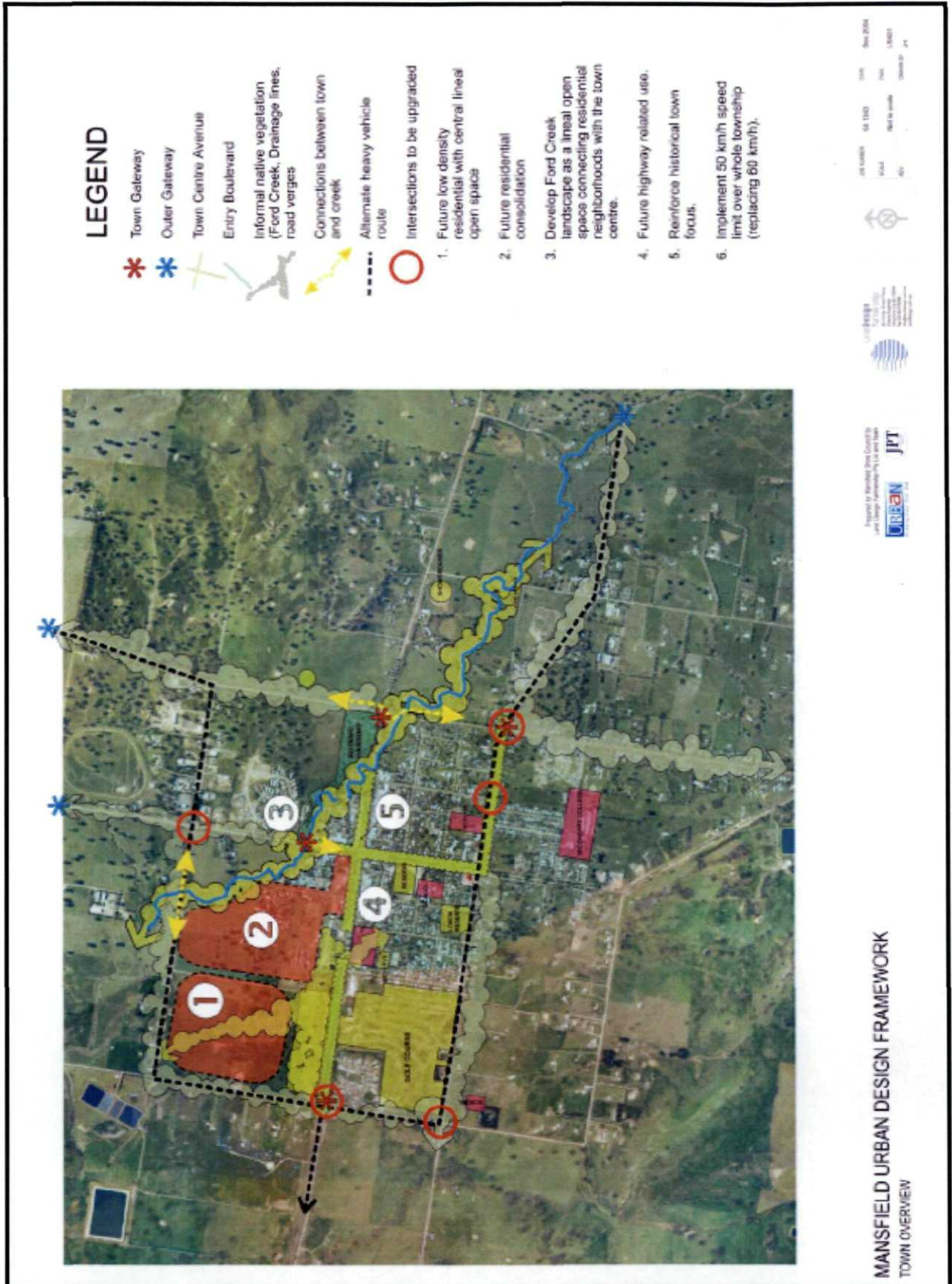


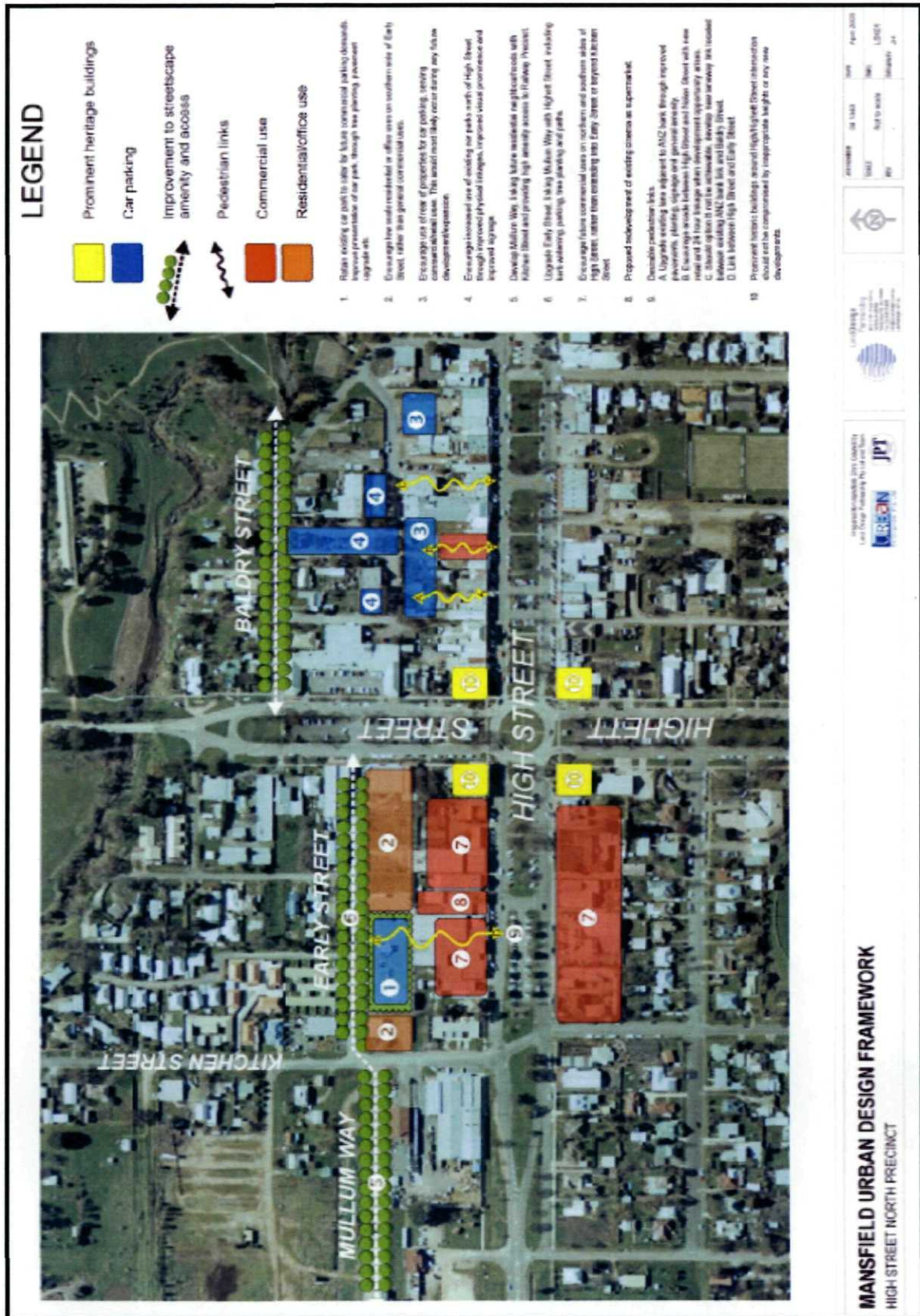
Figure 16.

Mansfield Town Centre



Figure 17.

High Street North Precinct



14.1 Staging Program for Implementation

The staging program for implementation, including estimated costs and recommended timeframe (priority) is outlined in the following table. The estimated costs are indicative only at this stage, but include allowances for design, construction and project management, where appropriate.

The Strategy/Action numbers in the Table correspond to the numbered recommendations in the relevant section of the report.

Recommended timeframes are defined as follows:

Immediate = within 1-2 years

Short term = within 3-5 years

Medium term = 6-10 years

Long term = beyond 10 years

Strategy / Action	Estimated Cost	Timeframe
Streetscape Design		
1. Undertake recommendations of Townscape Study still to be implemented.		Short
2. Develop landscape along Maroondah Highway approach to town	\$50,000	Short
3. Undertake planting to Mt. Buller Road as outlined in Townscape Study	\$50,000	Short
4. Develop informal avenue of indigenous Eucalypts along Midland Highway	\$30,000	Short
5. Extend Oak avenue along High Street, outside of town centre	\$20,000	Short
6. Develop streetscape plans for Mullum Way (new street west of Kitchen Street) and upgrade of Early Street	\$20,000	Immediate
Built Form		
3. Develop site specific design guidelines for undeveloped sites along Maroondah Highway and Mt. Buller Road	\$20,000	Immediate
Neighbourhood Character		
2. Prepare guidelines to direct the design of potential developments	\$10,000	Immediate
Open Space and Recreation		
1. Further develop the Mullum Wetlands as a "nature park"	\$100,000	Short - medium
2. Progressively implement recommendations of Bicycle Strategy	\$100,000	Short term & on-going

Strategy / Action	Estimated Cost	Timeframe
3. Continue development of Rail Trail	\$500,000	Short term & on-going
4. Prepare masterplan for Ford Creek	\$30,000	Short
6. Prepare masterplans for existing sports reserves	\$50,000	Short
7. Undertake on-going development of Botanic Park, in accordance with a master plan	\$400,000	Long
8. Improve linkages between existing recreation areas	\$100,000	Medium
Heritage		
1. Prepare Heritage Study	\$50,000	Immediate
Traffic Management:		
<u>Townscape</u>		
1 Complete implementation of master plan east of Highett Street	Committed	Underway
1b Construct roundabout at Chenery Street	\$350,000	Medium-long
2 Extend townscape works to west		
2a Roundabout at Kitchen Street/Apollo Street	\$350,000 (subject to developer contributions)	Depends on development in Withers Lane Quadrant
3 Create/enhance pedestrian links to Nolan Street	Cost depends on mode of links	Short/medium
4 Formalise connectivity between southern car parks	Cost depends on mode of links	Medium-long
<u>Intersections</u>		
1 Midland Highway at Dead Horse Lane – large vehicle turns	\$150,000 (subject to VicRoads contribution)	Short
2 Chenery Street at Malcolm Street – altered T treatment	\$75,000	Short-medium
3 Mt Buller Road at Highton Lane – turn lane & visibility	\$50,000	Short-medium
4 Maroondah Highway at Kidston Parade/Withers Lane	VicRoads responsibility	Medium-long
5 Kidston Street at Malcolm Street – curve realignment	\$200,000	Long
<u>Network Improvements</u>		
1 Withers Lane – construct & seal	\$200,000 (subject to developer contributions)	Depends on development in Withers Lane Quadrant

Strategy / Action	Estimated Cost	Timeframe
2 Dead Horse Lane – construct & seal including new bridge	\$300,000 plus \$500,000 bridge (subject to developer contributions)	Depends on development in Withers Lane Quadrant
Car Parking:		
1 New access from Highett Street to Bank Place	\$50,000	Short
2 Convert Bank Place Lane to pedestrian use	\$10,000	Short
3 Complete upgrades of community car park	\$30,000	Underway
4 Upgrade ANZ Lane	\$20,000	Medium
5 Install signing to off-street car parks	\$15,000	Short-medium
6 Install signing to designated long vehicle parking	\$5,000	Short-medium
7 Enlarge Nolan Street car park	Cost depends on opportunities at rear of existing properties	On-going
8 Enforce 2 hr limit in High Street parking	Nil	On-going
9 Upgrade facilities for disabled parking	\$50,000	Medium
10 Provide for improved taxi & bus parking	\$25,000	Medium-long
Development Contributions		
Prepare Development Contributions Plan for Mansfield Township	\$20,000	Immediate-short term

References

Assessment of Retail Potential in Mansfield, July 2000, prepared for Delatite Shire Council by Essential Economics

Expression of Interest document for the purchase and development of land in Lakins Road, March 2003, prepared by Mansfield Shire Council

Mansfield Neighbourhood Character Study, December 2002, prepared by Planisphere for Mansfield Shire Council

Mansfield Shire Council Rural Living Strategic Study, March 2003, prepared for Mansfield Shire Council by Habitat Planning

Mansfield Townscape Study, 1993, prepared for Mansfield Shire Council by Green Dale & Associates

Mansfield Townscape Study, 2002, prepared by Mansfield Shire Council

Preliminary Township Signing Review, 2003, prepared by Bracher P.R. & Marketing for Mansfield Shire Council

Your Town Your Future, 2001, prepared by PPK Environment & Infrastructure for Delatite Shire Council