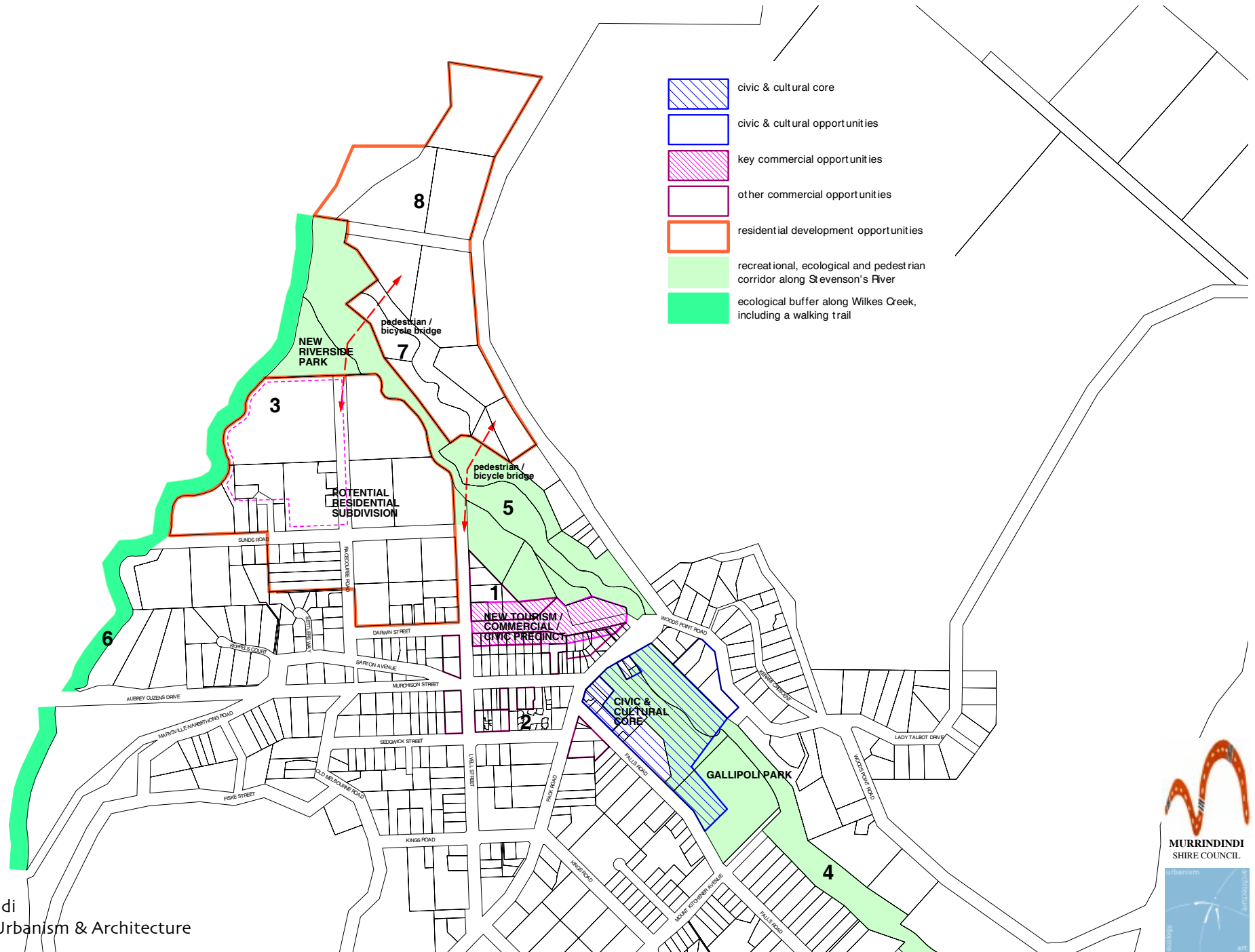


MARYSVILLE URBAN DESIGN FRAMEWORK • DRAFT FRAMEWORK



18 December 2001
 Shire of Murrindindi
 4D Form Pty Ltd Urbanism & Architecture



INTRODUCTION AND PROCESS

The Urban Design Framework presents a future vision for Marysville. The project was initiated by the Council and is funded under the Department of Infrastructure's 'Pride of Place' program.

WHAT IS AN URBAN DESIGN FRAMEWORK?

An urban design framework (UDF) is a **strategic planning tool** that sets out an integrated vision for the desired development of local place. It considers how the built form and public realm should develop in the long term and identifies short term actions that can be immediately implemented.

A framework is based on identified community values and a careful analysis of existing conditions—natural environment, built form, uses, functions, views, vistas and other local factors. It seeks to integrate nonphysical actions and opportunities with physical outcomes and to coordinate development issues with other actions such as social, economic and management strategies across the full range of community and council activities.

The Marysville Urban Design Framework is set out to:

- develop an urban design structure and urban design principles for the township,
- outline strategic directions for the future development of the township, including advice to decision making, planning practice and future capital works, and
- provide opportunities, increased certainty and guidance for any future developments.

Rather than a master plan or a capital works program, the framework is a **coordinating document** to inform both private and public sector investment and projects. It will be a key tool to manage change and development, building on the township's unique mountain village character.

It is intended to be reviewed and revised every few years to reflect the changing needs and aspirations of the community.

COMMUNITY CONSULTATION

There have been several extensive and intensive rounds of community consultation in the preparation of the Draft Framework.

COMMUNITY ADVISORY GROUP

A community advisory group has provided ideas, inspiration and constructive criticism to the project.

PUBLIC EXHIBITION

The Draft Framework is based on the Vision Plan which was on public display from 6 August to 5 October 2001.

PUBLIC MEETINGS

The Vision Plan was presented in a public meeting and at the Annual General Meeting of the Residents' and Ratepayers' Association.

SUBMISSIONS

There have been 24 written submissions. A workshop for the submitters was held on 29 Oct 2001.

SUMMARY OF COMMUNITY CONSULTATION

Generally, there was broad support for the objectives and principles of the Vision Plan. Several submissions objected to any new developments (especially large 'estate' style residential subdivisions.) Some submissions sought clarification about what a long term framework is seeking to achieve. The submissions raised a series of issues that have been addressed in this final draft of the UDF. Overall, the framework has retained the options for the long term future of land use and development in Marysville.

IMPLEMENTATION

The UDF will be implemented through planning, development application approvals and infrastructure works.

PLANNING SCHEME REVIEW

The adopted UDF for Marysville will be reflected in the review of the Murrindindi Planning Scheme through changes in strategies, policies, zones and overlays.

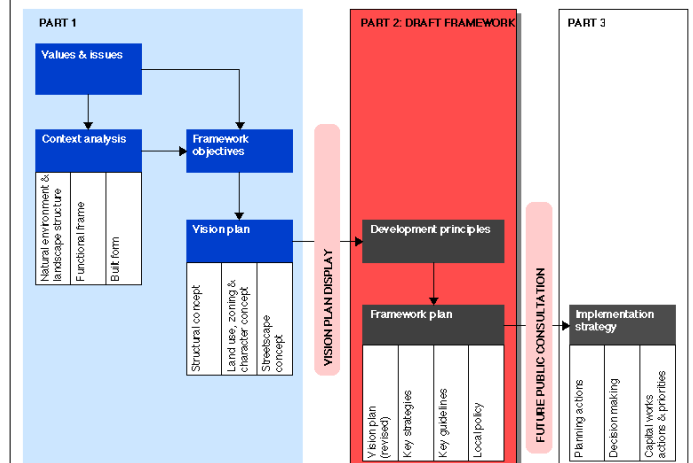
DEVELOPMENT APPLICATIONS

The Murrindindi Shire Council will use the recommendations and policies of the UDF when giving advice to applicants and processing planning and building permit applications.

INFRASTRUCTURE WORKS

The Murrindindi Shire Council will use the findings and recommendations of the UDF in capital works programming and design.

The UDF also coordinates the capital works programs of State Government authorities and agencies.



MARYSVILLE URBAN DESIGN FRAMEWORK PROCESS

WHAT IS URBAN DESIGN?

Urban design is a process of giving physical design direction to urban growth, conservation and change to ensure the establishment and continuity of successful urban places. It aims to arrange and shape buildings, open space and infrastructure into a purposeful and delightful physical frame for activities, functions and development and to provide an engaging, rewarding environment for people. It covers a range of issues from large scale, strategic ones to the detailed design of particular places.

In short, urban design is about the thoughtful integration of the human system with the natural system, physically and conceptually, in time and three dimensions, to house societies and cultures. Successful urban design practices and solutions create improved relationships between people and environment and so contribute to the creation of better, safer and more attractive places.

WHAT CAN URBAN DESIGN INFLUENCE?

Urban design influences the physical environment:

- by providing guidance for the integrated design of buildings and their associated places, and
- as specific projects such as streetscape and civic improvements.

Urban design guidelines and specific designs typically concern:

- buildings — their scale, bulk, massing, articulation, roof form, fenestration, canopies and signage,
- site arrangements — entries, car parking, setbacks and vegetation,
- street interfaces — fences, gates, front gardens and the relationship of the public and private realm,
- public spaces, including street environments and public open space,
- pedestrian amenity and safety — access, crossings, footpaths, lighting, street furniture and vehicular interfaces,
- public infrastructure, such as the location of services.

Investment in urban design and the quality of the common environment can significantly improve environmental amenity and living circumstances, as well as further the achievement of broader development objectives by consistently, if incrementally, improving the physical frame of life according to an integrated strategy.

Urban design efforts can act as catalysts for investment and increased vitality, but cannot alone guarantee success. They must be accompanied by economic, cultural and social strategies for full effect.

The best potential for increased levels of vitality—and the best ratio of cost and benefit—arises from creativity and innovation in urban design practice as a consultative process. This approach can achieve the greatest flexibility for an urban place to accommodate the required variety of uses over time and hence allow the best and most responsive mix of use to happen.

WHAT IS AN OPPORTUNITY?

The Urban Design Framework identifies various issues, problems and opportunities. Some of them are not able to be dealt with interventions in the physical environment at all, but are non-physical and relate to services and businesses.

The underlying assumptions for many raised issues and provided recommendations are that:

- the population of Marysville will grow significantly in the next 15–25 years,
- the demographic character of the population will include families with children, living permanently in Marysville,
- the tourism industry will grow and consolidate, especially as a year-round activity,
- increased population and increased visitor numbers will increase the demand for commercial services and premises as well as community services and public open space.

Most of the opportunities that are of physical nature depend on private investment, ie. require an investor or business operator to take the initiative and in many cases, also require eg. the current owners of properties to consent.

As an example: if a residential property is identified as an opportunity for conversion to business use, this does not mean a 'compulsory acquisition' by the Council nor should it cause any devaluation of the property. It only means that when all available business premises are occupied and sites fully developed, an investor may be interested in buying the property at market value.

Since it is in any case possible to establish most types of businesses in a residential zone, identifying a property as a business opportunity has no adverse effect to neighbouring properties, either. The UDF seeks and identifies logical and profitable locations for future investment.

VALUES, KEY ISSUES AND INFLUENCES

Marysville is endowed with substantial natural assets and a unique mountain village character. Its scenic juxtaposition of natural and cultural environments, enhanced with a myriad of recreational and lifestyle assets, has made it into a peaceful residential place and an appealing tourist destination.

Particular values to protect and enhance in Marysville are its:

- scenic landscape and forest setting,
- well-defined, attractive town centre,
- mature avenues of deciduous trees, which contrast with the surrounding evergreen forests and display compelling autumn colours,
- existing pedestrian scale and walkability,
- low rise built form.

Particular urban design assets to respect and strengthen are its:

- established grid layout adapted to the local topography,
- dramatic approach from Melbourne/Healesville direction ,
- variation in built form typology according to landscape location and in relation to views,
- central parklands belt intersecting with the main street axis and linking to surrounding forests, and
- clear functional zoning of land focusing on the town centre and gradually decreasing in intensity towards the township edges.

The Marysville Urban Design Framework builds upon these values, creating synergies between existing assets and future possibilities, and resolving issues that may impede desirable urban design developments.

ISSUES IN MARYSVILLE

Marysville needs to address various issues and resolve many problems to ensure its ongoing prosperity. At the fundamental level, it is, however, a very fortunate township. Problems are relatively minor and outweighed by potential and opportunities.

Broad issues for the township relate to its contextual, cultural, economic and planning aspects. Specific issues relate to the detailed resolution of key places within the town, including the location of facilities, the public realm and township boundaries.

All the issues listed here cannot be resolved by urban design measures only, but they do affect urban design decisions — and vice versa.

KEY ISSUES

Key issues the Urban Design Framework needs to address are:

- Murchison Street streetscape improvements, including traffic management and car/bus parking
- improvement of Gallipoli Park and its integration to the township centre
- provision of business opportunities
- proposed residential subdivision north of the township

CONTEXTUAL AND REGIONAL ISSUES

- role within the triangle of townships (Marysville, Buxton, Narbethong)
- role within the Shire
- role in relation to Lake Mountain and its winter ski facilities
- role in relation to Healesville and the Yarra Valley region
- role in relation to Melbourne as the Capital City
- image as a tourist destination and as a place to live in

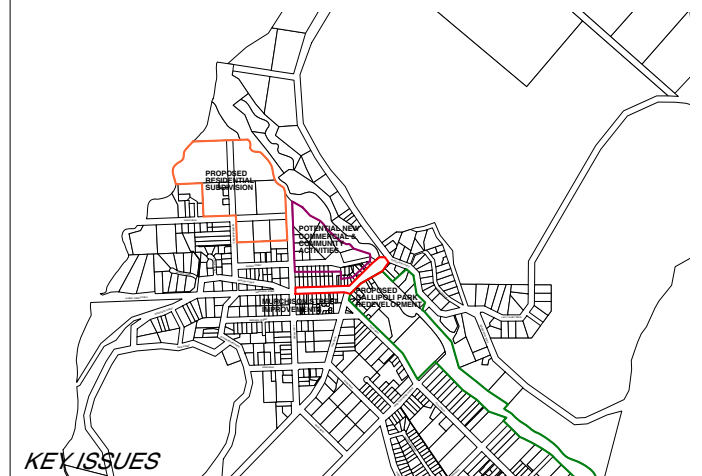
BROAD COMMUNITY ISSUES

- timber industry is contracting and largely relocating
- few employment opportunities exist in a limited range of occupations
- new business ideas and full- and part-time employment — especially industrial — are needed
- population too small to attract further population—size trap
- part time residents
- lack of business and community services for permanent residents — pharmacy, home goods, clothing, local high school
- there is a need for support to attract young families to boost services and employment
- there is no broadband internet — this discourages certain possible new businesses
- seasonal nature of tourism — there is a low overall occupancy rate in hotels and motels and a prevalence of short stays
- lack of other tourist drawcards than the natural environment — limited nightlife, few dedicated restaurants, few leisure shopping opportunities, no local produce of specific identity
- lack of appropriate quality housing for professional level employees

- increased lack of affordable housing for young people and families
- road connection reliability and safety — Black Spur is dangerous and unreliable

PLANNING AND URBAN DESIGN ISSUES

- lack of business premises / opportunities
- vacant, underdeveloped sites and seasonal shops in key locations are detrimental to streetscape quality and vibrancy
- community market location
- caravan park location — this compromises the creation of a public central park
- car and coach parking
- traffic safety in the town centre / timber trucks and coaches — there is a need for traffic calming and (or) rerouting of heavy traffic
- pedestrian safety and amenity — poor public toilets, cafés without toilets, inadequate signage of pedestrian routes and walking tracks
- limited availability of land for residential development and industry
- location of waste transfer centre relative to residential development
- entry points to township — no real feel of arrival and (or) exit
- Murchison Street — inconsistent streetscape image, scarce public infrastructure, aging trees requiring a rejuvenation program



ANALYSIS: NATURAL ENVIRONMENT AND LANDSCAPE STRUCTURE

LANDSCAPE AND ENVIRONMENT

Marysville's natural setting is a key definer of its character. The landscape sets the physical, ecological and visual boundaries for the future growth of the township and can significantly inform the development of its public spaces.

TOPOGRAPHIC STRUCTURE THE DEFINER OF VIEWS

Marysville is built on the north-facing slope of a small hill at the edge of Steavenson River valley, which cuts through a series of mountain ridges within the Great Dividing Range. Its mountain village ambience is emphasised by the sense of enclosure and seclusion provided by its surrounding, tree-covered hills, the constant visual presence of these hills and by the characteristic climate conditions and seasons of a mountain valley. The township itself is a visual feature of the local landscape, both as a contrast to the vast natural forest areas that embrace it and as a focus of views from its surrounding mountain lookouts.

WATER IN THE LANDSCAPE

Steavenson River is Marysville's primary landscape spine: Ecologically, it is a significant distributor of water in the landscape, fed by Wilkes Creek and Man O'War Creek to the west, Robertson Gully running through the township and numerous smaller creeks flowing down from the hillsides.

Culturally, the river is the focus of the township's central public open space, Gallipoli Park, which links directly to the State Forests around it, offering to the north extended recreational activities such as golf and bowls and to the south scenic attractions such as bushwalking and Steavenson Falls.

Hydrologically, the hill behind the township and its facing twin hill north of the river act as local watersheds, distributing surface waters down into the river system. Vegetation cover on these watersheds is of great ecological significance in its capacity to attenuate water flows and, in so doing, diminish the risk of surface soil erosion in times of heavy downpours or during snow-melting seasons.

NATURAL AND CULTURAL VEGETATION PATTERNS

The striking contrast between the cultural vegetation pattern of the township and the natural pattern of its surrounding forest is a significant contributing factor to Marysville's character and appeal as a cultivated gem of the landscape. The township contrasts the grey-green, evergreen nature of the forest vegetation with its range of bright green and autumn colours of predominantly intercontinental species, such as oaks, elms, maples, lindens, poplars, planes, horse chestnuts and tulip trees. Its tree cover, albeit appearing lush at ground level is, in fact, overall quite sparse

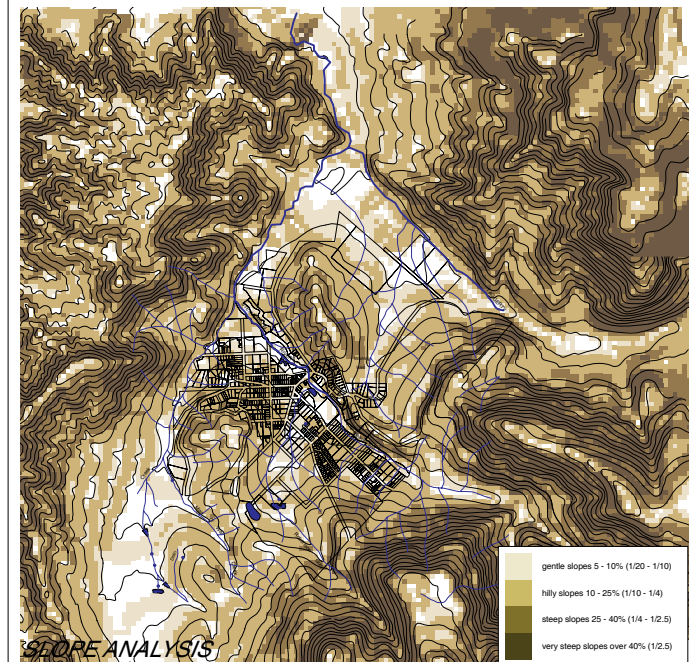
compared to the intensive coverage of surrounding forests — or even to suburban Melbourne.

While Steavenson River corridor is Marysville's landscape spine, the intersecting Murchison Street corridor is its civic spine. Despite comprising a range of tree species rather than just one, its established avenue planting decisively unifies an otherwise visually uneven streetscape, provides a central focus and conceptually links the township's vital services.

Patently, though, the avenue is aging. The potential lifespan of the trees is further compromised by encroaching, nonpermeable surfaces and compressed soil around their root systems, which deprive them from nutrients and water. A tree restoration and rejuvenation program for Murchison Street will be essential to maintain its integrity and civic nature.

URBAN DESIGN PRINCIPLES

- Maintain and enhance the scenic qualities and sense of physical enclosure of the township when determining township boundaries.
- Maintain extensive tree coverage on slopes to protect the ecological integrity of the landscape.
- Develop Steavenson River valley as Marysville's landscape spine and develop links to surrounding forests.
- Develop Murchison Street as an intersecting civic spine to Steavenson River.
- Maintain and enhance the contrast of deciduous and native trees.
- Ensure a continued presence of the avenues in the streetscape.
- Promote the preservation and enhancement of the landscaped gardens of large resort sites.



ANALYSIS: FUNCTIONAL FRAME AND BUILT FORM

FUNCTIONAL FRAME

Marysville is a compact township at the crossroads to Buxton / Alexandra, Healesville / Melbourne and Lake Mountain. Practically all commercial establishments and visitor attractions — apart from small scale accommodation — and the majority of community facilities are located along or next to Murchison Street between Lyell Street and Steavenson River.

TRAFFIC & PARKING

Apart from being Marysville's main street, Murchison Street is also a major timber truck route. It is therefore obvious that there is a conflict between tourism-related activities and through-traffic. Lack of organised car and bus parking accentuates the conflict.

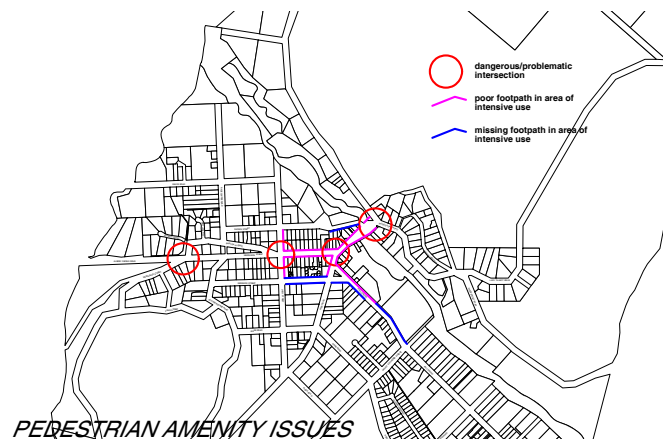
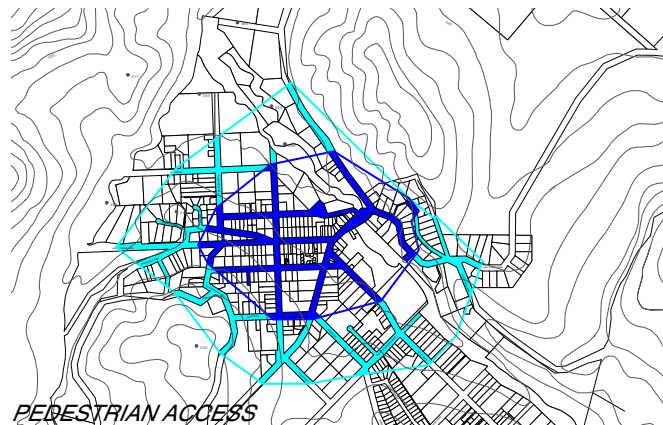
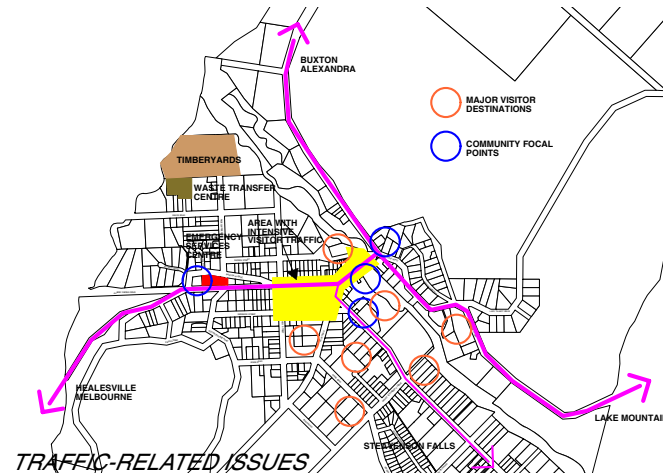
PEDESTRIAN ACCESS, AMENITY & SAFETY

Marysville is essentially a very 'walkable' township: a very large part of it is within walking distance from the township centre.

The steep topography and poor pedestrian environment seem, however, to seriously discourage walking as well as bicycle riding. It can therefore be assumed that residents mainly drive within the township. Most of the time there is little traffic, no congestion and no lack of parking spaces. Equally it can be assumed that most visitors prefer to park their vehicles and proceed by foot.

The pedestrian access map shows the theoretical 5 and 10 minute walking distances from Murchison Street, 'pedsheds.' However, these are not corrected to take into account the relatively steep slopes in the southwest part of the township.

The pedestrian amenity map shows the locations that are unsafe or inadequate for their levels of use and require detailed design attention and major capital works for streetscape improvements.



BUILT FORM

Marysville has a clear arrangement of land and built form, focusing on the town centre and gradually decreasing in intensity towards the township edges.

It is laid out in a grid pattern in two orientations adapted to the local topography, with the exception of the blocks across Steavenson River, laid out in a more organic manner. Originally generous lot sizes have been subdivided into smaller blocks in many places, creating a mix of urban grains across the township.

Marysville is characteristically low rise, with a predominantly single-storey town centre, including civic buildings. Murchison Street buildings are mostly located at or close to the street edge. Residential buildings are typically single or double storey and mostly located centrally on site, fronted by gardens and sometimes fences.

Marysville's built fabric is a mix of different architectural styles from different periods, with emerging pockets of alpine-type chalets on the hillslopes. Townscape character is not determined by heritage fabric from any particular era—heritage values are rather related to settlement history and culture.

URBAN DESIGN PRINCIPLES

- Retain the township's compact, low rise nature and walkability.
- Alleviate the conflicts between pedestrians and through traffic via traffic management and safe street crossings.
- Provide organised car, coach and visitor parking.
- Facilitate pedestrian movement and bicycle riding via designated safe routes.
- Continue the existing grid pattern in new subdivisions.
- Improve street space definition by regulating setbacks and front fences in residential areas.

CURRENT LOT SIZES

The available data does not enable accurate and detailed analysis of residential lot sizes. There are no data about actual uses (residential or commercial, whether a house occupies two titles etc).

There are 402 lots in residential zone (R1Z). The average lot size is 2,561 sqm, but many larger lots are either vacant (eg. in the proposed subdivision) or used for commercial purposes, so the average is distorted. The thematic map on the right illustrates the current lot size statistics:

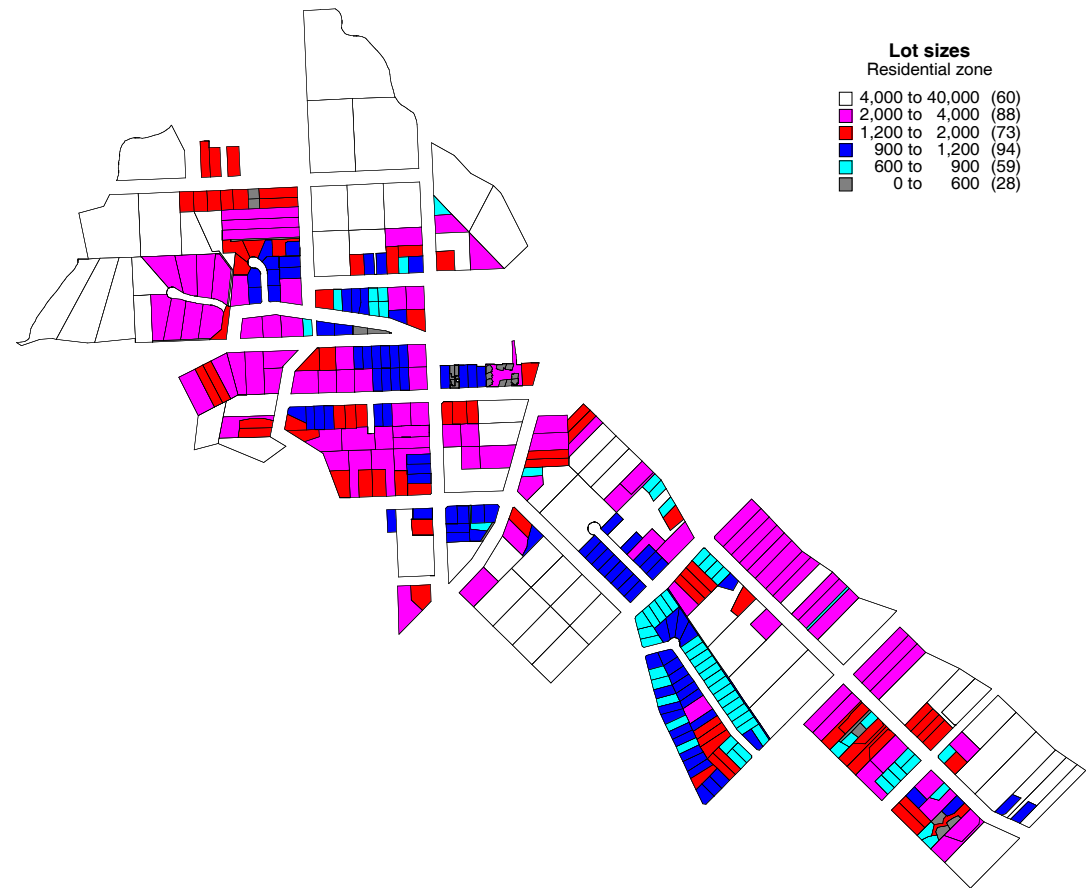
Size (sqm)	No of lots	%	Characterisation
over 4,000	60	16%	very large, likely to be subdivided
2,000–4,000	88	23%	large, may be subdivided
1,200–2,000	73	19%	large, but little potential for subdivision
900–1,200	23	25%	medium
600–900	59	15%	small
less than 600	28	7%	very small

It appears that 47% of lots fall into very small, small and medium size categories in Marysville's context even with this distorted statistical approach. Residential lots in the residential zone are predominantly less than 2,000 sqm (63% of lots).

In this context, it can be stated that

- high density means lots smaller than 600 sqm
- medium density means lots from 600 sqm to 1,200 sqm
- low density means lots larger than 1,200 sqm.

In the low density zone (LDRZ), lot sizes are larger than these sizes, commencing at 4,000 square metres ranging up to 2 hectares.



OBJECTIVES AND OVERVIEW

VISION FOR MARYSVILLE

The future growth, prosperity and liveability of Marysville requires new business activities and new residents. The Urban Design Framework aims to create opportunities for these and specifically to attract them.

The Draft Framework identifies opportunities for:

- commercial, civic and cultural facilities and places,
- residential developments of various types,
- streetscape and street interface improvements, and
- expansion and improvement of open space.

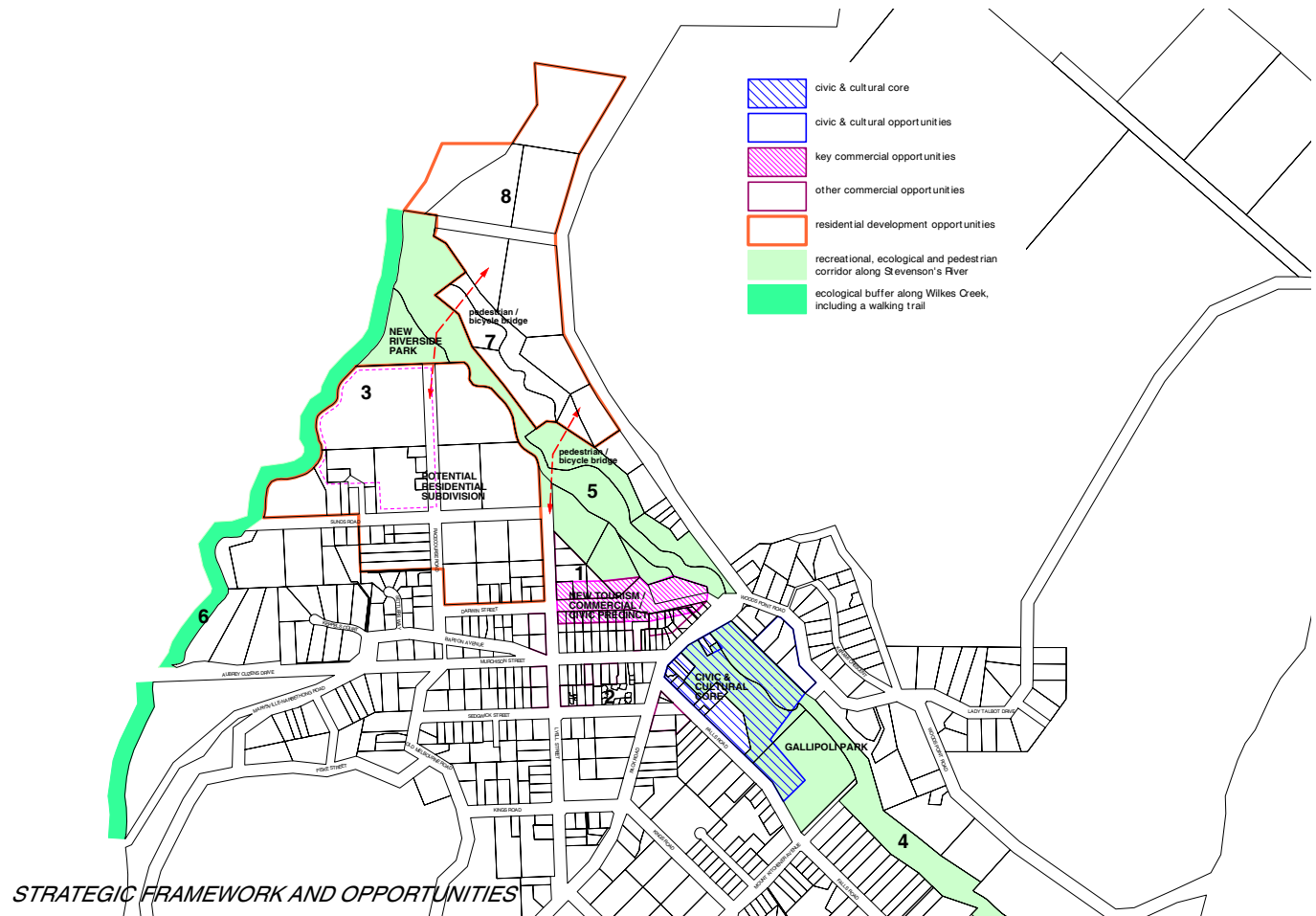
KEY OPPORTUNITIES

Key opportunities identified in the UDF are:

- a new residential subdivision in the north edge of the township, including the timberyards,
- the redevelopment of Gallipoli Park and its integration with town centre,
- extension of public open space down Steavenson River to create a new riverside and wetlands park, and
- creation of opportunities for new commercial, cultural, civic and community activities in Darwin Street, both by developing the backs of existing commercial premises and by providing opportunity sites on the north side of the street.

FRAMEWORK OBJECTIVES

- Protect and enhance Marysville's mountain village townscape, lifestyle and tourism values.
- Respect and strengthen the township's characteristic urban design assets and built form typology.
- Improve the amenity and attractiveness of the town centre and better integrate and celebrate its key features.
- Promote environmentally sustainable development, which maintains and enhances the local landscape structure and scenic views.
- Increase the safety, amenity and accessibility of streets and public spaces throughout the township.
- Create improved opportunities for business and industry compatible with the townscape ambience.



STRATEGIC FRAMEWORK AND OPPORTUNITIES

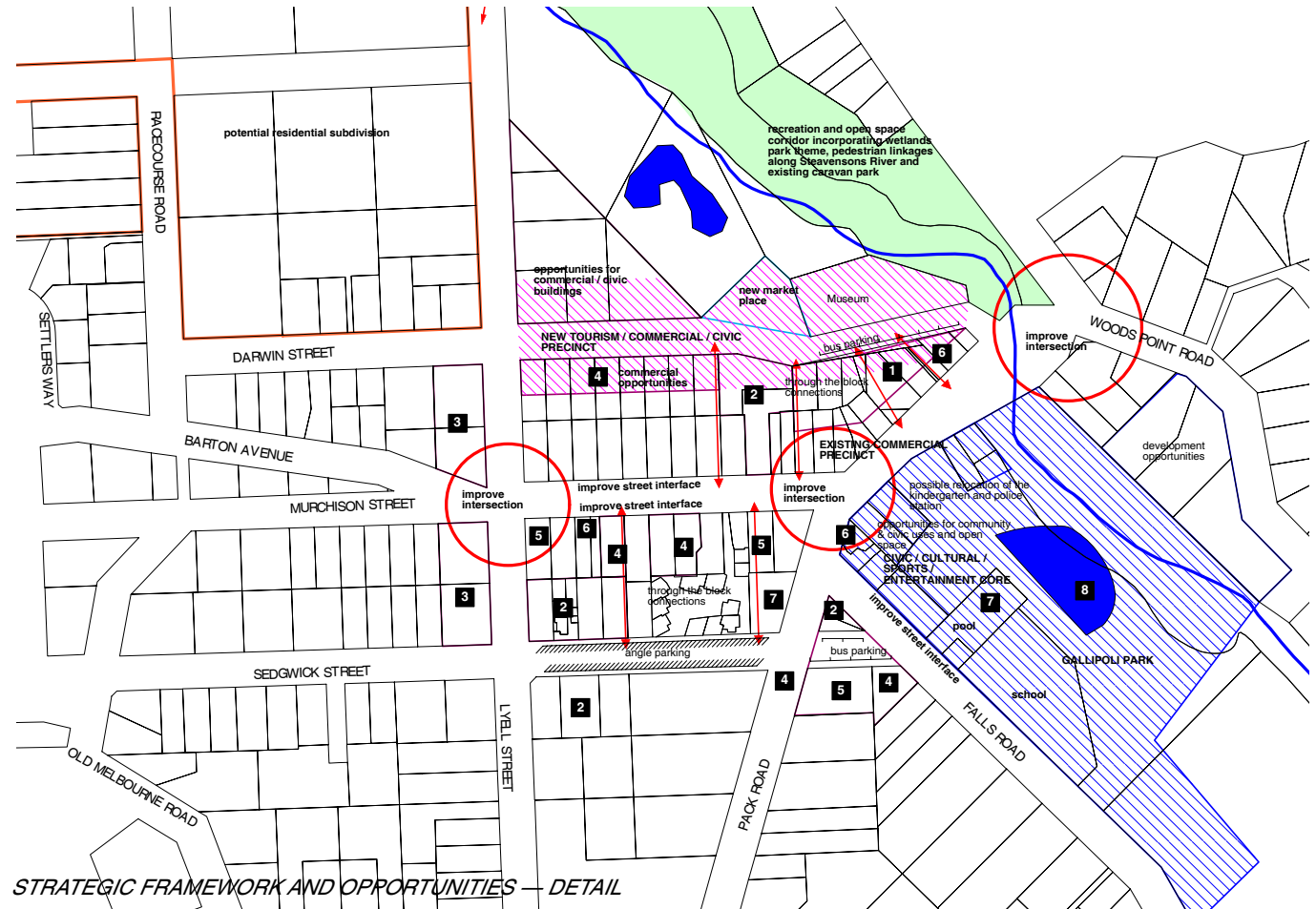
MAP REFERENCES

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| <p>1 rezone to a business zone to allow commercial uses with a potential for compatible associated residential use</p> <p>2 rezoning potential to allow a mixture of commercial and residential uses and developments</p> <p>3 existing industrial uses with potential for conversion to residential zoning and subdivision</p> <p>4 recreational, ecological and pedestrian corridor along Steavenson River to Steavensons Falls, including a walking trail</p> | <p>5 recreation and open space corridor incorporating wetlands park theme, pedestrian linkages along Steavenson River and existing caravan park</p> <p>6 recreational, ecological and pedestrian corridor along Wilkes Creek from Steavenson River to Marysville - Narbethong Road, including a walking trail</p> <p>7 ability to expand public open space and wetlands corridor through subdivision and development on private land</p> <p>8 potential corridor for future tourism, residential, craft industry and accommodation uses, including an additional caravan park / tourist accommodation site</p> |
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SPECIFIC OPPORTUNITIES / INITIATIVES

Specific opportunities / initiatives are shown in the adjacent diagram:

- 1 Open Murchison Street businesses towards Darwin Street, providing:
 - secondary entrances,
 - courtyards,
 - new premises,
 - connections to main street.
- 2 Opportunities for conversion of residential properties to business use in the short to medium term
- 3 Opportunities for conversion of residential properties to business use in the long term
- 4 Vacant / underdeveloped sites in township centre
- 5 Current business development initiatives, including:
 - Log Cabin
 - Village Walk
 - Lyell/Murchison corner shops redevelopment
- 6 Time sharing of ski hire shops
- 7 Current public works and initiatives, comprising:
 - pool upgrade
 - Sedgwick Street car park
- 8 Current community initiatives
 - Gallipoli Park improvements
- 9 Current residential development proposals
- 10 Development opportunities outside the established township — primarily along Buxton Road — for residential purposes, tourism services developments and (or) sympathetic craft industry



VISION FOR THE CENTRE

Continued attractiveness and functionality of the township centre requires a series of supporting urban design interventions. The Urban Design Framework suggests these should be focused on three major structural aspects of the townscape to interlink and integrate them in synergy with one another.

1 TOURISM AND COMMERCIAL PRECINCT

The proposed new tourism and commercial precinct along Darwin Street is intended to provide an array of opportunities for new and expanding activities next to the township's most concentrated population growth area of proposed new subdivisions.

Cross block connections may be achieved by negotiation with owners or as conditions of planning permits, offering incentives to developers.

2 CIVIC AND CULTURAL AXIS

The image, townscape presence and functionality of Marysville's current civic and cultural core would be much enhanced by renegotiating the location of some existing facilities, in particular the Kindergarten and the Police Station. Located at significant edges of Gallipoli Park to the township core, they undermine the proper integration of the park with the main street central activities district.

The new tourism and commercial precinct in Darwin Street, as proposed in the UDF, would provide opportunities to extend the township's civic axis across Murchison Street, with a designated market place and a range of community and civic uses associated with a new wetlands park and, eventually, a children's adventure & nature park.

The existing caravan park provides an important range of visitor accommodation for the town in an attractive, central location. This area is also in demand as a public open space. In future, there may be a requirement for an additional or alternative tourist accommodation site. This could be provided in the Buxton Road corridor, on the eastern bank of Steavenson River.

3 STREETS AND PARKING

Increased safety, amenity and accessibility of Marysville's streets and public spaces requires a program of civic works focusing on intersections, footpaths and parking, combined with urban design guidance and incentives for the most centrally located properties and blocks.

An opportunity exists to locate substantial public parking in Sedgwick Street, east of Lyell Street, to complement the existing public parking area. The Museum could be offered incentives to share its parking space outside its busiest times. Murchison Street

parking would be best converted to full angle parking, also as a means of traffic calming.

Designated coach parking can occur in two areas: at the far east end of Sedgwick Street and as linear parking along the east end of Darwin Street. The remainder of Darwin Street could provide additional public parking in a linear arrangement.

STREETSCAPE CONCEPT

Improving the image, functionality and amenity of streetscapes requires a long term commitment to provide funding, adhere to consistent design principles and promote contributing private investment.

The Urban Design Framework nominates four streetscape types in Marysville, each with its own specific image, determined by street section and paving type, street tree species and extent of street furniture:

- **commercial district:** Darwin, Murchison and Sedgwick Streets down from Lyell Street
- **established streets** in the township proper
- **established streets** in low-density areas
- **new streets** in the proposed new residential area

STREET TREES

As a general principle, it is proposed that all streets in Marysville would have street trees. In the commercial district, the continued use of deciduous species is traditional and hence most appropriate. In residential streets small scale native species should also be considered. Existing avenue planting in Murchison Street needs to be complemented with infill planting where trees are missing. Trees in poor condition need urgent attention and some may need to be replaced.

FOOTPATHS

All existing footpaths need to be improved to a consistent standard. New footpaths are proposed for streets in the commercial district which currently lack them as shown in the Streetscape Concept diagram. The widening of Murchison Street footpaths would be advantageous, but may be limited by the extent of tree roots.

The new ResCode requires footpaths to be constructed in new residential areas. In established residential areas footpaths are not required — and in Marysville not needed due to limited traffic, except as links to the commercial area.

MAJOR INTERSECTIONS

Murchison Street intersections should be reconstructed to provide better pedestrian access and improve safety and orientation. This includes pedestrian connections at all street corners and the introduction of directional and informational signage. Roundabouts are not recommended as they tend to disadvantage pedestrians. Traffic management possibilities, such as traffic calming and lower speed limits, should also be investigated.

DRAINS

Street drainage requires special investigations. Serious erosion in many streets suggests that drains need to be specifically constructed, not just be ditches. Conventional kerb and channel is justified in the commercial district, but elsewhere conflicts with established character.

MATERIALS AND DETAILS

Materials, colours and details used in Marysville's streets should provide continuity of streetscape image, enhance equal accessibility and support proposed street typology. They should not be too 'urban' and hard edged so as not to visually dominate the streetscape.

Existing footpaths are of traditional in-situ concrete and should remain so. Use of feature paving should be confined to private properties only to clearly demarcate public and private areas.

Minor streets in the proposed new residential area as well as in the low-density areas may not need to be sealed. This would increase the amount of rainwater available to vegetation and reduce runoff to drains.



STREET FURNITURE

While paving provides visual continuity in the streetscape, street furniture creates vertical order and punctuation in the street space, apart from its practical function.

One of the key criteria is to find commercially manufactured furniture which will be available in for a long time into the future or which can be satisfactorily complemented with new models.

The items shown here are some of the possible types from one particular manufacturer. Similar are also available from others. The design of these items is pleasant and timeless and blends well with any kind of surrounds. Another option is to have a specific range designed for Marysville and offer this to a local manufacturer to produce as a long term contract.

In terms of streetscape image, elegant simplicity of form and a good quality of construction and finish are of paramount importance, both to minimise visual clutter and to ensure safety, durability and ease of maintenance.

OUTDOOR SEATING

Public seating is important to provide places to rest and enjoy the townscape ambience.

Unfortunately, there are relatively limited opportunities for outdoor seating of any kind in Murchison Street, which otherwise is the prime location for public seating and outdoor cafés. Most of the street is on a slope altogether, the top end in particular. The southside nature strip is quite steep and the root areas of trees need to be protected from further soil compression. In the lower end of the street, there is simply very limited space. In addition, the noise from timber trucks considerably reduces the appeal of sitting outdoors.

Platform constructions for outdoor seating, public as well as café furniture, can provide level surface, but are often aesthetically unsatisfactory, create trip hazards and are best avoided.

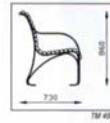
The proposed new commercial precinct along Darwin Street will provide increased opportunities for outdoor seating and cafés. Otherwise, the best opportunities for public seats in Marysville are in its parklands. Proposed better integration of Gallipoli Park to the commercial area will provide increased potential for outdoor seating in the township core.

In residential streets, furniture is in lesser demand than in the most active township centre, but seats can be placed in street corners, especially at locations with key views.

TM 4064

ALBERT PARK SEAT

Attractive park seating with feature sleeve bolt fixings. Standard length 1930mm.



TG 1007

FLARED TOP TREE GUARD

Mild steel slat guard.



SB 2015

STANDARD DOME TOP BOLLARD

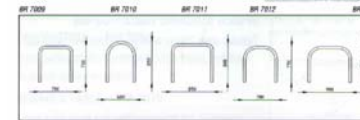
Cast aluminium dome top bollard with two collars. Mild steel pipe body. Available hinged, removable, plate fixed or extended leg for direct bury.



BR 7010

BICYCLE LEANING RAILS

A number of options available. Extended leg for direct bury or plate base for bolt fixing.



BR 7042

LOOP BIKE RACK

Galvanised steel tube bike rack. Plate base for bolt fixing or extended leg for direct bury.

BR 7040 three bicycle capacity.
BR 7041 five bicycle capacity.
BR 7042 seven bicycle capacity.



LR 6101

STANDARD STEEL SLAT BIN

Steel slat with pedestal leg. Available with mild or stainless steel lid and optional lock. Galvanised inner liner.



LR 6103

STEEL SLAT BIN WITH INSET BASE

Mild steel slat bin with galvanised inner liner. Mild or stainless steel flat lockable lid. Ashtray inserts or an ashtray lid available for smokers.



LR 6099

TRANSIT STEEL SLAT BIN

Steel slat litter bin with galvanised inner bin liner. Available with mild or stainless steel lid.



LAND USE FRAMEWORK

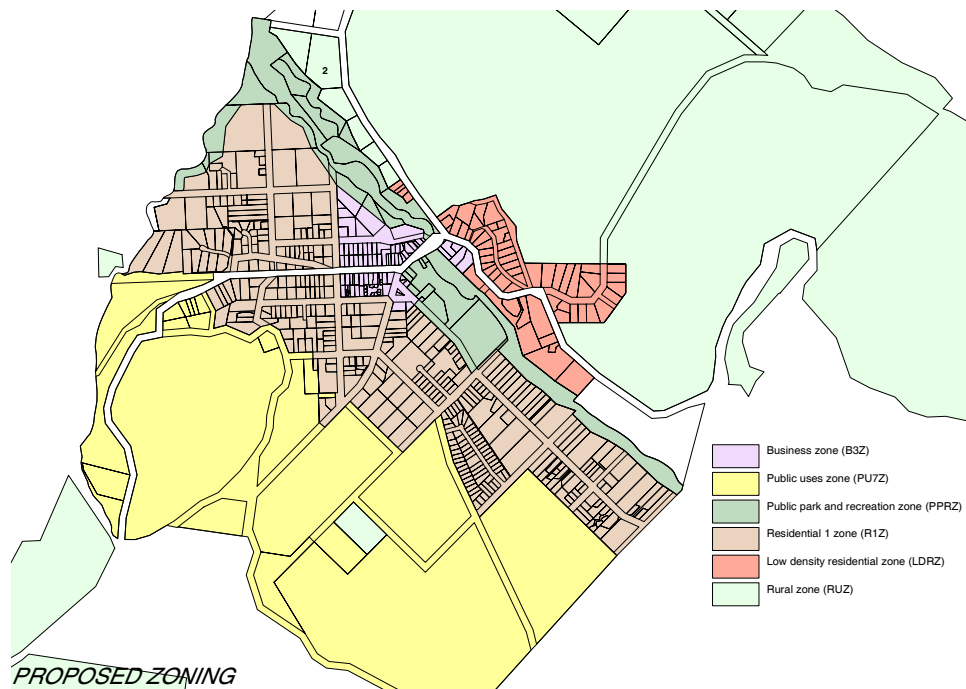
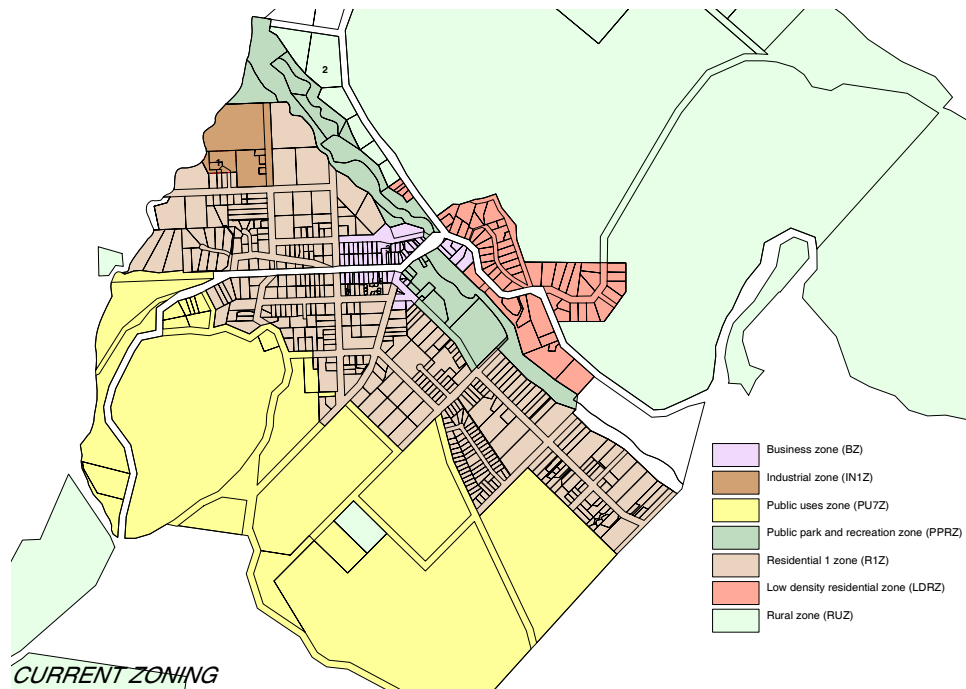
PROPOSED NEW ZONING

Zoning will be defined in the Planning Scheme Review. The UDF proposes the following:

- Business Zone in the township centre should be expanded to provide more opportunity and certainty for businesses. .
- Industrial Zone (timberyards, waste transfer) should be rezoned as Residential to create a new growth area within the township.
- Public Park and Recreation Zone should be expanded along Steavenson River to create a consistent civic and landscape spine, with connectivity to surrounding forests.

MAP REFERENCES

- 1 this area has present industrial uses and may be a longer term option for rezoning to residential is present industrial uses are phased out
- 2 this area is zoned rural but has potential for future tourism, residential, craft industry and accommodation uses, including an additional caravan park / tourist accommodation site. Final zone and density of development to be determined after further site analysis and detailed investigation into future use, development and desirable density of development.
- 3 business zone to be expanded to Sedgwick St to the south and to river frontage public land to the north



PROPOSED FUTURE CHARACTER

Zoning determines the use of land, but has little effect on the resulting built form. Certain other uses than the primary one are allowed in all zones as determined in the Planning Scheme.

The Planning Scheme Review will include a set of complementing urban design principles in the form of a local policy, based on the UDF. These will guide the overall style of building in nominated districts, including site layout, street character and interface and be based on the following notions:

CENTRAL ACTIVITIES DISTRICT

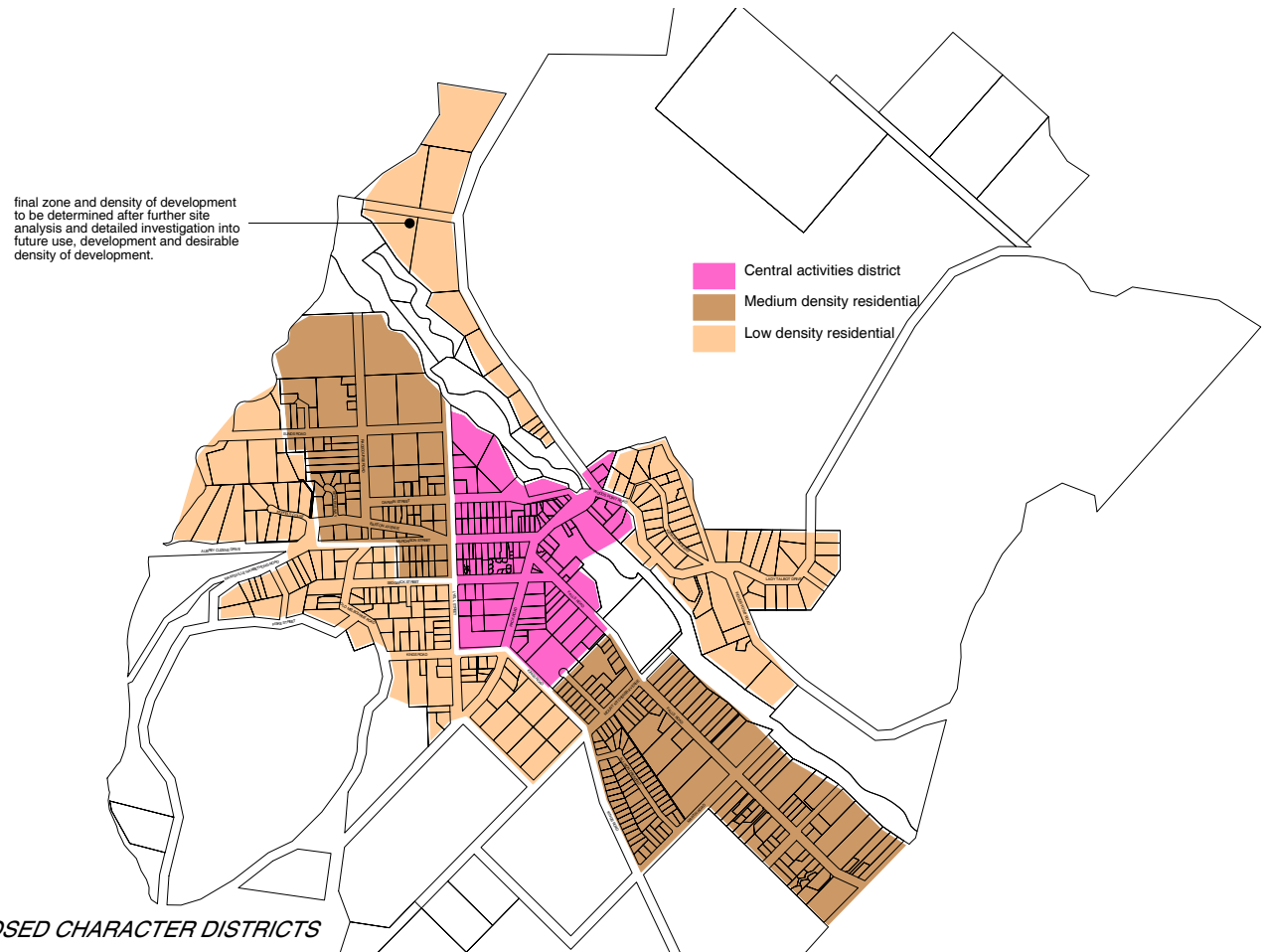
- all streets should have footpaths
- buildings should be located close to or at the front boundary, aligned with the street
- single storey buildings at the street frontage

MEDIUM DENSITY RESIDENTIAL DISTRICT

- all streets should be in a regular grid pattern
- all buildings should have front gardens
- all main buildings should be aligned with streets when practicable
- all residences should have a street frontage
- single or two storey buildings only

LOW DENSITY RESIDENTIAL DISTRICT

- all streets should be aligned with contour lines, but to connect at both ends when possible, avoiding cul-de-sacs
- buildings can be located freely on site
- single storey buildings only



THE PROPOSED RESIDENTIAL SUBDIVISION NORTH OF TOWNSHIP

The area in question is a logical — and ultimately beneficial — direction for future residential growth of Marysville, which may have a slightly different focus than what has been the case so far.

The land is already mainly zoned residential and the owners of the land have expressed an interest of subdividing it. The UDF provides guidance for the shape and form of the subdivision so that if it eventuates, it does not become a separate 'estate' but rather an integral part of the township.

OBJECTIVES FOR THE PROPOSED SUBDIVISION

The subdivision must be designed so that it becomes an integral part of and a positive contribution to the central township: its key features must protect and enhance the character of Marysville. It must comply with planning legislation, including the new ResCode, specifically Clause 56 'Residential subdivision.'

Key objectives of ResCode in this respect are:

- respect the existing neighbourhood character and responding to and integrate with the surrounding urban environment
- incorporate natural and cultural features
- provide safe and convenient access to a range of physical and community infrastructure
- provide for a variety of housing types and other compatible land uses
- provide for a range of public open space uses and activities

RECOMMENDED LOT SIZES FOR THE SUBDIVISION

The new subdivision should provide a variety of lot sizes: in areas close to the town centre (5 minute actual walking distance), between 600 and 1,000 sqm, elsewhere between 800 and 1,200 sqm.

PROPOSED FUTURE CHARACTER OF THE AREA

The area is a part of the medium density residential character district.

- the subdivision must be designed according to ResCode and Planning Scheme schedules & local policies
- public open space to be located to Council's satisfaction to maximise benefit to the township as a whole
- the provision of a sufficient amount and location of open space contribution (after site and landscape analysis to establish ecological, visual and landscape attributes and future character) to protect river and creek frontages as ecologically sustainable public open space, establish ecological corridors and buffers for native vegetation and wildlife, provide walking trails for continuous pedestrian linkages (both adjacent to and within the site), maintain the valued and identified character of the northern views from the township and provide adequate local public open space for playgrounds and recreation. It is expected that the provision of open space will be well in excess of the minimum requirements under the Subdivision Act.
- cul-de-sacs should be avoided whenever possible

IMPLEMENTATION PROGRAM

The UDF will be implemented by public and private sector investment. These require various planning and design measures for a coordinated and successful outcome.

1 PLANNING GUIDANCE

The anticipated growth of Marysville requires a review of all Council strategies.

Planning scheme review

The planning scheme review is underway and will include:

- changes to zoning
- local policies, schedules to zones

A Design and Development Overlay should be considered for the central area of Marysville to protect essential design, form and character elements, including limiting new buildings to single storey oriented to the street frontage.

The process allows for further public consultation.

Review of economic, retail, industry and tourism strategies

The strategies need to factor in:

- impact of residential growth and expanded business opportunities
- business and employment development, marketing

Community facilities development plan

A forward-looking development plan is needed to improve community facilities in a coordinated fashion:

- childcare, education, youth facilities
- health care
- sports, recreation, arts

Statutory planning

The UDF is the basis for:

- pro-active advice to developers and builders
- enforcement of local policies and UDF principles

2 CAPITAL WORKS GUIDANCE AND POLICY

The Council's capital works program for Marysville needs to be substantially increased and various policy development, master planning and design projects need to be initiated. Some priority projects are:

Streetscape Master Plan

- township-wide concept
- design development of Murchison Street improvements
- pedestrian networks and access, footpaths, walking trails
- street trees, street furniture, pavements, signage, outdoor cafés & dining
- directional and interpretative signage
- parking, intersections, traffic calming

Sedgwick Street Streetscape Plan

- reconstruction of the street: layout, drainage, car parking, footpaths

Gallipoli Park Master Plan

- next stage of Master Planning (more detailed, landscape architecture as focus, architecture of proposed new facilities to be considered, feasibility to be considered)

Riverside Park Feasibility Study and Concept Plan

- broad concept plan that can inform other related planning and design initiatives, to be later developed further
- ecologically sustainable principles

Urban (Civic) Design Manual

- appropriate, non-conventional civil engineering solutions for streets, drainage etc
- recommendations for street furniture, tree protection, details etc.
- could be applicable for the entire municipality (and partly even wider in rural/regional Victoria)

Guidelines for residential developments

- policy-level, advisory, pro-active document to promote appropriate subdivisions, site layouts and building envelopes

Detailed design projects

- for each civic / public construction project

3 MANAGEMENT GUIDANCE

Authorities and Government agencies

The UDF is the basis for coordinating all public investment and business planning.

Approved by Murrindindi Shire Council
18 December 2001

D.D. HOGAN
Chief Executive Officer