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Latrobe Structure Plans - Moe and Newborough

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1 Introduction

The Moe - Newborough Structure Plan will provide for growth and change in a planned and managed manner over a 30-year period. The plan is intended to provide clear direction to the community, government, and the development industry about appropriate development.

The Moe - Newborough Structure Plan was first written in consultation with Council, stakeholders and the community as part of the Latrobe Structure Plans Review in 2007, which comprised four Structure Plans for Traralgon, Morwell, Churchill, and Moe - Newborough.

The Structure Plan was then updated in 2014 to reflect the planning of the area between Moe - Newborough and Lake Narracan to the north, to provide a logical extension to the existing township to accommodate future population growth.

2 Background

Moe - Newborough are adjacent to one another and create one urban settlement. They are nestled together within a valley and boast a picturesque landscape with rolling hills to the south and views to the north of Mount Baw Baw. Located to the northeast is Yallourn Power Station, the rolling hills however screen it from view. Narracan Creek runs through Moe - Newborough and Lake Narracan lies to the north of the township.

Moe - Newborough is on a key tourist route to Mount Baw Baw and Walhalla. Relative to Melbourne, Moe - Newborough is the first of the four major towns within the Latrobe Valley and consequently are identified as the 'Gateway to Latrobe'.

Council has also been seeking to establish Moe as a service centre and to attract new business and office developments on sites within or adjacent to the Central Activities District.

It is important to note:

- Moe - Newborough has a population of 15447 people (based on the Moe Newborough Structure Plan area). The current household size is 2.30 people and based on forecast.id.com.au, the household size is expected to drop from 2.17 to 2.14 in 2031 for Moe.
- Moe - Newborough has mostly sub-regional functions to service local community needs and some regional service functions to serve the wider municipality;
- Given its geographical location, Moe has a pivotal location for regional tourism; and
- Private vehicle is by far the most popular mode of transport to work.

2.1 Significant Land Uses

The following section provides a brief outline of the land use patterns in Moe - Newborough.

Residential

Moe - Newborough form a single urban settlement, split by the Narracan Creek. Residential development in recent years has been slow, with some development in more recent years in the south-west and west.

Commercial

The Moe Central Activity District (CAD) is the main retail and commercial centre of Moe - Newborough. There are several smaller retail centres located within Moe - Newborough.

Industrial

The majority of industrial uses are located in the northwest of Moe. There are however, old industrial areas in the west that are surrounded by housing.

Public Open Space

Moe has many public open space areas and corridors including Edward Hunter Heritage Reserve, the Botanical Gardens, a number of reserves scattered throughout the town and a green corridor that runs parallel to Narracan Creek and another parallel to John Field Drive.

Major Infrastructure

The Yallourn coal field is situated to the east of the township. Land previously set aside for overburden adjacent to the eastern town boundary has been declared surplus to requirements as part of Latrobe Valley Coal Resources Project 2100. An existing Environmental Significance Overlay covering this area was subsequently adjusted in 2011 to remove land adjacent the eastern side of Newborough to enable this land to be developed for residential purposes.

2.2 Issues, Opportunities and Constraints

The consultation process undertaken during the preparation of the 2007 Moe - Newborough Structure Plan and the 2014 review is outlined in Appendix 1.

The key issues, values and constraints identified through the 2007 process are still relevant in 2014, and comprise:

1. Housing
2. Urban Growth
3. Transport and Mobility
4. Amenity
5. Industry
6. Neighbourhood Clusters
7. Town Centre

2.2.1 Housing - Existing Opportunities

There are several large land holdings within the existing town boundary that are zoned residential, but are either undeveloped or in the process of being developed for residential purposes. These locations are (refer to Plan 1 for numbered locations):

- In the northern part of Moe - Newborough, the area bordered by Old Sale Road to the north-east, Haigh Street to the south and existing urban development along Bennett Street to the west (Area 10);
- In the southern part of Moe - Newborough, the area bordered by Coalville Rd to the east, Borrmans Street to the south and parkland to the north and west;
- In the south-western part of Moe - Newborough, the area south of Randall Crescent and east of Watsons Road South (Area 15);
- In the west of Moe - Newborough, the area bordered by Waterloo Road to the south, Mitchells Drive Road to the east, the town boundary to the west and the existing farming zone to the north (Area 13); and
- In the east of Moe - Newborough, the area bordered by the Moe-Yallourn Rail Trail, Narracan Drive, John Field Drive and existing urban development (Area 7).

Within the town boundary there are several opportunities where brownfield redevelopment could be pursued, including industrial zoned land in the west of Moe - Newborough, within the area bordered by Mitchells Road to the east and the town boundary to the west (Area 3).

2.2.2 Urban Growth

The 2007 Moe - Newborough Structure Plan recommended a number of new areas for residential development, to increase the land available for residential growth.

As recommended by the Structure Plan, three areas were rezoned to Residential 1 Zone in 2011, which were:

- Land on the western side of Moe, north of the train line, between the Moe drain, Moe Racecourse and Lloyd Street (Area 13)
- Land on the western side of Moe, south of the train line, between the Princes Freeway and Watsons Road (Area 5)
- Land on the eastern side of Newborough, between Monash Road, Golf Links Road and Coach Road. A corresponding adjustment to an existing Environmental Significance Overlay associated with the coal area east of the town was also removed to enable residential development in this area (Area 8).

In 2012 the State Government made a commitment in *The Latrobe Valley Industry and Employment Roadmap* policy document that the Growth Areas Authority (now the Metropolitan Planning Authority) would provide assistance to the City of Latrobe in the planning of its priority growth areas.

The area between the existing Moe - Newborough township and Lake Narracan was identified by Council as a potential future growth area that could offer additional housing options to the local housing market (including higher amenity housing). The development of this area also offered the opportunity to provide improved access and enjoyment of the lake foreshore for existing residents and the wider community.

In 2013, following discussions with Council regarding the lake Narracan area, the Growth Areas Authority prepared the *Strategic Outlook for Moe – Newborough and Lake Narracan* which:

- Provided an overview of recent and future population growth in the Moe - Newborough area and estimate the future demand for dwellings;
- Summarised current land supply in the township and the area covered by the Moe - Newborough Structure Plan and estimate the number of dwellings these sites could provide;
- Estimated how many years of residential land supply is available in the Moe - Newborough area;
- Considered the strategic justification for planning of the area between Lake Narracan and Moe - Newborough for residential development on the basis of the above analysis; and
- Analysed other factors that may influence the future demand for dwellings in the Moe - Newborough area

The Strategic Outlook concluded that the planning of the Lake Narracan area was justified in terms of:

- Long term housing supply
- Healthy housing market
- Reinvestment in the community

These are discussed in detail below.

Long term housing supply

The State Planning Policy Framework includes a clause outlining the need to plan for at least 15 years supply of residential land. The land identified in the 2007 Structure Plan for residential growth currently meets this policy, however under a conservative estimate this would soon drop below the 15 year level. Planning of the Lake Narracan area would ensure the continued long term supply of future residential land for Moe - Newborough, and wider Latrobe City area.

The *Draft Gippsland Regional Growth Plan* released in 2013, identified Moe - Newborough, Traralgon, Morwell and Churchill as collectively forming a future Regional City in the Gippsland region. As part of this plan, Moe - Newborough has been nominated as an area to “proactively encourage and facilitate opportunities for major-scale development in areas identified for significant growth” (page 65).

A strong focus of the Draft Gippsland Regional Growth Plan was also future economic development of the region. In the Plan, Latrobe City has been identified as an area that should encourage or strive for (page 21):

- “diverse commercial centres supporting healthcare, retail, manufacturing and professional services
- focus on low carbon energy industry propelling innovation and investment across the region; and
- food manufacturing hubs that add value to local agricultural products”

Should the economic development of the region be successful there will be significant job growth. Increased job opportunities will lead to increased demand for housing, which Moe - Newborough is well situated to supply.

Healthy housing market

One of the key aspects of a healthy housing market is for there to be multiple development fronts. Having multiple development fronts creates competition, not only in price but also built form, giving buyers and future residents more housing options.

In addition to this, a number of sites identified for residential development in the 2007 structure plan had shown no interest in developing. These sites may never develop, and could lead to gaps in the market and supply. Having multiple development fronts reduces the possibility of a tight housing market if some sites are not developed.

The first key objective of the 2007 Moe - Newborough Structure Plan, is to ‘provide for high amenity housing choice’. High amenity lifestyle housing choice is a product that is not generally supplied in the Latrobe housing market. The amenity offered by Lake Narracan however offers the ability to provide a range of housing types in proximity to the lake not seen in other locations in Moe - Newborough, and in the wider municipality.

Beyond Moe-Newborough, other towns within the City of Latrobe are constrained due to a range of factors include coal, flood plains and land use buffers. These constraints will limit the amount of growth able to occur elsewhere and may direct additional growth towards Moe-Newborough.

Reinvestment in the community

The planning and development of Lake Narracan has the potential to provide significant benefit to the existing Moe - Newborough community in a number of ways.

Firstly, development along Lake Narracan will create a connection to the lake that will be available to all members of the community. Key road and open space links will be created to more directly link the centre of both Moe - Newborough with the lake. An extensive network of pedestrian and cyclist paths will be established throughout the precinct, linking to the heart of existing Moe - Newborough.

The connection to the lake will provide significant community benefit through the enhancement of recreation opportunities, both along the banks of the lake and in or on the lake itself.

Increasing access to the lake can also lead to increased economic activity through tourism. Enhancing the lake experience for tourists has the potential to increase local economic activity and create jobs for residents.

Increased economic activity initiated by enhancing the connection to Lake Narracan can potentially act as a spring board to revitalising the existing Moe-Newborough area. This could lead to redevelopment in the town centre and again create local job opportunities. There are currently a number of projects funded by Council, Federal and State Governments, including the Moe Activity Centre Plan project and an affordable housing project that are likely to start this process.

Conclusions

The 2014 update to the Moe - Newborough Structure Plan has therefore included the Lake Narracan area within the township boundary, with the majority of the land included being designated for future residential.

Long-term future urban growth should be encouraged in the east (refer to location 12 on Plan 1). Land holdings in this area need to be protected from land fragmentation, and therefore should be protected from being developed as rural living or low-density residential. These areas should be retained as farming until such time that all of the residential areas with the town boundary have been developed.

The Rural Living areas to the south and southeast of Moe - Newborough offer a semi-rural lifestyle and are important in diversifying residential opportunities

2.2.3 Transport and Mobility

It is important that strong links are provided to and from key community facilities. Whilst all modes should be catered to, the following hierarchy of modes should set the framework for planning (with 1 as the highest priority and 4 as the lowest):

1. Pedestrian
2. Cyclists
3. Public Transport
4. Private Vehicles

Pedestrians and Cyclists

As the residential area in the south-west grows and additional neighbourhood facilities are added, pedestrian connections over the Princes Freeway and the railway line to the local community services will need to be established to encourage a pedestrian friendly environment and reduce reliance on private vehicles.

Clear and well-networked bicycle on-road routes need to be provided in all areas. Several off-road paths are also needed in key areas to inter-link the pedestrian and cycling paths.

Through the future development of the Lake Narracan area, there is an opportunity to establish an extensive network of pedestrian and cyclist paths throughout the precinct, including improved connection to and along the southern foreshore of the lake and improved connections between existing Moe – Newborough and the lake.

Public Transport

The Moe town centre needs to be established as the central transport hub. Whilst all modes should have access to the hub, access for pedestrian, cyclist, train, bus and taxi should be given higher priority than private vehicles. In addition facilities should accommodate for all modes of transport.

Bus services will need to be extended to provide coverage to future residential areas.

Private Vehicles

Dinwoodie Drive in Newborough services thirteen cul-de-sacs containing over 300 houses. Residents have only one entry/exit at Narracan Drive. Safety concerns have been raised due to the limited access opportunities for emergency vehicles and exiting at the Narracan Drive intersection in periods of peak traffic. Access for vehicles to/from Dinwoodie Drive could be improved by creating an additional access point to the north.

2.2.4 Amenity

Creating an interesting and attractive entrance is important to raise perceptions and the town profile. As Moe - Newborough is seen as the 'Gateway to the Latrobe Valley' the entrance to the town is especially important. In particular the following entrances should be improved:

- The western gateway to the Latrobe City (being the western entry to Moe on Lloyd Street) – improvements could include addition canopy tree planting and amenity improvements; and
- The northern Moe Town Centre entrance via Moore Street, between Old Sale Road and Hennesey Street – the northern section of Moore Street has industrial uses on either side of the road. As a key tourism route, the visual appearance of this area will need to be improved.

Narracan Creek and the surrounding parklands, tennis courts and botanical gardens are also areas of particular amenity value in Moe - Newborough. Much of this area is visually obscured by industrial uses. Industrial uses in this area should be discouraged. Land uses that complement the botanical gardens should be encouraged. For example a conference centre or recreational facility.

There is also a number of sites in public and private ownership in both Moe and Newborough that are

currently vacant, run down or under-utilised. There is an opportunity to explore short and long term options for these sites, to increase the contribution these sites make to the local economy and image of the township.

2.2.5 Industry

Industrial development is mostly located along the western border of Moe - Newborough, stretching from Waterloo Road in the southwest to Old Sale Road in the north-west. There are several dispersed pockets of industry in the southwest that have been enveloped by residential development.

In the northwest there is a large supply of undeveloped industrial zoned land, and farming land that could be used for future industry. Industry should be discouraged from locating in the southwest. As opportunities arise industrial sites in the southwest should be redeveloped as residential.

2.2.6 Town Centres

The Moe - Newborough Structure Plan recognises the Moe Town Centre as the primary retail destination within the wider township and needs to be protected.

In Moe - Newborough, given the current over supply of retail floorspace, new retail, office and mixed-use, residential developments need to be encouraged within the Moe Town Centre.

As Moe - Newborough grows, new village/neighbourhood centres should be established to enable residents to walk or cycle to access daily retail needs. These centres should be encouraged in the north, north-east and west but they should not undermine the primacy and viability of the Moe Town Centre.

In terms of retail planning of the Lake Narracan area, SGS Economics and Planning were engaged to complete a Retail Advice report. The SGS Economics and Planning report concluded that the Lake Narracan area can accommodate one or two village/neighbourhood centres whilst reinforcing the primacy of the Moe Town Centre (SGS, 2013). Given the east-west dimension of the Lake Narracan area, two centres are ultimately considered the most favourable solution as this will help maximise their walking catchments (SGS, 2013).

There is also the opportunity to continue to improve the public realm and community facilities within the Moe Town Centre, to further enhance this area as the primary retail and civic destination of the wider township.

3 Moe – Newborough Structure Plan

3.1 Strategic Objectives for Moe - Newborough

Moe, Newborough and Lake Narracan have significant capacity to achieve a number of sub- regional and regional outcomes, in particular:

- To provide for future housing growth;
- To utilise undeveloped/underdeveloped land within the town boundary and within close proximity to the town centre;
- To provide a town structure that improves amenity for residents and maximises land use relationships for industry, commerce and retail;
- To provide an urban area that enables a high level of connectivity and accessible for all modes of transport;
- To enhance Moe - Newborough’s role as a tourism gateway and as an attractive location for new and existing businesses; and
- To continue to perform sub-regional and some regional service functions.

3.1.1 Strategic Objectives

The Structure Plan aims to achieve seven major objectives in relation to the concepts identified within the Issues, Values and Constraints section:

1. Provide for high amenity housing choice.
2. Protect areas for future urban growth.
3. Improve transport routes and ease of movement.
4. Improve and protect visual amenity.
5. Decrease residential-industrial interface conflicts.
6. Establish neighbourhood and local centres in growth areas.
7. Create a vibrant and active town centre.

3.2 Achieving the Objectives

The Structure Plan defines different areas within Moe - Newborough according to the strategies and the different treatment required by different areas. The following table provides a description of each of these areas (as identified on Plan 1).

Area	Description of Area
Area 1	Industrial area around Moore Street, Old Sale Road, Saxtons Drive, Bell Street and town boundary
Area 2	Area north of the Racecourse between Saviges Road and the township boundary
Area 3	Land currently zoned industrial, bordered by Waterloo Road, Mitchell Road and the township boundary
Area 4	Municipal and township gateway on Lloyd Street
Area 5	Area south of Princes Highway and east of Watson Road South - existing residential opportunity
Area 6	Industrial site bordered by Narracan Drive, Moe - Newborough-Yallourn Rail Trail and the botanical gardens – site for potential landmark use
Area 7	Area bordered by the Moe-Yallourn Rail Trail, Narracan Drive, John Field Drive and existing urban development - existing residential opportunity
Area 8	Yallourn Golf Course site - existing residential opportunity
Area 9	Northern end of Dinwoodie Drive
Area 10	Area bordered by Moe-Yallourn railway easement, Old Sale Road and Narracan Creek - existing residential opportunity
Area 11	Moe Town Centre
Area 12	Area south of Yallourn Golf Course – potential future residential opportunity
Area 13	Area north of Waterloo Road and west of Mitchells Road – existing
Area 14	Lake Narracan precinct – future residential
Area 15	Area south of Randall Crescent and east of Watsons Road South – existing residential opportunity

Each of the following objectives identify which area they relate to. The Objectives and strategies for achieving these objectives should be read in conjunction Plans 1 and 2.

3.2.1 OBJECTIVE 1: Provide for High Amenity Housing Choice

Transition industrial sites to Residential, west of the Moe racecourse (Area 3)

- Review existing land-uses and identify opportunities to rezone existing industrial to residential uses.
- Discourage further development of industrial uses in the area, but protect the ongoing operation of existing industry until such time as they choose to relocate.

Consolidate and expand the residential neighbourhood in the area north of Narracan Drive (Area 7)

- Encourage new residential development in the area.
- Retain, but not expand, existing business uses around the Old Moe - Newborough Regional Hospital.
- Continue the open space link that runs north-south between John Field Drive and Southwell Avenue/Rita Court/Venice Street.

Facilitate the development of a life-style residential neighbourhood centered on the Yallourn Golf Course to diversify overall residential market within the township (Area 8)

- Encourage new residential development.

- Provide logical and direct pedestrian and vehicle connections to existing community facilities.

Facilitate development of a residential neighbourhood in the area east of Narracan Creek and north of the Moe-Yallourn railway easement, using the Creek as a key feature (Areas 10 & 16)

- Encourage new residential development in the area.
- Encourage a subdivision design that is sensitive and reflective of Narracan Creek. Development should address the Creek by fronting lots onto the creek, preferably with a road interface. Any public open space should be provided adjacent to and be designed to integrate with the Narracan Creek Public Conservation and Recreation Zone.
- Encourage the development of a walkable neighbourhood centre to service local residents.

Facilitate development of a residential neighbourhood in the area south of Princes Highway and west of Watsons Road South (Area 5)

- Encourage new residential development;
- Provide logical and direct pedestrian and vehicle connections to existing community facilities.

Facilitate development of a residential neighbourhood in the area north of Waterloo Road and west of Mitchells Road (Area 13)

- Encourage new residential development;
- Provide logical and direct pedestrian and vehicle connections to existing community facilities.
- Improve pedestrian linkages over Lloyd Street to South Moe, with the intent to provide access to existing community facilities.

Facilitate development of residential neighbourhoods within the Lake Narracan precinct (Area 14):

- Prepare a Precinct Structure Plan for this area that outlines future residential areas, village centres, open space and community facilities.
- Prepare a Development Contributions Plan to provide for co-ordinated and efficient delivery of infrastructure required to support development of the Lake Narracan area.
- Rezone the area to Urban Growth Zone to facilitate the land uses outlined in the Precinct Structure Plan.

3.2.2 OBJECTIVE 2: Protect Areas for Future Urban Growth

Protect future residential growth areas and facilitate rezoning and development following development of areas within the Township Boundary (Area 12)

- Earmark land for future residential development.
- Protect land from subdivision in the short-to-mid term.
- Encourage other land parcels identified in this plan to be developed prior to urban growth occurring in this direction.

3.2.3 OBJECTIVE 3: Improve Transport Access and Mobility

Complete the transport network for all modes of transport within the existing urban area, in order to provide a continuous and seamless network (refer to Plan 2)

- Introduce bus services to area north of Waterloo Road and west of Moore Street.
- Significantly expand the network of on-road bike paths throughout all areas of Moe - Newborough, and clearly mark lanes for this purpose.

- Complete off-road paths to connect on-road bike paths and/or residents to bus routes.
- Improve pedestrian connection over Princes highway and railway line.

Complete the transport network for all modes of transport to new growth areas, in order to provide a continuous and seamless network (refer Plan 2)

- Introduce bus services to the new growth areas as urban development proceeds.
- Expand the network of on-road bike paths to new growth areas, and clearly mark lanes for this purpose.
- Expand key off-road paths, in particular along Narracan Creek and through to Lake Narracan.
- Provide an off-road path along the southern foreshore of Lake Narracan and expand in the future to provide an off-road trail around the entire lake.

Provide a centralised transport hub that brings together all modes of transport (Moe Town Centre)

- Bus and train station to be co-located.
- Minimise the walking distance between train and bus services.
- Increase bicycle-parking.
- Provide an information display board detailing train, bus, cycle and pedestrian options.
- Improve accessibility to the train station/central transport hub by improving pedestrian and cycle paths to/from this location.

Provide pedestrian linkages to and from key community facilities (Area 13)

- Provide a route for pedestrian and cyclists to cross over Lloyd Street, the railway line and Waterloo Road.

Provide an alternative exit/entry for vehicles at Dinwoodie Drive from the north at Old Sale Road (Area 9)

- Improve accessibility to and from Dinwoodie Drive for residential and emergency vehicles.
- Reduce the vehicle load and risk accidents at the intersection of Dinwoodie Drive and Narracan Drive.

3.2.4 OBJECTIVE 4: Improve and Protect Visual Amenity

Encourage retention of vegetation as buffer between future industry and residential development (Area 2)

- Encourage retention of vegetation as buffer between future industry and residential development.
- Retain high quality vegetation.

Township Gateway – Further improve amenity via landscape improvements within the road reserve (Area 4)

- Improve visual appearance and sense of arrival to Latrobe City.

Moe - Newborough Link site - Amenity improvement opportunity to be created by consolidating industrial sites and development of high profile development (Area 6)

- Encourage an alternative “landmark land use” that compliments the Botanical Gardens. This will require the consolidation of sites and an appropriate use(s) to complement the high profile of

the site and provide appropriate vehicle access and egress.

- Discourage further development of industrial uses at this location.

Narracan Drive Amenity Improvement (Area 7).

- Improve this important access route by facilitating commercial and residential development of a high design standard.
- Encourage landowners to develop under-utilised land with well-designed frontages.

Improvements to vacant and under-utilised sites

- Explore both short term and long term options for existing vacant and under-utilised sites in public and private ownership, to increase the contribution these sites make to the local economy and image of the Moe and Newborough.

3.2.5 OBJECTIVE 5: Decrease Residential-Industrial Interface Conflicts

Consolidate industrial activity in the north-west of Moe - Newborough and minimise conflicts between industry and residential uses (Area 1)

- Separate industrial and residential uses, and provide a suitable buffer between these two often-conflicting uses.
- Provide sensitive interface with adjoining vegetation (Area 2) that ensures environmental values of vegetation is maintained.
- Improve visual appearance along the industrial section of Moore Street, by ensuring the maintenance of the road reserve and building setbacks.
- Protect industrial land in Area 1 from residential encroachment that may result in interface conflicts and impact on industry operations.

3.2.6 OBJECTIVE 6: Establish Walkable Neighbourhood and Local Centres in Growth Areas

Reduce the need to drive long distances for goods, services and community facilities.

- Encourage the development of local community services and facilities in accessible/walkable locations throughout the community.
- Encourage higher density housing around neighborhood centres. Neighbourhood centres are to consist of basic goods and services.
- Neighbourhood centres should not undermine the central role of the Moe Town Centre.

3.2.7 OBJECTIVE 7: Create a Vibrant and Active Town Centre

Strengthen the Moe Town Centre in accordance with Transit Cities Precinct Study (Area 11)

- Encourage the development of new retail, office and higher density residential mixed-use developments within the Moe Town Centre.
- Restrict the development of major retail and office uses outside of the Moe Town Centre.

Continue to improve the public realm and community facilities within the Moe Town Centre

- Continue to upgrade and improve the streets and car parks within the town centre, including:
 - Upgrades to Moore and George Streets
 - Upgrades to Clifton Street and Hasthorpe Place car parks
- Provide new community facilities and improved public spaces adjacent the train line within the town centre, including:
 - New civic building opposite Moore Street including library, resident service centre, maternal and child health, meeting rooms and café
 - New youth precinct and playground
 - New train station forecourt
 - Upgraded car parks on both sides of the train line

4 Implementation

4.1 Purpose

The purpose of this chapter is to provide an indicative implementation and monitoring program to effectively carry out the strategies and actions contained within the structure plan, to ultimately realise the strategic objectives for Moe - Newborough over the next 30 years.

4.2 Timing

Each action is allocated an implementation timing category to assist Council to manage its resources to best administer the structure plan and implementation program. The three terms used are defined by the following periods:

- Short term – start implementation of this action within 1 – 5 years
- Medium term – start implementation of this action within 5 - 10 years
- Long term – start implementation of this action within 10 - 30 years

The timing of implementation actions is often dependent on one or more actions having taken place or being carried out concurrently.

It is expected that the structure plan actions would be reviewed every five years, to ensure that key actions and outcomes required to move towards the future vision are achieved.

4.3 Lead Organisation

Each action includes the organization that is responsible for driving elements of the Structure Plan. Commonly the lead driver is Latrobe City Council, although in some circumstances stakeholder interests from outside of the Latrobe City Council should take the lead.

4.4 Supporting Organisations

The implementation of the Structure Plans will, at times, require a dialogue with multiple stakeholders including government organisations, business, associations, landowners and the community.

This table indicates the stakeholders that will need to be consulted in order to achieve the stated objective. This is not an exhaustive list and over the next 30 years there are likely to be changes to who needs to be consulted and why.

4.5 Structure Plan Implementation Guide

Actions from the Moe-Newborough Structure Plan are outlined in the following table.

Action #	Action and Justification	Timing	Initiative	Supporting
General				
1.	Prepare an amendment to the Latrobe Planning Scheme Municipal Strategic Statement to include references to the Structure Plan including its vision, strategies, framework plan and implementation program.	Short	Latrobe CC	DSE Community Major stakeholders
2.	Advocate the Structure Plans to investment interests.	Medium	Latrobe CC	Major property consultants DIIRD
3.	Monitor progress and review the Moe-Newborough Structure Plan at the time the Latrobe Planning Scheme is reviewed.	short	Latrobe CC	Community Landowners / Managers
4.	Prepare an amendment to the Latrobe Planning Scheme to incorporate the Lake Narracan Precinct Structure Plan, Lake Narracan Development Contributions Plan and rezone area to Urban Growth Zone.	Short	Latrobe CC	State agencies Community Major stakeholders
Provide for high amenity housing choice				
5.	Evaluate medium and long-term development opportunities and facilitate dialogue with landowners of Areas 3 and 12.	Medium	Latrobe CC and large land owners	Landowners Land developers Community

Action #	Action and Justification	Timing	Initiative	Supporting
Improve Transport Access and Mobility				
11.	Improve off-road and on-road paths to existing urban areas that are under-serviced.	Short term	Latrobe CC	Dol, VicRoads V-Line Latrobe Valley Bus Lines Community Other transport organisations
12.	Evaluate options for a northerly exit from Dinwoodie Drive.	Short	Latrobe CC	Lowanna Secondary School VicRoads Community
Improve and protect visual amenity				
13.	Acquire Area 2 and establish as Public Open Space. Rezone from Industrial to PPRZ.	Short/ Medium	Latrobe CC	Landowners
14.	In Area 7, acquire land (if necessary) to extend the PPRZ from W.H Burrage Reserve southwards to Narracan Drive for the purpose of public open space.	Short	Latrobe CC	Landowners Community
16.	Evaluate options to landscape the Latrobe City Gateway, at the western entrance to Moe - Newborough.	Medium to be confirmed	Latrobe CC	Community VicRoads
17.	Improve visual appearance of the industrial land bordered by Narracan Drive, the Moe -Yallourn Railway easement and the Botanical Gardens.	Short/ Medium	Latrobe CC, local business and industry.	Landowners Developers Community
18.	Require industrial businesses in Moore Street to maintain landscape and maintenance obligations under Clause 33.01 of the Latrobe Planning Scheme.	Ongoing	Latrobe CC, local business and industry.	Landowners Developers Community

Action #	Action and Justification	Timing	Initiative	Supporting
Establish walkable neighbourhood centres in growth areas				
20.	Evaluate where future neighbourhood clusters should be located and when these should be established.	Short/ Medium	Latrobe CC	DSE DVC Dept of Education DHS
21.	Prepare an amendment to the Latrobe Planning Scheme that encourages small-scale neighbourhood clusters to service identified areas.	Short	Latrobe CC	DSE DVC Dept of Education DHS VicRoads Latrobe Valley Bus Lines Local business Community Landowners Schools
Create a vibrant and active town centre				
22.	Encourage the development of new retail, office and residential mixed-use developments within the Transit City Area.	Short	Business, land developers	Latrobe CC
23.	Restrict the development of major retail and office uses outside of the Moe Primary Activity Centre.	Ongoing	Latrobe CC	-

5 Appendix A – Consultation

5.1 2007 Moe - Newborough Structure Plan consultation

The Moe Business Workshop was held in the evening of Wednesday 23 August 2006 at Moe Turf Side and was attended by approximately 40 people. A large number of attendees had business interests within the Town Centre. Other development interests were also represented.

Participants at the Workshop identified strongly with the role of Moe as a tourism gateway. In accordance with this, they identified a number of issues that need to be addressed in order to maximise and build tourism. The large variety of sport and recreational activities were identified as a key feature and selling point for Moe. These facilities and open spaces include: the Olympic sized pool, golf courses, Lake Narracan and associated water sports (water ski, jet ski, hovercraft, fishing facilities and open space), Motorcross, the 4WD hill climb, the proposed Motorsport complex and the town as a stop-off location for holiday makers heading from Melbourne to Walhalla and the surrounding national parks. There is a desire to protect parkland, open space and the sport, recreation and leisure facilities that bring in tourism to Moe, for the purpose of capitalising on these assets further.

Perceived as holding the town back is the lack of appropriate tourist accommodation and convention facilities. Attendees also noted that Moe had a confusing system of road linkages that are anecdotally resulting in tourists frustration and subsequent future avoidance of Moe as a preferred route. It was therefore agreed by attendees that the industrial section of Moore Street and Old Sale Road provide a poor visual gateway.

The commercial activity centre in Moe is split in two by the railway and main thoroughfares of Lloyd Street and George Street. The Transit Cities Project is focused on the Activity Centre and what needs to be done structurally to help make the town centre regain vibrancy. The Moe Structure Plan can address issues that are feeding into the success or failure of the Activity Centre and propose ways in which issues can be overcome to assist the Transit Cities project in making the town centre vibrant. The most pressing issue for the Structure Plan from the business communities point of view appears to be the impact of the road system on the shopping district, a problem that they purport has been superimposed upon the town for safety without regard for function. Whilst other issues discussed relate more to a Transit Cities scale rather than the scale being applied to this Structure Plan project, it is important to reflect that there is not a need at this point in time to expand the town centre, but rather consider the reduction of the town centre as a purely commercial area. For instance, parts of the town centre may require more mixed uses in order to infill under-utilised business uses. Some consideration needs to be given to the future of the commercial role of the town centre, north of the rail line.

A number of matters around land use and development were discussed. The area bordered by Old Sale Road, Bowmans Road, Haigh Street and Bennett Street is under-utilised land zoned for Residential 1 use, but is used for farming purposes. One shared view is to develop this land for residential purposes around a wetlands feature that incorporates Narracan Creek and its flood zone area. The area bordered by the Princes Freeway, Watson Road South and farmland is zoned Industrial 3. Given its location in the gateway and the fact that it is not developed for industrial purposes, discussion was centered around a future Residential development for this gateway site. In addition, the adjacent small pocket of farmland bordered by the Princes Freeway and its on/off ramps and Watson Road South could be rezoned to a Public Park and Recreation Zone. A more complex proposal is to discuss with the

Shire of Baw Baw what its plans are for the area to the west/north-west of Moe, the purpose of which is to ascertain whether Moe can grow in this direction.

The road system in the town is problematic. Residents and tourists travelling from one end of the town to the other are generally limited to travelling through the roundabout over the railway line at the intersection of five roads – George Street, Anzac Street, Narracan Drive, High Street and Lloyd Street. The lack of signage at the roundabout often results in tourists heading up the wrong road, getting lost and frustrated. The system results in poor legibility of the town centre and its connection to other key locations. One suggestion to address other traffic issues is to build a new road for trucks heading north through the town, in order to keep them out of the town centre and residential streets, although this does not provide for improved legibility of the town centre.

Site-specific issues include the beautification of the gateway coming off the Princes freeway and the gateway along Moore Street to the town centre. Residents at the rear of Lavalla College would like to ensure that the reserve adjacent to their land is protected from urban development.

There was a perception expressed that the town has been losing social infrastructure, government services and public utilities. Whilst the feeling among many is to forego industrial development for tourism and dormitory (residential living) purposes, there are others who argue that industry equates to jobs and that the loss of industry from Moe - Newborough could be detrimental. As such, there is a perceived need to both protect and develop Moe's employment and tourism assets, whilst also protecting and developing its existing industrial assets.

Further consultation with land development stakeholders in December 2006 raised the issue of the availability of land for future residential development. There was a perception that residential development in the town is hampered by a lack of supply and the draft Structure Plans at that time did not indicate enough new provision of land as compared to Morwell and Traralgon. Stakeholders also expressed a need for lifestyle developments to diversify housing opportunities.

5.2 Lake Narracan consultation

The City of Latrobe with assistance from the MPA prepared a Draft Concept Plan for the Lake Narracan and provided this to the community, state agencies and service authorities in late 2013 for comment.

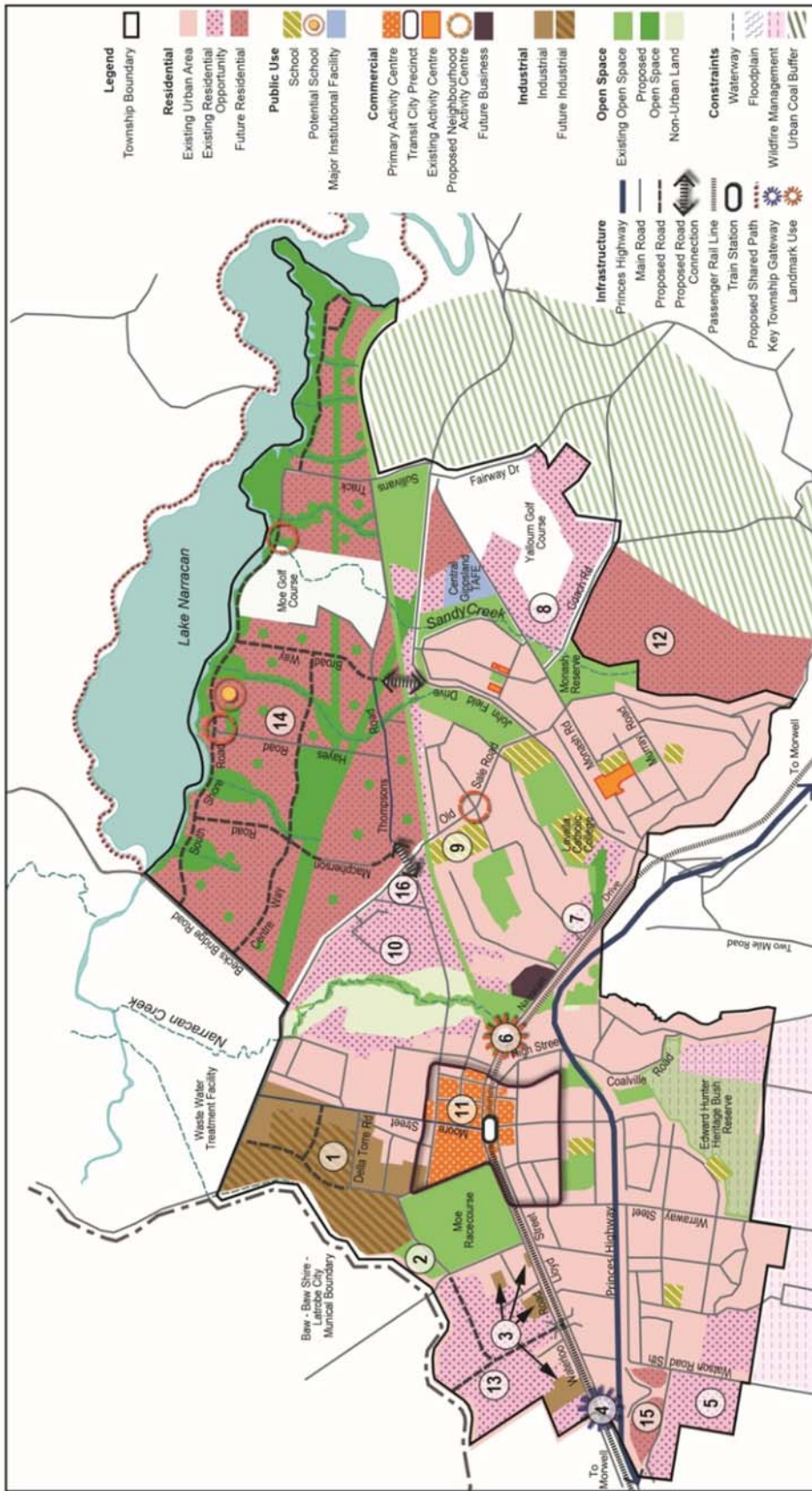
Council received 78 submission and 63 were supportive of the Draft Concept Plan, demonstrating significant support for the development of the Lake Narracan area.

The results of the consultation process and recommendations to address issues raised were outlined in a report to a Council meeting on 24 March 2014. Council resolved to support the plan and accepted the recommendations made in the report.

Council with the assistance of the MPA went on to prepare a draft Precinct Structure Plan and draft Development Contributions Plan for the Lake Narracan area. These draft documents were provided to state agencies and service authorities for comment during April and May 2014.

The draft Precinct Structure Plan and Development Contributions Plan were then updated in response to feedback received, before making the documents available for wider public comment along with the updated Moe - Newborough Structure Plan in mid 2014.

Plan 1: Moe-Newborough Structure Plan



MOE - NEWBOROUGH STRUCTURE PLAN

POLICY

141°00' E @ A
133°00' @ A

0m 250m 500m 1000m

