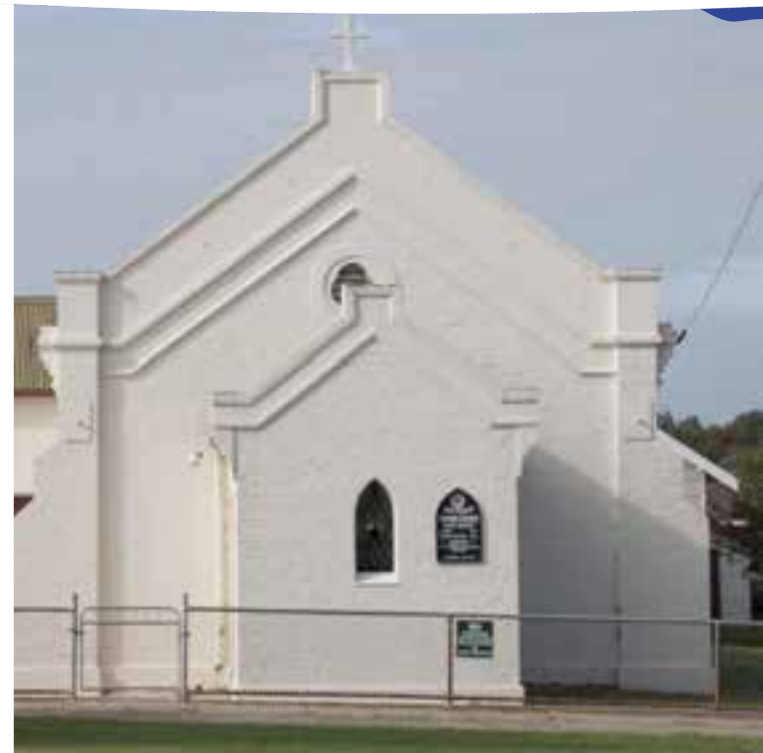




HEYFIELD STRUCTURE PLAN

November 2011



Rev. no.	Document purpose	Prepared by	Approved by	Date
1	Preliminary Draft	T Harrington	J Brock	23/06/11
2	Preliminary Draft	T Harrington	J Brock	30/06/11
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1.0 INTRODUCTION

Meinhardt Infrastructure and Environment in association with Essential Economics and Urban Initiatives have worked with the Wellington Shire to prepare a Structure Plan for the township of Heyfield.

The Structure Plan will guide the future use and development of Heyfield for the next 20 years, and will provide the basis for a planning scheme amendment and update to Heyfield's Settlement Strategy.

The Structure Plan has been developed having regard to what is achievable through the planning scheme and through other means, such as capital works programs, advocacy, Government grants, and private investment. This includes an examination of:

- Growth needs
- Community needs
- Transport and accessibility needs
- Sustainability
- Heritage and local identity
- Key economic opportunities and drivers

Preparation of the Structure Plan has embraced the following planning principles:

- Sustainability – balancing the economic, social and environmental consequences of growth to ensure that benefits are sustained in the long-term;
- Diversity – promoting a varied mix of economic and social opportunities;
- Liveability – promoting a high quality urban and rural environment that supports healthy lifestyles; and
- Integration – maximising opportunities for linkages and synergies between areas and activities.

BACKGROUND

The Structure Plan is informed by the following background documents:

- Heyfield Structure Plan: Background and Emerging Directions Report, May 2011
- Heyfield Structure Plan: Economic Analysis, June 2011

Background documents include the background information gathered by the Consultant team in relation to the Study area. This includes a review of Heyfield's context, relevant policy documents, demographics and forecast projections for the future. These documents provide the technical basis on which a Structure Plan can be developed.

WHY PREPARE A STRUCTURE PLAN FOR HEYFIELD?

The preparation of a Structure Plan for is an opportunity to improve conditions in the community, ensure the sustainability of the town and enhance the quality of life for both current and future generations. The Structure Plan including background papers will provide the strategic basis for any future rezoning or additional planning controls identified therein.

Although the population size of Heyfield has basically remained static, key characteristics and demographics are changing, strong community action is effectively advocating for opportunities and change, the regional context is shifting and the understanding of environmental constraints to growth and development has improved. A structural response to these and other issues is required to ensure that opportunities for growth and development are captured and controlled.

2.0 HOW HAS THE STRUCTURE PLAN BEEN PREPARED?

The process of developing a Structure Plan draws significantly on the suggested methodology set out in the Planning Practice Note - Structure Planning for Activity Centres (April 2010), and the Activity Centres Toolkit: Making it Happen (April 2010), as set out below:

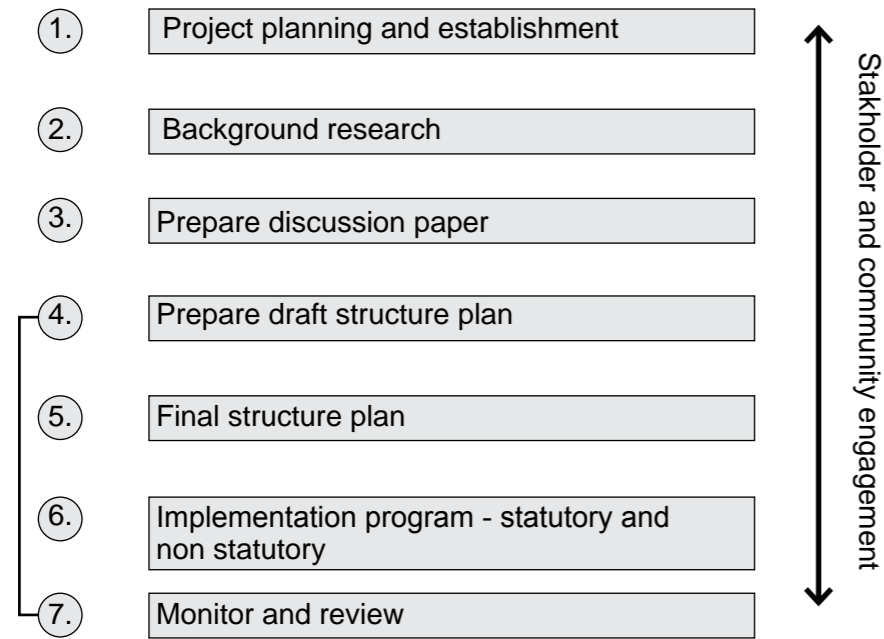


Figure 1. Structure Plan Preparation

2.1 STAKEHOLDER INPUT

Central to the Heyfield 2030 Structure Plan is a robust community consultation program aimed at engaging with all key stakeholders. Through the course of the project, the Consultant team has provided a regular presence in Heyfield in order to properly engage with the local community. Details are provided overleaf.

KEY OBJECTIVES

- To provide accessible information about the project outcomes and implementation opportunities.
- To document local issues and priorities.
- To document stakeholder needs and concerns.
- To facilitate shared ownership of project outcomes.
- To support informed decision making.
- To define the local role of the centre.
- To facilitate involvement from a cross-section of the community.
- To engage groups that would not ordinarily get involved in strategic planning.
- Obtain information that is relevant to long term land use planning .

STAKEHOLDERS

- **Council and Council Departments:** Land Use Planning, Community Wellbeing, Cultural Services, Economic Development, Built Environment, Natural Environment and Parks, Healthy Lifestyles, Sustainability, Heritage Advisor.
- **External agencies and authorities:** Southern Rural Water, VicRoads, VicTrack, Gippsland Water, Department of Primary Industries, Department of Sustainability and Environment, Department of Planning and Community Development, Environment Protection Authority, Department of Transport, Department of Education, Country Fire Authority, Department of Human Services, Aboriginal Affairs Victoria, Emergency Services, West Gippsland Catchment Management Authority, and other Servicing Authorities.
- **Key local stakeholders:** Heyfield Community Reference Group, Heyfield businesses and key landowners, Gunns Timber Products, Canningvale Timber Pty Ltd
- **Community stakeholders and organisations:** Heyfield Resource Centre, Local real estate agents, Heyfield Primary School, Sports clubs and committees of management, Heyfield kindergarten, St Michaels Catholic Primary School, churches, Central Gippsland Health Service, East Gippsland Institute of TAFE.

2.2 METHODS OF CONSULTATION AND ENGAGEMENT

Over the course of the project, the Consultant team has utilised a number of different methods of consultation, communication, and engagement with Heyfield's stakeholders. This includes:

- Distribution of a regular project newsletters
- Letters to affected landholders
- Updates via Council website.
- Newspaper advertisements
- Workshops with key stakeholders (including the 'Business Roundtable' (21st Feb 2011))
- Workshops with Key Council staff and agencies
- Town Walk with key stakeholders
- Posters at key locations within Heyfield.
- 1:1 meetings
- 'Drop-in' sessions (14th Sept 2011)
- Formal exhibition of the Draft Heyfield Structure Plan (during August and September 2011)

THE STRUCTURE PLAN PROCESS

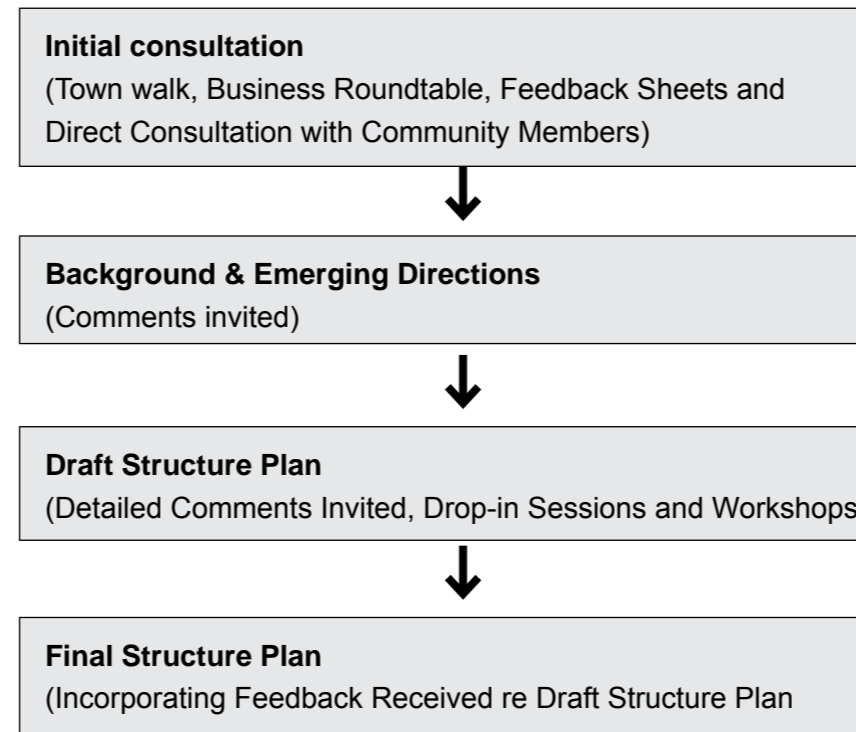


Figure 2. Structure Plan Process

THE CONSULTATION PROCESS

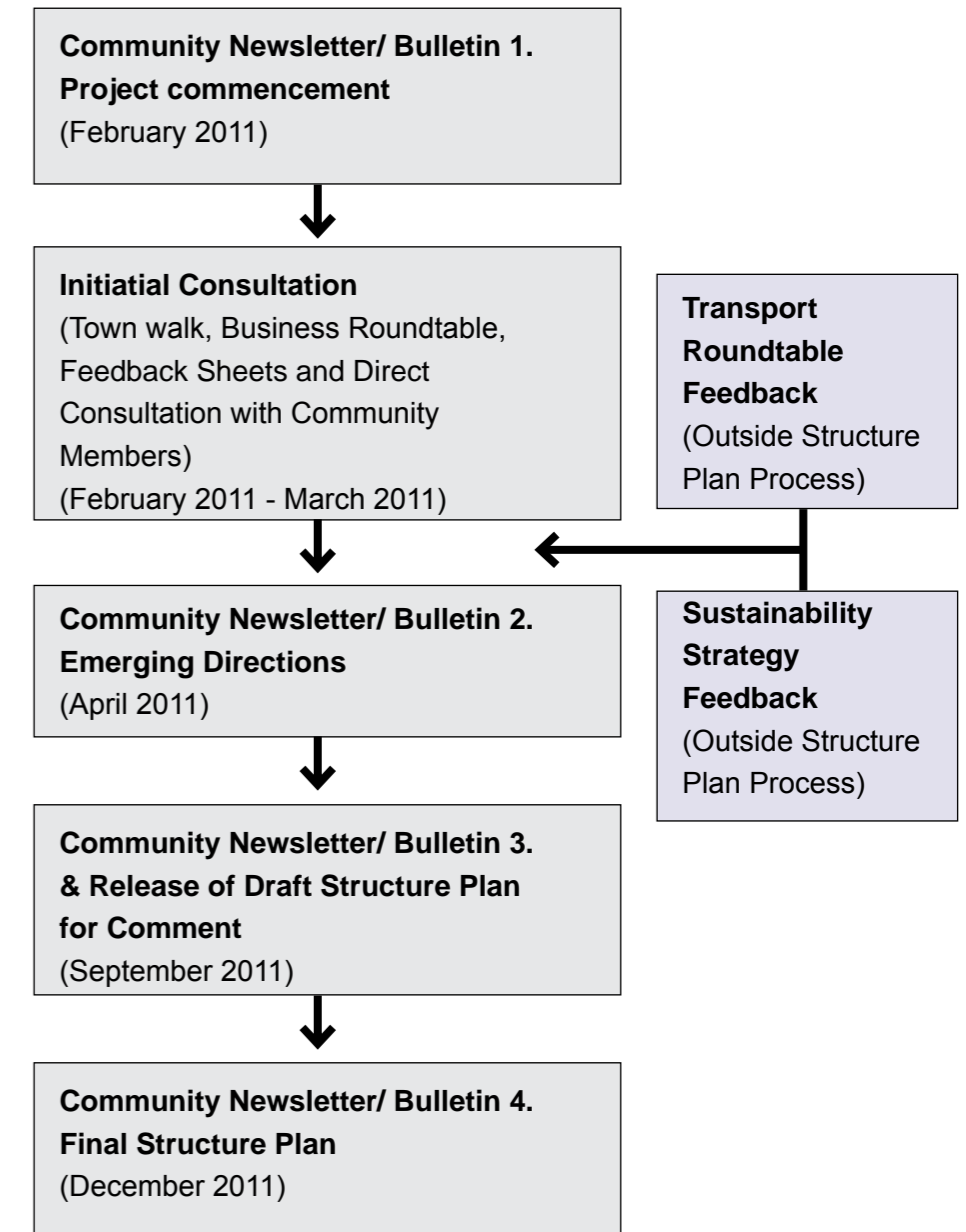


Figure 3. Consultation Process

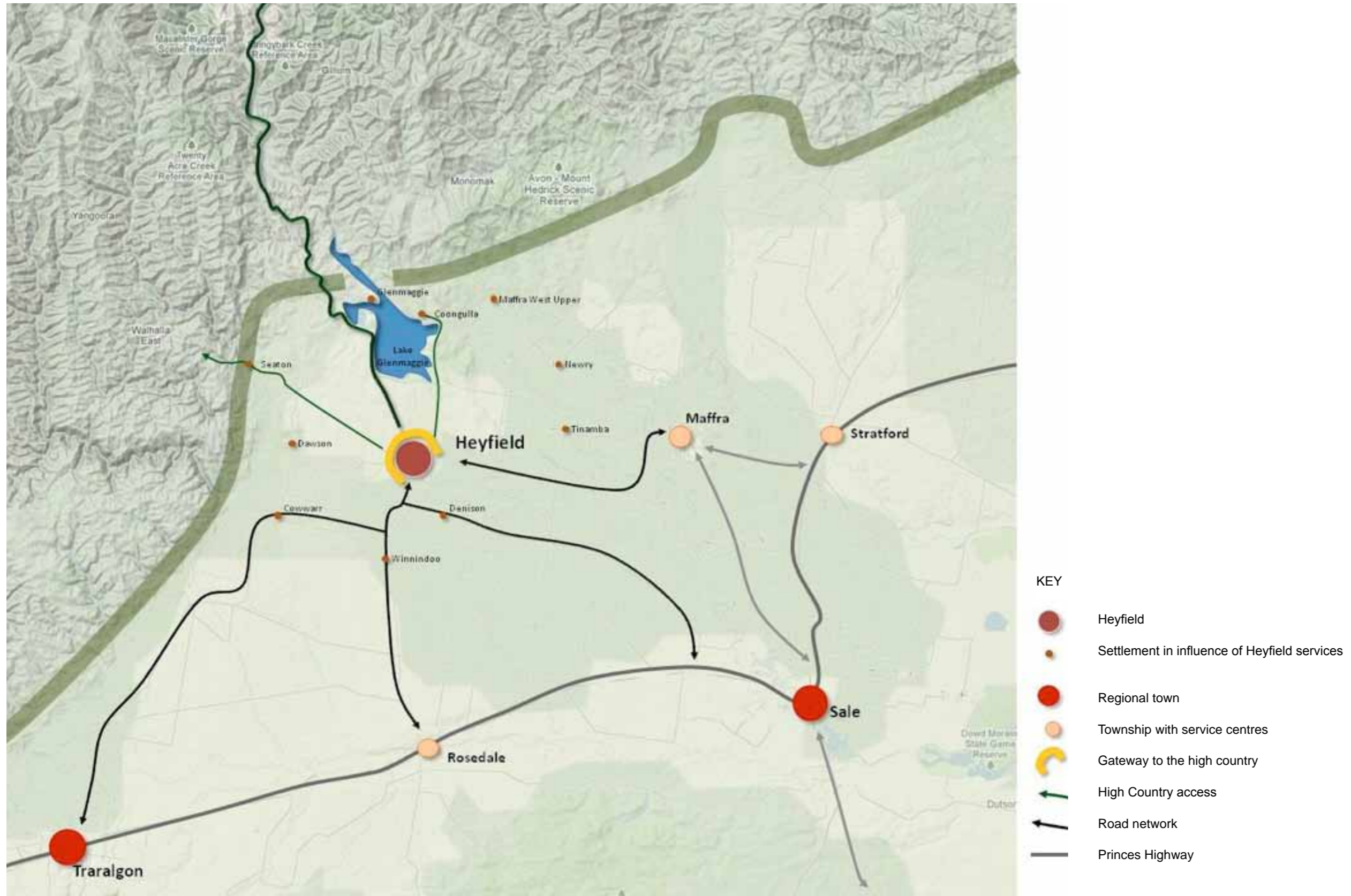


Figure 4. Regional Context

3.1 THE PLACE

REGIONAL CONTEXT

Heyfield is located within Wellington Shire approximately 200 kilometres east of Melbourne. Situated in the heart of Central Gippsland, the Wellington Shire covers an area of 10,924 square kilometres. The Shire extends from the Great Dividing Range and Victoria's High Country through rich irrigated flats, productive grazing land, the Gippsland Lakes and Wetlands to the Ninety Mile Beach and Bass Strait. The population is concentrated around six medium size centres where viability is based mainly on agriculture and farming activities but also on the timber industry, offshore oil and gas extraction, a major Air Force base, a major prison, retail and service sectors.

Major towns in the region are:

- Traralgon - 40km to the south-west.
- Sale - 40km south-east
- Maffra - 20km to the east

The surrounding region includes the following townships/settlements and tourism areas:

- To the north is Lake Glenmaggie, Licola, Coongulla and the Alpine National Park
- To the east is Tinamba and Denison,
- To the south is Nambrok and Toongabbie, and
- To the west is Dawson and Seaton.

Heyfield services the timber industry, and a very large dairy farming community. Once home to eight sawmills, it is now the major sawmilling centre of hardwoods in Victoria, the largest of which is the former ITC mill (now Gunns mill) on Weir Road.

SUB-REGIONAL SETTING

Heyfield is situated in Central Gippsland on the Thompson River and is primarily linked to surrounding areas by Licola Road and Traralgon-Maffra Road. The nearby towns of Traralgon, Sale and Maffra are a commutable distance by car, and provide a range of higher order retail and employment services. Maffra is the closest town in distance providing full line supermarket and rural services industries.

Heyfield provides a gateway to Lake Glenmaggie and the Alpine National Park, with many visitors to these areas stopping at or traveling through Heyfield.

STRUCTURE PLAN STUDY AREA

The general study area for the Structure Plan is identified in Figure 5.

The primary part of this study area is the existing urban area. However, the Structure Plan also has regard to impacts on the land to the north, in between Heyfield and Lake Glenmaggie, as generally defined by the existing Rural Living Zone.

Structure Plan recommendations are focused primarily on the existing urban area, and will include the definition of an urban growth around the town to provide certainty regarding future decisions relating to use and development within the town.

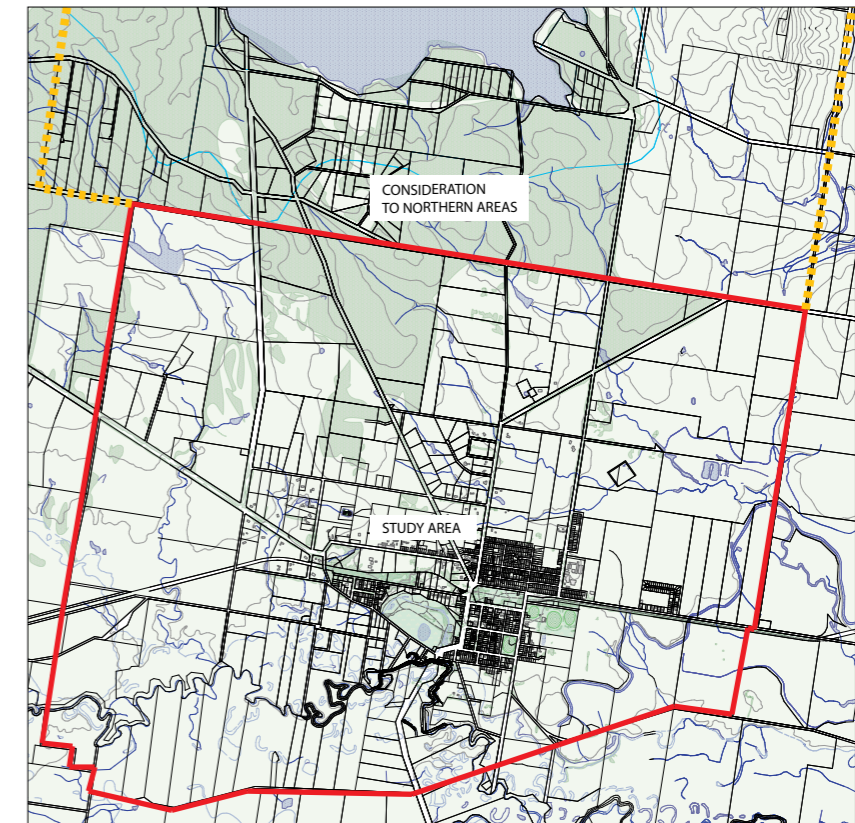


Figure 5. Structure Plan Study Area

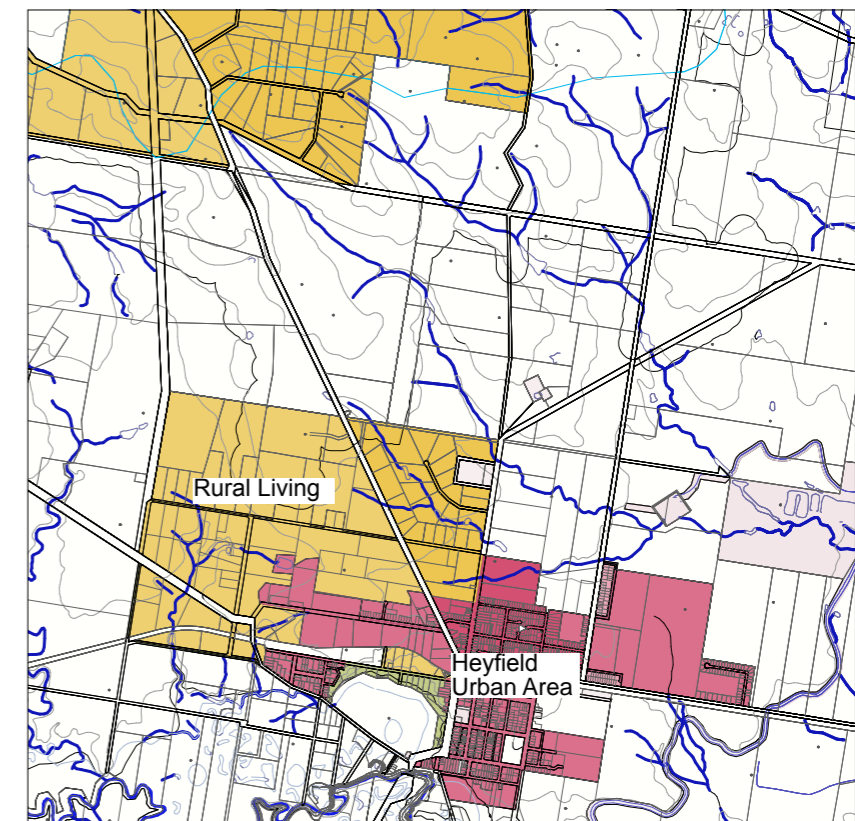


Figure 5B. Urban/ Rural Living Areas



PRIVATE REALM

Heyfield has developed slowly and steadily from an early rural property settlement at a crossing point on the Thompson River around 1860 to the town it is now. The town has housing and public buildings representative of the most common building styles over this period.

There are limited larger industrial and commercial buildings with the predominant housing type being detached single dwellings on larger suburban lots, many with developed gardens.

Heyfield's outskirts are becoming increasingly populated by "rural living" dwellings, which have become attractive due to the surrounding rural landscape and the relative affordability of land on the outskirts of the town. There are several examples of new dwellings in Rural Living and Rural areas constructed over the past decade. This form of housing is generally larger in size than conventional town housing and predominately unserviced.

PUBLIC REALM & NATURAL SETTING

Heyfield sits close to the Thomson River in a gently undulating landscape with views towards the Victorian Alps. Lake Glenmaggie is a regional park just 6km to the north. The setting is typical Gippsland dairy agricultural land with native forests close by to the north.

Heyfield has a generous subdivision pattern with some road reservations exceeding 40 metres wide. These wide reservations together with rail land no longer used for rail activities and significant public open space contribute a very spacious feel to the town.

The extensive public realm is important to the character of the town but it also means that development of many of the roads and streets is rudimentary in terms of its appearance amenity and street design. Roadways are generally over wide for their level of activity and parts of George and Temple Streets have been developed with extensive paved surfaces and parking areas. The Structure Plan examines areas of possible improvement, including tree planting in road reserves and footpaths to improve the public realm and meet future needs.

The town has extensive passive recreation facilities including a park with a drainage wetland and Rotary and Lions Club Parks' on old rail land that are developed for a range of community uses. These parks reflect the considerable effort and resources provided by the community and Council. The Structure Plan identifies opportunities to further improve these spaces.

TOWN FACILITIES & COMMUNITY INFRASTRUCTURE

The township is well serviced for a community of its size. The educational needs of children are addressed with a kindergarten, occasional childcare and two Primary Schools. Health needs are accommodated with a medical centre, hospital, visiting Allied Health Services, aged care facility, ambulance service, chemist and a part time dentist.

The commercial and community facilities in the town are dispersed with some commercial uses in Temple Street at the south end, and the balance located in George Street. This scattered level of activity diminishes the sense of an urban centre and probably results in more driving and reduced mutual support between business activities/areas.

A community bus operates within the town and surrounding areas. The local Library opens three and a half days per week and the town has a Neighbourhood House and TAFE Outreach Centre. There are two banks including a Community Bank; with agencies for others at the Post Office and Supermarket. There is a wealth of Community / Interest groups and Service Clubs with the capacity to meet most needs.

ACTIVITIES

Heyfield's local economy has historically been based around timber and agricultural industries, and this remains the case today. However, the proximity of Heyfield to larger regional centres, such as Traralgon and Sale, has reduced the importance of the township as a focus for agricultural supplies and services in recent decades.

Heyfield's proximity and access to significant timber resources contributes to the town's reputation as a timber town. Heyfield is home to the largest timber mill in the southern hemisphere.

The township is a community and service centre for residents of the town and surrounding region.

Sport and recreation are important in Heyfield. The town has produced many high achieving athletes across a wide range of activities. There is a range of sporting facilities including: Football, Netball, Basketball – "Heyfield Loggers", Cricket, Tennis, Lawn Bowls and Golf.

Due to its location, Heyfield could be considered as a "Gateway to the High Country & Lake Glenmaggie" with its excellent access recreation opportunities including skiing and bush walking in the High Country, and water sports at Lake Glenmaggie, mountain rivers, and streams. Opportunities exist through the Structure Plan to develop strategies to leverage off these key attributes

3.2 THE PEOPLE *

POPULATION AND SOCIO-ECONOMIC PROFILE

The Heyfield Region has an estimated population of approximately 4,020 persons in 2011. Between 2001 and 2006 the Heyfield Region's population declined. However, since 2006 this trend has reversed and the region is currently experiencing annual population growth of approximately 40 persons or +1.1% per annum. Table 1 presents the historic and forecast population estimates for the Heyfield region.

The Heyfield Township currently has a population of 1,640 persons and is forecast to experience population growth of approximately +1% per annum to reach approximately 1,880 persons by 2026. In the Heyfield Hinterland the current population of 2,380 persons is forecast to increase to 2,590 persons in 2026.

Based on a review of dwelling approvals, it is evident that population has been growing in the northern areas of the Hinterland. If current trends were to continue, it could be expected that population growth would continue to occur in the northern parts of the Heyfield Hinterland area around Lake Glenmaggie, which is popular with retirees and holidaymakers. Areas in the south including Denison and Toongabbie would continue to experience population decline.

* Note: For further detail please refer to "Heyfield Structure Plan, Economic Analysis, Essential Economics, June 2011".

Table 1. Heyfield Region - Historical and Forecast Population, 2001 to 2026

	← Statistics →		← Forecast →			
	2001	2006	2011	2016	2021	2026
Population (No.)						
Heyfield Township	1,540	1,520	1,640	1,710	1,790	1,880
Heyfield Hinterland	2,330	2,280	2,380	2,440	2,510	2,590
Total Heyfield Region	3,870	3,800	4,020	4,150	4,300	4,470
Average Annual Growth (%)						
Heyfield Township	-	-0.3%	+1.5%	+0.8%	+0.9%	+1.0%
Heyfield Hinterland	-	-0.4%	+0.9%	+0.5%	+0.6%	+0.6%
Total Heyfield Region	-	-0.4%	+1.1%	+0.6%	+0.7%	+0.8%
Average Annual Growth (No.)						
Heyfield Township	-	+0	+20	+10	+20	+20
Heyfield Hinterland	-	-10	+20	+10	+10	+20
Total Heyfield Region	-	-10	+40	+30	+30	+30

Source: ABS Journey To Work Data 2006 and Essential Economics



Figure 6. Heyfield Region

A socio-economic profile of the Heyfield Region, based on 2006 ABS Census of Population and Housing data is presented in Table 2 overleaf. The figures for Regional Victoria are provided as a benchmark.

The main points of note from the profile are:

- **Income:** Income levels in the Heyfield Township (\$18,565) are well below those in the Heyfield Hinterland (\$22,488).
- **Age Structure:** The Heyfield region has an older age structure - the median age being 41 years, which is slightly above the regional Victoria benchmark of 39.
- **Average household size:** A high share of couple only and single person households exist in Heyfield Township, which is reflected in a relatively low household size of 2.29 persons.
- **Housing Costs:** Rental payments in the Heyfield Township are higher than in the Hinterland, despite home loan repayments in the Township (\$683/month) being significantly lower than for the Hinterland (\$934). This is likely attributable to the low supply of rental accommodation within town.
- **Unoccupied dwellings:** A large number of holiday homes in the Heyfield Hinterland are associated with a high proportion of unoccupied dwellings (28.9%). In Heyfield Township there is a very low share of unoccupied dwellings (9.8%) relative to the regional Victoria benchmark (16.2%).
- **Occupation:** The Heyfield Hinterland is characterised by a high share of the workforce employed as Managers and Professionals (49.8%) compared to Heyfield Township (19.3%). In contrast, Heyfield Township has 25.3% of workers employed as Labourers compared to just 10.5% of workers in the Hinterland.

EMPLOYMENT AND WORKFORCE PROFILE

Heyfield has a relatively self-contained labour market, with 78% of local workers employed in the Heyfield Township residing in the local region (which includes the Maffra Township – See Table 2). Table 2 shows where people employed in Heyfield Township resided at the time of the 2006 Census.

Table 2. Employment and Workforce

SLA of Usual Residence	Heyfield Township Workforce	Share of Employment
Wellington (S) - Maffra	389	78%
Wellington (S) - Rosedale	42	8%
Latrobe (C) - Traralgon	22	4%
Wellington (S) - Sale	21	4%
Wellington (S) - Avon	13	3%
Total Employment in Heyfield Township	496	100%

Source: ABS Journey To Work Data 2006 and Essential Economics

3.3 THE ECONOMY

RETAIL PROFILE

The Heyfield Town Centre, shown in Figure 8, accommodates the majority of Heyfield's retail and community services. The town centre can be roughly divided into two sections either north or south of Harbeck Street. The northern section has the majority of the retail floorspace, including the Foodworks supermarket, Vern Graham Hardware, Chemist, a cafe and takeaway tenancies.

The southern section of the town centre is separated from the north by the Heyfield Primary School on the western side of Temple Street, and the Uniting Church and Police Station on the eastern side. Retail tenancies are present south of Harbeck Street. These include several takeaway food stores, a butcher, bakery and clothing stores as well as non-retail tenants such as the Bendigo and NAB banks, and Real Estate Agent.

Table 3. Retail Profile

Spending Category	Tenancies	Retail Floorspace	Share of Retail Floorspace
Food			
Food, Liquor & Groceries	8	1,910 m2	37%
Food Catering	6	520 m2	10%
Total Food	14	2,430 m2	47%
Non-Food			
Apparel	3	510 m2	10%
Homewares & Bulky Merchandise	4	750 m2	15%
Leisure & General Merchandise	5	900 m2	17%
Total Non Food	12	2,160 m2	42%
Retail Services	7	560 m2	11%
Total Retail Floorspace in Heyfield Township	33	5,150 m2	100%
Commercial and Community Tenancies			
Retail	33	-	61%
Commercial/Showroom/Trade Office	8	-	14%
Office	9	-	17%
Community	4	-	8%
Total Tenancies in Heyfield Township	54	-	100%

PROPERTY MARKET TRENDS

Significant price growth has been experienced in the Heyfield residential property market during the past decade. Median house prices for Heyfield and Wellington Shire as a whole during the 1999-2009 period are shown in Table 9. House prices have increased at an annual rate of +15% in Heyfield, which is higher than that of Wellington Shire as a whole (+11% per year). Despite this rapid price growth, in 2009 the median house price in Heyfield is \$50,000 lower than for Wellington. Median prices for vacant land in Heyfield have increased at a rate of 12% per annum, compared to 15% per annum in Wellington as a whole.

Overall, residential prices in Heyfield are relatively affordable compared to Wellington Shire as a whole.

Table 4. Heyfield and Wellington Shire Residential Property Prices, 1999 to 2009

Year	Median House Price		Median Vacant Block Price	
	Wellington Shire Houses	Heyfield Houses	Wellington Shire Vacant Blocks	Heyfield – Vacant Blocks
1999	\$75,000	\$39,000	\$20,000	-
2000	\$77,000	\$52,000	\$12,000	\$20,000
2001	\$82,000	\$65,000	\$17,000	\$28,000
2002	\$90,000	\$65,000	\$15,000	-
2003	\$132,000	\$68,500	\$36,500	\$33,000
2004	\$157,000	\$95,000	\$55,000	\$40,000
2005	\$170,000	\$100,500	\$65,000	\$42,000
2006	\$175,000	\$136,000	\$61,751	\$52,500
2007	\$185,000	\$126,000	\$73,000	\$47,500
2008	\$200,000	\$144,000	\$71,500	\$53,500
2009	\$205,000	\$155,000	\$81,000	\$57,500
Annual Average Growth Rate				
1999 to 2009	11%	15%	15%	12%

Consistent growth in the number of new dwelling approvals is apparent over the period 2001 to 2009, in particular since 2003. The Heyfield Hinterland has a consistently higher number of approvals, averaging 11.3 per annum over the period summarised in Table 10, relative to 6.9 new dwelling approvals per annum in the Heyfield Township.

New dwelling approvals in the hinterland have been concentrated in the north, particularly around Coongulla and Glenmaggie.

Table 5. Heyfield Region New Dwelling Approvals, 2001 to 2009

Year	Heyfield Township	Heyfield Hinterland	Total Heyfield Region
2001	1	5	6
2002	3	6	9
2003	10	16	26
2004	5	14	19
2005	6	9	15
2006	15	14	29
2007	4	9	13
2008	6	13	19
2009	12	16	28
Average 2001 to 2009	6.9	11.3	18.2

INDUSTRIAL LAND SUPPLY

The importance of manufacturing and other industrial land uses to the Heyfield economy means it is important to monitor the supply of industrial land in Heyfield. An aerial image of Heyfield township is shown in Figure 7 and overlaid with land currently in the Industrial, Mixed Use and Business planning zones. At present there is approximately 108 hectares of industrial zoned land in Heyfield.

Consultation with Gunns confirms that industrial zoned land to the East of Weir Rd is sufficient to allow for the ongoing operation and growth of the mill operations. To the east of the Gunns land is an area of small industrial parcels. At present, 17 of the 56 small industrial lots are being actively used.

Heyfield Township Industrial/Mixed Use/Business Zoned Land



Figure 7. Industrial, Mixed Use, Business Zoned Land
Source: MapInfo, Wellington Shire Council and Essential Economics

3.3 PLANNING POLICY FRAMEWORK *

State Planning Policy Framework

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

- Clause 11, Settlement
- Clause 14.01, Planning for urban settlement
- Clause 15.01, Protection of catchments, waterways and groundwater
- Clause 18.01, Declared Highways
- Clause 18.09, Water supply, sewerage and drainage

Municipal Strategic Statement

"The Heyfield Strategy Plan is identified at Clause 21.04 of the MSS and contains the current land use plan for the town.

The Wellington Municipal Strategic Statement (MSS) identifies a number of factors influencing land use and development within Heyfield.

The Heyfield Strategy Plan is identified at Clause 21.04 of the MSS and contains the current land use plan for the town.

Local Planning Policies

The following Local Policies require consideration:

- Clause 22.01, Special Water Catchment Areas Policy
- Clause 22.02, Small Rural Lots Policy
- Clause 22.03, Heritage Policy

Particular / General Provisions

The following Particular and General Provisions require consideration:

- Clause 52.10, Uses with Adverse Amenity Potential
- Clause 52.26, Cattle Feedlot
- Clause 52.29, Land Adjacent to a Road Zone Category 1, or a Public Acquisition Overlay for a Category 1 Road.
- Clause 52.31, Broiler Farm

* For further details please refer to 'Heyfield Structure Plan, Background and Emerging Directions Report, May 2011'.

3.4 TOWN PROFILE SUMMARY

- Heyfield sits close to the Thompson River in a gently undulating landscape with views towards the Victorian Alps. Lake Glenmaggie is a regional park just 6km to the north. The setting is typical Gippsland dairy agricultural land with native forests close by to the north.
- Heyfield has a very generous subdivision pattern, with some road reservations exceeding 40 metres wide. These wide reservations together with rail land no longer used for rail activities and significant public open space contribute a very spacious feel to the town.
- Heyfield's local economy has historically been based around timber and agricultural industries, and this remains the case today. However, the proximity of Heyfield to larger regional centres, such as Traralgon and Sale, has reduced the importance of the township as a focus for agricultural supplies and services in recent decades.
- Manufacturing is a major employer. Wood product manufacturing accounts for 21% of jobs. The other major industries in Heyfield are retail trade (19% of jobs), health care and social assistance (10%), transport (6%) and agriculture (6%).
- Income: Income levels in Heyfield Township (\$18,565) are well below those in the Heyfield Hinterland (\$22,488).
- Average household size: A high share of couple only and single person households exist in Heyfield Township, which is reflected in a relatively low household size in the township of 2.29 persons.
- Unoccupied dwellings: A large number of holiday homes in the Heyfield Hinterland is associated with a high proportion of unoccupied dwellings (28.9%). In Heyfield Township there is a very low share of unoccupied dwellings (9.8%) relative to the regional Victoria benchmark (16.2%).
- Occupation: The Heyfield Hinterland is characterised by a high share of the workforce employed as Managers and Professionals (49.8%) compared to Heyfield Township (19.3%). In contrast, Heyfield Township has 25.3% of workers employed as Labourers compared to just 10.5% of workers in the Hinterland.
- Total retail expenditure by residents of the Heyfield Region is estimated at approximately \$66 million in 2011. Continued population growth in the region, in addition to real growth in average per capita spending means that total retail expenditure is forecast to increase to approximately \$91 million in 2026 (in constant 2010 dollars).
- Overall, residential prices in Heyfield are relatively affordable compared to Wellington Shire as a whole. House prices have increased at an annual rate of +15% in Heyfield, which is higher than that of for Wellington Shire as a whole (+11% per year). Despite this rapid price growth, in 2009 the median house price in Heyfield is \$50,000 lower than for Wellington. Median prices for vacant land in Heyfield have increased at a rate of 12% per annum, compared to 15% per annum in Wellington as a whole.
- Consistent growth in the number of new dwelling approvals is apparent over the period 2001 to 2009, in particular since 2003. The Heyfield Hinterland has a consistently higher number of approvals, averaging 11.3 per annum over the period summarised in Table 10, relative to 6.9 new dwelling approvals per annum in Heyfield Township. New dwelling approvals in the hinterland have been concentrated in the north, particularly around Coongulla and Glenmaggie.
- At present there is approximately 108 hectares of industrial zoned land in Heyfield. Gunns own a large block of vacant industrial land immediately east of the current timber mill site. Consultation with Gunns confirms that this land is sufficient to allow for the ongoing operation and growth of the mill operations. To the east of the Gunns land is an area of small industrial parcels. At present, 17 of the 56 small industrial lots are being actively used.

For further information, please refer to:

- Heyfield Structure Plan Background and Emerging Directions Report, May 2011
- Heyfield Structure Plan Economic Analysis, June 2011

4.0 STRUCTURE PLAN VISION

“Heyfield will develop in a manner that embraces its three-fold role as a ‘timber town’, a tourist ‘gateway’ to the Alpine National Park and Lake Glenmaggie and a healthy, sustainable and enjoyable place for all residents and visitors. The town will come to be characterised by diversity in housing choice, inclusive neighbourhoods, accessible employment, high quality sporting and recreation facilities, community and social infrastructure and a vibrant town centre that reflects a genuine sense of community pride.”

4.1 PRINCIPLES

The Structure Plan has been developed with the following guiding principles:

- Sustainability
- Diversity
- Liveability
- Integration

4.2 THEMES

The Structure Plan is structured to be read under each of the following key themes.

- Settlement and Housing
- Natural Environment, Open Space & Recreation
- Economic Development & Employment
- Community Services and Facilities
- Access and Movement
- Infrastructure
- Overall Plan

Maps, objectives, and strategies are developed under each theme.



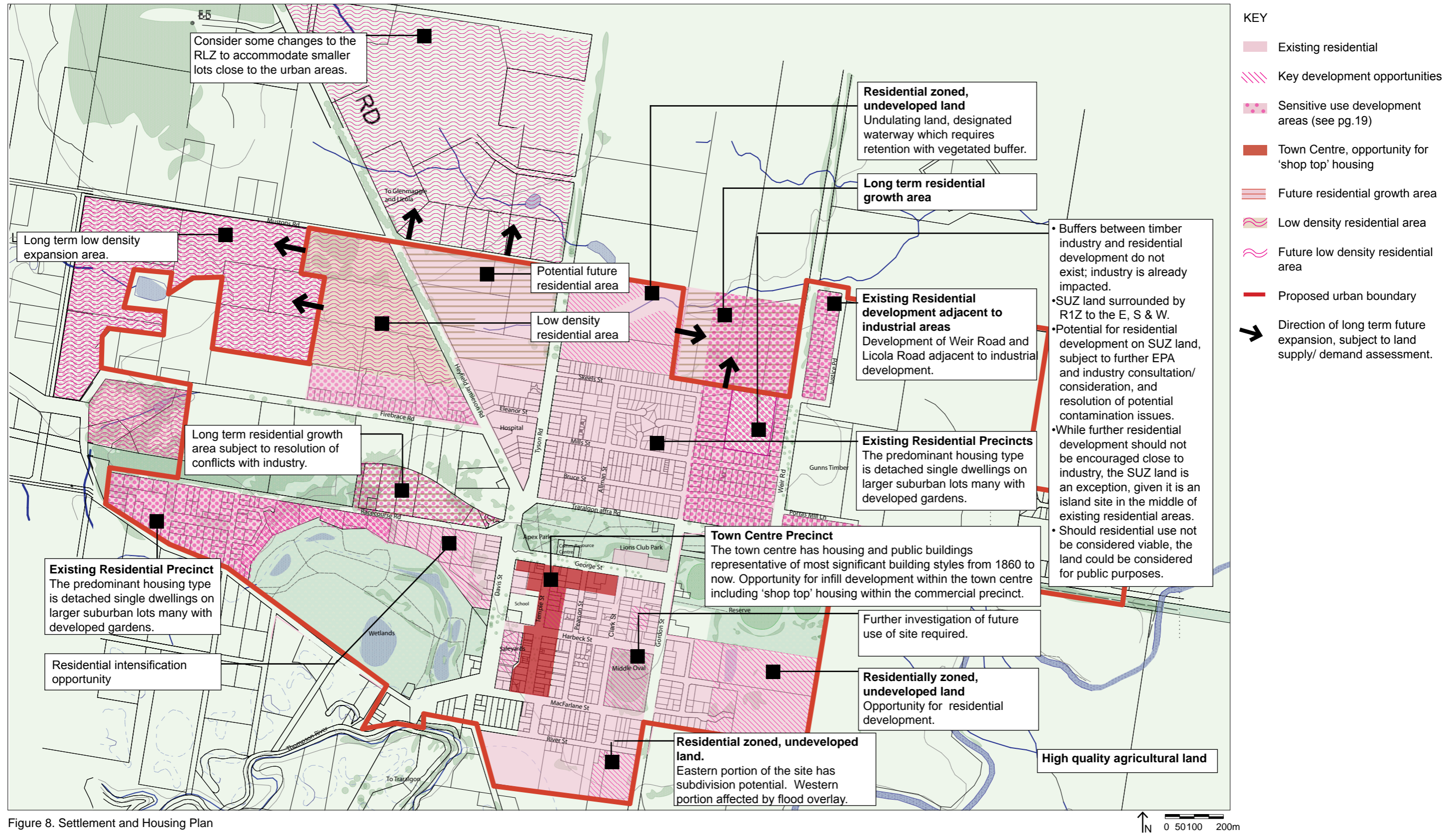


Figure 8. Settlement and Housing Plan

5.0 SETTLEMENT AND HOUSING

CONTEXT

The Heyfield Township currently has a population of 1,640 persons and is forecast to experience population growth of approximately +1% per annum to reach approximately 1,880 persons by 2026. In the Heyfield Hinterland the current population of 2,380 persons is forecast to increase to 2,590 persons in 2026.

Rural Living opportunities have constituted a fundamental part of Heyfield's settlement pattern, and account for a significant proportion of recent dwelling approvals. The Flora and Fauna Reserve to the north of the town forms a definitive break between the Heyfield settlement area and the Lake Glenmaggie Special Catchment Area further to the north. Coupled with this, there are a number of impediments to the development of land on Heyfield's outskirts which adds to the cost of development. These include:

- Protection of watercourses, drainage lines.
- Cultural Heritage – particularly around watercourses and drainage lines.
- Flora and Fauna - Significant trees, native grasses, and fauna.
- Distance to social infrastructure within the town
- Distance to infrastructure services (roads, drains, sewer, water, power etc).
- Buffers to some industries.

Heyfield has a number of underutilised sites within its urban area which are well located to services and facilities offering sustainable opportunities for housing. Opportunities exist to provide a wider range of housing options in the town to more closely reflect the needs of various sectors of the community. Consideration should be given to the types of housing that will be required in Heyfield to house the future population over the next 20 years.

Priority should be given to:

- Smaller households with good access to services and facilities.
- Short-term accommodation for workers
- High quality tourist accommodation.
- Affordable housing.
- Retirement living / Aged care.
- Smaller lot lifestyle blocks which are currently not provided for.

Through the introduction of smaller households within proximity to town services and infrastructure, existing family homes which are either unoccupied, or occupied by 1 or 2 persons are likely to be "freed up". Some residents may choose to relocate to smaller households while others will seek to remain in larger family homes. The provision of smaller households will assist in improving Heyfield's sustainability for residents to "age in place" without the need to move to larger urban centres.

Highest priority needs to be given to the re-use of strategic infill sites for housing.

OBJECTIVES

- To maintain housing affordability.
- To ensure adequate land supply to meet current and future housing needs.
- To encourage higher densities of development in areas that can capitalise on existing physical and social infrastructure.
- To encourage development which celebrates and capitalises on Heyfield's location, unique character, and "sense of place".
- To protect areas of environmental, cultural and agricultural significance from urban encroachment.
- To promote a high standard of Ecologically Sustainable Development (ESD).
- To provide a variety of different housing choices to:
 - o Cater for current and future housing needs.
 - o Ensure that Heyfield remains a desirable place to live.
 - o Maximise competition in the marketplace and contribute to housing affordability.

STRATEGIES

1) TOWN CENTRE & EXISTING URBAN AREA

- Encourage medium density residential development within a 400 metre radius of the Heyfield Town Centre.
- Encourage the development of strategic infill sites and existing residential land which is yet to be developed.
- Encourage the development of retirement living uses within the Heyfield urban area.
- Avoid the clustering of social housing.
- Encourage opportunities to increase the supply of affordable housing, both within private sector and in the form of social housing, to cater for lower income households, older people and young people who wish to remain within the local area.
- Encourage some residential development, as part of a mixed use redevelopment of the west side of Temple Street to link the two commercial centres. Residential components should be located either above or at the rear of new shops which will front Temple Street.
- Undertake a Heritage Review and provide appropriate statutory protection for places of Heritage significance.
- Ensure that buffers to industrial uses and uses with Adverse Amenity potential are maintained.

2) STRATEGIC INFILL SITES

- Ensure that appropriate remediation investigations and procedures are undertaken as part of the development of strategic infill sites for residential purposes.
- Work with landholders and Government agencies to support the redevelopment of strategic infill sites to provide for housing opportunities.
- Apply the Development Plan Overlay to all Strategic Infill sites to ensure that the development of these areas is undertaken having regard to site context and the effective delivery or upgrade of infrastructure, open space and linkages.
- Encourage redevelopment of the following strategic redevelopment sites:

Saleyards site



Figure 9. Saleyards site

- The Saleyards site is ideally situated adjacent to the Town Centre, major tourist route and opposite the Heyfield Wetlands.
- The site has access to town services and infrastructure.
- The site is still used, but over the life of the Structure Plan, could become available for redevelopment. The Structure Plan should allow for this outcome over a medium -long term horizon.
- The site may provide opportunities for uses such as a Hotel / Motel, housing or retirement village uses, entertainment uses, market.
- Significant new retail offer should be avoided on this site and instead concentrated within Temple and George Streets.
- Some car parking and new entry treatment to the Town centre could be provided within this site.
- Development of the site would be required to consider detailed environmental, heritage, and planning investigations, infrastructure upgrades, open space and linkages between Davis Street and the Town centre.
- The Davis Street frontage of the site could be improved through the planting of additional vegetation to continue the avenue of trees north of Harbeck Street, and the formalisation of access arrangements to the site.

Middle Oval



Figure 10. Middle Oval

- The site has good proximity to the Town Centre.
- The site is located close to other sporting and recreation facilities (Gordon Street Recreation Reserve, Rail Trail).
- The site is currently used for pigeon racing and informal recreation.
- The site was permanently reserved for Public Recreation in 1885. A revocation of the existing reservation would be required via a miscellaneous Act of Parliament.
- It may be possible to retain some of the site for informal recreation opportunities as part of any future redevelopment.
- Further investigation and resolution of constraints will be required in the short-medium term to see the site developed for residential use (which could take the form of a retirement village)

Bus depot site (Harbeck Street)



Figure 11. Bus Depot Site

- The site is currently used as a bus depot, but is well located to the Town Centre and town services.
- Relocation of the bus depot to a peripheral location within the town could provide medium density housing opportunities in close proximity to the town centre.
- Future development of the site would need to address detailed environmental investigations and consideration of interface treatments with adjoining residential premises.

State Government land



Figure 12. State Government Land

- The site is located adjacent to, and is accessed by existing government housing (to the south).
- The site is cleared, unimproved, and currently unused.
- Maintenance of the site is an ongoing issue.
- Utilising the existing access and ownership arrangement, the site provides opportunities to provide further public housing / low cost housing opportunities with walkable access to the Town centre.
- The site may also provide opportunities for aged care or retirement living uses.

Temple Street East



Figure 13. Temple St East

- Analysis and consultation undertaken as part of the Structure Plan has identified demand for additional commercial tenancies and no available retail space within the town centre.
- There is a current disconnect between the two existing commercial areas of George and Temple Streets. There is strategic merit in joining the two commercial areas and “bridging” this gap.
- The subject land is in multiple ownership. Consultation with individual landholders would be required.
- Development of the eastern side of Temple Street could be complimented by future streetscape works and masterplan for the street.

Council owned SUZ site - 19 Weir Road



Figure 14. Council owned SUZ site

- The subject land is located adjacent to residential properties to the east, south, and west. Farm Zone land is located to the north. Access is provided via Weir Road.
- The subject land is located approximately 40 metres west of Gunns timber Mill in Weir Road.
- Clause 52.10 of the Wellington Planning Scheme applies a statutory buffer distance of 500 metres from sensitive uses such as residential to land used for a Sawmill.
- Development of the site should not be undertaken in a manner which would compromise the long term viability of the Timber Mill. While preliminary consultation has been undertaken, further input from the EPA and Gunns would be required regarding the future development of the site.
- In the longer term, it is possible that mill operations in the longer term may be moved further east away from the SUZ site.
- Given that residential land is located between the site and the mill, there would appear to be some opportunity for future residential uses on the site.
- If used for residential purposes in future, a mechanism (S173 agreement or the like) would be required to warn future purchasers of the site of the distance to, and amenity impacts associated with the mill (noise, dust and the like).
- Based on the Preliminary Contaminated Site Assessment, and additional review of the site undertaken in February and May 2009, use of the SUZ site for residential purposes would be subject to Environmental Audit and consultation with the Timber Mill and the Environmental Protection Agency.
- Rezoning of the site to a Residential Zone or site specific zone allowing residential use should be coupled with a Development Plan Overlay and Environmental Audit Overlay to enable the site to be fully developed and properly connected to its surrounding context.
- Should residential use not be considered viable, the land could be considered for public purposes.

3) UNDEVELOPED RESIDENTIAL 1 ZONED LAND AND FUTURE RESIDENTIAL AREAS.

- Ensure that all future urban development occurs within a defined Urban Boundary.
- Ensure that new residential development does not disrupt or restrict existing or future viable agricultural, industrial, or rural activities.
- Ensure that new residential development protects existing environmental features, including: large stands of trees, native vegetation, native animal habitat and movement corridors, watercourses and drainage lines.
- Ensure that the staging of residential development proceeds in a logical and efficient fashion.
- Encourage a range of lot sizes within new subdivisions to provide for a variety of dwelling sizes.
- Ensure new development achieves high standards of urban design, architecture and landscape architecture.
- Encourage new subdivisions to adopt best practice in relation to walkable neighbourhoods, provision for bus routes, water sensitive urban design and other energy efficient/ sustainability initiatives.
- Encourage that environmentally sustainable development (ESD) measures are integrated into new buildings or retrofitting of existing buildings. This could include increased energy efficiency and passive solar design, greater water efficiency, waste management practices, and use of sustainable materials.
- Designate land north of the Heyfield Hospital bordered by Heyfield-Licola Road, Tyson Road and Mustons Lane as a future residential area. This land is set aside for long-term residential growth.

4) RURAL LIVING ZONED AREAS

- Ensure that new residential development does not disrupt or restrict existing or future viable agricultural, industrial, or rural activities.
- Ensure that new residential development protects existing environmental features, including: Large stands of trees, native vegetation, native animal habitat and movement corridors, watercourses and drainage lines.
- Ensure that the staging of residential development proceeds in a logical and efficient fashion.
- Ensure new development achieves high standards of urban design, architecture and landscape architecture.
- Ensure that ESD measures are integrated into new buildings or retrofitting of existing buildings. This could include increased energy efficiency and solar passive design, rooftop gardens, greater water efficiency, waste management practices, use of sustainable materials and adaptability of design.
- Consider minor adjustments to the RLZ2 to reduce the minimum lot size from 2 hectares to 1 acre where:
 - o Land is located within reasonable proximity to the township.
 - o Land does not encumber long term residential growth (at conventional densities).
 - o Land does not compromise rural or agricultural land use.
 - o Subdivision would enable some increase in lot yield.
 - o Subdivision is not encumbered by existing subdivision patterns or existing housing.
 - o Land is not encumbered by industry or environment.
 - o Land is located outside an Urban Growth Boundary.

5) LOW DENSITY RESIDENTIALLY ZONED AREAS

- Designate land west of Heyfield/ Licola Road and north of Firebrace Road as a potential future Low Density Residential area, with lots to a minimum of 4,000 square metres.
- Adopt strategies in relation to 3) Underdeveloped Residential 1 Zoned Land and Future Residential Areas.
- Provide for sequencing growth of LDRZ areas, subject to demand/ supply considerations.

6) AGRICULTURAL/FARMING AREAS

- Ensure that further subdivision and development within the Lake Glenmaggie Water Supply Catchment does not detrimentally impact water quality.
- Encourage the use and development of the MID for agricultural purposes.
- Ensure that new residential development does not disrupt or restrict existing or future viable agricultural, industrial, or rural activities.
- Ensure that new residential development protects existing environmental features, including: Large stands of trees, native vegetation, native animal habitat and movement corridors, watercourses and drainage lines.



Railway Hotel

URBAN BOUNDARY

The Urban Boundary indicates the long-term limits of urban development and where non-urban values and land uses should prevail.

Essentially, it follows the existing boundary defined by urban zones and growth strategies for the majority of the urban areas. There will be some potential for it to be altered in designated growth areas. Modifications will only be considered in designated growth areas following an assessment of housing needs. Currently, there is no consistent approach for deciding where urban growth can occur and where non-urban values should prevail. To date, a formal “boundary” around the town has yet to have been applied.

Clear, consistent direction is needed to give greater certainty for decision-makers, investors and the community, and to reduce speculation.

The Urban Boundary supports the more orderly development of land, discourages the unnecessary extension of community infrastructure and helps preserve the important qualities of rural areas.

It clearly distinguishes land that is designated urban, to be used for conventional housing, industry and commerce, from that which is non-urban.

Non-urban land is to be used for activities such as rural living, conservation, agriculture, resource development and water supply and sewage treatment facilities that require large areas of open land.

RURAL SETTLEMENT

While the Structure Plan expressly identifies an area for “urban” growth, it also recognises the role that existing rural living areas play as part of Heyfield’s settlement pattern and “lifestyle” appeal. It is noted, however, that these areas are widespread and the land therein could be used more efficiently. Accordingly, the Structure Plan proposes to maintain the settlement extent, but intensify land use in selected rural living areas. In other words, it proposes to maintain the footprint of the rural living areas but reduce minimum subdivision size in appropriate locations where certain criteria can be met.

PROTECTION OF HEYFIELD’S HERITAGE

Buildings in Heyfield are of a variety of different styles and periods, and have been shaped over time by the changing fortunes and events which have confronted the town and its people. A number of older buildings within the town remain intact and are visually appealing. Examples include the Railway Hotel, originally constructed 1878. Opportunities exist to celebrate this history. To determine their heritage value, these buildings would be required to be assessed by a qualified heritage architect through a heritage study. The Heritage Overlay has not been applied within the Heyfield township to identify places of historic significance.

A number of buildings have been identified as part of a preliminary Heritage Study undertaken by Context for the whole of the Shire. These recommendations should be further investigated as part of a more comprehensive study targeted specifically at Heyfield.

SENSITIVE USE DEVELOPMENT AREAS

Heyfield contains a number of sensitive interfaces where the impacts of land use conflict currently exist, or could exist in future. These are defined in the Structure Plan as “Sensitive use development areas”.

The purpose of defining these areas is to:

- Identify and protect existing industrial operations from any adverse impact due to encroachment of new residential use, subdivision, or development.
- Identify and protect existing residential amenity from any adverse impact due to encroachment of new industrial land use, subdivision, or development.
- Safeguard future residential and industrial areas from the encroachment of inappropriate use, subdivision, or development.

Within sensitive use development areas there should be a clear emphasis on ensuring that future proposals demonstrate that they are appropriate for their surrounding context, before they are approved and built. This will reduce the need to “manage” land use conflict once it has occurred.

This is likely to be achieved by requiring a planning permit for most types of use, intensification of use, development, and subdivision, and a requirement to demonstrate that the proposal has appropriately considered matters such as:

- The nature of the proposed use or subdivision and its proximity to existing neighboring development.
- The location and layout of any proposed use or subdivision and its proximity to land designated for future use, as defined in the Heyfield Structure Plan / or Heyfield’s Settlement Strategy in Clause 21 of the Wellington Planning Scheme.
- The provision of building setbacks, or proximity of building envelopes (whichever relevant) to existing neighboring development.
- Measures to address noise, dust, other amenity impacts.



Figure 15. Natural Environment, Open Space and Recreation Plan

6.0 NATURAL ENVIRONMENT, OPEN SPACE & RECREATION

CONTEXT

Heyfield boasts many sporting ovals, walking tracks and open space areas. Heyfield also has two well utilised main streets which offer a pleasant outdoor experience. Improvements can be made over time to improve these public spaces to promote ongoing investment and prosperity within the town.

Significant biodiversity assets are present within the immediate vicinity of the Heyfield urban area, including native vegetation of high or very high significance. This poses a development constraint to new development on Heyfield's outskirts in that significant biodiversity would need to be identified and protected prior to development. Appropriate investigations would need to be undertaken on a site by site basis to accurately identify and protect these assets.

Natural drainage lines designated under the Water Act 1989 are located approximately 200 metres north of the township, and west of the township near the Gunns Mill. If this land were to be developed in future, there would be a requirement to retain the drainage corridor with vegetated buffer zones of at least 30m wide along each side of a waterway to protect water quality.

Development on part of the Rural Living Zone (RLZ) land immediately south of Lake Glenmaggie is constrained due to the land's capability in terms of waste disposal.

OBJECTIVES

- To maintain and enhance the natural environmental assets including public land waterways, wildlife corridors, native vegetation and major stands of trees.
- To ensure that development does not compromise local environmental values.
- To protect the existing high-quality agricultural land to the south of Heyfield recognising its importance providing local access to food, agricultural employment and the viability of farms.
- To protect communities from environmental risks such as wildfire or flooding.

STRATEGIES

- Ensure that development standards reduce environmental impacts associated with stormwater run-off and habitat loss and destruction.
- Restrict development in flood and fire prone areas.
- Ensure the retention of native animal habitat areas.
- Encourage new development areas to connect with existing movement corridors where possible.
- Protect the irrigation channels to south of Heyfield, and the water supply catchment of Lake Glenmaggie.
- Provide a short term recreation vehicles (RV) Parking site at Middle Oval , while plans for a permanent RV parking site within Apex Park are progressed.
- Prepare masterplans for key Open Space Areas within the town - Apex Park, and the Heyfield Wetlands.
- Work with Parks Victoria and other stakeholders to determine the feasibility of the Heyfield Wetlands to provide a Visitor Interpretation Centre to service the Alpine National Park.

RECREATION, SPORT AND LEISURE

- Consolidate the use of Gordon Street Recreation Reserve for formal sporting activities.

- Consider the use of Middle Oval for alternate uses, as the oval is surplus to current and future community recreation needs.
- Advocate for the completion of the Gippsland Plains Rail Trail.
- Prepare a Masterplan for Apex Park / Lions Club Park to examine ways to accommodate uses such as:
 - o additional recreation facilities for young people (e.g. basketball rings)
 - o improved integration with the Resource Centre
 - o outdoor performance and community gathering space(s)/ structure(s)
 - o long term RV parking
 - o lawn bowls (existing)
 - o walking and cycling (existing)
 - o picnic facilities
 - o interpretive local history (existing).
- Enhancement of the Heyfield Wetlands to provide:
 - o Passive recreation opportunities, walking, cycling, and meeting spaces.
 - o Tourist information for Heyfield and the Alpine National Park.
- Facilitate the refurbishment of the Heyfield Pool in accordance with Council leisure and aquatic strategies.
- Support the ongoing role of the Heyfield Golf Course in providing sport and recreational opportunities.



Figure 16. Ecological Vegetation Classes 2005
Source: DSE Biodiversity Interactive Map

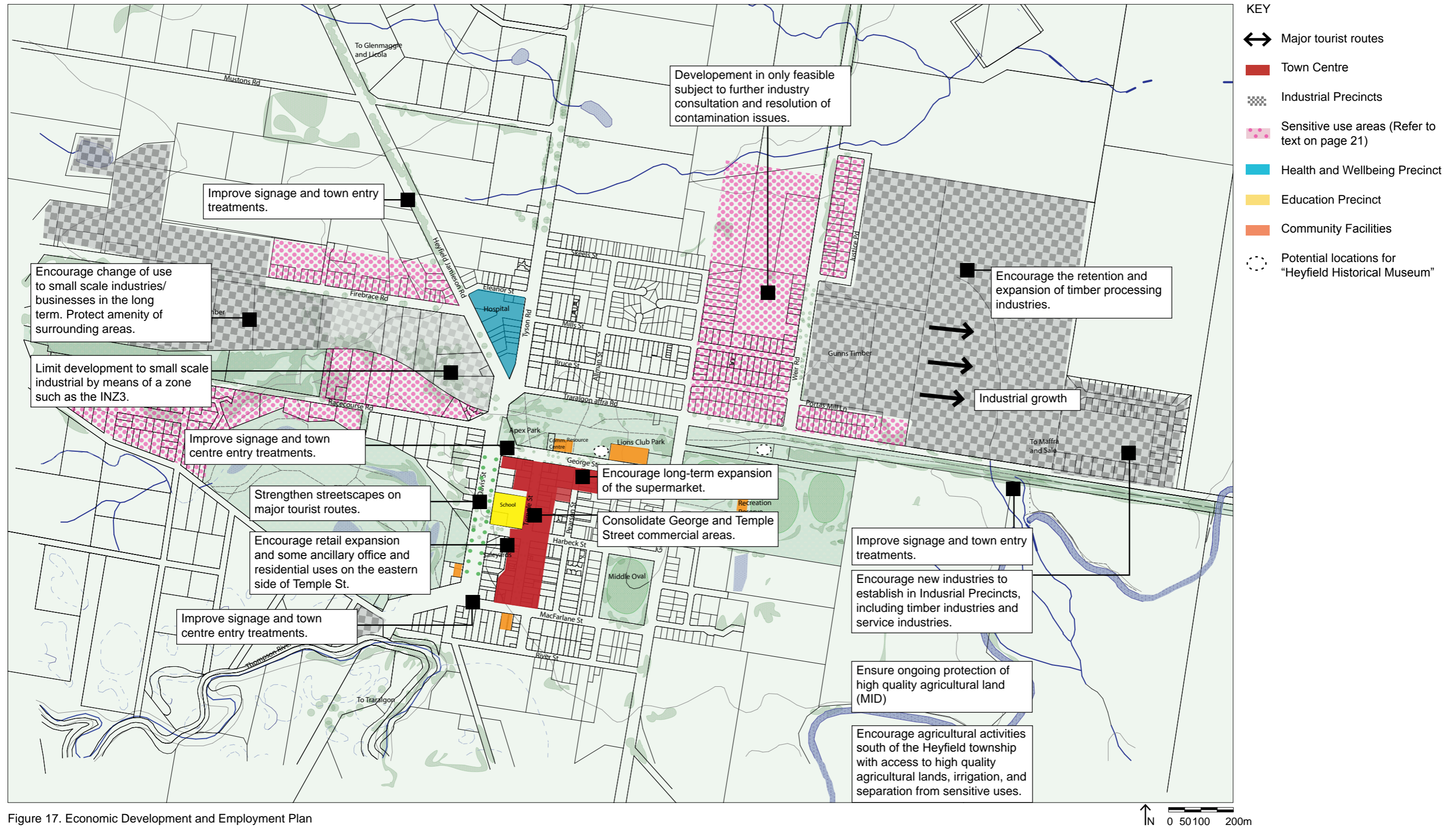


Figure 17. Economic Development and Employment Plan

7.0 ECONOMIC DEVELOPMENT & EMPLOYMENT

CONTEXT

Heyfield's local economy has historically been based around timber and agricultural industries, and this remains the case today. However, the proximity of Heyfield to larger regional centres, such as Traralgon and Sale, has reduced the importance of the township as a focus for agricultural supplies and services in recent decades.

Heyfield's proximity and access to significant timber resources, and its timber processing industries contributes to Heyfield's 'Timber Town' reputation. This presents a number of opportunities and challenges for the future development of the town itself, including the ongoing protection of these industries from future residential encroachment.

Heyfield's 'Community Bank' is seen as an important component of the town's economic framework. The Community Bank has assisted in facilitating outcomes for the local community, including funding of local, social infrastructure.

Consideration is required to provide a framework for new and emerging business opportunities, including:

- Different types of land uses which may provide opportunities for employment into the future.
- Opportunities to better use underutilised land
- Opportunities to leverage off technological advancements and infrastructure upgrades, including the National Broadband Rollout, and Natural Gas.
- Renewable energy.

The Heyfield Town Centre is currently separated by public use, utility, and emergency services land. Better integration of the two commercial areas into a single "Town Centre" will provide opportunities for additional available tenancies and assist in improving the vitality of the centre.

Opportunities exist to increase attractiveness of the town to tourists. In doing so, there needs to be a clear focus on opportunities to celebrate Heyfield's location, unique character, and sense of place.

OBJECTIVES

- To provide a sustainable business environment for existing retail, commercial, industrial, and tourism based businesses.
- To provide for the long term growth to strengthen the role and vibrancy of the Heyfield Town Centre.
- To maximise customer and tourist visitation through appropriate zoning that facilitates the establishment of new businesses and the potential future expansion of key existing businesses.
- To improve the safety and attractiveness of the public realm.
- To enhance the image and identity of Heyfield.
- To establish Heyfield as a gateway to the Alpine National Park and Lake Glenmaggie.

STRATEGIES

1) TOWN CENTRE

- Consolidate the George and Temple Street commercial areas into a single commercial area.
- Encourage retail expansion and some ancillary office and residential uses on the eastern side of Temple Street.
- Locate core retail activity at the ground level of buildings on Temple and George Streets. Encourage office, residential at upper levels.
- Encourage the redevelopment of underused land, (such as surface car parks at the corner of Temple and George Street), for mixed use development that includes office or retail at the ground level and office or residential uses above.
- Retain, where possible, older buildings that contribute to the character of the centre.
- Design buildings to enhance the street life and appearance of the centre.
- Provide weather protection for pedestrians through the design of new buildings by ensuring that verandas are incorporated into the design of new developments.
- Develop a signage strategy for the centre that will provide a suite of co-ordinated signs for information, direction and promotion.
- Encourage businesses in these areas to engage with the activity on the street and create a vibrant pedestrian environment.
- Encourage the long term expansion of the existing supermarket.
- Discourage driveway entrances and the visual impact of garage doors on building frontages along George and Temple Street. Access from rear and side laneways should be provided where possible.

- New buildings on Temple Street should be designed at 0m setback with the street.
- Encourage active frontages and passive surveillance at ground level within Temple Street.
- Prepare a precinct plan/masterplan to provide further guidance on public realm treatments.
- Encourage double storey development with minimal street frontage occupied by non-commercial functions.

2) INDUSTRY

- Encourage the retention and expansion of timber processing industries within Heyfield.
- Encourage the location of light industry to the west of the town and heavier industry (including the timber processing) to the east.
- Encourage any new large-scale industries and industries with adverse amenity potential to locate east of Weir Road in the Industrial Activity Precinct.
- Provide and maintain appropriate buffer treatments to land identified for future growth.
- Encourage industrial uses to remain low intensity on industrial land in Firebrace Road closest to the Heyfield Town Centre. This is to assist in preventing future land use conflict with sensitive uses.
- Encourage the provision of natural gas infrastructure to support business and industry.
- To provide a diversity of employment opportunities.
- Encourage the provision of natural gas infrastructure to support business and industry.
- Investigate effectiveness of DD08, which applies to residential areas in close proximity to timber industry.

3) AGRICULTURAL / RURAL

- Encourage agricultural activities south of the Heyfield township with access to high quality agricultural lands, irrigation, and separation from sensitive uses.
- Ensure the protection of the MID from inappropriate use and development.
- Encourage new and emerging business opportunities, including home based businesses which provide additional employment opportunities.
- Protect viable agricultural areas from the incursion of urban development by managing growth in a logical and consolidated manner and by utilising an urban growth boundary.

4) TOURISM

- Improve signage and town entry treatments.
- Encourage the development of high quality short term accommodation options aimed at workers.
- Establish Heyfield as a designated “RV Friendly” location through:
 - o The creation of a temporary RV parking area and associated infrastructure on the southern section of Middle Oval.
 - o The identification of a permanent location within the APEX Park precinct for an RV Parking facility
- Examine the potential for the Heyfield Wetlands Tourist Information Centre to incorporate a Alpine National Park Visitor Interpretation Centre in consultation with Parks Victoria and other relevant stakeholders. *

*Note: Please refer to Tourism box on page 23.

- Celebrate Heyfield’s location, unique character, and sense of place through:

- o Improved entry treatments, including strengthened streetscapes on major tourist routes.
- o Identifying places of heritage significance.
- o Through the promotion of Heyfield as:

- A “move to town” for new young families and workers.
- A destination.
- A stop off on the way to other nearby destinations – “Gateway to the High Country” & Lake Glenmaggie.



Wetland tourist information and BBQ facilities

HEYFIELD TOWN CENTRE/COMMERCIAL AREA

The Heyfield town centre provides a number of business and commercial services to the local community. The Centre is located in two parts –

- The first fronting the former railway corridor on George Street. The second part of the centre is located in Temple Street.
- The commercial areas are linked by various public uses including a school, church, police station, and post office. The Centre can be better integrated to improve legibility, movement, function and orientation. This includes:
 - o Utilising public use and utility land which bridges the two commercial areas to consolidate commercial activity.
 - o A planning and urban design strategy to encourage the development of commercial infill development supported by some residential and office components.
 - o A complimentary plan for upgrade and renewal of the streetscape of Temple and George Streets that can be implemented in stages as funds allow. The plan should aim for consistent development of high quality footpaths and new street furniture and lighting.
 - o Carparking evenly distributed through the precinct and designed for convenience to pedestrians with minimal visual impact.
 - o Simple street design consistent with the heritage and character of the town centre should be preferred over engineered or heavily landscaped solutions.
 - o Existing street trees should form part of this review with the option of phasing out eucalypts and introducing consistent planting of deciduous trees to help unify the precinct.
 - o Improved signage and centrally located town maps.

TOURISM

Heyfield has a number of benefits as a tourist location. Opportunities exist to increase attractiveness of the town to tourists and encourage more tourists to spend more time and money in Heyfield.

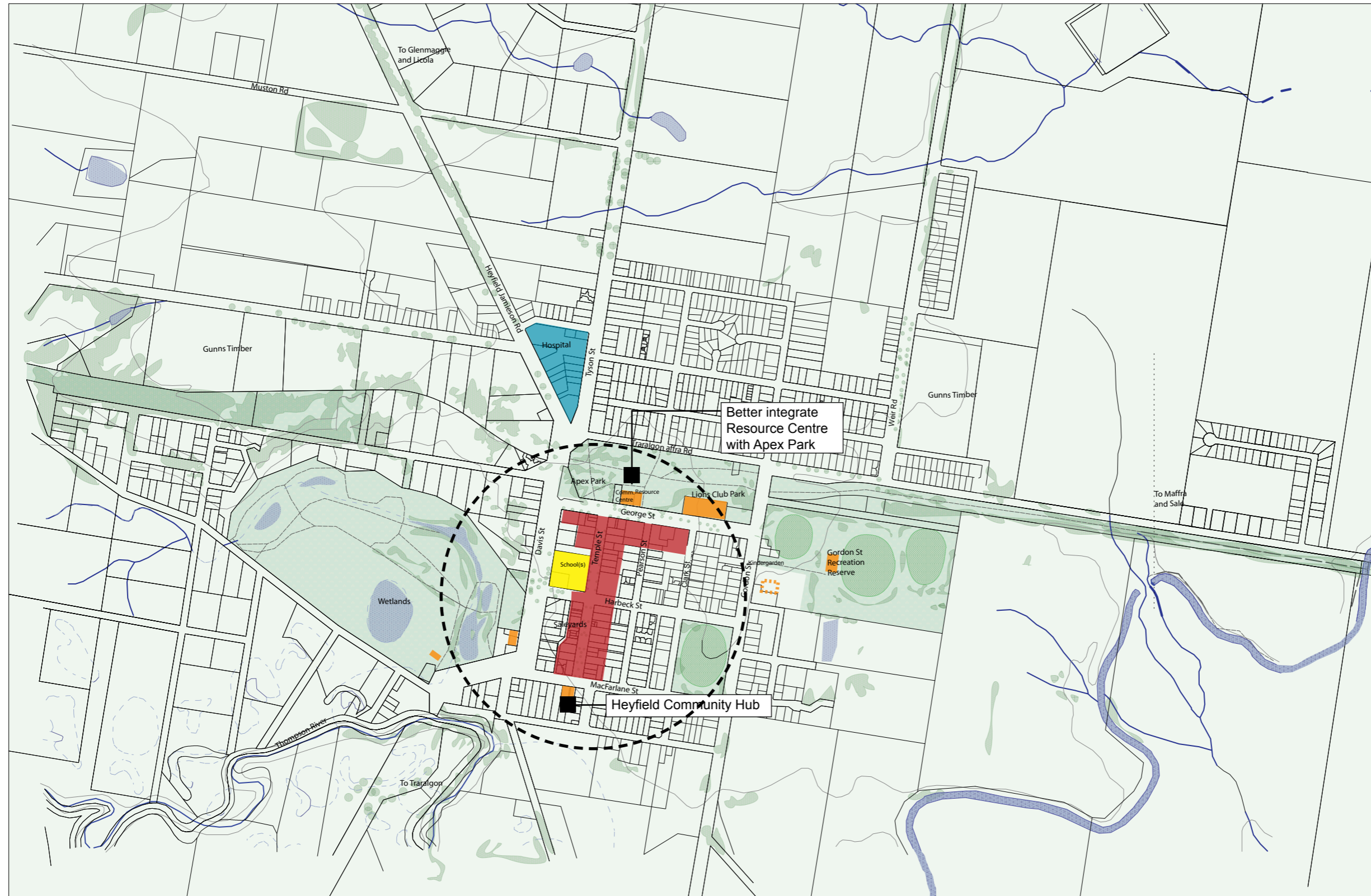
- Rail Trail - Completion of a quality riding surface is currently 6.8km short to the East of Heyfield, currently terminating at McKinnons Rd Tinamba. Cycle tourism is a rapidly increasing niche sector across regional areas of Australia with over \$360m in annual expenditure in Victoria alone. Completion of the Gippsland Plains Rail Trail from Traralgon to Stratford would require an estimated capital cost of \$2.1m (2011) which is currently not available. Council is negotiating with stakeholders in an effort to gain funding for the remaining section of the trail from Tinamba to Heyfield. Completion of this component of the overall trail will enable a 60+km journey from Stratford to Heyfield with public transport at each end and connectivity of five towns which is an attractive, high yielding product that can then be strategically marketed at cyclists.

- RV Parking – Council is seeking for Heyfield to be designated as “RV Friendly”. To do so, short term 24-48 hour RV car parking should be enabled on the southern section of the old oval, utilising existing toilet facilities, and a new RV waste dump. This location is considered temporary until a more permanent location can be established within Apex Park. More detailed design of Apex Park is required.
- The Heyfield Wetlands Visitor Information Centre provides a potential location for an Alpine National Park Visitor Interpretation Centre. Should this proposal prove viable, it would prove valuable in marketing Heyfield as a tourist gateway. Further consultation with Parks Victoria and other key stakeholders is required to further progress this initiative.

Other local tourism initiatives include:

- Celebration of the town’s association with the timber industry and
- Showcasing the town’s collection of steam engines.





KEY:

Town Centre
Explore opportunities for:

- 1) public facilities including toilet and baby change facilities.
- 2) Community meeting spaces

Note: These uses may be easily accommodated at the Heyfield Hub, Resource Centre or Apex Park.

Health and Wellbeing Precinct
Consolidate health and wellbeing precinct around Heyfield Hospital

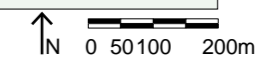
Education Precinct

Other Community Services

400m radius from the town centre*

The 400m radius is used as a tool to show walkability to town centre services.

Figure 18. Community Services, Facilities and Schools



8.0 COMMUNITY SERVICES AND FACILITIES

CONTEXT

While Heyfield enjoys a good range of social infrastructure, more can be done over time to adapt this infrastructure to meet changing community needs and expectations.

OBJECTIVES

- To provide community and cultural facilities that are well connected and easily accessed by all members of the community.
- To ensure that the community of Heyfield has access to a quality range of community services and facilities including health, education, social, civic, cultural, recreation, sporting and leisure.
- To ensure that community facilities are located where they will most effectively serve the community, are easily accessible, (and where possible) co-located with other community facilities and business activities.
- To adapt social infrastructure to meet changing community needs and expectations.
- To enhance opportunities for 'aging in place'

STRATEGIES

1) HEALTH

- Consolidate health services within the vicinity of the existing Heyfield Hospital
- Encourage the development of retirement and aged care housing within walkable access to the Heyfield Hospital and Town Centre.

2) EDUCATION

- Investigate the potential for the relocation of kindergarten services from Gordon Street Resevre to a more central location within the town. Feedback is sought from Kindergarten operator on this matter.
- Encourage the co-ordination of bus services and timetables to enable access to higher education facilities in Sale and Traralgon.

3) EMERGENCY SERVICES

- Investigate the co-location of emergency services to a single site. Focus should be on land with access to town services, main roads, sealed access, and with appropriate separation to residential uses.
- Land should be of a minimum of 4,000 square meters.
- Land should be located in close proximity to open areas which may allow for a helipad/ helicopter access.

4) SOCIAL, CIVIC, AND CULTURAL

- Provide greater opportunities throughout the study area for informal social interaction and casual, low cost meeting places. This should include both internal and external spaces.
- Investigate the provision of new and upgraded meeting facilities and local history museum or display space to better meet contemporary community standards.
- Investigate the potential for extension to the Heyfield Resource Centre to enable services to be offered to a broader range of the community. This should facilitate integration with open space and recreation opportunities available within Apex Park.
- Consider upgrades to toilet facilities in Harbeck St.



The Heyfield Hub



9.0 ACCESS AND MOVEMENT

CONTEXT

The Structure Plan area is primarily serviced by Traralgon – Maffra Road and Heyfield – Licola Road. Major towns on the region are:

- Traralgon - 40km to the south-west.
- Sale - 40km south- east.
- Maffra – 10km east.

Heyfield provides a gateway to Lake Glenmaggie and the Alpine National Park, with many visitors to these areas stopping at or travelling through Heyfield. Traralgon, Sale and Maffra are a commutable distance by car, and are accessed to provide a range of higher order retail and employment services. Maffra is the closest town in distance providing full line supermarket and rural services industries.

A number of current and future environmental challenges require the diversification current dependencies, including transport. Measures are required to minimise trips and provide transport choice for current and future communities.

OBJECTIVES

- To provide an efficient movement network for vehicles, pedestrians and cyclists.
- To ensure adequate vehicular and pedestrian/ cycle connectivity is provided between Heyfield and the towns of Sale Traralgon and Maffra.
- To appropriately manage access and parking requirements and operational capacity requirements by implementing appropriate access strategies.
- To cater for potential future public transport improvements and new services.
- To improve the legibility of the Heyfield Town Centre for visitors.
- To promote alternative forms of travel.

STRATEGIES

- Ensure that future roads and accessways are compliant with the requirements of the *Disability Discrimination Act and the Gippsland Infrastructure Design Manual*.
- Ensure that future subdivisions are designed to provide for future public transport access in accordance with the Public Transport Guidelines for Land Use and Development (Department of Transport).
- Investigate improvements to vehicle and pedestrian safety on Davis Street.
- Ensure safe vehicle speeds at the entrance to Heyfield over the Thomson River Bridge.
- Identify key roads within the growth areas to provide a high level of accessibility and cater for future traffic movements.
- Identify future on-road and off-road cycle networks and pedestrian infrastructure requirements.
- Review parking arrangements within the vicinity of the town centre, including:
 - o Angle Parking north of Harbeck Street
 - o Disabled Parking
 - o Possible accommodation of long vehicles
- Identify opportunities for RV Parking within Apex Park as a permanent RV parking location.
- Improve signage and town entry treatments.
- Develop a footpath improvement map and implementation program to strategically address the renewal of paths within the Heyfield urban area and new paths which may be required.
- Encourage alternative forms of travel through:
 - o Improved taxi services.
 - o Improved bus services, in particular improved connections with the nearby regional centres of Sale, Traralgon, and Maffra.
 - o The provision of bicycle parking facilities and drinking fountains within the town centre, and adjacent to the bus stop.
 - o Encourage walking and cycling (to the town centre, schools, facilities and elsewhere)
 - o Enhancement of a community bus service.
 - o Car pooling.
 - o The establishment of a shared path on Tyson Road.

TRARALGON MAFFRA RD/DAVIS ST- TOWN ENTRY

The Traralgon Maffra Rd/Davis St corridor (between the Thompson River bridge and Mary St) represents an opportunity to greatly improve the presentation of the town for visitors and safety for residents, including the elderly and primary school children. An integrated design for improvement of this area could be prepared and negotiated with VicRoads so an agreed plan is available for grant application and other funding opportunities. The design could include new intersection design, footpaths, tree planting, lighting, drainage and signage. Access and parking for the wetland reserve, elderly citizens centre and adjoining commercial properties need to be reconsidered as part of this design to improve views, appearance, drainage and safety.

TRARALGON MAFFRA RD (TO MAFFRA/SALE) & HEYFIELD JAMIESON RD (TO LAKE GLENMAGGIE/ LICOLA)

Presentation of these entrances could be greatly improved possibly via footpaths, tree-planting, lighting, drainage and signage. The town entry signs should be part of a suite of co-ordinated signs developed for the town. Detailed design for all town entrances would be required to seek funding.



Traralgon Maffra Rd/Davis St Town Entry

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10.0 INFRASTRUCTURE

CONTEXT

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

A key focus of the structure plan is to focus the future delivery and upkeep of infrastructure to existing urban areas. It is not intended that urban infrastructure will be provided by Council and other authorities to Rural Residential land.

Council acknowledges the importance of housing affordability as a key issue in Heyfield. Infrastructure design standards must therefore be flexible in order to ensure that they are not cost prohibitive to development occurring. It is important that new urban areas are designed with the sequential provision of sewerage and water infrastructure to ensure that costs associated with the delivery of infrastructure are appropriately met.

There has been substantial feedback from the local community in relation to upgrades of pedestrian facilities within the town. The Structure Plan identifies the priority for future upgrades which will be required over the next 20 years.

The provision of natural gas may occur in future to assist in servicing the town. Should technologies that benefit from gas be utilised, this may in turn open up opportunities for new types of industries and expanded operations of existing industries.

OBJECTIVES

- To ensure the provision of infrastructure services to meet current and future needs.
- To ensure that new urban development is connected to town infrastructure.
- To locate new urban land away from irrigated agricultural land to the south of the town.
- To maintain housing affordability.

STRATEGIES

- Ensure the sequential provision of sewerage and water infrastructure is carefully considered in connection with new urban areas.
- Specify information requirements required to accompany applications for new subdivision and development, including the provision and connection to existing infrastructure.
- Provide clear focus and delivery on the upkeep of infrastructure in urban environments.
- Improve street lighting within the Heyfield urban area.
- Undertake investigations for the provision of drainage infrastructure in connection with land that is to be rezoned for further development.

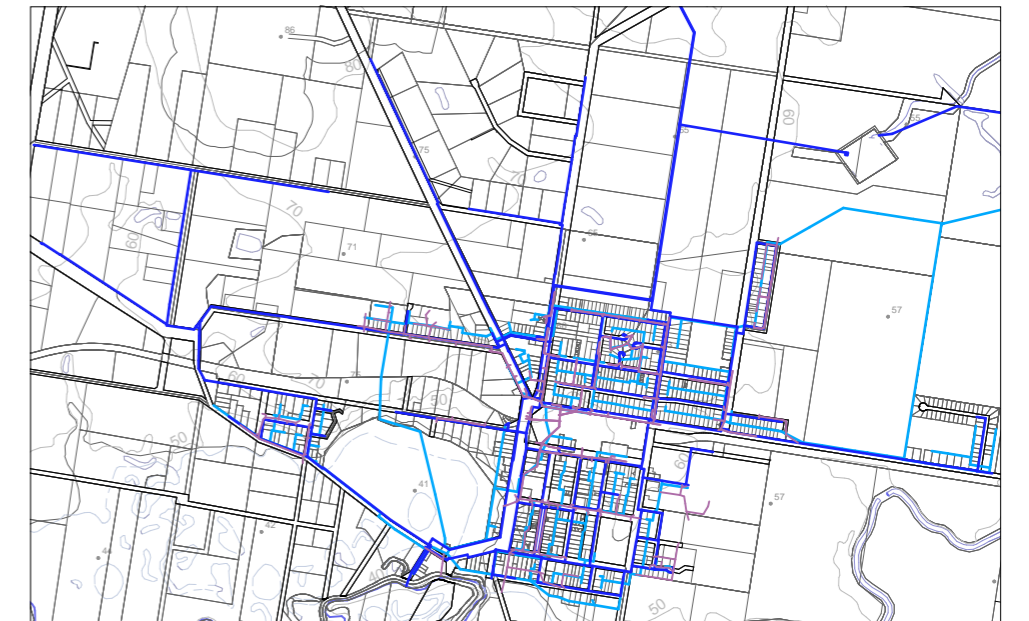


Figure 20. Existing Infrastructure Plan

KEY:

- Water pipe
- Sewer pipe
- Stormwater pipe
- Road reserve



George St, view to supermarket

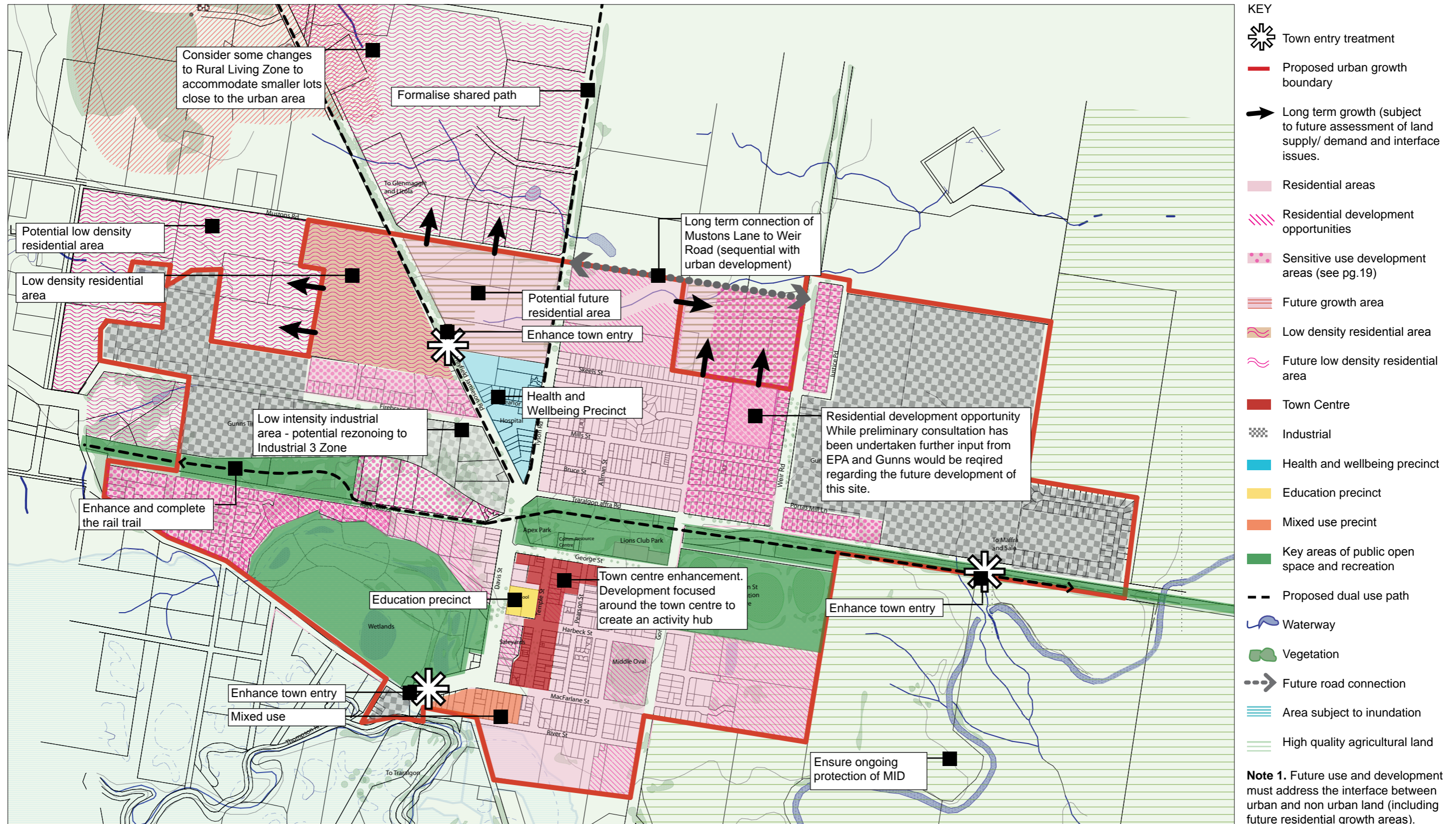
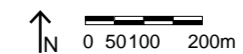


Figure 21. Overall Structure Plan



11.0 OVERALL PLAN

Each of the above elements is combined into an Overall Structure Plan. It is intended that the Structure Plan will be used to update relevant sections of the Wellington Planning Scheme including the Heyfield Strategy Plan under Clause 21.04.

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

For background information please refer to:

- Heyfield Structure Plan Background and Emerging Directions Report, May 2011
- Heyfield Structure Plan Economic Analysis, June 2011

REFERENCES

- Upgrade and Urban Design Strategy Situation Report 1994 (Perrott Lyon Mathieson Pty Ltd)
- Temple Street Heyfield -- Upgrade and Urban Design Strategy 1995 (Perrott Lyon Mathieson Pty Ltd) and Temple Street Heyfield.
- Heyfield Development Plan and Urban Design Framework, RPD Group 1999.
- Wellington Open Space Strategy, 2000.
- Wellington Planning Scheme Amendment C7 Panel Report– Heyfield Township (DPCD, 2002).
- Wellington Shire Population Study (2005).
- Wellington Shire Council - Heritage Study - Stage 1, Context, May 2005.
- Heyfield Community Plan, 2008 (WSC and CRG).
- Preliminary Contaminated Site Assessment—Maffra & Heyfield, 2009 (Background document for C62).
- Wellington Physical Activity Strategy 2009 (WSC).
- Wellington Shire Planning Scheme Review 2010 (CPG Australia).
- Heyfield Structure Plan- Issues Paper October 2010 (WSC).
- Amendment C33 to the Wellington Planning Scheme, Panel Report January 2011.

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12.0 SEQUENCING

The sequencing strategy has been designed to provide general guidance in relation to the preferred staging of future development in order to ensure that growth is undertaken in a co-ordinated and orderly manner.

It should be noted that there may be instances where the preferred staging of growth may not be achievable. Land identified for growth may be constrained by a variety of different factors. In many cases, these constraints may be overcome through more detailed investigation, planning, and negotiation. The sequencing strategy has been developed to reflect the time in which overcoming constraints may reasonably be anticipated to be resolved. The strategy has also been developed to provide short-term priority to:

- Infill redevelopment within the existing urban area which is unconstrained.
- The consolidation and development of land already zoned Residential 1.
- Detailed planning for designated infill and growth areas.

Within Heyfield's context, it is important to acknowledge that the most critical constraint to overcome is land use conflict with industry (Sensitive Use and Development Areas). Heyfield's industrial areas provide significant employment and economic benefit to the town. It is critical to ensure that existing and future industrial areas are not compromised by sensitive uses. Conflicts with industry must be resolved prior to any rezoning or development occurring.

PREFERRED SEQUENCING

Short term: (1-5 years)

- Consolidation / re-subdivision of existing Residential 1 Zoned land.
- Development of existing Residential 1 zoned land.
- Introduction of an urban boundary.
- Adjustments made to the schedule to the Rural Living Zone.
- Outline Development Planning for Heyfield North.
- Introduction of new Low Density Residential Zone introduced west of Licola Road.
- Council owned SUZ site rezoned for development. (Subject to further investigation)
- Temple Street masterplan developed.
- Temple Street East developed to provide additional retail linking the two commercial centres.
- Bus Depot site developed.

Medium term (5-10 years)

- Consolidation / re-subdivision of existing Residential 1 zoned land.
- Middle Oval rezoned and developed. (Subject to further investigation)
- State Government land developed.

Long term (10-20 years)

- Saleyards site rezoned and developed. (Subject to long term needs)
- Heavy industry is primarily located to the eastern industrial precinct, with light industry located on the western industrial precinct.
- Long term Residential 1 and LDRZ expansion areas are considered for rezoning and introduction into the urban boundary.

An Implementation Plan will be developed by Council to facilitate these, and other strategies identified within the Structure Plan.

CONSULTATION NOTES

- 15TH SEPTEMBER
- 21ST SEPTEMBER
- 22ND SEPTEMBER

HEYFIELD STRUCTURE PLAN

Summary of consultation with Businesses and Members of the Community Representative Group

15 September 2011

Council Officers and Meinhardt undertook consultation with business and community representatives in Heyfield on 15 September 2011 in relation to the Draft Heyfield Structure Plan (exhibited for comment between 29 August and 30 September 2011). Below is a list of the key matters raised.

- Local traders unanimously support joining the two commercial precincts together.
- Strategic infill sites: There was some community concern with the Saleyards and Middle Oval identified as strategic infill sites
 - The Saleyards were identified as being well used (Monday and Wednesday), has four major sales a year and would be difficult to clean up for sensitive uses.
 - Middle Oval was identified as being an important open space area within the town, is already used as an RV parking site (long term RV parking considered ok), oval is popular and should stay.
- Support relocation and development of bus depot as a key redevelopment site.
- Would like additional opportunities opened up for development on the outside of the town. It was suggested that land owners are limited in their development potential and there is insufficient diversity of ownership/options
- A further key redevelopment site noted in the Structure Plan as “State Government Owned Land”. There was some conjecture that the site may be community owned. It was suggested that the site should be extended to encompass the adjacent social housing. There was some support for further units to be built and the existing units to be refurbished.
- The community is keen to promote Heyfield’s character and sense of place.
 - Role as a timber town needs to be recognised.
 - Heritage needs to be protected.
 - Lifestyle opportunities.
 - Heritage needs to be recognised within the town through display within a prominently located museum.
 - Local steam engines (still working), provided an opportunity to uniquely showcase Heyfield’s past.
 - Heyfield – a great Sunday drive location.
- Town identification signage has been funded (\$10,000) and prepared, however VicRoads is not supporting their installation despite advancement in prior consultation.
- The speed limit should be reduced at all town entrances including Tyson Road. Riverview Road is a busy town entrance, however is not recognised as such – heavy traffic at 6am and 6pm, connects to Grodon St and is quickest road to Sale.



- The kinder is “ok” where it is. The idea to move it was mooted some time ago (1976?), it was thought to be a good idea, but there are too many constraints. No land available at schools to accommodate it and could compete with retail growth.
- Tyson Road – safety concerns, but would provide a better walking cycling route to the north compared with Licola Road. Tyson Road leads to the flora and fauna reserve and swimming area at Sandy Point and is currently used by walking groups.
- Concern re: safety at night. Street lighting needs upgrading and sustainable lighting is preferred. Key issues include: dark town areas (eg. Davis St and Gordon St), potential for assault, tripping hazard (senior citizens particularly apprehensive), fog in the river environs.
- Role of the Community Bank needed to be recognised. Bank is interested in funding a major community project rather than providing ad hoc funding – suggestions that they should consult with Council when considering projects.
- Car parking issues in commercial area and near resource centre. This was not confined to peak or holiday times. Angle parking in Temple St seen as an opportunity. There is a lack of an access path between the swimming pool area and car park. Change the centre parking at George Street to angle parking.
- Commercial competition required (as opposed to expansion of the existing supermarket). Expansion of the supermarket would be excessive support for a single retailer. Want competition instead of people shopping in Maffra.
- Want 40km per hour flashing signs on Davis Street near school with funding for pedestrian access. Community Representative Group wants VicRoads to upgrade the street.
- Davis Street crossings required at McFarlane Street, Rail Trail, and nearest the school. Previous attempts for improvements unsuccessful with VicRoads. Upgrade Davis St/McFarlane St intersection.
- The Wetlands Centre can capitalise on the gateway idea through the venue. Centre can also be used to celebrate Heyfield as a ‘Timber Town’. Need for a Wetlands Centre Masterplan queried, however later noted that the Structure Plan is suggesting further improvements over a 20 year period.
- Gordon Street Reserve consolidation wanted but held up for three years due to Masterplan not being completed.
- Toilet upgrades required: Wetlands (outside). This should include security lighting.
- Clarification should be made in the Structure Plan regarding the statement that Heyfield contains a high concentration of vacant houses. It is believed that there are very few vacant houses (possibly as few as 3) and the Essential Economics report may not appropriately reflect this.
- Upgrade meeting spaces.
- Typographical errors within the Structure Plan document need to be fixed.

Attendees were thanked for their time and input to the workshop. Attendees were also informed that further issues and feedback could be provided in writing via a feedback form letter. Feedback would then be considered by Council prior to adoption of the Structure Plan.



THE HEYFIELD STRUCTURE PLAN

Business Roundtable – Heyfield Resource Centre 21 February 2010

Summary of Key Issues & Opportunities

The Heyfield Business Roundtable was held on the 21st February 2011. The event provided an opportunity for participants to contribute their thoughts regarding the current and future needs of Heyfield. Approximately 35 participants provided input during two separate sessions run during the evening dedicated to land use planning. This provided context for the future development of a Structure Plan for Heyfield. The following is a list of the key matters raised:

Land Use Planning – Key Issues

- There is a lack of available residential land to meet demand as follows:
 - More short-term accommodation required.
 - Need for blocks of 800sqm+ to the north of town. The existing 5acre minimum is too much.
 - Shortage of rental accommodation.
 - Shortage of available affordable housing.
 - Shortage of holiday accommodation.
 - Shortage of aged care.
- The two retail areas in Heyfield are disconnected by public uses, utilities, and emergency services.
- It is hard to attract working families. This is affecting business growth. Labor often has to be sourced from other towns which can be less reliable due to distance, transport difficulties.
- Need to reconsider zoning of the town.
- Higher densities should be located close to town.
- Town entrances need to be improved.
- Signage needs to be improved.
- Promote the Traralgon – Stratford Tourist Route.
- Resolve pedestrian/vehicle conflicts near the Senior Citz Centre.
- Ensure that the Timber Mill's are protected from sensitive use encroachment.
- Heyfield is very well serviced with social infrastructure, health, and recreation opportunities. Importantly, this includes a 24 hour doctor, hospital, and a dentist.
- Physical infrastructure such as some footpaths and drains require upgrade.
- Better public transport required.
- Provide better car parking, including better parking for the disabled (which is not wide enough).



- Need to slow vehicle speeds at the entrance to town over the Thompson River Bridge.
- Inconsistent use of sewerage infrastructure. Areas near/between sewered areas are not connected to reticulated sewerage.
- DDO8 (applied to residential land near the Eastern industrial area) limits subdivision such that the total number of lots cannot be increased via the subdivision process. A permit is not required, however, to construct buildings or carry out works in a number of circumstances specified in the overlay. The effect of the overlay needs to be further considered.

Land Use Planning – Opportunities

- Provide a variety of different housing types to meet latent demand.
- Focus any township expansion to the north of the town.
- Collocate emergency services into one building outside of the town centre to free up land. Connect two retail areas by better utilising public use, utility and emergency services land. The Church land could also be better utilized.
- Muston’s Lane to the north of the town could provide a definitive township edge. The road could be continued through to provide an east-west road.
- Timber, Agriculture, and Tourism will continue to provide employment and bring prosperity to the town. Tourism is expected to be a growing industry.
- Better utilise the old oval, which is not frequently used.
- Promote the town through:
 - Beautified town entrances along the Traralgon – Maffra Road.
 - New signage to provide visual links to town centre.
 - Improved connections to the town centre.
- Consider infill redevelopment opportunities:
 - Within the public use, utilities, and emergency services area land between the George Street and Temple Street shops.
 - SUZ2 land.
 - Old Oval “Middle Sportsground”.
 - Saleyards – (although this was not universally accepted).
 - DHS land adjacent to existing social housing.
- Provide medium density housing closer to town centre in walking distance to town services.
- Consider opportunities for 48 hour RV parking. Possible locations could include old oval and Saleyards.
- Investigate opportunities for new residential and 1 acre blocks (LDRZ) north of the town.
- Promote Heyfield as a motorcycle stop off point.
- Provide more holiday accommodation.



THE HEYFIELD STRUCTURE PLAN

Town Walk 22 February 2010

Summary of Key Issues & Opportunities

A community representative group and a business representative group led the project team around Heyfield to inspect some of the key issues and opportunities affecting the town centre. Following the town walk, a meeting was held between the two groups to share each other's observations. The town walk, and issues raised provided information to assist in the future development of a Structure Plan for Heyfield. This is a list of the key matters raised:

Community Group

- Need to review and improve safety of the Davis Street/McFarlane Street intersection.
- Old Oval – retain as green space. Consider the use of its edges (*note that this is a different position to that put forward by the business community*).
- Rotary Park:
 - The construction of a small stage within the park would be desirable.
 - This could be used for special events e.g. Carols by Candlelight.
 - A Skate Park upgrade would also be desirable.
 - Further promote the relationship between the Resource Centre and the skate park.
- Apex Park – The CRG's plan for the park should be reviewed by the consultant team.
- Consider use of underutilised land near the Harbeck Street Retirement Village. This land could be used to provide for more aged care housing.
- Consider use of the bus company site which is centrally located within the town, but underutilised as parking for buses. Could this use be relocated?
- Planning should consider town heritage.
- Improve the safety of footpaths within the town centre.

Note: *It was noted that residents will be keen to have opportunities for input into the project. The Heyfield News is the preferred means of communication, whilst the e-newsletter should continue to be used.*



Business Group

- Need to ensure that opportunities are provided for young families to be located within the town to support business growth.
- Consider long term re-zoning of commercial land in MacFarlane Street in order to consolidate commercial land into Temple and George Streets.
- Consider infill redevelopment opportunities within the public use, utilities, and emergency services area land between the George Street and Temple Street shops.
- Urban design guidance is required to fill in the many “gaps” in the Temple Street commercial area.
- Urban Design Treatments are required at the north end of Temple Street to continue the “Theme” which exists to the south.
- Consider locating kindergarten (currently located outside of town centre) to within the schools precinct.
- Consider the re-use of the Saleyards site as a key opportunity site within Heyfield.
- Better utilise the old oval.
- Ensure that the supermarket is provided with further growth opportunities.

STRATEGIC JUSTIFICATION
FIREBRACE ROAD
HEYFIELD



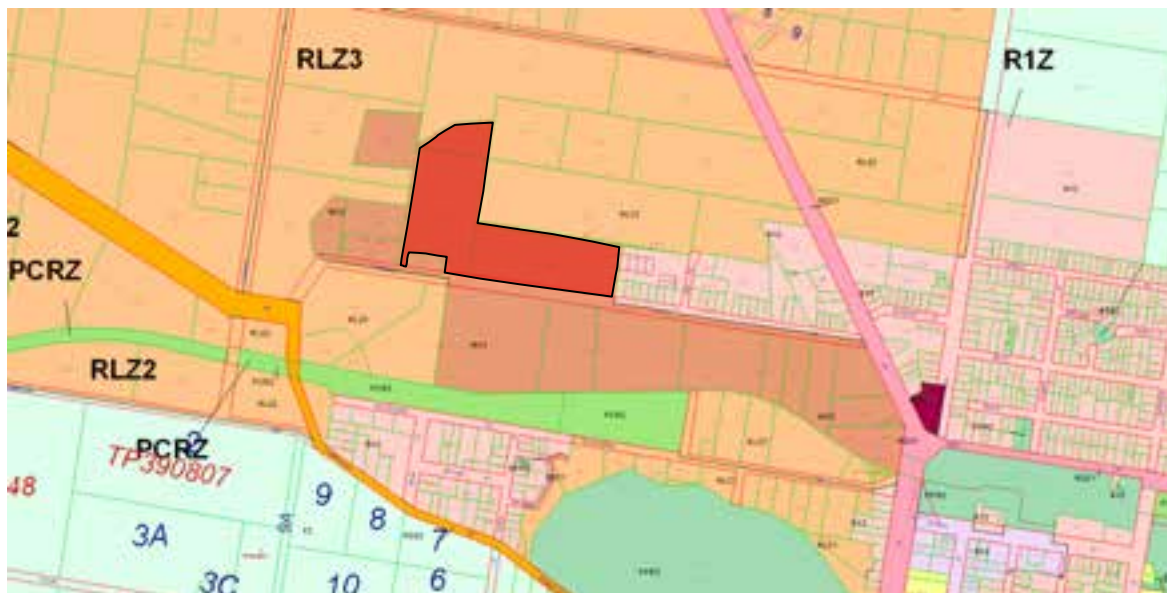
Strategic Planning

July 2013



Introduction

The Heyfield Structure Plan was adopted by Council on 6 December 2011. As part of its implementation the Wellington Planning Scheme has to be amended. Having started the preparation of the amendment documents, Council received an application from the owner of Canningvale Timber for a planning permit (7 January 2013) to subdivide land at 102 Firebrace Road into 24 lots (see red area on map below). Due to the impact this potentially has on the implementation of the Structure Plan, Council Officers liaised with the two main stakeholders in this area to gauge the extent to which their future aspirations have (or have not) changed since the adoption of the Heyfield Structure Plan.



Map 1: area planning permit Canningvale Mill

Canningvale Timber

The owner of Canningvale Timber has indicated that he wants to significantly reduce his landholdings. Although the plans are not finalised it is clear that only a small part of the land will remain in the hands of Canningvale Timber with the rest of the land subdivided and becoming available for development. The landowner has indicated that he is willing to work with Council to make sure that the land can be appropriately developed and does not jeopardise the long-term vision for Heyfield.

Australian Sustainable Hardwood

ASH (Australian Sustainable Hardwood) has two mill sites in Heyfield, one in the east of the town on Weir Road and the Greenmill on Firebrace Road. ASH has recently acquired a 90ha site to the east of the mill on Weir Road (early 2013) and will be expanding into this site over the next 10 years. This will also include the potential relocation of the Greenmill on Firebrace Road to the Weir Road site.

ASH is aware of the plans of the owner of Canningvale Mill and has raised no concerns. They have, however, indicated that they do not want to be limited in their current Greenmill operations on Firebrace Road. ASH has shown their support for the direction proposed.



Both landowners have indicated that changes in operations may occur in the short to medium term on Firebrace Road, which have the potential to see all heavy industrial uses removed from the area. These changes were mentioned in the Heyfield Structure Plan - but on the basis that they were a longer-term possibility.



Potential changes in industrial operations on land at Firebrace Road

Regional Development Victoria, in partnership with Department of Transport, Planning and Local Infrastructure (DTPLI) has indicated that they are supportive of a stepped, transitional approach to the long-term concept of residential development in this area as it is consistent with the aspirations of the adopted Structure Plan. It does, however, require a strategic rationale to underpin the proposed development options.

Due to the potential implications of these changes on the future land use of this particular area, this strategic justification has been prepared to assess the impacts on Firebrace Road and its direct surroundings. It provides further detail to supplement the directions that are already suggested in the Heyfield Structure Plan.

The research and background studies undertaken as part of the Structure Plan have been used in the preparation of this document. The relevant documents include:

- Heyfield Structure Plan (November 2011)
- Heyfield Structure Plan Background and Emerging Directions Report, (May 2011)
- Heyfield Structure Plan Economic Analysis, (June 2011).

Several conversations with the relevant landowners and authorities (including the DTPLI and Environment Protection Authority (EPA)) have also taken place during the development of this document.

Long term vision

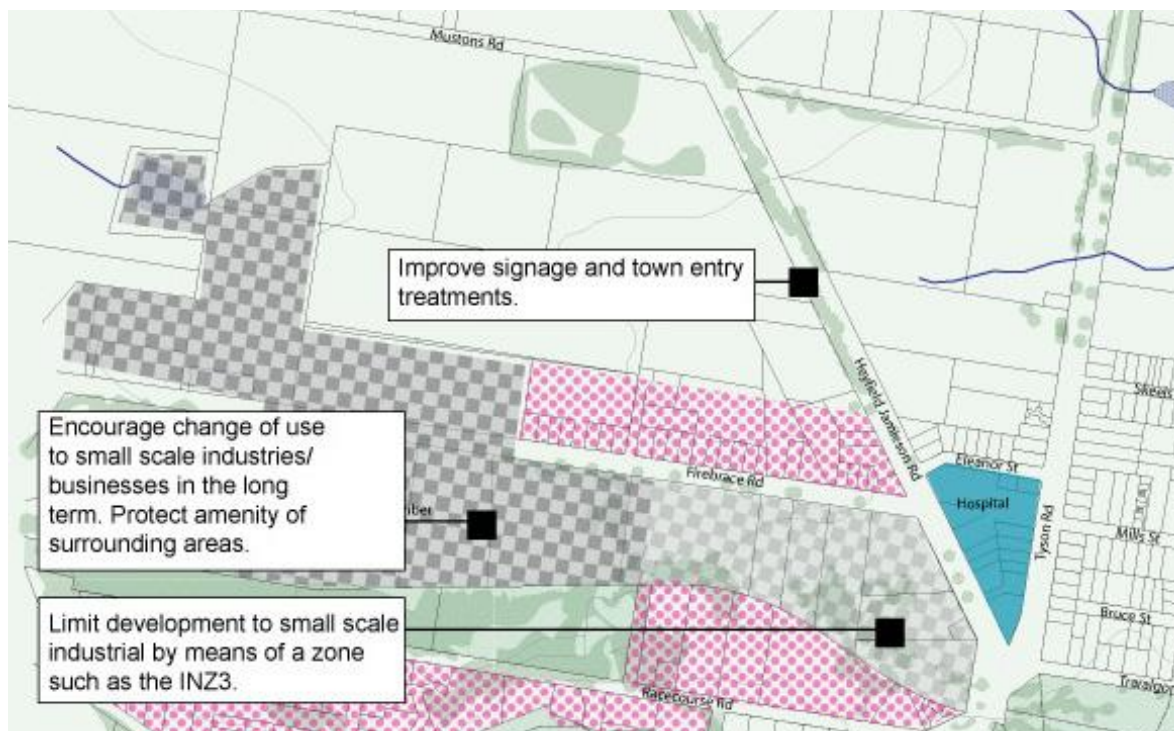
Heyfield Structure Plan, November 2011

Heyfield Structure Plan's Newsletter 4, which summarises the adopted Structure Plan, refers to the area around Firebrace Road as follows:

"In addition to the submissions, consultation with Canningvale Timber indicated that the company is considering downscaling and may progressively sell part of its land holdings. Should this occur in the future, this would present an opportunity for the land to be re-used for other purposes, which may not have as significant an impact on surrounding rural residential land.

Taking these matters into account, the project team's response has been to:

- *Encourage all new large scale industry to locate to the east of town;*
- *Facilitate the relocation of industry from west to east, should the opportunity arise to do so;*
- *Identify land adjacent to Canningvale Timber for long term low density residential development (approximately acre blocks); and*
- *Ensure long term low density residential development can occur, without compromising the immediate needs of existing industry."*



Extract from Heyfield Structure Plan, Newsletter 4

Site Analysis

Industrial changes

The significant downscaling of Canningvale Timber and intended relocation of the ASH Greenmill to the Weir Road site means that heavy industry in west Heyfield has the potential to be gone in a timeframe of approximately 10 years.

The map below shows the current industrial situation. The pink areas are existing industrial zoned land. The Wellington Planning Scheme has in its local policy (Clause 21.04) land reserved for long-term industrial growth. This is all located to the east of Heyfield (arrows and potential expansion area).



Status current industrial land

In the years 2006-2011 several businesses and industries have expanded. These are highlighted on the map above as black dots. Most changes related to businesses in the CBD. The Heyfield hospital was upgraded and Country Fire Authority and the then Department of Sustainability and Environment built new offices. During the same period a limited amount of new (light) industries were built. Two of those are located in the east Heyfield industrial estate.

The east Heyfield industrial estate still has 19 lots (purple dots above) available to develop. The majority of these lots are relatively small. There is however potential to further subdivide the bigger lot in the middle of the estate. The vacant land adjacent to the existing mill will be used for its future expansion.

The map below gives an overview of the proposed future industrial areas in Heyfield in the longer term. The small industrial estate located on Licola Road and at the entrance to Firebrace Road will be rezoned from Industrial 1 Zone to Industrial 3 Zone as proposed in the Heyfield Structure Plan to reflect the current light industrial use. A small pocket of industrial land will remain to the south of the town on Commercial Road. The main industrial area of the town is projected to be consolidated to the east of Heyfield, with ASH as the biggest landowner. Any future industrial growth is also proposed to occur in this area.



Future industrial land

Conclusion:

Based on the growth of industry between 2006 and 2011, east Heyfield is considered to have enough available land to accommodate future industrial growth in the short term.

The areas proposed for long term industrial growth, as indicated in the current Planning Scheme, are also considered to be sufficient and will remain.

With the proposed downsizing and relocation of existing industrial operations on Firebrace Road this area will potentially become available for alternative land uses in the future. However, it is understood that the land owned by ASH will not be available for a period of at least 10 years and this has been taken into account when considering the type of land uses that could be facilitated in the interim for the adjacent Canningvale Mill land.



Land available for another use

Current constraints

This area has constraints which have to be taken into account when considering and proposing new uses or development for the land.

Potential for contamination

The sites have been used as a mill and other industries since the 1950's and possibly prior to this. It is therefore considered important to do an environmental assessment to confirm there is no contamination on site prior to any residential or other sensitive land use being established.

Greenmill on Firebrace Road stays for at least 10 years

ASH has indicated that it may take around ten years before the Greenmill can be relocated to the site on Weir Road. In high season (November-April) the Greenmill has up to 90 trucks a day delivering wood to the site in addition to wood from this site being delivered to the millsite on Weir Road at least 30 times a day. The mill operates from 5am to midnight. Without taking appropriate measures to mitigate against potential amenity issues, houses cannot be built in the direct vicinity of the mill. ASH has indicated they don't object to residential development as long as it does not interfere with the current operation of the mill.

Separation distances

EPA Publication 1518, "Recommended separation distances for industrial residual air emissions", recommends a separation distance of 250 metres for a sawmill and Council are required to give consideration to this publication. The guideline also states the following:

"When strategic land use plans are being developed for a precinct that has been identified for transition from an industrial land use to sensitive land uses, the planning authority should consult with potentially affected industries in order to develop a staged implementation plan that allows for the smooth transition of land uses over a period of time."

Where a variation from the recommended separation distance is sought, approval should not be given by the planning authority or other responsible authority until the relevant land use separation issues have been resolved to the satisfaction of EPA."

The guidelines are a land use planning control by mitigating impacts through separation and physical materials e.g. double glazing, but it cannot control future residents complaining. And any further residential encroachment or intensification of residents within the buffer area can potentially result in increased pressure on the mill to address off-site amenity issues.



250 metre threshold distance

Future opportunities

Fulfill a long-term vision

Since the approval of Planning Scheme Amendment C7 (approved 3 April 2003), which also focused on rezoning in Heyfield, Council has taken steps to slowly move the heavy industry away from the west of Heyfield towards the east of the town. The goal is to establish one industrial precinct (for heavy industry) instead of several estates around Heyfield, which will minimise amenity issues to the Heyfield residents.

Residential use in the long-term

The subject land is surrounded with residential land (Residential 1 Zone and Rural Living Zone 3). The area has a good outlook over the mountains, is reasonably close to the CBD and within the urban growth boundary. The land would therefore be suitable for residential use. This is in line with the long-term vision in the Structure Plan. Residential growth is proposed to the North/ North-West and there is a potential for intensification in this location.

Intensification surrounding residential land

The existing mills are surrounded by rural living areas. The areas are zoned Rural Living Zone 3 which has a minimum subdivision lot size of 8 hectares. The area was zoned as such to protect the close-by mills from any increase in residential development and the potential for an increase in complaints. In the event that the mills stop their operations the area has the potential to be further intensified with residential development.

Widen the scope for employment and development

Although the mill is still the biggest employer in town it is important to create additional new business potential and opportunities within Heyfield to diversify the economic base and create a more sustainable town. On this basis Heyfield has a number of potential options:

- **Small industrial business**

There are a number (~30) of small businesses in and around Heyfield with some kind of industrial use¹. These mostly 'one-person' businesses would be able to work from home (big maintenance/ work shed needed) but the type of business can potentially generate amenity impacts and are therefore considered to be light industrial. These include businesses like tradesmen; mechanics; plumbers; builders etc. As small business owners, it would be beneficial to be able to run such light industrial uses entirely from home to save having to pay for land on dedicated industrial estates. DTPLI recognises this as a niche market that could have potential in this area.

- **Rail trail and tourism**

The Gippsland Rail trail (green line on map) between Traralgon and Stratford is almost constructed. Funding has been secured to construct the Rail trail from Heyfield CBD to the west before 1 July 2013. The available land to the south of Firebrace Road is directly located on the Rail trail and from the ridgeline location provides good views over the wetlands and Heyfield itself. With the available land directly on the Rail trail and access roads on the other side of the lots there is tourism and recreational potential. There is enough opportunity to create land uses which benefit from the proximity of the Rail trail, for example bed and breakfast, caravan park, museum, bike renting shop or other tourism/ recreational uses.



Proposed rail trail

¹ Council Officers completed a desktop count in March 2013 of light industries which could be included in this type of use. The count included Heyfield, Cowwarr, Glenmaggie and Coongulla. Business included in the count are fencing contractors, plumbers, electricians, mechanics, earth moving businesses, welders, builders, metal fabrication, trucking, pest control, treescaping, solar panels and painters.

Consideration and direction for future development

The land currently owned by Canningvale Mill is likely to be available in the short term. The preference is to keep the potential for residential use in the long-term open, without preventing development in the short and medium term (and while the Greenmill is still operating).

The following matters should be taken into account when the options for rezoning are being considered:

Don't inhibit Greenmill operations

It is important that the operations of the Greenmill are not unduly compromised for the time that they continue to operate in this area.

Don't introduce new heavy industry into this area

Any new heavy or big box industry in this area has the potential to create new amenity issues and therefore inhibit its use for future residential development.

Find balance between current uses and the longer-term vision

The long-term concept of accommodating residential uses in this area can't happen overnight. Step-by-step, the uses have to be achieved transitionally.

Don't prevent development whilst heavy industrial uses still operate in this area

The land that becomes available for development shouldn't be stifled because potential amenity issues create a significant risk.

Create a transition zone

Consider a zone which works as a 'transition' towards establishing the long-term vision. The preferred zone should 'open the door' for long term uses when they are also appropriate in the current situation. It is important for Council to be in control of the development in the area.

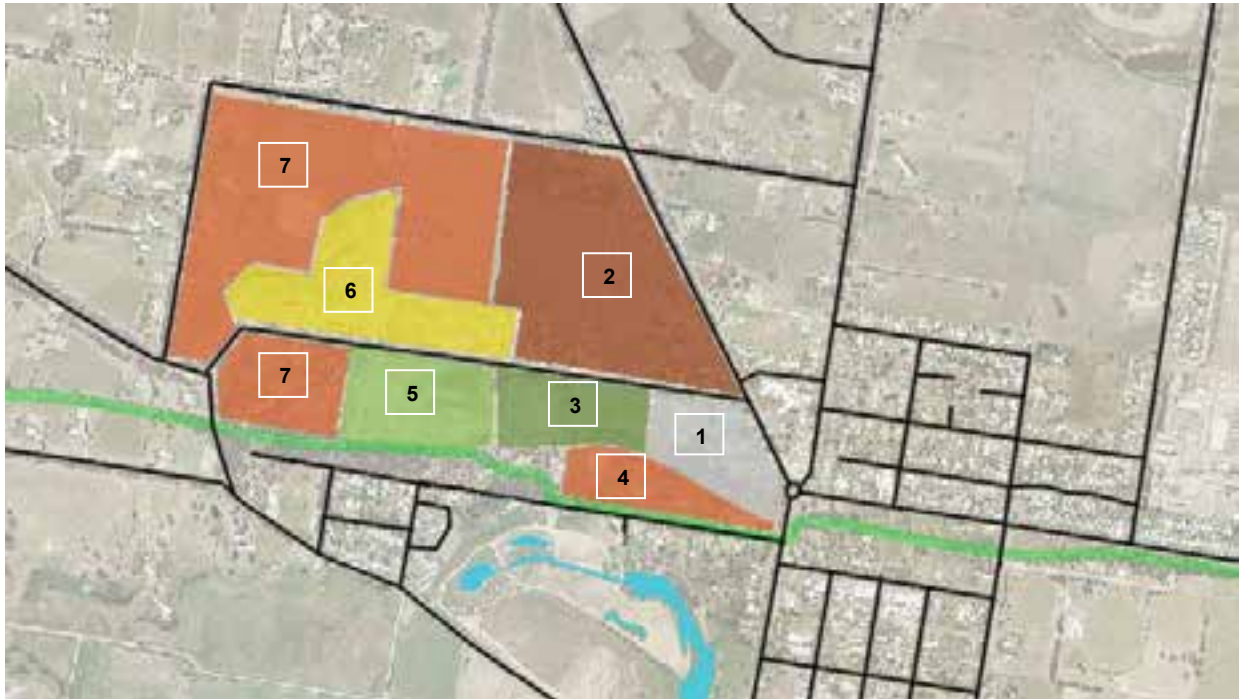
Solve the contamination issue

Because of the long industrial history of the sites, the contamination potential in this area is likely to be high. It is therefore critical to be aware of and assess the issue of contamination prior to any new sensitive use establishing.

Vision – transition to residential

In the context of the long term vision of the Heyfield Structure Plan, this area has the potential to accommodate residential development after the removal/relocation of the existing heavy industrial operations. As indicated previously there are several constraints and opportunities in this area and this will have an impact on the transition of the land to another use. Land uses cannot change overnight – particularly changes between extremes uses such as industrial to residential.

This proposal will start the process of a (slow) transition of the land from industrial to residential. It is a step-by-step approach where land can still be developed, even when heavy industry is still operating, whilst leaving the door open to transition to residential uses.



1. Entrance Firebrace Road

The entrance area of Firebrace Road has several offices and some light industrial use. As intended in the Structure Plan this area will remain for industrial purposes.

2. Residential Development Licola Road

On Firebrace Road there are some houses and old mill workers cottages at the back are a few bigger rural lots. The rural lots are highlighted in the Structure Plan as future low density residential area. This could occur in the short term.

3. Firebrace Road South transition area



This is vacant land which is zoned Industrial. It is therefore a good area to start the transition towards the long term residential vision. In the long term this area can enhance the tourism opportunities from the close by Rail trail. Outside the 250 metre threshold distance from the mill, there is potential to establish workers accommodation which could be transferred to use as a caravan park at a later stage.

4. Residential development Racecourse Road

This area is currently zoned Rural Living Zone 3 which means the minimum subdivision lot size is 8 Hectares. Because Firebrace Road South is proposed to become a transition area, the minimum subdivision lot size of this land could be amended to complement the existing zoning of adjacent residential areas.

5. The Greenmill – 75-97 Firebrace Road

The Greenmill is expected to operate in this area for at least another 10 years. When the mill is relocated this area would be very suitable for residential and tourism uses which would complement the rail trail (i.e. bed and breakfast or other accommodation uses).

6. Firebrace Road North transition area

Given the close proximity of the Greenmill this area does not have the opportunity to facilitate residential uses for the time that it remains in operation. On this basis it is considered that an industrial use would be the most appropriate option. To be able to make the transition to residential in the future the focus should be on an industrial use which will not create any amenity issues. Light and small industrial uses would be highly recommended. When the mill is closed, the area should be made available for residential use as quickly as possible.

7. Residential intensification area

When the Greenmill has stopped its operations the surrounding areas could be further investigated as to how residential development could occur. This will be dependent on the growth rates for Heyfield and the need and demand for developable land.

It has to be noted that areas 3, 5 and 6 are considered very suitable for residential development. However these are industrial areas and there is a possibility for contamination which has to be solved prior to establishing any sensitive uses.