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EUROA TOWNSHIP STRATEGY

ISSUES & OPPORTUNITIES REPORT

*Prepared by Hansen Partnership
in collaboration with
Martyn Group & Tim Nott*

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EUROA TOWNSHIP PLAN

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EUROA TOWNSHIP PLAN

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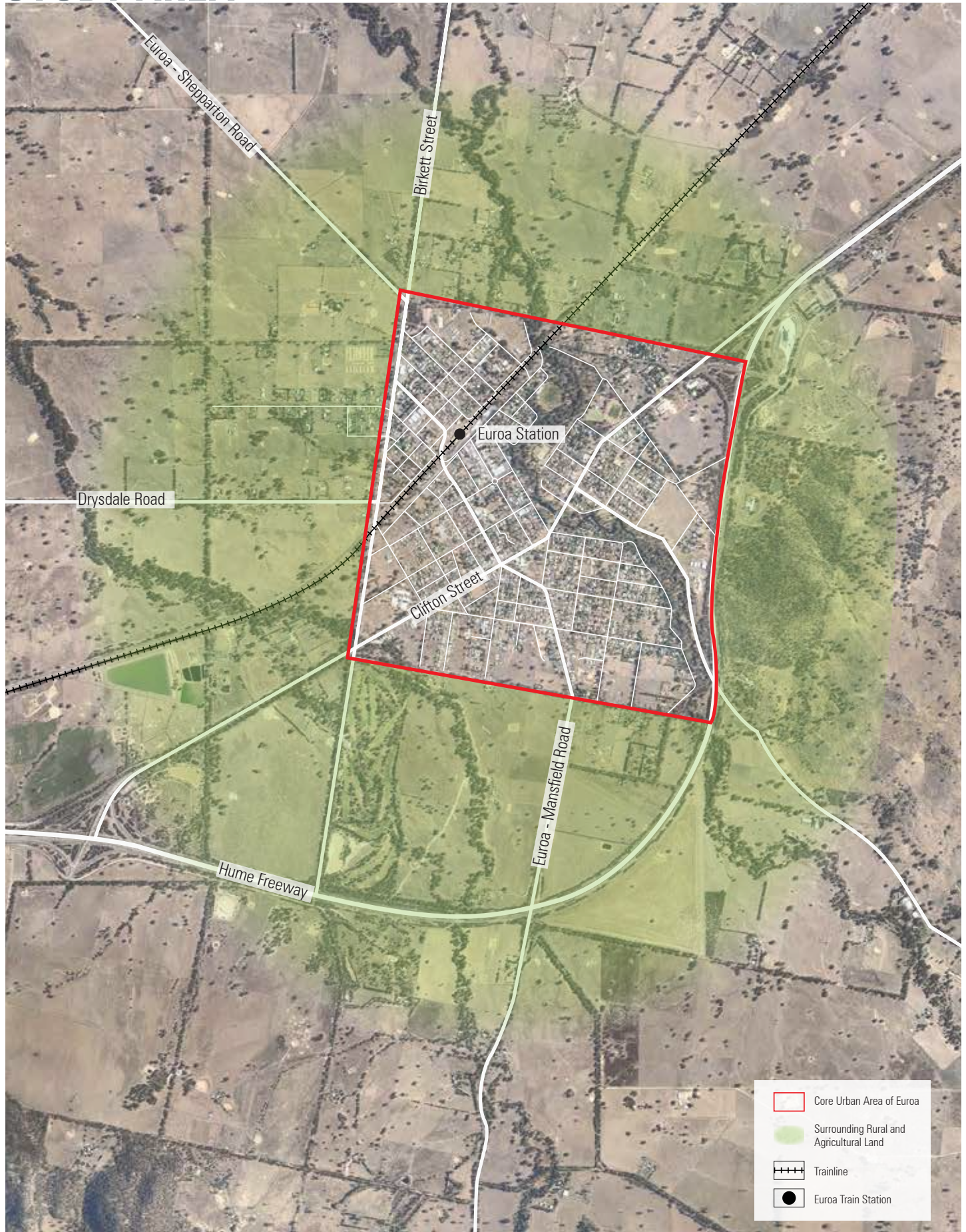


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PART A

Background Analysis

STUDY AREA



Part A - Background Analysis

INTRODUCTION

Strathbogie Shire Council has engaged Hansen Partnership in association with Martyn Group and Tim Nott (Economics) to prepare the Euroa Township Strategy. It is the intention for the Euroa Township Strategy to provide the community and Council with greater certainty and confidence regarding growth of Euroa and its future role, and the actions required to achieve this. It will seek to provide a long-term vision and action plan to guide the current and future look and function of Euroa, providing the town with an urban framework, and will also seek to situate the town and understand its role within the broader context of the municipality.

STUDY AREA

The Study Area focuses predominantly on the established 'township' area of Euroa. However the study also includes the peripheral surrounding rural and agricultural land, which is broadly bounded by Lydards & Dudley Roads to the north, Hume Freeway (aka Euroa bypass) to the south and east and Cowells Lane/ Euroa Tip Road to the west. With regard to the core urban area of Euroa, this is predominantly bounded by Boundary Road North (north), Boundary Road South (south), Hume Freeway (east) and Birkett Street (west), although it is noted that some residential zoned land extends further west of Birkett Street on Branjee Road and Fancourt Street.

PURPOSE

The purpose of the Issues and Opportunities Report is to allow the early consideration and confirmation of key directions by Council and the community, prior to detailed work being undertaken as part of the formation of the Township Strategy. The current report is designed as a discussion paper to synthesise all prior knowledge and strategic work previously prepared for Euroa, so as to avoid unnecessarily going over old ground. The Issues and Opportunities report is structured around an initial brief summary of available background information. Based on an analysis of this information, the key issues and opportunities of the town have been defined. This information has then been synthesised into what we understand are the key themes for the township that are expected to guide the future Township Strategy. These key themes are presented later within this report with associated issues, opportunities and questions for consideration & discussion to help guide discussion about the Township Strategy and help expand the understanding of the key issues and opportunities.



Photo: Binney Street, Looking East

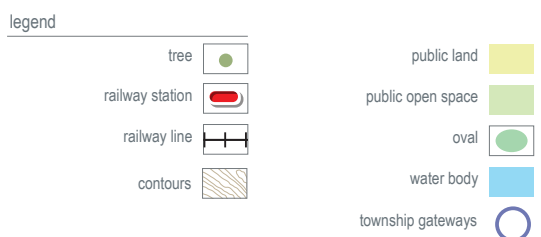
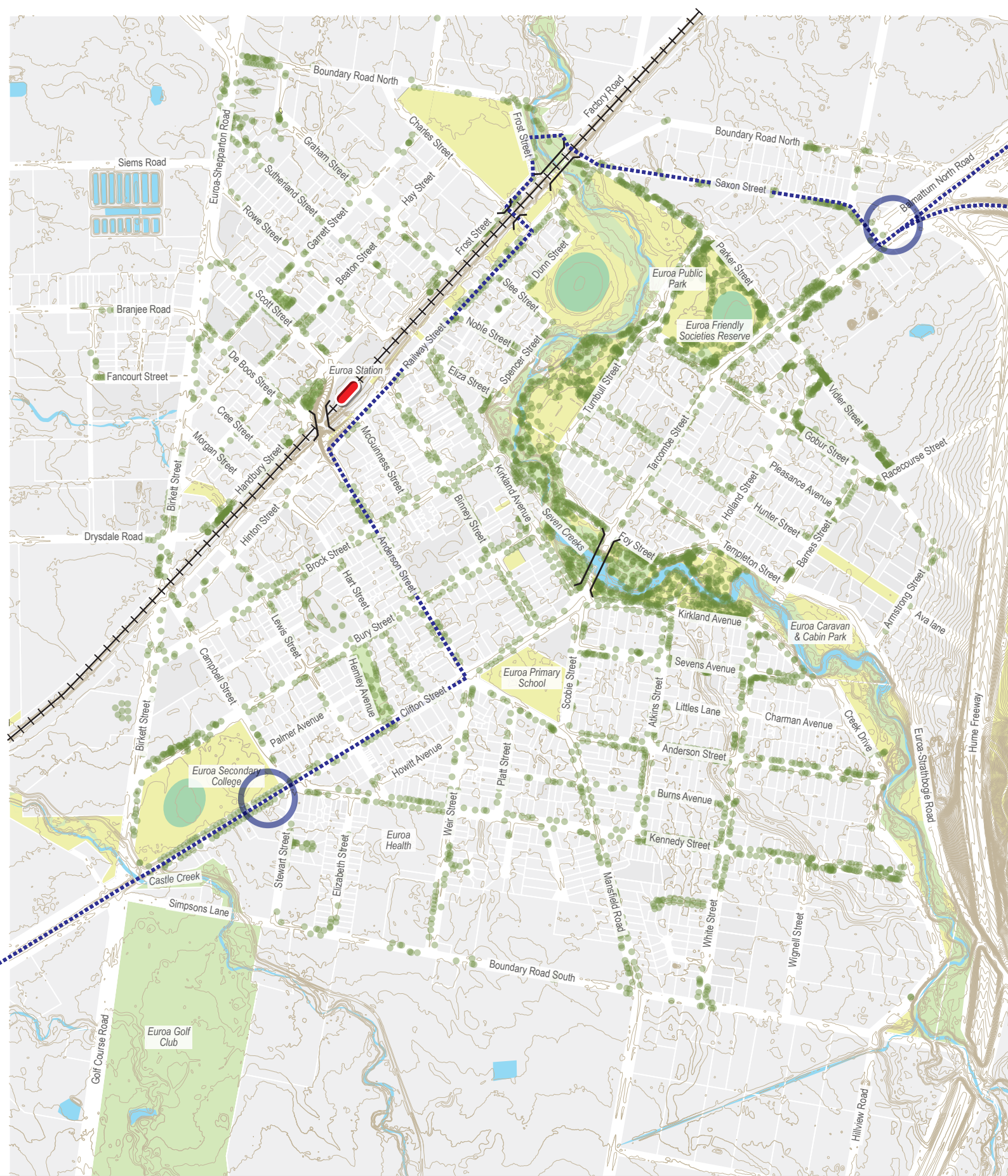


Figure 2, Landscape and Public Realm

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TOWNSHIP CONTEXT

REGIONAL LOCATION

Euroa is located within the Strathbogie Shire Council, which is the Goulburn Valley region, where the Shire is located amidst the Strathbogie Plateau, which extends to and beyond the fertile Goulburn River plains. With the Shire accommodating a population of approximately 10,000 residents, the majority reside in one of the municipality's four major towns of Euroa, Nagambie, Avenel and Violet Town.

Euroa is located approximately 160 km and 1.5 hours north east of metropolitan Melbourne CBD via the Hume Freeway and is a picturesque town nestled at the base of the Strathbogie Ranges. Seven Creeks runs through the middle of the town, while Castle Creek is located on the township edge to the south west, which adds to its character and setting.

Euroa includes an operational railway station, which is connected into the V/Line regional rail network. Being located on the Albury line, there are four train services a day from Melbourne during the week, and three services on weekends, with travel times in the order of 2 hours.

LANDSCAPE/ RURAL SETTING

The relatively compact and confined pattern of existing development in Euroa means that township benefits from landscape views of open rural farming and agricultural land, with these views being framed by a backdrop of rising hills of the Strathbogie Ranges to the east and north east.

The relatively open landscapes provides for a visually strong and landscape setting to the township, where many of these open views are available at the peripheral edges of and approach to the town.

TOWNSHIP CHARACTER

The township of Euroa is broadly laid out in a traditional grid pattern, with township activity focused on commercial core on Binney Street, between Brock Street and Railway Street and Euroa Railway Station which 'bookends' the commercial core to its north western edge. The clear majority of the township is located to the east of the railway line, where the existing rail alignment, associated Euroa Railway Station and the Anderson Street road overpass combine to form a significant physical barrier. Consequently the residential and industrial areas located to the north west of the rail tracks feel to be separated and disconnected from the balance of the township, despite being within relatively close proximity to the commercial core. Road connections to the north west is provided by the Anderson Street road overpass, and bridge underpass at Charles Street. Pedestrian access is provided via two rail underpasses aligning with Scott Street and Kirkland Avenue.

Prior to the construction of the Hume Freeway bypass, Euroa Main Road accommodated a service function for through traffic, including petrol stations and food and hospitality outlets. Commercial land and activity remains along Euroa Main Road, providing for a variety of commercial, light industrial and hospitality functions. However, this area has a relatively high vacancy rate and has, in parts, struggled to adapt to a new role following the opening of the Freeway bypass of the town in the mid 1990s.

Streetscapes within the town are characterised by wide streets with established street trees of both exotic and native species to provide good to high streetscape amenity. Although those streets without the benefit of established mature street trees have a compromised streetscape character.

Many streets feature open or semi-bricked swales which contributes to the informal rural character of the township. However equally unsealed roads and footpaths, as well as sections of the township with no footpaths at all, presents accessibility issues for the elderly or parents with prams etc.

More generally, substantial tree canopy coverage within the town (including large mature exotic and natives within streetscapes, on private properties, along waterways and within parklands), contributes significantly to the green and leafy character of the Euroa. The protection and maintenance of such landscape elements is important to maintain and enhance the character of the township.



Photo: Binney Street, Looking East



EUROA TOWNSHIP STRATEGY

POPULATION

According to the 2016 ABS Statistics, the State suburb of Euroa (including both the township and immediately rural surrounds) accommodates a population of 3,275 residents, which is approximately one third of the Shire's total population (10,274 residents).

A more targeted ABS data set addresses the township area of Euroa (UCL – Urban Centre/ Locality data set), and indicates that in 2016 the 'Urban Centre/ Locality' of Euroa has a population of 2,899.

When reviewing historic ABS data, it reveals that Euroa's overall population numbers has been relatively static over the past 15 or so years, with there being relatively low levels of population increase, and in the profile period between 2006 & 2011 there was a slight decrease in population. Table 1 (overleaf) tracks Euroa's population since 2001, based on ABS UCL (Urban Centre/ Locality) data set.

While the population of Euroa has remained relatively stable, Table 2 (overleaf) and population pyramid (below) demonstrate that the age structure of this population is heavily weighted towards the older age population over 55 years which makes up 48% of the population, which is far greater than the State wide percentage for this age group (27%).

The largest age group at the 2016 Census was those aged between 55 and 64 years of age (16%). Over the period from 2011 to 2016, the age group of those over the age of 55 years increased 3% while the population group under this age remained stable with the younger cohort between 0-19 years decreasing 1%. This data is visually represented in the population pyramid where it is clearly shown that Euroa has an aging population with a decreasing younger age population.

The age profile of Euroa will potentially be a significant issue in years to come, particularly in context of the current population which is not growing, rather is currently managing to remain stable. In looking into the future potential population growth of Euroa, the State Government drafted 2016 Victoria in Future projections are very useful, particularly as these set out Population and household projections at a municipal level extending through to 2031

Accordingly, the 2016 Victoria in Futures projections for Strathbogie as a whole, nominates an increase in population of 600 persons to 2031. In then noting that that Euroa accommodates one third of the entire population of Strathbogie Shire, it could be reasonably assumed that Euroa would take up in the order of one third to a half of this total projected growth. This would result in Euroa accommodating a total population growth of 200-300 people through to 2031, or otherwise 13-20 new residents annually.

While there is potential for greater levels of population growth to be accommodated, based on various factors, the greater impression to take away from the Victoria in Future projections is that future growth in Strathbogie Shire is forecast to be modest over the next 15+ years. In this context, an important part of a Township Strategy is to undertake an analysis of the availability of existing land resources to accommodate projected population growth and is addressed later as part of the land supply and demand assessment.



YEAR	Population ABS UCL (Urban centre/Locality) data set.	Increase / Decrease in population	% Population change between statistical period
2001	2,698	n/a	vv/a
2006	2,776	+ 78	+ 2,9%
2011	2,768	-8	0.2%
2016	2,899	+ 131	4.7%

Figure 3: Table 1 - Euroa's population 2001-2016

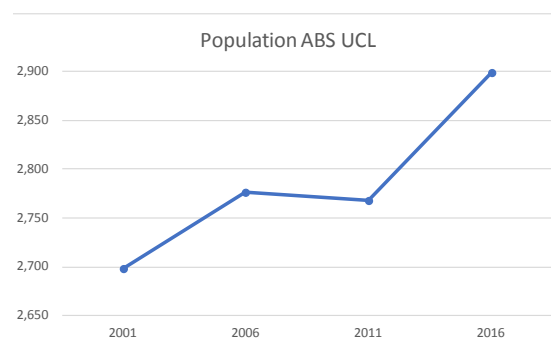


Figure 4: Graph 1 - Euroa's population 2001-2016

2016 Population Age Brackets					
	Male	Female	Persons	Percentage	Percentage
0-4 years	67	61	135	4%	20%
5-14 years	189	164	356	11%	
15-19 years	84	60	149	5%	
20-24 years	57	64	124	4%	33%
25-34 years	136	126	262	8%	
35-44 years	140	172	311	9%	
45-54 years	177	203	378	12%	48%
55-64 years	258	273	536	16%	
65-74 years	238	260	502	15%	
75-84 years	165	186	362	11%	
85 years +	60	122	181	6%	

Figure 5: Table 2 : Euroa's population age structure

EUROA POPULATION PYRAMID 2016 COMPARISON

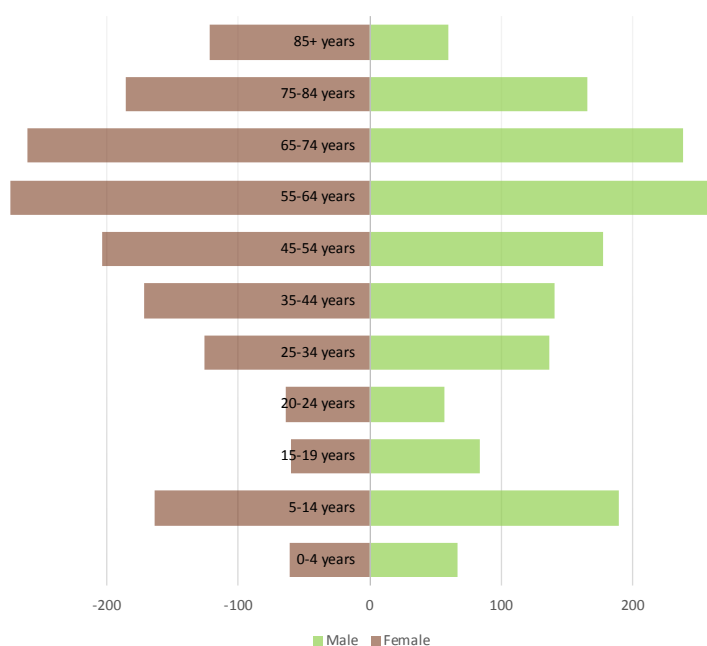


Figure 6: Graph 2 : Euroa's population age structure (male / female comparison)

EUROA POPULATION PYRAMID 2016 PERCENTAGES

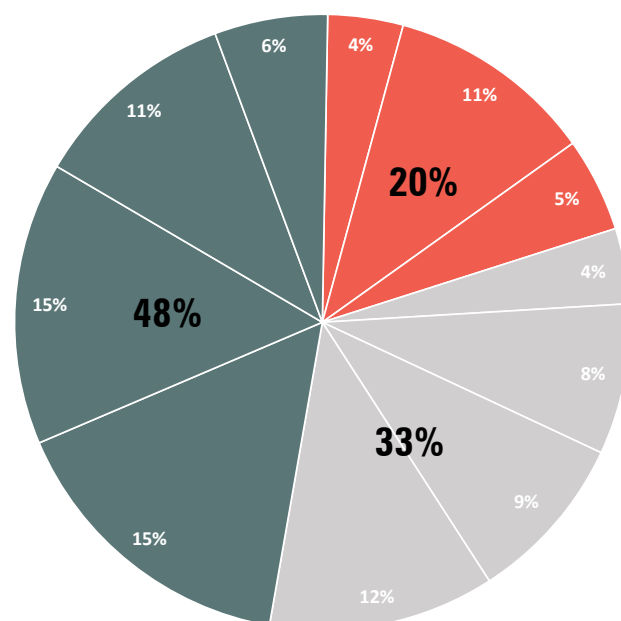
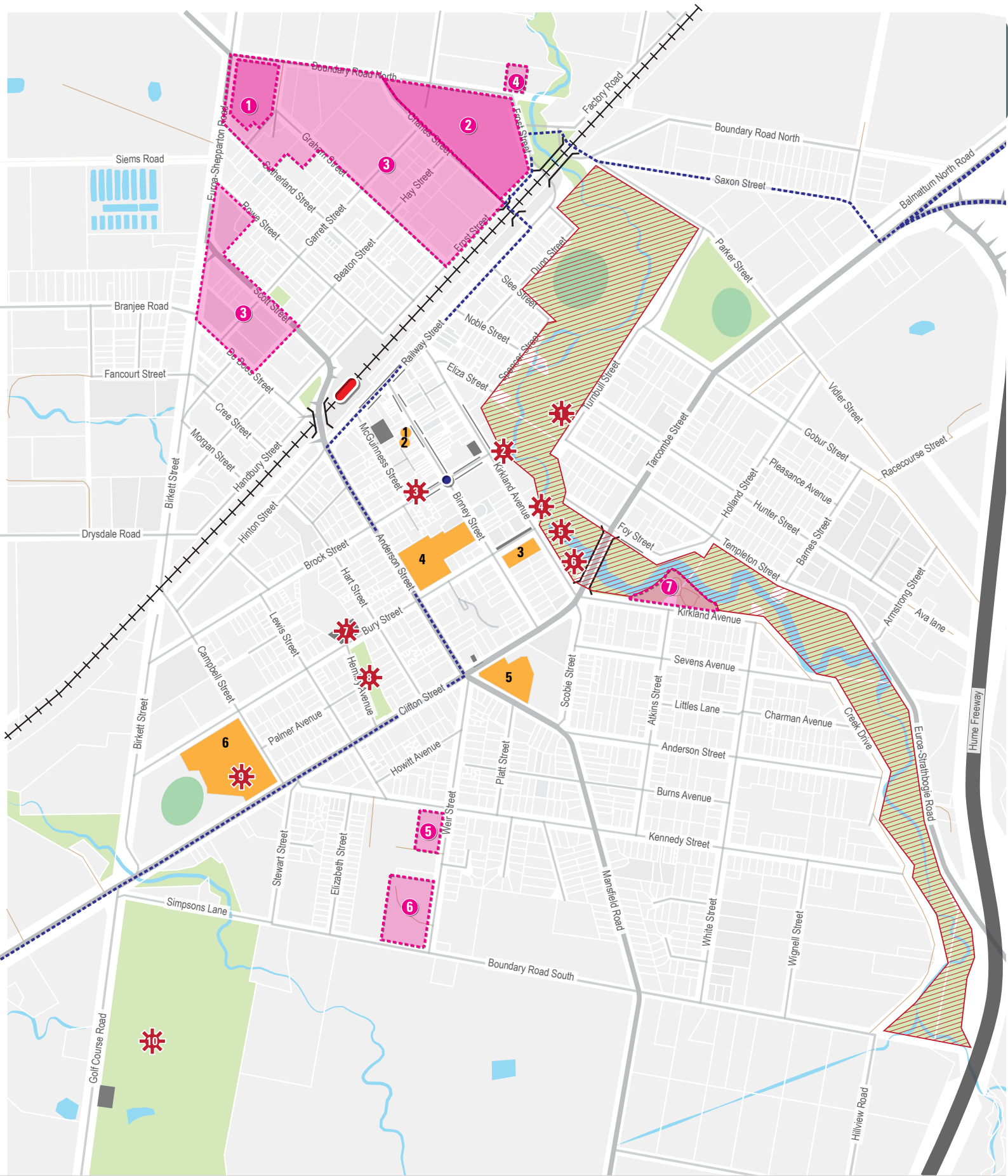


Figure 7: Graph 3 : Euroa's population age structure (percentage)



legend

- community services & education facilities
- parks open space & recreation facilities
- extent of seven creeks reserve
- other major land use
- freeway
- major road
- local road

- walking track
- bridge
- railway station
- railway line
- bus route
- car parking
- roundabouts

- oval
- open space
- water body
- urban block



Euroa Growth Management Plan

Access and Movement / Community Facilities Plan

Figure 8, Access and Movement / Community Facilities Plan



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COMMUNITY FACILITIES

The township is served with a wide variety of community facilities and associated infrastructure. Key community facilities located throughout the town are identified below under relevant grouping, and are also shown on the Access and Movement / Community Facilities Plan

Parks, Open Space & Recreation Facilities		
	Euroa Croquet Club	Located on Templeton Street
	Euroa RSL Memorial Park	A small neighbourhood park: located on Kirkland Avenue West
	New Public Toilets	New public toilets and small memorial pocket park is currently being constructed on Brock Street, which has replaced an old 1970's public toilet block
	Euroa Skate Park	Located on Kirland Avenue
	Seven Creeks Reserve	The largest public open space in Euroa and includes passive and active recreational opportunities including sports ovals. It is home to existing sports clubs including: Euroa Cricket Club, Euroa Football and Netball Club, Euroa Bowls Club, Euroa Tennis Club.
	Large Public Toilet Block	Located on Kirland Avenue and functions to service both Seven Creeks Reserve and passing traffic diverted off the Hume Freeway
	Euroa Swimming Pool	An outdoor swimming pool located on Bury Street
	Lion Park	A small neighbourhood park located between Clifton and Bury Street
	Euroa Community Sports Centre	Located at Euroa Secondary College (located at 26 Campbell Street)
	Euroa Golf Club	Located along Golf Course Road
Community Services & Education Facilities		
	Euroa Community Education Centre	Located at 46-50 Binney Street
	Euroa Library	Located at 92 Binney Street
	Euroa Civic Centre	Including the Strathbogie Shire Offices and Community Cinema. Located on 109 Binney Street, within close proximity to the town centre
	St John's Primary School	Located at 37 Anderson Street
	Euroa Primary School	Located on Clifton Street
	Euroa Secondary College	Located at 26 Campbell Street
Other Major Land Uses within Euroa		
	Euroa Saleyards	Located at the corner of Boundary Road and Birkett Street
	Euroa Showgrounds	Located on Charles Street
	Industrial land to north west of town	Current industrial zoned land within Euroa is predominantly located to the north west of the town, however is fragmented into two areas, with residentially zoned land located in between
	Euroa Butter Factory	Located at 79 Boundary Road North, this is notable tourist accommodation and event venue
	Euroa Health Hospital	and associated Granitehill residential aged care facility, comprising 75 beds: located on Kennedy Street
	Currie Park Retirement Village	Comprising 28 units: located at 58 Weir Road
	Euroa Caravan Park	Comprising 10 cabins and 52 sites: located on Kirkland Avenue (east of Clifton Street)



EUROA TOWNSHIP STRATEGY

COMMUNITY VIEWS

The Euroa Community Action Group and the Action Plan 2013 – 2017 outlines a community vision and actions, and while it does not constitute a Council drafted or adopted document (nor have its actions been agreed by Council), it is still relevant to inform a background appreciation of the communities aspirations for the township.

It is also understood that the Euroa Community Action Group have met on Saturday 24 March, 2018, with 50 people in attendance, where the intention is to develop a new and updated Action Plan. However prior to the completion of that document, key elements of the earlier Action Plan are highlighted below.

The Vision Statement for Euroa as outlined within the Action Plan 2013 – 2017 was:

To promote Euroa as a liveable town that engenders community pride and in the process to encourage population and business growth while maintaining the town's character.

The Action Plan 2013 – 2017 also outlined a specific vision and a series of actions framed around themes of: sport and recreation, tourism and marketing, infrastructure, the arts, environmental, and youth, heritage and other. The listed vision and actions under each of these themes are quoted in full below:

Key theme: Sport and Recreation

Vision:

Recreation, sport and leisure (and healthy living and life styles) are key elements of the Euroa district providing one of the main forms of entertainment for all ages. The support for sporting facilities needs to be continuously recognised as a major community focus.

Actions:

- Shared pathways to the Arboretum and extension of existing tracks (including signage and maps)
- Complete walking and cycling paths network
- A heated swimming pool or a small heated pool for use within the community
- Further development of the Euroa Friendlies Reserve
- Seven Creeks Park from the Rockies to the Butter Factory, purely for recreation. Further development and environmental improvements, including the Rockies Bridge development – in keeping with/supporting the 'Friends of the Sevens' plan.
- Hockey field – synthetic surface

Key theme: Tourism & Marketing

Vision:

To further enhance community benefits by promoting and developing Euroa as a place to live, a place to establish and grow a business and as a visitor destination.

Actions:

- Focal point to attract tourism buses to feed their customers through Binney Street – parking, reason, attraction, etc
- Accommodation/caravan park/tourist information on line – promotion of local attractions e.g. day trips in the area, etc
- Create an events and activities calendar and co-ordinate the same
- Improvement to local environment – promotion/co-ordination between various interest groups – promotion of projects to wider community and to visitors
- Audiovisual display on USB stick on a TV screen to be placed at McDonald's and the Shell Service Centre to focus on Euroa's attractions

Key Theme: Infrastructure

Vision:

To develop infrastructure and local services that improve the amenity, safety and liveability for residents, and which provides capacity to develop existing businesses and attracts new ones

Actions:

- Tracks and pathways throughout the town – linking a variety of venues – a major focus on safety
- Paint Burtons Bridge
- Further development of the Binney Street precinct including footpaths, proper nature strips and off street parking [bollards, lighting, signs, seating, etc]
- Better use of signs on Clifton Street to direct visitors into Binney Street
- Appearance of town centre and residential areas. Run a 'Best Kept Street' competition. Binney Street to be brightened up – last upgrade was 17 years ago.

Key theme: The Arts

Vision:

To further promote the arts in the community – for artists to exhibit, opportunities to participate and to create spaces and areas that are artistically appealing

Actions:

- Development of an outdoor stage/performance space at the Rotary Park
- Create an events and activities calendar and to co-ordinate the same
- Develop diversity in the use of the Euroa Little Theatre studio

Key theme: Environmental

Vision:

It is the responsibility of all to protect and manage the environment – the flora, fauna, ecological communities and heritage places i.e. all matters of national environmental significance

Actions:

- Seven Creeks park from Rockies Bridge to the Butter Factory Bridge – development and environmental improvements
- Appearance of the town centre and residential area
- Road side trees – their shape – being pruned without consideration for their appearance, impacts on the visual look of the town
- Green waste and hard waste collection

Key theme: Youth, Heritage & Other

Actions:

- Youth – involve the younger people of our town in a range of activities. Help them to develop a pride of where they live
- Tapping into attracting various cultural backgrounds in the town. Population growth. Identify areas where community can support newcomers from various cultural backgrounds
- Newcomers club – weekenders, people moving permanently – tapping into skills



Photo: Former bank building, Railway Street



EUROA TOWNSHIP STRATEGY

TRAFFIC & TRANSPORT ASSESSMENT

Martyn Group has undertaken an assessment of traffic and transport issues within Euroa, with a view of the finding and conclusions of the analysis to inform the preparation of the Euroa Township Strategy. It is noted that a Traffic and Parking Issues and Opportunities Report was prepared by AECOM in February 2010 as a supporting document to the Euroa Structure Plan. This report identified issues and opportunities across six precincts in Euroa, with the key findings and recommendations as follows:

- Car parking – demand for on-street car parking in the town centre (Binney Street) is generally high and was observed to exceed supply during peak (lunchtime) periods, while nearby off-street parking supply adjacent to Binney Street is underutilised. The report also identified issues with parking at areas of high demand such as the Medical Centre and around Council offices.
- Pedestrian linkages and wayfinding within and to/from the town centre and surrounding areas (including the Railway Station and off-street car parking sites) were identified as opportunities for improvement to encourage greater walking access and modeshare.
- Issues related to traffic congestion, access and circulation Binney Street were identified with a recommendation for the installation of a new roundabout at the intersection of Binney Street and Railway Streets.
- A lack of provision for RV and long vehicle parking within the town centre was identified. The report investigated options for accommodating long vehicle parking bays and included a concept design for a facility in the existing station car parking area accessed from Railway Street, along with other measures to encourage RV visitation.
- The report also identified a range of site specific opportunities for improvement to parking area access and supply and for upgraded pedestrian connections and linkages, in particular to existing walking tracks and recreational areas.

Since the preparation of this report, the local access and movement network demand and function within the Euroa study area is considered unlikely to have experienced significant change. Given the existing growth and development activity context (ongoing growth at the rate of 0.6% per year resulting in 810 extra people by 2036), the analysis, recommendations and findings of this report are considered to still be relevant and are generally supported by Martyn Group.

Inland Rail project

The most significant change to the transport planning context since the preparation of the Euroa Structure Plan in 2011 is the Federal Government initiative for an Inland Rail project between Melbourne and Brisbane via regional Victoria, New South Wales and Queensland. The route runs along the existing freight corridor through Euroa. The first trains are scheduled to run on the enhanced line in 2025.

The potential changes required to the existing rail line and facilities to accommodate the Inland Rail proposal presents a range of opportunities to:

- improve linkages and interface between the town centre and railway station
- address the existing barrier the rail line presents to north-south access, and
- deliver on a range of accessibility objectives included in the Euroa Structure Plan.

Currently access is provided between north Euroa and the town centre via a pedestrian subway with poor sightlines that floods in heavy rain to the south of the station building, along with a concrete trench connecting Kirkland Street and Frost Street to the north of the station, with these points approximately 250m apart. We are in discussion with the Australian Rail Track Corporation around opportunities to work with Council to consider replacement of the current underpass as part of any reconfiguration of the rail line, where this aligns with the required project delivery. This would support improved local connectivity and access to the town centre.

Although the Inland Rail project is currently in early design and investigation stages, the necessary rail infrastructure upgrades along with the additional \$235 million provided for the North East Rail Line Improvements provide opportunities for more reliable rail services. It is highlighted that more reliable rail services could quickly boost the popularity of Euroa as a weekend or commuter destination, with implications for population growth estimates.

The potential remodelling of the rail precinct may also present further opportunity to implement RV/long vehicle parking bays as per the AECOM report recommendations.



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Photo: Euroa Train Station

Traffic movement and access

The existing grid network layout and wide road reserve within Euroa present a range of opportunities to improve accessibility and wayfinding, promote safety through separation of local traffic from through traffic and separation of modes, and provide improved streetscapes and pedestrian environments. This component is discussed further in the Complete Streets section below.

It is noted that earlier studies and strategies identified traffic issues and congestion on Binney Street and recommend the provision of roundabout at the intersection with Railway Street, to improve traffic flow and reduce the incidence of vehicles making a U-turn on Binney Street. This recommendation is supported, but it is also noted that the purpose of roundabout is generally to keep traffic moving, which has implications for the safety of pedestrians crossing Binney Street within the commercial centre. It is further recommended that the roundabout be accompanied by improved crossing points and facilities to promote and recognise pedestrian priority in this area.

The regional traffic access networks to the Euroa CBD are already well defined as Anderson Street (State Route C366) and Clifton Street (State Route C312), with Binney Street providing direct access to the town centre from Clifton Street. It is unlikely that future patterns of growth or land use would require any substantive change to traffic network function or the provisions included in the Euroa Structure Plan.

Walking

Town Centre

The town centre is well served with footpaths on local streets which are sufficient to support current network demand. The existing infrastructure supports pedestrian access along each block, but safety concerns arise mostly through conflict between cars and pedestrians at road crossing points, particularly on Binney Street in the town centre. There are also barriers to pedestrian permeability to/from the town centre presented by Seven Creek, the rail corridor and Clifton Street (C312).

Although the level of projected future demand for walking will be easily accommodated on the existing network, given the potential for changing demographics (an ageing population, more young families moving to the area) and the range of health, social and economic benefits presented by walking, it is important to consider what improvements can be made to encourage walking activity.

The town centre is compact and easily walkable from end to end (less than 300 metres) with footpaths of a high standard mostly covered by shop awnings. These aspects need to be promoted and people encouraged to park once and walk between shops whilst in the town centre. Encouraging more walking activity in the town centre can help address local traffic congestion though cutting down on short trips, especially traffic circulating moving from one parking area to another. Careful planning of access routes between destinations such as a carparking area and shopping centre can also create opportunities to activate laneways and improve the streetscape/public realm and bring economic benefits for local business. Realising the economic, social and environmental benefits walking can bring, requires the application of best practice pedestrian planning principles, such as network planning and wayfinding for both local and regional access, 8-80 design (including consideration of mobility scooter provision), encouraging pedestrian priority in area of high activity and incorporating strong pedestrian facilities into new development.

As discussed in the AECOM report, there is an immediate opportunity to improve pedestrian links to off-street car parks the provision of lighting, good surfacing and signage (particularly to/from Binney Street). Improving the links will bring pedestrian benefits, whilst also increasing the prominence and attractiveness of off-street car parking, therefore increasing its utilisation and reducing the pressure on the Binney Street on-street parking.

Town Centre Periphery

Although the town centre area is generally well-served by pedestrian infrastructure (footpaths, crossing points, lighting, seating), some of the streets in the town centre periphery lack even basic facilities such as footpaths.

It is recommended that Council seek to implement a basic level of pedestrian infrastructure on all residential streets within Euroa to promote walking as a viable, safe transport option for short trips within the town. These facilities can encourage a greater level of walking activity, and as demand and trips increase, areas of higher demand can be improved even further through formalised/safe crossing points on pedestrian desire lines, lighting, shelter and seating.

It is suggested that Council implement a pedestrian priority pathway network that provides high levels of pedestrian accessibility and safety between key attractors, such as the commercial and employment areas, schools, sports facilities and recreation areas and municipal facilities. This pedestrian priority network could incorporate on Railway Street,







Binney Street, Brock Street, Kirkland Street, branch across the pedestrian footbridge to Foy Street connecting via Turnbull Street to sports facilities, loop with another route continuing to Clifton Street (with a spur south on Kirkland Street to the camping ground), servicing the primary school, Campbell Street (servicing the secondary school) to Bury Street and back to the town centre – as shown in the Pedestrian Priority Pathway Map.







Cycling

Cycling has an important role to play in local access and recreation, as well as potential for economic benefit through tourism opportunities. The predominantly flat topography and wide grid street network of Euroa is conducive to cycling and it is important to identify and build an attractive network linking local and regional generators and destinations – such as schools, town centre, rail station, recreational facilities and pathways, the Euroa Arboretum and the Seven Creeks corridor.

Cycling initiatives should be developed in line with the Tracks and Trails Strategy adopted by Strathbogie Shire Council in October 2015.

legend

- | | |
|--|---|
| potential pedestrian priority pathways |  |
| proposed priority bicycle network |  |
| freeway |  |
| major road |  |
| local road |  |
| walking track |  |

- | | |
|-----------------|---|
| bridge |  |
| railway station |  |
| railway line |  |
| oval |  |
| Schools |  |
| Pool |  |

- open space
- water body
- urban block

**for detailed analysis on town centre concepts, please refer to Part C diagrams

Figure 9, Pedestrian Priority Pathways



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Complete Streets

A Complete Street is one that provides a high level of service to multiple modes of transport, with an emphasis on a high-quality pedestrian

environment and 'place' function. The concept is based on prioritising access and safety for pedestrians, cyclists and public transport users.

There is an opportunity to improve town centre connectivity and accessibility as well as address congestion and parking issues through applying Complete Street principles to key corridors within Euroa. Through application of a movement and place network the primary role or function of each part of the local street network can be identified and provided for.

This is an approach regularly applied to planning regional town centres, and does not preclude vehicle access or change existing patterns of movement, but rather identifies opportunities to separate priority and ensure safety and most efficient use of road space. Routes identified as local and regional access routes, such as Anderson Street which are part of the state designated network, will remain as traffic priority. However, areas such as Binney Street which are the focus of town centre retail and commercial land use, and therefore pedestrian activity, can be identified as a priority for pedestrian access improvements by Council.

There are a number of areas with a high place function which are appropriate for potential Complete Streets treatments:

- Binney Street - the primary access route into the town centre with a pedestrian spine that provides a central focal point to and increased public amenity and pedestrian priority. There is an opportunity to consider the most appropriate use of public space within commercial centre and revisit provision of on-street parking in areas of highest pedestrian activity (ie around crossing points).
- Railway Street – given the potential for improvements to access across the rail corridor and between the town centre and station associated with the Inland Rail proposal, Railway Street could be re-established as an important gateway into the town centre, where priority transition from vehicle to pedestrian with proximity to the Binney Street intersection.
- Kirkland Avenue – strengthen as a pedestrian and cycle priority route, providing access to Seven Creeks recreation area, visitor facilities, Clifton Street (C312) and the camping ground and other attractors to the south.
- Complete Streets treatments would also build on the wayfinding initiatives recommended in the Structure Plan and extend these through to demand generators throughout the centre, including the station precinct.

Carparking

As identified as part of the Euroa Structure Plan investigations, and supported through more recent site visits and observations, there is an imbalance between the high demand and occupancy of on-street parking, in particularly on Binney Street, and the under-utilised capacity of nearby off-street parking areas. This imbalance brings issues with local congestion, pedestrian safety and issues with traffic management and driver behaviour in the town centre.

Part of the reason for this situation is that off-street car parks adjacent to Binney Street with under-utilised free car parking spaces are poorly signed, have uneven surfacing and low-quality pedestrian access points. The lack of awareness of these parking areas puts additional pressure on the on-street parking spaces.

There is a need for an improved strategic approach to parking management and traffic access around the edges of the town centre precinct, to support pedestrian activity and safety in the town centre, while still providing effective and efficient movement and car parking access. Management changes could include establishing a hierarchy of priority when designing parking restrictions and allocating kerb-side space for the various user groups in shopping strips, shorter on-street time controls to encourage turnover, making off-street parking longer term, and investigating the potential to convert some car storage areas to public space.

There are also opportunities within the centre to improve access and parking for recreational vehicles and long vehicles, as often used by visitors to regional towns. It is recommended Council advance the Structure Plan report analysis and specific recommendations for RV and long vehicle access pathways and parking in the Euroa Railway Station (south car park).



Photo: Car Park behind Euroa Hotel



EUROA TOWNSHIP STRATEGY

Parking Precinct Planning

Martyn Group is aware that Council are considering an option to prepare a Parking Precinct Plan and associated Parking Overlay for the Euroa Town Centre.

It is recommended that Council carefully consider such action, as the existing car parking issues in Euroa would not seem to justify the necessary time, cost and Council resources required for this process. State Government Practice Note 57 (April 2013) – Parking Overlay provides guidance on this matter and states that a number physical, social and economic indicators may suggest the need to address car parking issues in a precinct, such as a precinct that:

- is undergoing a rapid rate of development or land use change
- attracts significant numbers of trips from elsewhere
- experiences high levels of traffic congestion
- has an established parking provision deficit and experiences physical or market conditions that affect the future provision of car parking
- experiences consistently lower or higher than average car parking demand.

Although the above list is not exhaustive, it is considered unlikely that Euroa meets any of these criteria. It is acknowledged that previous studies and on-site observations have indicated:

- during peak periods demand can exceed supply for on-street parking in Euroa Town Centre, in particular on Binney Street
- parking opportunities at the Medical Centre are limited leading to vehicles sometimes illegally parking and obstructing Medical Centre access
- there is a general lack of off-street parking for Council staff.
- As discussed above, it has also been observed that there is an imbalance in demand between on and off-street parking, with sufficient capacity and vacancies in off-street parking areas even during times of peak demand. When both off and on-street parking capacity is taken into account, it is considered there is sufficient parking supply to meet the existing and immediate future levels of demand in Euroa.

The issues relating to car parking in Euroa could be addressed through the application of a range of car parking management tools and wayfinding (as identified in the Structure Plan). It is recommended that Council undertake on and off-street parking occupancy surveys during times of high demand (for example Thursday, Friday and Saturday) around the broader town centre precinct (for example the area bordered by Anderson Street to the west, Kirland Avenue to the east, Railway

Parade to the north and Clifton Street to the south) and use the findings to inform an evidence based management approach to potentially include:

- implementing short term parking (ie 1P) in areas of high demand – such as on-street parking during the day in Binney Street
- providing medium (2P-4P) and long term (unrestricted) parking in other on-street areas and off-street
- ensure ensuring appropriate enforcement of new and amended parking controls
- formalising line marking in off-street parking areas to ensure the most efficient use of space and maximum carp parking capacity

- improve pedestrian access paths to/from off street parking supply to address issues of user safety and comfort

It is considered that the level of Council resources and cost required in the preparation of a Parking Precinct Plan and associated Parking Overlay would not appear to be justified, when more cost and time effective alternative approaches are available. It is recommended this matter be discussed further with Council.

Traffic Access and Movement

There is an opportunity to complement the Complete Streets place initiatives with movement priority on the following corridors:

- Anderson Street (C366) would be expected to maintain a through traffic priority associated with forming part of the state road network for regional traffic connecting to Clifton Street (C312) to access the Hume Highway. Anderson Street also provides an important local traffic function as the only grade-separated crossing of the rail corridor.
- Clifton Street (C312) – east-west through movements and access to both Hume Freeway connections to north and south. Clifton Street also has a role to play as part of the cycle network, connecting to Euroa Arboretum and provides a road crossing of Seven Creeks.
- McGuiness Street – traffic and service vehicle access route to off-street parking at the rear of commercial and retail properties fronting Binney Street.
- Brock Street which provides a secondary access path to Binney Street, and off-street parking facilities in the town centre for traffic from Anderson Street.



Photo: Binney Street, looking west



Legend

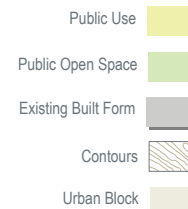
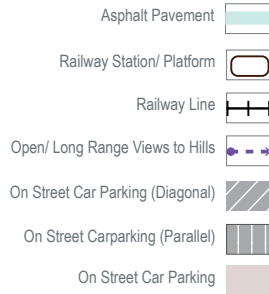
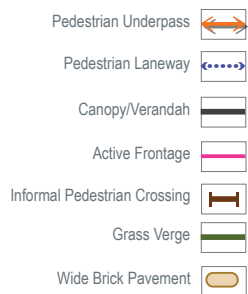
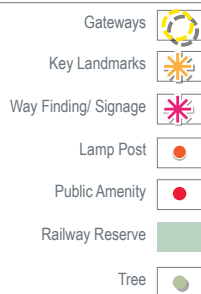


Figure 10, Existing Conditions



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EUROA TOWNSHIP STRATEGY

RV and Long Vehicle parking

There is currently little formal parking provision for larger recreational vehicles (RVs) or vehicles towing caravans or boats (long vehicles) that cannot park within the existing car parking space dimensions in Euroa. This makes accessing town amenities more difficult for these visitors as they must park further away and walk. The availability of town centre parking may also impact upon future visitation to Euroa.

The AECOM report prepared to inform the Draft Structure Plan recognised Euroa is seeking to capitalise on the opportunities that the Hume Freeway offers the town by providing RV friendly facilities to encourage visitation. Suggested amenities related to improving large vehicle parking and access included:

- parking within close proximity to the general shopping area with groceries and fresh produce; service centre for basic vehicle repairs;
- provision of short term (24/48/72+ hour) parking;
- provision of longer term parking within 5-20km of town centre, at a reasonable rate; and
- 'RV Friendly Town' signs to be erected within the town environs.

Martyn Group supports the AECOM analysis and specific recommendations in relation to potential large vehicle access pathways and parking in Euroa, as addressed below.

Provision of Long Vehicle Parking in the Town Centre

A range of potential sites with suitable amenities for RVs or vehicles with trailers were identified and assessed during the draft Structure Plan process as follows:

- Bowls club on Templeton Street – this site is approximately 500 metres from the town centre by foot and is accessed via the Twomeys footbridge. This location is in Seven Creeks Reserve and may mean removal of some trees and grassland. To access this location vehicles do not pass through the town centre. Wayfinding signage to the town centre and key attractions as well as footpaths and crossing points would need to be greatly improved for this site to be viable.
- Seven Creeks Reserve (Kirkland Avenue) – this location, approximately 600 metres from the town centre, is currently used informally by RVs and vehicles with trailers. There is limited kerb space and manoeuvring can be difficult during busy periods. Provision of an off-street car park would mean encroaching on the Reserve which is not desirable.
- Euroa Railway Station (north car park) – there is scope to provide facilities at this location however the railway line forms a significant barrier to the town centre. The current poor-quality subway would not be a suitable link between this site and the town and alternative links would need to be explored. The future use of this land is also unclear given the proposed Inland Rail project.
- Euroa Railway Station (south car park) – the existing car park on Railway Street south of the station would provide a suitable location for RV parking in the town centre. This site could be supported through relocation of the Visitor Information Centre to Railway Street, given many visitors follow the "i" signs when entering an unfamiliar town. A service centre currently operates adjacent to the car park.

The process identified the Railway Station (south car park) as the most appropriate location for RV and long vehicle parking within Euroa.

A concept design was subsequently developed by AECOM for the large vehicle parking area to demonstrate the feasibility of the site to provide for up to seven RV or vehicle trailer combinations and space for a dump point and fresh water. The concept design caters for the swept path of all vehicle combinations expected to use the large vehicle parking area and recognised scope to incorporate general parking or provide parkland or other recreational areas within the design footprint.

Existing car parking spaces affected by the provision of long bays could be relocated to the north side of the railway line in an improved car parking area, dependent upon Inland Rail proposals.

It is not considered that any time restrictions or parking fee would be necessary to manage long vehicle parking within Euroa.

Long Vehicle Parking Access

The preferred route for long vehicles accessing the Railway Station south car park is via Euroa-Main Road, Binney Street and Railway Street. The relatively low volume of vehicles would not adversely impact traffic movement or safety on Binney Street and would ensure visitors are aware of the amenities and attractions within the town centre. The alternative route of Anderson Street is not recommended as visitors will not pass through the town centre.

The opportunity to establish long vehicle parking at the Station car park will relieve parking pressure on Kirkland Street during busy periods and encourage visitors into the town centre through making it more accessible to these types of travellers. RVs and long vehicles should still be permitted to use Kirkland Street if sufficient parking space is available. Appropriate wayfinding and signage should be provided at Kirkland Street directing RVs to the town centre car park if no on-street parking is available.

ECONOMIC ASSESSMENT

Tim Nott (Economics) has undertaken an assessment of commercial and industrial zone land within Euroa, with a view of the findings and conclusions of the analysis to inform the preparation of the Euroa Township Strategy. The prepared Euroa Growth Management Plan Economic Assessment is contained in full at Appendix B, and is not repeated here. However the following summary and conclusions from the report are replicated below.

Euroa has commercial and industrial precincts that serve the town and the wider district as well as visitors to the area. The Euroa town centre is a thriving multi-functional activity centre with a low level of vacancy. The highway services precinct on the Euroa Main Road also provides a variety of commercial, light industrial and hospitality functions. However, this area has a relatively high vacancy rate and has, in parts, struggled to adapt to a new role following the opening the Freeway bypass of the town in the mid 1990s. The loss of trade has been partially offset with the opening of a freeway service centre adjacent to the town. The industrial precincts of the town contain a variety of farm service activities; small scale manufacturing, such as timber, food and textiles; regional services (freight and passenger transport, recycling); and local business and household services (construction, storage and repairs).

The town services a retail trade area of approximately 6,100 people and has annual retail sales of around \$64 million (in 2016). The key retail attractor is the IGA supermarket but the town also supports a significant non-retail and hospitality sector. Visitors are estimated in this report to contribute 33% (\$21 million) of retail sales.

After a period of decline following shocks to the local economy – construction of the freeway bypass and the closure of large local employer, Tesco Trims – the population of the town and the trade area is rising once again. Several scenarios for population change are provided in this report but the assessment here has adopted a moderately expansionist rate of growth (growth at the rate of 0.6% per year resulting in 810 extra people by 2036) in order that planning strategy can accommodate the range of likely outcomes.

The retail and commercial landscape is changing rapidly as a result of wider economic pressures and technological change. Forecasts of future demand for commercial space are therefore becoming more uncertain. Nevertheless, based on assumptions that recent trends and industry standards will continue, this report predicts that the growth in the trade area population will create demand for new shops and other services in Euroa. These are forecast to amount to growth of approximately 1,520 square metres of new retail space and 650 square metres of other commercial space in the period to 2036. This scale of floorspace may support a further small supermarket in the town towards the end of the period.

Whilst there is scope for some large format retail/wholesale and hospitality activities to locate on the Euroa Main Road, the planning strategy should insist that any new supermarkets should be within the town centre. This stipulation is needed to maintain the integrity and vibrancy of the town centre; to prevent its functions being split, thereby inconveniencing customers and reducing the benefits to business that arise from the increase in foot-traffic and the ability to share costs. To reinforce the primacy of the town centre and to make clear that Euroa Main Road is intended to be a location for larger format activities, this strip should be rezoned from Commercial 1 to Commercial 2.

Recent industrial development activity has resulted in demand for industrial land of, notionally, around 1,500 square metres per year. This is equivalent to perhaps one small industrial lot. If this demand is to continue, notwithstanding the many changes to the industrial economy that are occurring or in prospect, then space for approximately 3ha of industrial land will be required over the period to 2036. Given the existing vacant industrially zoned land and buildings, as well as the potential to sub-divide under-used industrial allotments, there is no need for additional land to be zoned. However, some initiative may be required to create small industrial allotments that could be ready for new occupants.

It may also be prudent for the Growth Management Plan to identify, at least in a notional way, a location for a larger industry that may require a site in Euroa or an expansion area should industrial demand unexpectedly take off in the district. Work completed for Council in 2008 by Urban Enterprise identifies 20+ hectares of land on the eastern side of the Hume Freeway around the existing freeway service station as being suitable for industrial expansion, but as it is not contiguous with existing industrial land and would represent a new industrial development area.

It should be stressed, that there may well be no need for further industrial land in Euroa given the existing vacant and available land. Nevertheless, should land be needed, the site identified above should be suitable but would require extensive servicing. Likewise although this site is identified in Council's existing industrial strategy it does not imply automatic Council support for a rezoning application. In order for Council to appropriately consider any rezoning proposal for a large industrial use, any such rezoning would be accompanied with a combined Planning Application to allow Council to fully assess the scope and impacts of the proposed activity. Accordingly, the onus would remain with the project proponent to undertake detailed site specific investigations and broader strategic analysis in order to support and justify the scope of the rezoning and association land-use and development proposal.



Photo of pedestrian rail underpass from Frost Street



EUROA TOWNSHIP STRATEGY

LAND SUPPLY & DEMAND

An important part of developing a Township Strategy is to have a clear understanding of the amount of existing land available for development and for this to be considered in context with the anticipated or projected population growth of the town. Having an understanding of the availability of vacant residentially zoned land is particularly important, as this informs larger strategic questions of whether additional land should be considered for rezoning.

In order to explore these questions as they relate to existing residentially zoned land, an analysis of land supply and demand has been undertaken. That analysis is not repeated here, but is included in full at Appendix B.

The land supply assessment of existing and available residential zoned land was based on a desktop analysis of an aerial image (November 2015), in addition to street observations, which focused on existing residentially zoned land within the current township boundary. From the calculated land supply, it was further considered in the context of the number of dwelling allotments which could be theoretically be created.

The methodology employed to calculate land supply involved:

- Land constraints were considered, where land affected by the Floodway Overlay (FO), unsewered land in the northeast corner of the town, and drainage issues on a number of parcels were specifically excluded from the land supply calculation.
- In order for a larger existing allotment to be considered as an 'infill lot', it needed to have a land area exceeding 1,500sqm, which could have the theoretical ability to accommodate further development in the form of further subdivision and development.
- Noting the prevalence of larger blocks on the outskirts of the township that are in the order of 2,000sqm, and the 'smaller' blocks towards the centre of the township, 750sqm was chosen as the average lot size for any new allotment to potentially be created. This figure was used as a measure to assess those larger blocks in the township with the theoretical potential to be further subdivided, but still providing a larger block size to fit with the general rural township character of Euroa.
- It was acknowledged that not all large lots would be further subdivided, therefore it was assumed that only a quarter of infill lots may be further subdivided to take up some of the future dwelling demand.

The land supply assessment of existing zoned and unconstrained land already within the General Residential Zoned (GRZ) revealed there is currently a potential supply of **446 lots** within the township (based on a potential supply of 368 vacant lots and 78 infill lots).

As highlighted earlier, the 2016 Victoria in Future projections for Strathbogie as a whole, projects modest growth of an additional 600 persons to 2031. With Euroa being one of Strathbogie's larger town, and accommodating a third of the overall municipality, it is estimated that Euroa would take up in the order of one third to a half of this total projected growth. Accordingly this would result in Euroa accommodating a total population growth of 200-300 people through to 2031, or otherwise 13-20 new residents annually. In then noting the potential supply of 446 residential lots, assuming that each lot accommodates a single dwelling, this could accommodate in the order of **937 residents**, which has been calculated on the basis of the 2016 average household size of 2.1 persons.

In then considering implications for planning for population growth, one of the key strategies is outlined in Clause 11.02-1 of the SPPF where it states: "Plan to accommodate projected population growth over at least a 15 year period and provide clear direction on locations where growth should occur. Residential land supply will be considered on a municipal basis, rather than a town-by-town basis".

Accordingly, based on this land supply and demand assessment, it demonstrates that Euroa currently has a latent supply of vacant residentially zoned land to more than amply accommodate expected township growth and demand for residential land over the next 15 years, based on the current growth projections for the township. In fact, in considering planning for growth at a municipal scale, an extremely important point to make is that Euroa has an adequate existing residential land supply which could accommodate the entire projected growth of Strathbogie Shire to 2031, as outlined within Victoria in Future 2016.

An early conclusion to be drawn from this land supply and demand assessment is that there is simply no strategic need or associated justification for the current study to recommend further rezoning of land for residential purposes. While it is prudent for the Euroa Township Strategy to indicate potential locations to accommodate future residential growth, the actual need for a supply of newly rezoned residential land may be beyond the 15 or so year timeframe associated with this Township Strategy (based on current growth projections already outlined).

In considering the potential future location of future residential development, it is noted that this was addressed by an earlier study, namely the Development Plan Report: Euroa & Avenel Rural Residential Development (April 2010). That report made clear recommendations on the preferred location for future expansion of conventional residential development and the need to avoid further fragmentation in the intervening period. The location of land identified for future residential is located to the south of the town, being broadly bounded by the alignment of the Hume Freeway to the east and south, Euroa Golf Course to the west and Boundary Road South to the north, measuring a total area of around 1.8 sqkm. As the recommendation of the earlier study is considered to be well founded and justified, it is proposed for it to be adopted by and carried forward as part of the current Euroa Township Strategy.

Although the projected population growth of Euroa to 2031 is noted to be quite modest, it is acknowledged that various factors and scenarios could result in a much greater and accelerated rate of growth. Such factors could include a larger number of people choosing to move to Euroa for lifestyle or affordability reasons. As the medium house price in metropolitan Melbourne and other large regional cities such as Geelong, Bendigo and Ballarat continues to increase, it is anticipated that a larger proportion of people will choose to move to regional locations in pursuit of alternative work and lifestyle opportunities, which is commonly referred to as 'tree changers' (or alternatively 'sea changes' when a coastal location is chosen). As Euroa is a small and picturesque rural town, it clearly has the potential to fulfil such a lifestyle role, although it would also be competing with many other regional locations as a suitable 'tree change' location. Some factors which would be likely to foster Euroa being chosen, would relate to such matters as: quality and availability of schools; availability of community services and recreational activities, and its hospitality offering such as cafés and restaurants.

Equally, any potential future upgrades to the frequency and speed of train services to and from Euroa, would be likely to increase its attractiveness as a commuter town, be it to other regional centres or further afield.

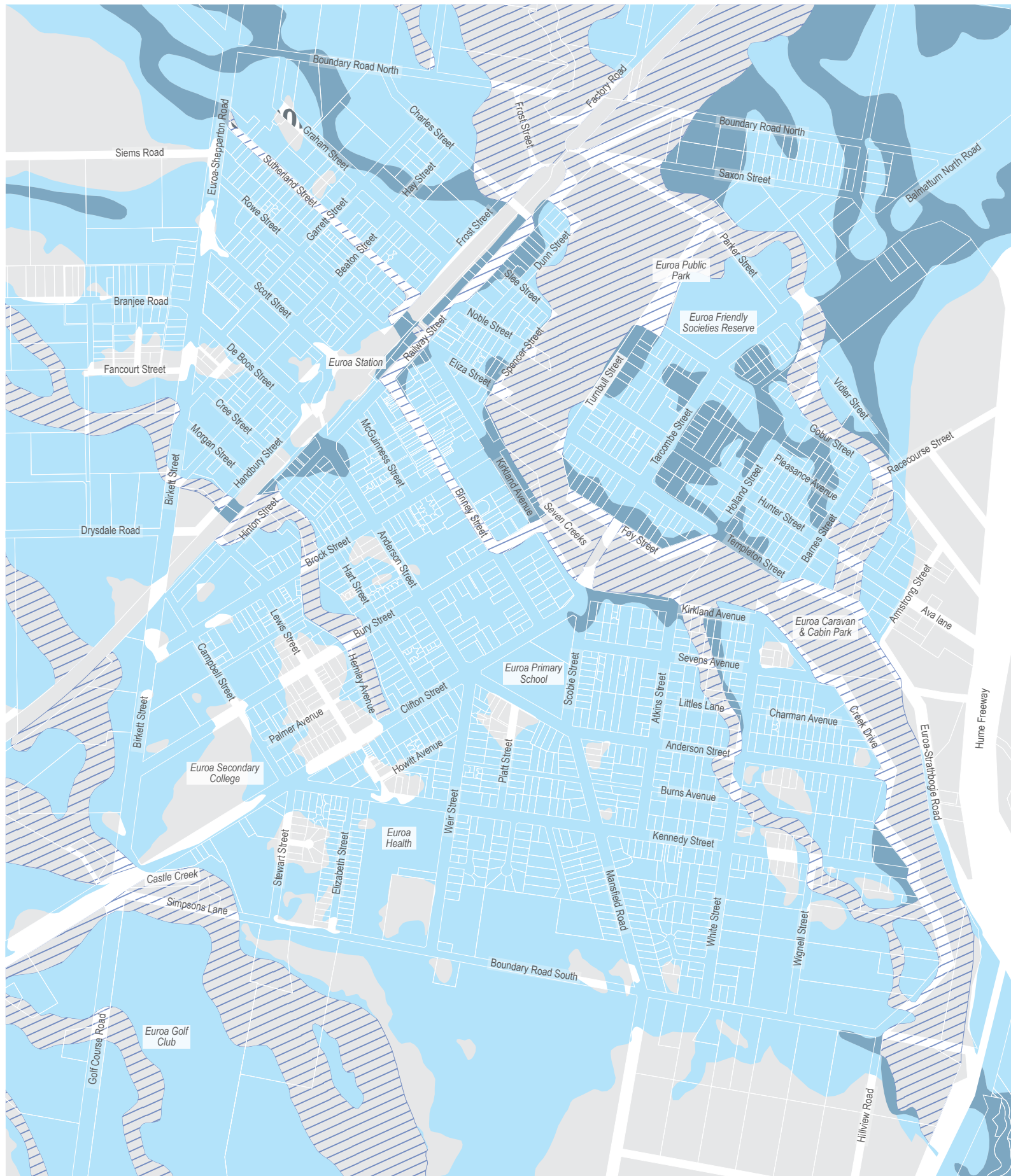
In a current initiative to encourage growth and investment the Strathbogie Shire is actively encouraging growth and investment through its 'rates holiday' program. In brief the Rates Holiday initiative was adopted in Council's 2017-18 Budget, granting a full rebate of two years rates for those eligible for the State's First Home Owners Grant. Eligible residents' will receive a waiver of their general rate and the municipal charge for a two year period.

In noting the factors which may increase population growth beyond current growth projections, clearly it is a case that Council would be strongly supportive of accelerated population growth and development within Euroa. Although the current land supply and demand analysis indicates there is no strategic need or justification for the rezoning of additional land, Council has an opportunity to continue implement programs such as the 'rates holiday' with a view to stimulating development of population growth beyond current projections. Council should then carefully monitor development approvals and population growth rates, and if an accelerated growth rate is noted in coming years, the timing of the need for new land to be rezoned will need to be reassessed.

As a further general comment regarding the area to the south of the town identified to be protected for future residential growth, it is noted to be large enough to effectively double the footprint of the town. This fact alone then highlights the importance of carefully plan and staging the future roll out of residential development in this area (at such time as it is considered for rezoning), so as to avoid adhoc development outlines, and to manage and streamline costs associated with the provision of essential infrastructure services.



Photo: New Dwelling in Euroa



legend

-  flood overlay (FO)
-  land subject to inundation overlay (LSIO)
-  urban flood zone

Figure 11, Flooding Impacts



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 Scale: 1:900 @ A3
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 Revision: A



**Euroa Growth
 Management Plan**

Flooding Impacts

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FLOODING IMPACTS

The township of Euroa has historically been subject to significant flooding impacts, which will continue into the future during significant weather events. The flooding impacts affecting the town are caused by Euroa being located within the Goulburn Broken Catchment, which covers 2,431,655 Ha or 10.5% of the State of Victoria and includes alpine areas. With Euroa being situated within a lower lying area of the catchment, flooding of the township is usually caused by the volume of rains elsewhere in the catchment, rather than falling within the township and its immediate surrounds.

The flooding risks the town is subject to has been formally acknowledged through the Strathbogrie Planning Scheme, through the extensive application of the Urban Floodway Zone (UFZ) and associated Floodway Overlay (FO) and Land Subject to Inundation Overlay (LSIO). The application of the flood related zone and overlays has been applied based on specific flood modeling data.

The extent of the application of these zones and overlays are illustrated on the flooding impacts plan

The functional operation and application of these controls is briefly summarised below:

- Urban Floodway Zone (UFZ) – this zone identifies the main floodplains within Euroa, and is applied to land with the greatest risk and frequency of being affected by flooding. Of particular note the Seven Creeks Reserve corridor is located within the UFZ, but is also applied to some private land. The UFZ seeks to ensure the safe passage and temporary storage of floodwater while also minimising flood damage erosion and sedimentation and protecting water quality.
- Floodway Overlay (FO) – this overlay predominantly affects land within close proximity to the floodplain as its purpose is to identify high risk areas associated with the greatest frequency of flooding. It has not been extensively applied within Euroa, rather has been targeted in its application.
- Land Subject to Inundation Overlay (LSIO) – this overlay applies to the vast majority of all land within the township. The purpose of the overlay is to ensure that development is responsive to the effects of the 1 in 100 year flood by minimising the possibility of flood damage and ensuring the free passage and temporary storage of floodwaters in flood fringe and storage areas while also protecting water quality.



December 2017 Flood (from internet)



December 2017 Flood (from internet)



December 2017 Flood (from internet)

EUROA TOWNSHIP STRATEGY



SETTLEMENT NETWORK

- Major growth location
- Medium to high growth location
- Significant change location
- Designated identified growth centre in Plan Melbourne⁽¹⁾
- Locations identified as 'Regional Cities' in a statewide context

OTHER KEY URBAN SETTLEMENTS

⁽¹⁾Plan Melbourne (Chapter 6 – State of Cities) identifies Broadford, Kilmore and Seymour as peri-urban towns with potential to attract housing and population growth out of Melbourne

- Cross-border settlements
- Support growth in these urban locations, and lifestyle opportunities
- Towns and areas in the Hume Region within Melbourne's Urban Growth Boundary
- Settlements external to the region

URBAN GROWTH AND HINTERLAND INFLUENCE

- Hinterland influence
- Areas within 100 km of central Melbourne

CONNECTIVITY

- National transport corridor (road and rail)
- Other major transport link
- Improved future transport link
- Freight and logistics precinct
- Melbourne metropolitan growth into the Hume Region

ECONOMIC DEVELOPMENT

- Strategic agricultural land

ENVIRONMENT

- Alpine resort
- Areas containing high value terrestrial habitat
- Public land
- Key water and tourism assets
- Murray River corridor

Figure 12: Extract of Clause 11:12 Hume Regional Growth Plan

PLANNING POLICY CONTEXT

The State Planning Policy Framework (SPPF) provides broad State level policy guidelines for land use and development throughout the state. Within the SPPF, Euroa is not specifically mentioned, nor identified as a major regional centre. Despite this, a range of policies within the SPPF are relevant and influence the context and preparation of the Township Strategy. Various relevant clauses of the SPPF are listed below (A detailed summary of the relevant SPPF is outlined in Appendix 1):

Clause 11.01 – Victoria includes an overarching objective:

“To promote the sustainable growth and development of Victoria and deliver choice and opportunity for all Victorians through a network of settlements”

This objective is to be implemented through the following relevant strategies:

- Clause 11.02-1 – Supply of urban land
- Clause 11.02-2 – Structure Planning
- Clause 11.03-1 – Activity Centre Network
- Clause 11.04-1 – Open Space Planning
- Clause 11.07-1 – Regional Planning

Clause 11.12 – Hume

Hume is another broadly relevant strategic policy of the SPPF which relates specifically to the Hume Region. This clause functionally cross-references Clause 11.01 – Victoria regarding for the need to plan towns in accordance with the relevant regional growth plan. In this instance it is noted to be the Hume Regional Growth Plan (Victorian Governments, 2014), where it has been formally translated into the Strathbogie Planning Scheme at Clause 11.12 Hume which contains sub sections relating to the economy, the environments and planning for Growth. These sub-sections are listed below

- Clause 11.12-1 - A Diversified Economy
- Clause 11.12-2 – Environmental Assets
- Clause 11.12-3 – Planning for Growth

To provide context, the Hume Regional Growth Plan Map (contained at Clause 11.12-5) identifies Euroa on their second tier of the settlement network where it is designated as a town to where growth and lifestyle opportunities should be supported. Refer to Figure 12.

Clause 12.01-1 – Protection of Biodiversity

Objective: To assist the protection and conservation of Victoria's biodiversity

Clause 12.04-2 – Landscapes

Objective: To protect landscapes and significant open spaces that contribute to character, identity and sustainable environments

Clause 13.02-1 – Floodplain Management

Objective: To identify land affected by flooding and assist in their protection of life, property and community infrastructure from flood hazard

Clause 12.03-1 – Use of Contaminated and Potentially Contaminated Land

Objective: To ensure potentially contaminated land is suitable for its intended future use and development, and that contaminated land is use safely

Clause 10.03-2 – Erosion and Landslip

Objective: To protect areas prone to erosion, landslip or other land degradation processes

Clause 13.03-3 – Salinity

Objective: To minimise the impact of salinity and rising water-tables on land uses, buildings and infrastructure in rural and urban areas and areas of environmental significance and reduce salt loads in rivers

Clause 13.05-1 – Bushfire Planning remains relevant as almost the entirety of the Euroa Township is designated as being bushfire prone. Clause contains an objective: to strengthen the resilience of settlements and communities to bushfire through risk-based planning that prioritises the protection of human life. This clause also contains a range of detailed strategies framed around: protection of human life; bushfire hazard identification and assessment; settlement planning; areas of high biodiversity conservation value; & use and development control in a Bushfire Prone Areas.

Clause 14.01-1 – Protection of Agricultural Land

Objective: To protect productive farmland which is of strategic significance in the local or regional context.

Clause 14.01-2 – Sustainable Agricultural Land Use

Objective: To encourage sustainable agricultural land use

Clause 14.02 – Water

Objective: To manage water catchments, protect water quality and manage water resources in a sustainable way

Clause 15.01-1 – Urban Design

Objective: To create urban environments that are safe, functional and provide good quality environments with a sense of place and cultural identity

Clause 15.02-1 – Energy and Resource Efficiency

Objective: To encourage land use and development that is consistent with the efficient use of energy and the minimisation of greenhouse gas emissions

Clause 15.03-1 – Heritage Conservation

Objective: To ensure the conservation of places of heritage significance and provides a range of targeted strategies to achieve this

Clause 15.03-2 – Aboriginal Cultural Heritage

Objective: To ensure the protection and conservation of places of Aboriginal cultural heritage significance and provides a range of targeted strategies to achieve this

Clause 16.01-1 – Integrated housing

Objective: To promote a housing market that meets community needs.

Clause 17 – Economic Development

Objective: To provide for a strong and innovative economy, where all sectors of the economy are critical to economic prosperity

Clause 18 – Transport

Objective: To ensure an integrated and sustainable transport system that provides access to social and economic opportunities, facilitates economic prosperity, contributes to environmental sustainability, coordinates reliable movements of people and goods, and is safe

Clause 19 – Infrastructure

Objective: To ensure that the development of social and physical infrastructure should enable it to be provided in a way that is efficient, equitable, accessible and in a timely manner



EUROA TOWNSHIP STRATEGY

Municipal Strategic Statement/ Local Planning Policy Framework

The Municipal Strategic Statement (MSS) and specifically Clause 21.01 Municipal Profile functions to outline the Strathbogie Shire's vision for land use and development and the key issues that inform this vision. This Clause outlines the Shire is home to approximately 10,000 residents and that Euroa is one of the municipalities four major towns, with the other three being Nagambie, Avenel and Violet Town.

Various relevant clauses of the MSS which influence the preparation of the Township Strategy are listed below.

Clause 21.01-2 – Key Influences outlines a range of relevant matters, which are summarised below:

- Sustainability: striving to improve sustainability in all elements of the community including; settlement patterns, the natural and built environment, community services and facilities; economic development and growth, infrastructure and asset provision.
- Settlement: The Shire is often faced with many land use conflicts due to the picturesque nature of much of the area, commonly between lifestyle properties and rural industries.
- Environment: the natural environment is under increasing pressures from development, agricultural practices and the emerging threat of climate change. In response the Shire will seek the protection of water, native vegetation and fauna and the encouragement of investment in renewable energy.
- Community: due to dispersed settlements it is important to have a variety of services and social infrastructure available, where community hubs and shared facilities are encouraged in the major settlements.
- Economic Growth: Development and growth is important, including opportunities for growth in the food, wine and equine industries and value-adding to the existing primary production, industries and retail enterprises/sectors.

Clause 21.01-3 – Vision (Strategic Framework)

“A Shire that drives and supports investment for population growth, shared wealth and wellbeing”.

Clause 21.02 – Sustainable Settlement acknowledges that the majority of the Shire is used for a variety of agricultural enterprises but has a large potential to attract ‘tree changers’ for rural living, given the close proximity to Melbourne and regional centres, which combine to make the Shire attractive to sustainable industry and tourism investment.

Clause 21.03-2 – Euroa specifically addressed the township; however, this Clause is predominantly based on the earlier Structure Plan from 2010. Noting that the current project is a review and update of the earlier work. Notwithstanding this, the nominated objectives of Clause 21.03-2 – Euroa are:

- To continue to develop Euroa as a weekend and short break destination, whilst maintaining its traditional roles as a rural service centre and ‘drop in’ location for Hume Freeway travellers.
- To maintain and enhance the Euroa ‘Village’ character through strengthening its compact central area, the strong presence of services and the attractive historic buildings and streetscapes

- To strengthen Euroa’s relationship with its rural hinterland through showcasing activities, events and local products that portray the way the town’s well vegetated streets and open spaces forging links with its landscape context

Clause 21.04 – Sustainable Environment

Key Issues:

Impacts on urban expansion on natural environment, flooding risk, bushfire risk, climate change, development in proclaimed water supply catchments, water quality / availability and long-term security

Objectives:

- Anticipating and adapting to the effects
- Managing water resources
- Protecting and enhancing natural environment
- Managing floodplains
- Minimising the risk to life, property and environment from bushfire
- Recognising and protecting places of heritage

Clause 21.05 – Sustainable Communities

Key Issues:

Lack of secondary and tertiary education providers, increase demand for services to support disability and aging trends, lack of hospital beds within Shire

Objectives:

- Support education / community hubs
- Provide a networked community which encourages equitable access to facilities and services

Clause 21.06 – Sustainable Economic Growth

Key Issues:

Environmental impacts on economy, lack of appropriate industrial zoned land and a shortage of skilled workforce for specific industries within Shire

Objectives:

- Promoting / encouraging the retention and diversification of agriculture
- Promoting the shire as a tourism destination
- Maximising transport networks and facilities within the Shire
- Supporting retail and commercial / industrial development within the Shire

Clause 21.07 – Sustainable Infrastructure

Key Issues:

Ageing infrastructure, poor drainage, lack of pedestrian and cycling infrastructure, limited public transport options, limited capacity to deliver new projects

Objectives:

- Ensure new developments are connected to reticulated services or have provision for adequate on-site treatment
- Ensuring safety and efficient functioning of the roads for a variety of users through providing sustainable transport options
- Ensuring that appropriate drainage infrastructure is installed and maintained

Zones

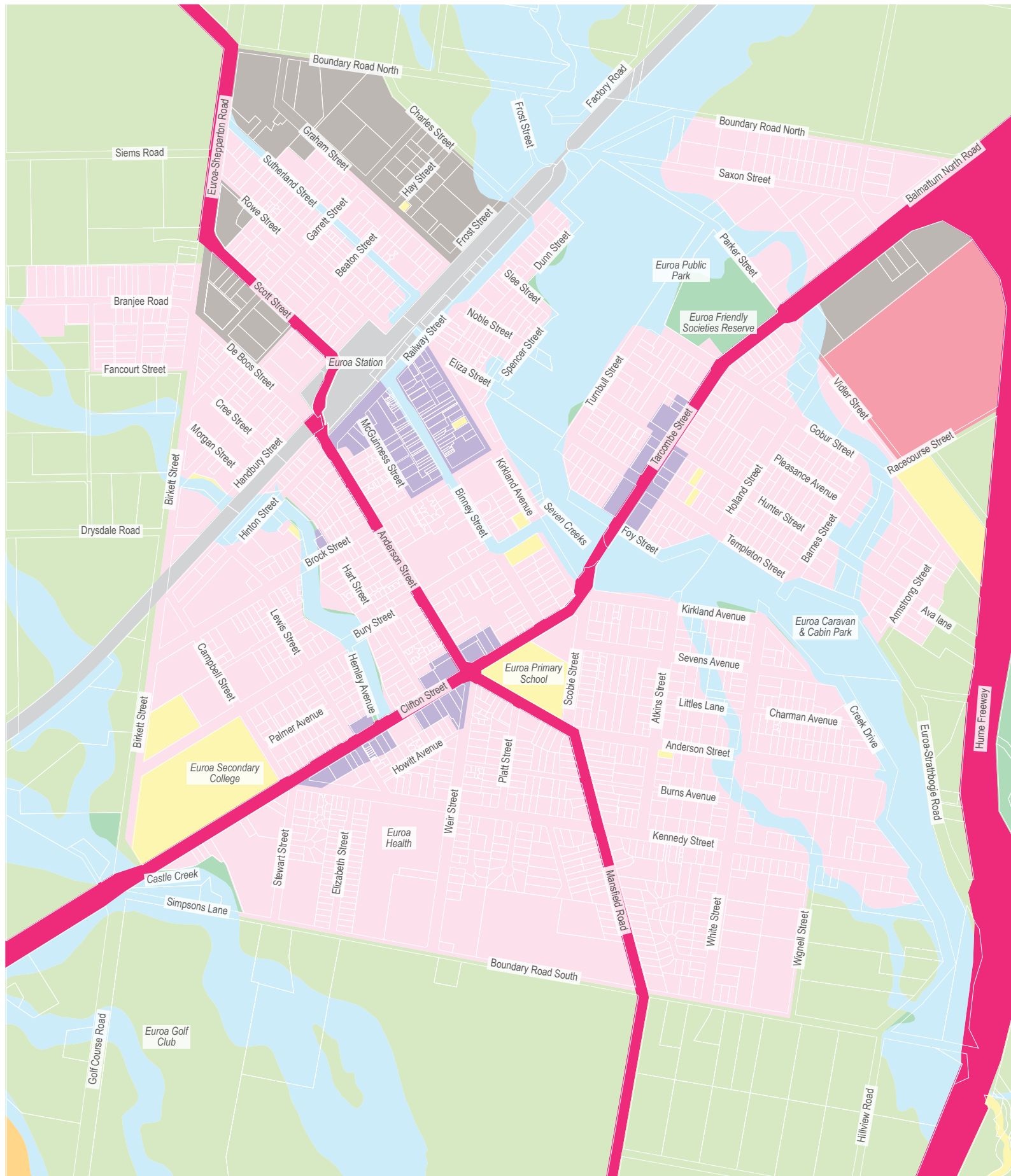
Land within the Euroa Township is currently located within the following zones:

- **General Residential Zone (GRZ1)** – the majority of the residential land within Euroa is located within the General Residential Zone. The purpose of this zone is to encourage a form of residential growth that diversifies the type of housing stock, particularly in locations with good access to transport and services, while at the same time, respecting the neighbourhood character of the area. Schedule 1 to the GRZ does not vary any of the ResCode standards or other requirements of the zone.
- **Commercial 1 Zone (C1Z)** – the main commercial area within the centre of town is located along Binney Street between Railway Street and Brook Street, with further commercially zoned land located along one side of parallel aligned streets of Kirkland Avenue and McGuiness Street. Further pockets of C1Z land are also dotted along the length Clifton Street, Tarcombe Street and Euroa Main Road, which is also referred to as Old Hume Freeway in recognition of its former highway function prior to the Hume/ Euroa Bypass being constructed. The purpose of the C1Z is to provide for a vibrant mix of retail, business, office, entertainment and community opportunities. Residential uses commensurate to the role and scale of the commercial centre is also encouraged.
- **Industrial 1 Zone (IN1Z)** – a 14 ha area of land located on the north west boundary of the township is located within the IN1Z. The purpose of the IN1Z is to accommodate industrial uses associated with manufacturing and the storage and distribution of goods while maintaining community safety.
- **Industrial 3 Zone (IN3Z)** – a number of sections of land totalling 8.5 ha of area located on the north west boundary of the township are located within the IN3Z. A further 5 ha area of land located on Tarcombe Street/ Euroa Main Road is within the IN3Z. The purpose of the IN3Z is to provide a buffer between the more intensive industrial zones and communities. This is achieved by allowing for limited retailing opportunities such as small-scale supermarkets.
- **Public Use Zone (PUZ)** – within the township are a number of Public Use Zones including PUZ1, PUZ4, PUZ2, PUZ6 and PUZ7. The purpose of the PUZ is to allow for public utilities and community services and facilities. Notable sites within the PUZ are the PUZ4 land associated with the railway corridor and PUZ2 land containing the primary and secondary schools.
- **Public Park and Recreation Zone (PPRZ)** – the PPRZ applies to sections of the Euroa Recreation Reserve not located within the UFZ. The purpose of the PPRZ is to recognise recreational areas and open space while also protecting significant conservation areas and allowing for limited commercial uses where appropriate.
- **Urban Floodway Zone (UFZ)** – the main floodplains within the township, particular the Seven Creeks Reserve corridor is located within the UFZ. The UFZ applies to land with the greatest risk and frequency of being affected by flooding. It seeks to ensure the safe passage and temporary storage of floodwater while also minimising flood damage erosion and sedimentation and protecting water quality.
- **Road Zone Category 1 (RDZ1)** – both Tarcombe Street and Anderson Street are located within the RD1Z. The RDZ1 applies to existing significant roads and land acquired for a proposed significant road.

Overlays

The Township is also affected by a number of Overlays including:

- **Floodway Overlay (FO)** – the Floodway Overlay predominantly affects land within close proximity to the floodplain as its purpose is to identify high risk areas associated with the greatest frequency of flooding. The Schedule to the overlay outlines a number of planning permit exemptions.
- **Land Subject to Inundation Overlay (LSIO)** – the Land Subject to Inundation Overlay (LSIO) applies to the vast majority of all land within the township. The purpose of the overlay is to ensure that development is responsive to the effects of the 1 in 100 year flood by minimising the possibility of flood damage and ensuring the free passage and temporary storage of floodwaters in flood fringe and storage areas while also protecting water quality. The schedule to the LSIO exempts a number of buildings and works from requiring a permit and outlines a number of Local Floodplain Development Plans.
- **Bushfire Management Overlay (BMO)** – the BMO covers land predominantly surrounding the river corridor to the south eastern most section of the township. The purpose of the BMO is to ensure that development prioritises the protection of human life whereby the risk to life and property is reduced to an acceptable level through the implementation of bushfire protection measures. Schedule 1 to the BMO applies to Euroa BAL-125 Areas and provides requirements for the construction or extension of one dwelling on a lot such as constructing to BAL-12.5, creating a 30 metre defendable space buffer, ensuring a static water supply and appropriate vehicle access.
- **Heritage Overlay (HO)** – the Heritage Overlay applies to a number of specific sites throughout Euroa such as the Broad Gauge Bridges (HO44) and Euroa Court House (HO3). Of note is that there are no precinct wide Heritage Overlays within the study area. The purpose of the HO is to conserve and enhance elements of heritage places by ensuring that development does not adversely affect the significance of heritage places.
- **Erosion Management Overlay (EMO)** – the Erosion Management Overlay applies generally to the riparian zone of Castle Creek located south of Simpsons Lane/ Boundary Road south. The purpose of the EMO is to protect areas prone to erosion, landslip or other land degradation processes, by minimising land disturbance and inappropriate development.



legend

- commercial 1 zone (C1Z)
- general residential zone (GRZ)
- low density rural zone (LDRZ)
- rural living zone (RLZ)
- farming zone (FZ)
- public park and recreation zone (PPRZ)
- industrial zone (INZ)
- urban floodway zone (UFZ)

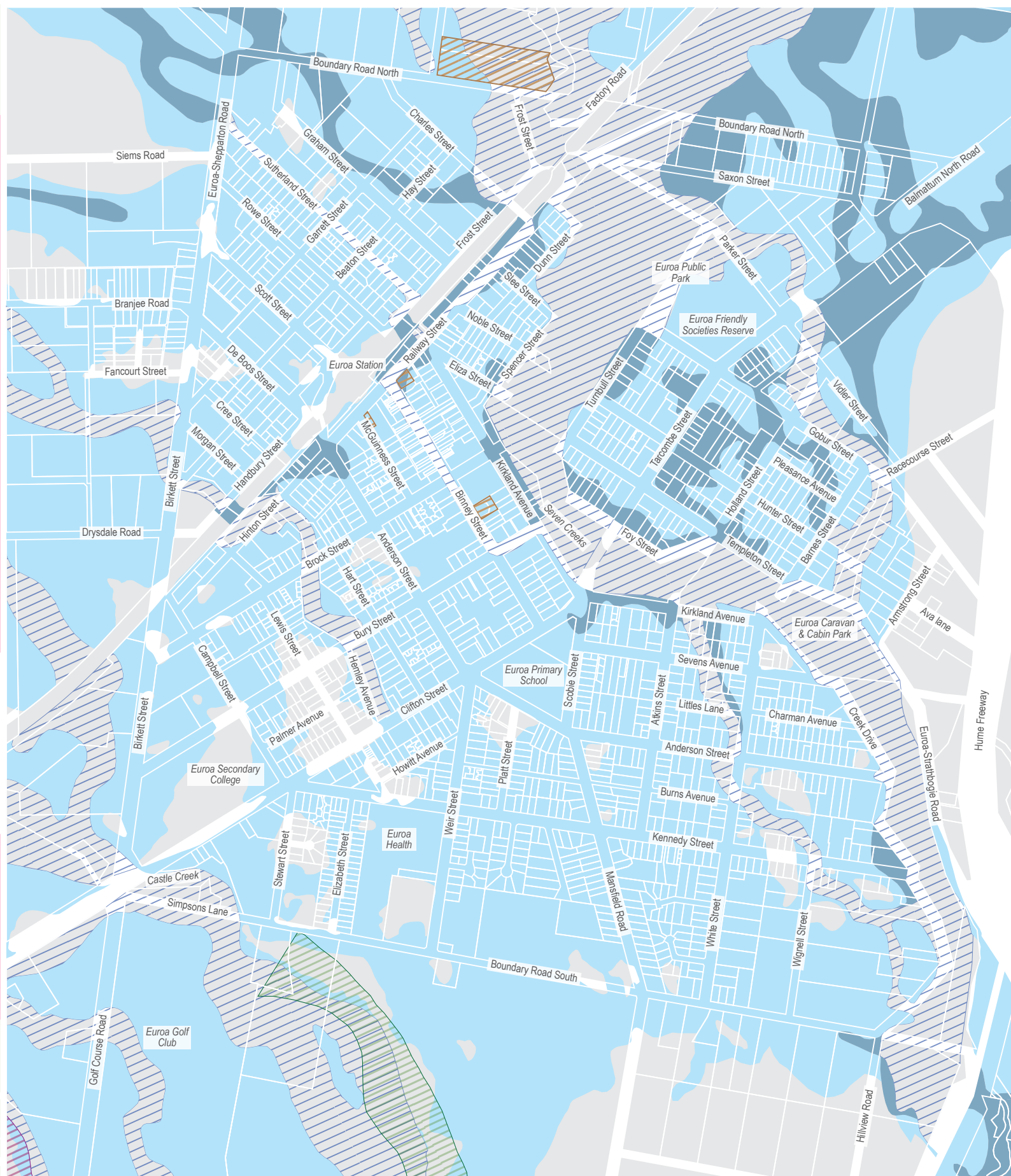
- public use zone (PUZ)
- public use zone - transport (PUZ4)
- road zone - category 1 (RDZ1)

Figure 13, Existing Zoning



Project Ref: 17.039
Dwg No.: UDD-002
Scale: 1:900 @ A3
Date: 24.04.2018
Revision: A

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legend

- development plan overlay (DPO)
- erosion management overlay (EMO)
- heritage overlay (HO)
- flood overlay (FO)
- land subject to inundation overlay (LSIO)
- urban flood zone



Euroa Growth Management Plan

Existing Overlays

Figure 14, Existing Overlays



Project Ref: 17.039
 Dwg No.: UDD-003
 Scale: 1:900 @ A3
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PART B

DRAFT VISION & OBJECTIVES / DRAFT KEY THEMES
& OBJECTIVES

Draft Vision & Objectives / Draft Key Themes & Directions

Based on the background analysis completed and documented to date, a Draft Vision & Objectives and Draft Key Themes & Directions have been devised. The intention of this material is to generate early community discussion and debate on such key matters, prior to a draft Township Strategy being prepared. The Draft Vision & Objectives and Draft Key Themes and Directions are outlined below.

DRAFT VISION & OBJECTIVES

Based on the background analysis completed to date, a draft vision statement and associated objectives has been preparation for consideration. It is anticipated this will be refined through the preparation and development of the Euroa Township Strategy.

Draft Vision

In 2040 Euroa will be:

- *A compact and contained family oriented rural township with a friendly and inclusive community spirit.*
- *A township character which is positively influenced by location within a broader rural landscape.*
- *A well designed, pleasant, pedestrian friendly town centre with ample commercial uses and activities serving the day to day needs of the local community.*
- *A vibrant, inviting, attractive and clean township with well-designed, tree-lined streetscapes and pedestrian/ cycle connections linking all major community hubs (incl. school, community buildings, recreation reserves, sports ovals etc.).*
- *A township with tourism focused activities and associated accommodation which leverage off its picturesque rural township character.*
- *A township that is easy to get to and around, with safe walking and cycling facilities, reliable public transport services and direct access to a range of car parking options.*
- *A township that is welcoming and provides attractive travel facilities for all local and regional visitors*
- *A township with a strong local economy, including the primacy of commercial activity focused within the town centre, and supporting commercial activities on commercially zoned land along Euroa Main Road.*
- *A township with supporting industrial activity and supporting employment base*
- *A township that showcases its history and protects significant heritage buildings and precincts.*



EUROA TOWNSHIP STRATEGY

Draft Objectives

- *To acknowledge the established format of existing housing stock, which predominantly consists of single detached dwellings on larger landscaped allotments.*
- *To explore opportunities for the provision of a more diverse range of housing types to suit lifestyle choices and assist aging in place.*
- *To clearly identify vacant existing residential zoned land within the township which can accommodate future projected population growth.*
- *To identify potential future long-term locations for the growth of the township without compromising its compact rural township character within a wider landscape setting.*
- *To ensure new residential land is not created through rezonings until existing, unconstrained residential land is exhausted.*
- *To manage and appropriately respond to the impact of flooding throughout Euroa.*
- *To develop a township heart through the definition and strengthening of the commercial/ retail role, including provision of clear public realm and built form guidance for future development.*
- *To improve the presentation of Main Street (Binney Street).*
- *To improve pedestrian and cyclist mobility and infrastructure throughout the township, including links to commercial and community activity nodes.*
- *To minimise pedestrian and vehicular conflict zones, and particularly within the Main Street (Binney Street).*
- *To improve street amenity through planned targeted streetscape planting and maintenance regime.*
- *To improve pedestrian links over the existing railway alignment to better connect the east and sections of the township.*
- *To increase Euroa's profile as a tourist destination offering varied experiences, attractions and accommodation types.*
- *To capitalise on the town's relationship and proximity to the passing travellers on the Hume Highway.*
- *To enhance and promote the town's facilities and amenity to entice traveller's and visitors off the Hume Highway.*
- *To protect and enhance the town's heritage assets.*

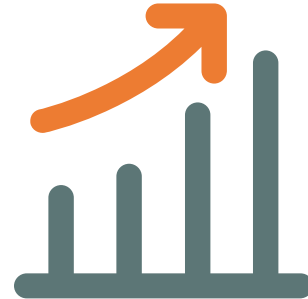
DRAFT KEY THEMES & DIRECTIONS

In addition to the Draft Vision & Objectives, Draft Key Themes & Directions have been devised.

Following the documented background analysis, four key themes and directions for the Euroa Township Strategy have been identified as follows:

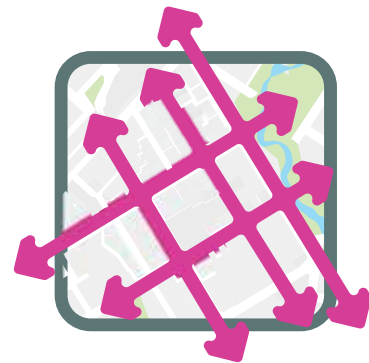
THEME 1:

MANAGE TOWNSHIP GROWTH & PROSPERITY



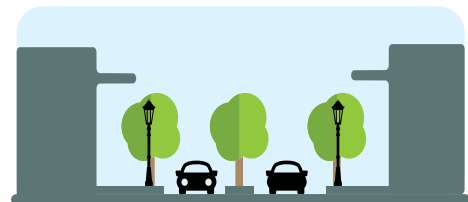
THEME 2:

ESTABLISH A WELL CONNECTED & ACCESSIBLE TOWNSHIP



THEME 3:

UPGRADE PUBLIC STREETSCAPES



THEME 4:

CELEBRATE EUROA'S HISTORIC & NATURAL ASSETS



These four key themes have been used to frame a range of identified issues and opportunities which will form the basis of community consultation on the potential directions of the Euroa Township Strategy.

An elaboration of identified issues and opportunities under each of these four key themes and directions is provided below, which is intended to act as a prompt for discussion and feedback, which in turn will influence the future preparation of the Euroa Township Strategy.



EUROA TOWNSHIP STRATEGY

Theme 1:

Manage Township Growth and Prosperity



A number of issues, opportunities and questions for consideration and discussion have been identified under Theme 1: Manage Township Growth and Prosperity, which are outlined below.

Issues

- Limited population growth within Euroa projected to 2031 (i.e. approximately 200-300 new residents - or 13-20 people per annum).
- A current potential supply of 446 existing residentially zoned lots within the township (i.e. based on a supply of 368 vacant lots and 78 infill lots).
- Projected population growth can be easily accommodated on existing vacant residentially zoned land.
- Age profile of Euroa is weighted to older age brackets and will continue to age in future, which raises issues of the need for alternate forms of housing to create opportunity to 'age in place'.
- Preferred location for future conventional residential development has been identified by 2010 strategic study (located to the south of Boundary Road South).
- Euroa Town Centre is a thriving multi-functional activity centre with a low level of vacancy, however there is potential for unplanned major commercial uses to establish on commercial zoned land on the Euroa Main Road which could fragment the commercial role of town.
- Based on forecast demand for retail and commercial space in the period through to 2036, it may support a further small supermarket in the town towards the end of the period.
- Based on forecast demand for industrial land in the period through to 2036, this could be accommodated on existing vacant industrially zoned land and buildings.
- Should a larger industrial investor require a site in Euroa, there are potential suitable parcels if land is rezoned (alternatively, a larger industrial investor could be directed to nearby towns that have substantial existing industrial land available).

Opportunities

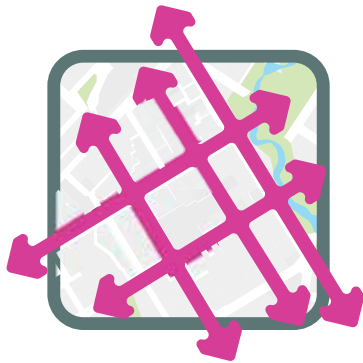
- Encourage the development and subdivision of existing residentially zoned land first to accommodate projected population growth over rezoning additional land.
- Nominate the location for future residential development to the south of the township (located to the south of Boundary Road South as nominated by a 2010 strategic study).
- Protect future residential land from further fragmentation, but not facilitate any rezoning for residential purposes until required by demand assessment (anticipated to be beyond the timeframe of this study).
- Consider appropriate forms of new housing to assist with 'aging in place'.
- Protect the primacy of Euroa Town Centre, but rezoning Commercial 1 Zone (C1Z) and on Euroa Main Road to the Commercial 2 Zone (C2Z).
- Encourage large format retail/wholesale and hospitality activities to locate on the Euroa Main Road.
- Encourage any new proposed supermarket to be located within the town centre, including nomination of preferred potential location/s.

Questions for Consideration & Discussion

- What alternate forms of housing are wanted/ required to provide opportunity to 'age in place'? (i.e. dual occupancy, villa units etc).
- Where should alternate forms of housing be located to assist with 'aging in place'? (i.e. within a short walking distance to Euroa Town Centre).
- Is it important to ensure that any new or more intense forms of housing respond to the town's neighbourhood character and 'fit' sensitively within the residential streetscapes?
- If proposed in future, where are the preferred location/s for a new supermarket within the town centre?
- Should new larger format development responds to the town's existing built form character to 'sit' sensitively within the Main Street context?
- Is it important for any new commercial development on commercially zoned land on McGuinness Street and Kirkland be appropriately designed to address the residential frontages located opposite?

Theme 2:

Establish a well-connected and accessible Township



A number of issues, opportunities and questions for consideration and discussion have been identified under Theme 2: Establish a Connected and Unified Township, which are outlined below.

Issues

- The rail corridor presents a barrier between the town centre and north west section of the town
- The proposed Inland Rail project has the potential to further compound the separation and disconnection of the north east section of the town.
- Lack of designated off road cycle and pedestrian pathway network to connect key community assets.

Opportunities

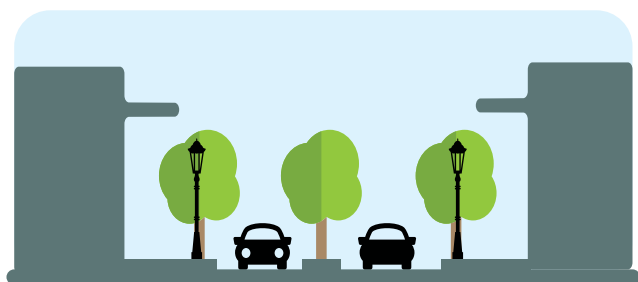
- Potential to improve visual and physical pedestrian connections from Binney Street across rail corridor
- Working closely with Inland Rail program to optimise outcomes relating to pedestrian connections over the railway tracks and between station platform and surrounding area/town centre.
- Designation and implementation of priority cycle and pedestrian pathway network to connect key community assets.

Questions for Consideration & Discussion

- Is upgrading pedestrians links over/ under the railway tracks a good idea?
- Where would a priority pathway network to connect and improve linkages to key community assets be located throughout the town? For discussion purposes a suggested route illustrated on *Figure 15 - Pedestrian Priority Pathways*.

Theme 3:

Upgrade Public Streetscapes



A number of issues, opportunities and questions for consideration and discussion have been identified under Theme 3: Upgrade Public Streetscapes, which are outlined below.

Issues

- The public realm and urban form of the town centre is tired and would benefit from new physical upgrades.
- Potential lack of available funding putting limitations on the extent of upgrades to public streetscapes which may be possible.
- Potential to incorporate a (tourist) bus focal point on Binney Street.
- Potential for differing community views on how an upgraded town centre may be presented.
- Existing residential dwellings on McGuinness Street and Kirkland Avenue are located on land within Commercial 1 Zone (C1Z), and therefore may be targeted for future commercial development.

Opportunities

- Potential to create a pedestrian friendly 'village centre'.
- Potential to create a 'clear' focal point on Binney Street for visitors and tourists to start their exploration of the town centre.
- Potential to unify the commercial centre through the design of pathways, public seating/ shelters, lighting etc.
- Consider a variety of conceptual options for the upgrade to the public realm of the town centre.
- Providing the Euroa community an opportunity to consider preferred option/s for the future of the town centre.
- Consider how to best connect commercially zoned land along McGuinness Street and Kirkland Avenue with the existing town centre located on Binney Street.

Questions for Consideration & Discussion

- What is the preferred look, feel, and design of the Euroa town centre in the future?
- What type of events and functions is the town centre envisaged to 'host' and cater for?
- What is the traffic function of Binney Street and what are the largest vehicles it is intended to cater for?
- How should the commercially zoned land along McGuinness Street and Kirkland Avenue be best connected and incorporated with the existing town centre located on Binney Street?
- What types of commercial activity, business and services are wanted/ needed?

Theme 4:

Celebrate Euroa's Historic and Natural Assets



A number of issues, opportunities and questions for consideration and discussion have been identified under Theme 4: Celebrate Historic and Natural Assets, which are outlined below.

Issues

- Lack of publicly available information on the Aboriginal history and knowledge of the region.
- The Heritage Overlay (HO) applies only to a select number of specific sites within Euroa, however the Strathbogie Shire Heritage Study identifies the need for further sites to be protected and the potential application of precinct based Heritage Overlays.
- The natural landscape setting surrounding Euroa is a critical part of its character, which could be eroded through inappropriate development.

Opportunities

- Conduct aboriginal historical investigation to better understand the development of Euroa.
- Incorporate the findings of the Strathbogie Shire Heritage Study and determine if formal heritage protection of 'sites of potential heritage significance' is warranted either through additional site specific designations, or a precinct based overlay.
- Consider implementing a Euroa Heritage Trail, including identification of an access path network.
- Identify the important natural landscape views/ outlooks/ township approaches which are critical to the existing character of Euroa.

Questions for Consideration & Discussion

- How could the Aboriginal history of the area be better acknowledged and celebrated within Euroa?
- What existing heritage assets within Euroa should be considered for formal planning protection?
- What the important natural landscape views/ outlooks/ township approaches which should be acknowledged and protected as critical to the existing character of Euroa?



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PART C

TOWN CENTRE CONCEPTS

Town Centre Concepts

In addition to the Draft Vision & Objectives / Draft Key Themes & Directions documented in Park B, some Draft Town Centre Concepts have been prepared. The intention of this material is to prompt and generate early community discussion and debate on key matters relating to the future of Euroa's town centre. The draft concept work will then be further refined and developed during the preparation of the Euroa Township Strategy.

- 1 A REFRESH:**
NEW PAVEMENT TREATMENTS AND FURNITURE



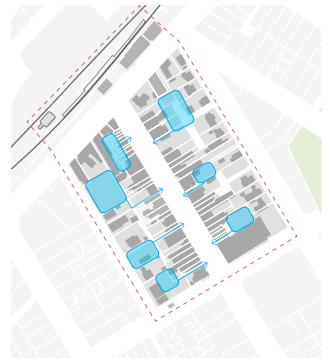
- 5 SHOPFRONT FACADE:**
A HERITAGE SHOPFRONT AND FACADE FUND TO RESTORE & MAINTAIN THE PRESENTATION OF BUILDING AND STRUCTURAL SAFETY OF THE VERANDAHS



- 2 SHARED SPACE:**
IDENTIFICATION AND PROVISION OF A SECTION OF SHARED SPACE



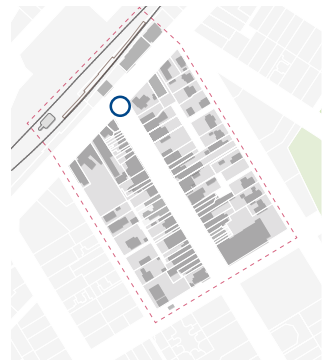
- 6 LINKAGES:**
ENHANCE OFF-STREET PARKING OPPORTUNITIES AND IMPROVE LINAGES TO BINNEY STREET



- 3 ADDITIONAL TREES:**
ADDITIONAL KERB OUTSTANDS AND TREE PROVISION



- 7 ROUNDABOUT:**
A ROUNDABOUT AT INTERSECTION OF BINNEY STREET & RAILWAY STREET



- 4 LIGHTING:**
A LIGHTING UPGRADE



- 8 PEDESTRIAN CONNECTIONS:**
ADDITIONAL/IMPROVED EAST-WEST PEDESTRIAN CONNECTIONS ACROSS THE RAILWAY TRACKS





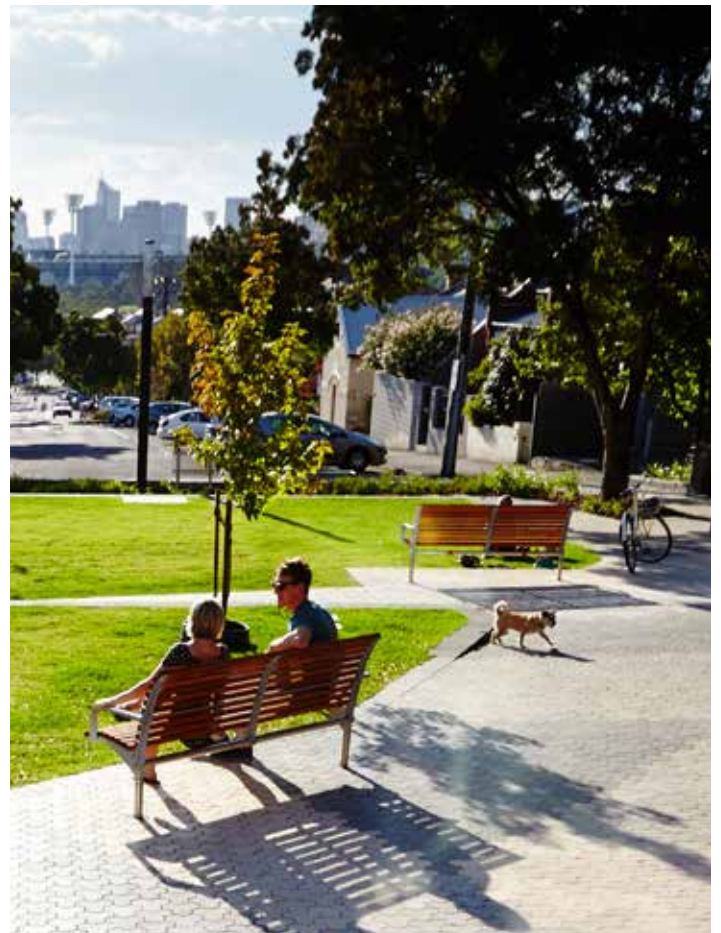
EUROA TOWNSHIP STRATEGY

Concept 1: A Refresh

New pavement treatments and furniture



This 'refresh' could include a superficial upgrade and tidy up of the existing Binney Street hardscape and the provision on new street furniture, such as bench seats, bins, etc. The main rationale behind such a minimalist streetscape upgrade would be to visually enhance the 'look and feel' of the public realm in a cost effective manner. Such an upgrade would not fundamentally change the arrangement or layout of the streetscape or position of kerbs, street trees or furniture. It would be a simple application of new surface treatments in either key sections of the footpath and for its entirety in order to replace or insert new high-quality materials (such as brick, textured concrete, pavers or blue stone) into the otherwise existing asphalt footpath.



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Concept 2: Shared Space

Identification and provision of a section of shared space



A shared space, would be where a section of the existing Binney Street road pavement (including on-street car parking) is removed and the public realm is re-designed to create a space to be equally shared by people and cars. Essentially the footpath condition would be extended across the existing road pavement in order to give pedestrians priority over vehicles. The main concept that underpins a shared space is to minimise the formal segregation between people and vehicles, by removing road elements such as kerbs, road surfaces and markings. In order to create a street environment whereby the motorist no longer has priority.

The provision of a shared space would be a significant public realm project that would be a transformative change to the existing Binney Street profile. It would require detailed investigations into the existing pedestrian movements, desire lines, traffic movements and car parking provision as well as consultation with property and business owners in order to first determine if a shared space is appropriate, and if so, second to explore and determine its position within the main street and its extent and design.





EUROA TOWNSHIP STRATEGY

Concept 3: Additional Trees

Additional kerb outstands and street tree provision



This initiative essentially seeks to 'green' the Binney Street streetscape through the provision of additional opportunities for street trees and potential ground covers or footpath extensions. It is envisaged that this could be done through the installation of kerb outstands that would accommodate new trees within the existing road pavement area. The extent and placement of such kerb outstands would need to be determined and would most likely result in the loss of a few existing on-street car park spaces.



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Concept 4: Lighting

A lighting upgrade



A lighting upgrade could be provided via a provision of various types of either new or additional lights within the public realm. Such lighting upgrades could include:

- Upgrade or replacement of the existing street lamps;
- Under-verandah lighting, to illuminate the footpaths and shop-fronts;
- In-ground LED lighting in the footpath, to subtly illuminate the footpaths and shop-fronts;
- Integrated lighting within new street furniture;
- Up-lights or LED fairy (string) lines to illuminate the street trees;
- Up-light on either verandahs or in the footpath (if no verandah) to illuminate the valued heritage building facades, parapets; and
- A lighting upgrade will enhance the image and perceived safety of the town centre at night and encourage greater use and activity into the evenings.



Concept 5: Shopfront Facade

A heritage shopfronts and facades fund



In order to maintain and enhance the valued presentation of the heritage shopfronts which line Binney Street, a 'fund' or financial incentives could be set-up or provided by Council in order to assist in the restoration, presentation and maintenance of the facades and verandahs. Essentially, this would be a community initiative in order to ensure the preservation of shopfronts that are in danger of falling into a 'state of disrepair'.

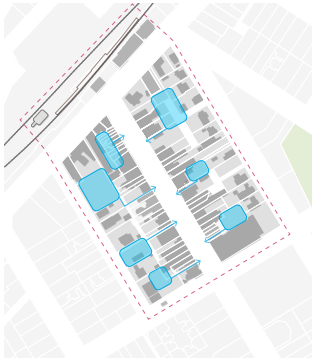




EUROA TOWNSHIP STRATEGY

Concept 6: Linkages

Enhance off-street parking & improve linkages to Binney St

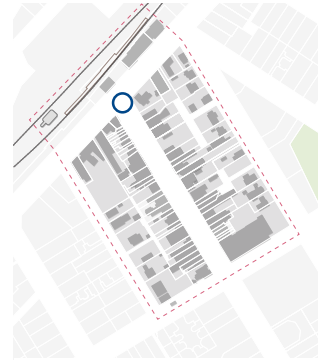


This would include upgrading the various off-street car park areas which exist to either side of Binney Street, on private land. Ideally, this would include provision of more formal car park arrangements (such as aisle line marking) and surface treatments, in order to make these off-street parking areas for efficient and attractive to motorists.

In addition, public realm upgrades should occur to the pedestrian laneways and linkages that connect these car parks to Binney Street. Such upgrades could include new hardscape treatments in the pedestrian laneways, which effectively continue the 'main street' treatment and provision of lighting.

Concept 7: Roundabout

A roundabout at intersection of Binney St and Railway St



The T-intersection at the western end of Binney Street has been identified as requiring an upgrade in order to more safely accommodate the turning movements of larger vehicles and caravans. A roundabout has been recommended as the most appropriate traffic management device. The roundabout prevents U-turns on Binney St and aids in creating a safer pedestrian environment in the commercial centre. It is also recommended that safe pedestrian crossing facilities are also provided on all corners of the intersection as part of any roundabout construction.



Hansen Partnership Pty Ltd



Concept 8: Pedestrian Connections

Additional/ improved east-west pedestrian connections across the railway tracks



Given the Inland Rail proposal, there is a significant opportunity to re-establish the 'western' approach and 'gateway' into the town centre. Depending on the ultimate outcome of the Inland Rail, Council and the community should advocate for improved connections across the existing rail corridor and to the train station.





EUROA TOWNSHIP STRATEGY

Where to from here?

This Issues and Opportunities report has sought to draw together a large volume of background investigation and analysis conducted to date.

It seeks to 'set the scene' of what are the important issues for Euroa to consider as part of the preparation of the Township Strategy. It is essentially an informative document which is the start of the conversation about the growth and development of Euroa, and particularly how the Town Centre could be refreshed and upgraded.

The intention is to conduct community consultation sessions on the Issues and Opportunities report to gather initial ideas and feedback, which will be an important part of informing the preparation and development of a draft Euroa Township Strategy.

Following the conclusion of community consultation on this Issues and Opportunities report, all feedback received will be considered during the preparation of the draft Euroa Township Strategy. The draft Township Strategy will also be subject to further community consultation in due course.







APPENDIX A

PLANNING POLICY CONTEXT

The State Planning Policy Framework (SPPF) provides broad State level policy guidance for land use and development throughout the state. Within the SPPF, Euroa is not specifically mentioned, nor is identified as a major regional centre. Despite this, a range of policies within the SPPF are relevant and influence the context and preparation of the Township Strategy.

Various relevant clauses of the SPPF are summarised below, which will have varying degrees of influence over the preparation of the Township Strategy.

Clause 11.01 – Victoria includes an overarching objective: “To promote the sustainable growth and development of Victoria and deliver choice and opportunity for all Victorians through a network of settlements”. This objective is to be implemented through the following relevant strategies:

- Ensure regions and their settlements are planned in accordance with any relevant regional growth plan (NOTE: the relevant growth plan in this instance is the Hume Regional Growth Plan (Victorian Government, 2014).
- Guide the structure, functioning and character of each settlement taking into account municipal and regional contexts and frameworks.
- Provide for growth in population and development of facilities and services across a region or sub-region network.
- Promote transport and communications and economic linkages between the various settlements through the identification of servicing priorities in regional land use plans.
- Strengthen transport links on national networks for the movement of commodities
- Deliver networks of high-quality settlements by:
 - Building on strengths and capabilities of each region across Victoria to respond sustainably to population growth and changing environments.
 - Developing networks of settlements that will support resilient communities and the ability to adapt and change.
 - Balancing strategic objectives to achieve improved land-use and development outcomes at a regional, catchment and local level.
 - Preserving and protecting features of rural land and natural resources and features to enhance their contribution to settlements and landscapes.
 - Encouraging an integrated planning response between settlements within regions and in adjoining regions and states in accordance with the relevant regional growth plan.
 - Providing for appropriately located supplies of residential, commercial, and industrial land across a region, sufficient to meet community needs in accordance with the relevant regional growth plan.
 - Improving transport network connections within and between regional cities, towns and Melbourne.

The SPPF contains other relevant broad level strategic objectives, of which includes:

Clause 11.02-1 - Supply of urban land seeks to ensure a sufficient supply of land is available for residential, commercial, retail, industrial, recreational, institutional and other community uses.

- In planning for growth Clause 11.02-1 includes the key strategy to: Plan to accommodate projected population growth over at least a 15 year period and provide clear direction on locations where growth should occur. Residential land supply will be considered on a municipal basis, rather than a town-by-town basis.
- Clause 11.02-2 Structure planning: To facilitate the orderly development of urban areas.
- Clause 11.03-1 Activity centre network: To build up activity centres as a focus for high-quality development, activity and living for the whole community by developing a network of activity centres.
- Clause 11.03-2 Activity centre planning: To encourage the concentration of major retail, residential, commercial, administrative, entertainment and cultural developments into activity centres which provide a variety of land uses and are highly accessible to the community
- Clause 11.04-1 Open space planning: To assist creation of a diverse and integrated network of public open space commensurate with the needs of the community
- Clause 11.04-2 Open space management: To provide for the long term management of public open space

Clause 11.07 - Regional Planning is a broadly relevant strategic policy of the SPPF which relates specifically to regional Victoria. The objective of this Clause 11.07-1 Regional planning is:

- To develop regions and settlements which have a strong identity, are prosperous and are environmentally sustainable.

An abridged list of strategies under Clause 11.07-1 Regional planning includes:

- Ensuring settlements are planned in accordance with the relevant regional growth plan.
- Strengthening networks of settlements through transport links, digital connectivity, spatial patterns of service delivery & commercial activity etc.
- Directing growth to locations to achieve efficient and sustainable infrastructure provision.
- Ensuring sufficient supply of appropriately located and zoned land to meet regional needs.
- Managing settlement growth to deliver positive land-use and natural resource outcomes.
- Avoiding development impacts on land containing high biodiversity values, landscape amenity, water conservation values, food production, cultural heritage etc.
- Ensuring that the capacity of major infrastructure (including highways, railways etc) is not adversely affected by urban development.
- Focusing major government and private sector investments in regional cities and centres on major transport corridors, particularly railway lines.

- Providing adequate and competitive land supply, to meet future housing and urban needs and to ensure effective utilisation of land.
- Strengthening settlements by ensuring that retail, office-based employment, community facilities and services are concentrated in central locations.
- Siting and designing new development to minimise risk to life, property, the natural environment from natural hazards, such as bushfire and flood.
- Developing adaptation response strategies for existing settlements in hazardous and high risk areas to accommodate change over time.
- Encouraging reduced energy and water consumption through environmentally sustainable subdivision and building design.
- Encouraging settlements to support sustainable transport to reduce greenhouse emissions.
- Encouraging high-quality design which respects the heritage, character and identity.
- Ensuring development respects and enhances the scenic amenity, landscape features.
- Limiting urban sprawl and directing growth into existing settlements.
- Ensuring land that may be required for future urban expansion is not compromised.
- Creating opportunities to enhance open space networks within and between settlements.
- Responding to changing community needs regarding social infrastructure and services.
- Encouraging development of compact urban areas based around existing activity centres.
- Improving the availability of a diverse range of affordable accommodation.
- Supporting innovative ways to maintain equitable service delivery to settlements that have limited or no capacity for further growth, or that experience population decline.

Clause 11.12 – Hume is another broadly relevant strategic policy of the SPPF which relates specifically to the Hume Region. This clause functionally cross-references Clause 11.01 – Victoria at its regarding for the need to plan towns in accordance with the relevant regional growth plan. In this instance it is noted to be the Hume Regional Growth Plan (Victorian Government, 2014), where it has been formally translated into the Strathbogie Planning Scheme at Clause 11.12 – Hume.

To provide context, the Hume Regional Growth Plan Map (contained at Clause 11.12-5) identifies Euroa on their second tier of the settlement network where it is designated as a town to where growth and lifestyle opportunities should be supported. Refer to the Map below.

Clause 11.12 – Hume contains sub sections relating to the economy, the environment and planning for growth. A summary of each of these sub-sections is outlined below.

Clause 11.12-1 A diversified economy contains a single objective: To develop a more diverse regional economy while managing and enhancing key regional economic assets.

An abridged list of strategies under Clause 11.12-1 A diversified economy includes:

- Plan for a diverse and sustainable economy by supporting existing economic activity and encouraging new and developing forms of industry, agriculture, tourism and energy.
- Support tourism activities, including nature-based tourism.
- Support large commercial tourism uses in urban locations or rural areas of lower agricultural value and away from areas identified as strategic agricultural land.
- Facilitate rural tourism that supports agricultural business such as cellar door and farm sales.
- Avoid encroachment from rural residential settlement to strategic agricultural land.
- Support agricultural production through the protection and enhancement of infrastructure.
- Support clustering of intensive rural industries and agricultural production.
- Create renewable energy hubs that support co-location of industries.

Clause 11.12-2 Environmental assets contains a single objective: To protect environmental and heritage assets, and maximise the regional benefit from them, while managing exposure to natural hazards and planning for the potential impacts of climate change.

The relevant strategies under Clause 11.12-2 Environmental assets includes: Conserve water and manage waterways and storages as key environmental, social and economic assets.

Clause 11.12-3 Planning for growth contains a single objective: To focus growth and development to maximise the strengths of existing settlements.

An abridged list of strategies under Clause 11.12-3 Planning for growth includes:

- Support growth and development in other existing urban settlements and foster the sustainability of small rural settlements.
- Maintain and enhance the distinctive and valued characteristics of settlements in the region.
- Support improved access to a range of employment and education opportunities.

In noting the relevant SPPF policies summarised above, are further clarified at the municipal and local level through the Local Planning Policy Framework (LPPF), which contains the Municipal Strategic Statement (Clause 21) and Local Planning Policies (Clause 22). Elements of the LPPF which are relevant to the Euroa Township Strategy are addressed in the section following below.



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Clause 12.01-1 Protection of biodiversity contains a single objective: to assist the protection and conservation of Victoria's biodiversity. This broadly relevant clause contains strategies to ensure decision making takes into account the impacts of land use and development on Victoria's biodiversity.

Clause 12.04-2 Landscapes contains a single objective: to protect landscapes and significant open spaces that contribute to character, identity and sustainable environments. Relevant strategies to achieve this objective include:

- Ensure sensitive landscape areas such as the bays and coastlines are protected and that new development does not detract from their natural quality.
- Improve the landscape qualities, open space linkages and environmental performance in green wedges and conservation areas and non-urban areas.
- Recognise the natural landscape for its aesthetic value and as a fully functioning system.
- Ensure natural key features are protected and enhanced to protect and conserve environmentally sensitive areas

Clause 13.02-1 Floodplain Management is of clear relevance given the propensity of Euroa to flood and contains the following objective: to assist the protection of:

- Life, property and community infrastructure from flood hazard.
- The natural flood carrying capacity of rivers, streams and floodways.
- The flood storage function of floodplains and waterways.

Strategies to assist with the achievement of the above objective include:

- Identify land affected by flooding, including floodway areas, as verified by the relevant floodplain management authority, in planning scheme maps. Land affected by flooding is land inundated by the 1 in 100 year flood event or as determined by the floodplain management authority.
- Avoid intensifying the impacts of flooding through inappropriately located uses and developments.
- Locate emergency and community facilities (including hospitals, ambulance stations, police stations, fire stations, residential aged care facilities, communication facilities, transport facilities, community shelters and schools) outside the 1 in 100 year floodplain and, where possible, at levels above the height of the probable maximum flood.
- Locate developments and uses which involve the storage or disposal of environmentally hazardous industrial and agricultural chemicals or wastes and other dangerous goods (including intensive animal industries and sewage treatment plants) must not be located on floodplains unless site design and management is such that potential contact between such substances and floodwaters is prevented, without affecting the flood carrying and flood storage functions of the floodplain.

Clause 13.03-1 Use of contaminated and potentially contaminated land is potentially relevant to any changes in land use and contains a single objective: to ensure that potentially contaminated land is suitable for its intended future use and development, and that contaminated land is used safely. The strategy to implement this objective include:

- Require applicants to provide adequate information on the potential for contamination to have adverse effects on the future land use, where the subject land is known to have been used for industry, mining or the storage of chemicals, gas, wastes or liquid fuel.

13.03-2 Erosion and landslip is relevant given the targeted application of the Erosion Management Overlay within the town. The objective of this Clause is: to protect areas prone to erosion, landslip or other land degradation processes. Strategies to implement this objective include:

- Identify areas subject to erosion or instability in planning schemes and when considering the use and development of land.
- Prevent inappropriate development in unstable areas or areas prone to erosion.
- Promote vegetation retention, planting and rehabilitation in areas prone to erosion and land instability.

13.03-3 Salinity is potentially relevant to the wider township context and contains an objective: To minimise the impact of salinity and rising water-tables on land uses, buildings and infrastructure in rural and urban areas and areas of environmental significance and reduce salt loads in rivers. Strategies to implement the objective include:

- Identify areas subject to salinity in the preparation of planning schemes and land use planning decisions.
- Promote vegetation retention and replanting in aquifer recharge areas contributing to groundwater salinity problems.
- Prevent inappropriate development in areas affected by groundwater salinity.

Clause 13.05-1 Bushfire Planning remains relevant as almost the entirety of the Euroa Township is designated as being bushfire prone. The only areas not covered by this designation is a collection of dozen streets forming the urban core of the town. However, for clarity, it is highlighted that all non-urban/ rural areas within Victoria are subject to the bushfire prone designation. This Clause contains an objective: to strengthen the resilience of settlements and communities to bushfire through risk-based planning that prioritises the protection of human life. This clause also contains a range of detailed strategies framed around: protection of human life; bushfire hazard identification and assessment; settlement planning; areas of high biodiversity conservation value; & use and development control in a Bushfire Prone Areas.

14.01-1 Protection of agricultural land is relevant to the wider rural context of the Euroa township, where its objective is: to protect productive farmland which is of strategic significance in the local or regional context. A range of strategies are covered under this clause, and relate to ensuring the unplanned loss of productive agricultural land, limiting new housing development; preventing urban activities in rural areas etc.

Clause 14.01-2 Sustainable agricultural land use is again relevant to the wider rural context of Euroa and contains an objective: to encourage sustainable agricultural land use. Strategies under this clause address: managing and encouraging long term sustainable use and providing appropriate support.

Clause 14.02 Water is a higher order policy which seems to manage and water catchments, protect water quality and manage water resources in a sustainable way.

Clause 15.01-1 Urban design is another higher order policy which seeks to create urban environments that are safe, functional and provide good quality environments with a sense of place and cultural identity.

Clause 15.02-1 Energy and resource efficiency provides yet more higher order policy context through its objective: to encourage land use and development that is consistent with the efficient use of energy and the minimisation of greenhouse gas emissions.

Strategies under this Clause include:

- Ensure that buildings and subdivision design improves efficiency in energy use.
- Promote consolidation of urban development and integration of land use and transport.
- Improve efficiency in energy use through greater use of renewable energy.
- Support low energy forms of transport such as walking and cycling.

Clause 15.03-1 Heritage conservation through its single objective seeks: to ensure the conservation of places of heritage significance, and provides a range of targeted strategies to achieve this.

Clause 15.03-2 Aboriginal cultural heritage through its single objective seeks to ensure the protection and conservation of places of Aboriginal cultural heritage significance, and provides a range of targeted strategies to achieve this.

Clause 16.01-1 Integrated housing, through its single objective seeks: to promote a housing market that meets community needs. Strategies under this clause includes:

- Increase the supply of housing in existing urban areas by facilitating increased housing yield in appropriate locations, including under-utilised urban land.
- Ensure that the planning system supports the appropriate quantity, quality and type of housing, including the provision of aged care facilities, supported accommodation for people with disability, rooming houses, student accommodation and social housing.
- Ensure housing developments are integrated with infrastructure and services, whether they are located in existing suburbs, growth areas or regional towns.
- Encourage housing that is both water efficient and energy efficient.
- Facilitate the delivery of high quality social housing to meet the needs of Victorians.
- Encourage housing that is both water efficient and energy efficient.
- Facilitate the delivery of high quality social housing to meet the needs of Victorians.

There are a range of broadly applicable policies relating to housing, including:

- Locate new housing in or close to activity centres and in urban renewal precincts and sites that offer good access to jobs, services and transport (Clause 16.01-2 Location of residential development).
- Provide for a range of housing types to meet increasingly diverse needs (Clause 16.01-4 Housing diversity).
- Deliver more affordable housing closer to jobs, transport and services (Clause 16.01-5 Housing affordability).
- To identify land suitable for rural living and rural residential development (Clause 16.02-1 Rural residential development).
- Encourage the establishment of crisis accommodation and community care units in residential areas and to ensure that their location is kept confidential (Clause 16.02-2 Crisis accommodation and community care units).
- Facilitate the timely development of residential aged care facilities to meet existing and future needs (16.02-3 Residential aged care facilities).
- Encourage well-designed and appropriately located residential aged care facilities (16.02-4 Design and location of residential aged care facilities).

Clause 17 Economic Development contains overarching policy commentary relating to commercial, industry and tourism, with an intent for planning to provide for a strong and innovative economy, where all sectors of the economy are critical to economic prosperity

Clause 18 Transport also contains overarching policies relating to transport of all types and identifies that planning should ensure an integrated and sustainable transport system that provides access to social and economic opportunities, facilitates economic prosperity, contributes to environmental sustainability, coordinates reliable movements of people and goods, and is safe.

Clause 19 Infrastructure address a range of matters including renewable energy, community infrastructure and development infrastructure to ensure that the development of social and physical infrastructure should enable it to be provided in a way that is efficient, equitable, accessible and in a timely manner.



APPENDIX A

Municipal Strategic Statement/ Local Planning Policy Framework

The Municipal Strategic Statement (MSS) and specifically Clause 21.01 Municipal Profile functions to outline the Strathbogie Shire's vision for land use and development and the key issues that inform this vision. This Clause outlines the Shire is home to approximately 10,000 residents and that Euroa is one of the municipalities four major town, with the other three being Nagambie, Avenel and Violet Town.

More pointedly **Clause 21.01-2 Key Influences** outlines a range of relevant matters, which are summarised below:

- Sustainability: striving to improve sustainability in all elements of the community including; settlement patterns, the natural and built environment, community services and facilities; economic development and growth, infrastructure and asset provision.
- Settlement: the Shire is often faced with many land use conflicts due to the picturesque nature of much of the area, commonly between lifestyle properties and rural industries.
- Environment: the natural environment is under increasing pressures from development, agricultural practices and the emerging threat of climate change. In response the Shire will seek the protection of water, native vegetation and fauna and the encouragement of investment in renewable energy.
- Community: due to dispersed settlements it is important to have a variety of services and social infrastructure available, where community hubs and shared facilities are encouraged in the major settlements.
- Economic Growth: Development and growth is important, including opportunities for growth in the food, wine and equine industries and value-adding to the existing primary production, industries and retail enterprises/sectors.

Clause 21.01-3 Vision - Strategic Framework is relevant in that it outlines the nominated vision for the municipality which is:

- "A Shire that drives and supports investment for population growth, shared wealth and wellbeing".

This vision is further underpinned by the following objectives:

- Quality strategic planning for our community's future
- Enhancing our lifestyle and strengthening our community
- Engaging our community to develop a shared vision for the future
- Driving our economic development
- Planning and delivering our infrastructure services
- Planning for long term sustainability
- Striving for excellence in our organisation

Clause 21.02 – Sustainable Settlement acknowledges that the majority of the Shire is used for a variety of agricultural enterprises, but has a large potential to attract 'tree changers' for rural living, given the close proximity to Melbourne and regional centres, which combine to make the Shire attractive to sustainable industry and tourism investment.

Clause 21.03-2 – Euroa specifically addresses the township, however this Clause is predominantly based on the earlier Structure Plan from 2010, and noting that the current project is a review and update of that earlier work. Notwithstanding this, the nominated objectives of Clause 21.03-2 – Euroa are:

- To continue to develop Euroa as a weekend and short break destination, whilst maintaining its traditional roles as a rural service centre and 'drop in' location for Hume Freeway travellers.
- To maintain and enhance the Euroa "Village" character through strengthening its compact central area, the strong presence of services and the attractive historic buildings and streetscapes.
- To strengthen Euroa's relationship with its rural hinterland through showcasing activities, events and local products that portray the way the town's well vegetated streets and open spaces forge links with its landscape context.

Nominates strategies to achieve the above objectives include:

- Encourage the redevelopment of land along the 'Old Hume' corridor for commercial uses.
- Support retail growth in Binney Street, between Railway Street and Brock Street.
- Support civic growth in Binney Street, between Brock Street and Bury Street.
- Manage parking demand and provision to support the activity, streetscape and economic competitiveness of the village centre.
- Showcase and protect the existing heritage qualities of the town centre.
- Support the continued development of light industrial uses on existing industrial land to the north-west.
- Support the role of the Saleyards in the economic development of Euroa whilst improving the gateway to the village.
- Encourage people to move about the town centre by foot or bicycle.
- Improve cyclist/pedestrian connections to Seven Creeks Reserve, walking tracks and recreational areas, including the arboretum.
- Improve access and connections between the identified 'community hubs' - Civic Hub, Education & Community Hub, Health and Wellbeing Hub, Arts and Culture Hub and Recreational, Social and Leisure Hub.
- Further develop high quality sporting and recreational facilities within Seven Creeks Reserve.
- Support investigation/funding/development for a Visitor Information Centre in Seven Creeks Park and incorporate a Café and amenities facility.
- Investigate the role and use of the Showgrounds and recreational reserves as a multi-use facility.
- Support and consider proposed redevelopment of the Seven's Creeks Run, Euroa.

Clause 21.04 Sustainable Environment is relevant as an overarching policy position and identifies the following key issues:

- Impacts of urban expansion on the natural environment
- Impact and increased risk of flooding
- Impact and increased risk of bushfire
- Impacts and increased risk of climate change
- Inappropriate development in proclaimed water supply catchments
- Water quality, usage, availability and long term security
- Aging infrastructure
- Riparian health
- Ongoing management of native flora and fauna
- Recreational use of waterways and competing interests

In response to these key issues, Clause 21.04 Sustainable Environment outlines a range objectives and strategies relating to:

- **Climate Change:** including anticipating and adapt to the effects; ensuring adequate drainage in new urban subdivisions for extreme rainfall events; ensuring flood strategies and emergency management plans are current; encouraging development to be responsive to environmental risks; encouraging sustainable development and renewable energy.
- **Water:** including managing water resources; promoting 'best practice' in efficient water usage; recycling and grey water treatment etc.; encouraging expansion of towns with reliable water supply; ensuring new developments addresses wetlands, rivers and streams.
- **Native Vegetation of Biodiversity:** protecting and enhancing the natural environment; encouraging the protection and management of biodiversity values; encouraging environmental connectivity between vegetation corridors; and encouraging the protection of medium to very high quality roadside vegetation.
- **Renewable Energy:** encouraging renewable energy sources, the reduction of greenhouse gas emissions and innovative waste management practices; encourage developments which are energy-efficient and greenhouse friendly; encouraging new residential developments which minimise energy and water consumption through efficient subdivision and building design.
- **Flooding:** protecting and managing floodplains; discouraging development and subdivision of land subject to significant flooding; ensuring all new development maintains the free passage and temporary storage of floodwater, minimises flood damage etc; and ensuring the Local Floodplain Development Plans are current and development proposals are consistent with these plans.
- **Bushfire:** minimising the risk to life, property and the environment from bushfire; discouraging development of areas that are known to pose an unacceptable bushfire risk; encouraging the siting of dwellings to minimise bushfire risk, discouraging development requiring native vegetation removal for fire safety; discouraging development in high risk bushfire areas where alternative all weather road access is not available.

- **Heritage:** recognising and protecting places of heritage, cultural and social significance; ensuring development is sympathetic to existing heritage buildings and sites including the streetscape and character of the neighbourhood; encourage the retention, adaptation and restoration of significant historic buildings and works; retaining places of heritage significance for their social and economic benefits.

Clause 21.05 - Sustainable Communities sets out a broad level policy position and identifies the following key issues:

- There are no tertiary education providers within the municipality.
- Only one secondary college provider in the municipality which is located in Euroa.
- Increased demand for services to support both disability and ageing trends.
- No public hospital beds within the Shire.

In response to these key issues, Clause 21.05 Sustainable Communities a range objectives and strategies relating to:

- **Learning For Life:** supporting education/community hubs, which may include libraries and youth centres; supporting education facilities which provide services for the wider community.
- **Social Services and Infrastructure:** providing networked communities; encouraging equitable access to facilities and services; supporting the expansion of aged care facilities and services, where appropriate; supporting health, community and education hubs in Euroa; and considering transport and telecommunications infrastructure when planning for growth.

Clause 21.06 Sustainable Economic Growth sets out a broad level policy position and identifies the following key issues:

- Environmental impacts on the economy.
- Lack of appropriate industrial zoned land in the Shire.
- Shortage of skilled workforce for specific industries within the Shire.

In response to these key issues, **Clause 21.06** Sustainable Economic Growth a range objectives and strategies relating to:

- **Adapting and diversifying agriculture:** promoting/ encouraging the retention and diversification of agriculture; promoting/ encourage the ongoing growth of the food and wine sectors; promoting/ encouraging the ongoing growth of the equine industry; minimising conflicts at the urban fringe/agricultural land interface; supporting sustainable intensive agriculture; providing new opportunities for existing and emerging agricultural practices and complimentary industries; recognising the role of smaller land holdings in fostering agricultural innovation.
- **Tourism:** promoting the Shire as a tourism destination; encouraging tourism related development that supports towns, promotes employment and recreational opportunities; supporting new and existing tourism developments that promote key attributes of the Shire such as the natural environment, heritage, town character and niche/ boutique industries; supporting the strengthening of tourism links with surrounding municipalities; encouraging tourism developments associated with rural pursuits.



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- Transport: maximising transport networks and facilities within the Shire; encouraging industry to locate in areas within close proximity to recognised transport networks; encourage transport links between settlements.
- Commercial and Retail: Supporting retail and commercial/industrial development within the Shire; encouraging the retention of existing retail and commercial/industrial businesses; encouraging a variety of new businesses in the Shire; encouraging new retail development within town centres; directing industrial development in areas where required infrastructure, services and transport links are available

Clause 21.07 Sustainable Infrastructure sets out a broad level policy position and identifies the following key issues:

- Aging infrastructure
- Poor drainage in most settlements
- Lack of walking and bicycle infrastructure
- Limited public transport options
- Capacity to deliver new projects.

In response to these key issues, Clause 21.07 Sustainable Infrastructure a range objectives and strategies relating to:

- Urban Services: deliver sustainable services; ensure new developments are connected to reticulated services or have provision for adequate on-site treatment; ensure that works are designed to be fit for purpose; ensuring the design and construction of roads meets all relevant requirements; identifying provision for buses/ bicycles/ pedestrians/ emergency services waste collection etc at design stage; ensuring development meets adopted Stormwater Management Plan and incorporates best practice WSUD; ensuring development contributions plans or agreements are prepared for all growth areas; supporting installation and upgrade of significant telecommunications infrastructure (NBN).
- Traffic Management: Ensuring safety and efficient functioning of the roads for a variety of users; providing sustainable transport options; ensure parking meets the demand and supply requirements; encouraging bicycle facilities and infrastructure within townships and to connect between townships; ensure new developments incorporate bicycle and pedestrian infrastructure for safe and efficient access; ensuring development contributions address transport infrastructure needs; ensuring parking associated with non-business uses in or adjacent to central business areas does not impact on-street parking related to business; encouraging new developments to use solar street lights, install grey water treatment plants and require new dwellings and industries to use water tanks; encouraging the use of the rail network.
- Drainage: ensuring that appropriate drainage infrastructure is installed and maintained; ensure development contributions address drainage infrastructure needs; developing strategies to ensure that future drainage infrastructure can accommodate for high rainfall events.

Beyond the scope of the policies contained within the MSS at Clause 21, the local policies at Clause 22 are potentially relevant. Of the three specific local policies within Clause 22.00 of the LPPF, only one is broadly relevant to the scope of the Township Strategy, noting that Clause 22.01 Housing and House Lot Excisions in Farming Zones and Clause 22.02 Sustainable Intensive Agriculture are mostly relevant to specific development proposals.

The local policy which is of relevance is Clause 22.03 - Hume Freeway, Goulburn Valley Highway Environs, where it is noted that this policy applies to the use and development of land within 100 metres of the Hume Freeway.

The Clause as relevant to the current project includes the following objectives:

- To ensure that the use and development of land does not prejudice the levels of service, safety and amenity of the Hume Freeway.
- To minimise any adverse effects of noise from traffic using the Hume Freeway.

The policy primarily functions to encourage building to be setback 100 metres from the Hume Freeway, and the any development site should have sufficient space to allow a dwelling to be sited where the noise level does not exceed 70dB(A) and that dwellings should be designed and constructed to relevant road traffic noise standards.

LITERATURE REVIEW

A substantial number of background documents have been reviewed by the consultant team as part of the process of gaining an appreciation of the relevant influencing factors during the preparation of the Issues and Opportunities report. The findings of this review have been synthesised into the four key themes outlined later in the report. A brief summary of the reviewed documents is provided below, which includes:

- Hume Regional Growth Plan 2014 (Victorian Government)
- Euroa Structure Plan 2010 (Strathbogie Shire 2010)
- Healthy Communities Plan 2010-2017 (Strathbogie Shire)
- Action Plan 2013-2017 (Euroa Community Action Group)
- Strathbogie Shire Council Plan 2017-2021 (Strathbogie Shire)
- Development Plan Report Euroa & Avenel Rural Residential Development 2010 (CPG)
- Environment Strategy 2011 (Strathbogie Shire)
- Strathbogie Shire Heritage Study Stage 1 2009 (RBA Architects & Conservation Consultants)
- Strathbogie Shire Tracks & Trails Strategy 2015-2018 (Sense of Place Consulting)
- Strathbogie Shire Strengthening Strathbogie in a Changing Climate: Risk Assessment and Adaptation Strategy 2011 (The Regional Development Company)
- Sustainable Land Use Strategy (Planning for sustainable, productive and resilient rural areas within the Shire of Strathbogie) 2010 (Parsons Brinckerhoff)
- Strathbogie Shire Rural Residential Strategy 2014 (Strathbogie Shire and Beca Pty Ltd)
- Liveability Plan 2017-2021 (Strathbogie Shire)
- Strathbogie Shire Industrial Land Supply 2008 (Urban Enterprise)
- Strathbogie Shire Economic Development Masterplan 2013-2017 (Local Government Assignments)

The strategic policy context of the reviewed documents reveal that, within the broader regional setting, Euroa is expected to accommodate growth into the future, however it is challenged by underutilised land and a lack of housing diversity with a public realm and streetscape setting that is in need of refreshing. Through its unique qualities, the town has the potential to attract further investment, employment and tourism to the area to provide for a more vibrant community.

At a broad strategic level, the **Hume Regional Growth Plan (2014)** provides a regional land use plan for the Hume Region and identifies opportunities to encourage and accommodate growth and development for the next 30 years. The majority of the growth is expected to be accommodated in the regional cities which support the network of towns and villages reliant on them, such as the township of Euroa.

The Council Plan 2017-2021 is the key document guiding the vision and goals of the Strathbogie Council over the period 2017-2021. The strategies of the document are based on six goals including, enhancing community health and wellbeing, sustainably managing the natural and built environment, providing quality infrastructure, supporting economic development, being a high performing shire, and advocating on behalf of the community.

The **Euroa Structure Plan 2010** was developed to provide a vision for the development of Euroa over the next 10 to 15 years. The key objectives of the Structure Plan relate to:

- Streetscapes & Public Open Space
- Movement & Accessibility
- Community Services, Activities & Infrastructure
- Land Use
- Tourism & Economic Development

Of particular note are the land use objectives related to consolidating and strengthening the role of key areas within Euroa, increasing housing and diversity, making better use of the underutilised land and providing for alternative industrial land. Streetscape and public open space objectives relate to improving the amenity of streetscapes while also retaining the village, landscaped and sustainable character of Euroa. Improving the cohesion and connectivity of Euroa in terms of accessibility and providing for more sustainable travel options is also highlighted. However, it is understood that Council and the community found the Euroa Structure Plan 2010 a complex document to navigate, and difficult to implement due to the lack of a clear overarching Structure Plan map or diagram to guide the management of future township.

In terms of residential development, the policy documents predominantly provide direction on rural residential development outside the main study. This however has implications on residential growth within Euroa. While over ten years old now, the **Strathbogie Shire Rural Residential Strategy (2004)** provides a high-level analysis of and strategic direction on available rural residential land in Strathbogie. Euroa is identified as a high priority area to accommodate an increase in rural residential opportunities.

A more recent report, the **Development Plan Report: Euroa & Avenel Rural Residential Development (April 2010)** provides an outline of the demand for rural residential development within Euroa and makes some key recommendations relating the peripheral land surrounding the existing township areas. As part of this study, six Investigation areas were identified, which are shown on the next page.

EUROA TOWNSHIP STRATEGY



Figure 13: Euroa Growth Investigation Areas as identified in Development Plan Report: Euroa & Avenel Rural Residential Development (2010)

The report made the following clear recommendations for each of the Investigation Areas:

- Investigation Area **1** : Investigate rezoning to Rural Activity Zone (RAZ) or new schedule to Farming Zone (FZ) to allow further subdivision of larger lots.
- Investigation Area **2** : retain for future expansion of conventional residential development and avoid further fragmentation in the intervening period.
- Investigation Area **3** : Rezone to the Rural Living Zone (RLZ) with a Development Plan Overlay (DPO) and Design and Development Overlay (DDO) to manage environmental constraints and quality of development.
- Investigation Area **4** : Rezone to the Low Density Residential Zone (LDRZ) with a Development Plan Overlay (DPO) and Design and Development Overlay (DDO) to manage environmental constraints and quality of development.
- Investigation Area **5** : Investigate rezoning to Rural Activity Zone (RAZ) or new schedule to Farming Zone (FZ) to allow further subdivision of larger lots.
- Investigation Area **6** : Investigate rezoning to Rural Activity Zone (RAZ) or new schedule to Farming Zone (FZ) to allow further subdivision of larger lots.

The recommendations relating to the Investigation Areas 3 and 4 are noted to have been justified on overcoming ad hoc rural residential development, which if implemented would create a supply of 90 large residential lots. However of note, the recommendations for Areas 3 & 4 have to date not been facilitated by Council. Another key recommendation to be acknowledged by the current study is Investigation Area 2, located to the south of the town. Area 2 was identified as the next logical step in terms of conventional residential development, particularly as it contains large areas of flood free land and the ability to expand sewerage and reticulated water.

The recommendations of this study are noted to be well founded and justified and are supported by sound strategic justification. Therefore, unless there is strong strategic reasoning to deviate from the above recommendations (and particularly the recommendations for Investigation Area 2 to be retained for future expansion of conventional residential development), it is proposed for the recommendations of this earlier report to be adopted by and carried forward as part of the current Euroa Township Strategy.

In terms of economic development, the **Strathbogie Shire Economic Development Masterplan 2013-2017** seeks to contribute to the development of a vibrant community and improved quality of life by stimulating economic activity by increasing employment, attracting investment, and encouraging people to live in and visit Strathbogie. The **Strathbogie Shire Industrial Land Study (June 2008)** analyses the supply and demand for industrial land in the Strathbogie municipality and identifies locations suitable for its expansion. The report notes that there is currently an undersupply of industrial land within Euroa with a minimum of 10 hectares required within Euroa over the next 15 years, suitable for light and heavy industrial activity. At the time of drafting, the south east side of the freeway next to the service station was highlighted as the most appropriate location for potential industrial expansion.

In terms of sustainable land use and climate resilience, the **Sustainable Land Use Strategy (2010)**, provides a review of the application of the new rural zones following their release in 2004. The strategy identifies that the wide exclusive use of the Farming Zone is considered to be unreflective of the range of values associated with the diverse landscape. The strategy does not however identify any changes to the Farming Zone around Euroa. **Strengthening Strathbogie in a Changing Climate: Risk Assessment and Adaptation Strategy (December 2011)** outlines steps for the Strathbogie community in adapting to climate change. The strategy focuses on adapting to reduced water availability and increased rainfall variability as the shire warms with rainfall being less reliable and more extreme. In relation to planning, the strategy highlights that the planning scheme does not reflect the severity of flooding under climate change scenarios, with flood mapping based on 1993 data, has inadequate controls on development within bushfire zones, and lacks compliance mechanisms for bushfire / flooding protection conditions applied to new developments.

Council's **Environmental Strategy (2011)** outlines a five-year framework to achieve Council's environmental commitments. Relevant actions in relation to development control include the consideration of a Catchment Management Strategy that would guide development in flood prone areas and the inclusion of areas of landscape significance within the Rural Conservation Zone as part of a planning scheme review.

Due to the lack of appropriate heritage protection within the municipality, the **Strathbogie Shire Heritage Study – Stage 1: Volume One** has prepared a database of potentially significant sites for inclusion in the Schedule to the Heritage Overlay. Key recommendations in relation to Euroa include:

- A Commercial Precinct covering parts of Binney and Railway streets.
- An Elizabeth street precinct.
- A Euroa Public & Residential Precinct.
- A number of individual significant places of high and medium to high significance.
- The **Liveability Plan 2017-2021** addresses the health and wellbeing challenges of the Shire and outlines opportunities to optimise health outcomes. To ensure that the shire develops the right environment to support good health and wellbeing for its residents, Strathbogie Shire Council have developed the **Healthy Communities Plan 2013-2017**.

The plan recognises the role that the built environment has on health outcomes and notes the need to upgrade the Euroa Memorial Oval, support environmentally sustainable development, and development of walking and cycling routes.

The **Tracks & Trails Strategy 2015-2018** builds on the objectives of the Healthy Community Plan and identifies opportunities to develop walking tracks, horse trails and bike routes around the shire.

The **Euroa Community Action Group: Action Plan 2013-2017** has been developed by a number of community groups within Euroa to outline the key priorities as defined by the community. The priorities relate to six themes including:

- Sport and Recreation;
- Tourism and Marketing;
- Infrastructure;
- The Arts;
- Environmental;
- Youth and;
- Heritage and other.

The vision and actions associated with this Action Plan are covered in greater detail below.