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EXECUTIVE SUMMARY

The Maryborough Urban Design Framework is a long term strategy, which sets a vision and action strategies for the enhancement of the town.

The Framework is a practical resource that will assist Council, landowners and community groups to achieve significant improvements in both physical presentation and function of the City of Maryborough. The Framework is designed to serve as a primary reference guide for future capital works and private investment in Maryborough.

In developing the Framework, consideration has been given to the strengths, weaknesses and opportunities inherent in Maryborough's environment as indicated through consultation with the Steering Committee and the Department of Sustainability and Environment.

A detailed analysis has been undertaken of perceptions of the city's image, attributes, issues and opportunities to improve the overall area and several key sites in the core area and gateway entrance ways.

The information contributed to the development of the vision for the future and action strategies to achieve it.

The Urban Design Vision for the City of Maryborough builds on the direction in Council's Municipal Strategic Statement (M.S.S.)

Key elements of the vision are:

- A living and evolving town of high quality with a mixture of iconic historic and contemporary buildings
- The retention and protection of Maryborough's green belt of Box-Ironbark forest.
- Continued containment of the retail and commercial core
- Enhancement of the two cornerstones of the town – the Town Hall, the Post Office and the Courthouse with the European style Memorial Square on the one hand, and the Railway Station with the proposed new Railway Square precinct on the other. These cornerstones can be represented by the "two towers" of Maryborough
- Enhancement of the five distinctive gateway entrances that make access very permeable and direct, and provides a significant exposure of different aspects of the town
- Consolidation of open space in the Town Centre, with the highest priority given to improvement of Prince's Park and the Phillips Gardens
- Creative and sustainable redevelopment of the four former school sites for a variety of civic administration, residential, and recreation/leisure activities
- Protect the key sites of Maryborough with particular heritage value and civic function, they are the Courthouse, Post Office, Town Hall, the Railway Precinct, Bristol Hill Precinct, Phillips Gardens and Princes Park.
- Enrich the visual and performing arts experiences within the community.

1 INTRODUCTION

1.01 STUDY AREA

The Study Area of Maryborough is the residential bounds and rural / forest interface. *The area is defined on Figure 1.*

1.02 URBAN DESIGN FRAMEWORK CONTEXT

The Maryborough Urban Design Framework or UDF is a long term strategy which sets a vision and action strategies for the enhancement of the town.

The Framework is a practical resource that will assist Council, landowners and community groups to achieve significant improvements in both physical presentation and function of the town. The Framework is designed to serve as a primary reference guide for future capital works and private investment in Maryborough.

In developing the Framework, consideration has been given to the strengths, weaknesses and opportunities inherent in Maryborough's environment as indicated through consultation with the Steering Committee and representatives from Central Goldfields Shire Council.

A detailed analysis has been undertaken of perceptions of Maryborough's image, attributes, issues and opportunities to improve the overall area and several key precincts in the town.

The information contributed to the development of the vision for the future.

The Urban Design Vision for Maryborough builds on the direction in Council's Municipal Strategic Statement (M.S.S.)

1.03 PROJECT OBJECTIVES

Council's brief for the preparation of the Urban Design Framework was to:

- Establish a physical vision for the Maryborough Town Centre based on its regional context and its role 15 years into the future.
- Provide an integrated urban design policy and framework for the Maryborough Town Centre, which translates into practical actions and strategies.
- Design linkages between the main commercial areas and historic precincts of Maryborough.
- Investigate the link between the Town Centre and the Maryborough Education Centre.
- Provide urban design directions for the four former school sites.
- Investigate car parking issues and develop streetscape designs with a focus on heavy vehicle, bicycle and pedestrian traffic.
- Make recommendations for the visual appearance of the five major town entrances and the Maryborough Railway Line Underpass.
- Support enhancement of the heritage character of Maryborough.
- Outline urban design initiatives for the Drive-In, Hamer and Leech Industrial sites.

These issues, along with those raised by Council in the briefing meeting on the 19th of January, form the focus of the Urban Design Framework.

2 STUDY TEAM AND STEERING COMMITTEE

In January 2005 Council appointed the firm of Michael Smith and Associates Landscape Architecture and Urban Design, in association with the following sub-consultants, to undertake the study:

- **Michael Smith and Associates Landscape Architecture & Urban Design**

Michael Smith – Landscape Architect and Urban Designer, as the study team Manager, oversaw the project, attended all meetings of the Steering Committee and the public consultation meetings and oversaw all plan and report production.

Cathryn Tattersall – Landscape Architect, attended meetings, visited key sites and undertook the visual analysis and preparation of the report and plans.

- **Peter McNabb and Associates – Business and Economic Analyst and Strategic Planner**

Peter McNabb as joint study team manager made presentations at each of the meetings. Peter provided specialist input into the economic development and future marketing of Maryborough. He developed planning strategies for key precincts and sites.

- **Donald Walker and Associates – Architect, Urban Designer and Historian**

Donald Walker – Donald met initially with the Steering Committee, and visited Maryborough to undertake a comprehensive analysis. He assisted in developing the strategies and design concepts for the town and in the presentation of the heritage and urban design opportunities and draft framework.

- **Traffic Group – Transport Planning and Traffic Engineers.**

Will de Waard – Will met with the steering committee and toured Maryborough to review traffic movement and road signage and identify current issues. He confirmed strategic directions for key sites and pedestrian access and safety. He reviewed the traffic and transport network and considered implications of future demand and change. He assisted in the presentation of the transport planning opportunities.

- **Sustainable Development Consultants – Planning and Sustainability**

Ben de Waard – Ben attended the initial meeting with the steering committee and visited Maryborough to undertake comprehensive analysis. He assisted in developing planning and development strategies, with a particular focus on the development opportunities for the former school sites.

- **brecknock consulting – Urban Art and Cultural Planning**

Carol Atwell – Carol met initially with the Steering Committee and visited Maryborough to undertake a comprehensive analysis. She reviewed opportunities and strategies and contributed to the final report.

Steering Committee

Central Goldfields Shire Council established a Steering Committee to oversee and assist the Study Team in the preparation of the Urban Design Framework. The Steering Committee members were:

Councillors

Cr Geoff Lovett – Mayor

Cr. Valerie Andrews

Cr. Brian O'Connor

Cr. Barry Rinaldi

Cr. Ian Robertson

Central Goldfields Shire staff

Mr. Mark Johnston – CEO

Mrs. Lynne Josephs – Director, Technical and Development Services

Mr. Wayne Belcher – Director Corporate and Community Services

Mr. Norm Cameron – Shire Planner

Mr. Peter Beaumont – Manager Administration

Ms Fiona McMahon, Project Officer, Department of Sustainability and Environment, Bendigo

3 METHODOLOGIES

The following details the study process undertaken to date (February 2005):

3.01 BRIEFING BY STEERING COMMITTEE

- The initial meeting with the steering committee on 19th January 2005 held at the Maryborough Town Hall. Norm Cameron, Lynne Josephs, Valerie Andrews, Brian O'Connor, Mark Johnston (CEO), Geoff Lovett (Mayor), Barry Rinaldi, Wayne Belcher, Ian Robertson and Peter Beaumont met with the seven members of the study team.
See Appendix 1 for Meeting Notes

3.02 TOWN ANALYSIS

- Following the Steering Committee briefing, two days (19th – 20th January 2005) were spent analysing the physical conditions of the town. Seven Study Team members toured the key sites raised in the brief and the steering group meeting to undertake detailed analysis.

3.03 ANALYSIS AND OPPORTUNITIES STAGE

- Recording physical and non-physical analysis and opportunities on plans.
- Review of relevant Council documents, including the Planning Scheme, Municipal Strategic Statement and review of reports commissioned or prepared by Council including:
 - Bicycle Strategy Plan (*See Appendix 2 for summary*)
 - Maryborough Education Centre Traffic Management
 - Central Goldfields Street Trees Strategy (*See Appendix 3 for summary*)
 - Heritage Study
- Meeting of the sub consultant team to discuss issues, opportunities and the overall vision for Maryborough.
- Preparation of an issues and analysis paper for presentation to the Steering Committee on Wednesday the 2nd of March and for Council review.

3.04 PREPARATION OF THE DRAFT URBAN DESIGN FRAMEWORK

- Following the Steering Group approval of the analysis and issues paper the study team prepared the draft Urban Design Framework in March and April for presentation in May 2005.

4 PHYSICAL CONTEXT

4.01 LOCATION

Maryborough is located in the centre of Victoria, approximately 70 kilometres south west of Bendigo, 70 kilometres north of Ballarat and 165 kilometres north west of Melbourne. It is surrounded by a number of smaller towns including Avoca, Bealiba, Carisbrook, Dunolly, Majorca, Timor and Talbot

4.02 LANDSCAPE SETTING AND THE TOWN CENTRE

Maryborough sits within a shallow basin, surrounded by significant areas of Box-Ironbark forest. On arriving at the Town Centre of Maryborough, many people comment on the perception of reaching a green oasis in the wilderness of a vast Box-Ironbark forest. This perception is confirmed by the view from the tower on Bristol Hill, illustrated below.



Maryborough is surrounded by three State Forests. Havelock, Craigie and Daisy Hill support predominately Ironbark, *Eucalyptus sideroxylon* subsp. *tricarpa* and Grey box, *Eucalyptus microcarpa* with scattered occurrences of yellow box, *Eucalyptus melliodora*, Red Box, *Eucalyptus polyanthemus* and long leafed box, *Eucalyptus gonicalyx*. Quick growing wattles such as Golden Wattle (*Acacia pycnantha*, *Acacia implexa*) provide a blaze of colour in spring. At ground level in spring there are numerous wildflowers including orchids.

The Craigie State Forest and the nearby Paddy's Ranges State Park remain as remnant bushland with high flora and fauna habitat and biodiversity. The forests were the scene of extensive mining. Numerous gullies, mullock heaps and several deep lead mine sites are located in the forests.

Maryborough has a crisp forest to residential edge, however urban development is beginning to encroach on forested areas, particularly to the north and west of the town. This development is likely to be further influenced by the Maryborough Education Centre (MEC), currently under construction north of Gladstone and Balaclava Roads.

There are two significant areas of open space within the Town Centre: Prince's Park and Phillips Gardens. These are well presented and maintained, given the recent lengthy drought. A number of smaller parks and open space areas are not well presented or maintained.



Phillips Gardens and Prince's Park – significant open space

Maryborough's built form is compact and generally single and two storey in nature. Only important civic functions or ecclesiastical buildings exceed six to eight metres in height. The Town Centre is easy to navigate and walk-through shops and laneways increase its permeability. Impressive buildings, particularly those located on key corners, create important landmarks, as do the varying towers located throughout the town. These include the Bristol Hill look-out, the Railway Station, the Town Hall, the Fire Station and the Maryborough Knitting Mill (MKM), the Hospital chimney, and the Flour Mill



Clockwise from above:
MKM chimney, the Fire Tower,
the Post Office, the Railway Station,
Bristol Hill Look-out



Maryborough has five main gateway entrances which create a first impression for the visitor. The industrial businesses and estates tend to be located near the entrances, and screening of such businesses is an issue which requires review. Also, town signage is small and insignificant – not indicative of the size and importance of Maryborough within the region.



Gateway Signage

An example of the existing Gateway Signage on Park Road, the major town entrance gateway from Bendigo. The same sign profile exists at all five entrances.

4.03 COMMUNITY FACILITIES

Maryborough is currently well serviced by an extensive range of education, medical, commercial and social services, including the well respected Havilah Hostel. The retail sector is vibrant and caters for local and regional communities needs. The Shire is experiencing significant growth with key infrastructure projects and residential developments reaching fruition.



High Street

The Central Goldfields Shire recently received \$60+ million in funding for health, education and law and order throughout the Shire. In Maryborough these funds are evident in the recently developed police station, the \$20.9 million Maryborough Education Centre (currently under construction) and the ongoing \$17 million redevelopment of the hospital and health services.

The Maryborough Education Centre currently under construction on Balaclava Road will bring together all of Maryborough’s Government schools and TAFE onto a single site. This will include a full range of education services on one site – preschool through to adult learning.

Highview Christian Community College also has expanded in recent years and also offers secondary schooling from years 7-12. Catholic education is further enhanced by the services offered by St Augustine’s Primary School.

Redevelopment of the Maryborough District Hospital and Ambulance Station will provide the community with up-to-date medical services. Already as part of the stage one, a forty five bed nursing home has been completed. The following stage will be a new accident and emergency department. The hospital, located on a slight knoll on Clarendon Street, encompasses a city block and the buildings and chimney are landmarks within town.

Council provides integrated children's services within the CBD.

It is anticipated that the Municipal Offices will relocate to the Regional College site near the Railway Station. In future years this will allow the Hospital to expand into the existing Municipal Offices and potentially the TAFE College.

Maryborough also has a recently developed Community Resource and Visitor Information Centre incorporating tourist assistance, library, online centre and gallery space. The centre is strategically located south of High Street, with strong connections to Phillips Gardens.

The community also has access to a significant sports centre in the Rositas Health and Fitness Centre, which includes an indoor heated pool.



The Community Resource and Visitor Information Centre

5 HISTORICAL CONTEXT

The area's first inhabitants were the Dja Dja Wurrung people. They carved trenches in the sandstone rocks to collect water in the dry Box – Ironbark forests surrounding Maryborough. The channels drained to wells, with those in the Craigie State Forest, south of Maryborough, being the best known example of their type in Victoria.

The Maryborough district was first opened up in 1837 by the three Simson brothers who grazed sheep in the area. The run was known as Charlotte Plains. The town was named Maryborough by the first Gold Commissioner, James Daly, after his hometown in Ireland.

Gold was discovered in 1854 at Golden Point on the present Majorca Road. Soon claims were staked and the search for alluvial gold changed much of the landscape of the forest and cleared agricultural areas around Maryborough. Holes, channels, mullock heaps and eroded gullies remain today as evidence of the activities. Within three months of the discovery of gold, 20,000 miners were at Maryborough. A survey took place in 1854 and a police camp, Methodist Church and canvas hospital were set up. The Maryborough Advertiser was also established in this year, one of the state's longest running newspapers. High Street was filled with canvas and calico tents and in 1855, was surveyed to facilitate planning of wooden buildings. There were nine hotels, one brewery, two banks and two newspaper offices. By the 1860s, quartz reef and deep lead mining commenced, where the rewards were greater in terms of rich deposits.

Gold mining was Maryborough's economic backbone until the First World War. The last gold mine in Maryborough closed in 1918.

The rail link to Castlemaine and Melbourne opened in 1874 and gave Maryborough a direct link to Melbourne. The location of the town's first station was a topic of much discussion and eventually a compromise was reached. The first station was unsatisfactory and tenders were called for construction of a new station. The new Railway Station was designed by Robert Watson and is an example of English Queen Anne Revival Architecture. It was constructed by the Victorian Railways in 1890 – 1892, during a period when the government allowed considerable expenditure on key public buildings throughout the state.



he Railway Station

As mining declined toward the end of the 19th century, employment in the railways and related service industries including manufacturing became more sustainable.

The Railway Station is not currently serviced by daily trains and is used as an antique emporium, attracting visitors from overseas and interstate. The building is programmed for extensive maintenance. The Railway Station is included on the Victorian Heritage Register.

The Maryborough Post Office is a Renaissance Revival building built in 1876-77 as a combined Courthouse and Post Office. A dedicated Courthouse was soon built next door and with the Town Hall, the three buildings form one of Victoria's finest civic precincts. The size and scale of the Post Office, as with the Railway Station, are commensurate with the government and people's view of the day, of the importance of Maryborough as one of Victoria's Premier Towns and also testament to the wealth generated through gold mining.



The Courthouse and the Post Office

The Courthouse is one of the largest rural courthouses outside Melbourne. It is the only courthouse to be built in Victoria in the Federation Free Classical Style and was designed in 1892 by the noted Public Works Department Architect, J.H. Brabin. Both the Post Office and Courthouse are listed on the Victorian Heritage Register.

The Maryborough Hospital, within the Clarendon Street Precinct, grew from tent and timber structures in the early gold rush period to a series of buildings dating to the 1860's. The hospital sits on a knoll and its presence is also emphasised in the termination of Tuaggra (formerly Hospital) Street. The Maryborough District Health Service is recognised as having one of the best district hospitals in Victoria.

Prince's Park is located just north of the Town Centre on Park Road and has an approximate area of twenty-five hectares. The Reserve is one of Victoria's oldest recreation reserves and is historically and socially significant. It has been a meeting place for sports, concerts, community events and passive recreation for 150 years.

Early tree planting commenced in 1870 and in 1883 Council sought the advice of William Guilfoyle, Director of the Melbourne Botanic Gardens, on the layout and tree planting. Lake Victoria, covering an area of seven hectares, was excavated between 1883 and 1887 by prisoners from Maryborough Gaol. A stone-lined drain extends through town linking the Phillips Gardens with Lake Victoria which holds an important breeding population of Freshwater Catfish which were released into the lake in 1982.

Prince's Park was first used as a cricket ground in 1857, only a few years after Yarra Park and Albert Park were established in Melbourne. The Highland Gathering has been held on New Year's Day at the park since 1859 and is now claimed to be the longest running sporting event in Australia.

The Grandstand, constructed in 1895, is of architectural significance as an important design by the architect Thomas Watts and Sons. Thomas Watts was one of the founders of the Institute of Architects and subsequently was a long standing active member. Prince's Park has a series of buildings and structures now rare in Victorian Reserves. The fence and gates (1885) were later modified to include memorial pillars to World War 1 Servicemen. The band rotunda was designed by Henry Phillips, the Town Clerk and Surveyor and was erected to commemorate Maryborough's Golden Jubilee in 1904. The stone-lined drain along the western boundary is a notable feature. Lake Victoria was named in honour of Queen Victoria's Golden Jubilee. Prince's Park is listed on the Victorian Heritage Register with the extent of registration including the features previously noted and also the fence, ticket office, rock edge, lamp stand, toilet, Lake Victoria and a number of trees and stands of significant vegetation. For example, the only known Phoenician Juniper (*Juniperus Phoenicia*) in Victoria is growing within Prince's Park, and is listed on the Historic Trees Register.

The borough sold the electricity supply to the SEC to fund the Olympic Swimming Complex in Prince's Park. The Art Deco building was designed by a local architect E.J. Peck and city engineers E. Muntz and J. Hocking. The layout of the complex represented a change in the public perception of bathing and swimming from chiefly a health related activity, to a recreational pursuit. The entrance of the Interwar Moderne Movement experimented with materials and style. The pool was opened by Sir Frank Beaurepaire in 1940 and is one of the few surviving pools opened by him, as part of his long commitment to promote swimming in Victoria. There are also a number of fine Art Deco homes within Maryborough.

The Art Deco Entrance to the Swimming Pool



Maryborough's population declined during the 1911 and 1920 period. In 1917, the Progress Association was formed to review the type of business that could be established now that gold mining had become less profitable. Farming, dairying, fruit growing (with associated cannery and cool stores) and a hosiery factory, all were commenced over short periods but didn't succeed. The flour mill, established in the 1880s adjacent to the railway line, was one of the towns earliest industries.



One of the most important initiatives to come to Maryborough was the Knitting Mill. The residents of Maryborough contributed in the purchase of shares, to lure the re-establishment of the mill away from Clunes. Between 1917 and 1925 the Progress Association worked hard to build on amenity, service and investment in the town.

Maryborough Knitting Mill is now a furniture factory and sales business

A triumph was encouraging the firm of Patience and Nicholson, toolmakers, to relocate to Maryborough in 1924 from their small factory in Elsternwick. Various incentives of water, power concessions and free land were offered as inducement for the company of eighteen staff to locate to Maryborough. At its peak, the company employed 600 people. The factory commenced in Railway Street and by 1939 it had become the largest cutting tool manufacturer in Australia. It relocated to its current premises in Sutton Road in 1958.



The original Patience and Nicholson building, now used as a business enterprise centre

Maryborough became a centre for industry with a number of printing and book binding industries establishing in the interwar period. A number of family based businesses continue today as important contributors to Maryborough's economy. Maryborough has a strong commitment to sport with Prince's Park, the golf course and the bowling club in High Street and Park Road being key venues.

6 ECONOMIC AND SOCIAL CONTEXT

It is important to have an understanding of the economic and social aspects of Maryborough as these factors underpin the Urban Design Framework.

Maryborough is the major town in the Central Goldfields Shire. It is well documented how resilient the Maryborough community and city forbearers were to adapt from mining to manufacturing and industry and by the 1920's the town had developed a strong manufacturing base. Through particular local initiatives, some Melbourne based industries were enticed to locate to Maryborough whilst others established agencies or outlets in the town. The incentives were free land, water and cheap electric power. The Patience and Nicholson relocated from Melbourne in 1924, closely followed by a printer and several engineering enterprises. The Knitting Mill relocated from Clunes.

The printing industry, based in Maryborough, now produces more paperback books than any other city in Australia. McPherson's printing business was based in Melbourne and through a series of business purchases and links with other Maryborough business in the 1960 – 1980s McPherson's now employs over 500 people, 350 of these in Maryborough.

The current population of Maryborough (including Daisy Hill) an area of about 40 square kilometres, is approximately 7,480. There has been an overall decline in the population of the town since 1981 (when the Census population was 7,858), although there was a small increase between 1996 and 2001. This pattern is illustrated in Table 1:

Table 1 Population Change in Maryborough 1981-2001

| Indicator | 1981 | 1986 | 1991 | 1996 | 2001 |
|--|------------------|------------------|------------------|------------------|------------------|
| Total Population at Census | 7,858 | 7,705 | 7,623 | 7,381 | 7,481 |
| Population living at same address five years ago | 4,545 (57.8%) | 4,492 (58.3%) | 4,135 (54.2%) | 4,302 (58.3%) | 4,382 (58.6%) |
| Proportion of Central Goldfields Shire population | 70.1 | 65.2 | 61.0 | 59.9 | 61.0 |
| Rank by population size among Victorian towns with population greater than 500 | 24 | 25 | 28 | 28 | 31 |

Source: DSE, *Towns in Time*, 2001

The proportion of the population of Central Goldfields Shire in Maryborough has declined from 70% in 1981 to 61% in 2001. Maryborough also has progressively declined relative in size to other large Victorian towns from a rank of 24th in 1981 to 31st in 2001.

In contrast, the proportion of residents living long term in the town has remained reasonably constant over the last 20 years - from 57.8% living five years or more at the same address in 1981 to 58.6% in 2001. This highlights a shortage of new people moving into the town, resulting in a lack of cultural diversity necessary for sustained growth.

The age distribution of the population over the 20 year period is illustrated in Table 2.

Table 2 Age Distribution of the Maryborough Population 1981-2001

| Age Group | 1981 | 1986 | 1991 | 1996 | 2001 |
|------------------|-------------------------|-------------------------|-------------------------|-------------------------|-------------------------|
| 0-4 | 566 (7%) | 485 (6%) | 548 (7%) | 488 (7%) | 456 (6%) |
| 5-17 | 1,779 (23%) | 1,630 (21%) | 1,411 (19%) | 1,329 (18%) | 1,299 (17%) |
| 18-24 | 790 (10%) | 734 (10%) | 684 (9%) | 601 (8%) | 503 (7%) |
| 25-34 | 1,041 (13%) | 974 (13%) | 964 (13%) | 846 (11%) | 812 (11%) |
| 35-49 | 1,241 (16%) | 1,339 (17%) | 1,362 (18%) | 1,404 (19%) | 1,388 (19%) |
| 50-59 | 925 (12%) | 826 (11%) | 795 (10%) | 783 (11%) | 974 (13%) |
| 60-74 | 1,083 (14%) | 1,181 (15%) | 1,229 (16%) | 1,239 (17%) | 1,253 (17%) |
| 75+ | 433 (6%) | 536 (7%) | 631 (8%) | 692 (9%) | 797 (11%) |
| Total | 7,858 (100%) | 7,705 (100%) | 7,624 (100%) | 7,382 (100%) | 7,482 (100%) |

Source: DSE, *Towns in Time*, 2001

In the 20 year period, there has been:

- A significant decline in the proportion of children and young adults (0-24) from 40% of the town's population in 1981 to 30% in 2001
- A small decline in the proportion of people in the key child bearing years (25-34)
- A modest increase in the proportion of the population in middle age (35-59)
- A steady increase in the proportion of older people (60+) from 20% of the town's population in 1981 to 28% in 2001

The general ageing of Maryborough's population presents limitations for creating a significant next generation of young people that can sustain a vibrant economy in the town.

The number of Maryborough households (by persons living in them) over the 20 year period is illustrated in Table 3:

Table 3 Changes in Household Numbers and Size in Maryborough 1981-2001

| House Size | 1981 | 1986 | 1991 | 1996 | 2001 |
|-------------------|-------------------------|-------------------------|-------------------------|-------------------------|-------------------------|
| 1 person | 541 (20%) | 681 (24%) | 792 (27%) | 866 (29%) | 1,013 (32%) |
| 2 person | 849 (32%) | 940 (33%) | 1,018 (35%) | 1,117 (37%) | 1,187 (37%) |
| 3 person | 406 (15%) | 455 (16%) | 441 (15%) | 413 (14%) | 412 (13%) |
| 4 person | 448 (17%) | 416 (15%) | 420 (14%) | 323 (11%) | 325 (10%) |
| 5 or more persons | 434 (16%) | 358 (13%) | 280 (9%) | 274 (9%) | 243 (8%) |
| Total | 2,678 (100%) | 2,850 (100%) | 2,951 (100%) | 2,993 (100%) | 3,180 (100%) |

Source: DSE, Towns in Time, 2001

In the 20 year period, there has been:

- An increase of about 500 households (19%) in the town
- A significant increase in the proportion of single person households (from 20% of all households in 1981 to 37% in 2001). Together with the changing age profile of the town, this suggests an increasing number of single older person households
- A significant decline in the proportion of larger households with four or more persons, indicating a decrease in larger families in the town
- A modest increase in the proportion of two person households, suggesting more couples without children or with children who have moved away from home

At the same time, the number of private dwellings in Maryborough has increased from 2,870 in 1981 to 3,581 in 2001 – a total increase of about 25% and an average annual increase of 1.2 %. However, this has been offset by an increased vacancy rate among private dwellings in the town – from 6.9% in 1981 to 10.82% in 2001.

Changes in household income in Maryborough are illustrated in Table 4.

Table 4 Changes in Household Income in Maryborough 1981-2001

| Income Quartile | 1981 | 1986 | 1991 | 1996 | 2001 |
|---------------------------|-------------|-------------|-------------|-------------|-------------|
| 1 st (lowest) | 38.7% | 42.0% | 42.3% | 41.7% | 44.1% |
| 2 nd | 29.2% | 30.0% | 31.0% | 31.2% | 31.8% |
| 3 rd | 19.3% | 18.4% | 18.3% | 19.0% | 17.2% |
| 4 th (highest) | 13.0% | 9.7% | 8.6% | 8.3% | 7.0% |

Source: DSE, Towns in Time, 2001

Throughout the last 20 years, an increasing proportion of total household income in Maryborough is in the lowest quartile to the point that 44% was in that category in 2001. Conversely, there has been a decreasing proportion of household income in the both the highest and second highest quartiles. This highlights a town in an increasingly low socio-economic position.

Labour force numbers and unemployment rates in Maryborough have gone up and down. For example, the labour force fluctuated between a high of 2,854 in 1981 to a low of 2,404 in 1991. In 2001, the figure was close to the mid-point at 2,635. Similarly, the unemployment rate fluctuated between 8.3% in 1981 to 14.2% in 1986 and 18.9% in 1991. Since 1991, the unemployment rate has come down to 10.4% in 2001. The labour force participation rate has declined slightly over the 20 years from 52.6% to 48.6%. These movements suggest volatility in labour force conditions.

The employment characteristics of Maryborough's population also have changed between 1981 and 2001. This is illustrated in Table 5.

Table 5 Maryborough Resident Employment Numbers by Industry 1981-2001

| Industry Category | 1981 | 1986 | 1991 | 1996 | 2001 |
|-------------------------------------|-------------|-------------|-------------|-------------|-------------|
| Agriculture, forestry & fishing | 90 | 65 | 56 | 43 | 74 |
| Mining | 7 | 6 | 19 | 21 | 13 |
| Manufacturing | 1032 | 700 | 619 | 799 | 800 |
| Electricity, gas & water supply | 42 | 38 | 30 | 22 | 6 |
| Construction | 122 | 144 | 107 | 101 | 113 |
| Wholesale trade | 59 | 65 | 129 | 72 | 110 |
| Retail trade | 428 | 418 | 453 | 427 | 458 |
| Accommodation, cafes & restaurants | 82 | 64 | 75 | 90 | 75 |
| Transport & storage | 207 | 180 | 108 | 89 | 107 |
| Communication | 38 | 39 | 43 | 34 | 32 |
| Finance & insurance | 80 | 74 | 67 | 62 | 42 |
| Property & business services | 51 | 63 | 72 | 90 | 110 |
| Government administration & defence | 88 | 134 | 128 | 88 | 92 |
| Education | 216 | 221 | 189 | 164 | 178 |
| Health & community services | 221 | 213 | 207 | 217 | 278 |
| Cultural & recreational services | 25 | 20 | 19 | 25 | 39 |
| Personal & other services | 66 | 65 | 82 | 95 | 98 |
| Total | 2854 | 2509 | 2403 | 2439 | 2625 |

Source: DSE, *Towns in Time*, 2001

Over the 20 year period, the most significant employment sectors for Maryborough residents have been manufacturing, retail trade, health & community services, and education. However, within these sectors, there has not been uniform change:

- Manufacturing has maintained its position of employing the highest number of local residents, but its dominance has decreased from 1032 employees (36% of the total workforce) in 1981 to 800 employees (30% of the total workforce) in 2001
- The health & community services sector has experienced a 25% growth in employment by Maryborough residents between 1981 and 2001, to a high of 278 in 2001
- In the same period, education has had an 18% decline in resident employment, resulting in 178 residents working in that sector in 2001. This still represents the fourth highest resident employment sector.
- Resident employment in retail trade has seen a modest increase (7%) from 1981 to 2001, suggesting an increase in overall retail floor space and turnover due to a larger trade catchment area

The least significant employment sectors for Maryborough residents over the 20 years have been:

- Utilities (electricity, gas & water supply), particularly with the 86% decline in residents working in this sector, resulting in only six working in that sector in 2001
- Communication
- Cultural & recreational services, although there has been a 56% increase in resident employment between 1981 and 2001 to a high of 39 residents working in this sector in 2001
- Finance & insurance, particularly with the almost 50% decline in residents working in this sector over the 20 years, to a low level of 42 in 2001
- Accommodation, cafes & restaurants, hovering around the level of 75 resident employees in this sector
- Primary production
- Government administration & defence, hovering around the level of 90 resident employees after reaching a high close to 130 in 1986 and 1991
- Personal & other services, although there has been a 48% increase in resident employment between 1981 and 2001 to a high of 98 residents working in this sector in 2001

Each of these sectors currently employs less than 100 Maryborough residents (i.e. 4% of the resident workforce).

In summary, the key sectors that have experienced an increase in resident employment since 1981 and could increase in future are:

- Property & business services – a 116% increase between 1981 and 2001 from a relatively small base
- Wholesale trade – an 86% increase, although there have been significant employment swings in this sector over the 20 years
- Culture & recreation services - a 56% increase from a small base
- Personal & other services – a 48% increase from a small base
- Health & community services – a 26% increase

- Retail trade – a 7% increase

The key sectors that have experienced a decline in resident employment since 1981 are:

- Utilities (electricity, gas & water supply) - an 86% decline from a small base
- Transport & storage - a 48% decline
- Finance & insurance - a 48% decline
- Manufacturing – a 22% decline, representing over 230 fewer residents working in this sector in 2001 than in 1981
- Education - an 18% decline
- Communication - a 16% decline from a small base
- Accommodation, cafes & restaurants – a 9% decline from a small base
- Construction - a 7% decline

Recent population projections by the Department of Sustainability and Environment in the Victoria In Future 2004 summary for the Central Goldfields Shire indicate that the Shire will experience minimal net population growth of only 270 persons over the 30 year period from 2001 to 2031. This equates to an average annual increase of only 0.07%, which is considerably less than the 0.87% rate for Victoria as a whole and 0.79% for regional Victoria.

This information can be viewed at the following link:

[http://www.dse.vic.gov.au/CA256F310024B628/0/AA543B63A43C5D73CA256F8C00133F4B/\\$File/Central+Goldfields.pdf](http://www.dse.vic.gov.au/CA256F310024B628/0/AA543B63A43C5D73CA256F8C00133F4B/$File/Central+Goldfields.pdf)

Over the projection period, natural increase (births minus deaths) in Central Goldfields is expected to account for an approximate decrease of 1,584 persons. Net migration is expected to account for an approximate increase of 1,854 persons. Most of this migration will be the result of moves within regional Victoria, often to and from adjacent municipalities. The largest net in-migration will occur at the larger towns in the Shire particularly Maryborough. The overall effect of natural decreases and net in-migration at Maryborough is likely to be, at best, no more than a 3-4% increase in overall population in the town over the next 30 years.

In terms of its economic structure, Maryborough has a strong retail and commercial sector. There is approximately 34,000 square metres of ground floor retail and commercial space in the Town Centre. This is anchored by two supermarkets, and several major brand stores in clothing, electrical goods and home furnishings.

The centre appears to trade strongly with a primary catchment area of approximately 17,000 people. This covers the towns of Maryborough, Avoca, Bealiba, Carisbrook, Dunolly, Moonambel, Redbank and Talbot as well as adjoining rural and rural residential areas. Weekly or fortnightly shopping trips are made to the Maryborough Town Centre from the outlying areas in this catchment.

Previous studies have indicated that expansion of Maryborough's Town Centre will be required in the future to meet increasing demand for outlets providing grocery shopping and general merchandise. This demand may be accommodated by another large chain supermarket and a variety store.

Manufacturing and other industrial development also are critical elements in the Maryborough economy. The main components of manufacturing are printing, publishing, meat and poultry products, and a range of metal, agricultural and food processing operations including honey and planned flour based food products. Timber furniture making is an emerging industry.

The industries include national and international companies and are export-oriented. Examples in the town include McPherson's, Rositas and Capilano Honey. Other major industries include P & N Engineering (now called Sutton Tools), Davis Poultry, Penny & Lang, Carisbrook Broiler Farm, and Barker Trailers. The larger companies are generally reliant on value adding agricultural products.

Tourism is becoming increasingly important to the town, particularly because of its goldfields heritage and its proximity to the Goldfields Spa Pyrenees Tourist Region, being located midway between Ballarat and Bendigo. The emergence of the Maryborough Railway Station as an icon tourist venue, together with the impressive new visitor information centre and other heritage and tourist initiatives, has improved the local tourist environment. The recent increase in tourist visits to the nearby spa and wine districts also provides opportunities for enhanced tourism accommodation services and associated food and beverage services in Maryborough. These forces are likely to improve café culture and dining experiences in the Town Centre.

7 CENTRAL GOLDFIELDS PLANNING CONTEXT

7.01 INTRODUCTION

This chapter summarises the various regional and local corporate, planning and environmental policies that have implications for the Maryborough Urban Design Framework. It focuses on directly relevant local provisions, and not Commonwealth or International policies. It is the basis from which the need for subsequent policy or land use and development control changes will be drawn.

The Maryborough Urban Design Framework will include a number of outcomes, some of which will be consistent with existing provisions of the Central Goldfields Planning Scheme, and others which will require a planning scheme amendment to support the recommended outcome. This may be through a change to provisions of the MSS, local policies, zones or overlays (and associated schedules).

7.02 CORPORATE POLICY CONTEXT

COUNCIL PLAN 2004-2008

The Central Goldfields Shire Council Plan seeks to contribute towards the fulfilment of a vision that the Central Goldfields Shire to be a highly desirable community in which to live, learn and work.

Two values, or corporate principles, are particularly relevant to the preparation of the Maryborough Urban Design Framework. These are:

- Partnership – involvement of the community in Council business, and providing the link between the community and government; and
- Environmental Balance – achievement of an acceptable balance of development and growth whilst preserving the integrity of the natural and built environment.

The Council Plan includes key strategic objectives and strategies. The most relevant are listed in the following table:

| Strategic Objective | Strategy |
|---|---|
| Infrastructure | |
| To manage, maintain and develop the Shire’s physical assets for the social, economic and environmental benefit of the Shire. | Streetscape planning and/or improvements for each town in the Shire. |
| | Protection of the built and natural environment for the enjoyment of the community. |
| | Assist in preservation and protection of heritage buildings and sites, as part of promoting awareness of such heritage buildings and sites. |
| Shire Development | |
| To facilitate the expansion of the local economy, whilst protecting and enhancing the Shire’s environmental, cultural and lifestyle values. | Continue Council’s leadership role in the establishment of the Maryborough Education Centre . |
| | Support and facilitate all industry sectors as appropriate, particularly building on identified key regional strengths (eg printing) and adding value to existing products and services, sourcing new products, encouraging linkages and clusters (i.e. food), concentrating on potential employment growth opportunities in the manufacturing and retail sectors (including through the reduction of trade leakage). |
| | Appropriately support industrial and residential subdivision/development. |

| Community | |
|--|--|
| To enhance the lifestyle of our local communities. | Support and encourage community organisations as appropriate including the many volunteers in our Shire. |
| | Support the enhancement of health and aged care facilities in the Shire. |
| | Promote appropriate arts & cultural aspects of the Shire |

7.03 PLANNING CONTEXT

The planning context is provided by the Central Goldfields Planning Scheme. Specific, relevant elements are described below:

STATE PLANNING POLICY FRAMEWORK

The introduction to the Central Goldfields Planning Scheme (State policy - Clause 11) states that a primary objective of planning in Victoria is to provide for the fair, orderly, economic and sustainable use and development of land. Planning, under the Planning and Environment Act 1987, is directed towards the interests of sustainable development for the benefit of present and future generations.

The SPPF includes a number of provisions that have a direct bearing on the Urban Design Framework's consideration of planning and sustainable development. The most relevant provisions include:

- Clause 14.01 Planning for urban development, which has objectives:
 - To ensure a sufficient supply of land is available for residential, commercial, industrial, recreational, institutional and other public uses.
 - To facilitate the orderly development of urban areas.
- Clause 15.01 Protection of catchments, waterways and groundwater, which has the objective:
 - To assist the protection and, where possible, restoration of catchments, waterways, water bodies, groundwater, and the marine environment.
- Clause 15.02 Floodplain management, which has the 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.
 - Floodplain areas of environmental significance.
- Clause 15.09 Conservation of native flora and fauna, which has the objective (in part):
 - To assist the protection and conservation of biodiversity, including native vegetation retention and provision of habitats for native plants and animals.

- Clause 15.10 Open space, which has the objective:
 - To assist creation of a diverse and integrated network of public open space commensurate with the needs of urban communities and rural areas.
- Clause 15.11 Heritage, which has the objective:
 - To assist conservation of places that have natural, environmental, aesthetic, historic, cultural, scientific or social significance or other special value important for scientific and research purposes, as a means of understanding our past, as well as maintaining and enhancing Victoria's image and making a contribution to the economic and cultural growth of the State.
- Clause 15.12 Energy efficiency, which has the objective:
 - To encourage land use and development that is consistent with the efficient use of energy and the minimisation of greenhouse gas emissions.
- Clause 16.01 Residential development for single dwellings, which has the objective:
 - To encourage:
 - Subdivisions in locations with access to physical and community infrastructure and providing a range of lot sizes, a convenient and safe road network, appropriate pedestrian and cycle paths, sufficient useable public open space and low vulnerability to fire.
 - Residential development that is cost effective in infrastructure provision and use, energy efficient, incorporates water-sensitive design principles and encourages public transport use.
 - Opportunities for increased residential densities to help consolidate urban areas.
- Clause 16.02 Medium density housing, which has the objective:
 - To encourage the development of well-designed medium density housing which:
 - Respects the neighborhood character.
 - Improves housing choice.
 - Makes better use of existing infrastructure.
 - Improves energy efficiency of housing.
- Clause 17.01 Activity centres, which has the objective:
 - To encourage the concentration of major retail, commercial, administrative, entertainment and cultural developments into activity centres (including strip shopping centres) which provide a variety of land uses and are highly accessible to the community.
- Clause 17.02 Business, which has the objective:
 - To encourage developments which meet community's needs for retail, entertainment, office and other commercial services and provide net community benefit in relation to accessibility, efficient infrastructure use and the aggregation and sustainability of commercial facilities.
- Clause 17.03 Industry, which has the objective:
 - To ensure availability of land for industry and to facilitate the sustainable development and operation of industry and research and development activity.

- Clause 17.04 Tourism, which has the objective:
 - To encourage tourism development to maximise the employment and long-term economic, social and cultural benefits of developing the State as a competitive domestic and international tourist destination.
- Clause 18.01 Declared highways, railways and tramways, which has the objective:
 - To integrate land use and transport planning around existing and planned declared highways, railways, principal bus routes and tram lines.
- Clause 18.10 Waste management, which has the objective:
 - To assist control of the generation, transport and disposal of wastes so as to prevent pollution and land degradation.
- Clause 18.02 Car parking and public transport access to development, which has the objective:
 - To ensure access is provided to developments in accordance with forecast demand taking advantage of all available modes of transport and to minimise impact on existing transport networks and the amenity of surrounding areas.
- Clause 18.03 Bicycle transport, which has the objective:
 - To integrate planning for bicycle travel with land use and development planning and encourage cycling as an alternative mode of travel.
- Clause 18.06 Health facilities, which has the objective:
 - To assist the integration of health facilities with local and regional communities.
- Clause 18.07 Education facilities, which has the objective:
 - To assist the integration of education facilities with local and regional communities.
- Clause 18.09 Water supply, sewerage and drainage, which has the objective:
 - To plan for the provision of water supply, sewerage and drainage services that efficiently meet State and community needs and protect the environment.
- Clause 18.10 Waste management, which has the objective:
 - To assist control of the generation, transport and disposal of wastes so as to prevent pollution and land degradation.
- Clause 18.12 Developer contributions to infrastructure, which has the objective:
 - To facilitate the timely provision of planned infrastructure to communities through the preparation and implementation of development contributions plans.
- Clause 19.03 Design and built form, which has the objective:
 - To achieve high quality urban design and architecture that:
 - Reflects the particular characteristics, aspirations and cultural identity of the community.
 - Enhances liveability, diversity, amenity and safety of the public realm.
 - Promotes attractiveness of towns and cities within broader strategic contexts.

MUNICIPAL STRATEGIC STATEMENT

The Municipal Strategic Statement, currently under review, contains many provisions that are relevant to the preparation of the Maryborough Urban Design Framework.

Clause 21.02 Municipal Profile

The Municipal Profile does not contain statements of policy or strategy, however it does contain important contextual information. This includes:

- Maryborough having a declining population;
- The Shire having an ageing population;
- The Shire’s households having a high proportion of smaller households, with lower average household incomes;
- Maryborough having a strong manufacturing base and retail sector;
- Maryborough having natural gas supply and rail (freight) services; and
- The significance of Maryborough’s goldfield’s heritage and of local tourism as an important and growing industry.

Clause 21.03 Key Influences

This clause lists a range of matters that are likely to have an impact on land use planning and management of resources in the Central Goldfields Shire. Those particularly relevant to Maryborough include:

- Maintaining population and service levels;
- Regional co-ordination;
- Industrial development – support for existing and new industry and enterprise;
- Housing – affordable, energy efficient, well designed, contemporary residential development; and
- Protecting and enhancing heritage.

Clause 21.04 Vision and Strategic Framework

The vision for the municipality is as follows:

“Central Goldfields Shire as a municipality of local government excellence, a region of economic and tourism growth, a highly desirable community in which to live, learn and work, and serviced by a Council organisation which delivers timely, relevant, quality services to the community at least possible cost.”

A number of specific goals have particular relevance to the Maryborough Urban Design Framework, including:

- To manage, maintain and develop the Shire’s physical assets for the social, economic and environmental benefit of the Shire.
- To facilitate the expansion of the local economy, whilst protecting and enhancing the Shire’s environmental, cultural and lifestyle values.
- To strengthen and develop the lifestyle of local communities, particularly in terms of environmental management and projects/programs which protect and enhance the natural and heritage values of the Shire, and/or safeguard the interests of the community.

Clause 21.06 Residential Development

This clause lists the following relevant objectives and strategies:

| Objective | Strategies |
|------------------------------------|--|
| Develop a settlement pattern based | ▪ Limit new residential development to infill areas identified in township |

| Objective | Strategies |
|---|--|
| on population being primarily directed to Maryborough as a sub-regional centre with other population directed to smaller townships. | structure plans initially. |
| Provide opportunity for residential development in a range of types, lot sizes and costs to meet the needs of the future population of the Shire. | <ul style="list-style-type: none"> ▪ Provide medium density residential opportunities close to Maryborough CBA. ▪ Identify locations for future retirement and aged persons accommodation in the centres of Maryborough. ▪ Protect the amenity of residential areas in Maryborough that are located adjacent to industrial areas. |

Clause 21.07 Industrial Development

This clause lists the following relevant objectives and strategies:

| Objective | Strategies |
|---|--|
| Assist existing and new industries by making available an adequate supply of serviced industrial land with good road access. | <ul style="list-style-type: none"> ▪ Assist in expansion of Maryborough's printing industry ▪ Further develop Maryborough as a key residential centre ▪ Protect the amenity of residential and industrial areas in the Loch Street/Johnson Street area. |
| Identify and maximise opportunities for innovative enterprise development based on Maryborough's economic strengths and expertise base. | <ul style="list-style-type: none"> ▪ Identify suitable industrial sites for the future location of new enterprises involved in the manufacture of new building products. |

Clause 21.09 Protection of Land and Water Resources

This clause lists the following relevant objectives and strategies:

| Objective | Strategies |
|---|--|
| Maintain and protect water quality and quantity in the Loddon catchment. | <ul style="list-style-type: none"> ▪ Ensure the use and development of land protects the water quality of the Loddon waterway system. ▪ Minimise the potential impact of existing and new developments to cause water pollution, land degradation, and risk of salinity and erosion. ▪ Promote water conservation practice in industry ▪ Encourage sewerage and waste pre-treatment and innovative recycling and co-generation techniques within industries. |
| Ensure land capability supports land use and development proposals, particularly in environmental risk areas. | <ul style="list-style-type: none"> ▪ Ensure land capability is taken into account in the assessment of land use and development proposals. ▪ Protect property and life from the risk of flooding and identify flood prone areas. ▪ Identify potential to link the shire’s natural resource base with ecological sustainable development opportunities. |

Clause 21.10 Heritage

This clause lists the following relevant objectives and strategies:

| Objective | Strategies |
|--|---|
| Conserve and enhance those buildings, works, streetscapes, areas, precincts, objects, trees and sites in the Shire which are of scientific, aesthetic, architectural, or historical interest or otherwise of special cultural or social value. | <ul style="list-style-type: none"> ▪ Continue to identify and protect places of heritage, natural or cultural value. ▪ Promote recycling and re-use of heritage buildings for compatible new uses. ▪ Promote the protection and management of Aboriginal cultural heritage sites and values. |
| Protect the shire’s heritage from intrusive and unsympathetic development. | <ul style="list-style-type: none"> ▪ Promote sympathetic design and construction in respect to new “in-fill” developments in the vicinity of listed buildings and in heritage precincts and areas. |

Clause 21.11 Tourism

This clause lists the following relevant objectives and strategies:

| Objective | Strategies |
|---|--|
| Continue to develop the Shire’s cultural tourism niche related to small gold towns, goldfields and mining heritage and genealogy. | <ul style="list-style-type: none"> ▪ Protect the heritage character of buildings, streetscapes, places and areas in the Shire. ▪ Encourage development of private and public tourism assets and infrastructure. |
| Develop the tourism potential of the Shire’s townships. | <ul style="list-style-type: none"> ▪ Develop a concept plan for a series of linked tourist precincts in Maryborough, namely the Railway Station Precinct and nearby Industrial Precinct, Prince’s Park Precinct, the Central Business Area and Civic Precinct, and Bristol Hill. ▪ Seek the establishment of a Level 1 accredited information facility at the new Community Resource Centre and continue the tourist information role at the Railway Station to an appropriate accredited level. |

21.12 Strengthening the Regional Role of Maryborough

This clause lists the following relevant objectives and strategies:

| Objective | Strategies |
|---|--|
| Encourage well-planned and integrated urban development of Maryborough to enhance its qualities as a place to live, work, invest and visit. | <ul style="list-style-type: none"> ▪ Maximise the use of urban land in Maryborough by defining an urban boundary based on existing development patterns. ▪ Protect and enhance the highway and major road approaches to Maryborough. ▪ Implement the Bendigo/Maryborough Remnant Vegetation Initiative and the Park Road entry boulevard-planting project as urban design demonstration projects. ▪ Implement proposals for urban and bushland walk/bike path leading to State Forest. |
| Encourage and promote Maryborough Central Business Area as a sub-regional centre for retail, business and community services. | <ul style="list-style-type: none"> ▪ Prevent the establishment of major retail facilities at locations isolated from the Central Business Area. ▪ Encourage better use and consolidation of floor space and investigate opportunities for new retail floor space east side of the CBA in the street block bounded by Alma and Napier Streets, and Tuaggra and Nolan Streets. ▪ Encourage the further concentration of office, administration and personal services in the precinct at the west side of the CBA (Clarendon Street/Civic Precinct). ▪ Address consequent car parking and delivery issues |
| Objective | Strategies |
| Maintain and enhance the character and qualities of the Maryborough CBA by retaining its compact urban form, pedestrian scale and heritage character. | <ul style="list-style-type: none"> ▪ Formulate an urban design framework plan for Maryborough CBA which addresses: <ul style="list-style-type: none"> ▪ Development of Maryborough’s civic and cultural centre, in the Clarendon Street area. ▪ Avenue plantings and retail redevelopment Alma Street/Tuaggra Street area. ▪ Completion of retail redevelopment of the ex Council depot site, opposite the new hardware store. ▪ Implementation of adopted “traffic calming” measures in Maryborough. ▪ Improvements to CBA streetscape, car parking and access links |

MARYBOROUGH URBAN DESIGN FRAMEWORK

CENTRAL GOLDFIELDS SHIRE COUNCIL

| Objective | Strategies |
|---|---|
| | <p>especially between High Street and Alma & Clarendon Streets and to the Civic precinct, Phillips Gardens, Prince's Park and the Railway Precinct.</p> <ul style="list-style-type: none"> ▪ Pursue further undergrounding of powerlines within the CBA where practicable, subject to funding availability. ▪ Develop an integrated tourist and heritage precinct around the Maryborough Railway Station with defined axis (Nolan Street) linkages to the CBA and Civic Precinct. ▪ Use of an Urban Design local policy to enhance the visual character, amenity and tourism image of urban areas, particularly major tourism precincts such as Town Centres and town entrances. |
| Continue to promote and develop Maryborough as a model centre for manufacturing industry. | <ul style="list-style-type: none"> ▪ Refer to Clause 21.07 Industrial development. |

LOCAL POLICIES

A number of local policies are contained within the Central Goldfields Planning Scheme, that provide specific guidance for planning permit applicants. The policies and their subject matter is summarised below:

| Local Policy | Policy Subject Matter |
|------------------------|--|
| Urban Design | <p>Visual amenity and character. Visual qualities and character of major road entrances. High quality tourist development that preserves heritage and landscape character. Promotion of the Shire's tourism image at key locations such as city centres and entrances and major attractions. Landscaping, using indigenous species. Protection and enhancement of Maryborough's CBA character of heritage streetscapes and good pedestrian amenity. Medium density housing in the vicinity of the Maryborough CBA.</p> |
| Heritage | <p>Sympathetic design and construction of 'in-fill' developments in the vicinity of listed buildings and heritage precincts and areas. Protection and enhancement of cultural significance and visual character of heritage buildings, sites and places. Protection and management of Aboriginal cultural heritage values.</p> |
| Industrial Development | <p>Facilitation of well planned industrial areas with good road access and levels of visual amenity, including landscaped areas. Protection of amenity of residential areas. Industrial development which adds value to local product.</p> |

ZONES

The Study Area for the Maryborough Urban Design Framework includes a number of different planning zones. These include:

- The Business 1 Zone, concentrated on the core retail/commercial areas of Maryborough’s Central Business Area;
- The Business 2 Zone, affecting various areas and sites adjacent to the core retail/commercial area.
- The Business 4 Zone, comprising two areas south-east and south-west of the core retail/commercial area.
- The Mixed Use Zone, comprising an area east of the core retail/commercial area and a Business 2 Zone area.
- The Residential 2 Zone, comprising a ‘band’ around the north, west and south of the core commercial areas.
- The Residential1 Zone, applying to most residential areas.
- The Public Use Zone, applying to scattered sites used for a variety of public uses including educational, health, transport, service/utility and local government uses.
- The Public Park and Recreation Zone, applying to a number of open space areas in Maryborough.

The most relevant zone purposes (apart from the purpose “to implement the State Planning Policy Framework and the Local Planning Policy Framework, including the Municipal Strategic Statement and local planning policies) are set out below:

| |
|--|
| <p>Residential 1 Zone</p> <p>To provide for residential development at a range of densities with a variety of dwellings to meet the housing needs of all households. To encourage residential development that respects the residential character. In appropriate locations, to allow educational, recreational, religious, community and a limited range of other non-residential uses to serve local community needs.</p> |
| <p>Residential 2 Zone</p> <p>To provide for residential development at a medium or higher densities to make optimum use of the facilities and services available. To encourage residential development that respects the neighbourhood character. In appropriate locations, to allow educational, recreational, religious, community and a limited range of other non-residential uses to serve local community needs.</p> |
| <p>Mixed Use Zone</p> <p>To provide for a range of residential, commercial, industrial and other uses which complement the mixed-use function of the locality. To encourage residential development that respects the neighbourhood character.</p> |
| <p>Business 1 Zone</p> <p>To encourage the intensive development of business centres for retailing and other complementary commercial, entertainment and community uses.</p> |
| <p>Business 2 Zone</p> <p>To encourage the development of offices and associated commercial uses.</p> |
| <p>Business 4 Zone</p> <p>To encourage the development of a mix of bulky goods retailing and manufacturing industry and their associated business services.</p> |
| <p>Public Use Zone</p> <p>To recognise public land use for public use for public utility and community services and facilities. To provide for associated uses that are consistent with the intent of the public land reservation or purpose.</p> |
| <p>Public Park and Recreation Zone</p> |

To recognise areas for public recreation and open space.
To protect and conserve areas of significance where appropriate.
To provide for commercial uses where appropriate.

OVERLAYS

The Heritage Overlay and the Land Subject to Inundation Overlay presently affect the study area.

Heritage Overlay

Much of the central area of Maryborough is included within a heritage area, and a planning permit is required for most buildings and works. In addition, a number of heritage places are listed specifically, and four are of such significance that they are included on the Victorian Heritage Register.

Land Subject to Inundation Overlay

The Land Subject to Inundation Overlay affects a significant part of the study area. This generally identifies land affected by the 1 in 100 year flood, and provides the means for applications to be considered so that risks and impacts arising from such flooding can be reduced. There is a view that the current data is not fully correct and that Council will liaise with NCCMA to address the inaccuracies. Most buildings and works within the overlay area require a planning permit.

7.04 ENVIRONMENTAL/SUSTAINABILITY INITIATIVES

Central Goldfields Shire does not have an environment strategy or sustainable development guidelines. The Shire is involved in a number of environmental initiatives. These may provide a platform for influencing private and government investment and development. These initiatives include:

- Proposals for reuse of treated wastewater;
- Achievement of Cities for Climate Protection (Milestone 5) which involved the preparation of a local action plan;
- Membership of the Central Victorian Greenhouse Alliance; and
- Water efficiency actions.

7.05 NORTH CENTRAL REGIONAL CATCHMENT STRATEGY

Maryborough is situated within the North Central catchment region, which extends from the Great Dividing Range in the south, to the Murray River in the north.

The North Central Regional Catchment Strategy, although focussed primarily on non-urban land uses, contains a number of initiatives that are relevant to urban land use and development.

These include:

- A vision that includes sustainable water use in urban areas;
- A principle to protect and improve the region's natural assets for multiple local and downstream benefits;
- A goal for the North Central region to have zero net greenhouse emissions;
- A target to coordinate community participation in climate change activities to increase regional awareness of climate change;

- An understanding that closer links are required between the Regional Catchment Strategy and planning schemes;
- A goal to protect and maintain Indigenous and non-Indigenous cultural heritage and for it to be valued by the community;
- A goal for uses and management of public land to lead to improved environmental condition and provide the services required and agreed to by government and the community;
- A goal for water to be shared equitably between environmental and consumptive uses, for water quality to match user's requirements and for water to be used efficiently;
- A target to reduce the amount of water lost by evaporation and seepage during transportation and storage to realistic target figures to be developed by each water authority;
- A target to reduce per capita urban (water) consumption by between 10% and 20% by 2010.

7.06 HERITAGE REVIEW STAGE 1

A Heritage Review Stage 1 (Draft Document) has been completed. This reviews the existing heritage areas in Maryborough and recommends more specific, tailored heritage areas instead of the extensive areas presently shown in the planning scheme.

8 PHYSICAL CONDITIONS, ANALYSIS AND OPPORTUNITIES

The analysis process is important in the resolution and prioritisation of action areas, key sites and recommendations. The process of analysis has been carried out through meetings with the Steering Committee and Council representatives and through site inspections.

9 VISION AND STRATEGIES

9.01 VISION

Maryborough is a town of State significance. The vision for the future encompasses the following:

- A living and evolving town of high quality with a mixture of iconic historic and contemporary buildings
- The retention and protection of Maryborough's green belt of Box-Ironbark forest.
- Continued containment of the retail and commercial core
- Enhancement of the two cornerstones of the town – the Town Hall, the Post Office and the Courthouse with the European style Memorial Square on the one hand, and the Railway Station with the proposed new Railway Square precinct on the other. These cornerstones can be represented by the “two towers” of Maryborough
- Enhancement of the five distinctive gateway entrances that make access very permeable and direct, and provides a significant exposure of different aspects of the town
- Consolidation of open space in the Town Centre, with the highest priority given to improvement of Prince's Park and the Phillips Gardens
- Creative and sustainable redevelopment of the four former school sites for a variety of civic administration, residential, and recreation/leisure activities
- Protect the key sites of Maryborough with particular heritage value and civic function, they are the Courthouse, Post Office, Town Hall, the Railway Precinct, Bristol Hill Precinct, Phillips Gardens and Princes Park.
- Enrich the visual and performing arts experiences within the community.

9.02 STRATEGIES

The strategies are set out in tabulated form in terms of proposed actions arising from the issues/attributes and opportunities identified in the analysis stage.

Each issue/attribute is given a priority rating from high to low based on assessment of the relative importance. A time frame of short to long term is then allocated, based on knowledge of Council budgets. Potential sources for funding are also suggested.

The strategies also provide budget estimates and indicate on whom the responsibility falls for seeking funding grants and over-seeing the implementation of each strategy. As many of the strategies involve a number of agencies, an asterisk (*) highlights the lead responsibility for the review and implementation of each strategy. Potential funding Sources are marked with a hash (#).

Following these tables there is a budget summary of capital works and non-physical strategies for Maryborough.

From this vision, the following key strategies of the Urban Design Framework have been prepared. They begin with strategies for the whole of Maryborough, and then several key precincts and issues are discussed in further detail.

- Image
- Residential development
- Former Education Sites
- Railway Station Precinct
- Urban Character and Streetscape
- Heritage and built form
- Economic development
- Traffic, Transport and Circulation
- Landscape and Open Space
- Gateway Entrances
- Environment and Sustainability

Table of Relevant figures:

| | |
|------------------|--|
| Figure 1 | <i>Town Study Area</i> |
| Figure 2 | <i>Study Area - Key Precincts</i> |
| Figure 3 | <i>Precinct A, Maryborough Regional College Yrs 7-8</i> |
| Figure 4 | <i>Precinct B, Maryborough West Primary School</i> |
| Figure 5 | <i>Context & Connectivity, High Street to the Railway Precinct</i> |
| Figure 6 | <i>Precinct C, Maryborough Regional College Yrs 9-12 and Railway Station</i> |
| Figure 7 | <i>Context, Maryborough East Primary School</i> |
| Figure 8 | <i>Precinct D, Maryborough East Primary School</i> |
| Figure 9 | <i>Built Heritage and Urban Fabric - Town Centre</i> |
| Figure 10 | <i>Traffic, Transport and Circulation</i> |
| Figure 11 | <i>Study Area - Gateway Entrances</i> |
| Figure 12 | <i>Park Road, Route from Bendigo and Dunolly</i> |
| Figure 13 | <i>Derby Road, Route from Ballarat and Creswick</i> |
| Figure 14 | <i>Sutton Road, Route from Carisbrook</i> |
| Figure 15 | <i>Sutton Road, Railway Line Underpass</i> |
| Figure 16 | <i>Majorca Road, Route from Majorca</i> |
| Figure 17 | <i>Elgin Road, Route from Avoca and St Arnaud</i> |
| Figure 18 | <i>Open Space Analysis</i> |
| Figure 19 | <i>Open Space Opportunities – Town Centre</i> |
| Figure 20 | <i>Railway Station Precinct – Concept Design</i> |
| Figure 21 | <i>Key Sites Near the Railway Precinct</i> |
| Figure 22 | <i>Hamer Industrial Estate</i> |
| Figure 23 | <i>Leech Industrial Estate</i> |
| Figure 24 | <i>Framework Directions</i> |
| Figure 25 | <i>Recommended Future Land Use Structure</i> |
| Figure 26 | <i>Civic Precinct Action Plan</i> |
| Figure 27 | <i>Nolan Street</i> |
| Figure 28 | <i>Street Furniture Illustrations</i> |

9.03 IMAGE

The following section sets the context, vision and themes, then recommended actions for guiding the image and identity of Maryborough.

Context

- Maryborough is nestled within a shallow basin oasis surrounded by significant Box-Ironbark forest.
- There are a number of quality historic buildings and civic spaces in the centre of town.
- There are a number of elements that contribute to the image of a tired unkempt town. The neighbourhood parks, furniture and timber signage contribute to the poor image.
- The town has a compact edge or interface between residential and the Box-Ironbark forest.



View from Bristol Hill of the surrounding Box-Ironbark forest

Vision and themes

- Build on the quality buildings and open space with development of a “Contemporary Living City”.
- Maintain the compact and vibrant elements within the town.
- Improve the presentation, connectivity and legibility of key precincts and open space.



Maryborough - The Living City

The broad objectives of the recommended actions are to:

- Restore the green image by diverting additional stormwater into Lake Victoria and the Phillips Gardens Lake.
- Adopt strategies that support the retention of the compact edge of the town.
- Establish a stronger precinct within and around the Railway Station and connection to the Town Centre.
- Improve the presentation of neighbourhood parks and open space in the town and consider consolidation of open space.



Improve maintenance to restore a “Green Image”

MARYBOROUGH URBAN DESIGN FRAMEWORK
CENTRAL GOLDFIELDS SHIRE COUNCIL

9.03 IMAGE

| Issue/Attribute | Actions / Strategies | Priority | Time Frame | Agencies and funding # * Responsibility | Opinion of Probable Cost |
|--|--|----------|-------------------|---|--------------------------|
| <ul style="list-style-type: none"> One image of the town is of an oasis in a basin surrounded by significant Box-Ironbark forest. The town is very well treed and has the only “green” golf course in the district. Maryborough’s renowned “green” look and feel has faded, particularly because of the on-going drought and the need to undertake key maintenance works at Lake Victoria and the Prince’s Park and Phillips Gardens. | <ul style="list-style-type: none"> Restore the green image by diverting additional stormwater into Lake Victoria and the Phillips Gardens’ lake. Reticulate and use recycled water beyond the Maryborough Golf Course and Prince’s Park, to other areas of open space in Maryborough. For further detail on open space, see section 9.11 | High | Medium/ Long term | Victorian Stormwater Action Program # Stormwater and Urban Water Conservation Fund # Council* | \$700,000 |
| <ul style="list-style-type: none"> Another image is of a town with low rise quality buildings and attractive civic spaces, demonstrated by its two major parks/gardens, its range of iconic, historic and contemporary buildings (a variety of architectural styles) and its fine civic square precinct. | <ul style="list-style-type: none"> Build on this perception of quality and develop a “Contemporary Living City” image that highlights both the old and new in the town’s public spaces and built form. For further detail on urban design and heritage, see sections 9.07 and 9.08 | Medium | Short term | Council* | \$30,000 |

9.03 IMAGE CONTINUED

MARYBOROUGH URBAN DESIGN FRAMEWORK

CENTRAL GOLDFIELDS SHIRE COUNCIL

| Issue/Attribute | Actions / Strategies | Priority | Time Frame | Agencies and funding # Responsibility * | Opinion of Probable Cost |
|---|--|--|--|--|--|
| <ul style="list-style-type: none"> • Another image of Maryborough is of a compact and intimate town. • There is a desire to have a sufficient range of activities and facilities to ensure the town continues to be viable. • New development such as the new educational facilities is occurring on the periphery of the town, putting pressure on the compact image. • New development must be accommodated while sustaining the town's image as a compact and vibrant place. | <ul style="list-style-type: none"> • Encourage a variety of development in the Town Centre. • Restrict the establishment of peripheral retail/industrial development on the town's edge, particularly the main gateway entrances. • Develop safe and legible linkages between the new Maryborough Education Centre and the Town Centre. See 9.10 Traffic, Transport and Circulation • Market the compact nature and permeability of the town. | <p>High</p> <p>High</p> <p>High</p> <p>Low</p> | <p>On-going</p> <p>On-going</p> <p>Short term</p> <p>Long term</p> | <p>Department of Infrastructure</p> <p>Govt Funds # Council Private Investment</p> <p>In conjunction with other promotional activities</p> | <p>\$5,000 Council staff time</p> <p>\$3,000</p> |

MARYBOROUGH URBAN DESIGN FRAMEWORK
CENTRAL GOLDFIELDS SHIRE COUNCIL

9.03 IMAGE CONTINUED

| Issue/Attribute | Actions / Strategies | Priority | Time Frame | Agencies and funding # Responsibility * | Opinion of Probable Cost |
|--|---|-------------------------------------|---|--|---------------------------|
| <ul style="list-style-type: none"> • Another image of Maryborough is of a tired, unkempt and un-cared for town. • This is reflected in the old bollards and chains in High Street, the timber signs for the industrial estates, the poorly maintained pocket or neighbourhood parks, the car wreckers at key entrance points, and the abandoned machinery and vehicles that are left around. | <ul style="list-style-type: none"> • Develop new street furniture and signage that reflects a "Contemporary Living City". • Relocate, over time, existing car wrecker businesses from prominent positions to within the designated industrial estates. • Remove the rubbish, including abandoned / stored machinery, vehicles etc. • Develop a sustainable maintenance approach for the enhancement of the pocket or neighbourhood parks through an open space strategy. • Review collection of stormwater for irrigation of selected and prominent parks, undertake some planting and install seating. • Establish a Friends Group for parks and encourage community planting days and sense of ownership and pride. | <p>High</p> <p>High</p> <p>High</p> | <p>Short term</p> <p>Short term</p> <p>Short term</p> | <p>Refer Section 9.11</p> | <p>Refer Section 9.11</p> |

MARYBOROUGH URBAN DESIGN FRAMEWORK
CENTRAL GOLDFIELDS SHIRE COUNCIL

9.03 IMAGE CONTINUED

| Issue/Attribute | Actions / Strategies | Priority | Time Frame | Agencies and funding # Responsibility * | Opinion of Probable Cost |
|---|--|---|--|--|--------------------------|
| <ul style="list-style-type: none"> The Maryborough Railway Station is a landmark building in the town, but it is not perceived to be part of the Town Centre, nor closely associated with Maryborough's current image. It is important that the Railway Station Precinct receives greater attention and prominence. | <ul style="list-style-type: none"> Establish a stronger precinct within and around the Railway Station so that it becomes one of the key magnets in the future development of the Town Centre. Connect the Railway Station more strongly with the existing Town Centre by creating stronger view corridors and boulevards and pedestrian links between the Station and the existing Town Centre. Encourage active new retailing and dining activities along the corridor. Highlight the Railway Station Precinct more strongly in future branding of the town. Name the precinct "Railway Square". Create a major civic space with outdoor sculpture garden. Develop an open grassed "common" and amphitheatre as a community gathering place for markets, outdoor theatres and performing arts. For further detail on the Railway Station Precinct, see section 9.06 | <p>Medium</p> <p>Medium</p> <p>Medium</p> <p>Medium</p> <p>Medium</p> | <p>Long term</p> <p>Long term</p> <p>Long term</p> <p>Long term</p> <p>Long term</p> | <p>Council* Arts Society</p> | <p>See section 9.06</p> |

MARYBOROUGH URBAN DESIGN FRAMEWORK
CENTRAL GOLDFIELDS SHIRE COUNCIL

9.03 IMAGE CONTINUED

| Issue/Attribute | Actions / Strategies | Priority | Time Frame | Agencies and funding # Responsibility * | Opinion of Probable Cost |
|--|--|----------|------------|--|--------------------------|
| <ul style="list-style-type: none"> The historic Civic Square with its landmark historic buildings. is inappropriately named McLandress Square. Most of the Maryborough community identify with this place as "The Civic Square" | <ul style="list-style-type: none"> Change the name of this key community space to "The Civic Square". | High | Short term | Council | |

MARYBOROUGH URBAN DESIGN FRAMEWORK
CENTRAL GOLDFIELDS SHIRE COUNCIL

9.03 IMAGE CONTINUED

| Issue/Attribute | Actions / Strategies | Priority | Time Frame | Agencies and funding # Responsibility * | Opinion of Probable Cost |
|---|---|----------|--------------------|--|--------------------------|
| <ul style="list-style-type: none"> Another image is of a divided town between the west and the east. The railway line is a key barrier between the two sections. This division could be exacerbated by the shift in the focus of the town from the centre to the north-west edge with the development of the Maryborough Education Centre | <ul style="list-style-type: none"> Consolidate retail, commercial and community uses in the town centre to create a stronger central hub for the two areas. Reinforce the importance of the town centre with a stronger effort to re-enforce the importance of the built form and public spaces between the Civic Square, the Railway Station and the proposed new Council administration. Provide a new community focus in the proposed new Railway Station precinct as a central focus for residents in both the eastern and western parts of Maryborough Facilitate the development of that precinct with the redevelopment of the Secondary School site for the new Council administration offices and associated facilities. | High | Short to Long term | Council* Private initiatives | |

9.04 RESIDENTIAL DEVELOPMENT

The following section sets the context, vision and themes, then recommended actions for guiding residential development of Maryborough.

Context

- There is a strong, crisp, legible edge to the residential land and the surrounding Box-Ironbark forest.
- The shops offer upper floor premises for residential use
- There are a significant proportion of single person households in Maryborough.
- There are few accommodation options for the aged.

Vision and themes

- Encourage consolidation of residential land use close to the Town Centre, including currently underutilised church and community sites
- Capitalise on the potential development of medium density residential land use on two of the four former school sites.
- Improve accommodation options for the aged.

The broad objectives of the recommended actions are to:

- Encourage the development of medium density housing on sites such as the former school sites and the rear of shops on High Street facing Alma Street.
- Encourage the use of upper floor shop premises for residential housing.
- In conjunction with the State Government, seek developers who are interested in investing in medium density housing and aged care facilities and accommodation on two of the four former school sites.



Significant school buildings to be retained and reused

MARYBOROUGH URBAN DESIGN FRAMEWORK
CENTRAL GOLDFIELDS SHIRE COUNCIL

9.04 RESIDENTIAL DEVELOPMENT

| Issue/Attribute | Actions / Strategies | Priority | Time Frame | Agencies and funding # Responsibility * | Opinion of Probable Cost |
|--|--|----------|------------|---|---|
| <ul style="list-style-type: none"> There are very few accommodation options for the aged. | <ul style="list-style-type: none"> Use some of the vacated school sites to provide increased diversity in the range of aged care accommodation available in Maryborough. Market the vacated school sites to developers. Refer to section 9.05 Former Education Sites Refer to figures 3, 4, 5, 6, 7, 8 | High, | Short term | State Government * Council | \$10,000 Staff time integration into the planning scheme |
| <ul style="list-style-type: none"> The existing supply of conventional detached housing does not cater adequately for the proportion of single person households in Maryborough. There is a need to identify sites for medium density residential development. | <ul style="list-style-type: none"> Encourage the development of medium density housing on sites such as the former schools (excluding the Maryborough East School site and the Maryborough Regional College Years 9-12 Nolan Street). Seek partnerships with developers and investors to determine yields. | Medium | Long term | State Government * Council | |
| <ul style="list-style-type: none"> There are vacant upper floor premises within the Maryborough Town Centre. | <ul style="list-style-type: none"> Encourage the use of upper floor premises within Maryborough's Town Centre for small office, and residential purposes. Council to work with owners of suitable premises. | Medium | Long term | Council * | \$5,000 Staff time |

| | | | | | |
|--|--|--------|------|---------|---------|
| <ul style="list-style-type: none"> The rear yards of commercial | <ul style="list-style-type: none"> Encourage the development of rear yards of | Medium | Long | Council | \$5,000 |
|--|--|--------|------|---------|---------|

MARYBOROUGH URBAN DESIGN FRAMEWORK
CENTRAL GOLDFIELDS SHIRE COUNCIL

| Issue/Attribute | Actions / Strategies | Priority | Time Frame | Agencies and funding # Responsibility * | Opinion of Probable Cost |
|--|--|----------|------------|---|--------------------------|
| <p>premises are visually detracting, yet face directly onto areas of public open space (Phillips Gardens and Prince's Park).</p> | <p>commercial premises in Alma Street, facing Phillips Gardens and Prince's Park, for residential purposes, to improve the visual outlook from open space areas, and provide additional opportunities for surveillance of the open space areas. Refer to Figure 9.</p> <ul style="list-style-type: none"> • Council to liaise and work with property owners. | | term | <p>Private initiatives (considered by Council)</p> <p style="text-align: right;">*</p> | <p>Staff time</p> |

9.05 FORMER EDUCATION SITES

The following section sets the context, vision and themes, then recommended actions for guiding the development of the former education sites in Maryborough.

Context

- With the creation of the Maryborough Education Centre, four former school sites become available for redevelopment.
- Three of these sites are in key locations close to the Town Centre.
- All of the sites have at least one significant building which should be retained.

Vision and themes

- Develop the former school sites for a variety of purposes, including medium density housing, community facilities, offices and studios, civic space and public open space.

The broad objectives of the recommended actions are to:

- Investigate alternative uses for the school sites and existing buildings and test for market demand.
- Prepare a Maryborough Land use and Development Policy to ensure new projects are designed in a sensitive way which enhances the character and liveability of the town.



Maryborough Primary School (No. 404)



Maryborough East Primary School (No. 2828)



Maryborough Regional College Years 9-12



Maryborough Regional College Years 7-8

9.05 FORMER EDUCATION SITES

To be read in conjunction with Figures 3, 4, 5, 6, 7 and 8

| Issue/Attribute | Actions / Strategies | Priority | Time Frame | Agencies and funding # Responsibility* | Opinion of Probable Cost |
|--|--|----------|------------|---|--------------------------|
| <ul style="list-style-type: none"> With the creation of the Maryborough Education Centre, four former school sites become available for redevelopment. These are strategic locations close to the Town Centre. Sensitive design of these sites could tighten the core of Maryborough and bring about new associations that make for a more enjoyable and liveable town. | <ul style="list-style-type: none"> Strategic locations close to the Town Centre. Sensitive design could tighten the core of Maryborough and bring about new associations that make for a more enjoyable and liveable town. Prepare a Maryborough Land Use and Development Policy. | High | Short term | N/A | - |
| <ul style="list-style-type: none"> There is a recognised need for larger and improved Council office accommodation | <ul style="list-style-type: none"> Re-use the former School of Mines building at Maryborough Regional College Years 9-12 campus to enable the provision of improved Council office accommodation. | High | Short term | Council | Council to determine |

9.05 FORMER EDUCATION SITES CONTINUED

| Issue/Attribute | Actions / Strategies | Priority | Time Frame | Agencies and funding # Responsibility* | Opinion of Probable Cost |
|--|---|----------|------------|--|--------------------------|
| <ul style="list-style-type: none"> • There will .be an increased demand for health facilities arising from an ageing population. • As a result, broadened additional health services will be required. • Further land needs to be provided to accommodate health sector-related land-uses | <ul style="list-style-type: none"> • Promote the use of the privately owned, current TAFE building on Neill Street and existing Council offices and land along the north-eastern side of Neill Street for health-related uses in anticipation of increased demand for such facilities arising from an ageing population. | High | Short term | Council Maryborough District Health Service D.S.E. | - |

MARYBOROUGH URBAN DESIGN FRAMEWORK
CENTRAL GOLDFIELDS SHIRE COUNCIL

9.05 FOMER EDUCATION SITES CONTINUED

| Issue/Attribute | Actions / Strategies | Priority | Time Frame | Agencies and funding # Responsibility* | Opinion of Probable Cost |
|--|---|----------|------------|---|--------------------------|
| <ul style="list-style-type: none"> There could be a potential over-supply of residential development sites if a considerable portion of the school sites were used for housing. | <ul style="list-style-type: none"> In circumstances where no purchaser is found for a particular former school site, strongly encourage DEAT to remove all portable buildings, and buildings that are insignificant (for architectural, historical, cultural or urban design reasons), secure remaining buildings, and maintain appropriate parts of the site for passive open space purposes. Encourage portions of some former school sites to be developed for low density residential development. Provide guidelines to ensure that low density development (such as building envelopes) occurs in such a manner that increased development potential can be unlocked in the future with further subdivision. Develop simple guidelines to be incorporated into the proposed new Maryborough Land Use and Development Policy. | High | Short term | Council DEET | - |
| | | High | Short term | Council | - |
| | | High | Short term | Council Council* Private initiatives* | \$10,000 Staff time |

9.05 FOMER EDUCATION SITES CONTINUED

| Issue/Attribute | Actions / Strategies | Priority | Time Frame | Agencies and funding # Responsibility * | Opinion of Probable Cost |
|---|---|----------|------------|---|--------------------------|
| <ul style="list-style-type: none"> • Future development of the former school sites needs to be considered. • Features of the sites include their significant size and each site has at least one significant heritage buildings, the open space sports courts and open grassed areas. • The former school sites are strategically located close to the core Town Centre. • They are large sites i.e. 1.5 to 2.5 Ha in area. | <ul style="list-style-type: none"> • Maryborough Primary School (No. 404) (Wellington/Inkerman Streets) <ul style="list-style-type: none"> • To promote the use and development of the site with a range of uses including serviced apartments, townhouses, motel (with restaurant), home and serviced offices, medium density housing, single dwellings on small lots and/or conventional single detached housing. Potential to retain and integrate play area and some hard-court space. • Retain the brick old school buildings. • Maryborough Regional College Campus – Year 7 & 8 (Palmerston/Inkerman Streets) <ul style="list-style-type: none"> • To promote use and development of the site for independent aged care, lower level aged care accommodation or health facilities complementary to the nearby Maryborough Hospital. • The oval area was the former market square and it's heritage value and function should be considered in any development proposal. Encourage the developer to provide adequate open space, based on the existing site layout. • Retain the old brick school building. • Depends on findings of proposed open space strategy, whether outcome could be negotiated with State government or new land owner etc • Link the redevelopment of this site to the Railway Station and the Town Centre. | High | Short term | <ul style="list-style-type: none"> • Council* • Private initiatives | - |
| <ul style="list-style-type: none"> • The former school sites are strategically located close to the core Town Centre. • They are large sites i.e. 1.5 to 2.5 Ha in area. | <ul style="list-style-type: none"> • Maryborough Regional College Campus – Year 7 & 8 (Palmerston/Inkerman Streets) <ul style="list-style-type: none"> • To promote use and development of the site for independent aged care, lower level aged care accommodation or health facilities complementary to the nearby Maryborough Hospital. • The oval area was the former market square and it's heritage value and function should be considered in any development proposal. Encourage the developer to provide adequate open space, based on the existing site layout. • Retain the old brick school building. • Depends on findings of proposed open space strategy, whether outcome could be negotiated with State government or new land owner etc • Link the redevelopment of this site to the Railway Station and the Town Centre. | High | Short term | <ul style="list-style-type: none"> • Council* • Private initiatives | - |

9.05 FOMER EDUCATION SITES CONTINUED

| Issue/Attribute | Actions / Strategies | Priority | Time Frame | Agencies and funding # Responsibility * | Opinion of Probable Cost |
|-------------------------|---|--|---|---|---|
| Continued from previous | <ul style="list-style-type: none"> • Maryborough Regional College Campus – Year 9-12 (Nolan/Victoria Streets) • To promote use and development of the site for local government (office) purposes with retention of the former school of mines brick building, civic open space, places of assembly and residential • Retain the existing Library Building and improve the external façade treatment. (Render and paint) • See 9.06 Railway Precinct for further details. • Maryborough East Primary School (No. 2828) (Argyle/Gillies Streets) • To promote use and development of the site for on-going educational purposes, a health retreat, or recreation camp. • Link with Rosita Sports Centre. Take advantage of its woodland setting. • Retain the old brick school building. | High Medium High | Short term Long Term Short term | <ul style="list-style-type: none"> Council* Arts Victoria Private initiatives Tourism Victoria Heritage Victoria Council Council Council* SRV Private initiatives | - \$180,000 - |

9.06 RAILWAY STATION PRECINCT

The following section sets the context, vision and themes, then recommended actions for the development of the Railway Station Precinct in Maryborough.

Context

- The Railway Station is a historically significant building.
- The precinct is currently underutilised and poorly marketed.
- The relocation of the existing Regional College to the Maryborough Education Centre enables the development of a considerable area to the west of the Railway Station as the key civic precinct in Maryborough.

Vision and themes

- Develop the Railway Precinct as a important community and tourist attraction and significant civic space for Maryborough.

The broad objectives of the recommended actions are to:

- Remove many of the existing school buildings to open up views and access to the Railway Station precinct and creation of a community park space and common.
- Council Offices to relocate to the historically significant School of Mines Building.



The Railway Station



Tantalising views of the Railway Station Tower – imagine what might be with the foreground a community park and common

9.06 RAILWAY STATION PRECINCT
To be read in conjunction with Figures 5 and 6

| Issue/Attribute | Actions / Strategies | Priority | Time Frame | Agencies and funding # Responsibility * | Opinion of Probable Cost |
|---|---|----------|-------------------------|---|--------------------------|
| <ul style="list-style-type: none"> The Railway Station needs an appropriate forecourt or “common lawn” in order to be “understood” and fully appreciated for the Nationally significant Railway Station it is. Such a building has the capacity to visually anchor this end of Maryborough. | <ul style="list-style-type: none"> Relocate of the Shire Offices to the former Technical College site on the corner of Nolan Street and Victoria Street to provide greater acknowledgment of the precinct and increase pedestrian activity to the Precinct. Develop the link between the Railway Station and the relocated Shire Offices, within a major civic space of a new “town common” including an amphitheatre and outdoor sculpture garden. The “common” would be a community gathering place for markets, outdoor theatres and performing arts. The precinct is to be named Railway Square. Increase patronage levels of nearby business such as the former Woollen Mills, Flour Mill Gallery and Station Antiques Shop and Cafe. Market as a town walk within tourism brochures and specific information on each business. Encourage the creation of a regular fresh food and hand made craft market or a night-time food market on this site to encourage community use and ownership. | High | Short term to long term | Council Arts Victoria Tourism Victoria Private initiatives | \$ |

9.06 RAILWAY STATION PRECINCT CONTINUED

| Issue/Attribute | Actions / Strategies | Priority | Time Frame | Agencies and funding # Responsibility* | Opinion of Probable Cost |
|--|---|-------------------|-----------------------|---|---|
| <ul style="list-style-type: none"> The Railway Station and nearby industrial building precinct. There is no link between the buildings. Quality of buildings and infrastructure is weak at the Railway Station end, reinforcing separation. | <ul style="list-style-type: none"> Create a civic-cultural precinct link from Civic Square through to the Station – tower to tower visual link. Develop a community space with reinstatement of historic avenue of elm and plane trees on the former Station street alignment and establishment of a physical connection through streets, car parks and acquisition of some private land Develop a significant community focus through the development of a “common” in front of the Railway Station. Name the common “Railway Square” and provide an entertainment area to include outdoor performance and exhibition spaces, an amphitheatre and sculpture park. | High, medium, low | Short term, long term | <ul style="list-style-type: none"> Council* Arts Victoria Tourism Victoria Maryborough Arts Group | \$700,000 Town Common Car parking Infrastructure Landscape |
| <ul style="list-style-type: none"> There are several new potential land uses for the Maryborough Railway Station. There is also great potential for interpretation of the Railway Station. | <ul style="list-style-type: none"> Encourage tourism, community and cultural uses at the Maryborough Railway Station. Develop interactive interpretive information through the use of sound, including the noise of the train arriving and leaving and the passengers. Investigate access opportunities to the old railway and engine sheds and loading bays. To encourage a deeper experience of a 19th / 20th century transport hub. | High | Short term | <ul style="list-style-type: none"> Council* Tourism Victoria Heritage Victoria | \$10,000 Promotion and interpretation |

9.07 URBAN CHARACTER AND STREETScape

The following section sets the context, vision and themes, then recommended actions for guiding and enhancing urban character and streetscape improvements in Maryborough.

Context

- The town has a number of strong streetscape elements; a compact layout of the core Town Centre, the significant grid layout and built form to main streets.
- The Post Office, Courthouse and Town Hall are significant buildings that create a strong civic square, emphasised by the termination of Nolan Street at the square.

Vision and themes

- Promote the “Tower to Tower” theme, between the Railway Station and the Post Office.
- Reinforce the importance of the Town Centre and key civic space in town.
- Establish and enhance connectivity between key sites. Facilitate development of a new civic square or common, in front of the Railway Station and in conjunction with the relation of Council’s administration offices.
- Develop any new buildings that harmonise with the existing built form pattern in Maryborough without mock imitations of original building stock.

The broad objectives of the recommended actions are to:

- Improve the High Street to Railway Station link along Nolan Street.
- Improve the presentation of key buildings, particularly those along the Nolan Street Link and boulevard.
- Establish design guidelines to ensure new developments are established with strong urban design principles.
- Encourage shop owners and the private sector to be proactive in the improvement of shop fronts, verandahs and facades.



Maryborough’s wonderful buildings of substance –
a priceless community asset capable of being linked through urban design

9.07 URBAN CHARACTER AND STREETSCAPE

This section to be read in conjunction with 8.04 and Figure 9

| Issue/Attribute | Actions / Strategies | Priority | Time Frame | Agencies and funding # Responsibility* | Opinion of Probable Cost |
|--|--|---|---|--|--|
| <ul style="list-style-type: none"> McLandress Square includes the Post Office, Courthouse and Town Hall. Buildings/shops facing back toward McLandress Square have a critical role in creating a pedestrian friendly character. The buildings presently occupying these corners do not have sufficient detailing and are unsympathetically finished. Harmonizing silhouettes of the roofs of High Street buildings when seen from McLandress Square, reinforce the appropriate sense of scale and enjoyment of the place and serve to define the civic space. With appropriate height constraints, the rear yards of High Street properties can play a critical role in anchoring this side of McLandress Square. | <ul style="list-style-type: none"> Rename the square "The Civic Square". Install an appropriate plaque to acknowledge the role of Commissioner McLandress. Maintain and improve the fabric of the Civic Square to lead, by example, a conservation ethic throughout Maryborough. Improve the appearance of the rear yards of the High Street properties. Where possible, widen footpaths in order to allow more appropriate verandas or awnings. Define corners and key edges with bollards, seats, flower beds and information boards. Apply cement render finishes to the opposing corner (shop) buildings as this would be far more appropriate than the existing suburban shop finishes and built form. Chimneys, particularly where high and well detailed, should be retained as they form part of the "visual menu" for the eye. Similarly, the lantern lights. | <p>High</p> <p>High</p> <p>High</p> <p>High</p> | <p>Short term</p> <p>Short term</p> <p>Long term</p> <p>Long term</p> | <p>Council</p> <p>Council</p> <p>Council</p> <p>Property Owners* Traders group</p> | <p>\$5,000 Staff Time</p> <p>\$10,000 Staff Time</p> |

9.07 URBAN CHARACTER AND STREETSCAPE CONTINUED

| Issue/Attribute | Actions / Strategies | Priority | Time Frame | Agencies and funding # * Responsibility | Opinion of Probable Cost |
|---|--|----------|----------------------|---|--|
| <ul style="list-style-type: none"> Poor links exist along between the Railway Station (Burns Street) and Alma Street. | <ul style="list-style-type: none"> Promote the 'Tower to Tower' concept of the Post Office to Railway Station. Strengthen the built form and public space linkages between these cornerstone buildings. Establish Nolan Street as a key boulevard through signage and canopy tree plantings. Some planting will be within kerb projections. Develop other existing and possible future pedestrian links between Burns Street and Alma Street. | High | Short term | Heritage Victoria – built form # Council – streetscape works Council* | \$20,000 Promotion and staff time \$80,000 Tree planting, signage and graphics |
| <ul style="list-style-type: none"> Nolan Street is an important axis to the Railway Station. However further away from High Street, the building form deteriorates as Nolan Street veers east. | <ul style="list-style-type: none"> Improve the presentation and maintenance of the buildings along Nolan Street. Repair the Picture Theatre's façade to its original fabric to anchor the experience in moving between High Street and the Railway Station. | Medium | Short to medium term | Heritage Victoria (Low interest loans) Council Private initiatives* Traders Group | \$25,000 Picture theatre - work on the verandah, pressed metal, paintings and roof plumbing |

MARYBOROUGH URBAN DESIGN FRAMEWORK
CENTRAL GOLDFIELDS SHIRE COUNCIL

9.07 URBAN CHARACTER AND STREETSCAPE CONTINUED

| Issue/Attribute | Actions / Strategies | Priority | Time Frame | Agencies and funding # Responsibility* | Opinion of Probable Cost |
|---|---|----------|------------|---|--------------------------|
| <ul style="list-style-type: none"> There is an important diagonal connection and view line between the Williams Buildings (1909) with its wonderful open parapet on the corner of Nolan and Alma Street with Phillips Gardens through the atrium of the Visitor Information Centre. There are various assortments of streetscape elements, street furniture and mixed planting on this key axis (Nolan Street). | <ul style="list-style-type: none"> Reinforce this key axis by retaining the original parapet to the buildings on this corner. Floodlighting the unusual open parapet would have a dramatic impact. Improve streetscape elements to this intersection by selection of unifying items of furniture (seats, bollards and litterbins) and planting. | High | Short term | Private initiatives Council* | - |
| <ul style="list-style-type: none"> Maryborough has a permeable Town Centre with many access points and pedestrian laneways either side of High Street. | <ul style="list-style-type: none"> Provide design guidelines to ensure any new, large scale urban development sites, such as the existing Council owned car park, include pedestrian permeability and inviting access points into the design. | High | Short term | Council* Traders Group | -\$20,000 |

9.07 URBAN CHARACTER AND STREETSCAPE CONTINUED

| Issue/Attribute | Actions / Strategies | Priority | Time Frame | Agencies and funding # Responsibility* | Opinion of Probable Cost |
|--|---|-----------------------------|--|---|--|
| <ul style="list-style-type: none"> High Street between Inkerman and Tuaggra Street has a compact and consolidated character. Inkerman and Tuaggra Street corners are particularly important in terms of built form. The Albion Hotel and Maffescioni Buildings are very important in “introducing” visitors to High Street. Their general appearance as “bookends” to High Street can create a favourable impression of Maryborough, or the opposite when it is obvious that maintenance and paint are in short supply. | <ul style="list-style-type: none"> Restore verandah after investigation and confirmation of extent and detailing. Investigate painting or stripping paintwork options in order to improve the appearance and reduce on group maintenance. | <p>Medium</p> <p>Medium</p> | <p>Medium to long term</p> <p>Short to medium term</p> | <p>Heritage Victoria #</p> <p>Heritage Victoria Council*</p> <p>Private initiatives*</p> <p>Traders Group</p> | <p>Verandah dependant on extent \$30,000</p> <p>\$20,000</p> |
| <ul style="list-style-type: none"> Maryborough has a built form which is generally of render, brick and glass, with secondary buildings in corrugated iron or weatherboard. | <ul style="list-style-type: none"> In the design of new buildings, encourage the use of materials and finishes that harmonise with the norm seen in Maryborough, without presenting imitations of the original building stock. | <p>High</p> | <p>Short term</p> | <p>Council</p> <p>Private initiatives*</p> <p>Traders Group</p> | |

MARYBOROUGH URBAN DESIGN FRAMEWORK
CENTRAL GOLDFIELDS SHIRE COUNCIL

9.07 URBAN CHARACTER AND STREETScape CONTINUED

| Issue/Attribute | Actions / Strategies | Priority | Time Frame | Agencies and funding # Responsibility* | Opinion of Probable Cost |
|---|--|----------|------------|---|----------------------------|
| <ul style="list-style-type: none"> • Areas where pedestrian traffic is encouraged, currently exhibit a range of finishes and property care ranging from tidy to unsightly. | <ul style="list-style-type: none"> • Encourage building owners to maintain tidy yards and buildings and where that is not practical, install screening of storage areas. | High | Short term | Property owners* Council | \$5000 Staff Time |
| <ul style="list-style-type: none"> • Maryborough has important structures that relate to past industry – a number are highly visible. | <ul style="list-style-type: none"> • After further investigation of certain structures such as chimneys, railway sheds, turn tables, large factories, continue to investigate alternative uses for these facilities that would increase employment opportunities in the town. • Promote the long history of Maryborough, relating to past industry through initiatives such as further flood lighting at night and additional interpretive boards and information brochures. | Medium | Long term | Council Private initiatives* Council Traders Group | \$10,000 Flood lighting |
| <ul style="list-style-type: none"> • Many buildings have landscape elements and details (fences, gates etc) that display a high standard of design thought and skill. | <ul style="list-style-type: none"> • Encourage building owners to retain minor elements of their buildings as they demonstrate to visitors and the community, the pride and achievements of Maryborough. | Medium | Long term | Council Private initiatives* Traders Group | |

MARYBOROUGH URBAN DESIGN FRAMEWORK
CENTRAL GOLDFIELDS SHIRE COUNCIL

9.07 URBAN CHARACTER AND STREETSCAPE CONTINUED

| Issue/Attribute | Actions / Strategies | Priority | Time Frame | Agencies and funding # Responsibility * | Opinion of Probable Cost |
|---|--|------------------|------------------------------|--|---|
| <ul style="list-style-type: none"> Inappropriate front wall (shop level) textures and proportions. | <ul style="list-style-type: none"> Require ground floor shop fronts, restaurants, or offices to be glazed in order to provide a source of engagement with passing pedestrians and street activity. Window sills and high lights / fan lights etc should relate to adjacent shops scale, texture or finishes. Individualism in shops that are part of a net should not be encouraged where permanent change is made. An emphasis can be made on signage and window displays to create an attractive appearance to passers by. | High | Short term | Heritage Victoria # Council Private initiatives * Traders Group | |
| <ul style="list-style-type: none"> Maryborough's core (High Street/Nolan Street) has few commercial (non civic) buildings higher than nine metres in height. | <ul style="list-style-type: none"> Establish in the planning controls a height limit of nine metres or two-storeys Maintain the undulation in building form currently seen in High Street – particularly between Inkerman and Nolan Street. | High | Short term | Council * Private initiatives | \$2,000 Council Staff time annually |
| <ul style="list-style-type: none"> Buildings in Maryborough's core are built hard to the street. | <ul style="list-style-type: none"> Ensure new buildings take account of and do not impede views along the core Town Centre streets including High Street, Nolan Street and Clarendon Street. Retain the "hard edge" in built form with variation in parapet heights and forms. | High High | Short term Short term | Council * Private initiatives Traders Group | \$2,000 Council Staff time annually |

MARYBOROUGH URBAN DESIGN FRAMEWORK
CENTRAL GOLDFIELDS SHIRE COUNCIL

9.07 URBAN CHARACTER AND STREETSCAPE CONTINUED

| Issue/Attribute | Actions / Strategies | Priority | Time Frame | Agencies and funding # Responsibility * | Opinion of Probable Cost |
|---|--|----------|----------------------|--|--------------------------|
| <ul style="list-style-type: none"> The Fire Tower is visible from a number of areas around the town. | <ul style="list-style-type: none"> Uplight the Fire Tower at night for a dramatic effect. Investigate the heritage significance of the tower. | Medium | Short to medium term | Heritage Victoria or private sponsorship from private company # Council* Private initiatives | \$5,000 |
| <ul style="list-style-type: none"> There is a need to reinforce the character and layout of individual street grids and blocks. | <ul style="list-style-type: none"> Encourage corner buildings to have slightly higher parapet lines so as to reinforce this attribute. | High | Long term | Council* Private initiatives Traders Group | - |
| <ul style="list-style-type: none"> A number of buildings play a critical role in anchoring the streetscape of High Street. The subtle and gentle curvature of High Street emphasises the exposure of facades to both motorists and pedestrians. | <ul style="list-style-type: none"> Preserve the integrity of anchor buildings. eg. The former State Bank (now Old Vault Restaurant), the Scout Shop or Opportunity Shop. Encourage shop owners to maintain facades and their original detailing. | High | Short to medium term | Heritage Victoria # Council Private initiatives* Traders Group | - |
| <ul style="list-style-type: none"> There is a need to develop new physical linkages between the town centre and the new Maryborough Education Centre | <ul style="list-style-type: none"> Establish linkages from the town centre to the MEC through sign posted trails along streets such as Inkerman Street. Incorporate the work of local artists eg. Barwon Heads. (Arts, Vic Health, etc funding) | High | Short to Long term | Council* Private initiatives* | |

9.08 HERITAGE AND BUILT FORM

The following section sets the context, vision and themes, then recommended actions for guiding and enhancing heritage and built form in Maryborough.

Context

- A number of significant buildings have been recycled, with new uses facilitating maintenance and refurbishment.
- A heritage overlay covers a large part of the Town Centre
- There are five sites identified on the Victorian Heritage Register.
- There are interpretive boards to key sites and further supported by town history tours.

Vision and themes

- Protect and promote an appreciation and understanding of the town's heritage.
- Establish a program of public art and street theatre events.
- Retain the strong heritage and built form details to buildings in the Town Centre.

The broad objectives of the recommended actions are to:

- Encourage the reuse and refurbishment of existing historic and stately buildings, such as those on each of the four former school sites
- Refine and amend the Heritage Overlay to focus on sites and buildings which are important in contributing to the character of Maryborough.
- Provide guidelines and advice on colour schemes and built form details.



Preserve the heritage character and detailing of Maryborough through maintenance and sensitive renovation.

MARYBOROUGH URBAN DESIGN FRAMEWORK
CENTRAL GOLDFIELDS SHIRE COUNCIL

9.08 HERITAGE AND BUILT FORM

This section to be read in conjunction with 8.03 and Figure 9

| Issue/Attribute | Actions / Strategies | Priority | Time Frame | Agencies and funding # Responsibility * | Opinion of Probable Cost |
|--|--|---|---|---|---|
| <ul style="list-style-type: none"> The heritage character of Maryborough needs to be protected and enhanced. High quality interpretive signs have been installed through the Town Centre. They tell a story and provide the visitor with site specific information. There is a well-established town walk that is documented on a pamphlet. History tours of the Town Centre are also currently available. | <ul style="list-style-type: none"> Discourage mock – heritage as it detracts significantly from authentic heritage. Eg. Some of the existing streetscape elements detract from the quality built heritage of Maryborough. Promote an appreciation and understanding of the town’s heritage. Produce additional bulletins and continue the organised town history tours. Provide further story and interpretive boards at key sites and the Nolan Street link to the Railway Station. Provide a detailed set of notes or well designed booklet to explain key historical moments/events and other components of the past day-to-day life. Encourage new developments to reflect the best of the current time. Implement a program to paint and conserve important monuments. Establish a program of public art and street theatre events. Support and continue the process to more effectively protect and manage heritage sites. started with the preparation of Stage 1 of the Heritage Review Continue the installation of interpretive signage. Continue to document and promote the history of key town features Encourage people to stay longer and explore Maryborough through the walking trail. | <p>High</p> <p>High</p> <p>Medium</p> <p>High</p> | <p>Short term</p> <p>Short term</p> <p>Short to medium term</p> <p>Short term</p> | <p>Council</p> <p>Tourism Victoria Private initiatives Council *</p> <p>Private initiatives</p> <p>Commonwealth National Estate # Traders Group</p> <p>Heritage Victoria # D.S.E Council * D.S.E.</p> | <p>-</p> <p>\$5,000 Brochures</p> <p>\$25,000 Story boards</p> <p>\$10,000 Over 3 years</p> |

MARYBOROUGH URBAN DESIGN FRAMEWORK
CENTRAL GOLDFIELDS SHIRE COUNCIL

9.08 HERITAGE AND BUILT FORM CONTINUED

| Issue/Attribute | Actions / Strategies | Priority | Time Frame | Agencies and funding # Responsibility* | Opinion of Probable Cost |
|--|---|----------|-----------------|--|-----------------------------------|
| <ul style="list-style-type: none"> Several existing buildings which are significant for heritage reasons have been imaginatively re-used for other activities -eg. former Fire Brigade Building now an Art Gallery, the former Flour Mill now a gallery, the former Patience and Nicholson factory now the Maryborough Enterprise Centre. | <ul style="list-style-type: none"> Encourage the re-use and refurbishment of other buildings in Maryborough which are significant from a historic, urban design, or aesthetic perspective, such as the significant and stately buildings on the former school sites. | High | Short to medium | Council Private initiatives* Traders Group | \$5,000 Staff Time Annually |
| <ul style="list-style-type: none"> There is a continued opportunity for representation of different architectural periods/styles within Maryborough's built form as the town's belief in itself has always been demonstrated in its readiness to lead, not follow. | <ul style="list-style-type: none"> To adopt a policy that supports the retention of well presented examples of different architectural periods/styles, while encouraging continued opportunities for contemporary architecture to be incorporated into Maryborough's urban fabric. | High | Long term | Council* Private initiatives | - |

MARYBOROUGH URBAN DESIGN FRAMEWORK
CENTRAL GOLDFIELDS SHIRE COUNCIL

9.08 HERITAGE AND BUILT FORM CONTINUED

| Issue/Attribute | Actions / Strategies | Priority | Time Frame | Agencies and funding # Responsibility * | Opinion of Probable Cost |
|---|--|----------|------------|--|--|
| <ul style="list-style-type: none"> The Heritage Overlay in the Maryborough Planning Scheme covers a large part of the Town Centre. As a result it is difficult to manage/control the preservation of key buildings. Five key sites of significance are identified on the Victorian Heritage Register, the Courthouse, the Post Office, Town Hall, the Swimming Pool, Railway Station and Prince's Park. | <ul style="list-style-type: none"> Refine and amend the Heritage Overlay to focus on the sites and buildings which are important in terms of individual style and contribution to the urban design and fabric of Maryborough. Continue to promote these sites through interpretive information and tourist brochures. Commence documentation of other key historic sites for inclusion on the Heritage Register. Prioritise the previous research and establish a manual for how to handle various sites and applications E.g. Principles to be used by the Planning Department to assess corner sites and parapets. | High | Short term | Heritage Victoria Council * | <p>\$3,000 Council Staff time</p> <p>\$5,000 Heritage Register</p> <p>\$5,000 Manual</p> |

MARYBOROUGH URBAN DESIGN FRAMEWORK
CENTRAL GOLDFIELDS SHIRE COUNCIL

9.08 HERITAGE AND BUILT FORM CONTINUED

| Issue/Attribute | Actions / Strategies | Priority | Time Frame | Agencies and funding # Responsibility* | Opinion of Probable Cost |
|---|--|----------|------------|---|--|
| <ul style="list-style-type: none"> Significant heritage elements are in need of restoration and maintenance. Many tiled walls are in poor condition. Inappropriate renovation can decrease the integrity of an entire row of shops | <ul style="list-style-type: none"> Elements of many of the heritage buildings in the core of the Town Centre need protection and advice or information made available for owners on retention and restoration. Potential for the Council to supply basic "Data Sheets" on how to treat damp affected shop front walls, repair of stainless steel and/or brass shop window suites, upkeep and repair of broken decorative tiles particularly capping tiles - where replacements can be procured and a list of qualified tradesmen familiar with such details. | High | Short term | Heritage Victoria National Estate # Private investment Council* Heritage Victoria Private initiatives Traders Group | \$5,000 Data Sheets / guidelines |
| <ul style="list-style-type: none"> It is important to retain and re-instate verandahs as they provide shade on hot days and shelter from the rain. 98 High Street may possibly have had a verandah originally, and its loss is to be regretted. Concerns regarding the safety of verandah posts and traffic can be handled by bollard protection | <ul style="list-style-type: none"> Concerns regarding the safety of verandah posts and traffic can be handled by bollard protection. Eg. No 98 High Street may possibly have had a verandah originally. Encourage shop owners to reinstate lost elements and detailing in their verandahs as they are a fundamental component of the Victorian Country Town. | High | Short term | Council Private initiatives* Traders Group | \$3,000 Staff Time |

MARYBOROUGH URBAN DESIGN FRAMEWORK
CENTRAL GOLDFIELDS SHIRE COUNCIL

9.08 HERITAGE AND BUILT FORM CONTINUED

| Issue/Attribute | Actions / Strategies | Priority | Time Frame | Agencies and funding # Responsibility* | Opinion of Probable Cost |
|--|--|----------|------------|---|---|
| <ul style="list-style-type: none"> Routed timber signs are found throughout Maryborough. They are dated and deteriorate over time. Signage must be appropriate and respectful to the buildings style, function and use. Heritage buildings have little space to advertise what is inside. Eg. The Central Goldfields Art Gallery. Building names evoke the early character of a town. They are valuable and part of the coding to the visitor. | <ul style="list-style-type: none"> Discourage the use of routed timber signs as they blur the variety of building textures and colours. Replace all routed timber signs including industrial estate signs with co-ordinated graphic boards. Encourage signage to acknowledge the building it relates to. Encourage good graphics on buildings such as the graphics at the Paint Right Store in Nolan Street - respectful of the building's fabric, but eye catching. Also encourage signage to relate to the group of buildings it forms part of, while promoting individual businesses through graphics, window displays and some variation in colour within an overall discipline/palette. Use signage as the device to attract attention, rather than changes in the street fabric. Establish innovative banners at the Gallery to improve signage, while being respectful of the wonderful building façade and proportions. | High | Short term | <ul style="list-style-type: none"> Council* Private initiatives Industry and business operators Traders Group | <ul style="list-style-type: none"> \$5,000 Staff Time \$50,000 Signage at industrial estates including graphics |

MARYBOROUGH URBAN DESIGN FRAMEWORK
CENTRAL GOLDFIELDS SHIRE COUNCIL

9.08 HERITAGE AND BUILT FORM CONTINUED

| Issue/Attribute | Actions / Strategies | Priority | Time Frame | Agencies and funding # Responsibility* | Opinion of Probable Cost |
|---|--|----------|------------|---|--|
| <ul style="list-style-type: none"> Council's Planning Department faces many heritage issues and provides a diverse range of advice relating to these issues. A Heritage Study for the entire Shire has been prepared. | <ul style="list-style-type: none"> Continue the Council policy of providing relevant and practical advice on heritage matters. Incorporate the Heritage Study's Strategies in assessment of heritage issues. | High | Short term | Council Heritage Victoria Council* | Part of the package of guideline notes and heritage assessment report. |

MARYBOROUGH URBAN DESIGN FRAMEWORK
CENTRAL GOLDFIELDS SHIRE COUNCIL

9.08 HERITAGE AND BUILT FORM CONTINUED

| Issue/Attribute | Actions / Strategies | Priority | Time Frame | Agencies and funding # Responsibility * | Opinion of Probable Cost |
|---|---|----------|-------------|---|--|
| <ul style="list-style-type: none"> The way in which heritage buildings are adapted and extended is critical to the image of Maryborough | <ul style="list-style-type: none"> Encourage sympathetic extensions to heritage buildings to continue patterns of use and viability of maintenance. Repeat roof shapes, window proportions and other key components of the fabric and form of the heritage property. Eg. The Medical Centre incorporating the building next door is where a “sympathetic design hand” is evident - retaining the old, while adding a contemporary new facility. In modifying old buildings for new patterns of use, such as entry porches, acknowledge existing roof pitches and key window lines in order to remove a sense of discord. | High | Medium term | Heritage Victoria Council Heritage Victoria # Private initiatives * | \$5,000 Staff Time |
| <ul style="list-style-type: none"> Banks are important stakeholders in Maryborough as they evoke the morale of a town. Renovations have diminished the heritage values of some buildings e.g. The ANZ bank, where an unfortunate series of upgrades have destroyed much of the buildings splendid Victorian façade. | <ul style="list-style-type: none"> Encourage the banks with a presence in High Street to lead by example in treatment of their heritage properties and in particular, their facades. Encourage innovative approaches to providing modern facilities. Encourage the relocation of the ATM facility to a secure gallery space behind glass doors. | Medium | Short term | Council Private initiatives * | Varies – proportional to the earlier changes to the integrity of the building. |

MARYBOROUGH URBAN DESIGN FRAMEWORK
CENTRAL GOLDFIELDS SHIRE COUNCIL

9.08 HERITAGE AND BUILT FORM CONTINUED

| Issue/Attribute | Actions / Strategies | Priority | Time Frame | Agencies and funding # Responsibility * | Opinion of Probable Cost |
|---|--|----------|------------|--|--|
| <ul style="list-style-type: none"> Building parapets are highly visible and were originally intended to convey, through use of signage or mouldings, the business or trade carried out within. Avoid cheap and bland vertical facing of shop parapets, whether new or as part of an upgrade. Interesting parapets may be hidden behind existing shop fronts that have been “simplified since the 1960’s. | <ul style="list-style-type: none"> Retain parapets as they are part of what makes Maryborough memorable. Flat or straight parapets should be only used when they are an intentional part of the design - for example an Interwar Building, or Art Deco era business. Investigate the existence of original parapets on buildings (but there are many others) such as Treble Jewellers, Maggies Coffee Lounge and Red Stair - on the west side of High Street. Record excellent parapet examples. Eg. Collins House in Nolan Street - one of many facades that make the pedestrian enjoyment of Maryborough all the richer. Provide technical notes which show principles of design applicable to examples of building. Discourage and prevent cheap and bland vertical facing of shop parapets, whether new or as part of an upgrade. | High | Short term | Heritage Victoria # Council* Private initiatives History Society Traders Group | <p>\$5,000 Council staff time annually</p> <p>Cost part of the general heritage report</p> |

MARYBOROUGH URBAN DESIGN FRAMEWORK
CENTRAL GOLDFIELDS SHIRE COUNCIL

9.08 HERITAGE AND BUILT FORM CONTINUED

| Issue/Attribute | Actions / Strategies | Priority | Time Frame | Agencies and funding # Responsibility * | Opinion of Probable Cost |
|--|---|----------|------------|--|--|
| <ul style="list-style-type: none"> Maryborough has residences from all the major phases of Victoria's architectural history. This is a valuable asset that deserves promotion. The restoration of heritage buildings needs to be encouraged Property owners need to be enticed to restore heritage buildings Competitions with awards or prizes are good incentives to encourage high quality restoration. The Shire, individual businesses entering in the competition and tradesmen undertaking the work would receive favourable publicity for the effort. Through this, The community as a whole would be more appreciative that restoration and sympathetic adaptation of heritage buildings are the accepted norm in Victoria. | <ul style="list-style-type: none"> Encourage house owners to retain the integrity of their properties. Establish an annual Council award/prize for the most significant restoration project of a commercial, residential and "other" type of building – for example ecclesiastical, educational or community category. Establish an additional Council prize for small projects – such as repair or reinstatement of a lost or damaged shop tiled stall board or shop window –suite. | High | Short term | Heritage Victoria Council Private sponsorship # Council* Heritage Victoria D.S.E Traders Group | \$2,000 annually Dependant on the extent of private sponsorship |
| <ul style="list-style-type: none"> External colour schemes are one of the key factors that make Maryborough an attractive town. Inappropriate "gimmicky" colours devalue the whole town – particularly when they form part of a larger building whose integrity and meaning relies on "the whole". | <ul style="list-style-type: none"> Encourage and produce guidelines on appropriate colour schemes for buildings of different architectural periods. Seek advice from the consultants who prepared the Heritage Study. | High | Short term | Council | - |

MARYBOROUGH URBAN DESIGN FRAMEWORK
CENTRAL GOLDFIELDS SHIRE COUNCIL

9.08 HERITAGE AND BUILT FORM CONTINUED

| Issue/Attribute | Actions / Strategies | Priority | Time Frame | Agencies and funding # Responsibility * | Opinion of Probable Cost |
|---|--|----------|-------------|--|--|
| <ul style="list-style-type: none"> • Access to the interior of key buildings is important for the visitor experience and tourism, as the story of Maryborough can be told through these buildings. | <ul style="list-style-type: none"> • Continue the history tours of the town and conduct daily tours so people know when they can see the interiors of the buildings. | High | Short term | Tourism Victoria # * Council | \$5,000 Staff Time \$5,000 Update brochure |
| <ul style="list-style-type: none"> • The Courthouse, Town Hall and Post Office deserve a coordinated policy and procedure for tourism. | <ul style="list-style-type: none"> • Continue to update and produce the information pamphlet on the town's walk and possibly prepare a small booklet with more detail – for example on the street names and the Crimean War, links one cannot help but notice eg. Lord Palmerston, Inkerman Street and the connections with early citizens. More information on the development pattern including industry, early infrastructure development and establishment of the major parks and gardens would also be of interest. • Work towards a "Hire a Commentary" CD that goes into the visitor's walkman and can be returned or purchased – "a talking book". | Medium | Medium term | Tourism Victoria * Council Traders Group Historical Society* | \$2,000 production of a CD |

9.09 ECONOMIC DEVELOPMENT

The following section sets the context, vision and themes, then recommended actions for guiding and enhancing economic development in Maryborough.

Context

- Maryborough is a major service centre for a large catchment area.
- There is a limited range of business services in the Town Centre.
- There are three industrial estates in town and they are poorly presented and dispersed along main roads and side streets.
- The health sector has a strong presence in town however there is a link of supporting health services to cater in the medium to long term for the ageing population.

Vision and themes

- Improve the economy of the town through creation of further commercial and retail development opportunities. Investigate and facilitate new forms of operations.
- Improve the presentation of industrial estates and consolidate industrial use on estates, avoiding development on arterial roads.

The broad objectives of the recommended actions are to:

- Encourage further commercial and business investment in the town.
- Direct mainstream retail, peripheral sales, commercial uses, new business and service providers into the town centre or areas adjacent to it.
- Build on Maryborough's niche role in printing and publishing.
- Re-zone unsightly industrial areas along major roads and encourage the relocation of industrial uses in those areas to the Hamer and Leech Industrial Estates.



Drive In Estate



Leech Estate



Business Enterprise Centre



High Street



High Street



High Street

High Street is an active street with many retail shops. The industrial estates are poorly presented and dispersed along main roads. A number of old buildings have undergone a “re-birth” of business and commercial activity and operation.

MARYBOROUGH URBAN DESIGN FRAMEWORK
CENTRAL GOLDFIELDS SHIRE COUNCIL

9.09 ECONOMIC DEVELOPMENT

| Issue/Attribute | Actions / Strategies | Priority | Time Frame | Agencies and funding # Responsibility* | Opinion of Probable Cost |
|---|---|----------|-------------|--|------------------------------|
| <ul style="list-style-type: none"> Maryborough currently has a retail catchment area of 17,000 people (covering large areas to the north and west of the town) that is considerably larger than the town's population base of approximately 7,500. It is important to continue to have a strong retail mix in Maryborough's Town Centre to draw customers from the large catchment area. There currently is a lack of retail magnets to sustain this in the long term. | <ul style="list-style-type: none"> Facilitate a large retail magnet development in the north-east part of the Town Centre, between High Street and Napier Street. It should allow for pedestrian links between High Street and Napier Street. Encourage other specialist food businesses to locate in that area to obtain spin-off benefits from the supermarket and strengthen the total food offer in this part of the Town Centre. | Medium | Medium term | Council Private initiatives* Traders Group | \$5,000 Staff Time |
| <ul style="list-style-type: none"> There is a limited range of business services in the Town Centre. This is a key problem as business services in areas such as IT, financial and property services are a key growth area in the economy. | <ul style="list-style-type: none"> Facilitate more business services in the Town Centre and encourage clustering and networking of these services to achieve maximum value for the Maryborough economy. | Low | Long term | Council Private initiatives* Traders Group | Existing Council staff costs |

MARYBOROUGH URBAN DESIGN FRAMEWORK
CENTRAL GOLDFIELDS SHIRE COUNCIL

9.09 ECONOMIC DEVELOPMENT CONTINUED

| Issue/Attribute | Actions / Strategies | Priority | Time Frame | Agencies and funding # Responsibility* | Opinion of Probable Cost |
|--|---|----------|------------------------------|--|------------------------------|
| <ul style="list-style-type: none"> There is a limited range of cafes, restaurants, entertainment and accommodation facilities in Maryborough. | <ul style="list-style-type: none"> Facilitate the establishment of a wider range of quality eating, entertainment and accommodation facilities in the Maryborough Town Centre. | High, | Medium term | Council Private initiatives* Traders Group | Existing Council staff costs |
| <ul style="list-style-type: none"> There are pressures for large scale retailing along main roads at the edge of town, building on the recent development of the Lyal Eales store on Park Road This type of development detracts from the retail and commercial strength of Maryborough's Town Centre. Dispersal of economic activity from Maryborough's Town Centre is beginning to occur, as illustrated by Lyal Eales store at the Drive In Industrial Estate. | <ul style="list-style-type: none"> Direct mainstream retail, retail, peripheral sales and commercial uses to Maryborough's Town Centre. Prevent uses that would undermine the economic functioning of the Town Centre from being located at Maryborough's periphery. Prepare a planning policy to direct commercial, retail, peripheral sales uses (other than uses fulfilling a local need) to Maryborough's Town Centre and prevent uses that would undermine the economic functioning of the Town Centre from being located at Maryborough's periphery. | High | Short, medium and long terms | Council Traders Group Private initiatives* | Existing Council staff costs |

MARYBOROUGH URBAN DESIGN FRAMEWORK
CENTRAL GOLDFIELDS SHIRE COUNCIL

9.09 ECONOMIC DEVELOPMENT CONTINUED

| Issue/Attribute | Actions / Strategies | Priority | Time Frame | Agencies and funding # Responsibility* | Opinion of Probable Cost |
|---|--|----------|------------------------------|---|---|
| <ul style="list-style-type: none"> There is a community desire for further industrial development to strengthen the town's industrial base as a manufacturing and service centre. Council's approach to industrial development should be more controlled and managed. Industrial and light industrial uses are dispersed along main roads and in a variety of industrial estates located particularly in the north-eastern and south-eastern parts of town The Drive In Industrial Estate at the gateway entrance to town from Park Road is a Council initiative, serviced estate that has attracted peripheral retailing and industrial / commercial development of differing standards. | <ul style="list-style-type: none"> Consolidate future traditional industrial development in the three existing industrial estates with priority to the Hamer and Leech Estates. Prepare, in conjunction with business representatives from the estates higher performance standards for all of the industrial estates. Do not create any new industrial zones or estates. Rezone unsightly industrial areas along major roads to encourage alternative uses. Relocate these businesses to the industrial estates. Facilitate new industrial development that builds on and adds value to Maryborough's niche in printing and publishing. Encourage the re-use of old buildings for new forms of small industrial development building on the success of the Maryborough Enterprise Centre. Undertake an information/education program that highlights that new economic development in the town is not likely to be large traditional industries, but new forms of light industrial and/or commercial operations with office functions. | High | Short, medium and long terms | <ul style="list-style-type: none"> Council* Industry Private Initiatives | <ul style="list-style-type: none"> Existing Council staff costs \$5,000 Initial strategies by Council inclusion of guidelines |

MARYBOROUGH URBAN DESIGN FRAMEWORK
CENTRAL GOLDFIELDS SHIRE COUNCIL

9.09 ECONOMIC DEVELOPMENT CONTINUED

| Issue/Attribute | Actions / Strategies | Priority | Time Frame | Agencies and funding # Responsibility * | Opinion of Probable Cost |
|--|---|----------|--------------------|---|------------------------------|
| <ul style="list-style-type: none"> Continued from previous page The presentation and appearance of the industrial estates generally is poor. Some unsightly industrial uses are located outside of the designated estates (eg, the car wrecking operation at the corner of Derby Road and Lean Street). There is sufficient industrial zoned land in the three major estates and in other areas to cater for demand for the next 10 years. | <ul style="list-style-type: none"> Continued from the previous page | | | | |
| <ul style="list-style-type: none"> New forms of small industrial development are occurring through the re-use of old buildings such as the Maryborough Enterprise Centre in Railway Street. | <ul style="list-style-type: none"> Where possible, encourage new business and service providers, light industry to locate within existing buildings close to the town centre | High | Short to long term | Council Private initiatives * | Existing council staff costs |

MARYBOROUGH URBAN DESIGN FRAMEWORK
CENTRAL GOLDFIELDS SHIRE COUNCIL

9.09 ECONOMIC DEVELOPMENT CONTINUED

| Issue/Attribute | Actions / Strategies | Priority | Time Frame | Agencies and funding # Responsibility* | Opinion of Probable Cost |
|--|---|----------|-------------|---|------------------------------|
| <ul style="list-style-type: none"> The health services sector has a strong base particularly with the hospital in the Clarendon Street precinct between Neill Street and Nightingale Street There is a lack of health services to cater in the medium to long term for an ageing population in the town. | <ul style="list-style-type: none"> Facilitate the use of the existing privately owned TAFE and Council office sites along the northern side of Neill Street for expanded health facilities in future to further consolidate the health services core in this part of the town. Ensure there is sufficient vehicle parking off street and on street, commensurate with the demand for use of the facilities. | High | Medium term | Council D.S.E. Health agencies # Council* Health Agencies D.S.E. | Existing Council staff costs |

9.10 TRAFFIC, TRANSPORT AND CIRCULATION

The following section sets the context, vision and themes, then recommended actions for guiding and enhancing traffic, transport and circulation in Maryborough.

To be read in conjunction with Figure 10

Context

- The Central Goldfields Shire Council Bicycle Strategy Plan 2004 – 2013 provides a comprehensive review of the existing and proposed bicycle network for the Maryborough town. The Strategy accounts for the proposed Maryborough Education Centre. *Refer to the summary of the strategy plan in Appendix 2.*
- Traffic is generally managed satisfactorily within the town with roundabouts at a number of key cross-intersections (including Pyrenees Highway) and channelisation at other main intersections.



Nolan Street



Clarendon Street Tuaggra Street

- The intersection of High Street & Tuaggra Street is controlled by the only set of traffic signals in the town.
- There is an issue with large vehicles, in particular semi-trailers travelling through the middle of town (High Street).

- It is inappropriate for trucks to travel through town from an amenity point of view. In addition, there are problems for larger vehicles to negotiate intersections, in particular roundabouts, causing infrastructure damage and safety concerns.
- The current Planning Scheme shows that the proposed bypass connect from Tullaroop Road in the north around the east and south of town and connect to the Pyrenees Highway (west).
- Discussions with Council officers indicates that that some consideration has been given to a northern bypass utilising some existing roads, however given the location of the Maryborough Education Centre this may not be appropriate.
- There are a significant number of main routes in the Town Centre.
- In addition to the Pyrenees Highway (Sutton Road) / High Street (B180) that runs through town, there are a number of other main routes that intersect at Maryborough, as follows:
 - Park Road - Bendigo-Maryborough Road (C277)
 - Derby Road - Ballarat-Maryborough Road (C287)
 - Elgin Road - St Arnaud Road (C275)
 - Majorca Road
- Maryborough Education Centre Traffic Management Report, 15 December 2004, provides a traffic engineering assessment of the expected demands to be placed on the existing road network and proposed traffic management works to alleviate traffic impacts.



The Maryborough Education Centre precinct

- The traffic assessment prepared by Grogan Richards (GR) is based on 'green travel' principles to provide a more sustainable traffic generation for the Education Precinct. As a result the assessment incorporates a Green Travel Plan to encourage among other things, carpooling, walking, bicycling and travel by bus.
- Overall, the assessment appears to rely heavily on providing a good pedestrian and bicycle network and increased town bus routes.

Vision and themes

- Encourage 'green' travel options throughout the town, including walking and cycling.
- Improve pedestrian safety, particularly in the Town Centre and by the Education Precinct.

The broad objectives of the recommended actions are to:

- Implement the Bicycle Strategy Plan, prepared by Garry Henshall and Associates Pty.Ltd.

- Improve directional signage within Maryborough, particularly to direct trucks along local arterial roads to the north and south (i.e. Gladstone Road, Lean Street, Gillies Street)

9.10 TRAFFIC TRANSPORT AND CIRCULATION CONTINUED

| Issue/Attribute | Actions / Strategies | Priority | Time Frame | Agencies and funding # Responsibility * | Opinion of Probable Cost |
|--|---|----------|----------------------|--|---|
| <ul style="list-style-type: none"> General pedestrian access is satisfactory within the retail core (High Street & Alma Street). General footpath surface finishes and pram ramps are adequate. A number of formal pedestrian crossings (zebra) are provided in High Street and Clarendon Street to provide access within the retail area and connections to the hospital and Police Station. Problems include the drivers failing to give way to pedestrians | <ul style="list-style-type: none"> Ensure any redevelopment is permeable. Install further tactile ground surface indicators in areas of high pedestrian traffic. Key priority streets are High and Clarendon Streets. Consider installing zebra crossings with flashing lights at Tuaggra Street, south of Alma Street (Safeway car park), and Tuaggra Street, between Napier Street & Burke Street. Improve visibility of existing zebra crossings in Clarendon and High Street with further road markings and improvements to lighting and signage. | High | Short to medium term | Council * | \$5,000 |
| <ul style="list-style-type: none"> The railway line forms a barrier, isolating the east side of town from the west. The intersection of Nolan Street to Inkerman Street is dangerous. | <ul style="list-style-type: none"> Close access from Nolan Street to Inkerman Street near the railway line and direct traffic to use Albert Street as the connection. Create a grassed triangle with specimen trees. See Figure 9.06 Railway Station Precinct for further detail | High | Short | Council * | \$80,00 2 zebra crossings \$8,000 |

9.10 TRAFFIC TRANSPORT AND CIRCULATION CONTINUED

| Issue/Attribute | Actions / Strategies | Priority | Time Frame | Agencies and funding # Responsibility * | Opinion of Probable Cost |
|---|---|----------|--------------------|---|--|
| <ul style="list-style-type: none"> The Town Centre is generally well serviced by proposed or existing on-road paths. | <ul style="list-style-type: none"> Improve connectivity of the proposed bicycle network. Implement the Bicycle Strategy Plan, prepared by Garry Henshall and Associates Pty Ltd. | High | Short to Long term | Department for Victorian Communities # Council* Vic Roads | \$250,000 |
| <ul style="list-style-type: none"> There is a general lack of bicycle parking within the Town Centre. | <ul style="list-style-type: none"> Undertake an audit of bicycle parking. Provide bicycle parking in key precincts including the Railway Precinct and Safeway. Replace the existing bicycle racks in High Street with stainless steel hoops as per street furniture palette. | Medium | Medium term | Council | \$3,000 Audit \$6,000 Bicycle Hoops |

9.10 TRAFFIC TRANSPORT AND CIRCULATION CONTINUED

| Issue/Attribute | Actions / Strategies | Priority | Time Frame | Agencies and funding # Responsibility * | Opinion of Probable Cost |
|---|--|----------|------------|--|--------------------------|
| <ul style="list-style-type: none"> Currently there are two designated truck routes, one to the north along Gladstone Street and the other to the south along Lean Street/Gillies Street. Both truck routes are along residential streets, although these two routes have designated as 'Local Arterial "Link" Roads' on Council's Road Hierarchy. A truck route along Gladstone Street is somewhat inappropriate in the long term, given the location of the Maryborough Education Centre and increased level of traffic in this area. | <ul style="list-style-type: none"> Review the directional signage for 'truck routes' both to the north and south. Install improved directional road signage at key locations <ol style="list-style-type: none"> Derby Road and Lean Street Gladstone Street (Avoca direction) Gladstone Street / Tullaroop Road and Park Road. Gillies Street / Pyrenees Hwy. | High | Short term | Vic Roads # Council * | \$10,000 Signage |
| <ul style="list-style-type: none"> Council is currently undertaking a strategic assessment of the most appropriate bypass route. The existing reservation, shown in the Planning Scheme, for the proposed 'southern' bypass would effectively connect up all routes into town. | <ul style="list-style-type: none"> Retain the existing reservation for future development as a bypass. | Low | Long term | Council* Vic Roads # | - |

9.10 TRAFFIC TRANSPORT AND CIRCULATION CONTINUED

| Issue/Attribute | Actions / Strategies | Priority | Time Frame | Agencies and funding # Responsibility* | Opinion of Probable Cost |
|---|---|----------|---------------------|---|---|
| <ul style="list-style-type: none"> The car parking supply is adequate and a reasonable mix of short term parking (1P & 2P) is provided. A number of disabled spaces are provided. | <ul style="list-style-type: none"> Monitor requirements for disabled spaces and increase spaces in response to demand, in line with the 'ageing community'. | Medium | Short - Long term | Council | \$3,000 Staff Time |
| <ul style="list-style-type: none"> The Hospital Precinct has parking problems from time to time. It is noted that the Hospital relies on on-street parking, primarily in Clarendon Street and Neill Street and an informal gravel car park in Clarendon Street. | <ul style="list-style-type: none"> Provide opportunities for further parking as a result of the changing patterns of use in the Neill Street precinct. Provide off-street car park on-site and look at other opportunities i.e. the abandoned tennis courts at Neill and between Palmerston and Raglan Streets. Consider the implementation of temporary parking measures if the problem worsens. Use the existing Council car park in the long term. | Low | Medium to long term | Council | \$10,000 Staff Time and parking strategy \$180,000 Courts converted and line marking / signage elsewhere |
| <ul style="list-style-type: none"> There are further car parking opportunities. | <ul style="list-style-type: none"> Provide angle parking, if required in some of the wider streets such as Neill Street. | Low | Long term | Council | \$80,000 |

9.10 TRAFFIC TRANSPORT AND CIRCULATION CONTINUED

| Issue/Attribute | Actions / Strategies | Priority | Time Frame | Agencies and funding # Responsibility * | Opinion of Probable Cost |
|---|--|----------|------------|--|--|
| <ul style="list-style-type: none"> • There are access issues associated with the new Maryborough Education Centre. • The proposed traffic management plan incorporates extensive traffic management works including roundabouts and traffic signals to facilitate car and bus movements • Bicycle and walking links to the Maryborough Education Centre only extend to Inkerman Street and Kars Street (possible connection). • It is imperative that traffic management initiatives be implemented in a timely manner as the Maryborough Education Centre develops | <ul style="list-style-type: none"> • It is imperative that traffic management initiatives be implemented in a timely manner as the Education Precinct develops. • Implement a bicycle connection along Kars Street to provide access to the MEC from residential areas in the west • Extending the off-road network beyond Inkerman Street and Kars Street (i.e. to the south). • Widen the footpath on one side of Kars Street and Inkerman Street to 2.0m to allow for increased foot traffic and to allow children under 12 years of age to ride on the footpath. | High | Short term | Council * Vic Roads * | \$60,000 Widen footpaths along Inkerman and Kars Street |

9.11 LANDSCAPE AND OPEN SPACE

The following section sets the context, vision and themes, then recommended actions for guiding and enhancing landscape and open space improvements in Maryborough.

Context

- A number of areas of significant open space exist in Maryborough, including Prince's Park, Phillips Gardens, the Golf Course, Bristol Hill, Roscholler Park and the Velodrome, contributing to the 'green image' of the town. These maintained parks create a strong contrast with the surrounding Box-Ironbark forest.
- Many smaller neighbourhood parks are not well maintained.
- There are significant areas of Box-Ironbark forest, including Battery Dam, Craigie State Forest and Paddy's Ranges State Park.

Vision and themes

- Maintain a variety of open space areas to meet both the passive and active recreation needs of the community.
- Increase accessibility to open space.
- Create a town common and civic space at the Railway Station and former Regional College site on Burns Street.

The broad objectives of the recommended actions are to:

- Implement an open space strategy to ensure adequate provision, distribution and maintenance of parks.
- Consider linking Maryborough's open space into other broader networks such as the Great Dividing Ranges Walking Trail
- Further promote the surrounding Box-Ironbark Forest.
- Review leisure needs and trends, user groups and individual use for the smaller neighbourhood parks.
- Seek funding and support for the establishment of a major open space area on the site occupied by the Maryborough Regional College on Burns Street.



Prince's Park Playground



Football Oval



Maryborough Outdoor Swimming Pool



Prince's Park frontage to Park Road



Phillips Gardens



Stone drains in Phillips Gardens



California Gully



Neighbourhood Park

9.11 LANDSCAPE AND OPEN SPACE

| Issue/Attribute | Actions / Strategies | Priority | Time Frame | Agencies and funding # Responsibility* | Opinion of Probable Cost |
|---|--|----------|------------|--|---|
| <ul style="list-style-type: none"> Council has no existing open space policy or strategy in place for Maryborough. Provide suitable quality and range of open space opportunities and experiences for locals and visitors. | <ul style="list-style-type: none"> Assess existing open space provision. Determine the needs and demand against demographic and leisure trends. Undertake a facilities and landscape character assessment of each park. Assess maintenance and sustainability issues. Develop and implement a strategy to ensure adequate provision and distribution of open space. This includes small pocket to regional parks. Review potential for the former school sites to contribute to public passive and active recreation space provision close to the Town Centre. | High | Short term | Sport and Recreation Victoria Council* S.R.V. | \$15,000 Open Space Strategy for Maryborough |
| <ul style="list-style-type: none"> Maryborough is renowned for a green appearance. There is a strong contrast between the maintained parks i.e. Phillips Gardens, Prince's Park and the Golf Course to the surrounding dry Box - Ironbark Forest. Open space contributes significantly to the visual amenity of the township. | <ul style="list-style-type: none"> Open space contributes significantly to the visual amenity of the town. Develop planting and park furniture themes for each park, consistent with the function and character of each park. Only develop and improve open space areas if proper maintenance can be guaranteed in the short to long term. | High | Short term | S.R.V Council* | \$30,000 Seats and tables |

9.11 LANDSCAPE AND OPEN SPACE CONTINUED

| Issue/Attribute | Actions / Strategies | Priority | Time Frame | Agencies and funding # Responsibility * | Opinion of Probable Cost |
|---|---|----------|--------------------|--|------------------------------------|
| <ul style="list-style-type: none"> There is a need to improve access to open space. | <ul style="list-style-type: none"> Increase accessibility to neighbourhood open space through bike and pedestrian paths. Develop place name and direction signage to all parks. | Medium | Medium term | * Council | \$50,000 Trails |
| <ul style="list-style-type: none"> Maryborough has a number of significant open space areas – both formal and informal in character. The surrounding Box-Ironbark forest, Craigie State Forest, Battery Dam and Paddy Ranges State Park are large areas south of Maryborough offering scenic and historic environmental values. | <ul style="list-style-type: none"> Maintain a variety of open space areas to meet both the passive and active recreation needs of the community. Continue to promote the role of these areas in conjunction with their management and ownership agency and D.S.E, through the use of brochures, directional signage, talks and walking and cycling tours. | High | Short to Long term | * Council D.S.E. Tourism Victoria | Covered within specific strategies |
| <ul style="list-style-type: none"> There is a key opportunity to open-up the Railway Station precinct with the demolition of some key existing school buildings. (The classrooms which face onto Burns Street, near the oval, locally know as 'T' block). | <ul style="list-style-type: none"> Create a formal civic space in the form of a town common of predominately green space as a forecourt to the Railway Station, for public use and gathering. Refer to Section 9.05 Former Education Sites and Section 9.06 Railway Station Precinct. | - | - | - | - |

**Assessment of Open Space areas
To be read in conjunction with Figure 18**

| Plan Reference | Site / Issue | Type / Existing maintenance level | Description | Opportunities |
|----------------|--|---|---|---|
| A. | <ul style="list-style-type: none"> • Maryborough Golf Club • Allows social connections and community networks. • Leisure and exercise. • Used in the main by adults and older adults. • Green space contributing to the Park Street Gateway. | <ul style="list-style-type: none"> • Active Recreation • High level of maintenance, funded by members | <ul style="list-style-type: none"> • 18 hole golf course • Club house with restaurant • Bowling Club • Irrigated with recycled water | <ul style="list-style-type: none"> • Allows community social contact networking. • Showcase sustainable water use. |
| B. | <ul style="list-style-type: none"> • Maryborough Education Centre • Used by children and teenagers | <ul style="list-style-type: none"> • Yet to be developed | <ul style="list-style-type: none"> • Currently under construction, plans indicate the provision of two ovals. | <ul style="list-style-type: none"> • Ensure ovals are available for community use outside school hours. • Contribution by sporting clubs to assist in maintenance of recreation grounds. • Provide safe access for children. Inkerman and Kars Street are key connections. |
| C. | <ul style="list-style-type: none"> • California Gully Reserve | <ul style="list-style-type: none"> • Active and Passive Recreation • Low level of maintenance | <ul style="list-style-type: none"> • Rough mown oval • Tennis courts available for hire • Currently not irrigated • Little shade and no seating | <ul style="list-style-type: none"> • Review in detail with Council Officers, as part of the open space strategy study. • Investigate need, consolidation of open space area to increase level of maintenance to a smaller area. • Well positioned in terms of open space and location. |

MARYBOROUGH URBAN DESIGN FRAMEWORK
CENTRAL GOLDFIELDS SHIRE COUNCIL

| Plan Reference | Site / Issue | Type / Existing maintenance level | Description | Opportunities |
|-----------------------|---|--|--|--|
| D. | <ul style="list-style-type: none"> Maryborough Regional College Yrs 7-8 | <ul style="list-style-type: none"> School use. Moderate level of maintenance. | <ul style="list-style-type: none"> Recreation field. No shade, no seating Rough mown surface | <ul style="list-style-type: none"> Consider retaining the space as such, with regrading to match new development to the edges. |
| E. | <ul style="list-style-type: none"> Maryborough Primary School (No. 404) | <ul style="list-style-type: none"> School Use Low maintenance and moderate presentation. The playground is well maintained with good equipment. | <ul style="list-style-type: none"> Hard court space Grassed and gravel play space. Play equipment under a shade sail. | <ul style="list-style-type: none"> Consider retaining parts as public open space. Retain the play equipment. |
| F. | <ul style="list-style-type: none"> Bristol Hill Reserve | <ul style="list-style-type: none"> Passive Recreation Transition to the Box – Ironbark forest. Low maintenance commitment. | <ul style="list-style-type: none"> Forested hill with viewing tower There are a number of gravel tracks throughout the reserve | <ul style="list-style-type: none"> Upgrade tracks and provide a circular pathway. Promote as a viewing area of both the town and the Box-Ironbark forest. Include in information brochures. |
| G. | <ul style="list-style-type: none"> Hedges Oval | <ul style="list-style-type: none"> Active Recreation Medium – cricket pitch is maintained | <ul style="list-style-type: none"> Oval with cricket pitch | <ul style="list-style-type: none"> Retain as a competition oval. |

MARYBOROUGH URBAN DESIGN FRAMEWORK
CENTRAL GOLDFIELDS SHIRE COUNCIL

| Plan Reference | Site / Issue | Type / Existing maintenance level | Description | Opportunities |
|----------------|--|--|--|---|
| H. | <ul style="list-style-type: none"> • Phillips Gardens • Central location to the Town Centre on Alma and Nolan Street • Gardens fenced off means access is limited to several points only. Fence on Alma Street appears as a barrier. • Strategic location on axis with the new Information and Community Resource Centre. | <ul style="list-style-type: none"> • Passive recreation • High level of maintenance • Mix of open lawn areas, specimen trees and floral annual and perennial floral displays. | <ul style="list-style-type: none"> • Manicured lawns and gardens including floral displays. • Pond – currently empty and in need of maintenance works to reseal the base. • Senior citizens club occupies a corner of the gardens. • The area is fenced at all boundaries. | <ul style="list-style-type: none"> • Investigate opportunities for storm water recycling and collection. • Community focus point • Link to bus / commuter service. • Remove the cyclone fence, particularly along Alma Street, to open up and encourage use as a thoroughfare. • Remove redundant and ageing infrastructure and buildings. • Maintain to a high level to create a focal point for visitors, in conjunction with the Visitor Information Centre. |

MARYBOROUGH URBAN DESIGN FRAMEWORK
CENTRAL GOLDFIELDS SHIRE COUNCIL

| Plan Reference | Site / Issue | Type / Existing maintenance level | Description | Opportunities |
|----------------|--|--|---|---|
| I. | <ul style="list-style-type: none"> • Prince's Park • Link to sports clubs, pool and play ground. • Very close to the Town Centre • Parking around the swimming pool is ad hoc • The swimming pool entrance building is art deco in style and is on the Victorian heritage Register. • Considerable history in the formation of the lake and the park. • Several important historic features i.e. the Grandstand, swimming pool office, stone lined channels. | <ul style="list-style-type: none"> • Active / Passive Recreation • High level of maintenance | <ul style="list-style-type: none"> • Football oval with grandstand • Secondary sports ground • Outdoor swimming pool • Tennis courts • Lake Victoria • Parkland and lakeside walk • Playground • Old stone-lined open channel • BBQ and public toilets • Site for celebrations such as the Highland Gathering, Australia days, Carols by candlelight. | <ul style="list-style-type: none"> • Stormwater is already collected in the park. Investigate additional opportunities for storm water recycling and collection. • Consider sealing the pathway around the lake to make it more accessible for cyclists and walkers. • Proximity to the Town Centre as the key active recreation area. • Possible opportunity in the future to create part of the area as a bushland style park that requires less intense maintenance. |
| J. | <ul style="list-style-type: none"> • Maryborough Regional College Yrs 9-12 • Former School of Mines and historic building. | <ul style="list-style-type: none"> • School use • Poorly maintained playing field | <ul style="list-style-type: none"> • Playing field with cricket pitch • Hard-court. | <ul style="list-style-type: none"> • Key site close to the Town Centre. • Develop as open space in the proposed civic space associated with the Railway Station. |

MARYBOROUGH URBAN DESIGN FRAMEWORK
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| Plan Reference | Site / Issue | Type / Existing maintenance level | Description | Opportunities |
|----------------|--|---|---|---|
| K. | <ul style="list-style-type: none"> Maryborough East Primary School (No. 2828), Gillies Street | <ul style="list-style-type: none"> Low level of maintenance. | <ul style="list-style-type: none"> Significant open woodland of native trees. Hard court space Frank Graham Oval – Council owned and managed Grassed woodland of scattered native trees. | <ul style="list-style-type: none"> Key site close to the Town Centre. Its location on a hill establishes a presence. Location is close to Rositas Sports Centre, providing recreation opportunities. |
| L. | <ul style="list-style-type: none"> Rositas Sports Centre, Pascoe Reserve, Gillies Street | <ul style="list-style-type: none"> Active Recreation High maintenance commitment. | <ul style="list-style-type: none"> Indoor swimming pool, spa, sauna and gym Skate park Oval 11 netball courts located nearby | <ul style="list-style-type: none"> Link to Maryborough East Primary School, both located on Gillies Street. |
| M. | <ul style="list-style-type: none"> Goldfields Reservoir, Derby Road | <ul style="list-style-type: none"> Passive Recreation | <ul style="list-style-type: none"> Reservoir in bushland setting Water level is currently very low due to the on-going drought Fishing / yabbies The walking trail around the lake is popular. Cycling is currently prohibited due to the damage caused by trail bike riders. Café and restaurant beside the lake. | <ul style="list-style-type: none"> Consider the possibility of allowing cycling around the lake. |

MARYBOROUGH URBAN DESIGN FRAMEWORK
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| Plan Reference | Issue | Type / Existing maintenance level | Description | Opportunities |
|----------------|---|--|---|--|
| N. | <ul style="list-style-type: none"> Maryborough Regional Park Including Paddy's State Park, Battery Dam and Craigie State Forest. | <ul style="list-style-type: none"> Passive Recreation Environmental education Parks Victoria responsibility | <ul style="list-style-type: none"> Box - Ironbark forest Wildflowers and orchids Fauna habitat Link to historic mine sites Walking trails. Good brochures available. | <ul style="list-style-type: none"> Develop well sign posted interpretive walking trails. Continue the promotion in Parks Victoria Brochures and include in the town walk brochure. |
| - | <ul style="list-style-type: none"> Pocket parks and playgrounds are scattered throughout the town. They are mainly poorly presented and maintained. Generally, they lack a theme and landscape character / setting. Levels of usage vary. Require further review in an open space strategy for Maryborough. Irrigation of the parks is not possible, however the use of regional water should be investigated, Review links to surrounding community facilities. | <ul style="list-style-type: none"> Passive and Active Recreation Low maintenance level Poorly presented. | <ul style="list-style-type: none"> Generally of poor quality, seating poor or non-existent, patchy grass cover, little shade, lack of theme or landscape character, outdated play equipment which may not meet current Australian Standards. | <ul style="list-style-type: none"> The Open Space Strategy Study would review with Council Officers resources to maintain the parks and demand and need for scattered parks. Review demand and location of each with potential to sell off land, proceeds to go towards capital works improvement to specific small parks and to maintain fewer parks to a higher standard. Tree planting and improved seating. Establish friends of neighbourhood parks groups for individual parks to help with planting and maintenance. Establish an upgrade program / acquisition over 10 years, commencing in 2005 / 2006. Recycled water use. |

9.12 GATEWAY ENTRANCES

The following section sets the context, vision and themes, then recommended actions for guiding and enhancing improvements to the gateway entrances in Maryborough.

Context

- Maryborough has five distinct road connections from surrounding towns.
- The visual appearance of the gateway entrances to Maryborough is poor.
- Three industrial estates are located along or near prominent gateways.
- Existing town signage is small and uninteresting, and not an indication of the size and importance of Maryborough as a regional centre of the central Goldfields Shire.
- Several of the gateways have wide road reserves or median strips suitable for avenue plantings.
- Funding has been granted by Vic Roads to improve the visual amenity of the Sutton Road Underpass.

Vision and themes

- Improve gateway entrances to create a positive appearance and image for the town.

The broad objectives of the recommended actions are to:

- Implement a tree planting strategy for gateway entrances.
- Implement a town signage strategy.
- Encourage industrial estates to increase planting and screening within their own premises.
- Implement works to improve the appearance of the Sutton Road Underpass.



Park Road - Bendigo



Derby Road – Ballarat



Sutton Road – Carisbrook



Majorca Road - Majorca



Elgin Road - Avoca

MARYBOROUGH URBAN DESIGN FRAMEWORK
CENTRAL GOLDFIELDS SHIRE COUNCIL

9.12 GATEWAY ENTRANCES

To be read in conjunction with Figures 11, 12, 13, 14, 15, 16, 17

| Issue/Attribute | Actions / Strategies | Priority | Time Frame | Agencies and funding # Responsibility* | Opinion of Probable Cost |
|---|--|-------------------|-----------------------|---|--------------------------|
| <ul style="list-style-type: none"> There are five distinct vehicular entrances into Maryborough. The visual appearance of each gateway entrances is poor. Gateways are the first impression of Maryborough. | <ul style="list-style-type: none"> Establish new tree planting to create entrance avenues. Larger and improved entry signage with coordinated graphic themes. | High, medium, low | Short term, long term | Council* | Refer specific gateways |
| <ul style="list-style-type: none"> Some existing uses such as car wreckers, industrial estate premises visually detract from town entries. | <ul style="list-style-type: none"> Ensure that visually detracting land uses at town entries to meet planning permit conditions or new gateway criteria within the Urban Design Framework's recommendations. Enforce planning permit conditions for existing land uses and development to prevent further inappropriate development at gateway sites | High | Short term | Council | - |
| <ul style="list-style-type: none"> Gateway entrances are important in tourism marketing of Maryborough. They give an impression of the perception the community holds of the town. The entrances currently have poor signage. There are limited funds to plant and maintain trees. | <ul style="list-style-type: none"> Implement a signage strategy. Create a new town logo. Eg – base on the concept of “Tower to Tower”. Consider low maintenance native and indigenous species. Use smaller sized trees at planting of the five main road entrances. | High | Short term | Council | Refer specific gateways |

9.12 GATEWAY ENTRANCES CONTINUED

| Issue/Attribute | Actions / Strategies | Priority | Time Frame | Agencies and funding # Responsibility* | Opinion of Probable Cost |
|---|--|---|---|--|---|
| <ul style="list-style-type: none"> • Industrial estates are located on major gateway entrances. These include the Drive In and Hamer Estates. • They have considerable untidiness, storage of materials and vehicles and have poor signage. | <ul style="list-style-type: none"> • Clean up and better present industrial estates. Encourage individual properties to remove junk and screen storage areas. • Co-ordinate parking. • Improve key directional signage. • Encourage screen planting, particularly along road reserves. Emphasis must be on indigenous species. • Encourage quality, contemporary industrial building design. Consider conducting design awards and acknowledge good design and use of building materials. • Establish a committee formed by representatives of industry in the three estates to review standards, awards and sustainable development. • Under the Planning and Environment Act 1987, enforce a clean up of premises. Facilitate amenity improvements through re-development applications. | <p>Medium</p> <p>Medium</p> <p>Medium</p> <p>Medium</p> | <p>Long term</p> <p>Long term</p> <p>Short term</p> <p>Short term</p> | <p>Local companies * Council</p> <p>Private Industry *</p> <p>Business *</p> | <p>Undetermined private expenditure</p> <p>\$4,000 Staff Time</p> <p>\$2,000 Staff Time</p> |

9.12 GATEWAY ENTRANCES CONTINUED

| Issue/Attribute | Actions / Strategies | Priority | Time Frame | Agencies and funding # Responsibility* | Opinion of Probable Cost |
|--|---|---|---|--|--|
| <p>Park Road / Bendigo entrance</p> <ul style="list-style-type: none"> • One of the most important entrances to Maryborough due to its width and high traffic volumes. • The entrance has very wide and dry road reserves. • A number of industrial sites exist along this road. | <ul style="list-style-type: none"> • Improve the appearance of the road reserves with additional planting. • Implement canopy tree planting at the industrial estates. • Install new town signage and a sculpture to announce arrival at Maryborough. Concentrate planting at this entrance feature. • Create an avenue of Eucalypts between Griffiths street and north road, utilising the existing gravel median. Convert the gravel median strip to a grassed median strip with concrete curb. Potential species are Eucalyptus leucoxydon, E. rubida, Angophora lanceolata. • Refer Figure 12 | <p>High</p> <p>High</p> <p>High</p> <p>High</p> | <p>Short to medium term</p> <p>Short term</p> <p>Medium term</p> <p>Medium term</p> | <p>VIC Roads</p> <p>Council*</p> <p>Vic Roads*</p> | <p>\$17,000</p> <p>Tree Planting</p> <p>\$40,000</p> <p>Median Strip Works</p> |

9.12 GATEWAY ENTRANCES CONTINUED

| Issue/Attribute | Actions / Strategies | Priority | Time Frame | Agencies and funding # Responsibility* | Opinion of Probable Cost |
|---|---|----------|----------------------|---|---------------------------|
| <p>Derby Road / Ballarat entrance</p> <ul style="list-style-type: none"> • This is a very important gateway. • Significant Box-Ironbark forest surrounds both sides of the road. • A car wrecker is located at the corner of Lean Street. It is very visible, particularly from the southern approach. • A five metre wide central median begins at Lean Street and continues to the termination of Derby Road at High Street. | <ul style="list-style-type: none"> • Open up views to the Goldfields Reservoir from the road. • Encourage the motor wrecker to relocate to another position within one of the industrial estates. Implement screen planting as a short term measure. • Plant <i>Angophora lanceolata</i> to the central median strip at regular intervals. • Refer Figure 13 | High | Short to medium term | Council Vic Roads | \$17,000 Tree planting |

9.12 GATEWAY ENTRANCES CONTINUED

| Issue/Attribute | Actions / Strategies | Priority | Time Frame | Agencies and funding # Responsibility* | Opinion of Probable Cost |
|--|---|----------|------------|--|-------------------------------------|
| <p>Sutton Road / Carisbrook entrance</p> <ul style="list-style-type: none"> The entrance has a strong Box-Ironbark character along this approach. Maryborough town signage is small and not obvious at this entrance. The power substation is visually prominent on the crest of the hill. | <ul style="list-style-type: none"> Retain the strong Box-Ironbark character. Plant a landscape buffer to screen the views of the power substation and provide a backdrop to the gateway signage. Enhance the streetscape with plantings of Eucalyptus ficifolia. Refer Figure 14 | High | Short term | Council | \$10,000 Tree planting |
| <p>The Sutton Road Underpass</p> <ul style="list-style-type: none"> The entrance requires visual improvement – it is a poor announcement of the Town Centre of Maryborough. Some of the exposed rock formations of the cutting have interesting colours from orange to cream. | <ul style="list-style-type: none"> Enhance the link between the cutting and the Railway Station Precinct. To the concrete stanchions and headwalls apply a synthetic aggregate graded coloured finish as waves to reference the colour of the cuttings bedrock. Retain the exposed orange to white bedrock and where erosion occurs or is likely to occur, apply a sprayed, coloured concrete finish. Colour in waves to reference the colour of the cuttings bedrock. Up light the cutting and the underpass at night to create an entrance feature. Retain the existing Mesembryanthemum, Kennedia, Gazania and Hardenbergia and limit new planting only to areas where these species will survive and can be easily maintained. Consider use of the native grasses. | High | Short term | VIC Roads Council* Vic Roads Local Artists Arts Victoria | \$40,000 Funding already secured |

| | | | | | |
|--|-------------------|--|--|--|--|
| | • Refer Figure 15 | | | | |
|--|-------------------|--|--|--|--|

9.12 GATEWAY ENTRANCES CONTINUED

| Issue/Attribute | Actions / Strategies | Priority | Time Frame | Agencies and funding # Responsibility* | Opinion of Probable Cost |
|---|---|------------------------|-------------------------------------|---|--|
| <p>Majorca Road / Majorca entrance</p> <ul style="list-style-type: none"> Wide road easement with median strip planted with Eucalyptus and Grevillea robusta. | <ul style="list-style-type: none"> Enhance the existing avenue with further Eucalyptus plantings along the median. Replace the outdated timber routed signs of the industrial estate. Replace existing gravel with grassed median strip with kerb and channel Refer Figure 16 | <p>High</p> <p>Low</p> | <p>Medium term</p> <p>Long term</p> | <p>Council</p> | <p>\$10,000 Tree Planting</p> <p>\$40,000 Median strip</p> |
| <p>Elgin Road / Avoca entrance</p> <ul style="list-style-type: none"> Strong Box-Ironbark character exists along this approach. | <ul style="list-style-type: none"> Retain and enhance the strong Box-Ironbark character. Where space permits to the south side, plant Eucalyptus spathulata or E. viridis to provide a contrast trunk to the indigenous ironbarks. Replace prunus blieriana plantings in the residential area with Eucalyptus leucoxyton “Eucy Dwarf” adjacent to the residential area near the Elgin Street intersection. Refer Figure 17 | <p>Medium</p> | <p>Long term</p> | <p>Council</p> | <p>\$5,000 Tree Planting</p> |

9.13 ENVIRONMENT AND SUSTAINABILITY

The following section sets the context, vision and themes, then recommended actions for guiding and environment and sustainability initiatives in Maryborough.

Context

- Water levels in the lakes have suffered during the drought.

Vision and themes

- Sustainable water supply to Lake Victoria and Phillips Gardens.
- Consolidate open space areas, particularly neighbourhood parks.

The broad objectives of the recommended actions are to:

- Explore options to divert stormwater into Lake Victoria and Phillips Gardens.
- Undertake an open space strategy with the objective of consolidating open space areas throughout town, rather than small, poorly maintained parks.

9.13 ENVIRONMENT AND SUSTAINABILITY

| Issue/Attribute | Actions / Strategies | Priority | Time Frame | Agencies and funding # Responsibility * | Opinion of Probable Cost |
|--|--|------------------------------|---------------------------------------|---|---|
| <ul style="list-style-type: none"> • Need for a sustainable water supply to Lake Victoria and Phillips Gardens' lake. • Treatment and reuse of water (storm water and waste water). | <ul style="list-style-type: none"> • Continue exploration of options to divert additional stormwater into Lake Victoria and Phillips Gardens' lake. • Continue the exploration of options for the reticulation and use of recycled water beyond the Maryborough Golf Course and Prince's Park, to other areas of open space in Maryborough. • Design new car parking areas to integrate water sensitive urban design principles wherever practical and appropriate. | <p>High, Medium</p> | <p>Short term Short term</p> | <p>Refer to Section 9.03 Image N/A</p> | <p>Refer to Section 9.03 Image \$2,000</p> |
| <ul style="list-style-type: none"> • Lack of environmental management planning in the design, construction and operation of new development. | <ul style="list-style-type: none"> • To require developers to submit a report with their application that demonstrates how it is proposed to manage environmental and sustainable development impacts (both positive and negative) in the design, construction and operation of new development. | <p>Medium</p> | <p>Short term</p> | <p>N/A</p> | <p>\$5,000</p> |
| <ul style="list-style-type: none"> • Poor environmental standards in existing industrial estates. | <ul style="list-style-type: none"> • To, in conjunction with the EPA, encourage and educate business operators to eliminate environmental worst practice. | <p>Medium</p> | <p>Long term</p> | <p>Environment Protection Authority</p> | <p>\$10,000</p> |
| <ul style="list-style-type: none"> • The RACV Energy Breakthrough, established in 1991, is a drawcard for the city. • It has grown to now attract more than 120 entrants and caters for more than 3000 participants. | <ul style="list-style-type: none"> • Encourage this event to establish Maryborough as a leader in sustainable energy sources. | <p>Medium</p> | <p>Long term</p> | <p>Sustainable Energy Authority Victoria</p> | <p>\$3,000</p> |

10 IMPLEMENTATION, FUNDING AND BUDGET

10.01 IMPLEMENTATION

The implementation of the Maryborough Urban Design Framework requires the coordinated and committed involvement of both the public and private sectors. The strategies in the Framework present a variety of physical and non-physical improvements and capital works initiatives that need to be followed up. There also are important strategic planning and funding sources that need to be explored and developed through close liaison and partnership between Council, Federal and State Governments, and the community of Maryborough.

The implementation for the Maryborough Urban Design Framework (MUDF) should be considered in terms of the project's key directions and integrated into the strategic and statutory structure of State and local government planning. The process is as follows:

- Council's endorsement of the MUDF directions
- Inclusion of the Maryborough UDF's directions as a reference document in the Local Planning Policy of the Central Goldfields Planning Scheme
- Use of the MUDF in consideration of development proposals and the enhancement of the non-physical and the social realm.
- Use of the MUDF by the Shire and the local community to initiate funding applications to Federal and State and Governments for both physical and non-physical improvements

10.02 FUNDING

The organisation of additional Government funding is critical to the implementation of the MUDF. The rate base at Central Goldfields Shire is limited, and Council does not have extensive funds to undertake new works or maintain existing assets. There is a need for as many Federal and State Government grants as possible to supplement rate income.

State and Federal Grant Programs

The Federal and State Governments have many grants and other funding programs that are available to Councils, organisations and communities for both physical and non-physical improvements. Several of these are:

- Regional Partnerships
- Community Support Fund
- Heritage Victoria. Grant funding is available for the conservation and ongoing maintenance of significant landscapes and buildings. There is also a register of the National Estate.
- National Trust of Australia (Victoria). The National Trust has a register of significant buildings, streetscapes and landscapes. Items on either the Heritage Victoria or the National Trust registers have a greater chance of receiving grant funding.
- Rural Community Development Scheme. Funding for projects with community building initiatives.
- Tourism Victoria. Funding for projects with direct links to increasing tourism in regional and rural areas and the stimulation of their economies.
- Australian Tourist Development Program

- Arts Victoria has a number of categories for festivals, events and the development of art, music and television programs. The Regional Art Development Grant provides development opportunities for arts organisations in regional and rural Victoria.
- Sport and Recreation Victoria. Grants for leisure and recreational projects with identified benefits to a broad section of the community.

To maximise the grant opportunities, it is critical for Council to have a comprehensive understanding of all the available Federal and State grants. This can be obtained by reference to <http://www.grantslink.gov.au> and <http://www.grants.dvc.vic.gov.au>. Furthermore, Council could register with the www.ourcommunity.com.au service to receive a regular update of possible grants for Maryborough and other communities in the Shire.

Strong networks with Government agencies also are important in securing grants. The development of strong links, if not already developed, with bodies such as the Central Victoria Area Consultative Committee in Bendigo is essential to keep abreast of and secure grant funding.

From our experience, there are several tips for procuring Government funds:

- Allocate a person within Council on a part-time or full-time basis to find potential grant sources, make the necessary contacts, and write the grant applications
- Regularly lobby Government ministers and senior staff, and highlight and leverage off good things the Shire has done for Federal and State Governments
- Link with various community and sporting groups and clubs within town to expand the resource and exposure network.

With respect to the grant applications themselves, the following suggestions are put forward:

- Think about projects that are innovative and that align with agency/Ministerial policies of the grant authority rather than projects that might normally be funded from conventional Council budgets
- Take a strategic overview of the proposed project and link the grants application with broader Government programs
- Stay wherever possible within the guidelines set by the agency providing the grant
- Be as clear as possible in each application on what is proposed to be achieved
- Write good applications with high quality presentation
- Ring up the people who are managing the program and talk with them - they can very informative and it leaves an impression with them if you show you are keen.
- Be honest where you don't know something on an application form – find out more about the issue
- Need to work with the community and community groups / sporting groups (golf, football, bowls) which all have Town Centre status to network.

Other Sources of Funding

Development Contributions

As a condition of a planning permit for a development, the Shire can receive funds from the developer to contribute to infrastructure improvements such as open space, infrastructure and lighting improvements. Need and accountability are key elements in linking the specific funding

with the project. Development contributions could be important in the redevelopment of the town centre and facilitation of new infrastructure in and linking to the proposed new civic and railway station precinct

Special Rate Schemes

A special rate scheme under the Local Government Act recoups funds from existing beneficiary landowners, as well as new development. Special rate schemes are usually oriented to car parking and physical improvements here there is an identified special benefit to a particular group of landowners.

Service Clubs

Local clubs and organisations often contribute to funding a project or part of a project.

10.03 BUDGET

Below is a list of probable/indicative costs for components of the strategies:

| Action | Budget \$ | Annual Support |
|--|------------------|-----------------------|
| Reticulated Water System | 700,000 | |
| Marketing | 3,000 | |
| Civil works in formation of the Railway Precinct, Town Common, Car parking, Infrastructure and Landscape paved areas | 700,000 | 60,000 |
| Library building improvement to the façade. Render, painting and minor materials use | 180,000 | |
| Railway Station promotion and interpretation | 10,000 | |
| Tree planting along Alma Street and Burns Street, signage and graphics | 80,000 | |
| Renovation and preservation of picture theatre | 25,000 | |
| Street Furniture in the Town Centre | 20,000 | |
| Council heritage renovation prize | | 2,000 |
| Flood lighting of historic structures | 10,000 | |
| Fire Tower lighting and maintenance | 5,000 | |
| Heritage bulletins and story boards | 20,000 | |
| Protect and manage heritage sites identified in stage 1 of the heritage review | 10,000 | |
| Further listings on the heritage register | 5,000 | |
| Urban design manual for council planning | 5,000 | |
| Data sheets, guidelines on maintenance of heritage buildings for property owners | 5,000 | |
| Signage at industrial estates including graphics | 50,000 | |
| Update existing tourist brochure | 5,000 | |
| Production of a information CD | 2,000 | |
| Economic development strategies | 5,000 | |
| Improvement of pedestrian safety | 5,000 | |
| 2 new zebra crossings with flashing lights | 80,000 | |
| Improvement of existing crossings | 8,000 | |
| Nolan and Inkerman streets intersection | 50,000 | |
| Bicycle network | 250,000 | |
| Bicycle use audit and new hoops | 9,000 | |
| Direction signage for heavy vehicle routes | 10,000 | |
| New car parking | 260,000 | |
| Widen footpaths | 60,000 | |
| Open Space Strategy | 15,000 | |
| Picnic seats and tables | 30,000 | |

- continued over -

| Action continued | Budget | Annual Support |
|---|--------------------|-----------------------|
| Accessibility to parks | 50,000 | |
| Park Road, Bendigo entrance | | |
| Tree planting | 17,000 | |
| Median strip works | 40,000 | |
| Derby Road, Ballarat Entrance tree planting | 17,000 | |
| Sutton Road Carisbrook entrance tree planting | 10,000 | |
| Sutton Road Underpass | 40,000 | |
| Majorca Road, Majorca Entrance | | |
| Tree planting | 10,000 | |
| Median strip | 40,000 | |
| Elgin Road, Avoca entrance | 5,000 | |
| Water sensitive car park design strategies | 2,000 | |
| Staff Time | 135,000 | 4,000 |
| TOTAL (excl. GST) | \$2,983,000 | \$66,000 |

10.04 PRIORITY ITEMS

11 APPENDICES

APPENDIX 1

COUNCIL MEETING - CONSULTANT NOTES

Wednesday the 19th of January 2005 – Maryborough Town Hall 10.30am – 12pm

Attendance:

Consultant Team - Carol Atwell, Cathryn Tattersall, Mike Smith, Will de Waard, Donald Walker, Peter McNabb, Ben de Waard

Council and Councillors - Norm Cameron, Lynne Josephs, Val Andrews, Brian O'Connor, Mark Johnston, Geoff Lovett (Mayor), Barry Rinaldi, Wayne Belcher, Ian Robertson and Peter Beaumont

- Axis, precincts linking precincts.
- Detailed design to link, present, access and improve appearance. Includes landscape design of linkages.
- The functions of each precinct.
- Concerns about whether the strategies and vision will be able to be implemented.
- Bicycle strategy, recently completed.

Issues and expectations of Councillors

- Perception of the CBD
- Appropriate landscape for underpass \$40K Vic Roads
- Entrances – street tree advisory group, street tree strategy report prepared, excellent document but expensive to implement.
- Existing school sites
- Technical school site to become Council administration offices – open up to railway station.
- Links between CBD, Phillips Gardens and Prince's Park.
- Wrecker yards at key entrances – screening, consider appropriate locations for uses.
- First impressions of the town.
- 19th century buildings – government / private.
- Heritage versus new industry and buildings.
- Coleman's corner to be a KFC
- Directional signage to facilities – made more difficult by so many entrances (6 key entrances).
- Industrial estates – entrance from Bendigo – ad hoc establishment.
- Prince's Park's Lake Victoria and the Phillips gardens lake have been drained for repairs and improvements, as the levels were low due to the drought.
- Cal Gully Oval – what is the potential? Currently not used. Subject to Native title claims. Possibility to convert to residential? Also a need for open space.
- Water – lakes – ways of using the stormwater system to fill them as currently empty.
- Application for extension of reticulated system – have a look at this document.
- Connections between Maryborough and Dunolly, Carisbrook?

- Street furniture in CBD – theme approach to seats, bins and lights.
- Opportunities for funding once the UDF is complete. Need to provide details of sources and procedure to apply.
- Maryborough town is surrounded by iron bark forest.
- Wide road reserves plus the current drought has a negative impact.
- Aging population – it is important that facilities are within walking distance.
- Hard heritage issues are the little weatherboard cottages.
- Railway Station – Icon of Maryborough. Deterioration of the Railway Station, 600k has been quoted for repair work. What are the potential uses above and beyond current use? Direct access route a possibility.
- Fast train does not affect Maryborough. Commuters require continuity of service.
- Visitor Information Centre – linkages
- Very wide road reservations – what can you do with them?

CONSULTANT DISCUSSION

Wednesday the 19th of January 2005

VISION

- Street furniture
- Maryborough as a living city – lots of different styles are represented therefore contemporary design should be introduced to continue to grow the city. Don't reinvent the past. Curved roof industrial building on the Bendigo Road is an example of contemporary design.
- Melding the old with the new.
- Use of materials in an innovative way.
- Vernacular elements in contemporary ways.
- Palette of colours and plants to reflect environment – *Corymbia citriodora*, *Corymbia ficifolia*, *Eucalyptus sideroxylon*.
- Discourage peripheral sales outlets at town entrances – try to keep in CBD.
- Re-use of buildings strategy – including use of 2nd storey. Re-use of old buildings is important to then conserve the buildings.
- Maintain a low - rise city.
- Hierarchy of street signs for trucks, vehicles and pedestrians. Signs should be read from each side.
- Improve roundabout planting to create landmarks.
- It's a well functioning town, servicing radius of 20kms.

CBD

- Compact, long axis, European square, permeable, good scale
- Some architectural gems
- Very strong single and two storey built form as evident from Bristol Hill.

UNDERPASS

- Spray render and paint in shades to represent the rock escarpment – yellow and ochre.

- Improve planting but keep minimal.
- Lighting at night.
- Replace and improve signage.
- Replace cyclone mesh fence.
- 40k has been allocated for improvement of underpass.

ENTRANCES

- Improve gateway signage – uniformity between all entrances.
- Rationalise for signage (a) Vehicles / motorists (b) For pedestrians.
- Avoca Gateway acceptable has a picnic area and services board. Access to velodrome. Regional Park sign, but what is the park? Information required.

Ballarat

- Car wrecker – screening as it is on the curve of the road.
- Divided road – median to be planted, coloured strips of gravel.
- Need rigid consolidation approach to industrial estates
- Potential planting of contrasting white and black trunks. Some significant Angophora on east side.

Bendigo

- Very wide road could afford to be narrowed.
- Encourage bike lanes
- Planting to provide separation – opportunity of gravelled area to part of the length.
- Lakes Estate – reinstatement of property if development doesn't occur within a specified time frame.
- Bus Shelters are poor.

Majorca Road

- Beautiful house provides entrance statement.
- Very wide road reserve – plantings. Potential for contrast / large canopy trees i.e. Eucalyptus sideroxylon, E. rubida, Corymbia citriodora.

Carisbrook

- Planting around the substation to screen.
- Otherwise generally ok. Some potential for trees on south side, however power wires make placement difficult.

CAL GULLY

- Review in terms of open space and amenity.
- Poor appearance, no shade, no seating. May have neighbourhood collector status.

STORMWATER

- Ben to follow up

RAILWAY STATION

- Key role in reinvigoration of that end of town.
- Viability of antique business and coffee shop.

- Encourage visibility. Shop proprietors have commented on difficulty in finding the station.
- Closes on Tuesday – can disappoint tourists.
- When functions and events are on in the town – struggle to encourage other places to stay open.
- Vic Track own the building, yards and engines.
- Need to access from west as the railway line creates a barrier.
- Potential world standard forecourt if some of the school buildings were demolished.

STREET FURNITURE

- Contemporary furniture
- Consistency between the elements
- Demonstration area to trial furniture and paving surfaces.

BUILDINGS

- Adaptive uses
- Living towns – need a representative selection but cannot retain all
- Qualities and guidelines that are important to maintain regardless of whether the building changes or not - protect and reflect principles.
- We are not reviewing parameters, a heritage study has been undertaken and the framework study needs to acknowledge it but not add to it.
- Representative selection of heritage buildings.
- Principles of urban design, location corner sites and contribution of the building.

ROSITAS SPORT CENTRE

- Close to Maryborough East Primary School, therefore a link / connections.

COUNCIL DISCUSSION

Thursday the 20th of January 2005 9am – 11am

Attendance:

Consultant Team - Cathryn Tattersall, Mike Smith, Will de Waard, Donald Walker, Peter McNabb, Ben de Waard

Council and Councillors - Norm Cameron, Lynne Josephs

SCHOOL SITES

- Need to prepare a strategic document that establishes use.
 - Residential – medium density
 - Upmarket short term accommodation – serviced apartments
 - Restaurants / cafes / hospitality is growing.
 - Accommodation for aging people – independent living
 - Maryborough Primary School No. 404 – low to medium density, home office activity due to close proximity to central business district.
 - Rural Camps – need significant magnet – recreation type use.
 - Bushland pockets to make more attractive in the short term.
 - Planning Controls – strategic document with preferred use.
 - Demand – contemporary performing arts (to be included into education precinct)
 - The towns hall is used for Arts however it doesn't have sufficient room.
-
- Backyards of commercial properties – use for town house development.
 - Prince's Park – heritage protected. Drained lake for maintenance.
 - Application has been put forward for Phillips Gardens. The clay lining has cracked so the base must be sealed.
 - Links between Resource / Information Centre and Phillips Park.
 - 1% rate increase = \$43K – Important to remember for implementation of strategies.
 - Priority list – what is likely to get funding preference.
 - Industrial Zone and restricted retail – accept that retail should be kept to CBD.
 - Nominate in report design guild lines and process for industrial buildings.
 - Nolan Street campus – civic and municipal.
 - Palmerston Street – lend itself to office and business incubator, professional services etc. as well as residential/accommodation uses
 - East Maryborough Primary – close to Rosita's leisure centre. Has a woodland setting possible link to adventure camps, school camps.
 - Maryborough primary School No. 404 – triple gabled building – ideal for business incubator, arts.
 - The Bendigo road subdivision has covenants placed on regarding landscape setback, stormwater re-use, fencing materials. It's a learning process for councillors as they were not aware of covenants.

APPENDIX 2**Summary of the Bicycle Strategy Plan****Prepared by Garry Henshall and Associates Pty. Ltd. May 2004**

The Central Goldfields Shire has an established network of bicycle paths in Maryborough. The Shire's objective is to ensure cycling networks are used more extensively by all sectors of the community and visitors to the area.

Council understands that paths need to link to key educational, shopping, employment and leisure facilities in a series of small circuits in order for bicycle paths to be used on a regular basis. This is particularly necessary given the new Community Education Precinct in Maryborough.

The cyclists needs are safety, surfaces, distances, infrastructure and location. Council recognises that it is important to provide facilities to encourage cyclists to use their bicycles more often and increase their awareness of the location of existing paths including signage, maps, racks, lockers and seats along paths.

Council is also aware that many people in the community do not ride a bicycle due to issues such as lack of confidence, poor cycling skills, poor maintenance of tracks, perceptions of personal safety in isolated tracks and road traffic hazards.

The report documents the acknowledged health benefits of cycling, the social networks and reduced dependence on motor vehicles.

Specific objectives the Steering Committee set were:

- Improve the health and well being of all members of the community by providing safe cycle paths.
- Reduce vehicle emissions and improve air quality.
- Promote the Shire as a dedicated area for bicycle tourism to then increase financial and commercial prosperity for the area.

To underpin the recommendations ultimately developed with the Steering Committee the Consultants undertook a literature review of current trends relevant to cycling and walking, a demographic analysis and future populations projections. Site assessments were made by the consultants physically riding bicycles along tracks and potential trails. Interviews were conducted with key informants ranging from individuals to government agencies. Schools were involved through surveys completed by school children.

The report documents the changing leisure trends, Government priorities, Council priorities and the various categories of cyclists including cycling as a tourist activity, cycling events for both competitive and recreational riding and issues involving risk management. The study reviewed the surrounding Shires of Loddon, Mt Alexander and Hepburn to establish existing and potential networks and links with established tourist routes such as the Golden Way Heritage Trail. A list of external funding sources has been identified.

Community demographics were reviewed and considered in terms of the ageing population and the relatively low income of many people in the Shire.

The cycling network of Central Goldfields Shire Council primarily features several on road paths in Maryborough and a number of off road paths within the town. A six kilometre off road path links Carisbrook. None of the other major towns i.e. Dunolly, Talbot or Bealiba have any marked on or off road paths managed by Council.

An extensive network of State Parks feature numerous earthen tracks suitable for walking and mountain bikes

The report documents the various expectations of infrastructure, safety, and management bicycle tracks have for the community and tourists. An extensive consultation program was undertaken through interviews, surveys and town workshops.

The report lists priority action plans for the Dunolly, Carisbrook, Maryborough, Talbot and Bealiba.

Specific to Maryborough are:

1. The Community Education Precinct
The new Education Precinct will have a significant impact on traffic in the north west of Maryborough. Specialist schools will be relocated to the bushland site. Issues are safety and access to and from this precinct and safe storage of bicycles.
2. The Maryborough Avoca Railway line separates east and west Maryborough and also defines different socio economic status, with the majority of state government housing estates located on the east side of the railway line.
3. The existing bicycle links radiate from the centre of town but are not well connected on the outskirts of town. The report recommends a series of linkages need to be developed connecting a range of areas with key leisure, educational, residential and retail areas. It is also necessary to promote the radial linkages as a means of everyday transport modes.

Existing paths and proposed works

1. Maryborough to the Golf Course track.
An existing on road and off road track to the Golf Course could be extended to the Lakes Estate.
2. The wide streets of Inkerman and Majorca Road make these streets available for on road lanes, Inkerman Street is a major arterial access road. The link to Gillies Street and the Leisure Centre is important and Council has undertaken road works (roundabout to provide control and improve safety).
Consideration will need to be given to extending the Inkerman Street lane to Pekin Street and into Balaclava Road to link the Education Precinct. Gladstone Street - Balaclava Road is a key intersection and traffic lights and school crossings will be need to be considered in Gladstone Street and Balaclava Road.
3. High Street (west) and Elgin Road
At present there are a number of hazards for cyclists on one of Vic Roads priority routes. Consideration is needed in the future to improve cycling conditions on this road through reduction of traffic / motor vehicle parking or through establishment of shared footpaths / cycle paths.
4. High Street (north) to Park Road
The existing cycle lane on the road is sited as a good example of an on road bike path.
5. Napier Street
This on road path extends from the centre of town, north to the lake in Prince's Park.
6. Burns Street
The cycle path along Burns Street receives considerable amount of school cycling traffic serving Highview Christian College, St Augustine's Primary School and Maryborough Regional College (Senior campus). Only Maryborough Regional College is relocating so this link remains important in Maryborough's Bicycle network.
7. Gillies Street
Gillies Street is a good connecting path to the southern point of Maryborough and links the Leisure Centre and Jack Pascoe Reserve. Weekday use of the cycle track will reduce once Maryborough East Primary School relocates.
8. Railway Street
The on road path connects the southern part of Maryborough with some schools in town. It is expected with the relocation of schools this path will become more of a recreational path.
9. Dundas Street
This path connects the northern part of town to the Prince's Park area. The report recommends an off road path be constructed to Fink Street as a Stage 1 process, then ultimately all the way to Dunolly.

10. Derby Road

The Derby Road path is currently being constructed as an off road shared path between High Street and the Goldfields Reservoir. Council prohibits cycling at the reservoir site due to the track damage caused by trail bike riders. The report recommends cycling be allowed around the reservoir. Ultimately the trail could extend fourteen kilometres south to Talbot to become a functional transport and recreational touring route.

11. Tuaggra Street and Sutton Road

This road path connects Maryborough to the Carisbrook Bicycle Path.

12. Lake Road

There are no designated cycling areas within Prince's Park which is a major recreation and open space reserve for residents, sporting clubs and visitors to Maryborough. The report recommends Council consider sealing the path around the lake, providing heritage issues can be resolved. Signage to remaining paths in the park acknowledging shared cycling and walking tracks is recommended.

Proposed new development / initiatives

The following additional works are recommended:

1. Argyle Road

Continue a bicycle path along Argyle Road from Gillies Street to the cemetery.

2. Newton Street / Nightingale Street

Potential to link Prince's Park to Gladstone Street and the Maryborough Education Centre. Consideration of a new traffic calming device at High Street is required.

3. Brassey, Laidman and Hughes Street

With the new Education Precinct, a path along parts of Brassey, Laidman and Hughes Street would be an alternative route for some students, rather than travelling along the busier Gladstone Street.

4. Gladstone Street

This street is the obvious connector between the northern part of town and new Maryborough Education Centre. An off road path is recommended to link the Golf Course to Balaclava Road.

5. Kars Street

A cycle lane along Kars Street between High Street and Burns Street is recommended. This will link Highview Christian College.

6. Bristol Hill Reserve
There are a number of earthen tracks throughout the Bristol Hill Reserve and it is worth upgrading the tracks for walkers and mountain bike riders.
7. Holyrood Street
A useful addition to the cycle network would be a cycle path connecting Prince's Park and the Caravan Park in Holyrood street.
8. Albert / Station Street
To link the Railway Station Precinct a cycle path should be established on Albert Street and Station Street between Inkerman Street and Tuaggra Street / Sutton Road.
9. Giddings Street / Taylor Street
To connect the east side of town with the Town Centre a path along Lake Road, Giddings Street, Taylor Street then Roscholler Park to the Maryborough Community Centre.
10. Fink Street
In the longer term a connection to the Education Precinct via a bicycle path along Fink Street is recommended.
11. Waters Street
To link Timor and housing development on the north area of town a cycle path should be established at the rear of the Maryborough Education Centre along Waters Road to Pekin Road.
12. Dodds Street
A bicycle path should be constructed along Dodds Street between Elgin Road and Crimea Street to provide access to schools work places and community facilities to those who will settle in a new housing developments around Ghost Gum Boulevard and Ironbark Drive.

The report also provides a priority list of actions for the main towns in the shire and or Maryborough. They are:

- Construct a bike Station in front of the Information Centre.
- Develop cycle routes.
- Possible use of a school building to be used for education / bike camp with dormitories.
- Conduct a bike rally including hiring of bikes.
- Produce a family fun sheet providing an off road cycling route with facts and clues throughout the town.
- Promote through the local newspaper,
- Promote safe cycling through Neighbourhood Watch.
- Develop a city boundary track (plan already submitted to Council by Gary Hutchinson).
- Develop a comprehensive and bike facilities plan for the whole Shire.
- Improve signage for existing tracks, distances and gradients to be expected.
- Improve bike crossings at railway line junctions.
- Improve bike racks at key points around Maryborough.

- Develop a brochure / map and bike club.
- Establish an action / interest group to raise community awareness.

APPENDIX 3**Summary of the Central Goldfields Street Tree Strategy****Prepared by Terrastylis, June 1998****Summary**

The study reviewed significant trees within the Shire. Strategies were developed to enhance entry and major streetscapes in Maryborough and several towns. Strategies for town entrances were developed by creating a statement of arrival by creating a sharp change from the indigenous forest or rural landscapes to the more regimented streetscapes of the town area.

Strategies to develop avenues of trees leading to the commercial centre linking major attractions are proposed. Strategies developed propose only large species of canopy trees be considered.

The strategy for Maryborough specifically is to:

- Bring the forest feel into Maryborough through the town entry points.
- Large canopy trees be proposed for the planting
- For residential areas, residents can be involved in species selection, planting and establishment of street trees.

Five surrounding townships, Talbot, Majorca, Bealiba, Dunolly and Carisbrook were also studied and specific recommendations made for each.

Tree management

The recommended action is that Council investigate the feasibility of regularly pruning all street trees and formatively pruning all new plantings. Infrastructure damage and avoiding power wires is a major issue. The report recommends annual pruning under power wires. Council should consider reinstatement of kerb and channel in preference to removing street trees. Council should remove street trees which are not of significance, where it is shown that the trees are regularly causing blockages to sewers.

A number of trees in Phillips Gardens and Prince's Park are on the State Register. The heritage study for the former City of Maryborough comprehensively assessed the significance of trees planted on private property, parkland and reserves. The study apparently lacked documentation on the significant indigenous vegetation surrounding Maryborough. The street tree strategy has acknowledged that from a management perspective the surrounding box-ironbark forest is exceedingly cost effective, as virtually no maintenance is required. Areas containing indigenous vegetation should be regarded as being of significance.

In developing the street tree strategy for Maryborough concept ideas were graphically presented within the report.

The town is surrounded by box-ironbark forest and when entering Maryborough on a number of main routes, there are no noticeable entry points, sometimes residential land is on one side and forest to the other side.

Sutton Road entry is marred by the Powercorp substation and power lines. Powercorp have regulations on clearance of high voltage wires. The report recommends the planting of a low growing tree *Acacia pycnantha* (Creswick form) and coppicing (cutting) the regenerating box and ironbark trees every three years to maintain a limit on their height.

On approaches to Elgin Street (Avoca) and Dundas Road (Timor) where indigenous vegetation is predominantly to one side, the report recommends removal of existing street trees and replacement with indigenous shrubs.

To Derby Road (Ballarat) there are a number of existing *Angophora lanceolata* and the proposal is to increase their planting and consider *Eucalyptus spathulata* and *Eucalyptus viridis* under the power wires.

To Elgin Road (Avoca) *Angophora lanceolata*, *Eucalyptus spathulata* or *Eucalyptus viridis* are proposed.

To Majorca Road plant *Angophora lanceolata* within the median strip, aerial bundle cables and retain existing trees within extended nature strip.

To Park Road (Bendigo) *Eucalyptus melliodora* or *Eucalyptus rubida* be used to match the indigenous trees on the road verge and the Golf Course. To the residential nature strips under the power wires, *Banksia marginata*, *Acacia pycnantha*, *Eucalyptus spathulata* should be considered. In certain sections of Park Street, *Eucalyptus leucoxylon* should be planted.

The report documents the species for Maryborough's main streets. Briefly, High Street near Prince's Park, retain the elms and planes. Continue *Platanus orientalis* with community consultation to remaining sections of High Street.

In Tuaggra Street there are a few *Fraxinus raywoodii*, near the supermarket. Nature strips are narrow, it is proposed for further *Fraxinus raywoodii* be planted.

Consideration should be given to tree planting within adjoining Council managed or private land. This will require contact and consultation with property owners.

Inkerman and Napier Streets have established *Liquidambar styraciflua* and *Pistachia chinensis*, and *Acer* spp. have been planted in adjoining Phillips Gardens. Planting adjoining the garden is not required and would detract from the garden's setting.

For Inkerman Street the report recommends the retention of the existing Liquidambar and planting of *Quercus palustris*, *Quercus borealis* or *Pyrus calleryana* under the power lines. Possibility to plant trees within the road pavement exists. *Geijera parvifolia* could be considered for planting under the power lines near the copse of *Eucalyptus nicholli* on Nolan Street.

The report advises on tree planting within heritage areas, where planting should be of large trees where space permits. Opportunities may exist in traffic management sites. For residential areas Council needs to become pro-active in encouraging residents to become involved in the selection/consultation process.

For the commercial centre a review of the *Ulmus parvifolia* within the planter boxes is required. Ensure also the Nolan Street vista is maintained. Trees should be deciduous, semi-deciduous or if evergreen, of light crowns.

Indigenous vegetation surrounds the town and opportunity exists to use indigenous species as street trees, as a small copse of trees and for woodland plantings. Indigenous plantations should contain the full range of trees from ground cover to upper storey.