

## **21.08 HEYFIELD STRATEGIC FRAMEWORK**

04/12/2014  
C72

### **21.08-1 Vision**

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Manage the future development of Heyfield in accordance with the following vision:

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

### **21.08-2 Diversity of housing choice**

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#### **Objective**

To facilitate housing choice that is strategically located, well designed, sustainable, inclusive and affordable.

#### **Strategies**

Encourage medium density residential development within a 400m radius of the Heyfield town centre.

Ensure that all urban development occurs within the Urban Boundary before considering extensions to the boundary in the future.

Provide for appropriate rezoning of land and enable more intensive residential development within the Urban Boundary where adjoining land uses have changed.

Prioritise the development of strategic infill sites (19 Weir Road, 3 Pearson Street, 9 Harbeck Street, Burnett Court land, south of River Street and land within the Urban Boundary along Licola Road and Tyson Road).

Provide for residential development within the Special Use Zone 4 where it falls outside the threshold distance from the mill at 63 – 97 Firebrace Road.

Provide for well-designed and appropriately located workers accommodation within the Special Use Zone 5 and provide for residential and tourism development where it falls outside the threshold distance from the mill at 63 – 97 Firebrace Road.

Encourage opportunities to increase the supply of affordable housing, both within the private sector and in the form of social housing. Discourage clustering of social housing.

Encourage residential development, as part of a mixed use redevelopment on the west side of Temple Street, to link the two commercial centres between George Street and Harbeck Street. Residential components should be located either above or at the rear of new shops fronting Temple Street.

Encourage a range of lot sizes within new subdivisions to provide for a variety of dwelling sizes.

Ensure new development achieves high standards of urban design, architecture and landscape architecture.

Ensure holistic and considered development plans are prepared (where a development plan is required by a DPO). They should ensure that new development achieves a high level of integration with surrounding areas, constitutes a well orientated subdivision pattern,

provides adequate open space and neighbourhood facilities, retains native vegetation, creates/links to key movement corridors (for cars, buses, pedestrians and cyclists), and makes holistically considered provision for drainage and other infrastructure.

Encourage environmentally sustainable development measures to be integrated into new buildings or when existing buildings are substantially retrofitted. Future development should build on the sustainability efforts that secured the 2011 United Nations World Environment Day Award.

Ensure that new residential development protects existing environmental features, including large stands of trees, native vegetation, native animal habitat and movement corridors, watercourses and drainage lines.

Encourage new subdivisions to adopt best practice in relation to walkable neighbourhoods, provision for bus routes, water sensitive urban design and other energy efficient / sustainability initiatives.

Encourage new development areas to connect with existing movement corridors where possible.

Ensure that further subdivision and development within the Lake Glenmaggie Water Supply Catchment does not detrimentally impact water quality.

Discourage the development of new residential dwellings which disrupt or restrict existing or future viable agricultural, industrial or rural activities.

Ensure that appropriate remediation investigations and procedures are undertaken as part of the development of strategic infill sites for residential purposes.

Discourage development in flood and fire prone areas.

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**High quality agricultural land**

**Objective**

To protect high quality agricultural land and agricultural practices from urban encroachment.

**Strategies**

Ensure that sufficient land is zoned for residential purposes within the Urban Boundary.

Investigate suitable industrial expansion options on the eastern side of Heyfield to prevent expansion into high quality agricultural land.

Ensure that the Macalister Irrigation District is protected from inappropriate residential development.

**21.08-4**

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**Environmental assets and values**

**Objective**

To maintain and enhance the natural environmental assets and values.

**Strategies**

Ensure that development standards reduce environmental impacts associated with stormwater run-off and habitat loss and destruction.

Ensure the retention of native animal habitat areas.

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**Retail, commercial and tourism uses**

**Objective**

To provide a sustainable business environment for existing and future retail, commercial, and tourism based uses.

**Strategies**

Facilitate the consolidation of the George and Temple Street commercial areas into a single commercial area.

Encourage retail expansion and some ancillary office and residential uses on the eastern side of Temple Street.

Encourage the long term expansion of the existing supermarket.

Facilitate improved signage and town entry treatments.

Encourage the development of high quality, short term workers accommodation.

Encourage development that will promote Heyfield as a “RV Friendly” location.

Promote Heyfield as the ‘tourist gateway’ to the Alpine National Park and Lake Glenmaggie.

Ensure that sufficient parking is available within the town centre to support businesses and tourism.

Ensure that land in close proximity to the Rail Trail is utilised, where appropriate, for tourist accommodation to support the use of the Rail Trail.

**21.08-6**

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**Town centre character**

**Objective**

To provide a visually attractive and safe town centre that enhances the image and identity of Heyfield.

**Strategies**

Support high quality design that enhances the street life, vibrancy and appearance of the centre.

Encourage the development of core retail activity at the ground level of buildings within George and Temple Streets, with office and residential uses at upper levels.

Encourage the redevelopment of underutilised land for mixed use development.

Encourage active frontages and passive surveillance at ground level within Temple Street.

Ensure that future development within the town centre is designed to provide weather protection for pedestrians.

Support the retention of older buildings that contribute to the character of the town centre.

Discourage driveway entrances on building frontages along George and Temple Street. Access from rear and side laneways should be provided where possible.

Encourage new development on Temple Street to be designed at zero setback with the street.

Facilitate the development of a signage strategy for the town centre that will provide a suite of co-ordinated signs for information, direction and promotion.

Encourage and support streetscape improvement works in Temple Street.

**21.08-7**  
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## **Industrial development**

### **Objective**

To facilitate high quality industrial development that is appropriate in terms of location, scale, appearance and nature of industry.

### **Strategies**

Encourage the retention and expansion of timber processing industries within Heyfield.

Encourage any new large-scale industries and industries with adverse amenity potential to locate east of Weir Road in the Industrial Activity Precinct.

Provide and maintain appropriate buffer treatment to land identified for future growth.

Encourage light industrial uses to remain on industrial land in Firebrace Road closest to the Heyfield town centre.

Encourage the provision of natural gas infrastructure to support business and industry.

Encourage the development of further value-adding timber industries and service industries in the town.

Protect timber processing industries by requiring sensitive activities in close proximity to provide suitable noise attenuation measures.

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## **Community facilities**

### **Objective**

Ensure that all members of the Heyfield community have access to a range of conveniently located community facilities including; health, education, social, civic, cultural, recreation, sporting and leisure.

### **Strategies**

Encourage the consolidation of health services within the vicinity of the existing Heyfield Hospital.

Encourage the development of retirement and aged care housing within walking distance to the Heyfield Hospital and town centre.

Facilitate opportunities throughout the township for informal social interaction, including both internal and external places.

Facilitate the consolidation of the use of Gordon Street Recreation Reserve for formal sporting activities.

Encourage the enhancement of the Heyfield Wetlands to provide passive recreation opportunities, walking, cycling and meeting places, along with tourist information for the Alpine National Park.

Facilitate the refurbishment of the Heyfield Pool in accordance with Council leisure and aquatic strategies.

Support the ongoing role of the Heyfield Golf Course in providing sport and recreational opportunities.

## **21.08-9 Access and Movement**

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### **Objective**

To provide an efficient access and movement network for vehicles, pedestrians and cyclists.

### **Strategies**

Ensure future roads and access ways meet the requirements of the Infrastructure Design Manual and endeavour to achieve best practice standards in catering for disabled and impaired persons.

Require new subdivisions to provide safe and convenient access links and facilities for car, bus, pedestrian and cyclist movements.

Ensure that the new Rail Trail is accessible, safe and designed to be well connected to the existing movement network.

## **21.08-10 Infrastructure**

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### **Objective**

To ensure the provision of infrastructure services to meet current and future needs.

### **Strategies**

Encourage the sequential provision of sewerage and water infrastructure in connection with new urban areas.

Facilitate the upgrading of street lighting within the Heyfield urban area.

## **21.08-11 Implementation**

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The strategies for Heyfield will be implemented by:

### **Using zones, overlays, policy and the exercise of discretion**

- Apply appropriate zones.
- Apply *Clause 22.01 Special Water Supply Catchment Areas Policy* in considering an application in an proclaimed water supply catchment or irrigation area.
- Apply *Clause 22.02 Rural Policy* in considering an application in the Farming Zone, Rural Conservation Zone and Rural Activity Zone to protect agriculture and agricultural land.
- Apply *Clause 22.03 Heritage Policy* in considering an application covered by the Heritage Overlay or places included in the Victoria Heritage Inventory for direction as the most appropriate manner to undertake works in heritage places.

- Apply *Clause 22.04 Car Parking Policy* in considering a permit to reduce the number of parking spaces required to be provided under Clause 52.06.
- Apply *Clause 43.02 Design and Development Schedule 1* to industrial areas to provide well planned industrial estates.
- Apply *Clause 43.02 Design and Development Schedule 8* to encourage well-designed, residential development in close proximity to industrial operations to mitigate potentially adverse off-site effects.
- Apply *Clause 43.04 Development Plan Overlay Schedule 1* to “greenfield” areas to develop a physical framework plan which outlines the desired development approach including but not limited to; location of open space and necessary community facilities; access; drainage solutions based on Water Sensitive Urban Design principles; location power, water and sewerage; proposed neighbourhood character; and connections for pedestrians, cyclists and cars within the development area, to adjacent areas and key nodes in Heyfield prior to subdivision.
- Apply *Clause 44.03 Floodway Overlay and Clause 44.04 Land Subject to Indundation Overlay* on land identified by West Gippsland Catchment Management Authority as being flood prone to ensure that development maintains the free passage and temporary storage of floodwaters.
- Apply *Clause 45.01 Public Acquisition Overlay Schedule 2* to ensure that changes to the use or development of the land do not prejudice the purpose (a road) for which the land is to be acquired.
- Apply *Clause 45.03 Environmental Audit Overlay* to land identified as having a potential for contamination to ensure that the land is suitable for a use which could be significantly adversely affected by any contamination.

### **Undertaking further strategic work**

Prepare an urban design framework (the Temple Street Master Plan) to support and guide public realm treatments in the town centre.

Prepare a Heritage Review and provide appropriate statutory protection for places of heritage significance.

Support investigations for more intensive residential development within the Urban Boundary - especially in the areas highlighted as “ Future Urban Residential Intensification” on the Heyfield Strategy Plan.

### **Other actions**

Liaise with landholders and government agencies to support the redevelopment of strategic infill sites to provide for housing opportunities.

Support investigations for the provision of drainage infrastructure in connection with land that is to be rezoned for further development.

Work with Parks Victoria and other stakeholders to determine the feasibility of the Heyfield Wetlands to provide a Visitor Interpretation Centre to service the Alpine National Park.

Investigate the use of Middle Oval for alternate uses (for example residential, aged care facility), as the oval is surplus to current and future community recreation needs.

Investigate the redevelopment of the saleyards site to upgrade the entrance route into Heyfield.

