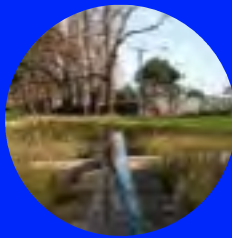
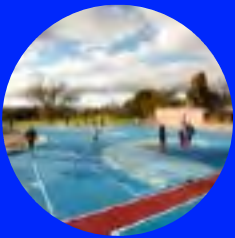


Future Morwell. Future Latrobe Valley.



REVITALISATION PLAN

DATED: 27.07.2017

Future Morwell. Future Latrobe Valley.

FUTURE MORWELL | FUTURE LATROBE VALLEY ©2016

Published by RMIT University

©RMIT University, 'Future Morwell Urban Revitalisation Plan' primary researchers: Rosalea Monacella and Craig Douglas. Research assistance from RMIT OUTR (Office of Urban Transformation Research) team members.

RMIT grants to Latrobe City Council a royalty-free, non-exclusive, irrevocable licence to use the Intellectual Property Rights for the purposes of the urban planning and revitalisation of Morwell but for no other purposes.

Latrobe City Council must consult RMIT University prior to making any substantial adaptations or amendments to the document.

We would like to acknowledge the Gunaikurnai people of the Braiakaulung Nation as the traditional Owners of the land on which Future Morwell works within. We respectfully recognise elders past, present and future.

DISCLAIMER

This document is provided in good faith with every effort made to provide accurate data and apply comprehensive knowledge. However, RMIT University does not guarantee the accuracy of data nor the conclusions drawn from this information. A decision to pursue any suggestions mentioned in the report is wholly the responsibility of the party concerned. RMIT University accepts no responsibility for the consequences of pursuing any of the findings or actions discussed in the document.

CHIEF INVESTIGATORS

Rosalea Monacella & Craig Douglas

PROJECT TEAM

Greg Afflick
Lynton Azlin
Mohamad Dzulfadzli Baharudin
David Bullpitt
Kyle Bush
Farah Dakkak
Jane Darling Sloyan
Harriet Robertson
Tech Yann Ooi

Consultants

Bart Brands (Karres en Brands)
Darius Reznik (Karres en Brands)
Chris Reed (Stoss Landscape Urbanism)
Andrew Northover (Andrew Northover Photography)

STEERING COMMITTEE

John Bellerby, Morwell Traders
Carolyn Boothman, Morwell & District Community Recovery Committee
Ray Burgess, Morwell Traders
Ruth Codlin, Advance Morwell
Craig Douglas, RMIT University
Marika Gacs, Latrobe City Business Tourism Association
John Guy, Advance Morwell
Lauren Marks, Advance Morwell
Cr Graeme Middlemiss, (Chair) Latrobe City Council
Assoc. Professor Rosalea Monacella, RMIT University

Ex Officio Members

Laurie Paton, Regional Development Victoria
Stuart Simmie, Latrobe City Council
Sara Rhodes-Ward, Latrobe City Council

CONTENTS

0.0 FUTURE MORWELL FUTURE LATROBE VALLEY

i. Preface	2
ii. Acknowledgements	7
iii. Executive Summary	10
Summary of Project Brief & Objectives	16
Summary of Key Issues & Opportunities	18
Summary of Key Objectives	22
List of Key Recommendations	24
iv. Introduction	30
What is a Revitalisation Plan	
How is this Plan Different/Complementary	34
How to Use this Plan	
Latrobe Network City, Our Town, My Town	37
Community Led Revitalisation Plan	
Summary of Outcomes from Community Consultation	38
Summary of Feedback Provided by Community Members	42
Key Directions (Charter)	46
Summary of Approach	
History of Planning Initiatives & Key Events for Morwell/Latrobe City	46
Growth of Morwell Township Over Time	48

1.0 BACKGROUND: LATROBE CITY A NETWORK CITY

1.1 Overview	54
1.2 State Planning Context	60
1.3 Regional Planning Context	66
1.4 Latrobe City Planning Context	70
1.5 Morwell's Role in the Network City	74

2.0 | REVITALISATION PLAN PART 01: OUR TOWN

INDIVIDUAL TOWN

2.1 Overview: Vision & Objectives	82
2.1.1 A Sustainable Town	88
2.1.2 A Tourist Town	104
2.1.3 A Livable Town	120
2.2 Assets	126
2.2.1 Built Assets	130
2.2.2 Land Assets	134
2.2.3 Heritage Assets	138
2.2.4 Community Facilities & Programs	142
2.2.5 Event Venues	144

3.0 | REVITALISATION PLAN PART 02: MY TOWN

NEIGHBOURHOODS & COMMUNITIES

3.1 Hubs	150
3.2 Town Gateways	192
3.3 Neighbourhoods	200

4.0 | MAKING IT HAPPEN

4.1 Implementation Timeline	132
-----------------------------	-----

Definition of Terms:

Network City

Network Cities are multiple town centres that are inter-connected. These connections might be made through path-ways, transport and roads or through the dispersal of local produce, employment and events and festivals.

Circuit

A Circuit is an inter-connected shared pathway network that connects public space & amenities, commercial, natural, industrial and residential areas and provides and multiple alternative ways (e.g cycling and walking) to move through a town.

Hub

A Hub is a defined urban area that is a focus point for public and private activities that represent the wider town.

Village

A Village is a cultural area that brings people from the greater region together. A village can be made up of commercial, heritage and public space and contain amenities to be used for social activities and enhance town life.

*** this Revitalisation Plan can be read in conjunction with the following accompanying documents:**

1. Appendix- Supporting Material & Research

2. Morwell Circuit - Urban Connectivity + Activation Strategy
Shared Pathway Network - Stage 01



An aerial photograph of a landscape featuring a winding river, agricultural fields, and some industrial or construction areas. The top half of the image is in grayscale, while the bottom half is overlaid with a solid blue color. The text is positioned in the upper left quadrant of the grayscale area.

**FUTURE MORWELL IS ABOUT...
IMAGINING TOGETHER,
TALKING TOGETHER,
WORKING TOGETHER &
MOVING FORWARD TOGETHER**

An aerial photograph of a landscape featuring a winding river, agricultural fields, and some industrial or construction areas. The top half of the image is in grayscale, while the bottom half is overlaid with a solid blue color. The text is positioned in the upper left quadrant of the grayscale area.

**Future
Morwell.
Future
Latrobe
Valley.**



'Future Morwell' is about taking steps to create a brighter future for our town. This State Government funded project is being led by Latrobe City Council, RMIT University and community members.

It aspires to deliver a series of targeted initiatives to reshape Morwell in the short, medium and long term, with the aim to build a healthy, liveable and resilient town in the future.

FUTURE MORWELL

- i. | PREFACE**
- ii. | ACKNOWLEDGEMENTS**



EN ROUTE TO A FUTURE MORWELL

i. PREFACE

Following the successful procurement of State Government Bush Fire Economic Recovery funds an ambitious effort to reimagine a better future for Morwell through a series of targeted projects commenced. The work has been both an exciting journey and at times a challenging one. [It has also been a collective journey, working with a steering committee constituting local stakeholders and community leaders, inviting diverse input from experts from within the Latrobe Valley and around the world, and most importantly community experts and local people of Morwell. All participants have played an active and critical role in forming what we hope will become a living framework for change and development in Morwell.](#)

The 'Future Morwell Revitalisation Plan' commenced in April 2015. Now, after 8 months of consultation, 11 open house community consultation events, 9 media events, 11 workshops, 2 council meetings, 12 community groups meetings, and conversations connecting with over 900 people, and countless hours spent dissecting and examining critical data about our town we are proud to present the Future Morwell Revitalisation Plan.

We believe that within this document lies a strategic and achievable path forward toward realising the aspirations for a prosperous future for Morwell. This is a guide for making decisions that is not exclusively for one entity or one generation, but for each of us in our roles as citizens, developers, business people, neighbourhood champions, parents, club members, investors, and beyond.

We realise that this document represents a large body of work and it is important that it is understood by the various audiences that will use it. We are committed to the possibilities described in this document and turning them into action and accomplishment.

This is a design framework for short, medium and long term action within a 20 year horizon, and is intended

to evolve as a living document, act as a guide for anyone that wants to understand and access the plan, and coordinate targeted projects and the partnerships needed to make them happen.

We are pleased to present and celebrate this revitalisation plan for Future Morwell, and thank all those that have contributed along the way, and look to a brighter future for Morwell.

Sincerely,

Future Morwell Steering Committee

FUTURE MORWELL – APPENDIX. REFER TO:

- 1.1 OVERVIEW - PROJECT TIMELINE

i.

MY COMMUNITY



It?

WORKING Together

• TALKING



FUTURE MORWELL

ii. ACKNOWLEDGEMENTS

Thank you to the following groups and organisations for their contribution to the development of the Future Morwell Revitalisation Plan.

Advance Morwell
Berry Street Morwell
Department of Health & Human Services
Destination Gippsland
Morwell Croquet Club
Morwell East Football Netball Club
Morwell Historical Society
Morwell Neighbourhood House
Morwell Men's Shed
Morwell Centenary Rose Garden Group
Morwell Tennis Club
Morwell Traders
Morwell & District Community Recovery Committee
Powerworks
Latrobe City Council Departments
Latrobe City Business and Tourism Association.
Latrobe Valley Chess Club
Latrobe Valley Umpires Group
Latrobe Valley Sustainability Group
Lions Club Morwell
Senior Citizens of Greek Orthodox Community of Gippsland
Regional Development Victoria
Rotary Club Morwell
Vic Roads
Department of Transport, Planning and Local Infrastructure Representative
Voices of the Valley

& the many individuals who contributed to the development of the Future Morwell Revitalisation plan at the various community consultation events.

FUTURE MORWELL

ii. ACKNOWLEDGEMENTS STEERING COMMITTEE MEMBERS



John Bellerby
Morwell Traders



Carolyne Boothman
Morwell and District
Community Recovery
Committee



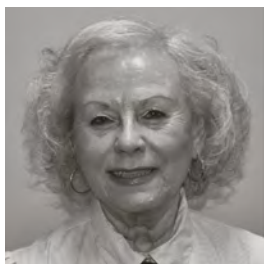
Ray Burgess
Morwell Traders



Ruth Codlin
Advance Morwell



Craig Douglas
Office of Urban
Transformation Research
RMIT University



Marika Gacs
Latrobe City Business
Tourism Association Inc.



Lauren Marks
Advance Morwell



John Guy, OAM
Advance Morwell



Cr Graeme Middlemiss
Latrobe City Council



Assoc. Professor Rosalea
Monacella
Office of Urban Transformation
Research, RMIT University

We would like to acknowledge the participation of each member of the steering committee whose dedication, in-kind contribution, time, passion, and perseverance that began with the development of initial successful funding proposals, and carried through to the development of the Future Morwell Revitalization Plan & Circuit :Shared Pathway Plan.



FUTURE MORWELL

iii. | EXECUTIVE SUMMARY

- | SUMMARY OF PROJECT BRIEF & OBJECTIVES**
- | SUMMARY OF KEY ISSUES & OPPORTUNITIES**
- | SUMMARY OF KEY OBJECTIVES**
- | SUMMARY OF KEY RECOMMENDATIONS**
- | SUMMARY OF STAGING FOR FUTURE MORWELL
REVITALISATION PLAN**

iii. EXECUTIVE SUMMARY

Steering Group Priorities:

1. To create an identity for Morwell's which is distinct from other Latrobe city towns
2. To strengthen nature based tourism
3. To strengthen industrial tourism
4. To tell the 'The Morwell Story' (Past/Present/Future)
5. To preserve & celebrate the town's heritage

This document, the Future Morwell Revitalisation Plan, describes a shared vision for Morwell's future, and recommends key actions for its transition to a brighter and more prosperous future. It is a bold statement of our aspirations for Morwell's future that embraces our industrial legacy, celebrates the town's unique qualities, and promotes a sense of place as a beautiful, thriving, and optimistic place to live, work, and visit.

The research conducted through the production of this document identified that the planning and development of Morwell has historically been made in a piecemeal fashion, leading to physical fragmentation and a resultant disconnection of the community. Shifts in a range of external factors in the state, national and global circumstances have significantly contributed to this condition. The aspiration of this Revitalisation Plan for Morwell recognises the need for the transition and renewal of the town that connects the physical fabric and community, gives clarity to the structure of Morwell for the present and future, and provides a guide to grow a healthy environment together.

The concept of 'Morwell the Town of Gardens' aspires to shift the town's identity by building on the positive qualities and characteristics of its industrial heritage, and connecting and repurposing existing open spaces and assets within the town to build a new active and relevant perception and identity of Morwell.

The approach described in this document is the result of an eight month public collaborative process with Morwell residents and civic leaders who together formed the Future Morwell Steering Group operating as a collaborative and invested body of community representatives and advisors.

This Revitalisation Plan has been crafted with the Steering Group from extensive community discussion, feedback, and research about Morwell. It is made from the results of town wide community consultation and engagement efforts, invited input from a diverse field

of experts from within the Latrobe Valley and around the world, experts and leaders within the town, and the local people of Morwell. This work has been shared publicly at key points, and shaped according to the evolving information and community feedback sought and received through this process.

The information collected has been organised under three significant frames of reference, each of which identifies key attributes leading to a number of actions in order to achieve them.

The frames of reference, and their respective attributes are:

01. Morwell as a significant part of Latrobe City a Network city, through:

- Economic Growth
- Land Use
- Land and Built Assets

02. Our Town, focusing on the town, to sustain and develop:

- Neighbourhoods
- Town Systems
- Hubs & Gateways

03. My Town, focusing on community implementation, to activate and transform:

- community partnership
- community led change
- community connectedness

The Future Morwell Revitalisation Plan has considered the town's future not only from a standpoint of land and economic growth, but has also explored Morwell's role in the network city of Latrobe as an integrated plan that works across scales and between settlements acknowledging interdependencies and independence as a self sufficient regional system. The Plan also acts to identify the urban systems that define the town, a neighbourhood vision, and the critical challenge of addressing vacant land and buildings, a physical relationship to the adjacent open cut mine, and the need for greater civic capacity to address change necessary for a brighter future.

My opinions
and choices
shape our
city's future

L. J. Simpson
 In my defense, I am
 a black man who
 was asked to write an
 article for a magazine
 that I had never
 been involved in before.
 I was given my opinion
 and I thought I would
 be paid for it. I was
 not. I was told that
 it was not a "free
 people shift" but a
 "black shift" and
 that I was not
 to be paid for it.

A space
comp

By shifting and building on the town's existing assets, including the town's rich industrial heritage, this plan encourages the establishment of a healthy town socially, a sustainable town environmentally, a business and tourist town economically, and a beautiful town culturally.

At the heart of this plan is the idea of a Morwell Local Village identified through its retail and business amenities, that is framed, enriched and serviced through the implementation of the proposed Morwell Circuit development. The Village centre is connected and structured to benefit from, and support, a range of key Hubs and Gateways that include:

- **Hub A** : Local Village Centre
- **Hub B** : Local Community Hub of education and recreation
- **Hub C** : District Centre for events, training and large scale commercial activities
- **Hub D** : District Centre for historical and community events
- **Hub E** : District Centre as a sports hub
- **Hub F** : District Centre for recreation

The Hubs are the focus areas in which resources are consolidated. Each Hub is unique and specific to place, and strengthening links between these nodes will serve to better connect the town

Morwell's assets also include the resilience, creativity, and ingenuity of its people as individuals, and in the shape of its clubs and its organisations that represent the town's human and social capital.

The recommendations of this Revitalisation Plan are informed by a wide range of source materials that have provided a comprehensive understanding of the town's past and its current condition, its policies at the local level and those shaped at a state scale. It has also taken into account existing plans that are currently in motion or due to commence in the near future (refer to bibliography in the appendix for list of plans/ documents taken into consideration) for the strategic development of key aspects of the town so that these might be understood and aligned as a part of a greater connected vision for the future.

This information has been shared with the steering committee and the community so that it might be compared with their 'on-the-ground' local experience of

living with the issues and opportunities of everyday life in Morwell.

The underlying aspirations of the Future Morwell Revitalisation Plan are focused on priorities for change to improve personal health and well being, enhance a sense of community and culture, redefine the environmental framework of the town to be sustainable, enhance the economic potential, and redefine the physical condition of the town to ultimately improve the quality of life for its residents.

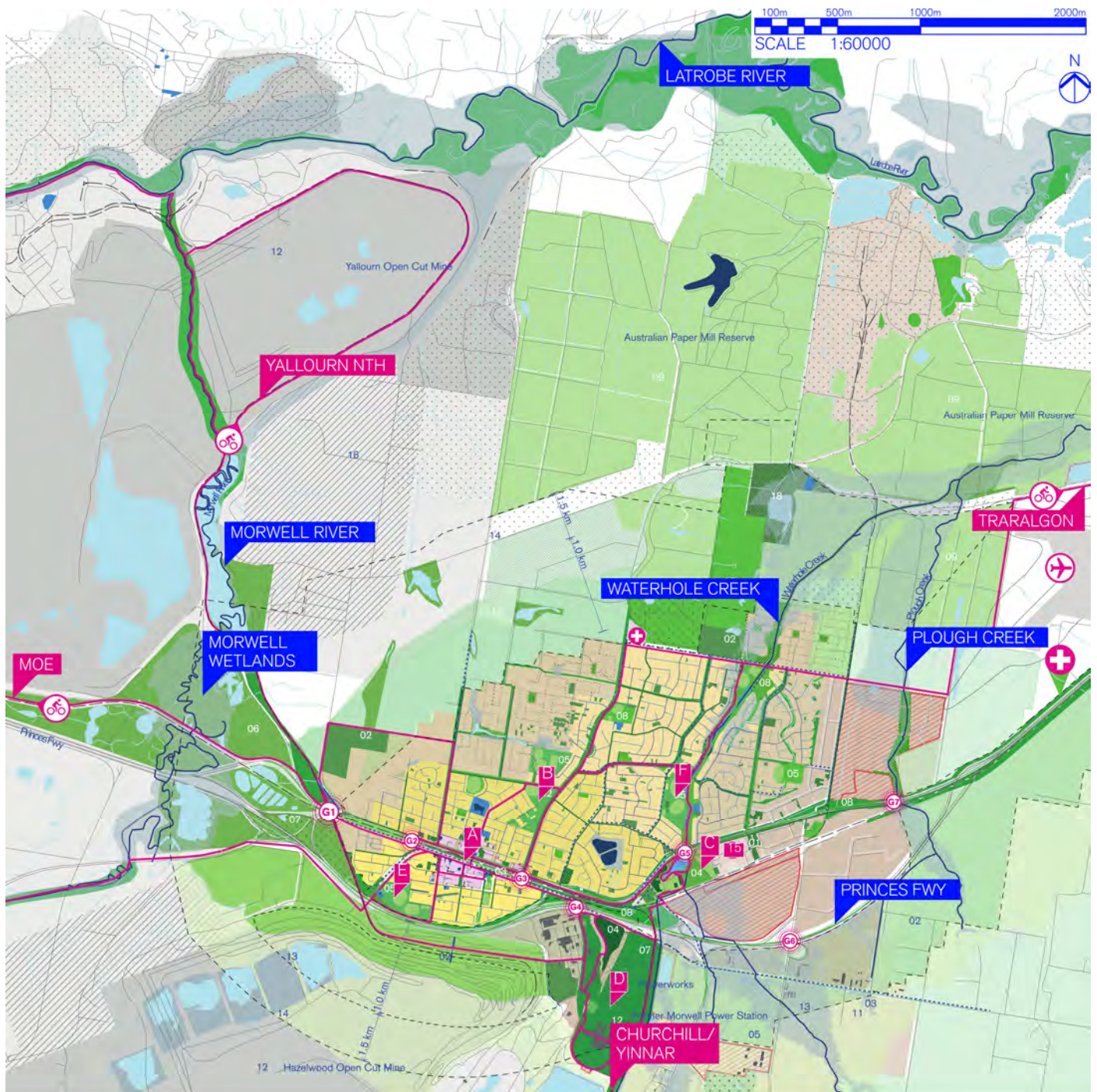
This Plan is intended to guide and enable all manner of stakeholders and is intended to:

- 01.** Support and enable the expertise and energy that exists in the Morwell community to provide, develop and support a transition into a bright Future Morwell.
- 02.** Provide direction for the type and level of support that State and Federal Government, Local Council, community and industry could provide.
- 03.** Integrate these aspirations with Latrobe City Council's other plans and key strategies.
- 04.** Provide aspirations and ideas to grow existing strengths and develop them in line with community needs for the present, and aspirations for the future.

This focus is described in the key actions in the following pages.

FUTURE MORWELL – APPENDIX. REFER TO:

- FIGURE 1 - OVERALL REVITALISATION PLAN (AT A3 FORMAT)
- 1.2 SUMMARY OF APPROACH - RELATIONSHIP TO OTHER KEY CURRENT PLANS



**Figure 1 -
Overall Revitalisation Plan**
Key

A Sustainable Town - Green Network

- 01 Urban Park
- 02 Trail Garden (Proposed)
- 03 Cultural Precinct
- 04 Heritage Garden (Proposed)
- 05 Recreational Garden
- 06 Wetland
- 07 Orchard (Proposed)
- 08 Linear Park
- 09 Australian Paper Mill
- 10 Urban Park (Proposed)
- 11 Community Hub
- Rose Garden Expansion (Proposed)
- Farming
- Farming (Proposed)
- Environmental Significance
- Wildfire Management Overlay

A Sustainable Town - Movement Network

- Existing Bike Paths
- Shared Pathway Network

A Sustainable Town

- 12 Open Cut Mine
- Open Cut Expansion Area
- Licensed Mining Area
- 13 Mining Buffer Zone - 1.0 km (Suggested)
- 14 Mining Buffer Zone - 1.5 km (Suggested)

A Sustainable Town - Blue Network

- Water Body - Area
- Significant Rivers and Streams
- Ecological Buffers around Rivers

A Tourist Town - Hubs

- A Local Village (Commercial & Office)
- B Local Community (Education & Recreation)
- C District Centre (Events, Training & Commercial)
- D District Centre (Historical & Cultural)
- E District Centre (Sports Hub)
- F District Centre (Recreational)

A Livable Town - Neighbourhoods

- Industrial Areas
- Industrial Growth Areas
- Residential Neighbourhoods

A Tourist Town - Gateways

- G1 Gateway: Entrance (Rail Brdg)
- G2 Gateway: Orientation Point (Commercial Rd+Princes Dr Brdg)
- G3 Gateway: Orientation Point (Commercial Rd+Macdonald St+Princes Dr)
- G4 Gateway: District Centre (Historical & Cultural)
- G5 Gateway: Waterhole Creek & District Centre (Education, Training & Commercial)
- G6 Gateway: Orientation Point (Tramway Road)
- G7 Gateway: Orientation Point (Princes drive & Plough Creek)
- Airport
- Hospital

iii. EXECUTIVE SUMMARY

SUMMARY OF PROJECT BRIEF & OBJECTIVES

FUTURE MORWELL REVITALISATION PLAN

FUTURE MORWELL REBRAND OBJECTIVES

- To Be Aspirational
- To Be Respectful
- To Be Just & Equitable
- To Be Transparent & Inclusive

FUTURE MORWELL LATROBE CITY BROADER OBJECTIVES

To be regionally opportunistic through a consideration of the cities qualities (land use + built, land & social assets)

REGENERATE HOW

- To Develop an Integrated Vision

LATROBE CITY OBJECTIVES

- To strengthen the towns identity

KEY FOCUS AREAS

- Land Use
- Built and Land Assets

FUTURE MORWELL OUR TOWN BROADER OBJECTIVES

To design opportunities for a diverse range of actions that have economic, social and environmental benefits

REGENERATE HOW

- To Consider the town of Morwell as a key node to the network of townships that make up the multi-nodal city which is Latrobe City

OUR TOWN OBJECTIVES

- To develop a destination
- A sustainable town
- A tourist town
- A liveable town

KEY FOCUS AREAS

- City Systems
- Hubs
- Neighbourhoods
- Gateways

FUTURE MORWELL MY TOWN BROADER OBJECTIVES

To develop strategies that generate a connected and healthy community

REGENERATE HOW

- To Develop innovative short and long term strategies

MY TOWN OBJECTIVES

- To develop a sense of place

KEY FOCUS AREAS

- Community Partnerships
- Community Led Change
- Community Connectedness

FUTURE LATROBE VALLEY

FUTURE MORWELL

PRIORITIES

- Strategies to Sustain & Improve Economic Growth
- Land use, Environment & Asset (built/land) Plans

LATROBE CITY: A NETWORK CITY

PRIORITIES

- Renewal & Growth Strategies for Neighbourhoods
- Renewal of Land & Built Assets
- Identify & Connect neighbourhoods
- Profile and Enhance Local Production of goods and services

OUR TOWN: INDIVIDUAL TOWNS & NEIGHBOURHOODS

PRIORITIES

- Shared Priorities
- Resource Led Actions
- A Guide to Actions

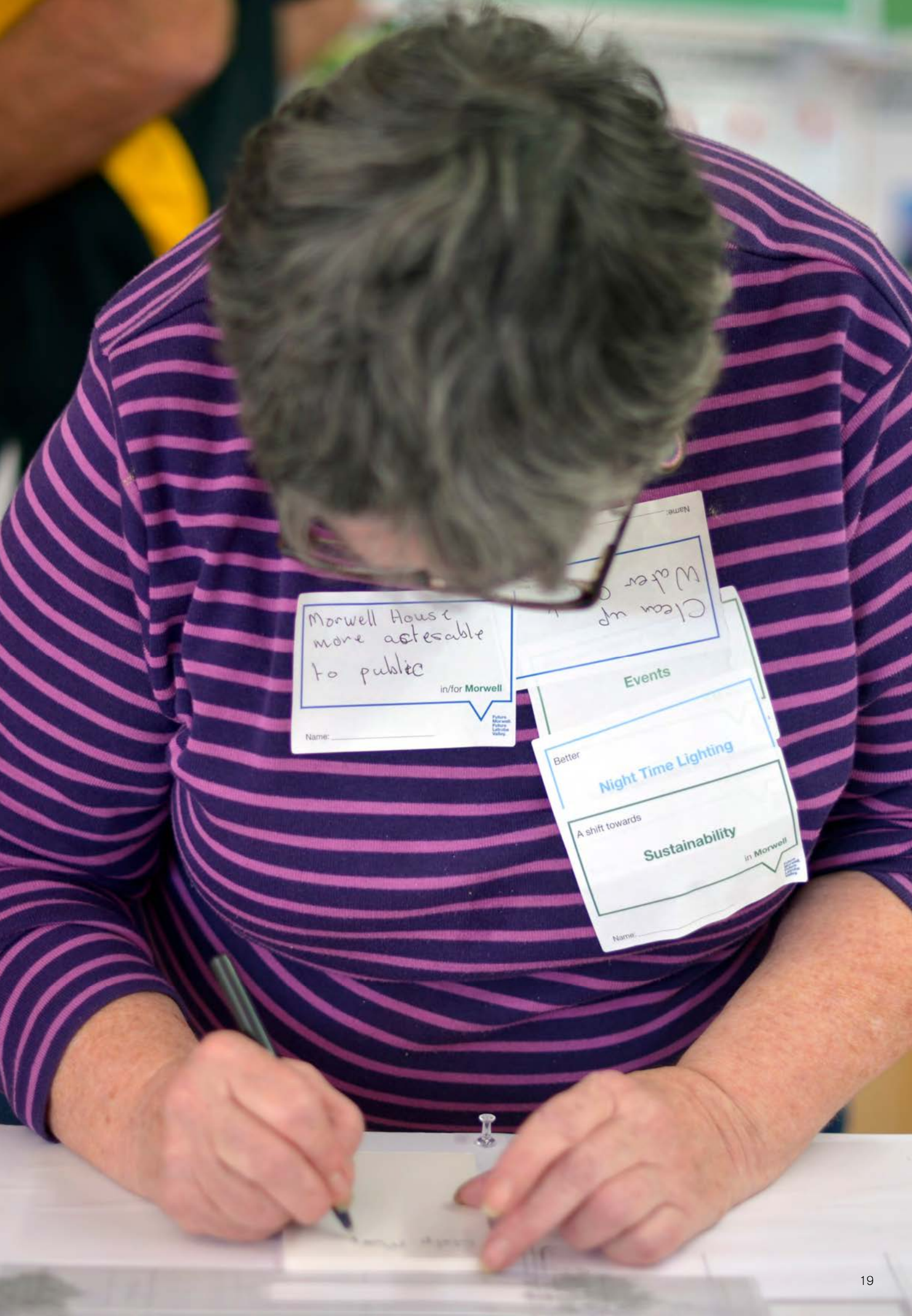
MY TOWN: COMMUNITIES

iii. **EXECUTIVE SUMMARY**

SUMMARY OF KEY ISSUES & OPPORTUNITIES

FUTURE MORWELL REVITALISATION PLAN

- The Morwell Centenary Rose Garden contributes significantly to the positive image of Morwell
- Street tree plantings within the network of streets within Morwell have evolved, and in some cases been lost, without a clear overarching streetscape hierarchy or plan
- Morwell contains significant underutilised and unproductive land assets that could benefit from, and contribute to, a “greening” of Morwell
- Rehabilitation works associated with key waterways and redundant mining land present an opportunity to develop an integrated framework inclusive of adjacent urban areas
- Urban agriculture, including community gardening, with social and physical health benefits has been identified as popular within the local community
- Where the Morwell river reaches close to Morwell it has been heavily affected by mining operations including major redirections of the river around both Hazelwood and Yallourn mines
- Water flows and management are significant issues for current mining operations and longer term rehabilitation plans for mining
- Artificial wetlands and water bodies such as the Hazelwood Pondage (and Lake Narracan) serve industrial, environment and social functions within the current landscape
- Multiple entry routes to Morwell from the Princes Freeway makes wayfinding for visitors confusing
- Rail/ former highway corridor divides activity on the south and north of the centre
- Public transport connections between centres and within Morwell are relatively infrequent commensurate with relatively low population densities & patronage
- Activity within Morwell's centre and Mid Valley are well supported by existing onstreet and off street car parking
- Walking and cycling are popular modes of transport however there are barriers to use of the network
- Expansion of mining activities to the west and south have progressively reduced connections between Morwell and adjacent townships
- Rail trails within the Networked City in Moe & Traralgon are popular with both tourists and locals. Redundant rail infrastructure associated with Yallourn & Hazelwood (Morwell) mines may present opportunities to connect Morwell to the rail trail network
- The Gippsland Inland freight terminal, centrally located within Morwell's industrial precincts presents an opportunity to enhance Morwell's role in regional freight logistics
- Develop key activities and events at each hub location
- Consolidate resources and infrastructure to hub locations
- Develop detailed plans for each hub that have a multiuse and intensified objective for each location
- Ensure connections between hubs through the continuous development of pedestrian and bicycle network
- Identify a range of opportunities, at local, district and state level to activate and rebrand each hub
- Ensure there is clarity of connection between gateways
- Ensure there is a clear identity and clarity on the location of each gateway/ entrance to assist with navigation to and through the town
- Historically the required buffer around each of the major mines has pushed urban growth away from the traditional centre of Morwell to the east



Morwell House
more accessible
to public

in/for Morwell

Name: _____

Clean up
Water

Events

Better
Night Time Lighting

A shift towards
Sustainability

in Morwell

Name: _____

- Image and Identity: Much of Morwell's (and Latrobe's) civic and regional pride was drawn from its role in delivering power to the state. The decline of this industry, the global shift towards renewable/ clean energy production and uncertainty in regard to the energy policy at the state and federal level have shifted mining and power generation into the realm of a 'negative' place brand element
- The Powerworks centre on Ridge Road has recently been handed over to a proactive community group and provides a valuable resource for telling the story of mining in Latrobe Valley and within the broader context of Gippsland
- Compared to other regional towns (e.g. gold rush towns, Warragul) Morwell's heritage is not immediately apparent in its central shopping street (Commercial Road)
- Morwell's history and story is inextricably linked to the developments of the mining and power sectors and is a story that can be told through collections of artefacts images and social documentary
- Morwell's Historic Society is an active community organisation with a newly acquired location within central Morwell
- The wetlands, water bodies, creeks and rivers have been identified as being difficult to access or underutilised
- Morwell is the home to valued historical buildings and gardens throughout the town however they remain unknown or difficult to access
- Morwell is home to nine recreational precincts
- Latrobe Regional Gallery currently contains its collection within its dedicated facility and is often associated to home grown talent
- Morwell Neighbourhood house occupies a position at the north eastern edge of Morwell with limited transport connections
- Public Services and Administration including Latrobe City Council, DHS and the Regional Police form a hub of facilities and activities adjacent to the intersection of Hazelwood and Commercial Roads.
- A variety of community groups and services operate from facilities generally clustered around Morwell's town centre (approx. 80%) with the remainder distributed through eastern Morwell
- Extensive sports facilities serve as a focus for physical activity at the edges of Morwell and within open spaces along Waterhole Creek
- There is currently a lack of space for events within the Town Centre (with the exception of the Regional Art Gallery) with the traditional 'community hall' space remaining at the former council administration facilities at Kernot Lake
- Morwell is currently home to more than 15 education facilities ranging from early childhood to tertiary education and community learning programs
- The Morwell Primary Schools Renewal program will see the consolidation of three primary schools into a new higher quality facility on McDonald Street in Morwell. The future use of redundant schools at Commercial Road, Crinigan Road and Tobruk Street is yet to be determined
- Federation Training occupies a campus of buildings adjacent to Kernot Hall outside of the Morwell activity centre
- Morwell has a number of naturally forming neighbourhoods characterised by housing stock, topography and key infrastructure routes
- The housing stock in some neighbourhoods are poor and expensive to run or require minor works to improve neighbourhood character
- Town residents highly value the neighbourhoods they live in

ure

well.

ure

robe

ev

Future
Morwell.
Future
Lalrobe
Valley.

Pin.
Write.

EXECUTIVE SUMMARY

SUMMARY OF KEY OBJECTIVES

FUTURE MORWELL REVITALISATION PLAN

FUTURE MORWELL | A SUSTAINABLE TOWN



- To enhance the health & wellbeing of the Morwell community through the promotion of active movement, urban agriculture and healthy eating, connections with nature, improved air and water quality
- To enhance the environmental performance of Morwell with respect to regional and local conditions. Improvement of the green network, air quality, water quality, mitigation of, and adaptation to climate change
- To improve the integrity and efficiency of urban water management within Morwell including the network of streets
- To optimise use of land subject to inundation, and limit the impacts of (likely increasing) flooding events
- To minimise the adverse economic, social, environmental impacts of mining operations directly adjacent Morwell in the short – medium term
- To identify the potential economic, social, and environmental benefits of future remediation of mining land in the context of current agreed rehabilitation master plans for Yallourn and Hazelwood (Morwell) mines

FUTURE MORWELL | A TOURIST TOWN



- To improve the image & identity of Morwell and its attractiveness as a place to live work visit and invest
- To improve the overall visitor experience of Morwell for the visitor arriving by various modes of transport
- To redefine gateways through the town to improve navigation and experience for visitors and locals
- To better link Morwell to its environmentally and

FUTURE MORWELL | A LIVEABLE TOWN



- culturally significant waterways and assets (Latrobe River, Morwell River, Wetlands, Hazelwood Pondage, Waterhole Creek, Kernot Lake)
- To better connect people and activities within Morwell and between centres within the networked city via a range of transport modes
 - To promote active movement (walking and cycling) as a healthy and cost effective mode of transport
 - To identify and define local and district hubs which anchor the neighbourhoods and town
 - To activate and define key activity hubs that improve the and experience of the town
 - To identify naturally forming neighbourhoods in current residential areas
 - To identify the extent and use of community facilities across Morwell



EXECUTIVE SUMMARY

LIST OF KEY RECOMMENDATIONS

FUTURE MORWELL REVITALISATION PLAN

A SUSTAINABLE TOWN

A TOURIST TOWN

A LIVEABLE TOWN

ASSETS

* The following list of recommendations captures short, medium and long term actions for the Revitalisation of Morwell. The priorities, cost recommendations and time frame for implementation can found in Chapter 4 'Making It Happen'.

OUR TOWN MORWELL

OVERVIEW | VISION & OBJECTIVES



FUTURE RECOMMENDATION CONSIDERATIONS

- Develop online design manual for the Future Morwell Revitalisation Plan which provides an integrated design tool kit for the public realm providing options for hubs, gateways, neighbourhoods, streets, park land, waterways, lighting and commercial building frontages
- Establish a Future Morwell dedicated collegial consortium which is charged with the long term objectives of championing the plan
- Seek short and long term funding commitment from the State Government and corporate entities for Future Morwell projects

FUTURE MORWELL | A SUSTAINABLE TOWN



GREEN NETWORK

RECOMMENDATIONS

- Develop an integrated "green infrastructure" plan for Morwell that recognises and optimises the benefits of urban greening and contribute to the ecological integrity of the regional environmental systems
- Develop coordinated landscape planning strategy for larger redundant public / industrial land parcels including mine license areas to ensure they make a positive contribution to the local economy and ecology
- Develop a branding and events strategy that builds on the success of the Centenary Rose Garden to brand and promote Morwell as a Garden Town, for investment attraction and a key platform for community led revitalisation
- Develop street Design tool kit that identify the hierarchy of streetscapes and utilise green infrastructure elements to improve the performance

and character of Morwell's public realm and neighbourhoods. The streetscape types are to be defined by their function, use and movement

FUTURE RECOMMENDATION CONSIDERATIONS

- Aspire to establish a future master plan for the Centenary Rose Garden enabling expansion of the garden and integration of the homes located along Maryvale Crescent to Eric Lubcke Yarra Gum Reserve

VACANT LOTS STRATEGY

FUTURE RECOMMENDATION CONSIDERATIONS

- Establish short and long term functions for vacant lots that can host activities and develop neighbourhood communities and identity
- Connect local government and communities on a neighbourhood level
- Increase the importance and usability of public space
- Increase community input and representation in public spaces across Morwell
- Enable community groups to shape, deliver and manage local public space
- Generate a series of diverse public spaces that are dispersed throughout neighbourhoods

BLUE NETWORK

FUTURE RECOMMENDATION CONSIDERATIONS

- Ensure remediation plans acknowledge the community costs and benefits associated with the use and management of waterways and their catchments
- Establish an integrated framework for water management that includes urban streets, parks, development constrained land, and redundant mining land
- Review current land use policy and guidelines relating to land subject to inundation particularly on industrial zoned former agricultural land between Morwell and Churchill
- Review and augment (as required) the Morwell River Neighbourhood Environment Improvement Plan community benefit opportunities associated with short/medium/long term remediation of mining lands

- Confirm current status and likely future impacts of mining at Yallourn on the Morwell wetlands
- Review and adjust (as required) the Waterhole Creek Management plan to include opportunities associated with additional land acquisitions
- Establish feasibility/ business case for strategic public acquisition of land along Waterhole Creek to the south of the regional rail corridor including land at Monash Way, and to the eastern boundary of the soon to be redundant Energy Brix site adjacent and associated rail line
- Establish the potential for waterway corridors, and to address broader bio-region connectivity (bio-links)
- Review existing Neighbourhood Environment Improvement Plan and Morwell River Management Plan in response to Future Morwell recommendations
- Review remediation plans for mines and power station sites with respect to public benefit and water way management

MOVEMENT NETWORK

RECOMMENDATION

- Develop concept plans for each gateway that promotes a strategy for the entrances to Morwell through clear gateway concepts that celebrate place, improve the experience and navigation through differentiated entrances, and contribute to a new town identity

FUTURE RECOMMENDATION CONSIDERATIONS

- Develop concept plans for a linear park along the length of the former highway corridor to enhance visitor experience and pedestrian / cycle connectivity
- Enhance the movement within Morwell through the development of a priority Network for streetscape improvements that better support walking and cycling

MAJOR INFRASTRUCTURE

FUTURE RECOMMENDATION CONSIDERATIONS

- Promote advantages of key infrastructure including sites with access to major service infrastructure as part of a strategy for growing existing industries and attracting new industries
- Clarify planning constraints and opportunities for sites affected by major infrastructure to promote/ attract new industries and uses

FUTURE MORWELL | A TOURIST TOWN



A DISTINCTIVE AND PROUD TOWN

RECOMMENDATION

- Reposition town centre as Village Hub. Reduce permit processes and waive fees that allow for open air dining and busking throughout the main roads of Commercial Road, Tarwin Street and Church Street
- Develop building facade design guidelines for Village Hub

FUTURE RECOMMENDATION CONSIDERATIONS

- Develop key activities and events at each hub location
- Consolidate resources and infrastructure to hub locations
- Develop detailed plans for each hub that have a multi-use and intensified objective for each location
- Ensure connections between hubs through the continuous development of pedestrian and bicycles network
- Identify a range of opportunities, at local, district and state level to activate and rebrand each hub
- Ensure there is clarity of connection between gateways
- Ensure there is a clear identity for each gateway

MINING LAND - REHABILITATION CORRIDOR

RECOMMENDATION

- Develop a branding strategy for Morwell that identifies unique qualities and its role and function with respect to other growing industries, and the broader Gippsland brand.

FUTURE RECOMMENDATION CONSIDERATIONS

- Utilise the outcomes of the Mine Fire Inquiry to promote certainty (through greater transparency) and positive speculation about the post-coal future with planning for, and the staging of, remediation strategies commencing in the short term
- Explore & develop a rail trail network that utilises redundant rail infrastructure and connects to the proposed shared pathway network.
- Recognise and explore the potential of “artificial/ engineered landscape” elements to contribute to/ complement the regions tourism brand and product offer
- Explore opportunities for engagement of local workforce in the rehabilitation tasks (as healthy, meaningful work)
- Develop a suite of speculative short term built outcomes that rebrand Morwell as an attractive, healthy, innovative place to live work and visit.
- Develop Ridge Rd as a cultural, community and visitor destination with a focus on:
 - Interpretation of the areas mining and engineering past, present and future
 - Contemporary art and cultural activities
 - Public Parkland
- Advocate for a transition strategy which creates opportunities and future perspectives for the people and companies in the town

MORWELL TOWN OF GARDENS

RECOMMENDATIONS

- To develop a branding strategy for Morwell Garden festival
- To develop the Garden Festival structure and staged plan that addresses venue financing, activation and programming for the event

FUTURE RECOMMENDATION CONSIDERATIONS

- Establish a network of green spaces interwoven throughout the town to act as the framework for Morwell Town of Gardens
- To explore strategies for how to reduce barriers in creating small community events in public spaces
- To establish and capture an annual and biannual calendar of events that can be advertised and profiled through municipal and regional online and print portals

FUTURE MORWELL | A LIVEABLE TOWN



NEIGHBOURHOODS

RECOMMENDATION

- Seek opportunities to integrate blue and green networks into open space and neighbourhood plans

FUTURE RECOMMENDATION CONSIDERATIONS

- Advocate for stronger bus links to Morwell neighbourhood house and the proposed hubs
- Identify and develop an 'administrative' precinct plan which consolidates activity along Hazelwood Road between George Street and Commercial Road and along the western end of Commercial Road towards the Rose Garden
- Provide for and promote greater use of the town centre for events and community use through temporary use of street space at Commercial Road and Tarwin Streets
- Explore options to locate community groups and town library to a more central and accessible location including potential re-use of the Commercial Road Primary School
- Explore options for a community hall and event facility within the Morwell CBD precinct.
- Develop and diversify activities at the Morwell Recreation Precinct as the premier destination for active recreation in Morwell and exploit synergies with the retail centre
- Support the Morwell & District Community Recovery Committee to establish resident groups for each neighbourhood facilitating them to become champions for the residents in the community and facilitate a more connected community
- Encourage resident groups, name each neighbourhood adjacent to the Village Hub, and identify a character type for the neighbourhood
- Create co-location spaces for residential, artistic and entrepreneurial uses in small neighbourhood shopping strips

INDUSTRIAL PRECINCT

RECOMMENDATION

- Develop a "prospectus" of industrial and commercial land within Morwell including positive profile of the diverse precincts, existing businesses, locational advantages and assets of each

FUTURE RECOMMENDATION CONSIDERATIONS

- Undertake a detailed audit of existing uses/ businesses within industrial lands to better understand the dynamics of use with respect to past and future supply and demand
- Develop a public realm framework for streets through industrial areas complementary to residential and activity centre neighbourhoods i.e. street hierarchy and function with respect to infrastructure needs (green, blue)
- Undertake detailed consultation with land/business owners within individual older industrial areas within the west of Morwell to establish a shared longer term vision and plan for their neighbourhoods
- Develop an integrated environmental & land use plan for land associate with current/former farming land and redundant energy industry land to the south of Princes Freeway
- Develop a CLUE (Census of Land Use & Employment) for on-going monitoring, reporting and strategic planning for industrial/ commercial land within the Latrobe Regional Networked City - made available to the public, business community and potential investors in order to make informed decisions
- Develop detailed site design guidelines for properties, and public land along key waterways within the Waterhole creek catchment as an extension/enhancement of the current Waterhole Creek Management Plan

FUTURE MORWELL | ASSETS



LISTING AND NON-LISTED HERITAGE

RECOMMENDATIONS

- Develop an online and publicly accessible virtual Morwell site that consolidates and curates significant historical, visual and artefact material
- Develop an open source database of heritage assets considered of value to the community including built assets, sites of significance, and collections of artefacts / images held locally or at state / national libraries
- Develop a 'public art' strategy, which aims to build a trail of commissioned art work throughout the town enhancing connection between disconnected areas and activating underutilised space
- Investigate the cost to integrate high speed internet at key public built and open space facilities to enable greater connectivity for residents and profile to the facilities

FUTURE RECOMMENDATION CONSIDERATIONS

- Develop a driving, walking and cycling trail network plan that assists in telling Morwell's historical, current and future story. Capture this trail network as a guidebook available in hard-copy and digital format
- Advocate that rehabilitation plans for mines and power stations have appropriate provisions for the recording, and retention of assets of heritage significance with respect to telling the story of Morwell in the future. Conduct assessment and concept plans for potential future use of mines and power stations
- Develop detailed trail plans which explore the links to and in-between recreational precincts, wetlands, rivers, gardens and other nature based assets to form a 'nature based' trail
- Evaluate recreational precinct design plans to ensure that they consolidate and intensify recreational areas into key town precincts, which are clearly signposted, visible and integrate with other surrounding activities and connected to other precincts
- Deploy a variety of low cost, low maintenance streetscape and open space improvements

BUILT ASSETS

FUTURE RECOMMENDATION CONSIDERATIONS

- Provide for and promote greater use of the town centre for events and community use through temporary use of street space at Commercial Road and Tarwin Streets
- Develop and diversify activities at the Morwell Recreation Precinct as the premier destination for active recreation in Morwell and exploit synergies with the retail centre

LAND ASSETS

RECOMMENDATION

- Develop and maintain a database of vacant land to better understand patterns of usage, issues & opportunities to inform an activation/ utilisation strategy

FUTURE RECOMMENDATION CONSIDERATIONS

- Facilitate the temporary use of spaces for short term lease/ use through improved permit systems and planning support for community groups, startup businesses, event organisers etc.
- Work with land owners and real estate agents within key hubs/ centres to address barriers to occupation of vacant buildings and sites

HERITAGE ASSETS

FUTURE RECOMMENDATION CONSIDERATIONS

- Develop a database of heritage assets considered of value to the community (not necessarily for the purposes of planning scheme inclusion/ amendment) including built assets, sites of significance, collections of artefacts/ images held locally or at state/ national libraries
- Explore potential for driving, walking, cycling trails that can assist in the telling of Morwell's story through interpretation of the Latrobe Thematic Heritage
- Conduct a feasibility study that examines the potential for an expansion of the collection/ stories/ exhibition at the Power Works site.
- Ensure rehabilitation plans for mines and power stations have appropriate provisions for the recording, retention of assets of heritage significance with respect to telling the story of Morwell in the future
- Consider development of a virtual Morwell site as a means of consolidating/ curating significant visual/ artefact material

EXECUTIVE SUMMARY

LIST OF KEY RECOMMENDATIONS

FUTURE MORWELL REVITALISATION PLAN

HUB A - F

* The following list of recommendations captures short, medium and long term actions for the Revitalisation of Morwell. * The following list of recommendations captures short, medium and long term actions for the Revitalisation of Morwell. The priorities, cost recommendations and time frame for implementation can found in Chapter 4 'Making It Happen'.

HUB A

RECOMMENDATIONS

- Clearly define the Latrobe Regional Gallery and Government services precinct as a bookend Commercial Road west
- To develop and implement a circuit that acts as a framework for other activities, infrastructure and actions to stem from, and contributes to the health and safety of the area

FUTURE RECOMMENDATION CONSIDERATIONS

- Consolidate and direct retail, commercial and social enterprises to the following areas:
 - Commercial Road (between Chapel Street and Hazelwood Road)
 - Tarwin Street (between George Street and Commercial Road)
 - Church Street (between Princes Drive & Buckley Street)
- Develop concept plans for a town square located at the corner of Tarwin Street and Commercial Road supporting the idea of an identifiable heart to the Village Hub.
- To develop a circuit around the Village Hub that prioritises the bicycle and pedestrian network, and provides safe inclusive access for all during the day and evening.
- To develop a clear entrance and navigation through the town
- To conduct a feasibility study on the relocation and renewal of the Sunday market in the town centre. Investigate ways to consult with private owners about bringing Sunday Market into town centre
- Develop a curated events and activities calendar to activate the Village Hub, and celebrate place + community, supported by the circuit and piazza

HUB B

FUTURE RECOMMENDATION CONSIDERATIONS

- Explore the connectivity of this Hub to other Hubs in Morwell, and the local neighbourhoods through walking and bike path links
- Advocate for a strong connection and use between the public recreational facilities and educational facilities
- Consider how the management of each space might be more efficiently managed, and effectively scheduled to contribute to the health and safety of the area
- Consider the type and location of specific activities to support the local neighbourhoods, with careful attention given to the youth demographic
- Utilise the facilities (Morwell Leisure Centre, Morwell Scout Hall, tennis + basketball courts, and football grounds) outside of school operating hours, and after school programs
- Develop landscape plan for Sir Norman Brookes Park that integrates the recreational community organisations and new tennis courts
- Support the upgrade and development of McDonald Street to be a safe and healthy boulevard controlling local car traffic, and enabling better pedestrian and bike links, incorporate bus links, and reactivate retail shops

HUB C

FUTURE RECOMMENDATION CONSIDERATIONS

- Explore the connectivity of this Hub to other Hubs in Morwell, and the local neighbourhoods through walking and bike path links, including the connection to Hub F along Waterhole Creek, Hub D along redundant rail way paths, and to Hub A the Local Village centre
- Consider the potential to connect to other towns through an extended bike and pedestrian path network

- Re-define the identity of Mid Valley as a shopping complex orientated around large scale big retail chains servicing the needs of the district that complements and provides difference to Hub A as the Village centre created around a local scale atmosphere as a place to gather and celebrate the community of Morwell among a collection of unique shops, cafes, services, and activities
- Support and Enhance the existing training and education capacity of this Hub to grow through its relationship to the other activities and facilities contained in this area, or adjacent to it
- A Hub that integrates and provides direct pathway from secondary school, VET and Higher-Ed sectors
- Develop landscape plan that extends the recreation, park and lake reserves through a productive garden/ park operated, managed and utilised by training schemes located in this Hub

HUB D

FUTURE RECOMMENDATION CONSIDERATIONS

- Advocate and support the preservation, re-purposing, renovation, and re-branding of industrial built assets that are unique in Australia, to celebrate Morwell's industrial heritage, contribute to the transformation and re-branding of Morwell, and develop new industries in the region to diversify and support businesses and industry across the town.
- Promote industrial tourism as an integrated component of rejuvenated parks, event gardens, heritage gardens and reserves as a green network encouraging active healthy lifestyle choices
- Support and extend the existing Power Works industrial tourism activities
- Explore the connectivity of this Hub to other Hubs in Morwell, and adjacent neighbourhoods through walking and bike path links that utilise redundant rail paths and infrastructure assets
- Consider the potential to connect to other industrial assets, and other towns through an extended bike and pedestrian path network

HUB E

RECOMMENDATION

- To implement an off-leash dog park to service the local neighbourhood and adjacent aged care facility

FUTURE RECOMMENDATION CONSIDERATIONS

- Consider how the management of each space might be more efficiently managed, and effectively scheduled to contribute to the health and safety of the area
- Advocate and promote the utilisation of the sports facilities (Morwell recreation reserve, netball courts, football grounds, Morwell Bowling Club) to be utilised for local, regional, state, and national schedule of sporting events, shows, and activities.

- Enhance and care for the adjacent linear nature reserve and Eric Lubcke Reserve + consider how these spaces might be integrated as a part of the area's maintenance and management schedule to aesthetically and practically develop and support a healthy and active environment
- Investigate the possibility of locating an RV park adjacent to the Eric Lubcke Reserve to service and attract RV tourism
- Explore the connectivity and access of this Hub to other Hubs in Morwell, and the local neighbourhood through walking and bike path links along Maryvale Crescent, and existing reserves, including the connection to and activation of the redundant rail path
- Consider how to support and schedule the operations and activities of the Astoria Club and the Morwell Bowling Club to extend, enhance and activate the area with diverse events that operate in times when the sports grounds are not occupied
- Explore the development of a concept plan for rose garden to rose park extension

HUB F

FUTURE RECOMMENDATION CONSIDERATIONS

- Develop landscape design plan for Hub F that integrates the diverse recreational programs (e.g. playgrounds, sculpture park, off-leash dog areas, nursery, art parks, fitness track, walking + bike paths) along Waterhole Creek to activate the area and support the natural health of the riparian landscape
- Consider the type and location of specific activities to support the local neighbourhoods, with careful attention given to the youth demographic
- Advocate and promote the utilisation of the sports facilities (tennis club, netball courts, football grounds, soccer fields) to be utilised for local, regional, state, and national schedule of sporting events, shows, and activities
- Explore the connectivity of this Hub to other Hubs in Morwell, and the local neighbourhood through walking and bike path links
- Consider how the management of each space might be more efficiently managed, and effectively scheduled to contribute to the health and safety of the area

FUTURE MORWELL

iv. | INTRODUCTION

| WHAT IS A REVITALISATION PLAN

| HOW IS THIS PLAN DIFFERENT/COMPLEMENTARY

| HOW TO USE THIS PLAN

| LATROBE NETWORK CITY, OUR TOWN, MY TOWN

| COMMUNITY LED REVITALISATION PLAN

| SUMMARY OF OUTCOMES FROM COMMUNITY CONSULTATION

| SUMMARY OF FEEDBACK PROVIDED BY COMMUNITY MEMBERS

| KEY DIRECTIONS

| SUMMARY OF APPROACH

| HISTORY OF PLANNING INITIATIVES & KEY EVENTS FOR
MORWELL/LATROBE CITY

| GROWTH OF MORWELL TOWNSHIP OVER TIME







A Revitalisation Plan is a document that identifies key characteristics of a town which it aims to enhance and renew. It does this through proposing a series of action plans that work on short, medium and long-term basis. The fundamental aspiration of this plan is to contribute to the revitalisation of Morwell through a background study, and the construction of a vision that describes the issues and proposed approaches across the town that acknowledges current qualities and assets, and endeavours to form connects through the shaping of distinctive town Hubs. It also acknowledges that the mining landscape defines an economic value, and considers how it might continue to contribute to the town in the future through alternative means. The recommendations described in this document aim to give new life to the town and its community by offering a range of ways to generate vitality and vigour.

■ Background

Research examining the current physical condition of Morwell has identified that a significant issue to be addressed as we build towards a brighter future is the fragmentation of the town's urban fabric. There are many examples of this that have been determined through the work and shared with us by the community; the following are some key examples that help to illustrate the issue, and how this plan provides solutions:

■ East-West Corridor

Issue: The train line and adjacent (former) highway has always run through the centre of Morwell. In the past, this has acted as a spine that contributed to the town's development and prosperity. Commercial growth developed along this axis resulted in a commercial centre that operates primarily in an East-West linear fashion. North-South connections did not develop to the same degree - the exceptions being Church Street and Tarwin Street, each isolated moments on either side of the rail line - and consequently the centralised grid network remains largely inactive. The current condition is that there is a clear and divided distinction between the North and South sides of town, disconnected by the large terrain of the train line and (former) highway.

Approach: This is an issue faced by many towns in Regional Australia experiencing similar forms of transition. This is addressed by redefining the occupation and identity of the central East-West strip (encapsulating the train line, land, and former highway), and defining a recognisable and compelling identity for the town's traditional centre as a 'Village Centre' with a local scale.

■ Highway Bypass

Issue: Like many towns throughout Australia, the upgrade and relocation of the Highway outside of the town, and the resultant by-passing of Morwell, has removed the potential to capture possible through traffic tourism and a commuting economy. The reduced flow of traffic has perhaps contributed to the deterioration of the town's historical East-West 'spine' structure as the former highway aligns with the rail line.

Approach: The resulting reduced traffic condition can be considered as essential to developing some of the 'Village' qualities of the town expressed as desirable by the local community. The challenge might now be defined as to how to attract the (road) commuting economy to the Morwell 'Village' and navigate the ambiguity created by the abundance of off-ramp entries in to Morwell. An effective gateway to the town would contribute to this issue of 'attracting' tourism, act as a means of redefining the identity of Morwell, and simultaneously operate as a 'welcome home' for locals.

■ Industrial Heritage Infrastructure

Issue: The town's historical prosperity has been undeniably linked to the mining and power industry. As a result of this historical, mutually beneficial, relationship elements of the town's physical infrastructure were planned and built to support and service aspects of the industry's function. Commercial Road (West of the Jane St bridge), and McDonald Street are two examples of roads designed as utilities to support large scale truck movement. Today, these roads no longer need to support large vehicular movement that has been re-routed. These roads are now oversized and

underutilised stretches of infrastructure adjacent to residential neighbourhoods that present opportunities for beautification and enhanced use.

Approach: The over-sized nature of these roads can be redefined into beautiful and practical boulevards serving to connect Morwell's existing and developing Hubs through tree-lined streets and shared pathways.

- **Industrial Heritage Assets**

Issue: Historical assets from Morwell's industrial past that have been abandoned and not maintained have become stigmatised in the local psyche, exist as eyesores, and physical points of stagnation.

Approach: A number of these structures have the capacity to be reconsidered as assets that simultaneously celebrate the town's historical past, and repurposed (e.g. culturally associated businesses) to contribute to its future. There are many examples of this strategy employed around the world, such as in the Ruhr Valley in Germany, sites throughout the Netherlands, Manchester in the United Kingdom and Detroit in the United States to name a few. Local opportunities might include the rail bridge over Commercial Road, and the former Morwell Power Station. It is important to recognise the unique qualities of these assets, and their scale, that make them rich with possibility, and that cannot be found anywhere else in the state. In a world that craves difference, and unique experiences, these buildings from Morwell's Industrial heritage are invaluable assets.

- **The Mines**

Issue: The mining and power industry (Hazelwood Morwell) mines to the South, and Yallourn to the North-West) and their associated buffer zones have placed pressure on existing neighbourhoods with an adjacency to the mines, and on the physical expansion of the town.

Approach: The possibility is to consider the design of these 'edge' neighbourhoods to become unique and attractive environments that add to the quality of life and living within them, increase their economic value, and contribute to the town's identity and capacity. Celebrating the 'edge' condition is to seek to amplify the natural environmental and ecological characteristics of the neighbourhoods, and integrate them with the 'blue' and 'green' networks that are also located within this 'buffer' territory. Considered in this manner, these new and existing neighbourhoods have the opportunity to become unique interfaces with the natural environment, move beyond the 'usual' conventions of development deployed across the state, and attract investors and new community members interested in contributing to the prosperity of the town.

- **Industrial Neighbourhoods**

Issue: Currently the light-medium industrial neighbourhoods are duplicated, detached from one another, and exist at the significant East and West entries to Morwell.

Approach: The question is to consider how these areas might be designed to become a part of a coherent town wide neighbourhood strategy that contributes to the town's physical identity and productivity.

- **Two Centres**

Issue: The construction of the Mid Valley Shopping Centre complex in 1982 created two physically separated competing commercial centres in the town. This issue continues to be a vexing one for many people in the local community who see it as a 'thorn-in-the-side' that 'ripped the guts out' of the town's traditional centre.

Approach: This plan proposes that each of these 'centres' be redefined to become different types of Hubs that inform how they are perceived, used, and branded, and to instruct their future growth so that they might be complementary rather than competitive. Morwell's traditional centre located on Commercial Road is to

be redefined as a Local scale Hub: the Village Centre with a traditional village atmosphere where people can engage with local commercial businesses (service, retail and entertainment), local Government services, and public institutions such as the Regional Gallery. It is a place of (formal and informal) community gathering and celebration of place specific to living in Morwell.

The Mid Valley Shopping Centre complex with close proximity to Federation Training facilities, and Kernot Hall (event complex) is to be defined as a District scale Hub primarily for large scale events (held at Kernot Hall), Cinema entertainment, and large scale commercial activities in the form of supermarkets, department stores, and warehouse scale businesses. This is a District scale service Hub that attracts people from other towns.

The items listed above are significant issues that are explained and addressed in greater length in this Revitalisation Plan. We recognise the issues listed thus far are predominantly physical in nature and of a large scale; however it is important to understand the fragmentation and disconnection they create in the community's social structure, as well as the negative environmental and economic effects this condition propagates. The intention is to reconnect the physical and social fabric of the town to enhance the quality of living and urban well being in order to stabilise Morwell's economic growth and enable a future for growth.

The Revitalisation Plan also recognises the capacity, strength, goodwill, and desire to effect change evidenced in Morwell's social capital; its people and the community they make. This Plan proposes a range of activities and events, with 'how to' instructions, that the community is encouraged to launch and facilitate with appropriate support. These are 'ground up' actions that are designed to give agency to individuals, groups, clubs, business, industry, and government to collaborate, connect, own, and make change. These actions are also understood to impact and help shape traditional 'top down' governance, and policy structures to be specifically responsive to the uniqueness of place.

These actions are not intended to shift the responsibility of positive change to the community; rather they are understood as collaborative responses that generate more effective targeted outcomes, and engender

greater working sense of community connectivity. These works are often small in nature, however their effects are both deep and broad. Their capacity to make real change should not be underestimated nor undervalued, as they cut to the core of what it is to be a community, effecting how people engage with one another, and how they shape the spaces in which they live. This in turn informs the built and natural environment, and the cultural framework, that has direct impacts on policy and the economy.

This revitalisation plan seeks to define a range of recommendations and actions in order to address the issue of fragmentation in the social and built fabric of Morwell. They operate across a range of scales and periods of time, from the small short term projects to large scale long term works. This multipronged approach identifies and requires a range of stakeholders to work together to inform change through a range of tactics that aspires to bring about a brighter future for Morwell.

INTRODUCTION

HOW TO USE THIS PLAN

LATROBE NETWORK CITY, OUR TOWN, MY TOWN

WHAT ARE THE PARTS OF THE PLAN



The Revitalisation Plan has been organised into three scales that move from a large scale collective responses through to the individual scale personal responses. These are:

- **Scale 01. Latrobe City A Networked City**

At this scale it is important to consider how Morwell acts as a key node of Latrobe City's Networked City that is the Regional City for Eastern Victoria. Latrobe City has four main town's; Morwell, Moe, Traralgon and Churchill. In this context, how might Morwell contribute to Latrobe City, avoid direct competition with the other towns, build on its own unique qualities, and leverage off the strengths of the other towns.

- **Scale 02. Our Town**

The focus of this scale is the urban design of the town of Morwell considered through its infrastructural systems. This includes the road, rail, pedestrian, and bicycle networks in relation to the natural environmental 'green' (parks, gardens, reserves, etc.) and 'blue' (water ways, wetlands, creeks, river, etc.) systems that exist in it, and pass through the town into the surrounding landscape. These systems are important to the productivity, health and wellbeing of the town, its physical connectivity, and an important part of redefining the town's identity.

- **Scale 03. My Town**

My town identifies the community structure at the scale of the Neighbourhoods and the town's central Hubs. It explores the individual's role within the community and encourages immediate connection through simple notions that include 'know your neighbour'. At this scale a range of different stakeholders, groups, and organisations (public + private) are identified, and encouraged to be active agents for positive change. Hubs of activity are defined, activated and connected across the residential, commercial and recreational zones, and industrial neighbourhoods are redefined to contribute to an active and healthy community town.

These scales are employed to structure positive change for Future Morwell. They aspire to; connect and grow the community through its social and cultural structures; protect, celebrate and enjoy its built and natural assets; contribute to the stabilisation of the local economy, and build the foundation for future investment; and re-define the town's identity through the creation of a new brand that celebrates its industrial heritage and points toward a bright future.

iv. INTRODUCTION

COMMUNITY LED REVITALISATION PLAN

SUMMARY OF OUTCOMES FROM COMMUNITY CONSULTATION

The aim of the community consultation process for the Future Morwell Project was to enable an open, transparent, and engaged process during various stages of 'Project 01: Future Morwell Revitalisation Plan' development.

The community consultation process consisted of two independent workshops and two independent open house sessions during the development of the project brief, and sketch design phase. The consultation sessions were held with a broad range of stakeholders that included residents, local traders, local service providers, council staff, and community groups.

The consultation sessions made face to face contact with in excess of **900 unique community members**, and an ever growing online social media presence and feedback process continues to communicate the intention of the project and generate useful feedback from the community.

The community consultation in stage one of the project consisted of an 'Open House' event held for **5 days in April/May 2015, from 30th April to 4th May. This open house consulted face to face with in excess of 500 people** to seek community views on issues, potentials, and strategies that might contribute to the urban revitalisation plan for Morwell and the subsequent four Future Morwell projects; the Circuit, the Gateway, Branding, and Events.

The 'Open House' session conducted between September and mid-November enabled people to drop in on a daily basis to view the development of the work in the Future Morwell dedicated project space, Commercial Road, Morwell. This period of 'Open House'



Above: Open House 1 - Drop-in Session (Photo: OUTR)

enabled community members to receive an update on the outcomes, and to comment on the sketch design for the Morwell Revitalisation Plan and concept drawings for the subsequent four Morwell projects.

In addition to the Open House sessions, two invited workshops were conducted with the project steering committee and representatives from Latrobe City Council. At each of these sessions guest consultants co-led the sessions with RMIT University. The focus of 'Workshop One' was the development of the project brief. This was co-led with Bart Brands, Director of Karres en Brands, the Netherlands. The second workshop focused on urban renewal strategies co-led with Chris Reed, Director of Stoss, USA. These sessions were framed as information, brainstorming, and development sessions that directly fed into the development of the project brief and concept plan. It also provided participants with an understanding of how challenges and opportunities like those faced by Morwell are being engaged with in different locations around the world, and how we might learn from these so that they might contribute to the development of a revitalisation strategy for Morwell.

RELEVANT DOCUMENT(S) :

EFFECTIVE ENGAGEMENT, DEPARTMENT OF SUSTAINABILITY AND ENVIRONMENT. BOOKS 1, 2 & 3

<http://www.dse.vic.gov.au/effective-engagement>

COMMUNITY ENGAGEMENT STRATEGY, 2015 - 2019

http://www.latrobe.vic.gov.au/files/014dd216-3a74-4d27-8409-a51c00c884dd/Community_Engagement_Strategy_2015-2019_ADOPTED_Sept_2015.pdf

AUSTRALIAN CENTRE OF EXCELLENCE FOR LOCAL GOVERNMENT AND COMMUNITY ENGAGEMENT IN AUSTRALIA, 2011

http://www.acelg.org.au/file/1567/download?token=Vs8KQ4389WrWSZ6ZGkKYb0aQJnz4jKA6_RmtqvP-iA

COMMUNITY ENGAGEMENT HANDBOOK, LOCAL GOVERNMENT ASSOCIATION, 2008

https://www.lga.sa.gov.au/webdata/resources/files/Community_Engagement_Handbook_March_2008_-_PDF.pdf

STAKEHOLDER CONSULTATION AND PARTICIPATION IN MSWM PLANNING

http://www.worldbank.org/urban/solid_wm/erm/Annexes/US%20Sizes/Annex%201.1.pdf

TWO PHASES OF CONSULTATION

8 MONTHS, 160 DAYS, 900+ PEOPLE FACE TO FACE, 4500+ ONLINE

PHASE 01

01 Workshop 1 (Brief Setting)

Bart Brands, Director Karres en Brands, the Netherlands, and RMIT University.

02 Open House (Briefing Stage)

Over 5 days, the Future Morwell project team opened the doors of the former Spotlight building and invited the community in to provide feedback on what they saw as the strengths, opportunities and challenges of our town.

- **Open House**
April 30th - May 4th, 2015
More than 500 people visited the exhibition and shared their ideas about what the future of Morwell could be if we all worked together to create positive change.
- **Online Share Your Ideas**
May 1st - May 15th, 2015
An online discussion board, so that people who were not able to attend in person could also have their say.
- **Future Morwell Information Session**
July 9th, 2015

Open House 1 - Summary

500+ Visitors	675+ Notes	9 Media Events	11 Workshops
---------------	------------	----------------	--------------

PHASE 02

03 Workshop 2

Concept building - Renewal Strategies
Chris Reed, Director Stoss Landscape Urbanism, USA, and RMIT University.

04 Open House (Concept Stage)

To inform the community about the plans developed for Stage 2. This is an opportunity for the community to learn more and have their say.

- **Future Morwell Workshop**
July 31st, 2015
- **Town Walks**
October 10th - October 11th, 2015
The aim was to walk around town, stopping at important venues where participants were asked to offer personal reflections and insights relevant to each location. Each point was interactive and allowed participants to contribute ideas.
- **Open House**
September 19th, 2015
- **Group Alignment Workshops**
October 31st - November 18th, 2015
- **Open House**
December 12th, 2015

Open House 2 - Summary

4500+ Online Post Reactions	11 Open House Days	2 Council Meetings	12 Community Group Meetings
-----------------------------	--------------------	--------------------	-----------------------------

On the following pages is an outlined summary of the feedback received during the community consultation phase of the project.

ADDITIONAL MATERIAL(S) :

WORKSHOP 1 BART BRANDS, DIRECTOR KARRES EN BRANDS, THE NETHERLANDS

Bart Brands founded Karres and Brands landscape architects together with Sylvia Karres in 1997. Their projects range from the design of parks, squares and cemeteries to the creation of urban development master plans. Bart has an affinity with both landscape architecture and architecture, as well as urban development. With his bureau he is active both in the Netherlands and abroad. For

example, he was involved in the design for Federation Square in Melbourne, Købmagergade in Copenhagen and the feasibility study for Cross River Park in London. He is also a member of the Beirat Tempelhof, an advisory committee for the former Tempelhof airport in Berlin. He is currently an Adjunct Professor at RMIT University, Melbourne.

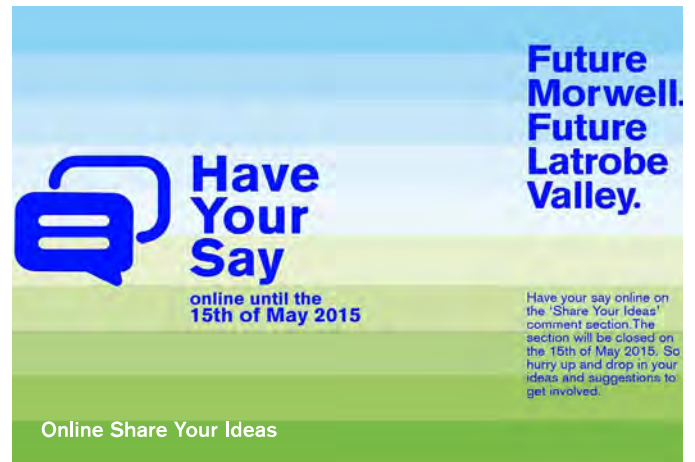
WORKSHOP 2 CHRIS REED, STOSS LANDSCAPE URBANISM, USA

Chris Reed is the founding principal of Stoss. His innovative, hybridized approach to public space has been recognized internationally, and he has been invited to participate in competitions and installations in the United States, Canada, Europe, Israel, the Middle East, Taiwan, and China. Reed's research interests include the impact of ecological sciences on design thinking, and city-making strategies informed by

landscape systems and dynamics; he is co-editor of a recently published volume of research and drawing titled Projective Ecologies. Reed received a Master in Landscape Architecture from the University of Pennsylvania and an AB in Urban Studies from Harvard College. He is currently Associate Professor in Practice of Landscape Architecture at the Harvard University Graduate School of Design.



Open House 1: General Image



Open House 1: General Image



Open House 1: General Image



Workshop 1 with Bart Brands



Open House 1: General Image

Future Morwell. Future Latrobe Valley.

Town Walks

Hear more and have your say

Saturday 10th October
9am, 11am, 1pm

Sunday 11th October
11.30am, 2pm, 4pm

Workshops

Have your say in a workshop

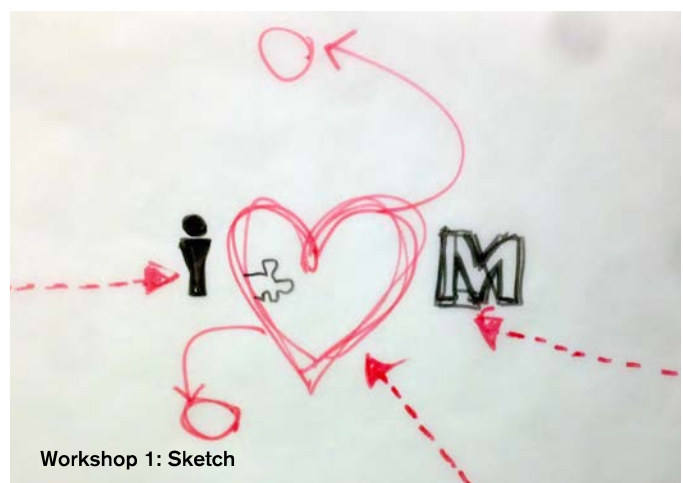
Saturday 10th October
3pm

Sunday 11th October
11am, 1pm, 3pm

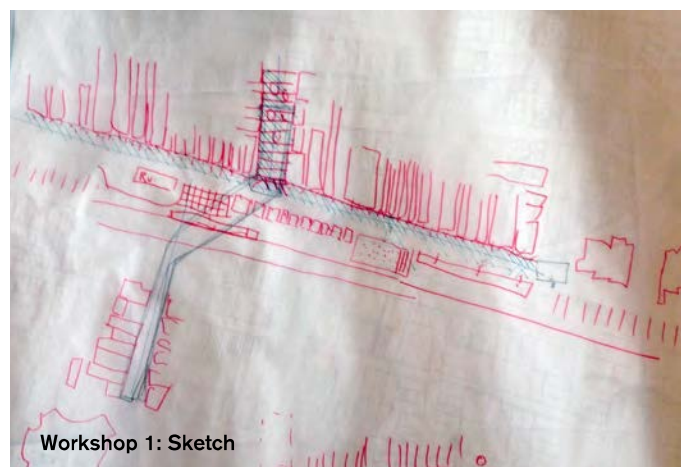
Route Map

1 Corner Commercial Rd & Tarwin St, Morwell	5 Park opposite 114 Morwell-Thorpdale Rd
2 Commercial Rd Primary School, Chapel St	6 Morwell Centenary Rose Garden
3 Morwell Skate Park, Commercial rd	7 Vacant lot, adjacent 178 Commercial Rd
4 Church St	8 ReActivate HQ, 226 Commercial Rd

Phase 02: Town Walks



Workshop 1: Sketch



Workshop 1: Sketch

COMMUNITY LED REVITALISATION PLAN

SUMMARY OF FEEDBACK PROVIDED BY COMMUNITY MEMBERS

Latrobe City a network city

Latrobe City focuses on Morwell in relation to other towns in Latrobe Valley.

Economic Growth
Land Use
Built & Land Assets

stabilise & improve
[re-think]

01 Tourism

- Strengthen Industrial Tourism.
- Strengthen Nature Based Tourism
- Strengthen Sport Based Tourism.
- Improve Signage & Physical Improvements.
- Improve Marketing.

02 Employment

- Greater Access to Training
- Youth Employment
- Increase Workforce Participation (disability)
- Meaningful Work / Pride & Wellbeing

03 Industry Diversification

- Transition & Diversification Plan in Relation to Energy Sector
- Greater Support for Light Industry
- Home of Aeronautics Industry
- Increase Entrepreneurial nature of Local Business

04 Community Spirit & Identity

- Morwell Identity Distinct from other LV Towns (Traralgon)
- Need a Physical "Heart" to Town
- Clubs as Focus of Community Life
- Role of Publicity (Good & Bad) in Shaping Identity
- Market the Town Through Positive Media Stories

05 Energy & Forestry Industry

- Re-branding Of Centre With Use Of Solar Power
- More/Better Managed Plantations

Our Town individual towns & neighbourhoods

Our Town focuses on Morwell and its neighbourhoods.

Town Systems
Neighbourhoods

sustain & develop
[re-work]

01 Retail Mix & Trading Hours

- More Shops To Support "Village" Atmosphere
- Niche Shops (i.e Only Ones In LC, Local Produce)
- Extended Trading Hours/ Weekends
- Key Use/Tenancy For Spotlight Site

02 Vacant Shops & Retail Affordability

- Reduced/ Subsidised Rents To Attract New Businesses
- Interest Free Loans For Refitting
- Short Term/ Pop Ups/ Window Displays To Take Away Empty Feeling
- Use Of Vacant Lot(S) For Markets

03 Market

- Strong Support For Markets
- Indoor Market
- Night Market
- Relocation Of Sunday Market To Centre

04 Recreation

- Focus On Youth/Child Friendly Activity
- Better Use/ Maintenance Of Existing Open spaces
- More Live Music/ Activities
- Enclosed Off Leash Dog & Children Parks

05 Community Events & Programmes

- Strong Support For Regular Events Show Casing Merchants, Music, Food)
- Nature Based Events (Strong Support For Sunflowers, Rose Garden, More Well)
- Music Based Events
- Street Festivals
- Church Yard Events After Church
- After School Programmes

06 Art

- Improve Existing Facilities/Assets (Regional Gallery/Rose Garden)
- Grow Local Arts & Crafts Base and Make More Visible Public Art in Streets
- Youth Art, Indigenous Art

07 Heritage & History

- Preservation/Celebration Of Heritage Streetscapes
- Telling 'The Morwell Story' (Past/Present/Future)
- Better Locations for Existing (John Monash) & New Statues
- Name Neighbourhoods (e.g. rose garden neighbourhood)

08 Land & Natural Assets

- Waterhole Creek - Clean Up But Generally Beautification/Activation
- Better Use Of Latrobe River
- Urban Agriculture (In Public Spaces, And For Markets).

09 Sustainability

- Link To Cost-effectiveness At Personal Scale

10 Walking & Cycling

- Improved Visual & Physical Connections Between Tarwin St & Church St
- Better Connections Between Traralgon & Morwell & Midvalley/Kernot Hall
- Better Connections To External Landscape Assets (Wetlands & Parkland)
- Improved Safety Within Centre (CCTV, Slower Traffic 40KM)
- Use Of Track Network For Recreational Cyclists (Mountain Bike Club, Tourists)
- Improved Destination Facilities For Cyclists In Centre (Parking Etc.)
- Improved Disability Access Within Centre (Motor Scooters, Wheel Chairs)
- Pedestrian Only Road in Town Centre.

11 Public Transport

- Improved Frequency & More Connections (Train & Bus)
- Utilise Volunteer/Community Transport Options To Fill Gaps

12 Motor Vehicles

- Improved Visual Impact To Car Parking Areas
- Dedicated Pram Car Parks

13 Public Realm

- More Street Trees, And Greenery/Gardens
- Focus On Tarwin, Commercial & Church Streets
- Focus On Seating & Comfort (Furniture, Weather Protection, Lighting)

14 Built Form

- Renovation Of Façades
- Improvements To Shopfronts
- Maintenance & Cleaning Of Façades & Shopfronts
- Re-use Of Power Stations
- Revitalise Housing Stock & Attract New Residents (Affordability & Lifestyle).
- Have a Strategy for Schools When They Become Vacant

15 Maintenance

- Graffiti, Public Facilities, Furniture, Bins
- Bins for Dog Poo

16 Gateway

- Facelift To Commercial Road Bridge (Retain)
- Native Modern Green
- Industrial Heritage
- Traditional Anzac Avenue Of Honour
- Clean Up Neighbouring Sites (Substation, Scrap Metal Shop)

17 Commercial Road

- Improvements To Key Buildings (Anglicare, Council, Regional Gallery Increased Street Visibility)
- More Colour (Coordinated)
- More Trees/ Greenery
- More Lighting
- More Crossing Points
- More Seating/ Gathering Spaces.

My Town Communities

My Town focuses on community facilities and implementation.

01 Town Centre Management

- More Connected Unified Effort & Decision Making
- Improved Promotion Of Centre
- Better Communication & Information Sharing
- Investment Incentives (Permits Etc.)

02 Community Facilities & Programmes

- A space that connects us
- A street that is "home" to events and activities
- A more centrally located Neighbourhood House
- Indigenous, multi-cultural space
- Online & Physical information portal of what's on
- Health (Drugs, Mental Health, Air Pollution).

03 Governance & Leadership

- Strong Support For Collaborative Planning
- Strong Support For Community Initiated Change
- Strengthened Community Groups (Better Connected, Recognised)
- Law & Order (Role Of Police Vs. Neighbourhood Watch)

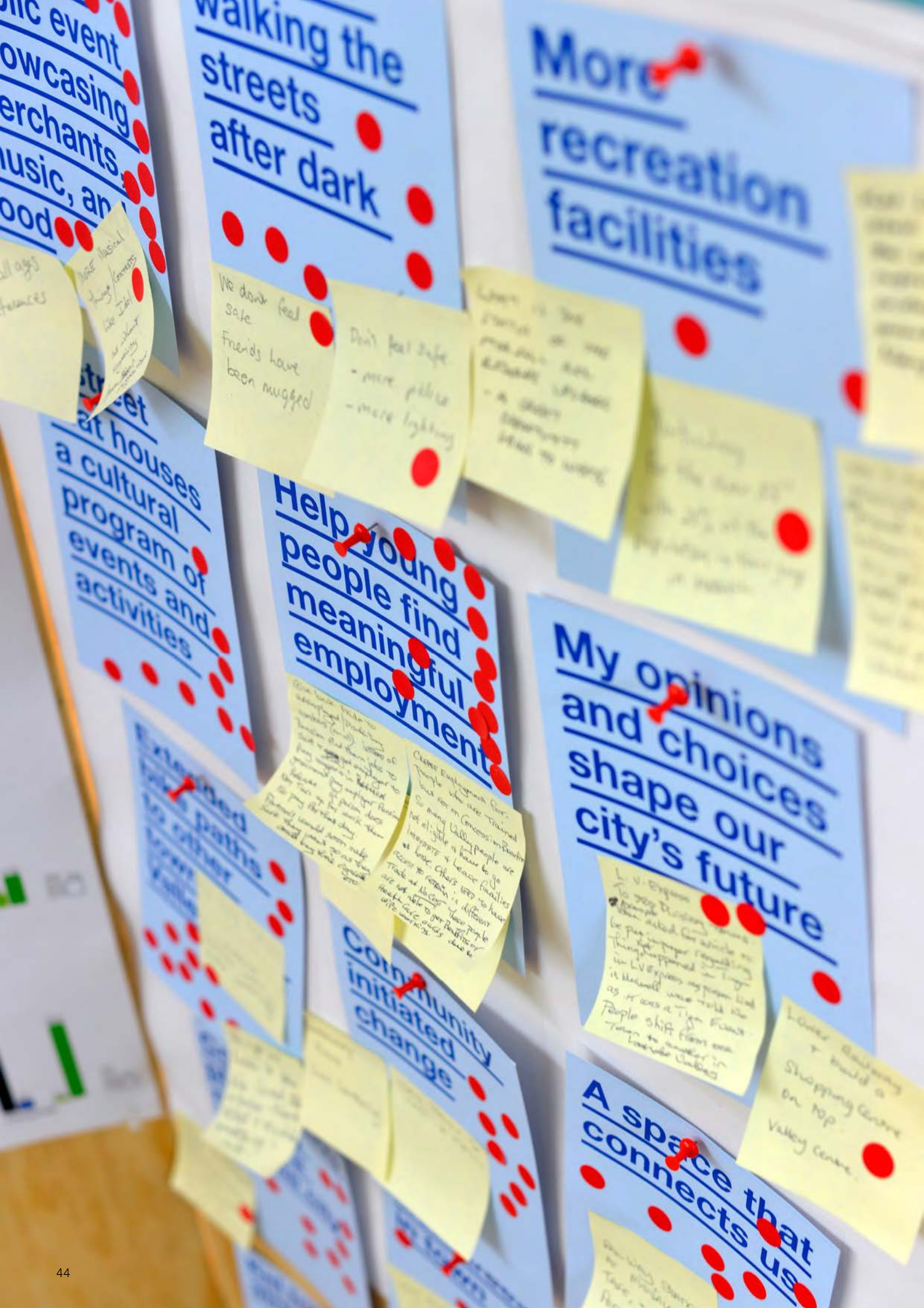
04 Cultural Diversity

- Multicultural Events
- Cultural Networking
- Demonstrate Inclusiveness (Across Cultural Groups)

Community-
Partnership
Community-
Led Change
Community-
Connectedness

activate & transform
[re-activate]

Future
Morwell.
Future
Latrobe
Valley.



nic event
owcasing
erchants
music, an
ood

Walking the
streets
after dark

More
recreation
facilities

...ggs
...nces
...ise Musical
...ange / forests
...the table
...at about
...community
...about

We don't feel
safe
Friends have
been mugged

Don't feel safe
- more police
- more lighting

...in the
...at the
...at the
...at the
...at the
...at the

...the
...the
...the
...the
...the
...the

...the
...the
...the
...the
...the
...the

at houses
a cultural
program of
events and
activities

Help young
people find
meaningful
employment

...the
...the
...the
...the
...the
...the

My opinions
and choices
shape our
city's future

...the
...the
...the
...the
...the
...the

...the
...the
...the
...the
...the
...the

Extended
paths
to other
parts of
the city

Community
initiated
change

A space that
connects us

iv. **INTRODUCTION**

KEY DIRECTIONS (CHARTER)

FUTURE MORWELL REVITALISATION PLAN

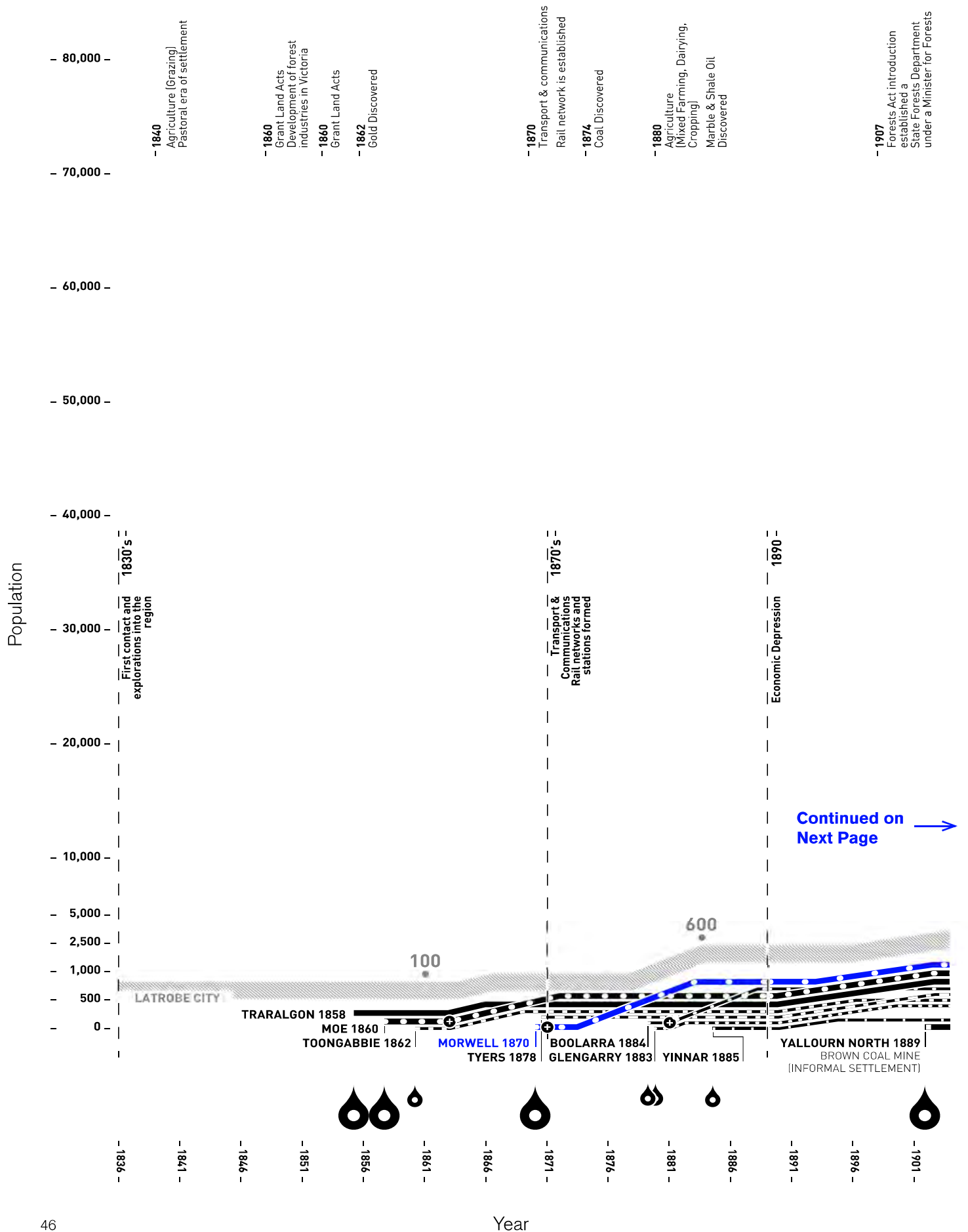
1. We, as individuals, groups and organisations invested in making Morwell's future a brighter and prosperous one, must develop and improve the identity of our town, and encourage a proud and prosperous town through new assets and the renewal and repurposing of existing assets through the establishment of a healthy town (social), a sustainable town (environmental), a tourist town (economic), and a beautiful town (cultural).
2. We must realign our town's historical centre to be a destination and an active village centre with educational, cultural, community, and commercial activities.
3. We must enhance the environmental performance of our town through local and regional networks to better connect Morwell through its environmental and culturally significant waterways, parks, gardens, and nature reserves.
4. We must advocate to minimise any adverse impacts of mining operations directly adjacent to the town, and identify economic, social and environmental benefits for the future remediation of land and associated infrastructure.
5. We must better connect people and activities between the significant hubs within Morwell, and across Latrobe City's network of towns, and identify how the town's assets can be better connected, shared, and managed.
6. We must enhance the health and wellbeing our town's community through the use of the town's open space to promote active movement, healthy eating and being better connected.
7. We must identify and enhance the identity of our town's neighbourhoods promoting a range of sustainable residential areas in existing and new neighbourhoods.
8. We must facilitate short term low cost activities in suitable locations to activate the town immediately through its underutilised spaces.
9. We must pursue a collaborative and networked city agenda that recognises our town's strengths in Latrobe City's future.
10. We must empower our town's residents and its daily users with meaningful ways to make change to their neighbourhoods and the town at large.
11. We must be community centred in the implementation of this plan.
12. We must support the implementation of this conceptual plan through the short, medium, and long term key actions.
13. We must encourage the State and Federal Government to actively support the short, medium and long term actions proposed in Future Morwell Revitalisation Plan.

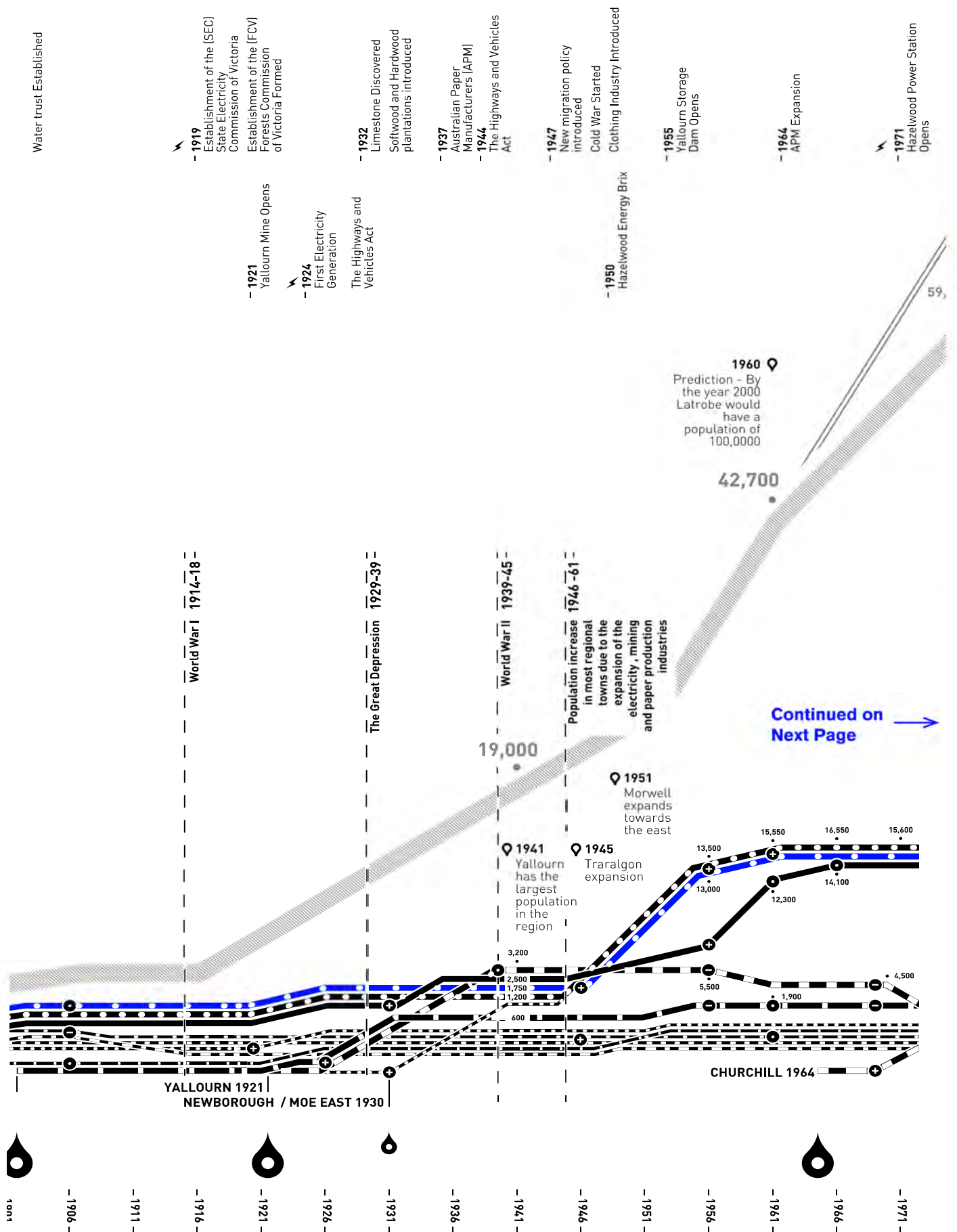
iv.

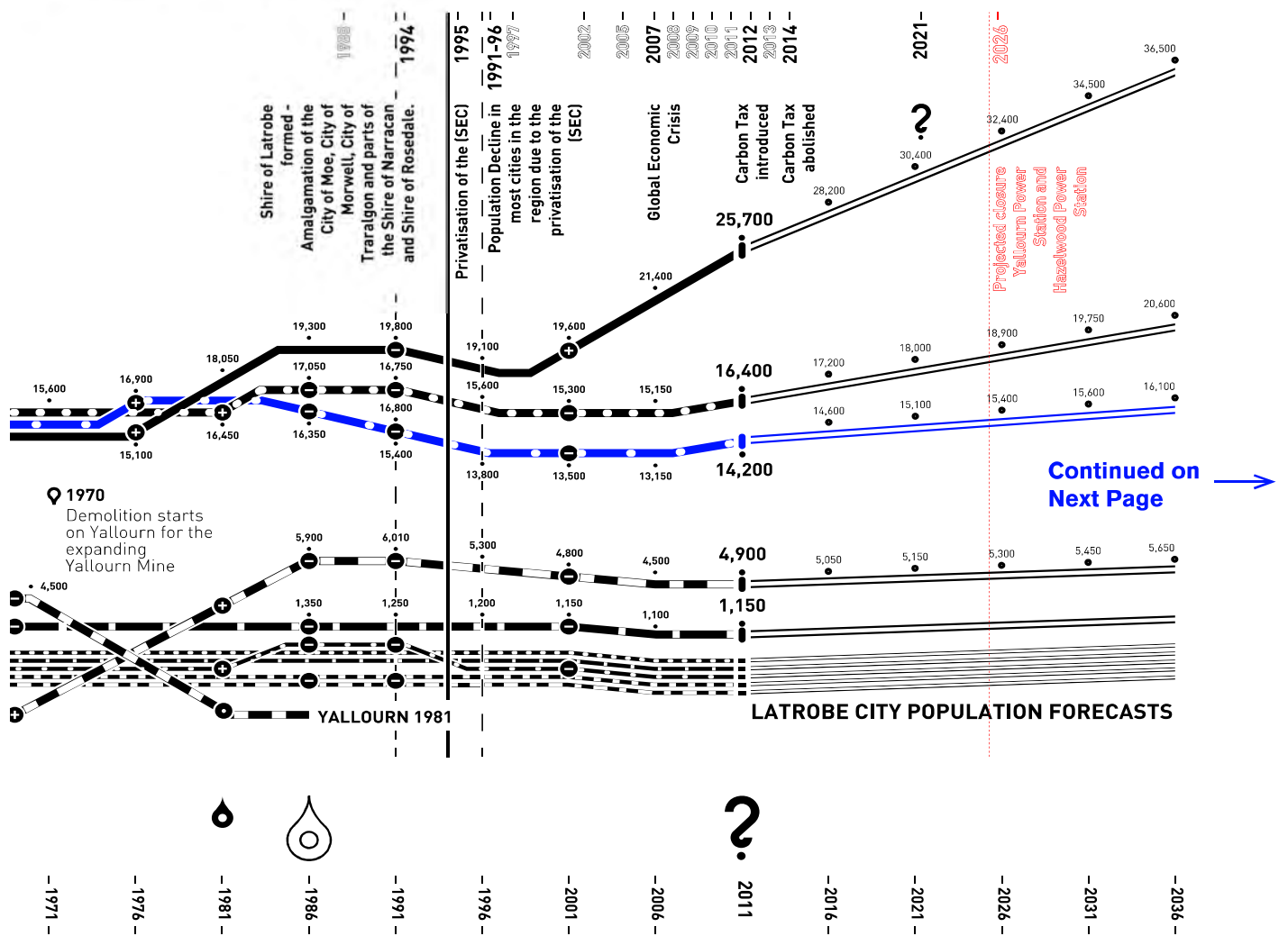
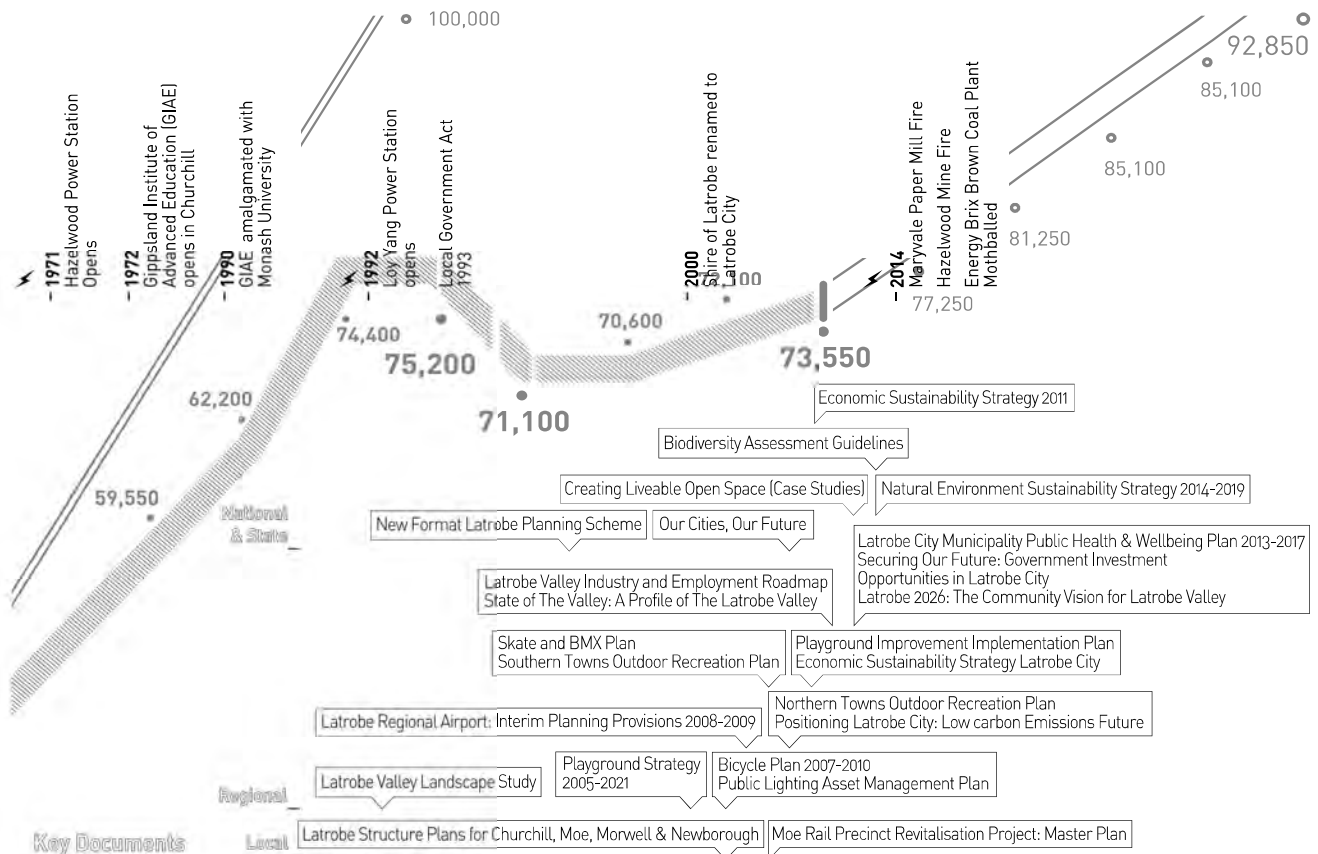
INTRODUCTION

SUMMARY OF APPROACH

HISTORY OF PLANNING INITIATIVES & EVENTS FOR MORWELL/LATROBE CITY







SUMMARY OF APPROACH

GROWTH OF MORWELL TOWNSHIP OVER TIME



1920



1945



1956

Population: **1 750**

- Yallourn Mine Opens (1921)
- Soft and Hardwood Plantations Introduced (1932)
- Australian Paper Manufacturers (1937)

Population: **13 000**

- Hazelwood Energy Brix (1950)
- Morwell Expansion Towards East (1951)



1971

Population: **15 300**

- Hazelwood Power Station Opens (1971)
- Australian Paper Mill Expansion



1985

Population: **16 350**

- Introduction of Mid Valley (1982)



1999

Population: **13 500**

- Introduction of Bypass (1992)
- Population Decline in Most Cities in the Region Due to Privatisation of the SEC

TRARALGON
TRARALGON SOUTH

MOE
MOE SOUTH
NEWBOROUGH

MORWELL

CHURCHILL

YALLOURN NORTH
..... GLENGARRY
..... YINNAR
..... BOOLARRA
..... TOONGABBIE
..... TYERS



2016

Population: **14 200**

- Expansion of Mine Operations
- Energy Brix Brown Coal Plant Mothballed (2014)



2020

Population: **15 200**

- Neighbourhood Expansion /Population Increase
- Strategic Area Rezoning



2036

Population: **16 100**

- Industrial Expansion /Employment Increase
- Strategic Area Rezoning

commercial land industrial land
residential land open cut mine





1.0 LATROBE CITY

A NETWORK CITY

FUTURE MORWELL

1.0 | LATROBE CITY A NETWORK CITY

1.1 | OVERVIEW

1.2 | STATE PLANNING CONTEXT

A REGIONAL CENTRE

The Gippsland region is recognised as an important driver of the Victorian and Australian economies because of its vital role in supplying energy, earth resources, timber, water food and fibre.

It also comprises nationally recognised tourist destinations and some of the state's most important environmental and cultural heritage assets. However, the region is facing a period of significant change especially with respect to its role in energy production which needs to transition to low carbon economies, and cleaner and greener value-adding opportunities are needed in natural resource and food production.

A NETWORK CITY

Latrobe city is unique among all the other Regional Centres in Victoria as it is not identified as a single urban centre, but is comprised of a network of primary townships that include Morwell, Moe, Traralgon and Churchill, and related satellite towns of various scales and characteristics.

There exists in this Network City structure the potential to generate unique differences between each town that add to the strength and capacity of the overall Latrobe Regional City. In this manner each town has the scope to support the others, and in turn benefit from the mutually inclusive relationship.

From a tourism perspective this suggests that any tourist drawn to a specific event or attraction at any one town is encouraged to visit similar or very different attractions in any of the other towns within the Network City. This not only increases the potential business at each key attraction, but may add to the motivation of attending the initial attraction. The resultant effect is to increase the visitors length of stay, and thereby the opportunity to engage with other businesses and activities.

Overlaps that occur between the function, events, and activities of each town may be reconsidered to encourage a level of productive competition that supports and complements each one.

A SUSTAINABLE & DIFFERENTIATED CITY

Latrobe City is a collection of towns geographically located within a low lying valley region that extends beyond Latrobe City's local government area. The Latrobe Valley occupies an inland area between the Strzelecki Ranges and the Baw Baw Ranges. It contains the major urban population areas of Warragul, Morwell, Moe and Traralgon, and is bordered to the south by the Strzelecki Ranges and the reaches of the Victoria Alps to the North.

Latrobe River is the main river system that flows through and defines the Latrobe Valley Region. Within the Region of the Latrobe City the Latrobe River branches from the Morwell River, and the Traralgon River that themselves determine key characteristics of the valley landscape.

The difference in identity between towns encourages new possibilities. At the scale of the Network City difference it is important to avoid unnecessary competition, so that each town is not simply a copy of other towns. Through differentiating towns it aims to generate choice, better ways of living and value adding to each other in Latrobe City, the regional city.

Difference may be informed by the specifics of its physical environment and natural ecology, its history, its diverse social capital, and the identified characteristics of each town. In this manner difference supports and enables the notion of sustainable towns, and a sustainable Latrobe City through an integrated consideration of economic, ecological and social values. This can be seen across all scales from the neighbourhoods and hubs of each town, the unique identity and capacity of each town, and the cumulative product that is the uniqueness of Latrobe City as a networked city.

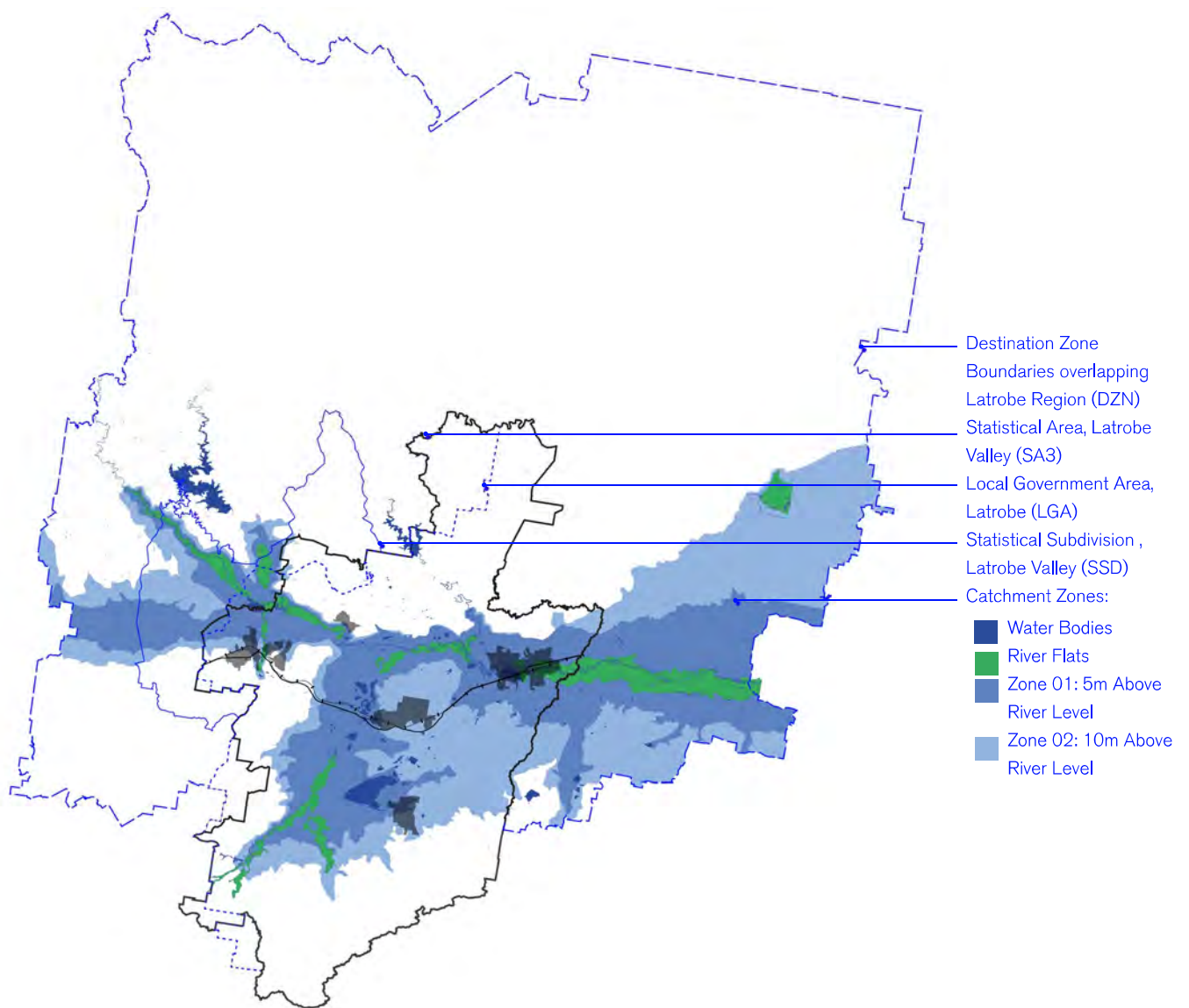


Figure 2 - Statistical Subdivision (SSD), Local Government Area (LGA) and Geographic Attributes

NATIONAL LEVEL



National Policies & Plans

Role:

- COAG Objectives and criteria for Capital Cities
- National Urban Policy. Our Cities, Our future
- Australian Urban Design Protocol

STATE LEVEL



State & Regional Planning Policy

Role:

- Regional/Metropolitan Settlement Strategies
- Regional City Growth and Infrastructure Plan

REGIONAL LEVEL



Regional Planning & Economic Policy

Role:

- Gippsland Local Government Growth Strategy
- Economic Development Strategy
- Local Area Planning Frameworks

MUNICIPAL LEVEL



Municipal Planning

Role:

- Street Scale Planning & Infrastructure
- Site Planning / Feasibility
- Urban Design and Streetscape Framework

FUTURE MORWELL – APPENDIX.

REFER TO:

- 1.1 OVERVIEW - POPULATION
- 1.1 OVERVIEW - AGE DEMOGRAPHICS
- 1.1 OVERVIEW - INCOME & HOUSE OWNERSHIP
- 1.3 LATROBE CITY A NETWORK CITY OVERVIEW:
A COMPARISON OF VICTORIA'S REGIONAL CITIES

Introduction

Gippsland comprises of nationally recognised tourist destinations and some of the state's most important environmental and cultural heritage assets. However, the region is facing a period of significant change especially with respect to its role in energy production which needs to transition.

The following points have been extrapolated from the key reference documents Plan Melbourne (2014), and the Regional Cities Growth Framework (2013), and other significant documents, in order to identify Latrobe City's projected direction, and Morwell's role in this.

Key Questions:

- What are the key global, national, state policy settings affecting Morwell/ Latrobe City?
- What is a Networked City?
- How does Latrobe City compare/ what are its defining characteristics relative to Victoria's other regional cities?
- What are the expected drivers for growth within the region?

Conclusions:

- The majority of population growth within the Gippsland Region is expected to occur in areas with closer proximity to Metropolitan Melbourne (Baw Baw) and coastal amenity (Bass Coast)
- Compared to other regional cities, Latrobe's expected rate of growth is relatively low
- Meeting the state government vision for Latrobe to perform as a Regional City is likely to require a proactive investment to attract new residents

Key Document 01:

Plan Melbourne: State of Cities 2014:

This is the state government plan establishing strategic directions and framework for growth of all regional towns.

Vision: To maximise the growth potential of Victoria by developing a state of cities which delivers choice, opportunity and global competitiveness.

Key Challenges & Opportunities identified include:

The key challenge identified, with Victoria's population projected to rise to around 10 million by 2051, is for regional cities need to take a greater share of population growth.

The key opportunities identified to meet this challenge include:

- Supporting the development of Regional City CBDs and settlements as alternative locations for population growth (critical mass to support higher order services and amenities)
- Positioning regional industries for export growth in Asia (refer map 28: Key Commodities & Freight Flows)

Strategic Directions relevant to Latrobe include:

Direction 6.2 Rebalance Victoria's Population Growth from Melbourne to Regional Victoria:

- Proactive action by government to foster growth
- Higher income jobs and industry diversification
- Investment in infrastructure to build human capital
- Facilitating renewal and redevelopment of CBD areas
- Update long term population projections (Victoria in Future 2012)
- Short term actions include: Facilitate development of state and regionally significant employment precincts
- Support increased business and residential densities as well as social, civic and cultural facilities in regional city CBDs to strengthen them economically and socially

Direction 6.3 Integrate Metropolitan, Peri Urban and Regional Planning Implementation

- Establish consistent monitoring framework and data sources across state

Direction 6.4 Improve Connections between Cities

- Improve transport connections between Melbourne and Regional Cities (people)
- Strengthening transport links on national networks (movement of goods between cities, interstate and internationally)

Regional Plans: regional growth plans to provide 20-30 year growth strategies. Aim to identify land use and infrastructure initiatives to accelerate growth including:

Settlement options (density/ urban forms) distinctly different to metropolitan options

- Revitalisation options for regional city CBDs to encourage growth of knowledge economy jobs
- Retaining and enhancing health and education precincts
- Facilitate growth of export based industrial areas, enhancing regional connections identified in Victoria the Freight State
- Accelerate growth through the development of integrated infrastructure plans and delivery models.
- Auditing of land in regional cities to identify land for urban renewal and strategic redevelopment

Key Document 02:

Regional Cities Growth Framework 2013, Macro Plan

Aim: To develop a consistent growth framework for the following regional cities: Bendigo, Ballarat, Geelong, Warrnambool, Horsham, Mildura, Shepparton, Wangarratta, Wodonga and Latrobe.

The Study

- Acknowledges Victoria's compact urban form and regional city's relative proximity to and connectivity to Melbourne and each other as the defining elements of the State of Cities definition
- Identifies a framework and multi-criteria diagnostics tool to assess the performance of cities and to inform investment and policy & regulatory actions
- Framework and diagnostics tool was used to develop the Gippsland Regional Growth Plan

The strategic approach for considering how regional cities grow within a wider regional context includes:

1. Establishing a clear line of site between Global, National, State and Local policy frameworks.
2. Considering the relationship between the cities and their region, and their relationship to the Metropolitan City.
3. Establishing the city's "strategic orientation" defined by:
 - The historic context underpinning the city and region
 - The relative size and growth capacity of the city and the region it serves
 - The relative position the city holds in the current economic cycle (i.e. post GFC)
 - The importance of natural systems and events (including impacts of drought/bushfire etc.) for growth

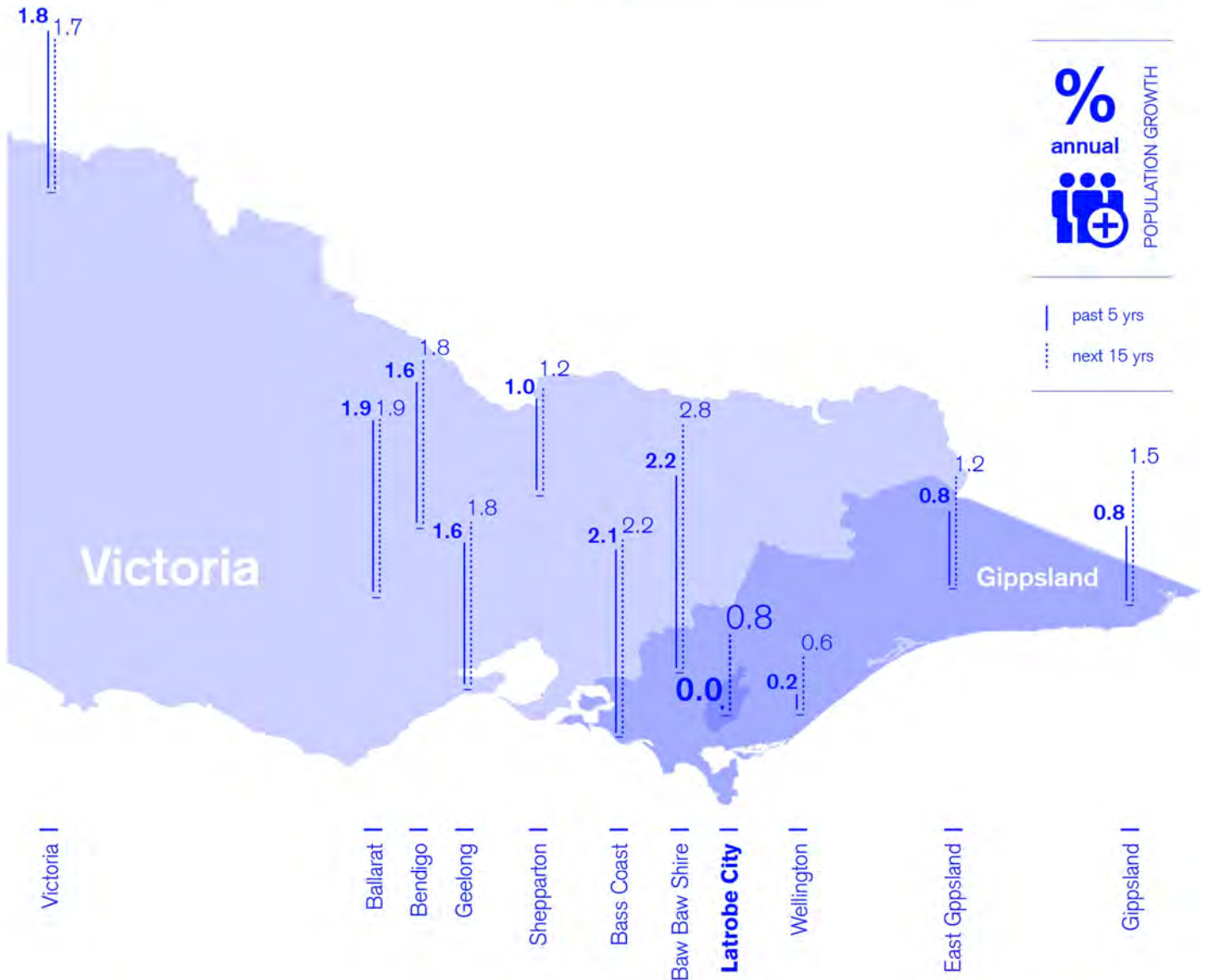
KEY REFERENCE DOCUMENTS:

- Victoria in Future 2015: the official state government projection of population and households through to 2051
- Plan Melbourne, State of Cities 2015: Victoria's state wide integrated growth plan
- Victoria's Renewable Energy Roadmap (being developed), Earth & Energy Resources
- State of the Valley: A profile of Latrobe Valley DEECD 2012
- Food to Asia Action Plan
- Tourism Strategies (Various)
- Victoria Regional Tourism Strategy 2013 - 2016
- Motorcycle Tourism Strategy 2013 - 2016
- Victoria's Cycle Tourism Action Plan 2011 - 2015
- Victoria's Trail Strategy 2014 - 2024
- Transport Strategies
- Victorian Freight Plan (no available policy)
- Transport Investing in Regions initiative 2012 (no available policy)
- Victoria's Cycling Strategy (2016 update)
- Victorian Health Priorities Framework 2012 - 2022
- Creative Victoria Research Plan

A target of **Plan Melbourne** is for Latrobe City to become the Regional City for Gippsland.



PROJECTED POPULATION GROWTH



GOAL - DISTRIBUTION OF POPULATION



goal
distribute
population growth
to regional cities

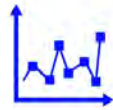
need
proactive
state investment

NEEDED - STATE INVESTMENT



Regional Cities Growth Framework (2013)

how regional cities grow



size and growth capacity



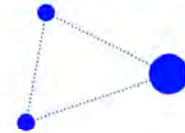
natural systems & events



economic position



historic context



metro city to city



city to region

establish strategic orientation



consider relationships

The Regional Cities Growth Framework

defines how Victoria's regional cities can chart their course for growth by understanding their urban relationships and establishing a unique strategic orientation.

Plan Melbourne (2014)

support development of regional city CBDs as alternatives for population growth

position regional industries for export growth

how?

+ higher income jobs

+ industry diversification

+ investment in infrastructure

+ CBD renewal

+ employment precincts

+ increased housing density

+ strengthened community facilities

+ transit connections



Plan Melbourne

identifies ways in which regional cities can facilitate this distribution of population growth.

Region

Character



The **Gippsland Regional Growth Plan** identifies Gippsland as a fast growing region of Victoria

FUTURE MORWELL – APPENDIX.
REFER TO:

- 1.2 REGIONAL PLANNING CONTEXT INDUSTRY PROFILES

> growth

Gippsland Regional Growth Plan (2014)

guiding principles for growth + investment



Morwell
Moe
Traralgon
Churchill

Latrobe City networked city

> Latrobe Regional City



civic assets central regional location regional transport links manufacturing + commercial facilities

The **Gippsland Regional Growth Plan** recognises the existing assets of Latrobe City as providing a platform for future prosperity

FUTURE MORWELL – APPENDIX.
REFER TO:

- 1.3 LATROBE CITY PLANNING CONTEXT - EMPLOYMENT PER INDUSTRY

land use

objectives for town

how?



The Future Morwell Revitalisation Plan offers strategic recommendations to enhance activity and urban form for Morwell

> linkages and liveability

key opportunity areas



residential



commercial



industrial



infrastructure

The Future Morwell Revitalisation Plan offers strategic recommendations to enhance linkages and liveability in Morwell

FUTURE MORWELL

1.0 | LATROBE CITY A NETWORK CITY

1.3 | REGIONAL PLANNING CONTEXT

“

The Gippsland Regional Growth Plan envisages Latrobe City comprising Moe, Morwell, Traralgon and Churchill as the Regional City for Gippsland. The planning challenge for Latrobe city is seen as one that considers these diverse townships as a collective urban system or “Networked City” with the capacity to accommodate and service this projected population and economic growth.

Latrobe City's Regional City status is underpinned by its central location and strategic transport links within the region's broader network of centres, significant assets including the Latrobe Regional Hospital, Latrobe Regional Airport, the University campus at Churchill and manufacturing and commercial facilities. The Regional Growth Plan sees these assets as providing a platform for a future knowledge driven economy utilising the regions resources in new and sustainable industries.

”

*Regional Planning Context,
Future Morwell Future Latrobe Valley Revitalisation Plan*

The Gippsland Regional Growth Plan¹ identifies Gippsland as a fast growing part of Victoria² fuelled by people's desire to relocate to the region from Melbourne. The Plan considers the implications of a growth scenario which sees a 40% increase in the regional population (from 270,000 to 386,000 people) by 2041.

Planning for growth and investment within the broader Gippsland Region is underpinned by four guiding principles:

Principle 01: Strengthen economic resilience by growing **a more diverse economy** that is supported by new investment, innovation and value-adding in traditional strengths.

Principle 02: Promote a **healthy environment** by valuing Gippsland's environmental and heritage assets, and by minimising the region's exposure to natural hazards and risks.

Principle 03: Develop **sustainable communities** through a settlement framework comprising major urban centres that ensures residents have convenient access to jobs, services, infrastructure, and community facilities.

Principle 04: Deliver **timely and accessible infrastructure** to meet regional needs for transport, utilities and community facilities.

The growth plan envisages Latrobe City comprising Moe, Morwell, Traralgon and Churchill as the Regional City for Gippsland. The planning challenge for Latrobe city is seen as one that considers these diverse townships as a collective urban system or "Networked City" with the capacity to accommodate and service this projected population and economic growth.

Latrobe City's Regional City status is underpinned by

its central location and strategic transport links within the region's broader network of centres, significant assets including the Latrobe Regional Hospital, Latrobe Regional Airport, the University campus at Churchill and manufacturing and commercial facilities. The Regional Growth Plan sees these assets as providing a platform for a future knowledge driven economy utilising the regions resources in new and sustainable industries.

As Gippsland's regional city it is proposed that Latrobe City will be the focal point for higher order regional infrastructure and service investment. Investment is expected to help achieve the momentum necessary for a more diverse and resilient economy capable of attracting more specialised services alternatively found in Metropolitan Melbourne.

KEY DOCUMENTS:

1. Gippsland Regional Growth Plan, Gippsland Local Government Network 2014
 2. Victoria in future 2015
- Refer Map 17: Gippsland Regional Growth Plan (source Gippsland Regional Growth Plan) or Map 3 Gippsland Strategic Assets perhaps try to combine into one? Note show key assets and links
- Refer Table 1: Gippsland Fast Facts(source Gippsland Regional Growth Plan)
- Refer Table 2: Population growth projections (Source: Victoria in the Future 2015).
- [Fig 03] Regional Growth Plan, May 2014. p. 21,48.

DOCUMENT REFERENCES(S) :

GIPPSLAND REGIONAL GROWTH PLAN

<http://www.dse.vic.gov.au/effective-engagement> http://www.dtpli.vic.gov.au/__data/assets/pdf_file/0017/229310/Gippsland-Regional-Growth-Plan-May-2014.pdf

FUTURE MORWELL – APPENDIX.

REFER TO:

- 1.3 LATROBE CITY PLANNING CONTEXT - EMPLOYMENT PER INDUSTRY

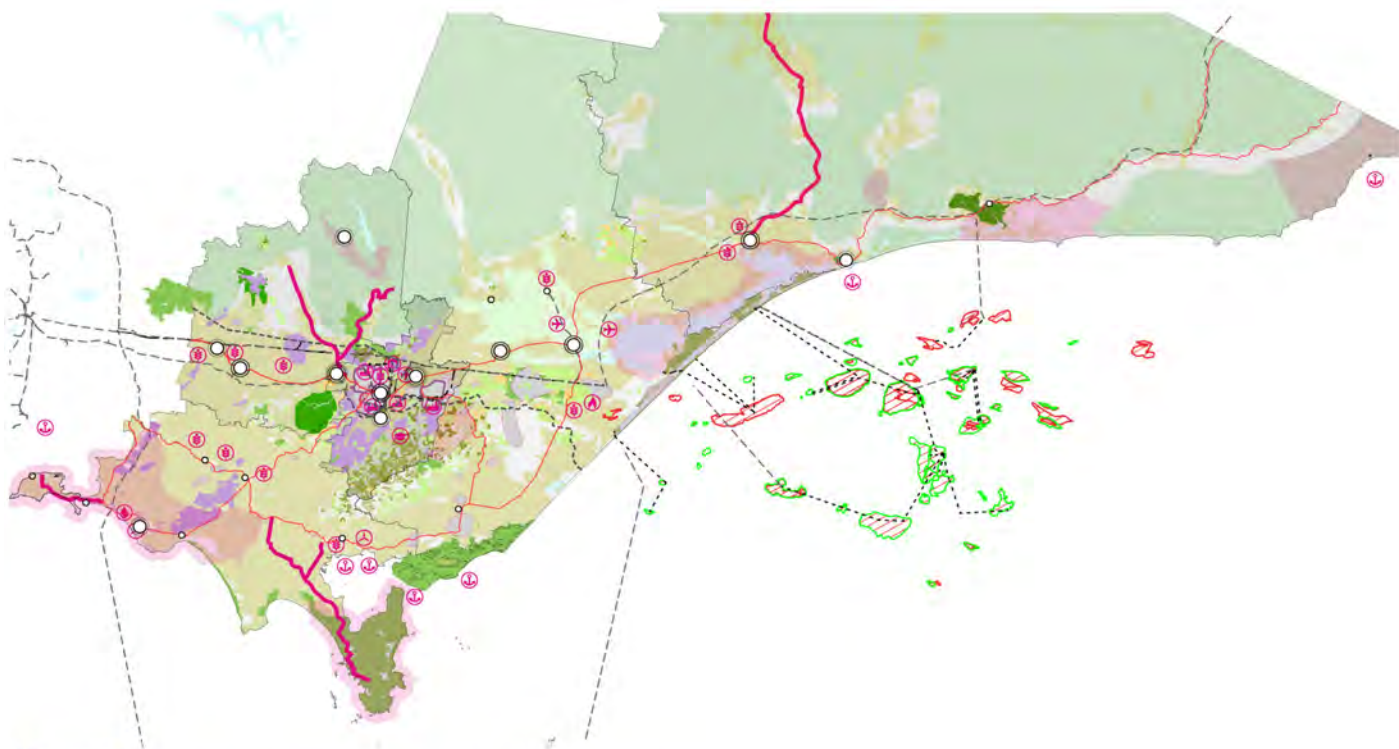


Figure 3 - Regional Growth - Infrastructure and Natural Resources

Key

<ul style="list-style-type: none"> Key Road Corridors Settlement 	<ul style="list-style-type: none"> Rock/Sand/Gravel Horticulture Forestry Pasture - Irrigations Pasture - Dryland Linkage to Key Tourist Routes Significant Tourism Assets Electricity Transmission Line 	<ul style="list-style-type: none"> Gas/Oil Pipeline Port Airport Food Production Hub Desalination Plant Gas Plant Power Station Wind Farm 	<ul style="list-style-type: none"> Australian Paper Mill University
Infrastructure + Resources <ul style="list-style-type: none"> Coal Reserve HVP Softwood Plantation HVP Hardwood Plantation Oil Gas 			Natural Resources <ul style="list-style-type: none"> Linkage to Key Tourist Routes Significant Tourism Assets Forest Reserves High Value Terrestrial Habitat Lakes

FUTURE MORWELL – APPENDIX.
REFER TO:

- FIGURE 3 - REGIONAL GROWTH - INFRASTRUCTURE AND NATURAL RESOURCES (AT A3 FORMAT)

Gippsland - Regional Context

269,790
current population

67%

Proportion of land in the Gippsland region made up of state owned forests, national parks and reserves, and native freehold forests

89,386

Number of jobs currently within the region



345,888
projected population in 2031

Gippsland Supplies...

60% Supply of Melbourne water needs

90% Percentage of Victoria's electricity generated in Gippsland in 2010

97% Percentage of Victoria's natural gas extracted from Gippsland

25% Percentage of Victoria's beef produced in Gippsland

20% Percentage of Australia's milk produced in Gippsland

29% Percentage of Victoria's agricultural, forestry and fishing exports contributed by Gippsland

37% Percentage of Gippsland business involved in agriculture and fishing

14% Percentage of Australia's oil extracted from Gippsland

15% Percentage of Gippsland business involved in agriculture and fishing processing operations



FUTURE MORWELL

1.0 | BACKGROUND:

LATROBE CITY A NETWORK CITY

1.4 | LATROBE CITY PLANNING CONTEXT

“

Encouraging well designed, infill residential development throughout the existing urban area, especially in locations close to activity centres, areas of open space and areas with good public transport accessibility

Encouraging walkable neighbourhood centres and increased densities around Transit City areas and neighbourhood clusters

Retaining clear boundaries between urban areas and the surrounding rural environment

Maintaining and enhancing town and gateway entrances

”

*Latrobe City Planning Context,
Future Morwell Future Latrobe Valley Revitalisation Plan*

1.4 | LATROBE CITY LOCAL PLANNING CONTEXT

Structure Planning for the main towns of Moe, Morwell, Churchill and Traralgon in 2007 identified a 5 year supply of land in Morwell with a 4 year supply in Traralgon, 8 years in Moe and adequate supply in Churchill. Future expansion of town boundaries for greenfield development is most constrained around Morwell where the towns boundaries are heavily constrained by mining operations to the west and south, timber plantations and the Australian paper mill operations to the north, and significant existing and proposed industrial areas to the east.

The overarching land use objective for the main towns is: To provide the flexibility for development to occur in each town to accommodate the needs of its population as well as to contribute to the municipal networked city by:

- Encouraging well designed, infill residential development throughout the existing urban area, especially in locations close to activity centres, areas of open space and areas with good public transport accessibility
- Encouraging walkable neighbourhood centres and increased densities around Transit City areas and neighbourhood clusters
- Retaining clear boundaries between urban areas and the surrounding rural environment
- Protecting areas for future urban growth, particularly the fragmentation of rural land on the urban fringe of major towns
- Protect the effectiveness of the transport corridors between the towns
- Maintaining and enhancing town and gateway entrances
- Reducing industrial residential land use conflicts

Employment Growth - Business, Manufacturing & Services Growth

Focus on “Value Adding” to existing primary/ resource industries: Food processing, engineered timber; Service sector/ office jobs and health/ social services associated with Regional City Status.

Socio Demographic Analysis

Areas of multiple disadvantage across all centres but predominant in Moe and Morwell. Concentration of disadvantage reflected in property values, and relative growth of centres.

Transport Networks

Intratown links: Public Transport, Road Connections, Cycling/ Trails with focus on Churchill connection. Energy Sector Infrastructure. Transport links (road & rail), Electricity & Gas Links Environmental Infrastructure.

Image & Identity

Distinctive engineered landscapes and imposing structures – opportunities for cultural tourism centred on power works & power trail tourism.

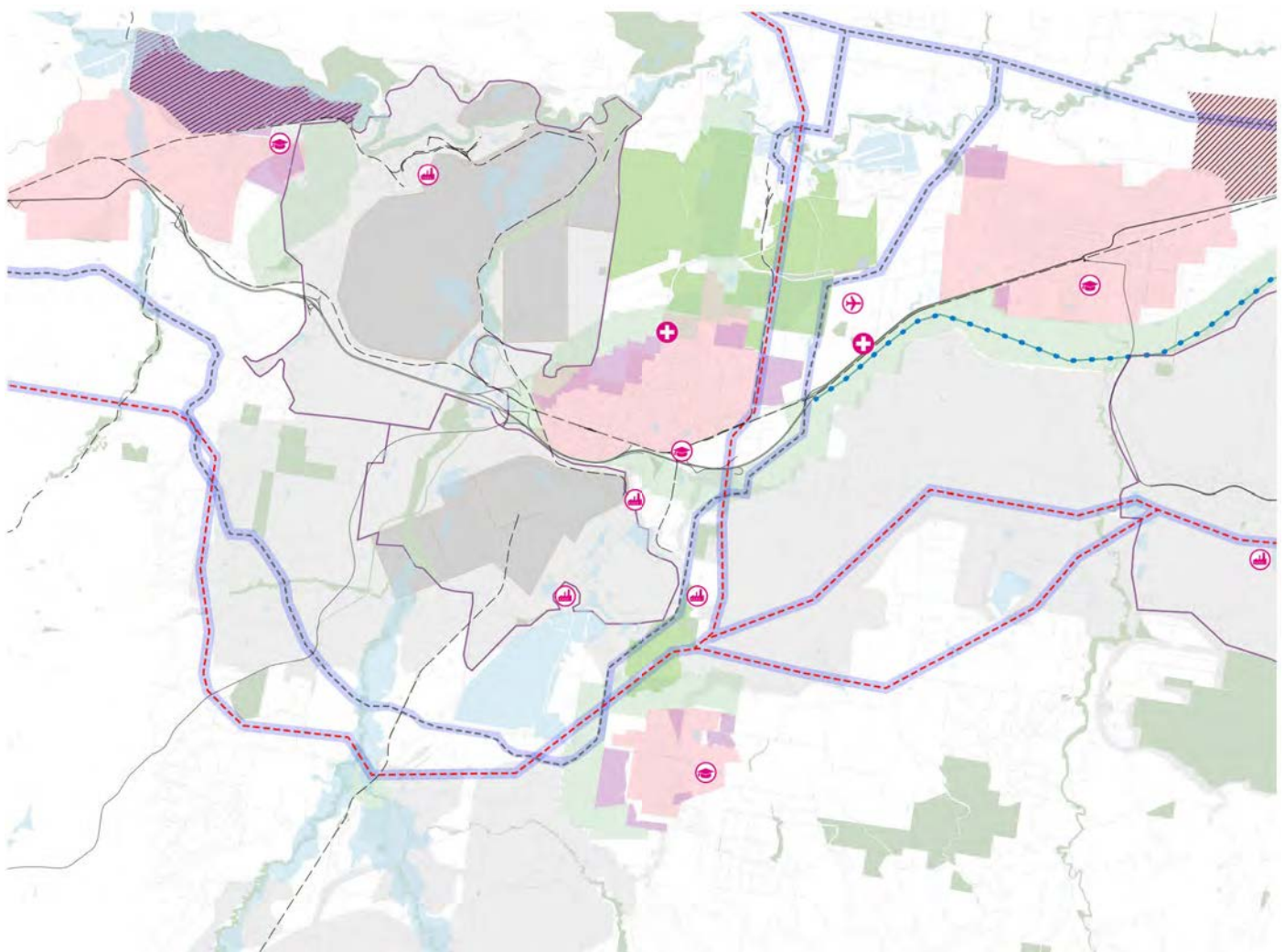
DOCUMENT REFERENCES(S):

[1] ECONOMICS AND POPULATION INDICATORS

FUTURE MORWELL – APPENDIX.

REFER TO:

- 1.4 REGIONAL PLANNING CONTEXT - INDUSTRY PROFILES
- 1.5 LATROBE CITY PLANNING CONTEXT - ECONOMY & INVESTMENT
- FIGURE 4- REGIONAL FRAMEWORK PLAN (AT A3 FORMAT)



**Figure 4 -
Regional Framework Plan**

Key

Gas Pipeline	Public Land	Corridor	Water Bodies
Electricity Transmission Line (500kV)	Mine Licence Area	Australian Paper Mill	
Easements	Mine Development	Airport	
General Residential	Coal Resources	Power Station	
Development Plan Overlay	Environmental Significance	Hospital	
Planned Future Urban Growth	Overlay	University	
Future Investigation For Urban Growth	Traralgon Bypass Acquisition	Rail	

Latrobe City - Local Planning Context

76,640
current population^[1]

90,741
projected population in 2031^[1]

25,620

Number of jobs currently within the region



The Regional Growth Plan anticipates modest population growth within Latrobe City 3000 people 4% by 2031.

Net overall growth in population within the main towns in 10 year period from 2001 to 2011 has been modest with significant (24% growth) in Traralgon partially offset by population losses of 3% and 4 % in Moe and Churchill respectively. There was no net change in population in Morwell.

FUTURE MORWELL

1.0 | LATROBE CITY A NETWORK CITY

1.5 | MORWELL'S ROLE IN THE NETWORK CITY

“

Residential

Encourage higher density housing around the town centre within the Transit City Precinct and neighbourhood clusters.

Commercial

Encourage neighbourhood clusters in key locations as outlined in the Morwell Structure Plan and only encourage basic goods, services, community services and facilities in these clusters.

Industrial

Protect industry from residential encroachment that may result in interface conflicts and impact on industry operations.

Infrastructure

Expand the network of on and off road cycling paths across Morwell. Maintain and enhance the town and gateway entrances, with a particular emphasis on the western entrance to Morwell.

”

*Morwell's Role in the Network City,
Future Morwell Future Latrobe Valley Revitalisation Plan*

Key Opportunities for improved linkages and liveability.

Residential

- Resolve the Maryvale Coalfield Environmental Significance Overlay Buffer along the western border of Morwell and Area 1
- Facilitate the orderly planning of Area 1 generally bounded by Maryvale Road, Latrobe Road, Crinigan Road and Holmes Road for residential development
- Encourage the development of Area 1 in accordance with the North-West Development Plan Overlay
- Investigate flooding impact upon land designated as having existing or future residential opportunities in the structure plan
- Where appropriate mitigate flooding and encourage residential development within Areas 4 and 7
- Future land uses and zoning in Areas 8a, 8b, and 8c should be investigated subsequent to a detailed assessment of industrial land requirements for Morwell as part of an industrial strategy
- Encourage higher density housing around the town centre within the Transit City Precinct and neighbourhood clusters
- Retain large farming lots along the north eastern town boundary of Morwell to provide for long-term industrial growth

Commercial

- Discourage further development and/or replacement of existing businesses within Area 2 (light industrial area near Morwell West entrance)
- Encourage neighbourhood clusters in key locations as outlined in the Morwell Structure Plan and only encourage basic goods, services, community services and facilities in these clusters
- Encourage new retail, office and residential mixed use developments within Morwell Primary Activity Centre (Area 3) and Mid Valley (Area 5)

- Discourage major new retail, office development outside of the Morwell Primary Activity Centre (Area 3), Mid Valley (Area 5) and Princes Drive, Morwell (Area 3)
- Encourage Restricted Retailing to locate within Mid Valley (Area 5) and Princes Drive, Morwell (Area 3)

Industrial

- Review the existing industrial Areas 8a, 8b, and 8c, with a view to confirming the role and viability of this area as service industrial development or conversion to residential development
- Provide a buffer along the western edges and eastern edge of the industrial precinct in Area 6
- Explore options in Areas 6 and 9 for Industrial 2 uses along the eastern boundary and Industrial 3 uses along the western boundaries of the industrial precinct and for open space and vegetation to screen industry from proposed and potential future residential areas
- Protect industry in Area 6 and 9 from residential encroachment that may result in interface conflicts and impact on industry operations
- Investigate flooding impact upon land designated as having existing or future industrial opportunities in Areas 6 and 9
- Where appropriate, encourage the development of new industry within Area 6 and 9 that is sensitive to existing creeks

Infrastructure

- Investigate opportunities to provide direct bus routes between proposed hubs and neighbourhoods
- Investigate rail connections to the proposed Gippsland Intermodal Freight Terminal south of Mid Valley
- Expand the network of on and off road cycling paths across Morwell. Maintain and enhance the town and gateway entrances, with a particular emphasis on the western entrance to Morwell (Area 2)

KEY DOCUMENTS:

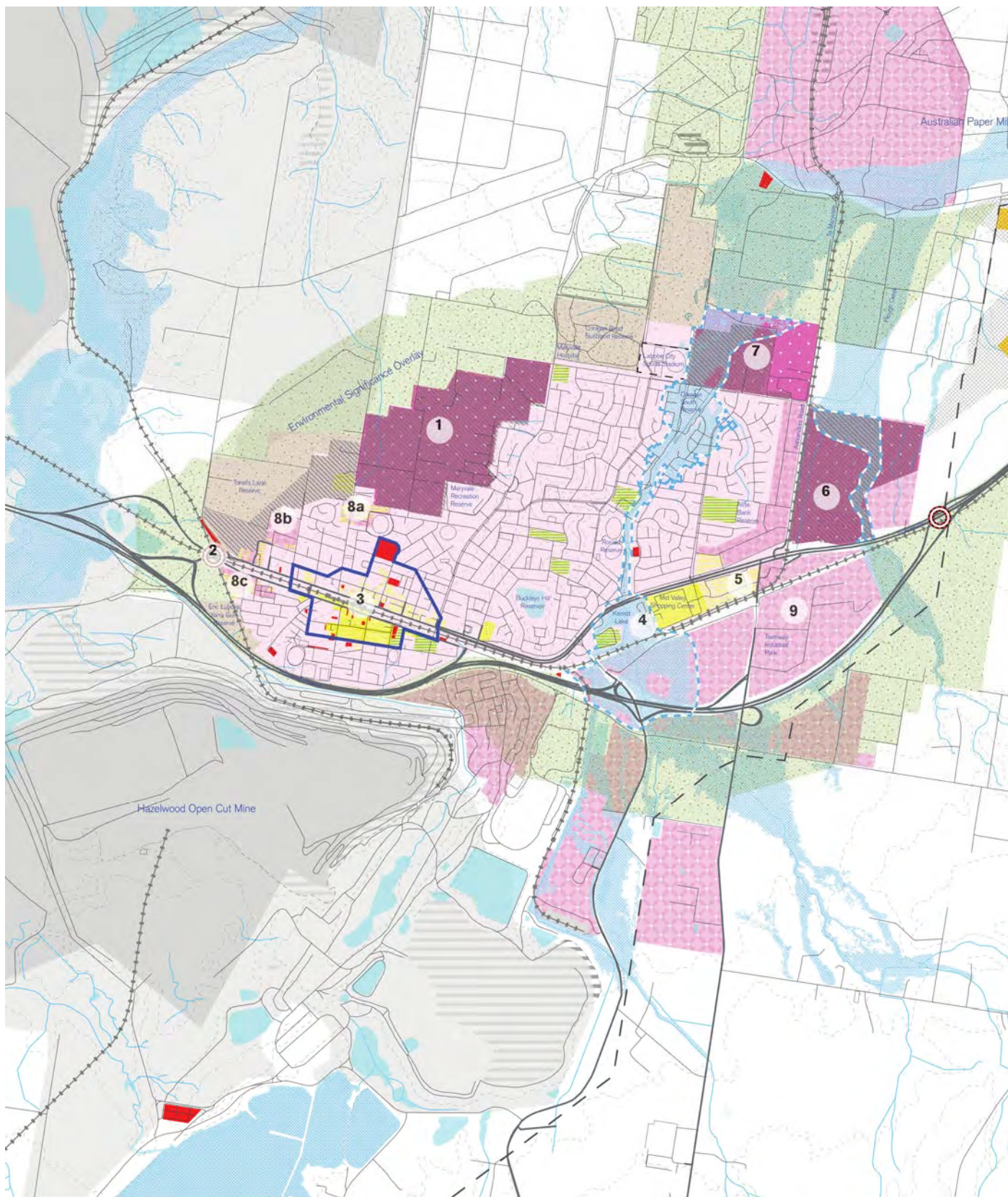
- Morwell Structure Plan 2007
- Morwell East Industrial Precinct Development Plan
- Crinigan Road Development Plan
- Morwell North Development Plan
- Morwell West Development Plan
- Gippsland Logistics Precinct Master Plan
- Former Lurgi Site Master Plan
- Morwell Outdoor Recreation Plan

KEY FACTS:

- Morwell East Industrial Precinct Development Plan
- Gippsland Logistics Precinct
- Morwell East Development Plan
- Crinigan Road Development Plan
- Morwell North Development Plan
- Morwell West Development Plan

FUTURE MORWELL – APPENDIX. REFER TO:

- 1.6 Morwell's Role in the Network City - Industry
- 1.6 Morwell's Role in the Network City - Employment in Services
- FIGURE 5- MORWELL STRUCTURE PLAN (AT A3 FORMAT)



**Figure 5 -
Morwell Structure Plan**

Key (Reference document: Latrobe Structure Plans for Churchill, Moe, Newborough, Morwell & Traralgon - 2007)

Central Business District - Defined by Latrobe Planning zones	Educational Facilities - Defined by Latrobe Planning Zones	Environmental Significance Overlay - Defined by LCC	Utilities - Defined by DEPI
Urban Area - Defined by DEPI	Heritage Overlay - Defined by LCC	Development Planning Overlay - Defined by LCC	Main Roads
Urban Area 2 (Industrial) - Defined by Latrobe Planning Zones	Morwell Circuit Boundary	Water Bodies-Defined by DEPI	Roads
Urban Development Zone - Defined by LCC	Airport Environs Overlay - Defined by LCC	Flood Overlay-Defined by LCC	Rail Lines
Commercial - Defined by Latrobe Planning Zones	Air Infrastructure - Defined by DEPI	Gateways	Rivers/Creeks
		Coal Mine	Flood Affected Land
		Mining Lease Area	Major Gas Pipeline





2.0 REVITALISATION PLAN: PART 01: OUR TOWN MORWELL

FUTURE MORWELL

2.0 | OUR TOWN MORWELL

2.1 | OVERVIEW: VISION & OBJECTIVES

2.1.1 | A SUSTAINABLE TOWN

2.1.2 | A TOURIST TOWN

2.1.3 | A LIVEABLE TOWN

2.1 | OUR TOWN MORWELL

OVERVIEW: VISION & OBJECTIVES

Throughout the community engagement process it was clear that the community has great pride in its natural assets, especially Morwell's Centenary Rose Garden. Other assets such as the Wetlands, Kernot Lake, and Waterhole Creek were also identified as precious places of the town that were difficult to access because of disconnected pedestrian or bicycle paths. We believe work needs to be done to connect existing networks and pathways to improve pedestrian and bike paths in the town. A number of passive neighbourhood parks, and highly active parks and sporting grounds were also identified as important parts of the natural open space infrastructure of the city.

The concept of 'Morwell Town of Gardens' aspires to reframe the physical structure of the town to celebrate its existing gardens and parks, its open spaces ranging from those that are passive to active, and connect its natural reserves and waterways in order to enhance the urban environment for the health and wellbeing of the community.

'Morwell Town of Gardens' aspires to connect, revitalise, and develop new meaningful relationships between these streetscapes open spaces and the built fabric of the town. Acting as a framework to transform the once industrial town to a more distinct and proud regional town with a village heart. It defines an integrated network of diverse green 'garden' types interwoven with blue and movement networks through the town to provide an important means to rejuvenate and retrofit the urban environment.

This linked green 'garden' network will contribute to the environmental health of the town as well as enhance the visual environment. It aspires to change how people experience, perceive and interact with their surroundings and neighbourhoods through a range of active, passive, productive and connected spaces.

Green, healthy innovative towns are attractors for investment, innovation, and can act as hubs for creativity and wealth creation.

Morwell's Hubs identified in this proposal are intended to be significant moments in this 'garden' network. The Village Hub is planned to be a lush green street landscape, with plantings attuned to the seasons, and to complement the adjacent Centenary Rose Garden. This development could importantly also act as the stage for an annual garden show that will transform the town, significantly contribute to a new identity of the town, act as a tourist destination, and link to other important events in Victoria such as the Melbourne International Garden Show.

The Education Hub, currently under construction, is adjacent to a sports oval, the Latrobe Leisure Centre (indoor pool, sports courts, and gym), and grounds utilised by the school children during regular operating hours, and enjoyed by the neighbourhood during other times. It is also in close proximity to the Maryvale Recreation Reserve (soccer pitch, 2 cricket grounds, NFL field), and the Northern Reserve football oval.

Active Recreation Hubs located around the Morwell Football Ground, and along Waterhole Creek operate primarily in the after hours of the evenings and weekends. The redevelopment of the Primary School and adjacent Town Common are envisaged as an important part of the eastern bookend of the Village Hub, and the important places of our industrial heritage re-purpose redundant infrastructure and assets within the town to build a positive active network, and a relevant perception for Morwell.

The occupation and use of these Hubs can be seen to connect and actively shift people through different parts of the town according to a simple weekly and seasonal activity. The proposed network improves this connection to encourage and facilitate greater use of these facilities, improve each part of the network's health and maintenance, and increase community engagement.

FUTURE MORWELL - APPENDIX. REFER TO

Art walks, industrial trails, and productive routes are

- FIGURE 1 - OVERALL REVITALISATION PLAN (AT A3 FORMAT)

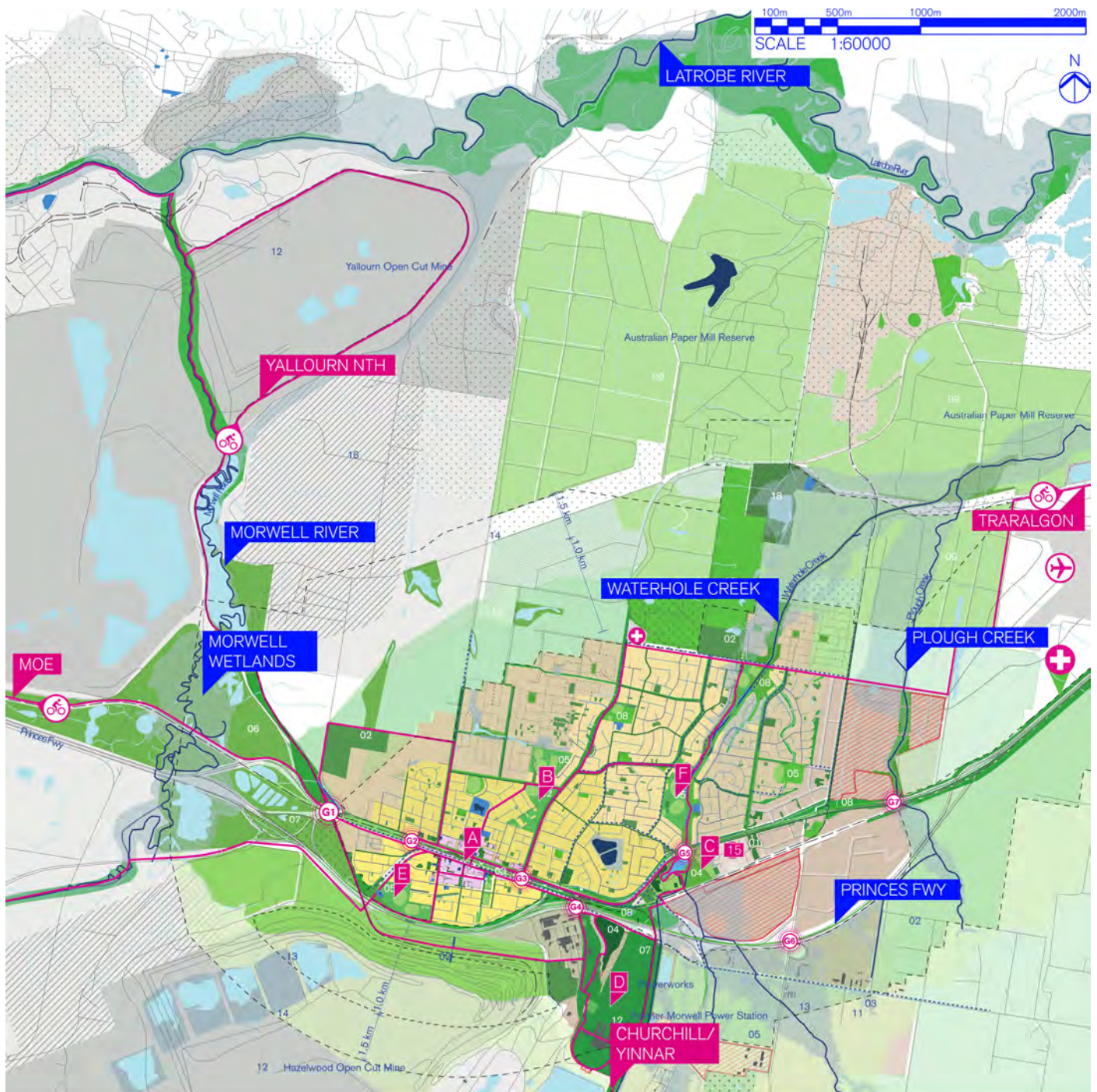


Figure 6 -
Overall Revitalisation Plan
Key

A Sustainable Town - Green Network

- 01 Urban Park
- 02 Trail Garden (Proposed)
- 03 Cultural Precinct
- 04 Heritage Garden (Proposed)
- 05 Recreational Garden
- 06 Wetland
- 07 Orchard (Proposed)
- 08 Linear Park
- 09 Australian Paper Mill
- 10 Urban Park (Proposed)
- 11 Community Hub
- Rose Garden Expansion (Proposed)
- Farming
- Farming (Proposed)
- Environmental Significance
- Wildfire Management Overlay

A Sustainable Town - Movement Network

- Existing Bike Paths
- Shared Pathway Network

A Sustainable Town

- 12 Open Cut Mine
- Open Cut Expansion Area
- Licensed Mining Area
- 13 Mining Buffer Zone - 1.0 km (Suggested)
- 14 Mining Buffer Zone - 1.5 km (Suggested)

A Sustainable Town - Blue Network

- Water Body - Area
- Significant Rivers and Streams
- Ecological Buffers around Rivers

A Tourist Town - Hubs

- A Local Village (Commercial & Office)
- B Local Community (Education & Recreation)
- C District Centre (Events, Training & Commercial)
- D District Centre (Historical & Cultural)
- E District Centre (Sports Hub)
- F District Centre (Recreational)

A Liveable Town - Neighbourhoods

- Industrial Areas
- Industrial Growth Areas
- Residential Neighbourhoods

A Tourist Town - Gateways

- G1 Gateway: Entrance (Rail Brdg)
- G2 Gateway: Orientation Point (Commercial Rd+Princes Dr Brdg)
- G3 Gateway: Orientation Point (Commercial Rd+Macdonald St+Princes Dr)
- G4 Gateway: District Centre (Historical & Cultural)
- G5 Gateway: Waterhole Creek & District Centre (Education, Training & Commercial)
- G6 Gateway: Orientation Point (Tramway Road)
- G7 Gateway: Orientation Point (Princes drive & Plough Creek)

planned as linking elements within the 'garden' network that is to bring together the arts, nature, landscape, recreation, and our industrial heritage. It aims to celebrate Morwell's historical legacy, activate the urban fabric through healthy active and passive spaces, and renew the town's identity.

Within this notion of the 'town of gardens' is the essential qualities of tending and nurturing that are essential to the act of gardening. It is these qualities that we hope to inspire in the community.

'Morwell Town of Gardens' is broken down into three distinct but integrated layers:

- A Sustainable Town: green network, blue network, movement network
- A Tourist Town: gateways & hubs, rehabilitation corridor, built and land assets
- A Liveable Town: neighbourhoods

These layers provide focused areas of detailed analysis and a response with associated actions.

This Project is the first of a series of urban design and beautification projects for the Morwell central business district that offers urban space strategies that take into account current realities* and future needs of Morwell to support and enable a paradigm shift for the town's profile.* This Future Morwell Urban Design and Revitalisation Plan acts as the framework that describes the guiding principles for the associated sub projects; Morwell Circuit, Morwell City Entrances, Communication; Branding, and Events. These have been considered through the Plans objectives that define the key elements of Morwell's proposed development framework as Urban Design + Beautification (use), Branding Communications + Events, Infrastructure (city systems), and Business Development (economic growth)*. As such the context of Latrobe City as a Network City is fundamental to the broader ambition to attract investment to the town and provide solutions for the transformation of Morwell and the Latrobe Valley, rehabilitating it into an alternative, prosperous future*. The strategies are defined through a strategic urban framework that offer guidance on the best uses of land considered through the characteristics; neighbourhood, commercial, industrial, and landscape.*

* Project brief references

OVERVIEW: VISION & OBJECTIVES

Key Objectives:

- To minimise the adverse economic, social, environmental impacts of mining operations directly adjacent Morwell in the short – medium term
- To facilitate short term low cost activity in suitable locations
- The Morwell Circuit aspires to create a positive change in the physical spaces of the town's centre in order to shift its identity, inspire diverse ways in which people might actively occupy and use these spaces, and contribute to a healthy community
- To increase accessibility and usability of vacant lots to increase land and neighbourhood value

FUTURE CONSIDERATIONS:

- Develop online design manual for the Future Morwell Revitalisation Plan which provides an integrated design tool kit for the public realm providing options for hubs, gateways, neighbourhoods, streets, park land, waterways, lighting and commercial building frontages
- Establish a Future Morwell dedicated collegial consortium which is charged with the long term objectives of championing the plan
- Seek short and long term funding commitment from the State Government and corporate entities for Future Morwell projects
- Develop a suite of speculative short term built actions that rebrand Morwell as an attractive, healthy, innovative place to live work and visit

2.1.1 | A SUSTAINABLE TOWN GREEN NETWORK

Key Objectives:

- To improve the image and identity of Morwell and its attractiveness as a place to live, work, visit and invest
- To enhance the health and wellbeing of the Morwell Community through the promotion of active movement, urban agriculture and healthy eating, connections with nature, improved air and water quality
- To enhance the environmental performance of Morwell with respect to regional and local bio links, air quality, water quality, mitigation of and adaptation to climate change

EXISTING SITUATION (KEY ISSUES & OPPORTUNITIES):

- The Morwell Centenary Rose Garden contributes significantly to the positive image of Morwell
- Tree plantings within the network of streets within Morwell have evolved, and in some cases been lost, without a clear overarching streetscape hierarchy or plan
- Morwell contains significant underutilised and unproductive land assets that could benefit from and contribute to a “greening” of Morwell
- Rehabilitation works associated with key waterways and redundant mining land present an opportunity to develop an integrated framework inclusive of adjacent urban areas
- Urban agriculture, including community gardening, with social and physical health benefits has been identified as popular within the local community

ADDITIONAL MATERIAL(S) :

- Latrobe City Council GIS layers
- Latrobe Public Open Space Strategy 2013
- Morwell River Neighbourhood Improvement Plan
- Waterhole Creek Management Plan
- Yallourn & Hazelwood Mine Rehabilitation Plans

EXISTING PLANS & STRATEGIES:

- Victorian Government, Green Infrastructure Economic Framework Summary Report
- West Gippsland Regional Catchment Management Strategy
- Latrobe City Council Natural Environment Sustainability Strategy
- Latrobe City Council MSS Clause 21.03 Natural Environment Sustainability
- Latrobe City Council Natural Environment Sustainability Strategy 2014-2019
- Morwell Recreation Outdoor Recreation Plan (Master Plans) 2008
- Maryvale Reserve Master Plan, 2015 ; Morwell Recreation Precinct Master Plan 2014

KEY RECOMMENDATIONS:

- Develop a branding and events strategy that builds on the success of the Centenary Rose Garden to brand and promote Morwell as a Garden Town, for investment attraction and a key platform for community led revitalisation
- Develop an integrated “green infrastructure” plan for Morwell that recognises and optimises the benefits of urban greening and contribute to the ecological integrity of the regional environmental systems
- Develop coordinated landscape planning strategy for larger redundant public / industrial land parcels including mine license areas to ensure they make a positive contribution to the local economy and ecology

ACTIONS:

1. Garden Festival Event Strategy \$50,000.00 State Government Funding Has Been Secured

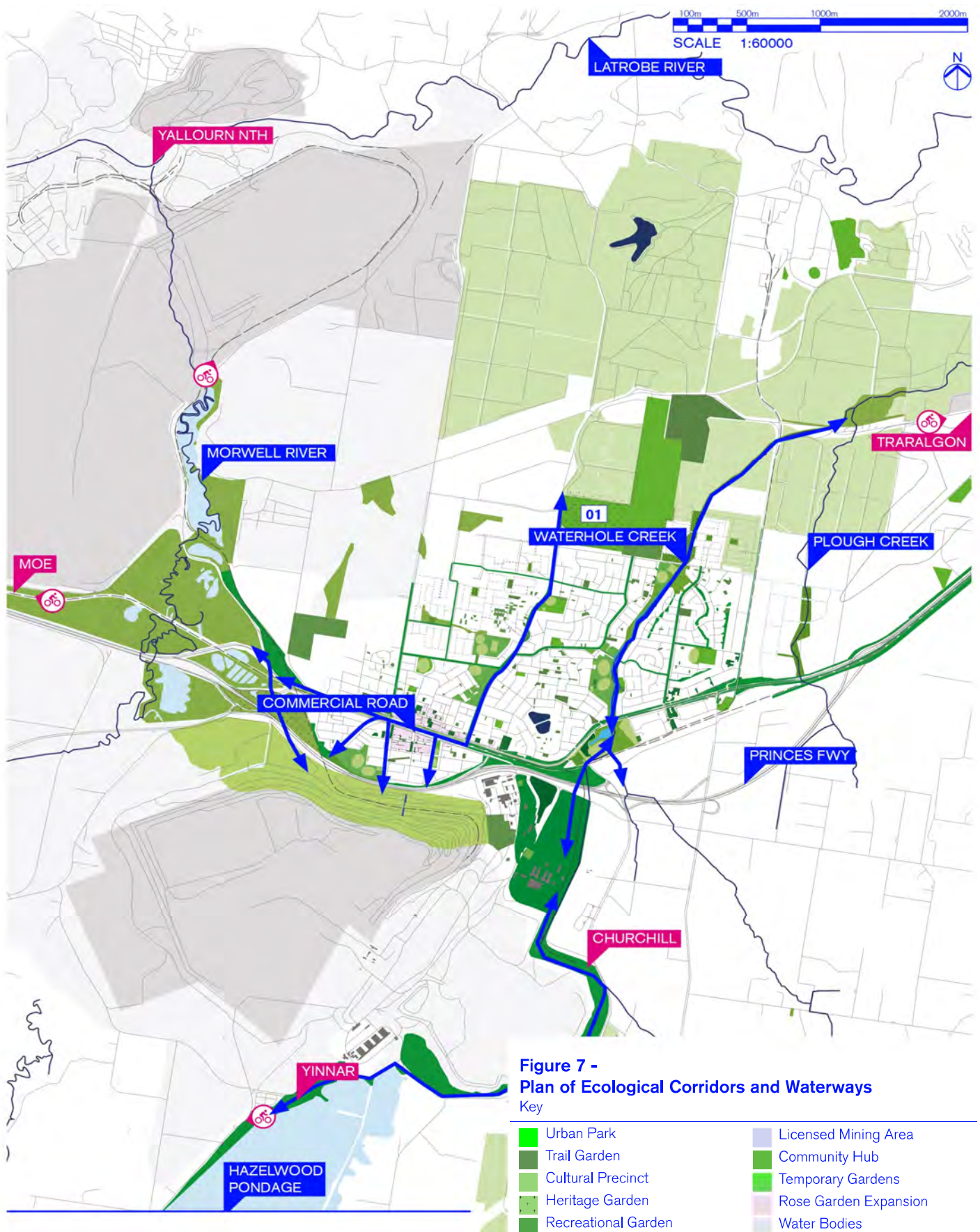
Refer to chapter 4.1 Making it Happen - Project 2.
Garden Festival Event Strategy draws on objectives from 2.1.2 A Tourist Town - Morwell Town of Gardens

2. Green Infrastructure Plan Latrobe City Council to secure State Government Funding.

Refer to chapter 4.1 Making it Happen - Project 3

FUTURE CONSIDERATION:

- Aspire to establish a future master plan for the Centenary Rose Garden enabling expansion of the garden and integration of the homes located along Maryvale Crescent to Eric Lubcke Yarra Gum Reserve
- Develop street Design tool kit that identify the hierarchy of streetscapes and utilise green infrastructure elements to improve the character of Morwell's public realm and neighbourhoods. The streetscape types are to be defined by their function, use and movement



FUTURE MORWELL – APPENDIX.
REFER TO:

- 2.1 A SUSTAINABLE TOWN - GREEN NETWORK
- 2.1 A SUSTAINABLE TOWN - ECOLOGICAL NETWORK
- 2.4 A HEALTHY TOWN - PEOPLE - HEALTH INDICATORS
- FIGURE 7- PLAN OF ECOLOGICAL CORRIDORS AND WATERWAYS (AT A3 FORMAT)

2.1.1 | A SUSTAINABLE TOWN VACANT LOTS STRATEGY

OVERVIEW

- Vacant lots can be residential, commercial or industrial spaces that have declined into disuse, neglect and abandonment

Key Objectives:

- To increase accessibility and usability of vacant lots to increase land and neighbourhood value
- To develop a guide for community members to work in liaison with council and private land owners to transform underutilised spaces into a public co-managed green network

EXISTING SITUATION (KEY ISSUES & OPPORTUNITIES):

- **Lawn:** A lot that has only grasses growing on it. There is little to no shade on a Lawn
- **Ground Cover:** A mix of ground cover plants, the plants don't look or feel entirely like grasses. Depending on the species growing on the lot, indicating the soil to be low on certain nutrients
- **Bald:** A Bare Lot is a lot with at least 50% of the ground bare, or only dirt. Bald Lots show us that plants are having a difficult time growing roots on them. This usually indicates lack of drainage, and in some cases highly contaminated soil
- **Along the Fence:** Shrubs growing along the fence. The Lot has trees growing along the fence or boundary
- **Mixed Green:** A lot with a little bit of everything—grasses, trees, maybe some remnant shrubs or even a mound or two

KEY RECOMMENDATIONS:

- Establish short and long term functions for vacant lots that can host activities and develop neighbourhood communities and identity

Note: Vacant lots may be privately or publicly owned. Permission from city council and/or land owners is crucial prior to any on-site action.

ACTIONS:

1. Vacant Land Strategy Latrobe City Council to secure State Government Funding.

Refer to chapter 4.1 Making it Happen - Project 3

FUTURE CONSIDERATION:

- Connect local government and communities on a neighbourhood level
- Increase the importance and usability of public space
- Increase community input and representation in public spaces across Morwell
- Enable community groups to shape, deliver and manage local public space
- Generate a series of diverse public spaces that are dispersed throughout neighbourhoods

FUTURE MORWELL – APPENDIX.

REFER TO:

- 2.2 A PRODUCTIVE TOWN - PRODUCTION NETWORK
- 2.2 A PRODUCTIVE TOWN - URBAN PARK NETWORK
- 3.7 NEIGHBOURHOOD ACTIVATION - VACANT LOT STRATEGY
- 3.7 NEIGHBOURHOOD ACTIVATION - GARDEN TYPES
- 3.7 NEIGHBOURHOOD ACTIVATION - CASE STUDIES

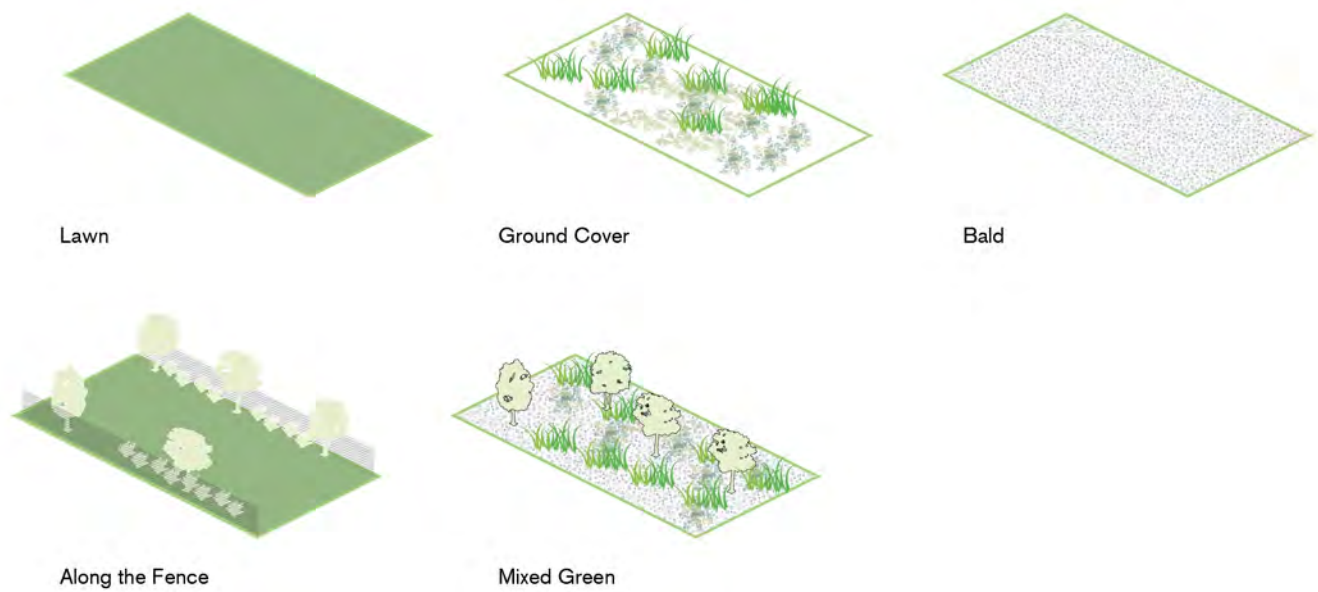
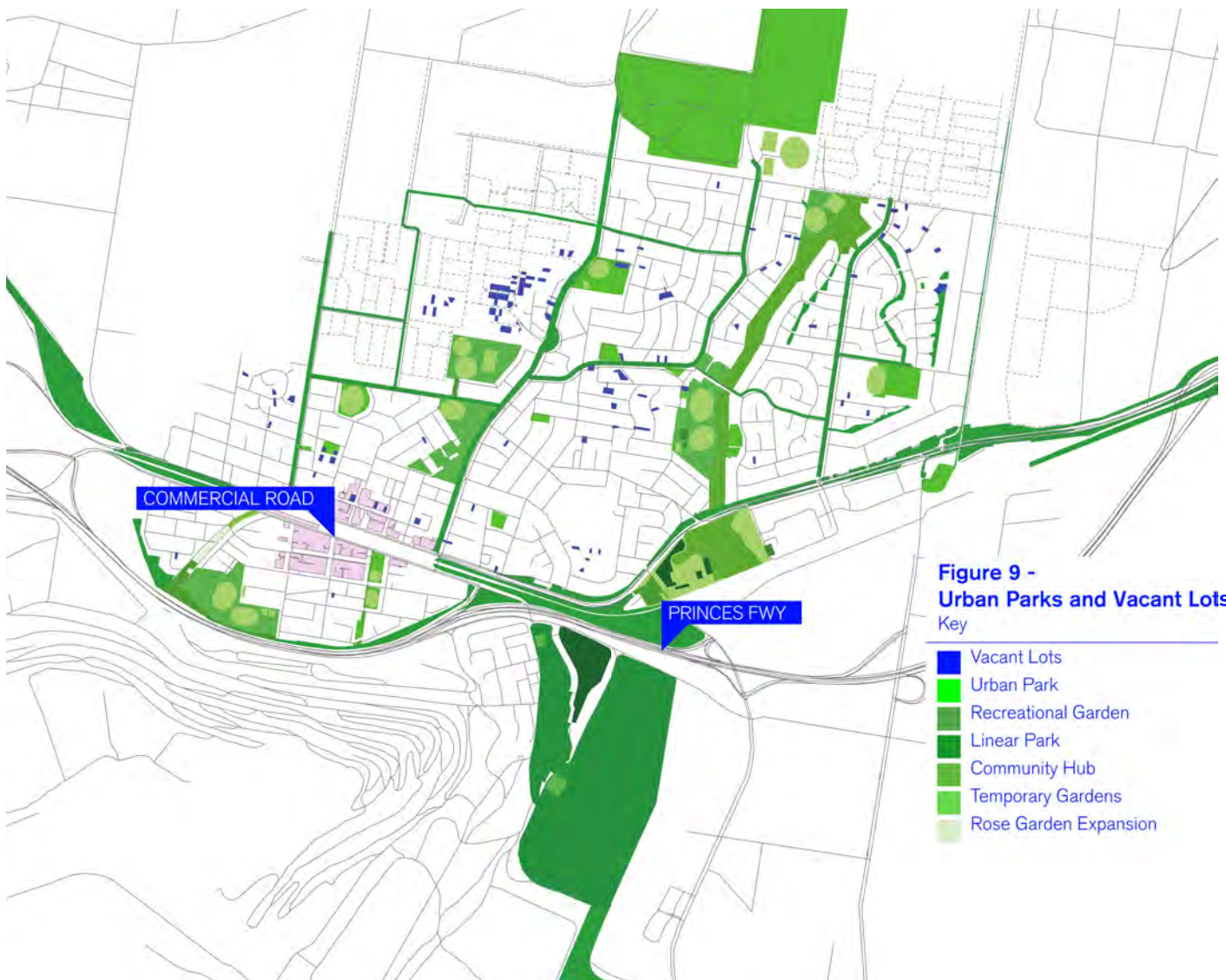


Figure 8 - Existing Conditions of Vacant Lots



GET SUNFLOWERED

**Where:**

Latrobe, Victoria, Australia

Objectives:

- Vacant land activation
- Building community pride

How it's done:

Designs have been made by award winning international and national designers and community groups.

Outcomes:

The #getsunflowered project is a community based initiative that aims to bring a new lease of life to vacant or neglected sites with a yellow blanket of sunshine primarily for the residents of Latrobe Valley.

Winner of Sustainable Communities, Keep Victoria Beautiful 2015.

With 16 confirmed sites throughout the Latrobe Valley region in 2015-2016 each site is unique in its design.

More Info:

<https://www.facebook.com/ReactivateLatrobeValley>

DANDENONG POP-UP PARK

**Where:**

Dandenong, Victoria, Australia

Objectives:

- Job creation and skills training
- Vacant space revitalisation

How it's done:

Wherever possible the facility's construction method and materials were selected to ensure it can be relocated in the future. Supported by funding from the Federal Department of Education, Employment and Workplace Relations

Outcomes:

The POP-UP-PARK transforms an under utilised site adjacent to Dandenong Station in Victoria. A total of five long-term jobs and 23 traineeships were created for the duration of the park's construction.

More Info:

<http://www.popuppark.com.au/>

PARCKFARM



Where:

Brussels, Belgium

Objectives:

- Combining park and farm
- Engaging the local creative community
- Temporary installations

How it's done:

A new model for a public space combining the characteristics of a park and farmland will be put to the test.

Outcomes:

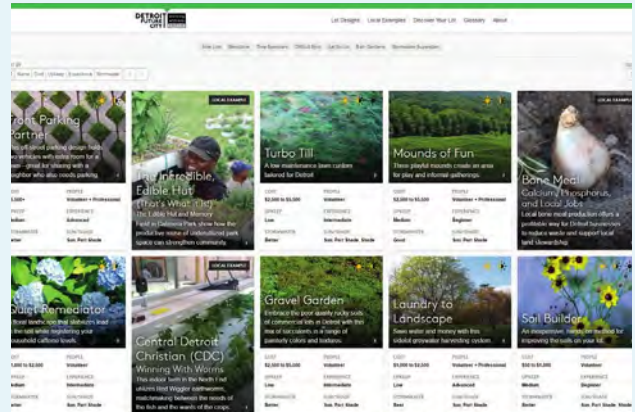
In the PARCKFARM, the neighbourhoods' farmers/inhabitants and artists selected within the framework of Parckdesign. Offering visitors the chance to take part in a series of activities and to enjoy a picnic hamper, or just a cup of coffee, tea or join a workshop, in the FarmHouse.

Rotating installations means that the park is an every changing stage for the local creative community.

More Info:

<http://www.parckdesign.be/en>

WORKING WITH LOTS



Where:

Detroit, USA

Objectives:

- Transition vacant lots
- Connect all aspects of the community
- Foster local resiliency

How it's done:

Detroit Future Cities uses 'Working with Lots' as a tool to prompt the use of vacant lots in a productive way. Indicating the objectives, cost, skill, experience and site attributes needed to activate each site. Providing a clear outline for community led change.

Outcomes:

The Field Guide will help connect you with information, inspiration, and others working towards a future of local resiliency. This is a future where residents and institutions are actively involved with the stewardship of Detroit's land.

More Info:

<http://dfc-lots.com/>

2.1.1 | A SUSTAINABLE TOWN BLUE NETWORK

Key Objectives:

- To improve the integrity and efficiency of urban water management within Morwell including the network of streets
- To better link Morwell to its environmentally and culturally significant waterways and assets (Lalorbe River, Morwell River, Wetlands, Hazelwood Pondage, Waterhole Creek, Kernot Lake)
- To optimise use of land subject to inundation, and limit the impacts of (likely increasing) flooding events
- To establish a place based approach to improving overall regional bio-connectivity
- To develop a place based approach to improving the environmental performance of and community benefit of Morwell's key water way assets through improved public access, management, and reporting
- To provide a framework for collaborative action for improvements to the water systems within and beyond the urban areas of Morwell
- To provide the basis for Morwell's waterways to contribute to a broader "rebranding" of the town and its region as a healthy and environmentally sustainable place to live, work and visit
- To work with agencies to establish a framework for the management plans for key waterways and environmental assets within and adjacent Morwell, utilising a Neighbourhood Improvement Plan approach
- To advocate for medium to longer term rehabilitation plans for mined land along the length of the Morwell River.

EXISTING SITUATION (KEY ISSUES & OPPORTUNITIES):

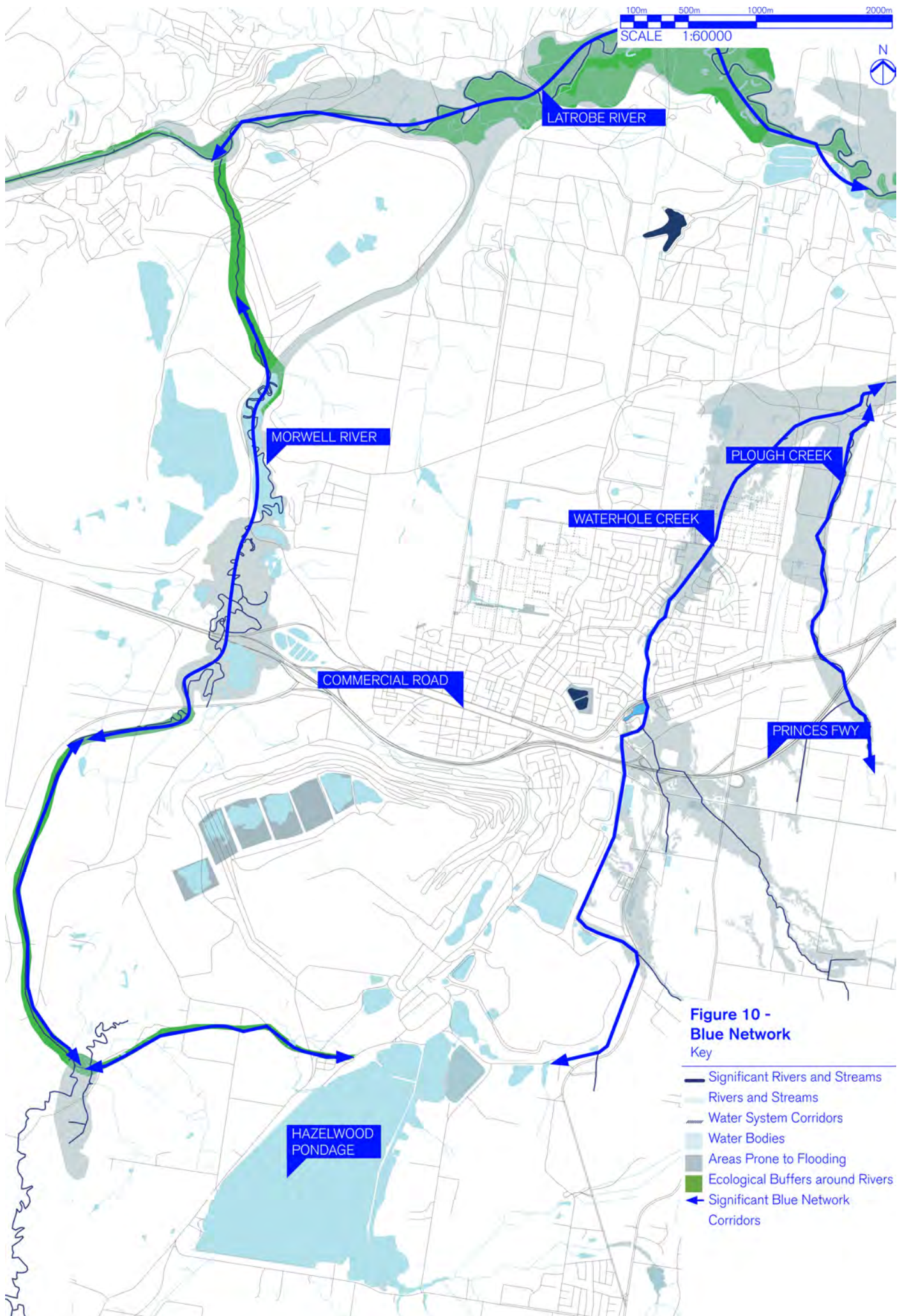
- The environmental health of waterways adjacent Morwell is varied in quality
- The Morwell River reaches close to Morwell have been heavily affected by mining operations including major redirections of the river around both Hazelwood and Yallourn mines
- Water flows and management are significant issues for current mining operations and longer term rehabilitation plans for mining
- Artificial wetlands and water bodies such as the Hazelwood Pondage (and Lake Narracan) serve industrial, environment and social functions within the current landscape

FUTURE CONSIDERATION:

- Ensure remediation plans acknowledge the community costs and benefits associated with the use and management of waterways and their catchments
- Establish an integrated framework for water management that includes urban streets, parks, development constrained land, and redundant mining land
- Review current land use policy and guidelines relating to land subject to inundation particularly on industrial zoned former agricultural land between Morwell and Churchill
- Work with other agencies to develop a framework review (as required) the Morwell River Neighbourhood Environment Improvement Plan community benefit opportunities associated with short/medium/long term remediation of mining lands
- Confirm current status and likely future impacts of mining at Yallourn on the Morwell wetlands
- Work with other agencies to develop a framework to adjust (as required) the Waterhole Creek Management plan to include opportunities associated with additional land acquisitions

FUTURE MORWELL – APPENDIX. REFER TO:

- FIGURE 9 - BLUE NETWORK (AT A3 FORMAT)



FUTURE CONSIDERATIONS (CONT'D):

- Establish feasibility/ business case for strategic public acquisition of land along Waterhole Creek to the south of the regional rail corridor including land at Monash Way, and to the eastern boundary of the soon to be redundant Energy Brix site adjacent and associated rail line
- Establish the potential for waterway corridors, and to address broader bio-region connectivity (bio-links)
- Review existing Neighbourhood Environment Improvement Plan and Morwell River Management Plan in response to Future Morwell recommendations
- Review remediation plans for mines and power station sites with respect to public benefit and water way management

EXISTING PLANS & STRATEGIES:

- Victorian Waterway Management Strategy, 2013
- West Gippsland Waterway Strategy 2014-2022
- Latrobe City Council MSS Clause 21.04 Environmental risks
- Latrobe City Council Natural Environment Sustainability Strategy 2014-2019
- Waterhole Creek Management Plan
- Mine Rehabilitation Master Plans
- Victorian River Health Strategy
- Gippsland Regional Sustainable Water Strategy (2011)
- West Gippsland Regional Catchment Strategy 2014-2022

ADDITIONAL MATERIAL(S) :

- Latrobe City Council GIS layers
- Victorian Waterway Management Strategy, 2013
- Water Sensitive Urban Design Guidelines (South Eastern Councils), Melbourne Water

FUTURE MORWELL – APPENDIX. REFER TO:

- 2.2 A PRODUCTIVE TOWN - BLUE NETWORK
- 2.2 A PRODUCTIVE TOWN - BLUE NETWORK - REBATES & INCENTIVES

QUNLI STORMWATER PARK



Ecological Remediation



Viewing Platform

**Where:**

Haerbin City, Heilongjiang Province, CN

Objectives:

- Preserving a disappearing wetland in the city
- Designing an ecosystem that works in an urban context
- Providing an economically feasible project

Outcomes:

The completely transformed site performs many functions, including collecting, cleansing, and storing stormwater, and recharging underground aquifers. The pre-existing wetland habitat has been restored and native biodiversity preserved. Potentially flooding stormwater now contributes to an environmental amenity in the city.

More Info:

<https://www.asla.org/2012awards/026.html>

GREAT LAKES CENTURY VISION



Visualizing sustainable land use, vibrant urban centres and intercity connections

**Where:**

Chicago, IL, USA

Objectives:

- Envision and take action towards a prosperous and sustainable future for the Great Lakes.

How:

8 Strategic Principles:

- Bigger than a National Park
- Green Cities and Great Lakes
- Great Minds and Great Lakes
- Blue is the new Green
- Tapping renewable energy
- Achieving mobility
- Leaders in new economies
- Commitment to local food

Outcomes:

The vision document, "Recognizing a Global Resource: The Need for a 100-Year Vision for the Great Lakes, and St Lawrence River Region," identified the basin's most pressing issues and opportunities for the next 100 years of development.

More Info:

<https://www.asla.org/2013awards/488.html>

2.1.1 | A SUSTAINABLE TOWN MOVEMENT NETWORK

(CYCLE NETWORKS, STREET WIDTHS/HIERARCHY, PEDESTRIAN ROUTES)

Key Objectives:

- To better connect people and activities within Morwell and between centres within the networked city via a range of transport modes
- To promote active movement (walking and cycling) as a healthy and cost effective mode of transport
- To improve the overall visitor experience of Morwell for the visitor arriving by various modes of transport

EXISTING SITUATION (KEY ISSUES & OPPORTUNITIES):

- Multiple entry routes to Morwell from the Princes Freeway makes way-finding for visitors confusing
- Rail/ former highway corridor divides activity on the south and north of the centre
- Public transport connections between centres and within Morwell are relatively infrequent commensurate with relatively low population densities & patronage
- Activity within Morwell centre and Mid Valley are well supported by existing on-street and off street car parking
- Walking and cycling are popular modes of transport however there are barriers to use of the network
- Expansion of mining activities to the west and south have progressively reduced connections between Morwell and adjacent townships
- Rail trails within the Networked City in Moe & Traralgon are popular with both tourists and locals. Redundant rail infrastructure associated with Yallourn & Hazelwood mines may present opportunities to connect Morwell to the rail trail network
- The Gippsland Intermodal Freight Terminal, centrally located within Morwell's industrial precincts presents an opportunity to enhance Morwell's role in regional freight logistics

KEY RECOMMENDATION:

- Develop concept plans for each gateway that improve the experience and navigation for visitors / casual users of the town centre through improved and differentiated entrances to Morwell from the Princes Freeway

ACTIONS:

1. Gateway Concept Plan \$350,000.00 State Government Funding Has Been Secured

Refer to chapter 4.1 Making it Happen - Project 4

FUTURE CONSIDERATION:

- Develop concept plans for a linear park along the length of the former highway corridor to enhance visitor experience and pedestrian / cycle connectivity
- Enhance the movement within Morwell through the development of a priority Network for streetscape improvements that better support walking and cycling

FUTURE MORWELL – APPENDIX. REFER TO:

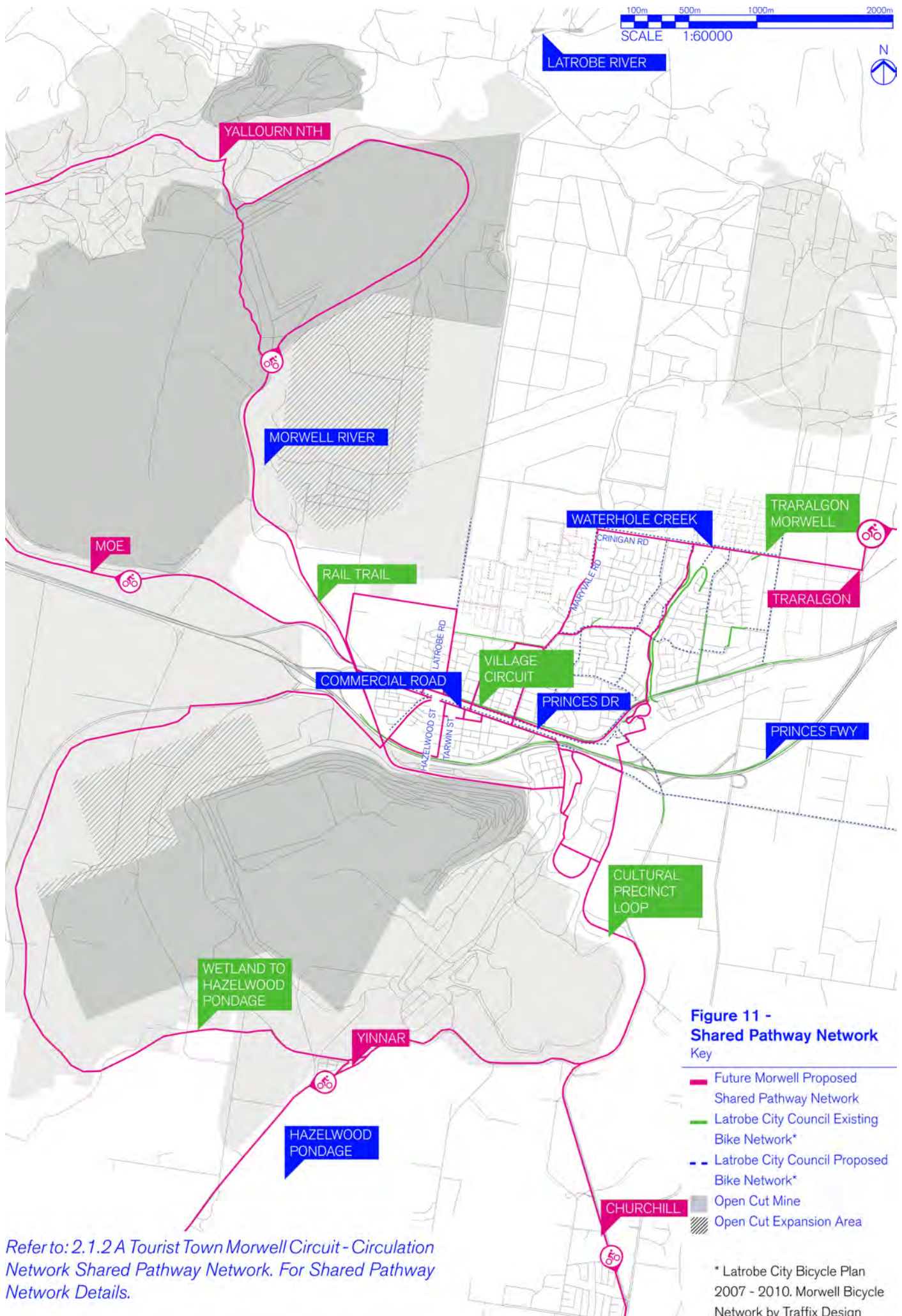
- 2.3 A LIVEABLE TOWN - CURRENT BUS NETWORK
- 2.3 A LIVEABLE TOWN - BUS NETWORK
- FIGURE 10 - SHARED PATHWAY NETWORK (AT A3 FORMAT)

EXISTING PLANS & STRATEGIES:

- Latrobe City Council Bicycle Plan 2007 – 2010
- Latrobe City Council Tracks Trails and Paths Strategy (2016 draft)
- Latrobe City Council Car Parking Framework Review Traralgon & Morwell, 2014
- State Government Victoria, Cycling into the Future 2013-23
- State Government Victoria, Victoria's Trails Strategy 2014 – 2024
- State Government Victoria, Victoria's Cycle Tourism Action Plan 2011 - 2015

ADDITIONAL MATERIAL(S) :

- LCC GIS data
- Land Victoria GIS data
- Gippsland Plains Rail Trail: www.gippslandplainsrailtrail.com.au
- Bicycle Network: www.bicyclenetwork.com.au
- Latrobe City Public Road Register as at 21st March 2016.pdf
- Vicroads Application: Maps of Declared Roads <http://vicroadsmaps.maps.arcgis.com/apps/webappviewer/index.html?id=e8fa54687853433eb58e51584b36f681>
- Morwell to Traralgon Shared Path Feasibility Study No 133956

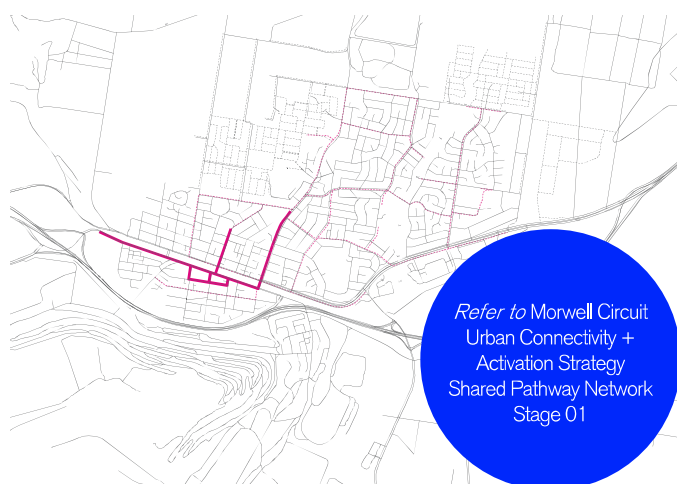


Refer to: 2.1.2 A Tourist Town Morwell Circuit - Circulation Network Shared Pathway Network. For Shared Pathway Network Details.

2.1.1 | A SUSTAINABLE TOWN MOVEMENT NETWORK

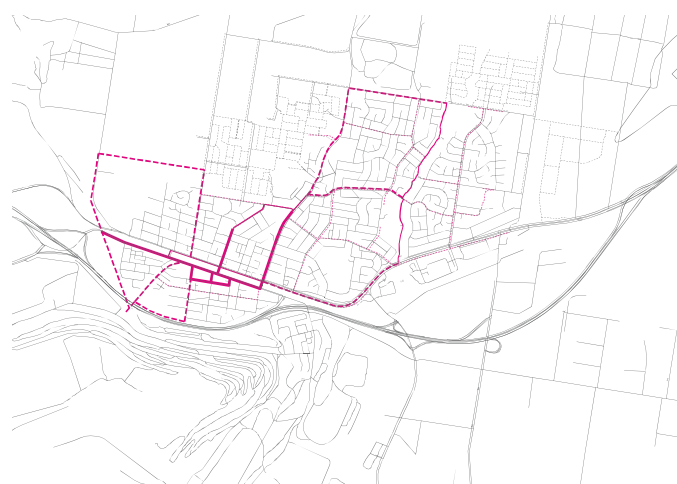
MORWELL CIRCUIT - SHARED PATHWAY NETWORK

Figure 12 -
Staged Circuit Implementation



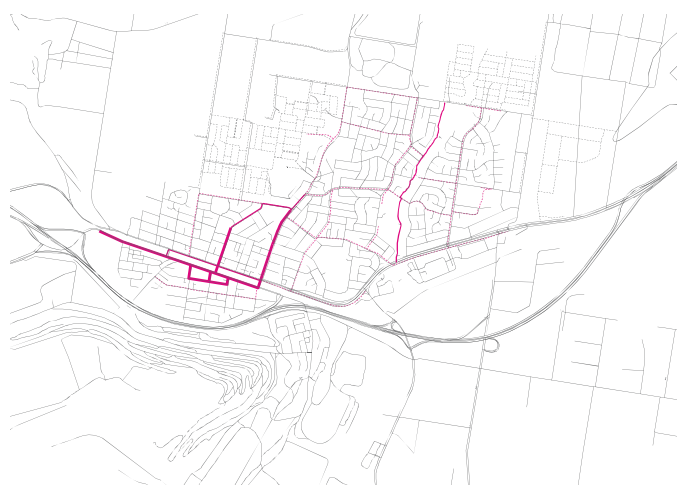
Stage 01

- Commercial Road East to West (From Rail-Bridge to Macdonald Street Bridge)
- Church Street (From Princes Drive to Fleming Street)
- Under pass (From Commercial Road to Princes Drive)
- McDonald Street (From Princes Drive to Sir Norman Brookes Park)
- Hazelwood Road (From Commercial Road to George Street)
- George Street (From Hazelwood Road to Chapel Street)
- Chapel Street (From George Street to Commercial Road)



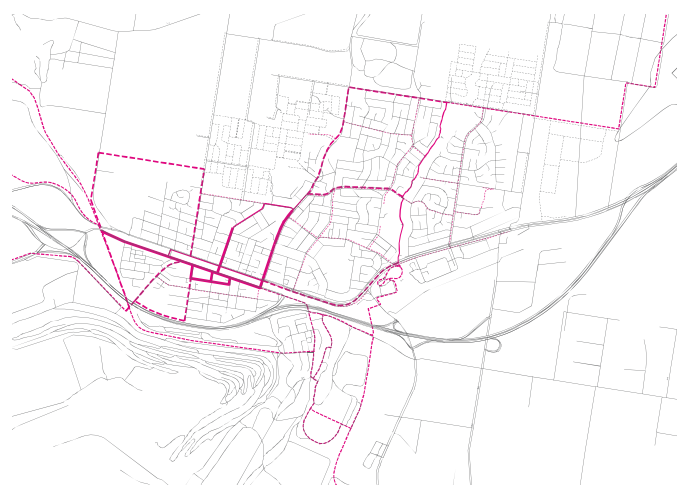
Stage 03

- Maryvale Crescent (From Commercial Road West to Eric Lubcke Yarra Gum Reserve)
- Rail Trail (From Rail Bridge to Eric Lubcke Yarra Gum Reserve)
- Eric Lubcke Yarra Gum Reserve (From Maryvale Crescent to Hazelwood Road)
- Hazelwood Road (From Morwell Recreation Reserve to George Street)
- Latrobe Road (Princes Drive to Unnamed Road)
- Unnamed Road* (From Latrobe Road to Toners Lane)
- Toners Lane (From Unnamed Road to Rail Bridge)
- Princes Drive (Macdonald Street Bridge to Waterhole Creek)
- Hourigan Road (From Waterhole Road to Macdonald Street)
- Maryvale Road (From Hourigan Road to Crinigan Road)
- Crinigan Road (From Maryvale Road to Waterhole Creek)



Stage 02

- Princes Drive (From Macdonald Street across Jane Street Bridge to Commercial Road)
- Waterhole Creek (From Princes Drive to Crinigan Rd)
- Church Street (From Fleming Street to Church Street), Winifred Street (From Church Street to Holmes Road) Holmes Road (From Winifred Street to Macdonald Street)



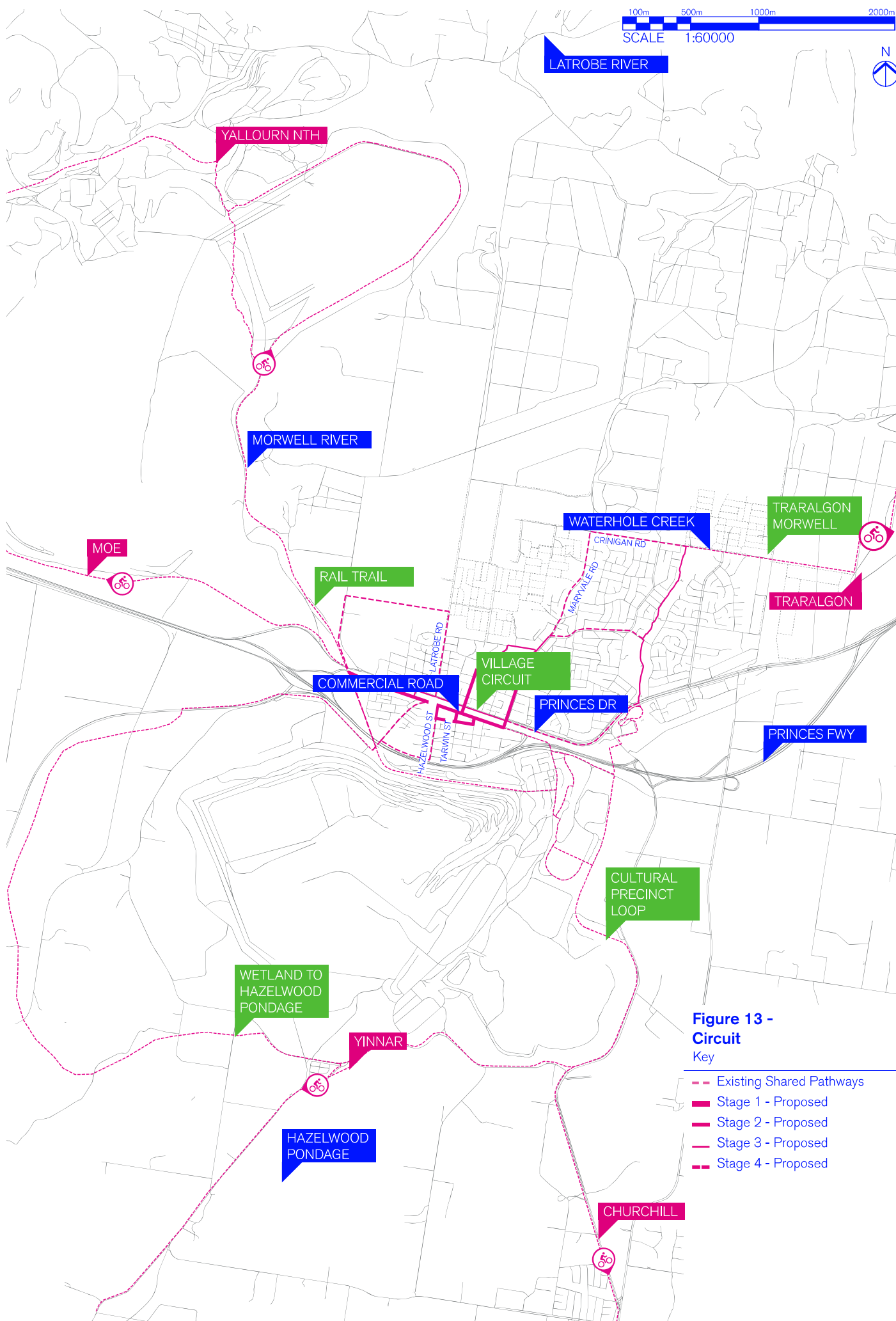
Stage 04

- Off Ramp (From Rail Bridge along of Ramp to Morwell River)
- Princes Fwy (From Rail Bridge along Princes Fwy to Morwell wetlands)
- Rail Trail (Along Rail Trail to Miners Way)
- Hazelwood Drive (From Miners Way (near Princes Fwy) to Energy Brix Grounds, along to Monash Way)
- Monash Way (From Energy Brix Grounds along Monash Way to Princes Drive)
- Kernot Lake (From Monash way to Hub C, Trail around Kernot Lake to Water Hole Creek)
- Crinigan Road (From Water Hole Creek to Alexanders Road)
- Unnamed Road* (From Alexanders Road to National Road)
- Unnamed Road* (Through Unnamed Roads* to Old Melbourne Road)

FUTURE MORWELL – APPENDIX. REFER TO:

- 2.3 A LIVEABLE TOWN - CURRENT BUS NETWORK
- 2.3 A LIVEABLE TOWN - BUS NETWORK

* For information on Unnamed Road refer to: Morwell to Traralgon Shared Path Feasibility Study No 133956



2.1.1 | A SUSTAINABLE TOWN

MAJOR INFRASTRUCTURE

(GAS, WATER, POWER)

Key Objectives:

- To identify/clarify the strategic advantages of major service infrastructure
- To identify infrastructure relating to coal mining and electricity production that will likely become redundant but may have value to a future industry/ use

EXISTING SITUATION (KEY ISSUES & OPPORTUNITIES):

Refer to legend on Major Infrastructure - Regional Growth Plan

- Electricity Transmission and Gas Line: opportunities related to supply versus constraints relating to easements
- Gippsland Intermodal Freight Terminal
- Inter-mine rail connections: confirmation of current use/ ownership/ and likely further usefulness
- Airport: There is a lack of certainty (and therefore potential barrier to investment) associated with various easements and overlays

FUTURE CONSIDERATION:

- Promote advantages of key infrastructure including sites with access to major service infrastructure as part of a strategy for growing existing industries and attracting new industries
- Clarify planning constraints and opportunities for sites affected by major infrastructure to promote/ attract new industries and uses

EXISTING PLANS & STRATEGIES:

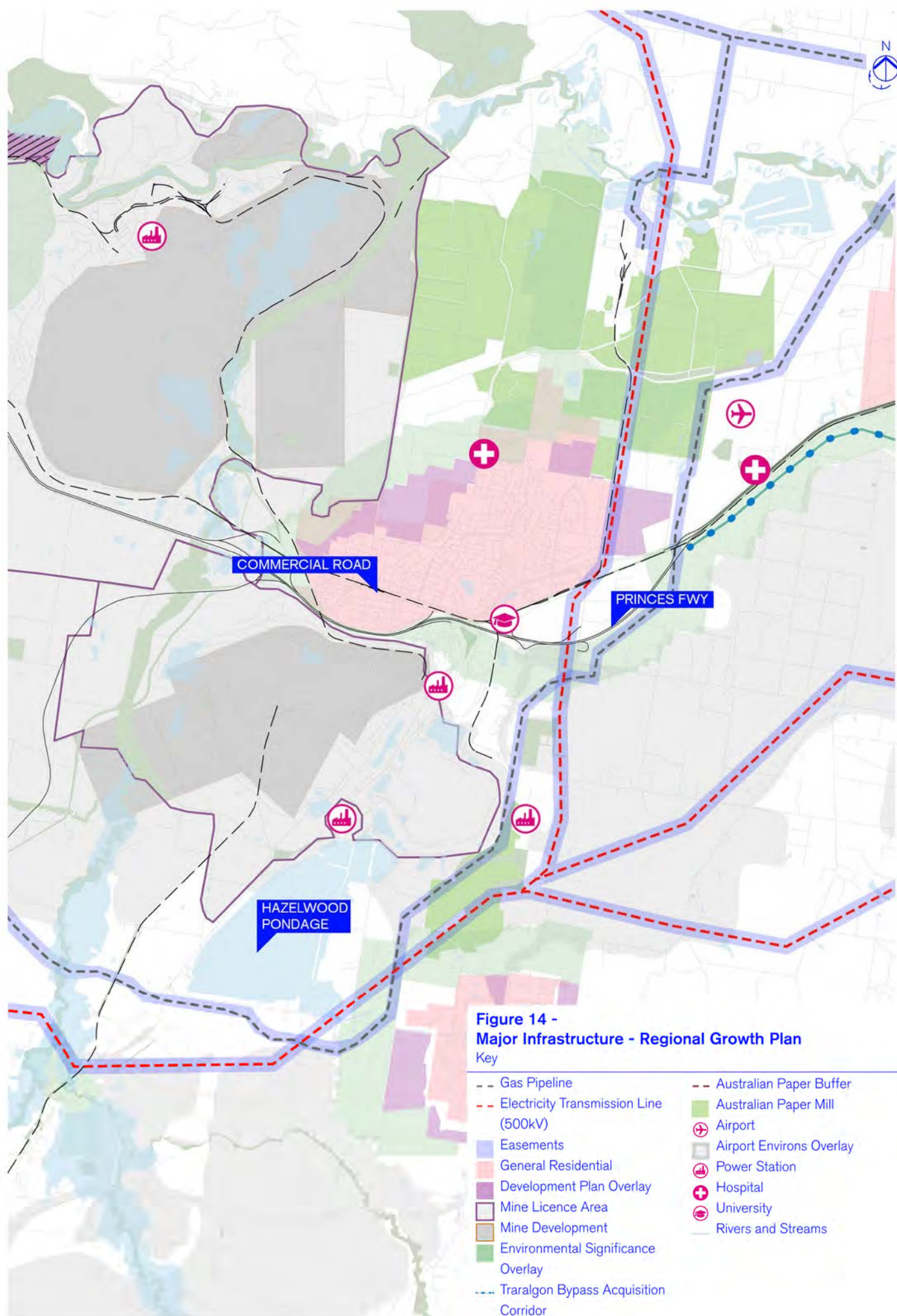
- Gippsland Regional Growth Plan (Assets)
- Gippsland Logistics Precinct Master Plan
- Latrobe Airport Master Plan

ADDITIONAL MATERIAL(S) :

- LCC GIS data
- Latrobe Framework Plan, Regional Growth Plan Gippsland

FUTURE MORWELL – APPENDIX. REFER TO:

- FIGURE 11 - MAJOR INFRASTRUCTURE - REGIONAL GROWTH PLAN (AT A3 FORMAT)



2.1.2 | A TOURIST TOWN A DISTINCTIVE AND PROUD TOWN

Key Objectives:

- To identify and define local and district hubs which anchor the neighbourhoods and town
- To activate and define key activity hubs that improve the meaning, and experience of the town
- To redefine gateways through the town to improve navigation and experience for visitors and locals

KEY RECOMMENDATIONS:

- Reposition town centre as Village Hub. Reduce permit processes and waive fees that allow for open air dining and busking throughout the main roads of Commercial Road, Tarwin Street and Church Street
- Develop building facade design guidelines for Village Hub

ACTIONS:

1. Arts & Government Services Precinct Plan State Government Funding To Be secured. \$25,000.00 (Council Funding Contribution.)

Refer to chapter 4.1 Making it Happen - Project 1.
Draws on objectives from 2.2 Assets and 3.1 Hub A.

2. Building Facade Guidelines
Latrobe City Council to secure State Government Funding.

Refer to chapter 4.1 Making it Happen - Project 8.

FUTURE CONSIDERATION:

- Develop key activities and events at each hub location
- Consolidate resources and infrastructure to hub locations
- Develop detailed plans for each hub that have a multi-use and intensified objective for each location
- Ensure connections between hubs through the continuous development of pedestrian and bicycles network
- Identify a range of opportunities, at local, district and state level to activate and rebrand each hub
- Ensure there is clarity of connection between gateways
- Ensure there is a clear identity for each gateway

ADDITIONAL MATERIAL(S) :

- Destination Gippsland Strategic Directions
- Case studies – industrial tourism, virtual tourism (virtual Yallourn)

HUBS

A Local Village Commercial and Office



B Local Hub Educational Hub



C District Centre Education and Training



D District Centre Historical and Cultural



E Local Hub Recreational



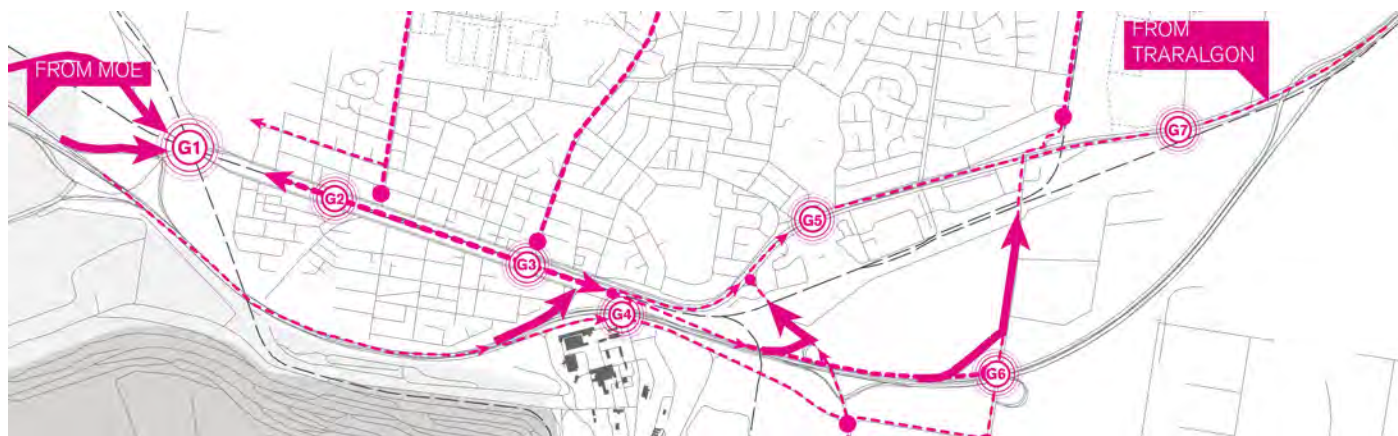
F District Centre Recreational



Above: Hub existing and example images

EXISTING PLANS & STRATEGIES:

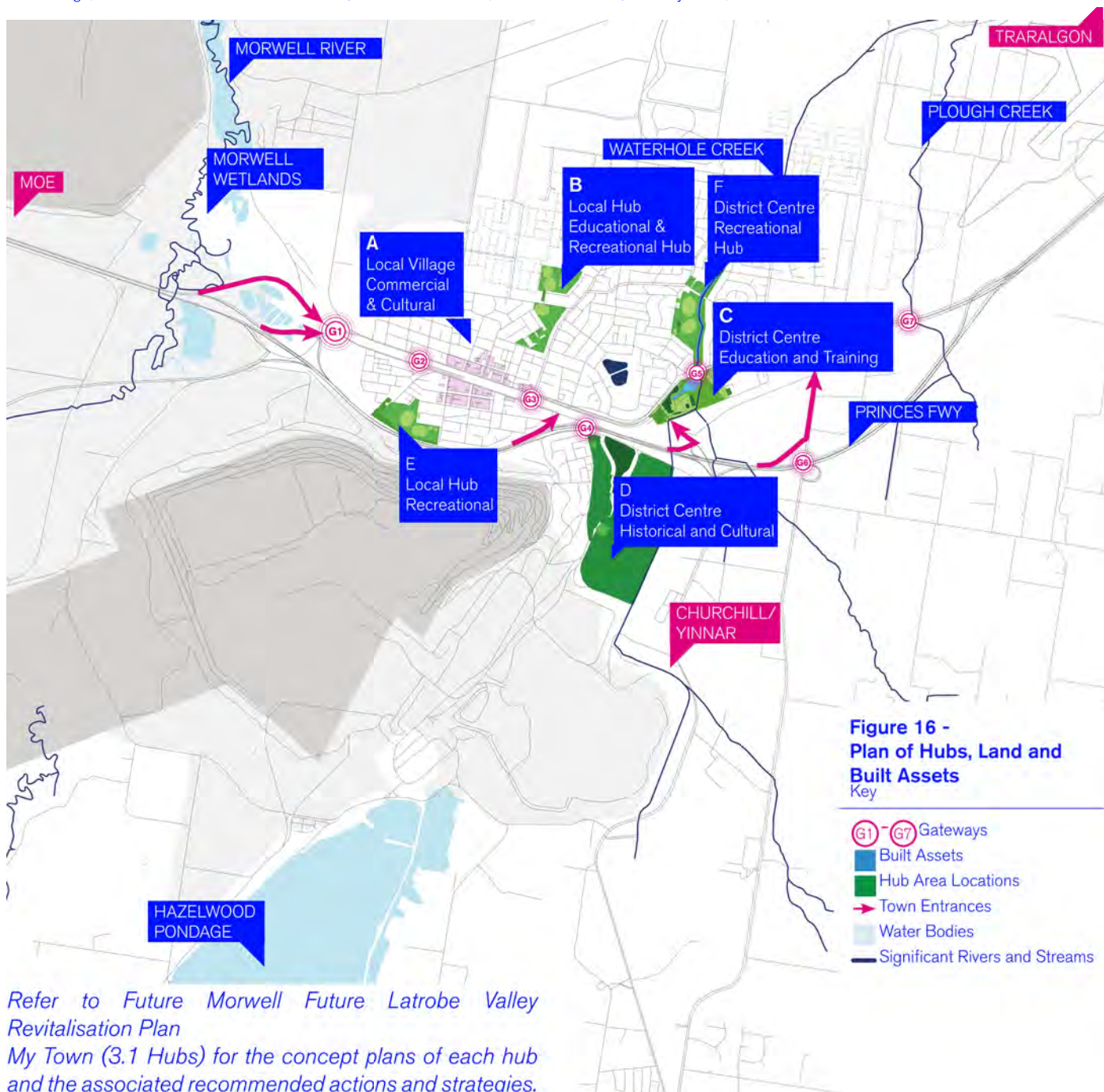
- Latrobe City Council Precinct Plans
- Latrobe City Council Heritage Study
- Visit Latrobe City – History of Latrobe City



**Figure 15 -
Plan of Gateways**

Key

- | | | | |
|--|--|--|---|
| G1 Gateway: Entrance (Railbridge) (primary gateway) | G3 Gateway: Orientation Point (Commercial Rd + Macdonald St + Princes Dr) | G5 Gateway: Orientation Point (District Centre & Waterhole Creek) | G7 Gateway: Orientation Point (Princes Drive & Plough Creek) |
| G2 Gateway: Orientation Point (Commercial Rd + Princes Dr Bridge) | G4 Gateway: District Centre (Historical & Cultural) | G6 Gateway: Orientation Point (Tramway Road) | |



**Figure 16 -
Plan of Hubs, Land and
Built Assets**

Key

- | |
|--------------------------------|
| G1 - G7 Gateways |
| Built Assets |
| Hub Area Locations |
| Town Entrances |
| Water Bodies |
| Significant Rivers and Streams |

Refer to Future Morwell Future Latrobe Valley
Revitalisation Plan
My Town (3.1 Hubs) for the concept plans of each hub
and the associated recommended actions and strategies.

2.1.2 | A TOURIST TOWN MINING LAND - REHABILITATION CORRIDOR

Key Objectives:

- To minimise the adverse economic, social, environmental impacts of mining operations directly adjacent Morwell in the short – medium term
- To identify the potential economic, social, and environmental benefits of future remediation of mining land in the context of current agreed rehabilitation master plans for Yallourn and Hazelwood (Morwell) Mines

EXISTING SITUATION (KEY ISSUES & OPPORTUNITIES):

- Image and Identity: Much of Morwell's (and Latrobe City's) civic and regional pride was drawn from its role in delivering power to the state. The decline of this industry, the global shift towards renewable/ clean energy and uncertainty of energy policy at the state and federal level have shifted mining and power generation into the realm of a “negative” place brand element
- Historically the required buffer around each of the major mines has pushed urban growth away from the traditional centre of Morwell to the east
- The Powerworks centre on Ridge Road has recently been handed over to a proactive community group and provides a valuable resource for telling the story of mining in Latrobe Valley and within the broader context of Gippsland

EXISTING PLANS & STRATEGIES:

- Mining in Victoria Heritage Study
- Latrobe City Council Heritage Study
- Visit Latrobe City – History of Latrobe City:
 - Old Brown Coal Museum: www.browncoalminemuseum.websyte.com.au
 - Power Drive Route 98 map: www.visitlatrobevalley.com/pages/power-trail/
 - Gippsland Heritage Walk: gippslandimmigrationpark.com.au
 - Morwell Historic Society: www.morwellhistoricalsociety.org.au/
 - Heritage Studies relating to Coal Mining: www.dtpli.vic.gov.au/___data/assets/pdf_file/0020/219251/COAL_Context.pdf

ADDITIONAL MATERIAL(S) :

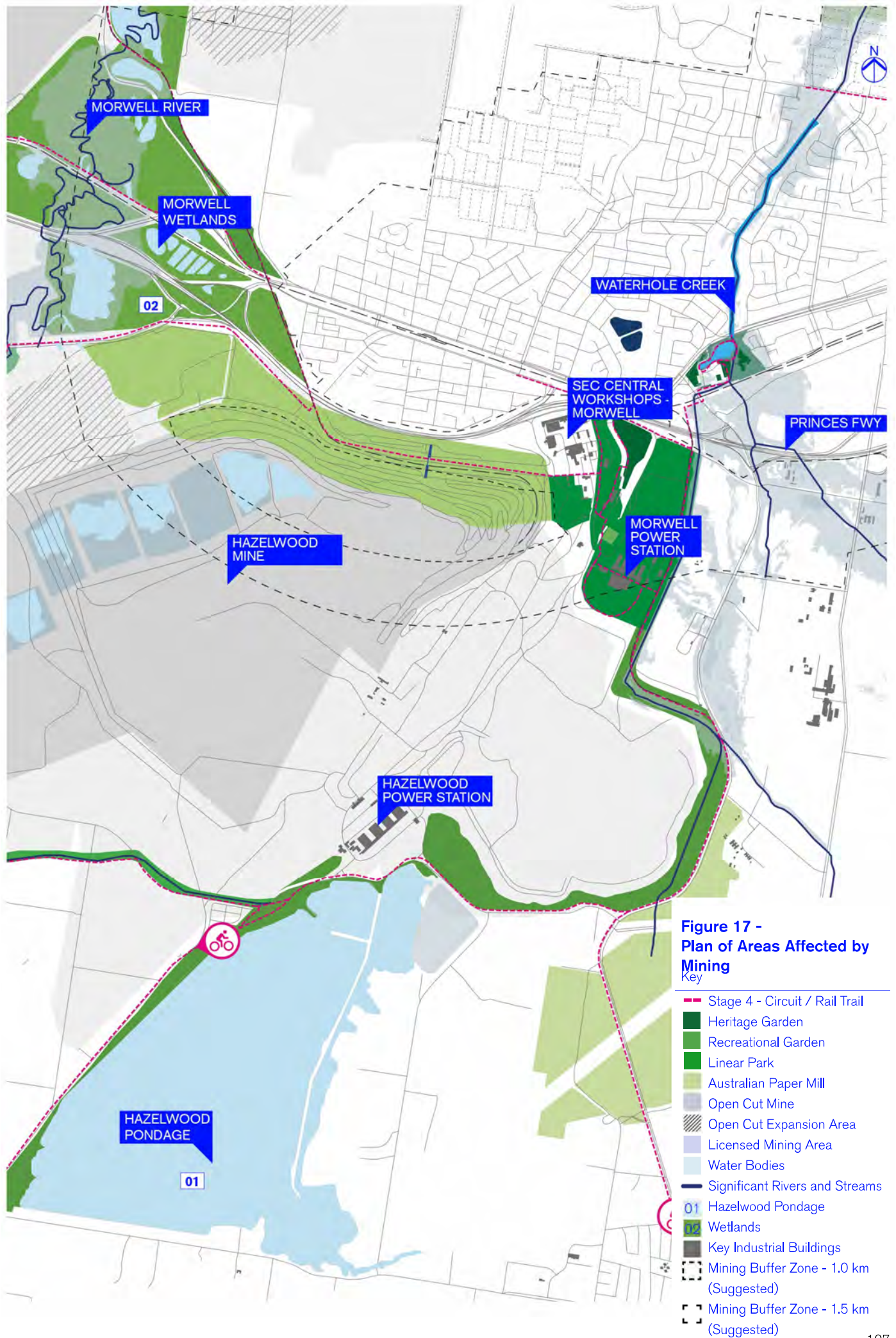
- Destination Gippsland Strategic Directions
- Case studies – industrial tourism, virtual tourism (virtual Yallourn)
- Powerworks Business Plan 2015 - 2018

FUTURE MORWELL – APPENDIX. REFER TO:

- FIGURE 14 - PLAN OF AREAS AFFECTED BY MINING (AT A3 FORMAT)

FUTURE CONSIDERATION:

- Develop a suite of speculative short term built outcomes that rebrand Morwell as an attractive, healthy, innovative place to live work and visit
- Advocate for a transition strategy which creates opportunities and future perspectives for the people and companies in the town
- Develop a branding strategy for Morwell that identifies unique qualities, and its role and function with respect to other growing industries, and the broader Gippsland brand
- Explore & develop a rail trail network that utilises redundant rail infrastructure and connects to the proposed shared pathway network
- Utilise the outcomes of the Mine Fire Inquiry to promote certainty (through greater transparency) and positive speculation about the post-coal future with planning for, and the staging of, remediation strategies commencing in the short term
- Recognise and explore the potential of “artificial/ engineered landscape” elements to contribute to/ complement the regions tourism brand and product offer



2.1.2

A TOURIST TOWN

MINING LAND - REHABILITATION CORRIDOR(CONT'D)

Key Objectives:

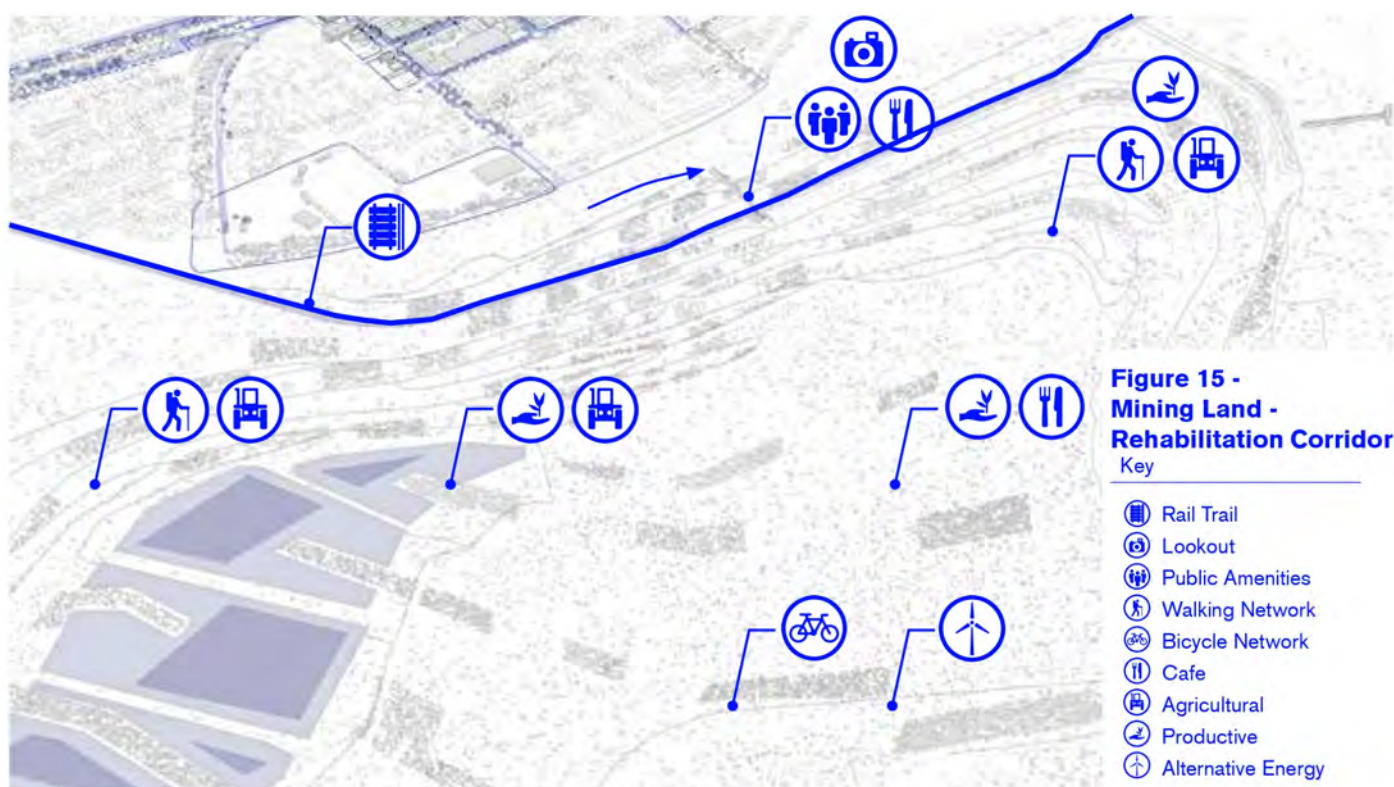
- Land rehabilitation is the process of returning the land in a given area to some degree of its former state, after some process (industry, mining, natural disasters, etc.) has resulted in its damage
- Many projects and developments will result in the land becoming degraded, for example mining, farming and forestry

EXISTING SITUATION (KEY ISSUES & OPPORTUNITIES):

- Enabling future jobs in transition and rehabilitation
- Creates an ecological and socio-economical process of transformation for the region
- Protect and preserve industrial buildings, machinery and infrastructure as landmarks
- Attract new social, community and economic oriented activities
- Provide solutions for the transformation of regional centres in their vicinity
- Develop an industrial region with a new spatial and economic identity

FUTURE CONSIDERATION (CONT'D):

- Explore opportunities for engagement of local workforce in the rehabilitation tasks (as healthy, meaningful work)
- Develop Ridge Rd as a cultural, community and visitor destination with a focus on:
 - Interpretation of the areas mining and engineering past, present and future
 - Contemporary art and cultural activities
 - Public Parkland



DUISBURG-NORD LANDSCAPE PARK



Where:

Duisburg-Meiderich, DE

Objectives:

- Preservation of an industrial monument
- Renewal of the river Emscher
- The recovery of an important green area

Outcomes:

The conversion of a site occupied by a disused mining zone and an iron and steel works in a landscape park involved a completely innovative decision without any previous examples. Today, all the surfaces in the park can be used freely, its is the venue for a varied range of cultural and recreational activities.

More Info:

<http://www.publicspace.org/en/works/a008-landschaftspark-duisburg-nord>

ALCOA MINE REHABILITATION



Where:

Jarrah Forest, Western Australia, AU

Objectives:

- Establish a self-sustaining Jarrah forest
- Enhance or maintain pre-mining forest land use

Outcomes:

Results from monitoring and research projects have shown that 100 per cent of mammal species, 90 per cent of bird species and 89 per cent of reptile species that inhabit upland parts of the forest where mining occurs have recolonised rehabilitated areas within 10 years.

More Info:

http://www.alcoa.com/Australia/en/info_page/land_management_bau_mine_rehab.asp

2.1.2 | A TOURIST TOWN

MORWELL TOWN OF GARDENS

OVERVIEW: VISION & OBJECTIVES

Garden Town

The concept of 'Morwell the Town of Gardens' aspires to shift the town's identity by building on the positive qualities and characteristics of its industrial heritage, and connecting and re-purposing existing open spaces and assets within the town to build a new relevant perception and identity of Morwell.

It defines a network of green spaces interwoven throughout the town to provide an important means to change the urban environment of the town. This green network will contribute to the purification of air, adjust the climate of a space, improve soil quality and ecology as well as enhance the visual environment. It aspires to change how people experience, perceive and interact with their surroundings and neighbourhood through a range of active, passive, productive and connecting spaces.

Green, healthy cities attract investment for innovation and can act as hubs for creativity and wealth creation.

Increasing urban green space improves air quality, replenishes groundwater, and reduces air temperature. Trees and flowers provide sense of seasonal change that enhances the visual interest of the city scene and vibrancy of the city life, and offer visual and psychological comfort and relief, which are vital to the health and wellbeing of people.

This network will bring with it various benefits. It can be a tourist attraction, an economic stimulus that brings investment into the region, and a re-definition of the town's identity.

For Morwell residents this network of green spaces would mean a significant increase in usable public space within the town. This network will establish Morwell as the town of gardens and allow residents to utilise and enjoy outdoor spaces in a variety of forms and uses.

Garden Festival

The Morwell garden festival acts as a catalyst for a staged building approach for transforming Morwell into a town of gardens. The festival structure will explore and establish strategies to bring together community groups and other organisations to participate in the building process.

The Morwell garden festival aspires to generate Morwell as a premier garden destination and be a catalyst for beautification, education, tourism, promotion, community-building, healthy living, sustainability, and civic pride.

The artistic and tourism event also gives visitors a chance to discover inspiring spaces bringing together the visual arts, design, landscape and the environment within the specific context of Morwell.

The Festival is an attraction for visitors, while also a significant factor associated with enterprise, the generation of wealth and socio-economic development. It wants to contribute to long-term sustainable profiling and image strengthening.

"Green infrastructure provides the foundation that underpins the function, health, wealth and identity of our communities. It provides a network of open spaces and natural assets that include trees, parks, gardens, allotments, cemeteries, woodlands, green corridors, rivers and waterways. And it can reduce carbon, generate renewable energy, raise air quality, enhance biodiversity, improve water management, increase local food production, and promote healthy communities to provide lasting economic, social, cultural and environmental returns."¹

Cities, he says, are learning that the environment is something not to be sidelined. 'We have repositioned the idea of open space from something that is 'nice' to something that is fundamental to the way we prosper and develop.'

1. <http://www.theguardian.com/environment/2009/mar/25/green-infrastructure>



*More green trees, flowers
in the main street.*

2.1.2 | A TOURIST TOWN MORWELL TOWN OF GARDENS

Key Objectives:

- Aspire to shift the town's identity by building on the positive qualities and characteristics of its industrial heritage
- To connect and re-purpose existing open spaces and assets within the town to build a new relevant perception and identity of Morwell
- To develop integrated strategies for beautification, education, tourism, community-building, healthy living, and civic pride

EXISTING SITUATION (KEY ISSUES & OPPORTUNITIES):

- Green, healthy cities attract investment for innovation and can act as hubs for creativity and wealth creation
- Morwell Contains a number of underutilised open space and land assets that can be used to enhance the image and identity of Morwell as a Town of Gardens.
- This network will bring with it various benefits. It can be a tourist attraction, an economic stimulus that brings investment into the region, and a re-definition of the town's identity
- The network aspires to change how people experience, perceive and interact with their surroundings and neighbourhood through a range of active, passive, productive and connecting spaces
- To utilise the Festival is an attraction for visitors, while also a significant factor associated with enterprise, the generation of wealth and socio-economic development. It wants to contribute to long-term sustainable profiling and image strengthening

KEY RECOMMENDATIONS:

- To develop a branding strategy for Morwell Garden festival
- To develop the Garden Festival structure and staged plan that addresses revue, financing, activation and programming for the event

ACTIONS:

1. Garden Festival Event Strategy
\$60,000.00 State Government Funding Has Been Secured
Refer to chapter 4.1 Making it Happen - Project 2. Garden Festival Strategy draws on objectives from 2.1.1 A Sustainable Town - Green Network.
2. Branding Strategy for Morwell Town of Gardens
\$100,000 State Government Funding Has Been Secured
\$15,000 (Council Funding Contribution)
Refer to chapter 4.1 Making it Happen - Project 8.

EXISTING PLANS & STRATEGIES:

- Community Vision for Latrobe Valley 2026

ADDITIONAL MATERIAL(S) :

- <http://www.theguardian.com/environment/2009/mar/25/green-infrastructure>

FUTURE CONSIDERATION:

- Establish a network of green spaces interwoven throughout the town to act as the framework for Morwell Town of Gardens
- To explore strategies for how to reduce barriers in creating small community events in public spaces
- To establish and capture an annual and biannual calendar of events that can be advertised and profiled through municipal and regional online and print portals



**FUTURE MORWELL – APPENDIX.
REFER TO:**

- 3.8 MORWELL TOWN OF GARDENS - COMMUNITY ORIENTED RENEWAL

2.1.2

A TOURIST TOWN
GARDEN FESTIVAL

A Healthy Town



Festival



A Sustainable Town



Community Led



A Tourist Town



Community Led



A Beautiful Town



Garden Town





Example - International Garden Festival

Example - 40th Street Parklet



Example - Parckfarm

Example - Adelaide Parklet



Example - Buffalo Garden Walk/ LEAF Garden Renovations

Example - Dandenong Pop-up Park



Example - Floriade Almere 2022

Example - International Garden Show

Identity



Employment



Tourism



Events



Garden Festival

The concept of 'Morwell the Town of Gardens' focuses on the shift of the town's identity, through the establishment of a healthy town, a sustainable town, a tourist town, and a beautiful town. The 'Garden Festival' is a short to medium term strategy aimed to transform and beautify Morwell into the 'Town of Gardens'.

SEATTLE FESTIVAL STREET PROGRAM



Where:

Seattle, USA

Objectives:

- Community-driven activation of streets by lowering the barriers for community groups trying to organise free events for their neighbours and friends
- Provide pedestrian friendly shared spaces
- Infrastructure to support events and programming, including bike racks and an outdoor power source

How it's done:

The Seattle Department of Transportation initiated the Festival Street program as a way to generate momentum towards implementation of the city's Pedestrian Master Plan. The finished street will function as a shared space - the road will slow vehicles down, and provide new parking amenities. The finished project will also feature infrastructure to support events and programming, including new bike racks and an outdoor power source.

Outcomes:

Activation and programming are at the centre of the Festival Street Program, with the sponsoring entities providing a calendar of proposed events throughout a given year.

More Info:

<http://publicspacestewardship.org/>

GARDEN WALK BUFFALO NIAGARA



Where:

Buffalo, New York State, USA

Objectives:

- Generate tourism
- Build civic pride

How it's done:

A summer-long festival expands the opportunities for garden tourists to visit Buffalo beyond the Garden Walk Festival. With weekend garden tours, private gardens, art exhibition, garden art sale/exhibition and symposia to attract visitors.

Outcomes:

Generates USD \$4.5 Million economic impact for a 2 Day garden event, including USD \$163,135 worth of Out-of-Town Media Coverage.

More Info:

<http://gardenwalkbuffalo.com/>

FLORIADE ALMERE 2022



Tourist Attraction and Event Venue



Growing Green Cities



Growing Green Cities



Where:

Almere, Amsterdam, NL

Objectives:

- Experiment in sustainable urban development
- Working together with residents and other parties, to create the event
- Stimulate economic activity – not only during the event, but particularly during 'The making of...' phase
- As part of a wider programme of city-wide development designed to allow Almere to grow into a green city of the future, equipped to provide suitable answers to urgent urbanisation issues

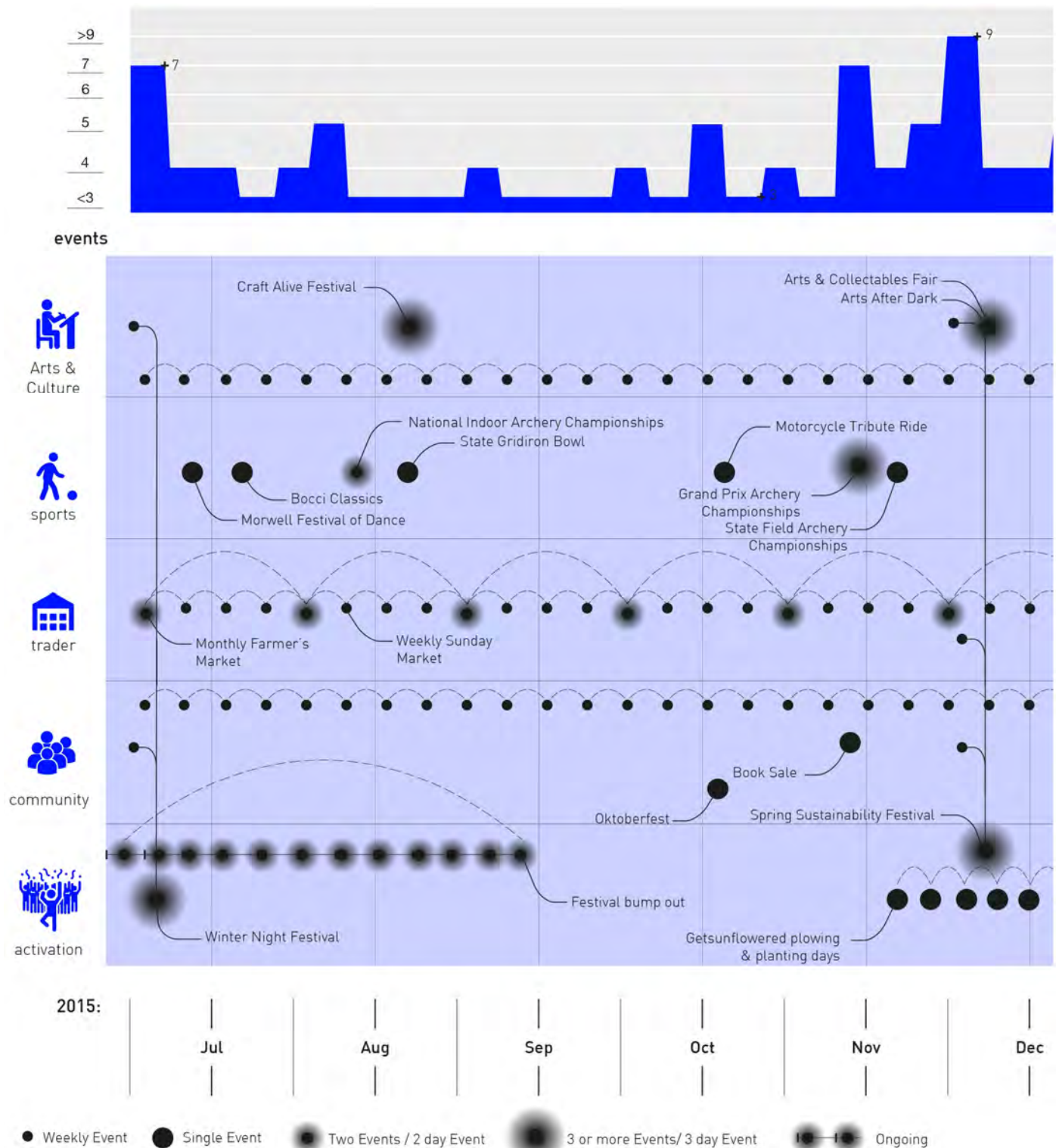
Outcomes:

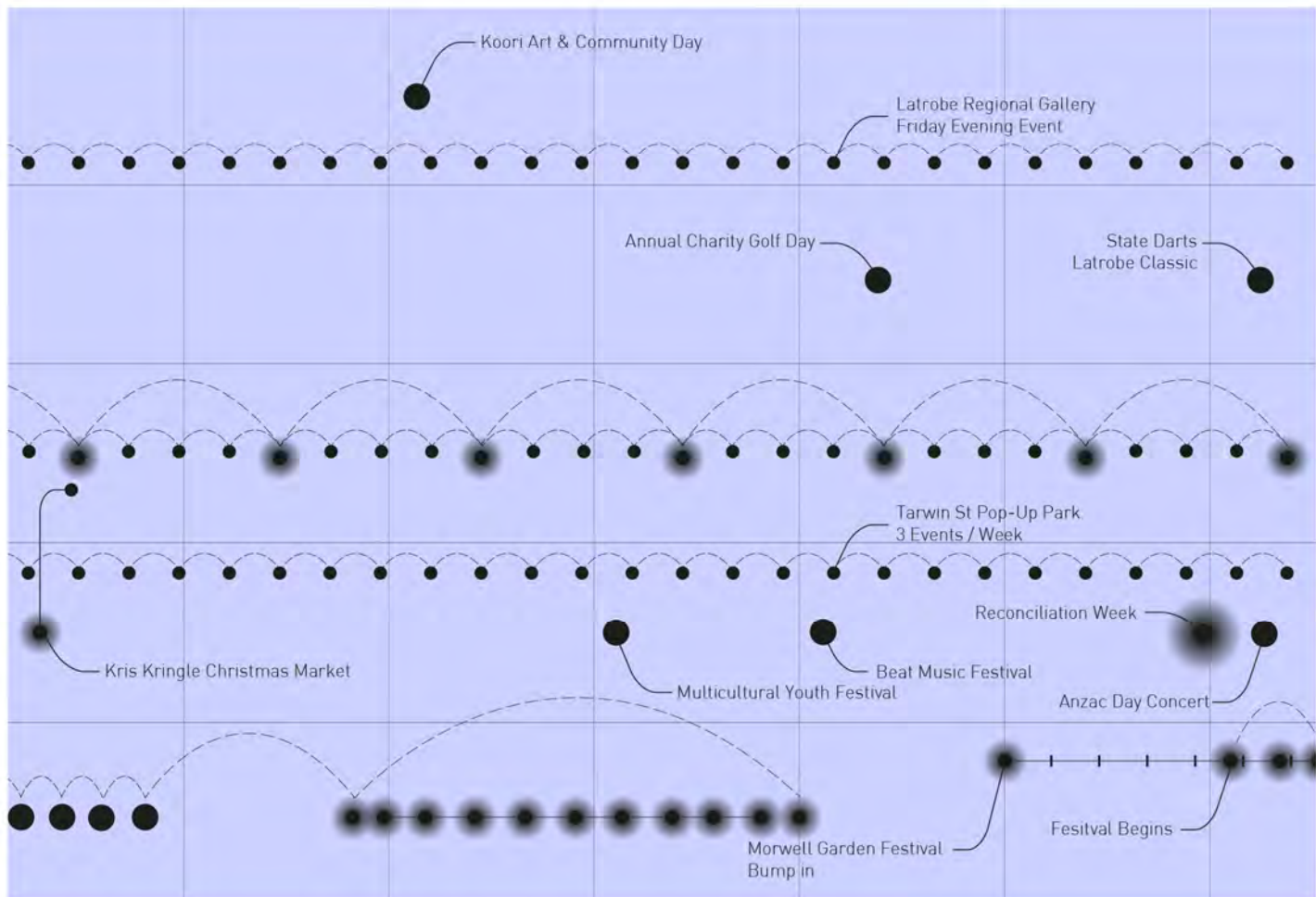
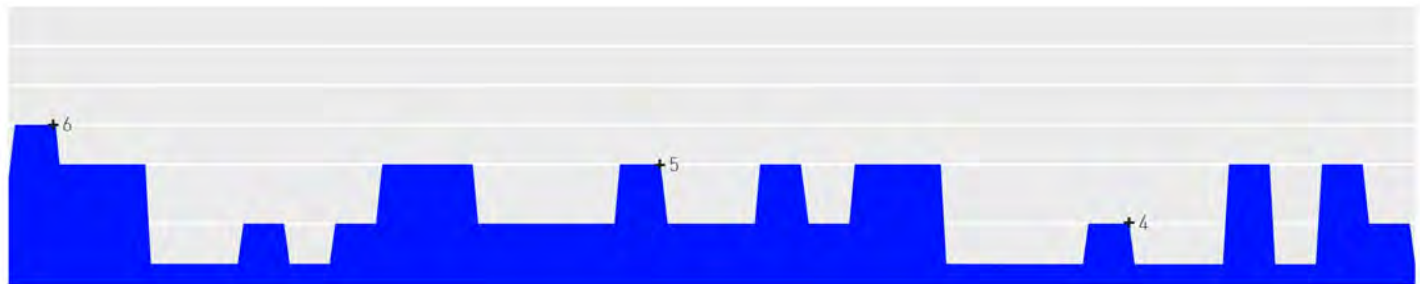
A world horticulture expo event aiming to drive the development of new knowledge and innovation. Floriade 2022 is sowing the seeds for the creation of a flourishing Green Campus. On the one hand, the Dutch horticultural sector's passion for innovation with regard to food production, sustainability and health; on the other, Almere's ambition of becoming a 'green' city that is healthy, self-sufficient and a pleasant place to live. This edition of will be devoted to the topic of Growing Green Cities and the urgent issues connected with global urbanisation, such as food supply, climate change and energy production.

More Info:

<https://floriade.almere.nl>

2.1.2 | A TOURIST TOWN EVENT CALENDAR





Jan	Feb	Mar	Apr	May	Jun

2.1.3 | A LIVEABLE TOWN NEIGHBOURHOODS

Key Objectives:

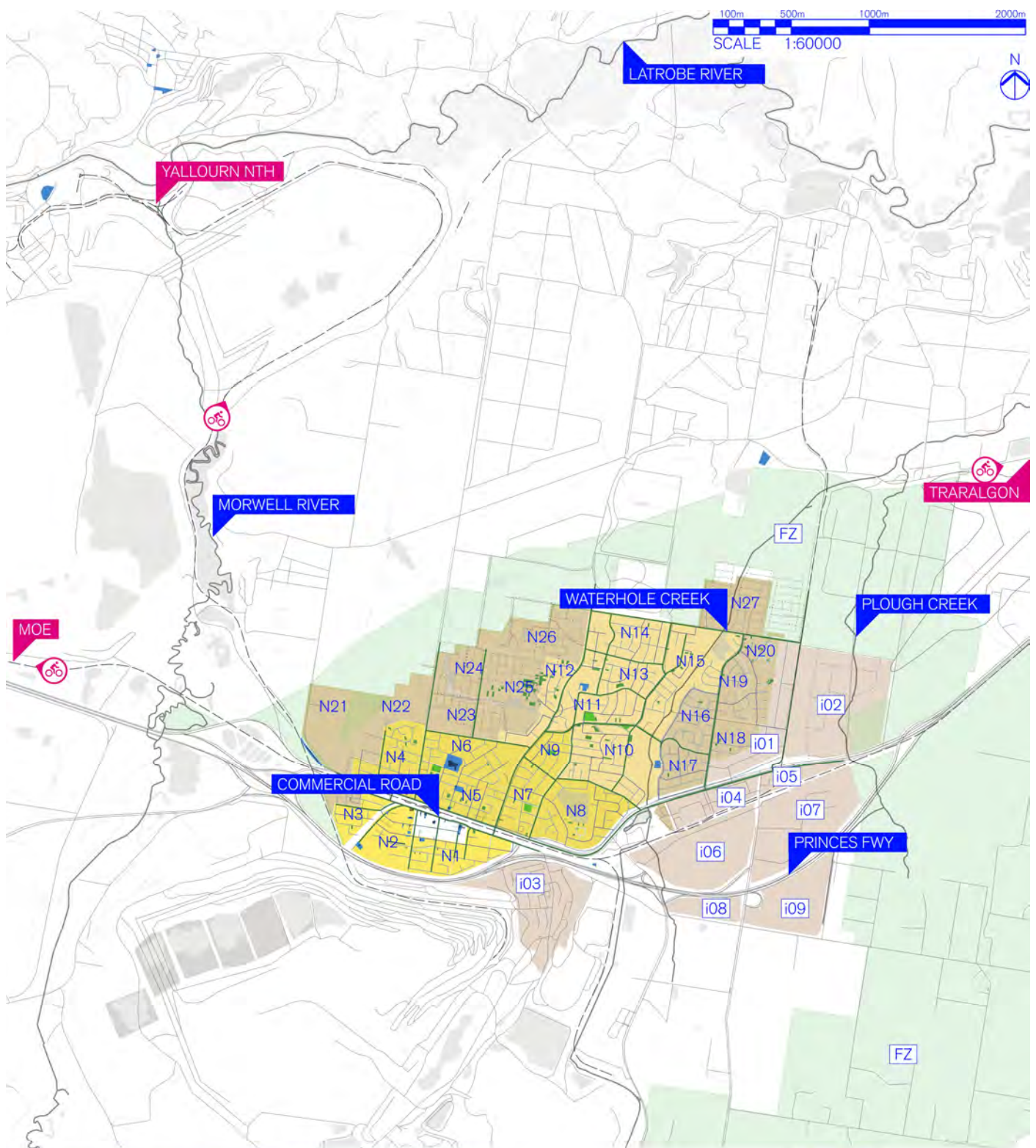
- To identify naturally forming neighbourhoods in current residential areas
- To identify the extent and use of community facilities across Morwell
- To identify how these facilities can be better connected
- To identify how these facilities can be better shared/ managed
- To identify gaps in provision of spaces to meet community needs

EXISTING SITUATION (KEY ISSUES & OPPORTUNITIES):

- Morwell Neighbourhood House occupies a position at the north eastern edge of Morwell with limited transport connections
- Public Services and Administration including Latrobe City Council, DHS and the Regional Police form a hub of facilities and activities adjacent to the intersection of Hazelwood and Commercial Roads
- A variety of community groups and services operate from facilities generally clustered around Morwell Village Centre (approx. 80%) with the remainder distributed through eastern Morwell
- Extensive sports facilities serve as a focus for physical activity at edges of Morwell and within open spaces along Waterhole Creek
- There is currently a lack of space for events within the Town Centre (with the exception of the Regional Art Gallery) with the traditional “community hall” space remaining at the former Council administration facilities at Kernot Lake
- Morwell is currently home to more than 15 education facilities ranging from early childhood to tertiary education and community learning programs
- The Morwell Primary Schools Renewal Program will see the consolidation of 3 primary schools into a new higher quality facility on McDonald Street in Morwell. The future use of redundant schools at Commercial Road, Crinigan Road and Tobruk Street is yet to be determined
- Federation Training occupies a campus of ageing buildings adjacent Kernot Hall outside of the Morwell activity centre
- Morwell has a number of naturally forming neighbourhoods characterised by housing stock, topography and key infrastructure routes
- The housing stock in some neighbourhoods are poor and expensive to run or require minor works to improve neighbourhood character
- Town residents highly value the neighbourhoods they live in

FUTURE CONSIDERATION:

- Advocate for stronger bus links to Morwell neighbourhood house and the proposed hubs
- Identify and develop an ‘administrative’ precinct plan which consolidates activity along Hazelwood Road between George Street and Commercial Road and along the western end of Commercial Road towards the Rose Garden
- Provide for and promote greater use of the town centre for events and community use through temporary use of street space at Commercial Road and Tarwin Streets
- Explore options to locate community groups and town library to a more central and accessible location including potential re-use of the Commercial Road Primary School
- Explore options to locate a ‘Community hall’ and event facility within the town commons and Commercial Road primary school precinct
- Explore options to intensify and expand the education precinct at Kernot lake for Secondary, VET and Tertiary education activities.
- Develop and diversify activities at the Morwell Recreation Precinct as the premier destination for active recreation in Morwell and exploit synergies with the retail centre
- Support the Morwell & District Community Recovery Group establish resident groups for each neighbourhood facilitating them to become champions for the residents in the community and facilitate a more connected community
- Encourage resident groups, name each neighbourhood adjacent to the Village Hub, and identify a character type for the neighbourhood
- Seek opportunities to integrate blue and green networks into open space and neighbourhood plans
- Create co-location spaces for residential, artistic and entrepreneurial uses in small neighbourhood shopping strips



EXISTING PLANS & STRATEGIES:

- Morwell Recreation Reserve Master Plan
- Maryvale Reserve Master Plan
- Morwell Open Space Strategy
- Morwell Schools Renewal Master Plan
- Morwell Emergency Services Hub Master Plan
- Latrobe Performing Arts Centre Feasibility/ Options assessment
- Latrobe Arts & Culture Strategy 2016 Draft

ADDITIONAL MATERIAL(S) :

- LCC GIS Layers

**Figure 20 -
Plan of Neighbourhoods**


Key

- Existing Neighbourhoods
- Future Neighbourhoods
- Industrial Land
- Water Bodies
- Urban Parks
- Vacant Land: Urban Production
- Industrial Zones
- FZ Farming
- Water Bodies
- Neighbourhood Primary Road
- Neighbourhood Secondary Road
- Built Assets

2.1.3 | A LIVEABLE TOWN INDUSTRIAL PRECINCT

OVERVIEW

- Morwell's sense of place/ image and identity is heavily influenced by its industrial character. Its periphery is defined by the dominant mining and forestry activities to its north, west and southern edges. Smaller scaled local and regional industrial activity frame the town along its lower lying eastern boundary
- Approximately 28.5% of the proposed urban area of Morwell has been allocated to industrial uses
- Existing industrial areas accommodate a diverse range of industrial uses within precincts that are diverse in their urban structure and lot sizes
- Current policy and zoning provides for growth in industrial activity with an additional 230 ha of land within key development sites including the Gippsland Logistics Precinct and Morwell East Industrial Precinct development plan area
- Small and older industrial areas at the western entrance of Morwell make a questionable contribution to Morwell's economy and liveability and may present conflicts with current and potentially expanded residential areas
- The potential closure of the Energy Brix Power station & briquette factory in addition to the former Lurgi site present a further impetus for re evaluating the role of these sites and surrounding lands between Morwell and Churchill

 areas within the proposed urban boundary of the city of Morwell

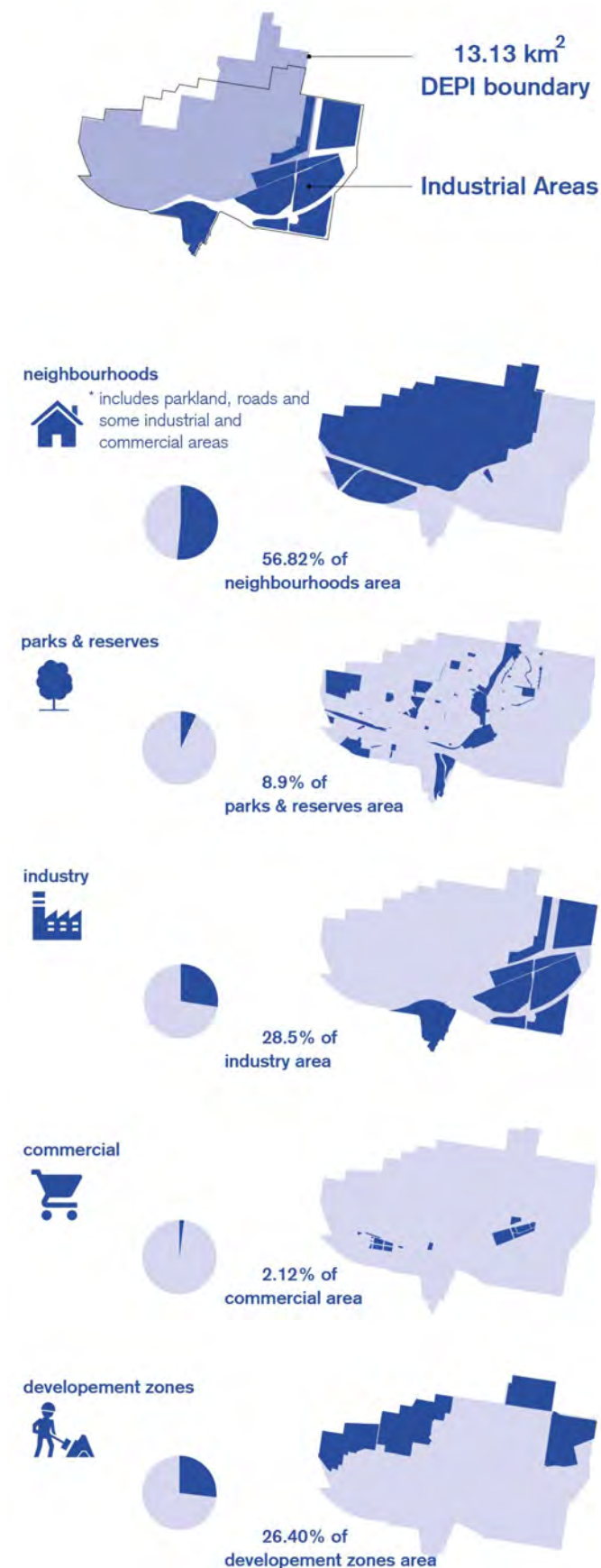
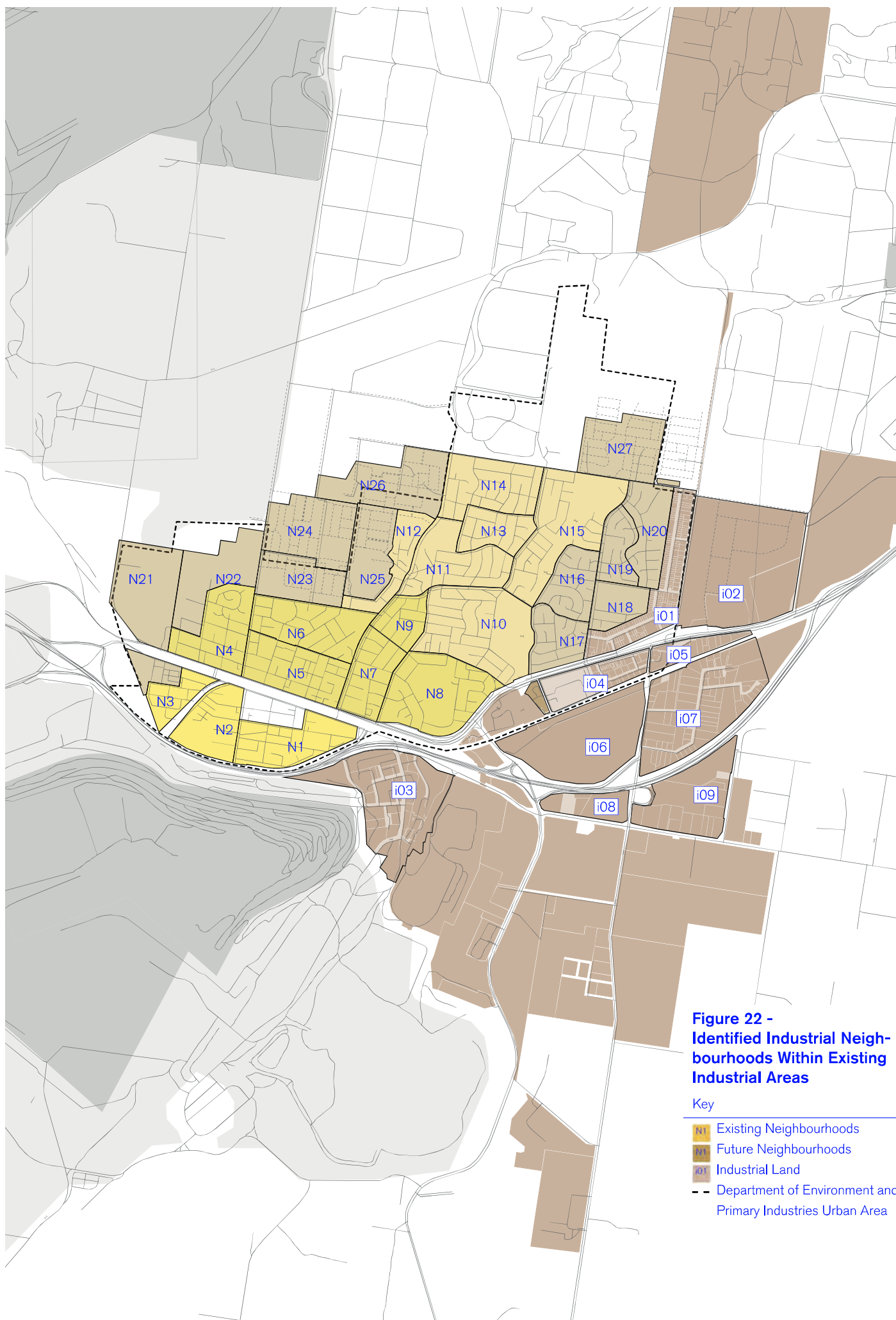


Figure 21 -



**Figure 22 -
Identified Industrial Neighbourhoods Within Existing Industrial Areas**

Key

- N1 Existing Neighbourhoods
- N1 Future Neighbourhoods
- i01 Industrial Land
- Department of Environment and Primary Industries Urban Area

2.1.3 | A LIVEABLE TOWN INDUSTRIAL PRECINCT

Key Objectives

- To develop and promote Morwell as an important centre for offices and industry within the Latrobe Regional Networked city
- To provide for the intensification of activity within existing industrial areas along the north south spine along Tramway and Alexander's Roads, and adjacent the Hazelwood mine at the eastern extension of Commercial Road
- To attract new/enhance existing business operations through development of the Gippsland Logistics Precinct
- To accommodate new larger format industrial activity east of Alexander's Road
- To identify appropriate uses for former mining/power industry land including the Energy Brix site
- To enhance the overall image and identity of Morwell as a productive, environmentally and economically sustainable town through distinctive, healthy and well connected industrial & commercial precincts
- Explore and encourage business start-ups and develop support packages for new small businesses
- Develop tailored development packages for industrial adaptive reuse

KEY RECOMMENDATIONS:

- Develop a "prospectus" of industrial and commercial land within Morwell including positive profile of the diverse precincts, existing businesses, locational advantages and assets of each

ACTIONS:

1. Prospectus for industrial & Commercial Areas State Government Funding To Be Secured.

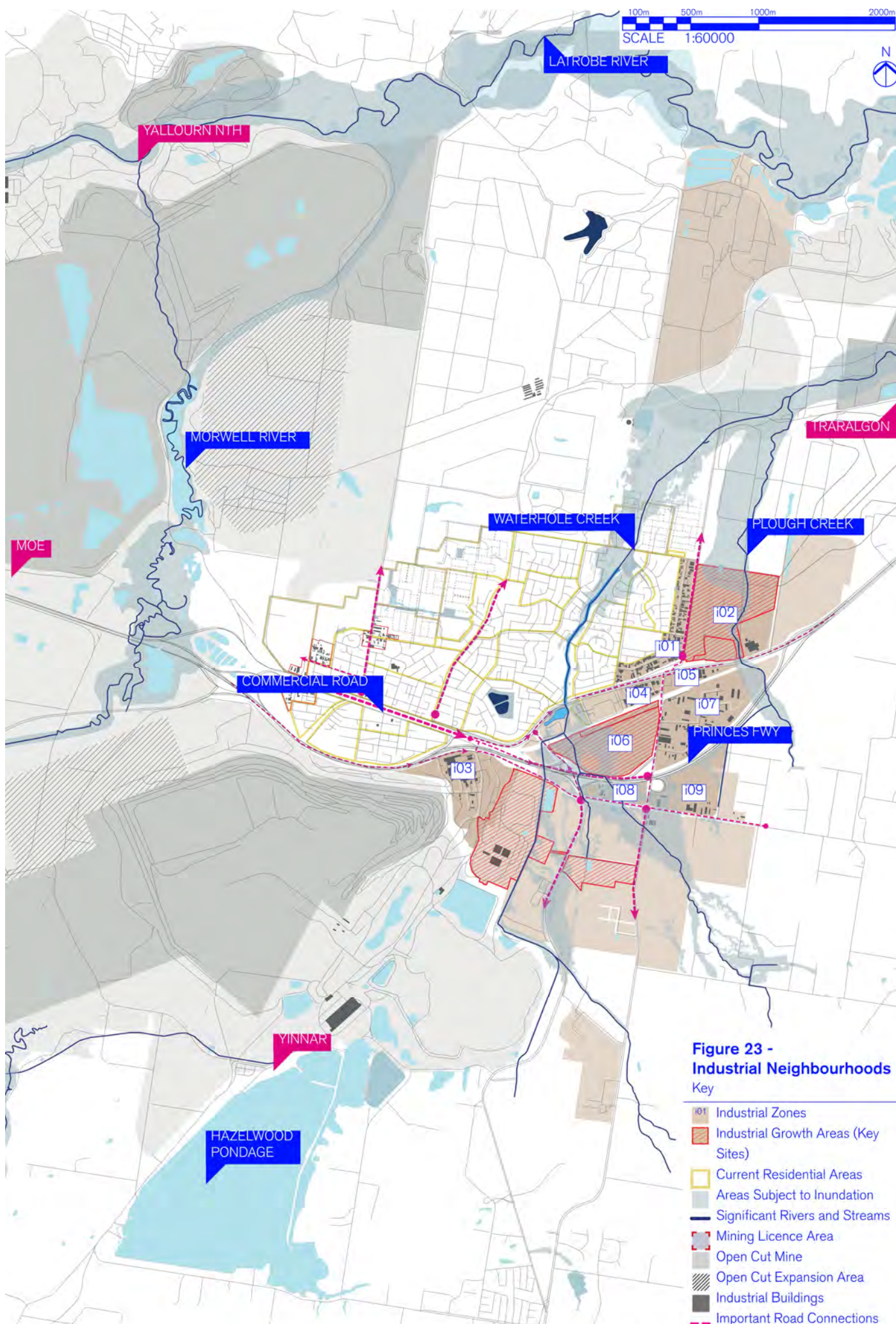
Refer to chapter 4.1 Making it Happen - Project 8.

FUTURE CONSIDERATION:

- Undertake a detailed audit of existing uses/businesses within industrial lands to better understand the dynamics of use with respect to past and future supply and demand
- Develop a public realm framework for streets through industrial areas complementary to residential and activity centre neighbourhoods i.e. street hierarchy and function with respect to infrastructure needs (green, blue)
- Undertake detailed consultation with land/business owners within individual older industrial areas within the west of Morwell to establish a shared longer term vision and plan for their neighbourhoods
- Develop an integrated environmental & land use plan for land associate with current/former farming land and redundant energy industry land to the south of Princes Freeway
- Develop a CLUE (Census of Land Use & Employment) for on-going monitoring, reporting and strategic planning for industrial/ commercial land within the Latrobe Regional Networked City - made available to the public, business community and potential investors in order to make informed decisions
- Develop detailed site design guidelines for properties, and public land along key waterways within the Waterhole creek catchment as an extension/enhancement of the current Waterhole Creek Management Plan

ADDITIONAL MATERIAL

City of Melbourne C.L.U.E (publicly available spatial data)



FUTURE MORWELL

2.0 | OUR TOWN MORWELL

2.2 | ASSETS

2.2.1 | BUILT ASSETS

2.2.2 | LAND ASSETS

2.2.3 | HERITAGE ASSETS

2.2.4 | COMMUNITY FACILITIES & PROGRAMS

2.2.5 | EVENT VENUES

Key Objectives:

- To preserve, enhance and better connect sites within and around Morwell that are valued and offer opportunities to “tell the story of Morwell”
- To identify a range of opportunities to tell this story (stories) in a way that is accessible to the local community and visitors alike
- To enhance and better link recreational precincts, wetlands, rivers, gardens and other nature based assets to tell a story of Morwell which is green, healthy and distinct to complement the “nature based tourism” agenda regional/ state policy focus and national campaigns such as the 2020 vision
- To better link the history of Morwell with the region including through its industrial heritage and explore opportunities for cultural/ industrial tourism to complement the current “nature based tourism” regional/ state policy focus
- To improve and expand the current arts precinct and associated creative activities to tell a rich cultural story of Morwell

EXISTING SITUATION (KEY ISSUES & OPPORTUNITIES):

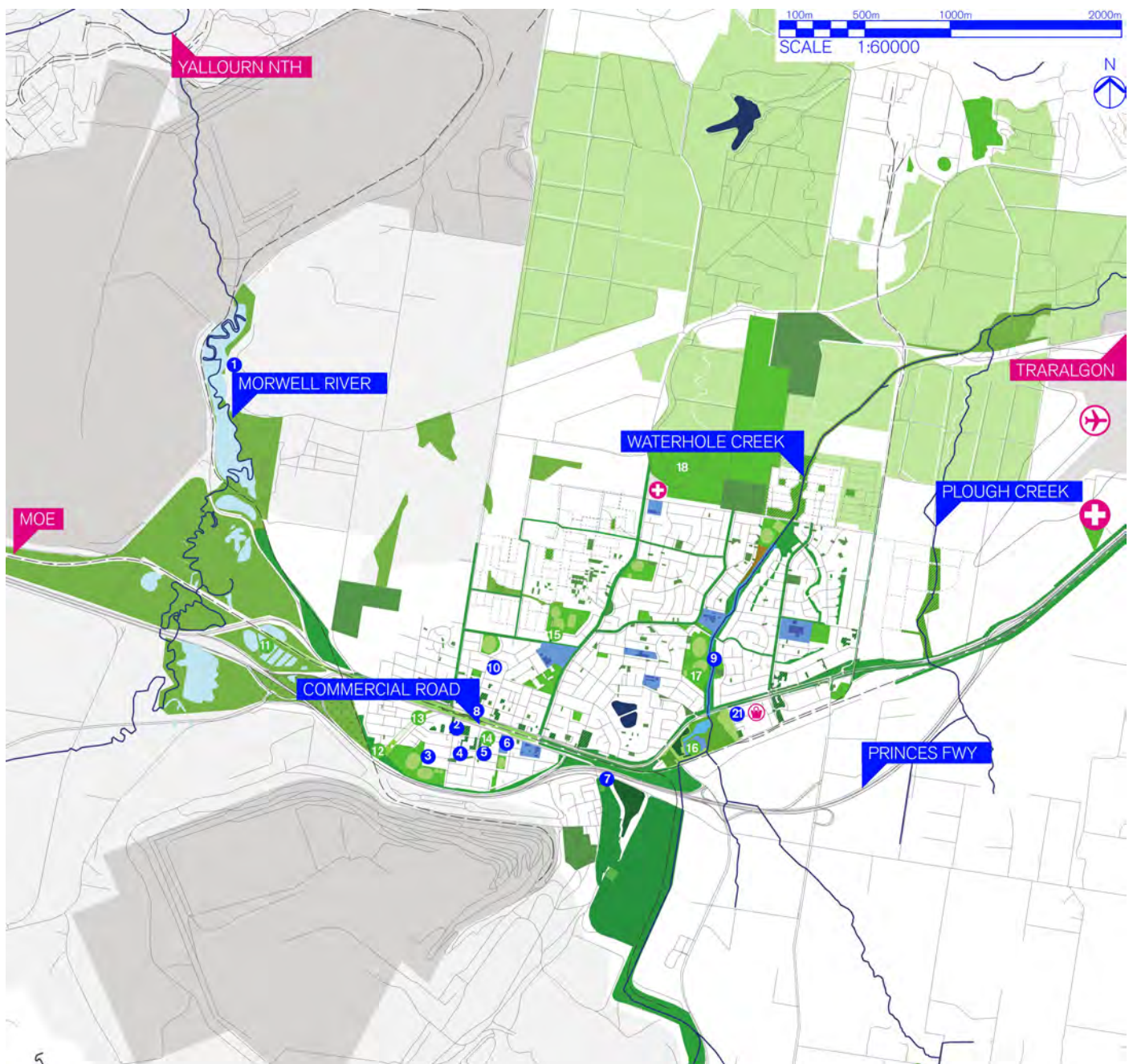
- Compared to other regional towns (e.g. gold rush towns, Warragul) Morwell’s heritage is not immediately apparent in its central shopping street (Commercial Road)
- Morwell’s history and story is inextricably linked to the development of the mining and power sectors and is a story that can be told through collections of artefacts images and social documentary
- Morwell’s Historic Society is an active community organisation with a newly acquired location within central Morwell
- The wetlands, water bodies, creeks and rivers have been identified as being difficult to access or underutilised
- Morwell is the home to a valued historical buildings and gardens throughout the town but remain unknown or difficult to access
- Morwell is home to nine recreational precincts.
- Latrobe Regional Gallery currently contains its collection within its dedicated facility and is often associated to home grown talent

KEY RECOMMENDATIONS:

- Develop an open source database of heritage assets considered of value to the community including built assets, sites of significance, and collections of artefacts / images held locally or at state / national libraries
- Develop an online and publicly accessible virtual Morwell site that consolidates and curates significant historical, visual and artefact material
- Develop a ‘public art’ strategy, which aims to build a trail of commissioned art work throughout the town enhancing connection between disconnected areas and activating underutilised space
- Integrate high speed internet at key public built and open space facilities to enable greater connectivity for residents and profile to the facilities

ACTIONS:

1. Open Source Database
Latrobe City Council to secure State Government Funding.
Refer to chapter 4.1 Making it Happen - Project 7.
2. Virtual Morwell
Latrobe City Council to secure State Government Funding.
Refer to chapter 4.1 Making it Happen - Project 7.
3. Public Art Strategy
Latrobe City Council to secure State Government Funding, \$20,000 (Council Funding Contribution).
Refer to chapter 4.1 Making it Happen - Project 6.
4. Arts & Government Services Precinct Plan
Latrobe City Council to secure State Government Funding, \$25,000.00 (Council Funding Contribution).
Refer to chapter 4.1 Making it Happen - Project 1.
Draws on objectives from 2.1.2 A tourist town and 3.1 Hub A.



01 Heritage Assets

House, 30 Ann St.
 St Mary's Church of England, Chapel St. (former)
 La Mode Factory, 73-83 Church St.
 Railway substation Commercial Rd.
 Colonial Bank of Australasia (former)
 154 Commercial Rd.
 New Buildings, 168-78 Commercial Rd.
 Commonwealth Bank, 200 Commercial Rd.
 Commercial Road Primary School, Commercial Rd.
 Morwell World War I Memorial Cnr, Elgin & Tarwin St.
 Presbyterian Manse (former) 42 Elgin St.
 Our Lady of Dormition Greek Orthodox Church, 44 Elgin St.
 Horse Trough, Hazelwood Rd.
 Morwell Masonic Temple, 12

Hazelwood Rd.
 House and former surgery, 26 Hazelwood Rd.
 House, 28 Hazelwood Rd.
 Speechly & Ingram Organ (St Andrew's Presbyterian Church), 11 James Street.
 The Ascending Christ (St Mary's Church of England), 8 Latrobe Rd.
 Jack Dwyer's House, 620 Maryvale Rd.
 Club Astoria, Maryvale Cres.
 House, 21 Maryvale Cres.
 Washingtonia Palms(off) Princes Dr.
 House, 103 Princes Dr.
 Morwell Post Office, 209 Princes Dr.
 Shops, 8-16 Tarwin St.
 Airlie Bank, 33 The Blvd.
 Oak row, Toner's Ln.
 Canary Island Palm row, Traver's St.
 Latrobe Regional Art Gallery

02 Key Features/Landmarks

- 1 Morwell Bridge
- 2 Morwell Masonic Temple
- 3 Canary Island Palm Avenue
- 4 Our Lady of Dormition Greek Orthodox
- 5 Morwell World War I Memorial
- 6 Commercial Road Primary School
- 7 No 21 Dredger
- 8 Legacy Place - Sir Stanley Savage
- 9 Airlie Bank Homestead
- 10 Edna Walling Gardens

03 LAND ASSETS

- 11 Morwell Wetlands
- 12 Eric Lubcke Yarra Gum Reserve
- 13 Morwell Centenary Rose Garden

Figure 24 - Built and Land Assets

Key

- 14 Morwell Town Common
- 15 Maryvale Recreation Reserve
- 16 Kernot Lake
- 17 Waterhole Creek Park System (Ronald Reserve, Morwell Park, Crinigan South Reserve)
- 18 Crinigan Road Bushland Reserve
- 19 Morwell National Park (Further South)
- 20 Hazelwood Cooling Pondage (Further South)

04 Other Assets

- ✈ Airport
- ⛑ Hospital
- 🎓 Educational Institute
- 🛒 Mid Valley Shopping Centre

FUTURE CONSIDERATION:

- Advocate that rehabilitation plans for mines and power stations have appropriate provisions for the recording, and retention of assets of heritage significance with respect to telling the story of Morwell in the future. Conduct assessment and concept plans for potential future use of mines and power stations
- Develop detailed trail plans which explore the links to and in-between recreational precincts, wetlands, rivers, gardens and other nature based assets to form a 'nature based' trail
- Evaluate recreational precinct design plans to ensure that they consolidate and intensify recreational areas into key town precincts, which are clearly signposted, visible and integrate with other surrounding activities and connected to other precincts
- Deploy a variety of low cost, low maintenance streetscape and open space improvements
- Develop a driving, walking and cycling trail network plan that assists in telling Morwell's historical, current and future story. Capture this trail network as a guidebook available in hard-copy and digital format

EXISTING PLANS & STRATEGIES:

- Mining in Victoria Heritage Study
- Latrobe City Council Heritage Study
- Visit Latrobe City – History of Latrobe City:
 - Old Brown Coal Museum: www.browncoalminemuseum.websyte.com.au
 - Power Drive Route 98 map: www.visitlatrobevalley.com/pages/power-trail/
 - Gippsland Heritage Walk: gippslandimmigrationpark.com.au
 - Morwell Historic Society: www.morwellhistoricalsociety.org.au/
 - Heritage Studies/ Citations relating to Power Stations
 - Latrobe City Council Arts Strategy and Action Plan 2016- 2019 (draft document)

ADDITIONAL MATERIAL(S) :

- Destination Gippsland Strategic Directions
- Case studies – industrial tourism, virtual tourism (virtual Yallourn)
- Case studies – Participation Works, New Economics Foundation

2.2.1 | ASSETS BUILT ASSETS

Key Objectives:

- To identify the extent and use of community facilities across Morwell
- To identify how these facilities can be better connected
- To identify how these facilities can be better shared/managed
- To identify gaps in provision of spaces to meet community needs

EXISTING SITUATION (KEY ISSUES & OPPORTUNITIES):

- Morwell is currently home to more than 15 education facilities ranging from early childhood to tertiary education and community learning programs
- The Morwell Primary Schools Renewal program will see the consolidation of 3 primary schools into a new higher quality facility on McDonald Road in 2016-2017. The future use of redundant schools at Commercial Road, Morwell Primary School on Crinigan Road, and Tobruk Street is yet to be determined
- Federation Training occupies a campus of buildings adjacent Kernot Hall outside of the Morwell activity centre
- Morwell Neighbourhood house occupies an isolated position adjacent DHS housing stock at the north eastern edge of Morwell with poor transport connections
- Public Services and Administration including Latrobe City Council, DHS and the Regional Police form a hub of facilities and activities adjacent the intersection of Hazelwood and Commercial Roads
- A variety of community groups and services operate from facilities generally clustered around Morwell Activity Centre (approx. 80%) with the remainder distributed through eastern Morwell
- Extensive sports facilities serve as a focus for physical activity at edges of Morwell and within open spaces along Waterhole Creek
- There is currently a lack of space for events within the Activity Centre (with the exception of the Regional Art Gallery) with the traditional "community hall" space remaining at the former council administration facilities at Kernot Lake

FUTURE CONSIDERATION:

- Provide for and promote greater use of the town centre for events and community use through temporary use of street space at Commercial Road and Tarwin Streets
- Develop and diversify activities at the Morwell Recreation Precinct as the premier destination for active recreation in Morwell and exploit synergies with the retail centre

EXISTING PLANS & STRATEGIES:

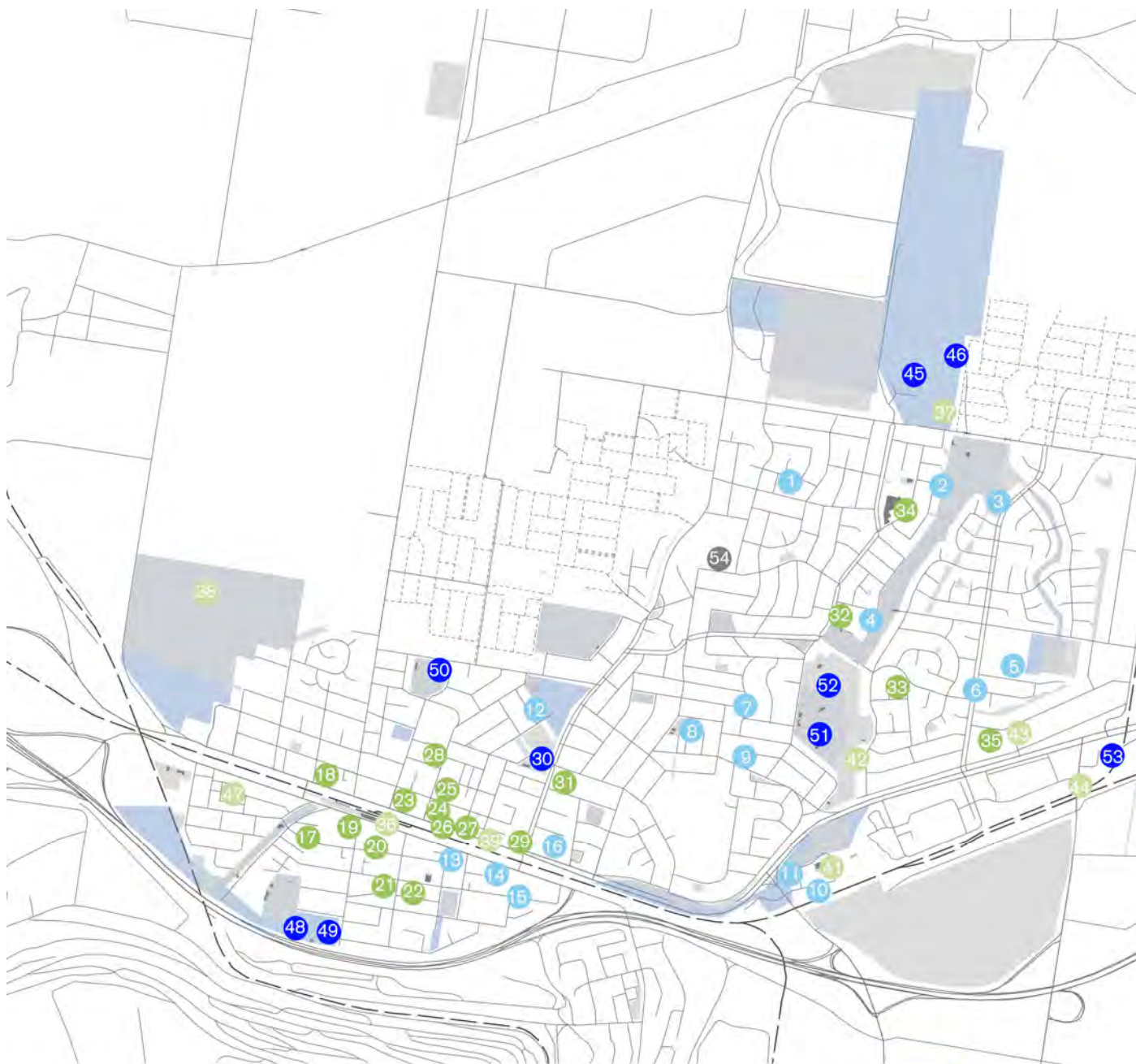
- Morwell Recreation Reserve Master Plan
- Maryvale Reserve Master Plan
- Morwell Open Space Strategy
- Morwell Schools Renewal Master Plan
- Morwell Emergency Services Hub Master Plan
- Latrobe Performing Arts Centre Feasibility/ Options assessment
- Latrobe Arts & Culture Strategy 2016 Draft

ADDITIONAL MATERIAL(S) :

- Latrobe City Council GIS

FUTURE MORWELL – APPENDIX. REFER TO:

- 2.5 ASSETS - SPORTS FACILITIES



**Figure 25 -
Current Built Assets**
Key

Council

- Educational Facilities**
 - 1. Parkland Preschool
 - 2. Morwell Neighbourhood House
 - 3. Elizabeth Wilmot Preschool
 - 7. St Vincent de Paul
- Community Groups**
 - 19. Latrobe Regional Gallery
 - 34. Mitchell House
- Event Venues**
 - 36. Commercial Road
 - 37. Latrobe Sports Stadium
 - 38. Twin City Archers
 - 39. Morwell Skate Park
 - 41. Kernot Hall
- Sports Venues**
 - 30. Latrobe Leisure Morwell
 - 47. Morwell Golf Range
 - 48. Morwell Cricket Club
 - 49. Morwell Bowling Club
 - 50. Morwell Tigers Junior

- Football Club
- 51. Morwell Tennis Club
- 52. Morwell East Football Club

State

- Educational Facilities**
 - 11. Waratah Training Restaurant
 - 12. Woolum Bellum Campus
- Event Venues**
 - 36. Commercial Road
 - 37. Latrobe Sports Stadium
 - 42. Waterhole Creek
- Sports Venues**
 - 45. Latrobe City Stadium
 - 46. Morwell Gold Club
 - 48. Morwell Cricket Club
 - 49. Morwell Bowling Club
- Other**
 - 54. Morwell Water Tower

Other

- Educational Facilities**
 - 4. Morwell Park Primary School
 - 5. Kurnai College
 - 6. Mid Valley Child Care
 - 8. Carinya Early Learning Centre
 - 9. Tobruk Street Primary School
 - 10. Federation Training
 - 13. Commercial Road Primary School
 - 14. Goodstart Early Learning Morwell
 - 15. Sacred Heart Primary School
- Community Groups**
 - 16. Yallourn Association
 - 17. Scope VIC
 - 18. Latrobe Valley Chess Club
 - 20. Gippsland Community Legal Service
 - 21. Morwell RSL
 - 22. BNYM Indigenous Designs
- Event Venues**
 - 23. Morwell Historical Society
 - 24. Salvation Community Welfare
 - 25. Latrobe Community Health Service
 - 26. International Women's Groups Inc.
 - 27. YSAS Latrobe Valley
 - 28. Lifeline Gippsland
 - 29. Productivity in Gardening
 - 30. Girls Guide
 - 31. Morwell Urban Fire Brigade
 - 32. Coal Valley Male Chorus
 - 33. Noah's Ark Inc.
 - 35. Italian Australian Club
- Sports Venues**
 - 40. Morwell RSL
 - 43. Tramway Park Raceway
 - 44. Italian Australian Club
 - 53. Morwell Tram Raceway Park



1. Parklands Preschool



2. Morwell Neighbourhood House



3. Elizabeth Wilmot Preschool



30. Latrobe Leisure Morwell



19. Latrobe Regional Gallery



34 Mitchel House



36. Commercial Road



37. Latrobe Sports Stadium



38. Twin City Archers



39. Morwell Skate Park



41. Kernot Hall



47. Morwell Golf Range



48. Morwell Cricket Club



49. Morwell Bowling Club



50. Morwell Tigers Junior Football Club



51. Morwell Tennis Club



52. Morwell East Football Club



11. Waratah Training Restaurant



12. Woolum Bellum Campus



42. Waterhole Creek



45. Latrobe City Stadium



54. Mid Valley Child Care



13. Commercial Road Primary School



5. Kurnai College



8. Carinya Early Learning Centre



9. Tobruk Street Primary School



14. Goodstart Early Learning



15. Sacred Heart Primary School



10. Federation Training



23. Morwell Historical Society



27. YSAS Latrobe Valley



28. Lifeline Gippsland



31. Morwell Urban Fire Brigade



20. Gippsland Community Legal Service



21. Morwell RSL



22. BNYM Indigenous Designs



32. Coal Valley Male Chorus



35. Italian Australian Club



43. Tramway Park Raceway



54. Morwell Water Tower

Current Built Assets

Public land used/under utilised, redundant industrial, vacant sites, land zoned for use but undeveloped

Key Objectives:

- To ensure all land assets contribute to the overall productivity, and vitality of Morwell
- To facilitate short term low cost activity in suitable locations

EXISTING SITUATION (KEY ISSUES & OPPORTUNITIES):

Publicly owned land:

- Morwell has significant vacant and under utilised public land assets
- Future Development: Supply of residential and industrial land

Land within buffer zones:

- Land subject to State Significance overlays
- Land subject to flooding
- Commercial/ Retail Vacancies are currently high within the context of the local economic cycle

KEY RECOMMENDATIONS:

- Develop and maintain a database of vacant land to better understand patterns of usage, issues & opportunities to inform an activation/ utilisation strategy
- Work with land owners and real estate agents within key hubs/ centres to address barriers to occupation of vacant buildings and sites

ACTIONS:

1. Open Source Database
Latrobe City Council to secure State Government Funding.

Refer to chapter 4.1 Making it Happen - Project 7.

2. GIS Database
Council operations - Geographic Information System (GIS) layer.

Refer to chapter 4.1 Making it Happen - Project 7.

FUTURE CONSIDERATION:

- Facilitate the temporary use of spaces for short term lease/ use through improved permit systems and planning support for community groups, start up businesses, event organisers etc.

EXISTING PLANS & STRATEGIES:

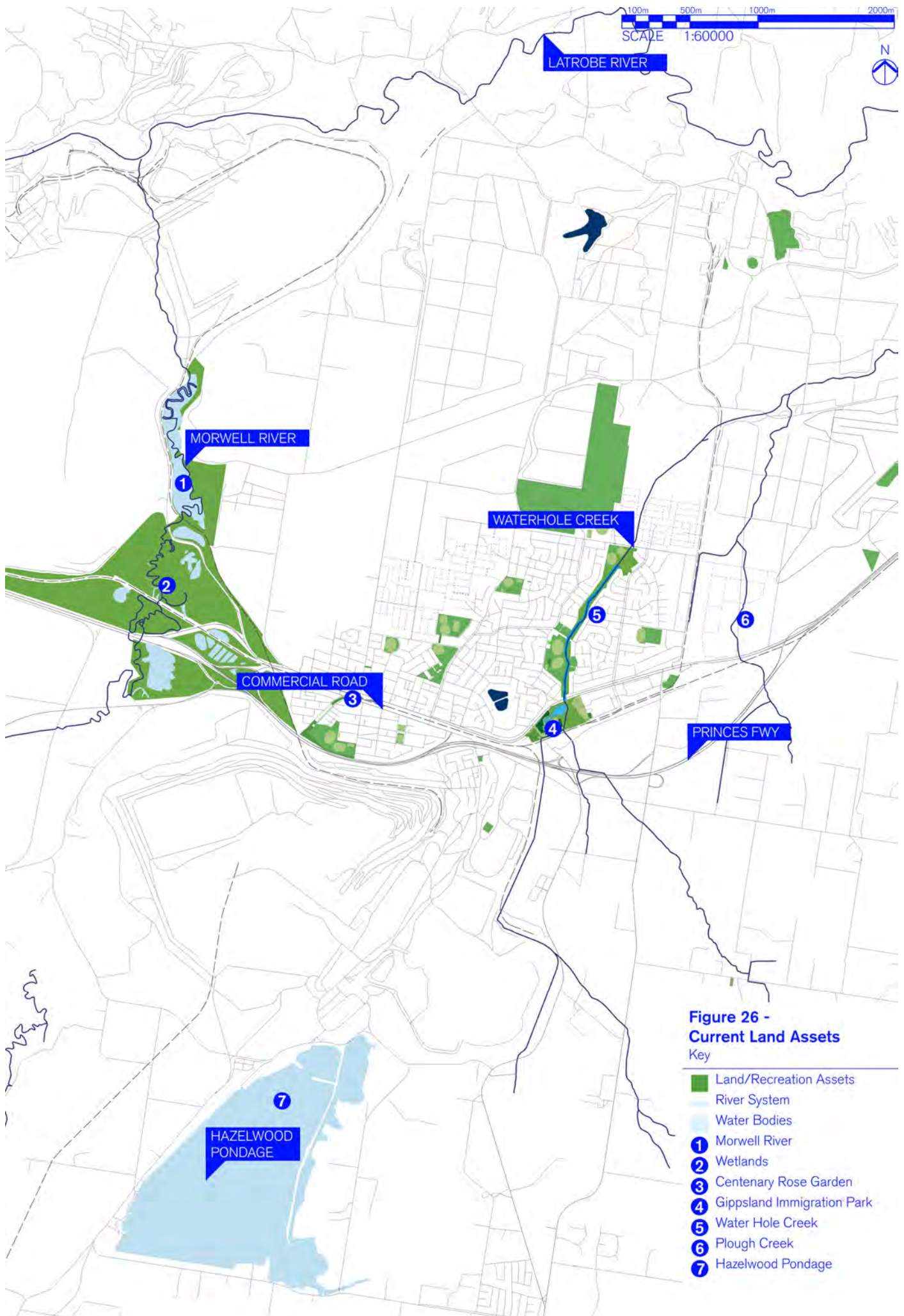
- Vacant Land Audit 2015 OUTF
- Get Sunflowered 2014 – 2016

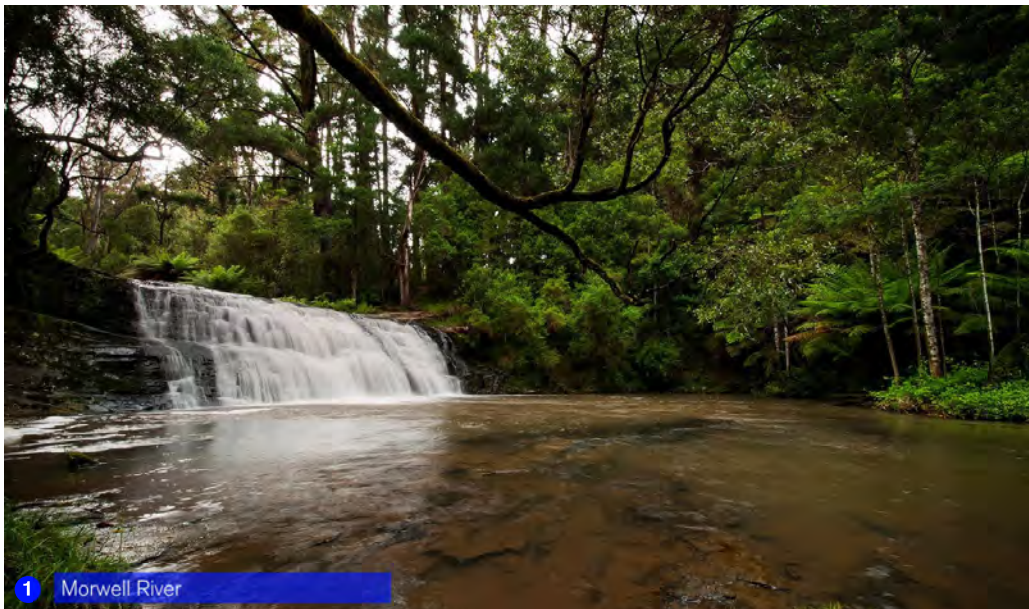
ADDITIONAL MATERIAL(S) :

- Latrobe City Council GIS
- Case Study: Tactical Urbanism, www.tacticalurbanismguide.com/
- Case Study: Compendium for the Civic Economy

FUTURE MORWELL – APPENDIX. REFER TO:

- 2.5 ASSETS - SPORTS FACILITIES
- 2.5 ASSETS - EDUCATION
- 2.5 ASSETS - LAND ASSETS





1 Morwell River



2 Wetlands



3 Centenary Rose Garden



4 Gippsland Immigration Park



5 Water Hole Creek



7 Hazelwood Pondage

Key Objectives:

- To preserve, enhance and better connect sites within and around Morwell that are valued and offer opportunities to “tell the story of Morwell
- To identify a range of opportunities to tell this story(ies) in a way that is accessible to the local community and visitors alike
- To better link the history of Morwell with the region including through its industrial heritage and explore opportunities for cultural/ industrial tourism to complement the current “ nature based tourism” regional/ state policy focus

EXISTING SITUATION (KEY ISSUES & OPPORTUNITIES):

- Compared to other regional towns (e.g. gold rush towns, Warragul) Morwell's heritage is not immediately apparent in its central shopping street (Commercial Road)
- Morwell's history and story is inextricably linked to the developments of the mining and power sectors and is a story that can be told through collections of artefacts images and social documentary
- Morwell's Historic Society is an active community organisation with a newly acquired location within central Morwell
- The once popular Powerworks centre on Ridge Road has recently been handed over to a proactive community group and provides a valuable resource for telling the story of mining in Morwell

FUTURE CONSIDERATION:

- Develop a database of heritage assets considered of value to the community (not necessarily for the purposes of planning scheme inclusion/ amendment) including built assets, sites of significance, collections of artefacts/ images held locally or at state/ national libraries
- Explore potential for driving, walking, cycling trails that can assist in the telling of Morwell's story through interpretation of the Latrobe Thematic Heritage
- Conduct a feasibility study that examines the potential for an expansion of the collection/ stories/ exhibition at the Power Works site.
- Ensure rehabilitation plans for mines and power stations have appropriate provisions for the recording, retention of assets of heritage significance with respect to telling the story of Morwell in the future
- Consider development of a virtual Morwell site as a means of consolidating/ curating significant visual/ artefact material

ADDITIONAL MATERIAL(S) :

- Destination Gippsland Strategic Directions
- Case studies – industrial tourism, virtual tourism (virtual Yallourn)

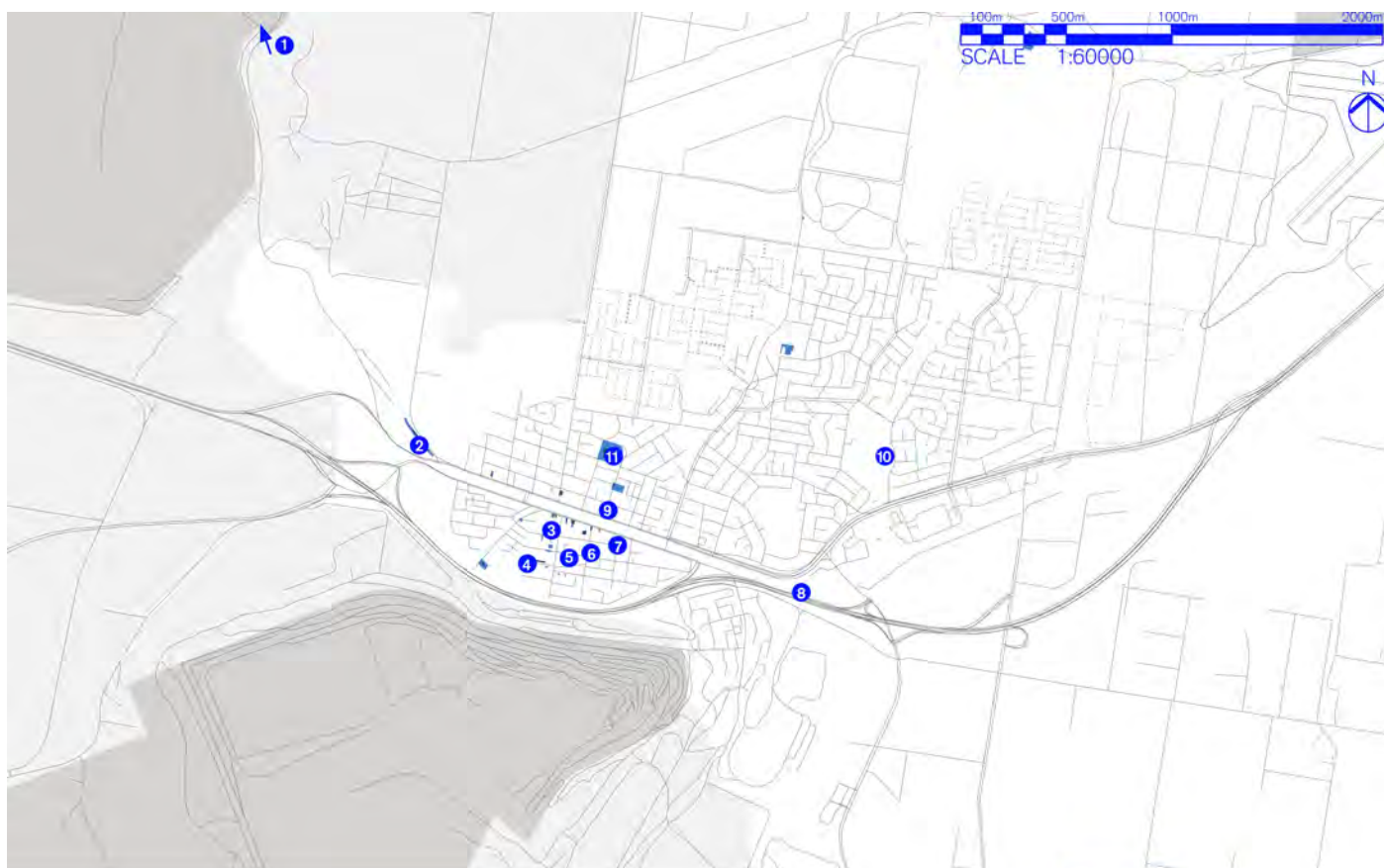
EXISTING PLANS & STRATEGIES:

- Mining in Victoria Heritage Study
- Latrobe City Council Heritage Study: Thematic
- Visit Latrobe City – History of Latrobe City:
 - links to Old Brown Coal Mine Museum
 - Power Drive Route 98 map
- Gippsland Heritage Walk
- Morwell Historic Society
- Heritage Studies/ Citations relating to Power Stations



**Figure 27 -
Heritage
Key**

- | | | | |
|-------------------------------|--------------------------------|------------------------------|---------------------------|
| 1 Morwell Bridge (Historical) | (Travers St) | 7 Commercial Road Primary | Savage |
| 2 Railway Bridge | 5 Our Lady of Dormition Greek | School | 10 Airlie Bank Homestead |
| 3 Morwell Masonic Temple | Orthodox | 8 No 21 Dredger | 11 Edna Walling Gardens |
| 4 Canary Island Palm Avenue | 6 Morwell World War I Memorial | 9 Legacy Place - Sir Stanley | (La Mode Factory Grounds) |



**Figure 28 -
Heritage
Key**

01 Heritage Overlay

House, 30 Ann St.
St Mary's Church of England, Chapel St.
La Mode Factory, 73-83 Church St.
Railway substation Commercial Rd.
Colonial Bank of Australasia (former)
154 Commercial Rd.
New Buildings, 168-78 Commercial Rd.
Commonwealth Bank, 200 Commercial Rd.
Commercial Road Primary School,
Commercial Rd.
Morwell World War I Memorial
Cnr. Elgin & Tarwin St.
Presbyterian Manse (former) 42 Elgin St.

Our Lady of Dormition Greek Orthodox
Church, 44 Elgin St.

Horse Trough, Hazelwood Rd.
Morwell Masonic Temple, 12 Hazelwood Rd.
House and former surgery, 26 Hazelwood Rd.
House, 28 Hazelwood Rd.
Speechly & Ingram Organ (St Andrew's Presbyterian Church), 11 James Street.
The Ascending Christ (St Mary's Church of England), 8 Latrobe Rd.
Jack Dwyer's House, 620 Maryvale Rd. Club Astoria, Maryvale Cres.
House, 21 Maryvale Cres.
Washingtonia Palms(off) Princes Dr.
House, 103 Princes Dr.
Morwell Post Office, 209 Princes Dr.
Shops, 8-16 Tarwin St.
Airlie Bank, 33 The Blvd.
Oak row, Toner's Ln.

Canary Island Palm row, Traver's St.

02 Key Features/ Landmarks

- 1 Morwell Bridge (Historical)
- 2 Railway Bridge
- 3 Morwell Masonic Temple
- 4 Canary Island Palm Avenue (Travers St)
- 5 Our Lady of Dormition Greek

Orthodox

- 6 Morwell World War I Memorial
- 7 Commercial Road Primary School
- 8 No 21 Dredger
- 9 Legacy Place - Sir Stanley Savage
- 10 Airlie Bank Homestead
- 11 Edna Walling Gardens (La Mode Factory Grounds)



2 Railway Bridge



3 Morwell Masonic Lodge



4 Canary Island Palm Row, Travers Street



6 Morwell World War I Memorial



5 Our Lady of Dormition Greek Orthodox



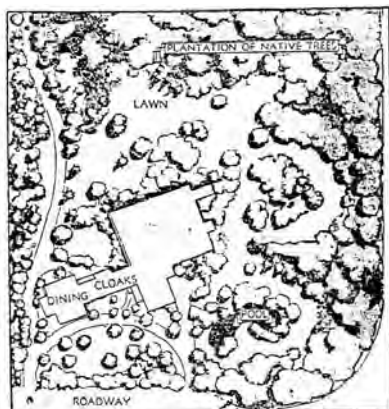
7 Commercial Road Primary School



8 No. 21 Dredger



9 Legacy Place



11 Edna Walling Gardens



10 Airie Bank Homestead



Sporting Clubs

Boola Valley Field Archers
 Ex-Students Cricket Club
 Fortuna 60 Soccer Club
 Gippsland Gladiators Gridiron Club
 Gippsland Knights Football Club
 Gippsland Power Football Club
 Gippsland Soccer Club
 Gippsland Soccer Club Referees Group
 Gippsland Soccer League
 Gippsland Tigers Superules
 Latrobe City Cycling Club
 Latrobe Cricket Club
 Latrobe Valley 4WD Club Inc
 Latrobe Valley Baseball Association
 Latrobe Valley Naturalists
 Latrobe Valley Scuba Club
 Latrobe Valley Umpires (Aussie Rules) Association
 Latrobe Valley Volleyball Inc.
 Latrobe Valley Yacht Club
 Mid Gippsland Football League
 Morwell Academy of Gymnastics
 Morwell Badminton Club
 Morwell Basketball Association
 Morwell Bowling Club
 Morwell Club Billiards/Snooker Club
 Morwell Club Bowling Club
 Morwell Club Bowls Club
 Morwell Club Fishing Club
 Morwell Club Golf Club
 Morwell Cougars Baseball Club
 Morwell Cricket Club
 Morwell Croquet Club Inc
 Morwell East Football Netball Club
 Morwell East Tennis Club

Morwell Field & Game
 Morwell Football Netball Club
 Morwell Golf Club
 Morwell Gun Club
 Morwell Horse & Pony Club
 Morwell Netball Association
 Morwell Pegasus Soccer Club
 Morwell RSL & Citizens Youth Club Junior Football Club
 Morwell Swimming Club
 Morwell Tennis Club
 Morwell Tigers Junior Football Club
 St. Vincent's Cricket Club
 The Taiji Centre
 Twin City Archers Gippsland

Arts & Culture

Coal Valley Male Chorus
 Morwell Historical Society
 Morwell Caledonian Pipe Band
 Latrobe Valley Community Choir
 Senior Citizens of Greek Orthodox Community of Gippsland

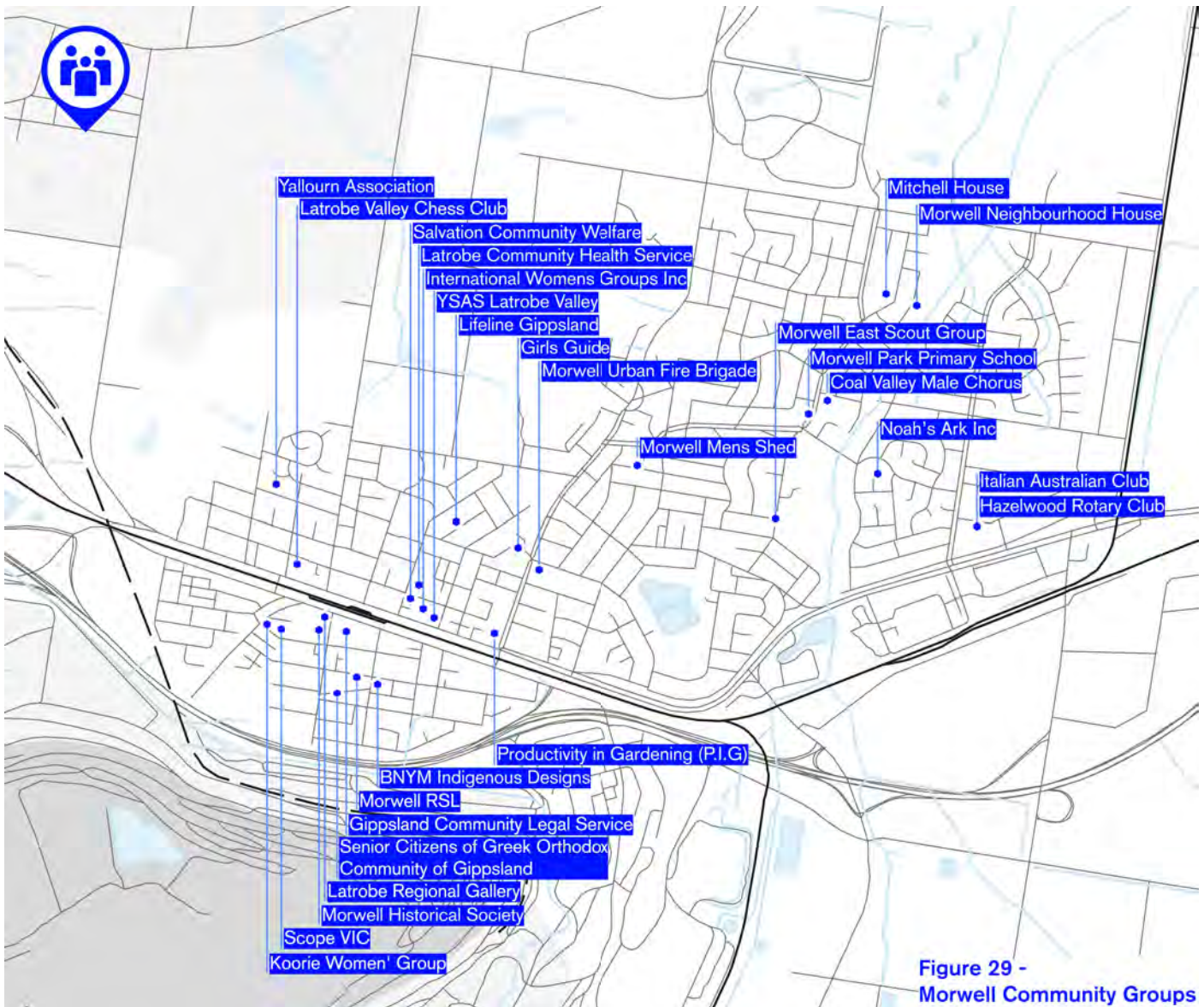
Children

Morwell Girl Guides
 Morwell East Scout Group
 Bridle Road Playgroup
 Morwell Park Primary School
 Morwell Primary School Playgroup

Environment

Morwell Centenary Rose Garden Advisory Committee
 Crinigan Bushland Reserve Committee of Management
 P.I.G. Productivity in Gippsland
 Latrobe Valley Sustainability Group

* the list is indicative of some specific community programs run in Morwell



**Figure 29 -
Morwell Community Groups**

Friends of Morwell National Park
Morwell River Neighbourhood Environment Improvement Plan Committee

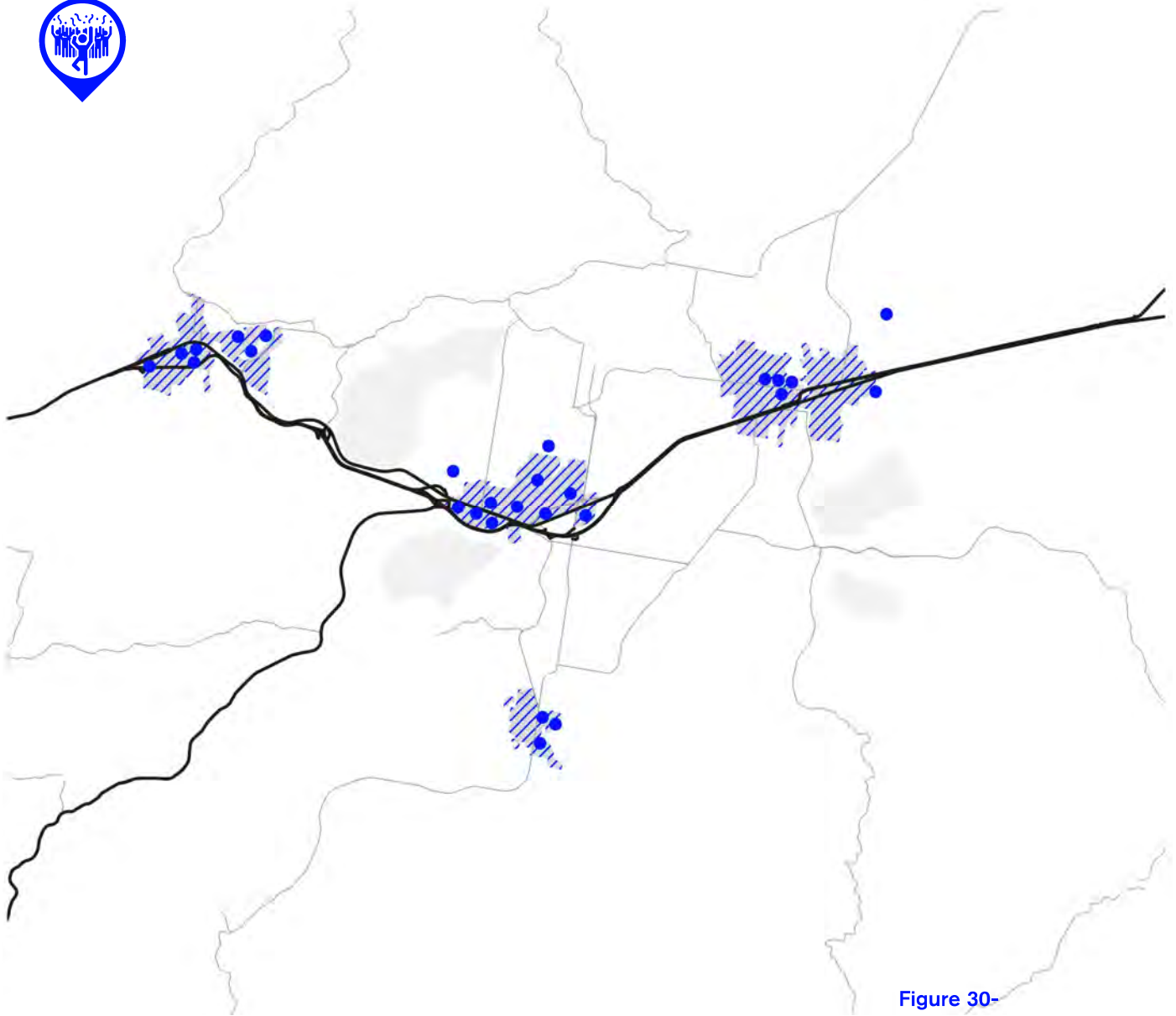
Other

International Womens Group Inc.
Senior Citizens of Greek Orthodox Community of Gippsland
Latrobe Valley Chess Club
Mitchell House Ladies Auxillary
Morwell Lapidary Club Inc
Morwell Mens Shed
Advance Morwell
Rotary Club of Morwell
Morwell Lions Club
Gippsland Obedience Dog Club Inc.
Morwell Horse and Pony Club
German Club Astoria Morwell
Deadly Migais - Koorie Women' Group
Latrobe Valley Self Help Arthritis Group
Budjeri Napan - Latrobe Valley Koorie Sports Committee
Morwell Neighbourhood House
Latrobe Valley Support Network
Latrobe Valley U3A Inc
Morwell Returned and Services League

Hazelwood Rotary Club
Scope VIC
Morwell Urban Fire Brigade
Gippsland Community Legal Service
Latrobe Community Health Service
Noah's Ark Inc
Salvation Community Welfare
Lifeline Gippsland
Gippsland Multicultural Services

Churches

Morwell Presbyterian Church
Eternity Church
Morwell Family Church
Christian Community Church Morwell
Enjoy Church
Morwell Church of the Nazarene
Uniting Church Morwell
Greek Orthodox Church
Morwell Catholic Parish
Latrobe Regional Church of Christ
St. Mary's Anglican Church
The Salvation Army Community and Worship Centre



**Figure 30-
Latrobe Valley Event
Venues**

Event Venues - Morwell

Twin Archers
Ellen Street
Commercial Road
Morwell RSL
Morwell Skate Park
Waterhole Creek
Kernot Hall
Italian Australian Club
Tramway Park
Latrobe City Sports
Stadium (Soccer Ground)
Latrobe Leisure Morwell

Event Venues - Traralgon

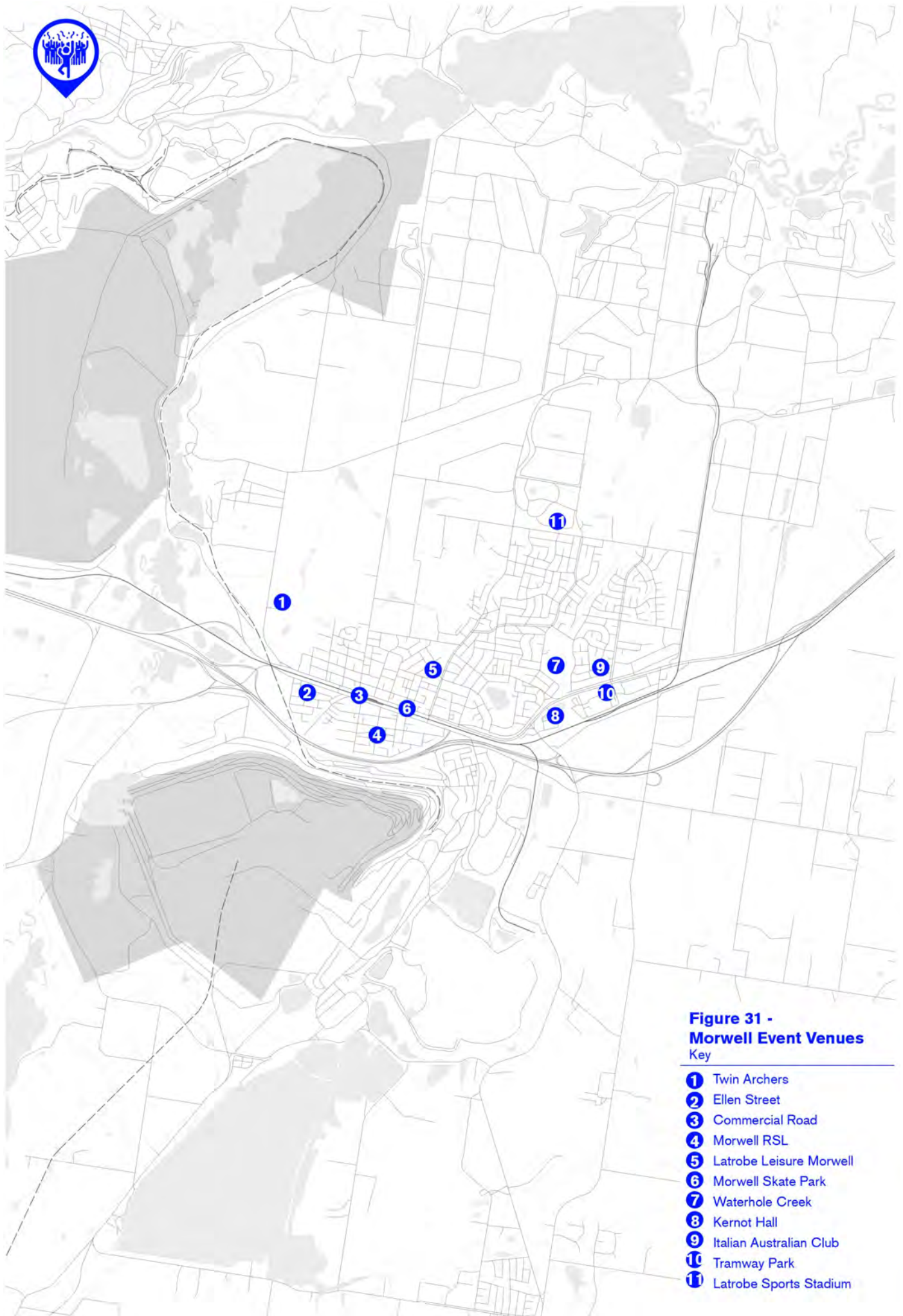
Latrobe Performing Arts
Traralgon Vineyard
Premiere Function Centre
Traralgon Outdoor Pool
Traralgon Service Centre
and Library
Traralgon Greyhound
Racing Club Inc.

Event Venues - Moe and Newborough

Moe Outdoor Pool
Moe P.L.A.C.E
Moe Senior Citizen
Centre
Old Gipps town -
Gippsland's Heritage
Park
Latrobe Leisure Moe
Newborough
Moe Yallourn Rail Trail
Newborough Senior
Citizen Centre

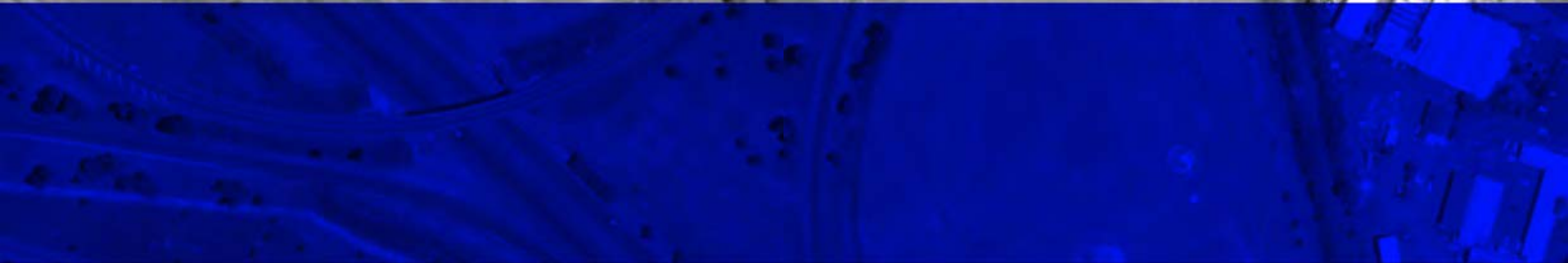
Event Venues - Churchill

Churchill Hub
Churchill Service Centre
& Library
Latrobe Leisure Churchill
Federation University
Australia - Gippsland
Campus



**Figure 31 -
Morwell Event Venues**
Key

- 1 Twin Archers
- 2 Ellen Street
- 3 Commercial Road
- 4 Morwell RSL
- 5 Latrobe Leisure Morwell
- 6 Morwell Skate Park
- 7 Waterhole Creek
- 8 Kernot Hall
- 9 Italian Australian Club
- 10 Tramway Park
- 11 Latrobe Sports Stadium





3.0 REVITALISATION PLAN: PART 02: MY TOWN NEIGHBOURHOODS & COMMUNITIES

FUTURE MORWELL

3.0 | MY TOWN

3.1 | HUBS

Morwell's Hubs are planned as activity centres of specific types, functions, and amenities around which the town revolves. They are the focus of a variety of large scale programs, clustered resources, and activities that operate across a range of different time schedules.

*Activity centres should be the focal points of the local community they service and can be essential components of an area's local identity. They should be the places where local services are concentrated and at which public transport interchange occurs. Their design and appearance should emphasise public and civic values.**

The term 'Hub' is strategically utilised in this document to describe these focal points in a manner that considers them as more than autonomous 'centres', and redefines them to operate as a network of nodes connected and contributing to the social and physical fabric of Morwell.

This document identifies and defines a range of key Hubs for Morwell that are to contribute to re-branding and re-defining the operation of significant town assets, and create a useful and generative relationship of difference. In this manner each Hub is encouraged to adopt and grow its own defined identity in order to develop its own capacity through its unique qualities, and simultaneously remove the possibility of competition between Hubs in the town. Each Hub is active during different spans of time in the day, week, month, season, and year, periodically activated in response to the key activities they support. For example, activities centred on education and training Hubs during the week days will shift to the recreation Hubs which are generally most active after hours and on weekends. Each shift of activity over time is potentially drawn through the Local Village commercial Hub which itself is supported to be continuously active. Identifying where and when Hubs are active is significant to their management, maintenance, resource allocation, and scheduling so that each Hub can most effectively be enabled to support others, for example a significant event accommodated by one of the recreational Hubs would be supported by the retail and entertainment activities of the Local Village commercial Hub.

The Hubs are vibrant centres, they 'are areas that encourage development to foster more sustainable and vibrant communities'*** and act as key destinations for local residents, and tourists visiting or planning to visit Morwell.

This strategy is also a means to activate redundant assets, engage with existing planned future

developments + policy, and connect the community in a range of ways across the town. It is a means by which resources might be effectively distributed and managed throughout a scheduled integrated town wide and community wide calendar, and a mechanism by which facilities, businesses, and clubs that are struggling to operate autonomously might be affectively supported. *A key to developing vibrant and attractive centres is providing a strong identity that builds on existing local character.**

The Hubs are to provide mixed-use activities that are;

- Accessible by neighbourhood walking and cycling networks
- Served by public transport that is connected to the regional public transport network
- Located at public transport interchange points for the convenience of passengers and easy connections between public transport services
- Located on arterial roads or connector streets
- Of appropriate size to accommodate a mix of uses that meet local community needs
- Oriented to support active street frontages, support street-based community interaction and pedestrian safety.***

Morwell's Hubs are:

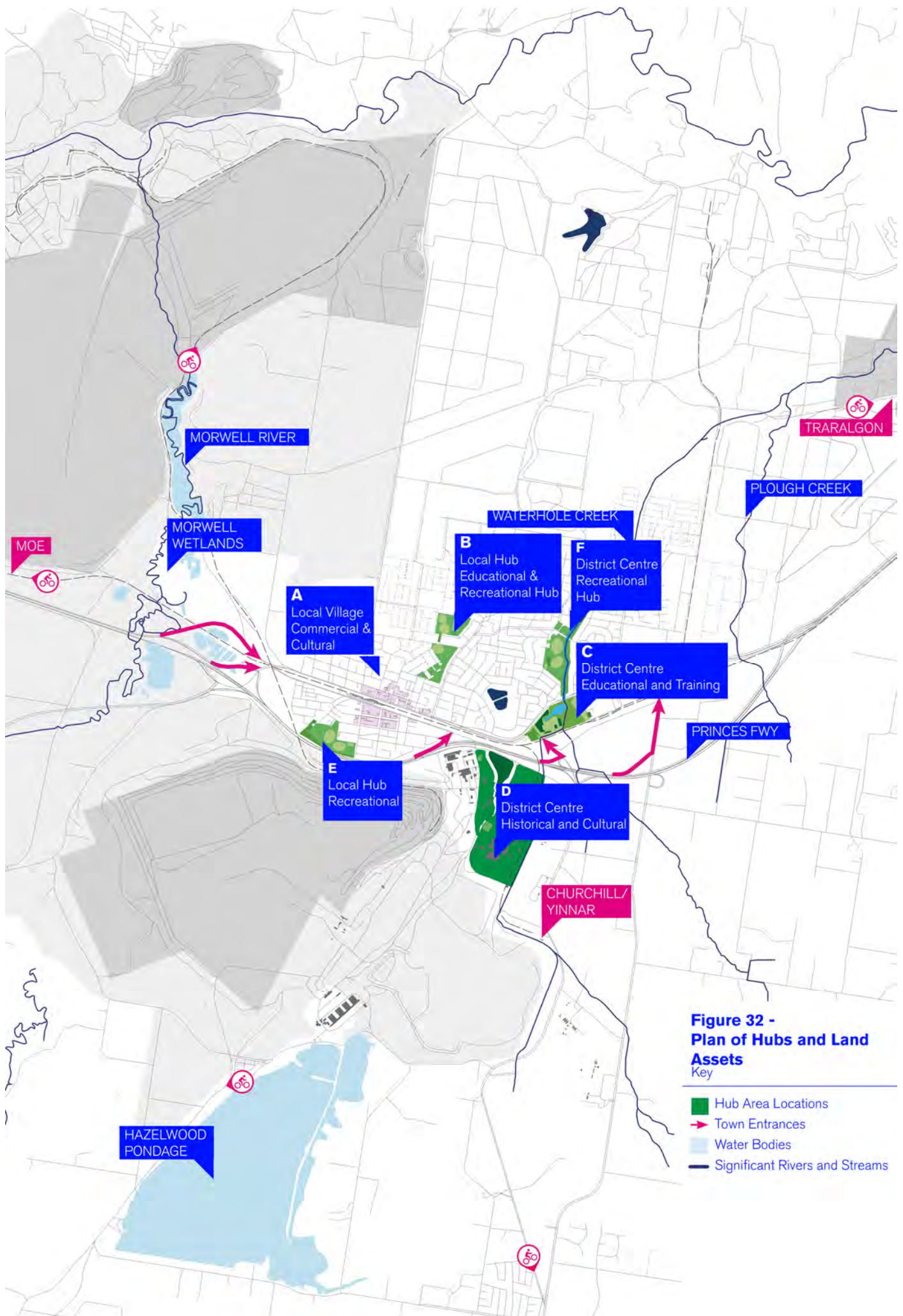
- Hub A **LOCAL VILLAGE**
Commercial and Cultural
- Hub B **LOCAL HUB**
Educational & Recreational Hub
- Hub C **DISTRICT CENTRE**
Educational and Training
- Hub D **DISTRICT CENTRE**
Historical and Cultural
- Hub E **LOCAL HUB**
Recreational Hub
- Hub F **DISTRICT CENTRE**
Recreational Hub

ADDITIONAL MATERIAL

* Activity Centre Design Guidelines, the State of Victoria Department of Sustainability and Environment 2004

** Victoria State Government, Department of Environment, Land, Water + Planning

***Liveable and Sustainable Communities, Particular Provisions-Clause 56.03



EXISTING AND PRECEDENT IMAGES

A Local Village
Commercial and Cultural



B Local Hub
Educational Hub



C District Centre
Events and Training



D District Centre
Historical and Cultural



E Local Hub
Recreational



F District Centre
Recreational



THE VILLAGE HUB

Associated Neighbourhood(s) :
N01, N02, N03, N04 & N05



Morwell's Village Hub is a commercial activity centre devoted to trade in the form of cafés, restaurants, boutiques, offices, and shops, as well as service-based businesses such as real estate agencies, banks, health services, legal services, and personal services.

The design of the Morwell Circuit aspires to support commerce and business development through improvements to cycling infrastructure, walkability and connections to public transport through provision for pedestrian comfort and inclusion.

HUB PROFILE

Land Area :
0.4 km²

Indicative Use :
High

Hierarchy Classification :
Regional

Primary Function :
Retail, Commercial, Village Hub

KEY ASSET(S) / FACILITY(IES) :

Commercial Streets :

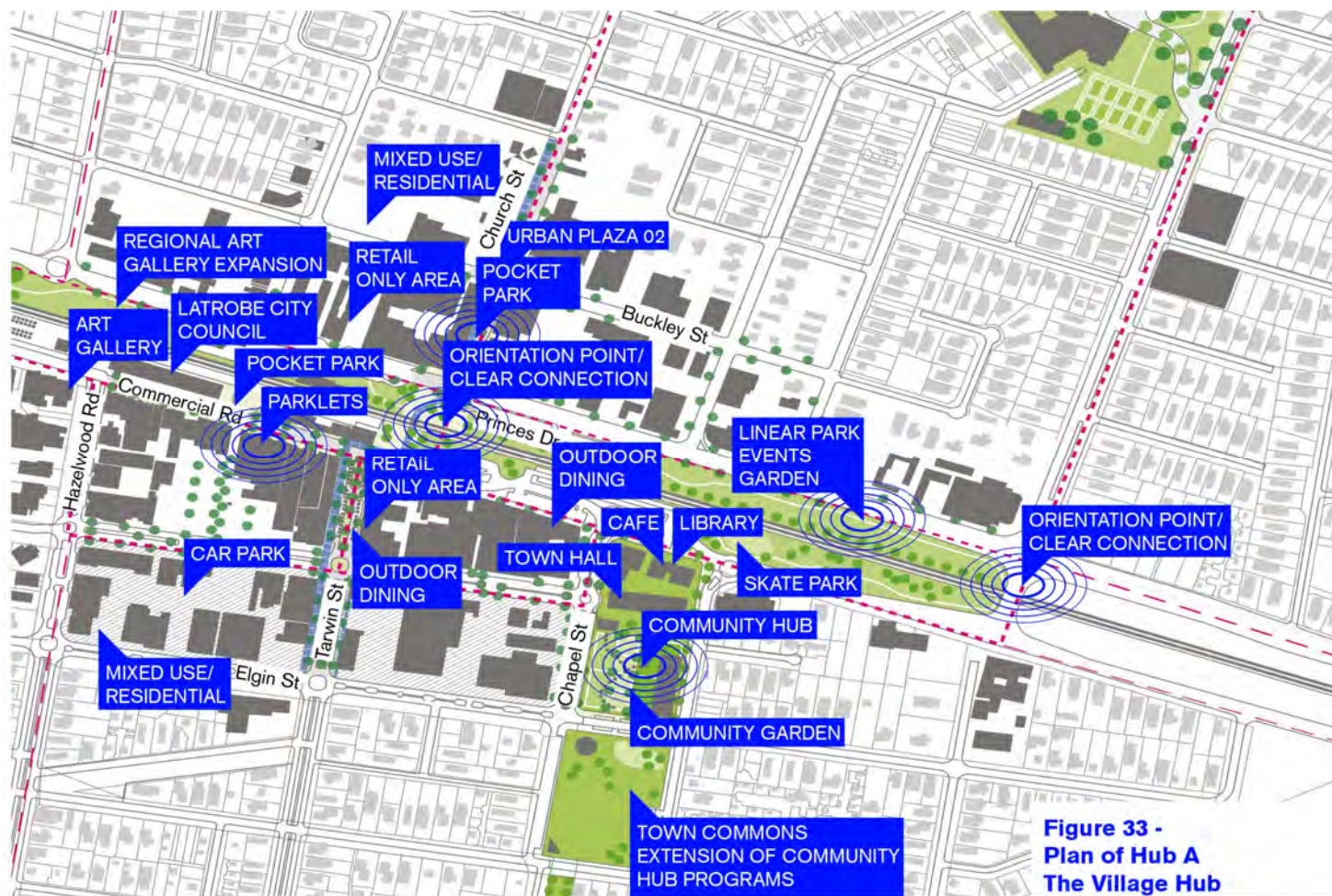
- Commercial Road
- Princes Drive
- Tarwin Street
- Church Street
- George Street
- Hazelwood Road
- Chapel Street
- Elgin Street
- Buckley Street

Heritage Sites :

- Morwell Masonic Temple
- Our Lady of Dormition Greek Orthodox
- Morwell World War I Memorial

Community Groups :

- Gippsland Community Legal Service
- Morwell Historical Society
- Salvation Community Welfare
- Latrobe Community Health Service
- International Women's Groups Inc
- YSAS Latrobe Valley



**Figure 33 -
Plan of Hub A
The Village Hub**

In so doing the Village Hub also becomes more connected to its surrounding neighbourhoods. These improvements have been demonstrated to increase visitation and the economic benefit to activity centres in many cases. Street tree planting will work with, and encourage opportunities for walking, cycling and other modes of transport.

In this manner the proposal strives to create a safe and sustainable streetscape that increases accessibility and walkability, supported by a healthy urban tree population that enhances the community's daily experience while ensuring environmental, economic and social sustainability into the future.

EXISTING PLANS & STRATEGIES:

VICTORIA'S TOURISM STRATEGY 2014-24, JULY 2014, TOURISM VICTORIA

- The purpose of Victoria's Trails Strategy 2014-2024 is to provide a whole-of-government approach and clear vision regarding the planning, management and promotion of trails in Victoria.
- <https://www.tourism.vic.gov.au/component/edocman/?view=document&task=document.download&id=748>

TRACKS, TRAIL AND PATHS DRAFT STRATEGY, 2015, LATROBE CITY COUNCIL

- The strategy is designed to encourage more walking and cycling in Latrobe City to reach a target of two kilometres or 30 minutes a day.
- http://www.latrobe.vic.gov.au/files/13b0030a-4b51-4161-b75c-a4a7011d040f/150331_Strategy_for_Consultation_Version_3.pdf

FUTURE MORWELL – APPENDIX. REFER TO:

- 3.1 COMMUNITY HUB - COMMUNITY ORIENTED RENEWAL



Commercial Road - Circuit Stage 1

Key Objectives:

- The Morwell Circuit aspires to create a positive change in the physical spaces of the town's centre in order to shift its identity, inspire diverse ways in which people might actively occupy and use these spaces, and contribute to a healthy community
- The circuit intends to renew and connect existing infrastructure and assets in the town's built environment and contribute to its development as Morwell's Village Hub
- Streetscapes help define a community's activities, appearance, identity and transport conditions. Improved streetscapes offer a range of benefits including potential economic growth, increased habitat within the urban core, spaces for passive and active recreation, places for residents to interact with neighbours and increased civic pride
- Memorable sidewalks and streets that are orientated toward the pedestrian experience characterise excellence in streetscape design. Each part of the space is important to its success; these may include gathering spaces, public art, street furniture, landscape planting, lighting, benches, tables, chairs, bins, bicycle racks, drinking fountains, and other amenities
- The Morwell Garden festival aspires to generate Morwell as a premier garden destination and be a catalyst for beautification, education, tourism, promotion, community-building, healthy living, sustainability, and civic pride

EXISTING SITUATION (KEY ISSUES & OPPORTUNITIES):

- Car dominated streetscape
- Harsh landscape + lack of vegetation
- Minimal amenity
- No discerning qualities contributing to identity of place
- Gathering spaces to attract people
- Potential to create spaces and a schedule to celebrate + activate the town.
- Potential to connect to Centenary Rose Garden

WHAT WE HAVE HEARD:

- Morwell needs a physical 'heart' to the town
- Rebranding of centre into a eco village (use of solar panels etc)
- Improve signage and physical improvements
- More shops to support 'village' atmosphere
- Rebranding of town centre with the use of solar power
- Relocation of Sunday market to town centre
- Develop indoor market
- Upgrade street facade
- Activating the spotlight building
- Reduced /subsidised rent
- Interest free loans for retrofitting
- Improved visual and physical connections between Tarwin Street and Church Street
- More street trees and greenery/gardens
- Focus on Tarwin, Commercial and Church Streets
- Focus on seating and comfort
- Improved destination facilities for cyclists in centre (parking etc)
- Improved disability access within centre
- Pedestrian only road in town centre
- More lighting
- Improvements to key buildings (Anglicare, Latrobe City Council building, regional gallery)
- A Street that is home to events and activities
- A more centrally located neighbourhood house
- Public art could enhance
- More colour along Commercial road
- More crossing points
- More seating/gathering spaces
- Activation of current and projected empty buildings (eg primary school buildings due to combined school)



Commercial Road with Parklets, No Event



Commercial Road Garden Event

KEY RECOMMENDATIONS:

- To develop a circuit that acts as an framework for other activities, infrastructure and actions to stem from, and contributes to the health and safety of the area
- To clearly define the Latrobe Regional Gallery and Government services precinct as a bookend Commercial Road west
- Develop a curated events and activities calendar to activate the Village Hub, and celebrate place + community, supported by the circuit and piazza

ACTIONS:

1. Circuit Stage 01 A + B

Refer to chapter 4.1 Making it Happen - Project 6

2. Arts & Government Services Precinct Plan

Latrobe City Council to secure State Government Funding. \$25,000.00 Council Funding Contribution

Refer to chapter 4.1 Making it Happen - Project 1. Draws on objectives from 2.1.2 A tourist town and 2.2 Assets.

3. Open Air Dining Permit Waiver

Refer to chapter 4.1 Making it Happen - Project 9.

4. Street Design Tool kit

Latrobe City Council to secure State Government Funding.

Refer to chapter 4.1 Making it Happen - Project 9.

FUTURE CONSIDERATION:

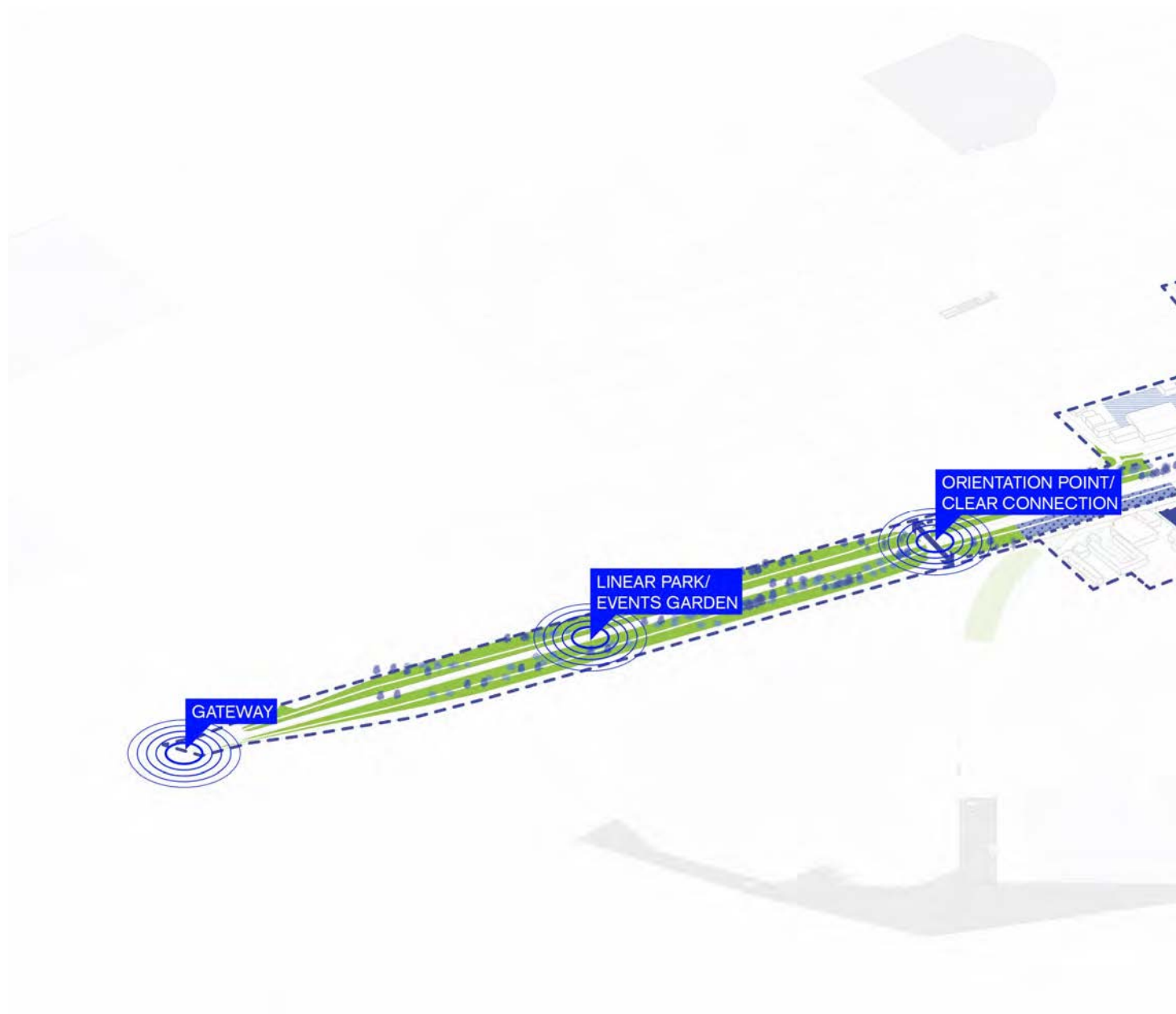
- To conduct a feasibility study on the relocation and renewal of the Sunday market in the town centre. Investigate ways to consult with private owners about bringing Sunday Market into town centre
- Consolidate and direct retail, commercial and social enterprises to the following areas:
 - Commercial Road (between Chapel Street and Hazelwood Road)
 - Tarwin Street (between George Street and Commercial Road)
 - Church Street (between Princes Drive and Buckley Street)
- Develop concept plans for a town square located at the corner of Tarwin Street and Commercial Road supporting the idea of an identifiable heart to the Village Hub
- To develop a circuit around the Village Hub that prioritises the bicycle and pedestrian network, and provides safe inclusive access for all during the day and evening
- To develop a clear entrance and navigation through the town

FUTURE MORWELL – APPENDIX.

REFER TO:

- 3.2 FACADE STRATEGY - HUB A
- 3.3 PARKLETS - STREET STRATEGY

HUB A, COMMERCIAL AND CULTURAL LOCAL VILLAGE PROGRAM AND SPATIAL INTENT



LINEAR PARK/EVENT GARDEN

A long park that travels along the rail corridor connecting North and South. Appropriation of existing disused green buffers as Multiprogram spaces to aid in town connectivity and urban activation.

ORIENTATION POINTS

Clear signage indicating to pedestrian and car traffic the location of significant town event spaces, gardens and recreation spaces.

CLEAR CONNECTIONS

Strengthening of connection

between Tarwin Street and Church Street through signage, parks and circuit connection.

ART GALLERY

Expansion of art gallery events into surrounding town spaces. To allow for visibility of events and expansion to reach a wider audience.

MARKET PLACE

Existing City Council car park to be used for temporary events such as a Market.

CAR PARK/ SPACES FOR EVENT EXPANSION

Re appropriation of existing car park as shared space to aid in town connectivity and urban activation.

Developing a plan that relates to the pocket spaces. Taking the form of outdoor murals, sculptures and interactive pieces.

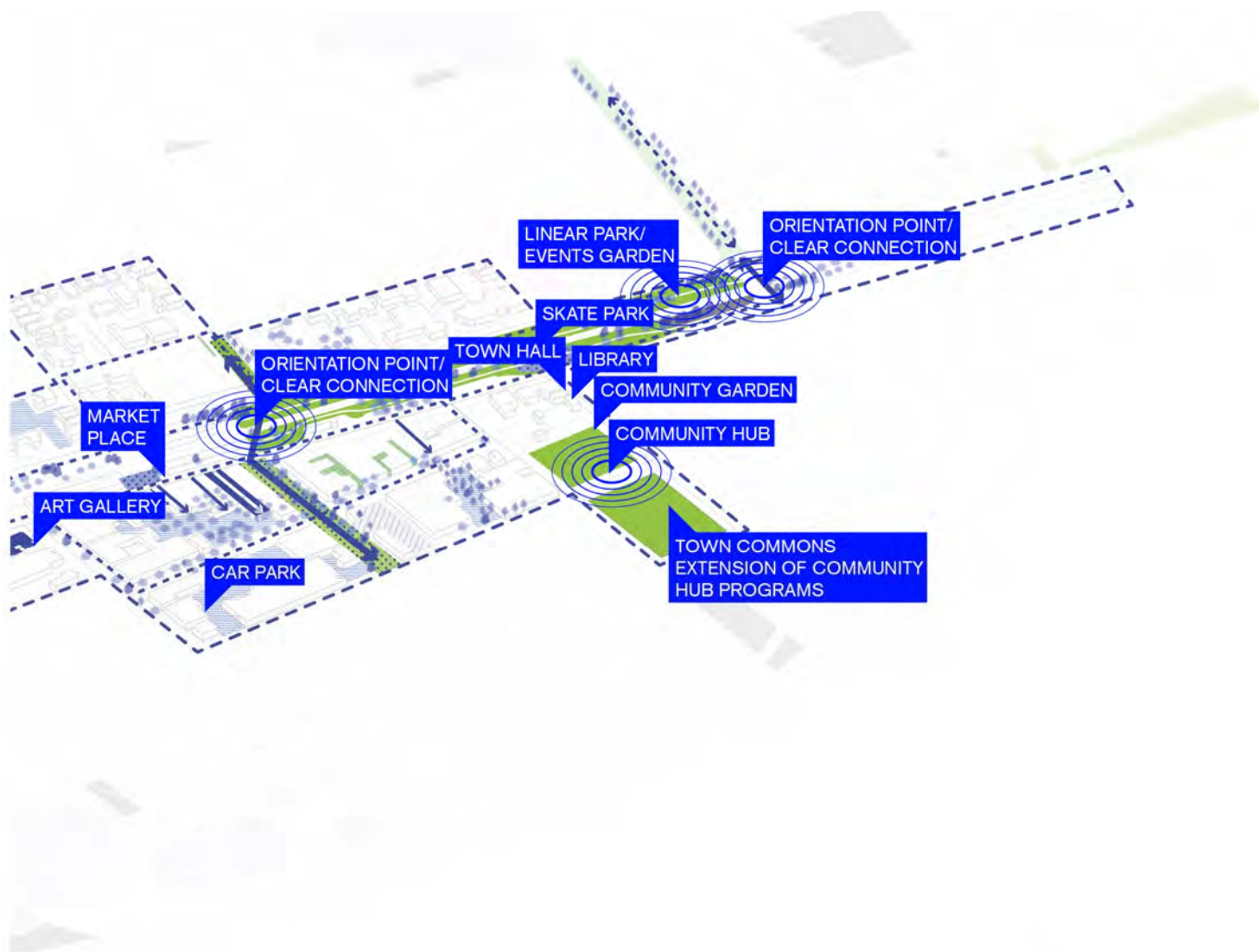
ART WALKS

Utilising the Morwell Circuit and the

connectivity provided by it, to host gallery related and independent art works. A village centre and linear park that allows for leisurely walk around the village centre of Morwell.

FUTURE MORWELL – APPENDIX. REFER TO:

- 3.4 STREET ACTIVATION - TARWIN STREET ACTIVATION STRATEGIES



**Figure 34 -
Axonometric of Hub A
The Village Hub**

PUBLIC WORKS

RENEW NEWCASTLE FREE WIFI

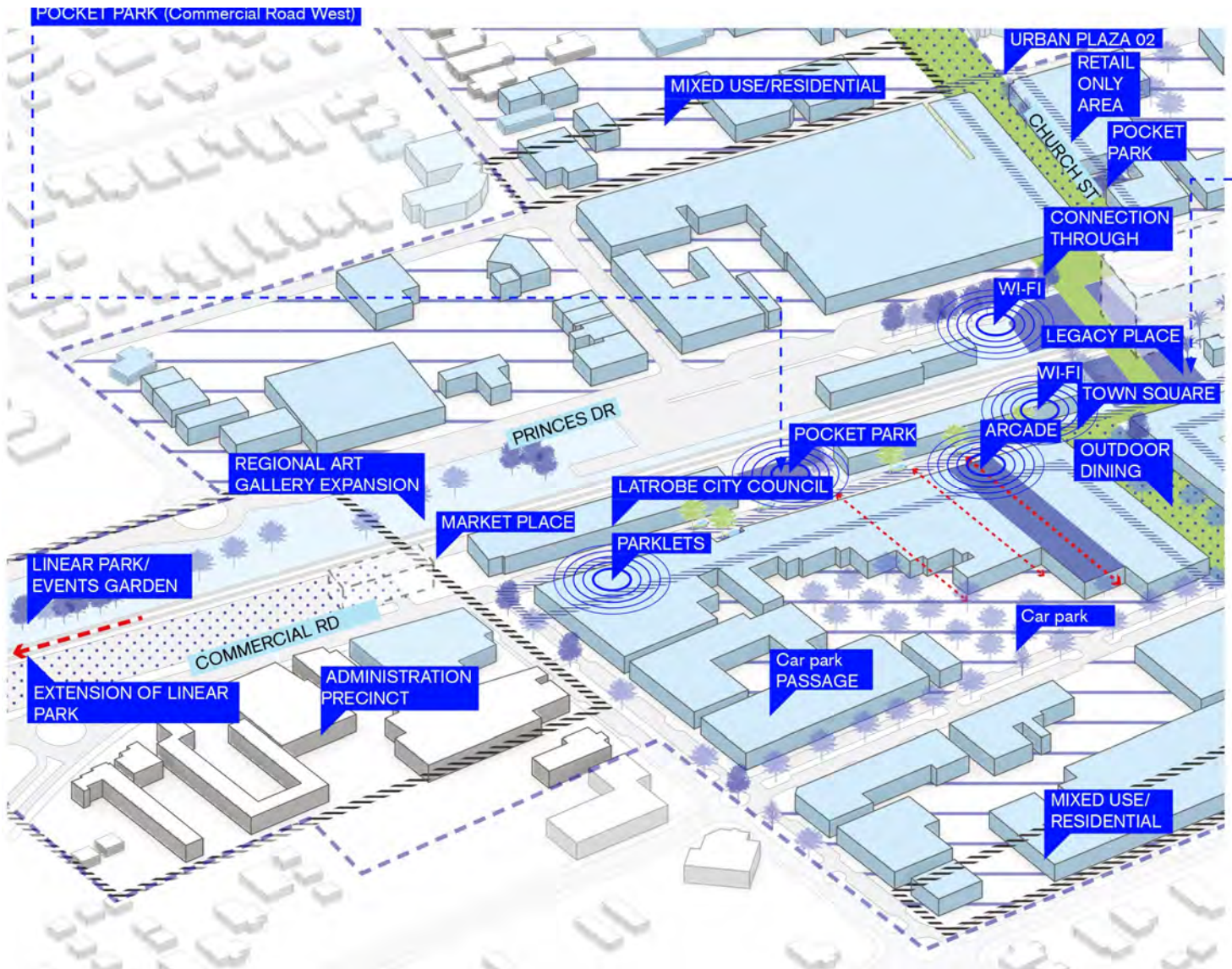
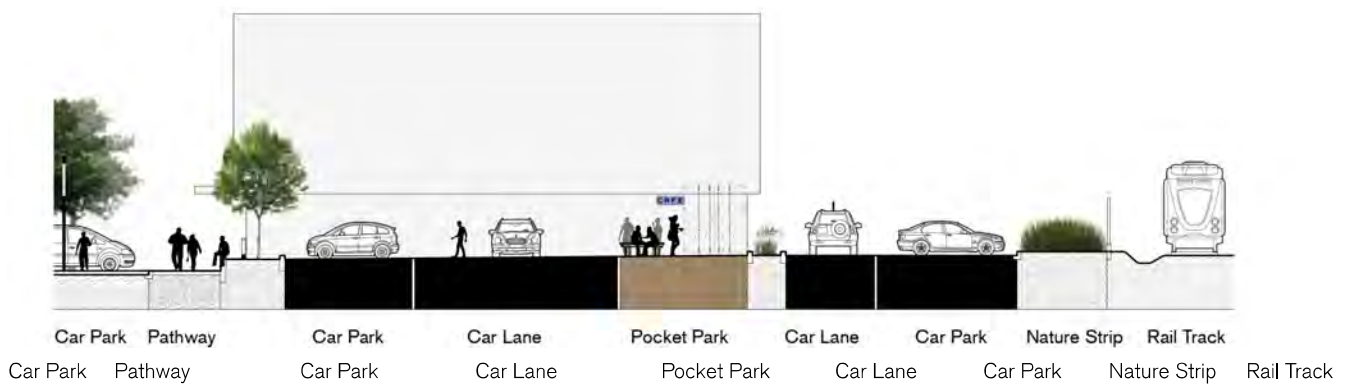
Renew Newcastle and local ISP Ipera partnered in 2009 to introduce a free wireless internet service in and around the Hunter Street Mall, enabling temporary projects to access internet without having to establish broadband or telephone contracts and providing visitors to the city the convenience of free internet access. (Urban)
<http://renewnewcastle.org/projects/project/free-wifi/>

VICGOVFREE PUBLIC WIFI The Victorian Government has partnered with iiNet to deliver free public Wi-Fi in three locations across Victoria - Melbourne, Ballarat and Bendigo. The Wi-Fi network makes use of existing public infrastructure, such as light poles, bus shelters and government buildings, and is available outdoors. (Regional)
<https://vimeo.com/thestorylab/review/109101586/c0091e9e23>

ACCELERATED DEPRECIATION FOR SMALL BUSINESS

New Australia-wide laws have passed that allow small businesses to claim an immediate deduction for assets they start to use – or have installed ready for use – provided each depreciable asset costs less than \$20,000. This will temporarily replace the previous instant asset write-off threshold of \$1,000. (Regional)
<https://www.ato.gov.au/General/New-legislation/In-detail/Direct-taxes/Income-tax-for-businesses/Small-Business---expanding-accelerated-depreciation/>





Hub A, Commercial and Cultural Local Village Close up of Program and spatial intent

TOWN SQUARE

Part of green network circuit for urban connectivity and Garden Festival Ground.

LEGACY PLACE

Redevelopment of city park as a focal point/meeting area and connector to the other side of town.

POCKET PARK (Church St.)

Re appropriation of existing car park as shared space to aid in town connectivity and urban activation.

POCKET PARK (Commercial Rd.)

Re appropriation of existing car park as shared space to aid in town connectivity and urban activation.

PARKLETS

Activation of Morwell streets through providing more public seating areas.

EVENTS GARDEN

Gardens that get activated through town walks. Act to beautify the town, encourage connectivity and walking trails.

WI-FI

Area where free public wi-fi is accessible.

Car park

Re appropriation of existing car park as shared space to aid in town connectivity and urban activation.

URBAN PLAZA 01 (Tarwin St.)

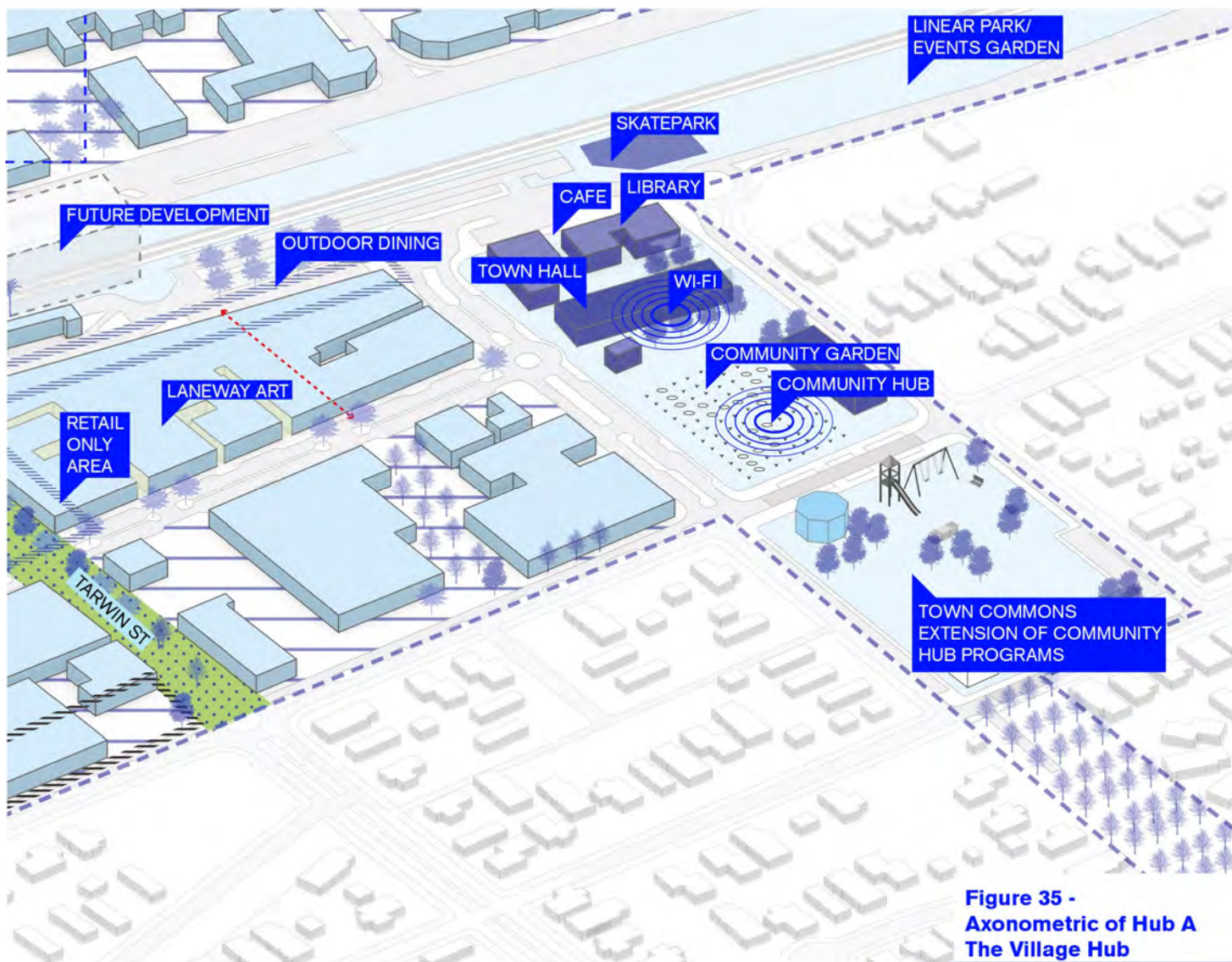
Re-configuration of Tarwin St streetscape to be turned into the town's plaza and zoned as events and community activity area.

MARKET PLACE

Existing City Council car park to be used for temporary events such as a Market.

FUTURE DEVELOPMENT

Building Crossover railway lines with easy access across and into town. Incorporating train station, vocation training school and student housing.



**Figure 35 -
Axonometric of Hub A
The Village Hub**

RETAIL ONLY AREA

Areas within the circuit that are most visible and have the potential to yield greater foot traffic due to their proximity to busy walking routes to be allocated to retail businesses.

MIXED USE/ RESIDENTIAL

Allowing for potential incorporation of residential buildings within the town circuit area.

CONNECTION THROUGH

Strengthening of connection through between Tarwin Street and Church Street through signage, parks and circuit connection.

LANEWAY ART

Utilising wall space within laneways to allow community groups and local artists the opportunity to represent and beautify their town through murals in town laneways.

COMMUNITY HUB

Consist of community library, Town Hall, CAFE, and Community Garden.

COMMUNITY GARDEN

Community led Urban Farming plots for edible vegetation. Plots could be expanded to neighbouring shared space for lease/rent.

COMMUNITY LIBRARY

Relocation of current Morwell Public Library to the community hub.

COMMUNITY HALL

Small scale Community Hall located within Community Hub



Refer to Morwell Circuit
Urban Connectivity +
Activation Strategy
Shared Pathway Network
Stage 01



Morwell Circuit

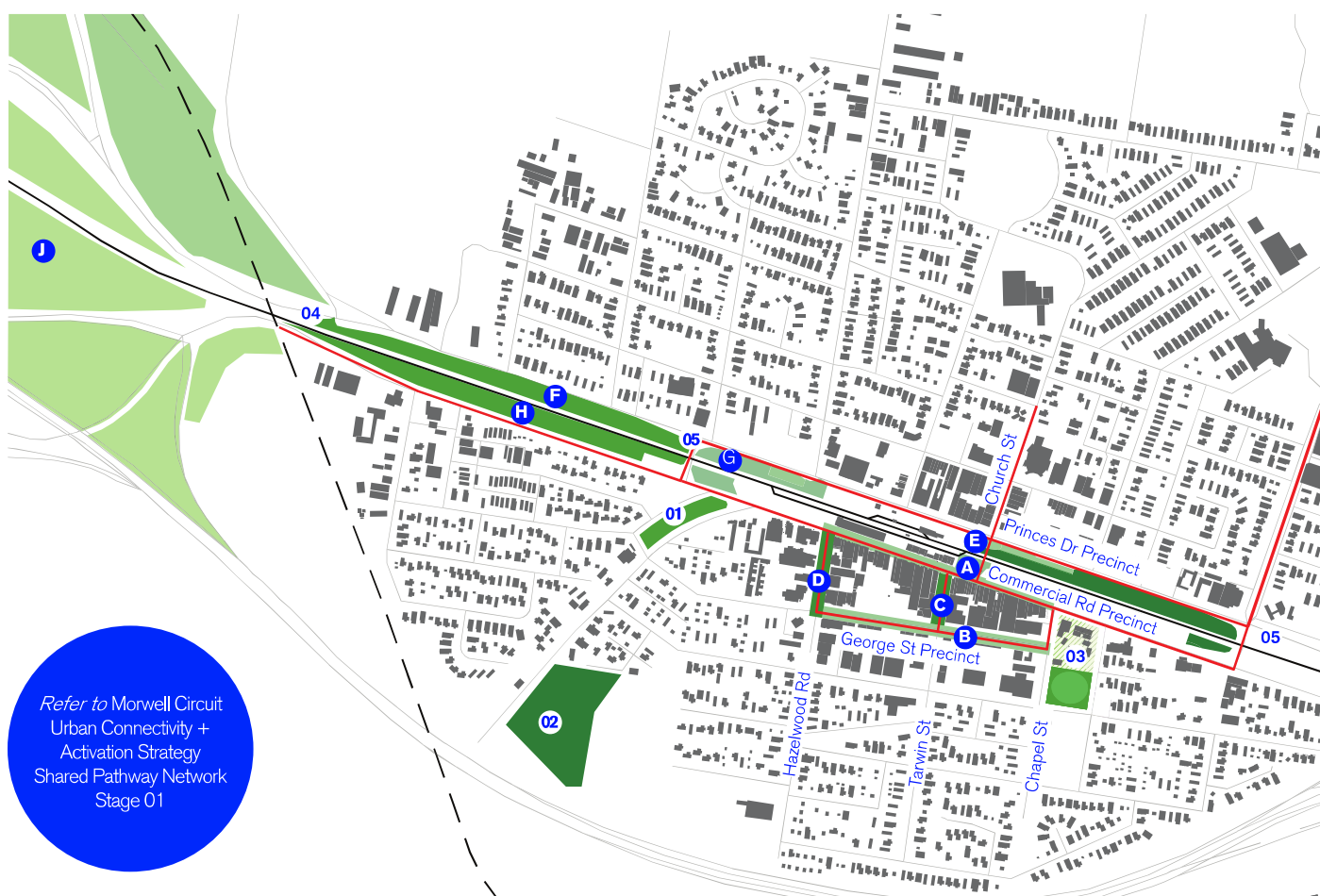
This plan drawing describes a portion of the extended Morwell Circuit within the context of Morwell's Village Hub.

3.1 HUBS VILLAGE CIRCUIT PLAN

The Morwell Circuit aspires to create a positive change in the physical spaces of the town's centre in order to shift its identity, inspire diverse ways in which people might actively occupy and use these spaces, and contribute to the development of a sense of a stable and healthy community.

The circuit intends to renew and connect existing infrastructure and assets in the town's built environment and contribute to its development as Morwell's Village Hub.

Morwell's Village Hub is a commercial activity centre devoted to trade in the form of cafés, restaurants, boutiques, offices, and shops, as well as service-based businesses such as real estate agencies, banks, health services, legal services, and personal services. The design of the Morwell Circuit aspires to support commerce and business development through improvements to cycling infrastructure, walkability and connections to public transport through provision for pedestrian comfort and inclusion. In so doing the Village Hub also becomes more connected to its surrounding neighbourhoods.



**Figure 37 -
Proposed Village Circuit for
Morwell Garden Town**
Key

— Circuit	05 Orientation Point	 C Tarwin Street Precinct	 H Commercial Road West
01 Rose Garden Pavilion	Garden Festival Precinct	 D Hazelwood Road Precinct	 J Gateway West
02 Recreational Garden	 A Commercial Road Precinct	 E Princes Drive East	
03 Community Amenity	 B George Street Precinct	 F Princes Drive West	
04 Entrance Gateway		 G Train Station	

Figure 38
Morwell Circuit
Stage 01 - Phases



Village Circuit - Stage 01 - Phase 01
 ■ Commercial Road (From Tarwin Street to Hazelwood Road)



Village Circuit - Stage 01 - Phase 02
 ■ Commercial Road (From Tarwin Street to Chapel Street)



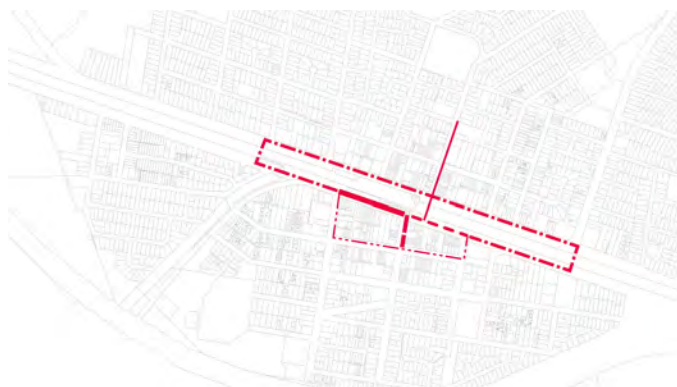
Village Circuit - Stage 01 - Phase 03
 ■ Tarwin Street (From Commercial Road to George Street)



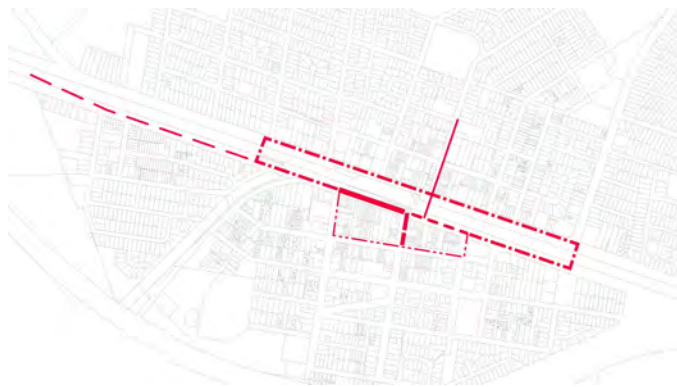
Village Circuit - Stage 01 - Phase 04
 ■ Commercial Road West (From Hazelwood Drive, to Jane Street Bridge across to Princes Drive)
 ■ Princes Drive (From Jane Street Bridge to McDonald Street Bridge across to Commercial Road)
 ■ Commercial Road East (From McDonald Street Bridge to Chapel Street)



Village Circuit - Stage 01 - Phase 05
 ■ Church Street (From Princes Drive to Fleming Street)
 ■ Under pass (From Commercial Road to Princes Drive)



Village Circuit - Stage 01 - Phase 06
 ■ Hazelwood Road (From Commercial Road to George Street)
 ■ George Street (From Hazelwood Road to Chapel Street)
 ■ Chapel Street (From George Street to Commercial Road)



Village Circuit - Stage 01 - Phase 07
 ■ Commercial Road West (Morwell-Thorpdale Road) (From Jane Street Bridge to Rail Bridge)



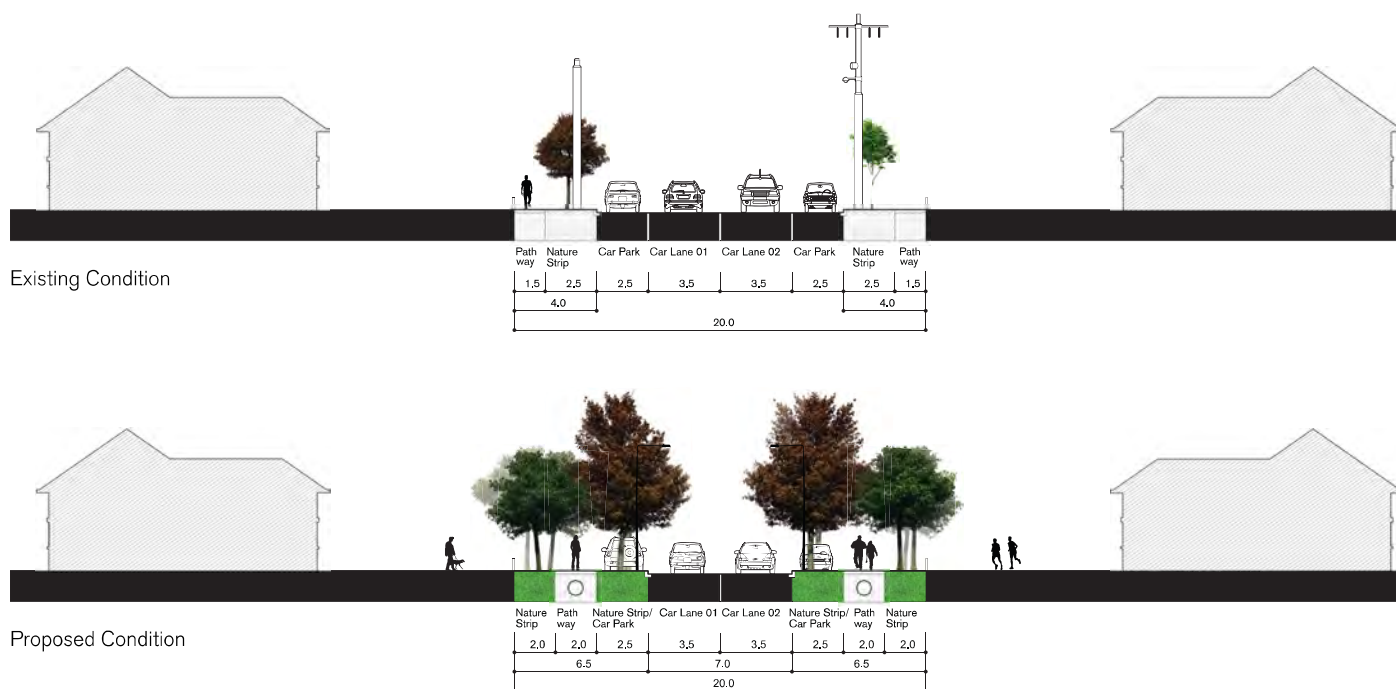
Village Circuit - Stage 01 - Phase 08
 ■ McDonald Street (From Princes Drive to Sir Norman Brookes Park)

3.1 | HUBS CONNECTION NETWORK: STREET GUIDELINES

VILLAGE CIRCUIT - STAGE 01 - PHASE 05

North Circuit Extension : Church Street

The following street profile studies are intended as guidelines as to how streets might be reconsidered within their regular maintenance and upgrading schedule. These studies recognise that a number of streets were originally designed and implemented to support a large scale utilitarian purpose that it may no longer be required to support, or can be more appropriately re-directed. As such greater opportunities can be made to 'green' the streets, and provide better pedestrian and cycling to re-define and re-connect the town.



**Figure 39 -
Church Street Existing and Proposed Condition**

Refer to Morwell Circuit
Urban Connectivity +
Activation Strategy
Shared Pathway Network
Stage 01

FUTURE MORWELL – APPENDIX. REFER TO:

- FIGURE 39 - CHURCH STREET EXISTING AND PROPOSED CONDITION (AT A3 FORMAT)
- FIGURE 40 - CHURCH STREET EXISTING AND PROPOSED CONDITION (AT A3 FORMAT)

Example 01: Church Street



**Figure 40 -
Church Street Existing and Proposed Condition**

VILLAGE CIRCUIT - STAGE 01 - PHASE 08

Neighbourhood Precinct Road Strategy

- Target areas are main roads/boulevards leading up to residential and neighbourhoods
- Conversion from 2 carriage to 1 carriage
- Minimizing roadside parking
- Expansion of roadside nature strips and introduction of “common-trenching” for the utilities
- Expansion of median nature strip as shared pathways (bicycle & pedestrian) as a part of the urban green network
- Introducing big structural plant species with distinct character
- Target areas are small secondary roads leading up to residential areas
- Minimizing roadside parking and expansion of nature strips and pedestrian pathway to allow structural planting
- Introducing indigenous tree species with distinct feature to create unique character for each neighbourhood

Green Network Road Strategy

- Target areas are main roads/boulevards that connect with urban parks/sports field
- Conversion from 2 carriage to 1 carriage
- Expansion of roadside nature strips and introduction of “common-trenching” for the utilities
- Zoning of urban parks/sports fields into activity zones and vegetation areas as a part of the buffer zones. Introducing big structural plant species with distinct character
- Man-made infiltration surface ponds to respond to the surrounding stormwater run-off
- Minimizing roadside parking
- Expansion of median nature strip as shared pathways (bicycle & pedestrian) as a part of the urban green network

Refer to Morwell Circuit
Urban Connectivity +
Activation Strategy
Shared Pathway Network
Stage 01

FUTURE MORWELL – APPENDIX. REFER TO:

- FIGURE 41 - MCDONALD STREET EXISTING AND PROPOSED CONDITION (AT A3 FORMAT)

Example 02: McDonald Street

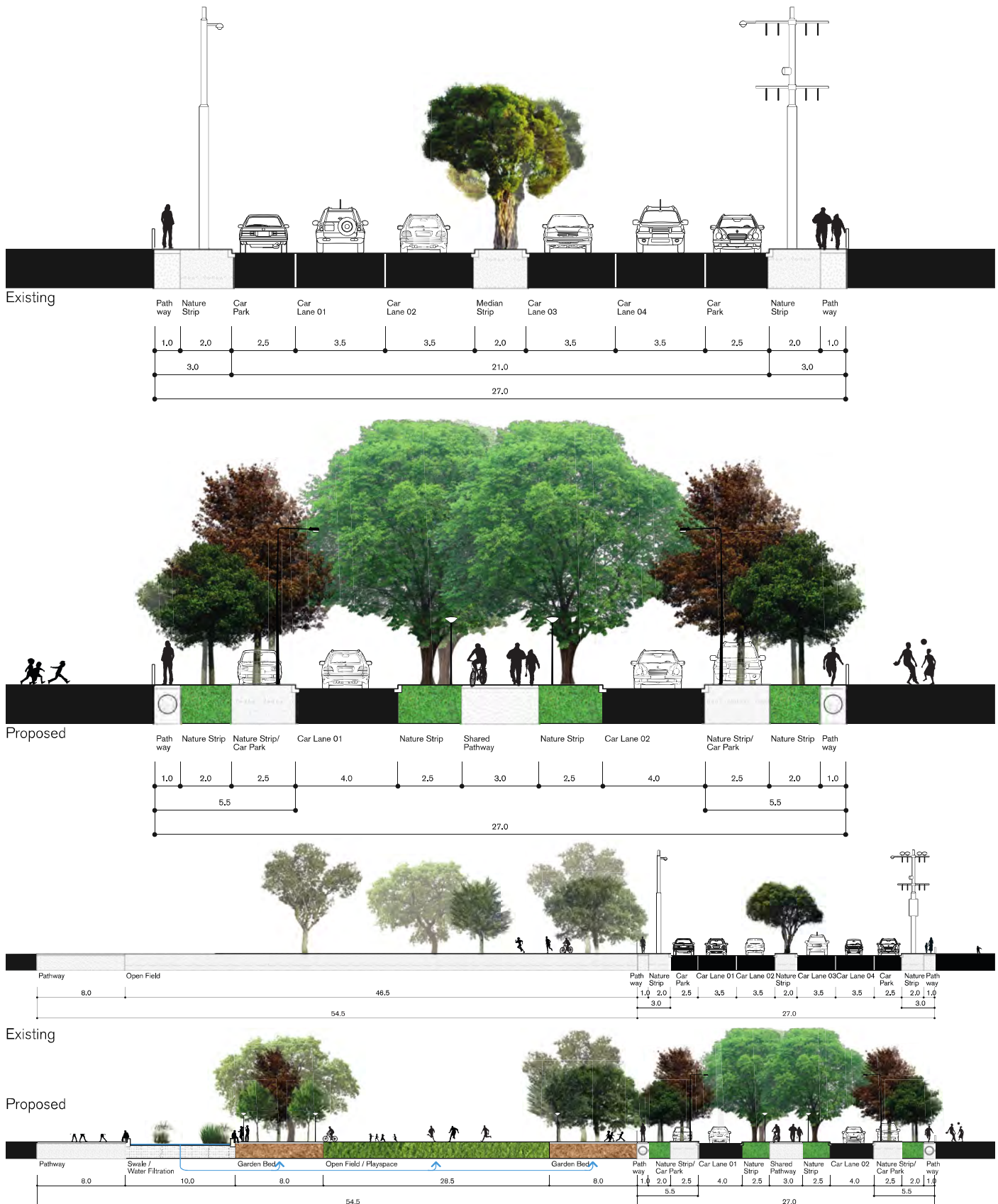


Figure 41 - McDonald Street Existing and Proposed Condition

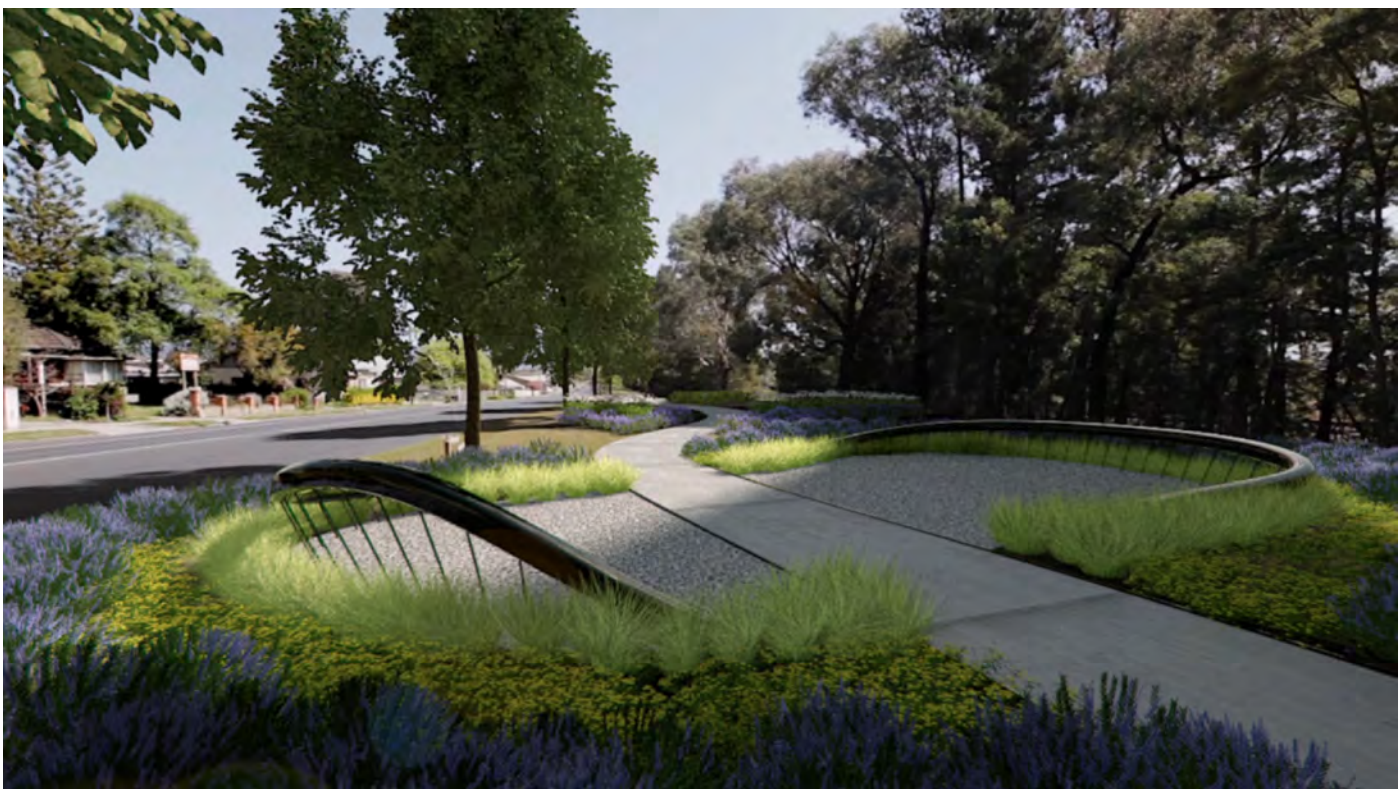
VILLAGE CIRCUIT - STAGE 01 - PHASE 08

Figure 42 -
Commercial Road - West
Key

- 01 Event Garden
- 02 Existing Trees
- 03 Proposed Tree Boulevard
- 04 Proposed Nature Strip
- 05 Existing Nature Strip (Proposed Planting)
- 06 Existing Pedestrian Path
- 07 Proposed Pedestrian Path
- 08 Car Park

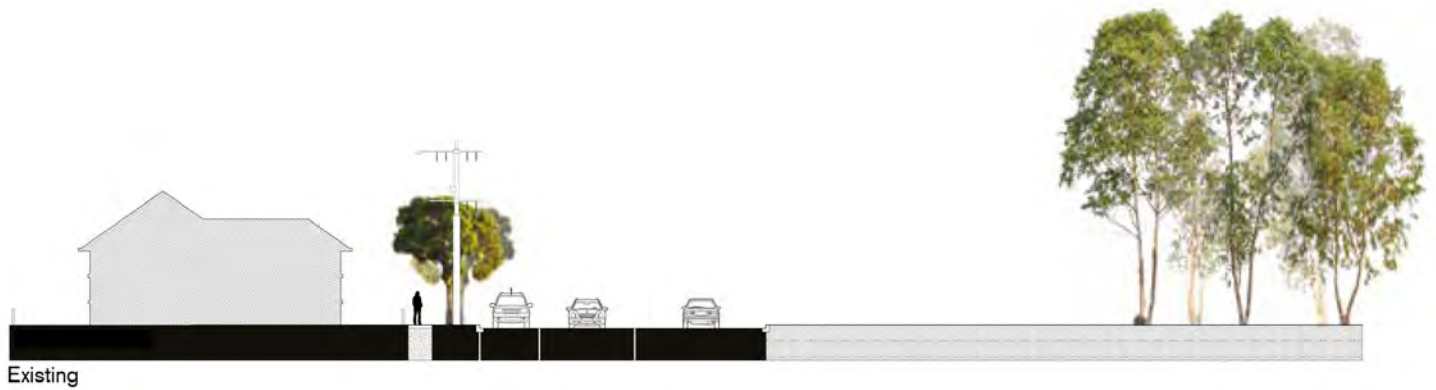
FUTURE MORWELL –
APPENDIX.
REFER TO:

- 3.3 PARKLETS - STREET STRATEGY
- 3.3 PARKLETS - MODULES



Proposed Gateway - Linear Parks Event Gardens

Example 03: Commercial Road (West)



**Figure 43 -
Commercial Road - West**



Proposed Gateway - Linear Parks Event Gardens

Associated Neighbourhood(s) :
N05, N06, N07, N09, N12, N25

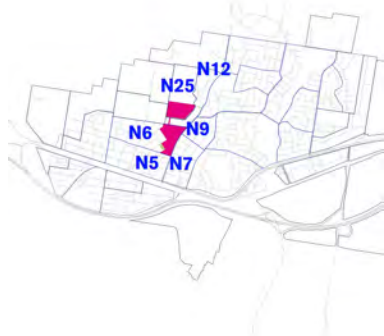


Figure 44 - Plan of Hub B Education & Recreation

HUB PROFILE

Land Area :
0.12 km²

Indicative Use :
High Level of community and sporting group usage

Hierarchy Classification :
Regional

Primary Function :
Sport

KEY ASSET(S) / FACILITY(IES) :

- Fully equipped gym
- Heated pool
- Toddler pool
- Sauna
- Spa
- Aerobics room
- Stadium
- Café
- Meeting room

Facilities:

- Pool
- Gymnasium
- Multipurpose Courts
- Future Combined Primary School

Community Groups :

- Morwell Swimming Club
- 1st Morwell Scout Group
- Girl Guides
- Latrobe Valley Volleyball
- Morwell Basketball
- Morwell Netball
- Morwell Badminton
- Traralgon Swim Club
- LV Self Help Arthritis Group
- Seal Diving Services

DESIGN GUIDELINES

Key Objectives:

- Hub B, Local Hub: Educational & Recreational Hub
- Education: Consolidation of schools
- Recreation facilities to support school activities
- Recreation facilities to be scheduled to support after hours activities, health + wellbeing for the community
- McDonald Street to be re-considered as a boulevard to provide safe + healthy pedestrian + bicycle paths, control traffic, incorporate bus links
- Support development of local retail activities

EXISTING SITUATION (KEY ISSUES & OPPORTUNITIES):

- An existing collection of different sporting grounds and associated facilities.
- Proximity to local residential neighbourhoods
- Adjacency to McDonald Street
- Proximity to Hub A the Local Village Hub

WHAT WE HAVE HEARD:

- Strengthen nature based tourism
- Strengthen sport based tourism
- Improve signage & physical improvements.
- After school programmes
- Focus On Youth/Child Friendly Activity
- Better Use/ Maintenance Of Existing Open spaces
- Improved Visual & Physical Connections
- Better Connections To External Landscape
- Assets

FUTURE CONSIDERATION:

- Explore the connectivity of this Hub to other Hubs in Morwell, and the local neighbourhoods through walking and bike path links
- Advocate for a strong connection and use between the public recreational facilities and educational facilities
- Consider how the management of each space might be more efficiently managed, and effectively scheduled to contribute to the health and safety of the area
- Consider the type and location of specific activities to support the local neighbourhoods, with careful attention given to the youth demographic
- Utilise the facilities (Morwell Leisure Centre, Morwell Scout Hall, tennis + basketball courts, and football grounds) outside of school operating hours, and after school programs
- Develop landscape plan for Sir Norman Brookes Park that integrates the recreational community organisations and new tennis courts
- Support the upgrade and development of McDonald Street to be a safe and healthy boulevard controlling local car traffic, and enabling better pedestrian and bike links, incorporate bus links, and reactivate retail shops

EXISTING PLANS & STRATEGIES:

MORWELL OUTDOOR RECREATION PLAN, JUNE 2008, LATROBE CITY COUNCIL

- The Morwell Outdoor Recreation Plan provides a policy position and clear directions for the provision of outdoor recreation facilities in Morwell in line with Council's 2021 vision.
- http://www.latrobe.vic.gov.au/files/f0593ad9-def2-4883-820d-a0c300f2dd95/Morwell_Outdoor_Recreation_Plan_adopted_16_June_2008.pdf

VICTORIA'S TRAILS STRATEGY 2014 - 24, JULY 2014, TOURISM VICTORIA

- The purpose of Victoria's Trails Strategy 2014-2024 is to provide a whole-of-government approach and clear vision regarding the planning, management and promotion of trails in Victoria.
- <https://www.tourism.vic.gov.au/component/edocman/?view=document&task=document.download&id=748>

TRACKS, TRAIL AND PATHS DRAFT STRATEGY, 2015, LATROBE CITY COUNCIL

- The strategy is designed to encourage more walking and cycling in Latrobe City to reach a target of two kilometres or 30 minutes a day.
- http://www.latrobe.vic.gov.au/files/13b0030a-4b51-4161-b75c-a4a7011d040f/150331_Strategy_for_Consultation_Version_3.pdf

LATROBE CITY PUBLIC HEALTH & WELLBEING PLAN 2013-2017

- The Latrobe City Municipal Public Health and Wellbeing Plan 2013 – 2017 demonstrates Council's commitment, and recognition of our role as a key partner in enabling community members to live in a diverse and equitable community where their health and wellbeing is a priority.
- http://www.latrobe.vic.gov.au/files/02eea43d-0537-4fb8-a636-a29300c1ba10/Latrobe_City_Municipal_Public_Health_and_Wellbeing_Plan_2013-2017.pdf

VIEW OF HUB B, EDUCATION & RECREATION PROGRAM AND SPATIAL INTENT



FUTURE COMBINED PRIMARY SCHOOL

The consolidation of three existing Morwell primary schools into one combined School.

MORWELL LEISURE CENTRE

Home to Diving and Swimming clubs and many more.

SIR NORMAN BROOKES PARK TENNIS/ BASKETBALL COURTS

Consider suggestion to expand the leisure centre to incorporate outdoor basketball and tennis courts with night time lighting.

WOOLUM BELLUM CAMPUS

CHILDCARE CENTRE

Possible site for future childcare centre.

MORWELL SCOUT HALL

THROUGH TO MARYVALE RECREATION (EXISTING)

EXTENSION TO FUTURE COMBINED SCHOOL PROGRAM

School extension onto existing Maryvale Recreation reserve.

SHOP/CAFÉ REACTIVATED

Former café at the corner of McDonald and Donald Streets, to be reactivated as part of the plan for strengthening the hub.

BUS STOP/BUS PARKING

Bus parking accessibility of school visits to the hub.

BIKE PATH/BUS ROUTE

Accessibility to future schools, Woollum Bellum Campus, leisure centre and other services.

MORWELL SCOUT HALL



PUBLIC WORKS

DANDENONG EDUCATION PRECINCT

Dandenong Education Precinct is ground breaking project which involved the amalgamation of three existing secondary schools using an innovative new educational model. The school of 2100 students is organized into seven individual SWIS (Schools Within a School) buildings. (Suburban)
<http://www.outlinesla.com.au/cms-projects/education/dandenong-high-school.php>

DANDENONG EDUCATION PRECINCT



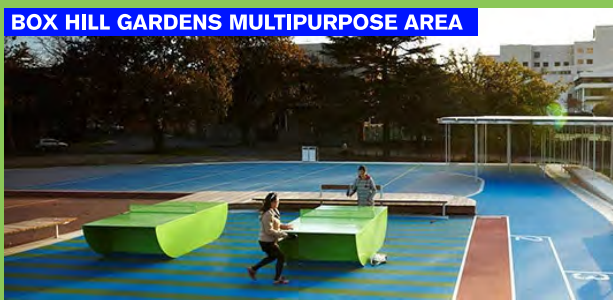
DANDENONG EDUCATION PRECINCT



BOX HILL GARDENS MULTIPURPOSE AREA

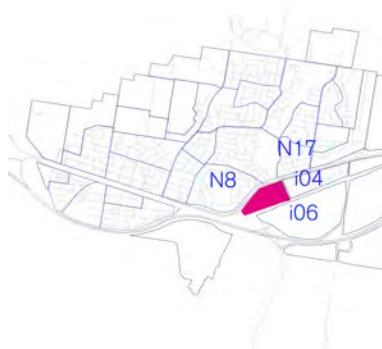
Commissioned by the City of Whitehorse to create an innovative space with a diverse array of recreation activities and events within the historic and well loved gardens of Box Hill Gardens. (Suburban)
<http://aspect.net.au/?p=2730>

BOX HILL GARDENS MULTIPURPOSE AREA



**Figure 45 -
Axonometric of Hub B
Education & Recreation**

**Associated
Neighbourhood(s) :**
N8, N17, I04 & I06



**Figure 46 -
Plan of Hub C Events,
Training and Commercial**

HUB PROFILE

Land Area :
0.12 km²

Indicative Use :
Medium

Hierarchy Classification :
Regional

Primary Function :
Education, Events

KEY ASSET(S) / FACILITY(IES) :

- Kernot Hall
- Kernot Lake
- Gippsland Immigration Park
- Water Hole Creek
- Federation Training - Morwell Campus
- GippsTAFE
- Waratah Training Restaurant
- Morwell Civic Garden
- Disabled Access
- Picnic Area
- Toilets

Facilities:

- Kernot Hall
- Kernot Lake
- Gippsland Immigration Park
- Water Hole Creek
- Federation Training - Morwell Campus
- GippsTAFE
- Waratah Training Restaurant
- Morwell Civic Gardens

DESIGN GUIDELINES

Key Objectives:

- Hub C, District Centre: Educational and Training
- Consider a greater connection to local neighbourhoods
- Explore connection to Hub A Local Village Hub, and Hub F District Centre Recreational Hub
- Connect to Mid Valley
- Enhance + extend park and recreation

EXISTING SITUATION (KEY ISSUES & OPPORTUNITIES):

- Kernot Hall
- Kernot Lake park + garden
- VET + Higher Education Facilities
- Federation Training
- Water Hole Creek
- GippsTAFE
- car parking facilities + adjacency to Princes Drive

WHAT WE HAVE HEARD:

- Transition & diversification plan in relation to energy sector
- Greater access to training
- Morwell identity distinct from other LV towns
- Better connections between Traralgon & Morwell & Midvalley/Kernot Hall
- Better connections to external landscape
- Assets (Wetlands & Parkland)
- Improved destination facilities for cyclists in centre (Parking Etc.)
- Improved Frequency & More Connections (Train & Bus)
- Telling 'The Morwell Story' (Past/Present/Future)
- Waterhole Creek - Clean Up But Generally Beautification/Activation

EXISTING PLANS & STRATEGIES:

VICTORIA'S TRAILS STRATEGY 2014 - 24, JULY 2014, TOURISM VICTORIA

- The purpose of Victoria's Trails Strategy 2014-2024 is to provide a whole-of-government approach and clear vision regarding the planning, management and promotion of trails in Victoria.
- <https://www.tourism.vic.gov.au/component/docman/?view=document&task=document.download&id=748>

TRACKS, TRAIL AND PATHS DRAFT STRATEGY, 2015, LATROBE CITY COUNCIL

- The strategy is designed to encourage more walking and cycling in Latrobe City to reach a target of two kilometres or 30 minutes a day.
- http://www.latrobe.vic.gov.au/files/13b0030a-4b51-4161-b75c-a4a7011d040f/150331_Strategy_for_Consultation_Version_3.pdf

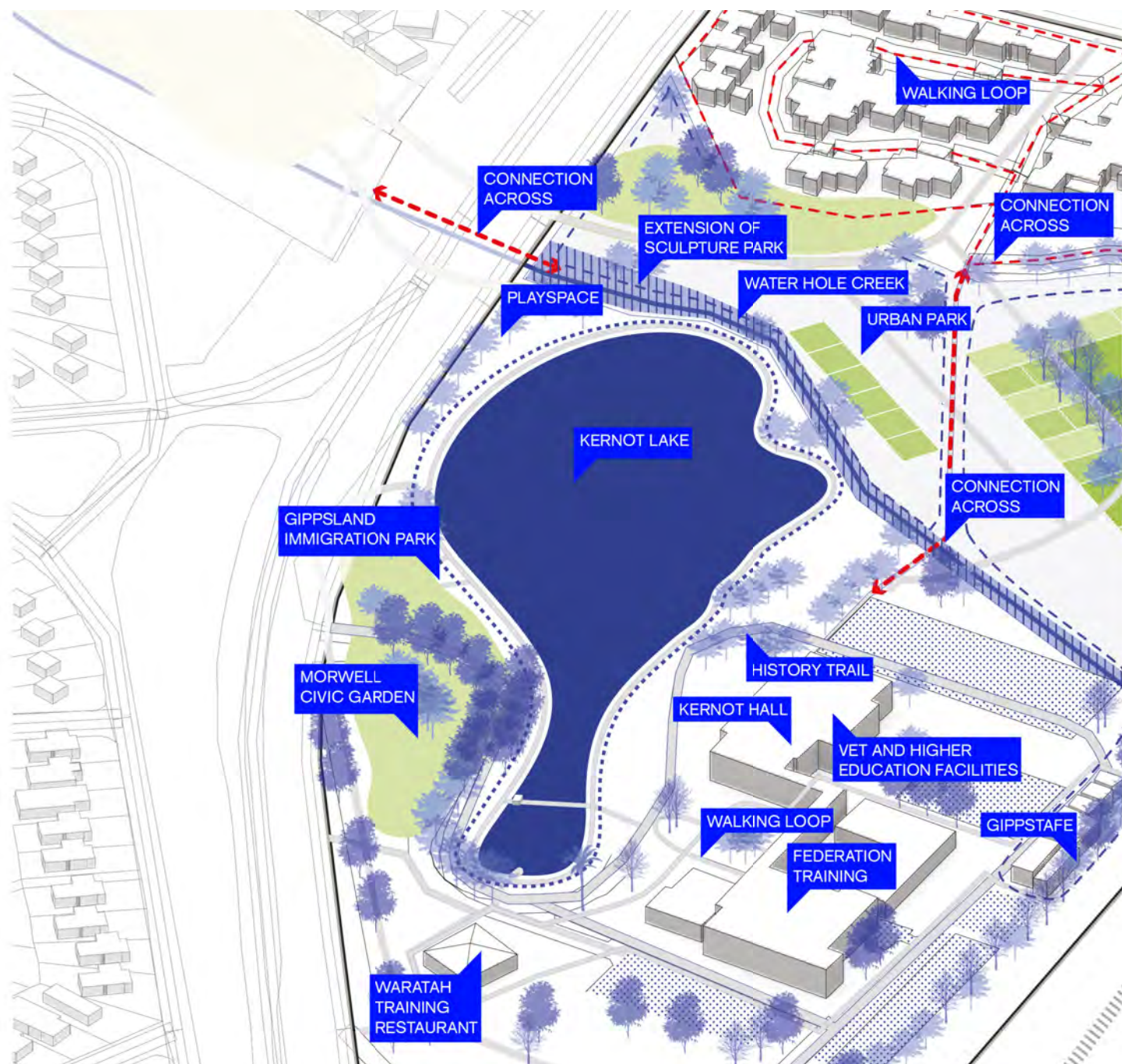
FUTURE CONSIDERATION:

- Explore the connectivity of this Hub to other Hubs in Morwell, and the local neighbourhoods through walking and bike path links, including the connection to Hub F along Waterhole Creek, Hub D along redundant rail way paths, and to Hub A the Local Village centre
- Consider the potential to connect to other towns through an extended bike and pedestrian path network
- Re-define the identity of Mid Valley as a shopping complex orientated around large scale big retail chains servicing the needs of the district that complements and provides difference to Hub A as the Village centre created around a local scale atmosphere as a place to gather and celebrate the community of Morwell among a collection of unique shops, cafes, services, and activities
- Support and Enhance the existing training and education capacity of this Hub to grow through its relationship to the other activities and facilities contained in this area, or adjacent to it
- A Hub that integrates and provides direct pathway from secondary school, VET and Higher-Ed sectors
- Develop landscape plan that extends the recreation, park and lake reserves through a productive garden/park operated, managed and utilised by training schemes located in this Hub

PLAY SPACE STRATEGY, NOVEMBER 2015 (DRAFT), LATROBE CITY COUNCIL

- The Play Space Strategy is designed to inform recommendations to help improve the form and function of playgrounds and play spaces across the municipality. The strategy will help ensure accessible, connected and varied play experiences for the whole community by improving current infrastructure.
- http://www.latrobe.vic.gov.au/files/ba069d5a-026d-4c77-a45d-a54801160936/leisure_Latrobe_Play_Space_Strategy_Play_Space_Recommendations.pdf

VIEW OF HUB C EVENTS, TRAINING AND COMMERCIAL PROGRAM AND SPATIAL INTENT

**KERNOT HALL**

Existing events hall suited for events, expos, seminars and conferences.

FEDERATION TRAINING

Federation Training offering a diverse range of education.

GIPPSTAFFE

Hands on Horticulture course experience, with Greenhouse, classrooms and other facilities.

PRODUCTIVE ZONE

A possible expansion of GippsTAFE horticulture program into the urban park.

KERNOT LAKE/ GIPPSLAND IMMIGRATION PARK/ MORWELL CIVIC PARK Strengthening of connections within the hub.

WALKING & BICYCLE LOOP

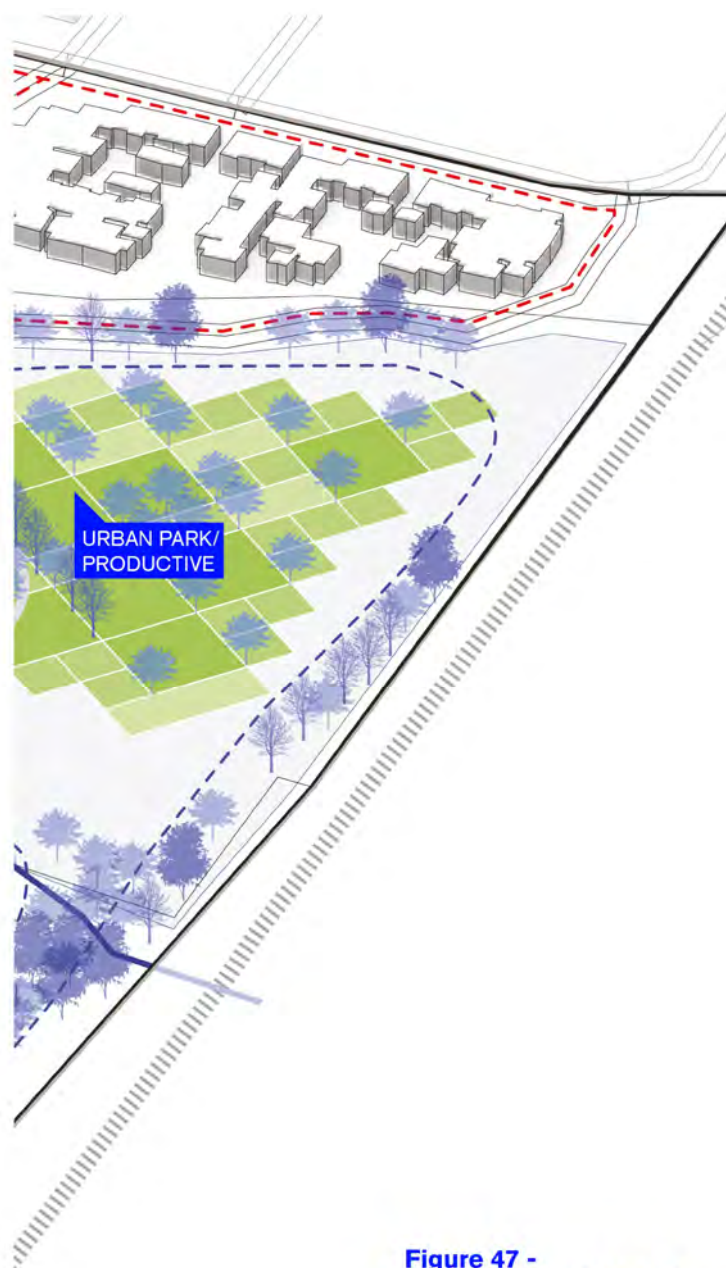
Link education facilities within the hub through walking and bicycle loop. And a connection between adjoining neighbourhoods and the hub area.

WATERHOLE CREEK/ SCULPTURE PARK

Friends of water hole creek to be involved in hub development and liaisons of extents of care and work. Possible extension of sculpture park from Hub F.

CREEK/

PUBLIC WORKS



**Figure 47 -
Axonometric of Hub C
Events, Training and Com-
mercial**

WESTERGASFABRIEK AMSTERDAM

As a former gasworks on the edge of the vibrant city of Amsterdam, the Westergasfabriek oozes a unique mood of adventure and energy. There are various galleries, shops and restaurants, a cinema and a theatre. (Urban)

<http://www.westergasfabriek.nl/>

WESTERGASFABRIEK, CONFERENCE HALL



EVENT SPACE



WHAKATANE LIBRARY & EXHIBITION CENTRE

Linking the Whakatane District community with their Library, Museum and Gallery. Events will be held at the museum and gallery, with the aim of learning from the past, engage with the present and inspire the future. (Suburban) <http://www.whakatanemuseum.org.nz/>

LEARNING SPACE/PRODUCTIVE



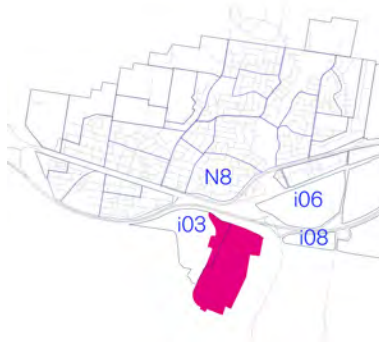
WHAKATANE EXHIBITION CENTRE



HUB D

POTENTIAL HUB

**Associated
Neighbourhood(s) :**
i03, i08, i06 and N8



**Figure 48 -
Plan of Hub D
Historical and Cultural
District Centre**

HUB PROFILE

Land Area :
0.36 km²

Indicative Use :
Low

Hierarchy Classification : State

Primary Function :
Historical & Cultural

KEY ASSET(S) / FACILITY(IES) :

- Energy Brix
- Power Works Museum
- Lookout Point
- Land
- Former Rail Paths
- Bridge crossing Princes Freeway

DESIGN GUIDELINES

Key Objectives:

- Hub D, District Centre Historical and Cultural
- Consider re-purposing redundant infrastructure, building and land assets that are unique and significantly representative of the town's industrial heritage
- Develop land assets as event gardens + festival grounds
- Utilise redundant infrastructure trails to extend town pedestrian and bike paths, connect to other Hubs, and connect to Hazelwood Pondage

EXISTING SITUATION (KEY ISSUES & OPPORTUNITIES):

- Redundant infrastructure, building and land assets that are unique and significantly representative of the town's industrial heritage.
- Power Works Museum education and tourist centre
- Topographic height with lookout point from which to view key aspects of the town's industrial heritage.
- Proximity to Hub C, District Centre: Educational and Training, and potential connection to Hazelwood pondage.
- historical industrial coal-digger

WHAT WE HAVE HEARD:

- Strengthen industrial tourism
- Strengthen nature based tourism
- Morwell identity distinct from other LV towns
- Telling 'The Morwell Story' (Past/Present/Future)
- Preservation/celebration of heritage
- Better connections to external landscape assets
- More street trees, and greenery/gardens
- Re-use of power stations
- Grow local arts & crafts base and make more visible public art

EXISTING PLANS & STRATEGIES:

VICTORIA'S TRAILS STRATEGY 2014 - 24, JULY 2014, TOURISM VICTORIA

- The purpose of Victoria's Trails Strategy 2014-2024 is to provide a whole-of-government approach and clear vision regarding the planning, management and promotion of trails in Victoria.
- <https://www.tourism.vic.gov.au/component/docman/?view=document&task=document.download&id=748>

TRACKS, TRAIL AND PATHS DRAFT STRATEGY, 2015, LATROBE CITY COUNCIL

- The strategy is designed to encourage more walking and cycling in Latrobe City to reach a target of two kilometres or 30 minutes a day.
- http://www.latrobe.vic.gov.au/files/13b0030a-4b51-4161-b75c-a4a7011d040f/150331_Strategy_for_Consultation_Version_3.pdf

FUTURE CONSIDERATION:

- Advocate and support the preservation, re-purposing, renovation, and re-branding of industrial built assets that are unique in Australia, to celebrate Morwell's industrial heritage, contribute to the transformation and re-branding of Morwell, and develop new industries in the region to diversify and support businesses and industry across the town.
- Promote industrial tourism as an integrated component of rejuvenated parks, event gardens, heritage gardens and reserves as a green network encouraging active healthy lifestyle choices
- Support and extend the existing Power Works industrial tourism activities
- Explore the connectivity of this Hub to other Hubs in Morwell, and adjacent neighbourhoods through walking and bike path links that utilise redundant rail paths and infrastructure assets
- Consider the potential to connect to other industrial assets, such as the Hazelwood Pondage, and other towns through an extended bike and pedestrian path network

VIEW OF HUB D, HISTORICAL AND CULTURAL DISTRICT CENTRE
PROGRAM AND SPATIAL INTENT



HERITAGE GARDEN

These heritage gardens and trees will provide a setting and context to the Hub and suggested activities. The Gardens and trees will add cultural significance – aesthetic, cultural, historical, and social.

museum and festival grounds, while meandering through the urban park and boulevard.

URBAN PARK

FESTIVAL GROUNDS

MUSEUM/GALLERY

LINEAR PARK/EVENT GARDEN

A linear park containing a number of trails, a shared path for cyclists and pedestrians which has good connections to on-road paths, and links directly to nearby attractions like power works, heritage garden,

PUBLIC WORKS

ZOLLVEREIN COAL MINE
INDUSTRIAL COMPLEX

TOURIST ATTRACTION AND EVENT VENUE



EVENT VENUE

**Where:**

City of Essen, North Rhine-Westphalia, DE

Objectives:

- Preservation of an industrial monument
- Creation of cultural hub

Outcomes:

Zollverein Coal Mine Industrial Complex is a large former industrial site in the city of Essen, North Rhine-Westphalia, Germany. It has been inscribed into the UNESCO list of World Heritage Sites, and is one of the anchor points of the European Route of Industrial Heritage.

More Info:

<http://www.zollverein.de/>



**Figure 49 -
Axonometric of Hub D
Historical and Cultural
District Centre**

TATE MODERN

In December 1992 the Tate Trustees announced their intention to create a gallery for international modern and contemporary art in London. The former Bankside Power Station was selected as the new gallery site in 1994. (Urban) <http://www.tate.org.uk/visit/tate-modern>



Associated Neighbourhood(s) :
N02, N03

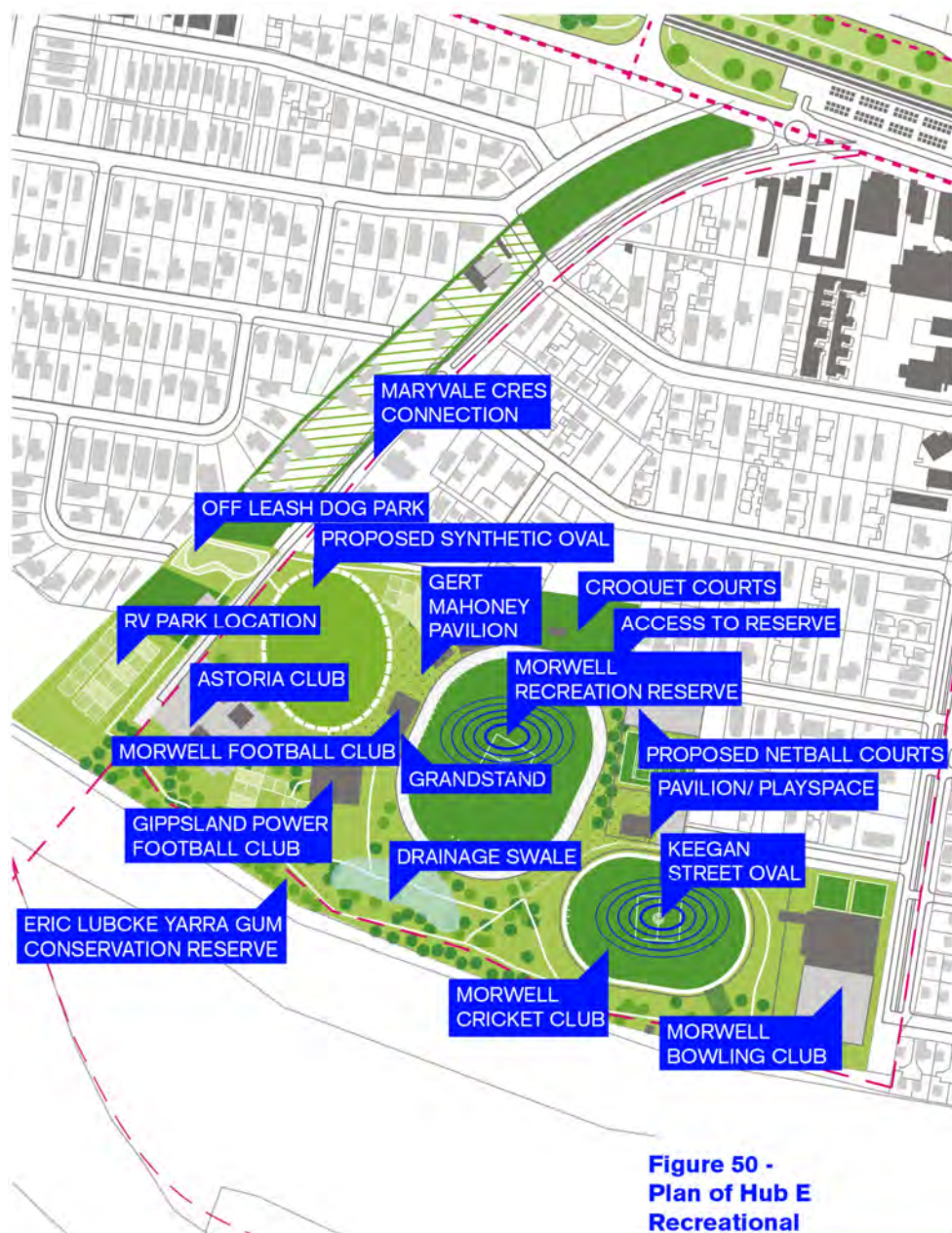


Figure 50 - Plan of Hub E Recreational

HUB PROFILE

Land Area :
0.15 km²

Indicative Use :
High Level of community and sporting group usage

Hierarchy Classification :
Regional

Primary Function :
Sport

Level Of Use :
High

KEY ASSET(S) / FACILITY(IES) :

Morwell Recreation Reserve

- 'A' grade oval
- Sports field floodlighting
- Grandstand
- Morwell Football Netball Club social rooms
- Gert Mahoney Pavilion
- Gippsland Power offices
- Gippsland Power indoor training facility
- 'Legends Bar'
- Netball court
- Scoreboard
- Ticket booth
- Public toilets
- Change room facilities
- Croquet Courts (2)

- Croquet clubhouse+storage
- Car parking

Keegan Street Reserve

- 'B' grade oval
- Sports field floodlighting
- Pavilion
- Cricket nets (4)
- Public toilets

Old Morwell Caravan Park

Eric Lubcke Yarra Gum Conservation Reserve

Facilities :

- AFL
- Cricket
- Netball
- Croquet
- Oktoberfest

Community Groups :

- Gippsland Power Football Club
- Morwell Football Netball Club
- Morwell Cricket Club
- Morwell Croquet Club
- German Astoria Club

Key Objectives:

- Hub E, Local Hub Recreational Hub
- Connect through networked pedestrian and bicycle paths
- Enhance + upgrade parks and reserves
- Support recreation facilities

EXISTING SITUATION (KEY ISSUES & OPPORTUNITIES):

- Redundant Caravan Park to be utilised to increase all-year recreation facilities
- A collection of diverse clubs, facilities and sports grounds
- Adjacency to local neighbourhoods
- A buffer between the town and the Princes Freeway, and Hazelwood Mine

WHAT WE HAVE HEARD:

- Strengthen nature based tourism
- Strengthen sport based tourism.
- Enclosed off leash dog & children parks
- Focus on youth/child friendly activity
- Better use/ maintenance of existing open spaces
- Improved visual & physical connections
- Better connections to external landscape assets
- Improved destination facilities for cyclists in centre
- Recreational vehicle parking

FUTURE CONSIDERATION:

- Consider how the management of each space might be more efficiently managed, and effectively scheduled to contribute to the health and safety of the area
- Advocate and promote the utilisation of the sports facilities (Morwell recreation reserve, netball courts, football grounds, Morwell Bowling Club) to be utilised for local, regional, state, and national schedule of sporting events, shows, and activities.
- Explore the provision of an off-leash dog area to service the local neighbourhood and adjacent aged care facility
- Enhance and care for the adjacent linear nature reserve and Eric Lubcke Reserve + consider how these spaces might be integrated as a part of the area's maintenance and management schedule to aesthetically and practically develop and support a healthy and active environment
- Investigate the possibility of locating an RV park adjacent to the Eric Lubcke Reserve to service and attract RV tourism
- Explore the connectivity and access of this Hub to other Hubs in Morwell, and the local neighbourhood through walking and bike path links along Maryvale Crescent, and existing reserves, including the connection to and activation of the redundant rail path
- Consider how to support and schedule the operations and activities of the Astoria Club and the Morwell Bowling Club to extend, enhance and activate the area with diverse events that operate in times when the sports grounds are not occupied
- Explore the development of a concept plan for rose garden to rose park extension

EXISTING PLANS & STRATEGIES:

MORWELL RECREATION RESERVE PRECINCT MASTER PLAN

- The Morwell Recreation Reserve Precinct Master Plan was commissioned by Latrobe City Council in 2013 to establish a 'precinct scale' vision and direction for the future planning and provision of sport and community infrastructure across the multifacility and sporting site.
- http://www.latrobe.vic.gov.au/files/e6cc323f-530a-447a-be59-a35c00a43d51/Morwell_Recreation_Reserve_Master_Plan_Final_Report_June_2014.pdf

MORWELL OUTDOOR RECREATION PLAN, JUNE 2008, LATROBE CITY COUNCIL

- The Morwell Outdoor Recreation Plan provides a policy position and clear directions for the provision of outdoor recreation facilities in Morwell in line with Council's 2021 vision.
- http://www.latrobe.vic.gov.au/files/f0593ad9-def2-4883-820d-a0c300f2dd95/Morwell_Outdoor_Recreation_Plan_adopted_16_June_2008.pdf

VICTORIA'S TRAILS STRATEGY 2014 - 24, JULY 2014, TOURISM VIC

- The purpose of Victoria's Trails Strategy 2014 - 2024 is to provide a whole-of-government approach and clear vision regarding the planning, management and promotion of trails in Victoria.
- <https://www.tourism.vic.gov.au/component/docman/?view=document&task=document.download&id=748>

TRACKS, TRAIL AND PATHS DRAFT STRATEGY, 2015, LATROBE CITY COUNCIL

- The strategy is designed to encourage more walking and cycling in Latrobe City to reach a target of two kilometres or 30 minutes a day.
- http://www.latrobe.vic.gov.au/files/13b0030a-4b51-4161-b75c-a4a7011d040f/150331_Strategy_for_Consultation_Version_3.pdf

GIPPSLAND TOURISM MARKETING PLAN, 2012 - 2015

- http://www.destinationgippsland.com.au/images/Marketing_Gippsland_Final_10_DPS.pdf

MORWELL RECREATION RESERVE
Walking paths and loops through the hub for accessibility and exercise. Formalise connection between east and west side of Maryvale Crescent.

KEEGAN STREET OVAL
Improve drainage and surface of Keegan Street Reserve playing field.

PROPOSED SYNTHETIC OVAL
Multiuse community synthetic playing field to be used for a range of sport and community activities.

PAVILION/PLAYSPACE
Proposed new shared pavilion to

service both Keegan Street. New accessible public playspace.

PROPOSED NETBALL COURTS
Relocate existing netball court and construct additional asphalt netball courts North of proposed pavilion.

DRAINAGE SWALE
Improve amenity to the drainage swale and consider boardwalk connections in flood prone areas.

OFF-LEASH DOG PARK

ERIC LUBCKE YARRA GUM CONSERVATION RESERVE

Improve access to Eric Lubcke Yarra Gum Conservation Reserve and provide interpretive signage at entry points and along the new shared pathway.

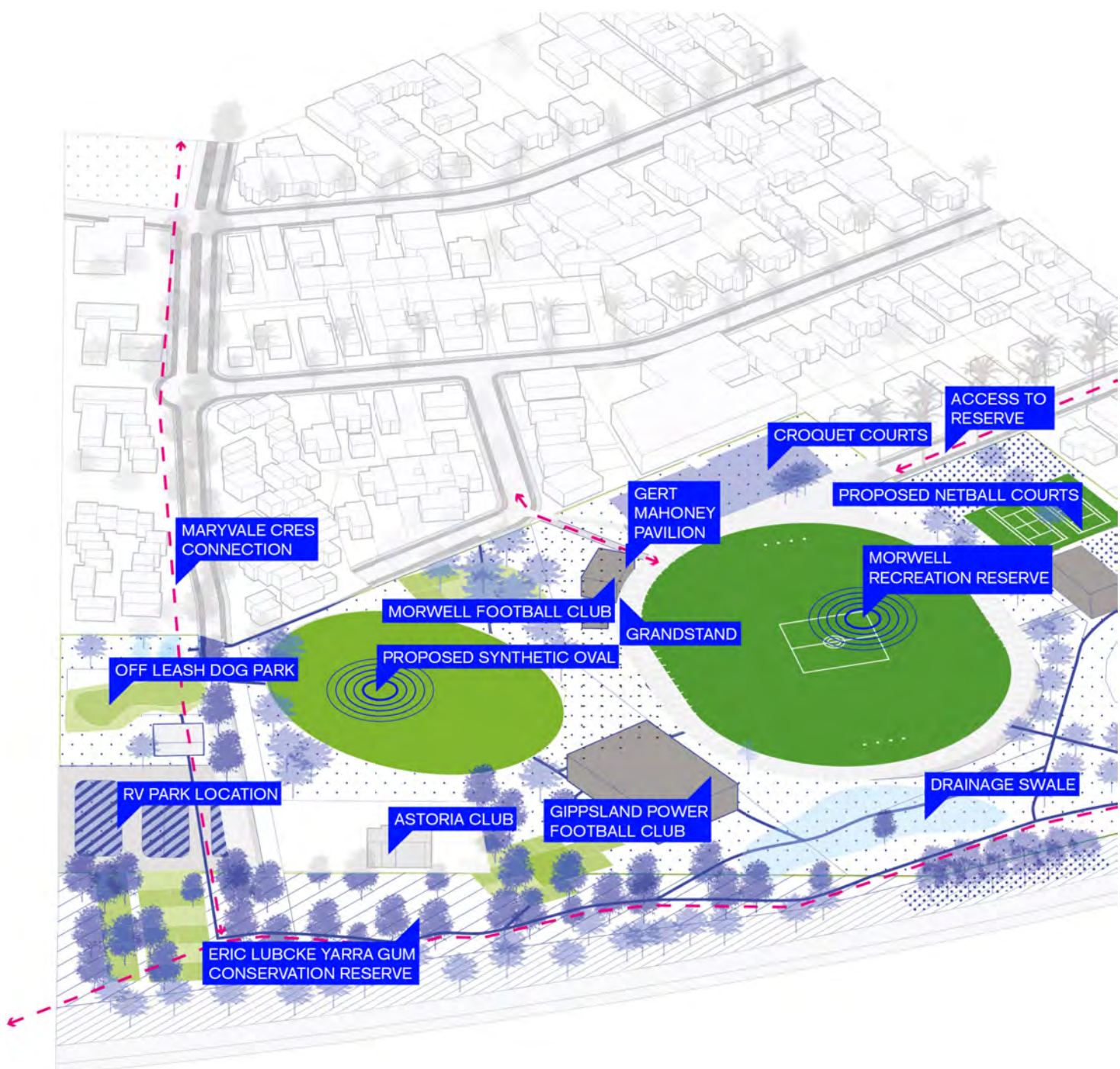
GRANDSTAND
Extend and refurbish existing Morwell Football Club change facilities and amenities to service both the synthetic playing field and Morwell Recreation Reserve.

GIPPSLAND POWER FOOTBALL CLUB
Extend and refurbish existing Gippsland Power offices to

accommodate the AFL Victoria Regional Administration Centre and other sports administration groups.

GERT MAHONEY PAVILION
Upgrade existing Gert Mahoney Pavilion, Morwell Football/Netball clubrooms, kiosk and grandstand.

RV PARK
Relocation of RV Park into adjoining area. Providing opportunity within the park for event overflow parking, egress and fire truck access.



PUBLIC WORKS

TEMPLESTOWE RESERVE SPORTING PAVILION

The sports center makes use of solar panels on its roof to mitigate its energy usage. A large portion of the building materials were actually bricks recycled from an old stadium that used to occupy the site.
<http://www.phooey.com.au/projects/99/templestowe-reserve-sporting-pavilion>



RMIT A'BECKETT URBAN SQUARE



ACCESS TO GUM RESERVE

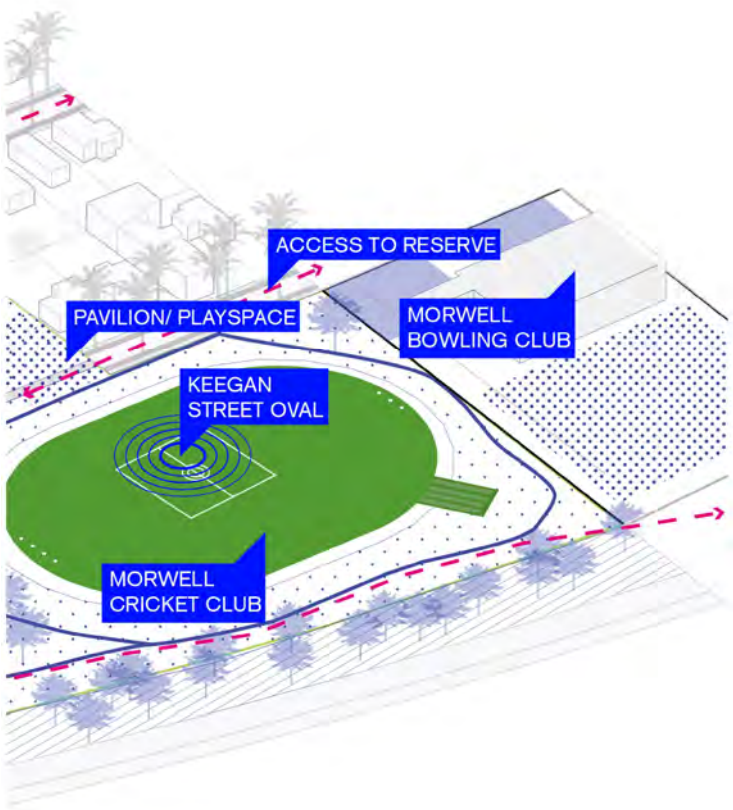


Figure 51 -
Axonometric of Hub E
Recreational

Associated Neighbourhood(s) :
N10, N15, N16 & N17

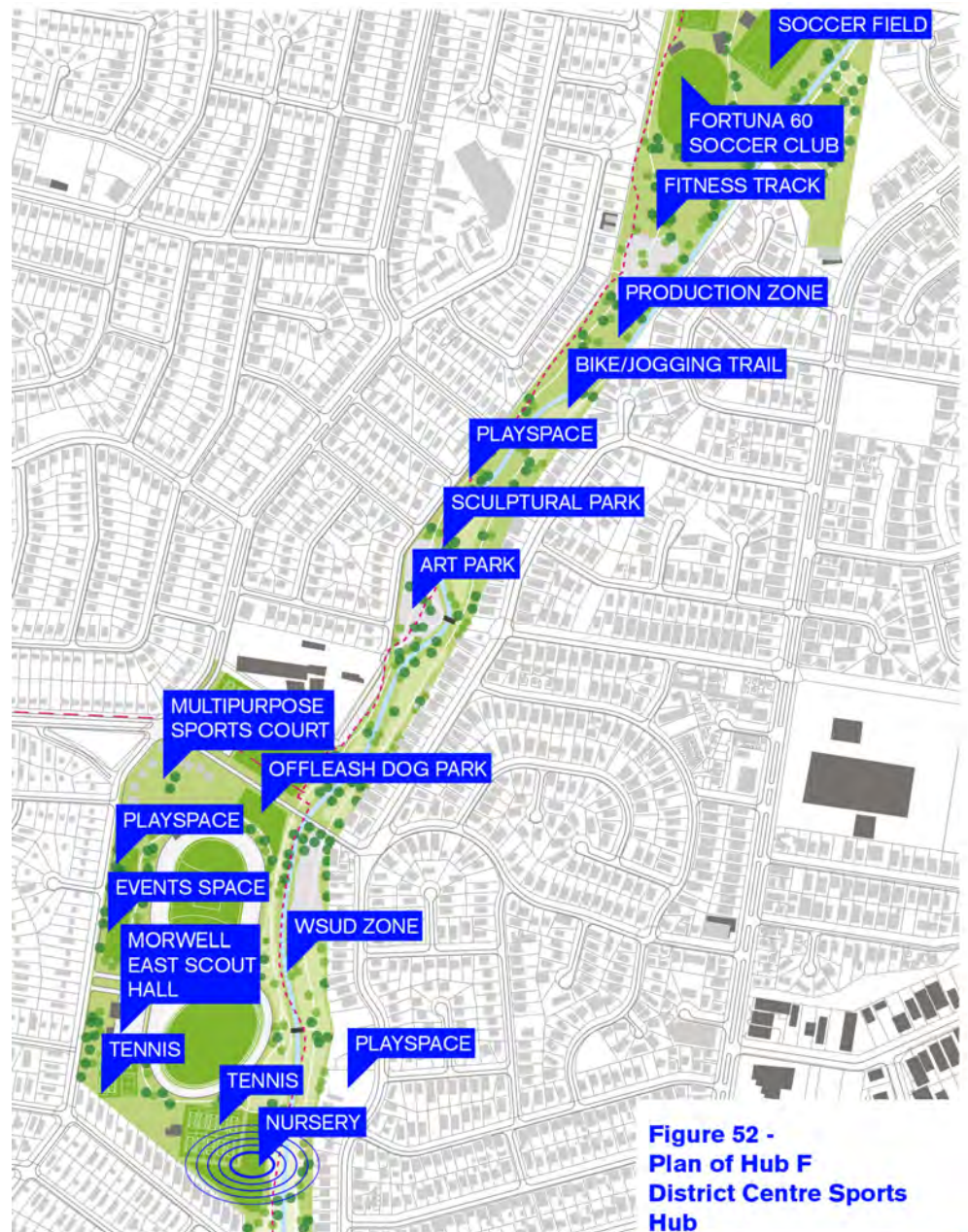


Figure 52 - Plan of Hub F District Centre Sports Hub

HUB PROFILE

Land Area :
0.24 km²

Indicative Use :
High

Hierarchy Classification :
Local

Primary Function :
Sport

KEY ASSET(S) / FACILITY(IES) :

- Football / cricket oval
- Cricket nets
- Netball court
- Tennis courts (5 with lighting)
- Soccer pitch
- Pavilions and Halls
- Playgrounds
- Public Restroom
- Art Work at Waterhole Creek

Community Groups :

- Morwell East Football Netball Club Morwell East Tennis Club
- Morwell Pegasus Soccer Club
- Morwell Tennis Club
- Morwell Cricket Club

DESIGN GUIDELINES

Key Objectives:

- Connect and integrate all recreation facilities through the enhancement of the Water-Hole Creek natural corridor
- Connect through networked pedestrian and bicycle paths
- Enable a greater connection to local neighbourhoods

EXISTING SITUATION (KEY ISSUES & OPPORTUNITIES):

- Water-Hole Creek natural corridor
- Underutilised open space
- A collection of diverse clubs, facilities and sports grounds
- Adjacency to local neighbourhoods
- Proximity to Hub C, District Centre: Educational and Training
- proximity to Mid-Valley

WHAT WE HAVE HEARD:

- Strengthen nature based tourism
- Strengthen sport based tourism
- Enclosed off leash dog & children parks
- Focus on youth/child friendly activity
- Better use/ maintenance of existing open spaces
- Improved visual & physical connections
- Waterhole creek - clean up but generally beautification/activation
- Better connections to external landscape assets
- Improved destination facilities for cyclists In centre

EXISTING PLANS & STRATEGIES:

MORWELL OUTDOOR RECREATION PLAN, JUNE 2008, LATROBE CITY COUNCIL

- The Morwell Outdoor Recreation Plan provides a policy position and clear directions for the provision of outdoor recreation facilities in Morwell in line with Council's 2021 vision.
- http://www.latrobe.vic.gov.au/files/f0593ad9-def2-4883-820d-a0c300f2dd95/Morwell_Outdoor_Recreation_Plan_adopted_16_June_2008.pdf

DRAFT LATROBE CITY COUNCIL, ARTS STRATEGY AND ACTION PLAN, 2016-2019

- The strategy will guide provision of arts services, activities and events into the future and will provide a focus on the important role that the arts can play in Latrobe City being a vibrant and great place to live, work and visit.
- http://www.latrobe.vic.gov.au/files/ba2a2fa4-dc72-4f63-97f3-a51400e71baa/Draft_LC_Arts_Strategy_Action_Plan_2016-19.pdf

KEY RECOMMENDATION:

- Develop landscape design plan for Hub F that integrates the diverse recreational programs (e.g. playgrounds, sculpture park, off-leash dog areas, nursery, art parks, fitness track, walking + bike paths) along Waterhole Creek to activate the area and support the natural health of the riparian landscape

ACTIONS:

1. Off Leash Dog Parks

\$12,000 (Council Funding Contribution)

Latrobe City Council to secure State Government Funding.

Refer to chapter 4.1 Making it Happen - Project 5.

FUTURE CONSIDERATION:

- Consider the type and location of specific activities to support the local neighbourhoods, with careful attention given to the youth demographic
- Advocate and promote the utilisation of the sports facilities (Tennis club, netball courts, football grounds, soccer fields) to be utilised for local, regional, state, and national schedule of sporting events, shows, and activities
- Explore the connectivity of this Hub to other Hubs in Morwell, and the local neighbourhood through walking and bike path links
- Consider how the management of each space might be more efficiently managed, and effectively scheduled to contribute to the health and safety of the area

TENNIS FACILITIES PLAN, JUNE 2008, LATROBE CITY COUNCIL

- http://www.latrobe.vic.gov.au/files/2657e426-7782-4256-978f-a0c300f2e8e1/Tennis_Facilities_Plan_adopted_16_June_2008.pdf

PUBLIC OPEN SPACE STRATEGY VOLUME 1: STRATEGY AND RECOMMENDATIONS, MARCH 2013, LATROBE CITY COUNCIL

- http://www.latrobe.vic.gov.au/files/83572050-1f4d-4b77-abaa-a1d5009f4d8a/Public_Open_Space_Strategy_Volume_1_and_2_adopted_20_May_2013.pdf

VICTORIA'S TRAILS STRATEGY 2014 - 24, JULY 2014, TOURISM VICTORIA

- The purpose of Victoria's Trails Strategy 2014-2024 is to provide a whole-of-government approach and clear vision regarding the planning, management and promotion of trails in Victoria.
- <https://www.tourism.vic.gov.au/component/edocman/?view=document&task=document.download&id=748>

View of Hub F, District Centre Sports Hub
Program and spatial intent

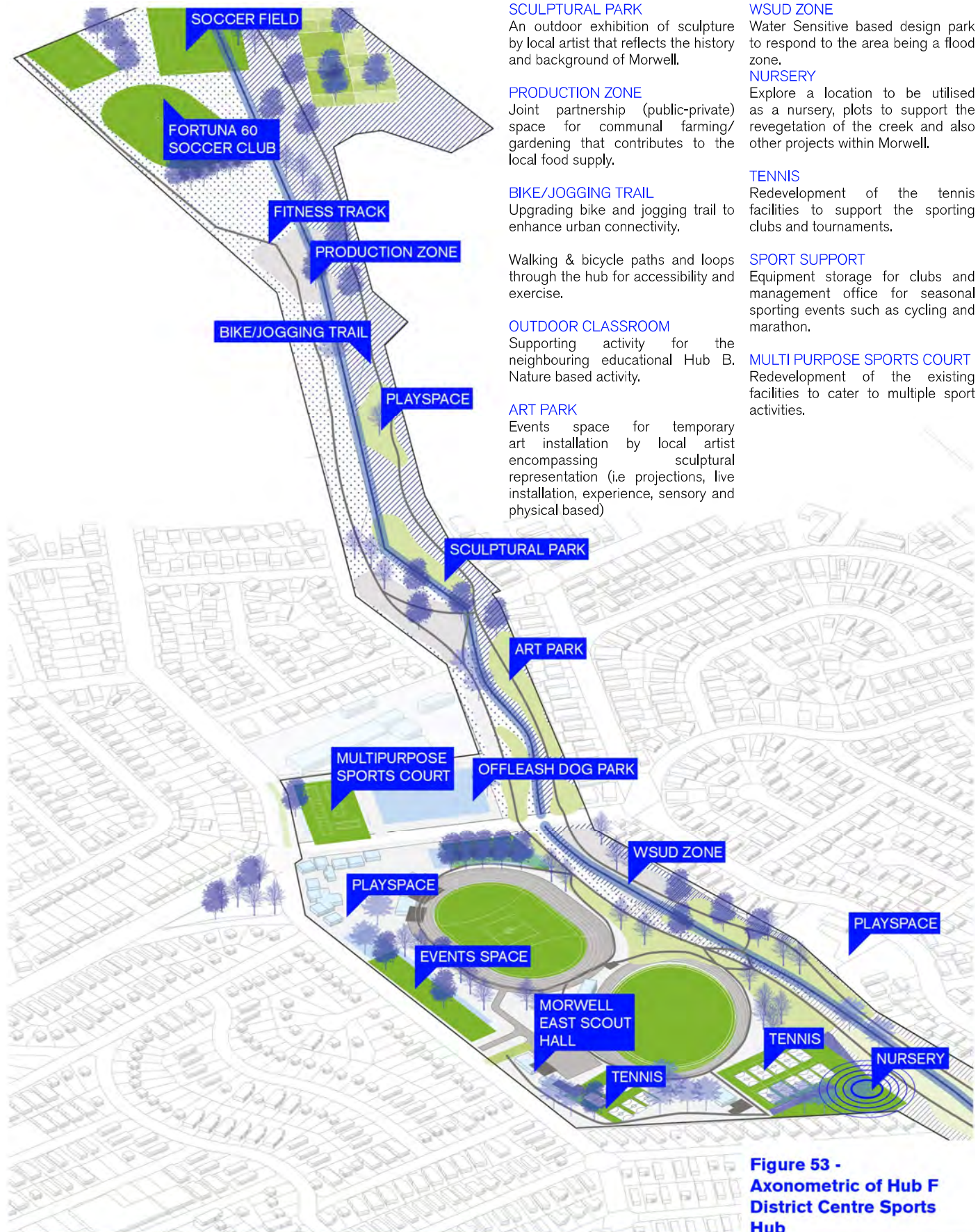


Figure 53 -
Axonometric of Hub F
District Centre Sports
Hub



PUBLIC WORKS

WESTERGASFABRIEK AMSTERDAM

As a former gasworks on the edge of the vibrant city of Amsterdam, the Westergasfabriek oozes a unique mood of adventure and energy. There are various galleries, shops and restaurants, a cinema and a theatre. (Urban Area)
<http://www.westergasfabriek.nl/>

BRISBANE CITY - ART IN PUBLIC PLACES

Art in Public Places recognises that a creative city celebrates its diversity through a range of activities that enliven public space. (Urban Area)
http://www.brisbane.qld.gov.au/sites/default/files/20141017_-_art_policy_booklet.pdf

COPSLEY ORNAMENTALS

Ornamental sunflower growing in Mornington Peninsula. (Regional Area)

SCULPTURAL PARK



SUNFLOWER FIELD



JOGGING/BIKE TRAIL



WESTERGASFABRIEK



PUBLIC ART

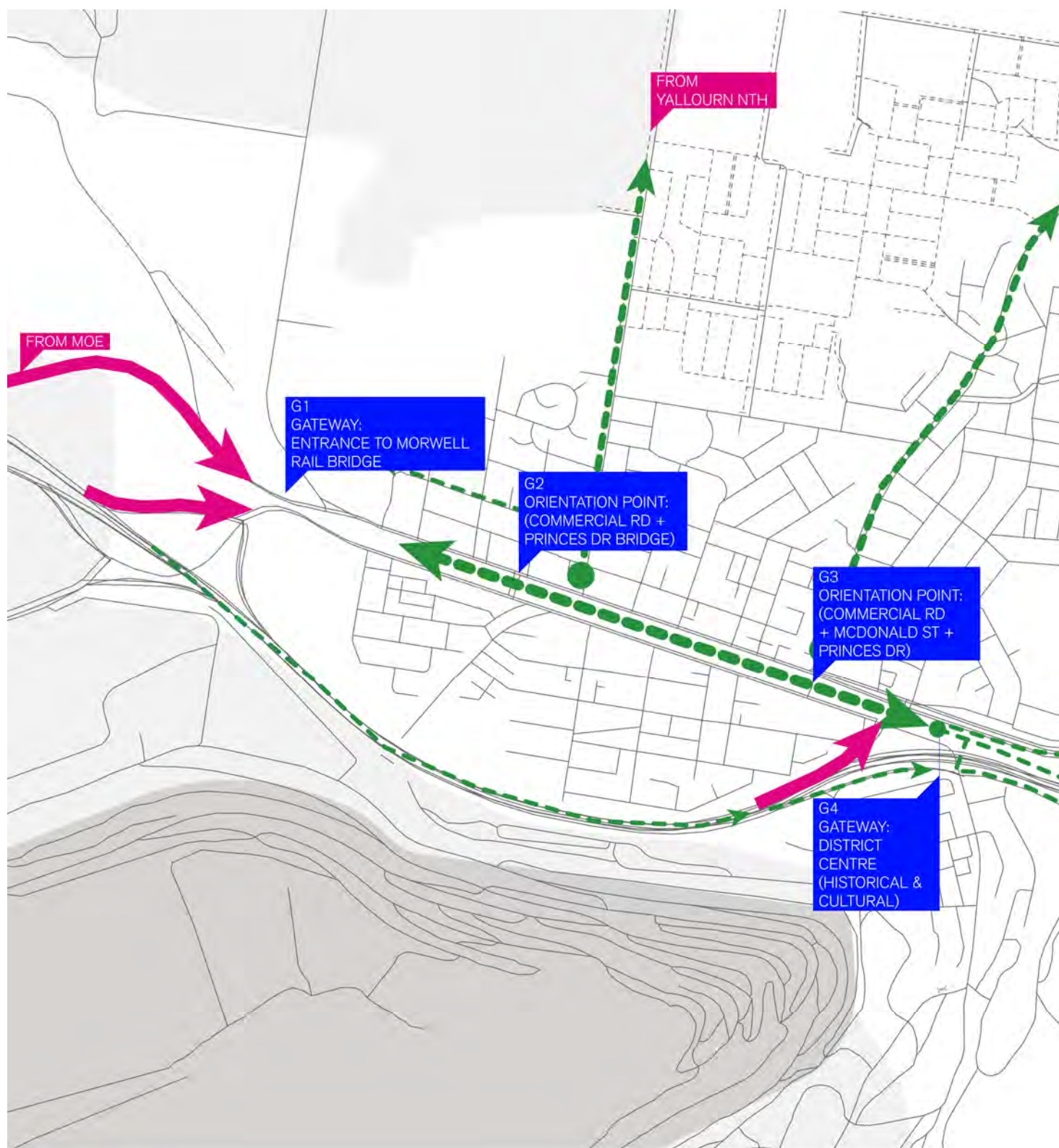


FUTURE MORWELL

3.0 | MY TOWN

3.2 | TOWN GATEWAYS

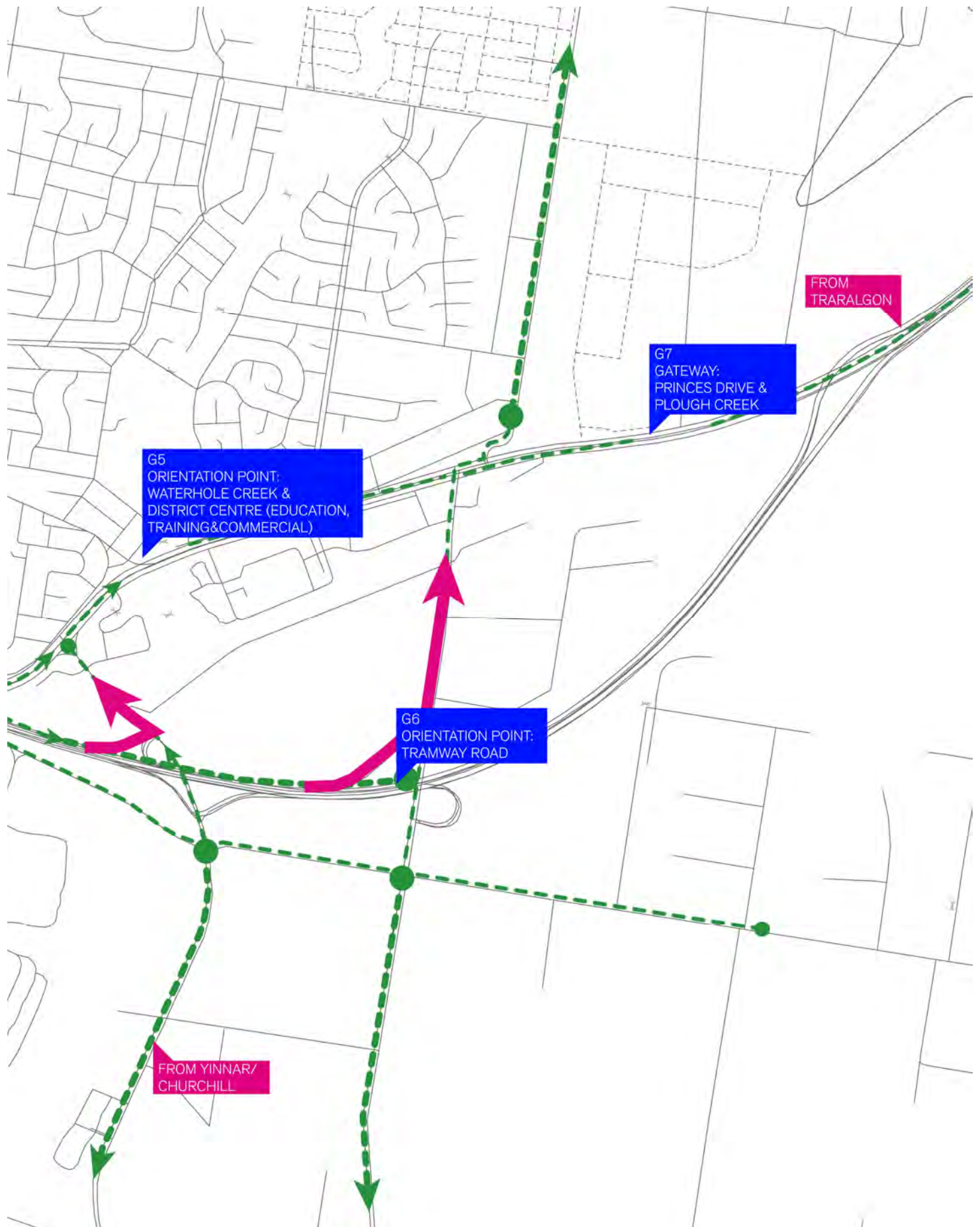
3.2 | TOWN GATEWAYS



**Figure 54 -
Plan of Gateways**

Key

G1 Gateway: Entrance (Rail Bridge)	G3 (Commercial Rd + McDonald St+Princes Dr)	G5 & District Centre (Education, Training & Commercial)	G7 (Princes drive & Plough Creek)
G2 Gateway: Orientation Point (Commercial Rd+Princes Dr Bldg)	G4 Gateway: District Centre (Historical & Cultural)	G6 Gateway: Orientation Point (Tramway Road)	
Gateway: Orientation Point	Gateway: Waterhole Creek	Gateway: Orientation Point	

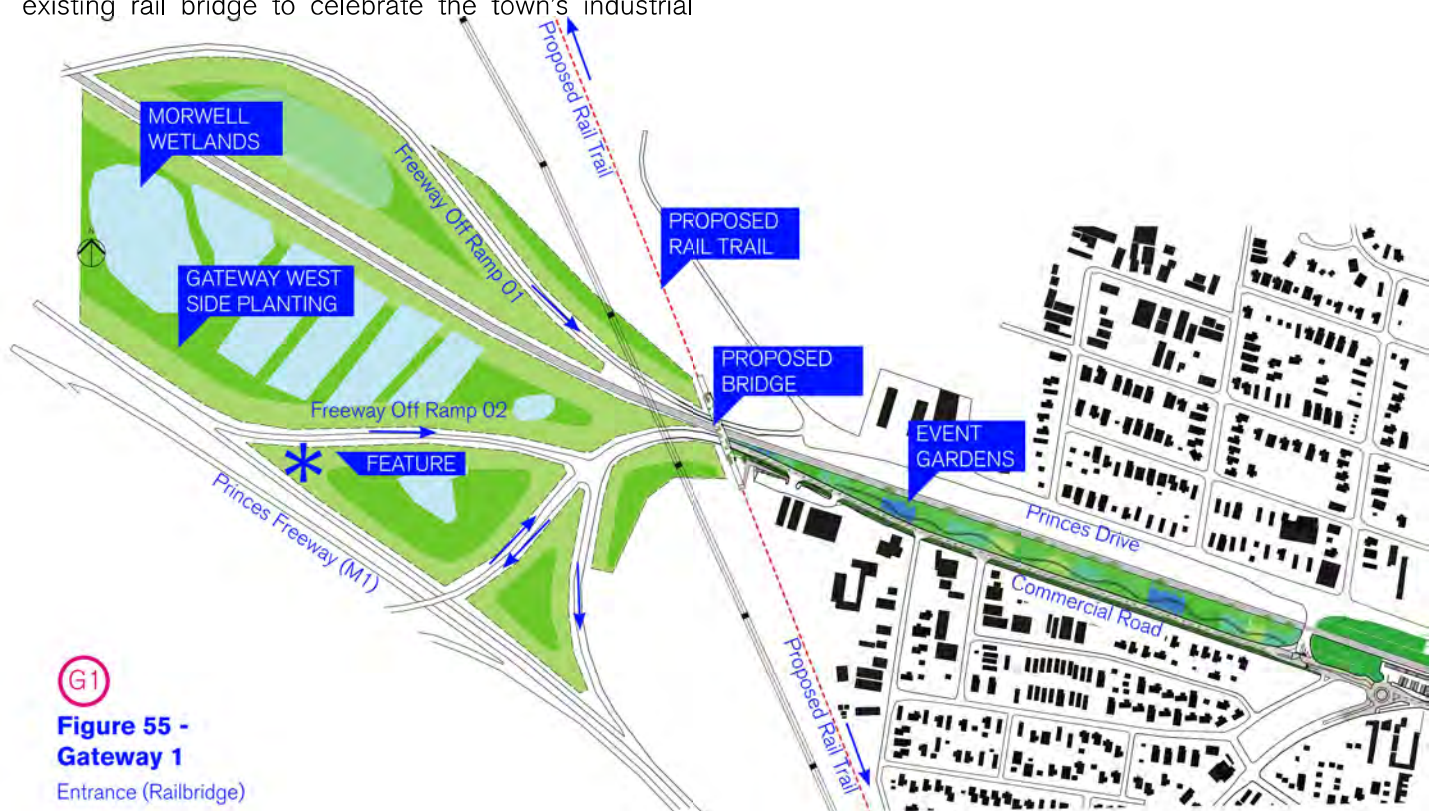


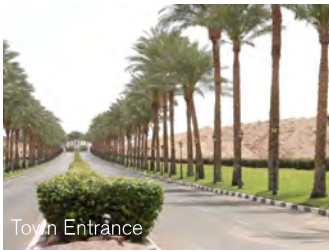
3.2 TOWN GATEWAYS

GATEWAY 1

Gateways are the opportunity to celebrate and contribute to building an identity for Morwell, and develop key points for orientation, navigation and legibility in the urban fabric for locals and visitors. There are currently 5 off-ramp exits from the Princes Freeway into Morwell which serve residents with a local-knowledge of the town well, but may be confusing to visitors. Gateway 'G1' is proposed as the Western entrance and the major entrance to the town, it will act as a welcoming to visitors, a 'welcome-home' to locals, and utilise the existing rail bridge to celebrate the town's industrial

heritage reshaped to project a new future. Gate 'G7' is proposed as the Eastern entrance. The remaining freeway off-ramps will be defined as navigational gateways 'G4' and 'G6'. Two orientation gateways 'G2' and 'G3' are proposed at the rail bridges that connect Commercial Road to Princess Drive and another at 'G5' at the Waterhole Creek crossing, to identify the area, and assist in navigation.





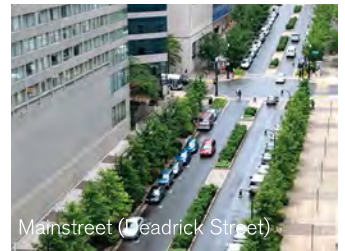
Town Entrance



High Line



Linear Park



Mainstreet (Leadrick Street)

Gateway Precident Images



Proposed Gateway - Night View



FUTURE MORWELL

3.0 | MY TOWN

3.3 | NEIGHBOURHOODS

NEIGHBOURHOODS

In simple terms a neighbourhood is conceived of as a localised community within Morwell's larger town structure. In good examples, neighbourhoods can be seen to be important in creating a sense of place and belonging for individuals and the communities they make, and contributing to the richness of one's life. They are places in which individuals and families come together, healthy communities are fostered, personal growth is encouraged, and dynamic life thrives in a safe and healthy environment that provides many options for residents in all stages of their lives.

A considered neighbourhood structure woven through with the town's assets that include a network of parks and gardens, recreation centres, schools, cultural centres, neighbourhood organisations, and retail activities punctuated by moments of its historical industrial heritage. A better quality of life that is inviting, attractive, sustainable and affordable to a diverse range of households can be encouraged by utilising these assets through a diversified neighbourhood structure.

The aspiration is that residents can be conscious of belonging to a neighbourhood community and have a feeling of responsibility for it that inspires a sense of ownership and personal investment in its prosperity from which they, and their community, can benefit.

The neighbourhood structure is defined through existing characteristics, and elements that include existing land qualities, built assets, natural environment, accessibility, services, and public space that together significantly contribute to the liveability of our town and produce healthy, social and environmental benefits. These are compact neighbourhoods orientated around a population of approximately 500 people within easy walking distance of amenity and easy movement between neighbourhoods. They act as the foundation for greater social connectivity and the renewal of the built and public realm. Renewal strategies will vary per neighbourhood.

The neighbourhood strategy is intended to promote our understanding of public space and a productive sense of ownership to create a more sustainable, resilient, and healthy community orientated network throughout Morwell. It builds upon the existing social capital, contributes to greater social cohesion, and contributes to a sense of trust and inclusion.

NEIGHBOURHOOD DIVERSITY

The variety of neighbourhoods identified in this document aspires to celebrate the diversity of Morwell's physical and social fabric by building on its strengths. This is important to contributing to a range of neighbourhood choices that reinvigorate existing areas, and give direction to new development so as to improve the quality of life for its residents and attractiveness to potential new residents.

The diversity of neighbourhoods is an important way in which we can provide insight into the local community to which people can choose to identify. This may include the location and proximity to potential employment, education, health and community services, as well as social, cultural, and recreational opportunities.

A diversity of neighbourhoods across Morwell is important for the overarching prosperity of the town. Different types of neighbourhoods enable and support a diverse range of social amenities. Individual neighbourhoods are to have the capacity to address a range of qualities of life that we may not find existing entirely in any one neighbourhood, but we expect to find in the town's collective neighbourhoods.

Morwell's ability to enable liveability through its neighbourhoods and Hubs supports the health, wellbeing and the quality of life of people who live and work in them. This includes the broader societal and cultural characteristics of places and communities reflected in both its historical and contemporary ways of living. These values are also attached to places, objects, activities, events, the application of technology, and our interaction with the natural environment.

Supporting community wellbeing is one of the key objectives of the National Urban Policy (2012). Communities that 'support healthy living, social inclusion and civic engagement and offer good quality housing, education, employment, accessibility and amenity are more likely to develop, attract and retain talented and enterprising people, business and innovation'.

The State of Australian Cities report (2012) states that 'close attention to indicators of liveability such as equality, health, safety, affordability, accessibility, amenity and community wellbeing will help to monitor quality of life and social inclusion for Australia's diverse urban communities'.

Factors contributing to liveability include:

- **SAFETY**

The sense of physical and emotional security, primarily focused on the individual or family, but also extending to surroundings.

- **HEALTH**

Physical and mental wellbeing for all, including mental health + physical activity (walkable neighbourhoods).

- **EDUCATION**

The opportunity to gain a quality education for all ages, incomes + abilities.

- **PROSPERITY AND INCOME**

The opportunity for long-term, fulfilling employment that allows for personal growth, self-sufficiency, + wealth creation.

- **COMMUNITY**

The inherent sense of belonging with neighbours, sharing common interests + working together to achieve common goals, participation in sports activities, cultural + leisure activities, social capital, + volunteering.

- **PHYSICAL CONDITION**

The state of the built + natural environment.

- **HOUSING**

Quality dwelling options, the cost of living, + affordable housing.

- **MOBILITY + ACCESSIBILITY**

The ability to effectively and efficiently travel to work, access public transport, use of motorised mobility aids, modes of active travel, + internet access.

- **ENVIRONMENT**

The physical, chemical, + biotic factors that affect the surroundings + conditions in which a person, animal, or plant lives.

- **RECREATION + AMENITY**

Places to accommodate physical activity + social interaction, quality public spaces, recreational + cultural facilities, retail services + amenities.

- **CULTURE**

Numerous events + cultural activities that define the social composition of daily life.

'A liveable town supports the health, wellbeing and the quality of life of people who live and work in them. The way they are planned, designed, built and managed can enhance or detract from liveability.'

'The physical characteristics that contribute to the liveability of a *town* include land use, built form, quality and conservation of public spaces and natural environments, efficiency and options of transport, accessibility to work, education, health and community services and social and recreational opportunities.'

'The cultural characteristics of a *town* reflect both historical and contemporary ways of living, the values and meaning attached to places, objects, activities and events, the application of technologies and the interaction with the natural environment in which *towns* are located. The social aspects of cities include social capital and social cohesion that contribute to a sense of trust and inclusion.'

Adapted from the National Urban Policy

NEIGHBOURHOODS

The neighbourhood precincts are defined through key existing characteristic elements. These elements are utilised to identify a neighbourhood precinct which in turn is to inform the proposed future design and development of the area.

Many of these characteristics are defined through its physical qualities, however it also recognises identifiable existing communities through their broader social and cultural connection to place reflected in contemporary and historical ways of living together.

In this manner the neighbourhood structure is proposed to strengthen existing neighbourhood communities, and promote the development of others, so that it might engender greater connection within each neighbourhood, and bolster connectivity across the all neighbourhoods in Morwell.

The intention is to enhance the physical, economic, environmental, and social character of Morwell through its neighbourhood structure, and add to its regional lifestyle. This Plan recognises that significant change will be most effective when the governance structures of the local government work collaboratively with the community (Refer to: Future Morwell Future Latrobe Valley - Steps to a Shared Vision). This is important in enabling the community to play an important role in the transformation of their neighbourhood that also engenders a sense of ownership, shared management, diversity, and pride of place.

Key characteristics include:

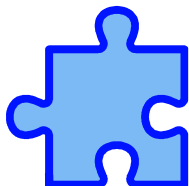
- **EXISTING BUILDING**
Historical Building
Heritage Significance
Quality & Condition
Era & Style of Building
- **VEGETATION**
Area & Density of Vegetation
Types of Vegetation
Height & Topology
- **HEIGHT & BUILDING FORM**
Shapes & Form
Visual Accessibility / Composition
Spacing of Structures & Pattern
- **MATERIAL & DESIGN DETAIL**
Colour of the Structures
Features of Structure
Types of Material
Design Details
- **FRONT BOUNDARY TREATMENT**
Size of Frontage Area
Surface Treatment
Landscape Type
- **LOT LAND AREA / DENSITY**
Lot Area of Properties
Shapes & Pattern of Lot
Structures Orientation
- **ROAD-SPACE TREATMENT**
Road Designs
Design Material
Pedestrian Connectivity
Nature Strips & Features
- **TOPOGRAPHY**
Form (Steep, Flat & Undulating)

BUILDING THE NEIGHBOURHOODS



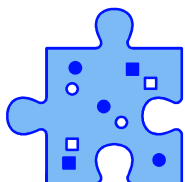
01 IDENTIFY NEIGHBOURHOOD

- a. Building character
- b. Relationship to primary road
- c. Topography and natural landscape features
- d. Size of area and current population



02 DEFINE NEIGHBOURHOOD

- a. Apply landscape treatment to perimeter road. (Treatment consistent where possible across all neighbourhoods)
- b. Tree Planting



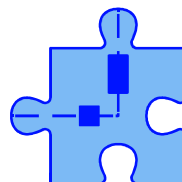
03 IDENTIFY ASSETS

- a. Built Assets
- b. Land Assets
- c. Historical or Architectural Character
- d. Community Groups



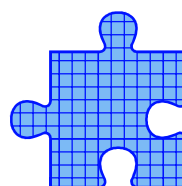
04 IDENTIFY & DEFINE CONNECTING ROADS

- a. Key Secondary Roads apply with landscape treatment that is specific and connected to edge
- b. Connection to (Pedestrian & Bike) Pathway network



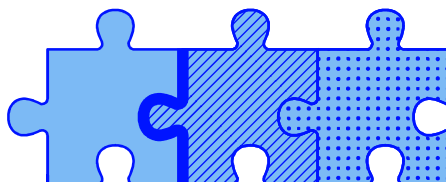
05 IDENTIFY & DEFINE PUBLIC OPEN SPACE, COMMUNITY FACILITIES, COMMERCIAL & RETAIL

- a. Define through Landscape treatment
- b. Connect Asset with Path
- c. Consolidate and enhance



06 IDENTIFY & DEFINE TERTIARY ROADS

- a. Apply Landscape Treatment to Tertiary Roads within the each neighbourhood.
- b. Identify community strategies for tertiary renewal



07 NEIGHBOURHOOD ADJACENCIES WITH OTHER LANDUSE

- a. Edge as buffer
- b. Define a thicken buffer between neighbourhoods + industry/ infrastructure define space



08 EDGES AS TRANSITION SPACE FOR NEIGHBOURHOODS & INDUSTRY/INFRASTRUCTURE DEFINE

- a. Define and thicken buffer between neighbourhood and open space/ hub
- b. To be permeable and act as a transition space.

- 3.5 NEIGHBOURHOOD COMPARISONS - NEIGHBOURHOOD BREAKDOWN

IDENTIFYING NEIGHBOURHOODS

This Plan defines 27 potential residential neighbourhoods in Morwell (including existing residential areas and future planned developments) and 7 industrial neighbourhoods.

The urban fabric of the town has been mapped to identify the existing and future residential areas, the existing and planned industrial areas, and the commercial zones. Further distinction of the neighbourhoods was made through an examination of the existing built character in relationship to the primary arterial network of roads. This relationship begins to define and distinguish the ‘place’ of the neighbourhood, and minimise unwanted through-traffic from each area. The major roads contribute to defining the perimeter of the neighbourhoods, whereas internal neighbourhood streets describe and control the internal circulation. These secondary and tertiary streets are physically thinner than the major roads, and are often found to be curved in design for both safety and aesthetic purposes. They discourage through traffic, and simultaneously enhance pedestrian safety.

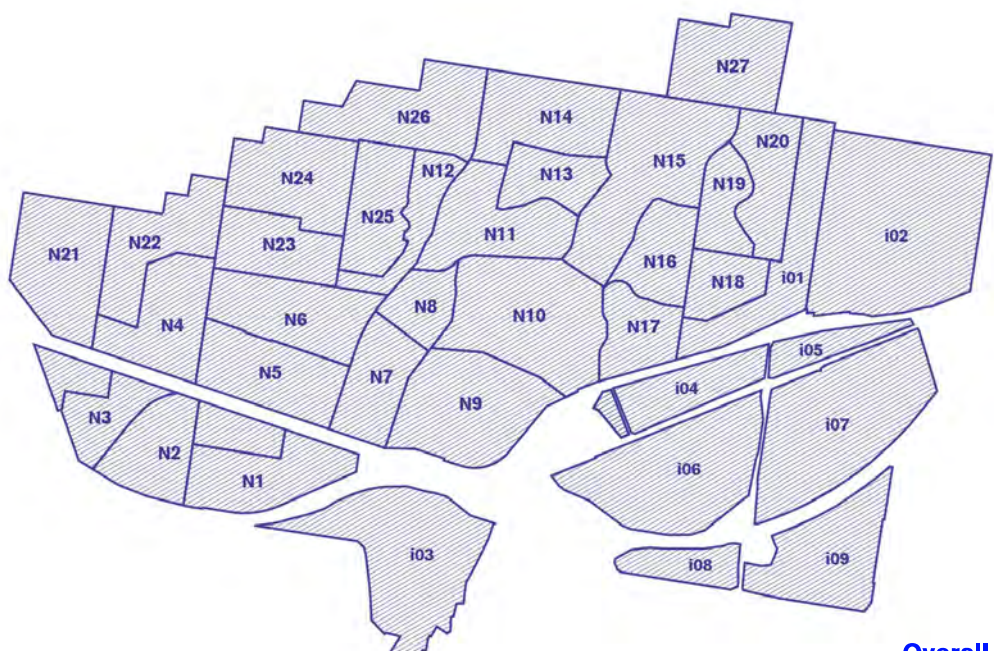
The natural topography of the land can be seen to inform the primary road network, and consequently shape neighbourhoods into specific terrain types. The terrain can be seen to inform the built fabric through the consideration of view and aspect that informs the location and building type. Historically identifiable

architectural styles, building materials, and construction techniques also play a role in distinguishing individual neighbourhoods.

Much of the physical definition of the neighbourhood’s urban form is symptomatic of the period in which it was built that typically. The design of the neighbourhoods typically focused on engineering, surveying and lot yield efficiency.

The town’s neighbourhood structure is inseparable from the historical processes that formed them, so that it can be observed to contain elements and characteristics that are uniquely associated with its industrial heritage.

The combination of these factors has been fundamental in shaping Morwell, and the location and physical character of its neighbourhoods. Moving forward it is important that this plan consider and direct how neighbourhoods also constitute the social and economic wellbeing of the area, and provide a framework for a community that is sustainable, safe, efficient and vibrant.



Overall Morwell
Neighbourhoods



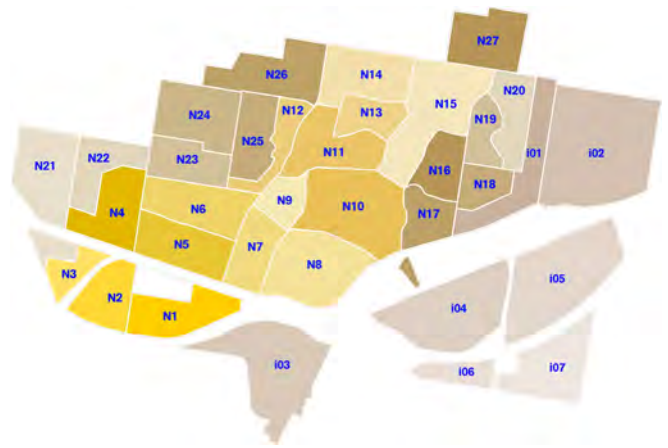
Aerial Image of Morwell



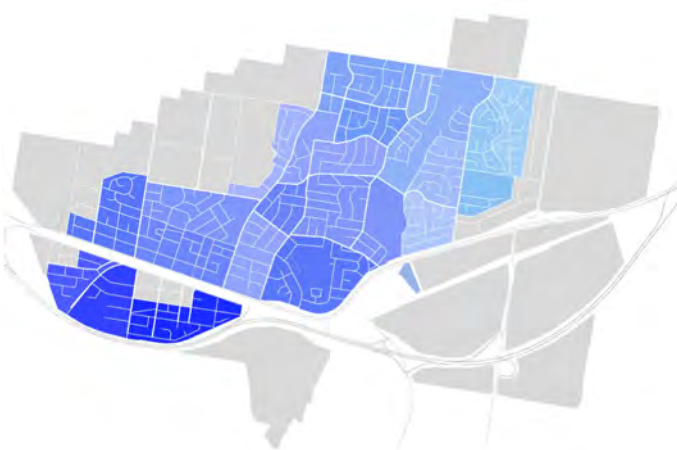
Landscape Character



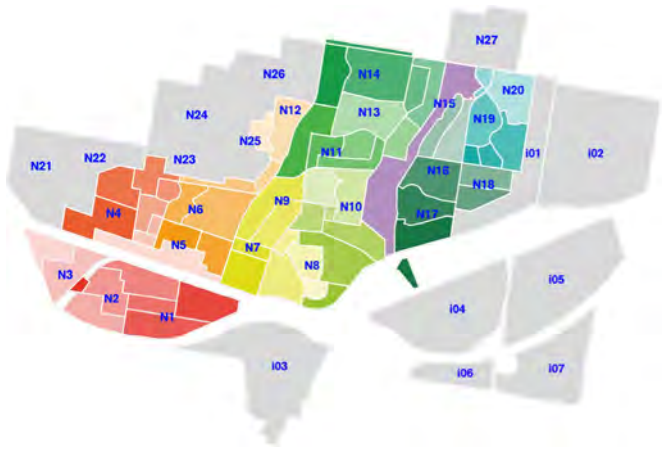
Built Character



Neighbourhood Precincts



Road Network



Neighbourhoods

EXISTING PLANS & STRATEGIES:

- Morwell North West Development Plan, Latrobe City Council, CPG
- Morwell North West Development Plan Background Analysis, Latrobe City Council, CPG
- Morwell East Industrial Precinct Development Plan, NBA Group

ADDITIONAL MATERIAL(S) :

- Latrobe City Council GIS layers
- Morwell North West Development Plan
- Morwell East Industrial Precinct Development Plan

Neighbourhood N01

KEY ACTIONS

Community Hub
Library relocation, community centre, event venue, town hall and community garden. An element within the production network.

Linear Park / Events Garden

Extension of Green Boulevard
into neighbouring precinct to create a connection between the linear park and the production buffer zones.

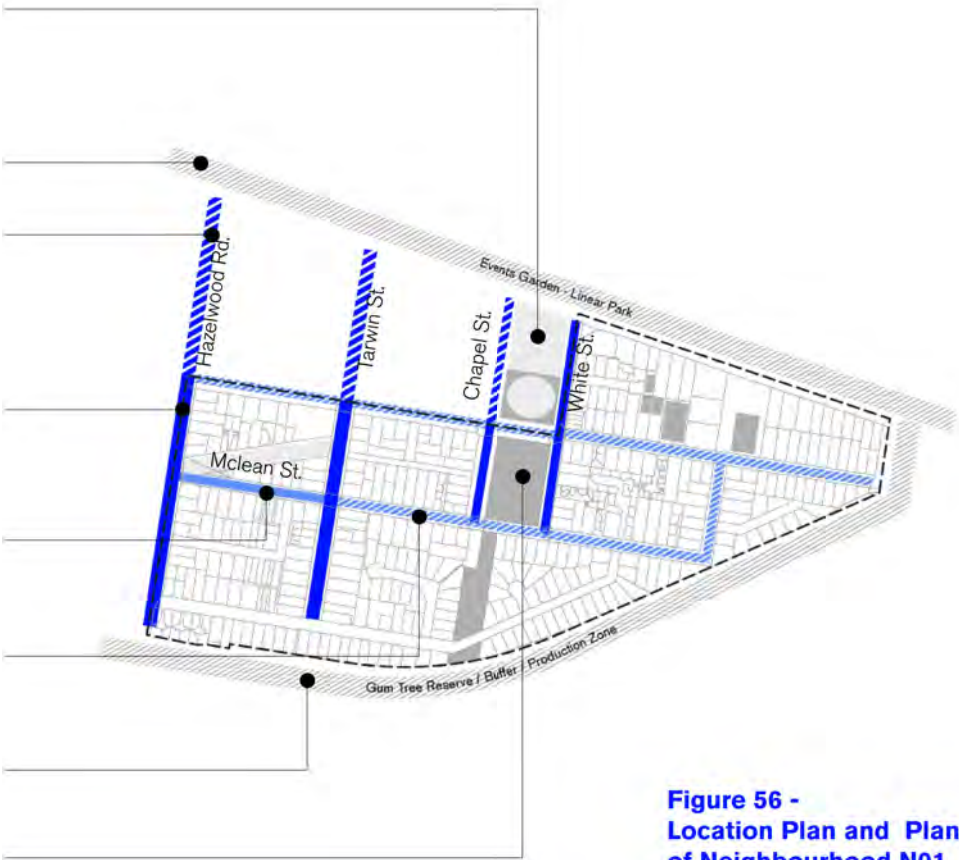
Green Boulevard
Develop the nature strip to increase parking and pedestrian connection to surrounding sporting and recreation facilities.

Existing Roadside Planting
as a reference planting character of the precinct.

Extension of Roadside Planting
with the same tree species throughout the precinct.

Production Buffer Zones
with pathways connecting to trails, public fruit tree trail and nursery.

Expansion of Community Hub Programs



**Figure 56 -
Location Plan and Plan
of Neighbourhood N01**

LOCATION PLAN



PRECINCT PROFILE

Land Area :
0.41 km

No. Of Houses :
420 units

Indicative Population :
882

Indicative Housing Cost :
\$212,000

KEY ASSET(S)

Community Group(s) :
Morwell RSL Club
BNYM Indigenous Designs
Morwell Catholic Parish

Green Space/Park(s) :
Morwell Wooden Park
Morwell Park Primary School

Heritage Building(s) :
Greek Orthodox Church
46 Elgin St.

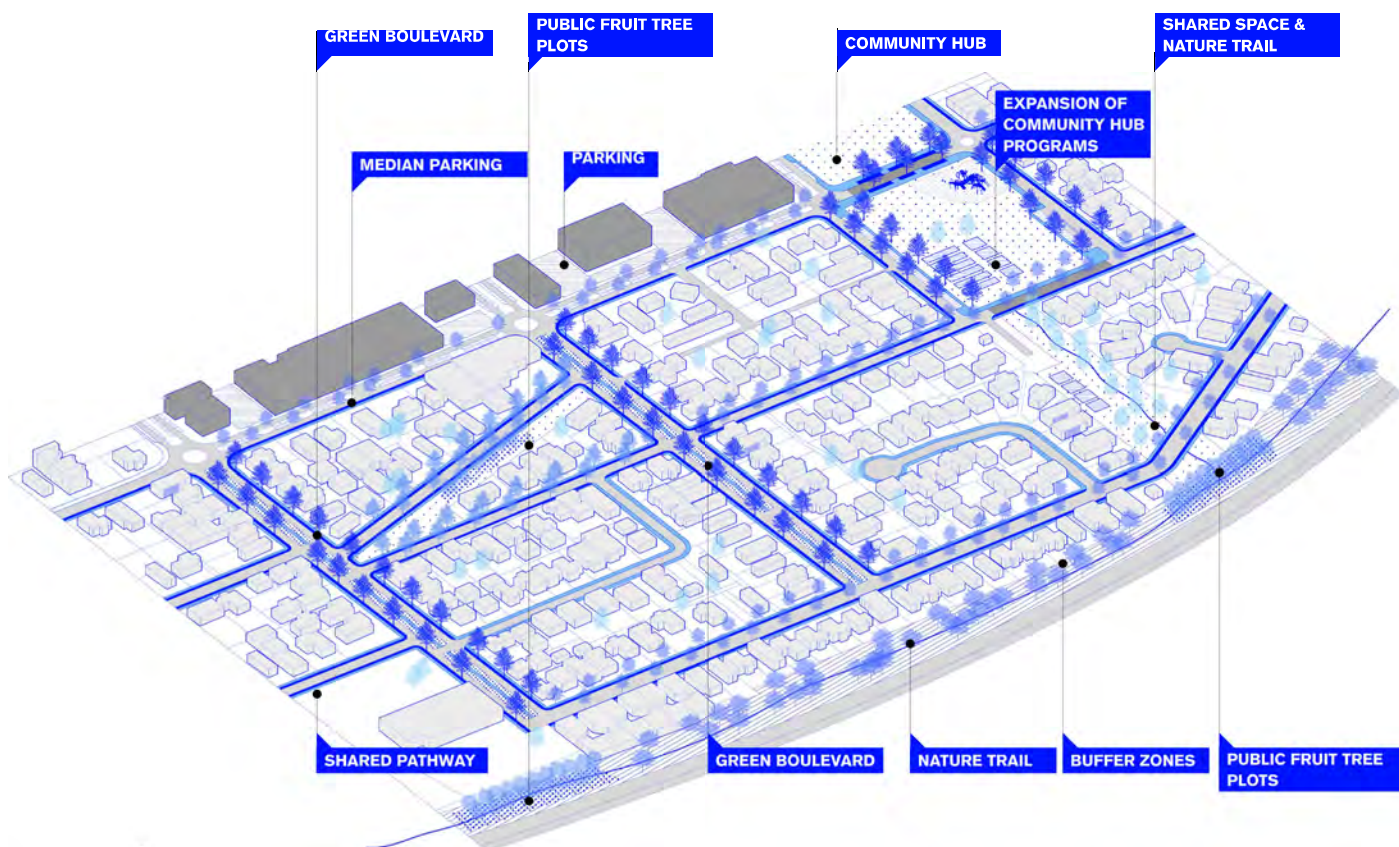
Presbyterian Manse - Weatherboard House
42 Elgin St.

1890's Weatherboard Cottage
30 Ann St.

Luxford Appliance Repairs Art Deco
29 White St.

NEIGHBOURHOOD EXAMPLES





Nature Trail Connects to Neighbouring Precinct. N02

Figure 57 - Axonometric of Neighbourhood N01

SHARED PATHWAY

Standardise roadside shared pathway minimum width to enable roadside planting and add character to the area.

PUBLIC FRUIT TREE PLOTS

Various types of fruit to be used across public fruit trail plots.

Managed and maintained by local community with the help of a seed bank. Diversification of activity to support events and festivals.

BUFFER ZONES

Planted with native species.

Plots of land used by and for community projects.

Outdoor classroom trail; outdoor activities e.g. identifying plant species.

NATURE TRAIL

Trails that accommodate walkers, joggers and recreational cycling, connecting to other green networks throughout Morwell.

GREEN BOULEVARD

Boulevard with shared space and pathways as a connector from linear park to the Productive Buffer Zones.

Roadside planted with deciduous tree species to add character to neighbourhood and differentiate hierarchy of connection.

MEDIAN PARKING

Re appropriated parking spaces to enable and aid urban activation strategies.

PARKING

Re-appropriated parking spaces to enable and aid urban activation strategies.

COMMUNITY HUB

Library relocation, community centre, event venue, town hall and community garden. An element within the production network.

SHARED SPACE & NATURE TRAIL

Trail connecting community hub to buffer zones.

Spaces within could be used for urban farming expansion or be rented out to eligible individuals or organization.

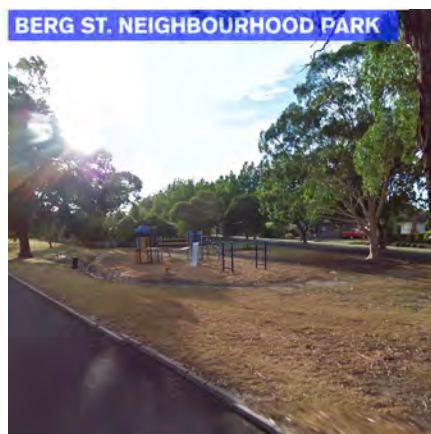
EXPANSION OF COMMUNITY HUB PROGRAMS

Urban Farming Plots

Community led Urban Farming plots for edible vegetation.

Plots could be expanded to neighbouring shared space for lease/rent.

NEIGHBOURHOOD EXAMPLES



Neighbourhood N02

NEIGHBOURHOOD STATEMENT

KEY ACTIONS

Linear Park / Events Garden

Rose Garden

Extension of Roadside Planting

with the same tree species throughout the precinct and continuity with appropriate species in the neighbouring precinct.

Green Boulevard

Develop the nature strip to increase parking and pedestrian connection to surrounding sporting and recreation facilities.

Existing Roadside Planting

Historical entry statement planting (palm) at Travers St. As a reference of street planting.

Expansion of Rose Garden

Eric Lubcke Yarra Gum Reserve

Recreational Sports Hub

Production Buffer Zones

With pathways connecting to trails, public fruit tree trail and nursery.



**Figure 58 -
Location Plan and Plan of
Neighbourhood N02**

LOCATION PLAN



PRECINCT PROFILE

Land Area :
0.33 km

No. Of Houses :
264

Indicative Population :
554

Indicative Housing Cost :
\$194,000

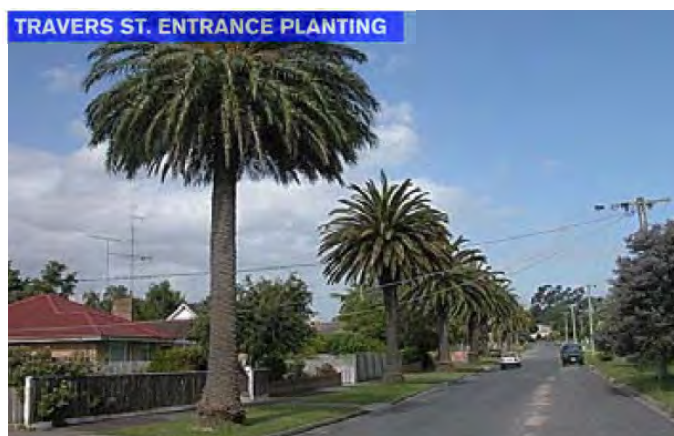
KEY ASSET(S)

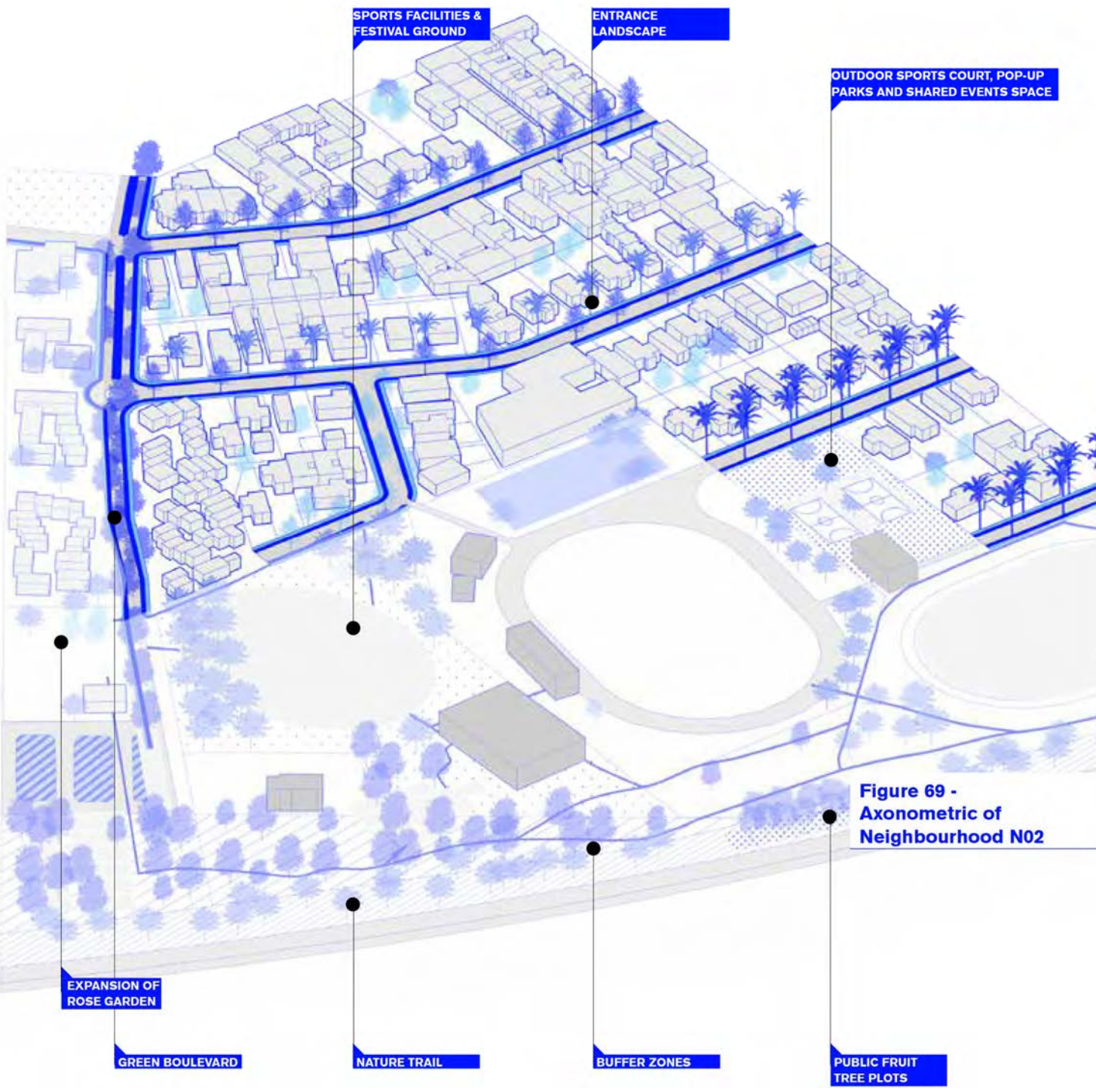
Community Group(s) :
Morwell Bowling Club
Club Astoria

Green Space/Park(s) :
Morwell Recreation Reserve
Eric Lubcke Yarra Gum
Reserve

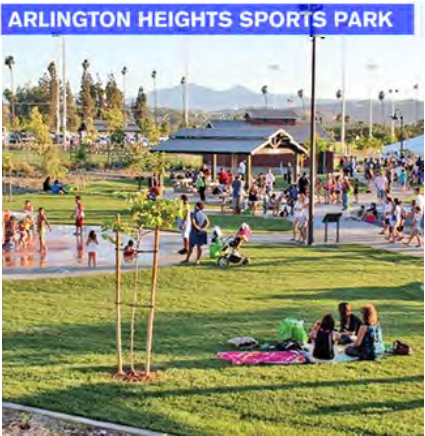
Heritage Building(s) :
Club Astoria
Canary Island Palm Avenue - Travers Street
Palms
House - 28 Hazelwood Road
House - 26 Hazelwood Road
Annie's & George Bills' Horse Trough
Morwell Masonic Temple
House 30 - Ann Street
Former Morwell Town Hall - Latrobe Valley Art
Gallery

NEIGHBOURHOOD ASSETS





NEIGHBOURHOOD EXAMPLES



Neighbourhood N03

NEIGHBOURHOOD STATEMENT

KEY ACTIONS

Linear Park / Events Garden

Rose Garden

Extension of Roadside Planting

With the same tree species throughout the precinct and continuity with appropriate species in the neighbouring precinct.

Green Boulevard (Avondale Rd.)

Develop the nature strip to increase parking and pedestrian connection to surrounding sporting and recreation facilities.

Avondale Rd. - Historical Connector

Road within the precinct with historical significance as it previously led to Morwell's temporary settlement; 'White City' in the 1940's.

Existing Roadside Planting

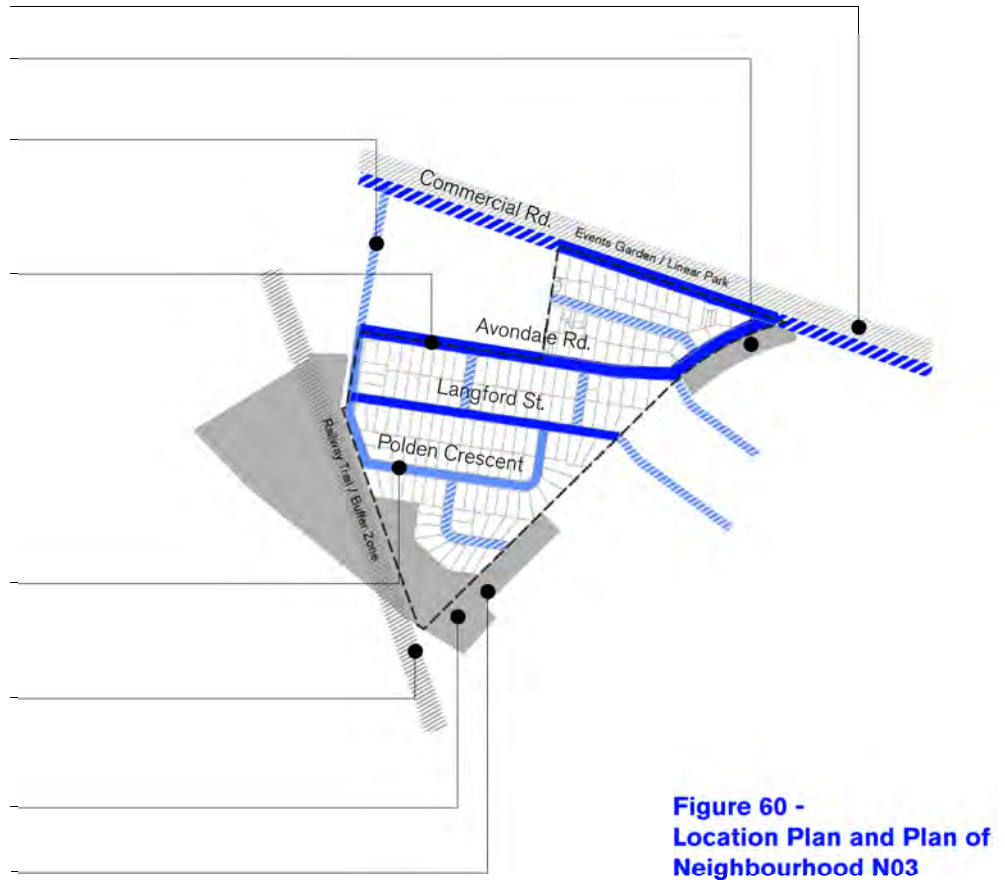
Deciduous tree with colour character at Polden Crescent as a reference of street planting and to be replicated throughout the precinct secondary road.

Railway Trail/Buffer Zones

With pathways connecting to trails, public fruit tree trail and nursery.

Eric Lubcke Yarra Gum Reserve

Expansion of Rose Garden



**Figure 60 -
Location Plan and Plan of
Neighbourhood N03**

LOCATION PLAN



PRECINCT PROFILE

Land Area :
0.17 km

No. Of Houses :
264 units

Indicative Population :
554

Indicative Housing Cost :
\$198,000

KEY ASSET(S)

Community Group(s) :
Morwell Rose Garden

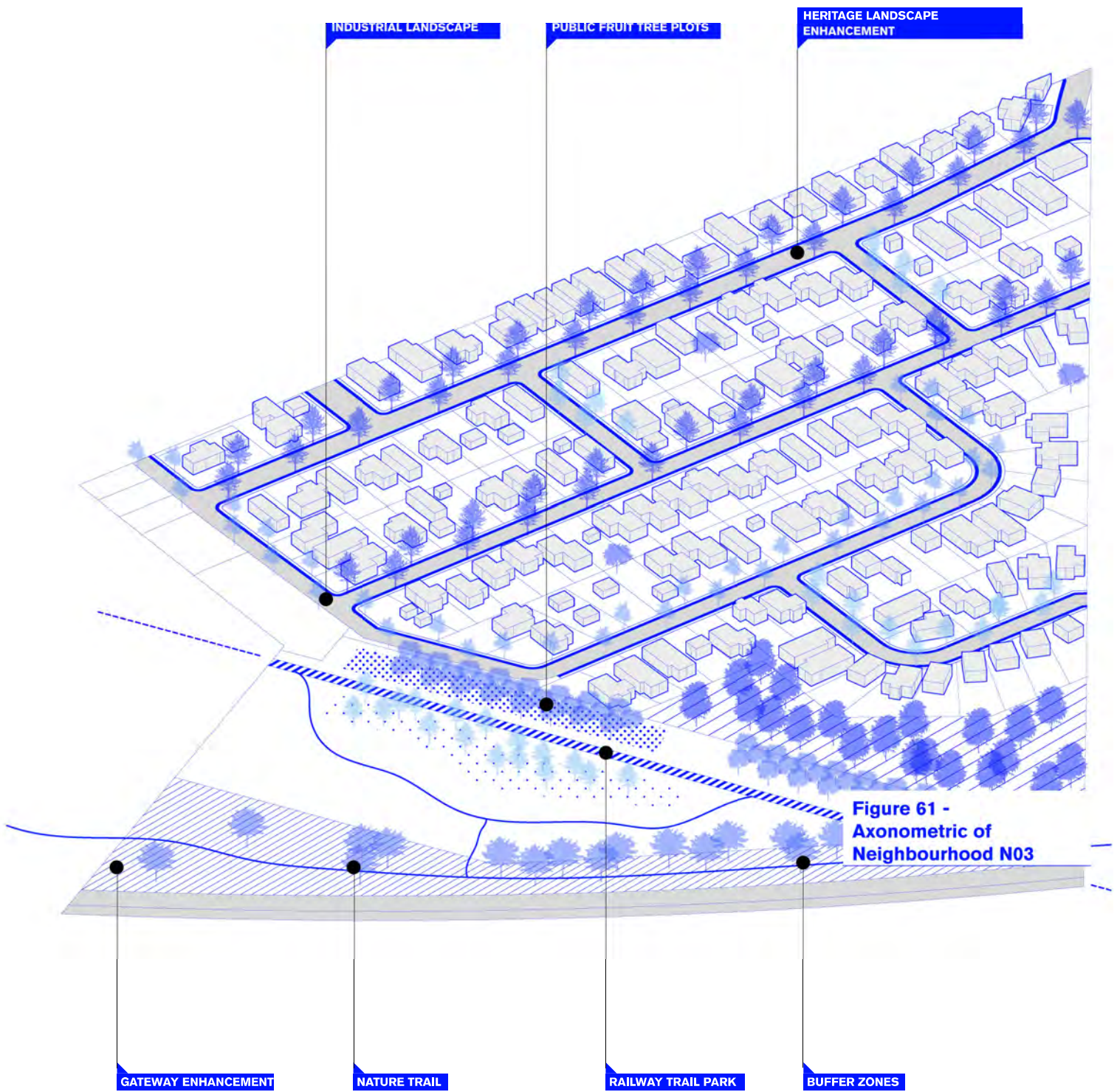
Green Space/Park(s) :
Ivan Madden Reserve Picnic Area
Morwell Centenary Rose Garden
Eric Lubcke Yarra Gum Reserve

Heritage Building(s) :
-

Avondale Rd. is the main connector to 'White City', an infamous temporary settlement with its own district character.

NEIGHBOURHOOD ASSETS





NEIGHBOURHOOD EXAMPLES

ADELAIDE HILLS AMY GILLET RAIL TRAIL



BIRCH RESIDENTIAL STREETSCAPE



Neighbourhood N04

NEIGHBOURHOOD STATEMENT

KEY ACTIONS

Green Boulevard (Latrobe Rd.)

Develop the nature strip to increase parking and pedestrian connection to surrounding sporting and recreation facilities.

Extension of Roadside Planting

With the same tree species throughout the precinct and continuity with appropriate species in the neighbouring precinct.

Existing Roadside Planting

Hardy eucalyptus tree at Catherine St. As a reference of street planting and to be replicated throughout the precinct's secondary roads.

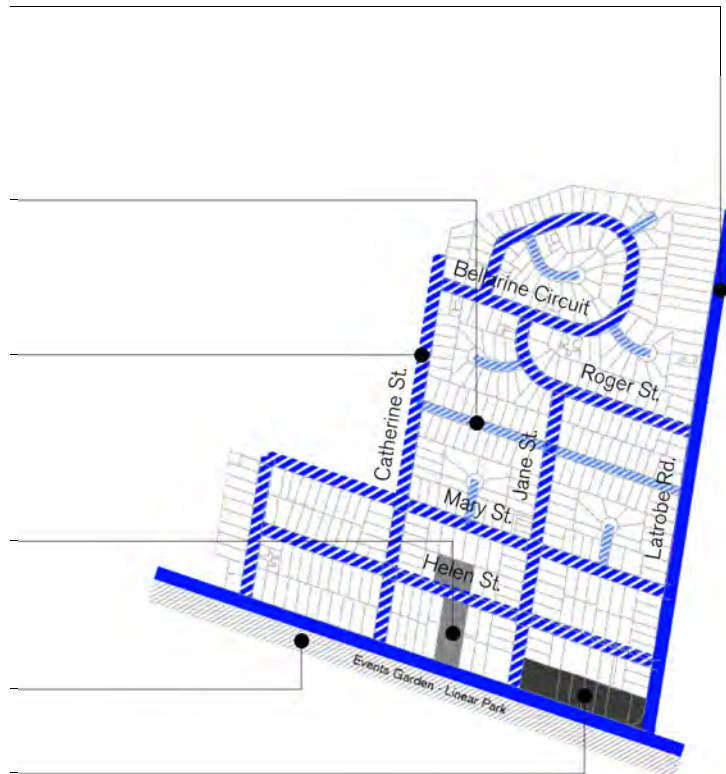
Community Node

Morwell Bowls Club to be a community / group node for activity. Enhancement of compound to highlight the area.

Linear Park / Events Garden

Commercial Shop

Development and introduction of new commercial strip for neighbourhood.



**Figure 62 -
Location Plan and Plan
of Neighbourhood N04**

LOCATION PLAN



PRECINCT PROFILE

Land Area :
0.42 km

No. Of Houses :
294 units

Indicative Population :
617

Indicative Housing Cost :
\$242,000

KEY ASSET(S)

Community Group(s) :
Morwell Club Inc.

Green Space/Park(s) :
Helen Street Park

Heritage Building(s) :
103 Princes Drive

NEIGHBOURHOOD ASSETS





**Figure 63 -
Axonometric of
Neighbourhood N04**

PRESERVATION & ENHANCEMENT

character of local neighbourhood architecture.

Exposed red brick facade.
Street planting in the area to reflect the dominant colour in the neighbourhood.

Deciduous plants that are maroon/ red coloured or change colour during the autumn season.

GREEN BOULEVARD (LATROBE RD.)

Joint partnership (public-private) space for communal farming/ gardening that contributes to the local food supply.

BUSINESS DISTRICT ROAD TREATMENT

Road enhancement to enable activation of future retail/seasonal/ temporary events.
Widening of sidewalk - pedestrian friendly and increase location of

pedestrian crossing for connectivity and safety.
Acts as visual boundary for way-finding and connector to neighbouring commercial/business district within the town.

SIGNIFICANT ENTRANCE TREATMENT

Preserving and enhancing existing entrance planting on Catherine St. and replicating it throughout neighbourhood's identified main roads.
Same planting species to instil character.

COMMUNITY NODE

Morwell Bowls Club to be a community / group node for activity. Enhancement of compound to activate the area.

COMMERCIAL STRIP

Development and introduction of new commercial strip for neighbourhood.

NEIGHBOURHOOD EXAMPLES



Neighbourhood N05

NEIGHBOURHOOD STATEMENT

KEY ACTIONS

Green Boulevard (McDonald St.)

Develop the nature strip to increase parking and pedestrian connection to surrounding sporting and recreation facilities.

Green Boulevard (Latrobe Rd.)

Roadside nature strip as part of the street module with pathways, parking and shared space as an extension from the neighbouring precinct and to support the events garden activities.

Historical Connector (Church St.)

Road within the precinct with historical significance as it leads to La Mode factory. Shaded vegetation with the same species at La Mode Factory. Type and designs will be replicated to neighbouring roads (Collins St., Hoyle St. & Hopetoun Ave.)

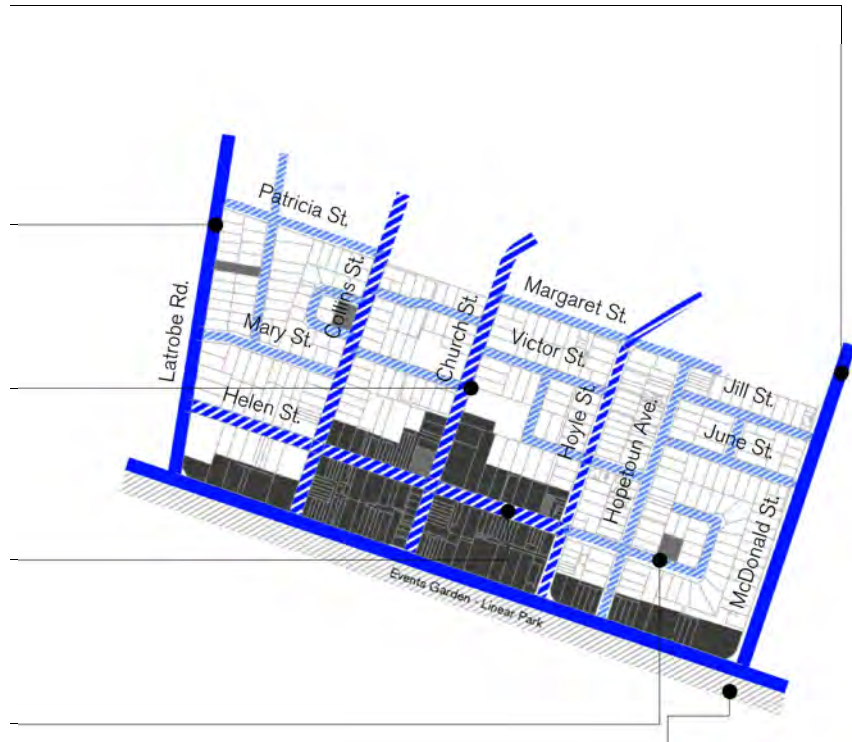
Extension of Roadside Planting

Character design from neighbouring precinct to be extended to the almost non-existent landscape along the road and replicated throughout the adjacent roads within the precinct.

Secondary Arterial Road

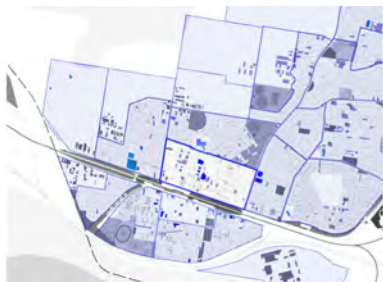
Sparse vegetation and focus on residential perimeter fencing (i.e. paint and material)

Linear Park / Events Garden



**Figure 64 -
Location Plan and Plan of
Neighbourhood N05**

LOCATION PLAN



PRECINCT PROFILE

Land Area :
0.43 km

No. Of Houses :
311 units

Indicative Population :
653

Indicative Housing Cost :
\$195,000

KEY ASSET(S)

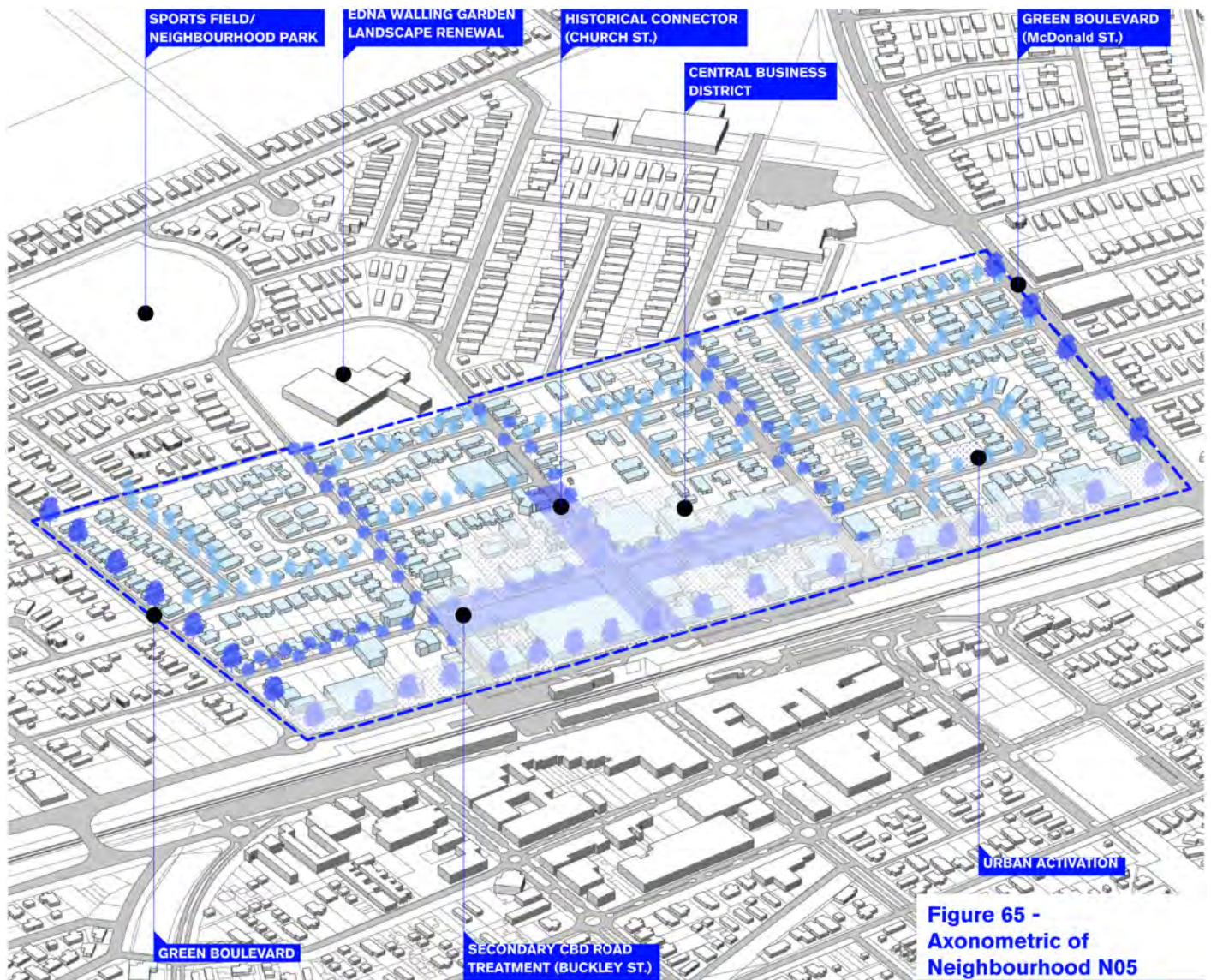
Community Group(s) :
International Women's Group Inc.
Morwell Lapidary Club Inc.

Heritage Building(s) :
103 Princes Drive

Green Space/Park(s) :
Joy Street Park

NEIGHBOURHOOD ASSETS





**Figure 65 -
Axonometric of
Neighbourhood N05**

HISTORICAL CONNECTOR (CHURCH ST.)

Road within the precinct with historical significance as it leads to La Mode factory.

Shaded vegetation with the same species at La Mode Factory. Type and designs will be replicated to neighbouring roads (Collins St., Hoyle St. & Hopetoun Ave.)

Pocket Park - Parklet - Streetscape
- Lighting.

CENTRAL BUSINESS DISTRICT

Establishing a Secondary Central Business District for Morwell town North Side of the railway tracks.

Strengthening the activity and running urban activation programs to be inclusive of the Secondary CBD area.

GREEN BOULEVARD

Roadside nature strip as part of the street module with pathways, parking and shared space as an

extension from the neighbouring precinct and to support the events garden activities.

SECONDARY CBD ROAD TREATMENT (BUCKLEY ST.)

Rest stop and meeting point for walkers, joggers and cyclists using the trail.

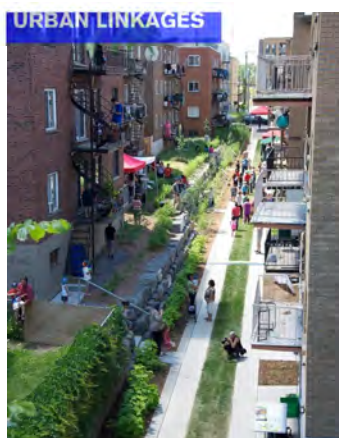
Public-Private partnership, managed and maintained as an extension of the Rose Garden.
Diversification of activity to highlight the area.

URBAN ACTIVATION

Current vacant lot within neighbourhood have the potential to be used as temporary urban activation.

Shared space - pop-up parks -
Urban Farming - Community events
- Mini Market.

NEIGHBOURHOOD EXAMPLES



Neighbourhood N06

NEIGHBOURHOOD STATEMENT

KEY ACTIONS

Green Boulevard (McDonald St.)

Widening of roadside nature strip and pathways. Introduce median nature strip with shared pathway for joggers and cyclist. Roadside character changes as it progresses north. Big structural planting with roadside deciduous vegetation to complement neighbouring precincts.

Green Boulevard (Latrobe Rd.)

Develop the nature strip to increase parking and pedestrian connection to surrounding sporting and recreation facilities.

Sports Field Enhancement/ Neighbourhood Park

Northern reserve sports field perimeter vegetation to highlight its presence.

Historical Connector (Church St.)

Historical significance as it led to La Mode factory. Shaded vegetation with the same species at La Mode Factory.

Renewal of Edna Walling Garden

Garden Lighting at night and removal of perimeter fence to allow public accessibility.

Extension of Roadside Planting

Character design from neighbouring precinct to be extended to the almost non-existent landscape along Patricia St. & Margaret St. and replicated throughout the precinct secondary arterial roads.

Education/Recreation Hub

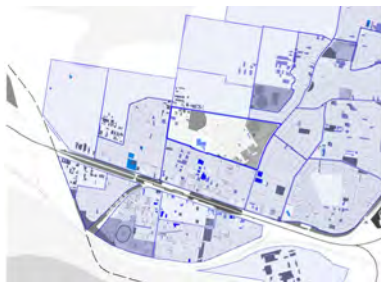
Garden Lighting at night and removal of perimeter fence to allow public accessibility.

Combined Primary School Location



**Figure 66 -
Location Plan and Plan of
Neighbourhood N06**

LOCATION PLAN



PRECINCT PROFILE

Land Area :
0.46 km

No. Of Houses :
368 units

Indicative Population :
772

Indicative Housing Cost :
\$251,000

KEY ASSET(S)

Community Group(s) :

-

Green Space/Park(s) :

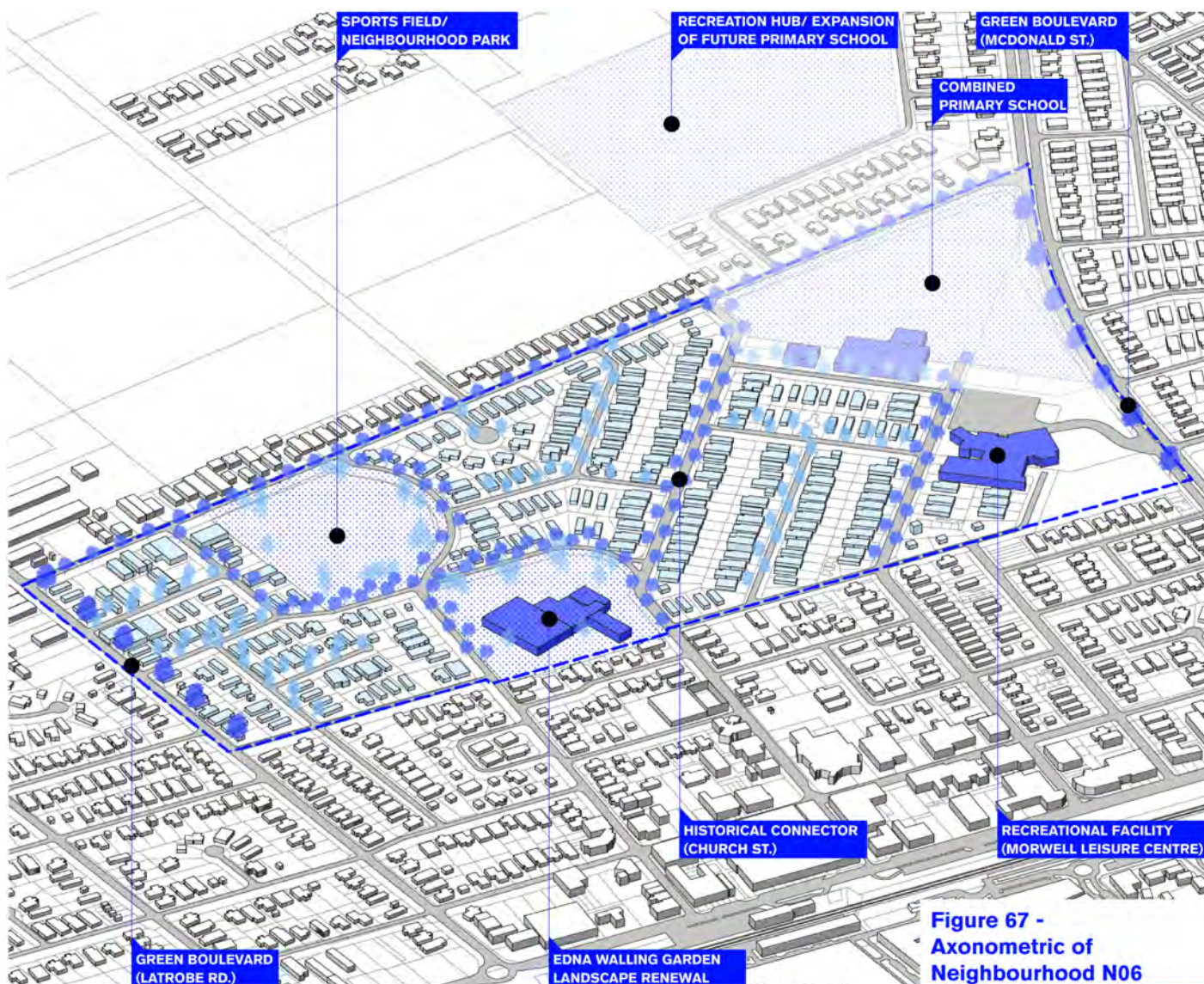
Northern Reserve
Sir Norman Brookes Park
Morwell Leisure Centre

Heritage Site(s) :

Edna Walling Garden – La Mode Factory
- Church Street

NEIGHBOURHOOD ASSETS





**Figure 67 -
Axonometric of
Neighbourhood N06**

SPORTS FIELD ENHANCEMENT/ NEIGHBOURHOOD PARK

Northern reserve sports field perimeter vegetation to highlight its presence.

Perimeter re-vegetation -
Playground - Garden Lighting.

RENEWAL OF EDNA WALLING GARDEN

Garden Lighting at night and removal of perimeter fence to allow public accessibility.

Re-purpose usage for shared space through Public-Private Partnership.

Gallery - Museum - Shared Space - Community Workshop - Rent Space for weddings and Events.

RECREATION HUB

Maryvale Recreation Reserve & Morwell Leisure Centre Reserve Green Space to be develop as a Northern part recreation hub to cater for the surrounding neighbourhood. The location also connects to the

larger Morwell Circuit Network which increase accessibility to the hub.

GREEN BOULEVARD (MCDONALD ST.)

Widening of roadside nature strip and pathways. Introduce median nature strip with shared pathway for joggers and cyclist.

Roadside character changes as it progresses north. Big structural planting with roadside deciduous vegetation to complement

neighbouring precincts.

GREEN BOULEVARD (LATROBE RD.)

Develop the nature strip to increase parking and pedestrian connection to surrounding sporting and recreation facilities.

HISTORICAL CONNECTOR (CHURCH ST.)

Historical significance as it led to La Mode factory. Shaded vegetation with the same species at La Mode Factory.

Roadside Planting and treatment to reflect La Mode Factory landscape and Edna Wallings work.

NEIGHBOURHOOD EXAMPLES



RECREATIONAL FACILITY (MORWELL LEISURE CENTRE)

Diversification of usage and spreading the coverage to cater to a more diverse group of people, club or community through programs.

Allocate space within facility as temporary HQ for groups or clubs.

Neighbourhood N07

NEIGHBOURHOOD STATEMENT

KEY ACTIONS

Demarcation Planting

Roadside planting treatments as identification and borders of the neighbouring precinct. Different species or planting intervals of tree for each side of the road.

Green Boulevard (McDonald St.)

Develop the nature strip to increase parking and pedestrian connection to surrounding sporting and recreation facilities.

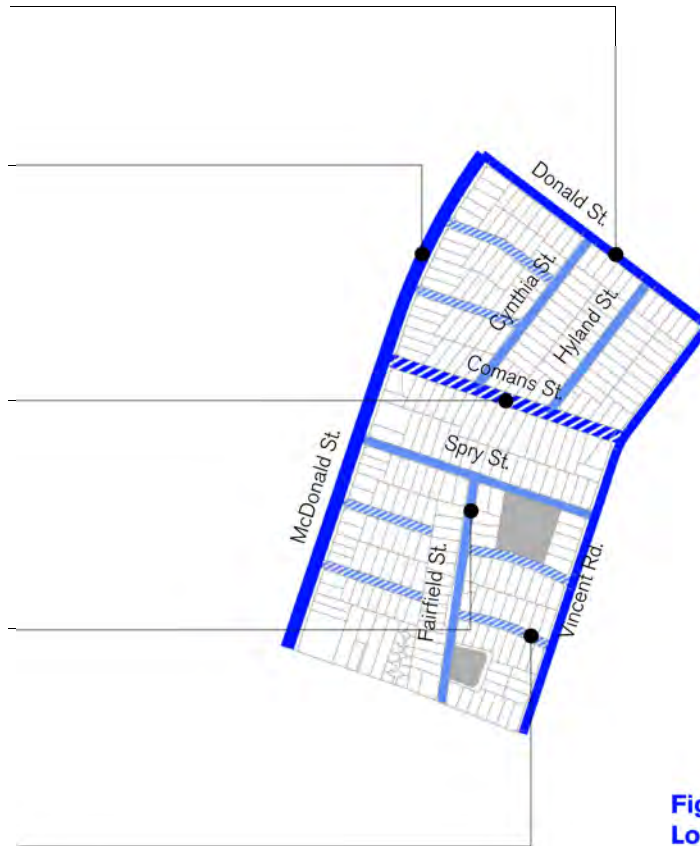
Entrance Enhancement

Character design from neighbouring precinct to be extended to the almost non-existent landscape along Comans St. shoulder widening to increase nature strip area and enable shared pathway activation.

Extension of Roadside Planting

Character design from neighbouring precinct to be extended to the almost non-existent landscape along Fairfield St., Cynthia St. & Hyland St. and replicated throughout the precinct secondary arterial roads.

Secondary Arterial Road



**Figure 68 -
Location Plan and Plan of
Neighbourhood N07**

LOCATION PLAN



PRECINCT PROFILE

Land Area :
0.32 km

No. Of Houses :
291 units

Indicative Population :
611

Indicative Housing Cost :
\$188,000

KEY ASSET(S)

Community Group(s) :

-

Heritage Site(s) :

-

Green Space/Park(s) :

Northern Reserve
Sir Norman Brookes Park
Morwell Leisure Centre

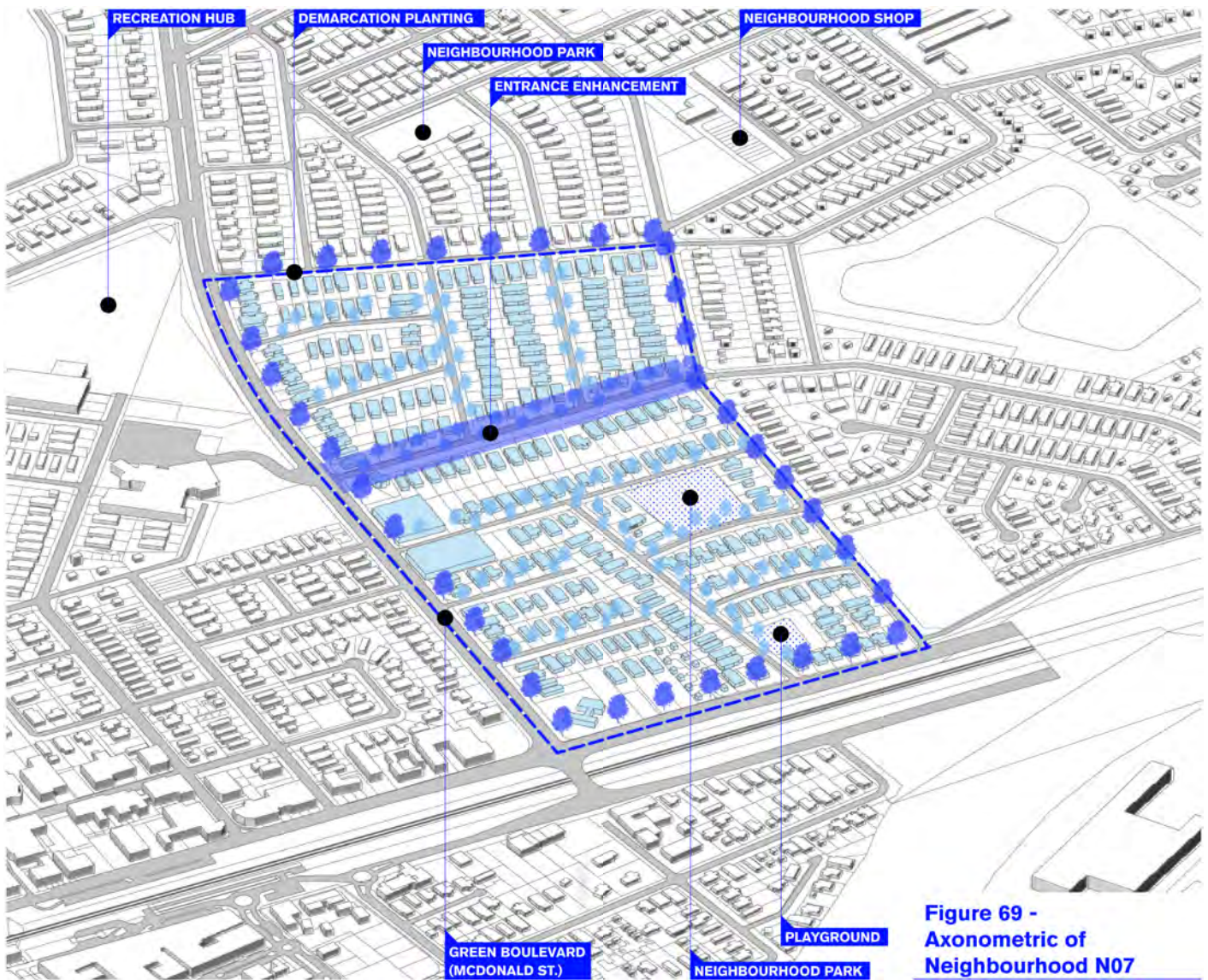
NEIGHBOURHOOD ASSETS

FAIRFIELD ST. PLAYGROUND



MORWELL FIRE BRIGADE





**Figure 69 -
Axonometric of
Neighbourhood N07**

DEMARCATON PLANTING

Roadside planting treatments as identification and borders of the neighbouring precinct.

Different species or planting intervals of tree for each side of the road.

ENTRANCE ENHANCEMENT

Character design from neighbouring precincts to be extended to the almost non-existent landscape along Comans St.

Road shoulder widening to increase nature strip area and enable shared pathway activation.

GREEN BOULEVARD (MCDONALD ST.)

Widening of roadside nature strip and pathways. Introduce median nature strip with shared pathway for joggers and cyclist.

Roadside character changes as it progresses north.

Big structural planting with roadside deciduous vegetation to complement neighbouring precincts.

NEIGHBOURHOOD PARK

Rest stop and meeting point for walkers, joggers and cyclists using the trail.

Diversification of activities to support events and festival.

Add public facility and amenities - Lighting.

Densification of perimeter landscape.

NEIGHBOURHOOD EXAMPLES

NEIGHBOURHOOD PARKS



NEIGHBOURHOOD STREET PLANTING



NEIGHBOURHOOD PARKS



NEIGHBOURHOODS

STREETSCAPE RENEWAL

STREETSCAPE RENEWAL AS A METHOD FOR
NEIGHBOURHOOD BUILDING

INTERVENTION

LEAF: LEGACY PUBLIC SPACE MAKEOVER



Where:

Buffalo and Niagara, New York State, USA

Objectives:

- Foster community spirit
- Street greening

How it's done:

The work was done by a group of professionals in the field of landscape design, community group members, and garden walks participants.

Funding for the trees came from the Western New York State Nurseryman's Foundation, the New York State Nurseryman's Foundation and ReTreeWNY.

Outcomes:

During 'LEAF a Legacy' the landscapers will be joining together each year in a non-competitive environment to give a facelift to a public space within Frederick Law Olmsted's system of parks.

More Info:

<http://gardenwalkbuffalo.com/>

PUBLIC WORKS

DOGPATCH AND NORTHWEST POTRERO HILL GREEN BENEFIT DISTRICT



Where:

San Francisco, USA

Objectives:

- Create a new funding source for improved maintenance of neighbourhood green spaces
- Build neighbourhood capacity to create new open spaces and advocate for better neighbourhood parks and services
- Create a new model of "open-source" neighbourhood level governance by providing state-of-the-art citizen engagement technology and transparent management framework

How it's done:

A Green Benefit District is a new form of neighbourhood based special assessment district that is designed to facilitate community investment in neighbourhood public spaces.

The nonprofit organisation Build Public is working with stakeholders in the city's Dogpatch and Northwest Potrero Hill neighbourhoods to launch California's first-ever Green Benefit District.

Outcomes:

Enhanced maintenance and development of parks, open spaces, and green infrastructure within the district.

More Info:

<http://publicspacestewardship.org/>

- 3.7 NEIGHBOURHOOD ACTIVATION - GARDEN TYPES

INTERVENTION

3000 ACRES



Where:

Melbourne, Victoria, AU

Objectives:

- Connection people to land
- Connect people who want to grow food, and local councils and other organisations who hold the keys to vacant land

How it's done:

3000 Acres help to connect people who want to grow food, with land. The website provides a map of existing and potential places to grow food. A team including representatives from local government review potential sites and help make suitable land easier to find. Coupled with community events, food swaps, building days and working bees.

Outcomes:

45+ sites across Melbourne being grown and activated, with hundreds of potential sites proposed. Resources to help get started and make connections with land owners, local councils, and a whole range of resources.

More Info:

<http://www.3000acres.org/>

INTERVENTION

THEASTER GATES'S DORCHESTER PROJECTS



Where:

Chicago, USA

Objectives:

- Acquisition of an abandoned 2 story property
- Urban reuse and activation as a library
- Community access to books and knowledge

How it's done:

Theaster Gates renovates sites of neglect so that they become a vibrant cultural locus. The success of this project led to the acquisition of a third building across the street, which with the support of grants will be redesigned as a space for film programming and artist residencies.

Outcomes:

A cluster of formerly abandoned buildings are transitioned into community resources. They are comprised of studio spaces, gallery space, a public library, a record store, reading room and listening room.

More Info:

http://theastergates.com/section/117693_Dorchester_Projects.html

NEIGHBOURHOODS

STREETSCAPE RENEWAL

NEIGHBOURHOOD BUILDING THROUGH SOCIAL ENTERPRISE

INTERVENTION

LATROBE VALLEY ENTERPRISES

**Where:**

Morwell, Victoria, AU

Objectives:

- Employment opportunities
- Opportunities for disabled & disadvantaged
- Skill learning

How it's done:

Removes barriers to employment by empowering people to develop real work skills that will enable them.

Outcomes:

LVE is a not for profit company that provides employment opportunities for people disadvantaged by disability. Services include sign making, grounds maintenance, recycling services, document destruction, and business support services.

More Info:

<http://www.lve.com.au/>

INTERVENTION

SAXON STREET COMMUNITY HUB AND GARDEN

**Where:**

Brunswick, Victoria, AU

Objectives:

- Provide the community with a range of facilities within a former college and heritage-listed house, for skills sharing, ideas generation, experimental teaching and technology-related development

How it's done:

In collaboration with Moreland City Council, is a new shared community hub and food garden at Brunswick.

Outcomes:

Providing a new public open space for community members. On the site of a now vacant primary school, 30 wicking beds are constructed from repurposed industrial plastic containers with the help of over a dozen local volunteers, and are planted.

More Info:

<http://www.saxonstreet.com/>

INTERVENTION

THE GLOBAL STUDIO



Where:

Morwell, Victoria, AU

Objectives:

- Creative learning
- Community workspace
- Create jobs

How it's done:

Designs have been made by award winning international and national designers, and community groups.

Outcomes:

A not for profit, incorporated body with a mission to create jobs, provide accessible education, encourage community engagement and address social isolation.

The Global Studio is a space for making friends whilst also incorporating an innovative program that combines; English lessons with sewing and craft sessions for women of all nationalities.

More Info:

<http://www.globalstudio.org.au/>

INTERVENTION

BRUNSWICK TOOL LIBRARY



Where:

Brunswick, Victoria, AU

Objectives:

- Providing community members who do occasional home improvement, garden or DIY projects but don't want to buy a tool they might only use once
- Support a shared economy

How it's done:

A non-profit organisation run by volunteers, a lot like a book library, but you get to loan tools instead of books.

Outcomes:

The BTL offers its surrounding area residents and community groups access to hand tools, power tools, garden tools, ladders, etc. for use on their own projects. Supporting a shared economy.

More Info:

<http://brunswicktoolibrary.org/>

NEIGHBOURHOODS

STREETSCAPE RENEWAL

NEIGHBOURHOOD BUILDING THROUGH REGULAR
TEMPORARY EVENTS

INTERVENTION

MORWELL ROSE GARDEN WALKING GROUP



Where:

Morwell, Victoria, AU

Objectives:

- It is a social, fun and easy way for people to walk and be active
- Safe way to exercise and enjoy the benefits of regular walking

How it's done:

As part of the Healthy Together Latrobe program; the Heart Foundation Walking Network is a free, community-based network of walking groups that provide easy options for ensuring physical activity, safety and health prevention.

Providing an ideal opportunity for residents to increase physical activity in a social way that is safe and motivational.

Outcomes:

It's a great way to build relationships and strengthen neighbourhoods while increasing the physical benefits of walking.

More Info:

http://www.latrobe.vic.gov.au/About_Us/Media_and_Publications/Latest_News/New_walking_group_for_Morwell

EVENT

STREET PARTY KIT



Where:

Various City Councils, AU

Objectives:

- Have fun and establish friendships
- Help with safety and increase security by knowing your neighbour
- Increase that special sense of belonging to the community

How it's done:

City Council releases a document that clearly outlines a step by step process to get a community event of the ground. Including types of parties, who to invite, utilise space and city permits needed to host a successful event.

Outcomes:

Temporary events that bring neighbours talking and building a vision together. Strengthening the sense of place and heart for the city.

More Info:

e.g. http://www.launceston.tas.gov.au/upfiles/lcc/cont/_council/council/council_meetings/sppc/3_march_2014/attachment_1_draft_neighbourhood_street_party_kit_pages__18.pdf

INTERVENTION

MOBILE COFFEE CART/ MOBILE LIBRARY

**Where:**

Victoria, AU

Objectives:

- Start a conversation with your neighbour
- Build stronger connections within the community

How it's done:

City council funded (weather permitting) weekly gathering of neighbours over free or subsidised coffee made on a portable coffee cart.

Outcomes:

A low cost initiative to start a conversation between neighbours and build a heart to the city.

More Info:

-

EVENT

CINEROLEUM

**Where:**

Clerkenwell Road, Stratford, UK

Objectives:

- Demonstrate the wider potential for re-claiming redundant automobile infrastructure into spaces for public use
- Have visible, creative impact on the built environment

How it's done:

Enclosed by an ornate curtain strung from the forecourt roof, The Cineroleum was an improvisation of the decadent interiors that greeted audiences during cinema's golden age, when going to the picture was a social experience at the heart of the community.

Outcomes:

A five-week programme drew two thousand visitors, with every screening selling out.

Manuals for making were developed which offer a step-by-step instructions for the creation of each element of the cinema, thus allowing anyone with any level of experience to join in.

More Info:

http://assemblestudio.co.uk/?page_id=2



4.0 MAKING IT HAPPEN

IMPLEMENTATION

FUTURE MORWELL

4.0 | MAKING IT HAPPEN

4.1 | IMPLEMENTATION TIMELINE

MAKING IT HAPPEN

IMPLEMENTATION TIMELINE

Activate. 201X First 5 YEARS

Activate

- Redefine
- Identity
- Enhance

Over the next 5 years residents and stakeholders of Morwell will believe a new future is possible if they begin to see an elevated level of reliable and quality change in the town to meet their basic service needs, and begin to redefine the identity of place to stabilise and enhance its physical condition.

- Morwell Circuit Stage 01 completion, the seeding of the Village Centre (Hub A)

- Morwell Gateway 01

- Redefine the town's relationship to its Green Networks (parks, gardens, wetlands, etc.) and its Blue Networks (wetlands and waterways) to shape a healthier environment, a lively identity, and inform + attract future development

- A clear identity + structure of the town to be supported through regular scheduled urban upgrades

- Completion and connection to the Local Community Hub for education and recreation (Hub B)

Stabilise. 202X 5-10 YEARS

Stabilise

- Transition
- Diversify

Over the next 10 years Morwell will begin to see the results of its physical transformation through a carefully managed transition for economic growth, household prosperity, and general health and well being for living, working, and recreation in town.

- Morwell Circuit completed in totality (Hub A)

- Commercial Road Primary School + Town Commons redefined + activated (Hub A)

- Morwell Gateways and Orientation Points completed in totality

- Greater connection to District Centre as a sports hub (Hub E)

- Activation and connection to District Centre for recreation (Hub F)

- District Centre for events, training and large scale commercial activities (Hub C)



Sustain

- Attract Growth

Within 20 years Morwell has defined itself as an attractive and desirable place to live and work in Regional Victoria and as a result should see a meaningful increase in its population leading to opportunities for further quality growth.

- District Centre for historical and community events (Hub D)



Based on its performance and development to date, Morwell is expected to be in a healthy position in which it has the opportunity to re-evaluate itself and re-visit its own revitalisation in order to carefully manage its future transformation to build on its own prosperity in the face of local to global scale opportunities and pressures.

4.1 MAKING IT HAPPEN

RECOMMENDATIONS FOR IMPLEMENTATION YEARS 1 - 5

FUTURE MORWELL REVITALISATION PLAN

Project 01 - MORWELL HUBS

Project Description

Develop Morwell's Hubs as differentiated networked vibrant activity centers through strategic management of key activities and events to consolidate and direct retail, commercial and social enterprises fostering a sustainable community and shaping a strong town identity that builds on existing local character.

Objectives

- To identify how these facilities can be better connected
- Streetscapes help define a community's activities, appearance, identity and transport conditions. Improved streetscapes offer a range of benefits including potential economic growth, increased habitat within the urban core, spaces for passive and active recreation, places for residents to interact with neighbours and increased civic pride

When

Action

- Clearly define the Latrobe Regional Gallery and Government services precinct as a bookend Commercial Road west
- Investigate the cost to integrate high speed internet at key public built and open space facilities to enable greater connectivity for residents and profile to the facilities

Project Cost

Arts & Government Services Precinct Plan

Latrobe City Council to secure State Government Funding.

\$25,000.00 (Council Funding Contribution)

Year

- year 03

Document Reference

2.1.3 - A Liveable Town: Neighbourhoods, 2.2 - Hubs: Hub A

Project 02 - MORWELL TOWN OF GARDENS

Project Description

Celebrate the town's existing gardens, parks, open spaces, and reserves to develop the concept of "Morwell Town of Gardens" to rejuvenate and develop new meaningful relationships between the open spaces and the built fabric activated by "garden" events and festivals.

Note: actions identified in project 3 are to be concurrently

Objectives		When
▪ Aspire to shift the town's identity by building on the positive qualities and characteristics of its industrial heritage		
Action	Project Cost	Year 01
▪ To develop the Garden Festival structure and staged plan that addresses venue financing, activation and programming for the event	Garden Festival Event Strategy \$50,000.00 State Government Funding Has Been Secured	
Objectives		When
▪ To develop integrated strategies for beautification, education, tourism, community-building, healthy living, and civic pride		
Action	Project Cost	Year 01
▪ To develop a branding strategy for Morwell Garden festival	Garden Festival Event Strategy \$10,000.00 State Government Funding Has Been Secured	
Document Reference		
2.1.2 - A Tourist Town: Morwell Town of Gardens		

Project 03 - GREEN + BLUE MORWELL

Project Description

Link Morwell to its environmentally and culturally significant “green and blue” networks of interwoven waterways and green spaces to improve the integrity of its natural assets, optimize the integrity and efficiency of urban water management, inform and support development, and enhance the health and wellbeing of the community through active movement, connections with nature, and improved ecological conditions.

Note: actions identified in project 4 are to be concurrently

Objectives		When
<ul style="list-style-type: none">To enhance the health and wellbeing of the Morwell Community through the promotion of active movement, urban agriculture and healthy eating, connections with nature, improved air and water quality.		
Action	Project Cost	Year 02
<ul style="list-style-type: none">Develop an integrated “green infrastructure” plan for Morwell that recognises and optimises the benefits of urban greening and contribute to the ecological integrity of the regional environment systems.	Green Infrastructure Plan Latrobe City Council to secure State Government Funding.	
Objectives		When
<ul style="list-style-type: none">To improve the image and identity of Morwell and its attractiveness as a place to live, work, visit and invest		
Action	Project Cost	Year 02
<ul style="list-style-type: none">To develop coordinated landscape planning strategy for larger redundant public/industrial land parcels including mine license areas to contribute positively to the local economy and ecology	Vacant Land Strategy Latrobe City Council to secure State Government Funding.	
Objectives		When
<ul style="list-style-type: none">To improve how green and blue facilities can be better connected		
Action	Project Cost	Year 02
<ul style="list-style-type: none">To seek opportunities to integrate blue and green networks into open space and neighbourhood plans	Neighbourhood Green Infrastructure Plan Latrobe City Council to secure State Government Funding.	
Document Reference		
2.1.1 - A Sustainable Town: Green Network, 2.1.3 - A Livable Town: Neighbourhoods		

Project 04 - GATEWAYS Project Description		
Promote a strategy for the entrances to Morwell through clear gateway concepts that celebrate place, improve the experience and navigation through differentiated entrances, and contribute to a new town identity.		
Objectives		When
<ul style="list-style-type: none"> To improve the overall visitor experience of Morwell for the visitor arriving by various modes of transport 		
Action	Project Cost	Year 01
<ul style="list-style-type: none"> To develop concept plans for each gateway that promotes a strategy for the entrances to Morwell through clear gateway concepts that celebrate place, improve the experience and navigation through differentiated entrances, and contribute to a new town identity. To implement changes to the main entrance. 	Gateway Concept Plan \$350,000.00 State Government Funding Has Been Secured	
Document Reference		
2.1.1 A Sustainable Town: Movement Network		

Project 05 - NEIGHBOURHOODS Project Description		
Identify and support the formation of a neighborhood structure woven through the town to understand how community facilities can be better connected, shared and managed, recognise gaps in provisions of spaces to meet community needs to create a sense of place and belonging for individuals and the healthy communities they make for residents in all stages of their lives that inspires belonging, cultivates ownership, and contribute to greater social cohesion, trust and inclusion.		
Objectives		When
<ul style="list-style-type: none"> Enhance + upgrade parks and reserves 		
Action	Project Cost	Year 01
<ul style="list-style-type: none"> To implement off-leash dog parks to service the local neighbourhoods. Note: A trial will occur initially in either neighbourhood N2 or N10. 	Off Leash Dog Parks \$12,000 Council Funding Contribution. Latrobe City Council to seek State Government Funding.	
Document Reference		
3.1 - Hubs: Hub E or Hub F		

Project 06 - MOVEMENT NETWORK: Morwell Circuit Project Description		
Develop a shared movement network (bike, pedestrian, + vehicle) that links Morwell to all its natural assets, hubs and neighborhoods to better connect people and promote active healthy movement through a range of transport modes, and operate as a framework to support other activities such as public art.		
Objectives		When
<ul style="list-style-type: none"> To renew and connect existing infrastructure and assets in the town's built environment and contribute to its development as Morwell's Village Hub 		
Action	Project Cost	Year 01
<ul style="list-style-type: none"> To develop and implement a circuit that acts as an framework for other activities, infrastructure and actions to stem from, and contributes to the health and safety of the area 	Circuit Stage 01A \$350,000 State Government Funding Has Been Secured Commercial Road - Morwell Circuit Stage 01A: <ul style="list-style-type: none"> ~ \$330,000 - without infrastructure connections ~ \$600,000 - full connections (power, water & drainage) Circuit Stage 01B Latrobe City Council to secure State Government funding.	
Objectives		When
<ul style="list-style-type: none"> To improve and expand the current arts precinct and associated creative activities to tell a rich cultural story of Morwell 		
Action	Project Cost	Year 02
<ul style="list-style-type: none"> To develop a 'public art' strategy, which aims to build a trail of commissioned art work activating underutilised space 	Public Art Strategy \$20,000 (Council Funding Contribution) State Government Funding To Be Secured	
Document Reference		
3.1 - Hubs: Hub A, 2.2 - Assets: Listed and Non-listed Heritage		

Project 07 - LAND + BUILT ASSET STRATEGY

Project Description

Develop a 'prospectus' of land and built assets, including industrial and commercial precincts, to build informative profiles for investment, opportunities for greater use, and growth within the larger revitalization strategy.

Objectives		When
<ul style="list-style-type: none"> To ensure all land assets contribute to the overall productivity, and vitality of Morwell 		
Action	Project Cost	Year 01
<ul style="list-style-type: none"> To develop and maintain a database of vacant land to inform an activation/utilisation strategies 	GIS Database Council operations - Geographic Information System (GIS) layer	

Document Reference

2.2.2 - Assets: Land Assets

Objectives		When
<ul style="list-style-type: none"> To better link the history of Morwell with the region including through its industrial heritage and explore opportunities for cultural/ industrial tourism to complement the current "nature based tourism" regional/ state policy focus 		
Recommendation	Project Cost	Year 02
<ul style="list-style-type: none"> To develop an open source database of heritage assets considered of value to the community including built assets, sites of significance, and collections of artefacts/images held locally or at state/national libraries 	Open Source Database Latrobe City Council to seek State Government Funding.	

Objectives		When
<ul style="list-style-type: none"> To identify a range of opportunities to tell this story (stories) in a way that is accessible to the local community and visitors alike 		
Action	Project Cost	Year 03
<ul style="list-style-type: none"> To develop an online and publicly accessible virtual Morwell site that consolidates and curates significant historical, visual and artefact material 	Virtual Morwell Latrobe City Council to secure State Government Funding.	

Objectives		When
<ul style="list-style-type: none"> To ensure all land assets contribute to the overall productivity, and vitality of Morwell. 		
Action	Project Cost	Year 03
<ul style="list-style-type: none"> To develop a "prospectus" of industrial and commercial land within Morwell including positive profile of the diverse precincts, advantages and assets of each 	Prospectus Latrobe City Council to secure State Government Funding.	

Document Reference

2.2 - Assets: Listed and Non-Listed Heritage, 2.1.3 - A Liveable Town: Industrial Precinct

Project 08- IDENTITY + BRANDING		
Project Description		
Develop a branding and garden festival events strategy that improves the image and identity of Morwell, to identify and celebrate its qualities, support community and industry growth, and promote short term activities that rebrand Morwell as an attractive, healthy, innovative place to live work and visit.		
Objectives		When
<ul style="list-style-type: none"> To identify the potential economic, social, and environmental benefits of future remediation of mining land in the context of current agreed rehabilitation master plans for Yallourn and Hazelwood Mines 		
Action	Project Cost	Year 01
<ul style="list-style-type: none"> To develop a branding strategy for Morwell that identifies unique qualities and its role and function with respect to other growing industries and the broader Gippsland brand 	Branding Strategy for Morwell Town of Gardens \$100,000 State Government Funding Has Been Secured	
Objectives		When
<ul style="list-style-type: none"> To develop and promote Morwell as an important centre for offices and industry within the Latrobe Regional Networked City. 		
Action	Project Cost	Year 01
<ul style="list-style-type: none"> To develop a branding and events strategy that builds on the success of the Centenary Rose Garden to brand and promote Morwell as a Garden Town, for investment attraction and a key platform for community led revitalisation 	Branding Strategy for Morwell Town of Gardens \$15,000 (Council Funding Contribution)	
Document Reference		
2.1.2 - A Tourist Town: Mining Land - Rehabilitation, 2.1.1 - A Sustainable Town: Green Network		
Objectives		When
<ul style="list-style-type: none"> To improve the image and identity of Morwell and its attractiveness as a place to live, work, visit and invest 		
Action	Project Cost	Year 03
<ul style="list-style-type: none"> To develop building facade design guidelines for Village Hub 	Building Facade Guidelines Latrobe City Council to secure State Government Funding.	
Document Reference		
2.1.2 - A Tourist Town: A Distinctive and Proud Town		

Project 9 - STREETSCAPE

Project Description

Develop an online 'kit of parts' and organizational strategy to clearly define the character and improve the function of Morwell's streetscapes and create defined an identity for the town's public realm and neighborhoods

Objectives

- To activate and define key activity hubs that improve the meaning, and experience of the town

When

Action

- To undertake a service review to support a permit waiver that allows for open air dining and busking throughout the main roads within the "Village Hub" (Commercial Road, Tarwin Street & Church Street)
- Develop street Design tool kit that identify the hierarchy of streetscapes and utilise green infrastructure elements to improve the performance and character of Morwell's public realm and neighbourhoods. The streetscape types are to be defined by their function, use and movement
- Seek opportunities to integrate blue and green networks into open space and neighbourhood plans

Project Cost

Open Air Dining Permit Waiver
Council to deliver with operations

Street Design Tool kit
State Government Funding To Be Secured

Open Space & Street Scape Principles Strategy
State Government Funding To Be Secured

Year

1

2

2

Document Reference

2.1.2 - A Tourist Town: A Distinctive and Proud Town

4.1 MAKING IT HAPPEN

RECOMMENDATIONS FOR FUTURE CONSIDERATION

FUTURE MORWELL REVITALISATION PLAN

OUR TOWN MORWELL

OVERVIEW | VISION & OBJECTIVES

- Develop online design manual for the Future Morwell Revitalisation Plan which provides an integrated design tool kit for the public realm providing options for hubs, gateways, neighbourhoods, streets, park land, waterways, lighting and commercial building frontages

FUTURE MORWELL | A SUSTAINABLE TOWN

GREEN NETWORK

- Aspire to establish a future master plan for the Centenary Rose Garden enabling expansion of the garden and integration of the homes located along Maryvale Crescent to Eric Lubcke Yarra Gum Reserve
- Develop street Design tool kit that identify the hierarchy of streetscapes and utilise green infrastructure elements to improve the performance and character of Morwell's public realm and neighbourhoods. The streetscape types are to be defined by their function, use and movement

VACANT LOTS STRATEGY

- Connect local government and communities on a neighbourhood level
- Increase the importance and usability of public space
- Increase community input and representation in public spaces across Morwell
- Enable community groups to shape, deliver and manage local public space
- Generate a series of diverse public spaces that are dispersed throughout neighbourhoods

BLUE NETWORK

- Ensure remediation plans acknowledge the community costs and benefits associated with the use and management of waterways and their catchments
- Establish an integrated framework for water management that includes urban streets, parks, development constrained land, and redundant mining land

- Review current land use policy and guidelines relating to land subject to inundation particularly on industrial zoned former agricultural land between Morwell and Churchill
- Review and augment (as required) the Morwell River Neighbourhood Environment Improvement Plan community benefit opportunities associated with short/medium/long term remediation of mining lands
- Confirm current status and likely future impacts of mining at Yallourn on the Morwell wetlands
- Review and adjust (as required) the Waterhole Creek Management plan to include opportunities associated with additional land acquisitions
- Establish feasibility/ business case for strategic public acquisition of land along Waterhole Creek to the south of the regional rail corridor including land at Monash Way, and to the eastern boundary of the soon to be redundant Energy Brix site adjacent and associated rail line
- Establish the potential for waterway corridors, and to address broader bio-region connectivity (bio-links)
- Review existing Neighbourhood Environment Improvement Plan and Morwell River Management Plan in response to Future Morwell recommendations
- Review remediation plans for mines and power station sites with respect to public benefit and water way management

MOVEMENT NETWORK

- Develop concept plans for a linear park along the length of the former highway corridor to enhance visitor experience and pedestrian / cycle connectivity
- Enhance the movement within Morwell through the development of a priority Network for streetscape improvements that better support walking and cycling

MAJOR INFRASTRUCTURE

- Promote advantages of key infrastructure including sites with access to major service infrastructure as part of a strategy for growing existing industries and attracting new industries
- Clarify planning constraints and opportunities for sites affected by major infrastructure to promote/ attract new industries and uses

FUTURE MORWELL | A TOURIST TOWN

A DISTINCTIVE AND PROUD TOWN

- Develop key activities and events at each hub location
- Consolidate resources and infrastructure to hub locations
- Develop detailed plans for each hub that have a multi-use and intensified objective for each location
- Ensure connections between hubs through the continuous development of pedestrian and bicycles network
- Identify a range of opportunities, at local, district and state level to activate and rebrand each hub
- Ensure there is clarity of connection between gateways
- Ensure there is a clear identity for each gateway

MINING LAND - REHABILITATION CORRIDOR

- Develop a branding strategy for Morwell that identifies unique qualities and its role and function with respect to other growing industries, and the broader Gippsland brand.
- Explore & develop a rail trail network that utilises redundant rail infrastructure and connects to the proposed shared pathway network.
- Utilise the outcomes of the Mine Fire Inquiry to promote certainty (through greater transparency) and positive speculation about the post-coal future with planning for, and the staging of, remediation strategies commencing in the short term
- Recognise and explore the potential of “artificial/ engineered landscape” elements to contribute to/ complement the regions tourism brand and product offer
- Explore opportunities for engagement of local workforce in the rehabilitation tasks (as healthy, meaningful work)
- Develop Ridge Rd as a cultural, community and visitor destination with a focus on:
 1. Interpretation of the areas mining and engineering past, present and future
 2. Contemporary art and cultural activities
 3. Public Parkland

MORWELL TOWN OF GARDENS

- Establish a network of green spaces interwoven throughout the town to act as the framework for Morwell Town of Gardens
- To explore strategies for how to reduce barriers in creating small community events in public spaces
- To establish and capture an annual and biannual calendar of events that can be advertised and profiled through municipal and regional online and print portals

FUTURE MORWELL | A LIVEABLE TOWN

NEIGHBOURHOODS

- Advocate for stronger bus links to Morwell neighbourhood house and the proposed hubs

- Identify and develop an ‘administrative’ precinct plan which consolidates activity along Hazelwood Road between George Street and Commercial Road and along the western end of Commercial Road towards the Rose Garden
- Provide for and promote greater use of the town centre for events and community use through temporary use of street space at Commercial Road and Tarwin Streets
- Develop and diversify activities at the Morwell Recreation Precinct as the premier destination for active recreation in Morwell and exploit synergies with the retail centre
- Support the Morwell & District Community Recovery Committee establish resident groups for each neighbourhood facilitating them to become champions for the residents in the community and facilitate a more connected community
- Explore options to locate a ‘Community hall’ and event facility within the Morwell CBD precinct
- Encourage resident groups, name each neighbourhood adjacent to the Village Hub, and identify a character type for the neighbourhood
- Create co-location spaces for residential, artistic and entrepreneurial uses in small neighbourhood shopping strips

INDUSTRIAL PRECINCT

- Undertake a detailed audit of existing uses/ businesses within industrial lands to better understand the dynamics of use with respect to past and future supply and demand
- Develop a public realm framework for streets through industrial areas complementary to residential and activity centre neighbourhoods i.e. street hierarchy and function with respect to infrastructure needs (green, blue)
- Undertake detailed consultation with land/business owners within individual older industrial areas within the west of Morwell to establish a shared longer term vision and plan for their neighbourhoods
- Develop an integrated environmental & land use plan for land associate with current/former farming land and redundant energy industry land to the south of Princes Freeway
- Develop a CLUE (Census of Land Use & Employment) for on-going monitoring, reporting and strategic planning for industrial/ commercial land within the Latrobe Regional Networked City - made available to the public, business community and potential investors in order to make informed decisions
- Develop detailed site design guidelines for properties, and public land along key waterways within the Waterhole creek catchment as an extension/enhancement of the current Waterhole Creek Management Plan

FUTURE MORWELL | ASSETS

LISTING AND NON-LISTED HERITAGE

- Advocate that rehabilitation plans for mines and power stations have appropriate provisions for the recording, and retention of assets of heritage significance with respect to telling the story of Morwell in the future. Conduct assessment and concept plans for potential future use of mines and power stations
- Develop detailed trail plans which explore the links to and in-between recreational precincts, wetlands, rivers, gardens and other nature based assets to form a 'nature based' trail
- Evaluate recreational precinct design plans to ensure that they consolidate and intensify recreational areas into key town precincts, which are clearly signposted, visible and integrate with other surrounding activities and connected to other precincts
- Deploy a variety of low cost, low maintenance streetscape and open space improvements
- Develop a driving, walking and cycling trail network plan that assists in telling Morwell's historical, current and future story. Capture this trail network as a guidebook available in hard-copy and digital format

BUILT ASSETS

- Provide for and promote greater use of the town centre for events and community use through temporary use of street space at Commercial Road and Tarwin Streets
- Develop and diversify activities at the Morwell Recreation Precinct as the premier destination for active recreation in Morwell and exploit synergies with the retail centre

LAND ASSETS

- Facilitate the temporary use of spaces for short term lease/ use through improved permit systems and planning support for community groups, startup businesses, event organisers etc.

HERITAGE ASSETS

- Develop a database of heritage assets considered of value to the community (not necessarily for the purposes of planning scheme inclusion/ amendment) including built assets, sites of significance, collections of artefacts/ images held locally or at state/ national libraries
- Explore potential for driving, walking, cycling trails that can assist in the telling of Morwell's story through interpretation of the Latrobe Thematic Heritage
- Conduct a feasibility study that examines the potential for an expansion of the collection/ stories/ exhibition at the Power Works site.

- Ensure rehabilitation plans for mines and power stations have appropriate provisions for the recording, retention of assets of heritage significance with respect to telling the story of Morwell in the future
- Consider development of a virtual Morwell site as a means of consolidating/ curating significant visual/ artefact material

FUTURE MORWELL | HUBS

HUB A

- Consolidate and direct retail, commercial and social enterprises to the following areas:
 - Commercial Road (between Chapel Street and Hazelwood Road)
 - Tarwin Street (between George Street and Commercial Road)
 - Church Street (between Princes Drive and Buckley Street)
- Develop concept plans for a town square located at the corner of Tarwin Street and Commercial Road supporting the idea of an identifiable heart to the Village Hub.
- To develop a circuit around the Village Hub that prioritises the bicycle and pedestrian network, and provides safe inclusive access for all during the day and evening.
- To develop a clear entrance and navigation through the town

HUB B

- Explore the connectivity of this Hub to other Hubs in Morwell, and the local neighbourhoods through walking and bike path links
- Advocate for a strong connection and use between the public recreational facilities and educational facilities
- Consider how the management of each space might be more efficiently managed, and effectively scheduled to contribute to the health and safety of the area
- Consider the type and location of specific activities to support the local neighbourhoods, with careful attention given to the youth demographic
- Utilise the facilities (Morwell Leisure Centre, Morwell Scout Hall, tennis + basketball courts, and football grounds) outside of school operating hours, and after school programs
- Develop landscape plan for Sir Norman Brookes Park that integrates the recreational community organisations and new tennis courts
- Support the upgrade and development of McDonald Street to be a safe and healthy boulevard controlling local car traffic, and enabling better pedestrian and bike links, incorporate bus links, and reactivate retail shops

HUB C

- Explore the connectivity of this Hub to other Hubs in Morwell, and the local neighbourhoods through walking and bike path links, including the connection to Hub F along Waterhole Creek, Hub D along redundant rail way paths, and to Hub A the Local Village centre
- Consider the potential to connect to other towns through an extended bike and pedestrian path network
- Re-define the identity of Mid Valley as a shopping complex orientated around large scale big retail chains servicing the needs of the district that complements and provides difference to Hub A as the Village centre created around a local scale atmosphere as a place to gather and celebrate the community of Morwell among a collection of unique shops, cafes, services, and activities
- Support and Enhance the existing training and education capacity of this Hub to grow through its relationship to the other activities and facilities contained in this area, or adjacent to it
- A Hub that integrates and provides direct pathway from secondary school, VET and Higher-Ed sectors
- Develop landscape plan that extends the recreation, park and lake reserves through a productive garden/ park operated, managed and utilised by training schemes located in this Hub

HUB D

- Advocate and support the preservation, re-purposing, renovation, and re-branding of industrial built assets that are unique in Australia, to celebrate Morwell's industrial heritage, contribute to the transformation and re-branding of Morwell, and develop new industries in the region to diversify and support businesses and industry across the town.
- Promote industrial tourism as an integrated component of rejuvenated parks, event gardens, heritage gardens and reserves as a green network encouraging active healthy lifestyle choices
- Support and extend the existing Power Works industrial tourism activities
- Explore the connectivity of this Hub to other Hubs in Morwell, and adjacent neighbourhoods through walking and bike path links that utilise redundant rail paths and infrastructure assets
- Consider the potential to connect to other industrial assets, such as the Hazelwood Pondage, and other towns through an extended bike and pedestrian path network

HUB E

- Consider how the management of each space might be more efficiently managed, and effectively scheduled to contribute to the health and safety of the area
- Advocate and promote the utilisation of the sports facilities (Morwell recreation reserve, netball courts, football grounds, Morwell Bowling Club) to be utilised for local, regional, state, and national schedule of sporting events, shows, and activities.
- Enhance and care for the adjacent linear nature reserve and Eric Lubcke Reserve + consider how these spaces might be integrated as a part of the area's maintenance and management schedule to aesthetically and practically develop and support a healthy and active environment
- Investigate the possibility of locating an RV park adjacent to the Eric Lubcke Reserve to service and attract RV tourism
- Explore the connectivity and access of this Hub to other Hubs in Morwell, and the local neighbourhood through walking and bike path links along Maryvale Crescent, and existing reserves, including the connection to and activation of the redundant rail path
- Consider how to support and schedule the operations and activities of the Astoria Club and the Morwell Bowling Club to extend, enhance and activate the area with diverse events that operate in times when the sports grounds are not occupied
- Explore the development of a concept plan for rose garden to rose park extension

HUB F

- Consider the type and location of specific activities to support the local neighbourhoods, with careful attention given to the youth demographic
- Advocate and promote the utilisation of the sports facilities (Tennis club, netball courts, football grounds, soccer fields) to be utilised for local, regional, state, and national schedule of sporting events, shows, and activities
- Explore the connectivity of this Hub to other Hubs in Morwell, and the local neighbourhood through walking and bike path links
- Consider how the management of each space might be more efficiently managed, and effectively scheduled to contribute to the health and safety of the area



