



traralgon activity centre plan | community bulletin 3

august 2010

what is the project?

The Traralgon Activity Centre Plan will comprise both a Structure Plan, intended to guide land use, and an Urban Design Framework, intended to guide built form and landscape character. The work is



hansen

being undertaken by **hansen partnership**, a leading urban design and planning consultancy, who are working closely with both Council and experts in the areas of economics, transport and community.



visioning – seeing traralgons future

A series of background reports have been generated in the first stage of this project and have been adopted by Council. These reports are available on Council's website:

www.latrobe.vic.gov.au/projects.

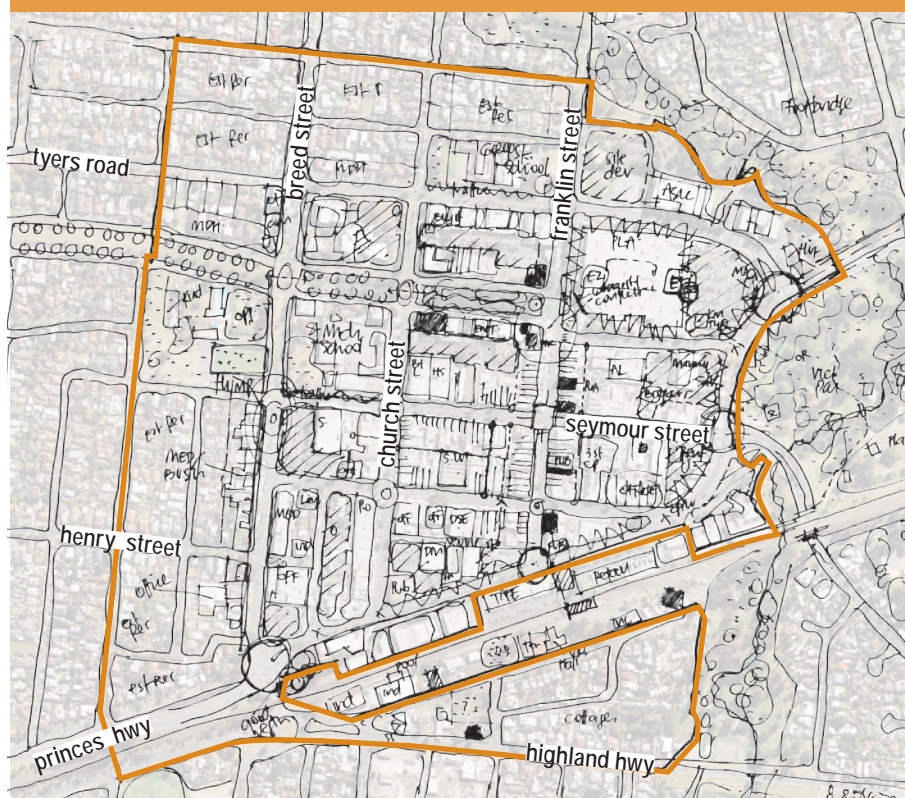
The next stage is all about looking to the future. What are the solutions to the issues which have been raised by both experts and the community in relation to the town centre (see box below)?

The next stage will involve a round of consultation that is your opportunity to engage directly with the consultants in determining the key directions of the Traralgon Activity Centre Plan.

You can either participate directly in the workshop sessions or can just drop in and provide your feedback on ideas generated by others. Details of how you can participate are shown overleaf.



where is the study area? - indicative sketch



big issues

- Defining town character
- Presentation to highway
- Distribution and use of car parking
- Linkages & interaction with parkland
- Traffic congestion
- Safety at night
- Identifying youth spaces
- Pedestrian safety
- Incorporating facilities for cyclists
- Heritage protection
- Assembling development parcels

Note: The study area excludes the Traralgon Rail Precinct which is addressed by a separate project.

session details

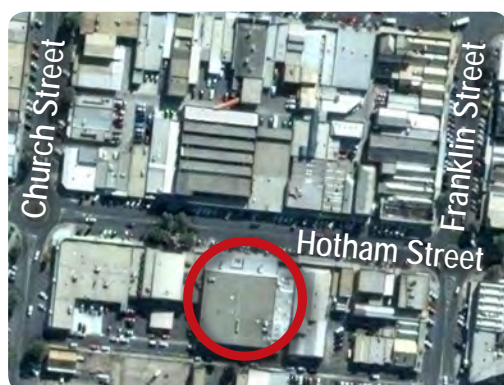
second round of consultation: innovation and ideas

This phase is all about thinking outside the box to address the issues raised by both experts and the Traralgon community during the previous 'information download' sessions. This will be structured as a series of interactive themed sessions on the first day. Consultants will facilitate discussion around the issues raised during the first stage and put pen to paper to draw up potential solutions. The consultants will then pull together all the ideas from those sessions and present them to the community on the next afternoon. This will give everyone an opportunity to look at the different concepts generated, read the principles that will guide the structure plan and provide feedback.

SESSIONS	OVERVIEW	TIME	SUGGESTED AUDIENCE (but not limited to)
DAY 1 – Tuesday 17 August 2010 at DSE Offices - 71 Hotham Street, Traralgon			
session 1: role and function	This session is about drawing up an overall framework for Traralgon, looking at what needs to be prioritised in the town centre and where different uses would be most appropriately located.	9.45 – 11.15am	major land users, traders, residents, relevant council officers, government agencies, educators, planning consultants
session 2: unlocking development space	This session will be drawing out where Traralgon's key development spaces can fit and what changes may need to occur in the future to accommodate current rates of growth.	11.30am – 1.00pm	owners of CBD land parcels, traders, larger developers/centre managers, real estate agents, relevant council officers, chamber of commerce, planning consultants
session 3: streets & public spaces	This session will look at the movement of traffic in and through Traralgon and what changes are needed. Paths and routes that are used by pedestrians and cyclists and the ways that these can be best managed. The session will also look at activity in the town and at the location, form and potential use of any future public spaces.	2.00 – 3.30pm	council and vicroads traffic and engineering department, cyclists, youth, relevant council officers, transport operators, disability groups, recreation groups, safety representatives
session 4: revealing the story of traralgon	This session is about defining the township, preserving heritage, presenting the town in a way that respects its historical importance and finding some thread of history that may inform future civic works and assist in providing a more cohesive image for the town centre.	3.45 – 5.15pm	historic groups, traders, arts and culture groups, tourism groups
session 5: community session	This session will allow the general community to put down on paper their ideas for managing the town centre as it grows – whether your idea is big or small, this is the session to get it down on paper, to see your ideas for the town centre translated and debated.	5.30 – 7.00pm	ANYONE!
DAY 2 – Wednesday 18 August 2010 at DSE Offices - 71 Hotham Street, Traralgon			
session 6: present draft concepts & ideas to community / open discussion	This session will see all the work which has been undertaken in the previous sessions pinned up on walls and open for comment, the consultants will be on hand to explain things and take on board feedback about the 'key directions' identified. A formal presentation of the ideas will be held at 5:30pm.	2.00 – 6.30pm	EVERYONE!

how to get there

The consultation sessions are to be held at:
Department of Sustainability & Environment Conference Rooms
71 Hotham St, Traralgon
 Enter through the main doors to Hotham Street, between Church and Franklin Streets, then follow the signs to the conference rooms to the right.



rsvp

To rsvp for a session please contact:
Lorrae Dukes
 Latrobe City Council
 email lorraedu@latrobe.vic.gov.au
 phone (03) 5128 5462

**PLEASE RSVP BEFORE 5.00PM
 MONDAY 16 AUGUST, 2010**

This publication is available in large print, audio and electronic formats on request.