



traralgon activity centre plan: background reports consultation summary

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1 introduction

hansen partnership pty ltd has been engaged by Latrobe City Council to undertake the Traralgon Activity Centre Plan.

The final plan needs to not only provide a future which accommodates the way residents and businesses use the town centre today but also provide suggestions for changes which will accommodate the way people want to use the town into the future. The support of the community for the plan is also crucial to its implementation.

To this end a series of community and stakeholder consultations will be held as part of this planning process to collect as much information as possible about the way people currently use the town centre and their feelings about the way the centre currently functions.

2 consultation

Consultation during Stage 1 of the report has been conducted by four different communication methods, which are briefly described below:

surveys

A survey was created (see appendix 1) which was distributed in hard copy form around the Traralgon centre which allowed people to provide us with both their general 'feelings' about the town, but also provided an opportunity for the provision of more specific feedback as to the issues currently facing Traralgon.

electronic responses

The survey was also loaded onto an online survey generator known as 'survey monkey' which enabled people to respond to the same questions but in the privacy of their own home.

'information download' session

This 3 day consultation session involved a number of team members travelling to Traralgon where a series of meetings were held to obtain as much information as possible. The consultation involved a number of 'themed sessions' which enabled stakeholders to attend sessions where they could focus on their area of interest. An open session was also held for the wider community on one of the evenings. In addition to this a series of one-on-one meeting were held with interested stakeholders and relevant team members. Members of the team also attended a business breakfast that was held the same week. These meetings were styled as a 'listening' exercise where no preconceived ideas were expressed by the consultants so as to better absorb all the feedback provided.

telephone consultation/ private meetings

In addition to the above, a number of additional telephone conversations and meetings have been held with key stakeholders to ensure that the opinions of key stakeholders who were unable to attend the consultation sessions have been made aware of the project and their opinion on the issues sought. A session was also held with the Youth Council and Leadership group.

3 identified issues

3.1 information download session

Below is a summary of the issues which were raised at the 'information download' sessions. While there are other specific issues which were raised by individuals that have been noted and will be responded to in the plan, the following constitute the issues which were raised more broadly by the community and key stakeholders. They have been categorised into themes for ease of reference.

3.1.1 form and character

While there was satisfaction with Traralgon's appearance it was established that the town centre was seen to suffer from a lack of defined character.

There was strong community support for future development within the town centre to be "up, not out". The importance of the existing compactness of the TAC was recognised and most people were supportive of greater heights in the TAC and were very keen to see business/ retail uses contained within the existing footprint. There was also a strong desire to keep commercial activity to the north of the train line, to ensure Traralgon did not suffer from the 'splitting' of the town centre that is experienced by many other townships.

Areas of the C were identified as looking tired and in need of regeneration, particularly in the south west corner.

Very strong feedback was received as to the need to protect existing heritage and character elements, this was seen as being particularly the case given very little of Traralgon's built heritage remains. It was therefore seen as very important to protect remaining heritage buildings.

The need to protect character areas surrounding the TAC was also raised, however, there was no strong anti-development sentiment, with most people happy for change in areas, providing the change is done sensitively.

Definite improvements were seen as required to landscaping, paving, Water Sensitive Urban Design, garden areas and street furniture within the town centre.

The management of the Post Office/ Courthouse buildings and surrounds is seen as an iconic project which could help with the definition of the town centre and in forming a 'heart' of the town.

It was identified that there is very little green space within the town centre, with public space within the town offering opportunities for public domain design

The role of the laneways was also highlighted with a strong feeling that there was an opportunity to turn laneways from their current perception of being unsafe unattractive places into assets

The presentation to the Princes Highway was also considered to be unacceptable, with the town seen as presenting its 'rear end' to passing motorists. This is seen as having an impact on tourism in the town.

The need for high quality development was raised as important with strong community support for highly contemporary design if of high quality.

There was a general feeling that residents want to take Traralgon "into the future", while acknowledging the past by ensuring the remaining references to the towns past are retained and celebrated.

Opportunities to activate the Stockland Plaza frontages, particularly to Franklin Street and Post Office Place, through improved urban design, were raised as something that should be pursued.

3.1.2 bicycle safety

There were seen to be no real safe paths through the TAC. While the 'bike plan' shows a route down Franklin Street, this was not seen as being realistic without wholesale reorganisation of the parking arrangements (currently all angled parking)

The need to link key recreational and open spaces through bike paths

It was established that there were very low levels of cycling currently due to the perceived danger

Angled parking throughout the town centre makes it very difficult for cyclists, especially as there is currently an on-road focus rather than separate spaces provided for cyclists.

3.1.3 pedestrian safety and amenity

Pedestrian safety was raised as an issue, though this was more pronounced among some groups, such as the elderly.

The lack of mid road medians and size of existing mid road medians make it difficult to cross some street and there were difficulties identified in using the roundabout crossings

Access for mobility scooters and seating for the elderly were also issues raised.

The speed of traffic through the town centre was also identified as a major concern regarding pedestrian safety.

In particular, much of the concern about safety focussed on the existing pedestrian crossings at the intersection of Post Office Place and Franklin Street.

Crossing Breed Street as a pedestrian is seen as by far the most dangerous activity in the town centre, particularly around the Safeway supermarket, due to the 'hump' in the road which severely limits visibility.

3.1.4 car parking

Car Parking was a major issue for many members of the community, although a surprising amount of people felt that many of the issues around car parking stemmed from behaviour more than physical matters

The need for an all-day employee car park to take pressure of other parking spots within the town centre was highlighted - it was considered that this could be at the edge of the TAC, leaving more space for other users within the town core.

The need for more 2-3hr parks rather than 1 hr parks, particularly in areas with more offices and consulting suites rather than the retail areas.

The need for an additional new floor on Seymour Street and more decked parking was raised consistently. Queries were raised as to why the fourth storey was not constructed at the time the car park was constructed. People also felt too many spaces were assigned as 'permit' spaces which were then not utilised.

The overflow of commuter car parking, particularly in the south of the town centre occurs because there is not enough dedicated commuter car parking provided in the station environs. There was seen as being a lack of awareness of the additional commuter carparking to the south of the railway line.

The location and number of accessibility spaces (for wheelchairs, mobility scooters and prams) was raised as an issue, as was the absence of long bay carparking for caravans etc.

The need for an education campaign as part of any changes to parking arrangement in the town centre was seen as very important by some to change the common 'country' perception that a car park has to be directly in front of shops. This tied into feedback that focussed on the 'car-centric' nature of Traralgon.

Feedback also indicated that Traralgon currently has no statutory mechanism to require cash-in-lieu payments for car parking.

3.1.5 traffic and access

There were a number of traffic 'hotspots' identified by stakeholders, particularly along Breed and Grey Street (through residential traffic) and especially around school pick up times. Grey Street in particular suffers as most residents from new estates to the north are forced to travel through the town centre as there is no more northerly crossing of the Traralgon Creek.

The Post Office Place pedestrian crossings are seen as having a large impact on traffic congestion in the town centre.

The relationship between car parking and congestion was also highlighted with a feeling that much of the congestion in the centre core of the town centre was the result of people circling for car spaces.

There was some discussion as to the effectiveness of traffic lights vs roundabouts

Breed Street was identified as a major hazard, not only for pedestrians who have no safe crossing point, but also for vehicle turning into Breed Street, particularly from Seymour and Hotham Streets. The 'hump' near Safeway exacerbates this situation. Trying to cross from Hotham to Henry Street was seen as particularly problematic given the need to cross a number of lanes of traffic with very little visibility.

3.1.6 safety

Safety was identified as a major community concern, particularly at night, both around the TAC and in parklands at the edge of the TAC.

Laneways were seen as scary places at night, with the area behind Post Office Place having a poor reputation.

This issue was seen as affecting young people also (not just over 18s) in terms of where they feel safe 'hanging out'. This was highlighted by the closure of the McDonalds on Friday and Saturday nights due to concerns over staff and patron safety.

Improvements to the provision of lighting in specific areas was also raised.

3.1.7 youth

There was seen as being a real lack of space within TAC for youth (particularly non-alcohol related), with no dedicated youth spaces except for the skate park to the north, which was seen as having some safety issues due to its secluded location.

3.1.8 culture

There was a very strong desire expressed for the need to keep the performing arts centre and for the new, expanded arts centre currently being investigated by the Council to be positioned within Traralgon's centre.

Many people were excited by the possibilities for synergies with other development in the town centre

3.1.9 recreation and open space

There was strong support for creation of an indoor pool, which was considered by many to be well overdue. There was also strong support for retaining the pool in its current position, and retaining the existing outdoor pool (but investigating ways of heating it).

Support was also expressed for retaining the open space at Hubert Osborne Reserve and not allowing this area of open space to be developed.

Linkages to the parkland that surround the activity centre were seen as poor and in need of improvements. The TAC does not 'connect' to adjoining parkland, either physically or visually.

The need for easier and safer pedestrian and cycle connections was one of the key issues.

The role of the soundshell in Victory Park was also raised, particularly in relation to its connection to the TAC and the current perception that it is underutilised due to this factor.

3.1.10 public domain infrastructure

There were considered to be not enough public toilets in convenient locations and the need to provide baby change rooms and disabled toilets in the town centre was highlighted.

There was strong support for additional tree planting within the town centre, with many seeing this as a key improvement to the centre, however, some expressed concerns over bird droppings and plane trees were not supported due to their seed litter and root damage.

Kay Street is currently a site for activities and events which are strongly supported by the community, indeed many community members would like to see more events held here, however, there are concerns regarding tree management in this strip and associated public safety issues

3.1.11 development issues

Assembling development parcels was raised as a key difficulty in facilitating large developments due to fragmented ownership.

It was also considered that the benefits of the very strong residential growth experienced by Traralgon have not been seen in the town centre (there are no residential or mixed use developments) and there has been no corresponding investment in the appearance of the TAC.

Promotion and management of the town centre was seen as an issue, with the benefits of the town centre not promoted like a private centre such as Mid-Valley.

3.1.12 location of the visitor information centre

It was considered that the VIC needs to be relocated due to high congestion in its current location.

Any new location needs to be on the highway, clearly visible, ideally with attractive surrounds and parking for long bay vehicles.

Victory Park is seen as being well used by tourists, particularly the adventure playground and associated facilities in the adjacent Newman Park. Possible locations for the VIC could be either Peterkin Street adjacent to the bridge (although this would reduce the amount of public open space) or in conjunction with the existing Senior Citizens Centre opposite Seymour Street in Victory Park, which would require less imposition on public open space.

3.1.13 public transport

Public transport was seen to be poor, with many issues raised regarding bus timetabling and stop locations. Bus timetabling manifestly inadequate

It was felt strongly that there was a need to retain a large bus stop and taxi stand at the Stockland Plaza.

Concern was expressed at the lack of viability of public transport as a primary form of transport due to inadequate services, for instance, workers cannot use trains to come to work in Traralgon as the first train does not arrive until after 9:00am.

3.1.14 youth issues

Most young people hang out at either the Stockland Plaza or the sporting and recreation areas

There was concern over safety at night.

Most were generally happy with Traralgon but felt there was a distinct lack of things for youth to do.

Most just want a place to 'hang out' and meet up with friends. Suggestions for youth spaces included a music mixing lab, pool hall, juice bar, mini golf and a rock climbing wall among other options. There was also strong support for local cinemas.

3.2 survey results

A number of surveys were collected, both from online responses and also hard copies which were collated. A copy of the survey is included at appendix 1. Appendix 2 contains comments made on the surveys.

27 responses were submitted via the 'survey monkey' and an additional 32 hard copies have been received. The survey was completed primarily by Traralgon residents who use the centre on a daily basis. Most respondents were in the 26-35 year age bracket and were female. The following is a summary of the responses to the questions posed by the survey, detailing the most common responses:

Most people believed the provision of infrastructure within the town centre was average, as was access to public transport and cycling facilities. What was highlighted as being poor or very poor was the level of traffic congestion and the availability of car parking.

Respondents were generally very positive about Traralgon, finding it easy to access shops and services on foot, and rating the range of shops, services and businesses available within the town centre as 'very good'. The feeling of 'liveliness' and the provision of community events was also felt by the majority of respondents to be 'good'.

A high level of civic pride was displayed by many of the respondent with agreement that residents are proud to bring visitors, find the town centre 'comfortable', safe and attractive, providing all the services they require. Residents did disagree that there are too many vacant shops and also felt Traralgon did not have beautiful street trees.

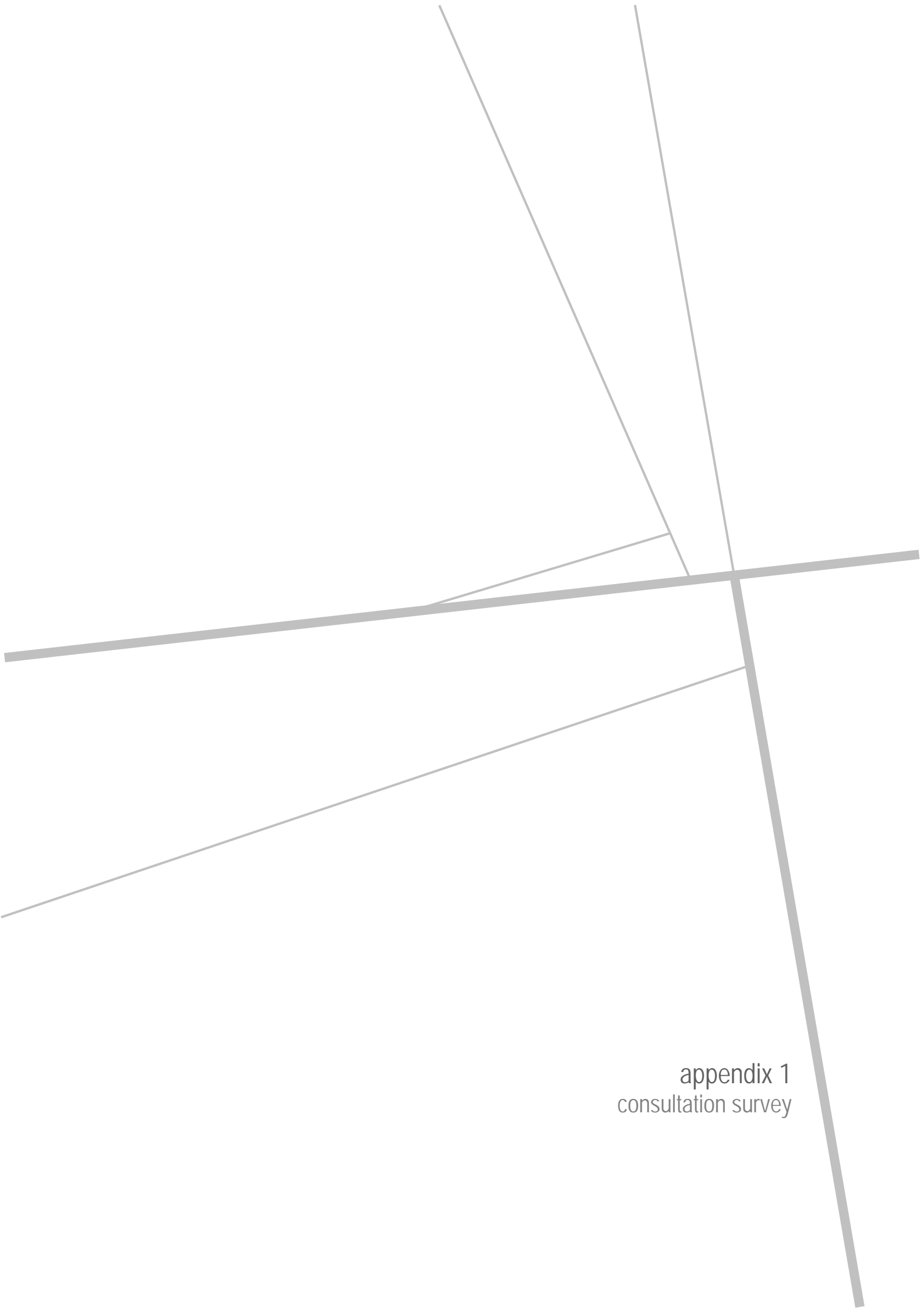
Over 70% of respondents used the centre for the following:

- Professional appointments
- Grocery shopping
- Dining and entertainment
- Medical appointments and clothes and other shopping.

4 conclusion

Consultation results showed quite clearly that most residents are generally happy with their town and are open-minded about the need for some change to accommodate future growth. Indeed, many residents expressed genuine excitement and enthusiasm for the future potential of the town centre and saw exciting possibilities in solutions to address some of the issues discussed above.

The next consultation session, which is framed as a 'visioning' session, will provide an opportunity for these community members to be involved in imagining creative solutions to these very issues.



appendix 1
consultation survey



traralgon activity centre plan | community survey

1. Thinking about your experiences walking, cycling or driving in the Traralgon town centre, how would you describe each of the following:

	very good	good	average	poor	very poor
Ability to access shops and services on foot	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Pedestrian safety	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Suitability and safety for bicycle travel	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Availability of public transport	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Access for elderly and/or disabled persons	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Level of traffic congestion	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Availability of car parking	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

2. Thinking about your own experiences shopping, working or visiting the Traralgon town centre, how would you describe the following:

	very good	good	average	poor	very poor
Provision of bins, drinking fountains, bike racks, etc.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Availability of shade and shelter	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Provision and quality of public toilets	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
General appearance of the buildings	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Extent of lighting	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Availability of places to sit	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Appearance of street trees	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Feeling of safety, especially at night time	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

3. Thinking about your own experiences in the Traralgon town centre, how would you describe the following:

	very good	good	average	poor	very poor
Range of shops and other businesses available	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Provision of community events e.g. outdoor market, art show, etc.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Availability of community services and facilities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Feeling of 'liveliness'	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

4. Thinking about the Traralgon town centre, please indicate your level of agreement with the following statements:

	strongly agree	agree	don't know	disagree	strongly disagree
I am very proud to bring visitors to Traralgon	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Traralgon has too many vacant shops	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Traralgon is a comfortable place	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Traralgon is known for its beautiful buildings	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Traralgon is a safe place	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Traralgon is known for its beautiful streets	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Traralgon is an attractive place	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Traralgon provides all the services I require	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

5. How often would you visit the Traralgon Town Centre?

Daily	<input type="checkbox"/>
2-4 times a week	<input type="checkbox"/>
Weekly	<input type="checkbox"/>
Monthly	<input type="checkbox"/>
Once or twice a year	<input type="checkbox"/>
Less than once a year	<input type="checkbox"/>
Never	<input type="checkbox"/>

6. What is your age?

under 16	<input type="checkbox"/>
16-25	<input type="checkbox"/>
26-35	<input type="checkbox"/>
36-45	<input type="checkbox"/>
46-55	<input type="checkbox"/>
56-65	<input type="checkbox"/>
66-75	<input type="checkbox"/>
over 75	<input type="checkbox"/>

7. What is your sex?

Male	<input type="checkbox"/>
Female	<input type="checkbox"/>

8. What is your postcode?

9. What do you use Traralgon's Town Centre for?

Professional appointments	<input type="checkbox"/>
Grocery shopping	<input type="checkbox"/>
Workplace	<input type="checkbox"/>
Schools and other services	<input type="checkbox"/>
Dining and entertainment	<input type="checkbox"/>
Medical appointments	<input type="checkbox"/>
Clothes and other shopping	<input type="checkbox"/>

10. Do you have any other comments, suggestions or ideas relating to planned improvements to the Traralgon town centre?

This image shows a single sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

If completing a hard copy of this survey, please check the relevant boxes with a blue or black pen ✓

Please return completed survey to **Lalorbe City Council** | PO Box 264, Morwell VIC 3840

For further information please contact **Gail Gatt** | 1300 367 700 | gailga@latrobe.vic.gov.au



appendix 2
survey comments

The following are comments received via the online and hard copy surveys.

- Don't use public toilets due to previous experiences
- Appearance of many commercial / retail buildings is to a very inconsistent aesthetic standard; for example, some brand new shops and offices are relatively high quality architecture, yet Council clearly allowed complete visual desecration of the pharmacy building cnr of Franklin and Hotham Sts, and an appalling treatment of the old Clausdens building by the Cargo Lounge owners. Both these buildings are two of the few remaining pieces of built heritage, and are in key visual locations - yet have been as effectively destroyed as was the case in the 50s and 60s!
- Need more seats with tables in park areas for eating lunches
- Each time I have used the public toilets I have found them in a deplorable state. A couple of times I have even refused to use them and had to search for alternative means.
- Discount chemist disgraceful, cigarette butts need to be cleaned up, roosting birds in street trees cause unpleasant mess, garden beds in kay st need tidying.
- Recycling bins would be appreciated.
- More seating along the street would be beneficial to the elderly especially and shady spots along the footpaths in and around the TAC
- Is there a drinking fountain? public toilets are generally very poor except at the Plaza, which is privately run. We need single sex toilets available as some males are very messy
- Inner Traralgon is no longer a safe place
- Lighting and the feeling of safety at night is a concern
- Very difficult for pedestrians to cross streets as cars do not pause for pedestrians except for the 3 marked crossings (2x seymour arcade & 2x post office) otherwise pedestrians have to beat the cars to cross the roads even on corners
- Trees drop seeds which are dangerous for pedestrians
- Encourage a performing arts group
- More parking for working people
- Longer parking in town centre so appointments can be kept (hairdressers, dentists etc)
- Traffic congestion in Traralgon is horrific! The Breed St traffic lights on the Highway and the roundabout to Shakespeare/Bank Sts is constantly banked up. The truck traffic in both lanes going through town is daunting and holds up both lanes at the lights so it takes you sometimes 3 goes to get through the traffic lights
- Another multi-level carpark in the north west of town would encourage people to park and walk more
- Crossings often prove to be dangerous due to drivers being impatient resulting from congestion
- The lack of available free carparking for people who work in the TAC is appalling. The parking inspectors are atrocious in both their attitude and lack of people skills. Not one of them know how to speak to people properly and treat every car owner with a disdain they do not deserve. I have never met a more apathetic group of people, and I really think they need to do a course on customer service, as a business person I would not consider any of them for employment because of their lack of empathy towards other people and

that is evident every time they confronted by a member of the public about a parking ticket, they simply do not care and they should. I know people from other areas dread coming into Traralgon for anything business or pleasure because of the Parking inspectors, they have got a bad reputation across the state and I speak to people from all areas everyday and they often tell me about the problems they have had with Traralgon's Parking inspectors.

- More pedestrian crossings would increase safety. Due to congestion, I don't feel safe on a bicycle in the town centre. I think that a slightly decreased speed limit may be appropriate for the town centre. Some drivers really hoon around on a daily basis - especially out of angle parking bays and around roundabouts.
- As my walking ability is not good, I find parking near my preferred destination difficult.
- Poor pedestrian access into town centre from residential areas to west and north of TAC.
- There has been no evidence of traffic planning to cater for the substantial growth in the city over the past few years.
- At peak times there is often no car parks available
- I feel strongly about Council allowing a succession of dreary and depressing 'cheap' / '\$2' style stores, including things like Best and Less at the 'high' end and devolving into multiples of fly-by-nighter cheap clothes etc stores that are open for a few months then disappear. Why can't such retail spaces be targeted for stores which we lack sorely, such as a decent independent bookstore, or at the very least, a small Borders? Retail investment attraction efforts by Council's economic development unit should be much more nuanced and highly targeted to account for a greater socio-demographic diversity which has occurred in Traralgon. I noticed this change especially during the course of seven years as a returning resident from Adelaide: the exemplar of how a 'small city' can be!
- Needs more vitality in the Performing Arts area
- The proximity of arts/council/maternal health precinct to TAC is great would love to see further investment in this area
- I know that Morwell is nearby, but it would be great to have a Target store and a couple of small cinemas in town!
- There are just as good shops in the adjoining area, such as Mid Valley and Spotlight in Morwell and Sale. We don't have art shows, the outdoor market will be relegated to back streets if council have their way
- Would be nice to have more markets/community events at other times of the year
- Longer parking required near professional suites
- Streets are dirty, pavements a disgrace. Road sweepers should be available to town centre of Kay Street to Mable Street. Litter is an eyesore, particularly after a weekend.
- Not enough 2 hr parking and not enough commuter car parking
- Congestion at the viaduct, especially children
- Longer parking for dining
- I believe the parking is great
- I found I had to choose my answers unsatisfactorily, because I personally - and some of my visiting friends, from interstate and the city, don't particularly see Traralgon as having a 'wow' factor of beautiful streets and buildings. What can be said is that there a very few aesthetically / historically pleasing buildings, and a few

streets which have lovely old trees and residential houses. The few pictures utilised for the Community Bulletin on the current Planning process is a case in point: the same old carefully positioned shots are recycled many times for all promotional and media literature on this town. In reality, when one comes to live and work here, one sees that the real streetscape and built environment is much more patchy in quality and ambience.

- Traralgon would be a nicer place if the traffic wasn't so congested
- Safety is an issue at night
- Regarding beautiful buildings, well there is the post office and court house combination, and the old Presbyterian church, as for streets Kay St is good and so is Henry St, others are average maybe Bank st is OK too. Some of our parks are good, I hope this is not an attempt to cut the area of Osborne Park.
- Safety late at night an issue -night club patrons returning home intoxicated. Vacant land at corner of highway and Franklin Street an absolute eyesore for passing traffic.
- Traralgon has historically had a poor record in preserving its built heritage and the spate of cheap concrete tilt slab buildings gives it a temporary and tacky feel. The Cargo Lounge nightclub is a good example of a lost opportunity to combine a heritage structure with a contemporary purpose.
- Install traffic lights at pedestrian crossing near old post office so as pedestrians are not continuously crossing in dribs and drabs causing a logjam of vehicles.
- Ex Mannys Market Site
Ex GPG Site Franklin Street.
EX Salvation Army Church.
Are all Eyesores!!!
- Need a variety of car parking timed zones, 1hr in all of TAC does not allow a person to go to more than 1 shop and sometimes not even that if trying on clothes, or eating in a restaurant/cafe. Need some 2hr parking on TAC block perhaps in franklin/church or hotham/seymour leaving the alternates 1hr so as to provide some short & medium term parking
- I don't live in Latrobe City, but have to (and prefer to) use the services of Latrobe Shire. As a resident of Rawson, I pay rates to Baw Baw shire, but consider myself a citizen of Latrobe city and use their services accordingly - mostly Traralgon services and facilities.
- The TAC hasn't the infrastructure to handle the ever increasing population (including visiting/working population) ie: toilets and parking to name two obvious ones. There is rarely parking available for technicians/tradesmen working on/in the TAC area. I believe if the highway traffic was diverted Traralgon would be a much more pleasant place for other Latrobe City residents to come do business. I work here so I HAVE to come here every day but I prefer not to go down town if I can help it. I find driving around the TAC quite stressful.
- I applaud the council for their forward thinking in terms of planning for the future, but implore them to keep the lifestyle of cafes and theatre entertainment localised so that there is a cultural strength thriving and apparent in the largest town centre of Latrobe City
- Traralgon needs better access to the south side. extend Kosciusko to cross the highway and train tracks.
- Generally we think Traralgon is great. If you are considering traffic flows and congestion its a waste of time until a by-pass bridge to the north of franklin street is built. This is an urgent requirement. Pedestrian crossings outside plaza and post office cause problems. Undeveloped sites are an eye-sore and



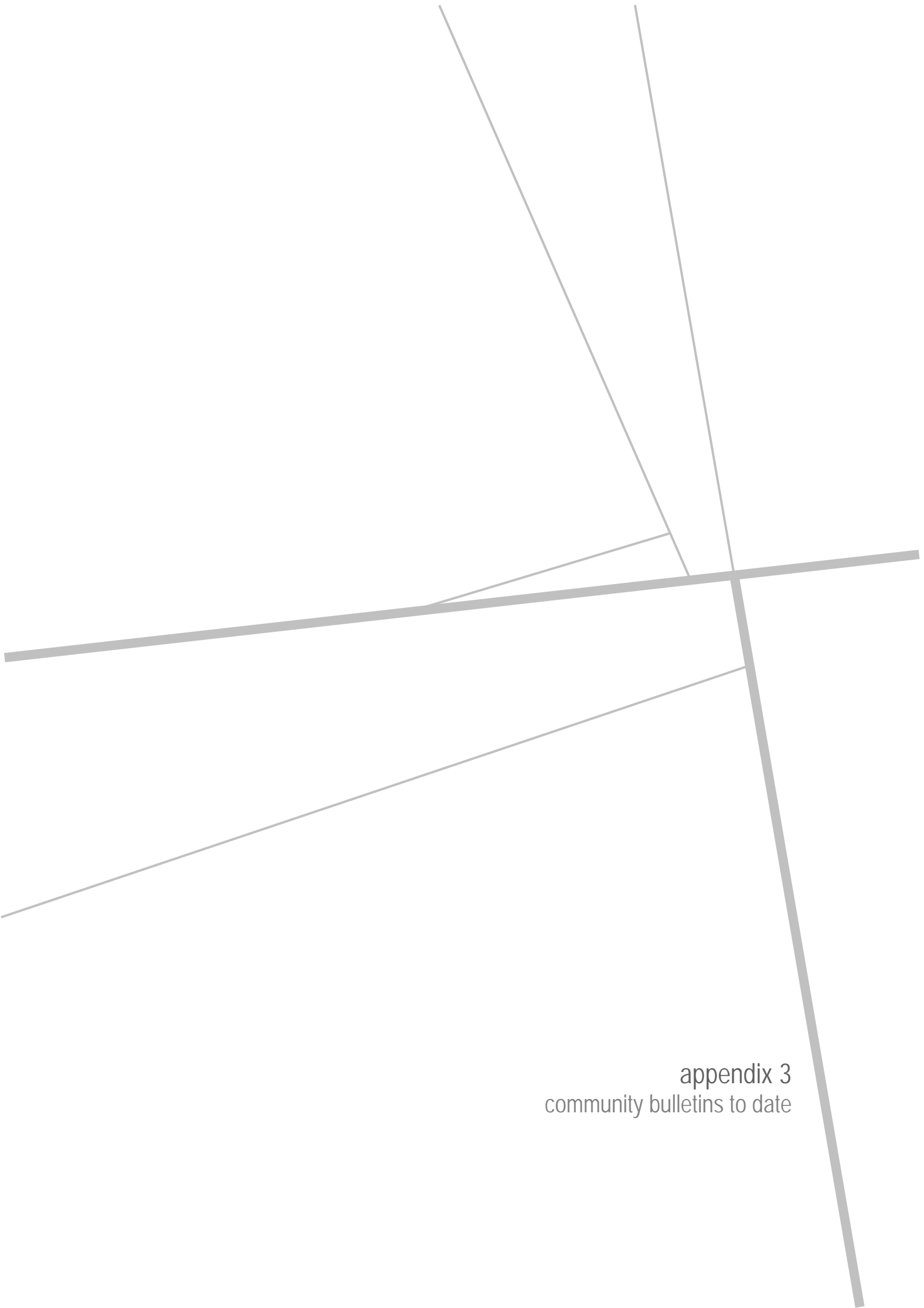
developers should be required to improve the visual appearance at least. Rubbish (bottles and cans especially) should be cleaned up early every morning. Businesses like coffee shops on footpaths and night clubs should be required to clean up cigarette butts.

- Trees drop too many seedpods which is dangerous
- Parking a must!
- More events to entertain community on the parks
- Safety on street at night a serious issue
- More access needed for bike riders
- Pedestrian crossings with signs and lights in roads surrounding Grey Street Primary school and St. Michael's Primary school. A recreation centre with indoor pool and gym would be fantastic. (I am aware that this has been a separate issue but feel that the land where the outdoor pool is could be much better utilised if it were enclosed. This would mean that it could be used all year round - no worries about temperature or skin cancer!)
- Allow major infrastructure to proceed without too much red tape and stop trying to allocate government funded project to adjoining towns to help them try to keep pace. Traralgon has the right to be seen and developed as the hub of the region.
- What are the planned improvements? The Plane trees are OK in the street, and the shade in summer is very welcome, but the mop tops are generally pretty woeful. Our footpaths are generally dirty, and rubbish is a problem. Maybe venues that sell alcohol could be made responsible for the clean up of bottles etc. Maybe also the bad behaviour of people who have overindulged, we do need more police, it is quite scary to visit the streets in the evening, specially Friday, Saturday.
- Pedestrian crossing between plaza and Manny's Market/ Aldi
- Very happy living in traralgon but would like more police
- Ensure that the performing arts centre remains at Traralgon
- Birds make mess of pavement
- Too many trucks use Kay Street, noise is a nuisance
- Improve pedestrian access to TAC by providing proper pedestrian crossings with lights along pedestrian corridors ie north, north-west and west (Breed Street and Grey Street). Place security lighting over playground areas to reduce vandalism to area (such as Osborne park and kinder). Clean to footpaths in the TAC.
- I would be keen to see plan and implement better controls on traffic management in the precinct. The inner residential streets are encountering a glut of through traffic that is ruining amenity for residents. A properly developed inner traffic management strategy should direct through traffic to main roads like Grey St and provide infrastructure such as a programmed traffic signals. Finally, the night club trade only benefits the operators and patrons (who are only part of the area's demographic). I would prefer to see significantly reduced late night trading for clubs and preferably relocate them to a dedicated precinct away from the town centre.
- Retain the Kay street median strip – a place of rest beauty and pleasantness
- Retain the theatre complex – improve by expanding, providing underground parking but retain garden areas



traralgon activity centre plan | background reports **DRAFT**
consultation summary | prepared by hansen partnership pty ltd

- Provide more dedicated bike paths
- Provide more pensioner friendly seating ie higher off ground
- Traffic lights at Breed/ Grey street intersection
- Improved pedestrian access between plaza and mannys market/ aldi
- More street tree – but not plane trees
- Local campaign to encourage residents to walk or cycle to reduce carbon footprint
- More weather protective verandahs on shops
- Car park in Seymour street is great but needs more all day parking and supervision
- Too much congestion in franklin and seymour streets
- The performing arts centre should be knocked down and rebuilt in Traralgon bigger and better
- Busking should be allowed in the plaza
- Lounge for young people
- Don't cut down any more trees
- More places for youth and to be safe in Traralgon. To relax and chill, like a recreational centre
- Traralgon town centre should have more fun places to hang out, movies and places for family to enjoy themselves and catch up
- More places for fun like cinema
- Traralgon is not safe at night
- There needs to be an improvement to: public toilets, parking, more shops, youth entertainment, more flowers, more colours.
- Mainly transport is an issue, adolescents won't turn up if they can't get there relatively easily.
- Traffic and parking is an issue, along with lack of places just to hang out.



appendix 3
community bulletins to date



traralgon activity centre plan | community bulletin 1

february 2010

what is the project?

The Traralgon Activity Centre Plan will comprise a Structure Plan, intended to guide land use; an Urban Design Framework, intended to guide built form and landscape character; and an Implementation Plan, which will provide guidance on how the aims of these two plans can be achieved.

Latrobe City Council, in partnership with the State Government (including a contribution from the Creating Better Places program) is pleased to announce the commencement of this project and has engaged **hansen partnership** to undertake this important strategic work.



who is involved?



hansen partnership is one of Australia's leading multidisciplinary planning and design consultancies serving both the private and public sectors in Victoria, NSW and internationally.

hansen partnership's team consists of highly qualified and experienced urban designers, urban planners, landscape architects and project managers.

The team has worked in Traralgon and in other regional centres such as Warragul.



They will be working closely with Cardno Grogan Richards, a leading traffic engineering consultancy, and Tim Nott (Economics) to ensure an appropriate understanding of technical and economic issues that will inform the project. **hansen** will also be assisted by Capire, who will provide a social and community needs assessment. One of Australia's leading architectural practises, Jackson Architecture, will work with the **hansen** design directors during the Key Directions component of this project.



what are the aims?

The Traralgon Activity Centre Plan aims to build on previous studies that have been endorsed by the local community to provide a framework which will ensure sustainable development of the Town Centre over the next 20 years.

This will be achieved through a combination of high quality mixed use development and by private and public sector investment to improve the public realm. More specifically the project aims to:

- Provide strategic direction and detailed recommendations to improve public transport, traffic flows and parking provisions within the Town Centre;
- Promote new development in the Town Centre to create a compact retail core and an active and well defined public realm, particularly on vacant and underutilised sites;
- Improve pedestrian and bicycle access to the Town Centre;
- Ensure appropriate integration with areas around the edges of the Town Centre and the Traralgon Station Precinct; and
- Address land use conflicts.



what is the study area?

The project will address the land which makes up the Traralgon Activity Centre and its immediate surrounds. The study area extends from a precinct to the South of the railway line known as the

Traralgon Inner South Precinct (for which a recent masterplan was prepared by **hansen partnership**) to Gordon Street in the north. Mable and Byron Streets form the western boundary of the study area, which extends through to the parkland east of the Town Centre. The study area

includes land in the north west and south, that extends beyond the traditional Town Centre to ensure that all appropriate future Traralgon Activity Centre growth options can be investigated. It is noted that the study area excludes the Traralgon Rail Precinct, which is addressed by another project.



how to get involved?

Extensive community consultation will be undertaken as part of this project. Details of upcoming consultation sessions and other consultation measures will be announced in forthcoming community bulletins and on Council's website.

For further information please contact:

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PO Box 264, Morwell VIC 3840
1300 367 700
www.latrobe.vic.gov.au

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traralgon activity centre plan | community bulletin 2

march 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 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.



hansen



Latrobe City
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progress so far?

The project team has begun working on a series of background reports that will provide an overview of both the current situation and the future context of Traralgon's town centre. These background reports will be informed by existing studies, on-the-ground research and consultation with stakeholders.

Traffic and car parking counts have commenced within the town centre. These will provide an update on the figures generated by previous studies and will inform the Car Parking Assessment and the Traffic Impact Assessment being undertaken as part of the project.

The best information of what works (or does not work) is gained through talking to people who use the area.

Stakeholders and the community are encouraged to come and talk to us. Information on the first round of consultation for the Traralgon Activity Centre Plan is included on the following page.



where is the study area?



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

session details

first round of consultation: information download

This phase is referred to as the 'information download' session. The primary function of this session is for us to listen to you.

Consultation during this stage will include four key phases; stakeholder sessions, a public session, on the street engagement and one-on-one sessions.

SESSIONS	OVERVIEW	TIME	SUGGESTED AUDIENCE (but not limited to)
DAY 1 – Wednesday 17 March 2010 at DSE Offices - 71 Hotham Street, Traralgon			
session 1: character + environment	This session will deal with issues which impact the 'feel' of the town, the kind of building forms present and the pedestrian experience within the town centre. Issues relating to built heritage and environmental assets will also be discussed.	11.00am – 12.30pm	Stakeholders may include groups such as local history groups, tourism operators, visitor information staff, council planners, local architects, and environment groups.
session 2: community + services	This session will deal with issues such as schools, hospitals and facilities for people with disabilities. The provision of services for groups such as the elderly and young people will also be discussed.	1.30 – 3.00pm	Stakeholders may include groups such as social and human service providers, education providers, police, disability and special interest groups.
session 3: accessibility + parking	This session will deal with issues such as traffic movement through the town centre and the provision of both the amount and type of carparking provided. Cycling and pedestrian access through the centre will also be addressed.	3.15 – 4.45pm	Stakeholders may include groups such as vicroads, transport providers, bicycle vic, council infrastructure and traffic officers.
session 4: development + investment	This session will deal with issues such as investment, the viability of different development types and issues of demand for land, offices etc within the town centre. Proposed projects and required infrastructure to facilitate economic development may also be raised.	5.00 – 6.30pm	Stakeholders may include groups such as chamber of commerce, land owners, economic development officers, retailers, developers.
public session: traralgon information download	A forum where any issues can be raised.	7.00 – 8.30pm	All members of public welcome to this session. Any stakeholders including business owners who cannot make themed sessions.
DAY 2 – Thursday 18 March 2010 at DSE Offices - 71 Hotham Street, Traralgon			
walking tour	Members of the project team will be walking around the streets of the town centre. This is all about gathering as much information as we can from the public. Everyone's opinion is valuable. Don't be shy! Come and talk to us.	9.30 – 11.30am	Business owners, shoppers, other users of the Traralgon Town Centre.
one-on-one sessions	Members of the team will be available for one-on-one meetings throughout the day. If you wish to book a one-on-one session please contact Latrobe City Council on one of the numbers below to ensure you have a time slot.	11.30am – 3.30pm	Anyone wishing to meet the consultants for a one-on-one discussion.

online survey

A survey questionnaire about your experiences within the town centre of Traralgon has been posted on the Latrobe City Council website. A link to the survey can be found on the main home page at:

<http://www.latrobe.vic.gov.au>

Results and comments provided via this survey will be collated and will supplement information gathered at the face-to-face consultation sessions.

how to get there

The consultation sessions are to be held at:

Department of Sustainability and Environment Conference Rooms
71 Hotham Street, 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.



rspv

To rspv for a group session or to book a one-on-one session please contact a Latrobe City Council Officer below.

Gail Gatt | Latrobe City Council
PO Box 264, Morwell VIC 3840
email gailga@latrobe.vic.gov.au
phone 1300 367 700

Lorae Dukes | Latrobe City Council
PO Box 264, Morwell VIC 3840
email lorraedu@latrobe.vic.gov.au
phone 1300 367 700

**PLEASE RSVP BEFORE 5.00PM
FRIDAY 12 MARCH, 2010**