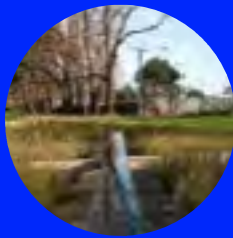
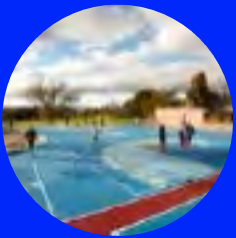


Future Morwell. Future Latrobe Valley.



REVITALISATION PLAN

DATED: 27.07.2017

Future Morwell. Future Latrobe Valley.

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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.

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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 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





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

**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

Future
Morwell.
Future
Latrobe
Valley.

i.

Your Photo Taken

MY COMMUNITY



• 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



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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**

FUTURE MORWELL

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.



Education facilities

Helping people find meaning and enjoyment

My opinions and choices shape our city's future

By V. Rogers
In my history class, I was asked to write a paper on the importance of the past. I thought I was going to write about the past in my own life, but I was wrong. It is about the past that we live in as it is. I am a person who likes to live in the past. I like to live in the past because it is a place where I can find myself. I like to live in the past because it is a place where I can find myself. I like to live in the past because it is a place where I can find myself.

Community involvement

A space for connection

Lower Valley Center
Shopping Center
in NP
Valley Center

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.

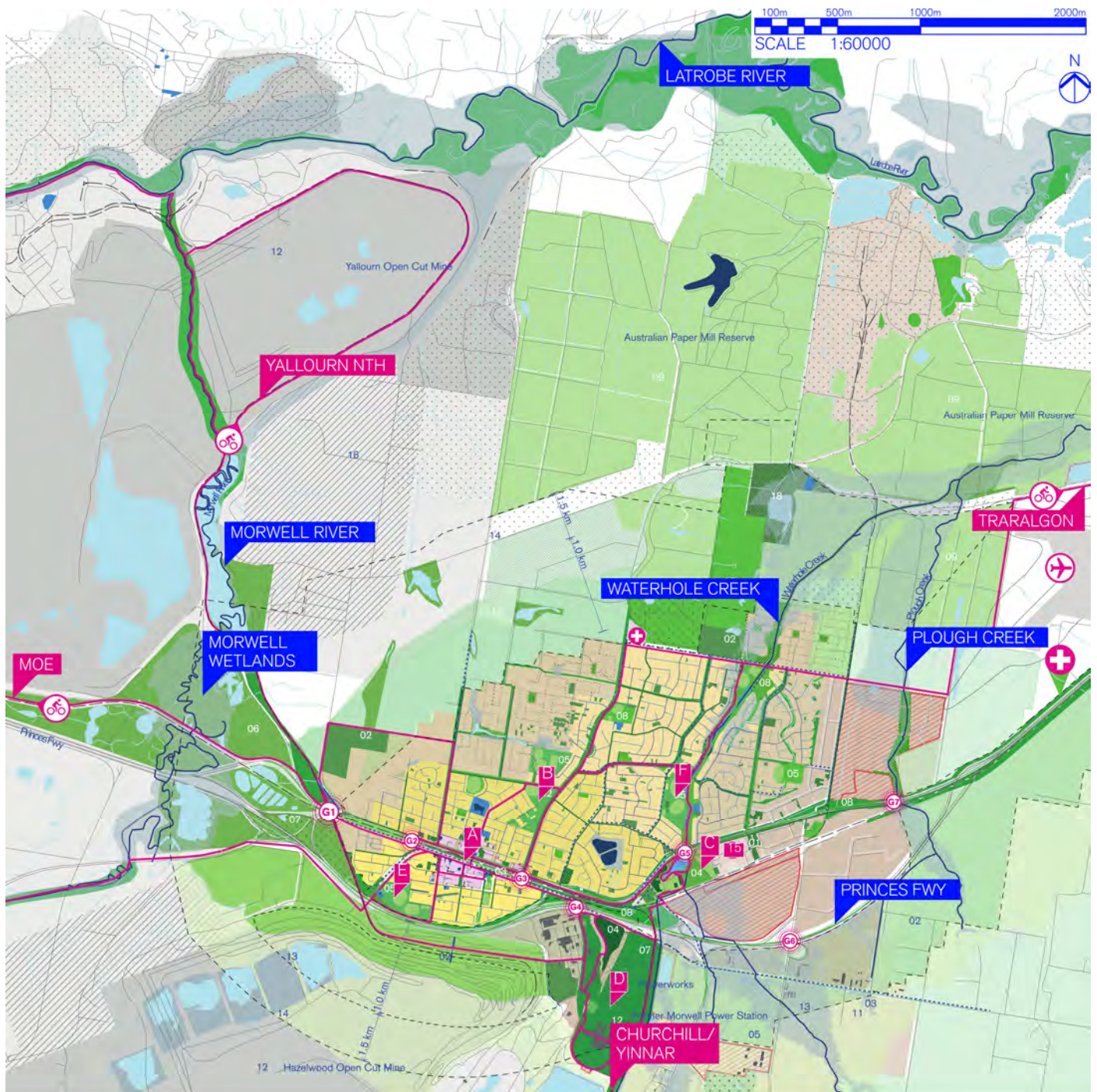
This Plan is intended to guide and enable all manner of stakeholders and is intended to:

- 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
after...

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

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well.

ure

obbe

ev

Future
Morwell.
Future
Lalrobo
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 associated 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=Vs8KQ4389WrWSZ6ZGkKYb0aQJnzd4jKA6_RmtqvPiA

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
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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
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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 en 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.

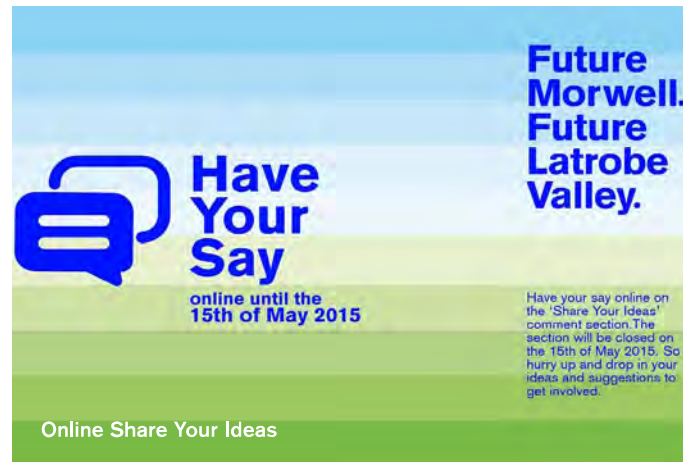
WORKSHOP 2 CHRIS REED, STOSS LANDSCAPE URBANISM, USA

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



Online Share Your Ideas



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

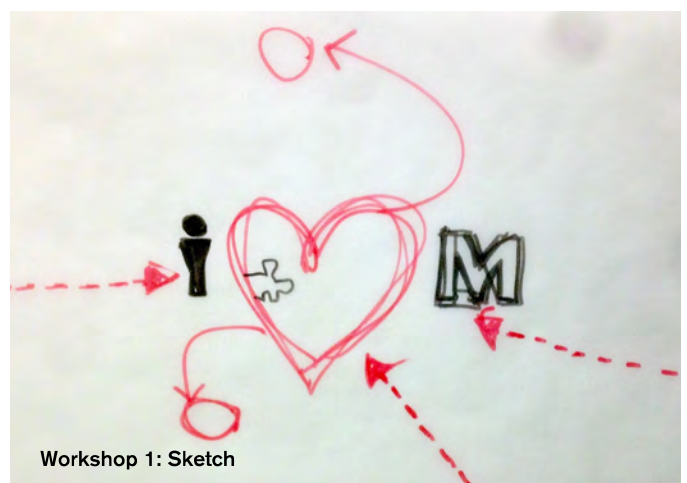
Have your say in a workshop

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

Economic Growth
Land Use
Built & Land Assets

stabilise & improve
[re-think]

Latrobe City a network city

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

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

Town Systems
Neighbourhoods

sustain & develop
[re-work]

Our Town individual towns & neighbourhoods

Our Town focuses on Morwell and its neighbourhoods.

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

all oys
nces
AGE Musical
Thage/Concerts
Live Idol
the album
community
theater

We don't feel
safe
Friends have
been mugged

Don't feel safe
- more police
- more lighting

When is the
change in the
park area
- a better
situation
- a better
situation

...the city is
...the city is
...the city is

...the city is
...the city is
...the city is

at houses
a cultural
program of
events and
activities

Help young
people find
meaningful
employment

...the city is
...the city is
...the city is

...the city is
...the city is
...the city is

My opinions
and choices
shape our
city's future

L.V. Express
...the city is
...the city is
...the city is

Lower Boulevard
+ build a
Shopping Centre
on 10p
Valley Centre

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

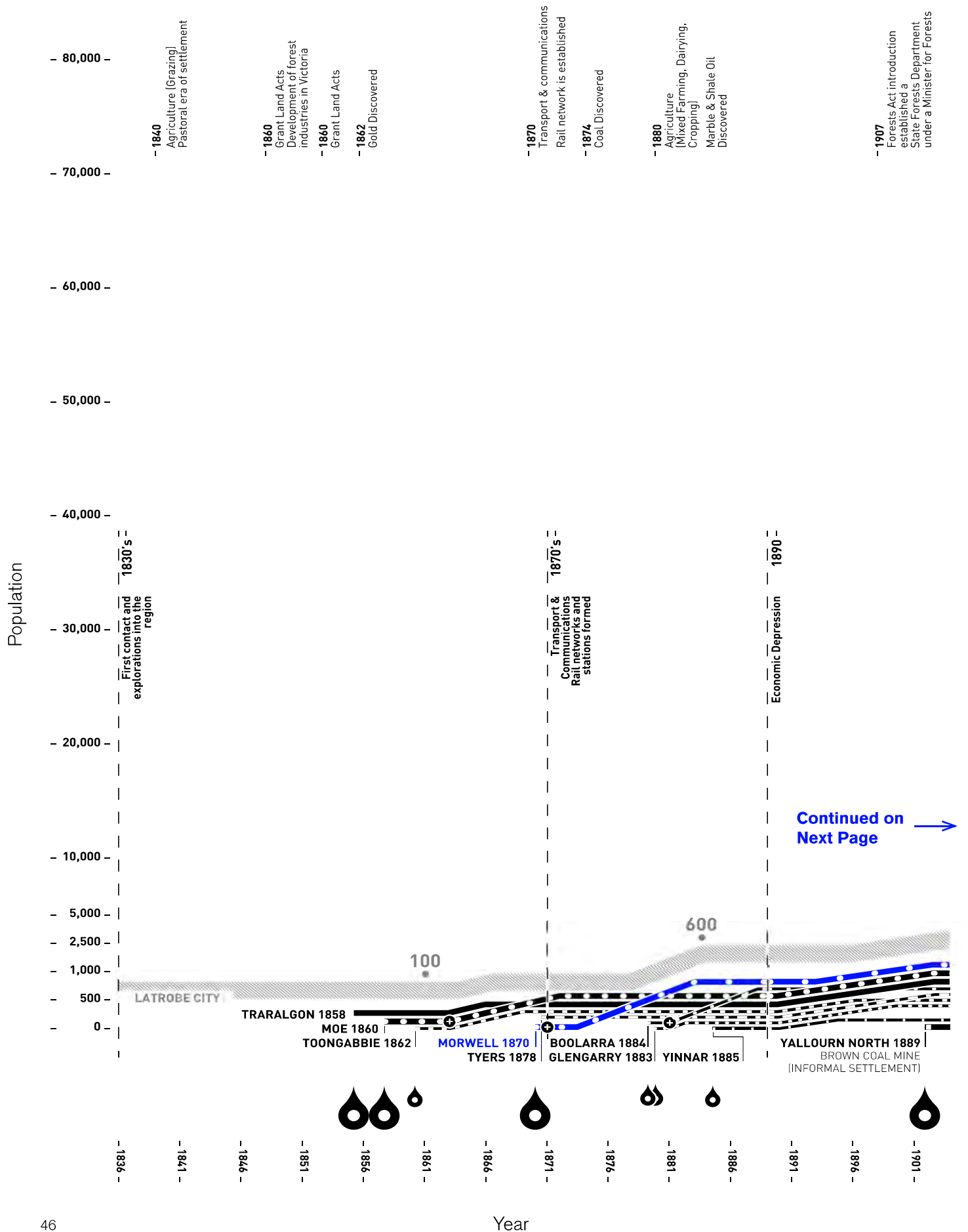
1. We, as individuals, groups and organisations invested in making Morwell's future a brighter and prosperous one, must develop and improve the identity of our town, and encourage a proud and prosperous town through new assets and the renewal and repurposing of existing assets through the establishment 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.

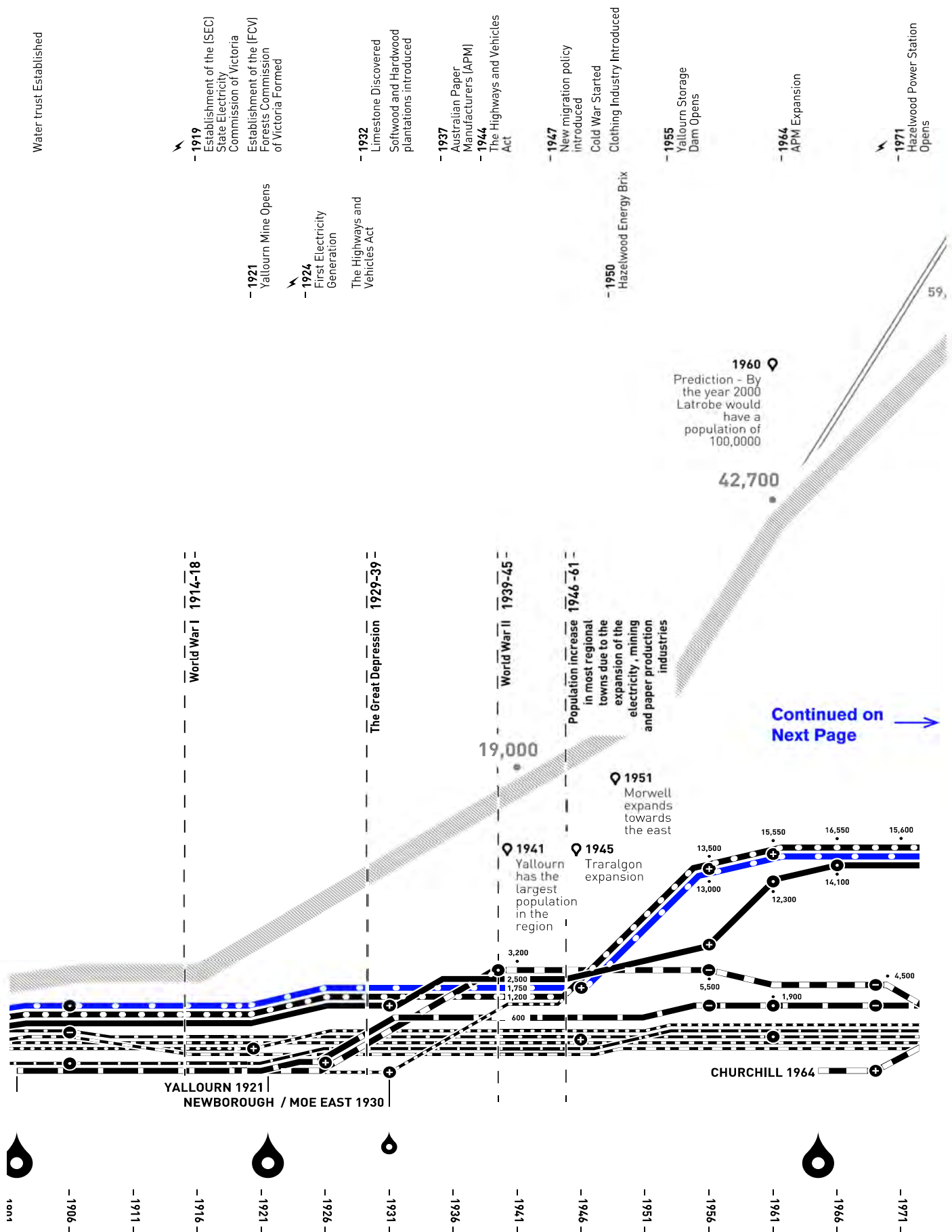
iv.

INTRODUCTION

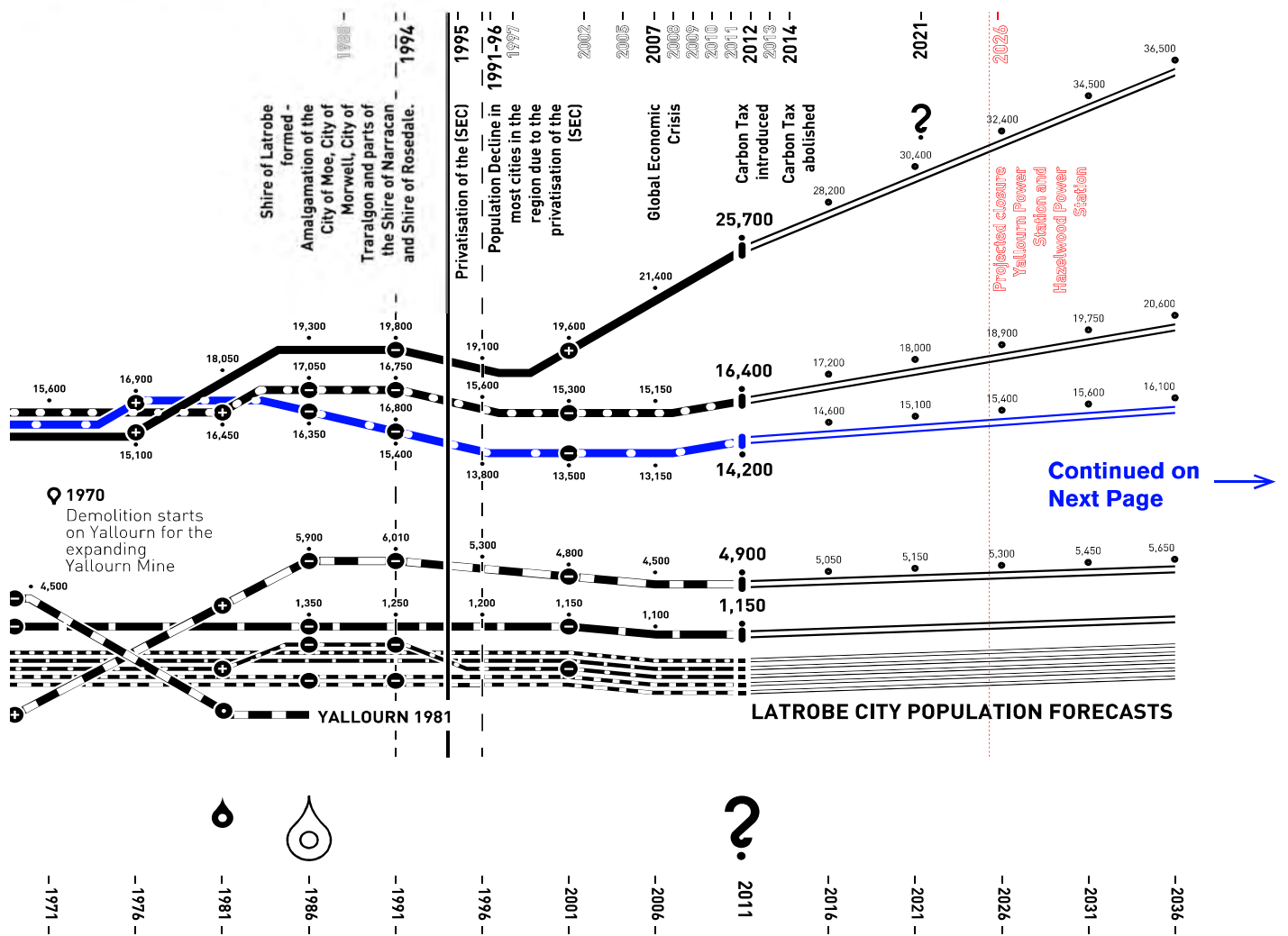
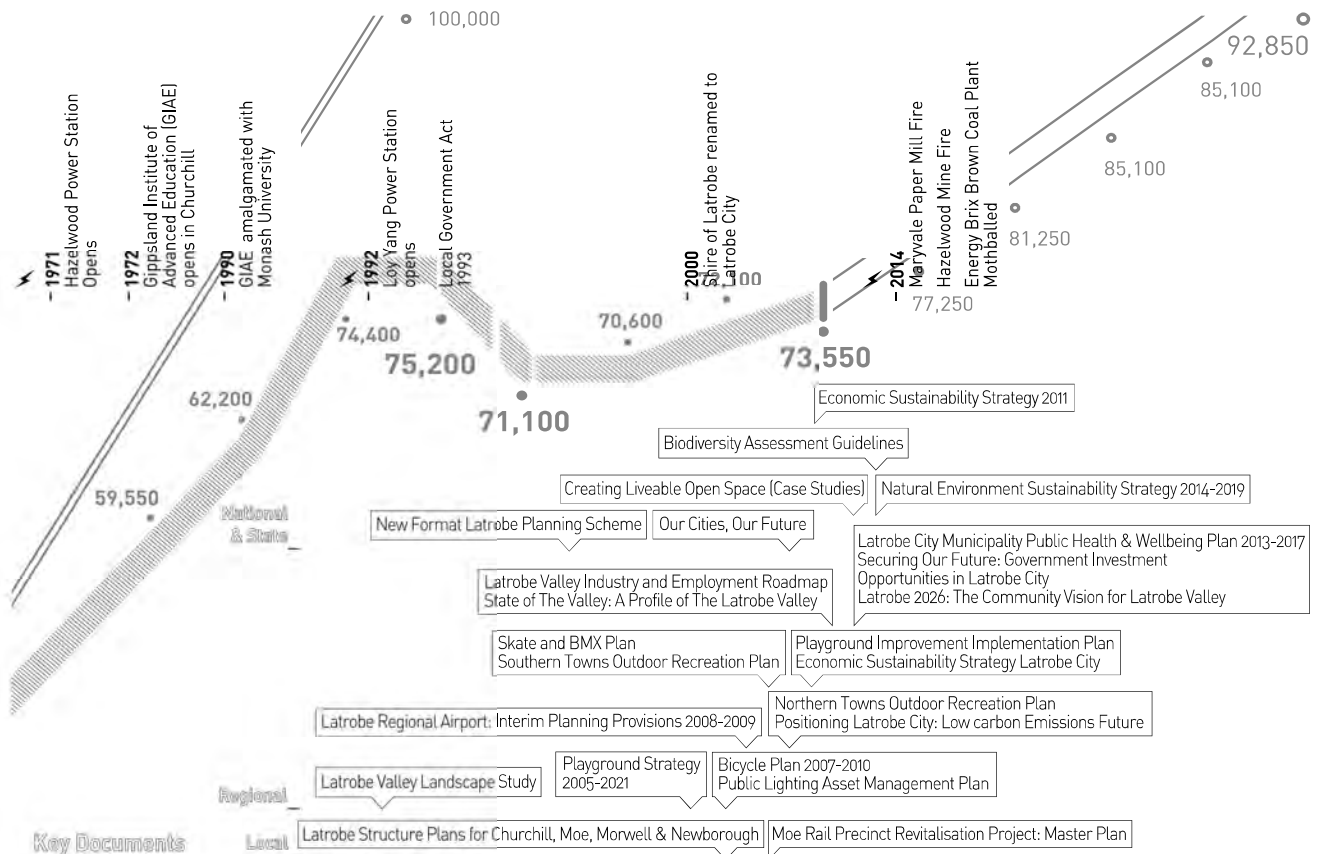
SUMMARY OF APPROACH

HISTORY OF PLANNING INITIATIVES & EVENTS FOR MORWELL/LATROBE CITY





Continued on Next Page →



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

