



traralgon activity centre plan

key directions report

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1 introduction

hansen partnership has been engaged by Latrobe City Council to undertake a structure plan and urban design framework for the Traralgon Activity Centre. This document is intended to provide an overview of the 'key directions' for these documents.

The ideas expressed in this document were generated primarily at a design workshop held in the town centre of Traralgon on the 17th and 18th of August 2010, which was run by hansen, in collaboration with Jackson Architecture. Those ideas were then further refined and considered by the whole project team and input sought in relation to economic and access issues before the 'key directions' identified within this report were determined.

The purpose of this document is to allow both key stakeholders and the wider Traralgon community to express their thoughts in relation to the key ideas that are likely to underpin the structure plan and urban design framework before work on those documents commences. It is also intended to inform them of the likely initiatives that could be implemented to achieve these 'key directions'. Receiving feedback at this stage of the process allows the project team to identify key concerns within the community or obtain confirmation of particular initiatives.

This document includes a 'key directions' diagram which provides a graphic representation of eighteen directions which have been developed. Each of these 'directions' is then outlined individually and each section contains some possible initiatives. The initiatives listed under each direction are not intended to be either comprehensive or fixed, but rather to provide the community with an indication of what the possible options for achieving each direction may be. In addition to this, each direction is linked back to issues which were identified in the first stage of this project and outlined within the suite of Background Reports.

It is important to acknowledge that this Key Directions Report should be considered in light of a number of other current strategic studies being undertaken by Latrobe City Council, including

the Traralgon Indoor Aquatic and Leisure Centre Feasibility Study, the Latrobe Performing Arts and Convention Centre Feasibility Study, the Review of Latrobe Visitor Information Centre Services, the Traralgon Courthouse Conservation Management Plan and the Draft Traralgon Station Precinct Masterplan.

This Key Directions Report will be presented to Latrobe City Council and submissions will be sought from the public in relation to the initiatives and directions contained within. All submissions received will be considered fully and any changes to the directions deemed necessary as a result of these will be made before the project proceeds to the next phase.

It is important to note that these principles cover a range of issues relating to the town centre but should not be interpreted as the only principles which will guide the project. This project will also be underpinned by principles which are derived from 'Transit City' ideals, as well as 'Healthy by Design' guidelines as outlined within the Latrobe Planning Scheme. In addition, the plans will respond to the need for increasing the integration of ecologically sustainable design above and beyond those directions outlined within this document. What follows are a series of directions which are intended to provide the community with the framework within which change in the Traralgon Activity Centre is proposed to occur over the next 20 or so years.

The draft Key Direction Report was placed on public exhibition for a total of 15 weeks (7 December 2010 to 22 March 2011). A total of 53 letter submissions were received as well as 1 petition including 1375 signatures and 565 'Save Osborne Park' cards. Changes to the Key Direction Report that have been made by Council as a result of the submissions are highlighted in red text on the following pages. It is important to note that other matters will be addressed further through the Activity Centre Plan itself. A summary of the written submission and how this report and the final TACP report will respond to submissions is provided at Appendix 1.

2 ideas and options

The 'visioning' consultation workshop that led to this document was structured around a series of key themes, as follows:

- Role and function
- Unlocking development space
- Streets and public spaces
- Revealing the story of Traralgon

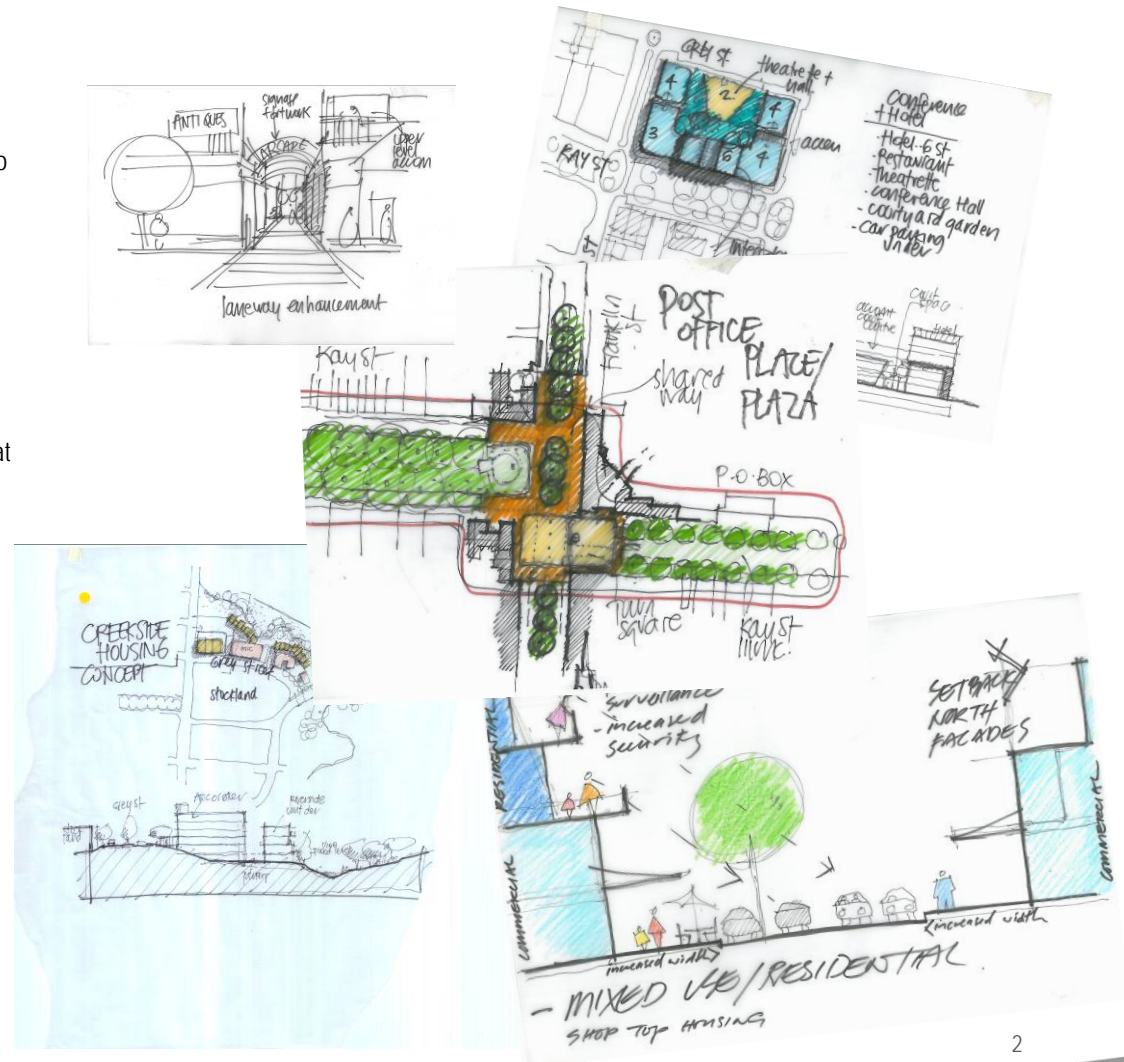
Within each of these sessions stakeholders were invited to generate ideas which responded to the issues that were identified in the suite of Background Reports, however, ideas across all spectrums were welcomed and drawn up at each table. At each session the ideas were then presented back to the group as a whole to determine the popularity of the diverse range of ideas generated. An open, un-themed session for the wider community was also held in the evening of one of the days.

The project team then produced a series of consolidated diagrams and indicative sketches that illustrated some of the ideas which had appeared to have the most resonance across the stakeholder groups or which represented interesting and innovative responses to particular issues. These sketches and diagrams were then exhibited 'gallery style', along with written descriptions of the ideas generated to give the community a chance to identify their favourite options.

Many of the interesting and innovative ideas discussed at these sessions, while they may not be identified as 'key directions', might find their way into the final structure plan or urban design framework. The following represent a selection of the many interesting ideas, which were generated at the workshop which do not constitute 'key directions' within this report but which may be investigated further:

- Provide future additional retail requirements by building over the railway lines;

- Close the southern end of Franklin Street to create a plaza to match the station plaza linked by an architectural bridge;
- Create a 'wellness corridor' along Breed Street;
- Run a minibus circuit around car parking nodes at the periphery of the town centre;
- Create mid block 'pocket parks' to add green space to the town centre.



3 key directions

The diagram on the follow page represents the key planning and design principles which will underpin the Traralgon Activity Centre Plan. These are as follows:

1. Identify and define the role and identity of streets within the town centre
2. Emphasise the key retail axes of Franklin and Seymour Streets
3. Create a Princes Highway boulevard
4. Develop a Parking Precinct Plan (highest priority)
5. Provide integrated car parking solutions in appropriate locations (highest priority)
6. Protect and promote the role of Traralgon Activity Centre as the pre-eminent commercial centre for the region
7. Encourage the development of housing within the activity centre
8. Consolidate the town centre by infilling blocks and repairing street edges
9. Encourage a strong urban form that responds to the public realm and regional character
10. Improve the provision of facilities associated with public transport
11. Create a network of public spaces
12. Incorporate art and placemaking to enhance identity and character
13. Provide safe cycle links through the town centre
14. Allow for pedestrian and visual links from Kay Street to Victory Park
15. Encourage the integration and activation of the Traralgon Creek corridor
16. Resolve laneway ownership and encourage activation
17. Ensure the provision of appropriate youth spaces within the town centre
18. Investigate future options for Hubert Osborne Park and the Civic Precinct



note:
locations indicative only

- ### legend
1. identify and define a street hierarchy within the town centre.
 2. emphasise the key retail axes of franklin and seymour streets.
 3. create a princes highway boulevard.
 4. develop a parking precinct plan.
 5. provide integrated car parking solutions in appropriate locations.
 6. protect and promote the role of the traralgon activity centre as the preeminent commercial centre for the region.
 7. encourage the development of housing within the activity centre.
 8. consolidate the town centre by infilling blocks and repairing street edges.
 9. encourage a strong urban form that responds to the public realm and regional character.
 10. improve the provision of facilities associated with public transport.
 11. create a network of public spaces.
 12. incorporate art and placemaking to enhance identity and character.
 13. allow for pedestrian and visual links from kay street to victory park.
 14. encourage the integration and activation of the traralgon creek corridor.
 15. provide safe cycle links through the town centre.
 16. resolve laneway ownership and encourage activation.
 17. ensure the provision of appropriate youth spaces within the town centre.
 18. investigate future options for hubert osborne park and the civic precinct (subject to council decision).

traralgon activity centre plan

planning and design principles

DRAFT

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3.1 identify and define the role and identity for streets within the town centre

This direction seeks to differentiate individual streets within the town centre of Traralgon in a way which reflects the **primary** anticipated uses of each street. Currently, all streets within the town centre are treated in a similar fashion, making distinctions between the streets possible only through the businesses which line them rather than the public realm. As such the principle seeks to develop four distinct treatments which will not only respond **primarily** to the anticipated functions of the street, but also give each street a more defined character.

Initiatives which underpin the principle include:

- Define Princes Highway as a 'boulevard' between Breed Street and Traralgon Creek and retain Kay Street as a northern 'boulevard' (refer section 3.3).
- Define Breed and Grey Streets as **primary** access roads. This will involve placing a priority on vehicle movements and investigating ways to improve the flow of traffic along these streets, for instance, installing traffic lights at the intersection of Hotham and Breed Streets to improve safety and pedestrian access across Breed Street.
- Define Franklin and Seymour Street as **primary** 'retail streets' which therefore need to accommodate improved pedestrian movement and amenity and ensure the retention of adequate on-street car parking to provide access to shops for those with less mobility (refer section 3.2).

- Define Church and Hotham Street as '**secondary** streets' which will accommodate **secondary** retail and more office and service functions. While there will still be an emphasis on pedestrian movement it will not be as strong as along Franklin and Seymour Streets and there may be some rearrangement of car parking to accommodate cycle links along these streets (refer section 3.13).
- Activate smaller streets and laneways to provide additional connections between streets in the town centre. These will need to be prioritised to ensure there is an appropriate balance which acknowledges the service functions many of these laneways serve (refer section 3.16).

Responds to the following identified issues:

- Lack of defined character within the town centre
- Need for safe cycles paths though the town centre and the need to improve pedestrian connectivity and amenity
- Issues with safety and congestion in relation to traffic movement
- Disconnection caused by the Princes Highway

RESPONSE TO COMMUNITY CONSULTATION

As a result of submissions received this key direction has been changed to remove the term 'street hierarchy'. The terms 'primary' and 'secondary' have also been removed and will not be carried forward into the Traralgon Activity Centre Plan.

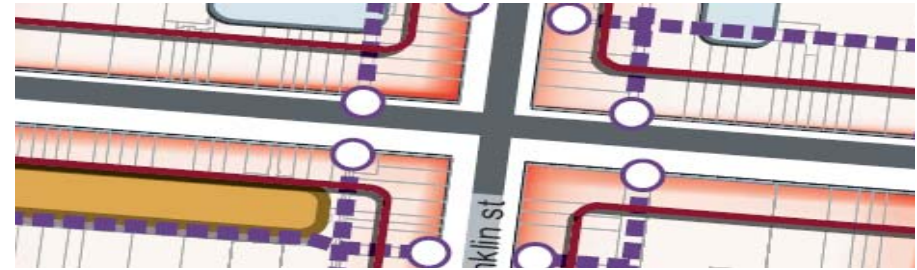


3.2 emphasise the key retail axes of franklin and seymour streets

It is important in enhancing the character of the town centre that there are areas which are perceived as focal points for activity. Within Traralgon currently, the main focus is clearly on the Franklin Street spine, but additional retail uses also exist in other areas, primarily along Seymour Street. As this plan is intended to guide the future of the town for the next 20 years it is considered appropriate to also acknowledge the retailing role that Seymour Street may play into the future. These two streets will thus become the focal points for the town centre and will be established as such through paving treatments and other measures, such as appropriate landscaping designed to improve the pedestrian environment and encourage browsing in the many speciality shops. Additional uses such as cafés will also be encouraged to provide an enhanced level of activity on these streets. Initiatives which underpin the principle include:

- Promote a focus on these two streets to provide improved pedestrian amenity.
- Improve paving treatments, tree selection and other street furniture.
- Ensure that the retail functions of these streets are not compromised by any other actions or directions.
- Highlight the benefits of providing a major retail development at the western end of Seymour Street to provide a retail anchor.

- Improve safety of pedestrian crossings on these streets which will accommodate higher levels of foot traffic, this may be at intersections or mid-block locations.



Responds to the following identified issues:

- Lack of defined character and need for ~~hierarchical assessment~~ identification of street functions
- Need for easier and safer pedestrian connections
- Desire to provide consolidated retail offerings



3.3 create a princes highway boulevard

The Princes Highway plays a key role in the town of Traralgon. Unlike many regional centres, the highway does not bisect the town centre, with the majority of business uses located to the north. However, it does effectively separate the railway station and the important green assets of Victory Park and Traralgon Creek from the centre. As this highway is a relatively recent construct, many of the buildings in the town centre also effectively 'turn their back' on the highway, presenting an unsightly view from the highway. Long terms plans seek to build a bypass around Traralgon which would reduce the amount of through traffic. This direction seeks to facilitate an outcome whereby the highway is transformed into an attractive, tree lined boulevard, which both defines the town centre and also offers the possibility of a staged transition to a more valued asset. This boulevard will become an attractive address for both offices and, in some areas, residences, particularly as heavy traffic decreases over time.

Initiatives which underpin the principle include:

- Redefine the Princes Highway as a 'Princes Boulevard' through changes to road treatments, removal of infrastructure such as overhead powerlines and extensive tree planting from Breed Street to the Traralgon Creek.
- Work with VicRoads to develop measures which will assist in slowing traffic somewhat to reflect the town centre location and transition in role over time.

- Encourage taller, hard edged built forms to be developed along the highway edges as it passes through the town centre which can facilitate the transition in roles expected over time.
- Encourage upper level residential to be developed overlooking Victory Park.



Responds to the following identified issues:

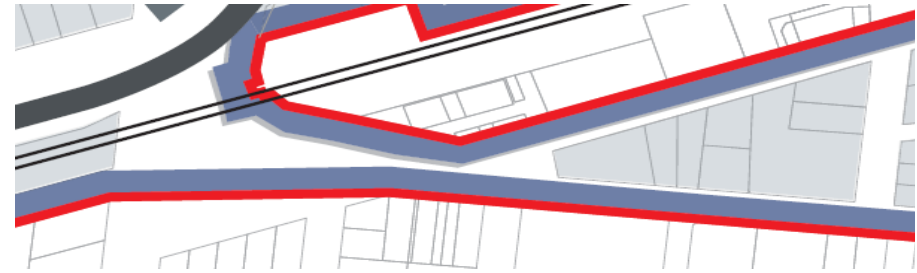
- CBD does not 'connect' to adjoining parkland, either physically or visually
- Current presentation to highway is 'rear end' of Traralgon which reflects badly on the town
- Current presentation does not assist tourism potential and could be improved
- Need to improve the visual amenity of the town to attract residents to the CBD
- Need to define the extent of the CBD when travelling along the highway



3.4 develop a parking precinct plan (highest priority)

The management of car parking within high use areas such as activity centres can pose numerous challenges for decision makers. Excessive car parking requirements can also be a significant hinderance to investment within activity centres when there is a disconnect between the statutory requirements and the intensity of development proposed. Without area specific plans, generic statewide rates for car parking apply, which respond on a site-by-site basis rather than to the needs of the precinct as a whole. As such, it is proposed as a key direction to develop a Parking Precinct Plan for the Traralgon Activity Centre to determine both the appropriate rates of parking provision within the centre, and to provide Council with a statutory tool to implement policies relating to car parking, including the provision of cash-in-leiu payments and integrated parking solutions. Initiatives which underpin the principle include:

- Establish a Parking Strategy on the basis of the parking assessment carried out as part of the background stage of this project and the overall aims and directions of the Traralgon Activity Centre Plan.
- Prepare a Parking Precinct Plan on the basis of that strategy to allow incorporation into the Latrobe Planning Scheme.
- Identify sites within the town for long bay car parking.



Responds to the following identified issues:

- Need to ensure precinct wide consideration of parking matters
- Need to ensure appropriate levels of parking are provided given the particular characteristics of the Traralgon Activity Centre
- Resolution of constraints to more intensive development of the activity centre including the establishment of medium density housing
- The need to ensure Council is able to provide for alternate, consolidated parking provision
- Need to provide a more considered approach to car parking that allows for other forms of transport to be considered on an equal footing
- The lack of designated long bay car parking in the town

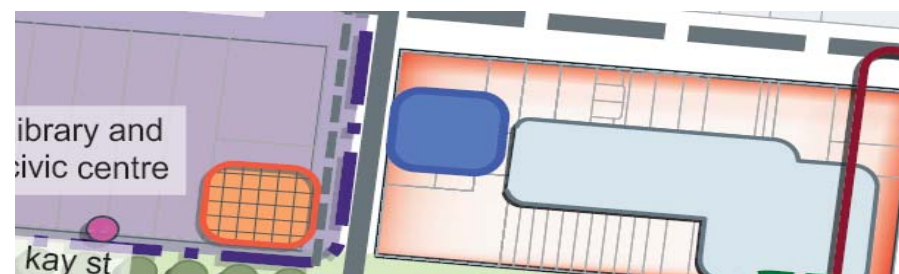


3.5 provide integrated car parking solutions in appropriate locations (highest priority)

Car parking within town centres is always a topic which inspires heated debate. While recent data has begun to show the economic benefits of pedestrian friendly spaces, the importance of appropriate availability of car parking will continue to be crucial to the health of any activity centre. This is particularly the case in relation to those with accessibility difficulties and within regional centres where users of the centre may travel long distances to utilise the services. This direction seeks to identify new ways of providing car parking within the town centre which provide more integrated outcomes, ensuring more efficient use of land within the town centre and improving the pedestrian environment. It also seeks to make distinctions between the types of car parking that are needed within the town centre (employee vs shopper for instance) and also between the functions of different streets which may play a role in the amount and type of car parking to be provided in the immediate vicinity. Initiatives which underpin the principle include:

- Establish a street hierarchy to determine where on-street car parking should be retained as a priority (see section 3.1).
- Identify a series of sites which could be suitable for integrated multi deck car parking in line with the successful Seymour Street example.
- Encourage the construction of an additional floor on the Seymour Street car park.

- Reconsider the allocated timing of car parking spaces throughout the centre as part of any car parking plan.
- Encourage the construction of car parks on the edges of town to assist in the walkability of the town centre.
- Ensure any redevelopment of major sites includes integrated car parking, either by incorporating basement car parking or providing a 'skin' of active uses.
- Develop and implement a Parking Precinct Plan (see section 3.4).



Responds to the following identified issues:

- Need to efficiently use land in the town centre due to limited opportunities to expand the town centre
- Importance of providing a strong street edge and active frontage
- Need to provide a more considered approach to car parking that allows for other forms of transport to be considered on an equal footing



3.6 protect and promote the role of traralgon activity centre as the pre-eminent commercial centre for the region

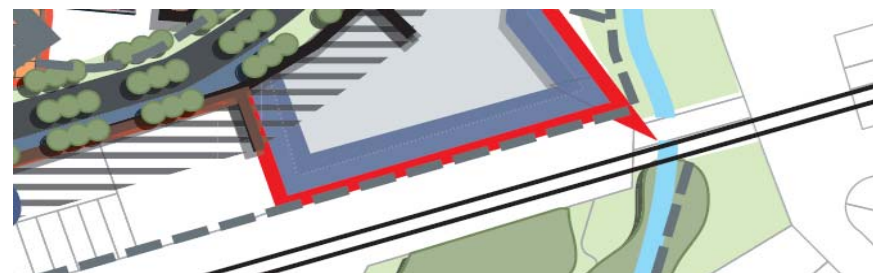
The Latrobe Planning Scheme identifies Traralgon as the commercial centre of the Major Regional City of Latrobe. This principle seeks to protect and continue to promote this role for Traralgon in the context of both Latrobe and the wide Gippsland region by continuing to facilitate business retention and growth. In addition, the economic assessment that formed part of the suite of background documents that underpin this Key Direction Report identified that to become a regional commercial centre Traralgon needs to both attract and accommodate a full line department store. The report also identified that, should a full line department store be developed elsewhere in the region, this would have a significant adverse impact on both the long term growth and the commercial position of the activity centre.

As such, this principle seeks to ensure that Traralgon is able to accommodate a full line department store within the town centre and takes a proactive approach to attracting such a use. The identification and protection of a site of appropriate size and the involvement of Council in facilitating such a development will be crucial to Traralgon's future. This in turn will encourage the on-going commercial vitality of the centre, in line with Council objectives.

Initiatives which underpin this principle include:

- Continue to facilitate business retention and growth in Traralgon as outlined in Latrobe's Economic Assistance Policy 2009 and Strategy 2010.

- Take a pro-active approach to attracting a full line department store to the town centre (eg Myer or David Jones)
- Identify and protect appropriate sites to accommodate a full line department store, through the application of appropriate planning controls



Respond to the following identified issues:

- Need to ensure a department store is not accommodated else where in the region to protect Traralgon's role
- Provision of a greater range of retail offerings in the town centre to support the commercial and office functions.



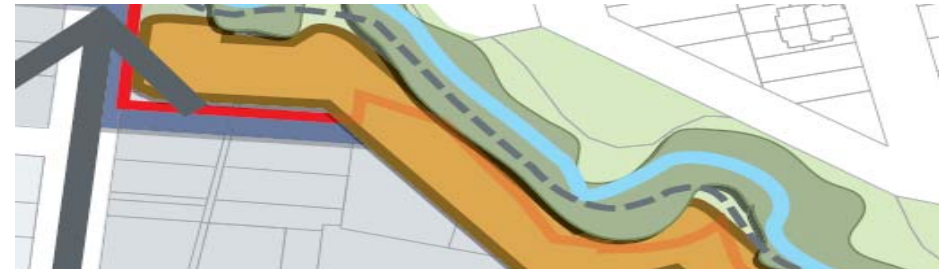
3.7 encourage the development of housing within the activity centre

There is a clear imperative for the provision of housing within the Traralgon Activity Centre, to increase the sustainability of the town, improve housing choice and increase the vibrancy of the centre. This direction seeks to encourage these outcomes through outlining areas suitable for increased residential development. It proposes measures designed to ensure that residential development within the town centre is of a high quality, as befits Traralgon's position as part of a 'Major Regional City', but also economically viable from a development perspective. Initiatives which underpin the principle:

- Encourage shop top housing and implement a Parking Precinct Plan to set appropriate levels of parking provision and/or establish a framework for financial contributions for waiving of car parking (see section 3.4).
- Investigate possibilities for the development of medium density housing within the town centre in partnership with private operators to demonstrate feasibility.
- Encourage residential development in areas of high amenity within the town centre, such as adjoining the creek and overlooking green spaces (the potential redevelopment of the outdoor swimming pool site is one such opportunity) and as part of multi level development on infill sites.
- Activate laneways to provide additional access points to mid block development (see

section.3.16).

- Ensure that housing is universally accessible to the required standard to allow for use by the elderly and others who would benefit from close proximity to services and facilitates
- Develop a vibrant town centre through a range of other actions to ensure the centre is a lively place which is attractive to both new and existing residents.
- Encourage partnerships for affordable housing projects.



Responds to the following identified issues:

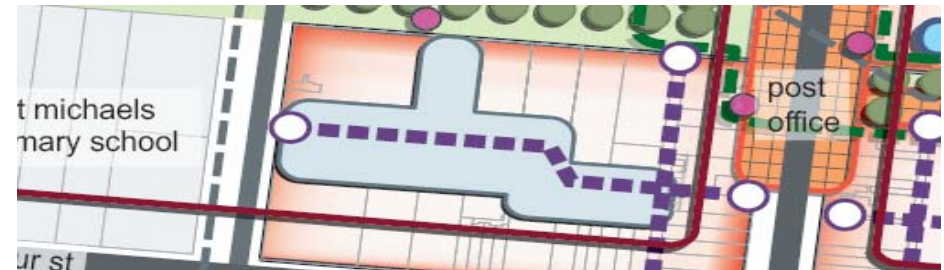
- The need to provide additional housing within the town centre
- A desire to increase activation and safety through passive surveillance in the town centre
- The need to explore solutions to ensure developments within the centre are assessed differently to suburban development



3.8 consolidate the town centre by infilling blocks and repairing street edges

Urban design analysis revealed large tracts of underutilised land within the Traralgon Activity Centre. This includes substantial areas of at-grade car parking, located not only within the centre of blocks, but also at key corner sites along the street edge. Given the imperative which exists to find additional land to accommodate future development, this principle seeks to encourage the development of these interior blocks with multilevel development which could incorporate existing car parking within an integrated development. More importantly, the principle encourages the development of buildings along the key street edges to create a continuous street edge. Initiatives which underpin the principle include:

- Encourage development to build to site boundaries within the CBD blocks.
- Promote the use of the back of blocks as development sites.
- Encourage the development of multi level building which incorporate car parking within their form, rather than at-grade parking.
- Utilise laneways to provide access to mid block development sites (see section 3.16).
- Build on successful public/ private partnerships such as the Seymour Street car park.
- Implement an urban design framework as part of this project to assist in ensuring these outcomes.



Responds to the following identified issues:

- Increasing demand for floorspace within the town centre
- Strong community sentiment to consolidate rather than expand commercial uses within the town
- Make more efficient use of large areas of underutilised space
- The need to improve the pedestrian experience in the town centre, currently affected by large 'gaps' in the activity centre street frontages
- The desire to activate laneways and 'back of house' areas and increase safety around the town centre



3.9 encourage a strong urban form that responds to the public realm and regional character

It is clear that Traralgon is and will continue to be, the preferred place within the Latrobe Valley for commercial uses. This in turn provides a strong incentive for housing within the town. It is clear therefore, that if Traralgon is to continue its current role, as sought at section 3.6 of this report, then there is a need for additional development space within the town centre. It is also acknowledged that there are significant constraints to Traralgon's overall long term residential growth should additional medium density housing not be developed in established areas. The strong community sentiment that the town centre should 'grow up, not out' is also acknowledged by this direction. The direction seeks to not only infill the gaps but to encourage vertical growth that reflects the 'CBD' type function that the centre plays within the wider region. However, such development needs to respond to not only the regional character of the activity centre by ensuring additional height is directed to suitable locations but also responds to valued characteristics in the activity centre. Two elements which are particularly highlighted are the need to protect sunlight to north facing pedestrian and dining spaces and the retention of longer range views to key landmarks within the town centre, in particular the churches and post office tower. Initiatives which underpin the principle include:

- Identify a range of preferred building heights around the town centre, propose up to 7/8 storeys in specific areas.

- Encourage these higher built forms in areas which can accommodate additional height and may involve specific upper level setbacks.
- Require buildings on northern street sides to be set back at upper levels to protect sunlight to the public realm.
- Encourage more intensity of development by proposing reduced car parking provisions (though the implementation of a Parking Precinct Plan) (see section 3.4).
- Identify key views for protection within the planning scheme.
- Encourage built form within the CBD grid to build to street frontages to provide a 'hard edge.'



Responds to the following identified issues:

- Desire to protect pedestrian amenity, regional character and outdoor dining areas
- Need to encourage consolidation within the town centre

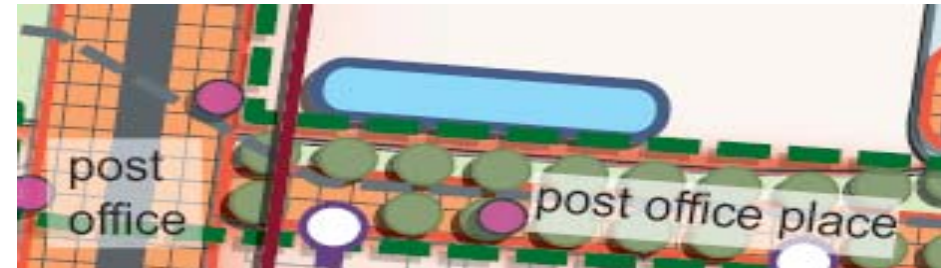


awareness of available opportunities.

3.10 improve the provision of facilities associated with public transport

This direction seeks to ensure that, in the future, the availability and the amenity and safety of public transport usage within Traralgon will be improved. While timetabling issues currently facing Traralgon are not able to be resolved within the scope of this project, the plan will advocate for the creation of two key transport hubs within Traralgon which will provide appropriate shelter, information and other amenities to ensure that utilising public transport, rather than private vehicles becomes a valid and attractive option. Initiatives which underpin the principle include:

- Encourage the development and relocation of an improved and integrated transport stop at Post Office Place (to cater for buses and taxis).
- Support an appropriately located bus interchange within the Station Precinct.
- Ensure good pedestrian access between the two key public transport sites, in Post Office Place and the Station Precinct.
- Encourage the provision of appropriate shelter, seating, information, lighting etc in association with any stops or interchanges.
- Support a more prominent role for public transport within public spaces to raise



Responds to the following identified issues:

- The need to retain a large bus stop and taxi rank at Stockland plaza
- Lack of suitable facilities currently provided
- Very low profile of public transport within the town leading to high rates of vehicle usage



3.11 create a network of public spaces

This principle seeks to develop a series of spaces within the town centre where people can stop, gather and socialise within a public, rather than private, context to bring life onto the streets of the town centre. These spaces will be created in a number of areas throughout the town centre, and will reflect different roles and functions. The primary space will be located around Post Office Place and the old courthouse, while others will be created adjoining the station and within any major redevelopment to the north west of the town centre. These areas will reflect a range of spaces, but will all provide shelter, seating and points of interest for users of the activity centre. Initiatives which underpin the principle include:

- Create a shared space around Post Office Place and the old courthouse to link with Kay Street in providing a 'town square' that can be utilised for civic occasions. This may involved slowed traffic, one way traffic or raised pavement treatments.
- Activate laneways to create additional pedestrian links between spaces (see section 3.17).
- Support the inclusion of a public plaza fronting the Princes Highway as outlined in the Draft Traralgon Station Precinct Masterplan.
- Protect existing open space to the west of the outdoor swimming pool site.
- Identify, develop or protect a range of smaller spaces, within the town centre and use public art and street furniture to create identities for each space.



Responds to the following identified issues:

- Kay Street is currently the site for activities and events but there are concerns regarding tree management and an alternative 'town square' would be beneficial
- The need for easier/ safer pedestrian, cycle connections and amenity spaces
- There is limited 'green' space within the town centre
- Public space within the activity centre offers opportunities for innovative public domain design
- The need for informal, yet safe, spaces for young people to gather



3.12 incorporate art and placemaking to enhance identity and character

This direction seeks to promote the incorporation within the town centre of Traralgon of a series of pieces of art which both reflect the identity of the town and assist in 'marking' the activity centre. These pieces of art should assist in defining an identity for the town centre while generating discussion and providing a visual link to assist visitors with identifying and remembering the town. The inclusion of art should be bold and interactive and be positioned in key areas in the town centre. In addition, other placemaking measures such as themed walking trails should also be considered. Initiatives which underpin the principle include:

- Identify key sites within the town centre to incorporate public art.
- Ensure that art is of a scale and character that reflects the proposed positioning.
- Outline and designate a series of walking trails through and around the town centre. Suggested routes could address Sir Macfarlane Burnett and Traralgon's important railway heritage.
- Ensure that in identifying a street hierarchy the concept of 'placemaking' is considered.
- Identify a site for the display of heritage materials related to Traralgon.
- Encourage the involvement of younger people in the 'placemaking' process.



Responds to the following identified issues:

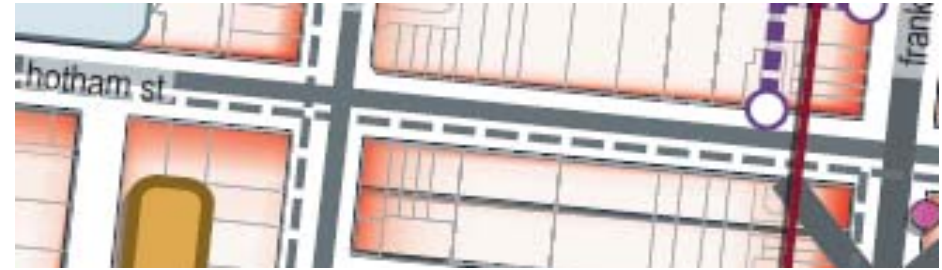
- Desire to take Traralgon into the future, while acknowledging the past
- Lack of defined identity for the activity centre
- Need to attract attention along the highway
- To add interest and amenity to the town centre as a whole



3.13 provide safe cycle links through the town centre

There are a number of documented benefits to cycling as a mode of transportation. While it must be acknowledged that, as a regional centre, vehicular travel will continue to play a large role in Traralgon, this direction seeks to ensure that alternatives are provided to the community in a safe and pleasant manner. Currently there are few cycle tracks and fewer associated facilities within the town centre, despite strong planning policy frameworks for such infrastructure. This direction seeks to establish the provision of safe links as part of a holistic solution whereby residents and users of the town centre are afforded a choice of transport options, rather than the continuation of a 'one vs the other' scenario. It is anticipated that this direction will lead to increased number of cyclists within the community. Initiatives which underpin the principle include:

- Designate Church and Hotham Street as 'cycle streets' and reassess the layouts of the streets accordingly, including advocating the removal of angled parking.
- Ensure there are appropriate links provided from the town centre to the existing cycle path along the creek.
- Ensure that these paths connect key destinations such as schools, the Stockland Plaza and the station.
- Identify appropriate locations for secure bicycle parking in the town centre.



Responds to the following identified issues:

- The need for easier and safer cycle connections
- Issues with the current designated bike path down Franklin Street conflicting with the desire to retain angled parking in key retail streets

RESPONSE TO CONSULTATION

Ensure that cycle paths with the TAC connect with other cycle path projects (Morwell Traralgon shared path and Gippsland Rail Trail).



3.14 allow for pedestrian and visual links from kay street to victory park

This direction seeks to incorporate links between two of the primary green spaces within the Traralgon Activity Centre, being the Kay Street boulevard and Victory Gardens. The direction aims to ensure there are not only strong pedestrian links established between these two spaces to enable greater access to the park by activity centre users but also to establish a visual link between the two areas. This direction will inevitably involve a reorganisation of Post Office Place which is effectively the 'missing link' between the gardens and Kay Street, and will seek to establish improved pedestrian access across the Princes Highway. This principle will be integrally linked to the creation of a town square; outlined in section 3.11. Initiatives which underpin the principle include:

- Establish substantial tree planting in Post Office Place to create a visual link with Kay Street.
- Redesign Post Office Place as a primarily pedestrian space, while allowing vehicular access with distinctive paving treatments and the incorporation of public artworks.
- Resolve pedestrian access at the junction of Post Office Place and the Princes Highway. There is potential to signalise the intersection of Post Office Place and Franklin Street.
- Promote Post Office Place as the 'tourism' gateway to the town centre.

- Encourage the addition of a 'skin' of retail uses along the southern façade of Stockland Plaza and additional outdoor dining areas along Post Office Place.
- Encourage the development and relocation of an improved and integrated transport stop at Post Office Place (to cater for buses and taxis) (see section 3.10).



Responds to the following identified issues:

- The centre does not 'connect' to adjoining parkland, either physically or visually
- Need for easier and safer pedestrian and cycle connections
- Lack of identity visible to those travelling through the town



3.15 encourage the integration and activation of the traralgon creek corridor

The presence of the Traralgon Creek corridor in close proximity to the towns centre is an asset that does not appear to have yet been appropriately utilised. This direction seeks to establish a meaningful connection between the centre and the creek corridor which adjoins it. This will happen partly through increased usage and improved facilities alongside the creek but also through better utilisation of the advantages proximity to the creek affords. This may be through increased height along the highway offering views across the creek and therefore increasing passive surveillance, or through the incorporation of a different style of medium density housing immediately adjoining the creek in the quieter areas to the north. Initiatives which underpin the principle include:

- Encourage the provision of medium density housing which responds to the flood constraints adjoining the creek to the north of the town centre (see section 3.7).
- Provide improved connections to and facilities for walking and cycling tracks along the creek.
- Encourage integrated revegetation and public art projects along the creek in proximity to the town centre.
- Improve the amenity and safety of the connection under the highway overpass.

- Create visual links from the town centre to the creek.



Responds to the following identified issues:

- CBD does not 'connect' to adjoining parkland, either physically or visually
- Safety concerns regarding surveillance of creek
- Need to capitalise on elements which add 'character' to the town centre



3.16 resolve laneway ownership and encourage activation

Traralgon is blessed with a strong grid structure underpinned by a series of associated laneways, much like central Melbourne. While the context within Traralgon is quite different, it is considered that there are numerous possibilities for utilising these important attributes more productively than they are currently. This direction seeks to establish who owns which laneways and identify those which are best suited for additional activity. As with the majority of Melbourne's laneways, a balance between the servicing needs of associated businesses and the amenity of pedestrians and laneways users needs to be struck. However, it is hoped that by identifying some key laneways initially, and improving their amenity, the flow-on effects of improved public safety and movement, and the opening up of additional areas for commercial floorspace, will be maximised. Initiatives which underpin the principle include:

- Identify ownership of laneways and encourage acquisition of lanes as necessary.
- Identify key laneways for improvement.
- Establish a set of guiding principles to ensure appropriate development along these key laneway edges.
- Encourage the use of laneways to display art.
- Integrate improved lighting into laneways and ensure public safety.

- Encourage, over time, the development of the rear and side of blocks fronting onto laneways to develop the 'hard edge' seen in some laneways.



Responds to the following identified issues:

- Need to increase walkability of the town centre
- Issues with safety of laneways due to lack of surveillance
- Need to activate the back of the blocks to allow for additional development



3.17 ensure the provision of appropriate youth spaces within the town centre

One of the key issues which came out of the background report was the lack of things for younger people to do. This was not a 'service' related issue, but rather a 'space' related issue. There is currently no area where young people in Traralgon can gather. As such, meeting generally occurs at the local shopping mall or fast food outlets. This direction seeks to establish as a priority the inclusion within the town centre of a series of places and spaces where young people in Traralgon can enjoy themselves. These will include both formal 'youth spaces' and informal plaza areas where kids feel free to gather without the need to utilise a commercial space where there may be pressure to purchase items or to leave. Initiatives which underpin the principle include:

- Identify a space for dedicated youth facilities. A more in-depth analysis will be needed of the facilities that should be provided but it could include meeting spaces, computer rooms, mixing decks, couches and a youth run juice bar or café. Consider the Traralgon Courthouse as one possible location, integrated with other community uses.
- Ensure that Post Office Place is developed into a community and youth friendly public area where safety is promoted (see section 3.11).
- Provide a facility in the activity centre which includes lockers to store school bags.

- Provide other safe and amenable public plaza areas with seating and shade that offer alternative spaces to gather off the main retail axes (see section 3.11).
- Allow clear and safe non-vehicular pathways from existing sporting areas outside the town centre into the core.
- Involve younger people in any public art and placemaking projects to ensure a sense of ownership (see section 3.12).



Responds to the following identified issues:

- Lack of spaces for youth within the town centre



3.18 investigate future options for hubert osborne park and the civic precinct.

There are two key areas within the activity centre which are in Council ownership and have potential for change. These areas are the outdoor swimming pool and croquet club and the existing Civic Precinct.

This project has yet to determine what a suitable future for these important sites, nonetheless, it remains a key direction to give serious consideration to what the best outcome from a 'whole of centre' perspective will be. This is particularly the case given the potential sale of the outdoor swimming pool site, which has been suggested to fund the construction of a new Indoor Aquatic Centre in Traralgon. The age and utilisation of some of the buildings within the Civic Precinct also suggests that, given the longer term timeframe of this project, careful consideration should be given to the form of future civic development on that site.

Given the current underutilisation of the outdoor pool and the need to provide the residents of Traralgon with a high quality indoor aquatic facility, the sale and development of the eastern portion of this site is supported. However, given the size, influence and interfaces of this site, it is felt that careful consideration of the outcomes is warranted. Initial discussions at the visioning session suggested that the area could accommodate a mixed use development that included high quality medium density development, such as townhouses, fronting areas of parkland, with commercial development fronting Breed Street. One possibility is the

development of a synergy with the existing cluster of medical uses. The interface with the Civic Precinct diagonally across Kay Street is also important. The Civic Precinct currently includes Council's service centre, library, maternal and child health centre, family services, the performing arts centre and the Traralgon Town Hall.

Further community consultation and investigation of both these areas will be needed to ensure that the future development or retention of these areas provides the best outcome for both the Traralgon Activity Centre and the wider Traralgon community. Initiatives which underpin this principle include:

- Identify options and prepare a concept plan, including economic feasibility, for the outdoor swimming pool and croquet club site as outlined on the following page.
- Investigate the possible future uses for the Civic Precinct and establish appropriate parameters for any future development of the site.

Responds to the following issues:

- Need to provide certainty for any development of key underutilised sites

RESPONSE TO CONSULTATION

As a result of community consultation and further work undertaken on the indoor aquatic project Council has resolved to maintain Hubert Osborne Park as public space for recreational purposes.

Community feedback has also made it clear that the Civic Precinct must remain for civic uses.



4 concept plans

As part of the broader Traralgon Activity Centre Plan, concept plans will be developed for two key sites within the centre. These areas will need to be those which currently play a strong role in the town centre but are also likely to exert a stronger influence under the Traralgon Activity Centre Plan and operate as something of a 'catalyst' for the centre.

This Key Directions Report identifies the two areas that are felt to be the most suitable and useful to address as part of this process. They are shown on the following page and identified as follows:

Post Office Place

This area has been identified as forming the 'heart' of Traralgon and also plays a key role in a number of the principles identified earlier in this document. Previous Council decisions have also identified the role that the Traralgon Activity Centre Plan has in determining the future for the historic old Courthouse. As such it was considered that a concept plan for the area around the courthouse building, as well as the adjoining public spaces and Post Office Place, offer a key opportunity to develop a 'heart' which integrates this key historic building with both Franklin Street, and also with Post Office Place, leading down to Victory Park. Consultation with the heritage consultant who prepared the relevant Conservation Management Plan will be undertaken as part of this process.

Outdoor Swimming Pool and Croquet Club site

This area has been identified by Council as an area which could potentially be transferred from public to private ownership in order to facilitate the development of an indoor aquatic centre more suited to the needs of Traralgon residents, and proposed for a site in Catterick Crescent. As such, it was considered that there may be substantial community benefit in providing a concept for what development may occur on this site. The development of a concept for this

site may also assist developers in providing certainty in the outcomes sought for the site. Any concept plan for this site will need to be underpinned by a sound development feasibility assessment. In relation to the outdoor swimming pool site it should be noted that there is no suggestion that the existing public open space to the west, including the kindergarten should be developed for any purpose, given the important role that this open space plays in the community, both as a recreational space, but also as a buffer between the more intensive uses within the activity centre and the nearby residential areas. This is in accordance with Council's current preferred option in relation to this site.

RESPONSE TO CONSULTATION

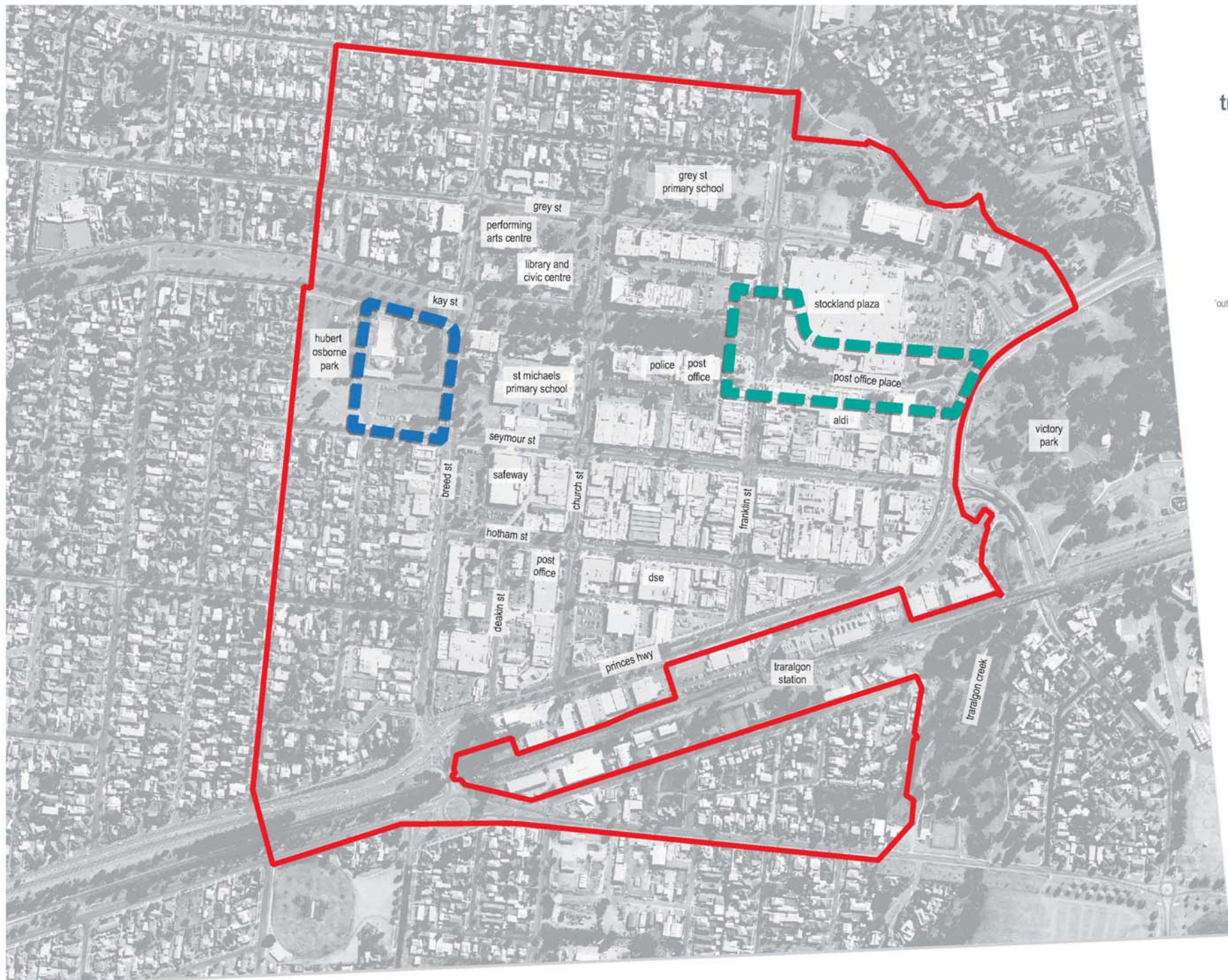
As a result of submissions received and further work done on the indoor aquatic centre project Council has now resolved to maintain Hubert Osborne Park as public space for recreation purposes. This will be reflected in the final Traralgon Activity Centre Plan and a concept plan is no longer part of the TACP project.



traralgon activity centre plan concept plan

legend

- study area 
- concept area 1 
- 'outdoor swimming pool site' 
- concept area 2 
- 'post office place' 



DRAFT



Project Ref: 09436
Dwg No.: UDD-002
Scale: 1:2500@A1
1:5000@A3
Date: 12.10.10
Revision: B



Appendix 1: Response to Submissions

Table 2: Response to submissions

Feedback received following the public exhibition of the Traralgon Activity Centre Plan:

Draft Key Directions Report

Feedback	Response	Changes Required to the Key Directions
1. Mr Ian McGown (submission 1)		
Believes the report needs prioritized recommendations.	As a result of submissions received a higher priority has been placed on some key directions relevant to increasing car parking spaces and parking configurations. The Implementation Plan which will be developed as part of the final TACP report will also provide prioritised timeframes and actions.	Yes
Does not support any development of Hubert Osborne Park.	As a result of submissions received and further work undertaken on the indoor aquatic centre project, Council has resolved to maintain Hubert Osborne Park as public space for recreation purposes. Further investigation into the pool facility on the site will be undertaken by the aquatic centre project in accordance with the direction of Council.	Yes
Need for attractive looking buildings, ones that will be remembered	Comment noted	No
Has an expectation of car parking close to shopping destination.	As a result of submissions received a high priority has been placed on the key directions relevant to increasing car parking spaces and the best car parking configurations for streets in the town centre. These include; Key Directions 4: <i>Develop a Parking Precinct Plan.</i> Key Direction 5: <i>Provide integrated car parking solutions in appropriate locations.</i> A Parking Precinct Plan undertaken as part of the final TACP report will consider specific submitter comments and identify appropriate time allocation of car parking spaces, possible parking configurations that result in no loss of on street parking spaces and options to increase parking spaces off street. Analysis of the most appropriate parking configurations will also take into consideration possible new streetscapes for some streets and possible cycle lane routes.	Yes
St Michaels PS should be relocated to allow for parking and retail.	Feedback from St Michaels has indicated that the school is unlikely to relocate within the timeframe of the TACP and the final TACP report will therefore reflect this position.	No
Supports the Plaza being extended up, or Queens Parade housing would need to make way for retail.	The final TACP report will support the expansion of Stockland Plaza, in an appropriate form.	No
Ensure priority roads are maintained.	Comment noted however maintenance of assets is outside the scope of this project.	No
Supports value of public art discussed in Plan.	This comment supports Key Direction 12: <i>Incorporate art and place making to enhance identity and character.</i>	No
Does not support housing along the creek.	Comment noted. The final TACP report will seek to ensure that any development in proximity to the creek has regard for the environmental values of the area.	No
2. VicRoads		
Head Office Vic Roads has no objections to the report.	Noted	N/A

Feedback	Response	Changes Required to the Key Directions
<p>3. Department of Planning and Community Development</p> <p>DPCD supports the identified key directions.</p> <p>Suggestions to improve the mapping by noting already active business precincts on the plan and areas suitable for medium density housing.</p>	<p>General support noted.</p> <p>These mapping suggestions are noted and will be included in the final TACP report.</p>	<p>N/A</p> <p>No</p>
<p>4. Recreation & Rail Trail Development Manager Bicycle Victoria</p> <p>The inclusion of bicycle facilities in the town centre to connect to a potential inter city link between Traralgon & Morwell is supported.</p> <p>Reference to Ausroad 5 Guidelines for design of bicycle facilities.</p>	<p>Support noted</p> <p>Comments noted</p>	<p>N/A</p> <p>N/A</p>
<p>5. Mr Tony Richards</p> <p>Most impressed with the Plan, pleased that parking has been considered and walking and cycling is considered.</p> <p>Good design required for multi-story development to reduce energy consumption.</p>	<p>General support noted</p> <p>The final TACP report will seek to ensure a high quality of design and sustainability in future development through the development of an Urban Design Framework.</p>	<p>N/A</p> <p>No</p>
<p>6. Ms Patricia Templeton</p> <p>Objection to selling Osborne Park</p> <p>Believes we need parks in central locations for all to enjoy.</p>	<p>See response for Hubert Osborne Park at submission 1.</p> <p>This comment supports Key Direction 11: <i>Create a network of public spaces.</i></p> <p>The final TACP report will seek to maintain the amount of parkland and connections between existing parkland in and around the activity centre.</p>	<p>Yes</p> <p>No</p>
<p>7. Ms Jenifer Whitwam</p> <p>Objection to cycle tracks through the CBD.</p> <p>Comments on the issues of car parking and doesn't think parallel parking will help the situation.</p> <p>Believes people who ride bikes should walk to their shop destinations</p> <p>Concerned about safety with cyclists and parallel parking.</p>	<p>See response for 'car parking' at submission 1.</p>	<p>Yes</p>
<p>8. Mr M & Mrs J Hall</p> <p>Object to the sale of Hubert Osborne Park.</p>	<p>See response for Hubert Osborne Park at submission 1.</p>	<p>Yes</p>
<p>9. Ms Jennie Wood</p> <p>Objection to selling Hubert Osborne Park and closing outdoor pool.</p> <p>Believes the park adds to the liveability of Traralgon.</p>	<p>See response for Hubert Osborne Park at submission 1.</p>	<p>Yes</p>

Feedback	Response	Changes Required to the Key Directions
<p>10. Ms Shirley Hill</p> <p>Should reserve a rural ambience not sell Hubert Osborne Park.</p> <p>Civic Precinct must remain for civic uses</p> <p>Doesn't agree with housing in the CBD not healthy due to noise and pollution.</p> <p>Doesn't agree with need for traffic lights in Breed / Hotham St.</p> <p>Believes pedestrian crossings in Franklin and Seymour St are suitable</p> <p>Believes Council should wait until Highway is diverted before undertaking works on the Highway Boulevard.</p> <p>Acknowledges the need for multi level car parks at a number of locations.</p> <p>Objects to angle parking changing to parallel.</p> <p>Objects to public art "cluttering up" avenues of trees.</p> <p>Believes Courthouse not suitable for youth who prefer something more open and modern.</p> <p>Believes Council should refurbish existing pool and heat with geothermal energy underneath and encase in suitable building, indoor/outdoor arrangement.</p>	<p>See response for Hubert Osborne Park at submission 1.</p> <p>Community feedback has made it clear that the Civic Precinct must remain for Civic uses.</p> <p>The Key Directions Report has been amended at Key Direction 18 to specifically include the protection of the Kay Street Civic Precinct and this will be reflected in the final TACP report.</p> <p>Comment noted, however increased residential densities within activity centres is a key element of both state and local planning policy. Increased housing opportunities within the TAC will increase the economic and environmental sustainability of Traralgon as a whole and will increase vibrancy and range of services and facilities available in the centre.</p> <p>Comment noted however it is not proposed to amend the key directions report. It is noted that there were also submissions that agreed with Key Direction 1 relevant to these comments.</p> <p>Comment noted however it is not proposed to amend the key directions report as there were also positive submissions supporting Key Direction 3: <i>Create a Princes Highway Boulevard</i>.</p> <p>This comment supports Key Direction 5: <i>Provide integrated car parking solutions in appropriate locations.</i></p> <p>See response to 'car parking' at submission 1</p> <p>Comment noted. The location of public art will need to be carefully considered when it is commissioned, in light of the particular characteristics of each piece of art.</p> <p>The final TACP report will not mandate the use of the courthouse for youth spaces, but will recommend that Council explore the implications for this option further.</p> <p>See response for Hubert Osborne Park at submission 1.</p>	<p>Yes</p> <p>Yes</p> <p>No</p> <p>No</p> <p>No</p> <p>No</p> <p>Yes</p> <p>No</p> <p>No</p> <p>Yes</p>
<p>11. Vic Roads Regional Office</p> <p>Vic Roads supports the key directions and state they provide a very sound integrated approach to both transport planning and land use that should cater for safe and efficient movement of all vehicles and pedestrians.</p>	<p>Noted</p>	<p>N/A</p>
<p>12. Mr Keith Chenhall</p> <p>Plan makes no definite recommendations and fails to deal with immediate and pressing problems of traffic congestion.</p>	<p>As a result of submissions received a higher priority has been placed on some key directions relevant to increasing car parking spaces and parking configurations.</p> <p>The Implementation Plan which will be developed as part of the final TACP report will also provide prioritised timeframes and actions.</p>	<p>Yes</p>

Feedback	Response	Changes Required to the Key Directions
<p>Plan does not seek to disperse traffic away from centre of town by providing for a creek crossing across Traralgon Creek near eastern end of Bradman Drive and overpass or underpass at Bank St.</p> <p>Housing within the Activity centre combined with the requirement for car parking attempts to cram too much into a small area.</p> <p>Traffic lights at Breed St and Hotham St will not mitigate issues at this intersection</p> <p>Lanes are to service shops</p> <p>Customer car parking should be primary focus above staff and office car parking.</p> <p>Removal of angle parking in Hotham & Church St not desirable.</p> <p>Congestion in Post Office place is compounded by darkened glass outside Cargo Lounge.</p> <p>Mentions tiled mosaics in Cooma as a good example of public Art</p> <p>Creation of water facility/lake on flood plain.</p>	<p>Comment noted. The issue of the creek crossing is acknowledged but is beyond the scope of this project.</p> <p>See response for 'housing in the CBD' at submission 10.</p> <p>The existing issue of safe crossings on Breed Street must be addressed. Traffic experts will provide guidance as to the most suitable location for this intersection.</p> <p>Noted however it is not proposed to change the Key Directions.</p> <p>It is noted that there were also positive submissions supporting Key Direction 16: <i>Resolve Laneway Ownership and encourage activation</i></p> <p>See response for 'car parking' at submission 1.</p> <p>This comment supports the need for a concept plan for Post Office Place as discussed in the Key Directions Report.</p> <p>Noted this comment supports Key Direction 12: <i>Incorporate art and placemaking to enhance identity and character.</i></p> <p>Noted however this is outside the scope of this project.</p>	<p>No</p> <p>No</p> <p>No</p> <p>No</p> <p>Yes</p> <p>No</p> <p>No</p> <p>No</p>
<p>13. Ms Tracey Townsend</p> <p>Issues with safety of the school crossing on Breed St. and suggests several measures to improve safety at this crossing and for pedestrians in general crossing Breed St.</p>	<p>As a result of submissions received issues of traffic congestion and pedestrian safety in Breed St will be further investigated in the final TACP reports with a set of recommendations outlined in the Implementation Plan.</p>	<p>Yes</p>
<p>14. Mr Alan Witchell</p> <p>Parking and Bike Lanes: Object to replacement of angled parking with parallel parking.</p> <p>Plan does not address long term car parking for all day shoppers/staff.</p> <p>More storeys are required at the Seymour St car park.</p> <p>Encourages Council to undertake public /private venture to build a multi deck car park on Ryans hotel site.</p> <p>Why does Council require a further statutory tool to implement policies relating to cash in lieu payments?</p> <p>Objects to the sale of Hubert Osborne Park.</p> <p>Post office Place needs immediate attention.</p>	<p>See response for 'car parking' at submission 1.</p> <p>Comments around multi deck car parks support Key directions 5 <i>Provide integrated car parking solutions in appropriate locations.</i></p> <p>The provision of a multi-deck car park at the Ryan's Hotel site will need to be considered in light of important heritage values of that site and the Kay Street boulevard.</p> <p>Question noted. In the Latrobe Planning Scheme there is currently no statutory tool to require cash in lieu payments.</p> <p>See response for Hubert Osborne Park at submission 1.</p> <p>This comment supports the need for a concept plan for Post Office Place as discussed in the Key Directions Report at page 25.</p>	<p>Yes</p> <p>N/A</p> <p>Yes</p> <p>No</p>

Feedback	Response	Changes Required to the Key Directions
<p>Objects to selling of Civic Centre Site.</p> <p>Suggests a panel should be appointed by the Minister for Planning to implement a 5, 10, 25, 50 year plan.</p> <p>Believes the parameters of the Plan should have been set more widely and look for potential sites to relocate educational centres.</p> <p>Provision should be made for moving the TAFE college and 2 schools out of the CBD to free up valuable CBD real estate.</p>	<p>See response for 'Civic Precinct' at submission 10.</p> <p>Comment noted. The TACP is being prepared in line with state government regulations Feedback from the Department of Planning and Community Development has been and will continue to be sought.</p> <p>Comment noted. Feedback from the two schools currently located in the TAC has indicated they have made recent investments in infrastructure and are unlikely to relocate within the timeframe of the TACP similarly with the TAFE. The final TACP reports will reflect this position.</p>	<p>Yes</p> <p>N/A</p> <p>No</p>
<p>15. Ms Ann Cogan</p> <p>Objects to the sale of Hubert Osborne Park and does not want the pool decommissioned.</p> <p>Believes the pool should remain in current location and be heated and covered.</p>	<p>See response for Hubert Osborne Park at submission 1.</p>	<p>Yes</p>
<p>16. Ms Judi McLaughlin</p> <p>Endorses most of the proposals in the report especially residential accommodation to be encouraged above shops and offices in the CBD, believes that this will make the CBD more alive and attractive.</p> <p>Not opposed to redevelopment of the existing pool site to accommodate an indoor aquatic centre.</p> <p>Objects to the sale and development of any existing public space close to the CBD in particular Hubert Osborne Park.</p> <p>Believes Hubert Osborne Park should be enhanced.</p>	<p>Support for most of the proposals noted in particular support for Key Direction 7:</p> <p><i>Encourage the development of housing within the activity centre.</i></p> <p>See response for Hubert Osborne Park at submission 1.</p>	<p>No</p> <p>Yes</p>
<p>17. Collie Pty Ltd (Stockland Traralgon)</p> <p>No objection to the content of the report at the higher strategic level.</p> <p>Keen to continue liaison with Council and to consider more detailed recommendations in future stages of the study.</p>	<p>Noted</p> <p>Noted</p>	<p>No</p> <p>N/A</p>
<p>18. Mr Neil Griffiths</p> <p>Supports the majority of key directions described but objects to part of Key Direction 3.7 – 'potential redevelopment of the outdoor swimming pool' and Key Direction 3.18 'the sale and development of the eastern portion of this site is supported.'</p> <p>Believes that the parkland and pool is highly valued by the residents and should not be sold or redeveloped.</p> <p>Believes that there are other opportunities for commercial / residential development at other sites within the CBD and the Hubert Osborne Park site should not be sacrificed for such development.</p>	<p>See response for Hubert Osborne Park at submission 1.</p>	<p>Yes</p>

Feedback	Response	Changes Required to the Key Directions
<p>19. Traralgon Croquet Club Inc</p> <p>Refers to submission made to the Traralgon Indoor Aquatics and Leisure Centre Feasibility Study.</p> <p>Identifies the need for Council to consider the future of the existing facilities and the green space that this represents in any future Plan rather than assume it is no longer needed.</p> <p>The Club would like to work with Council on any proposal.</p>	<p>Noted</p> <p>See response for Hubert Osborne Park at submission 1.</p> <p>Noted. The Club have been invited to be a member of the Traralgon Aquatic Centre Working Party.</p>	<p>N/A</p> <p>Yes</p> <p>N/A</p>
<p>20. Latrobe Community Health Service</p> <p>Pleased that the draft report has considered the physical and mental well being of community within the town centre.</p> <p>References the healthy by design policy as a good resource.</p> <p>Identifies Key Directions 11, 13 and 14 as having a real focus on providing places for increased physical activity.</p> <p>Identifies the need for a cycle connection between Traralgon and Morwell and identifies the benefit of connecting cycle links through the CBD, with the Train station and creek.</p> <p>Identifies the aims of Key Directions 12 and 17 to increase social connections within the town and encourages the involvement of the local indigenous community regarding the 'place making' process.</p> <p>Believes that public transport should be considered as an important aspect of the plan.</p> <p>Believes the eastern end of Seymour St should be the focus of a wellness corridor due to the location of the LCHS and the short listing of this site for a GP Super Clinic, as well as the proximity of site to public transport, parking other facilities e.g. chemists and for opportunities for further development of health services along Princes Boulevard.</p> <p>Believes the Activity Centre planning should be integrated across all of Latrobe's main towns.</p> <p>Supports the construction of an additional floor on to Seymour St car park and development of a space for dedicated youth facilities.</p>	<p>Noted</p> <p>Comments Noted</p> <p>Noted comments support Key Directions 11, 13, 14.</p> <p><i>11. Create a network of public spaces</i></p> <p><i>13. Provide safe cycle links through the town centre</i></p> <p><i>14. Allow for pedestrian and visual links from Kay St to Victory Park.</i></p> <p>Noted comments support Key Directions 13:</p> <p><i>Provide safe cycle links through the town centre</i></p> <p>Noted comments support Key Direction 12:</p> <p><i>Incorporate art and place making to enhance identity and character</i></p> <p>Noted this comment supports Key Direction 10: <i>Improve the provision of facilities associated with public transport.</i></p> <p>Comments noted, there are a number of areas within the TAC which have a concentration of health services, including along Breed Street and the block between Kay and Grey Streets, as well as the eastern end of Seymour Street.</p> <p>Noted. The scope of this project was defined within the project brief and focuses on the centre of Traralgon.</p> <p>Supports Key Direction 5 and 17.</p> <p><i>5. Provide integrated car parking solutions in appropriate locations.</i></p> <p><i>17. Ensure the provision of appropriate youth spaces within the town centre.</i></p>	<p>N/A</p> <p>N/A</p> <p>No</p> <p>No</p> <p>No</p> <p>No</p> <p>N/A</p> <p>No</p>

Feedback	Response	Changes Required to the Key Directions
Keen to be involved in any further consultation process.	Noted	N/A
<p>21. Save Osborne Park Community Group</p> <p>Commends initiatives in the report which encourages low car use, improved amenity, linkages between public spaces and support of businesses within the town and those that address safety and traffic congestion.</p> <p>The group is opposed to the proposal to sell off any part of Hubert Osborne Park including the outdoor swimming pool for commercial or residential development as outlined in Key Direction 7 and 18.</p> <p>The submission identifies a series of 53 questions which the group have requested specific responses to.</p>	<p>Support for these initiatives is noted.</p> <p>See response for Hubert Osborne Park at submission 1.</p> <p>Responses to the 53 questions were provided in an Attachment to the Council Report for the Traralgon Indoor Aquatic Facility Feasibility Report considered at the Ordinary Council meeting of 23 May 2011. These responses are provided as Attachment 5 in this Council Report.</p>	<p>N/A</p> <p>Yes</p> <p>N/A</p>
<p>22. The White Family</p> <p>Objects to selling off the outdoor pool site, has experienced many enjoyable family memories at the outdoor pool.</p> <p>Doesn't object to building an indoor pool but not at the expense of the outdoor pool.</p>	See response for Hubert Osborne Park at submission 1.	Yes
<p>23. Ms Maureen McIntosh</p> <p>Concern that there is no clear information about the area immediately south of the railway station. Would like to know the plans for this area.</p>	The area immediately to the south of the railway line is addressed by a separate project (the Traralgon Station Precinct Master Plan). This can be viewed at Council's website at www.latrobe.vic.gov.au . The area to the south of Queens Parade is primarily covered by a Heritage Overlay under the Latrobe Planning Scheme, and any development in this area needs to consider these heritage values.	N/A
<p>24. Mr Glyn Baker) Advised that second submission superseded the first).</p> <p>Believes the draft plan doesn't significantly recognise the importance of connecting the Traralgon Activity Centre with existing bicycle lanes /paths and in particular future inter-town bicycle lanes /paths between Morwell and Traralgon. Suggests some word changes to text within Key Direction 3.1 and 3.13 to better reflect this.</p> <p>Acknowledges the secure bicycle facilities planned for the Traralgon Train Station and suggests similar facilities may be necessary at another location in the Activity Centre, most likely Stockland Plaza.</p> <p>Objects to any proposal to sell off any portion of Hubert Osborne Park until such time that Council can ensure how major projects will not place the budget surplus at risk as there is a concern regarding Council's debt liability. Believes the land should be retained for a public facility not for a private enterprise.</p>	<p>Comment supports Key Direction 13</p> <p><i>Provide safe cycle links through the town centre.</i></p> <p>Word changes to Key Direction 13 have now been incorporated to identify these links.</p> <p>Comment supports Key Direction 13</p> <p><i>Provide safe cycle links through the town centre.</i></p> <p>This key direction includes the initiative to identify appropriate locations for secure bicycle parking in the town centre.</p> <p>See response for Hubert Osborne Park at submission 1.</p>	<p>Yes</p> <p>Yes</p> <p>Yes</p>

Feedback	Response	Changes Required to the Key Directions
<p>25. Mr/Mrs AJ Gumpold</p> <p>Objects to the sale of any portion of Hubert Osborne Park.</p> <p>Believes green spaces should be valued and not sold off for financial gain.</p>	<p>See response for Hubert Osborne Park at submission 1.</p>	<p>Yes</p>
<p>26. Mr Philip Carter (Pro-Tek Computers, accompanied by a petition with 1,375 signatures)</p> <p>Oppose any proposal to remove angled parking in Church St or Hotham St. Believe it will reduce parking in those streets and result in the following;</p> <ol style="list-style-type: none"> 1. Reduction of parks will reduce customer direct access to businesses. 2. Place an increased burden on Traralgon's already over stretched parking problem. 3. Reduce our customers desire to do business in our street, causing loss of business and loss of jobs. 4. Believe the proposal has been put up without direct consultation with the traders in Church St and Hotham St. 	<p>See response for 'car parking' at submission 1.</p>	<p>Yes</p>
<p>27. Ms Elizabeth Jeffery (submission 1)</p> <p>Doesn't believe the Plan was sufficiently publicised in Traralgon.</p> <p>Believes the Plan has several severe defects and that Traralgon would not be able to survive such a radical restructure.</p> <p>Acknowledges that parking is a problem in Traralgon but believes a Parking Precinct Plan will make it worse and that people will not be able to access the strip shopping.</p> <p>Believes long term parking for business owners and staff is needed and more bridges over the creek to allow easier access from the north of town.</p> <p>Believes plans to install bike lanes in Church St and Hotham St are not practical.</p> <p>Believes the Highway Boulevard is impractical does not want any more trees planted there and believes the town approaches would not benefit from anymore trees.</p> <p>Doesn't agree that the town presents a rear end to the Highway.</p> <p>Believes that providing youth space, extra seating and shade is good but providing a space for youth in the Court House would be disastrous as young people don't see preserving historic buildings as important.</p> <p>Doesn't support housing in the CBD.</p> <p>Doesn't support the sale of Hubert Osborne Park as people value the open green space.</p>	<p>Comment noted</p> <p>Comment noted</p> <p>See response for 'car parking' at submission 1. See response for 'creek crossings' at submission 12.</p> <p>Comment noted, see response to 'highway boulevard' at submission 10.</p> <p>Comment noted.</p> <p>See the response for 'youth spaces' at submission 10.</p> <p>See the response for 'housing in the CBD' at submission 10.</p> <p>See response for Hubert Osborne Park at submission 1.</p>	<p>N/A</p> <p>N/A</p> <p>Yes</p> <p>No</p> <p>N/A</p> <p>No</p> <p>No</p> <p>Yes</p>

Feedback	Response	Changes Required to the Key Directions
<p>Doesn't support the proposed city square.</p> <p>Doesn't support Key Direction 3.14 'Pedestrian and visual links to Victory Park' believes this will result in people being shunted into Stockland Plaza.</p> <p>Supports improved lighting in laneways and any improvements to security and safety.</p>	<p>Comment noted however it is not proposed to amend the key directions report as there were also positive submissions supporting Key Direction 11.</p> <p>Comment noted however it is not proposed to amend the key directions report as there were also positive submissions supporting Key Direction 14</p> <p>Comment supports Key Direction 16: <i>Resolve laneway ownership and encourage activation.</i></p>	<p>No</p> <p>No</p> <p>No</p>
<p>28. Mr BJ & Mrs RB Ferguson</p> <p>Believes the Traralgon community has not been given enough time to consider and comment on all the issues in the report.</p> <p>Requested an extension of time for submissions.</p> <p>Strongly objects to the sale of Hubert Osborne Park, believe it enhances the liveability aspects vital to a growing population.</p> <p>Believes the sale of Hubert Osborne Park should have been researched more and has been hidden away at the end of the report with little or no consultation to the residents and ratepayers of Traralgon.</p> <p>Doesn't support the Traralgon Courthouse as being utilised as an area for youth. Believes this building should be available for all residents of Traralgon and made into an information and tourist hub for Gippsland.</p> <p>Asks what the word youth means.</p> <p>Supports angle parking to remain.</p>	<p>Comment noted.</p> <p>See response for Hubert Osborne Park at submission 1.</p> <p>See the response for 'youth spaces' at submission 10.</p> <p>Youth refers to those under the age of 18.</p> <p>See response for 'car parking' at submission 1.</p>	<p>N/A</p> <p>Yes</p> <p>No</p> <p>N/A</p> <p>Yes</p>
<p>29. Ms Rhonda O'Dea</p> <p>Objects to the removal of any angle parking in the CBD to make way for bicycle lanes.</p> <p>Believes angle parking is safer, more easily accessible and provides minimal disruption to traffic.</p> <p>Believes bicycle commuters would benefit from CBD perimeter parking and storage and perimeter bicycle tracks.</p> <p>Objects to any public land and in particular any portion of Hubert Osborne Park being sold as the parkland offers public space and public amenities that Traralgon residents young and ageing have a right to access close to the CBD.</p> <p>Would like the draft plan reassessed to consider the 'village' aspect of community life.</p>	<p>See response for 'car parking' at submission 1.</p> <p>See response for Hubert Osborne Park at submission 1.</p> <p>Comment noted</p>	<p>Yes</p> <p>Yes</p> <p>No</p>

Feedback	Response	Changes Required to the Key Directions
<p>30. Mr A and Mrs B Kanavan</p> <p>Oppose the reduction of angled parking in Seymour and Hotham St.</p> <p>Recommend the retention of the current format of parking.</p> <p>Do not believe that bike riders would be safer when cars are parked parallel and believe that parallel parking would contribute to congestion. Need to address the longer term and all day parking in the CBD.</p>	<p>See response for 'car parking' at submission 1.</p>	<p>Yes</p>
<p>31. Mr P and Mrs G Perks</p> <p>Believe changing the format of parking in Church and Hotham St from angled to parallel would cause a lot of inconvenience to the public and traders in respect to pick up and delivery of goods to those traders.</p> <p>Believe more needs to be done to have a safer night time environment.</p> <p>Believe one of the biggest issues in Traralgon is the general untidiness of the town centre.</p> <p>Believe a Tidy Towns campaign is needed, more butt out facilities and policing of littering offences.</p>	<p>See response for 'car parking' at submission 1.</p> <p>Issues of safety within the activity centre are acknowledged and are being addressed through a number of Council and community projects. Where appropriate, land use planning can assist in addressing this issue this will be included within the final TACP reports.</p> <p>Comments noted, however on going maintenance of infrastructure is outside the scope of this project.</p>	<p>Yes</p> <p>No</p> <p>No</p>
<p>32. Mr Ken Skinner</p> <p>Does not support removing half of the parking from the streets in the shopping precinct to provide a bike path.</p> <p>Believes that car parks on the edges of the CBD are not appropriate.</p> <p>Believes that the majority of key directions will result in removal of car parking spaces and traffic congestion.</p> <p>Believes the Plan will advantage some retailers over others.</p> <p>Does not support the idea of housing in the town centre.</p>	<p>See response for 'car parking' at submission 1.</p> <p>See the response for 'housing in the CBD' at submission 10.</p>	<p>Yes</p> <p>No</p>
<p>33. Ms Wilma Livingston</p> <p>Does not support changing the angle parking in Traralgon to parallel parking with a bike path. Believes this will cut parking areas in half and destroy shopping in the area.</p> <p>Believes a bike path should be put in Breed St where there is already parallel parking, if one is to go in the CBD.</p> <p>Believes that putting a bike path down Hotham St will channel cyclists into Livingston St which is already a dangerous street.</p> <p>Believes bike paths give cyclists a false sense of security.</p>	<p>See response for 'car parking' at submission 1.</p>	<p>Yes</p>

Feedback	Response	Changes Required to the Key Directions
Would prefer improvements to Traralgon to be in the form of cleaner footpaths	Comments noted, however on going maintenance of infrastructure is outside the scope of this project.	No
<p>34. Ms Vikki Holder</p> <p>Doesn't support changing the parking from angled parking to parallel parking.</p> <p>Believes it will minimise the amount of parking spaces available and this demand will increase with the opening of the GippsTafe.</p> <p>Believes the traffic flow will be held up while waiting for people to reverse into parks, whereas with angled parking there is no hold up with people entering parking spaces.</p> <p>Believes that both Hotham and Church St have ample space for cyclists and motorists as they are at present.</p> <p>Believes the proposal is not cyclist friendly.</p> <p>Believes that ratepayer's money would be better used to make the roads safer for cyclists by filling in pot holes and smoothing out bumps.</p>	See response for 'car parking' at submission 1.	Yes
<p>35. Mr D and R Smith</p> <p>Object to any proposal to change from angle parking to parallel parking.</p> <p>Believes that this change would result in the removal of 40 to 50% of car parks in the affected area.</p> <p>Believes that angle parking is much easier and more efficient than parallel parking due to the hold up in traffic caused by manoeuvring into a parallel park.</p> <p>Believes that changing to the proposed parallel style will not yield any more street surface for traffic without other substantial street format changes.</p> <p>States those other large regional towns have maintained their angle parking with wide enough streets to support this far more efficient form of parking</p> <p>Acknowledges the Seymour St car park as an improvement but argues that it is not in a central location and is therefore underutilised.</p>	See response for 'car parking' at submission 1.	Yes
<p>36. Mr Ian McGown (second submission)</p> <p>Would like to see Traralgon renowned for splendid examples of modern architecture and a continuing effort to create attractive low cost housing close to the CBD to provide for an ageing population.</p> <p>Believes we must preserve parkland at all costs.</p>	<p>Comments noted. The final TACP report will seek to promote the development of high quality architectural outcomes through the development of an Urban Design Framework</p> <p>Comments support Key Direction 11: <i>Create a network of public spaces</i></p>	<p>No</p> <p>No</p>

Feedback	Response	Changes Required to the Key Directions
<p>Believes to attract visitors we need a signature construction, memorable arcades and street furniture.</p> <p>Believes the present CBD is dominated by the motor car and commercial imperative.</p> <p>Believes access to the hub by cycle or foot is non-existent because we have a culture in which driving to individual shops is accepted in order to limit the time taken to satisfy our needs.</p> <p>Makes suggestions for improvement around beautifying the CBD, public realm improvements, creating more parking zones, encouraging a supermarket on the south side of the rail line, removing the schools from the CBD, removing all buildings from Hubert Osborne Park.</p>	<p>Comments support Key Direction 11: <i>Create a network of public spaces,</i> And Key Direction 16: <i>Resolve laneway ownership and encourage activation.</i> A concept plan will be prepared by Jackson Architecture for the key public space of Post Office Place.</p> <p>Comments support the following Key Directions: 10, 13, 14.. <i>10. Improve the facilities associated with public transport.</i> <i>13. Provide safe cycle links through the town centre.</i> <i>14. Allow for pedestrian and visual links from Kay Street to Victory Park.</i></p> <p>Comments support the following Key Directions: 4, 5, 10, 11, 14. <i>4. Develop a Parking Precinct Plan.</i> <i>5. Provide integrated car parking solutions in appropriate locations.</i> <i>10. Improve the facilities associated with public transport</i> <i>11. Create a network of public spaces,</i> <i>14. Allow for pedestrian and visual links from Kay Street to Victory Park.</i></p>	<p>No</p> <p>No</p> <p>No</p>
<p>37. Mr Don Tylee</p> <p>Likes most of the content and recommendations of the Draft Key Directions Report, but has comments on 2 specific aspects of the plan:</p> <p>1. Key Directions 4 'Develop a Parking Precinct Plan' says we should develop a plan, I would expect to see recommended solutions not state we need a plan. Gives the example of adding a third floor of all day car parking to the Seymour St car park as a possible solution to assist with car parking.</p> <p>2. Key Direction 13 'Provide Safe Cycle Links Through the Town Centre'. As a cyclist Mr Tylee would prefer angle parking to parallel parking and believes angle parking creates less traffic blockages.</p> <p>Believes we need more parking not less.</p> <p>The plan fails to connect to the plaza but starts at the dead end of Hotham St.</p> <p>Believes the proposed solution does not assist cyclists and are therefore wasteful.</p> <p>Would prefer submissions to be able to be made by email.</p> <p>Thanks Council for taking a long term planning view as this is essential for our future.</p>	<p>Support for the majority of Key Directions is noted.</p> <p>See response for 'car parking' at submission 1.</p> <p>Submissions need to be made in writing. Latrobe City accepts submissions made via email provided that they are clearly labelled as a submission to a particular matter.</p> <p>Comment noted.</p>	<p>Yes</p> <p>N/A</p> <p>N/A</p>
<p>38. Mr David McPhee</p> <p>Doesn't support removal of angled parking as he believes this will result in the loss of a number of car parking spaces and is unsafe for cyclists due to car doors opening into cyclists.</p>	<p>See response for 'car parking' at submission 1.</p>	<p>Yes</p>

Feedback	Response	Changes Required to the Key Directions
<p>39. Mr Brian Morrell</p> <p>Does not support the sale of the outdoor swimming pool in Hubert Osborne Park or the Civic Centre.</p> <p>Agrees that there is a need for more parking in the CBD.</p> <p>Doesn't agree with the introduction of cycle paths in the proposed locations.</p> <p>Does not support a change from angled parking to parallel parking, believes the businesses that operate both day and night will suffer.</p> <p>Believes that parallel parking will be unsafe for those that ride motorised scooters due to door opening.</p> <p>Suggests that a multi level car park on the corner of Deakin and Hotham Street would be a better idea or a multi level car park over Aldi's and Manny's market as well as other suitable developments at Stockland Plaza to incorporate a youth activity centre and movie theatre complex.</p> <p>Doesn't agree with the idea of a 'Hierarchy of streets'.</p> <p>Suggests a need for traffic lights at the Franklin St Post Office Place intersection.</p> <p>Suggests there is merit in building over the top of the train station.</p>	<p>See response for Hubert Osborne Park at submission 1.</p> <p>See response for 'Civic Precinct' at submission 10.</p> <p>See response for 'car parking' at submission 1.</p> <p>Comments support Key Direction 5: <i>Provide integrated car parking solutions in appropriate locations.</i></p> <p>The TACP will provide suggestions for the locations of multi-deck car parks but their development will rely on market conditions.</p> <p>See the response for 'youth spaces' at submission 10.</p> <p>As a result of submissions received this Key Direction has now been changed to remove the term 'Street Hierarchy'.</p> <p>The Key Directions report did not intend to promote one street above another, but to enable each street to have its own identity, and to have an urban design response that reinforces the identity of each street. The terms used to describe different streets have been changed to remove any suggestion of a hierarchy of streets.</p> <p>This comment supports the need for a concept plan for Post Office Place as discussed in the Key Directions Report. The final TACP report will consider the installation of traffic lights at the intersection of Franklin Street and Post Office Place.</p> <p>While long term development over the train lines would be supported, it is considered that there is enough development potential within the TAC to accommodate growth should increased densities be pursued within the timeframe of this project.</p>	<p>Yes</p> <p>Yes</p> <p>No</p> <p>Yes</p> <p>No</p> <p>Yes</p>
<p>40. Ms Cheryl Walmsley</p> <p>Objects to the sale of the current pool site.</p> <p>Advocated for keeping the outdoor pool in Traralgon.</p> <p>The land for the outdoor pool was purchased by the residents of Traralgon and the pool constructed through resident donations and fund raising.</p> <p>Council rates were not used to purchase the pool site.</p> <p>Present site is central to all and it would be detrimental to residents from the eastern end of town if the pool site was moved.</p> <p>We have the only outdoor pool in the Valley and if it was promoted in the correct manner I feel residents from other towns would utilise it.</p> <p>Believes that one pool on the site could be built which incorporates one outdoor/heated pool.</p>	<p>See response for Hubert Osborne Park at submission 1.</p>	<p>Yes</p>

Feedback	Response	Changes Required to the Key Directions
<p>Objects to the removal of angle parking.</p> <p>Does not support the replacement of angled parking in Church and Hotham St with parallel parking, believes this will increase an already desperate parking situation in the CBD.</p> <p>Believes these streets are wide enough for cyclists and motorbikes to safely negotiate these streets and parallel parking would be unsafe due to the opening of doors.</p>	<p>See response for 'car parking' at submission 1.</p>	<p>Yes</p>
<p>41. Mr Barry Stuckey</p> <p>Doesn't support building height of 7-8 storey, believes this can be wrong for future generations if they are unattractive and for what a regional /rural city should look like.</p>	<p>Comments noted however the building height of 7/8 storeys is a maximum height and is identified only for key areas. These areas will then need to be modelled to ensure that the height does not impact on the public spaces adjacent, including through overshadowing and also by what is known as 'visual bulk' where the building overwhelms the space around it. Careful consideration of the design of individual building will be strongly supported in the final TACP reports particularly the Urban Design Framework.</p> <p>The additional height will allow for an expansion of the important economic activity and land uses within the TAC without expanding into the residential areas around the centre. This was a key theme that emanated from the community workshops.</p>	<p>No</p>
<p>42. Ms Val Marcus</p> <p>Concerns regarding car parking in Hotham and Church St. Concerned that Council are going to halve the car parking in these streets.</p>	<p>See response for 'car parking' at submission 1.</p>	<p>Yes</p>
<p>43. Traralgon Chamber Commerce & Industry</p> <p>The Traralgon Rail Precinct Master Plan needs to be included in the TACP.</p> <p>Concerned that some aspects have not been included in the 20 year plan</p> <p>Concerned about how the Outdoor Pool decision will affect this report</p> <p>Comments regarding 'minibus circuit' idea, support this idea but believe it requires further work.</p> <p>Unsure of the practicality of closing the southern end of Franklin Street.</p> <p>Support creating/enhancing pocket parks if the correct trees are selected.</p>	<p>The boundary for the study area was determined in the project brief as the Station Precinct was the subject of a separate project. However, the final TACP report will take into account this area and will ensure a consistency of planning across the whole area.</p> <p>Comments noted.</p> <p>See response for Hubert Osborne Park at submission 1.</p> <p>Comments noted. The 'minibus circuit' idea was generated at the community workshops and while noted in the Key Directions report has not been carried forward into the Key directions.</p> <p>Comments noted. This idea was generated at the community workshops and while noted in the Key Directions report has not been carried forward into the Key directions.</p> <p>Comments support Key Direction 11: <i>Create a network of public spaces.</i> Comments regarding appropriate tree selection have been noted.</p>	<p>No</p> <p>No</p> <p>Yes</p> <p>No</p> <p>No</p> <p>No</p>

Feedback	Response	Changes Required to the Key Directions
<p>Key Direction 2: Emphasis the key retail axes of Franklin and Seymour Streets.</p> <p>With regard to the benefits of providing a major retail development at the western end of Seymour St the TCCI wondered if Latrobe City had had discussions with any particular company or whether the location would be the Outdoor Pool site. Would there be an expectation that businesses move into precincts?</p> <p>Appropriate trees for the CBD must be selected.</p>	<p>Support for major retail development in the western end of the TAC is most likely to occur on existing large retail sites. See also response for Hubert Osborne Park at submission 1.</p> <p>Comments regarding appropriate tree selection have been noted.</p>	No
<p>Key Direction 3 Create a Princes Highway Boulevard</p> <p>Support 'in principal' for this idea but question the priority and the cost.</p>	<p>Comments support Key Direction 3: <i>Create a Princes Highway boulevard</i>.</p> <p>Support is dependant on cost.</p>	No
<p>Key Direction 4 Develop a Parking Precinct Plan</p> <p>Car Parking is a top priority. Concern regarding cash-in lieu payments, these need to be retained by the town they were made for. Support the identification of a need for long bay car parking in the town.</p>	<p>Comments support Key Direction 4: <i>Develop a Parking Precinct Plan</i>.</p> <p>Cash in lieu comments noted.</p>	Yes
<p>Key Direction 5 Integrated Car Parking Solutions in Appropriate Locations</p> <p>Support multi level car parking as long as it is in the CBD associated with this is better parking signage.</p> <p>Support encouraging the construction of an additional floor on the Seymour St car park. This needs to be done straight away. Support a review of allocated timing of car parking spaces. This needs to be done straight away. Suggested time changes have been described.</p>	<p>Comments support for Key Direction 5: <i>Provide integrated car parking solutions in appropriate locations</i>.</p>	Yes
<p>Key Direction 6 Protect and promote the role of Traralgon activity centre as the pre-eminent commercial centre for the region</p> <p>Strongly agree that a major department store would bring more people to Traralgon and be good for the town. Should be a high priority.</p>	<p>Strong support for Key Direction 6: <i>Protect and promote the role of Traralgon activity centre as the pre-eminent commercial centre for the region</i>, particularly in relation to the department store.</p>	No
<p>Key Direction 7 Encourage the development of housing within the activity centre</p> <p>Not fully supported.</p>	<p>See the response for 'housing in the CBD' at submission 10.</p>	No
<p>Key Direction 8 Consolidate the town centre by infilling blocks and repairing street edges</p> <p>Not supportive of this idea believe that the current parking at the back of businesses would be lost.</p>	<p>Car parking across the whole of the precinct will be considered as part of the Parking Precinct Plan. In addition, infilling of blocks can also accommodate car parking at the ground level.</p>	No
<p>Key Direction 9 Encourage a strong urban form that responds to the public realm and regional character.</p> <p>Strongly agree with this</p>	<p>Comments support Key Direction 9:</p> <p><i>Encourage a strong urban form that responds to the public realm and regional character.</i></p>	No
<p>Key Direction 10 Improve the provision of facilities associated with public transport.</p> <p>Agree in principle but are concerned with the practicalities particularly at the Station where car parking may be impacted.</p>	<p>Comments support in principle Key Direction 10: <i>Improve the provision of facilities associated with public transport</i>.</p> <p>Master Planning to improve the provision of public transport facilities at the Traralgon Station Precinct has resulted in a planned increase of parking spaces available.</p>	No

Feedback	Response	Changes Required to the Key Directions
<p>Key Direction 11 Create a network of public spaces.</p> <p>Agree in principle but are concerned about the practicalities of a shared space around Post Office place and the ownership of laneways and potential security risk.</p> <p>Additional toilets are needed and should be a high priority</p> <p>Need to consider ageing population as well as youth.</p>	<p>Comments support in principle Key Direction 11: <i>Create a network of public spaces.</i></p> <p>The aging population will also be carefully considered in the TACP final report and the provision of a network of public spaces through the activity centre will increase opportunities for older people to both rest and to socialise within the centre.</p>	No
<p>Key Direction 12 Incorporate art and place making to enhance identity and character.</p> <p>Support this concept particularly heritage display – suggestions made for Oldsmobile display.</p>	<p>Comments support Key Direction 12: <i>Incorporate art and place making to enhance identity and character.</i></p>	No
<p>Key Direction 13 Provide safe cycle links through the town centre.</p> <p>Agree it is good to encourage people to ride bikes however the fear is that car parking spaces will be lost, need to find another way to replace car parking spaces.</p> <p>Support secure bicycle parking.</p>	<p>Comments support Key Direction 13: <i>Provide safe cycle links through the town centre</i>; provided it is not at the expense of losing car parking spaces, see also response for 'car parking' at submission 1.</p>	Yes
<p>Key Direction 14 Allow for pedestrian and visual links from Kay Street to Victory Park.</p> <p>Support the idea but are concerned about the practicalities of signalling the intersection at PO Place and Franklin St.</p>	<p>This comment supports the need for a concept plan for Post Office Place as discussed in the Key Directions Report at page 25.</p> <p>The final TACP report will give careful consideration to the installation of traffic lights at the intersection of Franklin Street and Post Office Place.</p>	No
<p>Key Direction 15 Encourage the integration and activation of the Traralgon Creek corridor.</p> <p>Support the idea but don't believe this is a high priority, dollars better spent elsewhere.</p>	<p>Comment support Key Direction 15: <i>Encourage the integration and activation of the Traralgon Creek corridor</i>, however the lower priority is noted.</p>	No
<p>Key Direction 16 Resolve laneway ownership and encourage activation</p> <p>Support improved lighting in laneways but are concerned with practicalities and ownership issues regarding activation of laneways.</p>	<p>Comments partially support Key Direction 16: <i>Resolve laneway ownership and encourage activation.</i></p> <p>The practical issues associated with the increased use of laneways by pedestrians are acknowledged but are considered to be manageable. It is not anticipated that the increased use of laneways by pedestrians will mean that lanes become unavailable for use as service and access points to businesses.</p>	No
<p>Key Direction 17 Ensure the provision of appropriate youth spaces within the town centre</p> <p>Agree the youth need space but don't believe the Courthouse should be specifically for youth.</p>	<p>See the response for 'youth spaces' at submission 10.</p>	No
<p>Key Direction 18 Investigate future options for Hubert Osborne Park and Civic Precinct</p> <p>Support the retention of the Outdoor Pool in its current location. A retail precinct should not be included in this area.</p>	<p>See response for Hubert Osborne Park at submission 1.</p>	Yes

Feedback	Response	Changes Required to the Key Directions
<p>44. Mr Ian Leversha</p> <p>Pedestrian traffic at the corner of Franklin St & Post Office consider putting in traffic lights for easier access.</p> <p>Consider turning the western half of Post Office Place to a pedestrian mall.</p> <p>Current bus and taxi rank needs modification/extending possibly eastern side of Franklin St from Grey St to Kay St be reserved as a main bus station and a portion allocated to taxis.</p> <p>Public Transport needs into the future need to be considered.</p> <p>More Multi Storey car parking is required around Franklin, Hotham, Church & Kay Streets.</p> <p>Retain all open space and Hubert Osborne Park.</p> <p>Support of the Old Manny's Market site but still a need for a balance of activity across the town centre and retainment of character.</p> <p>Supports the use of lanes and encourages additional 'arcades'.</p>	<p>These comments support the need for a concept plan for Post Office Place as discussed in the Key Directions Report, at page 25.</p> <p>The final TACP report will give careful consideration to the installation of traffic lights at the intersection of Franklin Street and Post Office Place.</p> <p>Comments support Key Direction 10: <i>Improve the provision of facilities associated with public transport.</i></p> <p>Suggested location is noted.</p> <p>See response for 'car parking' at submission 1.</p> <p>See response for Hubert Osborne Park at submission 1.</p> <p>Comments noted</p> <p>Comments support Key Direction 16: <i>Resolve laneway ownership and encourage activation.</i></p>	<p>No</p> <p>No</p> <p>Yes</p> <p>Yes</p> <p>No</p> <p>No</p>
<p>45. Mr Jill S Beck</p> <p>Supports the mini bus circuit around parking nodes.</p> <p>Supports the development of a parking precinct plan.</p> <p>Does not support parallel parking – less spaces and flow of traffic while parking.</p> <p>Suggests one hour parking be removed from the café precinct to encourage patronage.</p> <p>Suggest increasing the existing Multi Storey car parking facility.</p> <p>Supports the safe cycle paths. Need more bike parking racks.</p> <p>Supports the improvement of public transport access.</p> <p>Supports the installation of traffic lights at the Hotham/Breed St intersection.</p> <p>Does not support the creation of a princes Highway Boulevard-roadway does not have enough height. Consider low well tended gardens and attractive signage.</p> <p>Does not support the redevelopment of Hubert Osborne Park – needed for recreation.</p>	<p>Comments noted. The 'minibus circuit' idea was generated at the community workshops and while noted in the Key Directions report has not been carried forward into the Key directions.</p> <p>Comments of support noted. See also response for 'car parking' at submission 1.</p> <p>Comments support Key Direction 13: <i>Provide safe cycle links through the town centre.</i></p> <p>Secure bicycle parking is an element of Key Directions 13.</p> <p>Comments support Key Direction 10: <i>Improve the provision of facilities associated with public transport.</i></p> <p>Comments of support noted.</p> <p>Comment noted. It is not proposed to amend the key directions report. It is noted that there were also positive submissions supporting Key Direction 3: <i>Create a Princes Highway Boulevard.</i></p> <p>See response for Hubert Osborne Park at submission 1.</p>	<p>No</p> <p>Yes</p> <p>No</p> <p>No</p> <p>No</p> <p>No</p> <p>Yes</p>

Feedback	Response	Changes Required to the Key Directions
<p>If Seymour St is encouraged as a walking/cycling area then where will the unloading bays go?</p> <p>Does not support additional housing in CBD as this restricts commercial development.</p> <p>Open space areas need to be better looked after to encourage use.</p> <p>Suggest change in road conditions/traffic lights to assist with the bottle neck at Post Office Place & Franklin St intersection.</p>	<p>Loading and unloading facilities can be accommodated within an area that prioritises pedestrian movement.</p> <p>See the response for 'housing in the CBD' at submission 10.</p> <p>On-going maintenance issues are acknowledged however programs are outside the scope of the project.</p> <p>These comments support the need for a concept plan for Post Office Place as discussed in the Key Directions Report, at page 25.</p> <p>The final TACP report will give careful consideration to the installation of traffic lights at the intersection of Franklin Street and Post Office Place.</p>	<p>N/A</p> <p>No</p> <p>N/A</p> <p>No</p>
<p>46. Traralgon Community Development Association Inc</p> <p>Traralgon Community Development Association (TCDA) value the opportunity to comment on future stages of the project</p> <p>The TDCA believe that pre-emptive priority be given to car parking issues immediately, do not believe it is necessary to await a final TACP.</p> <p>Believe we should not lose site of the primary purpose of a business centre. While cycle access may be a way of the future, it should not be at the expense of vehicle access.</p> <p>Want the plan to focus on the here and now rather than future possibilities as these may not eventuate.</p> <p>Support the idea of building over railway corridors.</p> <p>Do not support closing the southern end of Franklin St to make a plaza to connect with rail precinct.</p> <p>Support the idea of a mini bus circuit to service car parking nodes on the fringe, however this requires community education. Suggest other suitable sites exist.</p> <p>Do not support an expansion of the allied medical health services along Breed St.</p> <p>Key Direction 1 Identify and define a street hierarchy within the town centre</p> <p>Do not support street hierarchy, believe it artificially regulates where business's can locate.</p> <p>Does not support the notion of primary and secondary streets.</p> <p>Acknowledge traffic congestion issues in Breed St but don't support changes to Breed St that would reduce the lanes of traffic.</p>	<p>Comments noted.</p> <p>Comments noted, see also response for 'car parking' at submission 1.</p> <p>Comments noted however the final TACP report is planning for the future growth of the Traralgon town centre over the next 20 years.</p> <p>Comments noted. These ideas were generated at the community workshops and while noted in the Key Directions report have not been carried forward into the key directions.</p> <p>Comments noted, there are a number of areas within the TAC which have a concentration of health services, including along Breed Street and the block between Kay and Grey Streets, as well as the eastern end of Seymour Street.</p> <p>See response to 'Street Hierarchy' at submission 39.</p> <p>The Key Directions report does not identify a change to the number of lanes of traffic on Breed Street which is identified as a key access road for the activity centre.</p>	<p>N/A</p> <p>Yes</p> <p>No</p> <p>No</p> <p>No</p> <p>Yes</p>

Feedback	Response	Changes Required to the Key Directions
<p>Key Direction 2 Emphasise the key retail axes of Franklin and Seymour Streets</p> <p>Do not support this, businesses should be free to choose their own locations.</p>	<p>The Key Directions report did not intend to promote one street above another, but to enable each street to have its own identity, and to have an urban design response that reinforces the identity of each street.</p>	<p>No</p>
<p>Key Direction 3 Create a Princes Highway Boulevard</p> <p>Believe Highway Boulevard concept requires more discussion.</p>	<p>Comment noted however it is not proposed to amend the key directions report as there were also positive submissions supporting Key Direction 3: <i>Create a Princes Highway Boulevard</i>.</p>	<p>No</p>
<p>Key Direction 4 Develop a Parking Precinct Plan</p> <p>Mostly agree with this proposal, except for special provisions for cyclists and the need for medium density housing within the CBD.</p>	<p>Partial support for Key Direction 4 noted, see also response for 'car parking' at submission 1 and response for 'housing in the CBD' at submission 10.</p>	<p>Yes</p>
<p>Key Direction 5 Integrated Car Parking Solutions in Appropriate Locations</p> <p>Generally willing to support this direction.</p>	<p>Comment of support noted see also response for 'car parking' at submission 1.</p>	<p>Yes</p>
<p>Key Direction 6 Protect and promote the role of Traralgon activity centre as the pre-eminent commercial centre for the region</p> <p>Accept the concept of attracting a department store but question the difference it would make to the business fortunes of the town. Do not believe identification of a suitable site should be restricted to Hubert Osborne Park.</p> <p>Suggest other suitable sites exist.</p>	<p>Support for major retail development in the western end of the TAC is most likely to occur on existing large retail sites. See also response for Hubert Osborne Park at submission 1.</p>	<p>No</p>
<p>Key Direction 7 Encourage the development of housing within the activity centre</p> <p>The TCDA has reservations about this concept but takes no formal stance on this.</p>	<p>Comments noted, see response for 'housing in the CBD' at submission 10.</p>	<p>No</p>
<p>Key Direction 8 Consolidate the town centre by infilling blocks and repairing street edges</p> <p>This concept seems worthwhile.</p>	<p>Comments support Key Direction 8: <i>Consolidate the town centre by infilling blocks and repairing street edges</i>.</p>	<p>No</p>
<p>Key Direction 9 Encourage a strong urban form that responds to the public realm and regional character</p> <p>Support these principles.</p>	<p>Comments support Key Direction 9: <i>Encourage a strong urban form that responds to the public realm and regional character</i></p>	<p>No</p>
<p>Key Direction 10 Improve the provision of facilities associated with public transport</p> <p>No disagreement with this, however question whether public transport will ever be an attractive option for serious shopping.</p>	<p>Comments support Key Direction 10: <i>Improve the provision of facilities associated with public transport</i>.</p> <p>Comments around public transport are noted.</p>	<p>No</p>
<p>Key Direction 11 Create a network of public spaces</p> <p>Generally support these concepts however don't support the Courthouse being used for youth activities</p>	<p>Comments of general support for Key Direction 11 noted, see also the response for 'youth spaces' at submission 10.</p>	<p>No</p>
<p>Key Direction 12 Incorporate art and place making to enhance identity and character</p> <p>Supports the general direction of this item.</p>	<p>Comments support Key Direction 12: <i>Incorporate art and place making to enhance identity and character</i>.</p>	<p>No</p>

Feedback	Response	Changes Required to the Key Directions
<p>Key Direction 13 Provide safe cycle links through the town centre</p> <p>Believe more research needs to be done with regard to how this can successfully be achieved without losing car spaces and to maximise safety. Other possible options are suggested.</p> <p>Key Direction 14 Allow for pedestrian and visual links from Kay Street to Victory Park</p> <p>Generally support this idea and acknowledge something needs to be done with the Post Office Place/Franklin St intersection with regard to traffic management.</p> <p>Key Direction 15 Encourage the integration and activation of the Traralgon Creek corridor</p> <p>Support this concept but a low priority.</p> <p>Key Direction 16 Resolve laneway ownership and encourage activation</p> <p>Generally support but requires more research.</p> <p>Direction 17 Ensure the provision of appropriate youth spaces within the town centre</p> <p>Generally accept the idea but believes this needs to be balanced with other community group needs.</p> <p>Key Direction 3.18 Investigate future options for Hubert Osborne Park and Civic Precinct</p> <p>Support the local community who want the outdoor pool to remain at its current site.</p> <p>Support a multi storey development on the civic centre site that included a performing arts centre, library and other council operated services.</p>	<p>See response for 'car parking' at submission 1.</p> <p>Comments support Key Direction 14: <i>Allow for pedestrian and visual links from Kay Street to Victory Park.</i></p> <p>These comments support the need for a concept plan for Post Office Place as discussed in the Key Directions Report, at page 25.</p> <p>Comments support Key Direction 15: <i>Encourage the integration and activation of the Traralgon Creek corridor, low priority is noted.</i></p> <p>General support Key Direction 16: <i>Resolve laneway ownership and encourage activation</i></p> <p>Further investigations will be required as part of the final TACP report.</p> <p>See the response for 'youth spaces' at submission 10.</p> <p>See response for Hubert Osborne Park at submission 1.</p> <p>See response for 'Civic Precinct' at submission 10.</p>	<p>Yes</p> <p>No</p> <p>No</p> <p>No</p> <p>No</p> <p>Yes</p>
<p>47. Mr Paul Odgers</p> <p>Support safer cycling options with the CBD.</p> <p>Possibly look at reverse angle parking.</p> <p>Support youth space in CBD – Council should encourage further use of the pool facility (longer opening hours, heating, free entry to school children, redevelopment with additional activities) and not to move it from its current site.</p>	<p>Comments support Key Direction 13: <i>Provide safe cycle links through the town centre.</i></p> <p>See response for 'car parking' at submission 1.</p> <p>See response for Hubert Osborne Park at submission 1.</p> <p>See the response for 'youth spaces' at submission 10.</p>	<p>No</p> <p>Yes</p> <p>Yes</p>
<p>48. Mrs Dianne Reid</p> <p>Does not support the closure of outdoor pool. Suggests it should have longer opening hours, be heated and leave at existing site.</p>	<p>See response for Hubert Osborne Park at submission 1.</p>	<p>Yes</p>
<p>49. Ms Elizabeth Jeffery (submission 2)</p> <p>Does not support business development to the north or east as it will stretch the 'key retail axis', shops need to be accessible.</p>	<p>Comments noted</p>	<p>No</p>

Feedback	Response	Changes Required to the Key Directions
<p>Does not support bike paths in Church/Hotham St think they would be better in Grey/Breed Streets.</p> <p>Supports the 'greening' of the CBD but thinks efforts should be focused on retaining and enhancing park lands.</p> <p>Does not support the commercial redevelopment of Hubert Osborne Park. The park should be improved with play equipment and more gardens.</p> <p>Traffic design does not funnel traffic into the soon to be developed Manny's Market/Methodist Church area.</p> <p>Suggestion that Council should focus on redeveloping Morwell Town centre instead of Traralgon.</p>	<p>See response for 'car parking' at submission 1 which incorporates the need to find appropriate cycle paths.</p> <p>Comments noted.</p> <p>See response for Hubert Osborne Park at submission 1.</p> <p>Comments noted</p> <p>The scope of this project is to look at the development of Traralgon.</p>	<p>Yes</p> <p>No</p> <p>Yes</p> <p>No</p> <p>No</p>
<p>50. Ms Johanna Sykes</p> <p>General support of report 'very comprehensive document enhancing, promoting and appreciating Traralgon'.</p> <p>Oppose the sale of Hubert Osborne park</p> <p>Retain retail and open spaces.</p> <p>Concerns regarding wording around street hierarchy.</p> <p>Concerns with the Princes Boulevard – thinks it could reduce potential development opportunities.</p> <p>Need more areas for elderly citizens</p> <p>Need more areas for youth, such as Skate Parks</p> <p>Open up Post Office Place – great entrance for tourists.</p> <p>Concerns bus interchange will be too large at the plaza.</p> <p>Support Art within the town in particular at Post Office Place.</p>	<p>General support noted.</p> <p>See response for Hubert Osborne Park at submission 1.</p> <p>Comments support the following key directions; <i>6: Protect and promote the role of Traralgon Activity Centre as the pre-eminent commercial centre for the region.</i> <i>11: Create a network of public spaces.</i></p> <p>See response to 'Street Hierarchy' at submission 39.</p> <p>Comment noted however it is not proposed to amend the key directions report as there were also positive submissions supporting Key Direction 3: <i>Create a Princes Highway Boulevard.</i></p> <p>Comments support Key Direction <i>11: Create a network of public spaces.</i></p> <p>The aging population will be carefully considered as part of this key direction and the provision of a network of public spaces through the activity centre will increase opportunities for older people to both rest and to socialise within the centre.</p> <p>Comments support Key Direction 17: Ensure the provision of appropriate youth spaces within the town centre.</p> <p>These comments support the need for a concept plan for Post Office Place as discussed in the Key Directions Report, at page 25.</p>	<p>N/A</p> <p>Yes</p> <p>No</p> <p>Yes</p> <p>No</p> <p>No</p> <p>No</p> <p>No</p> <p>No</p>

Feedback	Response	Changes Required to the Key Directions
Public Spaces need to be close to the CBD so not far for people to walk.	Comments support Key Direction 11: <i>Create a network of public spaces.</i>	No
Does not support bike path at this stage	This key direction is aimed at the town centre. See response for 'car parking' at submission 1 which incorporates the need to find appropriate cycle paths.	Yes
Does not support youth space at Post Office Place.	See the response for 'youth spaces' at submission 10.	No
<p>51. Ms Enid Kay</p> <p>Concerns regarding street hierarchy – feels all streets should be developed similarly</p> <p>Suggestion of traffic light at the Breed/Hotham St intersection rather than the Breed/Seymour St intersection.</p> <p>Supports improved pavements and plantings</p> <p>Supports more street furniture</p> <p>Supports safe pedestrian access to all streets.</p> <p>Suggest relocation of Information Centre to align with the bypass (so it can be easily accessed).</p> <p>Agrees that parking is a problem and need more parking for travelling vehicles (caravans etc).</p> <p>Suggested safe places to park bikes if the bike path is to go ahead.</p> <p>Supports basement/multi storey car parking developments.</p> <p>Need more long term parking in the CBD.</p> <p>Agrees that cyclists need to be encouraged.</p> <p>Feels that parallel parking would be more dangerous to cyclists.</p> <p>Does not support any residential/commercial redevelopment of Hubert Osborne Park.</p> <p>Swimming Pool should remain at current site</p> <p>Does not support more housing close to the creek</p> <p>Supports better use of laneways and vacant areas behind shops.</p> <p>Does not support 7- 8 storey high buildings – overshadowing.</p> <p>Supports the improvement and provision of facilities associated with public transport.</p> <p>Support the creating of public spaces.</p>	<p>See response to 'Street Hierarchy' at submission 39.</p> <p>Comments noted, the location of a signalised intersection in Breed Street, if appropriate would need to be determined by experts in traffic engineering.</p> <p>Support for a variety of key directions and proposed initiatives is noted.</p> <p>On the 23 May 2011 Council adopted the review of the Latrobe Visitor Information Centre Services report. This report has identified the gradual transition from a Visitor Information Centre delivered service to a web-based visitor information service.</p> <p>See response for 'car parking' at submission 1 which incorporates the need to find appropriate cycle paths.</p> <p>See response for Hubert Osborne Park at submission 1.</p> <p>Comments noted.</p> <p>Comments support Key Direction 8 & 16: <i>8: Consolidate the town centre by infilling blocks and repairing street edges.</i> <i>16: Resolve laneway ownership and encourage activation.</i></p> <p>See response for building height at submission 41.</p> <p>Comments support Key Direction 10: <i>Improve the provision of facilities associated with public transport.</i></p> <p>Comments support Key Direction 11: <i>Create a network of public spaces.</i></p>	<p>Yes</p> <p>No</p> <p>No</p> <p>Yes</p> <p>Yes</p> <p>No</p> <p>No</p> <p>No</p> <p>No</p> <p>No</p>

Feedback	Response	Changes Required to the Key Directions
<p>Does not support major development north west of the CBD.</p> <p>Supports art work but concerns re vandalism</p> <p>Supports traffic lights at Franklin St & Post Office Place for safer pedestrian access.</p> <p>Does not overly support the youth space at the court house, possibly if the activities were planned well and supervised it would work</p> <p>Does not support the redevelopment of the civic precinct.</p>	<p>Comments noted.</p> <p>Comments support Key Direction 12: <i>Incorporate art and place making to enhance identity and character.</i></p> <p>These comments support the need for a concept plan for Post Office Place as discussed in the Key Directions Report, at page 25.</p> <p>See the response for 'youth spaces' at submission 10.</p> <p>See response for Civic Precinct at submission 10.</p>	<p>No</p> <p>No</p> <p>No</p> <p>No</p> <p>Yes</p>
<p>52. Ms Christine Sindt & Mr Henry Sindt</p> <p>Offering of land at 41 Queens Parade Traralgon for the relocation of the Traralgon Swimming Pool Complex. Believes that this proposal will add value to the Traralgon Activity Centre Plan as Council will not have to sell public land.</p>	<p>This is not a matter for consideration as part of this project.</p>	<p>No</p>
<p>53. Mr James Grubb</p> <p>Does not support the removal of angle parking.</p>	<p>See response for 'car parking' at submission 1</p>	<p>Yes</p>
<p>54. 564 Save Osborne Park card submissions</p> <p>These card submissions opposed any sale of any part of Hubert Osborne Park for a variety of reasons.</p>	<p>See response for Hubert Osborne Park at submission 1.</p>	<p>Yes</p>
<p>55. Juilliard Group of Companies (Mid Valley Shopping Centre)</p> <p>Concerned over recommendations regarding the protection of Traralgon as the "pre-eminent commercial centre for the region"</p> <p>Particular concern expressed over proposed identification and protection of sites and recommendation to ensure that a department store is not accommodated elsewhere in the region.</p>	<p>Clause 21.04 of the Latrobe Planning Scheme currently identifies Traralgon as the 'commercial centre' within the 'networked city'. Clause 21.07-6 'Retailing Overview' suggests that additional floorspace should be: <i>"provided with a focus on increasing the vibrancy of town centres of Morwell and Traralgon, to continue their role to complement each other in the retail hierarchy."</i> Further to this the Planning Scheme identifies that Traralgon should <i>"service a market with some higher levels of disposable income, with a higher percentage of white collar workers"</i>.</p> <p>Economic analysis which was provided in the Background stage of this project and which has been adopted by Latrobe City Council (Traralgon Activity Centre Plan: Economic Assessment) identifies that the development of a department store outside of the Traralgon centre would significantly compromise the current vibrant retail and commercial role played by Traralgon, not only within the 'networked city' but also the broader region.</p> <p>As such the Key Direction Report has provided recommendations for actions which may assist in the establishment of a department store within the activity centre.</p> <p>The recommendation to identify and protect sites is intended to ensure that potential sites are not compromised through future development of the TAC within the study area, rather than the application of new planning controls elsewhere in the municipality.</p>	<p>No</p> <p>No</p>

Feedback	Response	Changes Required to the Key Directions
<p>Submission claims that the construction of a department store elsewhere in the region would not impact on the growth of Traralgon.</p> <p>Claims that other sites outside of the Traralgon Centre may be appropriate.</p> <p>Strongly oppose any controls which prohibit the construction of a department store outside to of Traralgon.</p>	<p>It is not intended that the TACP will “prohibit” the establishment of a department store elsewhere. Rather the TACP will identify a strong preference for this type of use to be accommodated within the Traralgon town centre, as consistent with both existing policy and the economic assessment which underpins this project.</p> <p>As identified, the TACP will express a clear preference for any future department store to be established with the TAC, given a number of factors which are outlined in the Economic Assessment and within broad State and Local Planning Policy directions. The ability for customers from a broader regional catchment to access the TAC by rail, as well as buses, and the larger residential catchment with the ability to access the centre in a sustainable manner, must also be considered.</p> <p>Any application to establish a department store within Latrobe City will continue to be assessed on its merits, in the context of the long term sustainable development of the wider municipality.</p>	<p>No</p> <p>No</p> <p>No</p>