



# traralgon activity centre plan | community bulletin 2

march 2010

## what is the project?

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



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



## progress so far?

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

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

The best information of what works (or does not work) is gained through talking to people who use the area. Stakeholders and the community are encouraged to come and talk to us. Information on the first round of consultation for the Traralgon Activity Centre Plan is included on the following page.



## where is the study area?



## online survey

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

<http://www.latrobe.vic.gov.au>  
Results and comments provided via this survey will be collated and will supplement information gathered at the face-to-face consultation sessions.

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



## session details

### first round of consultation: information download

This phase is referred to as the 'information download' session. The primary function of this session is for us to listen to you. Consultation during this stage will include four key phases; stakeholder sessions, a public session, on the street engagement and one-on-one sessions.

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

## how to get there

The consultation sessions are to be held at:

**Department of  
Sustainability & Environment  
Conference Rooms  
71 Hotham Street,  
Traralgon**

*Enter through the main doors to Hotham Street, between Church and Franklin Streets, then follow the signs to the conference rooms to the right.*



## rsvp

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

**Gail Gatt** | Latrobe City Council  
email [gailga@latrobe.vic.gov.au](mailto:gailga@latrobe.vic.gov.au)

**Lorrae Dukes** | Latrobe City Council  
email [lorraedu@latrobe.vic.gov.au](mailto:lorraedu@latrobe.vic.gov.au)

PO Box 264, Morwell VIC 3840  
phone 1300 367 700

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