EUROA TOWNSHIP STRATEGY DRAFT REPORT

Prepared by Hansen Partnership in collaboration with Martyn Group & Tim Nott

OCTOBER 2019

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Project Team

Strathbogie Shire Council has engaged Hansen Partnership in association with Martyn Group and Tim Nott (Economics) to work with the local community and key stakeholders in preparing the Euroa Township Strategy.

Acknowledgements

Strathbogie Shire Council Project Team

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PART A INTRODUCTION

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WHAT IS THE EUROA TOWNSHIP STRATEGY?

The Euroa Township Strategy is a strategic document that sets out a long-term planning, design and community vision for the evolution of Euroa. It is intended to set a strategic framework to manage and guide future development through to 2040.

It provides a long-term vision and action plan to guide the current and future look and function of Euroa, and its role within the broader context of the municipality.

The Township Strategy addresses matters relating to land use, activity and design guidance within both the public and private realms. It addresses initiatives that the Strathbogie Shire Council can have a direct role in influencing, facilitating or implementing, as well as actions and initiatives the Euroa community can take a lead with facilitating. The Township Strategy includes the provision of design guidance for both public land (streetscapes and public land/ open space) as well as private land holdings.

The Euroa Township Plan builds upon the earlier analysis and findings documented within the Euroa Township Strategy Issues and Opportunities Paper (July 2018). This Township Strategy report provides a general overview of the context of the project to frame the key directions, objectives and actions. It seeks to summarise the significant volume of background work undertaken as part of the preparation of this Township Strategy.

The Euroa Township Strategy should provide the community and Council with greater certainty and confidence regarding growth of Euroa and its future role, and the actions required to achieve this.

The Euroa Township Strategy:

- Establishes a long-term community vision for Euroa.
- Documents a prioritised action plan and responsibilities for implementation.
- Provides guidance to Strathbogie Shire and other authorities to prioritise investment in the region.
- Provides a sound basis for community and Strathbogie Shire to apply for grants or lobby for funding.
- Identifies potential changes to the Strathbogie Planning Scheme to implement land use planning actions to achieve the vision.

HOW WILL THE TOWNSHIP STRATEGY BE USED?

The aim of the Euroa Township Strategy is to guide future land use and development in a coordinated manner and provide greater certainty for all stakeholders in delivering a preferred future.

In establishing an agreed vision for Euroa, the Township Strategy seeks to outline key policy directions, and important physical outcomes that relate to land use, built form and activity, landscape and environment, and access and movement.

The Township Strategy Plan will be used by:

Strathbogie Shire Council

- As a basis for introducing new planning policies and associated statutory controls into the Strathbogie Planning Scheme (as appropriate)
- In assessing planning permit applications
- In assessing any private requests to re-zone land
- In guiding non-statutory initiatives, arrangements or partnerships to assist in realising potential future opportunities within the centre
- In preparing capital works budgets to implement public works; and in delivering community services, including additional recreational facilities.

The community

- To understand how the township and specific precincts are likely to change in the future
- To assist community groups in prioritising future work and in seeking funding for projects
- To provide a framework for community groups to assist in making long-term plans.

Existing business owners

• To create greater certainty and appreciation regarding the future direction of the commercial centres/nodes.

Developers

• To understand the development opportunities that exist and the matters that will be taken into account in assessing development proposals.

Other government agencies:

 In coordinating infrastructure improvements with work undertaken by Strathbogie Shire and other agencies including roads and rail (i.e. potential replacement of the Scott/ Anderson Street Bridge as part of the Inland Rail project).

More broadly it is important that the Township Strategy must be regularly monitored to ensure its directions and ambitions continue to be relevant to the township as it changes and evolves over time.

PROJECT METHODOLOGY

The preparation of the Euroa Township Strategy has been undertaken in a number of phases. This has included collation and analysis of background information on existing conditions, as well as community consultation.

The broad phases of the project have involved:

- Review of relevant background documentation
- Preparation of an Issues & Opportunities Report
- Undertaking community consultation on the Issues & Opportunities Report
- Preparation of a draft Township Strategy
- Undertaking community consultation on the draft Township Strategy (current phase).

A separate standalone Background Analysis report compliments and should be read in conjunction with this report. The Background Analysis report functions to document the substantial volume of material which has informed and influenced the findings and recommendations made within this Euroa Township Strategy. It provides a greater level of information and context for the findings and recommendations made herein.

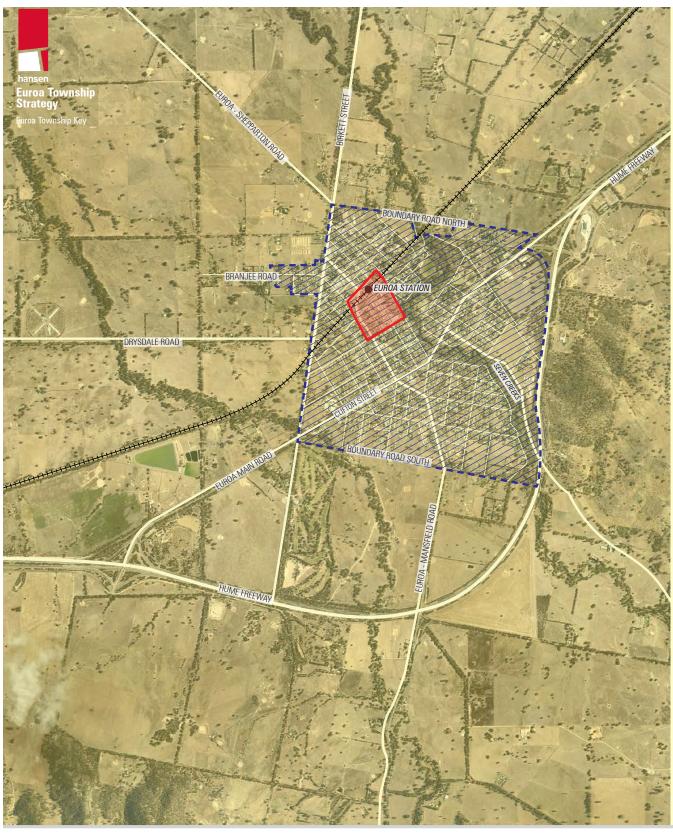
NEXT STEPS

Following the completion of community consultation of the draft Township Strategy, the document will be finalised and presented at a Shire of Strathbogie Council meeting for adoption. Formal adoption of the Euroa Township Strategy will allow for various recommended actions and initiatives to be implemented.



Photo: Binney Street, Looking East





Legend

Township Surrounds (Refer to Euroa Township & Surrounds Plan)



Town Centre (Refer to Town Centre Concept Plan)

- Trainline
- Euroa Train Station

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STUDY AREA

The Study Area focuses predominantly on the established 'township' area of Euroa. The study also includes the peripheral surrounding rural and agricultural land.

The core urban area of Euroa is predominantly bounded by Boundary Road North (north), Boundary Road South (south), Hume Freeway (east) and Birkett Street (west), although it is noted that some residential zoned land extends further west of Birkett Street on Branjee Road and Fancourt Street.



Photo: Binney Street, Looking East



TOWNSHIP CONTEXT

REGIONAL LOCATION

Euroa is located within the Strathbogie Shire Council, which is the Goulburn Valley region. The Shire is located amidst the Strathbogie Plateau, which extends to and beyond the fertile Goulburn River plains. The Shire accommodates a population of approximately 10,000 residents, where the majority reside in one of the municipality's four major towns of Euroa, Nagambie, Avenel and Violet Town.

Euroa is located approximately 160 km and 1.5 hours north east of metropolitan Melbourne CBD via the Hume Freeway. It is a picturesque town nestled at the base of the Strathbogie Ranges. Seven Creeks runs through the middle of the town, while Castle Creek is located on the township edge to the south west, which adds to its character and setting.

Euroa includes an operational railway station, which is connected into the V/Line regional rail network. Being located on the Albury line, there are four train services a day from Melbourne during the week, and three services on weekends, with travel times in the order of 2 hours.

LANDSCAPE/ RURAL SETTING

The relatively compact and confined pattern of existing development in Euroa means that the township benefits from landscape views of open rural farming and agricultural land. These views being framed by a backdrop of rising hills of the Strathbogie Ranges to the east and north east.

The relatively open landscapes provides for a visually strong landscape setting to the township. Many of these open views are available at the peripheral edges of and approach to the town.

TOWNSHIP CHARACTER

The township of Euroa is broadly laid out in a traditional grid pattern. Township activity focused in the commercial core on Binney Street, between Brock Street and Railway Street. Euroa Railway Station 'bookends' the commercial core to its north western edge. The majority of the township is located to the east of the railway line. The existing rail alignment, associated Euroa Railway Station and the Anderson Street road overpass combine to form a significant physical barrier. Consequently the residential and industrial areas located to the north west of the rail tracks feel separated and disconnected from the balance of the township, despite being within relatively close proximity to the commercial core. Road connections to the north west are provided by the Anderson Street road overpass, and the bridge underpass at Charles Street. Pedestrian access is provided via two rail underpasses aligning with Scott Street and Kirkland Avenue.

Prior to the construction of the Hume Freeway bypass, Euroa Main Road accommodated a service function for through traffic, including petrol stations and food and hospitality outlets. Some commercial land and activity remains along the Euroa Main Road, providing for a variety of commercial, light industrial and hospitality functions. This area has a relatively high vacancy rate and has, in parts, struggled to adapt to a new role following the opening of the Freeway bypass of the town in the mid 1990s.

Streetscapes within the town are characterised by wide streets with established street trees of both exotic and native species providing good to high quality streetscape amenity. Streets without the benefit of established mature street trees have a compromised streetscape character.

Many streets feature open or semi-bricked swales which contribute to the informal rural character of the township. Unsealed roads and footpaths, as well as sections of the township with no footpaths at all, present accessibility issues for the elderly or parents with prams etc. More generally, substantial tree canopy coverage within the town contributes significantly to the green and leafy character of Euroa. This includes large mature exotic and natives within streetscapes, on private properties, along waterways and within parklands. The protection and maintenance of such landscape elements is important to maintain and enhance the character of the township.

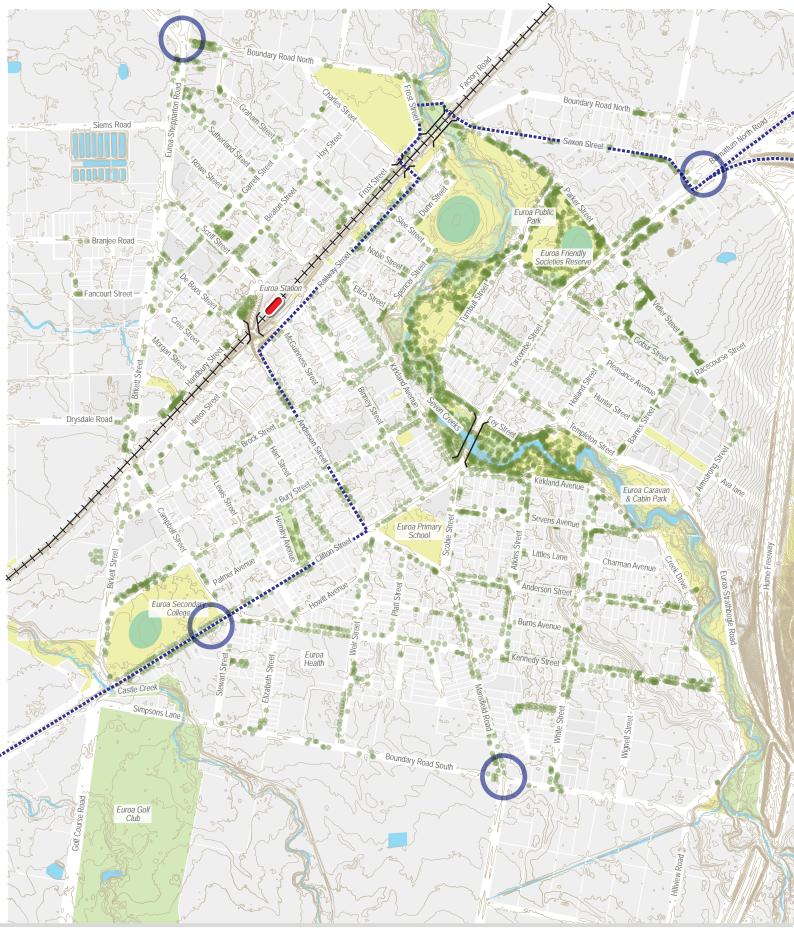


Figure 2, Landscape and Public Realm

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hansen Euroa Township Strategy Landscape and Public Realm



POPULATION

According to the 2016 ABS Statistics, the State suburb of Euroa (including both the township and immediate rural surrounds) accommodates a population of 3,275 residents. This is approximately one third of the Shire's total population (10,274 residents).

A more targeted ABS data set addresses the township area of Euroa (UCL – Urban Centre/ Locality data set), and indicates that in 2016 the 'Urban Centre/ Locality' of Euroa has a population of 2,899. When reviewing historic ABS data, it reveals that Euroa's overall population numbers has been relatively static over the past 15 or so years. There have been relatively low levels of population increase, and in the profile period between 2006 & 2011 showed a slight decrease in population. Refer to Figure 3.

While the population of Euroa has remained relatively stable, the age structure of the population is heavily weighted towards the older age population over 55 years which makes up 48% of the population. Refer to Figure 4 & 5. This is noted to be far greater than the State wide percentage for this age group (27%).

Over the period from 2011 to 2016, the age group of those over the age of 55 years increased 3% while the population group under this age remained stable. This data is visually represented in the population pyramid where it is clearly shown that Euroa has an aging population with a decreasing younger age population. Refer to Figure 5.

The age profile of Euroa will potentially be a significant issue in years to come, particularly in context of the current population which is not growing, rather is currently managing to remain stable.

The 2016 Victoria in Futures (VIF) projections sets out anticipated population growth for the entirety of the Strathbogie Shire. Of note the VIF projections forecast only modest growth over the next 15+ years in Strathbogie Shire, equalling a population increase of 600 to 2031, or an average of around 40 additional people per year.

Observations of current development within Strathbogie indicates the majority of current population growth is occurring in Nagambie and is anticipated to continue. This development trend is expected to impact on Euroa through extremely low levels of population growth through to 2031. In light of limited anticipated development, an important part of a Township Strategy is to undertake an analysis of the availability of existing land resources. This is to ensure new development land is not unnecessarily released when development demand does not warrant it. This issue addressed later as part of the land supply and demand assessment.

YEAR	Population ABS UCL (Urban centre/Locality) data set.		% Population change between statistical period
2001	2,698	n/a	vv/a
2006	2,776	+78	+2,9%
2011	2,768	-8	0.2%
2016	2,899	+131	4.7%

Figure 3: Table 1 - Euroa's population 2001-2016

2016 Population Age Brackets						
	Male	Female	Persons	Percentage	Percentage	
0-4 years	67	61	135	4%	20%	
5-14 years	189	164	356	11%		
15-19 years	84	60	149	5%		
20-24 years	57	64	124	4%	33%	
25-34 years	136	126	262	8%		
35-44 years	140	172	311	9%		
45-54 years	177	203	378	12%		
55-64 years	258	273	536	16%	48%	
65-74 years	238	260	502	15%		
75-84 years	165	186	362	11%		
85 years +	60	122	181	6%		

Figure 4: Table 2 : Euroa's population age structure

EUROA POPULATION PYRAMID 2016 COMPARISON

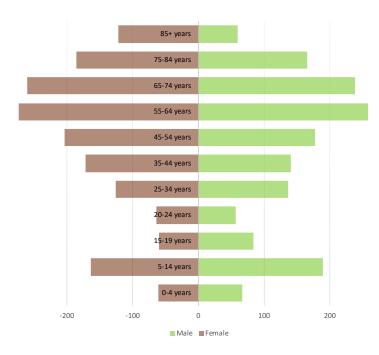


Figure 5: Graph 2 : Euroa's population age structure (male / female comparison)



COMMUNITY FACILITIES & ASSETS

The Euroa township is served with a wide variety of community facilities, parklands/ recreational reserves and associated infrastructure. Key community facilities located throughout the town are identified below, and are also shown on the Access and Movement / Community Facilities Plan within in the separate background analysis report.

Parks, Open Space & Recreation Facilities

- Euroa Croquet Club Templeton Street
- Euroa RSL Memorial Park small pocket park on Kirkland Ave West
- Telegraph Park / public toilets
- Euroa Skate Park Kirkland Ave
- Seven Creeks Reserve large passive/ active open space. Home to Euroa Cricket Club, Euroa Football and Netball Club, Euroa Bowls Club, Euroa Tennis Club, Friendlies Oval & Memorial Oval.
- Large Public Toilet Block *Kirkand Avenue. Services both Seven Creeks Reserve and tourist traffic diverted off the Hume Freeway*
- Euroa Swimming Pool outdoor swimming pool on Bury Street
- Lion Park small neighbourhood park between Clifton and Bury Sts
- Euroa Community Sports Centre at Euroa Secondary College
- Euroa Golf Club *Golf Course Road*

Community Services & Education Facilities

- Euroa Library Binney Street town centre
- Euroa Civic Centre incl. the Strathbogie Shire Offices and Community Cinema *Binney Street east of town cente*
- St John's Primary School 37 Anderson Street
- Euroa Primary School Clifton Street
- Euroa Secondary College 26 Campbell Street
- Euroa Kindergarten 46 Kirkland Avenue
- Goodstart Early Learning 14 Campbell Street

Other Major Land Uses within Euroa

- Euroa Railway Station Railway Street
- Euroa Saleyards corner of Boundary Road and Birkett Street
- Euroa Showgrounds Charles Street
- Industrial land north west of town
- Euroa Health Hospital and associated Granitehill residential aged care facility, comprising 75 beds *Kennedy Street*
- Currie Park Retirement Village Comprising 28 units 58 Weir Road
- Euroa Caravan Park Comprising 10 cabins and 66 sites -Kirkland Avenue (east of Clifton Street)

PUBLIC TRANSPORT SERVICES

2016 census data illustrates that work related travel is heavily dominated by private vehicles (i.e. 11 people travelled to work via public transport while 895 people travelled by vehicle). This is likely due to the limited and poor scheduling of current public transport services not meeting the needs of Euroa's community. Current public transport services are outlined at Figure 6 below.

Broad level observations regarding public transport services which have influence in Euroa include:

- A number of regional bus services, such as those servicing Seymour to Albury and Seymour to Wangaratta, pass Euroa on the Hume Freeway, but do not stop in the town.
- If a scheduled stop was provided in Euroa, it could provide additional public transport services within the region.
- Current ABS transport statistics don't take into account the mobility impacts which can be caused for the more vulnerable members of the community.
- Euroa's median age is 53 with the 0-15 age group making up 15% of the population and people aged 65+ equating to 31.3% of the population.
- The 65+ age group are less likely to have their own independent mobility, particularly with regard to maintaining a licence and the upkeep of a vehicle.
- Lack of viable public transport options could have particular impacts for elderly residents in terms of accessing health appointments and forms of entertainment outside of Euroa.
- Inconsistent and infrequent public transport also impact younger members of the Euroa community. This impacts those undertaking apprenticeship's or further education who are not eligible to obtain a licence when attending education elsewhere in the region. This in turn creates financial pressures for Euroa families in needing to provide financial support for their children's household costs to live closer to work or education, or otherwise creating time pressures in having to provide transport.

• Lack of regular and reliable public transport affects residents when wanting to visit Melbourne. Currently many residents are driving to Seymour to catch the train given there is significantly more services to and from Melbourne.

The above issues highlight the need for more frequent and consistent public transport options to allow greater independent mobility for all members of the Euroa community.

Euroa's Public Transport Services (current as of April, 2019)				
	Monday-Friday	Weekends		
Euroa - Albury	09:00 train	09:00 train		
	13:55 train	13:55 train		
	16:45 bus	20:06 train		
	20:06 train			
Euroa - Melbourne	08:24 train	08:24 train		
	11:10 bus	14:34 train		
	14:34 train	19:09 train		
	19:09 train			
Euroa - Shepparton	09:10 bus	-		
Shepparton - Euroa	14:00 bus	-		

Figure 6 - Euroa's Public Transport Services (current as of April, 2019)



POWER SUPPLY ISSUES

Over a number of years Euroa has been subject to repeated blackouts of power in peak periods for extended timeframes. This raises health and well-being risks for frail/ elderly/ disabled residents of Euroa. Blackouts are primarily due to Euroa being located at the end of the transmission corridor from its original power source located in Benalla. Euroa has two diesel generators owned and operated by AusNet that assist in boosting Euroa's power in peak periods, this is far from an optimal solution.

To address this issue it is important that Council lobby both AusNet and the State Government to upgrade the transmission corridor ending at Euroa.

RETICULATED SEWERAGE SERVICING

There are a number of areas within the township boundary which are not currently provided with reticulated sewerage. This includes:

- land bounded by: Boundary Road North, Tarcombe Street & Parker Street;
- land bounded by: Vilder Street, Racecourse Street, Gobur Street & Winburn Avenue; &
- land bounded by Boundary Road South, Wignell Street & Creek Drive.

In order to address this existing servicing issue, Council should lobby Goulburn Valley Water to extend reticulated sewerage to service these areas.

RECYCLED WATER

To improve the sustainable use of finite resources in the face of climate change and a dryer environment, Council should lobby Goulburn Valley Water to facilitate the use of recycled water within public and recreational spaces throughout Euroa.

PART B VISION, OBJECTIVES & KEY THEMES

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Euroa Township Strategy - Vision & Objectives

Based on the background analysis and community consultation undertaken, a vision and associated objectives for the Euroa Township Strategy have been devised and is documented below.

Vision

The vision which underpins the Euroa Strategy is:

In 2040 Euroa will be:

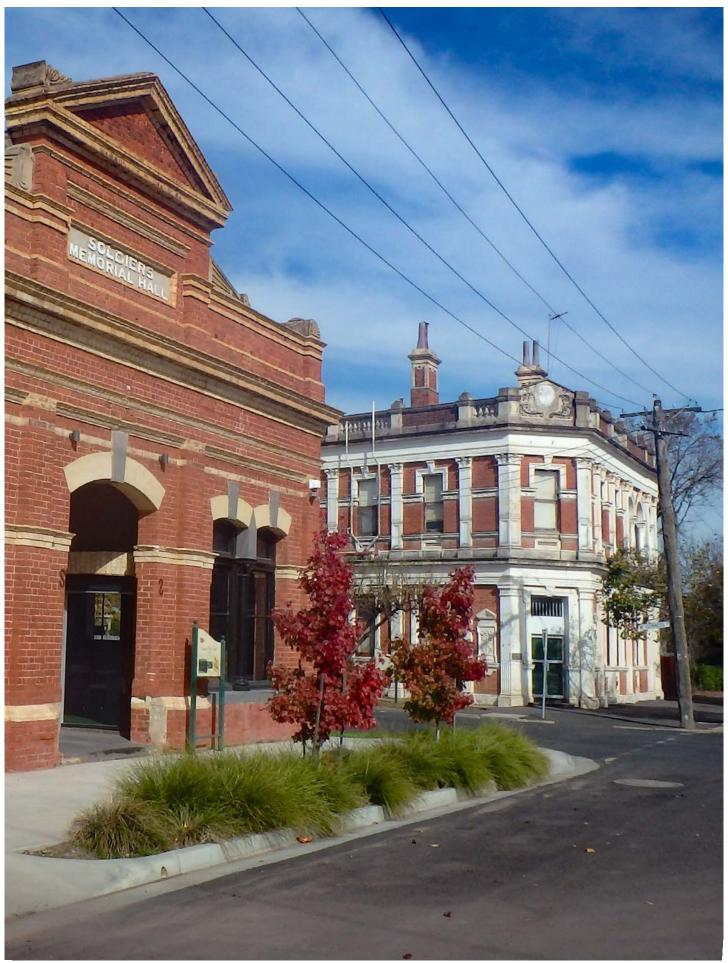
- A compact and contained family oriented rural township with a friendly and inclusive community spirit.
- A township character which is positively influenced by location within a broader rural landscape.
- A well designed, pleasant, pedestrian friendly town centre with ample commercial uses and activities serving the day to day needs of the local community.
- A vibrant, inviting, attractive and clean township with well-designed, tree-lined streetscapes and pedestrian/ cycle connections linking all major community hubs (incl. school, community buildings, recreation reserves, sports ovals etc.).
- A township with tourism focused activities and associated accommodation which leverage off its picturesque rural township character.
- A township that is well connected and easy to navigate, with safe walking and cycling facilities, reliable public transport services and access to a range of car parking options.
- A township that is welcoming and provides attractive facilities for all local and regional visitors.
- A township with a strong local economy, including the primacy of commercial activity focused within the town centre, and supporting commercial activities on commercially zoned land along Euroa Main Road.
- A township that will attract and promote sustainable 'green' industrial business, activities and practices while growing its employment base
- A township that showcases its history and protects significant heritage buildings and precincts.

Objectives

The objectives to guide the achievement of the vision are:

- 1. To acknowledge the established format of existing housing stock, which predominantly consists of single detached dwellings on larger landscaped allotments.
- 2. To encourage opportunities for the provision of a more diverse range of housing types to suit lifestyle choices and assist aging in place.
- 3. To encourage the development of unconstrained existing vacant residential zoned land within the township, over the release of additional broad hectare land for subdivision.
- 4. To identify potential future long-term locations for the growth of the township without compromising its compact rural township character within a wider landscape setting.
- 5. To monitor residential development activity to ensure new residential land is not created through rezonings until existing, unconstrained residential land supply is exhausted.
- 6. To reinforce the retail core of Euroa (Binney Street) by strengthening its commercial/ retail role, including provision of clear public realm and built form guidance for future development.
- 7. To improve the presentation of Binney Street retail core.
- 8. To improve pedestrian and cyclist mobility and infrastructure throughout the township, including links to commercial and community services and activity nodes.
- 9. To minimise pedestrian and vehicular conflict zones, particularly within Binney Street retail core.
- 10. To improve street amenity through planned targeted streetscape planting and maintenance regime.
- 11. To improve pedestrian links across the existing railway alignment to better connect the east and west sections of the township.
- 12. To advocate for improved public transport options servicing Euroa, including increased frequency and reliability.
- 13. To increase Euroa's profile as a tourist destination offering varied experiences, attractions and accommodation types.
- 14. To capitalise on the town's relationship and proximity to the Hume Freeway and to enhance and promote the town's facilities and amenity to entice visitors.
- 15. To protect and enhance the town's heritage assets.
- 16. To manage and respond the impact of flooding throughout Euroa.





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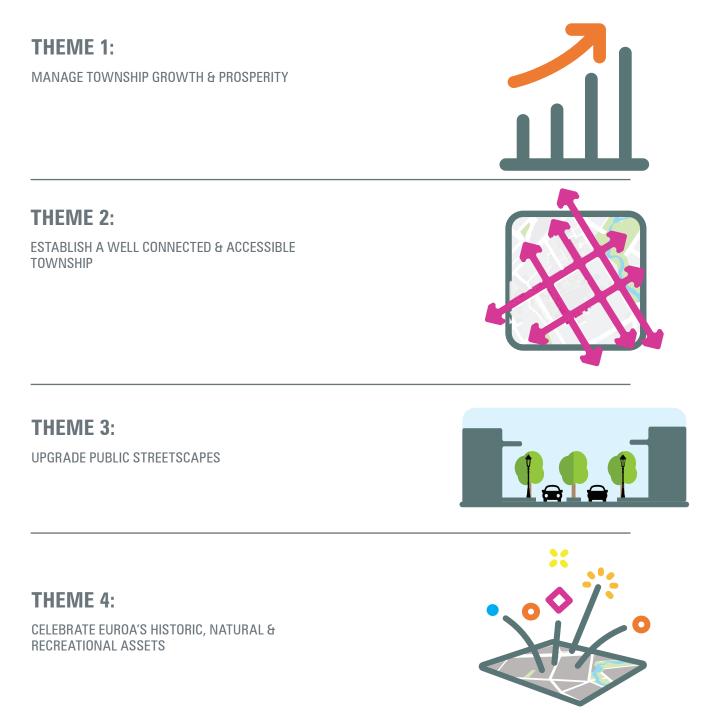
Photo: Euroa Town Centre Soldiers Memorial Hall

KEY THEMES

Following the documented background analysis and initial community consultation, four key themes were developed and included in the Issues & Opportunities Report. The four identified themes are as follows:

- Theme 1: Manage township growth & prosperity
- Theme 2: Establish a well connected & accessible township
- Theme 3: Upgrade public streetscapes
- Theme 4: Celebrate Euroa's historic, natural & recreational assets

These four key themes were used to frame a range of identified issues and opportunities which were discussed and tested during the Issues and Opportunities community consultation process. These themes have been further embedded in vision, objectives, strategies and associated actions as the main recommendations of the Euroa Township Strategy. Furthermore key recommendations are visually and spatially represented on the suite of Township Strategy Plans (refer to Figures 3, 4, 5 & 6).





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PART C STRATEGIES & ACTIONS & STRATEGY PLANS

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KEY THEMES: strategies & actions **THEME 1**:

MANAGE TOWNSHIP GROWTH & PROSPERITY

Theme 1 and its associated strategies and actions function to guide future development and landuse decisions within Euroa and surrounds. The core function of this theme is to appropriately plan for and manage township growth, while fostering long-term economic prosperity for Euroa.

In the medium term strategies seek to consolidate new residential urban development within the established areas of Euroa. This is a combined response to the availability of vacant or underdeveloped land within the existing urban core and the projected low population growth rates and associated development demand in coming years. This policy position will function to maintain Euroa as a compact and accessible township. It also seeks to avoid unplanned or out of sequenced sprawl at the edges of the township. There are also complimentary strategies to designate and protect areas suitable to accommodate future residential development in the longer term. Specific policies seek to protect this land until such time it is needed for the urban expansion of Euroa.

Rural lifestyle development is encouraged in suitable locations surrounding the urban core of Euroa, but balanced against the protection of the surrounding farming land for rural, agricultural and landscape values.

Specific strategies and actions address the supply, location and use of commercial and industrial land. This includes the designation of strategic sites for potential future expansions of such landuse and activity.



Strategy 1: Provide long term strategic guides for the growth and development of the Euroa township and surrounds

Action 1: Prepare and implement a local planning policy into the Strathbogie Planning Scheme to provide a policy summary of key elements and include the Euroa Township Strategy as a formal reference document.

Strategy 2: Determine the housing needs of an aging population

Action 2: Undertake investigations to determine localised needs and demands for different forms of accommodation required for an aging population, including retirement living, assisted care, and nursing home.

Strategy 3: Encourage appropriate residential infill consolidation and development of vacant unconstrained General Residential Zone (GRZ1) land as a priority over the rezoning of new land for urban purposes

Action 3: Prepare and implement a local planning policy into the Strathbogie Planning Scheme to provide clear guidance on preferred type, format and location of future residential development and establish a statutory framework for the assessment of planning permit applications.

Strategy 4: Avoid the further fragmentation of key strategic land, until it is required for future expansion of conventional residential development

Action 4: Prepare and implement a local planning policy into the Strathbogie Planning Scheme to provide clear guidance for protecting key strategic land from further fragmentation, guidance regarding sequencing when it is required and establish a statutory framework for the assessment of any private rezoning requests, including:

- Land should only be rezoned when needed (i.e. when there is 15 years or less of available unconstrained residential land supply).

- A Framework Plan/ Development Plan is required to be prepared to guide future urban form.
- Future development should commence at Boundary Road South and extend south to prevent out of sequence development and to assist with infrastructure provision.

Action 5: Implement a Council managed data base to allow the accurate tracking of the amount of remaining vacant, undeveloped and/or underdeveloped land within the General Residential Zone (GRZ).

Strategy 5: Assess existing Farming Zone (FZ) land within township boundary

Action 6: investigate whether servicing can be provided to allow rezoning to General Residential Zone (GRZ) or Low Density Residential Zone (LDRZ), depending on service availability.

Strategy 6: Development guidance for Low Density Residential Zone (LDRZ) land south of Euroa

Action 7: Ensure future development of Low Density Residential Zone (LDRZ) land located to the south of Euroa, is guided by a Development Plan prepared in accordance with the relevant overlay.

Strategy 7: Protect, support and encourage diverse commercial activity and development within Euroa

Action 8: Implement streetscape upgrades in line with separate Theme 3 strategies and actions.

Action 9: Rezone existing Commercial 1 Zone (C1Z) land located along Euroa Main Road to Commercial 2 Zone (C2Z) to protect and support the retail function of Commercial 1 Zone land within the Binney Street commercial core.

Action 10: Prepare and implement a local planning policy into the Strathbogie Planning Scheme to provide policy statements and objectives to address:

- Designate land bounded by McGuinness, Railway and Anderson Streets as a suitable site for larger format retail development.
- Designate the Commercial 1 Zone (C1Z) land located to the northern side of McGuinness Street as suitable to accommodate small activated retail frontages.
- Require future development on McGuinness, Railway and Anderson Streets to accommodate a shop-front design.
- Encourage retail and commercial activity to locate in the commercial core of Binney Street.
- Encourage the use of dwellings/ buildings within Commercial 1 Zone (C1Z) land on Kirkland Avenue for business/ office use.
- Nominate that future development of Commercial 1 Zone (C1Z) land on Kirkland Avenue should accommodate a building setback and landscaped frontage to respect and reflect the mixed streetscape character.

Strategy 8: Support and encourage diverse industrial landuse and development of existing Industrial 1 Zone (INZ1)

Action 11: Prepare and implement a local planning policy into the Strathbogie Planning Scheme to provide general guidance for industrial landuse and development.

Strategy 9: Acknowledge opportunity for large scale industrial development to the east of Euroa

Action 12: Prepare and implement a local planning policy into the Strathbogie Planning Scheme to provide guidance for the nominated potential site for future large-scale industrial development, including gualifications that:

- The nominated site would require extensive servicing.
- Any application to rezone land for industrial use would need to be accompanied with a combined Planning Application to allow Council to fully assess the scope and impacts of the proposed activity.
- The onus would remain with the project proponent to undertake detailed site-specific investigations and broader strategic analysis in order to support and justify the scope of the rezoning and association land-use and development proposal.

Strategy 10: Address existing infrastructure servicing and supply issues within Euroa

Action 13: Lobby Goulburn Valley Water to extend reticulated sewerage to service currently unconnected areas within the township boundary.

Action 14: Lobby AusNet and the State Government to upgrade the power transmission corridor to Euroa.

Action 15: Lobby Goulburn Valley Water for recycled water to be used within public and recreational spaces throughout Euroa.



THEME 2:

ESTABLISH A WELL CONNECTED & ACCESSIBLE TOWNSHIP

Theme 2 functions to articulate strategies and actions which will improve accessibility and connection throughout Euroa, with a particular focus on improving pedestrian and cycle options and addressing pedestrian safety in key areas.

In broad terms, Key Theme 2 strategies and actions seek to:

- Implement designated priority pathway network throughout Euroa.
- Improve pedestrian laneway connections from McGuinness Street and Kirkland Avenue to Binney Street.
- Encourage new laneway connections from Kirkland Avenue to Binney Street as part of any future development.
- Upgrade Kirkland Avenue underpass to be DDA compliant, to improve north-south connections across the existing rail corridor.
- Improve Euroa Station precinct and surrounds as part of the ARTC bridge replacement project.
- Upgrade and formalise parking in Railway Street and Kirkland Avenue (incl. Dedicated RV parking).
- Implement traffic calming shared zones/ pedestrian crossings at strategic locations on Binney Street, Railway Street and Kirkland Avenue.
- Implement a roundabout at the intersection of Binney and Railway Streets and Brock and Anderson Streets.

Specific strategies and actions under Theme 2 are framed around the above and for these to be actioned as specific outcomes of the Euroa Township Strategy.



Strategy 11: Improve pedestrian and cycle connectivity throughout the township

Action 16: Undertake detailed planning* to implement the designated priority pathway network which connects key community, commercial and recreational locations and destinations

*Note: Council are already undertaking pathway upgrades in the following locations:

- Mansfield Rd between Clifton and Kennedy Streets.
- Weir Street between Clifton Street and Boundary Road South
- Sutherland Street between Frost and Garrett Street.

Action 17: Implement upgrades to pedestrian laneways which connect McGuinness Street and Kirkland Avenue with Binney Street.

Action 18: Encourage new laneway connections from McGuinness Street and Kirkland Avenue with Binney Street (where possible and feasible as part of redevelopment proposals).

Strategy 12: Improve north-south connections across the existing rail corridor

Action 19: Upgrade and enhance the Kirkland Avenue underpass to ensure it complies with relevant disability access requirements.

Strategy 13: Improve and upgrade Euroa Station and surrounds

Action 20: Continue to lobby the Australian Rail Track Corporation (ARTC) to ensure that the values of the community are considered and implemented with Urban Design principals taking into account(as illustrated on the Town Centre Concept Plan):

• Functionality of the area around Railway, Binney and Anderson Streets including: connectivity, visual amenity, accessibility, safety & location. Action 21: In the event that ARTC rail upgrades are limited to bridge replacement/ reconstruction only (or do not proceed at all):

• Complete pedestrian path network, landscape and carpark upgrades within and surrounding the Station precinct.

Strategy 14: Improve parking facilities in and around Euroa Town Centre

Action 22: Implement improvements and upgrades to Euroa Station carparks and pedestrian paths.

Action 23: Implement dedicated on-street parking for Recreation Vehicles (RV's) within Railway Street.

Action 24: Undertake detailed design work to upgrade and formalise on street parking on Kirkland Avenue.

Action 25: Encourage the upgrade and formalisation of the unsealed carpark located to the rear of Euroa Hotel (noting this is located on private land).

Strategy 15: Resolve pedestrian and vehicle conflict areas

Action 26: Implement traffic calming shared zones/ pedestrian crossings at strategic locations on Binney Street, Railway Street and Kirkland Avenue.

Action 27: Implement a roundabout at the intersection of Binney and Railway Streets, subject to traffic impact assessments with consideration of future ARTC works.

Action 28: Implement roundabout at the intersection of Brock and Anderson Streets, subject to traffic impact assessments with consideration of future ARTC works.

Action 29: Revise traffic flow from Railway Street into Anderson Street into a one-way system, in response to ARTC bridge replacement, subject to a traffic impact assessment with consideration of future ARTC works.



Photo: precedent image for Euroa Station Precinct upgrades



Photo: precedent image for rail underpass upgrades



THEME 3:

UPGRADE PUBLIC STREETSCAPES

Theme 3 relates specifically to targeted streetscape upgrades within Euroa, and most specifically within the Town Centre core of Binney Street.

As such, a key aspect of Theme 3 is the upgrade and refresh of Euroa Town Centre streetscape. Although more detailed planning and design work will need to be completed, the Town Centre Concept Plan provides a broad vision for the scope of these upgrades, including:

- Consistent footpath paving treatments.
- New landscape beds.
- New canopy tree planting in strategic locations.
- Up-lighting of street trees.
- Provision of new street furniture in a consistent style and design (incl. seating and bike racks).
- Provision of calming shared zones/ pedestrian crossings at strategic locations.
- Provision of landscaping within the road reserve adjacent to the V.C. Statue.

Theme 3 also functions to provide strategies and actions to address:

- Boulevard planting on main roads within Euroa.
- Opportunities for additional landscaping and canopy tree planting around Euroa Station.
- Provision of additional weather protection within Binney Street town centre (incl. verandahs and other structures).



Strategy 16: Improve landscaping along main roads, within and surrounding the Town Centre

Action 30: Develop a landscaping/ boulevard planting strategy along main roads, including Binney Street & Kirkland Avenue.

Action 31: Investigate opportunities for additional landscaping and canopy tree planting around Euroa Station precinct following ARTC bridge replacement.

Strategy 17: Upgrade streetscapes within the Euroa Town Centre

Action 32: Undertake detailed streetscape upgrade design work to address:

- Consistent footpath paving treatments and widths.
- New landscape beds.
- New canopy tree planting in strategic locations.
- Up-lighting of street trees.
- Provision of new street furniture in a consistent style and design (incl. seating and bike racks).
- Provision of calming shared zones/ pedestrian crossings at strategic locations.
- Provision of landscaping within the road reserve adjacent to the V.C. Statue.



Photo: precedent image for streetscape upgrades



Photo: precedent image for streetscape upgrades

Strategy 18: Increase weather protection (sun & rain) within the Euroa Town Centre

Action 33: Prepare and implement a local planning policy into the Strathbogie Planning Scheme to encourage canopies and verandas to be provided along Binney Street as part of any development application.

Action 34: As part of Action 30, investigate where weather protection structures could be located at key nodes along Binney Street.



Photo: Precedent image for laneway upgrades & weather protection



Photo: precedent image for streetscape upgrades



THEME 4:

CELEBRATE EUROA'S HISTORIC, NATURAL & RECREATIONAL ASSETS

Theme 4 relates to acknowledging and celebrating various elements of Euroa's history, natural environment and recreational assets which make Euroa a special township.

Specific strategies and actions relate to further protecting existing built heritage of Euroa. Additional investigations into the cultural history of the town are recommended, while celebrating this through initiatives such as a Council promoted heritage trail.

Seven Creeks Reserve & Parkland is also highlighted as a key natural and recreational lynch-pin of Euroa, with strategies and actions looking to enhance it natural assets.

Other strategies and actions relate to the implementation of recommendations of separate but aligned projects, including:

- The Friendlies Reserve Masterplan.
- Euroa Caravan Park Landscape Masterplan.
- Euroa Saleyards Proposed Stage 3 Redevelopment Works.

Lastly, there is a specific strategy and action around creating public street art spaces within the traditionally ignored and underutilised spaces. This includes the Anderson Street bridge under-croft and subway spaces in and around Euroa Station. There is a clear opportunity for Council and the Euroa community to undertake a street art competition, where street artists put forward submissions to create site specific artworks. Council and the community would have an oppoirtunity to vote on the preferred submission. Once the winning artwork is created, it can be widely promoted to attract regional tourists to Euroa. The street art competition could be run every second year to maintain ongoing interest and repeat visitation.



Strategy 19: Acknowledge, protect and promote Euroa's Heritage

Action 35: Implement the recommendations of the Strathbogie Shire Heritage Study 2013 for precinct based heritage overlay controls (to be facilitated through a planning scheme amendment process).

Action 36: Prepare a cultural history report which documents the history and culture of Euroa, including indigenous heritage.

Action 37: Review Euroa Heritage Trail based on the above cultural history report.

Strategy 20: Maintain and continue to improve the natural environment within Seven Creeks Reserve & Parkland

Action 38: Strathbogie Council continue to work together with Euroa community to develop creek rehabilitation and environmental protection and management program.

Action 39: Undertake works to manage land use around creek reserve to improve natural environments within Seven Creeks Reserve.

Strategy 21: Improve Friendlies Reserve

Action 40: Implement recommendations of The Friendlies Reserve Masterplan (Refer to Appendix A).

Strategy 22: Improve Euroa Caravan Park

Action 41: Support implementation of recommendations of Euroa Caravan Park Landscape Masterplan (Refer to Appendix B).

Strategy 23: Improve Euroa Saleyards

Action 42: Implement Proposed Stage 3 Redevelopment Works (Refer to Appendix C).

Strategy 24: Public street art spaces

Action 43: Consider opportunities to activate pedestrian underpass and subway spaces in and around Euroa Station and Anderson Street bridge with street art.

Action 44: Implement a street art competition to allow Council and community to consider and commission street art for designated spaces.

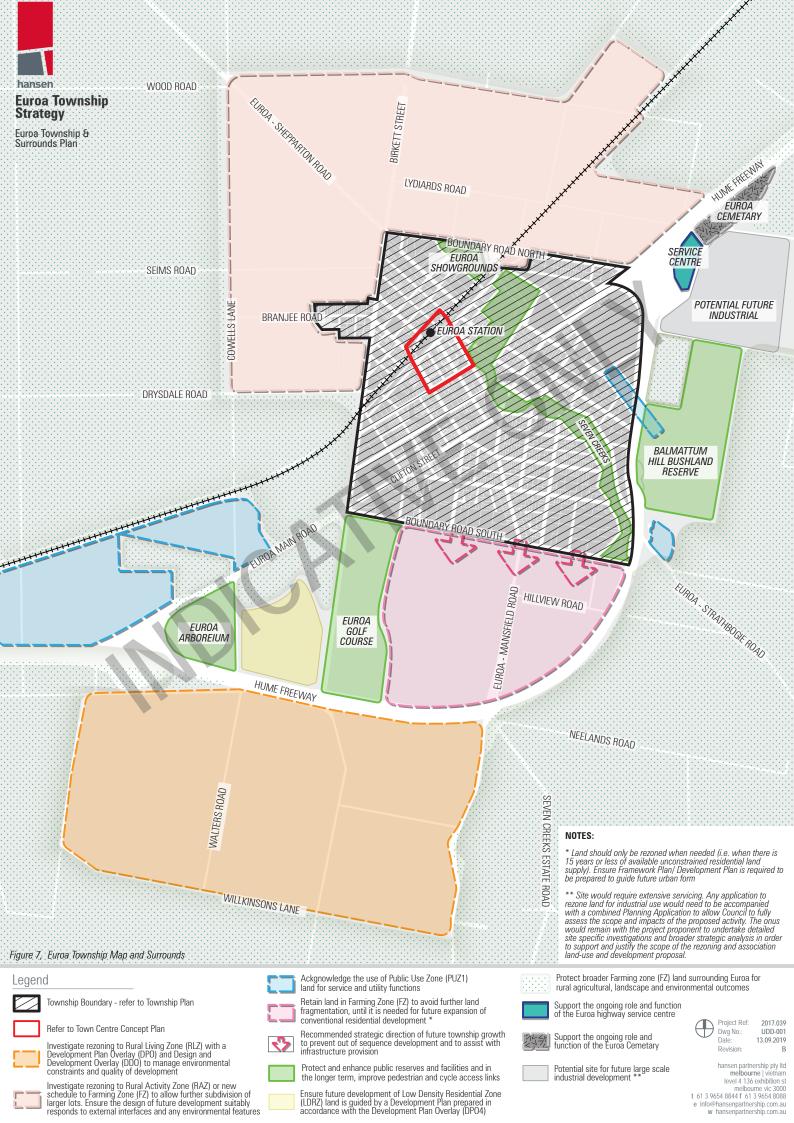
Action 45: Promote implemented street art to attract regional tourists to Euroa.

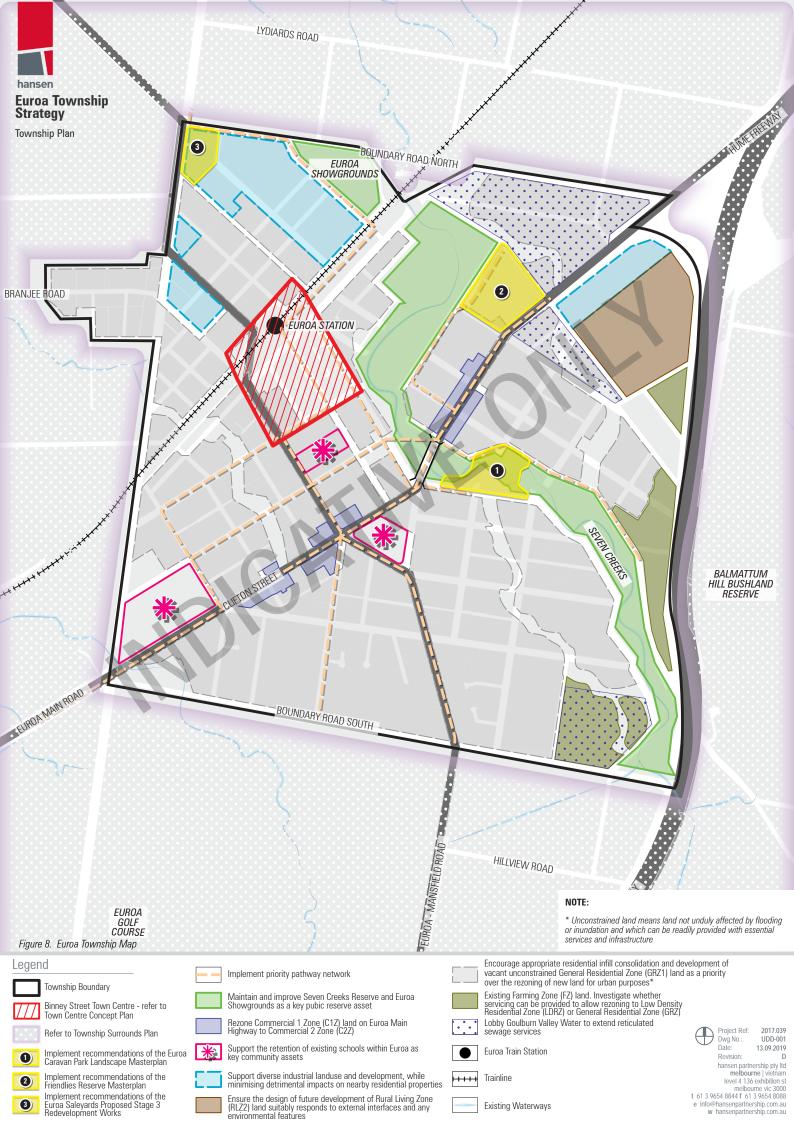


Photo: Example of potential street artwork along back of house



Photo: Example of potential street artwork along inactive frontages

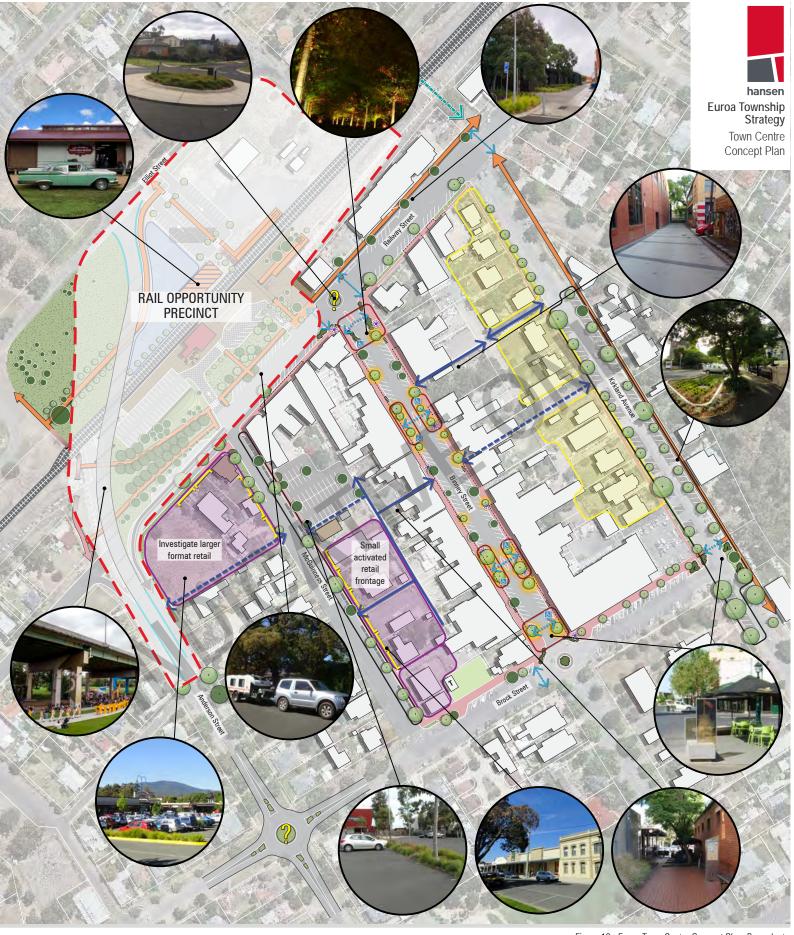
















Hansen Partnership Pty Ltd

PART D TOWNSHIP STRATEGY IMPLEMENTATION



TOWNSHIP STRATEGY IMPLEMENTATION

The implementation of this Township strategy will occur progressively over a 10-15 year time-frame. It will require careful on-going management and continued communication with the local community, business owners and landowners. The co-ordination across a wide range of stakeholders and funding partners is necessary to ensure a productive approach to the development of township improvements.

The Euroa Township Strategy outlines a series of objectives, strategies and actions that will serve to enhance the character, image and role of the township. Key actions, which are directly drawn from stated strategies, outline the roles and responsibilities which will be critical to the implementation of this plan. Many actions will be the responsibility of the Shire of Strathbogie, but some initiatives will need to be pursued by other government agencies, landowners and community groups as indicated in the relevant tables.

In addition, the role of private organisations in facilitating development of many of these ideas should not be underestimated through the use of public-private partnerships where appropriate. Where these are supported by the plan, the Shire of Strathbogie has a role to play in facilitating the plans outcomes.

Continued monitoring and evaluation of the Township Plan must be undertaken by the Shire of Strathbogie to ensure that it remains relevant to current practice and community expectations.

The following Action Plan Implementation table outlines identifies implementation partners for each action and whether it is anticipated to be actioned in the short, medium and long term. For the purposes of understanding such time-frames, the following guide is provided:

- Short = 1-3 years
- Medium = 3-8 years
- Long = 8 years +

NOTE: An Action Plan Implementation table will be prepared once the Strategies and Actions have been confirmed through consultation on the draft strategy.

September 2019

APPENDIX A THE FRIENDLIES RESERVE MASTERPLAN (recommendations)





APPENDIX B EUROA CARAVAN PARK LANDSCAPE MASTERPLAN

EUROA CARAVAN PARK LANDSCAPE MASTERPLAN



Euroa

Strathbogie

EUROA CARAVAN PARK EUROA - VICTORIA

26/09/2018

305525 LMP100

LG/PB

G:\30\305525\Landscape\Product\LMP Links\Indesign\305525 - Euroa Caravan Park Landscape Master Plan Rev D.indd

0 5 10 15 20 25m

SCALE 1:500@A1





















PRECEDENT IMAGES

Left to right from the top:

- New planting patterning's.
- Garden beds to incorporate local rocks and gravel.
- Concrete and grassed camping sites for tents and caravans.
- Conversation circles with fire pits and log seating.
- Communal spaces for large groups and clubs. Includes Shade/Shelter and cooking facilities.
- A pocket playspace by the pool area for young children.
- Large nature playground in the north of the caravan park.
- Shade/shelter/decking near the new pool
- A painted mural on the large brick restroom wall. Image reference The Botanical Mural Project by Pastel.
- New shelter besides pool with BBQ facilities and meeting/ conference room

NOTES

- Owners would like the annual holiday vans at sites 4, 3 and 8 to have new cabins and annexes.
- A new footpath will be created on the Foy St/Euroa/ Strathbogie Road side of the caravan park, coinciding with the new northern park road configuration.
- Samara Timber have advised they can shaped and clean up logs either here or elsewhere along seven creeks. These could be used as seating elements and nature playground elements in the caravan park.
- The paint colour for the fencing and furniture in the park is dulux deep ocean blue.



26/09/2018 LG/ PB 305525 LMP1



EUROA - VICTORIA

CARAVAN PARK TREE PLANTING







Acacia melanoxylon Australian Blackwood (12x15m)

Acacia pravissima Oven Wattle (4x8m)



Banksia marginate Silver marginate (5x4m)



Westringia fruticosa Grey Box (0.45x0.45m)



Golden dust wattle (1x2m)



Lomandra longfolia

Katrinus Deluxe

(0.7x0.7m)



Lomandra cylindrica

Lime Cascade

(1x1m)



Myoporum parvifolium Creeping Boobialla (0.1x1m)





Callistemon sieberi **River Bottlebrush** (8x4m)

CABIN SCREEN PLANTING

TREES

Eucalyptus scoparia Wallangara White Gum (10x8m)

Acer rubrum October Glory (12x9m)



Correa glabra Rock Correa (1x0.5m)







Grevillea Royal Rambler . (0.3x2m)

Kennedia prostrata Running Postman (0.1x2w)



Waxflower (1x1m)





Syzygium Lilly Pilly

Silver Screen

(4x2m)

- DRG NO. 305525 LMP102 DATE 26/09/2018 DES/DOC LG/ PB AUTH LG
- QA BD

September 2019

APPENDIX C EUROA SALEYARDS STAGE 3 REDEVELOPMENT











Euroa Saleyards Proposed Stage 3 Redevelopment Works

The Strathbogie Shire Council has completed two innovative roof development projects at the Euroa Saleyards.

Stage 1 roof development works were completed in 2015, which included a 'sawtooth' roof covering over 100 pens.

Stage 2 roof development works were completed in April 2017, and these works included:

- Relocating overhead power lines
- A new laneway to improve cattle circulation
- Roof extension to cover an additional 40 pens
- Upgrade of kiosk and meeting room

Council plans to further enhance the saleyard facility with a Stage 3 development.

Key features of Stage 3 are:

Roof over pens S1-S12 (\$350,000)

New pens at the existing pen area, numbers 153-176 (\$75,000)

New scales to be placed in a more usable space (\$75,000)

Relocation of loading ramp D1 to location D2 (\$25,000)

The estimated total cost of stage 3 is \$525,000 (excluding GST)

Council is seeking Government assistance for a grant for proposed Stage 3 works.

See Stage 3 development plan on reverse side of this sheet.



