

LONGWARRY

URBAN DESIGN FRAMEWORK

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Adopted 10 April 2019

February 2019



Acknowledgments

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Acknowledgment is also given to the large number of community members and other stakeholders who gave up their time to contribute to this project.

Version	Preliminary	A	B	C	D	E	F	G	H
Issue Date	22.06.2016	29.06.2016	25.08.16	30.11.16	22.12.16	04.01.2017	07.02.2017	21.06.18	26.02.19

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Longwarry station

Introduction

In January 2016, Baw Baw Shire Council commissioned Hansen Partnership to prepare Urban Design Framework (UDF) Plans for three of the Shire's main towns; Trafalgar, Neerim South and Longwarry.

What is an urban design framework?

An Urban Design Framework (UDF) is a document that sets out the future form and character of a particular place or locality. It is principally an urban design tool that provides a physical framework for managing change and setting new directions for the development of a place across both public and private land over time. Community values are considered alongside the needs of government departments, servicing agencies and commercial stakeholders in the overarching desire to contribute positively to the urban form of a place. A UDF also integrates non-physical initiatives and opportunities with the built form outcomes.

Framework Plans are more detailed than Structure Plans and aim to create a flexible framework for the creation of practical actions, ideas and solutions that consider constraints and provide guidance for capital budgets and future planning scheme controls. A degree of flexibility is built into Framework Plans in order to ensure that a particular place can adapt to different circumstances over time.

They are also intended to clearly articulate a 'vision' for what a place could be and, as such, act as a catalyst for positive change, particularly within the built environment.

What area will the UDF cover?

The study area is centred along the Kennedy Street level crossing with the railway line running north-west to south-east.

There are three main roads through the study area. The first is Princes Avenue, which connects to the new Sand Road interchange on the Princes Freeway and continues south as Kennedy Street / Longwarry-Koo Wee Rup Road, which is a dual carriage north to south oriented road. The other main roads are Mackey Street, a dual carriage east to west aligned road, which is also known as the Longwarry-Drouin Road, and Flinders Road / Longwarry-Nar Nar Goon Road which also runs east / west.

Another key street within the study area is Bennett Street which provides access to south-eastern residential areas.

See page 6 for an aerial photograph of the study area.



Looking south along Princes Avenue

Purpose of the Longwarry Urban Design Framework Plan

The preparation of a UDF for Longwarry offers the opportunity to develop the study area as a place that people want to live, work, invest, play and visit. The Framework Plan is the key planning and design document that will manage change within the private realm and provide direction about public works. It outlines the preferred land use, building design, public realm, transport and infrastructure directions that provide opportunities for redevelopment so that the commercial core can reach its full potential, as a vibrant, amenable and sustainable town centre. In doing this, the UDF identifies a number of key initiatives and actions to be implemented over the next 20 years.

How the Framework will be used

The Urban Design Framework Plan will be used:

- To guide public realm and built form outcomes within the Town Centre.
- To inform Council's capital works program and annual budget.
- To make policy changes in the Baw Baw Planning Scheme.
- To promote a range of partnerships and potential sources of funding for many of the initiatives identified in the Plan.
- To provide a basis for the preparation of more detailed masterplans for important sites throughout the Town Centre.

Structure of document

This document contains two main sections:

1. The first part of the document provides background analysis of the centre including context, demographic and existing physical conditions.
2. The recommendations section includes not only an overall framework and associated directions but also a series of design guidelines and directions regarding key areas of the public realm within the centre.



Commercial development on Mackey Street

LONGWARRY URBAN DESIGN FRAMEWORK

STUDY AREA AERIAL ANALYSIS

legend

- study area boundary 
- main road 
- local street 
- train line 
- train station 



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BACKGROUND

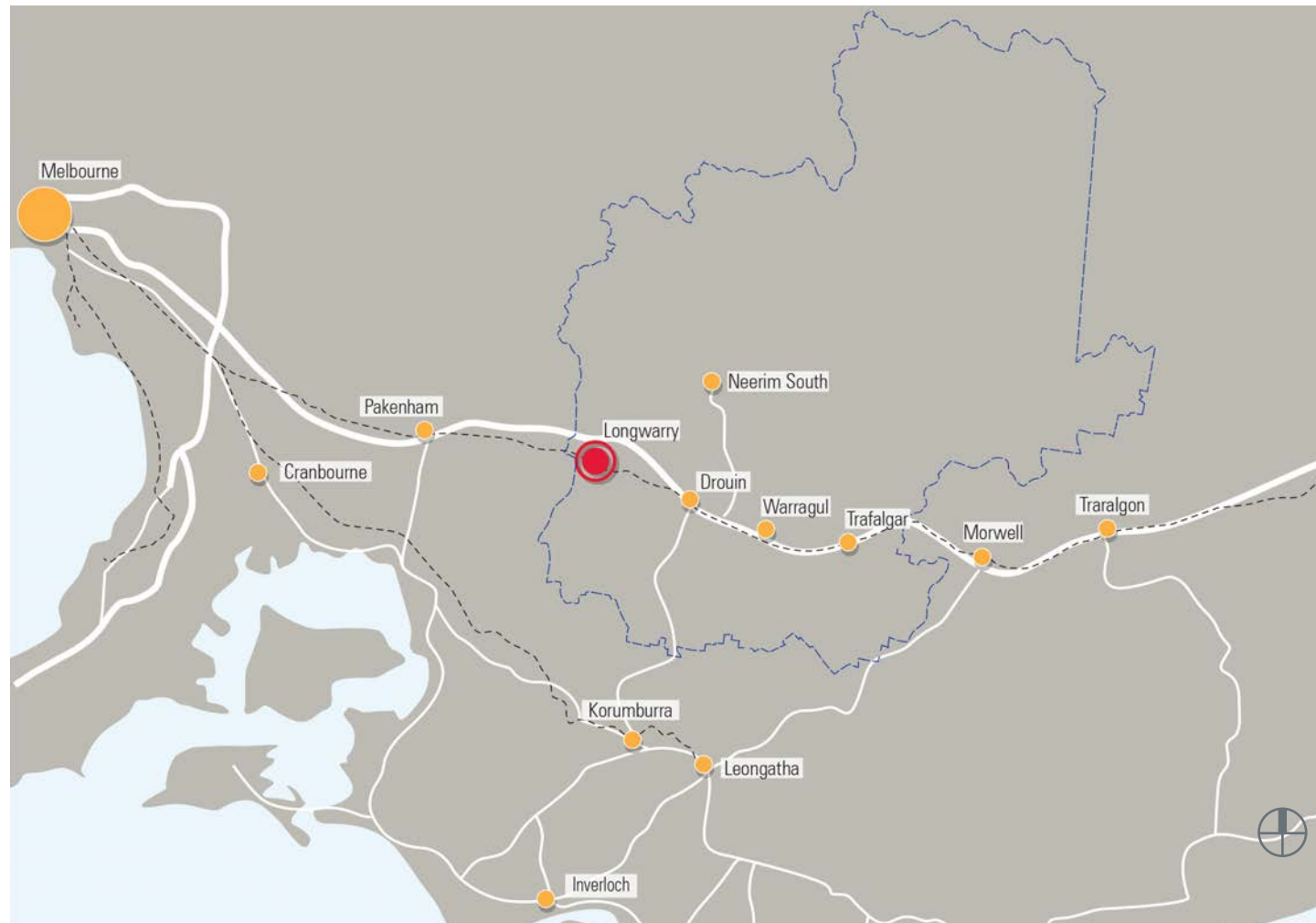
Context

Longwarry is located approximately 90km to the south-east of Melbourne's CBD and 3km to the south of Princes Highway. The township is located within a flat agricultural area east of the Bunyip River which forms part of the broader Koo Wee Rup swampland, with long range views to the north of the Yarra Ranges. Longwarry has an approximate population of 2,004 residents (2016 Census).

In accordance with Clause 21.04 of the Baw Baw Planning Scheme, Longwarry is identified as one of the Shire's six main towns, providing commercial, industrial and residential uses for its immediate residents and wider catchment. The township has strong economic connections with the dairy industry including local milk processor Longwarry Food Park located to the east of the town centre.

Longwarry's urban character comprises a mix of dwelling styles and eras centred around the town centre, and industrial activities, which are divided by the railway and main roads. Canopy vegetation and wide road reserves encompassing views to farmland, distant hills and ranges emphasise the town's rural atmosphere.

Clause 21.04 of the Planning Scheme acknowledges that Longwarry has sufficient land supply to meet demand to 2036 and expansion of the township is not favoured due to flooding constraints. The Baw Baw *Settlement Management Plan* (completed in 2013) encourages industrial development within the township to generate local employment and avoid the township exclusively developing as a commuter town (due to its proximity to metropolitan Melbourne).



Regional context diagram

Population

In the 2016 Census Longwarry recorded a population of just over 2,000 people with 71.8% of residents born in Australian. Furthermore, 1.1% of the population identify as indigenous, which is slightly higher than the municipal percentage.

The table below outlines Longwarry's population based on 2016 Census data.

Name	Number	%	Shire %
Total population	2,004	100	-
Males	960	47.8	48.6
Females	1044	52.2	51.4
Indigenous people	23	1.1	1.0
Australian born	1,175	71.8	73.7
Speaks language other than English at home	40	5.3	6.1

Australian Bureau of Statistics, census of Population and Housing 2016.

Age Structure

The 2016 Census determined 28.2% of Longwarry's population is aged between 20-39 years, higher than the municipality at 21.5%. Older age groups between 70-85+ years are however lower within the township (9%) when compared with the municipality (13.6%).

The table opposite outlines Longwarry's age structure in comparison with the Baw Baw Shire.

Name	Number	%	Shire %
0 – 4 years	163	8.1	6.1
5 – 9 years	171	8.5	6.9
10 – 19 years	240	11.9	12.4
20 – 29 years	285	14.2	10.6
30 – 39 years	282	14.0	10.9
40 – 49 years	226	11.3	12.5
50 – 59 years	270	13.4	13.8
60 – 69 years	196	9.7	13.3
70 – 79 years	142	7.1	8.9
80 – 84 years	18	0.9	2.4
85 years and over	21	1	2.3

Australian Bureau of Statistics, census of Population and Housing 2016.

Family composition

The 2016 Census identified 41.9% of families comprise couples with children, slightly higher than the Shire average. One parent families also make up for 18.4% percent of the population, higher than the municipal average at 14.9%.

Name	Number	%	Shire %
Couple without children	196	37.0	43.2
Couple with children	222	41.9	40.8
One parent family	103	19.4	14.9
- male	-	19.4	18.2
- female	-	80.6	81.8
Other family	9	1.7	1.1

Australian Bureau of Statistics, census of Population and Housing 2016.

Labour Force

At the 2016 Census, 45.5% of residents were employed which includes 58.7% of the workforce employed full-time, while 6.9% were unemployed. In comparison with the Shire, Longwarry's unemployment rate is higher than that of the municipality. Furthermore, 54.5% of residents were determined to be not in the labour force, suggesting retired persons.

Weekly Household Income

At the 2016 Census, 21.4% of households were on a gross weekly income of less than \$650 which is consistent with the municipal-wide percentage. Further, 6.2% of the population were on a gross weekly income greater than \$3000 which is 3% less than the municipal percentage.

Housing Tenure

In 2016, 28.2% of people in Longwarry owned their own home outright, 48.2% had loans and 21.3% were renting. Home ownership (with mortgage) is higher in Longwarry when compared to the entire municipality (37.4%) and renting is partially lower.

Housing Types

In 2016, 85.3% of Longwarry's housing were detached or separate dwellings and 2.6% were medium density dwellings. Detached housing types are reasonably higher than the municipality at 90.6%.

The table below demonstrates the distribution of housing types in Longwarry.

Name	Number	%	Shire %
Separate houses	662	95.3	90.6
Semi-detached, townhouse	18	2.6	3.7
Unit, flat or apartment	8	1.2	4.4
Other	4	0.6	0.9

Australian Bureau of Statistics, census of Population and Housing 2016.

The *Longwarry Community Plan* (2012-2016) developed from a community consultation process led by the Longwarry Progress Association with assistance of the Baw Baw Shire Council as part of the Baw Baw Shire Community Engagement Process.

The Community Plan may be used as a reference to understand the aspirations for Longwarry. The Plan contains a list of priority areas and suggested actions plans, which may be undertaken to fulfill the Community Vision.

The Vision

“Longwarry is a vibrant community that wishes to see a safe, clean and caring environment with planned sustainable industry and business – a place where its foundations and location can be built upon to secure the future of the town and its families.”

Priority Areas

Sport and recreation

- Update and implement the *Sport and Recreation Strategy* for Longwarry including youth activities, Recreation Reserve Strategy, Recreation Reserve/ Netball/Tennis facility, refurbish and update Recreation Reserve clubrooms, development of a community walking and cycling track plan, including a walking track at the Recreation Reserve, community walking tracks for fitness/recreation, a Recreation Reserve entrance box, Recreation Reserve upgrade, refurbishment of kitchen, clubrooms and provision of air conditioning at the Bowls Club

Public infrastructure

- Total review and development of a plan for upgrades to all footpaths and drainage.

Public facilities and services

- Identify the requirement and need for a Community Centre to include adult education short courses, adult day care centre and youth activities.
- Development of a Public Safety and Wellbeing plan to include increased Police presence and monitoring of speeding.
- A Notice Board to be relocated to appropriate area within the main street for community and tourism information including a map of area (completed).
- Refurbishment of Longwarry Hall (completed).
- Provision of new large playground.
- Set-up of a Historical Society (completed).

Town beautification

- Upgrading and development of entrances.
- Improvement/upgrading of streetscape within the shopping strips.
- Restoration/improvement of Gardner Street Park.
- Tidying up of properties within a 3km radius of town.
- Improvement of the land near the railway line at Cook Road (either by tree or other plantings).
- Native plant program for town area.
- Arts project as a part of a town beautification project.

Business / development

- Development of business area including more shops e.g. bigger supermarket, a bakery and a pizza shop.
- ‘Gateway to Gippsland’ project.
- Involvement in identification of future land development including Residential, Industrial and Commercial land zones.

Roads

- Work with relevant authorities to reduce speed limits and traffic control measures.

Education

- Improved space for pre-school.
- Expansion of the Primary School grounds.

Summary

The *Longwarry Community Plan* outlines a number of key initiatives which can be incorporated into the development of Longwarry's Urban Design Framework plan.

Specific to the study area, urban design interventions may involve upgrades to public open spaces to include new public facilities and playgrounds. Other initiatives may incorporate streetscape improvements throughout key areas within the township to enhance the appearance of commercial precincts and improve pedestrian safety.

A key issue identified within the Community Plan was the development of the commercial precincts to incorporate additional businesses. The UDF will seek to advocate for additional businesses and identify locations where they are best suited.

A range of State, Regional and Local planning policies, plans and reports are relevant to the planning, development and management of Baw Baw's townships. The following is a brief summary:

State Planning Policy Framework

relate to the use of land and its development throughout Victoria. At a principle level the State Planning Policies aim to implement the key strategic aims found within the current policy document, *Plan Melbourne 2017-2050*. Along with strategic direction for metropolitan Melbourne, this policy also seeks to improve the planning of key regional areas through the creation of regional strategies. The regional strategy relevant to Baw Baw Shire is the *Gippsland Regional Growth Plan*.

The State Planning Policy Framework (SPPF) covers issues of State importance that address settlement planning, residential development, environmental and landscape values, natural resource management, built environment and heritage, housing, economic development, transport, and infrastructure.

Clause 15 of the SPPF sets out principles that guide positive built environment and heritage outcomes. These principles provide the foundation for the recommendations of this project and seek to "create urban environments that are safe, functional and high quality with a sense of place and cultural identity." The responsiveness of development, planning to a particular location and site context of an area is of key importance. The clause encourages the protection and enhancement of key landmarks and vistas, and places of heritage significance. Architectural and landscape architectural quality is also emphasised as an important factor in new development in existing urban areas. Additional objectives include design of places and spaces to ensure and support community safety and the protection of 'neighbourhood character'.

Regional Strategies

The *Gippsland Regional Growth Plan* provides an overview of the region and establishes overarching objectives in relation to the area's future growth. This regional growth plan should be viewed as a guiding document to facilitate the expected increase in population, driving economic growth and providing for healthy communities.

Local Planning Policy Framework

The Local Planning Policy Framework (LPPF) is made up of two key sections: the Municipal Strategic Statements (MSS) and local planning policies.

The Municipal Strategic Statement sets out the vision for Council; these recognise that the municipality is expected to experience considerable increases in population in the coming years and sets out key strategies for the sustainable growth of the municipality. The visioning statements are focused on providing for population growth while also maintaining the rural nature of the municipality. As a result of the Baw Baw *Settlement Management Plan*, Clause 21.04 sets out the strategic direction for the 'main towns' of municipality. These towns include Warragul, Drouin, Trafalgar, Yarragon, Longwarry and Neerim South.

Policy Context Summary

Main Towns

Clause 21.04 identifies Baw Baw's six largest urban areas, which must ensure the efficient provision of infrastructure and services, the management of residential, industrial and commercial development, the continuing development of the transport network and the provision of community facilities and services.

Specific to Longwarry, the following key directions include:

Residential

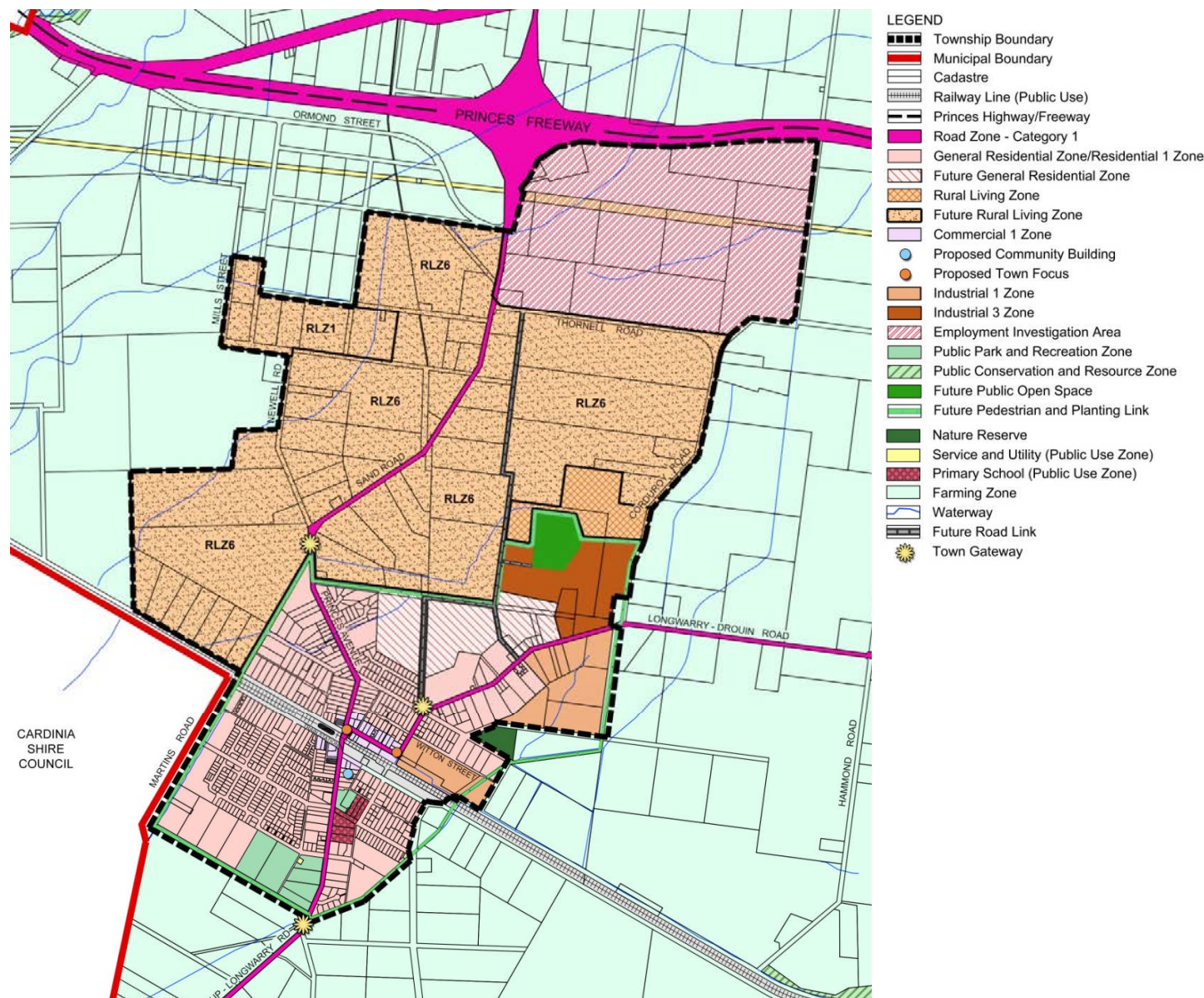
- Encourage development on underutilised residential land, which has access to reticulated sewerage and community facilities.

Commercial

- Improve the relationship between the retail centres on either side of the railway line through the development of a town centre urban design framework.

Industrial

- Investigate a future employment area further north adjoining the Freeway for a logistics precinct servicing the Shire and region. A key consideration for this area will be on-site water retention and drainage and Melbourne Water comments on any downstream impacts.
- Investigate a northern road connection to service future residents and limit heavy vehicles moving through the town centre. This could be partially funded by developers of the proposed future Rural Living area where the road would service future residents.
- Consider an opportunity to connect this road to the existing undeveloped industrial subdivision to the east (IN3Z). Negotiation with the landowner is required to facilitate this link that would allow convenient truck access from the development to the Freeway, bypassing the town centre.



Extract from Clause 21.04 -Longwarry Structure Plan

Zones

The majority of the study area (see pg 6) for Longwarry is located within the **Commercial 1 Zone**. The zone provides for a wide range of commercial activities to take place and also provides for residential development at a scale that is appropriate and relevant to the commercial centre. The purpose of the zone includes:

- To create vibrant mixed use commercial centres for retail, office, business, entertainment and community uses.

Within the Longwarry town centre the **Public Use Zone Schedule 4** generally applies to the railway line and the adjoining parkland. The purpose of the Public Use Zone includes:

- To recognise public land use for public utility and community services and facilities; and
- To provide for associated uses that are consistent with the intent of the public land reservation or purpose.

Mackey Street, Princes Avenue, Flinders Road and Kennedy Street are all included within the **Road Zone Category 1**. These roads are significant existing roads and VicRoads is the Responsible Authority. The purpose of the zone includes:

- To identify significant existing roads.

Overlays

The following Planning Overlays are identified within the study area:

- The **Land Subject to Inundation Overlay (LSIO)** affects the majority of the town centre. The key purpose of the LSIO is to identify land in a flood storage area affected by the 1 in 100 year flood and to ensure that development maintains the free passage and temporary storage of floodwaters, minimises flood damage, is compatible with local drainage conditions and will not cause any significant rise in flood level or flow velocity.
- The **Heritage Overlay (HO)** identifies sites of local, regional and State heritage significance and is used to protect places that have heritage value. The purpose of the HO is to conserve and enhance heritage places and ensure that development does not adversely affect the significance of heritage places. Within the Longwarry town centre there are two sites with individual site Overlays including, the Stationmasters House at 2 Mackey Street (HO288); and the Longwarry World War 1 Memorial, on the corner of Bennett and Kennedy Streets (HO287).
- The **Development Contributions Plan Overlay, Schedule 1 (DCPO1)** affects the entire land located within the Longwarry town centre. The purpose of this Overlay is to identify areas which require the preparation of a development contributions plan for the purpose of identifying contributions for the provision of works, services and facilities.



Zoning Plan



Overlay Plan

Urban Structure & Land Use

The following observations are made regarding the land use and urban structure characteristics of the study area:

- Longwarry comprises **two commercial precincts** or areas bisected by the rail line. The northern commercial precinct, located along the north side of Mackey Street, comprises scattered retail uses interspersed with residential uses. Retail uses include a post office, café, newsagency and beauty salon. The southern commercial precinct (located to the west of Kennedy Street), comprises a variety of retail and commercial uses as well as large format uses comprising a local supermarket and recently constructed medical centre with a frontage to Flinders Road. This precinct also comprises a significant portion of vacant land. Many residents currently shop in nearby towns of Bunyip and Drouin.
- The **Longwarry Hotel** at the corner of Bennett and Kennedy Streets is the only commercial business within the southeast quadrant of the study area.
- Gateways** to Longwarry are integral to the legibility of the township and its commercial precincts. The northern gateway is defined by the Princes Avenue and Mackey Street intersection. Due to the prevalence of vacant land at this intersection there are views to both commercial precincts to the north and south as well as the Station to the west. The southern gateway is located at the commercial precinct approach along Koo Wee Rup–Longwarry Road. Similarly to the northern gateway, views across vacant land to both commercial precincts are achieved.
- There are several **community based uses** present within the study area including a childcare centre to the north along Ford Place, adjacent to vacant land and the CFA complex to the south, along Bennett Street sited between public open space and vacant public land.
- A key land use characteristic within the Study Area is the considerable quantity of **vacant land**, both privately and publicly owned. As illustrated in the corresponding diagram, public vacant land is located at either side of the rail reserve to the east, which is currently grassed and has direct outlook from the northern commercial precinct. Private vacant land parcels are dispersed through the edges of the study area including to the south of Mackey Street, within the southern commercial precinct, to the rear of the hotel to the south-east and at the Princes Avenue / Mackey Street intersection at the gateway to the township.
- The study area also includes **public open space** to the south of the rail line at the corner with Bennett and Kennedy Streets. This area includes a variety of facilities including a playground, the war memorial, public toilet, and a picnic shelter surrounded by dense native canopy trees. The legibility of this open space is somewhat diluted due to the presence of a vast quantity of surrounding vacant Victrack land.
- The Longwarry **train station** and associated commuter car parking is located to the west of the study area accessed from Flinders Road. This site covers a large portion of the west of the study area and forms an arrival gateway to the town centre.



retail uses along Mackey Street



Rail reserve and Train Station



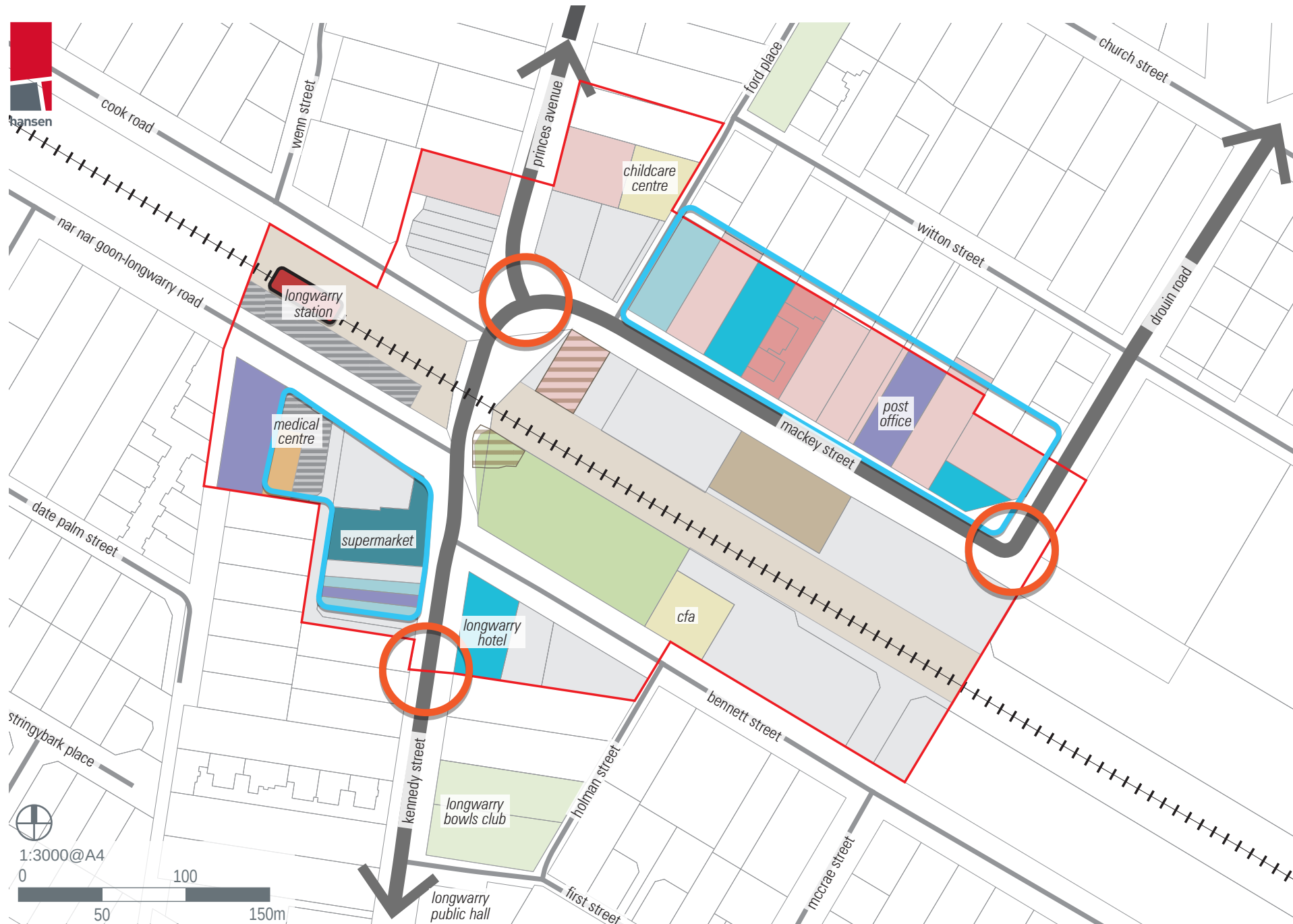
Commercial and retail uses along Flinders Street

LONGWARRY URBAN DESIGN FRAMEWORK

URBAN STRUCTURE & LAND USE ANALYSIS

legend

- study area boundary 
- gateway 
- commercial/retail cluster 
- commercial 
- retail / personal services 
- hospitality 
- supermarket 
- medical / health 
- community 
- residential 
- medium density 
- public open space 
- industrial 
- car park 
- underutilised land 
- rail reserve 
- heritage overlay 
- main road 
- local street 
- train line 
- train station 



Built Form

The following observations are made regarding the built form characteristics and overall image of the study area:

- Longwarry's two commercial precincts demonstrate diverse **built form character** and streetscape presentation. Commercial forms within the northern commercial precinct are defined by single storey brick forms with street walls and canopy structures over footpaths. These forms are distinguished from intervening dwellings by their robust boundary presentation and large format glazing. Dwellings between these forms typically present landscape setbacks behind front fences. These characteristics form an eclectic mixed-use streetscape pattern. Several commercial buildings along this street include domestic forms to the rear. Within the southern commercial precinct, the built form consists of a more traditional retail pattern comprising a small cluster of recently constructed single storey attached shops with glazed frontages and a larger format inter-war supermarket building built to the street boundary.
- There is one example of **medium density development** within the northern commercial precinct comprising a post-war villa-unit block. There is also evidence of a low-scale mixed use form in this precinct comprising a café within a dwelling frontage. These uses are consistent with the low density 'rural-urban' character of Longwarry and provide cues for potential future development within both commercial precincts.
- As illustrated within the Built Form and Town Image Analysis diagram, **built form scale** within the study area is typically single storey, of a small footprint and widely dispersed with large portions of vacant land and permeable surfaces offering views to the side or back-of-house of buildings. This is particularly prevalent when looking across the rail reserve from each commercial precinct to the north and south.
- There are several **prominent buildings** within Longwarry which are typically identified by their larger building footprint and/or height. The double storey form of the Longwarry Hotel exists at the corner of Bennett and Flinders Streets is particularly notable given the lack of other two storey forms. This traditional interwar building is the most prominent building within the township. Other prominent buildings include the recently constructed medical centre surrounded by at-grade car parking and the interwar supermarket within the southern commercial precinct.
- There is one identified **heritage building** within the study area, subject to the Heritage Overlay. This form does not contribute significantly to the townships character due to high screening vegetation.



Traditional retail form at southern commercial precinct



Contemporary medical centre with associated car park



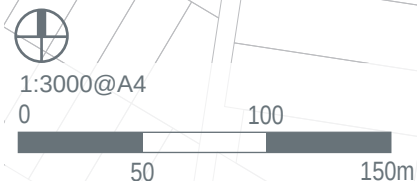
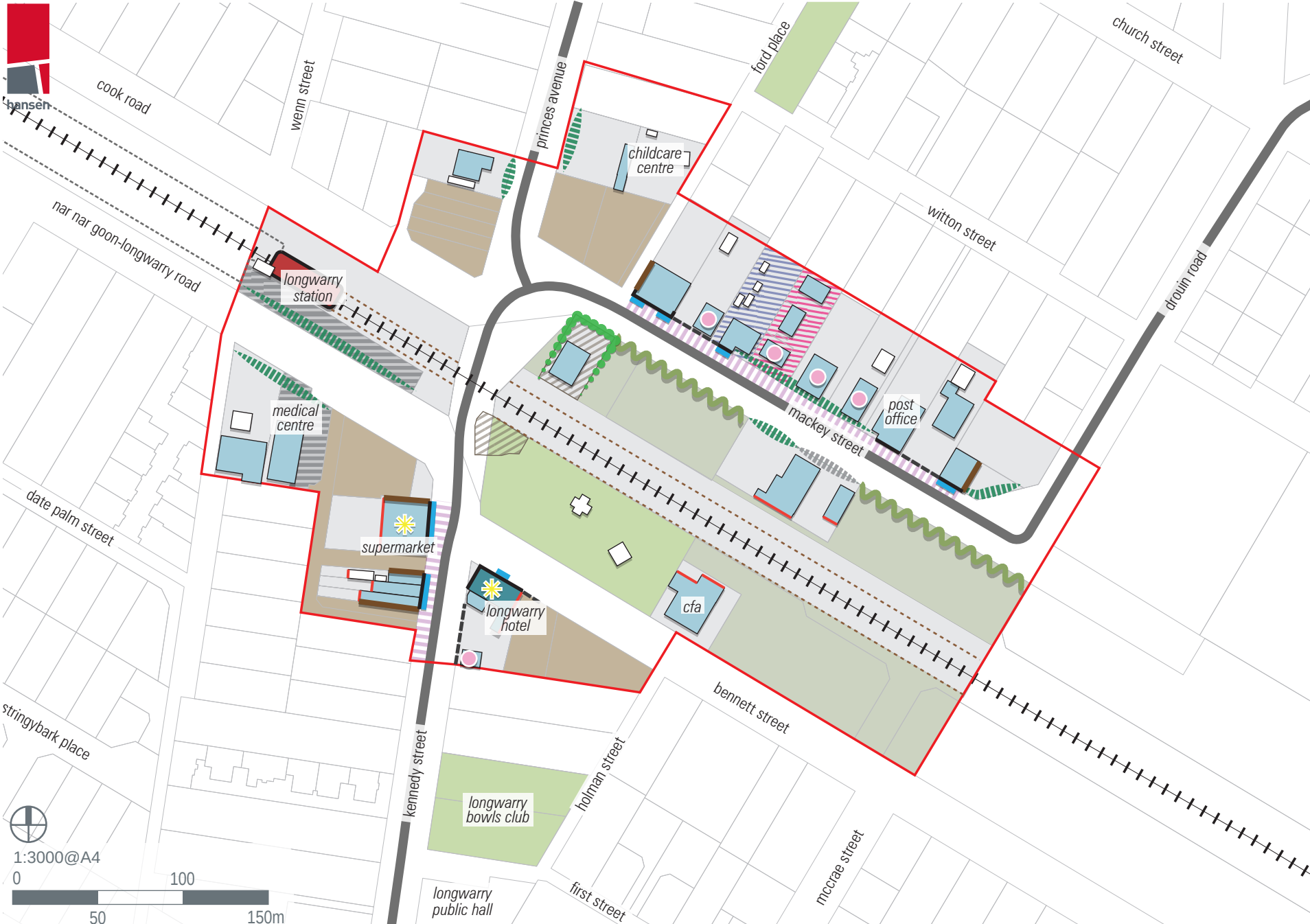
Low scale mixed use form comprising dwelling and retail frontage

LONGWARRY URBAN DESIGN FRAMEWORK

BUILT FORM & TOWN IMAGE ANALYSIS

legend

- study area boundary 
- 1 storey 
- 2 storey 
- other structure 
- prominent building 
- extent of main street form 
- canopy 
- street wall 
- blank facade 
- fencing to street 
- exposed back-of-house 
- dwelling along main street 
- vacant interface in main street 
- gravel setback 
- landscape screening 
- landscape setback 
- mixed use (retail/ residential) 
- heritage overlay 
- medium density development 
- car park 
- main road 
- fence along rail reserve 
- train line 
- train station 
- carpark 
- vacant land (public) 
- vacant land (private) 
- public open space 



The following observations are made regarding the access and movement attributes of the study area:

- Longwarry comprises **two main roads** through the Study Area and commercial precincts. Mackey Street extends from the Princes Avenue intersection to the west and provides the route to Drouin via Longwarry-Drouin Road. This street comprises single carriageways in both directions with formally marked parallel parking to both sides. At the intersection with Princes Avenue, the road becomes Kennedy Street (Koo Wee Rup-Longwarry Road), which extends north to south through the study area. This road also comprises a single carriageway in both directions with unmarked parallel parking to each side. The continuation of this street north of the rail crossing becomes Princes Avenue which provides a connection to the Princes Freeway. These main roads pass through commercial precincts and exhibit vehicle speed limits of 60km/hr.
- Princes Avenue and Kennedy Street are separated by a **level crossing** located within the centre of the study area. The rail reserve is oriented north-west to south-east and is considered a key feature of the movement network throughout the township. Similar to the majority of regional level crossings, the crossing comprises signals and boom gates as well as gated pedestrian crossings at both sides of the road reserve.
- Longwarry enjoys both train and bus services to the township which operate from **Longwarry Station**. The VLine service includes the Melbourne to Bairnsdale (via Traralgon and Sale) Service, while bus routes operate along Flinders Road and Mackey Street. A school bus stop is also located within the study area.
- Car parking** within the study area is typically located within the road reserve in parallel formats. Examples of angled parking are observed along Bennett Street adjacent to the public open space, which is considered a key stopping point for visitors.
- Footpaths** in the study area exist along some streets. On Mackey Street, the footpath is located on the north side only. On Flinders Road, a footpath is located along the southern side and wraps the corner to Kennedy Street consistent with commercial and retail uses along this street edge. There is no pedestrian path to the station frontage.
- The location of **crossovers** within the study area are significant to the legibility of the commercial precincts and safety of pedestrian movement. As illustrated in the corresponding diagram, Mackey Street has numerous crossovers associated with both commercial and residential uses.
- There are no formalised **pedestrian crossings** within the study area, which is of a particular concern given the relatively high speed limits through both commercial precincts. A key movement conflict zone is identified between Longwarry Station and the southern commercial precinct. This area requires frequent pedestrian movement between retail, hospitality and open space uses within close proximity to a level crossing and several intersections. The width of the road reserve and lack of central medians also contribute to pedestrian risks.
- Key connections** to the study area from the south-west residential subdivision are identified from Flinders Road via Proctor Road or Kennedy Street to Stockman Way. Connections to the north-east residential areas are identified along Mackey Street and Ford Place.



View of level crossing from Nar Nar Goon-Longwarry Road



Train Station and associated commuter car parking



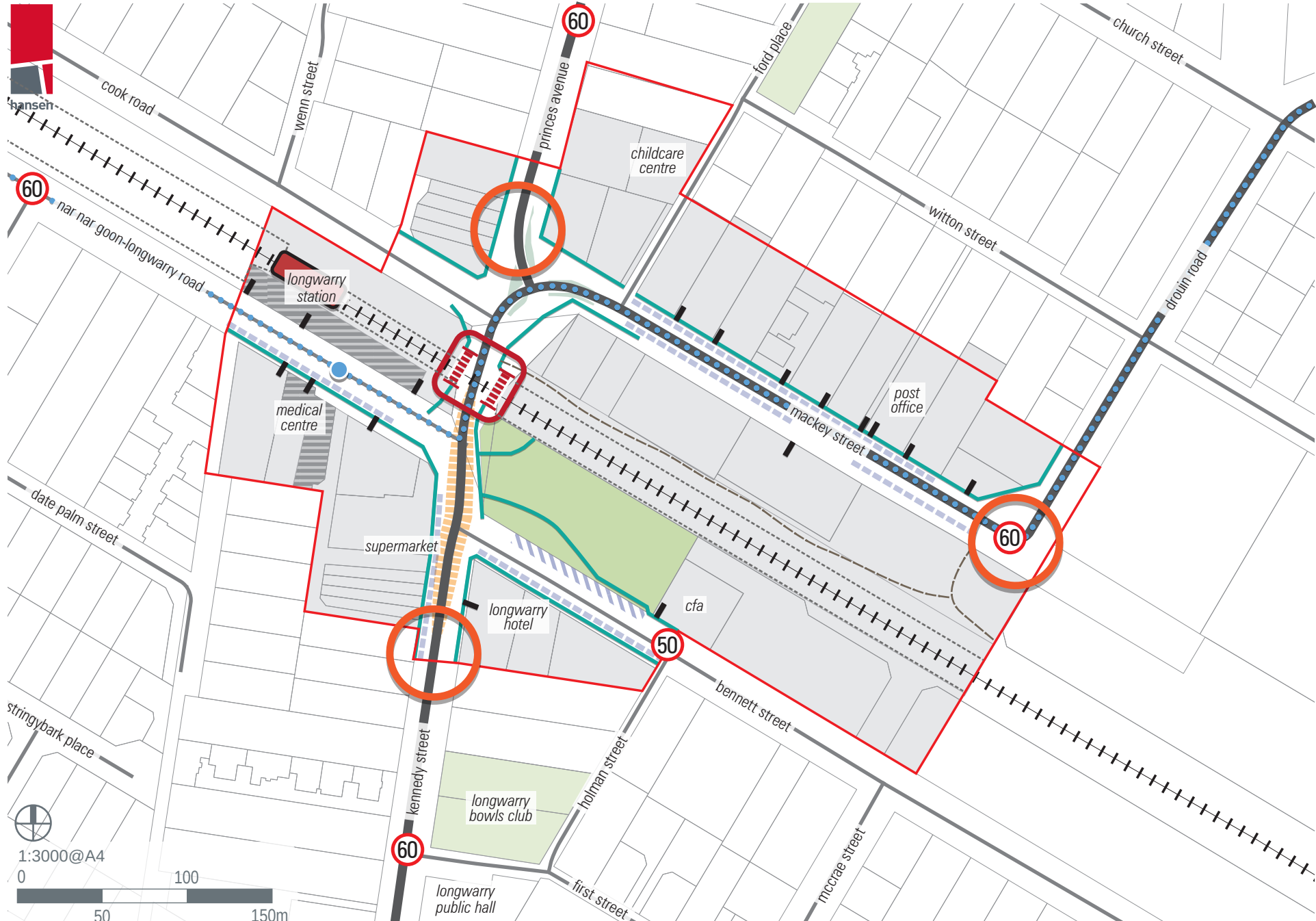
Speed limits along Mackey Street

LONGWARRY URBAN DESIGN FRAMEWORK

ACCESS & LINKAGES ANALYSIS

legend

- study area boundary
- main road
- local street
- unsealed road (informal)
- gateway
- pedestrian conflict zone
- level crossing
- pedestrian crossing
- crossover
- central median
- footpath
- carpark
- 45° on-street parking
- parallel on-street parking
- train line fence
- speed limit
- bus stop (regional)
- bus route
- train line
- train station
- urban block
- public open space



The following observations are made regarding the public realm and landscape characteristics of the study area:

- A key public realm feature of the study area is the vast quantity of **vacant land** along the rail reserve and at key corners dividing the commercial precincts and offering key views across the township. This land provides opportunity for future development consistent with low scale rural urban character and environmental constraints (i.e. flooding).
- The presence of mature native **canopy vegetation** within both private and public vacant land is critical to the 'rural-urban' character of the study area. To the north, mature canopy vegetation is also prevalent within the rear of residential and commercial properties fronting Mackey Street providing a strong landscape backdrop to the northern commercial precinct.
- The **public open space** to the south of the rail reserve is a key landscape and public realm feature of the study area. This space is a key resting point for visitors comprising public toilet facilities, picnic shelter and playground to the main road. The open space also comprises a war memorial and art sculptures significant to the township's heritage and identity.
- Due to the main roads running through the study area, the pedestrian path along the southern commercial precinct is considered to be within a highly exposed and **inhospitable pedestrian environment**. This characteristic is exaggerated by the vastness of surrounding vacant land, width of road reserve and lack of enclosed spaces typically experienced within commercial centres.
- To the northern commercial precinct, the **footpath** varies between commercial and residential uses. As illustrated in the Public Realm and Landscape Analysis diagram, at commercial frontages, footpaths are paved to the kerb with raised planters scattered at strategic locations. All residential frontages, the footpath is narrow with grassed nature strips to the kerb. This varying public realm condition assists in the identification of commercial forms.
- The former Stationmaster dwelling at the northeast of the level crossing presents a strong **landscape feature** at the Mackey Street intersection. This dwelling is enclosed by dense canopy and screening vegetation, and abuts vacant land to the east, and main roads to the north and west.
- Within the Study Area, **visual links** are most prevalent from both retail cores through the vacant VicTrack land either side of the rail line. This is considered somewhat inconsistent with the physical connection to the precincts, which are achieved via the single level crossing from Princes Avenue.



Picnic shelter at public open space



Playground and art sculpture within public open space



Vacant grassed land along rail reserve

LONGWARRY URBAN DESIGN FRAMEWORK

PUBLIC REALM & LANDSCAPE ANALYSIS

legend

- study area boundary 
- hostile pedestrian environment 
- key views to retail core 
- views to hills 
- canopy vegetation (public) 
- canopy vegetation (private) 
- landscape screening 
- landscape setback to main street 
- pedestrian rail crossing 
- footpath 
- retail core footpath 
- no footpath 
- raised planters 
- seating 
- memorial / statue 
- public toilet 
- picnic shelter 
- playground / basketball court 
- median / nature strip 
- car park 
- grassed vacant land 
- public open space 
- train line fence 
- urban block 
- victrack land 
- contour 



Based on the preceding context review, a summary of Longwarry's strengths, weaknesses, opportunities and threats (SWOT) has been prepared. SWOT analysis helps to develop a realistic assessment of how strengths and opportunities can counter weaknesses and threats to the town centre's future. It also provides a basis to develop a series of meaningful ambitions and directions that will inform the creation of an Urban Design Framework.

The strengths and weaknesses described below are illustrated in the Opportunities and Threats diagram overleaf.

Strengths

The following strengths are considered Longwarry's advantages and most valuable assets, which help to create a good foundation for future growth and development. Strengths should generally be maintained and enhanced.

- A centrally located public open space within study area comprising picnic area, playground and public toilets;
- Significant mature canopy vegetation within private and public land;
- The informal grassed nature of some vacant land within study area could be considered to reflect the rural character;
- The Longwarry Hotel is significant to the town centre character;
- The Stationmaster dwelling at Mackey Street corner is integral to the township's heritage and identity;
- The train station providing access to Melbourne and other Regional Centres; and
- Low scale built form retains views to agricultural surroundings outside of the township.

Weaknesses

The following identified weaknesses are challenges that need to be addressed through this process to ensure they do not compromise the long-term viability of Longwarry. Weaknesses can also be viewed as early stage opportunities.

- Township structure divided by rail reserve aligned north-west to south-east;
- High vehicle speeds of 60km/hr through commercial precincts causing pedestrian and vehicle conflicts;
- High quantity of vacant private and public land within study area resulting in dispersed commercial precincts and diluted town centre presence;
- Recent developments are of high site coverage and comprise large areas of car parking within front setbacks;
- Poor legibility of northern commercial precinct with residential forms breaking up street wall;
- Poor legibility of southern commercial precinct due to vacant land to north and west;
- There are a lack of pedestrian connections north to south through the township and to commercial precincts;
- A disconnection between physical and visual links to commercial precincts; and
- The Station precinct has no direct relationship with the town's commercial precincts.

Opportunities

Opportunities are considered the advantageous long-term items which should be capitalised on during the Framework planning phase;

- Reconsider flooding constraints as an opportunity to highlight the town's floodplain location;
- Establish the southern commercial precinct as the 'local centre' comprising anchor retail businesses and everyday amenities;
- Establish the northern commercial precinct as a visitor destination comprising hospitality uses, niche retail businesses and local produce stores;
- Ensure new commercial development responds to rural character, through the implementation of urban design guidelines which specify materials, architectural style and building height;
- Retain mature canopy vegetation within public and private land where possible;
- Retain and celebrate key building forms at important corners within the study area including the Stationmaster dwelling and the Longwarry Hotel;
- Celebrate and enhance memorials within open space;
- Strengthen the presence of the public open space as a visitor destination;
- Improve and enhance the Station precinct;
- Improve legibility and wayfinding through the township particularly from residential areas to the commercial precincts and open space;
- Consider mixed-use forms along Mackey Street, to consolidate a 'main street'; and
- Underutilised land at key corners provide opportunities for exemplar mixed-use or medium density development.

Threats

The following threats are long-term weaknesses or challenges that have the potential to undermine future aspirations for Longwarry. It is important to consider ways to avoid or minimise the impact of potential threats.

- New commercial and residential growth may be inconsistent with existing character;
- The two commercial precincts may not be viable in this small township. The establishment of new retail, commercial and health uses may dilute the town centre;
- High vehicle speeds and volume, which pose a threat to pedestrian safety, could prevent new commercial or community uses from establishing within commercial precincts;
- The decline of recent building stock and lack of funding to undertake built form and public realm improvements would adversely impact safety, attractiveness and redevelopment potential within the study area;
- Flooding constraints within the township may discourage development or negatively impact on the design of built form; and
- Low intensity or semi industrial use may establish on Mackey Street, undermining the 'main street'.

LONGWARRY URBAN DESIGN FRAMEWORK

OPPORTUNITIES & THREATS

legend

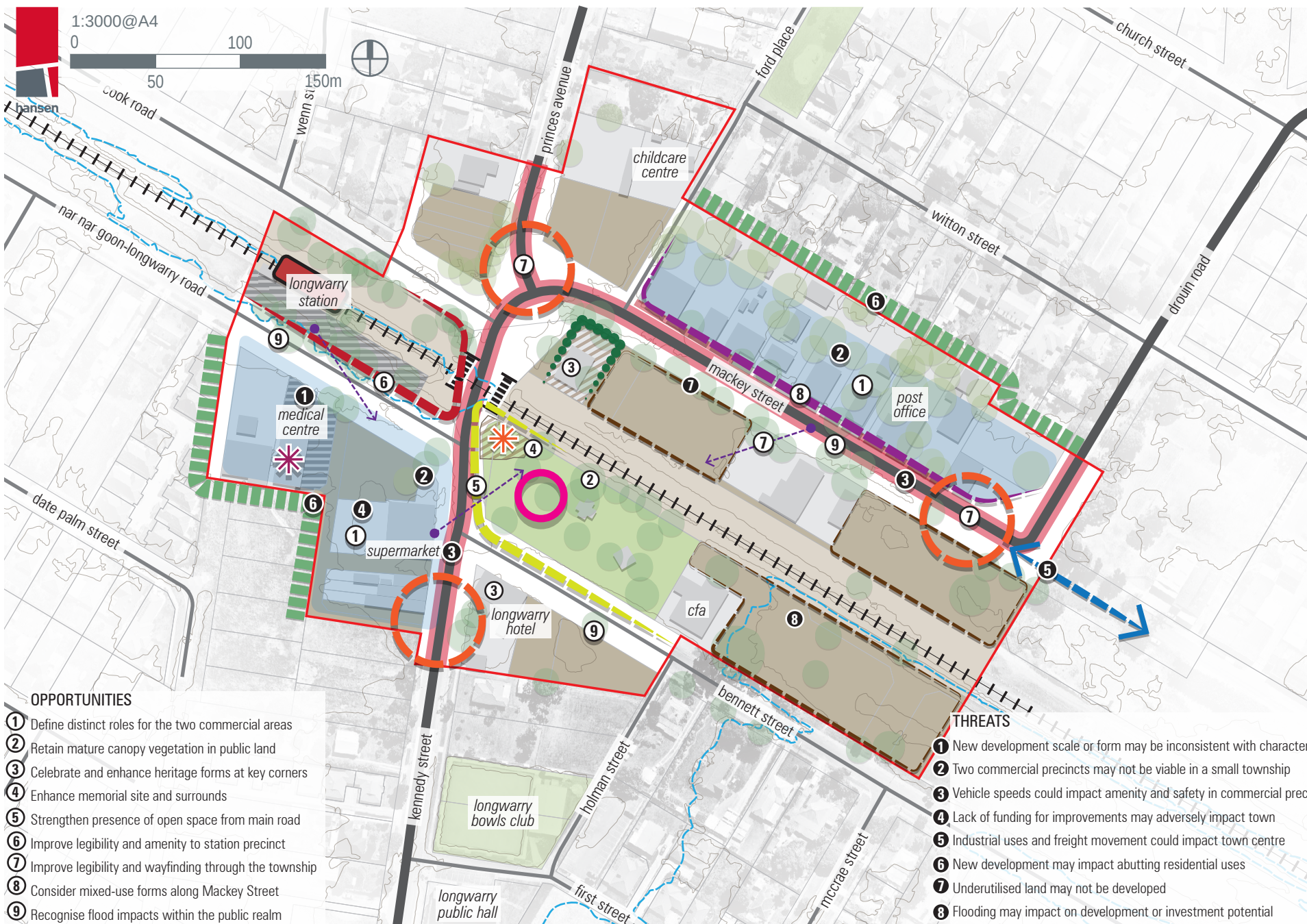
- study area boundary
- gateway
- memorial / statue
- recent construction
- playground
- landscape screening
- canopy vegetation
- commercial precinct
- heritage overlay
- car park
- 100 year flood extent
- underutilised land
- public open space
- victrack land
- train line
- train station
- main road
- local street
- contour

OPPORTUNITIES

- 1 Define distinct roles for the two commercial areas
- 2 Retain mature canopy vegetation in public land
- 3 Celebrate and enhance heritage forms at key corners
- 4 Enhance memorial site and surrounds
- 5 Strengthen presence of open space from main road
- 6 Improve legibility and amenity to station precinct
- 7 Improve legibility and wayfinding through the township
- 8 Consider mixed-use forms along Mackey Street
- 9 Recognise flood impacts within the public realm

THREATS

- 1 New development scale or form may be inconsistent with character
- 2 Two commercial precincts may not be viable in a small township
- 3 Vehicle speeds could impact amenity and safety in commercial precincts
- 4 Lack of funding for improvements may adversely impact town
- 5 Industrial uses and freight movement could impact town centre
- 6 New development may impact abutting residential uses
- 7 Underutilised land may not be developed
- 8 Flooding may impact on development or investment potential





RECOMMENDATIONS

Vision & Objectives

A vision for Longwarry, was developed with reference to background analysis and findings as well as consultation with the local community.

Longwarry will be:

- *Longwarry is a vibrant community that wishes to see a safe, clean and caring environment - with planned, sustainable industry and businesses.*
- *A township with well-designed, 'green' streetscapes, pedestrian connections and community spaces.*
- *A township which recognises and responds to its floodplain location and environmental characteristics.*

The Urban Design Framework seeks to deliver the vision through a series of overarching objectives and key directions.

Objectives

The primary objectives for Longwarry are:

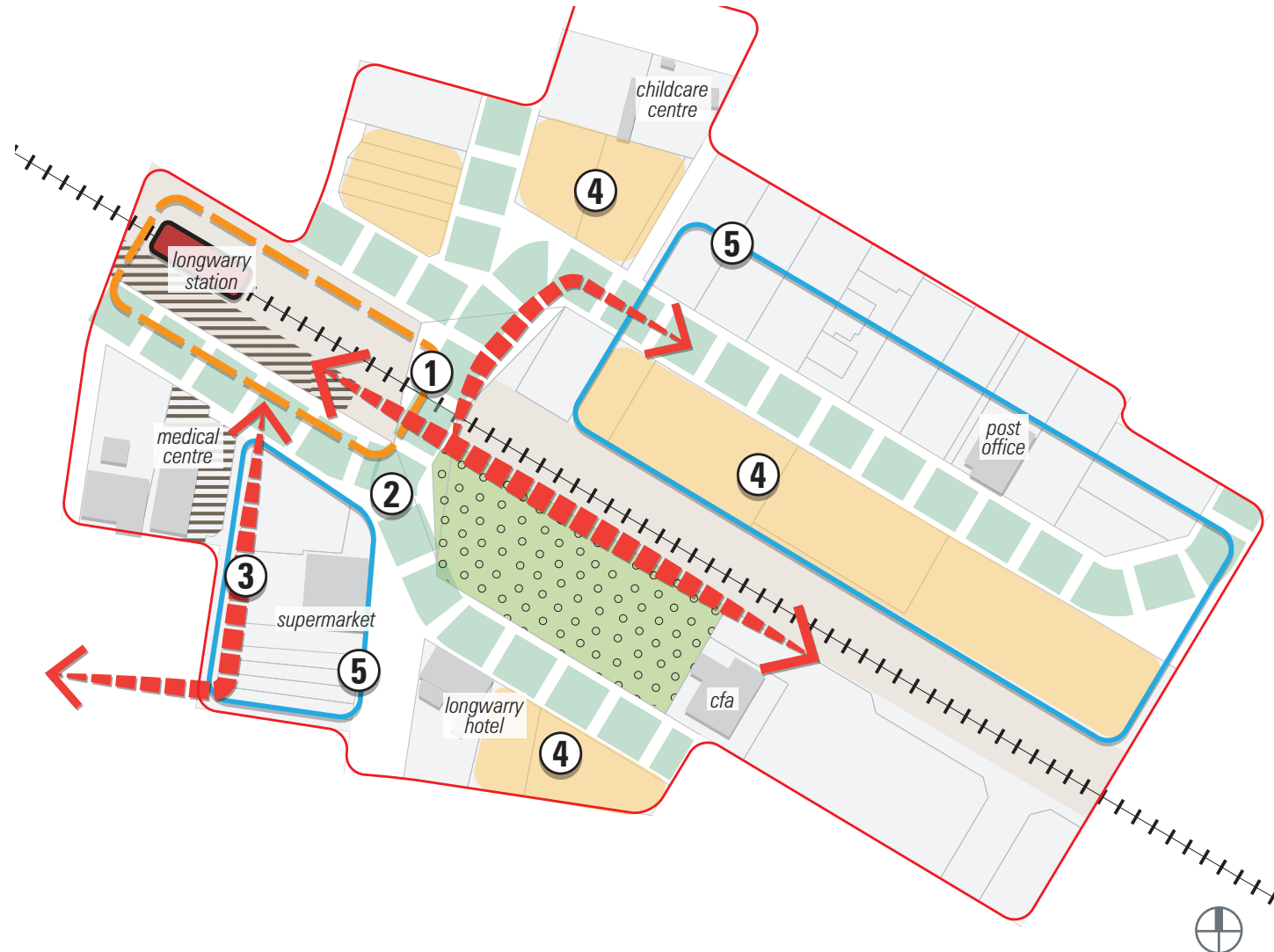
- To improve the appearance of the public realm within the town centre, including streetscapes and public open space.
- To strengthen and enhance the gateway to the centre to improve the recognition and identification of Longwarry along main roads.
- Advocate for future commercial growth on existing vacant land parcels in commercial areas through urban design guidelines.
- To improve the appearance and safety of the station precinct, providing pedestrian links to the commercial precincts.
- To ensure new development opportunities appropriately address environmental and flood constraints.
- To retain and enhance the 'rural' characteristics of the township.
- To define and strengthen the commercial and retail roles of the two commercial precincts.
- To encourage new forms of residential and commercial development on vacant land.

Key Directions

Based on an analysis of the issues and opportunities for the Longwarry study area, a series of Key Directions were determined, which outline important initiatives to achieve the outlined Vision and Objectives for the future of the township. The Key Directions are:

1. *Improve legibility and pedestrian access to train station.*
2. *Recognise opportunities for Water Sensitive Urban Design (WSUD) initiatives in the public realm.*
3. *Improve the pedestrian environment and links throughout study area.*
4. *Encourage infill development at vacant land parcels in study area.*
5. *Define opportunities and roles for northern and southern commercial precincts.*

The following pages provide further detail of the delivery of initiatives through an Urban Design Framework, Public Realm & Landscape Plan as well as a Key Precinct Framework.



The Urban Design Framework outlines a series of key principles and actions that will improve the function, image and capacity for growth within Longwarry. The focus of the Framework Plan is to establish a framework for change that will lead to revitalisation, enhanced investment in and renewed community interest and ownership of the town centre. The Framework is divided into actions three categories including Land Use, Built Form and Access and Movement, which seek to achieve the identified Key Directions. These are detailed below.

Land Use

- Seek to utilise **vacant land parcels** south of Mackey Street for new mixed use development and public open space opportunities. Relevant flood constraints will need to be managed as part of any new development accordingly.
- Initiate discussions with Transport for Victoria/ VicTrack for use of their land parcels.
- Encourage the expansion of the **supermarket** to cater to a growing population and the need for greater retail diversity.
- Provide opportunities for longer terms **infill development** within commercial land to the south of the supermarket.
- Integrate **public seating** along Mackey Street to complement hospitality uses.
- Recognise the environmental context through the implementation of a **WSUD landscape features** within vacant land, adjacent to the railway (exact locations to be confirmed).
- Focus **visitor** related activities within the existing public open space.
- Investigate area to establish a commuter **car park**.

Built form

- Acknowledge **flood constraints** within town centre and refer to Melbourne Water design guidelines to ensure appropriate future built form outcomes.
- Upgrade and enhance **station precinct** comprising an integrated transport hub with safe and convenient pedestrian access within an established landscape setting.
- Integrate **landscape setbacks** outside primary streetscapes and on the south side of Mackey Street to enhance the rural character and establish inviting/active uses within front setbacks.
- Retain and **enhance heritage** 'Station Master' dwelling as an important historic feature to the town centre.
- Improve **frontages and outlook from supermarket** particularly providing passive surveillance to the station precinct.
- Retain the mixed setback conditions along Mackey Street and adopt **landscape improvements** and improved street frontages where appropriate.
- Encourage **mixed use** buildings adjacent to the WSUD feature along Mackey Street are designed to interact with open space and maximise outlook.
- Ensure any new car parking in commercial precincts is provided to the rear of buildings.
- Encourage new built form along the south side of Bennett Street to activate the street frontage.

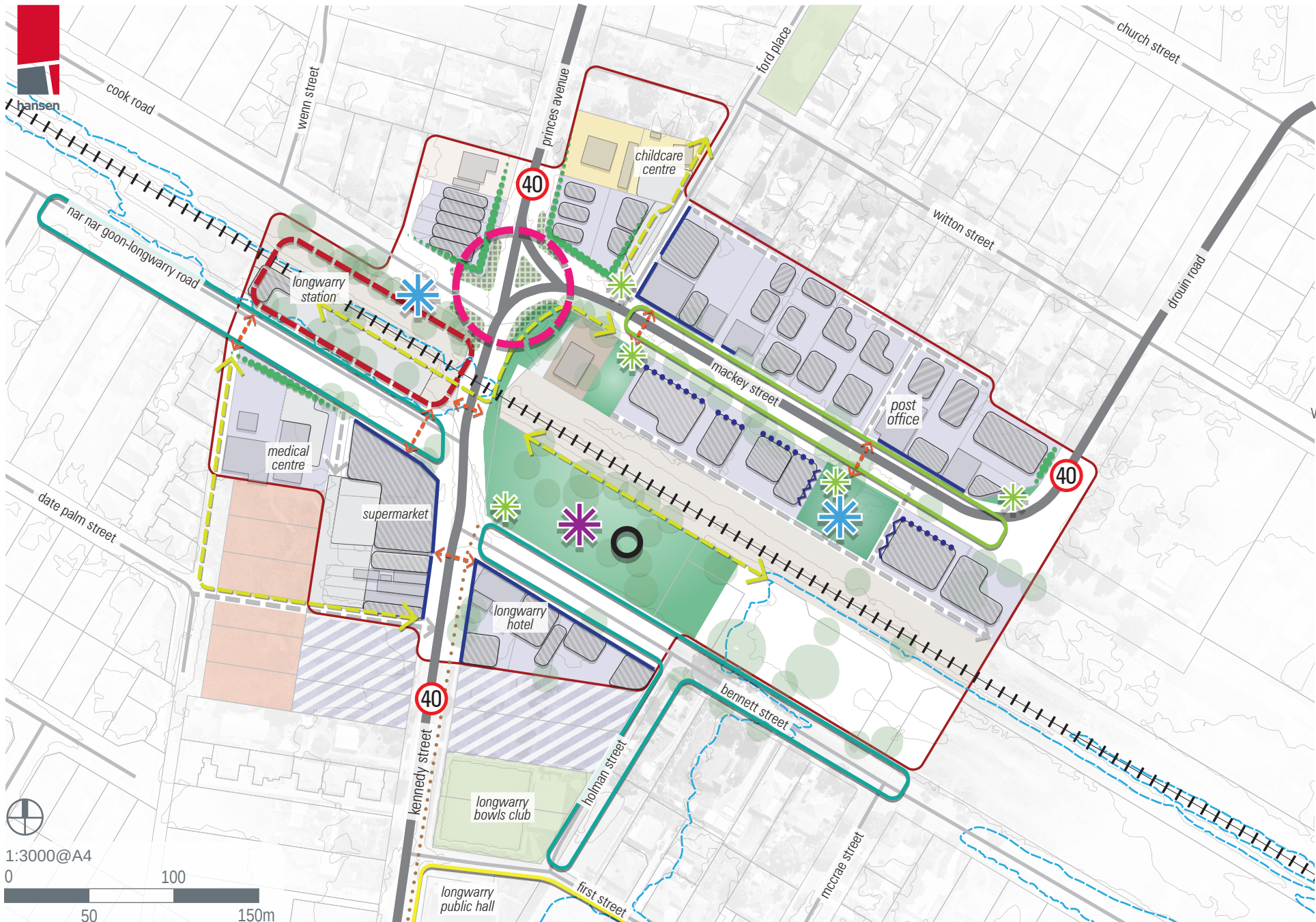
Access and Movement

- Advocate to slow vehicle traffic at town entries, allow for safer pedestrian movement and improve presentation.
- Work with VicRoads to implement **formalised pedestrian crossings** in key locations to improve safety and increase activity.
- Initiate discussions with Transport for Victoria/ VicRoads to **upgrade the Princes Avenue / Mackey Street intersection** that forms a key entry to improve pedestrian safety and manage vehicle movement.
- Establish **key pedestrian and cycle links** to Longwarry Station providing connections to commercial and community nodes.
- Implement **vehicle connection from residential area** at the south –west to Princes Avenue. Provide vehicle access to supermarket customer car park also.
- Initiate discussions with Transport for Victoria/ VicTrack to establish a **rear access way** between the rail reserve and vacant land providing back-of-house connection for businesses to Mackey Street.
- To improve pedestrian amenity within the town centre consider advocating to VicRoads for the **reduction of speed limits** from 60 to 40km/hr along Mackey and Kennedy Streets within the town centre.
- New commercial development on south side of Mackey Street to provide **on-site car parking** positioned to the rear of new built form. Avoid parking within front setbacks.

LONGWARRY URBAN DESIGN FRAMEWORK

legend

- study area boundary 
- enhance town centre entry 
- upgrade station precinct 
- encourage establishment of future accessway 
- new pedestrian crossing 
- key pedestrian connection 
- reduce vehicle speed 
- interpretative path leading to bandicoot trail 
- rejuvenated park 
- established small plaza / rest stop 
- potential future wsud feature 
- WSUD feature street(subject to further investigation) 
- 'main street' landscape 
- landscape setback 
- landscape treatment to gateway corners 
- establish or strengthen active frontage 
- engage with park interface 
- engage with street 
- potential new built form 
- 100 year flood extent 
- upgrade public toilet 
- emerging community hub 
- commercial 
- community / education 
- medium density residential 
- public open space (existing + proposed) 
- protect heritage asset 
- investigate long term commercial expansion opportunity 



The image and identity of the public realm plays a particularly important role in attracting residents, visitors and businesses into the town centre. While Longwarry has a number of assets, including a large park within the town centre there remain large areas of underutilised vacant land and unpaved footpaths that require upgrades or improvements.

The following Public Realm and Landscape Framework Plan seeks to achieve improvements to the overall image of the township as a stimulant of investment. In a township such as Longwarry, meaningful investment in the public realm can both act as a catalyst for private development and assist in mitigating ongoing flooding issues.

The following actions describe the framework for Longwarry's public realm:

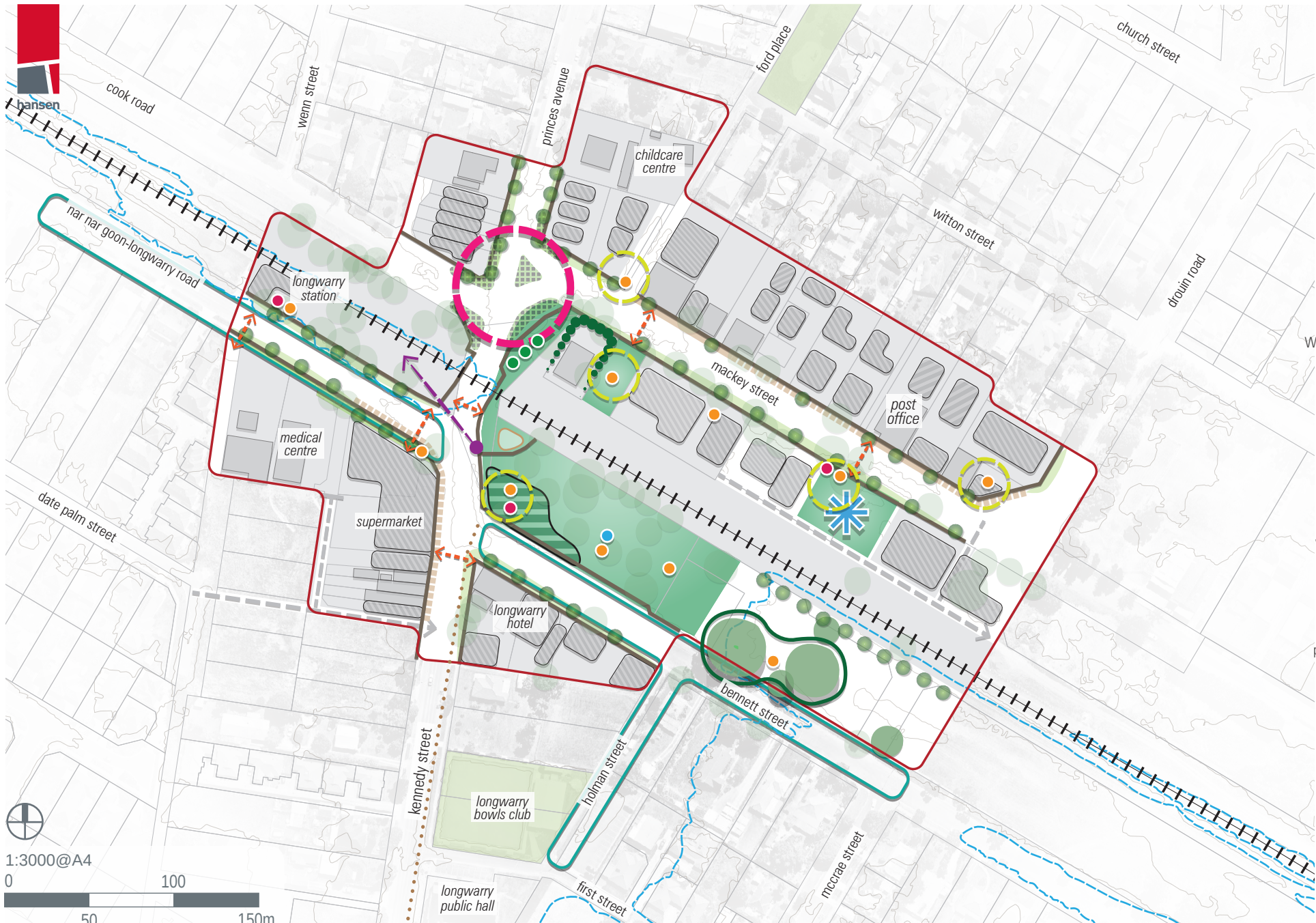
- Establish **street tree planting** along key access streets within the study area.
- Establish a **WSUD landscape feature park** within vacant land along Mackey Street.
- Reconfigure the road reserves in key areas to incorporate significant WUSD features as exemplar streets incorporating features such as rain gardens.
- In conjunction with VicRoads, reconfigure the intersection at the key gateway of Princes Avenue and Mackey Street with new landscape features. Retain the existing banners in this location.
- Seek to **retain mature native canopy vegetation** within vacant land parcels where appropriate.
- Retain open space **adjacent to the Station Master dwelling** along Mackey Street. This may form part of private or communal open space associated with new development but should include a public seating node to the street frontage.
- Upgrade and **enhance the playground** to the south of the rail reserve incorporating 'nature play' and environmental learning facilities.
- Investigate establishing a **skate park** in Longwarry.
- Integrate wayfinding signage to existing public amenity and rest stop facilities at Bennett Street.
- Establish a 'bandicoot trail' connection using techniques such as embedded or stenciled footprints from this tourist node to the Bandicoot Trail south of the town centre.
- Upgrade pedestrian paving treatments within identified commercial core area to ensure consistent treatment, and extend this to the kerb to better define commercial areas.
- Implement **canopy planting and landscape** effects. Retain existing mature canopy trees and retain an unsealed surface to reflect the 'rural' nature of the township.
- **Maintain views** from open space areas to the station precinct to maximise passive surveillance and safety.
- Establish **clear and logical pedestrian paths** throughout the study area and where appropriate expand footpath depth within main commercial areas to ensure pedestrian movement and active uses can occur.

LONGWARRY URBAN DESIGN FRAMEWORK

PUBLIC REALM & LANDSCAPE

legend

- study area boundary
- establish gateway with landscape effects & signage
- new pedestrian crossing
- existing wide footpath
- extend footpath paving in commercial core
- upgrade and enhance nature strip
- upgrade/enhance footpath
- establish canopy tree planting along key streets
- WSUD feature streets (subject to further investigation)
- respect memorial site
- improve picnic area
- retain existing canopy trees
- retain banners
- interpretive path leading to bandicoot trail
- establish pocket park/plaza
- wayfinding / tourism signage
- public seating
- public toilet
- strategic view to station
- potential future wsud feature
- enhance and establish public open space
- potential infill form
- existing built form
- contour
- 1 in 100 year flood extent



Station Precinct

Key Issues and opportunities

The existing Station precinct is currently underutilised, unappealing and unsafe for pedestrians.

As demonstrated in the existing conditions photos below, the site comprises an unsealed commuter car park and vehicle access, no formal pedestrian crossings from the south, original station buildings and shelters and minimal landscaping or formal pedestrian paths to entries.

Further, it is noted that the existing bus stops are disconnected from the Station further disrupting pedestrian connectivity.

An integrated design response is required which addresses matters of pedestrian safety, amenity and function.

Design Intent

The intent for the Station precinct is to establish a key community and transport hub within the town centre. This precinct will incorporate clear pedestrian links from adjacent commercial uses and open spaces and will seek to consolidate bus and train movements into one consolidated, upgraded site.

The existing station building and shelter will be upgraded to incorporate new shelters, seating and information signage. The commuter car park will also be consolidated and framed with landscape effects and hardscape.

Passive surveillance and outlook will be integral to this design response, ensuring any new development within the commercial precinct to the south will encompass glazing to this interface.

Key Gestures

1. Initiate discussions with VicTrack for the upgrade of the station building to incorporating a potential future bus interchange and public amenities.
2. Establish formal pedestrian paths and crossings to station entry.
3. Implement new landscape areas incorporating a variety of vegetation types and scales.
4. Ensure supermarket redevelopment allows for passive surveillance to station precinct.
5. Reduce crossovers at station precinct to maximise pedestrian safety.



Longwarry station unsealed car parking



Longwarry rail crossing



Open road profile close to Longwarry station

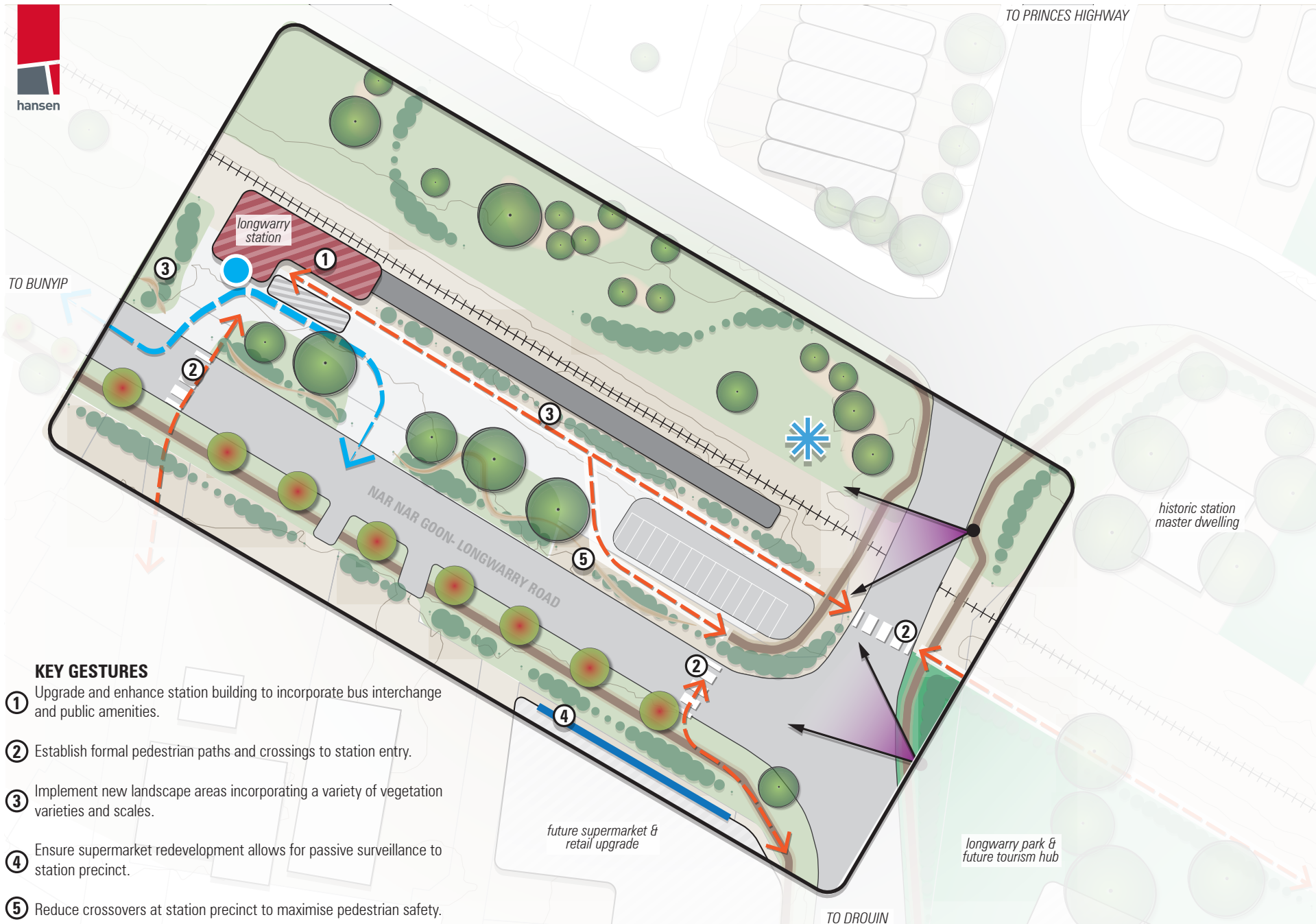
LONGWARRY URBAN DESIGN FRAMEWORK STATION PRECINCT

legend

study area boundary	
new station building	
key pedestrian connection (new pedestrian paths)	
new pedestrian crossing	
proposed bus movement	
school bus stop	
bus stop	
commuter carparking zone	
ensure passive surveillance to station	
new landscaping (grasses and ground cover)	
dry creek bed feature planting	
retain existing canopy vegetation	
new canopy vegetation	
existing footpath	
glazing to street frontage	
rail	
grassed verge	
wsud feature	

KEY GESTURES

- 1 Upgrade and enhance station building to incorporate bus interchange and public amenities.
- 2 Establish formal pedestrian paths and crossings to station entry.
- 3 Implement new landscape areas incorporating a variety of vegetation varieties and scales.
- 4 Ensure supermarket redevelopment allows for passive surveillance to station precinct.
- 5 Reduce crossovers at station precinct to maximise pedestrian safety.





Quality example of mixed use development

These design guidelines are not intended to be applied in all cases within the Longwarry town centre. Rather they suggest a basis for what elements might be required to achieve an improved urban design outcome within the centre. Guidelines for commercial or residential areas should be considered where these are identified on the urban design framework, rather than based on existing land use zoning. Mixed use areas may require an amalgam of these guidelines.

Commercial Guidelines

Building Height

- New built form should not exceed 3 storeys (11m).
- Where a site has an immediate abuttal to residential land, building heights should transition to 2 storeys to the respective boundary.

Building Design

- The design of new buildings should be well proportioned with respect to surrounding built form and include high quality details such as durable window frames and articulated entries.
- Encourage contemporary design that draws inspiration from landscape and built form character.
- Retain the integrity of surrounding heritage forms and streetscapes. Mock heritage building forms should be avoided.
- New built form should incorporate high quality, durable finishes and textures which reflect the rural character of the municipality. Including but not limited to brick, stone and timber products.
- The material palette of new buildings should have consideration towards muted, earthy tones, which are consistent with the rural or landscape character of the township.

- The design of new buildings should incorporate highly functional and adaptable spaces to accommodate various uses over time.
- Buildings should be designed to a minimum 6-star energy rating and reflect Environmentally Sustainable Design (ESD) principles.
- Energy efficient material selections such as durable and/or recycled materials and organic compounds to achieve a sustainable outcome are encouraged.
- For corner sites, buildings should address both street frontages and avoid the presentation of blank, inactive walls.

Street Interface

- Buildings in the commercial core should reflect zero setbacks to achieve good retail activation at ground level.
- A minimum 70% of the street frontage should be transparent glazing.
- Upper level setbacks are required where it is necessary to match an abutting parapet.
- Ensure entrances to buildings are oriented to the street frontage and are legible from long range views across the street.
- Ensure new built form provides glazed street frontages at the ground level to allow passive surveillance to the street.
- Seek to retain the fine grain pattern of form along key commercial streets. Wide, inactive street walls are strongly discouraged.
- Where hospitality uses are proposed, operable glazed frontages are encouraged to allow active uses to 'spill' onto the street.

Vehicle access

- Vehicle access points along fine grain commercial streets should be avoided. Alternatively, access should be provided to side streets or rear lanes.
- Loading and unloading of vehicles should be sited and designed to avoid pedestrian and vehicle conflict. Seek to locate on-site where possible.
- Ensure on-site car parking is located to have a minimal visual impact to the streetscape. Where possible, avoid parking between building frontages and the street.
- On-site car parking should ensure vehicle access is designed to prioritise pedestrian movement and safety. Seek to implement designated pedestrian crossings within onsite car parks to maximise pedestrian safety and legibility of wayfinding.

Signage

- Business identification signage should be integrated into the design of the building as to not be visually dominant.
- Signage should not protrude about the parapet and be sited below the building eave.
- The proportion and scale of signage should complement the prevailing signage character in the streetscape.
- The illumination of signs is discouraged. Where illuminated signs are considered appropriate, ensure light spill to nearby residential land is avoided.
- Street panel signs, sandwich board signs and projecting signs located above cantilevered awnings are discouraged.

Weather protection

- To commercial streets, new built form should be designed to provide a permanent form of weather protection, such as a veranda, awning or canopy, to the public realm, extending to the back-of-kerb line
- Cantilevered verandas are encouraged, specifically avoiding the using of supporting posts and barriers.
- Ensure new verandas, awnings or canopies complement the prevailing height, scale and materiality of existing structures.

Landscape and fencing

- Where possible, seek to retain existing canopy vegetation and incorporate into site design of new commercial form.
- Where street setbacks are proposed, new built form should incorporate landscape planting as part of the overall site design. Including but not limited to canopy trees, shrubs and ground covers.
- Fencing to the primary street frontage should be avoided.

Flood Impact

- New development should consider the impact of the proposed development on flood flow, flood storage, site safety and safe access.
- Within the town centre innovative responses to allow for the flow of water are encouraged, including 'reverse living' designs (living area at first floor, bedrooms at ground floor) for medium density development.

Residential Guidelines

Building Height

- Encourage medium density development within Town Centre to a maximum height of 3 storeys. Ensure the third storey is highly recessive or integrated into overall roof profile.
- The arrangement of height should have regard to residential interfaces and provide transitions to lower forms where appropriate.

Building Design

- The design of new dwellings should be contemporary yet sympathetic to the prevailing character of residential forms within the surrounds.
- Retain the integrity of surrounding heritage forms and streetscapes. Replica heritage building forms should be avoided.
- The roof form should complement the prevailing character within the surrounding residential context (i.e. pitched, hipped or gable as predominant in the streetscape).
- Where possible, incorporate any third level into roof form.
- Utilise traditional building materials in a contemporary manner including but not limited to masonry, weatherboard and timber.
- The material palette of new buildings should have consideration towards muted, earthy tones, which are consistent with the rural or landscape character of the township.

Streetscape presentation

- Street setbacks should reflect the existing prevailing setback condition in the streetscape.
- Front setbacks should incorporate generous landscape response and avoid the use of visitor car parking.
- Wide or consolidated frontages should incorporate breaks in building mass to reflect the existing grain of residential form in the streetscape.
- Dwelling entries should be oriented to the front elevation (street) and clearly legible from the public realm. This may include the use of porches.
- Windows should be incorporated into the street frontage
- Ensure service related structures are not visible from the street. This includes clotheslines, bin receptacles, services meters, air conditioners, solar panels and hot water systems.

Side and rear setbacks

- New residential development should provide generous side setbacks (up to 2m) to allow for the provision of landscape and pedestrian path along boundaries.

Vehicle access

- For two or more dwellings, seek to utilise one crossover to the site. Multiple crossovers are discouraged.
- Vehicle driveways and pedestrian paths should be clearly distinguished from the street.

Landscape

- Existing canopy trees should be retained and incorporated into the site design where appropriate. This includes within front and rear setbacks.
- Front setbacks should provide a minimum 50% permeable surfaces including but not limited to garden beds, lawns areas, gravel and permeable paving.
- Drought tolerant and hardy plant species are encouraged.
- Residential development applications must comprise a landscape plan specifying hardscape and softscape finishes (i.e. paved areas, trees, garden beds etc.)

Fencing

- To the primary street frontage, fencing should not exceed a height of 1.2m and provided a minimum 50% permeability.
- Maximum height of side and rear fences are 1.8m.
- For corner allotments, high, solid fencing may be provided along a secondary street frontage provided it does not exceed 40% of the length of the boundary.
- Materials and finishes of fencing should be complementary to the rural character of the municipality. This includes but is not limited to timber picket, brick and .Chain wire mesh fencing should be avoided.

Flood Impact

- New development should consider the impact of the proposed development on flood flow, flood storage, site safety and safe access.



Quality example of infill housing



Implementation

An Urban Design Framework sets the vision and parameters for development in an area. However, critical to the success of any framework is the implementation which follows.

As such the following actions are recommended to implement the Longwarry UDF.

Planning scheme changes

A Design and Development Overlay based on the strategies outlined in this document and the Design Guidelines identified on page 34 should be drafted and implemented through the Baw Baw Planning Scheme. As with any amendment to the planning scheme, this will go through a formal exhibition process allowing further community and landowner input to the process.

Changes should also be made to Clause 21.04 of the planning scheme to reflect the outcomes of the UDF. Specifically:

- The importance of water sensitive urban design, in both private and public development should be highlighted in local policy.
- The Structure Plan map should be updated to clearly identify the defined town centre area, and directions for surrounding land uses where relevant (i.e. the area identified for longer term commercial expansion).

Key site planning

key site 1: station precinct

The station precinct currently presents poorly and issues with its functionality have been raised consistently by the community. The land is partly managed by Victrack and partly by Council, and improvements will require coordination between these two parties.

As the population of Longwarry and the broader region increases, public transport will, and should, play an increasingly important role. Upgrades to the station precinct will be critical in facilitating this.

The concept for the precinct identified in this document include better definition of pedestrian spaces and improved landscaping and presentation. As a first stage a masterplan should be prepared for this area to improve public spaces, with an upgraded station building to be constructed as a second stage of development.

key site 2: mackey street strengthening

The key area for commercial development within the town center will be land between Mackey Street and the railway line. The UDF identifies this area as accommodating both new built form and a new area of open space incorporating a wetland. This wetland is not intended as a formal stormwater management option, although opportunities to this end should be explored during any design phase, but as a key urban design feature intended to highlight the towns location on the Koo Wee Rup floodplain and to put a 'positive' spin on something often viewed as negative within the community.

The town centre is also relatively poorly presented in comparison to other 'main towns' of Baw Baw. Public realm improvements to the Mackey Street corridor, including new street tree plantings and surface treatments, as well as the development of the south side of the wetland area has the potential to act as a catalyst for new private investment in the town centre.

The design of this area should be considered in conjunction with the broader town centre, but could be planned in two stages, with the streetscape upgrades first and the wetland and development area masterplanned following this (in conjunction with relevant landowners), although there is benefit in considering the interface of new built form in the upgrades of the public realm.

key site 3: longwarry memorial park

Undertake a masterplan process to redevelop the key area of public space within the Longwarry town center. The masterplan for the park should define a common palette and theme which reflect the overarching water based focus of the town centre. Key to this will be the development of a seating and information node in the southwest corner to provide a clear stopping point for tourists, including seating and information signage.

This point should also be the starting point for the identified 'bandicoot trail' which should connect this stopping point with the bandicoot walk to the south of the township. This 'trail' could be implemented through inset bandicoot footprints within the pedestrian pavement, or even through stencil work.

key site 4: water sensitive streetscapes

Several key streets within the town centre have been identified as 'water sensitive urban design feature streets'. These are the Nar Nar Goon-Longwarry Road in front of the station, and Bennett and Holman Streets which connect key community uses within the town centre. Investigate the incorporation of water-sensitive design elements within these streets to better define the key areas of the town centre and potentially act as a catalyst for a 'lift' within the town centre perceptions. These streets can then serve as examples of 'best practice' for other streets both within the municipality but also across the broader Koo Wee Rup floodplain.

The incorporation of water sensitive urban design elements, particularly in Bennet and Holman Streets, also has the potential to mitigate some of the current flooding issues experienced within the town centre, reducing the pressure for major upgrades to existing underground infrastructure. Streetscape plans should be prepared for these streets as a priority.

Key elements to consider include rain gardens and swales, although other WSUD elements such as porous paving may also be appropriate.

key site 5: town entry

Council should convene a meeting with VicRoads focused around resolution of the intersection of Princes Avenue and Longwarry-Koo Wee Rup Road / Drouin Road. This intersection was a key concern for community members with large trucks frequently driving across median treatments.

Ideally, an assessment of any changes to traffic movement as a result of the completion of the Sand Road interchange should be undertaken to determine the appropriateness of different options for the treatment of this intersection. Once a preferred treatment has been agreed, a landscape masterplan should be prepared for the area with the intention of significantly improving this key entry to the town centre, and creating a focal point.

This design should have regard to the broader WSUD themes proposed across the broader centre and include town identification signage. Any works should also consider the potential to implement a central median of tree planting along Princes Avenue to signal the approach to the town centre.

