

3 Kinglake West/Pheasant Creek

The framework contemplates the growth already provided for in the Murrindindi Planning Scheme in Kinglake West/Pheasant Creek proceed with no further rezoning of land for urban development.

Figure 3 and the associated recommendations provide a design framework which support limited growth with Kinglake West/Pheasant Creek.

3.1 Clear settlement boundaries

The physical containment of Kinglake West/Pheasant Creek is required to ensure that the unique character of the township is preserved and enhanced. Kinglake West/Pheasant Creek has been nominated for growth within the existing land zoned for residential purposes. This will be supported by a settlement containment boundary which reflects the extent of existing urban zoned land.

The settlement boundary will preserve the size, shape and identity of Kinglake West/Pheasant Creek. It will help reduce the further ad-hoc and dispersed residential development which is undermining the ambience and rural character of the region.

The settlement boundary is shown in Figure 3.

3.2 Existing industrial development

Within Kinglake West/Pheasant Creek, industrial land uses undermine the rural and bushland setting. The existing industrial area within Kinglake West/Pheasant Creek is an important source of local employment and economic activity within the study area and has the only industrial zoned land. However future development of this area is limited by the lack of a centralized waste water treatment system. The industrial area in Kinglake West/Pheasant Creek, while fully developed, is not fully utilised for higher end industrial/employment uses.

No further expansion of industrial use within this boundary is supported. Land which is currently used for light industry is not appropriately zoned. Land is to be rezoned Industrial Zone 3 (light industry).

3.3 Transitions between urban and rural land uses

In conjunction with a settlement boundary, physical containment can be supported through the provision of buffers. They provide a transition between urban and rural land uses in Kinglake West/Pheasant Creek. Existing landscape buffers which are comprised of road side vegetation, farming and agricultural land and ecological buffers that have a primary role in providing habitat for native flora and fauna. There are existing buffers that need to be protected and enhanced. This can be achieved by:

- implementing a settlement boundary,
- enhancement of roadside vegetation through additional planting with due regard to fire risk and re-vegetation programmes, and
- plant screening vegetation where practicable to existing industrial uses fronting the Kinglake West/Pheasant Creek.

3.4 A unifying wayfinding strategy

The ability of visitors and residents to move freely, confidently and safely through the study area can be improved. To connect residents and visitors within the region, townships should be re-cast as gateways to the natural assets of the area. This can be achieved through improved signage and branding of the region. Kinglake West/Pheasant Creek is approached from three directions, from the east and west on the Whittlesea-Kinglake Road and the north on the Yea-Whittlesea Road. The entries are currently identified by non-descript signage, change in the land uses and views to residential and industrial land uses. These entries can be improved to provide a clear sense of arrival by providing a branded locality sign and by introducing different street trees within the locality with due regard to fire risk. Indicative locations for entry signage have been identified in Figure 3.

3.5 Better-connected streets, paths and trails

Better connections for pedestrian and cyclists are needed within the region. Local roads within the area are currently shared between private vehicles, pedestrians and cyclists. This is common practice for regional townships and appropriate for the character of the locality. It does, however, compromise the safety and enjoyment of pedestrians and cyclists and discourages these forms of transport which are free, accessible and sustainable. Young children through to the elderly need to be able to move through the locality without relying on private vehicle journeys. To encourage walking and cycling within Kinglake West/Pheasant Creek the following paths and links are proposed:

- new shared path on Watsons Road, and
- new shared path on Edenvale Crescent.

A shared path between Kinglake West/Pheasant Creek and the Middle Kinglake Primary School, and connecting the school and Kinglake Town Centre has been completed.

3.6 New residential development complements the character of the region

The unifying physical attribute of the area is the rural and bushland setting. New residential homes must enhance and protect this value.

Built form (its colour, look and style) contributes to character and identity of a location and place. The architectural style and expression throughout the region is can be inconsistent and overall has no unifying elements. Many of the new buildings and structures compete with the natural surroundings due to the size and scale, inappropriate siting and poor choice of finishes and colours. To maintain and improve the character of Kinglake West/Pheasant Creek, development should:

- apply the highest available bushfire construction standards,
- use site sensitive and responsive design styles and palettes,
- adopt subdued and restrained architectural styles,
- adopt muted hues, tones and textures which blend into the bushland setting, and
- incorporate vegetation (of suitable fire retardant species) with significant canopy cover into private gardens.

3.7 Streetscape improvements within Kinglake West/Pheasant Creek

The streetscape of Kinglake West/Pheasant Creek contributes to the character of the locality. Improvements should be undertaken to provide a consistent treatment within the ‘main street’ indicated in Figure 3. These improvements should be consistent with the ecological and landscape qualities, values and identity of the region and locality and could include:

- facilitate the development of key sites within the street which will significantly improve the quality of the streetscape as identified in Figure 3,
- new roadside avenue planting (extent as shown on Figure 3) with due regard to fire risk would reinforce the sense of arrival into the core area of the township,
- a continuous building line fronting the street will create a more cohesive edge to the streetscape, and
- street furniture (bins, signposts, seating and lighting) should be of a consistent style and high quality.

3.8 Future commercial and retail development

Kinglake West/Pheasant Creek has been nominated as a suitable location for limited further commercial and retail development. This will be help to reduce the need to go off the mountain for daily needs and support tourism within the region. Key sites have been identified as opportunities for new and rebuilt businesses, for example food and beverage outlets, cottage industries and retail outlets. The development of these sites in an appropriate style (see 3.5) will improve the quality and enhance the character of Kinglake West/Pheasant Creek. The rezoning of land from an industrial zoning to a business zoning will provide for commercial uses and re-establish the former town centre at the intersection of Watsons Road and Kinglake-Whittlesea Road.

3.9 Gateways to Kinglake National Park and State Forests

Kinglake West/Pheasant Creek is an important gateway to Kinglake National Park. A major ‘gateway’ to the Kinglake National Park could provide an invitation to visitors to the area at the intersection of Kinglake-Whittlesea Road and Whittlesea-Yea Road. Information and signage for visitors should also be erected in Kinglake West/Pheasant Creek at the intersection of Kinglake-Whittlesea Road and National Park Road to Mount Sugarloaf and Mason Falls (see Figure 3.1).

Land Use

- Encourage infill development within the Township Residential Zone
 - Facilitate appropriate infill development within the Low Density Residential Zone
 - Optimise economic diversification in the Farming Zone
 - Support sustainable development in the Rural Living Zone
 - Support the Public Use Zone 7
 - Support Public Park and Recreation Zone
 - Consider the Industrial 3 Zone
 - 1 ■ Proposed Commercial 1 Zone
(Key Sites for commercial development)
 - Activity Node
 - Community Node
 - Settlement boundary

Movement

- Proposed Shared Path
 -  Proposed Locality Signage
 -  Proposed Information Signage

Landscape/ Public Realm

- Kinglake National Park
 - Mt Robertson State Forest
 - Significant Vegetation Cover
 - ★ High Points
 - Proposed Waterway Rehabilitation
 - Roadside Vegetation Enhancement
 - Streetscape Improvements

Facilities

- 2** Kinglake West Primary School
 - 3** Kinglake West Mechanics Institute Hall
 - 4** Kinglake West Uniting Church
 - 5** Kinglake National Park Wilderness Camp
 - 6** Men's Shed
 - 7** Pheasant Creek Fitness Centre



