

Murrindindi Shire Council

# Eildon Urban Design Framework

Final Report

**August 2003**

*Prepared for*



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Members of the community who made submissions during the public exhibition of the Analysis Report and Draft Urban Design Framework.

## Glossary of Terms and Definitions

<i>UDF</i>	Urban Design Framework
<i>DOI</i>	Department of Infrastructure
<i>DNRE</i>	Department of Natural Resources and Environment
<i>SPPF</i>	State Planning Policy Framework
<i>MSS</i>	Municipal Strategic Statement

# 1 Introduction

Murrindindi Shire Council commissioned Urban Enterprise Pty Ltd, in conjunction with Chris Dance Land Design and John Piper Traffic, to prepare an Urban Design Framework (UDF) for the township of Eildon. The UDF has been funded through the Department of Infrastructure 'Pride of Place' program.

An Urban Design Framework is a strategic tool for the future vision, land use, and development and protection of an area. The Urban Design Framework for Eildon has been prepared in response to the land use, design, tourism, and economic significance of the town.

The UDF has been developed to function as a key strategic document to guide:

- future design of buildings and streetscapes;
- use and development of land;
- prioritisation of capital works, budget allocations, and external funding bids;
- changes to strategic directions and zoning in the Murrindindi Planning Scheme.

The document provides advice that is relevant for the short and longer term, extending to the next 20 years. It is designed to be a flexible document that contains sufficient information for the concepts identified to be tested on a regular basis.

The Methodology section of this report provides detail relating to each stage of work undertaken in the preparation of the UDF.

## 1.1.1 Project Brief

The overall objective of the Eildon Urban Design Framework was to *"provide a strategic framework for future land use decision making in the town"*.

In accordance with the overall objective, the preparation of the UDF followed a set of project objectives and tasks. These objectives formed the basis of the project brief, and are detailed below:

- a) Consider land use and development issues, opportunities and constraints. This includes design, streetscape, essential character, recreation and open space linkages, transport, tourism, environmental, economic, infrastructure and social issues;

- b) Provide demographic analysis, including existing and possible future populations and housing needs;
- c) Protect the essential streetscape and building character, including the main commercial area, and provide design advice for the town;
- d) Enhance the tourism and economic potential of Eildon;
- e) Provide recommendations for land use, economic and social directions and implementation for the township of Eildon, covering the range of issues identified in objective (a);
- f) Provide recommendations for changes to the Murrindindi Planning Scheme, including strategic directions, framework plans, policies, zoning and overlay changes.

# 2 Methodology

There were three key stages in the preparation of the Urban Design Framework for Eildon, namely the Analysis Stage, Synthesis Stage and Consolidation Stage. These stages are detailed below

## 2.1.1 Analysis Stage

The steps undertaken as part of the analysis stage are summarised as follows:

- review of existing plans, policies, strategies and infrastructure programs;
- identification and analysis of issues and opportunities relating to land use and development, open space and urban design and mobility;
- identification of possible strategic actions.

### Community Consultation

A community meeting and a town walk were held in Eildon on 5/9/02 to identify issues and opportunities and possible strategic actions. The town walk was attended by 13 people, and the workshop was attended by 17 people. Councillors and Council staff also attended the workshop and town walk. A list of attendees is provided in Appendix B.

The consultant team prepared an Analysis Report and Analysis Plans based on the outcomes of the community consultation, site visits and a review of background information. The Analysis Report is encompassed in Sections 3 to 4 of this document.

### Public Exhibition of the Analysis Report

The Analysis Report for Eildon was placed on public exhibition at the Yea, Alexandra and Kinglake offices of the Murrindindi Shire Council, the Alexandra library and at the Eildon Community Centre from the 4<sup>th</sup> to the 24<sup>th</sup> of December 2002.

Council received one submission relating to the exhibition of the Analysis Report for Eildon. The submission was prepared by the Eildon Action sub-committee, and for the most part concurred with the findings of the Analysis Report. The submission did, however, raise some matters with respect to a number of the issues and opportunities. These comments were considered by the consultant team and the appropriate changes were made to the report.

### 2.1.2 Synthesis Stage

The synthesis stage identified concepts to address the issues and opportunities identified in the Analysis Stage. A draft Urban Design Frameworks was prepared based on the work undertaken during this stage.

#### Public Exhibition of the Draft Urban Design Framework

The draft Urban Design Framework was exhibited from 4 March 2003 until 18 April 2003, enabling public feedback through the use of a questionnaire.

Submitters were given the opportunity to complete a structured questionnaire listing each of the proposed actions in the Framework. Submitters were asked whether they approved, disapproved or were undecided about each action, and were given the opportunity to provide additional comments.

Council received 47 submissions to the exhibition of the draft Eildon Urban Design Framework, the majority of which were in the form of the questionnaire. Around half of the submitters provided their names with their submissions.

The results of the survey questionnaire and a list of people who made written submissions to the draft Urban Design Framework are provided in Appendix C.

### 2.1.3 Consolidation Stage

The consolidation stage involved the preparation of the final Urban Design Framework, after consideration of public comments and review by Councillors and Council officers.

### 2.1.4 Study Area

Through discussions with Council, primary and secondary study areas for the Urban Design Framework were identified. The proposed study area was refined in discussions with the public at the community workshop held in Eildon.

The primary study area was the focus for the Urban Design Framework. Particular attention was given to forming a vision for the primary study area, recognising that it is heavily influenced by both physical and non physical factors in the secondary study area, and beyond. In a similar way, the way in which the primary study area functions has a significant impact on the secondary study area, and the surrounding land. In this way, all parts of the town, and the surrounding land are integrated, and function together. This was a key theme throughout preparation of the Urban Design Framework.

The primary study area in Eildon consisted of the shopping centre and parkland in the centre of town along Main Street, extending south to the pondages and intersection of the Goulburn Valley Highway and Jerusalem Creek Road. The Eildon Boat Harbour to the north was also included in the primary study area, in recognition of its importance as a key activity destination for visitors to the town.

The secondary study area included the residential zoned land in the township, main road entrances, upper and lower pondages, and the dam wall. The Jerusalem Creek boat launching area was included in the secondary study area in recognition of its role as an alternative launching area for boats, particularly when the level of the lake is low.

A map of the study area is included in Section 4.

# 3 Strategic planning context

This section outlines the strategic planning context in respect of Eildon Town, including:

- Relevant planning policies;
- Planning scheme provisions;
- Infrastructure considerations;
- Population profile;
- Population forecasts; and
- Tourism profile.

This strategic planning context provides a basis to identify strategic planning directions for the Eildon Township, and its possible future role.

## 3.1 THE STATE PLANNING POLICY FRAMEWORK

The State Planning Policy Framework forms part of every planning scheme in Victoria, and applies to all land in the State.

The State Planning Policy Framework (SPPF) provides a context for spatial planning and decision making by planning and responsible authorities. The SPPF seeks to ensure the fair, orderly, economic and sustainable use and development of all land in Victoria.

The SPPF includes seven statements of general principles that describe the factors that influence good decision-making in land use and development planning. The statements relate to the following factors:

- Settlement
- Environment
- Management of Resources
- Infrastructure
- Economic well-being
- Social needs
- Regional co-operation

The SPPF contains the objectives, a statement of general implementation, and the policies and strategies for each of the principles.

## 3.2 MUNICIPAL STRATEGIC STATEMENT

The Municipal Strategic Statement of the Murrindindi Planning Scheme outlines issues, strategies and policies that are relevant to the consideration of an urban design framework for the township of Eildon.

Clause 21.07 of the Municipal Strategic Statement provides guidance on future township development with key points summarised as follows:

### 3.2.1 Context (Clause 21.07-1)

- Alexandra, Yea, Eildon and Marysville are all serviced by reticulated water, drainage and sewerage systems.
- Alexandra, Yea and Eildon all have in excess of between 25-30 years supply of land available for residential and low-density residential development.
- The projected shire population increase of 2500 by the year 2011 can be accommodated within the serviced townships of Alexandra, Yea and Eildon.
- Between 1990 and 1997, an average of 7 new dwellings were built in Eildon Township per annum, ranging from 11 in 1991 to 4 in 1996.
- The serviced towns of the Murrindindi Shire play a significant role in service provision and general vitality of the shire.
- These towns all have excellent community, educational and recreational facilities, with easy access to both regional centres and the Melbourne metropolitan area.
- These significant towns all have distinct commercial, residential, and industrial facilities, and have potential for expansion.

### 3.2.2 General Issues (Clause 21.07-2)

The following general issues are identified in the MSS for Murrindindi Shire:

- Modest population growth.
- The need for consolidation of urban areas.
- Maximising infrastructure investment.
- Consolidating retail precincts.
- Providing car parking on under-utilized land, located at the rear of each retail precinct.
- Providing tourist information centres.
- Landscaping and beautification of township entrances.
- Preparing future development plans for existing industrial precincts.

### 3.2.3 Strategies and Objectives (Clause 21.07-3)

#### General

- Consolidate residential growth within the major townships that can be serviced by reticulated infrastructure.
- Prevent the further extension of serviced urban areas until the residential land supply has been reduced to 10 years.
- Increase the level of infrastructure provision for low-density residential development to reduce environmental impacts associated with effluent disposal, construction of roads, and the provision of water and power.
- Maximise infrastructure use and improve the quality of infrastructure services in the major towns.
- Maximise industrial development opportunities within existing and proposed industrial precincts.

#### Eildon

- Promote the township as a tourist destination. Promote its history and the services and amenities available.
- Implement a streetscape plan for the commercial centre.

### 3.2.4 Implementation (Clause 21.07-4)

The strategies and objectives will be implemented by:

- Applying the Business 1 Zone to the retail areas of townships.
- Applying the Business 4 Zone to peripheral business areas located adjacent to highway entrances.
- Utilising the Industrial 1 Zone to replace former industrial zones.
- Using the Industrial 2 Zone for areas comprising major industries.
- Preparation of a streetscape plan for the Eildon commercial centre.

## 3.3 LOCAL PLANNING POLICIES

The Planning Scheme contains the following Local Planning Policies that are relevant to the development of an Urban Design Framework for Eildon.

### 3.3.1 Tourism (Clause 22.02)

Clause 22.02 of the Planning Scheme recognises the significance of Lake Eildon as a water, natural environment, and tourism resource. The following objectives and policies are included in the Clause 22.02-1 of the MSS.

### Objectives

- Protect the natural environment surrounding Lake Eildon from obtrusive development that may spoil the undeveloped landscape features of the environs.
- Ensure that development is sited and designed to minimise any impact from an aesthetic perspective.
- Prevent development from degrading water quality and polluting the lake.
- Prevent inundation of development by rising water levels.

### Policy

- No building or works should be constructed closer than 200 metres to the full supply level of Lake Eildon.
- All effluent disposal systems should be designed to treat and dispose of all effluent on site. Soil and wastewater reports should demonstrate compliance with the Septic Tank Code of Practice.
- The design of all buildings and works including access to sites should have regard to the topographic constraints of the site. Excavations should be minimised where possible and water runoff should be treated to prevent soil erosion and siltation of Lake Eildon.
- Design of buildings should have regard to the attributes of the natural environment, the building scale and mass of surrounding development and be sympathetic to the environs of Lake Eildon.

## 3.3.2 Townships (Clause 22.03-1)

### Urban Areas

The MSS contains policy which relates to car parking and design in urban areas. The following policy relates to design:

- Development at township entrances should be designed with respect to the built environment and sited to contribute to the overall appearance and character of the town.
- The presentation of development to the street and how the proposal addresses and assists in streetscape presentation, attracts tourism and demonstrate civic pride.
- Consideration be given to the importance of street trees in creating areas that offer shade and protection from the elements and attract pedestrians. Development located along entrances to all towns should consider how proposed tree species are consistent with the landscape plan for the township.
- Development located on the edge of township area should be landscaped to assist in absorbing the development within the surrounding landscape and provide a delineated edge to the town.

### 3.4 COMMUNITY PLAN 2002-2005

Council's Community Plan outlines the vision for the future of the Shire, and the goals, objectives and strategies to achieve the vision between 2002 and 2005.

Council's vision for Eildon and Surrounds is as "The lake, mountains and river valleys resort"

*Eildon and the surrounding communities will become a major tourist centre and resort, offering both passive and active recreation opportunities encompassing the lake, the Goulburn River and the surrounding state and national parks. Development within the Eildon township will be focussed on visitor access with walkways and pedestrian and bicycle paths developed to link the major facilities. The development of infrastructure in the surrounding districts that support the focus on tourism will be actively pursued. The vision also recognises the importance of aged care facilities to the economic sustainability of the region (Murrindindi Shire Council Community Plan 2002 –2005).*

The Community Plan contains a range of general strategies aimed at improving streetscapes and physical environments in and around the townships within the Shire.

The Community Plan also contains Council's Business Plan, which outlines the specific actions that will be undertaken by Council during the 2002-2003 financial year. Specific actions that apply to Eildon include:

- Commence development of a strategic plan for the future of Eildon
- Complete refurbishment of Eildon pool
- Introduce hard waste collection
- Develop 'Pride of Place' funding applications and implement a new streetscape in Eildon Shopping Centre
- Develop a partnership with Southern Hydro concerning maintenance of open space around Eildon
- Investigate provision of environmentally sensitive public toilet facilities on the Goulburn Valley Highway side of the pondage
- Develop and implement a bicycle and footpath strategy which links open space, recreation and tourist facilities
- Seek funding for the development of a Lake Eildon Touring Drive in partnership with Delatite Shire Council
- Seek funding for the development of walking paths and associated facilities around Lake Eildon pondage.

# 4 Existing situation

## 4.1 STRATEGIC CONTEXT

Eildon is located approximately 120 kilometres north east of Melbourne, just north of the Goulburn River and pondages to the west of Lake Eildon. The town was constructed by the former State Rivers and Water Supply Commission in the 1950s to house workers involved in the construction of Lake Dam. The town centre is located approximately two kilometres downstream from the dam wall of the Eildon Reservoir.

## 4.2 ROLE OF THE TOWNSHIP

Role within the local area (25km radius)

The role of Eildon in the local area is as a service centre for residents of the town and outlying areas including Snobs Creek and lakeside settlements such as Taylor Bay. The town offers most essential services, including basic food supplies and household goods, as well as a Post Office, Primary School, recreational facilities and the Darlingford nursing home.

The town also acts as an important service centre for visitors to the town and Lake Eildon, including campers, and houseboats that are moored at the nearby launching ramps of the Eildon Boat Harbour and Jerusalem Creek.

Role within the Shire of Murrindindi and in relation to Melbourne

The role of Eildon within Murrindindi Shire, the Region, and in relation to Melbourne is as a provider of accommodation and services for visitors to Lake Eildon and the surrounding National Parks. The town is also emerging as a place for retirees to settle on a permanent basis, and as a weekend / midweek destination for people who own holiday houses.

The town has few manufacturing or service industries that employ large numbers of people. The Outdoor Education Group, located south of the town is a significant employer of people who live in the region. The Outdoor Education Group attracts significant numbers of school children to the area for camps. It also attracts staff and university students from outside the region, many of whom live in the township itself.

## 4.3 POPULATION PROFILE

The following is a profile of the population of Eildon Township and its outlying Collection Districts, based on 2001 Census data collected by the Australian Bureau of Statistics. Where relevant, comparisons have been made with 1991 and 1996 Census data to identify demographic trends that will influence the town in the future.

### Age sex profile

#### Eildon Township

- At the 2001 Census there were 643 persons living in the township of Eildon.
- The population of the town has decreased by 62 persons, or 9% since the 1996 census, and 125 people or 16% since the 1991 Census.
- The decrease in population could be partly attributed to the 46 members of staff at the Outdoor Education Group who live in Eildon, but who were not in the town on Census night due to work commitments. Even allowing for these people, the data indicates that the town has experienced a decrease in population over time.
- The population of Eildon is gradually ageing. Since 1996 there has been a decrease in the proportion of Eildon's population in the age groups below 39, and an increase in the proportion of residents aged more than 55 years.
- Since 1996 there has been an increase in the 55-59 age group, which has almost doubled from 22 to 41 persons. This group represents the early retirement age group.
- There was a significant drop in the number of 70-74 year olds living in the town, which halved from 66 to 32 persons. There was, however, a 30% increase in the number of people aged 75 plus.

#### Outer Eildon

- The Collection Districts immediately surrounding Eildon have a population of 531, representing a 14% decrease since 1996.
- The number of children aged 19 years of less in the outer Eildon area has decreased significantly since 1996, with a particular drop in the 5-9 year age bracket.
- The number of people in all age brackets between 30 and 45 years has dropped significantly since 1996. This, and the drop in the number of children in the area, could indicate that families are moving out of the outer Eildon area.
- There was a significant increase in the number of 55-59 year olds in the outer Eildon area, which doubled from 28 persons in 1996 to 59 persons in 2001. This contrasts with a general decline in other age brackets.

- The 50-54 year age group in the 1996 Census (40 people), and the 55-59 year age group in the 2001 Census (59 people), grew by almost 50%. This could indicate a trend towards early retirees moving into the area, however further analysis over time would be needed to confirm this pattern.

### Industry

- The dominant industries in Eildon Township in terms of employment of the resident working population are Accommodation, Cafes and Restaurants (12%), Health and Community Services (12%), Construction (11%), Retail Trade (11%) and Property and Business Services (10%).
- In comparison to the Victorian average, 8% more of Eildon's population works in Accommodation, Cafes and Restaurants. 9% less of Eildon's population are working in Manufacturing than the Victorian average.
- 17% of the working population living in the Collection Districts surrounding Eildon are employed in Agriculture, Forestry and Fishing. 15% of the working population in outer Eildon are employed in Accommodation, Cafes and Restaurants.
- The "Finance and Insurance", and "Property and Business Services" sectors are becoming more important employers within the town, with a 7% increase. The "Manufacturing and Electricity" and "Gas and Water Supply" industries are becoming less important employers, with 8% and 7% decreases respectively in the number of people employed in these industries.

### Dwelling structure

- There were 499 dwellings in Eildon Township during the 2001 census. Only 2 additional buildings were added to the Eildon Township since the 1999 census.
- 93% of dwellings in Eildon Township were classified as a separate house.
- 191, or 38% of dwellings within Eildon Township were unoccupied during the 2001 Census. This high number could be partly attributed to the 46 members of staff of the Outdoor Education Group who live in Eildon, but were not in the town on Census night. Estimates suggest that these people occupy 30-40 houses in the town. Even allowing for these people, the data indicates that the town has a substantial number of unoccupied buildings, most of which are expected to belong to non-resident owners who use Eildon as a holiday / weekend destination.

### Occupation

- 24% of employed persons in Eildon work as tradespersons. A further 20% are employed as associate professionals. 17% of persons employed in Eildon worked as labourers.
- In outer Eildon 18% of employed persons work as associate professionals, a further 16% work as professionals.

## 4.4 LAND USE AND DEVELOPMENT

### 4.4.1 Land use and settlement patterns

During the construction of the Eildon dam in the 1950s, approximately 4000 people were housed in the town of Eildon. 300 permanent houses were built in the town during this period, as well as 190 temporary houses and hostels (LakeEildon.com). The construction of the dam and township was carried out by the Utah Construction Company, an American based company.

There are no clear indications that any particular town planning or urban design concepts were used in the layout of the town, or in the design of the buildings. The most obvious reminders of the town's links with America are the street names, which include Utah Place and a number-based system of street names (eg 6<sup>th</sup> Street).

The town comprises several distinct precincts:

- the business and retail centre south of Main Street, including the shopping centre;
- parkland and recreation area north of Main Street, including the swimming pool;
- active recreation area north of the upper pondage, including the football oval and tennis courts;
- residential area generally north of High Street and west of Park Avenue.

### 4.4.2 Zoning

The majority of the land on the north side of High Street is zoned Residential 1. The Residential 1 Zone provides for residential development at a range of densities, as well as educational, recreational, religious, community and a limited range of other non-residential uses. In addition, there is a substantial amount of land west of Skyline Road that is zoned Rural Living.

The retail precinct, including the Golden Trout Hotel, is zoned Business 1. This Zone provides for retailing and other complementary commercial, entertainment, and community uses. The majority of the land to the south of High Street is located in the Public Use Zone. This includes the pondages, the primary school, parkland and recreation reserve, and other public owned land.

A Development Plan Overlay applies to a portion of land in the Residential 1 Zone north of The Boulevard. An Environmental Significance Overlay applies to the environs of the Goulburn River to the west of the town, which recognises the environmental constraints over the land.

**Figure 1. Zone map and study areas**

#### 4.4.3 Activities and events

Key attractions include:

- Lake Eildon
- Lake Eildon National Park
- Eildon dam wall
- Lookouts

Key activities include:

- Watersports, cruises and fishing on Lake Eildon and the Goulburn River
- Houseboats
- Camping, bushwalking, horse riding, four wheel driving

Key events include:

- National Canoeing Championships
- Nolan Rally Event – trail bikes
- Wakeboard Event

#### 4.4.4 Economic drivers

An economic driver is an industry or set of other influences that sustains the local economy in terms of employment, expenditure, and investment. Tourism-related activities and retail support services associated with tourism are the principal economic drivers of the Eildon Township. This is reflected in figures on employment by industry, which indicate that a relatively high proportion of Eildon's working population is employed in the Accommodation, Cafes and Restaurants sector and the retail sector.

The tourism industry is primarily nature based, with an emphasis on water activities around Lake Eildon and the Goulburn River. When water levels are low, Eildon suffers from a commonly held perception that water activity is not possible on the Lake. Visitor numbers and expenditure on goods and services in the town have decreased in recent times for this reason. The seasonal nature of activities such as water skiing, fishing and water-sports causes fluctuations in visitor numbers throughout the year, with a significant peak in visitation over the summer school holiday period.

The expansion of activities that can be undertaken all year round, and non-water based activities such as touring and adventure based activities, present a significant challenge for the town. A more reliable visitor market that is not highly dependent on water levels in Lake Eildon and seasonal factors would encourage investment in businesses catering to tourists such as cafés and restaurants. These labour intensive industries would create employment, and increase demand for housing and other services.

In addition to direct expenditure by visitors in the town, the town's economy is sustained by expenditure on essential items and services by residents of the township, and those in outlying areas such as Taylor Bay and Snobs Creek. The Outdoor Education Group is the largest single employer in the town, with approximately 210 casual, part time and permanent staff, many of whom live in the Eildon area.

#### Tourist visitation

As identified previously, the tourism industry in the Eildon area is the most important driver of the local economy, providing the basis for significant retail expenditure in the town. A profile of visitors to Eildon is summarised as follows<sup>1</sup>:-

- Visitors to Lake Eildon originate primarily from Melbourne with some visitation from Country Victoria, and interstate. An estimated 75% of visitors are from Melbourne.
- Around 10% of visitors are from interstate (mainly from NSW, SA and Western Australia).
- Anecdotal evidence indicates that international visitation is low.

The visitor market to Lake Eildon is characterised as primarily:

- Small groups (friends, families)
- Couples
- Male visitors
- Niche markets – fishing, adventure, clubs – 4WD, bikes, caravans
- Group outdoor education
- Holiday homeowners, annuals in caravan parks and houseboat owners (Indications are that these markets represent around 30%-35% of visitors to Lake Eildon, which includes visiting friends and relatives.)

Day trip visits are also an important component of visitation with almost 80% of visits being day trips.

Repeat visitation to Lake Eildon is also likely to be high given the high proportion of holiday home owners in the region. This is evidenced by the high level of repeat visitation to Lake Eildon National Park (around 70%).

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<sup>1</sup> Source: Lake Eildon Tourism Development and Marketing Strategy (Essential Economics & Urban Enterprise, 2001) and discussions with tourism industry operators

## 4.5 DEVELOPMENT ACTIVITY

### 4.5.1 Lot sizes

The following table provides data on the sizes of lots within the Eildon area, including public land.

**Table 1. Lot sizes in the Eildon area**

<b>Lot Size</b>	<b>Number of Lots</b>
Under 1ha	633
1.01-2ha	35
2.01-4ha	38
4.01-10ha	19
10.01-20ha	5
20.01-30ha	1
30.01-40ha	3
40.01-100ha	2
<b>Total</b>	<b>738</b>

Source: Murrindindi Shire Council

### 4.5.2 Age of dwellings

There is no easily obtainable data on building approvals for Eildon. Valuations data does, however, provide an estimate of the age of buildings based on information gathered for rating purposes. This data provides a good indication of the level of recent building activity in the different precincts within the town, but does not provide detail about renovations or extensions to existing buildings (refer to Table 2).

The data is divided into three areas within the town, the Eildon Residential Zone (dwellings), Eildon Business Zone (commercial buildings), and the Eildon Rural Living Zone (dwellings).

**Table 2. Age of buildings in Eildon to Sept. 2001**

Year	Eildon Residential Zone	Eildon Business Zone	Eildon Rural Living Zone (lots 0-20ha)
2000	1	0	0
1999	1	0	2
1998	2	2	2
1997	0	0	0
1996	0	0	3
1995	0	0	1
1994	1	0	0
1993	5	0	3
1992	1	0	0
1991	2	1	3
1990	5	0	0
Prior to 1990	40	1	4
Prior to 1980	433	28	2
<b>Total Buildings</b>	<b>491</b>	<b>32</b>	<b>23</b>
<b>Total Lots</b>	<b>536</b>	<b>-</b>	<b>69</b>

Source: Murrindindi Shire Council

The data suggests that there has been very little new building activity in either the Eildon residential zone or the Eildon business zone over the past 10 years. In comparison the data indicates a much higher level of building activity in the Rural Living Zone, with 14 buildings constructed over the period.

#### 4.5.3 Development capacity

##### Residential

There is one significant portion of undeveloped residential land in the town of approximately 12 hectares located on the north side of The Boulevard. This land is privately owned. There are two smaller parcels of residential land that have potential for subdivision: a 3 hectare parcel of Council owned land on the west side of Seventeenth Street, and the 2.5 hectare former grout factory site on the east side of Seventeenth Street. Given the limited residential building activity over the past 10 years in the township, it is considered that, if developed, these parcels would satisfy any additional demand well beyond the life of this plan.

### Rural Living Zone

There is a significant amount of land currently zoned Rural Living to the north west of the Eildon Township. There is substantial capacity for future development within this existing zone. In the longer term Goulburn Murray Water plans to rezone, subdivide and sell portions of their land to the north of the township and to the south of the cemetery to establish further areas for Rural Living.

### Commercial

There appears to be little vacant land in the town in the Business Zone, however, demand for new commercial floor space is low. If future demand arises, there are a number of opportunities for more intensive development of several existing sites in the town, including the Post Office site.

### Industrial

Industrial land in the town is confined to approximately 15 hectares on Sugarloaf Road to the north east of the township. Consultation with the community and real estate agents indicates there is little demand for further industrial land. In fact, the closure of a recent business in the estate indicates that industry in the town may be contracting.

#### 4.5.4 Development proposals

It is understood that there are no major development proposals in Eildon Township at the present time. The construction of a new police station is currently underway on the corner of Main Street and Hillside Avenue.

## 4.6 OPEN SPACE AND URBAN DESIGN

### 4.6.1 Topography and landscape

The defining features of the landscape of Eildon are obviously Lake Eildon, with its associated pondages, and the Goulburn River, which was dammed to form the Lake. The Eildon Township is located on the northern edge of the Goulburn River and the Lake Eildon pondages, at the point where they meet the Lake. It is nestled between a large east-west ridge and the pondages themselves, so that the topography of the township slopes generally from the north to the south.

The town centre, with its shopping centre and “village green”, is basically located at the lowest point of the township, reinforcing it as a point of focus for both the permanent and transient population.

The landscape surrounding the township, particularly that associated with the Lake and the national park, is dramatic and spectacular. The township itself, however, does not reflect this and in fact is physically and visually removed from its most immediate landscape feature, the pondages.

The main boat ramp, while remote from the town, is a visitor destination that does have a sense of connection with the broader landscape of the Lake. The quality of amenity at this point, however, is poor, and the overall impression is of a degraded, rather than a healthy landscape.

Similarly, connection with the broader landscape can be made at locations such as the Jerusalem Creek boat ramp or the Mt. Pinniger lookout. However, these are remote from the town, and in fact could be visited with no reference to the town centre itself.

### 4.6.2 Views and vistas

The lack of long and/or clear views and vistas associated with the Eildon Township is problematic in a number of respects.

On arrival at the town centre, along the Goulburn Valley Highway, there are no views into the township, so that, it is conceivable that first-time visitors could unintentionally by-pass the town centre and drive on to the Eildon Boat Harbour. Visually the township is quite hidden from its approaches.

Views within the township itself are almost totally enclosed, reinforcing the sense of dis-connection from the broader landscape. Where enclosed views can actually be beneficial in creating a localised sense of place (such as in the commercial centre / village green area), this spatial quality has not been taken advantage of, so that the town centre is not perceived as a cohesive visual unit.

Downhill vistas are obtained into the town centre from residential streets to the north, although the clarity of views across the “village green” and to the shopping centre has not been considered.

#### 4.6.3 Building form

Due primarily to the age and “worker town” origins of Eildon, the built form of the township does not have a particularly strong character, other than being simple, rudimentary and “temporary” in nature. The town lacks the prominent banks and civic buildings that characterise other towns, such as Yea and Alexandra, and so cannot rely on these buildings to provide a memorable or distinctive image.

The buildings within the shopping centre remain fundamentally as constructed in the 1950’s, although cosmetic changes, such as painting and signage, diminish a sense of integrity that obviously remains in the buildings themselves.

Possibly the most prominent building in Eildon is the hotel at the entry to the township after crossing the pondages. This building contributes to the visual isolation of the town centre, acting as a barrier rather than a “gateway” building.

#### 4.6.4 Streetscape

Reflective of its origins as worker accommodation, the Eildon Township lacks a considered and cohesive streetscape theme. While the “village green” has potential to be a significant landscape space within the town, the current tree planting associated with the space lacks the consistency required to provide a distinct streetscape character. This ad hoc approach to planting has also continued into the shopping centre environs, contributing to the lack of character of the shopping area.

While the residential streets also lack streetscape themes, this issue is secondary to the lack of theme associated with the “village green” town centre.

#### 4.6.5 Micro-climate

The town centre area, consisting of the “village green” and shopping centre, is the primary pedestrian focus in town, and therefore the area where microclimate will be most important.

The small open area associated with the shopping centre is quite exposed to the north, and sheltered from southerly winds by the shops themselves. While this means that it could be a pleasant “sun-trap” in the winter months, when the population is highest over the summer, there is a need for additional shade.

The “village green” itself provides a pleasant “green” environment, however the summer microclimate could again be improved through additional carefully selected and located shade trees.

#### 4.6.6 Open space

The key open space areas in the Eildon Township are the informal open space associated with the town centre, and both the formal and informal spaces associated with the pondages.

In the town centre, both the “village green” and the smaller lawn areas associated with the shopping centre provide an excellent potential resource for a range of informal uses to complement the existing commercial and community functions already occurring. None of these areas, however, has been developed in such a way that this potential can be realised. There is a lack of formal pedestrian connection, shortage of amenities such as seats, tables, shelters, drinking fountains and other standard park infrastructure, and a lack of consistency and cohesion in tree planting.

The open space associated with the pondages is very attractive and is a key asset for the township. It includes shared cycle and walking trails as well as formal sporting fields and informal recreation facilities (seats, shelters, jetties). Connections between the pondages and the township itself are, however, poor and should be improved through additional signage and access.

#### 4.6.7 Conclusion

The historic development of Eildon has led to a township, which, while having a number of potential strengths, has not built upon those strengths.

## 4.7 MOVEMENT PATTERNS

### 4.7.1 Existing networks

The primary access to Eildon is from the southwest via either the Goulburn Valley Highway or Back Eildon (or Back Thornton) Road, which are parallel routes that approach the township on each side of the Goulburn River from Thornton. The Back Eildon Road enters directly into the town street network whereas the highway approach leads entering traffic around the town centre en route to the caravan park, boat harbour or dam wall.

Access to Eildon can also be gained from the southeast along the Eildon-Jamieson Road, a local road that still contains a 7km unsealed section within the adjacent Mansfield Shire. Although completion of the sealing of this route is a high priority for Murrindindi Shire, it is unlikely that works will be undertaken in the foreseeable future without external funding being provided to undertake the task.

Alternative access can also be gained from the north via the scenic but circuitous and winding Skyline Road that follows the ridgeline around the western edge of Lake Eildon south from Bonnie Doon.

Within the town, the shopping centre is located in the middle of the central block bounded by High Street, Centre Ave, Hillside Ave and Riverside Dr/Eildon Road. This block is bisected by Main Street, onto which the arc of shops faces across a car parking area. The "Village Green" is located across the road from the shops between Main Street and High Street. Utah Place divides the village green to provide a direct connection from High Street to Main Street and into the shopping centre car park.

### 4.7.2 Traffic volumes

Traffic volume data is only available for the Goulburn Valley Highway. It indicates average daily volumes of around 200 to 300 vehicles between Thornton and Eildon. It is suspected that similar volumes of traffic use the alternative Back Eildon Road for access to the town. It is expected that these traffic flows could double during the peak tourist season.

### 4.7.3 Type of traffic

The traffic counts conducted on the highway by VicRoads each side of Thornton indicate a truck content of between 12% and 19%. The presence of these vehicles will vary markedly, depending on the level of log extraction from the Rubicon and Big River areas at any one time.

No data is available on trends over time or seasonal variations although extrapolation of the traffic data for Yea would indicate a static profile over the past 10 years with seasonal fluctuations that could see up to a two-fold increase in the tourist summer peak.

#### 4.7.4 Traffic issues

There are no identified traffic safety issues in Eildon Township. However, traffic management matters include the inability of visitors to readily access the shopping centre from the highway entrance to the town. Suggested solutions include layout treatments of several intersections along Eildon Road to assist access to the town centre.

There is a designated parking area within the shopping complex which, when augmented by adjacent on-street parking, is adequate to cater for normal demand. However, at peak tourist times these facilities are overloaded and need supplementing. There is also a particular need to cater for the parking of cars towing boats. Both of these issues are investigated in this report.

As has been noted in other sections of this report, the shopping centre is isolated from other areas of tourist interest in and around the town. It is considered essential that this focus for visitors is adequately linked to the natural attractions for tourists along the shores of the pondages and the walk to Mount Sugarloaf Lookout. Having regard for the increasing age profile of the Eildon population, there is also a need to ensure that all pedestrian facilities cater for the disabled and wheelchair users.

Direction signing to assist visitors to the area needs improvement. However, before the direction and promotional sign layouts can be further developed, resolution needs to be reached on the issue of the town name. It was mooted at the community workshop that, to differentiate the Eildon Township from the Lake, and hence avoid the confusion over destinations on remote highway direction signing, the town should be renamed "Eildon Weir".

This matter is beyond the scope of an Urban Design Framework and it is not addressed in the strategies. However, it needs to be progressed by Murrindindi Shire Council to a definitive outcome before any significant initiatives are undertaken in relation to direction signage. A change in name will also impact on highway direction signing throughout the district and on the preparation of promotional literature.

# 5 Issues and opportunities

## 5.1 CONTEXTUAL ISSUES AND INFLUENCES

There are a number of broad demographic, economic and social issues and influences that provide the context for the Urban Design Framework:-

- The population of Eildon Township and the outlying areas is in decline, and the population profile is ageing.
- Visitation to the town suffers when the level of the lake is low, due to the perception that boats cannot be launched, and the perceived limited range of non-water based activities that can be undertaken by visitors.
- Eildon is a destination, and does not have traffic passing through it.
- Eildon does not have sufficient population to support a full range of shops and services. As a consequence, there is significant escape retail expenditure to towns such as Alexandra.
- Until recently, the property market in Eildon has been static, with little growth in demand and prices. In the past 12 months, however, prices have risen strongly, mainly driven by people seeking affordably priced holiday homes.

## 5.2 VALUES TO PROTECT AND ENHANCE

There are a number of land use elements that shape the character of Eildon and are worthy of protection and enhancement:

- attractive views over the pondages on the highway approaches to town;
- “village green” in the centre of the town;
- compact town centre and low rise built form.

### 5.3 LAND USE AND DEVELOPMENT

- Council could consider the sale of its vacant land holdings for further residential development. This could be undertaken through an expression of interest process with controls over the design and siting of the proposed residential product.
- The rezoning, subdivision and sale of Goulburn Murray Water land to the north of the township and south of the cemetery could provide for further Rural Living Zones in the longer term.
- The layout of the town is unique, but could be enhanced through consistent landscape and streetscape treatments, including lighting, street furniture, tree plantings, and building finishes.
- The presentation of the shopping centre requires upgrading. It is unclear whether the single ownership of a group of the shops will assist or hamper any proposals to upgrade the shopping centre.
- Water activities have been the traditional drawcard for people visiting Eildon, however, expanding the range of activities including cafes, restaurants, and all year round activities presents a significant opportunity for the town.
- The hotel at the entrance to town is unattractive, and does not capitalise on its location at the water-front. The redevelopment of the site for a high quality conference centre with accommodation and eating facilities has the potential to increase visitation to the town, and lift its profile. Innovative architecture that is sympathetic to the location would be desirable as part of any upgrade to the site, and could be encouraged through the introduction of a Design and Development Overlay.
- The pondages are under-utilized as a recreational resource and an attraction for visitors. Allowing non-motor powered water craft (canoes / sail boats), and encouraging fishing on the pondages would diversify the range of recreational activities available to visitors. Discussions should be held with GMW / Southern Hydro about management of water level in the pondages.
- Improvements to facilities and amenities are required at the Eildon Boat Harbour and the privately operated sections of Jerusalem Creek. The renewal of five year leases over land on the Lake by Goulburn Valley Water could provide an opportunity for these improvements to be negotiated as a condition of lease agreements.
- Boating and watersports are well established on the Lake, however new recreational opportunities on the Lake should be explored. These could include additional boating facilities and café / restaurant at Point Dethridge, near the dam wall.

- The town relies heavily on boating activity at the Eildon Boat Harbour and Jerusalem Creek, however these locations are physically separated from the town and are poorly signed at key entrances to the town. Directional signage upgrades are needed at the approaches to town, particularly at the grass 'triangle' intersection of the Goulburn Valley Highway and Jerusalem Creek Road.

## 5.4 OPEN SPACE AND URBAN DESIGN

The key issues and opportunities arising from the analysis of urban design and open space in Eildon include:

- The lack of a defined character for the town centre, particularly the shopping centre area. This is hampering the commercial functioning of the centre through the lack of a defined image in the mind of visitors. The development of a coherent and understandable visual theme for the shopping centre would assist in the establishment of a town character.
- Arrival at Eildon could be better announced through the development of a major “marker” at “the triangle”, on the Goulburn Valley Highway. This marker could take the form of a sculpture, landscape feature or earthform, along with improved directional signage.
- The informal open space development along the southern edge of the lower pondage, (along the Goulburn Valley Highway interface), presents an opportunity which would not only provide a functional recreational focus, but would also contribute to the visitor experience, announcing arrival at the township. The enhancement of this area through additional picnic tables, seats, shelters, and even jetties should be encouraged.
- The strengths of the town centre could be further enhanced, particularly the large “village green” area and the open lawn areas associated with the shopping centre. There is the opportunity to develop these areas further, as an integrated town heart, with improved amenity, visual qualities and pedestrian access.
- Roads appear dominant in the town centre, and yet parking is inefficient, and pedestrian access is not direct. A change of emphasis should be established within the town centre, where parking and walking is encouraged, particularly on Utah Place and Main Street.
- The pondages should be better linked to the town centre via continuous pedestrian and cycle tracks, improved signage and a unifying landscape approach, including maximising views to the water. The views to the pondages could also be maximised in a commercial sense, through the re-zoning of land along the northern edge of the upper pondage to facilitate commercial development such as visitor accommodation, restaurants, kiosks, boat hire etc. In this way the commercial centre could be encouraged to grow to incorporate the pondages, rather than turn its back to them.
- The main boat ramp at the harbour is poorly presented and lacks amenity. There should be new seats and shelters, upgraded toilet facilities and improved car park lighting.
- Signage to the Jerusalem Creek boat ramp is poor despite it being more functional than the main harbour when water levels are low. Improved signage should be provided on the approach to Eildon, in the vicinity of the pondages.

## 5.5 MOBILITY

### 5.5.1 Traffic management

Although safety or operational problems were not present at most of the intersections in Eildon Township, several locations were identified as requiring layout modification to assist in changing driving patterns. The pertinent sites are as follows:

- Eildon Road/Riverside Drive at the termination of the Goulburn Valley Highway north of the bridge over the pondage, where the direction to the town centre is not evident. The suggested installation of a roundabout would create a sense of “arrival” and, coupled with improved signing, would provide the opportunity for visitors to be directed along Riverside Drive to the town centre.
- Eildon Road at Hillside Ave, which is the alternative access route to the shopping centre. Although of lower priority than the above location, the installation of a roundabout with clear signing at this T junction would assist visitors to navigate their way to the town centre.
- Eildon Road at Sugarloaf Road, where the majority of traffic turns to access the public Boat Harbour and private Boat Club to the north. Concerns over safety at this T junction (one reported injury crash in the past five years) adjacent to the caravan park entrance have prompted calls for another roundabout to be constructed at this location. Detailed layout investigation is considered necessary to determine the most appropriate treatment for this intersection where treatment options are restricted by severe terrain constraints.

The area where Main Street, Utah Place and the access to the retail parking area all converge is of concern to local users. Utah Place does not appear to serve an essential collector purpose in the local street network and its closure to through traffic would enable the development of an effective pedestrian avenue leading directly into the town centre. Closure of Utah Place would simplify the traffic movements in Main Street at the entrance to the shopping centre.

### 5.5.2 Parking

Parking for vehicles towing boats or caravans was noted as an issue by the businesses in the shopping centre. Although parking for such vehicle combinations is catered for in Main Street and Utah Place, it is poorly signed and towing vehicles have reportedly been booked whilst illegally parking in the shopping centre car park. Improved signing is needed to clearly identify the intended locations for long vehicle parking and clarify the prohibition on this type of parking in front of the shops.

**Figure 2. Shopping centre car park entry**



This photograph shows the confusing signing for long vehicle parking

Parking is at a premium during peak holiday periods. An informal gravelled area in Girdwood Parade behind the supermarket is available to take some of the overflow parking from Main Street. This area could be properly formed so that the parking arrangements are defined and the area signed to attract users.

### 5.5.3 Pedestrians

There are no formal pedestrian connections between the shopping centre and other destinations of interest in the town. It is considered vital to maximise the tourism potential of the town for paths to be provided that connect:

- The town centre with the Lower Pondage walking/cycling circuit (through a new access to be created to the west of the Hotel);
- The town centre with the sporting facilities and linear walking trail along the bank of the Upper Pondage;
- The town centre with the Mount Sugarloaf Walking Trail.

It was also noted that no formal pedestrian link exists between the Primary School and the swimming pool within the park opposite the shops. Construction of a path and the formalising of a pedestrian crossing point of Centre Ave along this route would assist pedestrian safety.

With the demographic trends showing an increasing aged population in the town, it will be important to include adequate provision for disabled and wheelchair access in all upgrading of pedestrian connections for the town.

**Figure 3. Parking in Main Street**



Note the lack of definition of vehicle types and poor provision for disabled pedestrians

Comments from several groups highlighted concern over the absence of adequate lighting of the shopping centre. This issue needs to be addressed as part of any redevelopment of the area.

#### 5.5.4 Signing

There is a noticeable lack of clear direction signing to assist visitors in finding the key destinations in and around the town. Signing improvements are suggested for the following locations:

- Junction of Goulburn Valley Highway and Jerusalem Creek Road at the south approach to the town. Advance and position signing in the white on brown tourist format is recommended to indicate the turn-off to Jerusalem Creek boat harbour and the Dam Wall viewing area. This signing should include prominent direction signs in the standard white on green format to Eildon Township and replace the existing “totem pole” of illegible fingerboards at this location.

**Figure 4. Signing proliferation at Jerusalem Creek turn-off**



- Clear advance direction and position signs are needed to accompany intersection layout improvements at the locations identified in Section 5.5.1 to direct visitors to the town centre, viz
  - Eildon Road and Riverview Drive
  - Eildon Road and Hillside Ave

- Eildon Road and Sugarloaf Road

There is also an opportunity to install Gateway Entrance signs at the south (highway) and west (Back Eildon Road) entrances to the town to heighten the sense of arrival and reinforce the theme for promotion of the town.

## 5.6 KEY PRIORITIES

Based on the community consultation, the following key priorities were identified for Eildon in order of importance:

- presentation of the shopping centre, including a “theme” for the town;
- signage and traffic management.

# 6 Urban Design Framework

## 6.1 INTRODUCTION

This section of the report identifies concepts to address issues and to realise opportunities for *Land Use and Development*, *Open Space and Urban Design*, and *Mobility* in the Eildon Township, as identified in Section 5 of the report.

This section identifies the following:

- Strategic options;
- Recommended strategies and actions;
- Indicative costs;
- Resource allocation priorities; and
- Implications for the Murrindindi Planning Scheme.

## 6.2 THE CONSULTATION PROCESS

The Eildon Urban Design Framework was prepared following the public display of the Analysis Report and Analysis Plans, which were reviewed by the Steering Committee, Councillors and Council officers prior to exhibition.

The draft Urban Design Framework was placed on public display from 4 March 2003 until April 2003. Following consideration of the submissions received, the consultant team prepared a summary of the submissions and a response to the key issues raised (refer to Appendix C). This document was reviewed by Council officers and a briefing session was held with Councillors prior to the finalisation of the Urban Design Framework.

## 6.3 LAND USE AND DEVELOPMENT

Community consultation and further analysis conducted by the project team identified a number of key issues for Eildon. These include:

- the lack of a “theme” and the need for more cohesive design and presentation for the township;
- the need for a larger permanent population to support a larger range of services;
- the need to expand the tourism focus and possibilities for visitor experiences within Eildon.

### 6.3.1 Strategic options

#### Theme for the Township / Cohesive Design and Presentation

The community consultation process highlighted Eildon’s lack of an easily recognisable identity and the absence of a consistent theme and cohesiveness in its design and presentation.

During the analysis phase of this project, two key potential themes arose from the review of the setting of Eildon and from discussions with the community:

- the natural environment, particularly water and vegetation, which are key elements of the character of Eildon and it’s surrounds;
- America in the 1950’s, being the place and period from which the plan for Eildon emerged.

In response to these options, it is suggested that each can be accommodated at different levels. The development of a landscape structure based on the use and interpretation of elements of the natural landscape (particularly planting and reference to water) will produce a more sustainable, and more evolving, character. In short it will make Eildon a green, attractive place to be.

Within this structure, more specific themes can also be incorporated – such as the 50’s Americana theme. Such a theme may in fact be more appropriate as a short-term installation (such as an annual “Utah festival”) where elements and artefacts from the period may be featured.

Mechanisms for establishing a theme for the town include developing a detailed landscape plan for the treatment of open space, and the introduction of guidelines for the colour and finishes of buildings and street furniture. These options are explored in more detail later in this report.

In terms of statutory means of implementing the theme, the most effective way to facilitate the theme would be through the introduction of a Design and Development Overlay in the Murrindindi Planning Scheme. The overlay should apply to two key areas of the town: the shopping centre district and the Golden Trout Hotel, an important landmark at the gateway to the town.

Key actions are as follows:

- Introduce a Design and Development Overlay to the main shopping district with the following design objectives:
  - to retain the uniform built form of the shopping centre;
  - to retain the compact nature of the shopping centre, which can be accessed easily by pedestrians;
  - to encourage the upgrading of the shops in accordance with a thematic scheme of colours and finishes that complements the natural environment of Eildon, including the key theme of water;
  - to create stronger pedestrian links between the shopping centre and the land to the south of the shopping centre, including the pondages.

Specific controls over buildings and works should be developed based on the detail provided in Section 6.4.2, which include recommendations relating to density and building form, site layout, landscape integration and amenity. The suggested overlay controls are outlined in Section 6.7 of the report.

- Introduce a Design and Development Overlay to the Golden Trout Hotel site to guide any redevelopment or refurbishment of the site. The overlay should include the design objectives:-
  - To promote innovative design for new development that maximises views over the waterfront from common areas and function rooms within the hotel.
  - To provide for views through the site, where possible, to the pondage.
  - To ensure that the height, form and scale of development is sympathetic to the hotel's prominent location on the waterfront and entrance to the town.
  - To ensure that building materials, finishes are in accordance with a thematic colour scheme for the Eildon (as detailed further in Section 6.4.2).

The suggested overlay controls are outlined in Section 6.7 of the report.

#### Tourism focus and visitor experience

There are limited tourism-related opportunities at present in the Eildon Township and on the pondages. This was recognised as an issue in the *Lake Eildon Tourism Development and Marketing Strategy (Murrindindi & Delatite Shire Councils, 2001)*, which also observed that the existing tourism product range is heavily focused on water based and outdoor product and that visitation is seasonal and dependent on adequate water levels in the Lake and on good weather.

As a result of these factors, visitation to the town suffers when the level of Lake Eildon is low, due to the perception that boats cannot be launched, and the perceived limited range of non-water based activities that can be undertaken by visitors.

The consultation process for the Urban Design Framework identified a number of additional opportunities in the immediate vicinity of Eildon Township that will enhance the range of recreational activities available to visitors at all times of the year. These opportunities are generally consistent with initiatives described in the *Lake Eildon Tourism Development and Marketing Strategy (August 2001)*.

Actions that should be undertaken by Council to achieve this objective are as follows:

- Support the development of the museum and interpretive centre to provide visitors with information about the history of Eildon and its development.
- Undertake discussions with Goulburn Murray Water to improve amenities at the Eildon Boat Harbour and the privately operated sections of Jerusalem Creek through new longer term lease agreements.
- Undertake discussions with Goulburn Murray Water to expand the range of activities available on the pondage by allowing and encouraging fishing and by allowing non-motor powered water craft (canoes / sail boats) to operate on the pondage.
- Consult with Goulburn Murray Water to promote the pondage as a recreational resource through a publicity campaign and through tourist signage in and around the township.
- Explore the recreational opportunities at Point Dethridge, in conjunction with Goulburn Murray Water. Recommended uses include a swimming beach, which would require the introduction of a no boating area within a specified distance around the beach. Development of this area could provide for a privately operated restaurant or kiosk to be established, which would capitalise on the outlook over the lake.
- Support opportunities for tourist-related development overlooking the pondages that are linked to the commercial centre of the town. This could include high quality visitor accommodation, restaurants/cafes and recreational facilities. This would capitalise on the outlook over the water and attract visitors to the town. Potential areas include the northern shore of the upper pondage. Consultation with Goulburn Murray Water would be required to determine whether the land would be available for development purposes, in addition to a planning scheme amendment to rezone the land from the Public Use Zone.

#### Ownership of public land

Murrindindi Shire Council has been approached by Goulburn Murray Water to assist with the rationalisation of its land interests in Eildon, including roads, drainage and parkland, which are currently maintained by the Murrindindi Shire Council. Council ownership of the assets would help to facilitate any administrative processes associated with implementing several of the strategic recommendations contained in this study, such as the closure of Utah Place.

Key actions related to the implementation of this strategy are as follows:-

- Undertake discussions with Goulburn Murray Water to transfer the following land to the ownership of Council (in order of priority):
  - the shopping centre car park;
  - the recreation reserve at Utah Place;
  - the bushland corridor east of Park Street; and
  - land abutting the north side of the lower pondage to the south of The Crescent.
- Arrange for the ownership of the town's road and drainage network to be transferred from Goulburn Murray Water to Council.

#### Supply of residential and rural residential land

Research undertaken as part of the Analysis Stage of the project indicated that Eildon has an adequate supply of land zoned Residential 1 and Rural Living for the long-term. It is important that the ongoing supply of reasonably priced land in these zones is maintained, as this will influence the town's ability to attract new residents and investment in the future.

Maintaining the supply of residential land over the 20 year duration of this Urban Design Framework must occur within the limits of relevant legislation including *Ministerial Direction No.6* relating to Rural Residential Development. This legislation requires that a planning scheme amendment must not provide for rural residential use or development of land that would increase the supply of rural residential land to more than that required to meet a 10 year demand.

Key actions related to the implementation of this strategy include:-

- Retain the current supply of land zoned Rural Living to the north of the town.
- Begin a strategic analysis of Council land holdings in Eildon to identify parcels of infill vacant land that could be sold for further residential development.
- Undertake an expression of interest process to identify potential purchasers of surplus Council land.
- Council and Goulburn Murray Water should commence discussions to facilitate the rezoning of surplus Goulburn Murray Water land to provide for further Rural Living Zones for the long-term. Areas that could be rezoned include:-
  - land on the south side of the Goulburn Valley Highway, to the south of the lower pondage;
  - land to the east of Skyline Road and north of Park Avenue (currently zoned Rural).

## 6.4 OPEN SPACE AND URBAN DESIGN

### 6.4.1 Strategic options

#### The “Village Green” and commercial centre

The urban form of Eildon presents a major opportunity to define a green heart for the township based around a central “Village Green”. The development of this Village Green area and the improvement of the commercial centre environment are the key urban design strategies aimed at reinvigorating the Eildon town centre and providing the character that it is currently lacking.

Key actions related to the implementation of this strategy include:

- Close Utah Place north of Main Street, while retaining the existing pavement area as a car park serving both the commercial area and the Village Green parkland. This will also allow better connection of the two existing open spaces in order to function as a single space.
- Combine the closure of Utah Place as a through route with improved pedestrian amenity, connecting the residential streets north of High Street to the commercial centre. This would consist of new paths on both sides of Utah Place, as well as widening of kerbs either side of Main Street, and raising the pavement across Main Street to indicate a high level of pedestrian activity. This access would be accompanied by tree planting along each path and along the central median, which would be retained.
- Retain the existing cenotaph at the southern end of Utah Place in its current position, and development this area as a ‘town square’.
- Develop a unified tree planting masterplan for the Village Green. This masterplan would have the following objectives:
  - enhancing the overall landscape character of the Village Green;
  - defining the Village Green as a single space, through a clearly defined planted perimeter;
  - defining vistas from the northern residential streets to the commercial centre;
  - creating park spaces within the Village Green to provide for picnics, group gatherings, informal ball games etc;
  - defining the type and extent of park facilities (such as seating shelters, barbecues etc) required within the Village Green, and when these should be provided.

Appropriate species would include deciduous exotic trees such as *Acer saccharinum* or *Acer X freemanii* “Autumn Blaze”, reflecting the North American origins of the town plan.

- Construct a path around the perimeter of the Village Green that provides formal connection of the commercial centre and the residential areas of Eildon.

- Reduce parking within the commercial centre (in conjunction with increased parking within Main Street) to make more effective use of the open space area within the centre, which provides important potential for the creation of a town centre character.
- Encourage businesses to be “double fronted” to improve the presentation, prominence and level of activity fronting Girdwood Parade. This would create an “activity link” between the commercial centre and the open space associated with the upper pondage.
- Develop a detailed landscape plan for the treatment of the open space within the commercial centre.

In response to a town theme based on “water”, the development of a landscape plan for the Village Green should include the following features:

- a simple tree theme complementary to, but distinct from the Village Green main theme. This theme should act to unify the commercial centre while also allowing views to the individual shops. As with the Village Green, the use of deciduous exotic tree species would be appropriate;
- a central landscape feature, which reinforces the fact that Eildon is fundamentally about water. This feature need not be a fountain, or featuring permanent water, but should allude to water through its form, colour and materials;
- a central feature path linking High Street with the shops. This path should again have an “aquiline” character, reflecting the water theme;
- paved seating areas to make use of the north westerly orientation of the space, and encourage use of the commercial area as a place to meet and gather;
- shade and shelter structures providing for year-round use of the open space. These shelters may be removable to allow for flexible usage. Open grassed areas should also be retained to allow for displays, such as artefacts associated with the “Utah theme”;
- facade mounting of existing overhead powerlines, to encourage additional large tree planting, banner poles etc.
- Remove existing shrub plantings, which act as visual and physical barriers within the space.
- Remove existing pine log barriers at the junction of the verandah and lawn spaces within the commercial centre. These restrict the use of the adjacent lawn areas and are unnecessary.
- Provide improved lighting within the commercial centre. This will include freestanding feature lighting within the open space, and improved lighting on the underside of the verandahs.

- Improve the quality of pavements around the commercial centre. The spaces created by the verandahs are quite wide and provide the potential for thematic pavements, which would add to the character of the commercial centre. The suggested treatment is exposed aggregate coloured concrete, avoiding the use of small unit pavers, such as brick, which can lead to maintenance and safety issues. Colours for the pavement should be derived from the natural landscape, including ochres and blues, developing references to the environment as a theme for Eildon.

### Open Space Connections and Development

The open space associated with the pondages is one of Eildon's key strengths, but one that is not well connected with the town centre itself.

Key actions to improve this connection include:

- construction of a formal path link from the upper pondage into the commercial centre, across Girdwood Parade;
- construction of a formal path link between the Lions Park, on the northern edge of the lower pondage, and the Village Green;
- continuous path connection from the lower pondage perimeter path, and the Village Green perimeter path;
- The residential area to the north of High Street is intersected at two points by drainage gullies from the ridge to the north (between Hillside Avenue and 4<sup>th</sup> Street, and between Park Avenue and Park Avenue North). These gullies should be developed as open space linkages from the residential areas into the Village Green. Improved trail access along Firebreak Road, to the Boulevard Caravan Park would create an additional circuit for pedestrian and recreational cyclists.

### The Eildon Gateway

The entries into Eildon do not clearly direct visitors into the town centre, and in the case of the Goulburn Valley Highway entry, actually encourage visitors to bypass the town.

Signage on the key approaches (Goulburn Valley Highway, the Back Eildon Road, and the Taylor Bay Road), need to be improved and carefully located.

In addition to signage, the large triangular space at the intersection of the Goulburn Valley Highway and Jerusalem Creek Road south of the pondage bridge presents the opportunity for a major gateway treatment featuring sculpture, landscape or both. In keeping with the theme proposed for the open space in the main commercial centre, the expression of water should be a key element in the gateway, recognising that water is the reason for the existence of Eildon Township, and the main reason that people visit.

The gateway should be subject to detailed design and guided by the following design parameters:

- retain the generally open character of the space, contrasting with the dense vegetation existing on the southern verge of the Goulburn Valley Highway;
- provide a single dense planting of indigenous trees on the southern edge of the triangle, creating a distinct corridor along the Goulburn Valley Highway to contrast with the open nature of the approach to Eildon Road;
- construct a distinct and identifying landscape feature, such as a low wall beginning at ground level on the Goulburn Valley Highway edge, and holding its horizontal level to emerge from the receding ground near Eildon Road. This feature would act as a visual cue, directing visitors into Eildon, while also being able to express the geology of the region through the texture and colour of its surface.

The Back Eildon Road gateway, near the grout factory, should also be more prominently announced through the strategic and bold planting of additional native vegetation, in conjunction with improved signage.

#### 6.4.2 Built Form Design Guidance

The following principles provide guidance for new development, as well as for infill development or redevelopment of existing forms. These principles are based on an analysis of the existing built and urban form, and importantly the existing landscape and aspect of the Eildon town centre. The main objective of these principles is to capitalise on the compact nature of the town centre, and to guide development that responds to the existing character.

The importance of these guidelines is that they emphasise a ‘whole town’ approach, in that the impacts on streetscapes, views and adjoining built forms must be taken into consideration, and built form must not be reviewed in isolation from other elements. In essence these guidelines promote site responsive design.

These proposed guidelines are not intended to determine a consistent ‘formulaic’ approach to built form, as diversity can be promoted while still responding to the guidelines.

##### Site Responsive Design - Parameters

The built fabric of the Eildon commercial centre is uniform in style. However the strength of this uniformity has been depleted over time due to an apparent lack of consistency in surface treatments and ornamentation. Key characteristics of the buildings in the commercial precinct, include:

- Modest scale
- Verandahs
- Consistent building line
- Single shop frontages with full size windows
- Single storey development

The consistency of the existing built form of the Eildon commercial town centre, and the relationship between these buildings and the central open space, suggest that these should form a starting point for built form principles. Any new development or renovations should respect and respond to these attributes, and should not diminish the visual and spatial character derived from these attributes.

Climatic considerations also generate criteria for built form, in that buildings should respond to solar access, as well as provide shade and wind and weather protection. The presence of verandahs, which are a feature of the Eildon town centre, provide an appropriate response to these factors.

Eildon is also fortunate that the commercial centre is compact, and is therefore, easily accessed by pedestrians. The consolidation of commercial development, rather than dispersion, should be promoted to build upon this characteristic. Strong pedestrian connection with any future car parking should also be provided.

“Inactive building edges”, such as those fronting Girdwood Parade, should be enlivened to provide a continuity of commercial activity through externalisation (and ‘address’ of businesses) or through the provision of public areas. Pedestrian connection from Girdwood Parade to the central open space would significantly improve the level of activity and the presentation of the southern side of the commercial centre and create a stronger link with the open space associated with the upper pondage.

## Site Responsive Design - Guidelines

### Density and Building Form

1. Encourage the use of vacant land on Girdwood Parade for car parking to service the commercial centre, and for future commercial uses. This would increase the level of activity on the northern edge of the open space associated with the upper pondage.
2. Develop a range of agreed thematic colours, in consultation with traders and residents. The colour schemes should be complementary to the natural environment of Eildon, but should also provide the opportunity to reflect the period and origin of their construction.
3. Place the use of this range as the dominant colours used through the town centre for other non-building elements such as furniture, lights, bollards etc.
4. Encourage signage on buildings, or within built elements. Place signage directly on awnings. Freestanding or sandwich board signage should be restricted to a defined zone within the footpath space to minimise visual and physical clutter. These signage guidelines should be reviewed in association with the Planning Scheme provisions for advertising signs.
5. Encourage any new retail shop frontages to provide a greater percentage of window area to promoting window displays that add variety and interest to the street environment, and interaction with passers-by.

6. Require corner buildings to 'turn the corner' in terms of their frontages and active building edges.

#### Site Layout, Building Mass

7. Require developments to maintain a continuous built edge, consistent with adjoining buildings.
8. Require larger developments to break down built mass into a series of smaller envelopes reflecting the general existing grain of buildings in Eildon.
9. Assess building heights for their impact on adjoining properties and the impact on the overall streetscape. Generally new development within the village centre should be single storey, consistent with the existing conditions. Two-storey development (such as units) would be more acceptable outside the central town area.
10. Encourage the provision of rear car parking on Girdwood Parade, and encourage commercial buildings to provide a rear building frontage, with pedestrian access and preferably display windows.

#### Landscape Integration

11. Require developments to integrate landscape within their envelopes, particularly responding to the street conditions and ensuring a contribution to the streetscape.

#### Amenity

12. Require developments to provide public linkages, particularly to adjoining car parking, other businesses and open space.
13. Encourage any large developments to integrate a network of public space, and pedestrian linkages within their envelopes.
14. Encourage design and layouts that responds to microclimate considerations, provide protection from prevailing winds, and provide shade and weather protection.
15. Require developments to adhere to all accessibility standards and codes.

## 6.5 MOBILITY

Although traffic and road safety issues were not raised as a high priority during the community consultation meetings at Eildon, signing and traffic management were agreed as two key issues that needed to be addressed in this strategy. These primarily relate to:

- providing Eildon with a marketable identity;
- giving the visitor a sense of arrival; and
- facilitating tourists to navigate their way to the town centre.

Improvements to current parking were also raised as a secondary issue.

### 6.5.1 Strategic options

#### Intersection Treatments

The intersections of Eildon Road with Riverside Drive and Hillside Ave lend themselves to improvement by the construction of roundabouts in order to create a sense of arrival, add to the identity of the town entrance and assist visitors in navigating to the town centre. It is noted that these intersections are used by vehicles transporting houseboats through the town and design of the proposed roundabout must incorporate the specific needs of these large vehicles.

The intersection of Eildon Road with Sugarloaf Road has severe terrain constraints that may not make the installation of a roundabout. Detailed investigation will be required to arrive at an optimal solution for this site.

The intersection of Main Street and Utah Place, including the access to the car park fronting the shops, is an uncontrolled vehicle manoeuvring area that has operational problems. This strategy recommends that Utah Place be closed at Main Street and converted to a pedestrian walk and parking area accessed from High Street, thereby:

- simplifying traffic movements at the intersection and improving road safety in Main Street;
- enhancing the view of, and pedestrian access to, the town centre from the north;
- linking the currently bisected parkland into a unified "Village Green";

The addition of a flat-topped raised pavement across this old intersection area would facilitate safer pedestrian access between the shopping centre and the park/Visitor Information Centre & toilet block and further reduce traffic speeds in Main Street.

Concept plans for these proposed intersection treatments are provided in the following Section 7 of the report.

## Pedestrian Links

As noted earlier in this report, it is considered vital for prominent strategic pedestrian links to be created between the town centre and the pondages and to Mt Sugarloaf Lookout to enable visitors to fully explore Eildon's natural assets. These pedestrian links feature strongly in the recommendations.

## Signing

Any proposal to change the name of the town must be fully explored and resolved prior to undertaking major improvements to direction signing on the remote highway network and at the approaches to and within Eildon.

## Parking

The conversion of Utah Place into a pedestrian avenue and parking area will not result in any loss of car parking along the edges of this section of road. This parking will be further augmented by the introduction of angle parking along the new northern kerb of Main Street between the information centre and toilet block (approx 11 bays).

Additional parking will be provided by the creation of formal parking areas along Girdwood Parade at the rear of the shops (30 to 40 bays) resulting in a net gain of parking in excess of 50 spaces. Care will need to be taken in the design of this parking to preserve all existing mature trees in the area.

Should parking capacity during peak holiday periods still represent a problem, the conversion of some of the current parallel parking in Main Street to angle parking could be considered. However, the implications of this change will need to be carefully evaluated as:

- the need to allow sufficient manoeuvring width necessary to access angle parking bays will require removal of the existing median. This in turn removes a convenient pedestrian refuge and is likely to lead to higher traffic speeds along Main Street;
- introduction of angle parking will remove the current ability to accommodate long vehicle (boat, trailer and caravan) parking in Main Street.

### 6.5.2 Recommended Strategies, Actions and Indicative Costs

- Install a roundabout at the intersection of Eildon Road and Riverside Drive.
- Install a roundabout at the intersection of Eildon Road and Hillside Ave.
- Investigate and implement layout improvements at the intersection of Eildon Road and Sugarloaf Road.
- Close Utah Place at its south end and convert to pedestrian avenue and parking area.
- Install flat-topped raised pavement in Main Street in front of shopping centre.

- Review and upgrade all parking signs and markings to ensure these are appropriate to the town's needs and provide clear and unambiguous instructions to motorists.
- Formalise secondary parking areas in Girdwood Parade and provide prominent signing to this parking area.
- Construct pedestrian paths linking the town centre with:
  - the Lower Pondage circuit via a connection at the southern extension of Centre Ave;
  - the Upper Pondage linear trail and sporting facilities along this pondage foreshore;
  - the Mt Sugarloaf Walking Track by extending the Pondage linear trail.
- Provide pedestrian facilities (paths and crossing of Centre Ave) to connect the school with the parkland and swimming pool.
- Include provision for the disabled as part of all new pedestrian infrastructure works.
- Improve direction and tourist signing at:
  - the junction of the Goulburn Valley Highway with Jerusalem Creek Road;
  - the new roundabout at Eildon Road and Riverside Drive;
  - the new roundabout at Eildon Road and Hillside Ave;
  - the intersection of Eildon Road and Sugarloaf Road;
  - the intersection of Back Eildon Road and South Crescent.

## 6.6 SUMMARY OF RECOMMENDED STRATEGIES AND ACTIONS

### Land Use and Development

Strategies in Order of Priority Actions	Estimated Cost	Timeframe
<p><b>1. Establish a consistent theme for improvements to the design and presentation of the town by:</b></p> <p>1.1 Introducing a Design and Development Overlay to the main shopping district.</p> <p>1.2 Introducing a Design and Development Overlay to the Golden Trout Hotel site.</p>	Council staff cost	2003-2005  2003-2005
<p><b>2. Enhance the range of tourist and recreational activities available to visitors at all times of the year by:</b></p> <p>2.1 Supporting the development of the museum and interpretive centre to provide visitors with information about the history of Eildon and its development</p> <p>2.2 Undertaking discussions with Goulburn Murray Water to improve amenities at the Eildon Boat Harbour and the privately operated sections of Jerusalem Creek through new longer term lease agreements.</p> <p>2.3 Undertaking discussions with Goulburn Murray Water to expand the range of activities available on the pondage.</p> <p>2.4 Undertake discussions with Goulburn Murray Water to promote the pondage as a recreational resource through a publicity campaign and through tourist signage in and around the township.</p> <p>2.5 Explore the recreational opportunities at Point Dethridge, in conjunction with Goulburn Murray Water.</p> <p>2.6 Support opportunities for tourist-related development overlooking the pondages.</p>	Council staff cost	2003-2005  2003-2010  2003-2005  2003-2005  2005-2010  Ongoing
<p><b>3. Investigate the transfer of land owned by Goulburn Murray Water to Council's ownership by:</b></p> <p>3.1 Undertaking discussions with Goulburn Murray Water to transfer the following land to the ownership of Council.</p> <ul style="list-style-type: none"> <li>- the shopping centre car park;</li> <li>- the recreation reserve at Utah Place;</li> <li>- the bushland corridor east of Park Street;</li> <li>- land abutting the north side of the lower pondage to the south of The Crescent.</li> </ul> <p>3.2 Arrange for the ownership of the town's road and drainage network to be transferred from Goulburn Murray Water to Council.</p>	Council staff cost    Subject to negotiations	2003-2005 2003-2005 2003-2005 2003-2005  2003-2005

Strategies in Order of Priority Actions	Estimated Cost	Timeframe
<p><b>4. Ensure a long-term supply of residential and rural residential land in the Eildon area by:</b></p> <p>4.1 Retaining the current supply of land zoned Rural Living to the north of the town.</p> <p>4.2 Undertaking a strategic analysis of Council land holdings in Eildon to identify parcels of vacant land that could be sold for further residential development.</p> <p>4.3 Undertaking an expression of interest of interest process to identify potential purchasers of surplus Council land.</p> <p>4.4 Entering into discussions between Council and Goulburn Murray Water to facilitate the rezoning of surplus Goulburn Murray Water land to provide for further Rural Living Zones in the long-term.</p>	Council staff cost	<p>Ongoing</p> <p>2003-2005</p> <p>2003-2005</p> <p>2010-2020 (for rezoning)</p>

## Open Space and Urban Design

Strategies in Order of Priority Actions	Estimated Cost	Timeframe
<p><b>1. Upgrade the “Village Green” and commercial centre by:</b></p> <p>1.1 Providing improved park facilities in the Village Green such as seating and shelters, and creating informal park spaces within the Green through tree planting.</p> <p>1.2 Closing Utah Place and improving pedestrian connections along Utah Place, Main Street and around the cenotaph through new paths and tree planting.</p> <p>1.3 Constructing a perimeter path with perimeter planting around the Village Green linking the commercial and residential areas.</p> <p>1.4 Improving the quality of pavements in the commercial centre using suitable colours and materials.</p>	<p>\$70,000-\$100,000</p> <p>\$220,000-\$270,000</p> <p>\$120,000-\$150,000</p> <p>\$70,000-\$100,000</p>	<p>2003-2010</p> <p>2003-2005</p> <p>2003-2010</p> <p>2005-2010</p>
<p><b>2. Upgrade Open Space connections by:</b></p> <p>2.1 Constructing a formal path link from the upper pondage into the commercial centre across Girdwood Parade.</p> <p>2.2 Constructing a formal path linking Lions Park on the northern edge of the lower pondage and the Village Green.</p> <p>2.3 Developing open space linkages from residential areas into the Village Green by developing existing drainage gullies.</p> <p>2.4 Improving the trail access along Firebreak Rd to the Boulevard Caravan Park as a shared pedestrian-bike path.</p>	<p>\$30,000-\$40,000</p> <p>\$70,000-\$80,000</p> <p>\$50,000-\$100,000</p> <p>\$30,000-\$50,000</p>	<p>2005-2010</p> <p>2010-2015</p> <p>2010-2020</p> <p>2010-2020</p>
<p><b>3. Improve the “entry” into the town of Eildon by:</b></p> <p>3.1 Providing improved and strategically located signage on key approaches into the town along Goulburn Valley Highway, the Back Eildon Road and the Taylor Bay Road.</p> <p>3.2 Emphasizing “arrival” into Eildon Township through a “gateway” at the Goulburn Valley Highway &amp; the Pondage Bridge intersection with interesting landscape treatment.</p>	<p>\$10,000-\$20,000</p> <p>\$50,000-\$70,000</p>	<p>2003-2005</p> <p>2005-2010</p>
<p><b>Total</b></p>	<p><b>\$720,000 - \$980,000</b></p>	

## Mobility

<b>Strategies in Order of Priority</b> Actions	<b>Estimated Cost</b>	<b>Timeframe</b>
1. Construct roundabout at Eildon Road at Riverside Drive.	\$170,000	2003-2005
2. Construct roundabout at Eildon Road at Hillside Ave.	\$170,000	2003-2005
3. Investigate and implement layout improvements at Eildon Road and Sugarloaf Road.	\$200,000	2005-2010
4. Close south end of Utah Place and convert to pedestrian/parking avenue	\$25,000	2003-2005
5. Install raised pavement in Main Street at shopping centre frontage.	\$15,000	2003-2005
6. Review and upgrade parking signs.	\$10,000	2003-2005
7. Formalize secondary parking facilities in Girdwood Parade	\$50,000	2003-2005
<b>8. Construct pedestrian paths linking the town centre with:</b>		
8.1 Lower pondage circuit	\$20,000	2003-2005
8.2 Upper pondage linear path and foreshore sporting facilities	\$30,000	2005-2010
8.3 Mt Sugarloaf walking track	Scope unknown	2010-2020
8.4 Dam wall	Scope unknown	
8.5 Boat Harbour	Scope unknown	
9. Provide pedestrian facilities to connect school with central parkland	\$5,000	2005-2010
10. Include provision for disabled in all new works	Included in projects	ongoing
<b>11. Improve direction signing at:</b>		
11.1 Junction of Goulburn Valley Highway and Jerusalem Creek Road	\$5,000	2005-2010
11.2 Roundabout at Eildon Road at Riverside Drive	\$10,000	2003-2005
11.3 Roundabout at Eildon Road at Hillside Ave	\$10,000	2005-2010
11.4 Intersection at Eildon Road at Sugarloaf Road	\$10,000	2005-2010
11.5 Intersection at Back Eildon Road and South Crescent	\$10,000	2005-2010
<b>Total</b>	<b>\$740,000</b>	

## 6.7 IMPLICATIONS FOR THE MURRINDINDI PLANNING SCHEME

This section outlines the recommended planning scheme changes to the planning scheme based on the strategies and actions detailed in the Eildon Urban Design Framework.

### The Municipal Strategic Statement

The Municipal Strategic Statement (MSS) of the Murrindindi Planning Scheme outlines the issues, strategies and policies that are relevant to the consideration of an Urban Design Framework for Eildon.

The Municipal Strategic Statement provides guidance on the future township development (Section 21.07). The points below outline relevant considerations for the MSS based on the work carried out as part of the Urban Design Framework, and provide a commentary on how the MSS should be amended to reflect the outcomes of the Urban Design Framework.

#### Section 21.01 Murrindindi Shire Profile

Update the population data Section 21.01-3 (Population) to reflect the results of the 2001 Census, including a revised population figure of 643 persons for Eildon.

#### Section 21.06 Tourism Strategies

Add the following statements to Section 21.06-3 (Strategies and Objectives):

- Facilitate recreational and tourism activities that attract tourists all year round.
- Implement the recommendations of the Eildon Urban Design Framework relating to tourism.

#### Section 21.07 Serviced Township Strategies

- Section 21.07-1 (Context)
  - Modify the second paragraph to read: "Alexandra and Eildon have in excess of 20 years supply of land available for residential and low-density residential development, based on current rates of development. Yea has in excess of 25 years supply of land available for residential development, however, Yea has less than 10 years supply of land available for rural residential development, based on current rates of development."
  - Update Table 2 with building statistics from 1997-2002.
- Section 21.07-2 (Issues) - add the following issues:
  - Open spaces in Yea and Eildon are generally under developed and require further improvements to maximise their potential.
  - A relatively high proportion of Eildon's dwellings are holiday. Permanent residents account for approximately 60% of dwellings.

- Section 21.07-3 (General) – add the following strategy/objective:
  - Develop under-utilized open spaces and promote the connection of open spaces to encourage pedestrian movements within existing townships.
- Section 21.07-3 (Eildon) - add the following strategy/objectives:-
  - Establish a consistent theme for improvements to the design and presentation of the town.
  - Upgrade key visitor destinations and landmarks in the town.
  - Enhance the range of visitor activities in the township that can be undertaken at all times of the year.
  - Encourage initiatives that increase the number of permanent residents living in the town.
  - Promote initiatives that will encourage retirees to settle in Eildon.
- Section 21.07-4 (Implementation) – add the following actions for Eildon:
  - Implement the recommendations of the Eildon Urban Design Framework.
  - Apply the Design and Development Overlay to the shopping centre precinct and Golden Trout Hotel site in Eildon.
  - Upgrade the Eildon shopping centre and central parkland around Utah Place through landscape treatments and additional facilities.
  - Upgrade and connect existing and proposed new open space in Eildon, including connections between residential areas, the shopping centre, and the pondages.
  - Close Utah Place in Eildon.
  - Improve landscape treatments at the main entry points to Eildon.
  - Upgrade directional signage at key entry points and intersections in Eildon.
  - Undertake intersection treatments along key thoroughfares in the town such as Eildon Road.
  - Investigate the transfer of Goulburn Murray Water land in Eildon to Council’s ownership, including roads, drainage and open space.

#### Section 41 – Overlays

- Insert Section 43.02 Design and Development Overlay in the Murrindindi Planning Scheme.
- Insert Schedule 1 to the Design and Development Overlay in the Murrindindi Planning Scheme relating to the Eildon Shopping Centre precinct. The following design objectives, development controls, and decision guidelines should be included in the Schedule to the Overlay:

1. Design objectives:

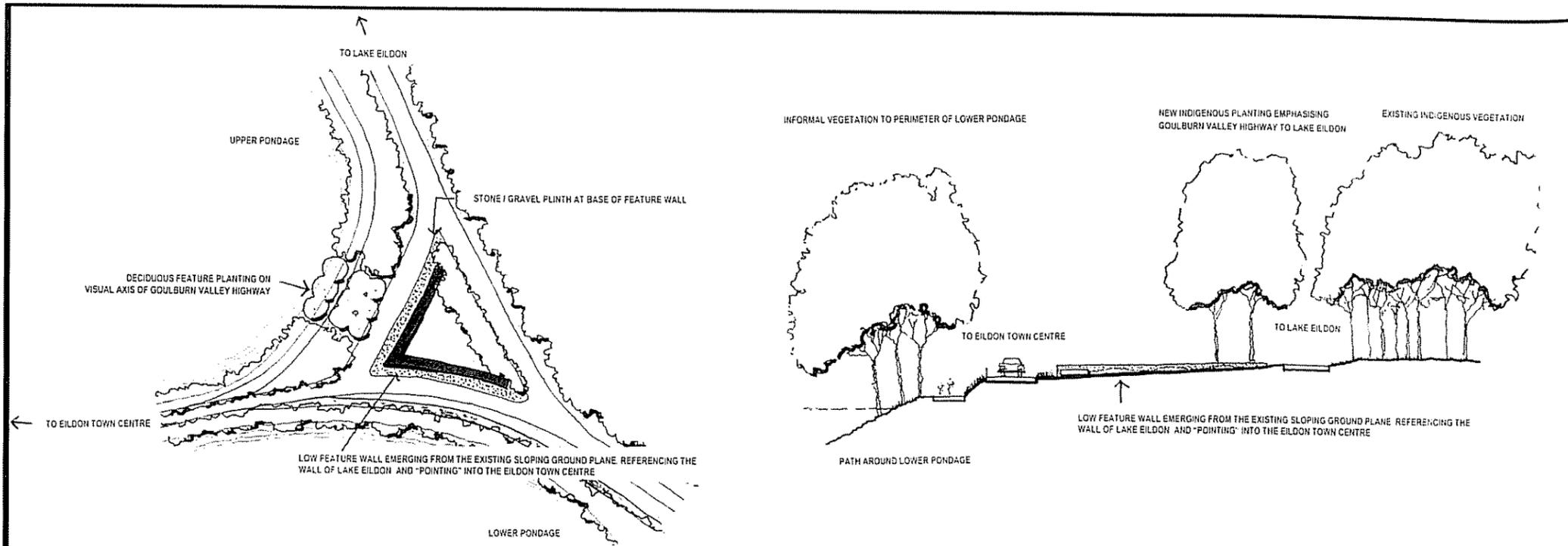
- To ensure that building heights, bulk and setbacks are sympathetic with adjoining sites and enhance the appearance and character of the area.
- To ensure that the colours, finishes and materials of new buildings and works complement the character of the town and surrounding environment.
- To ensure that developments provide public linkages, particularly to adjoining car parking other businesses and open space.
- To encourage built form that provides for solar access and weather protection along public circulation routes.
- To ensure that shop frontages are pedestrian orientated and add interest and vitality to the streets.
- To reduce visual clutter by encouraging appropriate forms of outdoor signage.

2. Buildings and works:

- Building heights and setbacks must be consistent with that of adjoining properties, and should be generally restricted to single storey.
- Developments should provide access to parking in Girdwood Parade and a rear building frontage.
- Developments on street frontages should have a continuous built edge.
- Developments on corners should provide two active street frontages.
- Developments should integrate landscape within their envelopes by responding to the street conditions and ensuring a contribution to the streetscape.
- Shops should provide a greater percentage of window area to solid.
- Design and layout should respond to microclimate considerations and provide shade and protection from weather.
- Exterior colour schemes should be in accordance with a thematic colour scheme for the Eildon.
- Signage should be located on buildings, or within built elements.

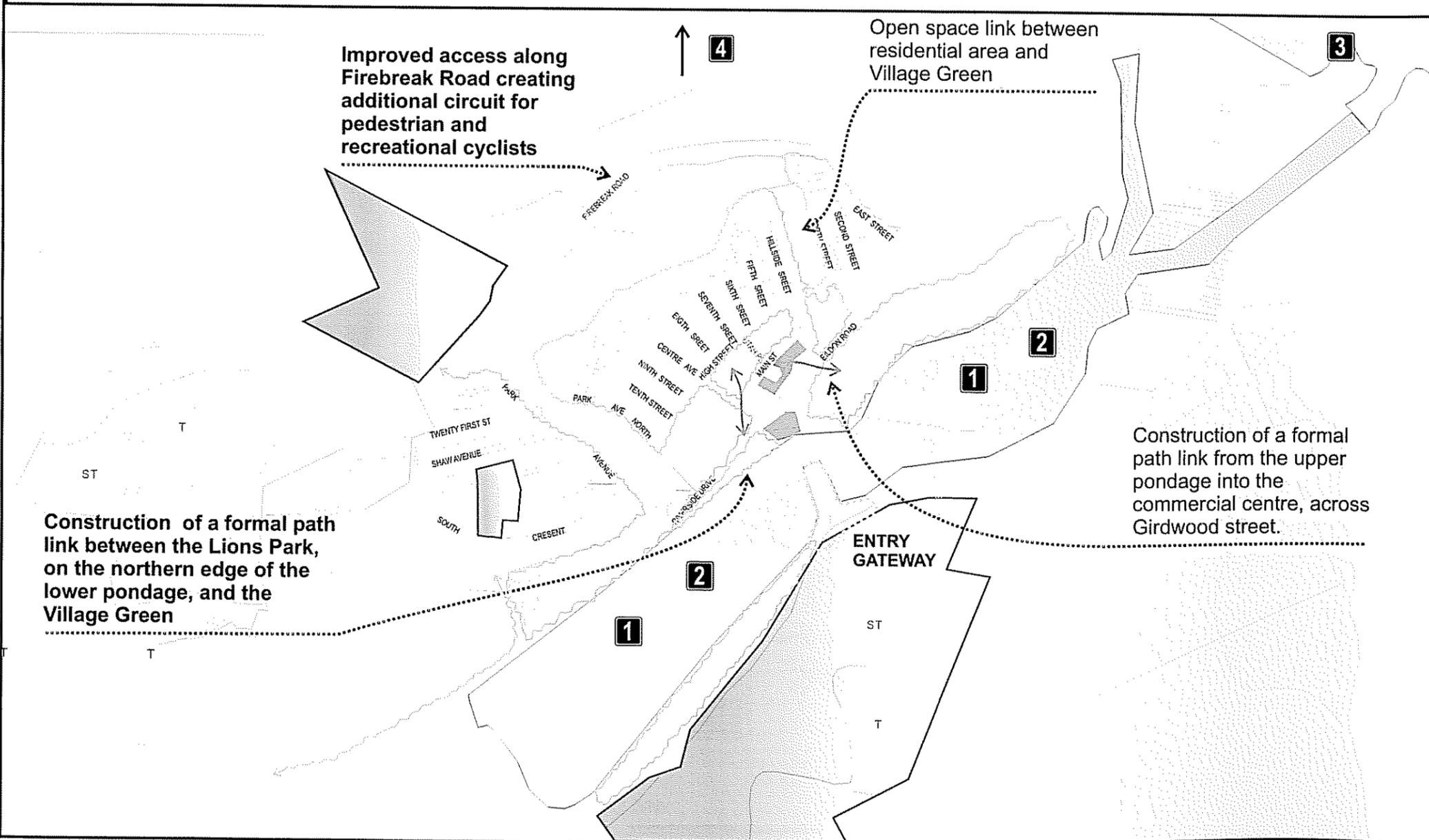
3. Decision guidelines:
  - whether the proposal meets the stated objectives;
  - the compact nature and scale of the shopping centre;
  - the impact on open space and pedestrian connections through the town;
  - access and safety requirements of pedestrians and cyclists;
  - compliance with any adopted streetscape policy or plan.
- Insert Schedule 2 to the Design and Development Overlay in the Murrindindi Planning Scheme relating to the Golden Trout Hotel. The following design objectives, development controls, and decision guidelines should be included in the Schedule to the Overlay:
  1. Decision guidelines:
    - To promote innovative design for new development that maximises views over the waterfront from common areas and public spaces within the development.
    - To provide for views through the site, where possible, to the pondage.
    - To ensure that the height, form and scale of development is sympathetic to the site's prominent location on the waterfront and entrance to the town.
    - To ensure that building materials, finishes are in accordance with a thematic colour scheme for the Eildon.
  2. Buildings and works:
    - Car parking should be located in areas that are not visible from the pondage or Goulburn Valley Highway.
    - Restaurant, café and accommodation areas should be sited to maximise views over the pondage.
  3. Decision guidelines:
    - whether the proposal meets the stated objectives;
    - whether the proposed siting, height and design of buildings and works will be in keeping with the character and appearance of the area;
    - the impact on open space and pedestrian connections through the town;
    - compliance with any adopted streetscape policy or plan.

# 7 Urban Design Framework plans



## PLANNING AND OPEN SPACE DIRECTIONS

-  Apply Design and Development Overlay
-  Expand the range of recreation activities on the pondages (fishing, non-powered boating)
-  Promote pondages as a recreational resource through a publicity campaign and tourist signage.
-  Recommended site for beach recreation area, with possible restaurant / kiosk.
-  Improve amenities through new longer term lease agreements at the Boat Harbour
-  Investigate development of Council owned land
-  Investigate the transfer of land from Goulburn Murray Water to Council for public open space
-  Retain existing Rural Living Zone
-  Investigate rezoning of land to Rural Living in the medium to long term.
-  OPEN SPACE
-  ENTRY GATEWAY (Refer sketches)



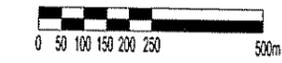
## EILDON URBAN DESIGN FRAMEWORK

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Telephone 03 9417 6566  
Facsimile 03 417 6499



Date: AUG 2003



Provide and define vistas from the northern residential streets to the Commercial Centre

Develop existing gullies as open space linkages from the residential areas into the Village Green

Retain cenotaph in existing location in Village Green

Further develop the Village Green through:  
 - Defining the Village Green as a single space through perimeter path and planting  
 - Retain vehicle access and existing parallel parking in Utah St  
 - Closure of Utah St at the south end to form a cul-de-sac and provision of additional parking at closed end  
 - Creating smaller park spaces within the Village Green  
 - Provide shelter in the Village Green

Further develop the Commercial Centre through:  
 - improving the quality of pavements within the Centre  
 - provision of seating and shade structures  
 - provision of improved lighting within the Centre  
 - façade mounting of powerlines

Formalise car parking in Girdwood Pde (including drainage and pavement) but retain existing trees

Signage improvements at Gateway to clearly divert traffic to either the town centre or the lake

Key actions to improve the Open Space associated with the pondages include:  
 - construction of a formal path linking the Upper Pondage to the Commercial Centre across Girdwood Pde  
 - construction of a formal path between the Lions Parks on the northern edge of the Lower Pondage and the Village Green  
 - provide a continuous path connection from the Lower Pondage perimeter path and the Village Green perimeter path

# LEGEND

- Existing Vegetation Retained
- Proposed New Native Vegetation
- Proposed New Exotic Deciduous trees such as - *Acer saccharinum* *Acer x freemanii* 'Autumn Blaze'
- Proposed New Footpath
- Proposed Shade Structure Locations
- Proposed Pedestrian Crossing Points
- Proposed Picnic Tables
- Proposed Seating
- Proposed Pedestrian Connection
- Proposed Exotic Deciduous Planting
- Proposed Native Street Tree Planting

## EILDON URBAN DESIGN FRAMEWORK - MASTERPLAN

**URBAN**  
Enterprise Pty Ltd  
380 St Georges Road North Fitzroy, Victoria 3068  
PO Box 1007 North Fitzroy 3068  
Tel: (03) 9482 3888 Fax: (03) 9482 3533

**CHRIS DANCE**  
LAND DESIGN PTY LTD  
Landscape Architecture  
Landscape Planning  
Urban Design  
ACN 055 814 614  
383 Smith Street Fitzroy  
Victoria Australia 3065  
PO Box 2079 Fitzroy VIC  
Telephone 03 9417 6566  
Facsimile 03 9417 6499

**JPT**  
JOHN PIPER TRAFFIC PTY LTD  
Suite 1, 544 Mitcham Road  
Mitcham Victoria  
Australia 3132  
Tel: (03) 9474 6406  
Fax: (03) 9474 6422

Date: August 2003



Scale: 0 100M



**LEGEND**

-  Existing Vegetation
-  Proposed Exotic Deciduous Theme Tree Planting
-  Central Water Feature
-  Proposed Seating
-  Pedestrian Path
-  Pedestrian Crossing Points
-  Proposed Feature Paving
-  Proposed Shade & Shelter structures

**EILDON UDF - DETAIL OF COMMERCIAL CENTRE OPEN SPACE**

**URBAN**  
Enterprise Pty Ltd  
309 St Georges Road  
North Fitzroy Victoria 3065  
Telephone: 03 9452 9898  
Facsimile: 03 9452 3033

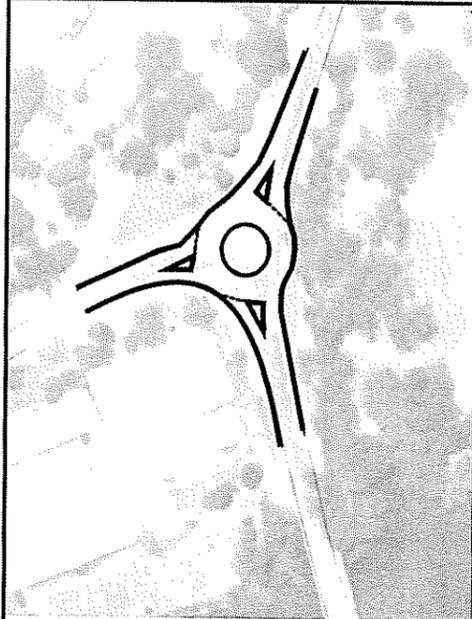
**CHRIS DANCE**  
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PTY LTD  
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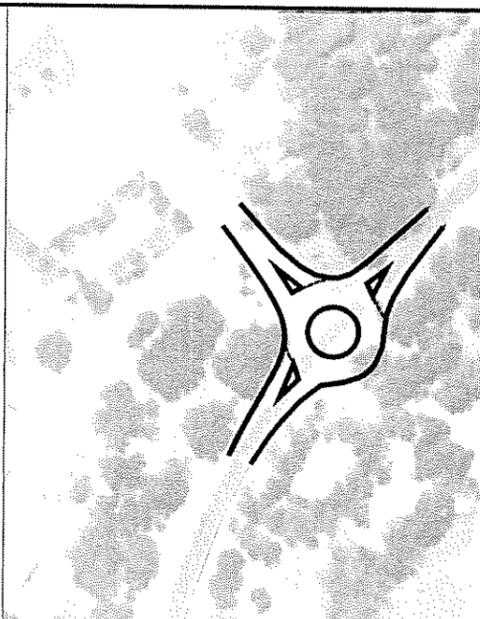


Date: August 2003

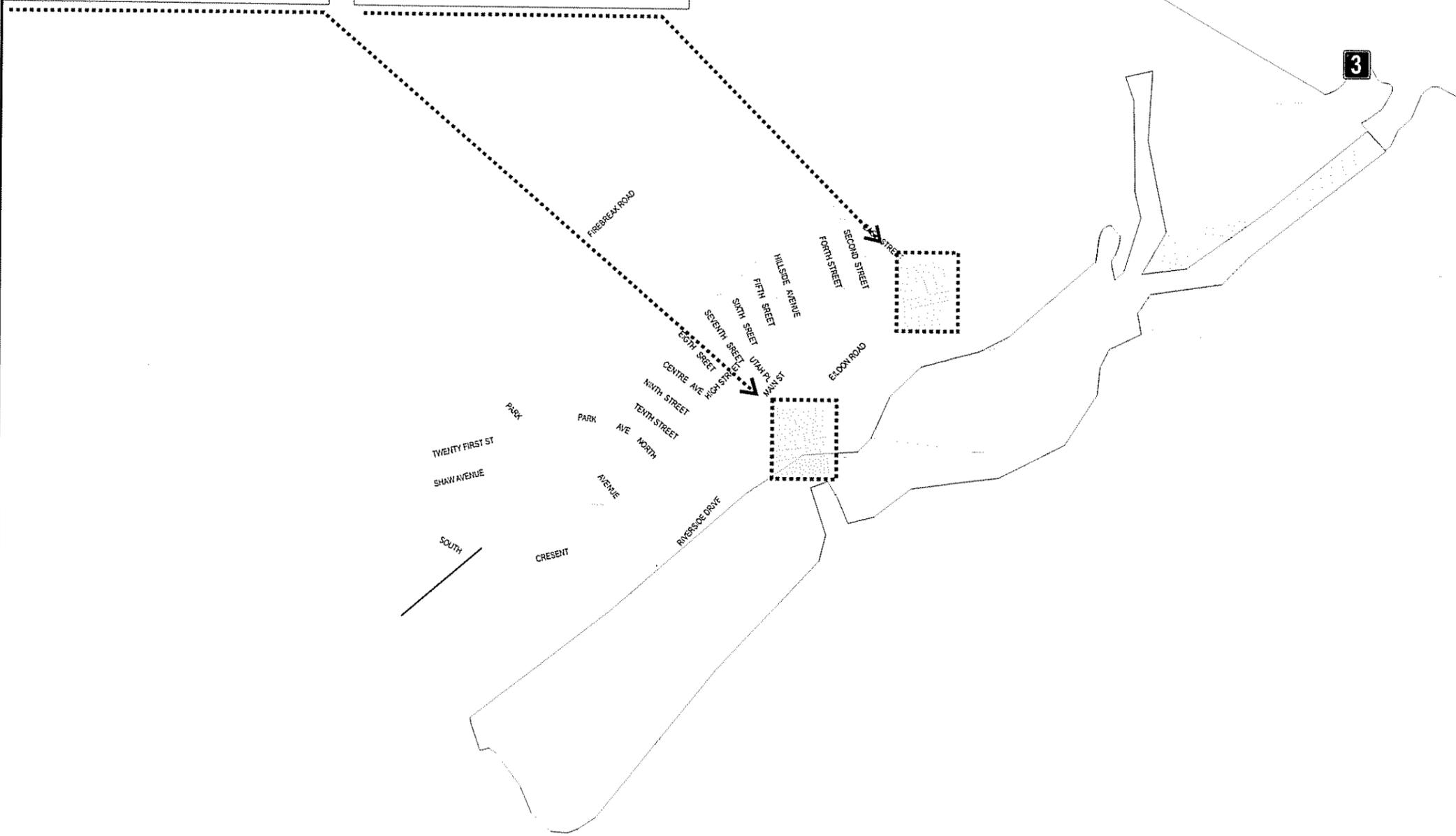
# REVISED INTERSECTION TREATMENTS



Eildon Road at Riverside Drive



Eildon Road at Hillside Avenue



## EILDON URBAN DESIGN FRAMEWORK



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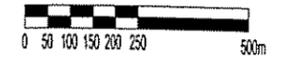


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Date: AUG 2003

# Appendices

# Appendix A. Steering Committee members

## STEERING COMMITTEE MEMBERS

Cr Mike Dalmau

Cr Kim Chadband

Simon Glass (*Department of Infrastructure*)

Ivor Bumbers (*Eildon Action Committee*)

Russell Wealands (*Goulburn Broken Catchment Management Authority*)

John Storen (*Outdoor Education Group*)

John Hannaford

Peter Gray (*Southern Hydro*)

Terry Hubbard (*Yea Rotary Club*)

Elaine White (*Yea and District Historical Society and Yea Heritage Society*)

Betty Wood

Lisa Constantin (*Mitchell Community Health Service*)

Maurie Susnig (*Murrindindi Shire Council*)

Peter Dudley (*Murrindindi Shire Council*)

Matt Parsons (*Murrindindi Shire Council*)

Grant Scale (*Murrindindi Shire Council*)

Matt Ainsaar (*Urban Enterprise*)

Raphael Krelle (*Urban Enterprise*)

Lindsay Fraser (*Chris Dance Land Design*)

Bob Citroen (*John Piper Traffic*)

## Appendix B. Town walk and community workshop attendees

## EILDON TOWN WALK ATTENDEES

Tony Carden (Outdoor Education Group)

Jan Carden

Ian Marum

Ivor Bumbers (Eildon Action)

Peter Hill

Susan Hill

Jean Laws (Information Centre)

David Lee

Sue Lee

Fay Crimeen

Wendy Dare

Lora Mitrachowitsch

John Storen (Outdoor Education Group)

*Matt Ainsaar (Urban Enterprise)*

*Raphael Krelle (Urban Enterprise)*

*Lindsay Fraser (Chris Dance Land Design)*

*Bob Citroen (John Piper Traffic)*

*Cr Mike Dalmau (Murrindindi Shire Council)*

*Troy Spencer (Murrindindi Shire Council)*

*Ange Newman (Murrindindi Shire Council)*

*Maurie Susnig (Murrindindi Shire Council)*

## EILDON COMMUNITY WORKSHOP ATTENDEES

Ian Marum

Jeff Harrison (GM Water, Tennis Club, Primary School)

Wendy Dare

Jean Laws (Information Centre)

Lora Mitrachowitsch

Oleg Mitrachowitsch

Jenny McKernan

Judy White

Pat Farnell

Peter Grant (Community Centre)

Ian Uthenwoldt (Community Centre, Lions Club, Bowls Club)

Ann Bumbers

Ivor Bumbers (Eildon Action)

John Storen (Outdoor Education Group)

Marion Marum

David Lee

Sue Lee

*Matt Ainsaar (Urban Enterprise)*

*Raphael Krelle (Urban Enterprise)*

*Lindsay Fraser (Chris Dance Land Design)*

*Bob Citroen (John Piper Traffic)*

*Cr Mike Dalmau (Murrindindi Shire Council)*

*Troy Spencer (Murrindindi Shire Council)*

*Ange Newman (Murrindindi Shire Council)*

*Maurie Susnig (Murrindindi Shire Council)*

# Appendix C. Public exhibition of Draft Urban Design Framework

## ANALYSIS REPORT - LIST OF SUBMITTERS

Eildon Action UDF Sub Committee

## DRAFT URBAN DESIGN FRAMEWORK - LIST OF SUBMITTERS

The following people prepared submissions (including questionnaire forms) to the Draft Urban Design Framework. Only submitters who provided their full name have been acknowledged.

Bob Ashe

The Eildon Action Committee, PO Box 99, Eildon, 3714

Eildon RSL Sub Branch, Ralph Mayer, President

Maria Snow

A. W. Wallace

Christine Savage

D. Van Eerden

Syd Savage

K. Dean

L .Mitrachowitsch

Garth Lisle

Frank Stow

R. Phelan

Robert Crimeen

Fay Crimeen

C.J. Rigg

Gary Moore

David & Sue Lee

Marg Ashton

The following report was presented to Councillors at a briefing session on 15 July 2003.

## Eildon Urban Design Framework

Council received 47 submissions to the exhibition of the draft Eildon Urban Design Framework, the majority of which were in the form of the questionnaire. Around half of the submitters provided a name and contact details with their submission.

### Key Points

- **36 of the 43 actions (91%) received approval from over 50% of respondents.**
- General support for the introduction of town planning controls to the main shopping district to retain the uniform built form of the shopping centre (52% approval and 27% disapproval).
- High levels of support for the enhancement of recreational activities for visitors including the improvement of amenities at the Eildon Boat Harbour (93% approval) and promotion of the pondage as a recreational resource.
- High levels of support for the improvement of directional signing at key gateway locations in the town, ranging from 71% approval to 91% approval at specific locations.
- Mixed support for the construction of new roundabouts at Eildon Road and Riverside Drive (34% approval / 45% disapproval) and Eildon Road at Hillside Avenue (32% approval / 48% disapproval).
- Disapproval from 50% of respondents regarding the provision of basic facilities within the 'village green', with general opinion that these are unnecessary.
- Disapproval of the proposed closure of Utah Place and unification of the two existing green spaces to form a pedestrian link (80% disapproval).

## Key Issues & Comments

The consultant team has provided responses to the key issues raised in the submissions as follows:

### **Land Use & Development Action 1.1 – “Introducing town planning controls to the main shopping district to retain the uniform built form of the shopping centre”**

This action recommended the introduction of town planning controls to the main shopping centre through the introduction of a Design and Development Overlay.

The DDO would relate to building heights and setbacks and encourage new developments to provide access to parking in Girdwood Parade. The controls would also encourage exterior colour schemes for new buildings that are complementary to the natural environment.

Although this action received approval by over half (52%) of survey respondents, 27% of survey respondents disapproved of the action. Of the submitters who provided additional comments, a mix of opinions were expressed. Some felt that exterior building colours should be left to owners to determine, however others felt that a colour scheme would be beneficial.

Similarly, town planning controls relating to the provision of access to parking in Girdwood Parade by new developments received a mix of comments. Some submitters felt that parking in this area would not be desirable due to security risk for cars, and the perceived lack of visibility of shops for tourists. On the other hand, some submitters were positive about parking in this area.

In response to the submissions, it is considered that the introduction of a Design and Development Overlay would be an effective and ongoing mechanism for Council to encourage a consistent theme for the design and presentation of the town. In response to about parking in Girdwood Parade, it is considered that by encouraging new developments to provide access to this area and a rear building frontage, security and visibility from the shops will actually be improved.

Overall, this action received a positive response from submitters, and it is therefore proposed that this action remain in the Urban Design Framework unchanged.

### **Open Space & Urban Design Action 1.1 – “Providing basic facilities in the Village Green like toilets, seating, shelters and BBQs and creating smaller informal park spaces within the Green”.**

This action sought to generally enhance the spatial quality and level of amenity in the open space areas either side of Utah Place, treating them as a single parkland (the “Village Green”) occupying the central location within Eildon. The specific comments did not appear to disagree with this objective – in fact comments such as “more open space” and “upgrade existing” supported this objective. The main area of disagreement seemed to be that more facilities, such as barbecues and toilets were unnecessary.

It is proposed that the action be amended to a more general statement related to enhancing the open space, and dealing with the specific issue of facilities through preparation of a specific master plan that would enable consultation more specific to this issue.

### **Open Space & Urban Design Action 1.2 – “Closing Utah Place and unifying the two existing green spaces, with the former Utah Place as a pedestrian link”.**

The intent of this action was to unite the two areas of open space currently divided by Utah Place, to provide improved pedestrian connection between residential areas and the commercial centre, and to simplify vehicle movement around the town centre. The main criticism of the action appeared to be the loss of parking associated with the closure. In reality, this loss would be negligible, due to the addition of angled parking along Main Street.

Nevertheless it is proposed that the action be amended to a simple closure of Utah Place at the intersection with Main Street, maintaining the existing Utah Place road surface to allow parallel parking either side of the existing central median. Pedestrian amenity would be improved through new paths at the back of kerb on both sides of Utah Place, as well as new tree planting along each path and down the central median. A raised pavement across Main Street would then connect Utah Place with the commercial centre for easy pedestrian access.

### **Mobility Action 1 – “Construct a roundabout at Eildon Road and Riverside Drive”**

This action aims to convert the intersection of Eildon Road and Riverside Drive to a roundabout layout. Several of the respondents correctly indicated that there is no traffic management or road safety imperative driving this layout modification. As indicated in the UDF document, the purpose of the proposal is to create a sense of arrival, add to the identity of the town entrance and assist in directing visitors to the town centre via Riverside Drive. It is considered that a roundabout best achieves these aims and provides a means of augmenting improved direction signing to assist visitors to easily navigate to the shops.

Concerns were also expressed about the ability of a roundabout to accommodate larger vehicle turns – in particular the passage of house boats. As indicated in the UDF, roundabouts can be configured to successfully cope with any type of vehicle and this matter can best be dealt with at the detailed design stage.

On the basis of the support for this item during the earlier community consultative meeting it is intended to retain this Action in the UDF but to review and enhance the explanatory text to ensure the above misconceptions are addressed.

### **Mobility - Action 2 “Construct roundabout at Eildon Road at Hillside Ave”**

This action aims to also convert the intersection of Eildon Road and Hillside Ave to a roundabout layout. The same objections were raised as noted in Action 1 above. Again the matter of house boat passage can be addressed during detailed design.

It is conceded that this treatment is a lower priority than the Riverside Drive intersection and could be deferred until late in the planning period without detriment to the strategy. It will therefore be retained albeit with a low priority.

### **Mobility - Action 4 “Close Utah Place and convert to pedestrian avenue”**

This proposed action attracted the largest disapproval rate (82%) with the primary concern relating to loss of parking, particularly long vehicle (bus, trailer, etc).

The advantages of this proposal are improved traffic management and safety in Main Street, increased parking for cars directly opposite the shops and the linking of the two sections of parkland (including a connection between the Visitor Centre and the toilet block).

All these strategic benefits can be maintained with a modified proposal for Utah Place to convert it to a cul-de-sac by closing the Main Street connection. This retains it as an area available for parallel parking but accessed only from the High Street (north) end with provision for U turns immediately north of the closure. The cenotaph would not require relocation and can be incorporated into the closure treatment.

It is suggested that the UDF be amended to modify the Utah Place treatment to truncate it immediately north of the Main Street intersection, turning it into a loop road available for long vehicle parking, retaining and enhancing the central tree plantation, using the southern closure to link the two sections of open space and introducing angle parking along the northern kerbline of Main Street between the Visitor Centre and toilet block. The introduction of angle parking along this section would create approximately 10 additional car spaces.

**Mobility - Action 5 “Install road humps in Main Street at shopping centre frontage.”**

The proposal to introduce speed amelioration devices in Main Street received mixed responses with a strong disapproval for “speed humps” but considerable support for a “raised pavement” treatment in the pedestrian activity area.

It is intended to enhance the text of the UDF to reinforce the intended “raised pavement” treatment in the pedestrian crosswalk area that will be designed not to damage vehicles travelling at slow speed – particularly the propellers of towed boats.

**Mobility - Action 7 “Formalise secondary parking facilities in Girdwood Parade”**

The good support for the creation of additional parking along Girdwood Parade (75% approval) came with a caveat from a number of respondents that it should not result in any loss of trees. An addition to the text of the UDF will clarify that there is no intention to remove trees to provide this facility.

Formalising car parking in this area would create in excess of 20 car parking spaces.

# References

Australian Bureau of Statistics, *Australian Census of Population and Housing 1996 & 2001*, Canberra

Delatite Shire & Murrindindi Shire, 2001. *Lake Eildon Tourism Development and Marketing Strategy*, prepared by Essential Economics Pty Ltd in association with Urban Enterprise Pty Ltd.

Department of Infrastructure, 1999. *Towns in Time*.

Ellen Hogan & Associates, 2002. *Submission to the Murrindindi Shire for the rezoning of land*'.

Goulburn Broken Catchment Management Authority, 2001. *Yea Wetlands Education Centre Feasibility Study* prepared by Sinclair Knight Merz.

Murrindindi Planning Scheme, *Local Planning Policy Framework*

Murrindindi Shire Council *Community Plan 2001-2004*

Website: [Lake Eildon.com](http://LakeEildon.com)