

MURRINDINDI SHIRE COUNCIL

Yea Structure Plan

A plan for the future growth and development of Yea township and environs

Prepared by

PLANIT urban design and planning

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YEA STRUCTURE PLAN

Adopted by Murrindindi Shire Council on 26 November 2014

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EXECUTIVE SUMMARY

Murrindindi Council is seeking opportunities for growth in the municipality's serviced townships including Yea. Yea's future growth prospects are strongly linked to the town's location in the Melbourne peri urban area and its proximate location to Seymour. The proposed growth of Seymour as a transit and employment centre will enhance the appeal of Yea as a place to live within commuting distance of Melbourne and Seymour. Other factors that will influence the decisions of new residents are Yea's attractive town and landscape character, quality of lifestyle and relatively cheaper house and land prices.

Located at the junction of the Goulburn and Melba Highway and Whittlesea-Yea Road with good access to rivers, lakes and alpine areas, Yea has the potential to develop an expanded tourism role based on increased day visitation and longer stays.

In a broad context, the strategies that will underpin Yea's future growth and development are:

- Facilitating the provision of more diverse housing and tourism accommodation options.
- Creating of local employment and business opportunities.
- Protecting and enhancing Yea's lifestyle advantages.
- Enhancing the character, function, amenity and connectivity of High Street precinct and the adjacent Station Street and Snodgrass Street precincts.

The Structure Plan proposes a population of 1600 in the town and environs by 2031. This is an increase of over 500 persons and an additional 226 households. The Structure Plan provides a land use and development foundation for future growth. Key proposals and recommendations of the Structure Plan include:

- Encourage housing diversity and lifestyle choice with a mix of lot sizes and housing styles ranging from medium density and retirement housing at locations close to services to 2.0 ha and larger rural living lots within the town's environs.
- Provide for the serviced longer-term southerly residential expansion of the township on both sides of Whittlesea –Yea Road.
- Provide for the establishment of a new serviced industrial area immediately east and north of the Yea saleyards which also provides for expansion of the saleyards site.

- Provide opportunities for rural living subdivision to create smaller 2.0 ha lots clustered at locations close to the township.
- Support rezonings to resolve potential amenity problems (e.g. North Street residential area), realise development potential of key township sites (e.g. Butter Factory building and site) and facilitate orderly land use transition at the edges of the town (e.g. Whittlesea-Yea Road).
- Identify a building or site for a small business enterprise centre.
- Facilitate discussions with VicRoads regarding the preparation of a traffic management strategy for High Street between Giffard and Hood Streets.
- Improve the appearance and presentation of Yea's gateway location as recommended in the Yea Urban Design Framework, with priority to thematic plantings and signage.
- Increase passing trade, tourist visitation and length of stay by a range of initiatives including:
 - Promotion of Yea as a key destination on the Great Victorian Rail Trail.
 - Development of the Y Water Discovery Centre as a tourism hub.
 - Expansion and promotion of local food and wine production.
 - Facilitation of opportunities for a range of tourism accommodation including B&B and self contained accommodation and low cost accommodation e.g. backpackers.
- Prepare a Snodgrass Street Precinct Plan to create a mixed use precinct for medium density and retirement housing, retail and tourism development; identify locations for long vehicle parking and off street car parking; and activate the Snodgrass Street frontage with new retail and business uses.

The Yea Structure Plan will be implemented by an amendment to the Murrindindi Planning Scheme and the development of identified projects in concert with other agencies, local businesses and the community.

1. INTRODUCTION

Yea is an attractive town located approximately 100 kilometres northeast of Melbourne metropolitan area and 65 kilometres east of Seymour. Yea's potential for growth is linked to its proximity to Melbourne and Seymour and its location on the Goulburn Valley Highway at the junction of the Melba Highway and Whittlesea – Yea Road. The Hume Regional Growth Plan identifies Seymour as transit gateway centre that is likely to receive a significant employment boost in the future. The Yea Structure Plan provides a development framework to accommodate future growth based on these locational advantages and the lifestyle opportunities Yea offers for new residents wanting to live within commuting distance of Melbourne and Seymour.

The Yea township is surrounded by farming land, which is primarily used for cattle grazing. The Yea River runs through the Yea township, creating some flooding in the vicinity of the river. The Yea River flows into the Goulburn River which lies to the north of the Yea township.

Yea is one of the three serviced towns in the Murrindindi Shire. The town has a full complement of community and physical infrastructure. In addition to servicing an established agricultural sector, Yea has an important tourism role in servicing an expanding tourism industry in the area and in servicing the passing tourism trade to areas such as Mt Buller.

The total population at the 2011 Census was 1,087, up from 1,009 at the 2006 Census, representing an annual population growth rate of 1.5%.

The Yea Structure Plan supports the objectives and strategies of the Murrindindi Planning Scheme Local Planning Policy Framework and has been prepared with input from the community and government and service agencies.

Council's planning policies and strategies are fundamentally about planned growth for the town with more housing diversity and development opportunities and protection of streetscapes and landscapes.

The Structure Plan provides a local context for State planning policies for Melbourne's peri urban regions and regional centres such as Seymour.

The Structure Plan will be implemented by an amendment to the Murrindindi Planning Scheme. The planning scheme amendment will be placed on public exhibition. The amendment will propose new policies, zoning and overlays to implement the Structure Plan.

2. THE STRUCTURE PLAN – Aims, Background and Regional Context

Project Aims

The aims of the Yea Structure Plan are:

- Outline a strategic framework for the future land use, development and servicing of the Yea township and environs.
- Allow for the future expansion and diversification of the Yea township, including the provision of a range of residential and rural living lifestyle options and developments.
- Consider land capability and the availability of services in the development of future strategies for land use and development in the Yea township and environs.
- Assess, maintain and enhance the role, functions and character of the Yea township.
- Provide the strategic justification for any changes to policy directions and planning controls in the Murrindindi Planning Scheme in accordance with Minister's Direction No 11, *Strategic Assessment of Amendments* and Practice Note 46, *Strategic Assessment Guidelines*.

The Structure Plan provides guidance to the community, government, business and development industry about the directions and opportunities for growth and change in the Yea township area.

Study Area

The Study Area is illustrated on Figure 1 on page 3. The Study Area includes the township area and its environs within a 6 km radius of Yea. This area includes Rural Living and Farming zoned land beyond the periphery of the township.

Background

The Structure Plan has been informed by a background report. The report summarises and discusses the content of the following documents:

- Murrindindi Shire Council Plan, 2013 – 2017
- State Planning Policy Framework
- Hume Regional Growth Plan (Draft)
- Murrindindi Planning Scheme Local Planning Policy Framework
- Murrindindi Shire Land Capability Analysis and Environmental Values, Centre for Land Protection Research, August 2002
- Rural Residential Study, Murrindindi Shire, Habitat Planning and Murrindindi Shire, March 2004
- Economic Development Strategy, Murrindindi Shire 2011-2016
- Yea High Street Heritage Guidelines, Context, December 2008
- Goulburn River Valley Destination Management Plan, Goulburn River Valley Tourism, April 2014
- Yea Urban Design Framework, Urban Enterprise Pty Ltd, August 2003
- 2011 Census data and Victoria In Future population projections.

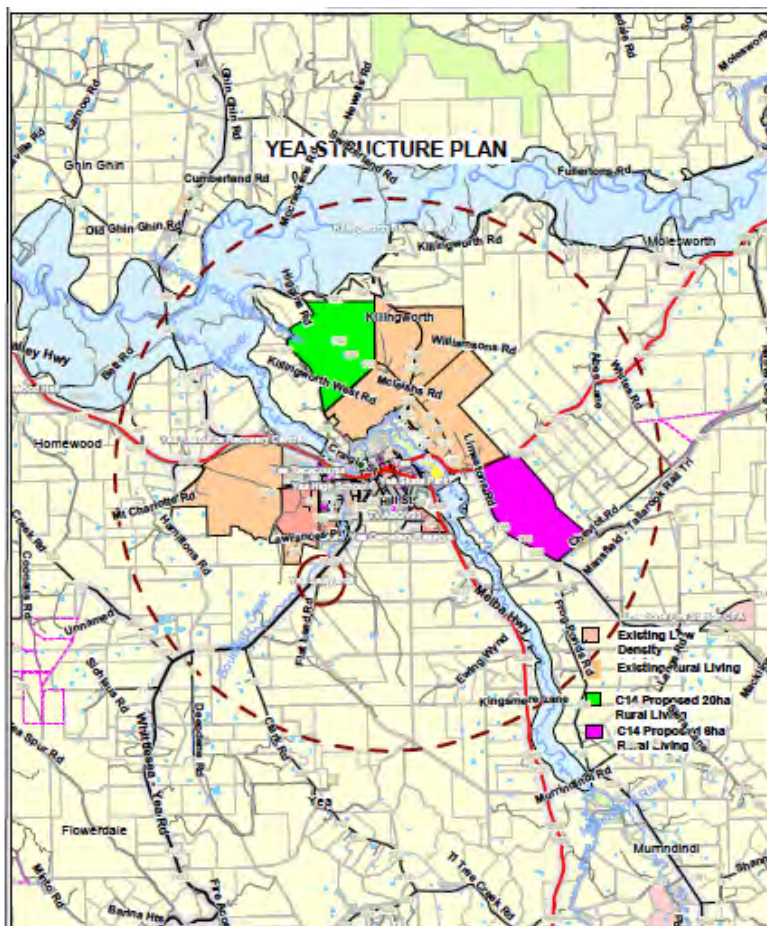


Figure 1: Yea Structure Plan Study Area

Regional Context

Hume Regional Growth Plan

The Hume Regional Growth Plan (HRGP) provides a regional approach to land use planning in the Hume Region. The plan identifies opportunities to encourage and accommodate growth and to manage change in the region over the next 30 years.

Yea is located in the Lower Hume sub-region with strong transport links to the Melbourne metropolitan area.

Seymour is identified as a transit gateway between Melbourne and the Hume Region, the town being serviced with regular passenger train services to and from Melbourne. The HRGP reinforces this transit role in the future.

The HRGP also identifies Seymour’s potential to develop into a significant employment centre over the next 30 years.

Future growth of Seymour is expected to support Yea’s growth. Under the regional growth plan, Yea is expected to experience moderate growth due to proximity and access to Melbourne and Seymour and the town’s availability of developable land and existing infrastructure.

Yea’s growth prospects will be underpinned by its relationship to Seymour, particularly in terms of access to employment, services and passenger rail services to Melbourne.

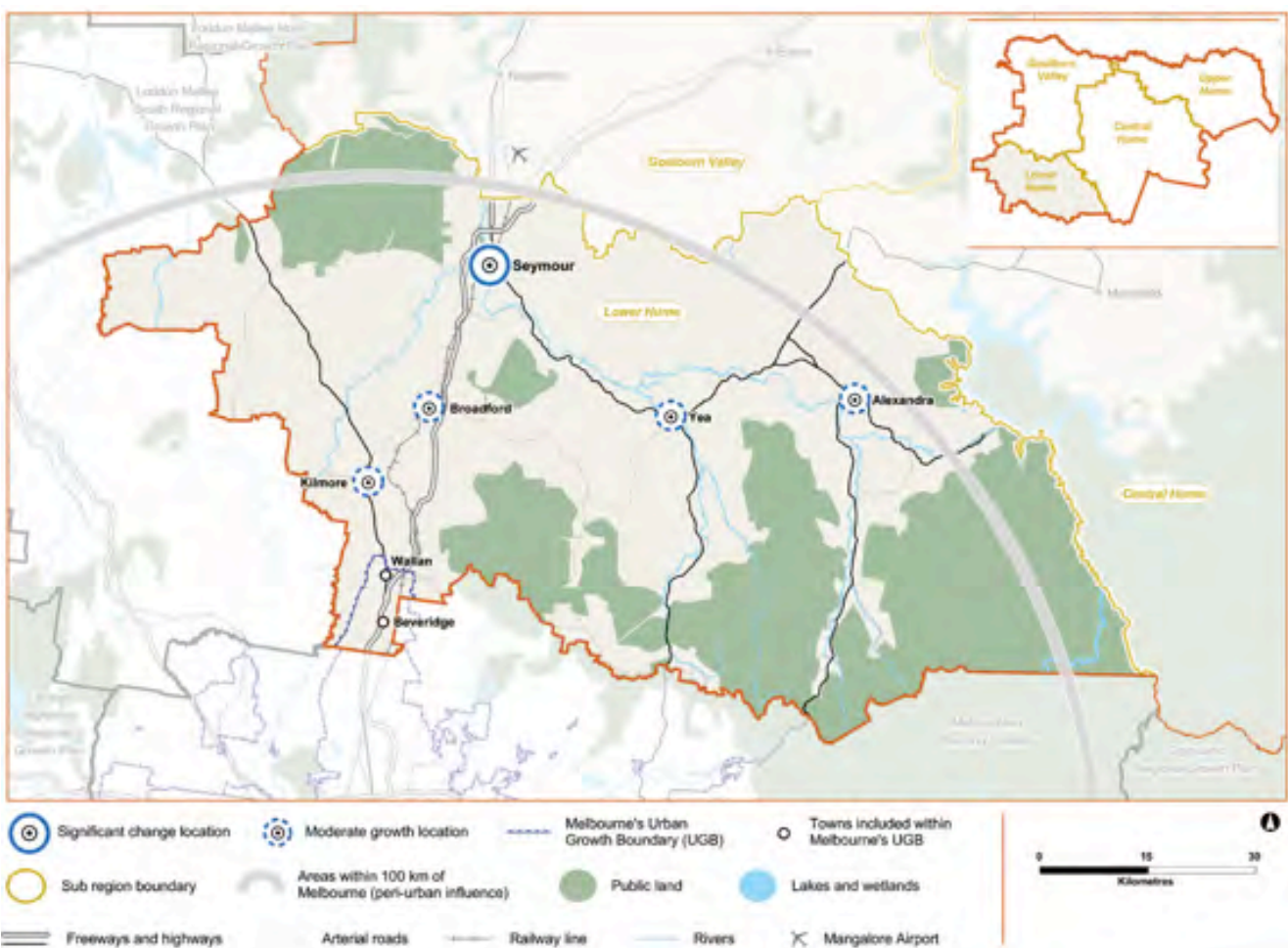


Figure 2 Hume Regional Growth Plan
– Lower Hume Sub-Region

3. STUDY PROCESS

The study process comprises the following stages:

Consultation

A community planning workshop was held in Yea on 01 April 2014. Community views were sought on the issues relevant to the future planning of Yea township and environs. Meetings with individuals were organised by appointment.

Meetings were also held with:

- Representatives of relevant government departments and service agencies
- Murrindindi Shire Councilors and Council officers from Planning, Building, Environmental Health, Economic Development and Infrastructure Assets.

Background research

A review of all relevant studies, reports and documents was undertaken to assist in the identification of issues and to provide an informed basis for the preparation of the Yea Structure Plan. A summary of these documents is included in the Background Report.

Demographic Analysis

A demographic analysis examining population trends, characteristics and projections; household composition; housing and employment and income distribution. The demographic analysis is included in the Background Report.

Land Use Analysis

An investigation of existing planning scheme zoning and overlays, patterns of land use, recent development, physical and environmental constraints and opportunities, undeveloped areas within the town and an analysis of demand and supply of land for residential and rural living land uses. This analysis is included in the Background Report.

Identification of Key Planning and Strategic Issues

Key issues, trends and opportunities that need to be addressed in the Yea Structure Plan were identified and categorised under main strategic planning themes.

Development of a Strategic Vision and Directions

A strategic planning vision was developed to guide the preparation of the Structure Plan and overall planning for Yea Township over the next 20 years.

Preparation of Draft Yea Structure Plan

Two Structure Plans have been prepared.

- The *township structure plan* establishes a land use framework for future development of Yea township.
- The *Yea town and environs structure plan* establishes a strategic framework for the 6 km radius focusing on rural living and a new industrial area.



Town setting and rural fringe. View from north

Public Exhibition of Draft Report

Council will place the draft report on public exhibition inviting submissions to the draft report.

Consideration of Submissions

Council will review submissions and adopt the Yea Structure Plan with or without changes.

Finalisation of the Report

The Yea Structure Plan Report will be finalised.

Implementation of the Yea Structure Plan

The Yea Structure Plan and report will be implemented by an amendment to the Murrindindi Planning Scheme.

The planning scheme amendment will include a formal public exhibition and submission stage.



Distant view of Yea from north

4. COMMUNITY AND STAKEHOLDER ENGAGEMENT

During the preparation of the Yea Structure Plan, a range of meetings were held with the community, government departments/agencies and Council staff and councilors.

Community and stakeholder engagement helped to inform and shape the Yea Structure Plan.

This draft Yea Structure Plan document will be made available for public comment. Council will invite submissions. Council will take into consideration submissions before finalising the Structure Plan document.

A summary of the key issues and opportunities discussed at the community planning workshop is included as an attachment (See Attachment A).

A full summary of the discussion at the community workshop is included in the Background Report.

5. YEA TOWNSHIP AND ENVIRONS

Overview and Key Issues Analysis

The background, analysis and consultation stages of the structure plan project have identified a range of issues and considerations that need to be addressed in the formulation of the Structure Plan. Some are directly related to land use planning, others are of a more general nature or projects requiring capital works.

Issues, Influences & Trends

Peri urban regions and areas

- Yea is situated in Melbourne's peri urban region, offering residents lifestyle choice within commuting distance to jobs and services in Melbourne.
- The proposed State Planning Framework includes the following relevant strategies:
 - Urban development within Melbourne's peri-urban region needs to be managed protect agricultural land, landscapes and environmental resources.
 - Identify settlement growth boundaries to existing settlements in peri urban areas.
 - Town plans need to be prepared for peri-urban towns to increase the supply of land for housing and attract population growth out of Melbourne.

Regional Growth

- The Hume Regional Growth Plan identifies Seymour as a transit gateway between Melbourne and the Hume Region, with potential to accommodate significant change, development and employment growth.
- Future growth of Seymour is expected to support growth in Yea. The regional growth plan proposes moderate growth at Yea.

Local Planning Directions

- The Murrindindi Planning Scheme identifies Yea as a town with:
 - available land and services to accommodate further residential growth in the medium term, and
 - demand and capacity for additional low density residential growth and rural living development.

Population

- In 2011, the population of the town of Yea was 1089, an increase of 7.7 percent or 78 people

from 2006, at an average annual growth rate of 1.5%.

- Yea has a large proportion of older residents with over 41% of the population in Yea aged over 55.
- Yea has a large proportion of school aged children aged between 5-17 with a continuing decrease in young adults.
- In 2011 there were 479 households in Yea, 72% of which were one and two person households – 41% lone person, and 31% two person households.
- Housing is relatively affordable with only 5.3% of mortgagees and 7.6% of renters with payments greater than 30% of their household income.
- The median house price has increased by 93% over the 10 year period to 2012. In 2012, the median house price in Yea was \$255,000,
- Projections, based on historical growth data, indicate that the Yea population would grow minimally with an additional 178 residents or 149 households.
- Assuming that future growth of Yea is consistent with growth of Murrindindi Shire, Victoria In Future (VIF) growth projections indicate that Yea will see an increase of 341 residents and 163 households over the 20-year period to 2031.
- A higher and sustained growth scenario could be achieved based on lifestyle advantage, an enhanced commuting role and a better access to employment and services at Seymour.

Employment

- A significant proportion of the working population commute to other centres, including Melbourne.
- Main industries of employment for Yea residents are accommodation/food services, construction and retail.
- Between 2006 and 2011, there was employment growth in accommodation/food services and healthcare/social services.

Housing

- More medium density housing is needed in the township, particularly at locations close to shops and services.
- There is a lack of diversity in the housing market in the town. There is demand for smaller 2.0ha rural living lots in the environs of Yea.

- Infill development sites for housing are available in the township. These sites need to be identified.
- Yea needs a retirement village. A site should be selected for the village.

Town Character and Heritage

- Yea's character and lifestyle are attributes that will attract new visitors. These are also attributes that need to be protected.
- Tourism and recreation roles have increased in Station Street precinct. These roles need to be enhanced through the planning scheme.
- A streetscape plan of High Street and environs would facilitate civic improvement and better manage traffic, parking and pedestrian flows.
- Further street tree plantings would improve appearance and environment of the town centre and town.

Infrastructure and Services

- Yea is serviced with an urban water supply and sewerage system. New development in the township can be provided with these services. Lower lying areas would require pump stations. Residential expansion beyond current town boundaries can be serviced. Topographical conditions will influence service potential of some areas.
- Yea has good accessibility to other areas of the State, particularly good road connections to all parts of Melbourne and the snowfields.
- Yea has a good range and quality of facilities, including the swimming pool, schools and services for retirees.
- There is a lack of public transport to and from Yea.
- High speed broadband is adequate within the town area but inadequate beyond the town. An increased broadband speed is vital for attraction of new business and residents.
- Natural gas is required, especially to attract new industry.

Industry and Business

- There are amenity issues for residential properties in North Street, south of Racecourse Road. A rezoning of these properties to General Residential Zone should be investigated.
- Other sites for industry could be investigated. e.g. industrial extension near the Saleyards.
- Food and wine culture is an important emerging industry in Yea area and region.

- Potential to make better use of Snodgrass Street for car parking, new businesses and better connections through to High Street.

Tourism

- Visitors pass through Yea en route to other destinations. The majority of visits are stopovers or day visits.

Specific Sites

- The potential of the butter factory building and site needs to be enhanced to provide for a full range of residential and commercial uses.
- A 440 metre buffer distance surrounds the sewerage treatment plant. There should be no encroachment of residential development within this buffer.

6. STRATEGIC VISION

Shire Planning Vision

The recent review of the Murrindindi Planning Scheme and proposed planning scheme amendment to implement the review proposes a new Shire planning vision for the future. A part of the vision statement that is particularly relevant for Yea Structure Plan is:

Murrindindi Shire will facilitate sustainable population and economic growth. The municipal rate base will be actively grown through sound planning, support for continued economic development and protection of the natural and built environment.... (Clause 21.03 The Planning Vision. proposed Murrindindi Planning Scheme Amendment)

Vision For Yea - Yea Structure Plan

Yea will be a town where:

- residents feel safe and can enjoy quality in their lifestyle
- visitors are welcome and can enjoy a variety of recreation and tourism experiences
- housing choice is available for residents at different stages of their lives
- residents can find work and start and develop a business
- residents can conveniently commute for work to Melbourne, Seymour, Shepparton and other centres
- residents and visitors can enjoy walking, shopping and recreation
- beautiful landscapes and the natural environment are protected and enhanced
- heritage of the town is a source of pride for the community
- the community is sharing and supportive
- younger residents are able to find work and participate in community life
- retirees and older residents have access to health, recreation and other support services
- land, buildings and services are used and developed in sustainable ways
- the community and visitors come together to celebrate and enjoy events and festivals

7. PLANNING FOR YEA'S FUTURE

STRATEGIC RESPONSE

Objectives, strategies and actions to achieve the Structure Plan vision and address issues are discussed and expressed below under the following strategic themes:

Planning for Growth

Township Boundary

Town Environs

Residential Expansion and Infill

Low Density Residential

Rural Living

Industry and Business Development

Transport and Infrastructure

Tourism Development

Town Centre and Station Street Precinct

Heritage and Town Character

7.1 Planning for Growth

The Background Report examined three population growth scenarios.

- Lower growth rate based on historical trends.
- Medium growth following Victorian In Future population projections.
- Higher growth with Yea experiencing the benefits of its strategic location, lifestyle and relatively inexpensive land and housing prices.

The Structure Plan adopts the higher growth rate and a proposed population for 2031 of around 1600 persons. This represents an increase of 513 residents at an average annual growth rate of 2.3% p.a. The higher growth rate would result in an additional 226 households over the 20-year period between 2011 and 2031.

The higher population and household growth projection assumes Yea will realise the potential of its strategic location in Melbourne's peri urban region and its proximity to Seymour which will take on an upgraded regional status as a transit and employment centre.

Projected population and household growth for the period up to 2031 is shown in the table below. Higher annual average growth rates are proposed for the period 2016 to 2026.

Projected population and household growth for Yea 2011-2031

	Population			Households/Occupied Dwellings		
	Av. Annual % growth#	Net Increase	Total Population	Av. Annual % growth#	Net Increase	Total Households
2011	-	-	1089	-	-	479
2011-2016	1.5	84	1173	1.2	29	508
2016-2021	2.1	129	1302	2	59	567
2021-2026	2.4	164	1466	2.5	74	641
2026-2031	1.8	136	1602	1.9	64	705
2011-2031	2.3	513		2.3	226	

The population and household increases in the above table will occur in various forms of housing including township lots, medium density units, low density, rural living and retirement housing.

The Yea Structure Plan (see pages 23 and 24) identifies sites and development opportunities to accommodate the additional 226 households over the 20-year period between 2011 and 2031.

In the period to 2025, most of the new residential development will occur in the later stages of the Mulqueeney Street residential area, Yea Springs and at infill sites within the township boundary. New housing on larger lots within the town boundary will occur on land zoned Low Density Residential Zone in Lawrances Road and Meadow Road. Rural living housing and subdivision will be developed on land currently zoned Rural Living.

Demand and supply of residential land will need to be investigated and monitored on an ongoing basis. These investigations will determine the timing for residential rezoning of the southern parcel of the industrial precinct identified on the Structure Plan. The residential layout and design of this land parcel should be guided through a development plan process.

Ongoing infill development of vacant township sites and housing redevelopments will provide greater housing choice with development at higher residential densities at locations closer to the town centre. Infill development areas are identified on the Structure Plan, including in the Snodgrass Street precinct and the residential area to the south of Station Street/railway precinct.

In the period 2026-2031 period, it is expected that fully serviced residential expansion to the south along the Whittlesea Yea Road would be required. A development plan process would be required in advance of demand for this new development front.

Objectives

- Plan for the growth of Yea to reach a target population of 1,600 persons by 2031.
- Maximise growth opportunities of Yea's location in Melbourne's peri urban region and its proximity to Seymour.
- Encourage sustainable use and development of land, buildings and resources.

Strategies

- Guide and manage growth and development of Yea that is generally consistent with the Yea Structure Plan.

Actions

- PG1. Release land in accordance with residential demand (assessment is ongoing not a specific task).
- PG2. Rezone the southern parcel of the industrial precinct with frontage to Whittlesea-Yea Road (identified on the Structure Plan) to General Residential (GRZ).



High Street shopping precinct

7.2 Township Boundary

Development of Yea township over the next 15 years is able to be accommodated within the township boundary shown on the Structure Plan. The boundary is formed by the urban floodway zone to the north, Melba Highway to the east, the Golfcourse/Racecourse and low density residential zoned land in Lawrances Road to the west and the low density residential zone and hilly terrain to the south of the town.

The township boundary should not be considered as a rigid and fixed boundary. Some flexibility is required to allow Council to consider worthy development proposals, outside the township boundary that have a net community benefit.

Objective

Apply a Structure Plan town boundary to guide future urban development.

Strategies

- Ensure that future serviced urban development occurs within the township boundary.
- Encourage an efficient urban form with development at conventional residential densities (General Residential Zone) within the township boundary and low density (Low Density Residential Zone) at the edges of the town also within the boundary shown on the Structure Plan.
- Council only consider proposals for serviced urban development outside the township boundary that is supported with strategic justification based on State and local planning strategies and the Yea Structure Plan.

7.3 Town Environs

The rural environs of Yea feature highly visible scenic landscapes of natural beauty. These landscapes are attractive to tourists, visitors and locals alike. These landscapes and vistas need to be protected from visually dominant and inappropriate development.

The Murrindindi Shire Land Capability Analysis and Environmental Values Report (2002) identifies significant ridgelines and views in the Yea environs and across the municipality. A more comprehensive assessment however is needed for the protection of these landscapes in the Planning Scheme.

Objective

Significant landscapes and vistas in the environs of Yea will be protected for their scenic, visual and environmental values.

Strategies

1. Protect the characteristics and visual quality of significant landscapes, including ridgelines, vistas and natural landmarks.
2. Ensure development and works are appropriately designed and sited so that significant landscapes and landscape features are not adversely affected or degraded.
3. Assess development applications against the landscape value and neighbourhood character values of an area where specified, having regard to ridgelines, hilltops and other significant landscape features.

Actions

TE1. Undertake a landscape assessment study to identify and assess significant and landscape features. Review Significance Landscape Overlays and schedules as part of the landscape study. (Assessment of the landscape in Yea environs would be included in a proposed municipal wide study).



Undulating and green town setting



Rural living area north of town

7.4 Residential Expansion and Infill

In 2011 there were 479 households in Yea, the majority of which were one and two person households.

Existing housing stock is predominantly detached houses (87%) suggesting that more diverse housing options will be required to match household size.

There is a potential supply of approximately 150 lots on land currently zoned General Residential. This comprises 45 vacant lots, and approved new lots and subdivisions in Mulqueeney Lane area, Yea Springs and Prospect Rise residential area.

Over the period 2006-13, there has been an average of 15 lots in the General Residential Zone created per year. Over the same period an average of 16 building permits were issued for dwellings within the General Residential Zone. This does not include development or subdivision of smaller vacant land parcels or lots, or multi unit development.

Based on these supply and demand figures, there is approximately 10 years potential supply of lots within the General Residential Zone.

The Structure Plan identifies opportunities for infill residential subdivision and housing at the following locations that are within a 400 -500 metre distance of the town centre:

Snodgrass Street Precinct

Unconstrained land on the north side of Snodgrass Street between Nolan and Webster Streets and south of Craigie Street. Redevelopment opportunities may also arise in the precinct.

Oliver Street/Lyon Street Precinct

Vacant sites including undeveloped land at the Butter Factory site. Some intensification is possible

within the precinct on larger lots with subdivision potential and by possible redevelopment.

There is sufficient supply of residential lots and land within the currently township area to meet demand for the next 10 years.

Not all new housing and subdivision opportunities are likely to be taken up however due to landowner intentions, location and costs of development. Taking this into account with the need for greater housing diversity and a desirability for a number of development fronts, residential expansion south along the Whittlesea-Yea Road corridor may be required in the next 10 to 15 years.

Objective

Encourage greater housing diversity providing accommodation for different households.

Strategies

- Residential infill, with more diverse dwelling types and lot sizes is encouraged in locations within 400-500m walking distance of Yea town centre and Station Street precinct.
- Encourage housing infill and medium density redevelopments at locations within and proximate to the Town centre and the Station Street precinct including:
 - Unconstrained land outside of the Urban Flood Zone in Snodgrass Street Precinct between between Nolan and Webster Streets.
 - Undeveloped land within the Mixed Use Zone on the south side of Station Street.
 - The area generally defined by the Oliver Street, Lyon Street and View Street, including the butter factory site.
- Plan for the southerly expansion of the township on both sides of Whittlesea-Yea Road as shown on the Structure Plan.
- Identify opportunities for retirement accommodation and aged care facilities within the Snodgrass Street Precinct and other sites close to services.



View from Oliver Street to distant hills to the north east



Butter factory in Rattray Street

Action

- REI1. Prepare a Snodgrass Street Precinct Plan for the area between Marshbank Street and Webster Street. Objectives of the Precinct Plan to include identification of vacant and potential redevelopment sites sites for infill housing including medium density housing and retirement accommodation (refer to Action TCSP1, page 21).



Mulqueeny Lane housing area

7.5 Low Density Residential

Land with a Low Density Residential zoning (LDRZ) is located at the fringes of the urban area in Lawrances Road and Meadow Road. There are substantial opportunities for further subdivision and housing development in these two areas.

Within LDR zoned land there are currently 22 occupied lots, including large lots capable of further subdivision, and 40 vacant lots. Two of these vacant lots are large, together comprising 57 hectares with a potential yield of in excess of 100 LDR lots.

In the period 2010-14 there were 35 lots created by subdivision within the LDR Zone, an average of 7 lots per year.

Given the significant potential for further subdivision within existing LDR zoned land, there is no need to rezone new areas for this form of residential development in the short and medium term.

Objective

- Encourage consolidation of existing low density residential areas, particularly in the Lawrances Road area which is adjacent to the Yea High School.

Strategies

- Two lot subdivisions of LDRZ lots in Lawrances Road will be considered. Proposals must be able to satisfy relevant requirements relating to access, sewerage connection and the requirements of adopted Development Plans.

7.6 Rural Living

Rural living lots have appeal for people seeking a rural lifestyle within easy access to the services available in a nearby settlement. Rural lifestylers have been attracted to Yea due to its proximity to

Melbourne and the attractive rural landscapes that surround the town.

Rural living opportunities need to be provided at locations that ensure good accessibility to facilities in Yea township and cost efficient delivery of Council and community services e.g. road maintenance and garbage collection, home care, etc.

There are two main areas specifically zoned for rural living in Yea. These areas of lower agricultural quality are located in Racecourse Road west of the Golfcourse/Racecourse and the Killingworth Road/Carey Road area, north east of the township.

There are currently 38 developed Rural Living lots within the rural environs of Yea. Nine of these lots are greater than 12 hectares and are therefore potentially capable of further subdivision for rural living purposes. There is an immediate supply of 46 vacant or undeveloped rural living lots within the rural environs.

On the demand side, a total of 35 rural living lots have been created by subdivision between the years 2010-14 with an average of 7 lots per year.

Under the Murrindindi Planning Scheme, the Rural Living Zone has a 4 hectare minimum lot size with an average size of 6 hectares. During the first round of consultation, a view was expressed that there is demand for smaller rural living lots of 2 hectares. This is considered to have merit particularly within existing rural living areas situated closer to Yea township. Providing rural living opportunities closer to the town would satisfy requirements of state and local planning policies.

Ewing Wynd is a rural subdivision situated on the west side of Melba Highway, approximately 5.2 km south of Yea township. The subdivision is of ten 20 hectare lots serviced with a sealed road and electricity.

Ewing Wynd was exhibited in the Yea Environs Structure Plan as a Rural Living Strategic Investigation Area, inviting submissions to address the following strategic issues:

- Current supply of rural living lots considering also the Structure Plan action to reduce the minimum lot size in select rural living areas thereby adding to future supply of lots.
- Demand for rural living development considering the subdivision and take up rates of rural living lots within the Rural Living Zone.
- Relevant State and local planning policies.
- Planning Practice Notes 42 (Applying Rural Zones) and 37 (Rural Residential Development).

- Relative proximity to Yea township and the need to plan and integrate rural living with the urban area and access to services.
- Agricultural quality and productive capacity of the land.

Following exhibition, the rezoning of Ewing Wynd is justified and supported, using existing subdivision sizes of 4 hectares minimum and 6 hectare average.

Objective

- Encourage clustering of rural living development close Yea township.
- Discourage rural living subdivision and development that will cause water quality decline, native vegetation and habitat loss and soil erosion.

Strategies

- Support rural living subdivision and development that reinvests in agricultural productivity particularly intensive food production.
- Ensure rural living development is serviced with a good standard of roads.
- Ensure net environmental gain as a consequence of rural living development by minimising native vegetation and habitat loss and by erosion management and revegetation.
- Identify opportunities for 2 ha lots within the two large existing Rural Living zoned areas that can satisfy the following criteria:
 - Relative proximity to the Yea township.
 - Land that has not been fragmented by subdivision and is largely undeveloped.
 - Land that is not significantly constrained by remnant vegetation or soil erosion.
 - Future planning be guided through a development planning process.

Actions

- RL1. Indicate RLZ areas suitable for rural living lots down to 2 hectares in size, as indicated on the Yea Environs Structure Plan. Amend the schedule to the Rural Living Zone to reduce the minimum lot size to 2.0 hectares for these areas. Apply the Development Plan Overlay to these areas to guide future rural living subdivision, development, use and servicing through a development plan process.
- RL2. Rezone the Ewing Wynd subdivision to Rural Living with a 4 hectare minimum and 6 hectare average subdivision size.



Rural living locations north east of Yea township

7.7 Industry and Business Development

The main industries of employment for Yea residents are accommodation/food services, construction and retail. Accommodation/food services and healthcare/social services both increased by 42% between 2006-11. From 2001-10, the number of residents working in public administration/safety sector more than doubled. The sharpest decline in employment has been seen within the agricultural sector, which dropped by 50% from 2006 to 2010.

In 2011, the unemployment rate in Yea was at 6.2% increasing from 5.3% in 2006. Yea's unemployment rate is high in comparison to the Murrindindi Shire.

The *Murrindindi Shire Economic Development Strategy 2011-16* reports that tourism related employment represents over 20% of employment in the municipality. This Strategy identifies vegetables, nurseries and turf and other niche industries in the municipality as showing employment growth.

Industrial Estate – North Street

Yea's only zoned industrial land is located at North and Melaleuca Streets. A development plan for this industrial area has been adopted by Council. The Plan provides a road layout, a reserve adjacent to Boundary Creek to protect flood prone land and future pedestrian/cyclist access and a landscape buffer along the eastern boundary to protect the character of the town entry. A roundabout to alleviate potential traffic conflict is proposed for the intersection of North Street and Melbourne Road.

All existing lots in stage one of the industrial estate are occupied. The industrial area has met a demand for smaller industrial lots. There is potential to extend the industrial estate south of existing developed lots.

An established residential area is situated to the north of the industrial estate. These properties with frontage to North Street and Boundary Creek are zoned Industrial 1 Zone. Residents from this area met with the project consultants and Council staff during the consultation day in April 01 2014. Existing and future amenity of these properties require protection. This has been a long standing issue and should be resolved by a rezoning to General Residential.

The 7.0ha (approx.) land parcel at the southern end of the industrial zoned land is considered to be suitable for residential subdivision and housing. This parcel has frontage to Whittlesea-Yea Road and Boundary Creek, with an unmade road forming its northern boundary. The Structure Plan proposes a rezoning of this land to General Residential. This

would be the first stage of the longer term southerly township expansion along Whittlesea-Yea Road.

Yea Saleyards

The Yea saleyards is well located at a distance from the township area. Appropriate buffer distances need to be in place to avoid potential land use conflict with the saleyards. The saleyards site requires expansion to provide truckwashing, truck parking and manoeuvring, loading, cattle holding and other associated facilities.

A future industrial area in the vicinity of the saleyards site has been identified as an opportunity in previous studies and was raised in the first round of consultation for the Structure Plan project.

The Structure Plan identifies a large site north and east of the Saleyards site. The saleyards industrial buffer (500 metres) and the future expansion of the saleyards are located within the proposed industrial site.

A large site at this location has the following advantages:

- The site is beyond a future boundary of the township area;
- Good road access adjacent to Whittlesea Yea Road;
- Location on the Melbourne side of Yea thereby minimising the need for industrial traffic through the town;
- The site is capable of being serviced with town sewer and water supply;
- A single large serviced lot could be made available giving Yea a competitive advantage for industries seeking a large serviced site in the region.



Yea saleyards

Business Opportunities

Creating opportunities for new businesses will be essential if Yea is to achieve the growth rates proposed in the Structure Plan report or the moderate growth rates proposed by the Hume Region Growth Plan.

Opportunities that could be investigated include:

- Better use of land and buildings in and adjacent to the town centre to encourage new businesses in the food and wine industries, tourist accommodation and retailing.
- Establishing an enterprise centre for small businesses in an existing building. In addition to creating opportunities for Yea's younger population, this facility would provide an additional incentive to attract new residents from Melbourne seeking a lifestyle change and opportunities to start up a business or relocate an existing business.
- Identifying sites for new retail and office development and tourism retailing in the Snodgrass Street precinct and tourism accommodation and retail development in Station Street.

Objective

- Encourage new industrial development with the staged provision of a range of industrial lot sizes to meet the different industrial land requirements of industry and business.
- Provide opportunities for new retail, commercial and tourism uses and development.

Strategies

- Review existing and future land requirements for industry.
- Encourage opportunities for startup small businesses and development of existing businesses.
- Encourage new tourism retailing and services, particularly in the accommodation/food services sector.
- Encourage the establishment of home based businesses.
- Ensure sufficient land is made available for expansion of the Yea Saleyards site and provision of appropriate buffers are in place to avoid potential land use conflicts.

Actions

IBD1. Rezone residential properties north of the developed industrial estate and south of

Racecourse Road from Industrial 1 to General Residential.

IBD2. Rezone the parcel of land at southern end of Industrial Zoned land on east side of Whittlesea Road, shown on the Structure Plan, from Industrial to General Residential.

IBD3. Facilitate the expansion of the current Yea saleyards site.

IBD4. Plan for the longer term establishment of a serviced industrial area north and west of the Saleyards site, as indicated on the Structure Plan.

IBD5. Commence a process to identify a suitable building or site for a small business enterprise centre.

IBD6. Rezone the Butter Factory site to Mixed Use.

IBD7. Activate the Snodgrass Street frontage (southside) with new retail/business uses between Giffard and Hood Streets.

7.8 Transport and Infrastructure

Transport

Yea township is located on the Goulburn Valley Highway at the junction of Melba Highway and Whittlesea – Yea Road. The Goulburn Valley Highway is the main transport corridor and High Street is Yea’s activity precinct.

The Yea Urban Design Framework (UDF) 2003 identified safety issues and operational difficulties at the following intersections:

- High Street at Melbourne Road/Giffard Street (roundabout proposed);
- High Street at Hood Street/Whatton Place (roundabout proposed);
- High Street at North Street and North Street at Racecourse Road (improved channelization recommended).

Lane reduction, one-way traffic flow and kerb extensions along High Street (northern side) between Giffard Street and Whatton Place was a key traffic recommendation of Yea UDF. This proposal was recommended to reduce traffic speeds and improve pedestrian safety and amenity.

For the High Street commercial area, the following key issues have been identified in previous studies and during consultation on the structure plan project:

- Traffic safety issues at intersections of High Street with the commercial strip;
- Traffic and pedestrian safety through the High Street shopping strip;
- Inadequate parking for long vehicle parking (trailers, boats and caravans) and buses;
- Pedestrian access and amenity needs improvement;
- Better connectivity between the rail trail, shopping precinct and the wetlands development;
- Off-street parking could be provided at the rear of the High Street shops with midblock pedestrian links through to High Street.

Town Gateways

Town gateways and entrances are important welcoming locations that convey messages to visitors and tourists. Their appearance and presentation can express civic pride and leave visitors with lasting impressions of the town.

The gateways, shown on the Structure Plan, are at the following town entrance points:

- Goulburn Valley Highway crossings of Boundary Creek and Yea River;
- Melba Highway at Miller Street intersection;
- Whittlesea-Yea and Melbourne Road intersection.

The Yea UDF proposed various treatments for these gateways including vegetation plantings, landscaping works, signage and addition of road surface textures and colours.

The gateway proposals should be progressively implemented to ease the financial impost. The less expensive improvements such as plantings and signage should be the first priority.



Goulburn Valley Highway (west) Gateway



Whittlesea –Yea Road Gateway

Sewerage and water Infrastructure

The township area is serviced with town water supply and an urban wastewater system. Goulburn Valley Water presently supplies water for urban development up to 200 metres altitude. Development above 200 metres requires augmentation of the network. A high level zone has been created for the higher altitude locations in Lawrances Road low density residential area. Network upgrading is required in this area.

Based on the gravity fed system to the pump station, extension of the sewerage network to service the township is not an issue. There may be a need to upgrade the pump station at Racecourse Road.

The proposed longer term expansion of Yea to the south along the Whittlesea-Yea Road, shown on the Structure Plan, is capable of being serviced with town water supply and reticulated sewerage. Additional infrastructure may be required to service this area with sewer and water.

The sewerage treatment plant is located on the north side of the Goulburn Valley Highway. Goulburn Valley Water recommends a buffer distance of 440 metres from the edge of the facultative lagoons. Land use plans for the town must ensure that dwellings are located outside of this buffer area.

Objectives

- Encourage efficient, coordinated and sustainable provision of infrastructure and services.
- Encourage development of a transport and access network that provides safe and convenient movement for vehicles, pedestrians and cyclists.

Strategies

- Promote and plan for the southerly expansion of Yea along the Whittlesea –Yea Road.
- Encourage infill housing development.
- Optimise the potential of underutilised land and spaces e.g. Snodgrass precinct.
- Develop High Street shopping precinct as a vibrant, safe, convenient and welcoming activity centre.

Actions

- T11. Facilitate discussion with VicRoads regarding the preparation of a traffic management strategy for High Street (between Giffard and Hood Streets).
- T12. Facilitate discussions with Vicroads to review the need for intersection design treatments to

improve traffic movements and safety at High Street/ Goulburn Valley Highway intersections at Melbourne Road, Whatton Place and North Street/Racecourse Road.

- T13. Progressively implement the recommendations of the Yea Urban Design Framework to improve the appearance and presentation of town gateways with priority to planting themes and signage.
- T14. Commence discussions with service agencies, Yea saleyards committee and landowners regarding assessment, planning and timing of a proposal for saleyard expansion in the Whittlesea-Yea Road corridor.
- T15. Investigate a heavy vehicle bypass route to the south of the township connecting Whittlesea-Yea Road with Melba Highway with access to the proposed new industrial area adjacent to saleyards.

7.9 Tourism Development

Yea's tourism potential is linked to the attractiveness of the town and setting and its proximity to Melbourne and regional attractions (rivers, lakes and snowfields). Tourism has positive economic benefits in other business activities in the accommodation, food and retail sectors.

Yea has developed its role as a stopover for visitors. The potential of this role can be further supported by high quality food and dining and the promotion of local food production, art and craft industries and events and festivals.

Improvements to the appearance and presentation of town gateways and entrances at the Goulburn Valley and Melba Highways and Whittlesea-Yea Road will enhance the promotion of Yea as a tourist destination.

The Goulburn River Valley Destination Management Plan 2014 (DMP) provides a strategic approach to growing tourism in the Goulburn River Valley (GRV) region. The DMP highlights the importance of the Y Water Centre and an emerging food and wine area to the future of tourism in Yea.

The DMP identifies stopover visitation as the key opportunity for tourism in Yea with longer stays enhanced by Yea's strategic position on the Great Victorian Rail Trail.

Opportunities and initiatives to capture passing trade and increase visitation and length of stay include:

- Development of Y Water Discovery Centre as a hub for tourist experiences - wetlands, wineries and rail trail;
- Expansion and promotion of food and wine production in surrounding area;
- Promotion of Yea as the key destination on the Great Victorian Rail Trail;
- Development of the local and regional events calendar particularly major events such as the Autumn Festival monthly country market and twilight market;
- Identifying opportunities for a range of tourist accommodation options including B & B and self contained accommodation, low cost and nature based backpacker accommodation;
- Improvements to streetscape and public spaces in the High Street precinct to enhance ambience and shopping and leisure experiences.

Objective

- Enhance and expand the tourism industry.
- Encourage tourism opportunities based on Yea's distinctive themes - Rail Trail, wetlands, food and wine, events and festivals, heritage and rural township character.
- Maximise day tripper expenditure and encourage longer stays and increased visitation.

Strategies

- Promote Yea as a key destination on the Great Victorian Rail Trail.
- Further develop the link between the Rail Trail and tourism and local food production.
- Develop and promote Yea as an events and festival destination.
- Enhance the appearance and presentation of Yea's town gateways and entrances to encourage visitors to stop over.
- Identify sites for tourism accommodation including of bed and breakfast, self contained and backpacker accommodation.
- Identify locations for events to enhance the capacity of Yea to host events.

Actions

T1.

Prepare a Snodgrass Street Precinct Plan for the area between Marshbank Street and Webster Street to create a mixed use precinct including tourism use and development. (see Action TCSP1, page 21).



Former railway station, Station Street

7.10 Town Centre and Station Street Precinct

Town Centre

The High Street shopping precinct is zoned Commercial 1 Zone. The Heritage Overlay applies to the precinct affecting sites from Marshbank Street and Mary Street to Nolan Street. There are several heritage buildings that are important elements of Yea's heritage character, including the Shire Hall and some of the bank and hotel buildings.

Future demand for retail and business can be accommodated through consolidation within the existing Commercial Zone in the Hood and Giffard streetblock and between Whatton Place and the Crescent on the south side.

Enhancing the overall character, appearance and atmosphere of the High Street Activity Centre will positively influence Yea's growth prospects and the town's tourism role.

Future opportunities in the town centre and environs include development of vacant sites, particularly in Snodgrass Street precinct, and potential redevelopment of residential properties when demand is justified. Land fronting Snodgrass Street at the rear of High Street shops is underutilised, presenting some redevelopment opportunities for new shops and carparking with pedestrian access through to High Street.

Traffic management of High Street has been raised as a concern during community consultation for the Structure Plan and Yea Urban Design Framework (UDF, 2003).

The UDF recommended a single lane strategy along High Street (northern side) with installation of kerb outstands and changes to parking adjacent to the median.

Pedestrian crossing points between High Street shopping precinct and the central High Street median were also recommended.



LEGEND

- Existing Vegetation Retained
- Proposed New Native Vegetation
- Proposed New Street Trees along High Street Suggested species: Acer Rubrum (Canadian Maple)
- Proposed New Street Trees Suggested species: Ulmus parvifolia, Aesculus hippocastanum, Acer x Freemanii / Autumn Blaze
- Proposed Information Boards & Signage
- Proposed New Pavement
- Proposed Shade Structure Locations
- Proposed Pedestrian Crossing Points
- Proposed Picnic Tables
- Proposed Seating
- Proposed Bike Racks
- Proposed New Fencing around Recreation Reserve
- Proposed Pedestrian Connection

YEA URBAN DESIGN FRAMEWORK - MASTERPLAN

JPT
JOHN PETERSON TRUST
10000 101ST STREET
EDMONTON, ALBERTA T5H 2E9
TEL: 780.443.1111
WWW.JPT.COM

URBAN
CATERVILLE PTY LTD
188 WINGFIELD AVENUE
MELBOURNE, VIC 3000
TEL: 03 9594 1111
WWW.URBANDESIGN.COM.AU

DATE: 15/08/2003
PROJECT: YEA URBAN DESIGN FRAMEWORK - MASTERPLAN
DRAWN: JPT
CHECKED: JPT
APPROVED: JPT

Date: August 2003



Figure 3. Yea Urban Design Framework, 2003

The single lane one way proposal for the northern side of High Street would have several advantages:

- Improved pedestrian mobility;
- Reduction in vehicle speeds;
- Prospects of increased trade;
- Creation on new public spaces and better use of existing spaces;
- Improved links to the Snodgrass Street precinct, Y Water Centre and the Rail Trail.

Station Street Precinct

The Station Street Precinct is a central town gateway for traffic and visitors travelling from Melbourne via the Melba Highway. The Precinct has developed a strong focus for tourism and recreation and is now a hub for community facilities. The Mixed Use and Commercial zoning have achieved good planning and development outcomes for the precinct. Consolidation of these roles with additional complementary uses such as visitor accommodation, cafes and art/craft stores is recommended.

The railway precinct and Rail Trail are valuable assets for residents and tourists alike. The Rail Trail forms an important central open space link and its promotion as a key rail trail destination could attract greater visitor numbers to Yea.

Connection of the rail trail with the High Street shopping strip can be enhanced with traffic management directed at improving pedestrian safety.

Objectives

- Encourage a compact town centre that is vibrant, promotes walking, improves vehicle access and parking, protects heritage and provides opportunities for new development.
- Continue to promote the recreation, tourism and community roles of Station Street precinct.

Strategies

- Improve the pedestrian connection between the rail trail, commercial strip and the Y Water Discovery Centre.
- Develop a street tree theme in streets immediately adjacent to the town centre.
- Realise the mixed use and development potential of the Snodgrass Street precinct.
- Enhance the ambience, streetscape and pedestrian amenity of High Street shopping precinct.

Actions

TCSP1.

Prepare a Snodgrass Street Precinct Plan for the area between Marshbank Street and Webster Street to:

- Create a mixed use precinct with links to High Street that provides for medium density and retirement housing, retail and tourism development.
- Identify locations for long vehicle parking;
- Develop proposals to activate the Snodgrass Street frontage (southside) with new retail/business uses between Giffard and Hood Streets;
- Identify opportunities for off-street car parking at rear of High Street shops;
- Identify opportunities to create through walkways to High Street.

TCSP2.

Facilitate discussion with VicRoads regarding the preparation of a traffic management strategy for High Street (between Giffard and Hood Streets) based on a single lane proposal.



Existing link and walk through to High St



View of Shire hall building from Snodgrass St

7.11 Heritage and Town Character

The features of Yea that define its character include:

- Yea River and floodplain forming the northern boundary and hillslopes rising to the south offering attractive scenic landscape views to the north, most notably from The Parade.
- Heritage buildings and streetscape and the wide median in High Street;
- A modified street grid pattern with streets intersecting at an angle at High Street (Melbourne and Station Street) and curved alignments of The Crescent and Semi Circle;
- A predominantly low density and low rise town with wide road reservations and larger residential lots;
- Recreation areas, open space and parkland adjacent to town centre;
- A spread of vegetation across the town on public and private land blending the urban and natural environments.

Yea's heritage is fundamental to its sense of identity. Protecting the town's heritage allows residents and visitors to learn about the past and appreciate its potential role in the town's future.

Protection and presentation of the town's heritage will have positive economic impacts by attracting visitors and residents and supporting the tourist industry and events.

The High Street heritage precinct is described in the Yea High Street Heritage Guidelines, 2008:

" The area covered by the Yea High Street heritage precinct can be divided into a number of diverse 'sub-precincts' which differ in their use and built form, but the whole precinct is unified by High Street itself, which is very broad and features a wide treed median in the middle. This distinctive street creates a relaxed 'country town' feeling in Yea's central commercial district. "

The High Street commercial area is protected by a heritage overlay in the Planning Scheme. The adopted Amendment C43 to the Murrindindi Planning Scheme proposes to implement the *Murrindindi Shire Heritage Study, 2011* and apply heritage overlays for buildings in the Station Street Precinct, (HO105) and The Parade, (HO 106). Amendment C43 proposes new policies to ensure that heritage significance of places are not diminished by contributory fabric or inappropriate new development. The proposed policies also encourage high quality contemporary design that becomes a valued addition to heritage places.

Objective

- Protect and enhance the heritage and townscape character of the High Street and Station Street Precincts.
- Encourage new development in the Parade that respects heritage and town character and retains significant vistas and views.
- Protect buildings, streetscapes and places of heritage significance.

Strategies

- Ensure that new development in High Street, Station Street and The Parade precincts do not adversely impact on the heritage and townscape character of the precincts.

Actions

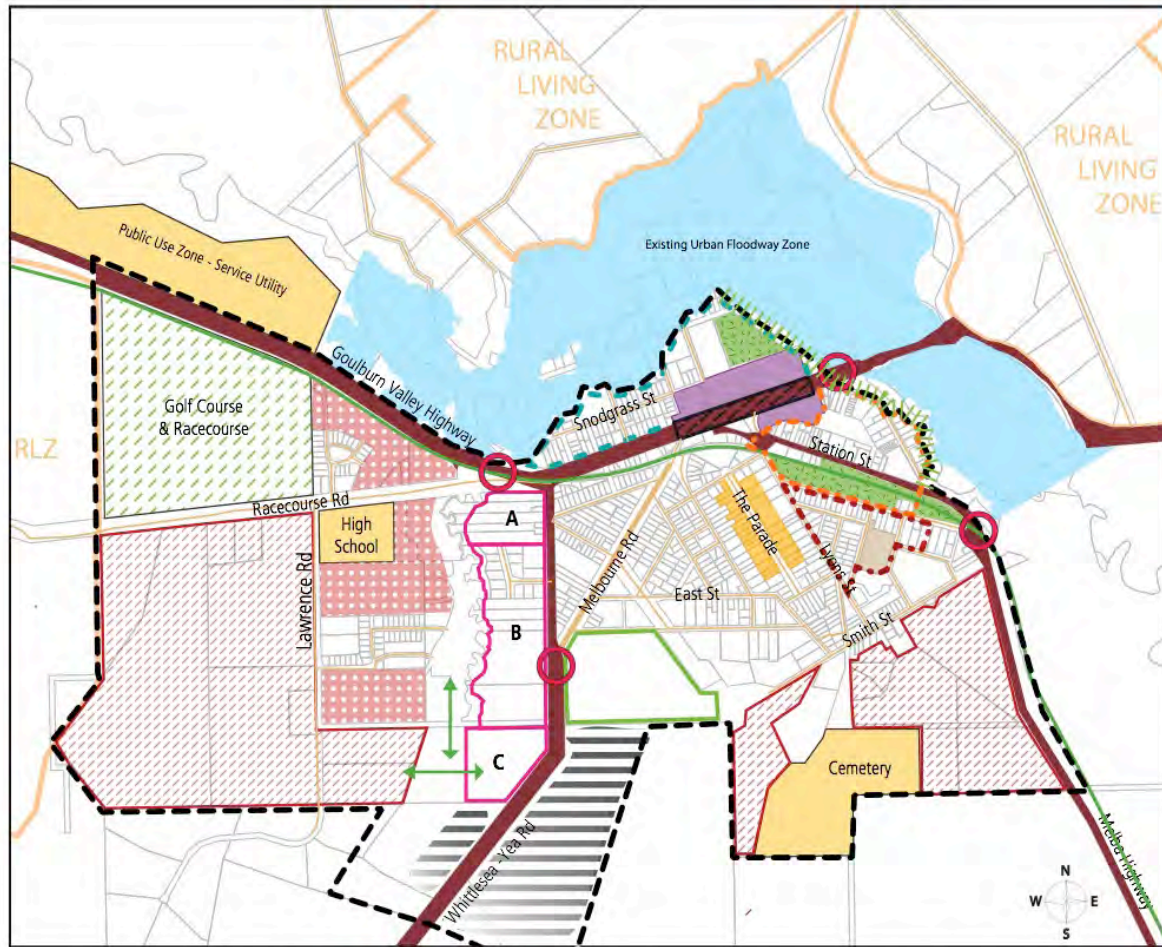
HTC1.

Implement Planning Scheme Amendment C43 (implementation of Murrindindi Heritage Study).



Historical photo of High Street, Yea Shire Hall and former Commonwealth Bank of Australasia, Context, Yea High Street Heritage Guidelines, Context, 2008.

8. YEa STRUCTURE PLAN: A Development Framework

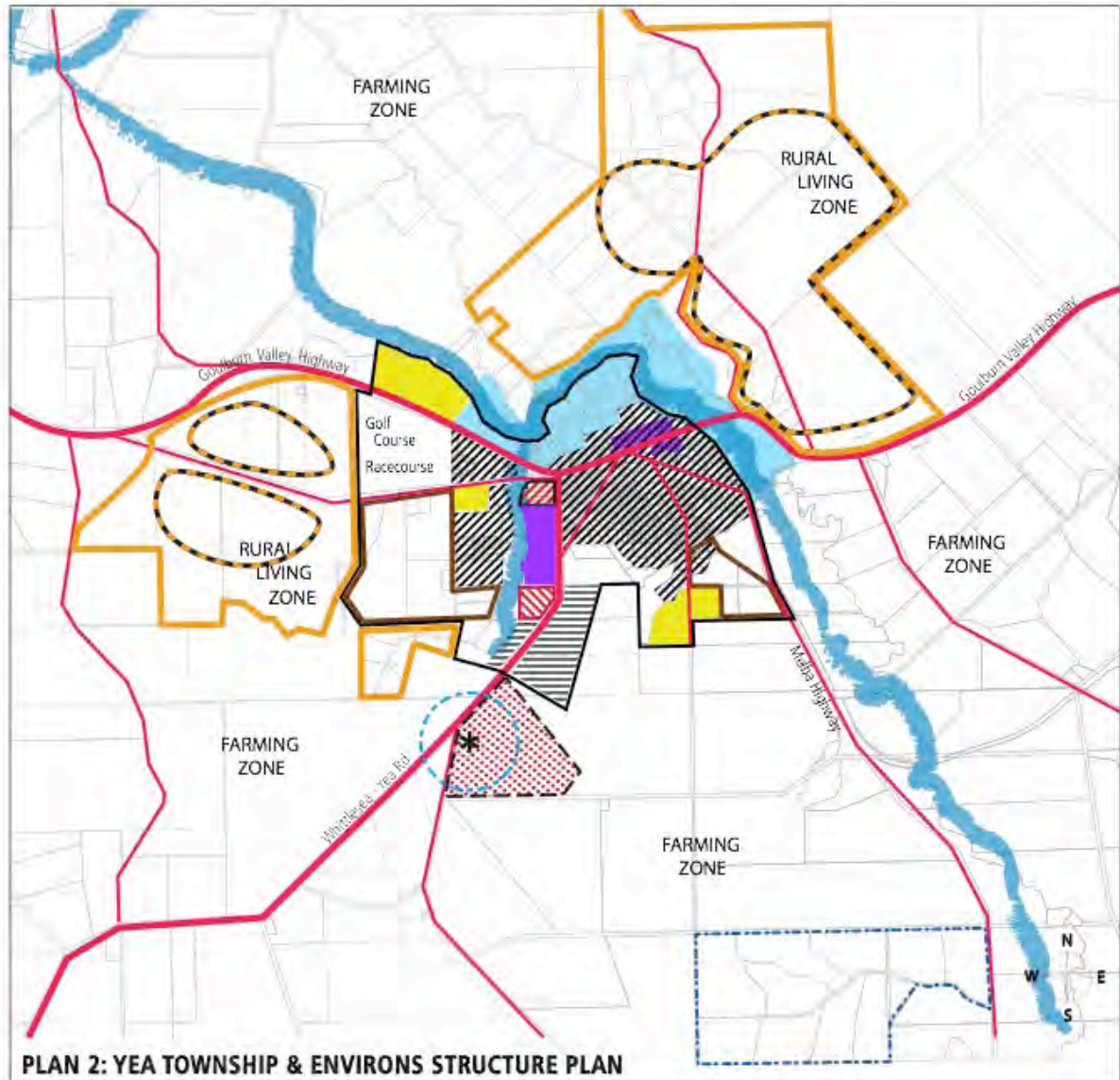


PLAN 1: YEa TOWNSHIP STRUCTURE PLAN

Scale
0 50 250 500 1000m

-  **Township boundary** - Boundary flexible where proposals for serviced urban development are strategically justified
-  **Serviced residential development (GRZ)** - Encourage sustainable subdivision design and lot size diversity in new residential areas
-  **Low Density Residential Zone & Development (LDRZ)** - Low Density Residential Zone with development based on land characteristics and services. Subdivision minimums are 2,000 m² with reticulated sewerage and 4,000 m² with onsite wastewater retention and treatment.
-  **Town Centre** - existing Commercial 1 Zone (C1Z)
-  **Prepare traffic management plan** for High Street (between Giffard & Hood Streets) to implement single lane proposal and address car parking, pedestrian movement and public spaces. Facilitate discussion with Vic Roads
-  **Snodgrass Street** - Prepare Snodgrass St Precinct Plan
-  **The Parade precinct** - Encourage new development that respects heritage and town character and retains significant vistas
-  **Existing recreation land** - Public Park and Recreation Zone
-  **Nature park** - Potential Nature Park on vegetated slopes of former Rifle Range. Rezone to Public Conservation and Resource.
-  **Yea industrial area:**
A: Rezone from Industrial 1 to General Residential
B: Retain Industrial Zone
C: Rezone from Industrial to General Residential
-  **Residential expansion** - Longer term residential expansion opportunities along Whittlesea - Yea Road
-  **Oliver/Lyon Streets Precinct** - Encourage medium density housing and high design standards for new housing. Rezone Butter Factory site to Mixed Use
-  **Station Street Precinct** - Consolidate precinct's role with tourism recreation and community focus. Encourage tourism, retail & accommodation
-  **River and floodplain interface** - Create access links from urban environment to river and floodplain
-  **Open space network** - Integrate open space (walking/cycling) paths links with residential opportunities for land adjacent to Whittlesea-Yea Road
-  **Rail trail** - Promote Yea as a key destination on the Rail Trail
-  **Town Gateways** - Progressively implement Yea UDF recommendations with priority on planting themes
-  **Mixed Use Zone** - Encourage residential and commercial use and development

Disclaimer: Title boundaries are indicative only. Zone boundaries are not precise. Refer to Murrindindi Planning Scheme. Date: June 2014



PLAN 2: YEA TOWNSHIP & ENVIRONS STRUCTURE PLAN

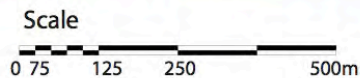
- | | | |
|--|--|--|
| <p> YEA TOWNSHIP BOUNDARY:
Boundary flexible where proposals for serviced urban development are strategically justified.</p> <p> YEA URBAN AREA
Encourage further residential infill within township</p> <p> RESIDENTIAL EXPANSION
Longer term residential expansion opportunities along Whittlesea - Yea Road.</p> <p> NEW INDUSTRIAL AREA
• Investigate establishment of new industrial area north & east of saleyards.
• Provide for expansion of saleyards site
• 500m saleyards buffer from sensitive areas</p> | <p> Ensure 'green break' between longer term future residential and proposed industrial area</p> <p> PROPOSED RESIDENTIAL
• Rezone residential properties to General Residential
• Rezone parcel of industrial zoned land to General Residential</p> <p> EXISTING LOW DENSITY RESIDENTIAL ZONE
Substantial opportunities for new subdivision and housing within existing LDR Zoned land. Opportunities for subdivision of LDR lots to create 2000m² lots (min.) subject to physical constraints and satisfying DPO requirements</p> | <p> RURAL LIVING OPPORTUNITIES
Potential for rural living subdivision and housing.</p> <p> Indicative areas suitable for smaller rural living lots (2.0ha min). Amendment to Rural Living Zone Schedule required.</p> <p> TOWN CENTRE:
Existing Commercial1 Zone</p> <p> URBAN FLOODWAY ZONE</p> <p> PUBLIC USE ZONE:
Cemetery, Sewerage Treatment Works, High School</p> <p> PROPOSED RURAL LIVING ZONE - Rezone to Rural Living with a 4 hectare minimum and 6 hectare average subdivision size</p> |
|--|--|--|

Disclaimer: Title boundaries are indicative only. Zone boundaries are not precise. Refer to Murrindindi Planning Scheme. Date: June 2014

0 250 1000 3000



PLAN 3 YEA STRUCTURE PLAN: PRECINCTS PLAN



TOWN CENTRE PRECINCT

- Facilitate discussion with VicRoads regarding preparation of traffic management plan for High Street (between Giffard and Hood Streets) to investigate traffic circulation options on both sides of High Street, kerb outstands and roundabouts with reference to the Yea Urban Design Framework
- Enhance streetscape and pedestrian amenity of High Street shopping precinct
- Improve the pedestrian connection between the rail trail, commercial strip and the Y Water Discovery Centre
- Develop a street tree theme in streets immediately adjacent to the town centre



SNODGRASS STREET PRECINCT

- Prepare Snodgrass Street Precinct Plan to identify opportunities for:
- medium density and retirement housing
 - new retail
 - off-street parking and long vehicle parking
 - active frontages along Snodgrass Street between Giffard and Hope Streets
 - walk-throughs to High Street shops



STATION STREET PRECINCT

- Retain Mixed Use Zone
- Consolidate precinct's role with tourism, recreation and community focus
- Encourage tourism retail and accommodation
- Protect and enhance distant landscape view to north of town



THE PARADE PRECINCT

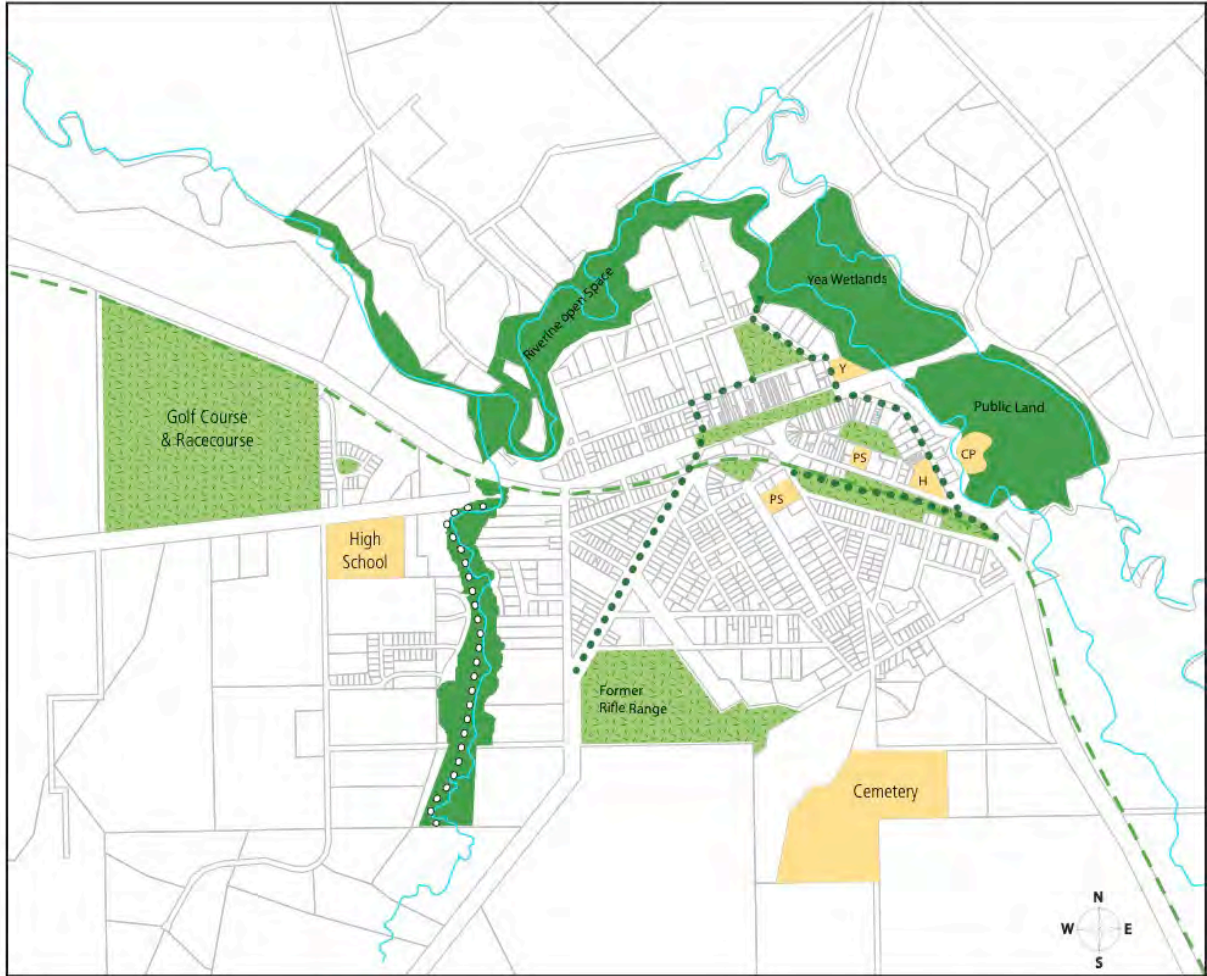
- Encourage new development that respects heritage and town character and retains significant vistas and views



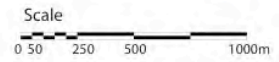
OLIVER/LYON STREETS PRECINCT







- Promote the Precinct's accessibility to Station Street Precinct and Town Centre Precinct
- Encourage medium density housing and high design standards for new housing
- Rezone Butter Factory site to Mixed Use to facilitate flexible use options for Butter Factory building and residential use and development of vacant land
- Rezone Commercial 2 zoned properties in Oliver Street to General Residential Zone

Disclaimer: Title boundaries are indicative only. Zone boundaries are not precise. Refer to Murrindindi Planning Scheme. Date: June 2014



**PLAN 4: YEA STRUCTURE PLAN
Community Facilities, Recreation and Open Space**



- 
Recreation Space
 - Recreation Reserve, Pioneer Reserve, golfcourse/racecourse, Station Street recreation reserve, bowling club, High Street central median Strip.
- 
Community Facilities
 - Schools, hospital, caravan park, Y centre, cemetery
 Maintain and develop pedestrian/cycle paths with connections to community facilities.
- 
Great Victorian Rail Trail
 Promote Yea Rail trail as key destination on Great Victorian Rail Trail.
- 
Pedestrian/Cycle links
 Maintain and improve 'spine' of town pedestrian/cycling network linking key facilities and sites e.g. town centre, Y Discovery Centre, rail trail, Station Street, wetlands.
- 
 Proposed Extension to town pedestrian/cycling network
- 
Riverine open space
 Develop continuous open space network based on Yea River, Boundary Creek and Yea Wetlands.

Disclaimer: Title boundaries are indicative only. Zone boundaries are not precise. Refer to Murrindindi Planning Scheme. Date: June 2014

9. IMPLEMENTATION OF STRUCTURE PLAN

Murrindindi Planning Scheme:

Following consideration and review of submissions to the draft Yea Structure Plan, Council will prepare a planning scheme amendment to implement the Structure Plan.

The planning scheme amendment will be placed on public exhibition and submissions will be invited.

The planning scheme amendment will include the following:

- Listing of the Yea Structure Plan document as a reference document in the Planning Scheme. Council must consider the document in decision making for land use and development proposals.
- Zoning changes, including North Street properties currently zoned Industrial, butter factory site and industrial zoned site at Whittlesea-Yea Road gateway.
- Insert new policies into Municipal Strategic Statement to provide a policy foundation for Yea Structure Plan and development and growth of the town and environs.
- Identify further strategic work required to implement the Structure Plan.

YEA STRUCTURE PLAN: IMPLEMENTATION ACTIONS AND PRIORITIES

Action reference:	Action:	Priority:	Start Date:	Lead Agencies:	Stakeholder & Community Engagement:
Murrindindi Planning Scheme:					
PG2, RL1, RL2, RE1, IBD1, IBD2, IBD6, HTC1	Planning scheme amendment to: <ul style="list-style-type: none"> ▪ List Yea SP as Reference Document to the scheme ▪ Insert new strategies into the planning scheme to provide strategic foundation for Yea SP ▪ Amend Rural Living Zone Schedule and relevant maps ▪ Undertake immediate zone and overlay changes recommended in the adopted Structure Plan 	High	2015	Murrindindi Shire / DTPLI	Yes
Further strategic work:					
IBD3, T14	Facilitate expansion of Yea Saleyards	High	2015 - 2016	Murrindindi Shire	Yes
RE11, IBD7, T1, TCSP1	Snodgrass Street Precinct Plan	Medium	2016	Murrindindi Shire	Yes
TE1	Landscape Assessment Study Assessment for Yea section of municipal wide study	Medium	2015 - 2016	Murrindindi Shire	Yes
T11, TCSP2	Facilitate discussions with VicRoads re High Street traffic management study	Medium	2015 - 2016	Murrindindi Shire / VicRoads	No
T12	Facilitate discussions with VicRoads re design treatments High Street/GV Highway intersections	Medium	2015 - 2016	Murrindindi Shire / VicRoads	No
IBD5	Identify site for a Yea Enterprise Centre	Medium	2016	Murrindindi Shire	Yes
Ongoing actions:					
PG1	Release land in accordance with residential demand	High		Murrindindi Shire / DTPLI	Yes
IBD4	Longer term industrial expansion around saleyards	Medium		Murrindindi Shire	Yes
T13	Progressively implement Yea UDF to improve town gateways	Medium		Murrindindi Shire / VicRoads	Yes
T15	Investigate heavy vehicle bypass route	Low		Murrindindi Shire / VicRoads	Yes

Attachment A

Community Planning Workshop Summary

A summary of the key issues and opportunities raised at the community planning workshop held on April 1 2014 is as follows:

- Yea is a good place to live and visit.
- The town's character and rural landscape setting are significant assets that need to be protected.
- These significant assets are key attractions for new residents, businesses and visitors to the town.
- Opportunities for growth are strongly linked to Yea's accessibility and good road connections to Melbourne metropolitan area and Seymour
- Yea's good road connections and location to the snowfields, lakes and rivers is a strategic advantage.
- Most tourist trips to Yea are day visits. The length of stay could be increased by more tourist accommodation options e.g. backpackers and better facilities particularly in High Street precinct.
- There are few limitations to future development in terms of land availability and physical infrastructure. High-speed broadband and natural gas supply are infrastructure issues.
- For a town of its size Yea has good range and quality of recreation facilities, schools, health and facilities for retirees. There is a lack of some health and ancillary services.
- Vacant sites and underutilized land and buildings in the town represent opportunities for new development
- The town needs more diverse housing options, including medium density and retirement housing and smaller rural living lots.
- Public transport to and from Yea could be improved. The frequency and quality of bus services to Seymour is an important transport issue.
- Yea cannot rely on lifestyle and tourism for growth. New employment and business opportunities will need to be created, food and wine
- The potential for a new industrial area adjacent to the regional saleyards site should be investigated.
- Development and land use change in the township area has the potential to create amenity issues. This is an existing issue in North Street.
- New shops and improved car parking would be possible with better use of land in Snodgrass Street at the rear of High Street shops.

- Traffic management, car parking and pedestrian spaces could be improved in the High Street precinct.

A full summary of the discussion at the community workshop is included in the Background Report.