



AGENDA APPENDIX
Council Meeting
Wednesday 28 August 2013

AGENDA ITEM FOR SEPARATE DISTRIBUTION TO COUNCILLORS AND EXECUTIVE LEADERSHIP TEAM DUE TO DOCUMENT SIZE.

THE ITEM IS ACCESSIBLE VIA THE COUNCIL WEBSITE OR BY CONTACTING COUNCIL ON 03 5662 9200.

E.6 KORUMBURRA TOWN CENTRE FRAMEWORK PLAN - DRAFT FOR PUBLIC DISPLAY

APPENDIX 1

Korumburra Town Centre Framework Plan

Draft Framework Report

July 2013

Prepared by **Hansen Partnership Pty Ltd**, in collaboration with GTA Consultants and Tim Nott Economic Analysis and Strategy



Foreword

The Draft Korumburra Town Centre Framework Plan represents an exciting next step in South Gippsland Shire Council's thinking about improvements to the core commercial spine of the town and its immediately adjacent community facilities, car parks and railway assets.

The Plan is a broad, directional document expressing short, medium and long-term ambitions for improvements to the look and function of the Town Centre. The Plan's directions and priorities are justified on analysis of evidence, circumstances and the context in which they are set. Consequently it provides an excellent basis on which Council and the community can make decisions and allocate or apply for project funding.

Concept diagrams in the Plan show possible options and visions. They provide a point of discussion for the community, stakeholders and Council. Consequently, the plan is not a detailed design of what will happen, at large or small scale.

The Plan cannot guarantee that recommended actions will be undertaken in their proposed form, and it can only suggest project leaders. This is due to the uncertainty of funding, and the requirement for the Korumburra businesses and community to devote commitment and leadership to implementing actions.

What the Plan can do is inspire Council, the community and stakeholders with the energy and passion to work together to achieve the enviable Korumburra envisaged!

Acknowledgements

The following members of the Project Directorate, Project Reference Group and Project Stakeholders are particularly thanked for their contribution, insights and enthusiasm:

Project Directorate

- Craig Lyon, Strategic Planning Coordinator/Project Supervisor, SGSC
- Fiona Mottram, Strategic Planning Officer/Project Manager, SGSC
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Project Stakeholders & Korumburra Town Centre Business and Community Network

A thank you is extended to the various community groups and individuals, business owners and operators, and other community stakeholders who attended the consultation events and gave their time generously to provide input to the generation of the Framework Plan. Their valuable feedback and ideas have informed and shaped the development of the Framework Plan to date.

Project Team

Hansen Partnership

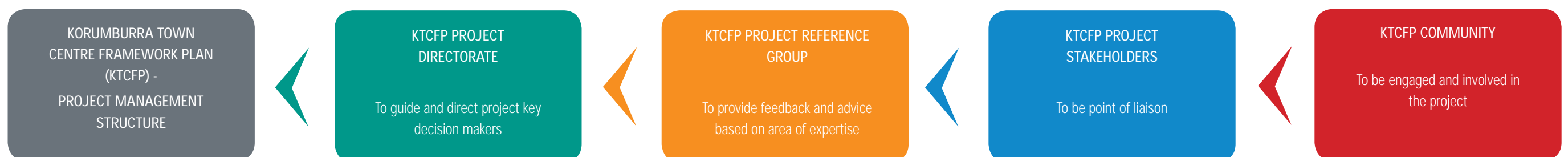
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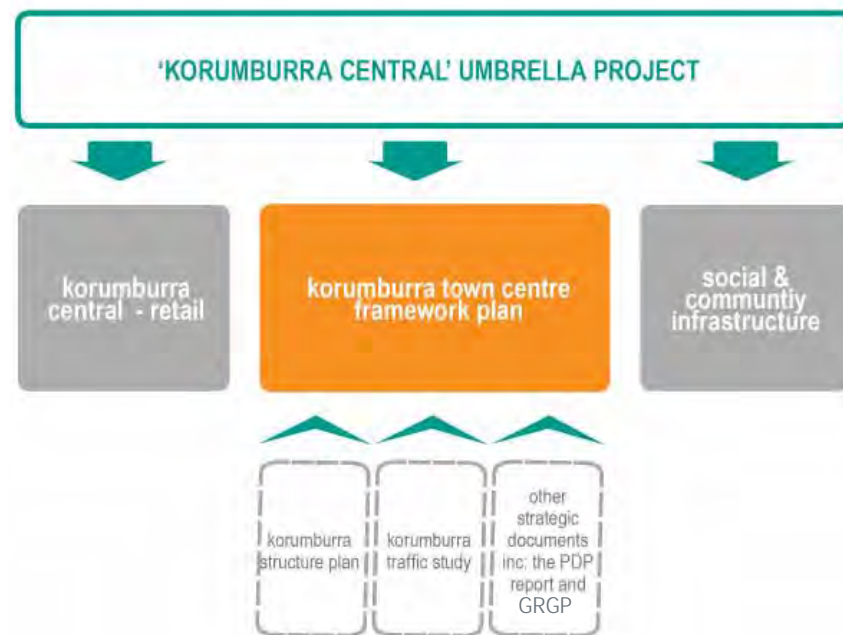
1 Introduction

The revitalisation of Korumburra offers the opportunity to develop the Town Centre as a place that people want to live, work, invest, play and visit. The Korumburra Town Centre Framework Plan (KTCFP) is the key planning and design document that will guide the changes needed to achieve this. It outlines the preferred land use, building design, public realm, transport and infrastructure directions that embrace opportunities for redevelopment so that the commercial core can reach its full potential, as a vibrant, amenable and sustainable Town Centre. In doing this, the KTCFP identifies a number of key initiatives and actions to be implemented over the next 1-20 years as an impetus for change within the Town Centre.

The Framework Plan was commissioned by South Gippsland Shire Council in January 2013 and prepared by Hansen Partnership (urban planning, urban design and landscape architecture), in association with GTA Consulting (transport) and Tim Nott (economics). A separate Parking Strategy has also been prepared by GTA Consulting to inform the preparation of the Framework Plan.

The KTCFP builds upon the Korumburra Township Structure Plan, 2010 and other projects completed or underway by Council that cover the Korumburra Central Area (refer to figure 1).

Figure 1: Korumburra Central Area Projects



1.1 What is a framework plan

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

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

1.2 Purpose of the KTCFP

According to the project brief, the purpose of this project is to identify and provide short, medium and long term actions to invigorate the Korumburra Town Centre and provide a strong basis to attract and retain business and customers. These actions need to respond to the constraints and synergies of the Town Centre as well as support and supplement current and adopted strategic work and policies.

As part of the preparation of the KTCFP, a Car Parking Strategy had also been prepared. The Parking Strategy provides recommendations on appropriate levels of parking to be provided by new development and establish mechanisms to better manage car parking within the Town centre.

The aims of the KTCFP (and Car Parking Strategy) are:

- To identify and support the relevant clauses of the State and Local Planning Policy Framework through recommended goals, strategies and actions for implementation.
- To define the role of Korumburra within the South Gippsland Region.
- To define and provide unambiguous support for the primacy of the Town centre as the principal activity hub of the Town encompassing retail, office and service centre with discussion on the role of Korumburra's Mixed Use Zone .

- To examine urban design elements and community aspirations in terms of constraints, opportunities and the current capacity for growth in Korumburra.
- To establish an inclusive and integrated consultation approach with stakeholders to the design, development, operation and management of the Town centre. A Parking Precinct plan is therefore required.
- To review the existing parking layouts including the adjacent Public Acquisition Overlays to identify and provide recommendations on improved car parking layouts and yields.

1.3 Components of the project

As outlined above, there are two major components of this project which comprise:

- Korumburra Town Centre Framework Plan
- Korumburra Town Centre Parking Strategy

These two documents are further supported by the following Background Reports:

- Context Report, including analysis of existing conditions, planning, urban design, and transport.
- Economic Analysis.

1.4 How the plan will be used

The Korumburra Town Centre Framework Plan will be used:

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

1.5 Land affected

Korumburra is located approximately 120 kilometres south-east of Melbourne on the South Gippsland Highway. The Township is nestled within the rolling hills of the Strzelecki Ranges in South Gippsland, west of Leongatha.

The Town Centre is centred on Commercial, Radovick and Bridge Streets. The railway line, which runs parallel to Commercial Street currently functions as the north-west boundary to the Town Centre. Commercial Street is a divided dual carriageway forming part of the South Gippsland Highway. Victoria Street forms the south-west boundary of the study area and the interface between the commercial and civic activities and established residential areas of the Township. To the north-west, the study area is bound by King Street. The south-eastern portion of the study area encompasses the 'dog-leg' intersection of Commercial Street and Bridge Street, as well as the IGA Supermarket and religious and civic uses, including the Uniting Church, Court House and Masonic Centre. Little Commercial Street runs parallel to Commercial Street and is primarily developed with at-grade car parking areas and 'back of house' functions.

One of the most distinctive aspects of the Korumburra Town Centre is its topography. Bridge Street lies along one of the main ridgelines in the Township and the intersection with Commercial Street occurs at one of the highest points in the study area. This provides for long range views to the distant hills down Commercial, Little Commercial and Bridge Streets and across the roofs of the Township, emphasising the rural and picturesque character of the Town.

Another key feature of the Town Centre is its traditional 'main street' encompassing Commercial and Radovick Street. The traditional character is emphasised by the presence of many intact heritage assets along these streets. In addition, the State-listed heritage significant Railway Station sits prominently within the Townscape, despite being physical and visually disconnected from the primary retail activities.

The study area is illustrated on figure 2.

Figure 2: Korumburra Town Centre study area boundary



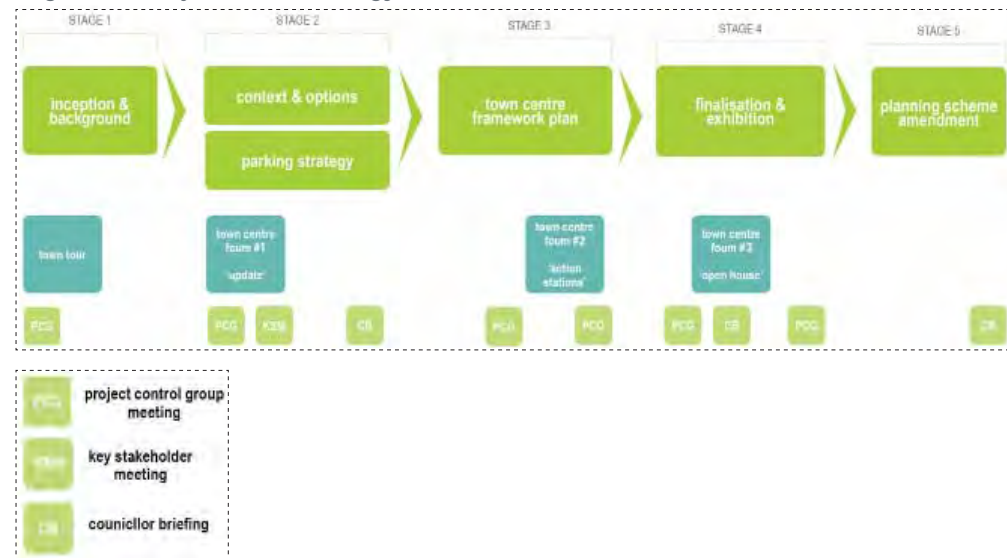
2 Background

2.1 Preparing the plan

Preparation of a detailed framework plan for the Town Centre builds upon the recommendations of the Korumburra Structure Plan, 2010. The Framework Plan itself has been prepared through a collaborative working process which has included extensive consultation with Council officers, external stakeholders (including government departments, landowners and business operators) and the Korumburra community. The Framework Plan and Parking Strategy have been undertaken in parallel as each has an influence on the outcomes of the other.

The project is being completed in a number of phases (refer to figure 3).

Figure 3: Project methodology



2.2 Stakeholder engagement

The Framework Plan has been informed by a series of community and stakeholder inputs coordinated by Council and Hansen Partnership. The stakeholder engagement strategy utilised in the project seeks to ensure all communications and engagement activities are undertaken in such a way as to promote active participation from a broad cross-section of the community. To achieve this, events and workshops have included:

- Town Centre Forum #1 'Update Us', including a street stall display (March 2013).
- Town Centre Forum #1 (March 2013), #2 'Action Stations' and a Business Breakfast (April 2013).
- Project bulletins (#1 & #2).
- Web and email updates.
- Business Owner and Town User surveys (March 2013).

Stages 1 and 2

As part of the background and context review stage, the first round of stakeholder and community engagement was undertaken to develop an improved understanding of the Korumburra Town Centre, as well as identify the perceived key issues and opportunities. This included targeted meetings with Council officers, relevant authorities, key stakeholders and community groups, a public forum with the broader community and a street stall display. These events were held as Town Centre Forum #1 on 14 and 15 of March 2013. Business Operator and Town User surveys were also distributed as part of the first Town Centre Forum.

Stage 3

Preparation of the Framework Plan has been driven by the feedback of Town Centre Forum #2 (23/04/2013). This forum included meetings with Council officers, business associations, community groups, other external stakeholders and the broader community. The draft key directions and a range supporting initiatives were presented as part of an interactive process involving the ratification of the key directions and debate and discussion about each idea.

Stakeholders were asked to prioritise the initiatives put forward and/or to suggest their own ideas in response to the key project directions. This took place as part of a board game comprising graphically engaging cards illustrating numerous initiatives that participants could discuss, assign to a relevant key direction and prioritise. This allowed stakeholders to provide valuable input into the process and help shape the outcomes and initiatives proposed in the KTCFP.

It is noted that some of the initiatives presented at the forum have been reviewed and refined and in some cases subsumed into other initiatives or as specific implementation actions, where appropriate.

Project Reference Group

The project has also been informed by the involvement of a Project Reference Group (PRG) which consisted of representatives from a number of Council Departments and key State Government agencies. The PRG primarily acted as a sounding board for the project and provided advice based on individual areas of expertise.

A summary of the consultation and engagement outcomes is included in the Context Report.



Town Centre Forum #1



Town Centre Forum #2



Town Centre Forum #2- Completed boards

3 Context

3.1 Analysis findings

A summary of the Town Centre's key strengths, weaknesses, opportunities and threats (SWOT) as assessed in the Context Report is provided below. The SWOT has provided a comprehensive basis for developing a series of meaningful ambitions and directions that have informed the creation of the Korumburra Town Centre Framework Plan.

Strengths

The following strengths are the Town Centre's advantages and valuable assets, which create a good foundation for future growth and development. Strengths should generally be maintained and enhanced.

- The established grid street network, which is generally of good standard.
- The relatively compact commercial core and its clear definition by Commercial and Bridge Streets.
- The heritage value of the railway station and its potential for tourism opportunities.
- The number of intact traditional buildings of local heritage significance, which define the built form character and provide a unique link to the prosperous origins and cultural heritage of the Town Centre.
- High-quality heritage streetscapes (e.g. along Radovick Street) form enticing approaches into the Town Centre.
- Rich cultural history associated with mining (Coal Creek) and agriculture.
- Friendly, rural town atmosphere.
- The number of established community services within and around the Town Centre.
- Good vehicle access throughout Korumburra.
- Extensive car parking provision, most of which is located to the rear of the Town Centre.
- The dramatic landscape setting and views to rolling hills.

Weaknesses

The following weaknesses are challenges that need to be addressed so that they do not compromise the long term viability or sustainability of the Town Centre.

- Lack of retail diversity and youth-related activities, combined with 'standard' business operating hours results in low activity in some parts of the Town Centre and escape expenditure flowing to surrounding retail centres.
- Areas of undeveloped land, poorly maintained buildings and vacant shops results in unattractive streetscapes and a sense of neglect in the Town Centre.
- Visual and physical barriers result in fragmentation of the Town Centre and limit awareness and use of public facilities such as the railway station.
- Steep natural topography is a challenge to creating a walkable Town Centre, particularly for the mobility-impaired.
- The absence of a prominent and distinguished gateway feature at either end of Commercial Street results in a poor sense of arrival into the Town Centre.
- Limited public gathering spaces and no large public open spaces.
- Ambiguous street hierarchy results in pedestrian/cyclist and vehicular conflict zones (particularly at the 'dog-leg'), and presents accessibility and safety issues for pedestrians and mobility-impaired users.
- Perceived speed of through-traffic, particularly heavy vehicles, presents significant safety issues for pedestrians crossing Commercial Street.
- Absence of safe and accessible pedestrian crossings on Commercial Street that adequately reflects pedestrians' desire lines.
- Commercial Street creates a physical barrier to pedestrian movement and acts as a through-road for heavy freight traffic.
- Private vehicle transport dominates other modes.
- The railway line presents a barrier to east-west connectivity.
- The only pedestrian connection between the Railway Station and the Town Centre is via an underpass which is visually disconnected from Commercial Street, hidden from public view and poorly lit.
- Pedestrian treatments are generally poorly maintained, disconnected or nonexistent. This includes the Little Commercial Street car park, brickwork paving along Commercial Street and mobility treatments.
- Safety issues regarding the lack of pedestrian connections from the main car parking area (Little Commercial Street) to Commercial Street.
- Limited bicycle facilities or encouragement to cycle.
- Inconsistent public realm treatments and lack of thematic signage results in ineffective and variable way-finding, and visual clutter at some locations.
- Private and public properties need ongoing maintenance and improvements.
- Public realm landscaping is not thematic and some areas require maintenance and/or upgrading and extending.



View to dramatic landscape and rolling hills



Historic built forms dominate the top end of Commercial Street



Under used parking areas and poor presentation of Little Commercial Street



View of Radovick Street- wide road reserve to accommodate non- vehicular, shared paths.



View of Railway Station from south-west of railway lines



Typical residential dwellings along King Street and Victoria Street

Opportunities

Opportunities are the long-range positives affecting the Town Centre that should be seized and capitalised on.

- Established visitation levels at Coal Creek Community Park and Museum with potential increase associated with proposed facility expansion.
- Position as gateway Township to South Gippsland and further east from Melbourne following the completion of the Pakenham and Koo Wee Rup freeway bypasses.
- Existence of strategic redevelopment sites within the commercial core, which are typically owned by Council (or adjacent to Council land).
- Potential for lot amalgamation to accommodate significant future development.
- Potential future supermarket and mixed use development on the existing library site could contribute to a distinctive and attractively-designed entrance into the Town Centre.
- Potential relocation and consolidation of community facilities to the existing kindergarten site could contribute to activating Little Commercial Street and create an attractive destination with desire lines to the commercial core.
- Topography enables basement car parking to be incorporated into new developments.
- Wide road reserves have space for development of non-vehicular, shared (pedestrian/bicycle/mobility scooter) paths.
- Existence of operational railway line – potential for public transport.
- Excess extensive car parking / loading areas to the rear of development fronting Commercial Street could be redeveloped to improve the pedestrian interfaces, visual setting, safety, legibility/way finding and the overall quality of the public realm.
- With improved signage to rear parking areas, some Commercial St/Bridge St car parking spaces could be replaced with public open spaces and outdoor dining areas.
- Areas of poor pedestrian amenity or with pedestrian/vehicular conflict zones can be the focus of staged improvements to the public realm.
- Many younger and older residents are likely to need alternative modes of travel to private vehicles.
- Potential exists for a network of bicycle facilities connecting major land use attractors and residential areas.
- Existing public realm landscape maintenance should be achievable within existing Council budget.
- Availability of linear, pocket and larger underused areas able to be progressively converted to public open space or landscaping opportunities around the Town Centre.

Threats

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

- Continuous escape spending to nearby towns. (Undermines the sustainable economic growth of Korumburra Town Centre).
- Lot amalgamation may result in future built form which does not respond to the fine grain nature of the commercial core's streetscapes.
- Future redevelopment of the Town Centre may undermine the local heritage characteristics of the Township and the 'small town' feel.
- The residential area along Victoria Street (currently in Business 1 Zone) to the western edge of the Town Centre may be subjected to amenity impact from the potential supermarket development on the existing library site.
- Limited access to safe and direct pedestrian and cyclist routes, as well as public transport, is likely to continue to contribute to very high reliance on private vehicles. This is likely to be a significant issue for the relatively increasing proportions of young people and older people in the Town's future population.
- Future expansion of the existing industrial uses east of the Town Centre should include consideration of freight traffic movements to avoid negative impacts on sensitive uses such as the residential areas.
- Open views and areas which have sense of openness are susceptible to future built forms being visual dominating, particularly at high points across the Town Centre.
- Inconsistency of coordinated, wide median treatments which are linear and clearly defined, compromise access and safety for all types of pedestrians, including those using mobility scooters.

3.2 Relevant background documents

A wide range of plans, policies, and strategies have been reviewed as part of this project. Some of these documents address the Town Centre specifically and particular sites and landholdings, while others span the entire Shire and more broadly the region. Notably the Korumburra Town Centre has been the subject of a concerted planning effort over a number of years and an important component of the KTCFP is to review, analyse and critique relevant background material and draw together the disparate pieces of information into a cohesive whole.

This approach has enabled a more holistic plan to be prepared than may have happened previously, and a plan that aligns with adopted Council policy within the context of the work that has been undertaken as part of this projects. It includes the detailed fieldwork, stakeholder engagement and key directions determined for the plan.

4 Vision and Key Directions

4.1 Vision

A vision for Korumburra, as relates to the Town Centre, was developed with the community as a part of the Structure Plan process in 2010. It is:

- A thriving and sustainable Town, where the rural Town characteristics and a relationship to the rolling agricultural hills of South Gippsland have been retained and are valued.
- Having a vibrant Town Centre as the primary location for business, retail, entertainment and community activities, providing a full range of goods, services and facilities for the local and regional population, and tourists.
- Providing its community with a comprehensive range of health, education, leisure, recreation and social facilities.
- Providing residential accommodation for all age groups, family types and lifestyles.
- Having strong transport linkages to Melbourne and Gippsland.
- Having a strong and distinctive sense of community pride that reflects the rich cultural, social and environmental heritage of the Town.
- Having a road traffic network that appropriately manages heavy vehicle movements through the Town Centre.
- A community where all residents have access to a quality pedestrian and cycle network linking them to key services and facilities.
- An attractive and vibrant tourism destination.
- Having a sustainable economy providing employment for the local community and region.
- A community, which minimises energy requirements and is committed to environmentally sustainable development principles.

The Framework Plan seeks to deliver the vision through a series of over arching ambitions and key directions.

4.2 Key directions

The process of planning for the Korumburra Town Centre involved the formulation of a series of key planning and design directions, which have been assigned to the over arching ambitions, as outlined opposite. These directions have evolved from contextual analysis of the Town Centre, the policy and physical context, and engagement with the community and key stakeholders. The diagram overleaf (refer to figure 4) was generated to represent the key planning and design directions, which underpin the Framework Plan. Each direction is supported by initiatives and implementation actions / guidelines, which set out in detail how these directions, can be achieved in the Korumburra Town Centre.

Ambition 01: Investment and Tourism

- 1 Strengthen the retail and tourism role of the Town and serve local catchment
- 2 Improve diversity / balance on either side of Commercial Street
- 3 Well located and integrated community services



Ambition 03: Access and Movement

- 7 Improve pedestrian access, amenity and legibility
- 8 Reduce the impacts of heavy vehicle movements
- 9 Equitable access for all to the Town Centre



Ambition 02: Image and Identity

- 4 Celebrate the traditional qualities of the Town Centre
- 5 Protect and reinforce the scenic qualities of the Town Centre
- 6 Create 'green' links within and around the Town Centre



Ambition 04: Culture, Creativity & Activity

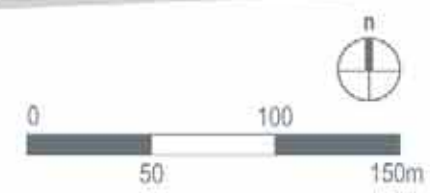
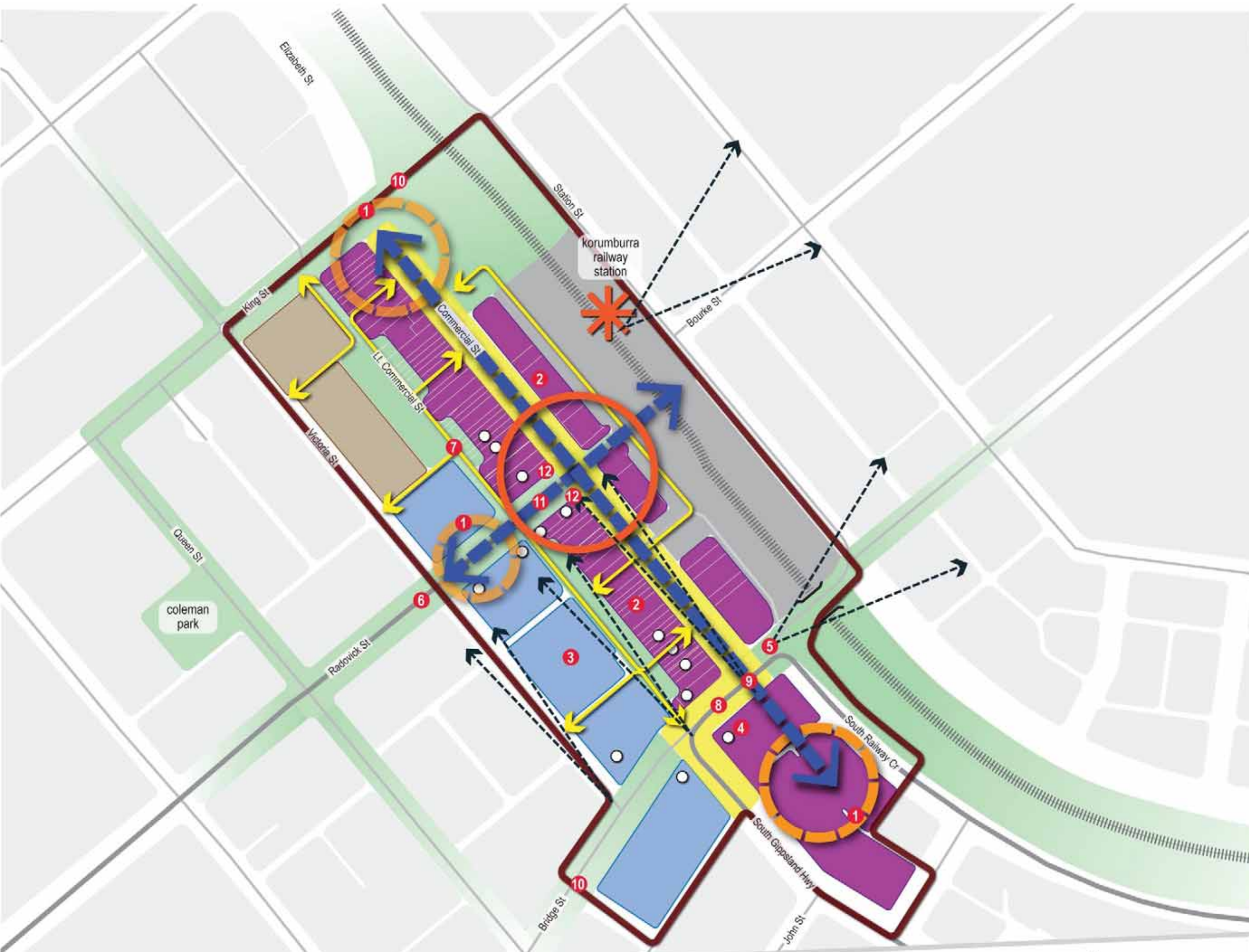
- 10 Achieve a unified management and marketing approach
- 11 Be a place known for its art and creativity
- 12 Identify a central meeting place for all people



Figure 4:
Framework Directions

Legend

- Strengthen the retail role of the Town Centre to serve its local catchment  1
- Improve the diversity and balance of activities on either side of Commercial Street  2
- Provide well located and integrated community services  3
- Celebrate the traditional qualities, scale and localness of the Town Centre  4
- Protect and reinforce the scenic qualities of the Town Centre  5
- Create 'green' linkages around and within the Town Centre  6
- Improve pedestrian access, amenity and connections  7
- Reduce the impacts of heavy vehicle movements  8
- Provide equitable access for all within the Town Centre  9
- Achieve a unified management and marketing approach  10
- Celebrate its art and creativity  11
- Identify a central meeting place for all people  12



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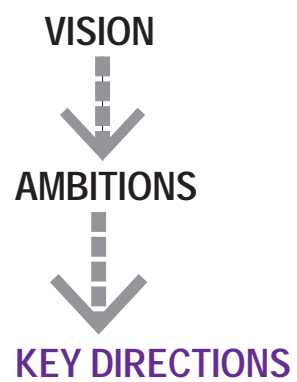
5 The Framework Plan

5.1 To achieve the vision

The Framework Plan itself is the overall coordinating plan, which outline on how the vision could be achieved. It aims to improve the function, image, appearance and potential for economic development within the Korumburra Town Centre. The focus of the KTCFP is to establish a framework to facilitate revitalisation, enhanced investment and renewed community interest and ownership of the Town Centre.

5.2 Key directions

As outlined in Section 4, the Framework Plan has been divided into four overarching ambitions within which a series of initiatives and actions for achieving the identified 'key directions' have been established. These are detailed on the following pages.

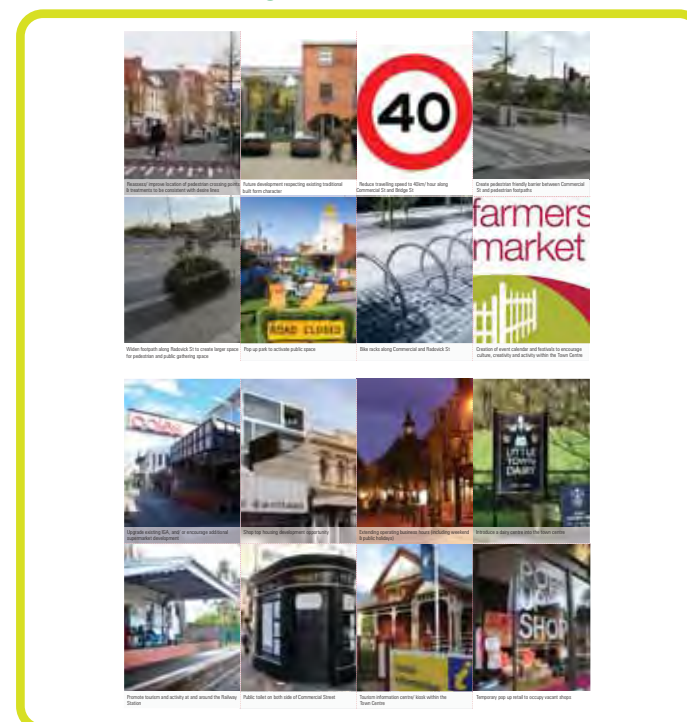


WHAT

Each overarching ambition elaborates on and generates further detail in regard to the particular thematic issue. Each ambition section has the following structure:

1. **Key Directions** – The overall aims of the Framework Plan as it relates to the ambition.
2. **Key Initiatives** - Details the proposals (in order of priority) that have been identified through analysis of the Town Centre and stakeholder engagement that will achieve the Direction.
3. **Implementation / Actions** - Outlines how each initiative will be implemented either through (refer to Section 7 of this report):
 - Policy changes / guidelines
 - Physical, place-based changes and actions
 - Further strategic work / analysis
 - Advocacy and engagement
4. **Precedent Images** - Help describe the initiatives graphically. They use examples found from around Victoria and around the world to illustrate the types of outcomes encouraged by the Framework Plan.

KEY INITIATIVES



HOW

Framework Highlights

- Commercial Street beautification
- Little Commercial Street streetscape upgrade
- New supermarket opportunity
- Gateway parks
- Co-locate community hub and community garden
- Tourism accommodation to the north of Commercial Street
- Encourage street festival/ outdoor event around the Railway Station
- New laneway links between Commercial Street and Little Commercial Street
- Safe pedestrian crossing across Commercial, Bridge and Radovick Streets
- Signalise intersection at Radovick and Commercial Streets junction
- Pedestrian priority space to the north end of Radovick Street
- Active walking trail connecting the Town Centre with Botanical Gardens, Coleman Park and the Leisure Precinct
- Shared pedestrian/ cycle trail from the Town Centre to Coal Creek
- Upgrade and improve the pedestrian underpass presentation
- Improve pedestrian access to the historical Railway Station
- Public toilet facilities on both sides of Commercial Street
- Unified street furniture within the Town Centre
- Gateway signage to the 'top-end' and 'bottom-end' of Commercial Street
- Public art opportunities at Town Centre entries
- Integrated and co-ordinated wayfinding and signage
- Outdoor event and festival locations
- Key activity nodes to the north and south sides of Commercial Street
- A central meeting space or 'village square'
- Graphic art installations

5.3 Investment and Tourism

The investment and tourism ambition is focused on achieving a more vibrant, active and sustainable Town Centre. The principal purpose of the theme is to stimulate investment and capitalise on tourism opportunities within the Town Centre.

This reinforces the following elements of the Korumburra Vision described in Section 4.0:

- Having a vibrant Town Centre as the primary location for business, retail, entertainment and community activities, providing a full range of goods, services and facilities for the local and regional population, and tourists.
- Providing its community with a comprehensive range of health, education, leisure, recreation and social facilities.
- Providing residential accommodation for all age groups, family types and lifestyles.
- An attractive and vibrant tourism destination.
- Having a sustainable economy providing employment for the local community and region.

The 3 key directions are:

1. Strengthen the retail role of the Town and serve local catchment.
2. Improve diversity / balance on either side of Commercial Street.
3. Well located and integrated community services.



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Investment and Tourism

Stimulating and facilitating investment and tourism opportunities within the Town Centre are primary drivers of the Framework Plan. New and expanding businesses help to provide additional economic growth, employment and new services to the community (Business Attraction Policy, 2009). Economic benefits resulting from tourism can take a number of forms including an increase in jobs, increased spending in the community by visitors, and economic diversification, and infrastructure and public realm improvement.

Direction 1: Strengthen the retail role and serve local catchment

The Town Centre serves as the main activity centre for Korumburra and surrounding district. The town originally developed to provide services for workers for the nearby black coal mine and the local dairy industry. Today, the Town Centre does not cater strongly for the weekly retail needs, particularly food and grocery of the Korumburra community. The Economic Analysis undertaken as part of the FTCP attributes this to the rather small IGA supermarket in the Town Centre and the lack of specialty food shops. This has resulted in high levels of escape expenditure to nearby Townships such as Leongatha. The following initiatives seek to address these issues through enhanced retail offer, particularly through provision of a major supermarket, and consolidation of retail and community uses, within the Town Centre.

The Town Centre also contains large parcels of underused land associated with surface car parking areas, 'back-of-house' shop functions and light industrial/service activities better suited to out-of-centre locations. The focus of the Framework Plan is to ensure that new development is realised in these areas and achieved in a way that is integrated with the Town Centre and creates the strongest and most sustainable service for local residents.

1.1 Upgrade existing supermarket and/or facilitate additional supermarket development

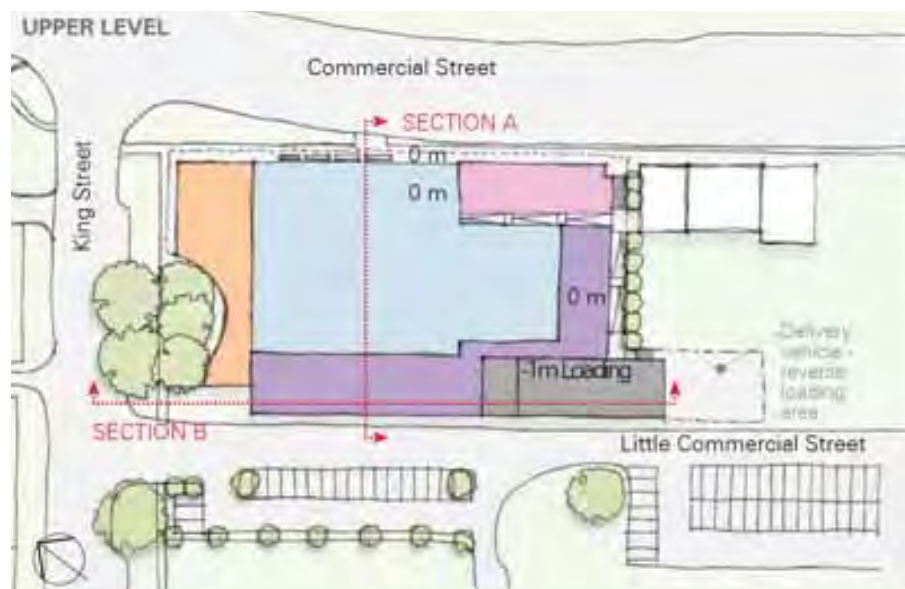
There has been much debate in Korumburra over a number of years as to if and where a new supermarket should be located in the Town. However, it is generally accepted by the community and key stakeholders that there is a need for a new supermarket. Redevelopment of the Korumburra Library and adjacent sites to accommodate a supermarket has been previously proposed by Council and landholders, with potential reconstruction of the library and other community services in a community hub at a central location (possibly in Radovick Street).

Two preferred sites for the future supermarket development are designated on the Framework Plan. Both are considered to have positive benefits in terms of their potential to attract people and 'anchor' either the north-west end of Commercial Street or the intersection of Radovick and Commercial Streets. However, the priority site is considered to be the library site as the second opportunity, located on the Senior Citizens land, requires more site amalgamation and may be difficult to achieve. Alternatively, there is also the ability to co-locate a new library with the supermarket.

The Framework Plan recognised the role that the existing IGA supermarket plays in the evolution of the Korumburra and supports its ongoing operations within the Town Centre by:

- Continue to support the existing IGA Supermarket located on Railway Crescent through improved physical and visual links from Bridge and Commercial Streets.
- Designate two major retail development sites within the Town Centre as the preferred sites for an integrated major chain supermarket and specialty retail development.

- Provide priority support for the proposal to redevelop the current library and adjacent sites for a major supermarket in order to deliver improved food and grocery services that will attract trade area residents back to the Town Centre.
- Ensure any new major retail development in the Town Centre is designed to:
 - Include a skin of fine grain, specialty retail shops with active pedestrian interfaces with the opportunity
 - Provide a design that generates a distinctive and attractive Town Centre gateway
 - Ensure that any blank walls are well articulated, screened and / or used for public art.
- Investigate the need to acquire the adjoining residential property on King Street to facilitate better access to the car parking area and future loading area on Little Commercial Street as part of further assessment of redevelopment of the library site.
- Future redevelopment of the library site should facilitate a clear and safe, north-south pedestrian connection. This is achievable by activating pedestrian spaces through specialty retail, or commercial uses.
- Investigate potential redevelopment of the Senior Citizens site and adjoining land as a secondary option. Any investigations should consider:
 - Acquisition of sites at the corner of Radovick and Little Commercial Streets.
 - Provision of the primary supermarket entrance via Radovick Street.
 - Loading and servicing that takes advantage of the existing laneway between the Senior Citizens and existing residential lots to the west.
- Continue to actively work with the West Gippsland Regional Library Corporation and the landowners of adjoining sites to facilitate site consolidation, and attraction and delivery of a major chain supermarket.



Conceptual proposal for library site redevelopment: Co-located library and supermarket, upper level plan (MGS Architects, 2012)



Conceptual proposal for library site redevelopment: Co-located library and supermarket, lower level plan (MGS Architects, 2012)



Conceptual proposal for library site redevelopment: Library and meeting spaces (MGS Architects, 2012)

1.2 Consolidate and enhance the role of the Town Centre as a mixed use retail, commercial and community service centre

- Support definition of the Town Centre and maintenance of the existing compact urban form.
- Focus active retail uses on the Town Centre's 'main streets' (Commercial, Radovick and Bridge Streets).
- Actively discourage the non-commercial establishment of retail activities outside of the Town Centre, particularly in zones that may allow such development.
- Encourage the use of empty retail spaces for community uses or pop-up shops.
- In appropriate locations within the Town Centre, encourage quality residential development and offices, located above the shops, or at the rear that will improve the local demand for goods and services and extend the hours of activity in the centre
- Improve the provision of food retail, including green-grocer, another butcher, or ice creamery.
- Encourage the long term redevelopment of identified under utilised land, particularly those sites with rear frontages to future public realm enhancement areas, such as Little Commercial Street, and the Service Station at the 'top-of-the-Town'.
- Encourage development of vacant land within the Town Centre including:
 - 6 Radovick Street
 - 31 Bridge Street - former car yard (Council acquisition required)
- Ensure Council's Business Investment and Attraction Policy, 2009 (Revised 2012) is well publicised so that future developers and business operators are aware of Council's aims to attract new businesses to the Shire.
- Retain the attractive and traditional residential buildings along Victoria and King Streets. Encourage these dwellings to be reused for commercial or consulting room purposes where appropriate.
- Investigate the potential to change second-hand goods shops for more desirable non-food goods retailing.
- Alternatively, celebrate the extensive collection of op shops by, for example, highlighting the facades; developing promotional brochure; specialising; concentrating these shops in a precinct.

1.3 Extend business operating hours (including weekend & public holidays)

- Ensure that services to visitors are provided throughout the weekend and evening by developing a roster of opening times with business operators.
- Advertise extended operating hours in locally circulating newspapers, such as the 'Burra Flyer'.
- Encourage and support a mix of uses and street-based activities, such as outdoor dining, that provide night-time surveillance.



Example: Integrated supermarket, specialty retail and library development



Example: Extend business operating hours

Direction 2: Improve diversity / balance of activities on either side of Commercial Street

The north-east side of Commercial Street is not performing as strongly as the south-west side and is underperforming from an economic perspective. In addition, there are a number of light industrial/ vehicle services business currently established on this side which could be located elsewhere. This would provide space which could be used to strengthen the commercial and tourism focus of the Town Centre. The South Gippsland Highway also presents as a barrier between the businesses located on either side of Commercial Street.

Korumburra Railway Station is a focal point within the Town Centre and currently functions on weekends as part of the South Gippsland Tourist Railway. Tourism opportunities associated with the historic station are not being maximised primarily because it is visually and physically disconnected from the main street and land ownership circumstances.

The following initiatives seek to redress this imbalance and capitalise on the tourism potential associated with the Station and existing activities taking place on the north-east side of Commercial Street.

2.1 Promote tourism and other activities at and around the Korumburra Railway Station

- Encourage the sensitive reuse of the Railway Station buildings to accommodate tourism and community uses such as a cafe, railway museum, meeting rooms or private functions rooms.
- Advertise the Railway Station as a key tourist destination within the Town Centre.



Examples: Interactive tourist information kiosk on the north side of Commercial Street

- Improve and celebrate the entry point to the Station on Station Street.
- Encourage the relocation of the existing railway shed to facilitate direct and legible east-west visual connections.
- Support the development of small-scale hotel / tourist accommodation around the railway station precinct.
- Encourage development of 2 storey built forms on designated potential future development sites on the north-east side of Commercial Street to take advantage of the railway line cutting and provide activation to the rear (refer to figure 8 below).
- Encourage the relocation of low-intensity industrial / serviced based activities to a more appropriate location, such as the Korumburra Industrial Estate.
- Re-configure parking arrangements to the rear of retail premises on the north-east side of Commercial Street so that caravan and tourist buses can be accommodated.
- Improve the presentation of the existing pedestrian underpass to provide an attractive, safe and direct link to the station.
- Prepare a master plan for an integrated tourism and recreation facilities on the south-west side of the railway station. This should include examination of the need for additional tourism information kiosk, and creation of multi- purpose spaces that can accommodate outdoor events and festivals.

2.2 Provide public toilet facilities on both sides of Commercial Street

- Identify an appropriate location on the south-west side of Commercial Street, which is integrated into future development, such as the supermarket, or the Community Hub for accessible public toilets (refer to figure 7).
- Ensure any additional toilet and change facilities are integrated with existing buildings and designed in accordance with Crime Prevention through Environmental Design (CPTED) principles.

Figure 7: Potential future locations of integrated public toilet facilities



Key Plan

Figure 8: Section A- Conceptual option for Commercial St and Station St Interface



Scale 1:200 @ A3

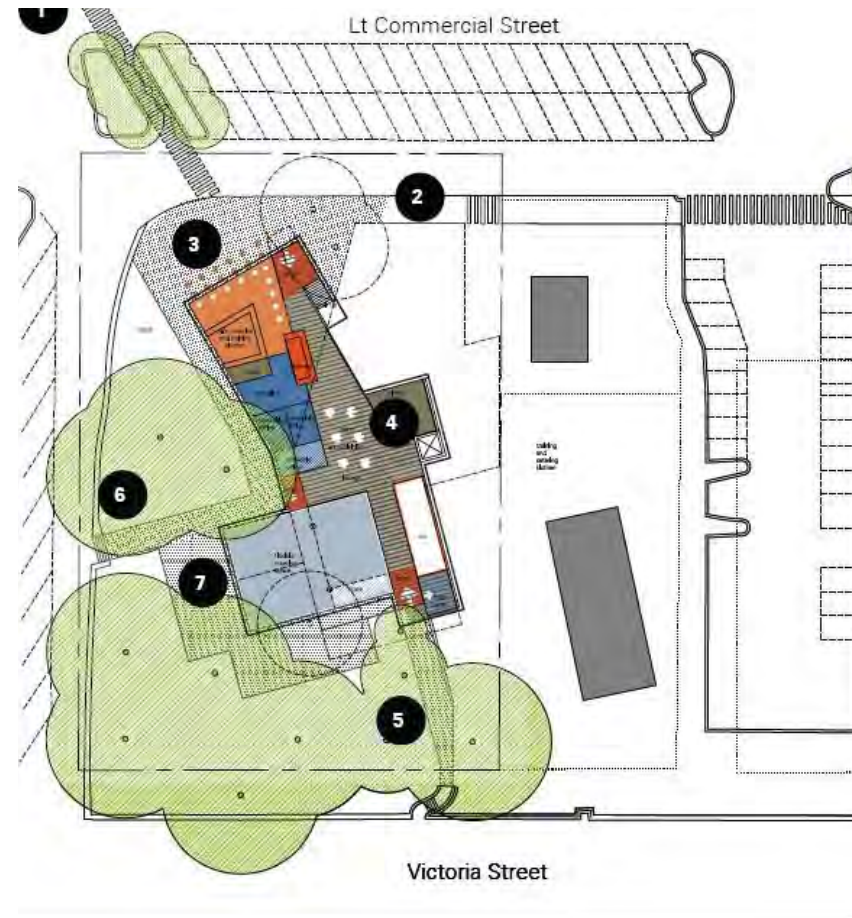
Direction 3: Well-located and integrated community services

A number of community facilities are provided throughout the Town Centre, generally behind, or at the end of the main street spine. This includes the Library, Childcare Centre Court House, Kindergarten and Masonic Centre. While generally well-serviced, the Town Centre currently lacks a centrally located site where residents can access a range of different services. Council has undertaken a number of steps towards addressing this issue, including feasibility analysis to ascertain the benefits of co-locating such facilities and developing a centrally located community hub.

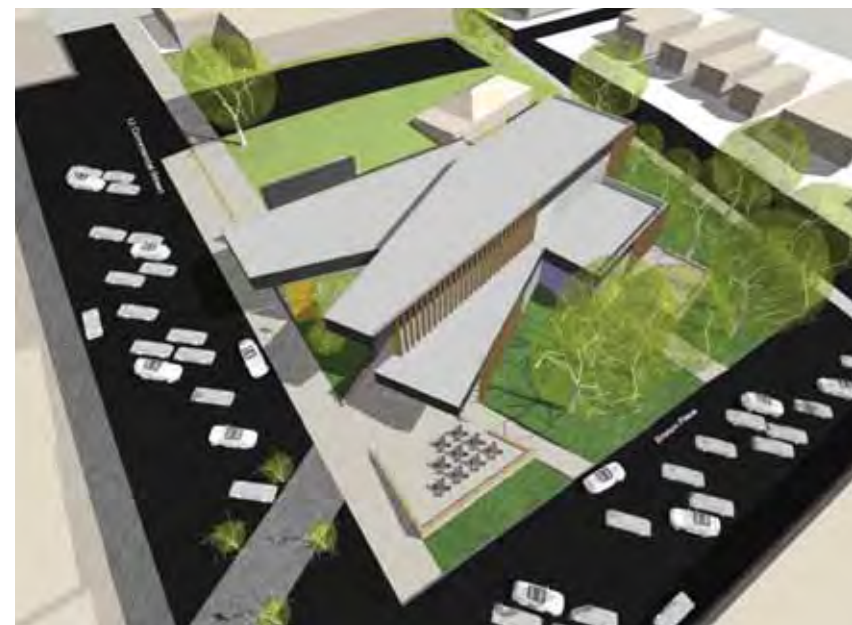
A preferred site has been identified on Little Commercial Street and the Framework Plan seeks to reinforce and support this approach. The incorporation of a library and more centrally located facilities and services, including a supermarket, was also strongly supported by the community during the consultation process.

3.1 Co-locate community services in the Town Centre

- Support the proposal to develop a community hub in a central location in the Town Centre to house (potentially) the library and other community services, with the opportunity to provide a development that integrates with proposed public realm improvements.
- Ensure the community hub is designed, sited and located to:
 - Provide active uses on the ground floor at public interfaces.
 - Incorporate links to pedestrian connections between Commercial Street and Little Commercial Street.
 - Provide a generous public open space / landscape opportunity along the Little Commercial Street frontage.
 - Provide through access to Victoria Street and Boston Place to maximise site frontage and permeability.
- Encourage the re configuration of Little Commercial Street as an intimate, pedestrian, cyclist and motor scooter friendly space, that provides safe and convenient linkages to existing and new community facilities (Refer Section 6 for Little Commercial Street Concept Plan and further details).
- Ensure all new community facilities comply with the *Disability Discrimination Act 1992* and are well lit at night.
- Continue to engage with the West Gippsland Library Corporation to determine the pros and cons of establishing the library off the 'main street' and come to an agreed preferable location.
- Continue to actively engage with the community and key stakeholders regarding the design, siting and layout of the new community hub.



Draft Concept Plan: Korumburra Community Hub (MGS Architects, 2013)



Draft Concept 3D Perspective: Korumburra Community Hub (MGS Architects, 2013)

3.2 Better directional signage to community uses

- Ensure pedestrian wayfinding signage to community facilities within the Town Centre and further afield is integrated into the proposed signage strategy (Refer Section 5.4).

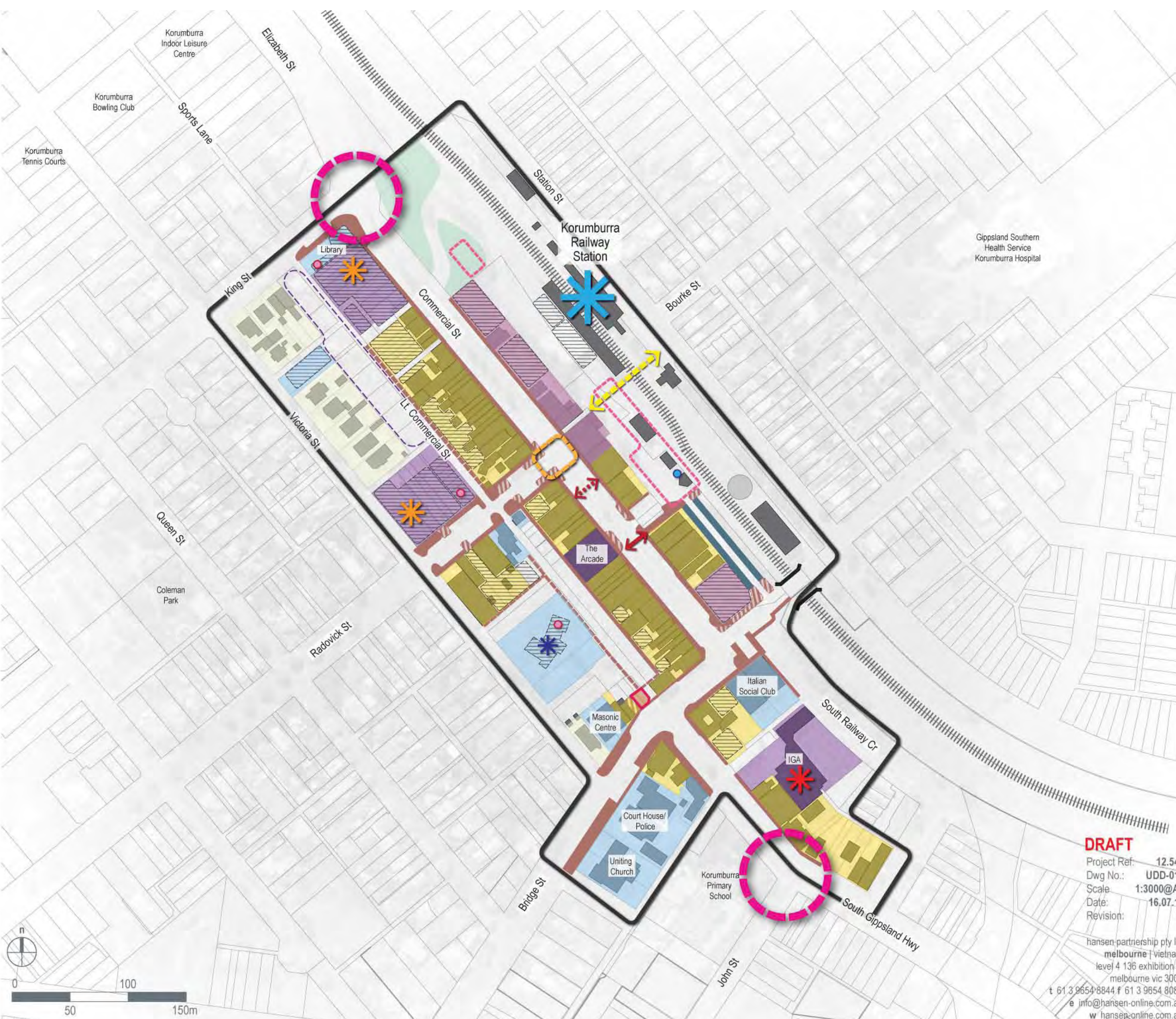
3.3 Encourage outdoor events within the Town Centre

- Provide outdoor event spaces, which can accommodate a variety of different activities and uses. Such spaces are identified on Little Commercial Street and on the south-west side of the Railway Station.
- Ensure outdoor event spaces are provided with flexible paving treatments and necessary power outlets that can cater for car parking, or special events, such as hosting the Buskers Festival and arts & crafts markets.



Example: Potential outdoor events within the Town Centre

Figure 9:
Proposed Investment &
Tourism Plan



Legend

- Study area boundary
- Railway line
- Commercial
- Mixed use
- Community/ civic
- Tourism/ retail/ accommdation
- Traditional residential
- Potential future development
- Existing open space
- Potential supermarket and caravan car parking area
- Caravan/ tourist bus car parking
- Pedestrian footpath upgrade
- Extend pedestrian pavement
- New footpath
- Existing Built Form Footprint
- Historical railway station- primary tourist attraction with potential integrated Council servives
- Existing retail anchor
- Potential future retail anchor
- Proposed community hub with potential integrated council services
- Signage- tourist information kiosk
- Possible new public toilet location: to be integrated within new development
- Improve pedestrian underpass presentation
- Relocate existing pedestrian crossing
- Proposed relocated pedestrian crossing
- Enhance town centre entry
- Proposed signalised intersection
- Integrated tourist & recreational facility
- Proposed public aquisition overlay (PAO)

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5.4 Image and Identity

The image and identity ambition concentrates on the visual appearance, amenity and experiential qualities of the Town Centre. The theme particularly addresses public and private buildings and the public realm, and how improvements to these can create a more welcoming, interesting and attractive Town Centre. The key directions aim to improve the visual appearance of the Town Centre, build on Korumburra's heritage assets and rural Township character.

This builds on the following elements of the Korumburra Vision described in Section 4.0:

- A thriving and sustainable Town, where the rural Town characteristics and a relationship to the rolling agricultural hills of South Gippsland have been retained and are valued.
- Having a vibrant Town Centre as the primary location for business, retail, entertainment and community activities, providing a full range of goods, services and facilities for the local and regional population, and tourists.
- Having a strong and distinctive sense of community pride that reflects the rich cultural, social and environmental heritage of the Town.
- An attractive and vibrant tourism destination.

The 3 key directions are as follows:

4. Celebrate the traditional qualities, scale and character of the Town Centre.
5. Protect and reinforce the scenic qualities of the Town Centre.
6. Create 'green' links within and around the Town Centre.



Figure 10:
Initiatives Key Plan -
Image and Identity

Image and Identity

The image and identity of the Town Centre plays a particularly important role in attracting residents, visitors and businesses to the Town Centre. While the Korumburra Town Centre has many attractive historic and landmark buildings, there remain streetscapes and public areas that are underutilised and poorly presented. The Town Centre also lacks a sense of arrival and any form of gateway treatment that announce entrance to the centre.

The Framework therefore seeks to achieve image improvements as a stimulant for private investment. Such improvements are primarily aimed at addressing the poor perception of the Town Centre and opportunities for improved representation of both building facades, new development and public spaces. The directions also acknowledge the role of heritage buildings within the Town Centre and the importance of retaining the traditional qualities of such features.

Direction 4: Celebrate the traditional qualities, scale and character of the Town Centre

The Korumburra Town Centre has a traditional, rural town feel that is particularly associated with the presence of heritage and landmark buildings. Notably, historic buildings located around the intersection of Bridge and Commercial Streets and along Radovick Street are visually dominant within the streetscape. These buildings contribute to the Town Centre's 'sense of place' and distinctive identity and character. It is therefore important that the Town Centre's heritage assets are protected and celebrated as a reference point and for future development to effectively 'fit in' with the scale, materials and look of traditional building stock.



Historical photograph of Commercial Street

4.1 Ensure future development respects the existing traditional built form character

- Encourage the reuse, refurbishment and conservation of heritage buildings within the Town Centre. The following actions would achieve this:
 - Distribution of DPCD Sustainability and Heritage Guidance information sheets.
 - Review and implementation of the *South Gippsland Heritage Strategy 2004* in relation to Korumburra.
 - Provision of Korumburra-specific heritage material to the community (theme, colours etc).
 - Strengthen heritage policies and undertake an update of the Heritage Overlay to include identified heritage significant places within the South Gippsland Planning Scheme.
- Discourage the demolition of older style, landmark and heritage buildings within the Town Centre.
- Maintain the 2-3 storeys traditional built form scale of the Town Centre.
- Ensure any infill development adjoining heritage places sensitively reflects the particular characteristics of the adjoining building and avoids visual dominance.
- Ensure a fine-grain subdivision pattern of development in Commercial, Radovick and Bridge Streets is retained.
- Encourage reinstatement of traditional verandahs and continuous weather protection within the Town Centre.
- Encourage the redevelopment of the existing Service Station at the corner of Bridge and Commercial Streets to enable this key site to provide a form more reflective of its main street corner address. Development on this site should be built to the street boundary, with active frontages that support the rhythm of the traditional main streets of Korumburra.



Current look and feel of the 'top end' of Commercial Street

- Encourage active and attractive shop frontages throughout the Town Centre and the concealment of loading, car parking and service areas to the rear.
- Encourage the development of 'high quality' buildings that create a positive Town Centre image and are reflective of its time.
- Encourage the removal / relocation of the large, open goods shed, located directly to the south of the carriageway storage shed (directly abutting the railway line), which currently blocks views to the historic Railway Station.

4.2 Encourage stronger built form at entry points into the Town Centre

- Encourage the redevelopment of the Library site as a key landmark with strong building design and landscape treatments that demarcate the Town Centre entry.
- Encourage the design of innovative and sustainable new buildings that become local exemplars and promote the value of good development
- Incorporate public artwork into the Elizabeth Street reserve to strongly announce entry into the Town Centre.

4.3 Establish a colour palette which complements the Town Centre

- Encourage use of materials, colours and finishes which are reflective of the Town Centre's traditional character.
- Highlight feature streetscape elements with the 'Burra Blue' branding colour where appropriate.
- Establish a clear Town Centre 'Brand' that can be the basis for contemporary signage, public works and advertising.



Current look of the Old Post Office at the corner of Bridge Street and South Gippsland Highway

Direction 5: Protect and reinforce the scenic qualities of the Town Centre

Korumburra Town Centre has an exceptional visual setting that makes it very unique. Its visual qualities are strongly influenced by its topography and views to the rolling hills surrounding the township. Long-range views to the hills are available at numerous vantage points within the Town Centre, particularly from the south-eastern ends of Commercial Street and Little Commercial Street.

Such elements contribute to establishing a distinctive and memorable Town Centre character and are highly valued by the community and visitors alike. The protection and reinforcement of these views and the associated scenic qualities of the Centre is therefore important.

5.1 Ensure attractive vistas from key vantage points are protected and enhanced

- Maintain a modest 2 storey traditional built form scale across the Town Centre, so as to ensure the maintenance of long views to landscape.
- Encourage outdoor dining areas in locations with views to the hills and landmark heritage buildings.
- Require the design of attractive roof forms, particularly to the south-west of the railway line, so that the Town Centre's skyline is not interrupted by unsightly forms.
- Encourage extensive street tree plantings within the Town Centre to frame views to attractive features, such as the rolling hills beyond and provide a visual link to surrounding rural land.
- Consider the location of pocket parks or resting points where a landscape outlook can be gained.

5.2 Tell Korumburra's story through strategically located view points

- Identify strategic locations that are key vantage points within the Town Centre and develop public open space areas or 'pause-points' at such locations.
- Incorporate structural landscape / built form elements that 'frame' the view and direct the eye towards positive features and away from negative features
- Include interpretative signage regarding what the view once was and / or currently encapsulates. Signage could describe Korumburra's past and could also be expressed through artworks or graphics installation.
- Consider opportunities for public spaces to be framed by murals or public art that tell the story of the Town and its history.



Examples: Protect and celebrate attractive vistas to the landscape setting

Direction 6: Create 'green' linkages within and around the Town Centre

There is a lack of consistent street tree planting and landscaped public open space areas within the Town Centre. Street trees and landscaping add to the pedestrian amenity, comfort and soften the harsh traffic environment. In addition, Korumburra has many active and passive recreation assets including the Stadium, Coleman Park, Botanic Gardens and Coal Creek. However, the physical and visual links to such places are lacking from within the Town Centre. This direction therefore seeks to improve the image and visual amenity of the Town Centre through the creation of green links and other landscape improvements within and around the Town Centre.

6.1 Reclaim excessive road pavement areas to establish public open space opportunities

- Improve the capacity of both Commercial Street and Little Commercial Street to act as primary pedestrian spaces through increased pavements and clearer definition of vehicle access areas.
- Create a hierarchy of spaces within the Town Centre which prioritise pedestrian movement and encourage public interactions.
- Establish a formal gathering place in the heart of the Town Centre on Radovick Street (between Little Commercial and Commercial Streets (Refer Section 6 for Concept Plan) as a vital public meeting space.
- Re-configure Little Commercial Street with a series of landscaped public open space nodes (pocket parks) that can accommodate a range of activities / local events (Refer Section 6 for Concept Plan). The string of nodes down Little Commercial Street should incorporate small and modest open spaces, as well as larger, more formalised spaces and a playground at the top-of-the-Town.
- Establish active public open space node, such as in front of the Italian Social Club with opportunity for a Bocce Court and other outdoor activity with excellent outlook (Refer Section 6 for Precinct Concept Plan).
- Provide landscaped terracing at and around the entrance of railway underpass to limit unsafe access and enhance the appearance of the entrance.
- Provide a sense of containment and shelter in highly exposed locations, such as long Commercial Road.
- Incorporate water sensitive urban design treatments into streetscapes to assist with surface drainage and soften hard surfaces, where appropriate.

6.2 Create boulevard street treatments around and within the Town Centre

- Establish a hierarchy of streets as a basis for determining street tree plantings and landscape treatments.
- Create a consistent and legible landscape effect along streets, by providing a consistent tree species along each street (refer to Street Landscaping Concept Plan).
- Celebrate the entrances to the Town Centre through formal exotic median plantings on Commercial Street and the South Gippsland Highway.
- Extend the landscaped central median on Commercial Street and introduce boulevard street trees, colourful lighting and banners.
- Ensure plantings and trees on 'main streets' are selected based on a need to maintain sight lines for pedestrian and vehicle safety.
- Provide a formal canopy landscape effect on Little Commercial Street so as to transform its character from that of a car park to that of a streetscape.
- Use different avenue street trees to create strong vegetated links to recreation and 'green' assets including Coleman Park and the Botanic Gardens.
- Ensure pedestrian footpaths are shaded, sheltered, interesting and have good amenity, through the planting of consistent street trees.



Example: Enhance connectivity through landscaping improvement within and around the Town Centre

6.3 Streetscape guidelines

Main Streets: Commercial, Radovick and Bridge Streets

These streets are the 'public face' of Korumburra and generate the most pedestrian and vehicular activity because of the concentration of activities within them. They also play a social function as many residents meet, chat and linger in main streets in the absence of any other public gathering spaces with the Town Centre. Due to Korumburra's topography, many residents raised the slope of these streets as a barrier to movement and suggested various improvements.

The Town Centre's main streets should be 'dressed up' in recognition of their formal public role and reconfigured to create a more enticing pedestrian environment. Proposed guidelines are described below and illustrated in cross-sections shown on the following pages (refer to figures 13 to 15):

- Establish formal avenue plantings to accentuate the formal character of the Town Centre's 'main streets' as illustrated on the Street Tree Plan (refer to figure 12).
- Use 'accent' trees to demarcate important street corners or entrances.
- Upgrade the pavement treatment so that it is consistently applied across all 'main streets'. Consider use of asphalt with highlight effects and architectural concrete pavers at key public nodes such as Radovick Street and kerb outstand areas.
- Improve pedestrian amenity close to shop fronts along Commercial Street by creating softening landscape effects that act as non-physical barriers.



Example: Improve pedestrian amenity close to shop fronts along Commercial Street through high quality landscaping

- Ensure intersections along 'main street' footpaths are safe and DDA compliant. Use tactile indicators, pram ramps, lined crossings, raised pedestrian thresholds and signalised crossings as identified on the access and movement plan.
- Provide safe crossing points along 'main streets'. Install pedestrian crossings, refuges, kerb outstands and widened central medians as shown on the access and movement plan.
- Ensure footpaths have a minimum width of 2.5 metres to allow pedestrians, plus any further extended areas to provide for shop displays and outdoor dining.
- Provide good street lighting along footpaths and between major attractors to encourage night-time activity and support extended trading hours. Specific areas requiring lighting improvements include:
 - All intersections and pedestrian crossing points,
 - Radovick Street, north of Victoria Street, and
 - Connections between Commercial Street and Little Commercial Street.
- Enable increased opportunities for informal social interaction, with the use of bench seating at regular intervals, particularly on steeper land towards the top-of-the-Town, and wide footpaths.
- Ensure street furniture is consolidated in particular locations with bench seating, bicycle parking facilities and other infrastructure co-located to reduce streetscape clutter.



Example: Enable increased opportunities for informal social interaction through strategically located street furniture

Little Commercial Street

- Formalise Little Commercial Street as a secondary local street which facilitates pedestrian permeability and safety through reducing potential traffic/ pedestrian conflict zones.
- Use avenue street trees to clearly identify the Little Commercial Street as a proper street, which is currently lacking in this area.
- Formalise dedicated pedestrian pathways aligned north- south and east - west through Little Commercial Street.
- Ensure footpaths have a minimum width of 1.5m.
- Provide and maintain safe, activated, amenable links (which include shade) throughout the car parking areas which connect with existing and future arcade or lane links through to Commercial Street.
- Improve the consistency and quality of surface treatments and lining markings for pedestrians.
- Recognise the impact of slope and grade pedestrian paths accordingly to ensure safe and viable links to shops and car parking areas.



Example: Clearly defined pedestrian and vehicular spaces



Example: Consistent quality and demarcation of pedestrian zone to avoid conflict with vehicles

6.4 Establish a community garden within the Town Centre

- Explore opportunities for community gardens within public open space areas, particularly as part of the Community Hub development to raise awareness about Korumburra's food production capacity (such as snow peas and dairying) through learning about growing fresh produce.
- Consider the potential to locate gardens and produce patch in close proximity to the proposed Community Hub with an address to Little Commercial Street.
- Given existing slope, consider the design of the community garden set into the slope at intervals with good northern aspect and solar access.
- Collect rain water on Little Commercial Street through swales to service the community garden and provide necessary storage.

Three precinct concept plans included in Section 6 demonstrate how the image and identity ambitions could function in key public realm areas. These plans are concept only and further masterplanning and detailed design and analysis will be necessary to refine this concept, having regard to capital costs, car parking, traffic flows and pedestrian safety.



Example: Foster communal activity by integrating communal gardens within the Town Centre



Example: Vegetable garden as a terraced landscape with incorporated steps for seating

Figure 11:
Proposed Image & Identity Plan



Legend

- Study area boundary
- Railway line
- Potential future development
- Existing open space
- Potential future open space
- Pedestrian footpath upgrade
- Extend pedestrian pavement
- New footpath
- Widen or upgrade central median
- Community garden
- Existing Built Form Footprint
- Historical railway station- primary tourist attraction with possible integrated council services
- Potential future landmark location
- Proposed community hub with possible integrated council services
- Consistent verandah treatment
- Maintain fine grain rhythm
- Landmark building to be retained
- Public art
- Central median lighting/ banner
- Location of strategic framed view



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 Revision: B

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Figure 12:
Street Landscaping
Concept Plan



Legend

- Study Area Boundary
- Proposed Street Trees Within The Town Centre

- Central Median Tree 01
Corymbia Maculata 'Little Mac'
Spotted Gum
H 15-20m x W 7-12m
- Avenue Tree 02
Brachychiton acerifolius
Illawarra Flame Tree
H 6-10m x W 5-10m
- Avenue Tree 03
Ginkgo Biloba
Maidenhair Tree
H 9m x W 5m
- Avenue Tree 04
Pyrus calleryana 'Chanticleer'
Ornamental Pear
H 11m x W 6m
- Avenue Tree 05
Quercus robur f. fastigiata
Upright English Oak
H 13m x W 4m

Accent Trees

- Location of Accent Trees Species include:
- Acer x freemanii 'Celebration'
Red Maple
H 12m x W 9m
- Liriodendron tulipifera
Tulip Tree
H 13m x W 8m
- Aesculus hippocastanum
Horse Chestnut Tree
H 8m x W 8m

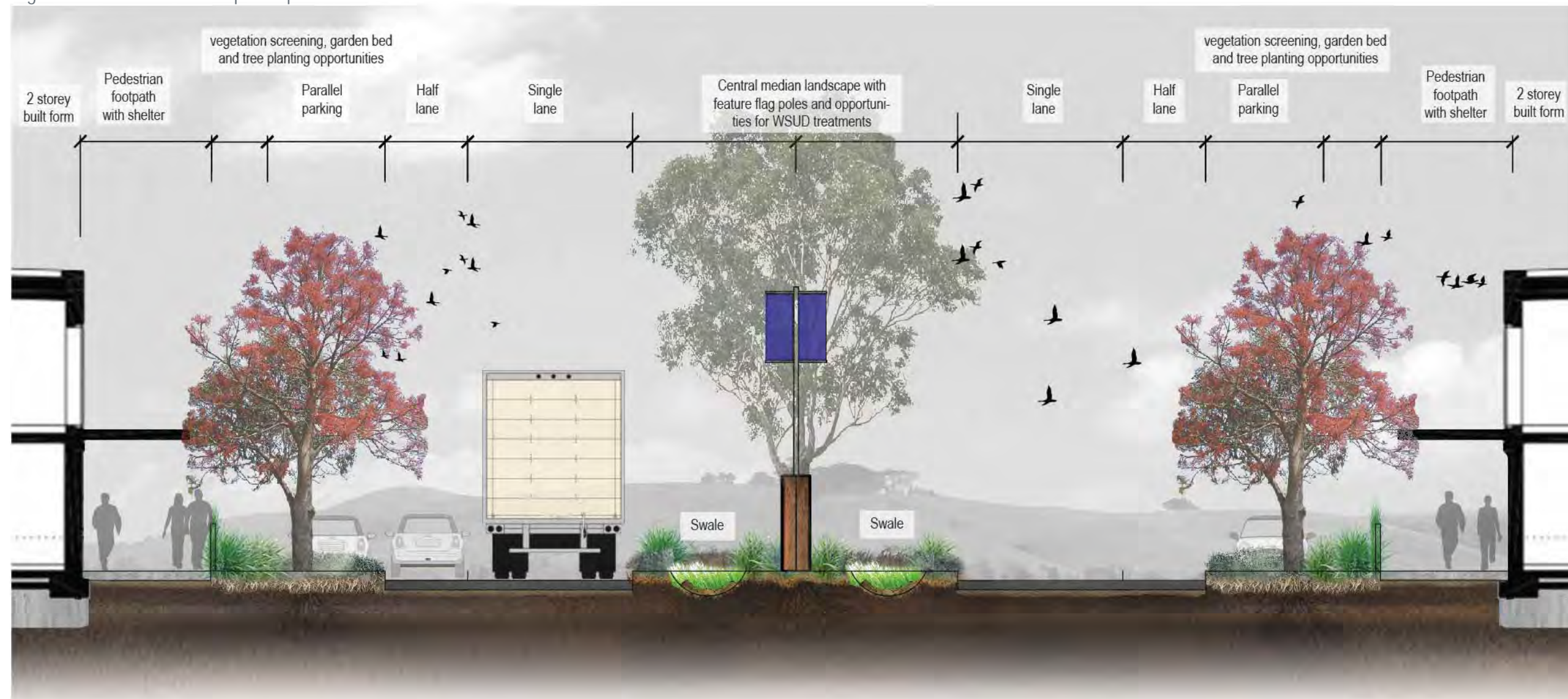
Project Ref: 12.546
Dwg No.: LCD-001
Scale: 1:3000@A3
Date: 16.07.13
Revision: B

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Key Plan

Figure 13: Section D- Conceptual option for Commercial Street

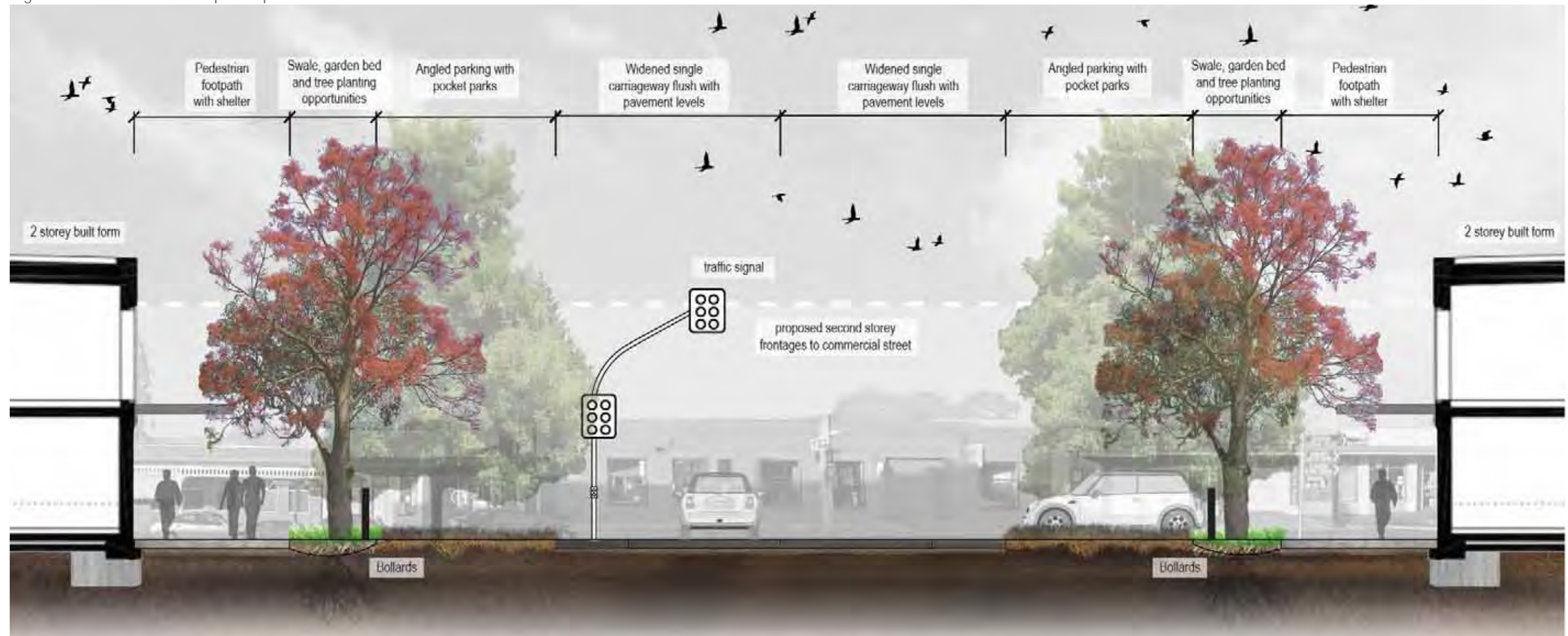


Scale 1:100 @ A3



Key Plan

Figure 14: Section B- Conceptual option for Radovick Street



Scale 1:100 @ A3



Figure 15: Section C- Conceptual option for Little Commercial Street

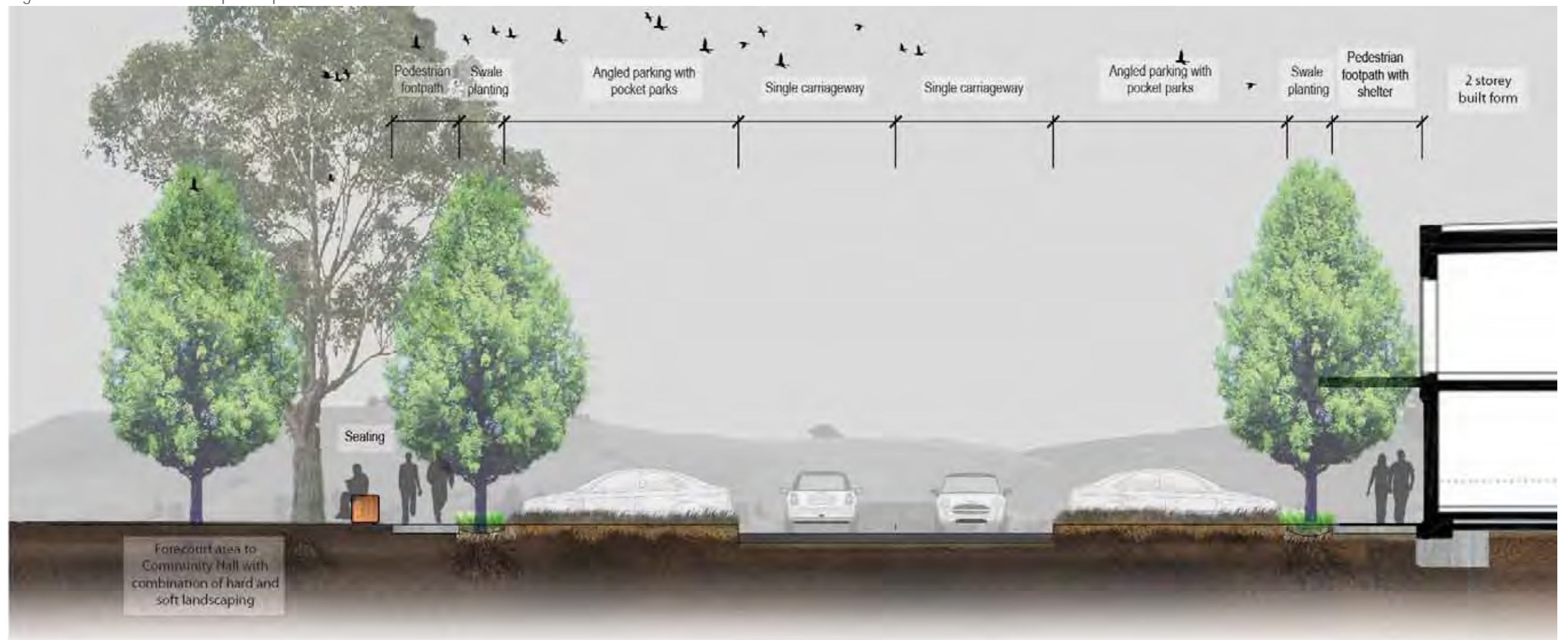


figure 1 Section C- Conceptual option for Little Commercial Street

Scale 1:100 @ A3

5.5 Access and Movement

This ambition is focused on providing sustainable transport options for the Town Centre, with a particular concentration on pedestrian connections and amenity.

This builds on the following elements of the Korumburra Vision described in Section 4.0:

- Having strong transport linkages to Melbourne and Gippsland.
- Having a road traffic network that appropriately manages heavy vehicle movements through the Town Centre.
- A community where all residents have access to a quality pedestrian and cycle network linking them to key services and facilities.
- An attractive and vibrant tourism destination.
- A community, which minimises energy requirements and is committed to environmentally sustainable development principles.

The 3 key directions are as follows:

7. Improve pedestrian access, amenity and legibility.
8. Reduce the impacts of high traffic volumes and heavy vehicle movements on the Town Centre.
9. Equitable access for all to the Town Centre.



Figure 16:
Initiatives Key Plan -
Access and Movement

Access and Movement

An important component of the Framework Plan is the need to improve accessibility, amenity and safety across the transport network. Due to the location of Korumburra, the movement network must fulfil a range of roles. Firstly, the town acts as an independent service centre for local residents and the surrounding rural population. As such the Town Centre must remain accessible with good pedestrian and cycle amenity, safety and connectivity between precincts such as the commercial area, recreational and leisure centres, schools and residential areas. The town is also located on the South Gippsland Highway primary arterial route and needs to accommodate efficient and safe heavy vehicle movements without compromising amenity.

The creation of an effective movement network that enables multi-modal access to a range of local and regional attractors and provides for regional growth pressures while still maintaining a safe, attractive Town Centre is a priority for the Framework Plan.

Further detail regarding access and movement, including relevant policy context and transport principles is included in Appendix 1. Given the nexus that exists between improving pedestrian accessibility and the public realm, the access and movement section is closely related to the preceding 'image and identity' theme.

Direction 7: Improve pedestrian access, amenity and legibility

Walking is the most important transport mode in the Town Centre for ensuring economic revitalisation of the Town Centre. Making the pedestrian network and public realm safe, attractive and convenient has the potential to activate the public realm. It plays a role in the future success of the Town Centre in terms of its economic viability.

The creation of an attractive and vibrant public realm is as much about good urban design and placemaking as it is about transport planning. Walking is facilitated by a well-connected network with pedestrian-friendly infrastructure and well-designed urban spaces. The development of a high quality pedestrian environment will also create better access and enjoyment for pedestrians using footpath-bound vehicles such as wheelchairs, prams and scooters.

The following initiatives are proposed in response to the issues and challenges facing the Town Centre pedestrian network, and together are intended to provide a strong, safe and effective pedestrian network.

7.1 Improve access between Little Commercial Street car parking area and Commercial Street

- Improve and formalise existing pedestrian connections between Little Commercial Street and Commercial Street and investigate opportunities to provide additional mid block pedestrian connections between Little Commercial Street parking areas and Commercial Street.
- Provide formal pedestrian footpaths / routes to connect Little Commercial Street parking areas to King, Radovick and Bridge Streets. This acknowledges that it may be difficult to create connections through private buildings directly to Commercial Street and therefore creating high quality all-weather connections to the road network footpath system is required.
- Provide formal pedestrian crossing points, combined with open space nodes, where possible within the car parking areas.
- Ensure access points and footpaths are well lit, provided with shade, have high quality surface treatments (including raised surfaces within the car park), clear lines of site and are constructed to a DDA compliant standard and are well maintained.

7.2 Reassess / improve the location of pedestrian crossing points and treatments

- Relocate the existing signalised pedestrian crossing points on Commercial Street and replace with pedestrian crossing point, which align with the Arcade and Kellys Bakery.
- Provide new pedestrian crossing points at the proposed signalised intersection of Radovick Street and Commercial Street.
- Provide a new pedestrian crossing point across Commercial Street in close proximity to the Bridge Road intersection.
- Enhance the existing Bridge Street staggered informal pedestrian crossing through widening the central median and creating a pedestrian refuge (between Commercial and Little Commercial Streets).
- Provide a formal pedestrian crossing point at Bridge Street north in close proximity (on pedestrian desire lines) to the north side of Commercial Street and linking to the IGA supermarket.
- Ensure pedestrian crossings and footpaths are consistent with desire lines for movement throughout Town Centre.
- Work with VicRoads to establish the identified changes to pedestrian crossing points and determine the suitability for median planting within the road reserve.

7.3 Activate and upgrade the pedestrian underpass

- Ensure the railway line pedestrian underpass between Station Street and Railway Place is safe and DDA compliant.
- Ensure the underpass is well lit at night.
- Investigate opportunities to include feature lighting, artwork, cladding or use of colour to improve the appearance and perception of safety within the underpass.



Example: Incorporate pedestrian crossing refuge area in high conflict zone, such as around the 'dog-leg'



Example: Perception of safety along railway underpass

Direction 8: Reduce the impacts of high traffic volumes and heavy vehicle movements

The historical development of regional towns and cities along transport and trade links has resulted in the traditional town layout of commercial and social activity located along a busy main street environment. Korumburra is no exception to this form of town development, which offers obvious benefits in terms of concentration of activity in readily accessible locations.

The main street of Korumburra, Commercial Street, is also the South Gippsland Highway (A440) which forms part of the VicRoads arterial road network. Through the Town Centre is a dual carriageway with a 50km/h speed limit. The highway has a regional transport role, which produces a busy traffic environment that is at odds with creating a safe, attractive Town Centre with good pedestrian amenity and accessibility.

While it is acknowledged that the South Gippsland Highway plays an important transport role, there are a range of initiatives that may assist in addressing the adverse impacts of the Highway and current imbalance of through traffic function over Town Centre amenity that are set out below.

8.1 Reduce traffic speed within the Town Centre through a combination of measures

- Lobby VicRoads for a reduced speed limit on Commercial Street and Bridge Street, or as a minimum a reduced speed limit to 40km/hour during peak activity times or additional signage alerting motorists that they are entering the Town Centre.
- Consider the following actions as further detailed in the Framework Plan:
 - Provide kerb build outs to reduce carriageway width and crossing distance.
 - Widen the Commercial Street median strip to provide both landscaping and a pedestrian refuge.
 - Raise the road table at crossing points and use contrasting pavement or surface treatments.
 - Signalise major pedestrian crossing points and intersections, such as at Commercial and Radovick Streets junction.
 - Provide entry treatments and surface treatments to identify the Town Centre environment.
- Encourage a mix of road users and make provision for cyclists and active travel users where appropriate off the Highway along side streets.

8.2 Address the Commercial Street 'dog-leg'

The 'dog-leg' alignment of the South Gippsland Highway at the intersection with Bridge Street presents issues for pedestrian and mobility impaired user accessibility and safety, as well as safe traffic movement. There have been incidences with heavy vehicles rolling over and many occurrences of conflict with pedestrians. The 'dog-leg' is also a significant barrier to integration of the Town Centre with the retail uses, such as the IGA supermarket on Railway Crescent as well as a general constraint to movement of pedestrians across the main Town spine. The following treatments are suggested in the immediate term:

- Expand the existing central median on Bridge Street and create a central pedestrian refuge area to enable safe and comfortable pedestrian crossing.
- Apply a new surface treatment to the entire road pavement from the Town Centre entry along the entire 'dog-leg' surface to assist with traffic calming and demarcating the area as a pedestrian friendly Town Centre.
- Introduce raised threshold treatments at pedestrian crossing points.
- Investigate opportunities to use excess pavement areas for public open space areas.

Two Precinct Concept Plans have been prepared for portions of the 'dogleg'. These are located in Section 6.

This project also considers the long term option of realigning the 'dog leg' and the South Gippsland Highway and Bridge Street intersection. This optional layout may improve the efficiency of vehicle movement through Korumburra Town Centre, but it fails to constrain the speed and impact that severely hamper to Town Centre today (refer to figure 21 on page 41). It is crucial for the success of the Town Centre to achieve the reduce through traffic movement through traffic calming and improved pedestrian environment as proposed by the shorter term option.



Example: Identify pedestrian priority zone through raising the road table and using contrasting pavement/ surface treatments



Example: Encourage a mix of road users and make provision for cyclists and active travel modes



Example: central pedestrian refuge area to enable safe and comfortable pedestrian crossing

8.3 Investigate potential long term upgrade of the Commercial Street carriageway

Commercial Street is currently configured as a dual lane carriageway in either direction, with a 2.5m median, and parallel parking and wide footpaths on either side with total width of approximately 28m. The configuration of a dual lane in either direction extends from the Korumburra Town boundary in the north-west to the dog-leg configuration at the intersection with Bridge Street to the south-east.

While there are advantages to a dual lane configuration, such as additional road capacity and separation of through traffic, this configuration has some drawbacks, such as:

- Allocation of a large amount of space to the movement of vehicles at the expense of publicly accessible open space.
- Free flowing traffic and wide carriageways results in higher traffic speeds through the Town centre.
- A wide road crossing and large barrier to movement across the roadway.

As such, two conceptual options have been considered as part of the Framework Plan to explore the possibility of incorporating traffic calming measures to achieve the following:

- Increased pedestrian safety and amenity
- Maintain vehicular safety and traffic flow
- Improved definition and image of the Town Centre
- Enhance the character and function of the Town Centre

Examples of design proposal are explored in 2 different options:

Option 1:

- Investigate a potential single lane configuration comprising:
 - A single lane of through traffic in either direction.
 - Wider parallel parking lanes on both sides of Commercial Street.
 - Provision of a wider central median with feature lighting and banners.

A cross-section of this option is shown in the Image and Identity theme above. The proposed Access and Movement Plan also shows this as the preferred Commercial Street re configuration option. As an alternative, the following configuration is worthy of consideration:

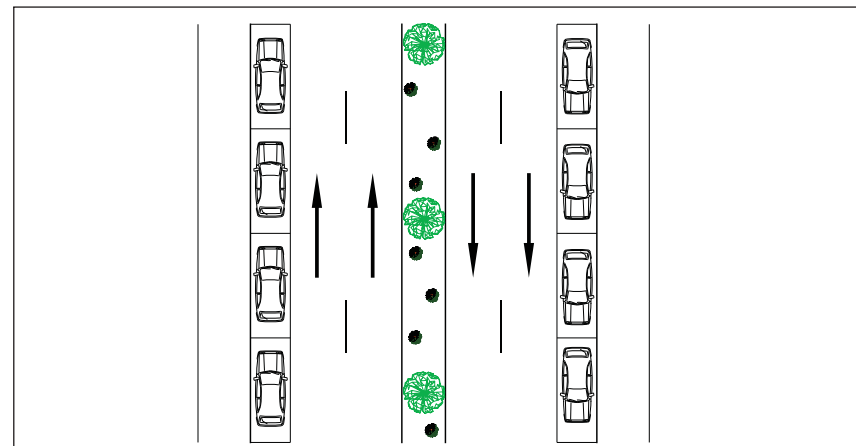
- Investigate a potential service lane configuration comprising:
 - A single lane of through traffic in either direction.
 - Wider parallel parking lanes on both sides of Commercial Street.
 - Provision of a wider central median with feature lighting and banners.

Option 2- Service lane configuration comprising:

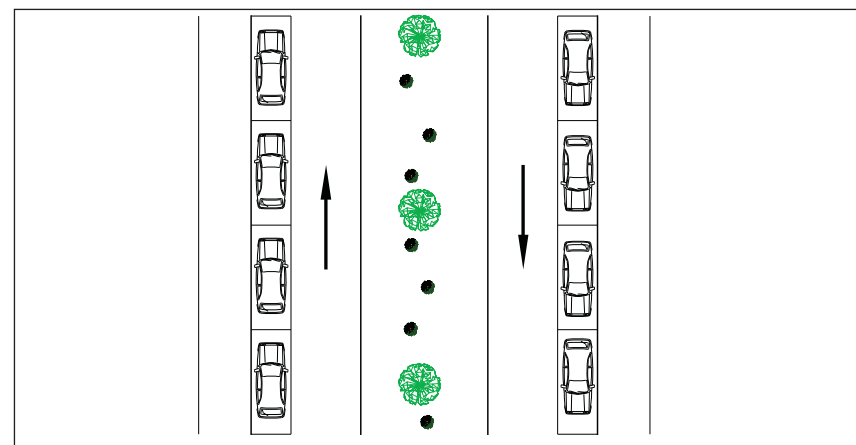
- A dedicated one-way service lane on the south side of Commercial Street, with one lane of parallel parking, instead of angled parking due to spatial restriction.
- Two through traffic lanes and another lane of parallel parking on the north side of Commercial Street.

An indicative concept for Option 2 is included below and on figure 21 for possible long term option. Given these options, the following recommendations are provided:

- Ensure that any changes to the configuration of Commercial Street reasonably retain the transport capacity of the South Gippsland Highway.
- Investigate re-configuration options in close partnership with VicRoads and undertake further detailed investigations to develop this initiative and determine the most suitable configuration.



Existing condition of Commercial Street - GTA Consultant, 2013



Conceptual Plan Example for Commercial Street: Option 1 - GTA Consultant, 2013 (refer to figure 21 for possible long term option)

8.4 Traffic lights at Commercial and Radovick Streets intersection

The opportunity to signalise the Commercial Street and Radovick intersection has the potential to create a sense of arrival in the Town Centre and signify that the Main Street is pedestrian friendly environment. Signalisation also recognises that this intersection is likely to accommodate more traffic in the future as the residential growth areas to the southwest of Korumburra develop as Radovick Street serves as a main connector road role.

The Framework recommends:

- Create a formalised and controlled pedestrian crossing points of Commercial Street (South Gippsland Highway A440) and Radovick Street to encourage lower traffic speeds along Commercial Street.
- Provide dedicated turn lanes for both east and west bound traffic on Commercial Street looking to access Radovick Street.
- Work in close partnership with VicRoads and undertake further detailed investigations to develop this initiative.

8.5 Co-locate caravan parking and public facilities (toilets)

- Identify, formalise and sign access routes and parking facilities for vehicles towing caravans approaching the Town Centre from both east and west.
- Line mark and / or sign the designated caravan parking area within Little Commercial Street as being designated for caravan parking.
- Line mark new long bay parking areas within the vicinity of the existing visitor centre (adjacent to existing bus parking). A loss of formalised/ marked car parking bays could be compensated by relocating formal marked parking bays in this area further south toward Bridge Street.
- Investigate access arrangements to the proposed caravan parking on the north-east side of Commercial Street through two potential entry options:
 - Via Bridge Street, or
 - Using the access road to the railway car park (access from Commercial Street just north of retail shopping strip). This option would however require additional engineering investigations by Council to ensure this access road provides a suitable turning radius, gradient and pavement sealing / finish. There is also possibility to consider reconfiguration of the highway to allow for deceleration/ left turning lane and less acute angle of turning radius.
- Limit entry movements to the proposed new caravan parking area through the car park between the post office and bakery to minimise conflicts between parking vehicles and vehicle on Commercial Street.
- In lieu of providing additional caravan parking near the visitor centre, provide new toilet facilities in the immediate vicinity of the existing caravan parking spaces to make them more attractive to caravan owners.
- Consider provision of new toilet south of Commercial Street as part of any library site redevelopment, or future community hub development.

Direction 9: Equitable access for all to the Town Centre

One of the key aims for access and movement in the Town Centre is the creation of streets for people, rather than roads for cars. This does not necessarily mean banishing cars entirely, but rather reorganising space and designing to create a place for people to interact, rather than a space designed solely for the efficient movement of vehicles.

Planning a movement network that recognises the needs of all users and balances issues of equity of access against the ability of the network to service a growing population is an important challenge for the KTCFP. Providing for growth in active travel, recognising the accessibility issues faced by a range of users, determining future public transport demand, cyclists and needs and integrated transport and land use planning are key considerations in the following initiatives.

9.1 Promote the use of bicycles as an alternative transport method in the Town Centre

- Provide bicycle facilities between major attractors and residential areas.
- Provide end-of-trip facilities (bike parking) for cyclists at key convenient nodes along the Commercial Street, Radovick Street, Bridge Street and near public transport connections. Such nodes should be consolidated with other streetscape infrastructure such as rubbish bins and bench seating.
- Recognise that most local streets are appropriate for cyclists to share the road space with other traffic, due to the low volumes of vehicles and generally low speeds.
- Provide alternative access routes and / or sealed shoulders on Commercial, Radovick and Bridge Streets to improve safety and amenity for cyclists throughout the Town Centre.
- Designate a dedicated shared pedestrian/ cycle route from the Railway Station to Coal Creek and the Showgrounds.

9.2 Increase the amount of short term and disabled parking

- Locate short term (less than 1- 2 hours) parking in close proximity to key pedestrian links and in peak parking demand areas (i.e. the Post Office).
- Provide unrestricted long term parking (i.e. for staff use) in locations further away from Commercial Street and other attractors.
- Increase disabled car parking provision on Commercial Street in close proximity to attractors for improved access.

A detailed car parking strategy has been undertaken as part of the Town Centre Framework Planning exercise and is provided under separate cover.



Example: To locate bicycle rack between major attractors and residential areas



Example: Establish car park with shared zone and pedestrian priority at Little Commercial Street



Example: Locate short term car parking and disabled car parking in close proximity to key pedestrian links

9.3 Provide public transport/ local community bus service to access the Town Centre

- Investigate the potential to provide a local community bus service linking residential areas to the Town Centre and key attractors within the Town Centre such as:
 - Railway Station
 - Commercial Street / Radovick Street Public Space.
 - Future Community Hub
 - Library
 - Any future major retail anchor
 - Existing IGA Supermarket
- Lobby V/Line for improvements to the existing V/Line bus stops located within the Town Centre, including provision of better lighting, display of timetables and maintenance of shelters.

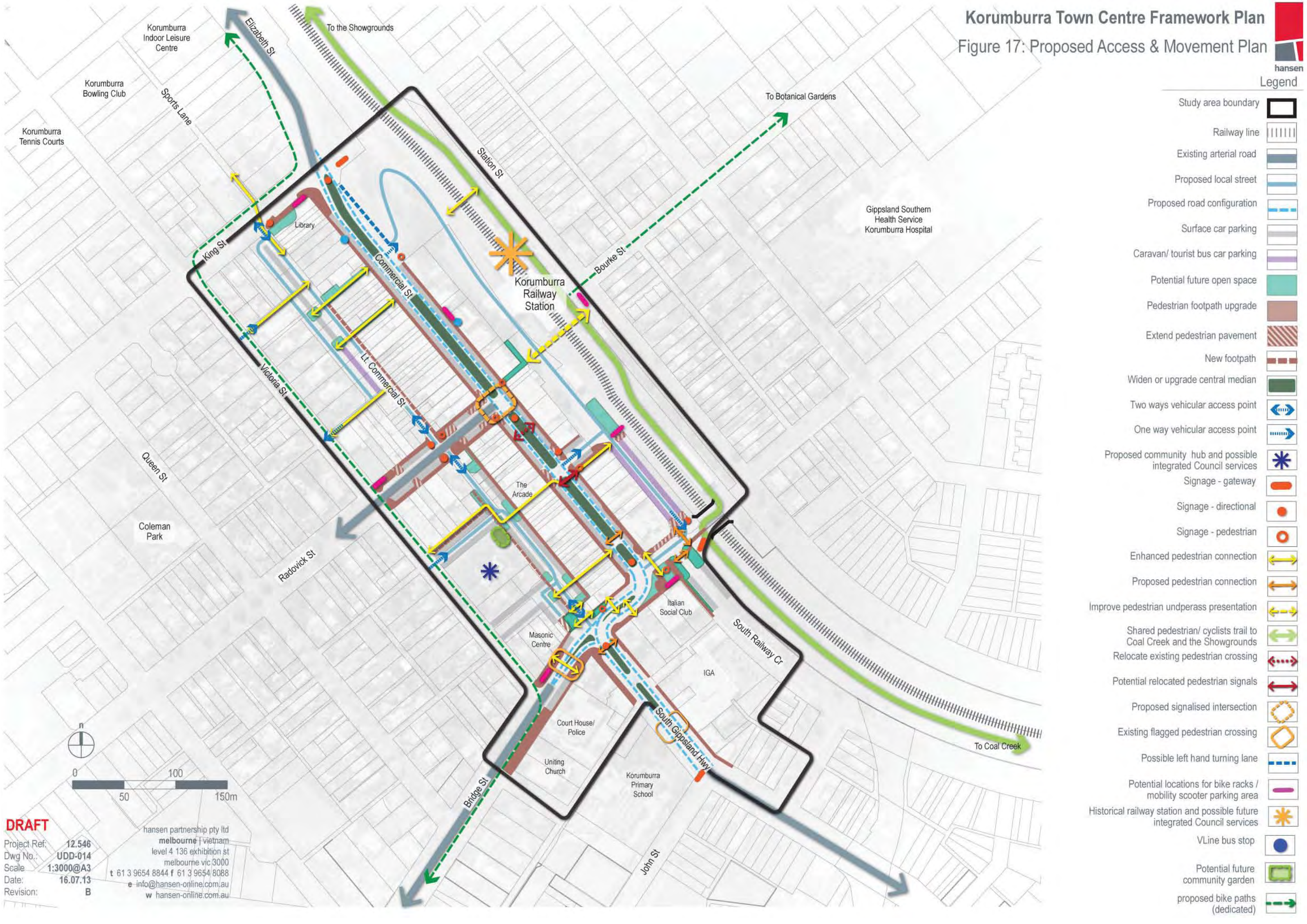


Example: Local community bus service within the Town Centre

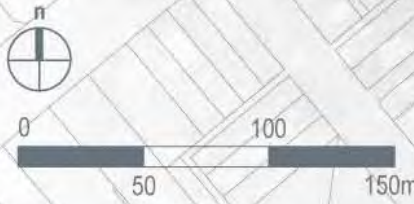


Example: Improved quality to bus shelter within the Town Centre

Korumburra Town Centre Framework Plan
 Figure 17: Proposed Access & Movement Plan



- Legend**
- Study area boundary
 - Railway line
 - Existing arterial road
 - Proposed local street
 - Proposed road configuration
 - Surface car parking
 - Caravan/ tourist bus car parking
 - Potential future open space
 - Pedestrian footpath upgrade
 - Extend pedestrian pavement
 - New footpath
 - Widen or upgrade central median
 - Two ways vehicular access point
 - One way vehicular access point
 - Proposed community hub and possible integrated Council services
 - Signage - gateway
 - Signage - directional
 - Signage - pedestrian
 - Enhanced pedestrian connection
 - Proposed pedestrian connection
 - Improve pedestrian underpass presentation
 - Shared pedestrian/ cyclists trail to Coal Creek and the Showgrounds
 - Relocate existing pedestrian crossing
 - Potential relocated pedestrian signals
 - Proposed signalised intersection
 - Existing flagged pedestrian crossing
 - Possible left hand turning lane
 - Potential locations for bike racks / mobility scooter parking area
 - Historical railway station and possible future integrated Council services
 - VLine bus stop
 - Potential future community garden
 - proposed bike paths (dedicated)



DRAFT

Project Ref: 12.546
 Dwg No.: UDD-014
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5.6 Culture, Creativity and Activity

This theme seeks to address the often non-physical matters that are needed to stimulate investment and interest and revitalize the Town Centre.

This theme reinforces the following elements of the Korumburra Vision described in Section 4.0:

- Having a vibrant Town Centre as the primary location for business, retail, entertainment and community activities, providing a full range of goods, services and facilities for the local and regional population, and tourists.
- Providing its community with a comprehensive range of health, education, leisure, recreation and social facilities.
- Having a strong and distinctive sense of community pride that reflects the rich cultural, social and environmental heritage of the Town.
- Having a sustainable economy providing employment for the local community and region.
- Encourage projects initiated by the Community to stimulate the Town's vibrancy, activity and image development.

The 3 key directions are:

10. Achieve a unified management and marketing approach.
11. Be a place known for its art and creativity.
12. Identify a central meeting place for all people.



Culture, Creativity and Activity

Planning for buildings and places does not guarantee the activity and vibrancy that is so sought after in Town Centre. It is therefore imperative that 'built work' on both the public and private realm is enhanced by careful activation - otherwise known as a 'place making'. This can be realised through marketing strategies, event management or even branding and identity exercises that aim to bring human life and interest to physical spaces.

Korumburra has a sound tradition of community action and a distinctiveness of place. Whether it be through its sporting or cultural identity, these directions seek to build on this tradition and reinforce the particular sense of place and personality of the Town.

Direction 10: Achieve a unified management and marketing approach

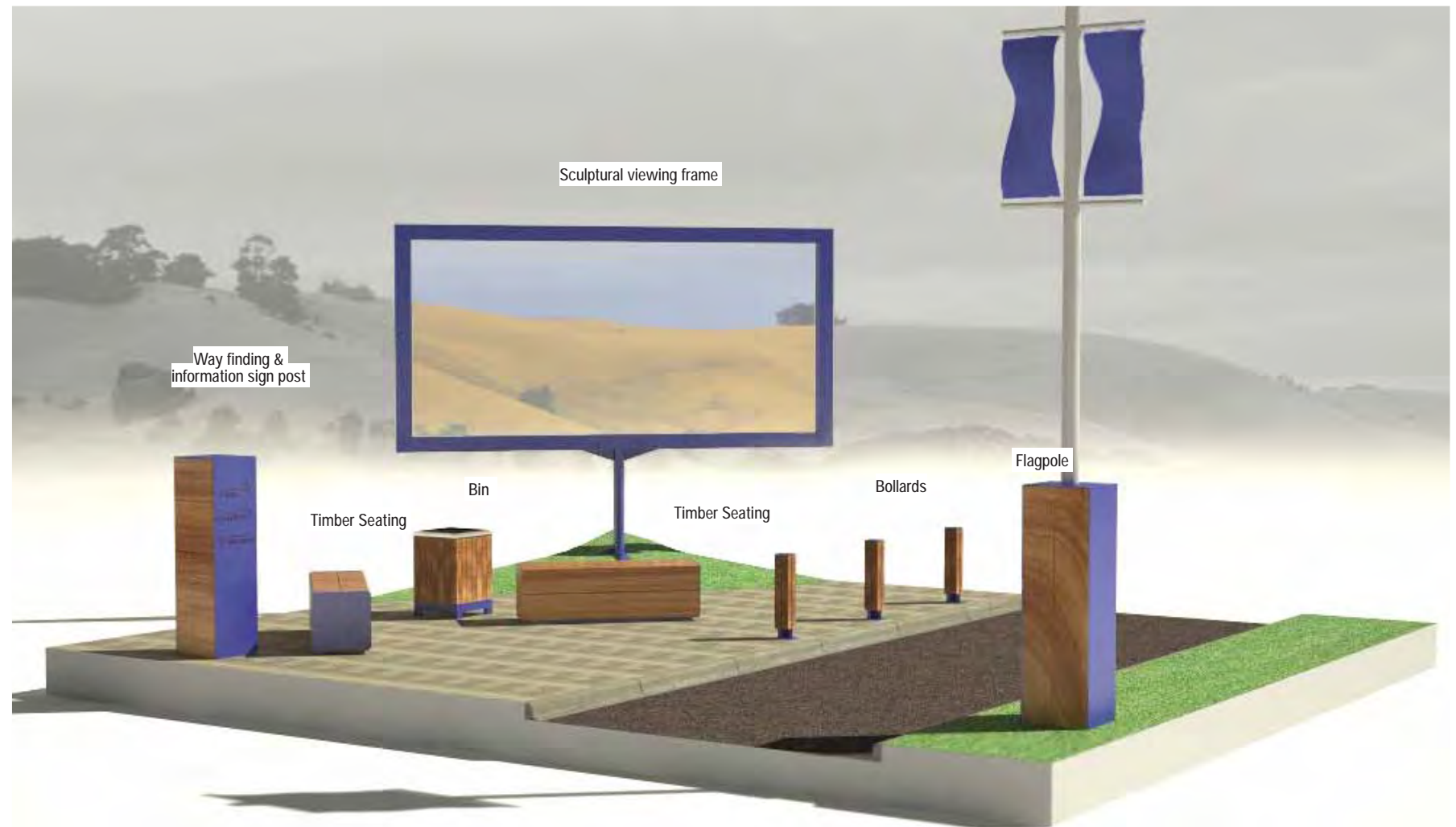
One of the issues surrounding Korumburra's current Town Centre is the lack of a visual brand and defining cultural identity. The KTCFP provides a great opportunity for Korumburra to develop a consistent and engaging brand for the improved Town Centre, which overtime could also help solidify Korumburra's voice and vision as a whole. The branding strategy proposed for the KTCFP is henceforth referred to as the "Burra Brand"

10.1 Establish an integrated signage and uniform branding strategy within the Town Centre

As part of the project, a series of uniform branding strategies and suggestions, including the creation of a visual logo and colour palate for the project, have been identified. The colour chosen is a vibrant blue – henceforth known as the "Burra Blue". Burra Blue was selected as it was in keeping with previous graphic communication from Korumburra and it provides a strong connection with the work that had already begun on the Town Centre and with existing use of the colour blue for the local football club, government schools and the Burra Foods. The Burra Blue is:

- **Bold;**
- **Versatile;**
- **Contrasts strongly with the rich green of the hills;**
- **Compliments primary colours and the neutral colour palette of the Town; and**
- **Is unlikely to date**

The KTCFP logo has already been used on multiple pieces of communication material that have been distributed to the Town's residents and business owners. The logo features a visual variation of the Korumburra railway station on a "Burra Blue" background, complementing the overall Framework Plan as revitalising the railway station and connectivity with the station from the Town centre are considered major focuses of the overall Framework Plan.



Potential Concept for Integrated Signage and Uniform Branding Strategy for Korumburra Town Centre

The versatility of the logo ensures that it can be continued to be used in connection with the project for years to come. It connects some of the major features of the project and is adaptable enough that it could be used in/on street signage, directional signage, maps, regional advertising, project specific advertising and further direct communication pieces.

The history of the Town's logging past is also considered a staple of the Burra Brand – the more tangible sense. Korumburra's wooded past will be brought back to life with a new array of beautifully designed street furniture, providing a homage to the wooded era of the Burra. The new street furniture will feature chunky timber which will match and accentuate the colour scheme of the "Burra Blue", alongside Korumburra's original and organic colour scheme. Furthermore the wooded furniture provides a touchable connection with Korumburra's history that is attractive, sustainable and long-lasting.

Proposed colour schemes for Korumburra Town Centre Branding Strategy

RGB #1A3B8E CMYK C100 M88 Y0 K10		PRIMARY
RGB #007983 CMYK C100 M6 Y35 K32		
RGB #D8BF7B CMYK C16 M21 Y61 K0		SECONDARY
RGB #847138 CMYK C44 M46 Y90 K20		
RGB #782055 CMYK C23 M88 Y11 K47		ACCENT
RGB #D7CB5A CMYK C18 M13 Y79 K0		

Conceptual Example

Light Fixtures

Product Name: Franco Range

Description: Franco range includes fixtures 'MiniFranco', 'Franco' and 'MaxiFranco'.

Product Code: IP65

Company: ares®

Materials: Aluminum

Fixing: Fixing determined by location, either wall or pole mounted.

Contact: +61 (0)3 8878 2000



Paving

Product Name: Architectural Concrete Pavers

Description: Flekk Concrete Tiles

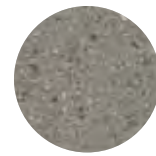
Product Range: Pavers 400 series 200 x 400, 38mm

Company: Eco Outdoor

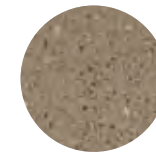
Colour: Flax & Rawhide

Fixing: As per manufacturers specification

Contact: 1300 13 14 13 (Eco Outdoor)



Rawhide



Flax

Signage

The Korumburra Town Centre offers many shops, services and facilities and more broadly the Township comprises parks, community and educational facilities and tourist attractions. When these destinations are linked with a comprehensive signage strategy, pedestrians and visitors can make deliberate choice of destinations and journeys. Opportunities exist to integrate the wayfinding design strategy with the Town Centre's rich historical background to further emphasize its distinctive characteristic.

At present, signage in the Town Centre is either lacking or visually cluttered in certain locations. The Framework Plan suggests the following signage types:

- Gateway signage seeks to announce and celebrate entry into the Town Centre.
- Directional signage provides the key functional components of the signage strategy by directing vehicles to parking areas, destinations and the like.
- Wayfinding signage helps pedestrians find their chosen destinations.

The following initiatives are proposed as the Town Centre signage strategy:

- Identify strategic locations for gateway, directional and wayfinding / pedestrian signage (Refer to Culture, Creativity and Activity Plan).
- Where possible co-locate gateway signage with public art installations and feature landscape nodes to avoid clutter.
- Direct pedestrians along designated paths by providing clear wayfinding signage that also incorporates visual references and maps.
- Use wayfinding signage and maps to direct pedestrians to Town Centre and local attractions, such as the Botanic Gardens, Coal Creek and Coleman Park.
- Ensure wayfinding signage can be easily read during the day and night.
- Install caravan parking directional signage in both Radovick and King Streets at access locations to the caravan parking area.
- Provide clear caravan parking directional signage along Commercial Street at Radovick Street and King Street.
- Provide caravan parking directional signage along Commercial Street at access locations to the proposed new caravan parking locations to either side of the Main Street spine.

10.2 Develop a business plan for the Town Centre

- Encourage the Town Centre Business owners and operators to initiate and develop a business plan for careful consideration of missing Town services and facilities and related events and activities.
- Create an events & festival calendar to encourage creativity and street activity within the Town Centre.
- Encourage the use of customer service improvement programs.
- Consider the establishment of a special rate scheme to generate funds for promotion and marketing of the Town Centre as required.

Direction 11: Be a place known for its art and creativity

11.1 Tell Korumburra's story through heritage trails and other feature paths

- Design and install a series of historical information signs to highlight the Town Centre's cultural heritage and historic buildings. This could form the basis of a self guided heritage walk.
- Form a shared way between the Station and Coal Creek.
- Incorporate speaking posts as public art with acoustic shell, or audio tales of Korumburra.
- Develop smart phone application, or website which provide digital information on Korumburra and its many attractions.

11.2 Encourage 'graphic' art installations to celebrate the history of the area

- Build on the tradition of murals in the Town and engage in youth projects for artwork expression on disused or blank facades.
- Display historic photos of Commercial Street. Consider options such as imprints in paving or frosted glazing on Main Street shops.

Direction 12: Identify a central meeting place for all people

There are limited opportunities for people in Korumburra to informally meet and gather, as well as exercise, in the Town Centre. The Framework Plan promotes the creation of a number of public spaces where the community can gather and socialise both formally and informally in a central location within the Town Centre.

12.1 Take advantage of slope for landscape terracing to create a central meeting space

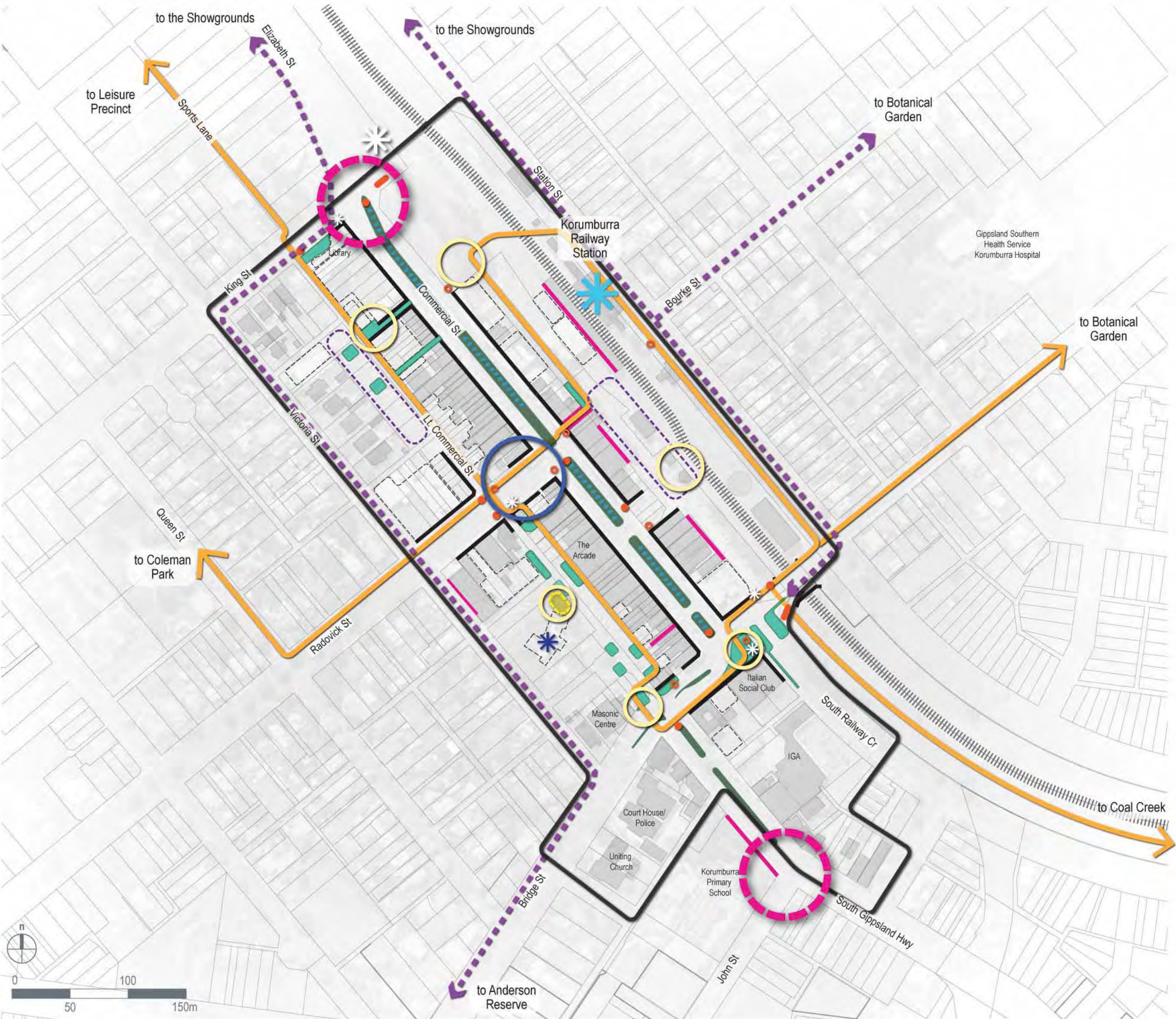
- Extent pedestrian footpath along Radovick Street pads with adequate space for outdoor gathering space with good solar access, including steps for seating and aspect.
- Identify a series of pocket parks or meeting points along Little Commercial Street that are staggered with slope to allow for both views and shop access.

12.2 Identify opportunities for informal play spaces for all to enjoy

- Encourage active play by incorporating outdoor gym equipment into open space areas adjacent to the Community Hub.
- Encourage exploration and appreciation of the Town Centre through an active exercise trail connecting the Town Centre to out of centre's attractions (i.e. Botanical Gardens, Coleman Park and the Showgrounds).
- Integrate the active trail with the 'historical walk' within the Town centre to highlight its heritage assets.

Korumburra Town Centre Framework Plan

Figure 19:
Proposed
Culture, Creativity &
Activity Plan



- Legend**
- Study area boundary
 - Railway line
 - Potential future development
 - Potential outdoor event/ festival location
 - Potential open space/ meeting points
 - Widen or upgrade central median
 - Existing built form footprint
 - Enhance town centre entry
 - Improved pedestrian environment
 - Key activity node
 - Public art
 - Proposed community hub with potential integrated council services
 - Historical Railway Station with potential future integrated Council services
 - Consistent median lighting/ banner
 - Consistent verandah treatment typical to Korumburra Town Centre
 - Potential graphic art installation on blank walls/ rear fencing
 - Potential future community garden
 - Establish heritage/ active walking trails
 - Potential location of dedicated bike path
 - Signage - gateway
 - Signage - directional
 - Signage - pedestrian



DRAFT

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6 Concept plans for key public spaces

Little Commercial Street

(refer to figure 20)

Key issues and opportunities

The intersection of Little Commercial and Bridge Street is currently unremarkable and represents a 'gap' in the streetscape. There is no clarity at this complex road junction, a lack of directional signage to car parking areas and no announcement of arrival into the Town Centre. This location is also one of the high points in the Town Centre, which should be celebrated. Further down slope are the Little Commercial Street surface car parking areas. These parking areas are under used and poorly configured with a mix of hardstand surfaces and no landscaping. 'Back of house' functions, such as waste storage and loading associated with the shops, comprise the primary interfaces.

Design intent

The intention for Little Commercial Street is to take what is currently an under used area of 'left over' spaces and create a genuine street that is integrated into the Town Centre. Little Commercial Street will be readdressed and restored to become an intimate and informal corridor with open space and landscape opportunities at various intervals along the street.

The intersection of Bridge Street and Little Commercial Street would be developed as a key public open space opportunity at the entrance to what will be a true community asset. The opportunity to enhance Little Commercial Street as a viable and attractive pedestrian alternative to Commercial Street is also explored.

While only a small area is detailed in the precinct concept, the design ideas shown in this concept could be applied to the entire length of the Street.

Guidelines

- Council to potentially acquire and develop a large pocket park on the corner of Bridge Street and Little Commercial Street (31 Bridge Street) to accommodate a central community meeting place with outdoor alfresco dining opportunities.
- Provide visual cues for pedestrians via a series of pocket parks distributed along Little Commercial Street.
- Better define car parking areas with line marking, timber bollards and water sensitive urban design treatments to assist with site drainage.
- Establish a tree lined avenue of Ornamental Pear trees.
- Encourage rear development to activate the car park. Consider options to offset impacts on rear loading/ storage. For example, incorporate dedicated storage cages to the side.
- Investigate options for entry, or exit to and from Little Commercial street at the Bridge Street and South Gippsland Highway intersection.
- Ensure any changes to laneways and rear car parking areas provide appropriate loading and unloading facilities, and arrangements for existing businesses.

The 'dog leg' north

(refer to figure 22)

Key issues and opportunities

The IGA supermarket on South Railway Crescent is a key attractor at the eastern end of Korumburra and forms one of the Town Centre 'retail anchors'. However, this end of the Town Centre is visually and physically disconnected from the main street due to the slope of the land and barrier created by the South Gippsland Highway.

There is also an expanse of road pavement associated with the highway and car parking in front of the Italian Social Club, which currently furthers perceptions of a harsh pedestrian environment. While the area lacks a sense of place and has a poorly defined public realm, it is located on the Bridge Street ridge line and enjoys views down Commercial Street to the rolling hills in the distance.

Design intent

The focus for this part of the 'dog leg' is to reclaim the pavement to create a more walkable Town Centre and build upon the open space / activity nodes being established elsewhere. This area will have an improved public presentation and a restructured public realm that clearly defines pedestrian space.

While a Bocce Court features in the new public open space area, this is a concept only and any active recreational activity could be accommodated in this space.

Guidelines

- Narrow South Railway Crescent at the intersection with Bridge Street to create a more pedestrian friendly crossing point.
- Ensure the pedestrian crossing points are located back from the intersection to allow vehicles turning into Bridge Road sufficient space to stop and wait for pedestrians to cross and not obstruct Commercial Street traffic movements.
- Encourage outdoor dining or other street based activities to take place in front of the Italian Social Club.
- Provide formal avenue street landscaping on Bridge Street.

Commercial Street and Radovick Street intersection

(refer to figure 23)

Key issues and opportunities

The intersection of Radovick Street and Commercial Street lies at the heart of the Korumburra Town centre. This important junction is anchored by a cluster of taller 1-2 storey traditional buildings, including the interwar Lynton House with its tower and the two-storey Korumburra (Middle) Hotel at the respective street corners.

Currently there is a lack of activity within the area and a poor pedestrian environment exists due to the relatively wide nature of both streets. The intersection provides a unique opportunity to address the need to provide for additional meeting places within the Town Centre. Design intent

Design intent

The intention for the Radovick Street and Commercial Street intersection is to capitalise on this critical junction and create a multifunctional gathering space that retains vehicle movements. Radovick and Commercial Streets are the Town Centre's formal main streets and will be 'dressed up' accordingly through avenue street tree planting and feature lighting.

A new pedestrian friendly hard landscape area will take centre stage on Radovick Street and will be capable of accommodating Township events such as the Buskers Festival

Guidelines

- Upgrade the pedestrian area, through use of kerb outstands at corner crossing points with accent street trees, standard pavement details, and quality urban lighting.
- Raise and utilise distinctive road pavement on Radovick Street to slow vehicles where possible.
- Retain and celebrate the heritage buildings anchoring the intersection on either side of Radovick Street
- Reduce the width of Radovick Street with kerb outstands at the crossing point.
- Provide formal avenue street tree plantings on both streets.
- Utilise leftover space from the angled parking to provide for soft landscaped edges to the angled parking areas.
- Encourage opportunities for street-based activities, such as outdoor dining associated with the Middle Hotel or other street based activities to take place.
- Encourage infill development of the two vacant parcels of land on Radovick Street. Ensure any development provides active interfaces to the street through maximising glazing and entry points.

Little Commercial Street - Key Features

- ① Improved pedestrian crossing at bridge street with extended median planting and kerb outstands
- ② New surface treatment to road
- ③ Re-configure intersection of Bridge Street, South Gippsland Highway and Little Commercial Street
- ④ New public open space with opportunities for public art view frames to distant hills. Refer to landscape concept sketch.
 - Public park to include shade shelter, hardscape surfaces, softscape surfaces, cafe spill-out space, seating and tree shade.
- ⑤ Proposed location for entrance artwork to Korumburra Town Centre.
Avenue tree planting along Bridge Street. Refer to Street Landscaping Concept Plan for species.
- ⑥ Avenue tree planting along Little Commercial Street Refer to Street Landscaping Concept Plan for species.
- ⑦ Opportunity for Accent Tree. Refer to Street Landscaping Concept Plan for species.
- ⑧ Pocket parks along Little Commercial street near pedestrian crossings
 - Pocket Parks to include shade shelter, lawn, seating, public art view frames of distant hills and tree shade.
- ⑨ Development opportunity to provide active uses and interfaces to Little Commercial Street.
- ⑩ Water Sensitive Urban Design (WSUD) and greening interventions along Little Commercial Street with timber boardwalk across potential swale planting.
- ⑪ Feature flagpole and lighting row to continue along main drag through Town centre.
- ⑫ Proposed Public Acquisition Overlay (PAO) for potential future open space.



Key Plan

Figure 20: Conceptual example of possible option for Lt Commercial St and the Bridge St 'dog-leg'



Figure 21: Conceptual example of possible option for Bridge St 'dog-leg' long term option (GTA Consultant, 2013)



The Bridge Street 'Dog-Leg' North - Key Features

- ① New public open space to act as open plaza space to Italian Club.
 - Area to include regulation bocce court, shade shelter, cafe spill-out space, seating, hardscape surfaces, softscape surfaces and public view frame to distant rolling hills.
- ② Long term redevelopment opportunity of service station site.
- ③ Improvement of verge landscaping and footpath treatment through widening.
- ④ Improved pedestrian connections across Bridge Street over identified threshold.
- ⑤ Parking re- configured to provide 90 degree parking on both sides.
- ⑥ Avenue Tree Planting along Bridge Street. Refer to Street Landscaping Concept Plan for Species.
- ⑦ Avenue and Central median tree planting along Commercial Street. Refer to Street Landscaping Concept Plan for Species.
- ⑧ Opportunity for pocket park and public artwork on Station Street and Bridge Street corner.
- ⑨ Water Sensitive Urban Design (WSUD) and greening interventions along Commercial Street with timber boardwalk across potential swale planting.
- ⑩ Feature flagpole and lighting row to continue along main drag through Town centre.
- ⑪ Improved pedestrian crossing at Bridge street with extended median planting and kerb outstands.
- ⑫ Existing vegetation screen to railway line.



Key Plan

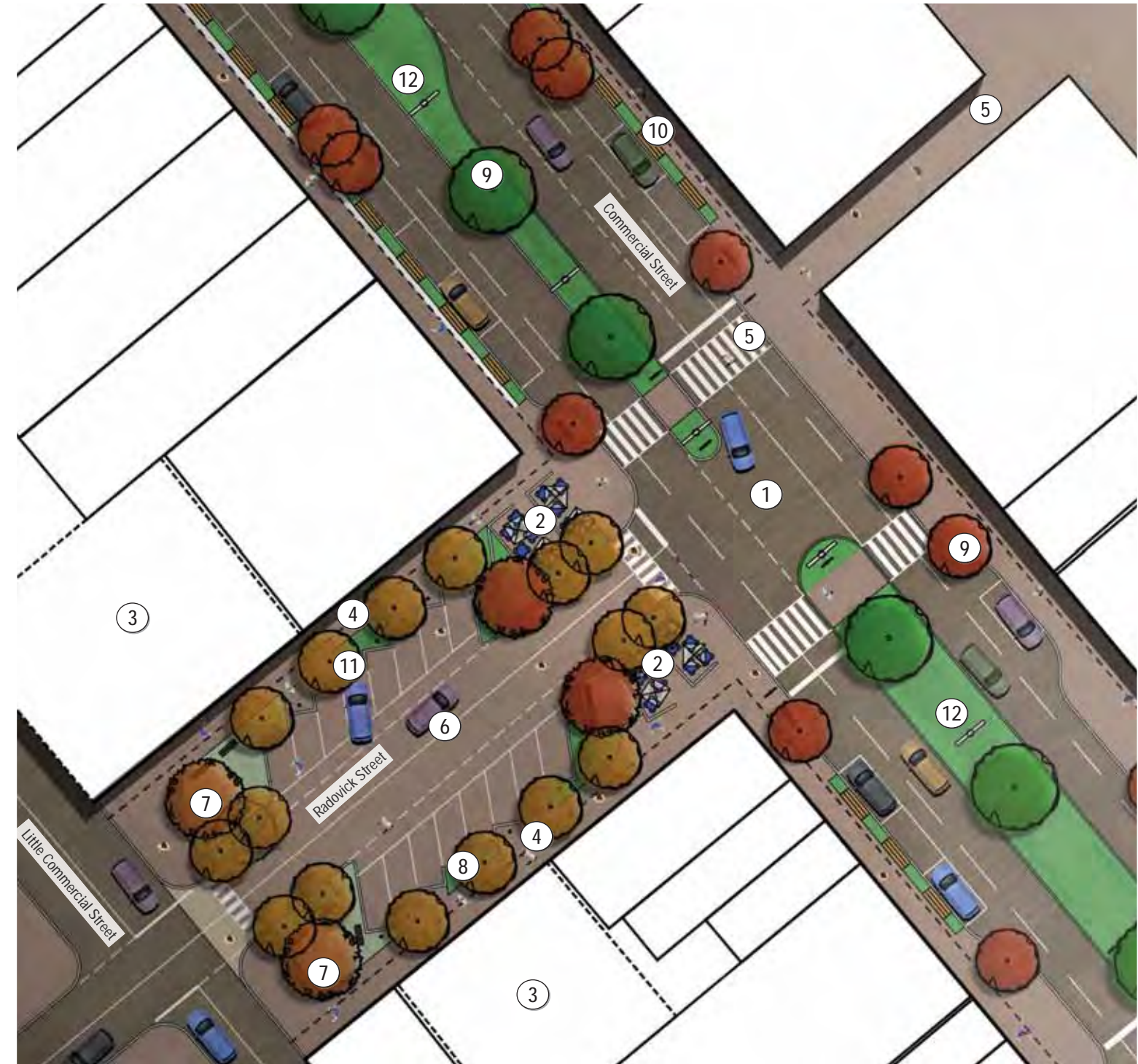
Figure 22: Conceptual example of possible option for Bridge St 'dog-leg' north



Commercial Street and Radovick Street- Key Features

- ① Signalised intersection.
- ② Opportunity for increased streetscape activity through terracing.
- ③ Development opportunity to provide active uses and interfaces to Radovick Street.
- ④ Encourage weather protection, verandahs, active uses and maximum glazing to shop fronts (subject to heritage requirements).
- ⑤ Improved pedestrian crossing and access across Commercial Street to Train Station.
- ⑥ Raised pedestrian space with flush kerbs and bollards.
- ⑦ Opportunity for small pocket parks to the base of Radovick Street Plaza Space.
- ⑧ Avenue Tree Planting along Radovick Street. Refer to Street Landscaping Concept Plan for Species.
- ⑨ Avenue and Central median tree planting along Commercial Street. Refer to Street Landscaping Concept Plan for Species.
- ⑩ Water Sensitive Urban Design (WSUD) and greening interventions along Commercial Street with timber boardwalk across potential swale planting.
- ⑪ Water Sensitive Urban Design (WSUD) and greening interventions along Radovick Street.
- ⑫ Feature flagpole and lighting row to continue along Main Street through Town Centre.

Figure 23: Conceptual example of possible option for Commercial St & Radovick St junction



Key Plan

7 Implementation

7.1 Implementation strategy

The Framework Plan identifies a series of initiatives and actions necessary to implement the key directions established to revitalise the Town Centre. A range of statutory and non-statutory actions will be needed to ensure success of the Framework Plan and realise 'on-the-ground' change in the Korumburra Town Centre. Most importantly, given the emphasis on improving the public realm, the development of partnerships with key government bodies and potential funding sources will also need to be achieved.

It should be noted that the Framework Plan is the overarching tool that establishes the preferred future land use, building design, public realm, transport and infrastructure directions for the Town Centre. Further detailed planning and design, as well as investigations will be needed to implement many of its recommendations.

7.2 Funding and partnerships

Given the extensive nature of the proposals focused on public realm and capital works initiatives, a significant amount of funding will need to be sought from various State and Federal Government sources. Therefore the potential of building strong partnerships with Government agencies and the availability of funding will be key factors in successful delivery of much of the Korumburra Town Centre Framework Plan.

VicRoads will have a significant role to play as a large proportion of the project's initiatives involve Commercial Street and the 'dog-leg'. The South Gippsland Shire Council will also need to continue to be proactive in facilitating development in the Town Centre. The Framework Plan relies on a number of major projects, including a major chain supermarket and community hub, being developed within the Town Centre. These need to be achieved in order to secure a strong and viable basis for most of the public realm initiatives that are recommended in the Framework Plan.

7.3 Statutory Planning

It is recommended that following consultation on the draft Framework Plan and consideration of submissions that Council formally adopt the Framework Plan. A planning scheme amendment should then be prepared to implement the recommendations of the Framework Plan into the South Gippsland Planning Scheme. The amendment should introduce the following changes to the Planning Scheme.

Local Policy

Clause 21.04-5 Korumburra was recently introduced / amended as part of the implementation of the Township Structure Plan. This clause makes reference to the broader township environs as well as the Town Centre itself and includes Framework Plans for both. Given the location of this policy within the Municipal Strategic Statement, it provides the overall strategic directions for the township, including the Town Centre

- Clause 21.04-5 Korumburra should be amended to refer to the Framework Plan's key directions and initiatives and to replace the existing Framework Plan with that proposed in the KTCFP.

Zoning

While no zone changes are specifically recommended as part of the implementation of the Framework Plan, the following discussion is provided in regard to the existing and future zoning of land in the Town Centre.

Reformed Zones

The Victorian planning zones have been reformed to ensure that they are still relevant and adequately reflect the aspirations of all Victorians. New and amended zones have now been approved by the Minister for Planning and are proposed for gazettal into the Victoria Planning Provisions by 1 July 2013. The zone reforms have simplified requirements, allowed a broader range of activities to be considered and improved the range of zones to better manage growth.

Commercial Zones

Five existing commercial zones are to be consolidated into two zones: Commercial 1 Zone and Commercial 2 Zone. The Commercial 1 Zone (C1Z) is the appropriate zone for retail and commercial activities and is essentially the same as the Business 1 Zone (B1Z). The C1Z promotes vibrant mixed-use commercial centres for retail, office, business, entertainment and community uses, as well as residential uses at densities complementary to the role and scale of the commercial centre.

- The C1Z should replace the B1Z as currently applied to the Town Centre.

The stated purpose of the Commercial 2 Zone (C2Z) suggests that the zone is for a mix of offices and light industry. However, bulky goods retailing and trade supplies are the main purpose of the B4 Zone which is to be rolled into the C2Z. The new C2Z will allow, with a permit, a small supermarket of up to 1,800 sq m and supporting shops up to 500 sq m. Small shops will only be allowed as of right when they accompany a supermarket – either on adjacent land or on the same lot. There is no land within the Town Centre or more broadly the township that would be covered by the C2Z.

Mixed Use Zone

Council has requested specific consideration of the Mixed Use Zone (MUZ), which is currently applied to primarily civic / community uses at the southern end of Bridge Street and the periphery of the Town Centre on Mine Road. According to the South Gippsland Planning Scheme, the MUZ has been applied to areas on the periphery of the commercial centre of Korumburra to encourage residential opportunities close to the Town Centre.

The purpose of the MUZ is to enable a range of residential, commercial, industrial and other uses which complement the mixed use function of the locality, providing housing at higher densities, which responds to the existing or preferred character of an area. Under the zoning reforms, the likely application of the MUZ is in areas with a mix of residential and non-residential development; in local neighbourhood centres undergoing renewal and around train stations, where appropriate. The MUZ, will allow without a permit a small shop of up to 150sqm without a permit. A permit can be applied for a larger shop, such as a supermarket.

- Land on Bridge Street be retained in the MUZ as this reflects the mix of civic, community, retail and residential uses that are present.
- The MUZ applied to Mine Road, should be retained given the mix of uses within this area. However, strong policy support should be provided in Clause 21.04-3 to ensure that major retail uses, such as a supermarket, are directed to the Town Centre and not to this out-of-centre location.

Residential Zones

The existing residential zones are to be adjusted. The proposed General Residential and Residential Growth Zones will allow shops and food and drink premises up to 100 sq m and offices up to 250 sq m to be developed with a permit if they are within 100 m of a commercial zone and on the same street as the properties in a commercial zone. This will allow the extension of activity centres beyond their present boundaries.

- The consequences of these proposed residential zoning changes for Korumburra Town Centre are relatively minor relatively as few opportunities for retail development in residential streets exist.

Overlays

Other than changes to the Public Acquisition Overlay (PAO) recommended as part of the Parking Strategy, consider the application of PAO on the corner of Little Commercial and Bridge Streets to enable future open space provision. However, review and implementation of the South Gippsland Heritage Strategy 2004 is a recommended action and this would result in amendments to the Heritage Overlay, as related to the Town Centre.

7.4 Action plan

Two 'highlight' action tables are provided below, with the 'full' Implementation Plan included afterwards. Each table includes suggestions for:

- **The Project Driver** – the community group/s, organisation/s or Council team/s most appropriate to take on the role (or a stage) for starting, undertaking and/or completing an action.
- **Other stakeholders** – the community group/s, organisation/s or Council team/s that may:
 - Share responsibility for the action or which can be a partner in progressing the action (or funding for the action; or
 - May be consulted in relation to any stages of the action. (Note: some consultation may be compulsory - e.g. VicRoads and VicTrack - and some may be for the purpose of adding value or increasing the level of engagement or ownership) and

- **Anticipated time frames**, for starting or carrying out the action. The time frames are defined as:
 - *Ongoing (any time from now through to long term)*
 - *Immediate short term (within 12 months of Council's adoption of the Framework Plan)*
 - *Short term (1 to 3 years)*
 - *Medium term (4 to 8 years)*
 - *Long term (9-15 years+)*
- **Anticipated implementation cost**, for delivering the action (**Disclaimer:** *The cost range and assessment below are indicative only and is not underpinned by any accurate measurement of projects and should not be relied upon*).

The implementation costs are defined as:

- *Very low (less than \$100,000)*
- *Low (between \$100,000 to \$250,000)*
- *Medium (between \$250,000 to \$1 million)*
- *High (between \$1 million to \$5 million)*
- *Very high (more than \$5 million)*

Highlight Actions 1: Priority action (Table 01)

The following actions are recommended as priorities because they could create immediate change without compromising long-term actions. Their implementation would 'kick start' community interest and ownership, tourism opportunities and development in the Town Centre (refer to Table 01 on page 45-46).

TABLE 01: PRIORITY ACTION					
No.	Initiatives/ Actions	Project driver	Other stakeholders	Anticipated time frame	Anticipated Implementation cost
P-1	Planning Scheme Amendment to implement the recommendations of the Framework Plan into the South Gippsland Planning Scheme This includes: <ul style="list-style-type: none"> ▪ Revision of Objectives, Strategies and Actions in relevant clauses ▪ Inclusion of the KTCFP as Reference document ▪ Revision of zones and overlays including a Design and Development Overlay ▪ Introduction of Design and Development guidelines 	Council Strategic Planning Unit	Korumburra and district community	Immediate short term	Low
P-2	<ul style="list-style-type: none"> ▪ Consultation and development of Town Centre branding theme ▪ Design, preparation and installation/publication of advertising material and signage etc. 	<ul style="list-style-type: none"> ▪ Potential place-making manager ▪ Korumburra Community Development Association ▪ Korumburra Business Association 	<ul style="list-style-type: none"> ▪ Korumburra community ▪ Council's Economic Development and Tourism Team ▪ Council's Community Strengthening Team ▪ Council's Engineering team ▪ Prom Country Regional Tourism ▪ Korumburra and District Historical Society ▪ Potential Korumburra Arts Council 	Immediate short term	Low
P-3	Develop Korumburra Town Centre official website and smart phone application to enable better marketing of local businesses and to facilitate up-to-date community events.	<ul style="list-style-type: none"> ▪ Potential place-making manager ▪ Korumburra Community Development Association ▪ Korumburra Business Association 	<ul style="list-style-type: none"> ▪ Korumburra community ▪ Council's Economic Development and Tourism Team ▪ Council's Community Strengthening Team ▪ Council's Engineering team ▪ Prom Country Regional Tourism ▪ Korumburra and District Historical Society ▪ Potential Korumburra Arts Council 	Short term to Medium term (varies with item, e.g. complete signage installation may require several funding stages)	Very low
P-4	Prepare detailed designs and install gateway signage at identified key locations.	Council's Engineering team	VicRoads	Short term	Low

No.	Initiatives/ Actions	Project driver	Other stakeholders	Anticipated time frame	Anticipated Implementation cost
P-6	Investigate and implement alternative line marking for single through -lane continuity and removal of merging/widening changes along the South Gippsland Highway from vicinity of intersections with King St through to John St	<ul style="list-style-type: none"> Council's Engineering team Council's Strategic Planning team 	<ul style="list-style-type: none"> Korumburra Business Association Korumburra Community Development Association Korumburra community VicRoads 	Immediate short term – short term	Low
P-7	Prepare detailed designs for traffic calming treatments and pedestrian safety improvement options (including informal road crossings), for example: <ul style="list-style-type: none"> Removal of parking spaces on Bridge St in dog-leg section Pavement outstands to increase safety of informal pedestrian crossings Modification of vehicle entry/exit options into Little Commercial St and Bridge St Expansion of central median on Bridge Street and creation of a central pedestrian refuge area Modified line marking Centre entry along the entire 'dog-leg' surface? Raised threshold treatments at pedestrian crossing points, consistent crossing treatments (matched crossovers etc) 	<ul style="list-style-type: none"> Council's Engineering team VicRoads 	Strategic Planning team	Short term	Medium

Highlight Actions 2: Quick- fix actions (Table 02)

The following actions are ones that would be relatively cheap and quick to implement, especially if project 'champions' volunteer to step up and take them on, **OR** are already progressing through the grants process. These are the actions described as 'low-hanging fruit' (refer to Table 02 on page 46-47).

No.	Initiatives/ Actions	Project driver	Other stakeholders	Anticipated time frame	Anticipated Implementation cost
Q-1	Improve amenity and safety of railway pedestrian underpass (signage, lighting, painting, landscaping).	<ul style="list-style-type: none"> South Gippsland Tourist Railway Council's Parks and Gardens team 	<ul style="list-style-type: none"> VicTrack Regional Development Victoria Korumburra and District Historical Society Council's Strategic Planning team 	Immediate short term	Low
Q-2	Burra Blue Street Blitz (Paint bottom section of street verandah posts, street seats, bin posts etc through the Town Centre with Burra Blue paint).	<ul style="list-style-type: none"> Korumburra Business Association Council's Engineering/Assets team 	<ul style="list-style-type: none"> Community groups e.g. Rotary, Lions, Apex, Men's Shed, Youth groups, football club 	Immediate short term	Low
Q-3	Work with the owners of any vacant premises to secure spaces for temporary 'pop-up' shops or display spaces (eg. for school artwork). Note: Consider linking to existing significant events (swap meet, ag show etc) and to marketing initiatives.	<ul style="list-style-type: none"> Korumburra Business Association Korumburra Community Development Action Association 	<ul style="list-style-type: none"> Shop owners Local schools Milpara House Education Centre Gippsland Gippsland TAFE Creative Gippsland South Gippsland Arts Network Potential Korumburra Arts Council Yooralla Catering Prom Country Regional Tourism Korumburra & District Historical Society Real Estate agents 	Immediate short - term to ongoing	Low

No.	Initiatives/ Actions	Project driver	Other stakeholders	Anticipated time frame	Anticipated Implementation cost
Q-4	Establish a local produce store within the Town Centre (permanent or pop-up).	<ul style="list-style-type: none"> Project Champion 	<ul style="list-style-type: none"> South Gippsland Food Network Grow Lightly South Gippsland Burra Foods Council's Sustainability team 	Immediate short - term to ongoing	Medium
Q-5	Lobby VicRoads for a reduced speed limit on Commercial Street and Bridge Street	<ul style="list-style-type: none"> Council's Engineering team Council's Strategic Planning team 	<ul style="list-style-type: none"> Korumburra Business Association Korumburra Community Development Association Korumburra community VicRoads 	Immediate short - term to ongoing	Low
Q-6	Investigate and implement alternative line marking for single through -lane continuity and removal of merging/ widening changes along the South Gippsland Highway from vicinity of intersections with King St through to John St.	<ul style="list-style-type: none"> Council's Engineering team Council's Strategic Planning team 	<ul style="list-style-type: none"> Korumburra Business Association Korumburra Community Development Association Korumburra community VicRoads 	Immediate short term – short term	Low
Q-7	Create and market an annual Events and Festival Calendar to encourage creativity and street activity within the Town Centre (such as on existing events in the town with significant associated visitation).	<ul style="list-style-type: none"> Project Champion Korumburra Business Association 	<ul style="list-style-type: none"> Korumburra Community Development Action Association Organisers of existing significant events (show, swap meet, busker's festival, Coal Creek special events etc) 	Immediate short term	Low
Q-8	Line mark and / or sign the existing designated caravan parking area within Little Commercial Street as being designated for caravan parking.	<ul style="list-style-type: none"> Council's Engineering/Assets team Council's Works team 	-	Immediate short term	Very low
Q-9	Establish a Korumburra community-based Arts Council.	<ul style="list-style-type: none"> Korumburra and district community Project Champion 	<ul style="list-style-type: none"> Rotary Club of Korumburra South Gippsland Arts Network Council's Community Strengthening Team Milpara House 	Immediate short term	Low
Q-10	Use Korumburra Primary School fence and Korumburra Showgrounds fences for temporary /pop up art and cultural displays (Consider Burra Blue link).	<ul style="list-style-type: none"> Korumburra Primary School Korumburra Showgrounds Committee 	<ul style="list-style-type: none"> Schools Milpara House Potential Korumburra Arts Council 	Immediate short term to Ongoing	Low
Q-11	Brighten up Town Centre with yarn-bombing/guerrilla knitting etc (Consider Burra Blue link).	<ul style="list-style-type: none"> Schools Korumburra Country Women's Association Project Champion Craft businesses Youth groups 	<ul style="list-style-type: none"> Korumburra community 	Immediate short term	Low
Q-11	Apply for Council community grants for arts, heritage and culture projects.	<ul style="list-style-type: none"> Community organisations in Korumburra 	<ul style="list-style-type: none"> Community Strengthening team Council's Grants Officer 	Immediate short term	Low

Implementation Plan by Key Direction categories

A comprehensive Action Plan sets out in the context of designed carrying out the Key Directions and Initiatives identified in the Framework Plan. The Plan is not exhaustive or exclusive.

The actions that are in colour-highlighted boxes are high priority, and should be undertaken as soon as partnerships with relevant agencies are formed, decisions/agreements are reached and funding becomes available. However for various reasons, for example their ability to be influenced by Council or the community, or their cost, it is recognised that they are not necessarily able to be undertaken in the short term

Direction 1: Strengthen the Retail Role and Serve Local Catchment					
Initiative	Actions	Project driver	Other stakeholders	Anticipated time frame	Implementation cost
1.1	Work with the West Gippsland Regional Library Corporation and the landowners of adjoining sites to facilitate site consolidation, and attraction and delivery of a major chain supermarket.	<ul style="list-style-type: none"> Council's Engineering/Assets team Council's Strategic Planning team Council Economic Development Team 	<ul style="list-style-type: none"> Landowners West Gippsland Regional Library Corporation 	Immediate short term to medium term	Medium
1.2	Investigate the need to acquire the adjoining residential property on King Street to facilitate better access to the car parking area and future loading area on Little Commercial Street. (Link to masterplan for Little Commercial St - Initiatives 1.5, 6.2, 6.3, 7.2, 7.3).	<ul style="list-style-type: none"> Council's Engineering/Assets team Council's Strategic Planning team 	<ul style="list-style-type: none"> Landowners 	Short term to Medium term	Medium
1.3	Undertake a feasibility assessment regarding the potential to redevelop the Senior Citizens site and adjoining land as a secondary supermarket option.	<ul style="list-style-type: none"> Council's Engineering/Assets team Council's Strategic Planning team 	<ul style="list-style-type: none"> Landowners Korumburra Senior Citizen Club 	Long term	Medium
1.4	Establish a local produce store within the Town Centre (permanent or pop-up).	<ul style="list-style-type: none"> Project Champion 	<ul style="list-style-type: none"> South Gippsland Food Network Grow Lightly South Gippsland Burra Foods Council's Sustainability team 	Immediate short - term to ongoing	Medium
1.5	Progressively apply for project grants (e.g. Putting Locals First, Street life Victoria, Council's Community Grants Program etc) to fund masterplans and/or undertake projects to implement relevant actions from the KTCFP, for example: <ul style="list-style-type: none"> Streetscape masterplan (Commercial St and Little Commercial St) Coordinated wayfinding / tourism/ image/ gateway signage Contract employment of a place-making manager to guide and support economic stimulus/marketing actions such as town events calendar One-on-one tailored small business training (including service, presentation, access and online retailing etc) 	<ul style="list-style-type: none"> Korumburra Business Association Korumburra Community Development Action Association Council's Community Strengthening team Council's Economic Development and Tourism team Council's Strategic Planning team (Note: Not for profit organisations and private businesses can apply directly in their own right) 	<ul style="list-style-type: none"> Regional Development Victoria Small Business Victoria 	Immediate short term to Ongoing	Low
1.6	Undertake projects to stimulate economic, activity in Korumburra, for example: <ul style="list-style-type: none"> Town Centre branding, Town Centre colour palette, Town marketing and advertising One-on-one tailored small business training (including service, presentation, access and online retailing etc) 	<ul style="list-style-type: none"> Project champions Shop owners and operators Korumburra Business Association Korumburra Community Development Action Association 	<ul style="list-style-type: none"> Council Economic Development & Tourism team Council's Community Strengthening Team Small Business Victoria Milpara House 	Immediate short - term	Medium
1.7	Celebrate the extensive collection of op shops (Potential to link to heritage and arts trails- initiative 11.2).	<ul style="list-style-type: none"> Service providers associated with Op shops/ Op shops managers 	<ul style="list-style-type: none"> Korumburra Business Association Prom Country Regional Tourism 	Medium - term	Low
1.8	Redevelopment of identified under used and vacant land in the Town Centre.	<ul style="list-style-type: none"> Real Estate agents Landowners Korumburra Business Association Korumburra Community Development Action Association Developers 	<ul style="list-style-type: none"> Economic Development and Tourism team Council's Statutory Planning team Council's Strategic Planning team 	Immediate short – term to ongoing	Low

Direction 1: Strengthen the Retail Role and Serve Local Catchment (continued)					
Initiative	Actions	Project driver	Other stakeholders	Anticipated time frame	Implementation cost
1.9	Cooperatively extend of business trading hours in the Town Centre. For example: <ul style="list-style-type: none"> Develop and operate a roster of 'like businesses' to take turns opening for extended hours into the evenings, on weekends, during school holidays and during peak summer tourism season Link to events calendar - initiative 10.4 	<ul style="list-style-type: none"> Business owners/operators Korumburra Business Association 	-	Short - term	Low
1.10	Set up a business mentoring program.	<ul style="list-style-type: none"> Business owners/operators Korumburra Business Association 	<ul style="list-style-type: none"> Council's Economic Development and Tourism team Small Business Victoria 	Short term to ongoing	Low
Direction 2: Improve Diversity/ Balance of Activities on Either Side of Commercial Street					
Initiative	Actions	Project driver	Other stakeholders	Anticipated time frame	Implementation cost
2.1	Relocate low-intensity industrial / serviced based activities on the north-east side of Commercial Street to more appropriate locations (e.g. outside the Town Centre, Korumburra Industrial Estate).	<ul style="list-style-type: none"> Business owners/operators 	<ul style="list-style-type: none"> Landowners Council's Strategic Planning team Council's Statutory Planning team Council's Economic Development and Tourism team Real Estate agents 	Medium to long-term	Medium
2.2	Prepare a detailed master plan for integrated tourism and recreation facilities, and re-configured parking on the south-west side of the railway station (Refer to Initiatives 6.1, 7.3).	<ul style="list-style-type: none"> Council's Engineering/Assets team 	<ul style="list-style-type: none"> Council's Economic Development and Tourism team Council's Strategic Planning team 	Short term	Low
2.3	Implement masterplan (Initiative 2.2).	<ul style="list-style-type: none"> Council's Engineering/Assets team South Gippsland Tourist Railway 	<ul style="list-style-type: none"> VicTrack South Gippsland Tourist Railway Owners of adjacent properties 	Short to long term	Low
2.4	Expand the range of uses, facilities and services at the Railway Station. For example: <ul style="list-style-type: none"> Tourism facilities Council services Commence collaborative discussions with VicTrack and the South Gippsland Tourist Railway regarding the potential to expand tourism and community uses (including a Council services facility) at the railway station.	<ul style="list-style-type: none"> South Gippsland Tourist Railway 	<ul style="list-style-type: none"> VicTrack Prom Country Regional Tourism Council's Economic Development and Tourism team 	Short – term to Ongoing	Low
2.5	Locate new public toilets on south side of Commercial St (Potentially integrated into the future Community Hub or future supermarket development- initiative 1.1).	<ul style="list-style-type: none"> Council's Engineering/Assets team 	<ul style="list-style-type: none"> Property developers Council's Statutory Planning team Council's Strategic Planning team 	Medium to Long term	Medium
Direction 3: Well- Located and Integrated Community Services					
Initiative	Actions	Project driver	Other stakeholders	Anticipated time frame	Implementation cost
3.1	Continue to engage with the West Gippsland Library Corporation to determine the pros and cons of establishing the library off the 'main street'.	<ul style="list-style-type: none"> Council's Community Services Directorate 	<ul style="list-style-type: none"> West Gippsland Regional Library Corporation 	Ongoing	Medium
3.2	Engage with the community and key stakeholders regarding the design, siting and layout of the new community hub.	<ul style="list-style-type: none"> Council's Community Strengthening team 	<ul style="list-style-type: none"> Community Service Operators West Gippsland Library Corporation Council's Strategic Planning team Korumburra Community Development Action Association Korumburra & district community 	Short - term	Medium
3.3	Prepare and implement detailed plans for the redevelopment of Little Commercial Street involving dedicated outdoor event spaces, open space areas, reconfigured parking and access arrangements, and pedestrian footpaths and crossing points, as recommended in the Framework Plan. (Link to other actions for Little Commercial St – Initiatives 1.5, 5.2, 6.2, 6.3, 7.2, 7.3, 12.2).	<ul style="list-style-type: none"> Council Engineering/Assets team Council's Strategic Planning team 	<ul style="list-style-type: none"> Landowners Business owners/operators Korumburra & district community 	Short to medium – term (potentially in stages)	Medium
3.4	Investigate option of a Council services facility co-located with other community services, for example as part of the Community Hub, Library redevelopment or railway station renewal.	<ul style="list-style-type: none"> Council's Strategic Planning team Council's Economic Development & Tourism team Council's Community Services Directorate 	<ul style="list-style-type: none"> West Gippsland Regional Library Corporation Community Service Operators VicTrack 	Short – term to Ongoing	Low

Direction 4: Celebrate the Traditional Qualities, Scale and Character of the Town Centre					
Initiative	Actions	Project driver	Other stakeholders	Anticipated time frame	Implementation cost
4.1	Apply to Heritage Victoria for a grant to employ a contract Heritage Advisor to design and implement a range of projects to support enhancement of heritage assets in the Town Centre, for example: <ul style="list-style-type: none"> Preparing Design and Development Guidelines. Reviewing Town Centre assets identified in the South Gippsland Heritage Study or suitable to be added to the study. Preparing heritage-related planning scheme amendment documentation. Providing free advice to property owners and business owners/operators. Assisting with development of a heritage trail and heritage identification signage projects. Developing an appropriate heritage colour palette for heritage assets and buildings in the vicinity of heritage assets. Developing community educational material to assist with the maintenance, renovation, reuse, adaptation and redevelopment of properties in the Town Centre that have heritage value or are located in the vicinity of properties with heritage value. 	<ul style="list-style-type: none"> Council's Strategic Planning team 	<ul style="list-style-type: none"> Council's Grant's officer Council's Statutory Planning team 	Short - term	Low
4.2	Review and implement the recommendations of the <i>South Gippsland Heritage Strategy 2004</i> .	<ul style="list-style-type: none"> Council's Strategic Planning team Potential contract Heritage Advisor 	<ul style="list-style-type: none"> Heritage Victoria Regional Development Victoria Korumburra and District Historical Society 	Short to Medium term	Low
4.3	Prepare and publish educational material (electronic and/or brochures). Encourage conservation, reuse and adaption of heritage places and to assist with the maintenance, renovation and redevelopment of properties in the Town Centre that have heritage value or are located in the vicinity of properties with heritage value.	<ul style="list-style-type: none"> Council Strategic Planning team Potential contract Heritage Adviser 	<ul style="list-style-type: none"> Korumburra and District Historical Society Property owners Business owners/operators 	Short - term	Low
4.4	Take up opportunities for window display training.	<ul style="list-style-type: none"> Business owners/operators (including op shops and associated service providers) Korumburra Business Association 	<ul style="list-style-type: none"> Council Economic Development Unit Milpara House Small Business Victoria 	Short - term	Low
4.5	Reinstate traditional verandahs and continuous weather protection.	<ul style="list-style-type: none"> Property owners Business owners/operators 	<ul style="list-style-type: none"> Korumburra Business Association Heritage Victoria Council's Building team Council's Statutory Planning team Council's Strategic Planning team 	Ongoing	Low
4.6	Initiate discussions with the landowners of the Service Station at the corner of Bridge and Commercial Streets regarding relocation and redevelopment potential.	<ul style="list-style-type: none"> Council's Strategic Planning team 	<ul style="list-style-type: none"> Landowner 	Medium – Long term	Medium
4.7	Remove or relocate the large open shed structure (currently located to the south side of the carriage storage shed) to a less intrusive location to potentially accommodate future development.	<ul style="list-style-type: none"> Council's Strategic Planning team South Gippsland Tourist Railway 	<ul style="list-style-type: none"> VicTrack 	Short - medium term	Medium
4.8	Prepare design guidelines for Town Centre gateway entry sites, including the Library.	<ul style="list-style-type: none"> Council's Strategic Planning team 	<ul style="list-style-type: none"> Landowners VicTrack Council's Statutory Planning team 	Short term	Low
4.9	Establish a public Town Centre artwork program. Consider working with local artists and crafts persons, and students to establish this program.	<ul style="list-style-type: none"> Council's Community Strengthening team Potential Korumburra Arts Council 	<ul style="list-style-type: none"> Shire Youth Council South Gippsland Arts Network Council's Engineering/Assets team Property owners Business owners/operators Schools Milpara House Korumburra community 	Short - medium term	Low
4.10	Establish a colour palette for the Town Centre (refer to initiatives 1.6, 4.1, and 11.4).	<ul style="list-style-type: none"> Council's Strategic Planning team Potential contract Heritage Adviser Potential Place-making Manager 	<ul style="list-style-type: none"> Korumburra and District Historical Society Property owners Business owners/operators 	Short term	Low

Direction 5: Protect And Reinforce The Scenic Qualities Of The Town Centre					
Initiative	Actions	Project driver	Other stakeholders	Anticipated time frame	Implementation cost
5.1	Undertake a comprehensive street landscaping program based on the Street Landscaping Plan and other details provided in the Framework Plan. (Prioritize Commercial, Radovick and Bridge Streets as first stages of this program).	<ul style="list-style-type: none"> Council's Parks and Gardens Unit Council's Engineering/Assets team 	<ul style="list-style-type: none"> VicRoads Korumburra Business Association Property owners Business owners/operators South Gippsland Landcare Network Korumburra Community Development Action Association Korumburra community 	Short to medium term (in stages and as part of operational maintenance)	Medium
5.2	Increase outdoor dining opportunities and other street-based business activities as appropriate. (Link to other actions for outdoor dining opportunities - Initiatives 5.3, 6.4, 11.6 and 12.2).	<ul style="list-style-type: none"> Business owners/operators Korumburra Business Association 	<ul style="list-style-type: none"> Council's Environmental Health team Council's Economic Development and Tourism team Council's Local Laws team Council's Community Strengthening team (Access and Inclusion) 	Ongoing	Low
5.3	Prepare detailed design plans for each identified open space area identified /strategic viewpoint location.	<ul style="list-style-type: none"> Council's Engineering/Assets team 	<ul style="list-style-type: none"> Property and business owners in vicinity Korumburra community Prom Country Regional Tourism 	Short – medium term	Low
5.4	Progressively implement design plans for open spaces and strategic view locations. Order of priority: 1. Italian Social Club open space 2. Little Commercial Street open space	<ul style="list-style-type: none"> Council Engineering /Assets Team Council's Parks and Gardens & Depot teams 	-	Short - Medium term	Low
Direction 6: Create 'Green' Linkages Within And Around The Town Centre					
Initiative	Actions	Project driver	Other stakeholders	Anticipated time frame	Implementation cost
6.1	Provide landscaped terracing at and around the entrance of railway underpass	<ul style="list-style-type: none"> Council Parks and Gardens Unit South Gippsland Tourist Railway 	<ul style="list-style-type: none"> VicTrack 	Immediate short - term	Low
6.2	A detailed masterplan for redevelopment of Little Commercial St precinct. <ul style="list-style-type: none"> Apply for grant funding and prepare a detailed masterplan for the reconfiguration and redevelopment of Little Commercial Street. The masterplan should incorporate stages of development with a focus on the first stage being the top-of the town end. Apply for funding and implement the masterplan (Link to other actions for Little Commercial St – Initiatives 1.5, 3.3, 5.2, 6.3, 7.2, 7.3 and 12.2).	<ul style="list-style-type: none"> Council Engineering/Assets Team Strategic Planning Team 	<ul style="list-style-type: none"> Landowners Korumburra community 	Short to medium – term Short to long term	Low
6.3	Prepare and implement a detailed masterplan for a multi-functional gathering space on Radovick Street. (Link to other actions for Radovick St – Initiatives 7.2 and 12.1).	<ul style="list-style-type: none"> Council Engineering Council Strategic Planning team Council Recreation, Parks and Gardens Units 	<ul style="list-style-type: none"> VicRoads 	Short to medium term	Medium
6.4	Prepare and implement detailed designs for the pocket parks. Undertake land acquisition process for private own land for the pocket parks (Refer to Initiatives 5.3, 5.4, 11.6, and 12.2).	<ul style="list-style-type: none"> Council's Engineering/Assets Team Council's Assets Team Council's Strategic Planning team 	<ul style="list-style-type: none"> VicRoads Council's Parks and Gardens Team Council's Community Strengthening team Landowner 	Short to medium term Medium to long- term	Medium
6.5	Undertake a comprehensive street landscaping enhancement program based on the principles of the Street Landscaping Plan and other information in the Framework Plan (Refer to Initiatives 1.5, 3.3, 5.1, 6.2, 6.3, 6.6, 7.1, 7.4, 7.5, 9.1).	<ul style="list-style-type: none"> Council Parks and Gardens Team 	<ul style="list-style-type: none"> VicRoads 	Short to medium - term	Medium
6.6	Prepare and implement detailed plans for Commercial Street and Little Commercial Street based on the guidelines in the Framework Plan (Refer to Initiatives 1.2,1.5, 3.3, 5.4, 7.1 to 7.5, 8.3, 8.4, 8.8, 9.4, 9.5, 11.6 and 12.2).	<ul style="list-style-type: none"> Council's Engineering/Assets team, Council's Parks and Gardens team and Works team 	<ul style="list-style-type: none"> Council's Strategic Planning team 	Short to medium - term	Medium
6.7	Explore opportunities for community gardens within public open space areas, particularly the future Community Hub and the Railway Station.	<ul style="list-style-type: none"> Project Champions 	<ul style="list-style-type: none"> Council's Community Strengthening team Council's Sustainability team Education Centre Gippsland Korumburra Horticultural Society South Gippsland Tourist Railway VicTrack South Gippsland Sustainability Network 	Short to medium - term	Low

Direction 7: Improve Pedestrian Access, Amenity And Legibility					
Initiative	Actions	Project driver	Other stakeholders	Anticipated time frame	Implementation cost
7.1	Improve and formalise existing pedestrian connections between Little Commercial Street and Commercial Street.	<ul style="list-style-type: none"> Council Engineering/Assets team 	<ul style="list-style-type: none"> Landowners Business owners/operators SPAusNet (power poles blocking access) 	Short - term	Medium
7.2	Investigate opportunities to provide additional mid-block pedestrian connections between Little Commercial Street parking areas and Commercial Street.	<ul style="list-style-type: none"> Council Engineering, Strategic Planning & Property Unit Council's Strategic Planning team Developers Council's Statutory Planning team 	<ul style="list-style-type: none"> Landowners Business owners/operators 	Medium - term	Low
7.3	Prepare and implement detailed plans for the redevelopment of Little Commercial Street involving reconfigured parking and access arrangements, and pedestrian footpaths and crossing points, as recommended in the Framework Plan (Link to other actions for Little Commercial St – Initiatives 1.5, 3.3, 5.2,6.2, 6.3, 7.2 and 12.2).	<ul style="list-style-type: none"> Council Engineering, Strategic Planning & Property Unit 	<ul style="list-style-type: none"> Landowners 	Short - term	Medium
7.4	Prepare detailed streetscape masterplans for Commercial Street, Radovick Street and Bridge Street providing for pedestrian crossing points and the public realm upgrades identified in the Framework Plan.	<ul style="list-style-type: none"> Council Engineering Team Council Strategic Planning Team Council Parks and Gardens Unit 	<ul style="list-style-type: none"> VicRoads 	Short to medium term	Low
7.5	Implement streetscape masterplans, in the following order of priority: <ol style="list-style-type: none"> Commercial Street Radovick Street Bridge Street 	<ul style="list-style-type: none"> VicRoads Council Engineering Unit 	-	Medium - term	High
7.6	Improve the appearance and perception of safety within the underpass (Refer to Initiatives 2.2, 6.1).	<ul style="list-style-type: none"> South Gippsland Tourist Railway 	<ul style="list-style-type: none"> Council's Engineering/Assets team VicTrack 	Immediate short term	Low
Direction 8: Reduce The Impacts Of High Traffic Volumes And Heavy Vehicle Movements					
Initiative	Actions	Project driver	Other stakeholders	Anticipated time frame	Implementation cost
8.1	Reduce vehicle speed through the Town Centre by: <ol style="list-style-type: none"> Lobbying VicRoads to review the speed limit through the Town Centre; and Implementing a 40kph time variable speed limit on the South Gippsland Hwy from King St to John St. (Includes electronic speed sign installation). 	<ul style="list-style-type: none"> Council Executive Leadership Team Council's Engineering/Assets team 	<ul style="list-style-type: none"> VicRoads Strategic Planning team 	Immediate short – term	Low
8.2	Investigate and implement treatments to increase safety of pedestrians using informal crossings on Bridge St. For example: <ul style="list-style-type: none"> Expand the existing central median on Bridge Street and create a central pedestrian refuge area to enable safe and comfortable pedestrian crossing. Introduce raised threshold treatments at pedestrian crossing points. Install kerb outstands Remove parking spaces in the dog-leg section of Bridge St 	<ul style="list-style-type: none"> Council Engineering Unit 	<ul style="list-style-type: none"> VicRoads 	Short - term	High
8.3	Investigate opportunities to use excess pavement areas for public open space areas.	<ul style="list-style-type: none"> Council Engineering/Assets team Council's Strategic Planning team 	<ul style="list-style-type: none"> VicRoads Council's Parks and Gardens team 	Short to Medium term	Medium
8.4	Investigate realignment options for the Bridge St dog-leg if required for heavy vehicle safety while maintaining the Framework Plan's principles of traffic calming, pedestrian safety and amenity, and town character.	<ul style="list-style-type: none"> VicRoads 	<ul style="list-style-type: none"> Council Engineering/Assets team Council's Strategic Planning team Adjacent landowners 	Long term	Very high
8.5	Investigate re-configuration options for Commercial Street and determine the most suitable configuration (Refer to Initiative 7.4).	<ul style="list-style-type: none"> Council Engineering Unit Strategic Planning 	<ul style="list-style-type: none"> VicRoads 	Short - term	Very high

Direction 8: Reduce The Impacts Of High Traffic Volumes And Heavy Vehicle Movements (continued)					
Initiative	Actions	Project driver	Other stakeholders	Anticipated time frame	Implementation cost
8.6	Investigate signalisation of the Radovick and Commercial Street intersection (combined with initiative 7.4 as relates to Commercial Street and initiative 8.5). (Consider options for simultaneously linking signal sequence or relocating existing signalised pedestrian crossing). Install traffic signals (for vehicle and pedestrian movement) if appropriate.	<ul style="list-style-type: none"> Council's Engineering/Assets team Council's Strategic Planning team 	<ul style="list-style-type: none"> VicRoads 	Short to medium– term Long- term	High
8.7	Based on the Framework Plan guidelines identify, formalise and sign access routes and parking facilities for recreational long vehicles (campervans, caravans, boat trailers etc) approaching the Town Centre from north, south, east and west.	<ul style="list-style-type: none"> Council's Engineering/Assets team 	<ul style="list-style-type: none"> VicRoads Council's Strategic Planning team 	Short – term and as required in association with other parking/traffic movement changes	Low
8.8	Line mark and / or sign the designated caravan parking area within Little Commercial Street as being designated for caravan parking.	<ul style="list-style-type: none"> Council Engineering Unit 	-	Short - term	Low
8.9	Investigate options for alternative and improved access arrangements to the proposed caravan and coach parking in the vicinity of the existing public toilets of Commercial Street.	<ul style="list-style-type: none"> Council's Engineering/Assets team 	<ul style="list-style-type: none"> VicRoads Council's Strategic Planning team 	Medium to Long term	Medium
8.10	Provide new toilet facilities in the immediate vicinity of the existing caravan parking (Combined with Initiatives 2.4, 8.7 and 8.10).	<ul style="list-style-type: none"> Council Engineering Unit 	-	Medium to Long term	Medium
Direction 9: Equitable Access For All To The Town Centre					
Initiative	Actions	Project driver	Other stakeholders	Anticipated time frame	Implementation cost
9.1	As part of the streetscape masterplans to be prepared for Commercial, Radovick and Bridge Street ensure: <ul style="list-style-type: none"> Bike parking for cyclists is planned at key convenient nodes and consolidated with other streetscape infrastructure such as rubbish bins and bench seating Access routes and / or sealed shoulders for cyclists are provided Mobility scooter access and parking is similarly planned 	<ul style="list-style-type: none"> Council's Engineering/Assets team Council's Community Strengthening team 	<ul style="list-style-type: none"> Korumburra community 	Short – term	Medium
9.2	Designate and implement a dedicated shared pedestrian/ cycle route from the train station to Coal Creek (Consider links to Heritage and Fitness trails- Initiatives 1.7, 4.1, 11.2, 11.3, 12.3).	<ul style="list-style-type: none"> Council Engineering/Assets team Council's Community Strengthening team 	<ul style="list-style-type: none"> Korumburra community 	Medium to Long term	Low
9.3	Locate (sign and enforce) short term (less than 1- 2 hours) parking in close proximity to key pedestrian links and in peak parking demand areas (i.e. the Post Office).	<ul style="list-style-type: none"> Council's Engineering/Assets team 	<ul style="list-style-type: none"> Korumburra Business s Association Property and business owners Council's By-Laws team 	Immediate short - term	Low
9.4	Provide unrestricted long term parking (i.e. for staff use) in locations further away from Commercial Street and other attractors.	<ul style="list-style-type: none"> Council's Engineering/Assets team 	<ul style="list-style-type: none"> Korumburra Business Association Property and business owners 	Short - term	Low
9.5	Increase (sign and enforce) disabled car parking provision on Commercial Street in close proximity to attractors for improved access.	<ul style="list-style-type: none"> Council Engineering/Assets team 	<ul style="list-style-type: none"> Property and business owners Council's By-Laws team Council's Access and Inclusion Advisory Committee Council's Community Strengthening team 	Short to medium term	Medium
9.6	Investigate the potential to provide a local community bus service linking residential areas to the Town Centre and key attractors.	<ul style="list-style-type: none"> Council's Community Strengthening team 	<ul style="list-style-type: none"> Community service providers, including Gippsland Southern Health Service 	Short to medium - term	Medium
9.7	Lobby V/Line for improvements to the existing bus stops located within the Town Centre.	<ul style="list-style-type: none"> Council's Community Strengthening team Council's Engineering/Assets team 	<ul style="list-style-type: none"> V/Line Department of Transport, Planning and Local Infrastructure 	Short – term to Ongoing	Low

Direction 10: Achieve A Unified Management And Marketing Approach					
Initiative	Actions	Project driver	Other stakeholders	Anticipated time frame	Implementation cost
10.1	Progressively apply for project grants to further develop the Korumburra Brand (E.g. Putting Locals First, Streetlife Victoria etc).	<ul style="list-style-type: none"> Council Economic Development Unit 	<ul style="list-style-type: none"> Korumburra Business Association Property and business 	Short - term	Low
10.2	Following agreement on the brand, design and install the gateway, directional and wayfinding signage as per the Framework Plan.	<ul style="list-style-type: none"> Council Economic Development Unit Engineering + Works Unit 	<ul style="list-style-type: none"> Korumburra Business Association Property and business owners 	Short – medium term	Low
10.3	Develop a business plan for the Town Centre.	<ul style="list-style-type: none"> Korumburra Business Association 	<ul style="list-style-type: none"> Business owners/operators Property owners Council Economic Development and Tourism team Small Business Victoria Council's Community Strengthening team South Gippsland Towns Network 	Short - term	Low
10.4	Create and market an annual Events and Festival calendar to encourage creativity and street activity within the Town Centre.	<ul style="list-style-type: none"> Council Economic Development Unit 	<ul style="list-style-type: none"> Korumburra Business Association 	Immediate short - term	Low
10.5	Investigate use of customer service improvement programs and establishment of a special rate scheme to generate funds for promotion and marketing of the Town Centre as required.	<ul style="list-style-type: none"> Council Economic Development and Tourism team Council's Rates team 	<ul style="list-style-type: none"> Korumburra Business Association 	Short to Medium term	Low
Direction 11: Be A Place Known For Its Art And Creativity					
Initiative	Actions	Project driver	Other stakeholders	Anticipated time frame	Implementation cost
11.1	Design and install a series of historical information/interpretative signs to highlight the Town Centre's cultural heritage and historic buildings (Refer to Initiatives 1.5,4.1,10.2,11.2).	<ul style="list-style-type: none"> Korumburra and District Historical Society Korumburra Community Development Action Association Potential contract Place-making Manager 	<ul style="list-style-type: none"> Prom Country Regional Tourism Potential contract Heritage Advisor Coal Creek Heritage Village 	Short to Medium term	Medium
11.2	Design and establish a self-guided heritage walk (brochure, app &/or wayfinding & interpretive signage, listening posts etc) within the Town Centre (Consider links to Heritage and Fitness trails- Initiatives 1.7, 4.1, 9.2 11.3, 12.3).	<ul style="list-style-type: none"> Korumburra and District Historical Society Korumburra Community Development Association 	<ul style="list-style-type: none"> Council's Community Strengthening team Coal Creek Heritage Village Prom Country Regional Tourism Potential contract Heritage Advisor Potential contract Place-Making Manager 	Short to Medium - term	Low
11.3	Promote arts & crafts themed destinations (Consider links to Heritage and Fitness trails- Initiatives 1.7, 4.1, 9.2 11.3, 12.3) linking the Town Centre with nearby and district art attractions. Consider speaking posts with audio tales, smart phone applications, Town Centre website, etc.	<ul style="list-style-type: none"> Arts & crafts businesses in the Town Centre (photography, framing, patchwork etc) and district Tourism businesses Potential Korumburra Arts Council 	<ul style="list-style-type: none"> District art/craft attractions Korumburra Country Women's Association Rotary Club of Korumburra (gallery) Coal Creek Heritage Village (gallery) Prom Country Regional Tourism 	Medium term	Low
11.4	Improve the appearance of blank walls (eg. artwork, painting or landscape treatments) Link to town colour palette and street landscaping program.	<ul style="list-style-type: none"> Property owners Business owners/managers Korumburra Business Association Korumburra Community Development Action Association 	<ul style="list-style-type: none"> Potential Korumburra Arts Council 	Short - term	Low
11.5	Engage Korumburra community in the preparation of artwork and graphic installations to displayed on blank walls.	<ul style="list-style-type: none"> Council Community Strengthening Officer 	<ul style="list-style-type: none"> Education Centre Gippsland TAFE 	Short - term	Low
11.6	Negotiate with owners of Commercial Street shops to display historic photos of Commercial Street (Consider frosted glazing and other options).	<ul style="list-style-type: none"> Korumburra and District Historical Society Potential contract Place-Making Manager 	<ul style="list-style-type: none"> Property owners Business owners/operators Potential contract Heritage Advisor 	Short - term	Low
11.7	Use Korumburra Primary School fence and Korumburra Showgrounds fence for temporary art and cultural installations.	<ul style="list-style-type: none"> Korumburra Primary School Korumburra Showgrounds Committee 	-	Immediate short term	Low

Direction 11: Be A Place Known For Its Art And Creativity (continued)					
Initiative	Actions	Project driver	Other stakeholders	Anticipated time frame	Implementation cost
11.8	Undertake arts installation projects to stimulate street activity, encourage community engagement, add colour and to support unique Town Centre character, for example: <ul style="list-style-type: none"> ▪ Art pavers or tiles installation (sell/participate) ▪ Interactive 'toy' installations in pocket parks (giant abacus, noughts & crosses etc) ▪ (Link to pocket parks and gathering space actions) 	<ul style="list-style-type: none"> ▪ Potential Korumburra Arts Council ▪ Korumburra Community Development Action Association 	<ul style="list-style-type: none"> ▪ South Gippsland Arts Network ▪ Creative Gippsland ▪ Korumburra Men's Shed ▪ Youth groups 	Short to medium term	Low
11.9	Establish a community-based Arts Council for Korumburra and district.	<ul style="list-style-type: none"> ▪ Korumburra and district community 	<ul style="list-style-type: none"> ▪ Rotary Club of Korumburra ▪ South Gippsland Arts Network ▪ Council's Community Strengthening Team 	Immediate short term	Low
11.10	Contribute events and entries to annual South Gippsland Arts and Cultural Opportunities brochure.	<ul style="list-style-type: none"> ▪ Korumburra Business Association ▪ Korumburra Community Development Action Association ▪ Potential Korumburra Arts Council ▪ Korumburra Rotary 	<ul style="list-style-type: none"> ▪ Community Strengthening team 	Immediate short term	Low
11.11	Apply for Council community grants for arts and culture projects.	<ul style="list-style-type: none"> ▪ Community organisations in Korumburra 	<ul style="list-style-type: none"> ▪ Community Strengthening team ▪ Council's Grants Officer 	Immediate short term	Low
Direction 12: Identify a Central Meeting Place for All People					
Initiative	Actions	Project driver	Other stakeholders	Anticipated time frame	Implementation cost
12.1	Budget, prepare and implement a detailed masterplan for a multi-functional gathering space on widened pedestrian footpath along Radovick Street.	<ul style="list-style-type: none"> ▪ Council's Engineering/ Assets team ▪ Strategic Planning team 	<ul style="list-style-type: none"> ▪ Council's Parks and Gardens team ▪ Council's Community Strengthening team 	Medium to Long term	Medium
12.2	Identify a series of pocket parks or meeting points along Little Commercial Street that are set into the slope at intervals to allow for both views and shop access Link to other actions for Little Commercial St – Initiatives 1.5, 3.3, 5.2, 6.2, 6.3, 7.2, 7.3).	<ul style="list-style-type: none"> ▪ Council's Engineering/Assets team 	<ul style="list-style-type: none"> ▪ Council's Parks and Gardens team 	Short term to medium term	Medium
12.3	Plan the most appropriate route for an active exercise trail connecting the Town Centre to out of centre key attractions (including showgrounds, secondary college, Coal Creek etc. Consider links to other trails actions.) Implement an exercise/fitness trail network linking the Town Centre to out of centre key attractions.	<ul style="list-style-type: none"> ▪ Council's Community Strengthening team ▪ Council's Engineering/Assets team <ul style="list-style-type: none"> ▪ Council's Community Strengthening team ▪ Council's Engineering/Assets team 	<ul style="list-style-type: none"> ▪ Recreation and sporting groups and clubs ▪ South Gippsland Secondary College 	Short to Medium term Medium to Long term	Low