

21.09 MANSFIELD TOWNSHIP

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21.09-1 Overview

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Mansfield Township has a population that is expected to grow from an estimated population of 3,120 (2011) to 4,385 in 2031. This growth will need to be supported by an additional 900 dwellings to 2031.

Mansfield Township is the only urban centre with significant growth potential and provides all major services and infrastructure for the community. Commercial and retail growth will occur within and around the shopping centre. There is a need for more industrial land to service demand.

Existing infrastructure is capable of servicing growth however there is a need to increase water storage capacity.

A diversity of housing opportunities is an important part of providing housing for all. Aged care and medium density housing will be important so the elderly can age in place. Infill development will be important.

The *Mansfield Structure Plan 2015* and the *Mansfield Commercial and Industrial Land Use Strategy 2021* form the basis for strategic directions for commercial and industrial use and development in the Mansfield township and the Mansfield Township Framework Plan and Mansfield CBD Framework Plan under this clause.

Key Issues

- Managing the residential, low density residential and rural living 'land bank'.
- Avoiding 'out of sequence' development and rezoning.
- Facilitating residential and commercial redevelopment opportunities of key strategic sites.
- Avoiding the fragmentation of the core retail uses.
- Activating High Street (West): The western section of High Street includes commercially zoned residential dwellings, vacant sites and underutilised land. Activating and strengthening the commercial function of this area via the addition of new uses and greater integration with the town centre's core commercial functions is an enduring challenge.
- Non – Main Road Commercial Uses: The Mansfield Township incorporates a number of primarily residential streets that are zoned for commercial purposes. There is a need to strategically direct and manage future commercial uses in these streets.

Objective 1 - Settlement, Housing and Character

To provide an adequate land supply to meet current and future housing needs

Strategies

- Strategy 1.1 Contain and intensify residential development within existing residentially zoned land.
- Strategy 1.2 Encourage the redevelopment of key strategic sites, infill sites and currently vacant General Residential land.

- Strategy 1.3 Discourage any proposed General Residential rezonings in the short to medium term (0-10 years).
- Strategy 1.4 Discourage any proposed Low Density Residential rezonings in the short term (0-5 years).
- Strategy 1.5 Discourage any proposed Rural Living rezonings in the medium to long term (10-20 years).
- Strategy 1.6 Ensure land south of Stoneleigh Road is protected for a long term residential growth corridor.

Objective 2 - Settlement, Housing and Character

To maintain housing affordability and increase the range of housing choices.

Strategies

- Strategy 2.1 Encourage higher density development in areas that can capitalise on existing physical and social infrastructure in proximity to the town centre, including a range of smaller dwelling sizes.
- Strategy 2.2 Encourage a range of lot sizes within new subdivisions to provide for a variety of dwelling sizes.
- Strategy 2.3 Support smaller housing options and retirement and aged care accommodation within proximity to existing social and physical infrastructure close to the town centre.
- Strategy 2.4 Encourage opportunities to increase the supply of affordable housing within the private and public sector to cater for lower income households, older people and young people who wish to remain in the town.
- Strategy 2.5 Support facilities for temporary housing to provide accommodation for workers during peak summer and winter periods.

Objective 3 - Settlement, Housing and Character

To encourage development that respects the unique character and location of Mansfield Township and protects areas of natural, environmental, architectural and cultural significance.

Strategies

- Strategy 3.1 Implement the Mansfield Heritage Survey and provide appropriate statutory protection for places of heritage significance.
- Strategy 3.2 Use the Development Plan and Design and Development overlays and environmental buffer areas to ensure that new residential development does not disrupt or restrict existing or future viable agricultural, industrial, or rural activities.
- Strategy 3.3 Ensure that new residential development protects existing environmental features, including: large stands of trees, remnant River Red Gums, native vegetation, native animal habitat and movement corridors, high points, watercourses and drainage lines.
- Strategy 3.4 Ensure new development achieves high standards of urban design, architecture and landscape architecture.
- Strategy 3.5 Encourage new subdivisions to adopt best practice in relation to walkable neighbourhoods, water sensitive urban design and other energy efficient/sustainability initiatives.

Objective 4 – Mansfield Town Centre

- To support the continued development of a vibrant High Street retail and commercial environment for the long term growth and development of Mansfield Shire.
- To provide a sustainable business environment for retail and commercial businesses.

Strategies

- Strategy 4.1 Strengthening the role of the Mansfield town centre as the Shire’s leading commercial, retail and service node.
- Strategy 4.2 Ensure use and development is consistent with the Mansfield CBD Framework Plan.
- Strategy 4.3 Encourage a range of retail and commercial opportunities in the town centre.
- Strategy 4.4 Encourage more intensive use of existing retail establishments through renovation and redevelopment.
- Strategy 4.5 Improve connectivity in the town’s centre through the use of existing mid block connections (Bank Place/ Eisners Lane) as pedestrian through ways.
- Strategy 4.6 Retain the predominant single storey built form and structure of High Street and Highett Street by limiting height to two storeys, with the upper level to be setback from the kerb.
- Strategy 4.7 Ensure new commercial development includes the use of verandahs extending to the kerb to maintain sense of character and provide pedestrian amenity.
- Strategy 4.8 Encourage signage to be designed to be proportionate to the building facade and directed to the verandah and below verandah.
- Strategy 4.9 Ensure there is full activation of retail frontages along High Street and Highett Street.
- Strategy 4.10 Supporting the growth of the town centre as an appealing tourism destination, including supporting the growth of the town’s night time and early morning economy.
- Strategy 4.11 Supporting the growth of retail uses along Maroondah Highway to the west of Highett Street.
- Strategy 4.12 Maintaining support for High Street and Highett Street as the Shire’s core commercial, retail and shopping area.
- Strategy 4.13 Supporting the growth of the township’s service sector and strengthening its identity as a service hub by supporting the development of dedicated office and service facilities in preferred locations.
- Strategy 4.14 Promoting the activation of the western section of High Street and the integration of the former Station Precinct with the town centre.
- Strategy 4.15 Continue to encourage retail, multi-tenant commercial office and large format retail uses along the town centre’s commercially zoned main road locations.

- Strategy 4.16 Support small scale single tenant office uses, education, health and recreation uses in commercially zoned residential streets while discouraging retailing in these locations.
- Strategy 4.17 Rezone the western portion of Curia Street for residential purposes.
- Strategy 4.18 Encourage the development of a services node to support the growth of the township's personal and professional services sector along the western section of High Street/Maroondah Highway.
- Strategy 4.19 Encourage the redevelopment of commercially zoned residential dwellings along High and Highett Street for commercial purposes.
- Strategy 4.20 Support the activation of the western section of High Street by encouraging the introduction of new services and commercial uses.
- Strategy 4.21 Encourage an early morning and night time economy along High Street and Highett Street.
- Strategy 4.22 Encourage the appropriate redevelopment of key strategic sites located at the former saleyards, Toyota dealership, 34 High Street, 1-7 High Street and the former sawmill.

Objective 5 - Mount Buller Road Precinct

To ensure the long term growth and evolution of the Mount Buller Precinct as the Shire's leading large format retail, wholesaling and supplies precinct.

Strategies

- Strategy 5.1 Strengthening the role of the precinct as the Shire's leading bulky goods, wholesaling location and large format commercial precinct by supporting the continued operation of the Commercial 2 Zone.
- Strategy 5.2 Minimising the long term potential for land use conflict between growing residential uses and commercial uses in and around the precinct.
- Strategy 5.3 Requiring the implementation of buffering treatments to manage the interaction between residential dwellings and the precinct's commercial uses.
- Strategy 5.4 Encourage larger-format retailing (e.g. homemaker) in the Commercial 2 zoned land on Mount Buller Road.
- Strategy 5.5 Encourage supermarket uses to locate in the core High Street shopping centre and discourage them at the Mount Buller Road commercial area.

Objective 6 – Dead Horse Lane / Lakins Road Precinct To protect the potential, development and future growth of this precinct as the Shire's Primary industrial area through protection from residential encroachment and improvements to transport infrastructure. Strategies

- Strategy 6.1 Supporting the continuity of the Dead Horse Lane industrial area as an established industrial area.
- Strategy 6.2 Supporting the rejuvenation and redevelopment of Dead Horse Lane through improved road infrastructure.
- Strategy 6.3 Implementation of buffering treatments to manage interactions between existing industrial uses and growing residential dwellings to the south of Dead Horse Lane.
- Strategy 6.4 Encourage relocation of manufacturing, construction, rural supplies and vehicle repair uses to new industrial land in Dead Horse Lane.
- Strategy 6.5 Require new development in Dead Horse Lane to maintain a suitable landscape and acoustic buffer to the residential properties to the south to reduce amenity conflicts.

Objective 7 – Tourism

To continue to promote tourism based activities, accommodation and complementary land uses.

Strategies

- Strategy 7.1 Encourage the development of quality affordable short and long term accommodation for visitors and temporary staff.
- Strategy 7.2 Encourage a mix of tourist related uses, including cafes, restaurants, accommodation and tourist related retail within High Street and the town centre.

Objective 8 – Open space and recreation

To meet the current and future recreational and sporting requirements of Mansfield Township.

Strategies

- Strategy 8.1 Ensure that any residential development / subdivision comply with open space provision guidelines.
- Strategy 8.2 Seek opportunities for provision of additional playing areas on private land as part of subdivision proposals, including utilising flood prone land that cannot be developed for urban purposes.
- Strategy 8.3 Support the ongoing role of the Mansfield Golf Course in providing sport and recreational opportunities.
- Strategy 8.4 Continue to support the use of High and Highett Street medians for public use and events.

Objective 9 – Open space and recreation

To provide a connected pedestrian and bicycle network through Mansfield Township.

Strategies

- Strategy 9.1 Improve linkages between open space reserves and key community facilities, such as schools through improved paths and trails, development of landscape themes and directional and information signage.
- Strategy 9.2 Create a linear landscaped passive park with pedestrian paths along Fords Creek connecting to existing and future planned paths.

Objective 10 – Community services and facilities

To provide a range of community and cultural facilities that are well connected and easily accessed by all members of the community.

Strategies

- Strategy 10.1 Support and consolidate health related services in the precinct surrounding Mansfield District Hospital.
- Strategy 10.2 Encourage the development of retirement and aged care accommodation with walkable access to the town centre and social infrastructure.
- Strategy 10.3 Support the sharing of facilities between education providers.

Objective 11 – Transport and access

To provide an efficient movement network for vehicles, pedestrians and cyclists.

Strategies

- Strategy 11.1 Improve the key intersection of Malcolm Street/Highton Lane in consultation with VicRoads.
- Strategy 11.2 Require new residential subdivisions to fund footpath and shared path upgrades along road frontages to improve connectivity.
- Strategy 11.3 Require new residential subdivisions adjacent to Fords Creek to set aside land along the creek for the creation of a linear shared path.
- Strategy 11.4 Provide for a long term heavy vehicle bypass.

Objective 12 – Car parking

To ensure that car parking can accommodate existing conditions and future growth.

Strategies

- Strategy 12.1 Require new retail and commercial developments to provide on-site car parking, wherever possible.
- Strategy 12.2 Upgrade the Erril Street and Nolan Street car parking areas to improve utilisation through construction, line marking and way finding signage.
- Strategy 12.3 Encourage long vehicle parking along High Street next to the tourist information centre and Mullum Mullum wetlands.
- Strategy 12.4 Access to parking should be via a secondary streets, laneways or other parking areas or minimise impacts on activated frontages of new development.

Objective 13 - Infrastructure

To ensure the provision of infrastructure services to meet current and future needs.

Strategies

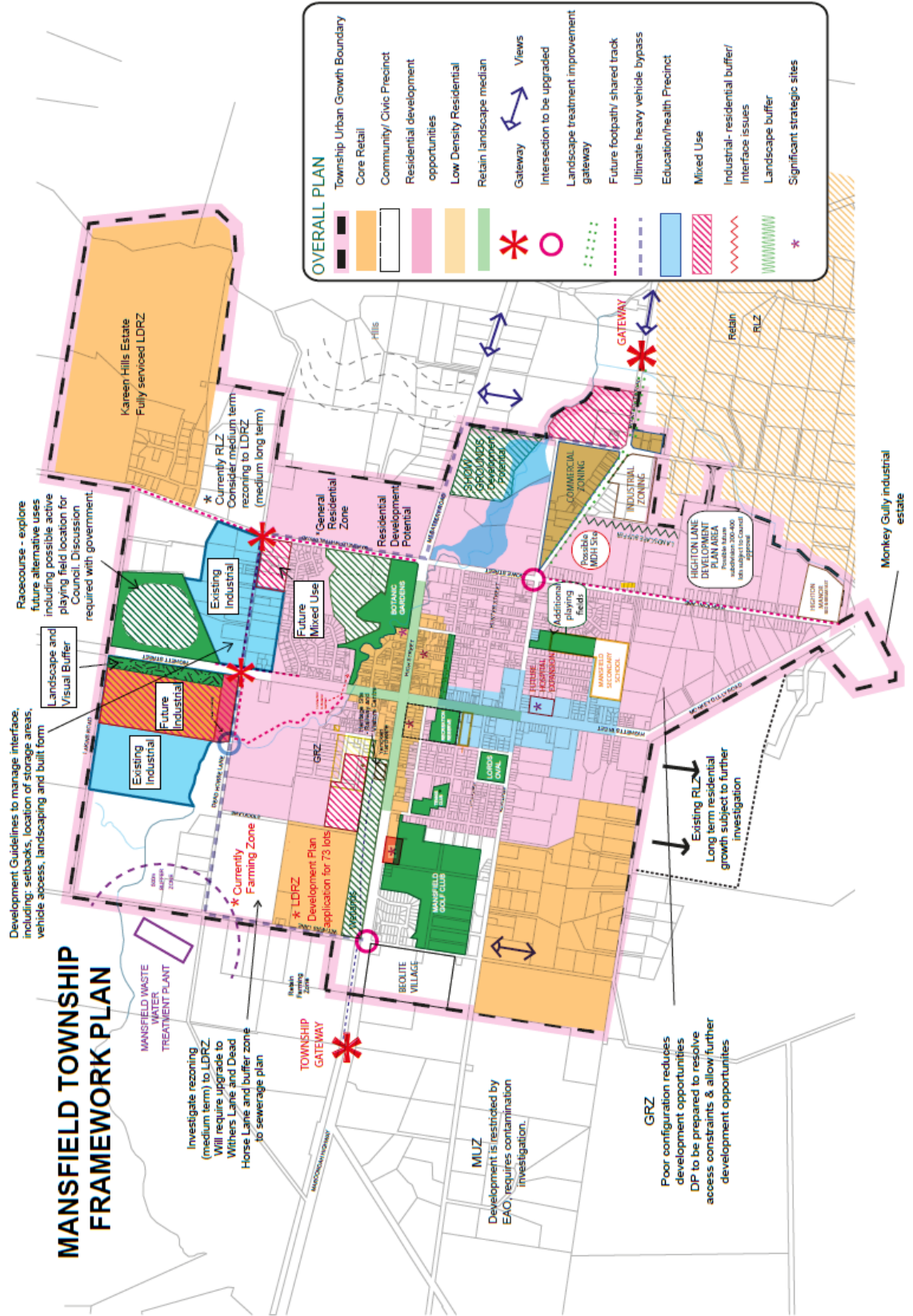
Strategy 13.1 Require development proponents to fund infrastructure upgrades through developer contributions.

Strategy 13.2 Ensure new urban development is connected to town infrastructure.

21.09-2 Further strategic work

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- Review the planning scheme provisions for the former Sawmill site and its environs to facilitate appropriate redevelopment.
 - Investigate the creation of an industrial/business park subdivision on the Lakins Road site.
 - Investigate land to the east and west of the Lakins Road depot site for long term future industrial zone.
 - Investigate the use of private and under-utilised public land within Mansfield Township for additional sports facilities and the location of events.
 - Prepare master plans for key open space areas including the co-location of facilities where possible.
 - Investigate long term opportunities in Mansfield Township to develop key heavy vehicular route alternatives to re-route large vehicle trips out of the town centre.
 - Investigate the application of the Parking Overlay and schedule to the town centre to meet future car parking demand generated by new retail, tourism and commercial development.
 - Investigate locations for a long term secure car parking area within the proximity of the town centre to accommodate parking demand generated by traders, temporary staff associated with Mount Buller and visitors.
 - Develop a stormwater and drainage management plan to guide requirements for future development and new infrastructure.
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[21.09-2 – map 1] – Mansfield Township Framework Plan

