

Kyneton Structure Plan



Kyneton Structure Plan

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Prepared for
Macedon Ranges Shire Council

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EXECUTIVE SUMMARY

This report has two parts:

PART A Presents the Structure Plan, presenting a vision for Kyneton, a range of core themes that form the foundation of the Structure Plan, and a range of principles, directions and actions to achieve the vision for Kyneton.

PART B Provides the strategic background for this Structure Plan, including an assessment of existing conditions, understanding of Kyneton's regional role and context, an analysis of land supply and demand factors, an overview of issues and findings from community and stakeholder consultation.

Structure Plan Themes

This Structure Plan provides a strategic framework comprised of the strategies that will be used to achieve the vision for the Township. These strategies are organised around the following five themes:

- Strengthening Town Character
- Community Development and 'Place-making'
- Economic Prosperity
- Transport and Access, and
- Residential Growth and Development

Issues and Actions

The major issues this Structure Plan provides direction and action for include:

- Meeting existing and emerging household needs through consolidated development
- Providing better access for all modes of transport to all members of the Kyneton community
- Consolidating and supporting key land uses, be they core retail, education, medical, agricultural or industrial uses.
- Respecting the environment, heritage and landscape setting.
- Recognising the changing social constructs and pressures facing the community.

Implementation

This Structure Plan will be implemented via a number of initiatives led by Macedon Ranges Shire Council and supported by other agencies.

A key component of implementation will be recognising the Structure Plan in the Macedon Ranges Planning Scheme via a Planning Scheme Amendment.

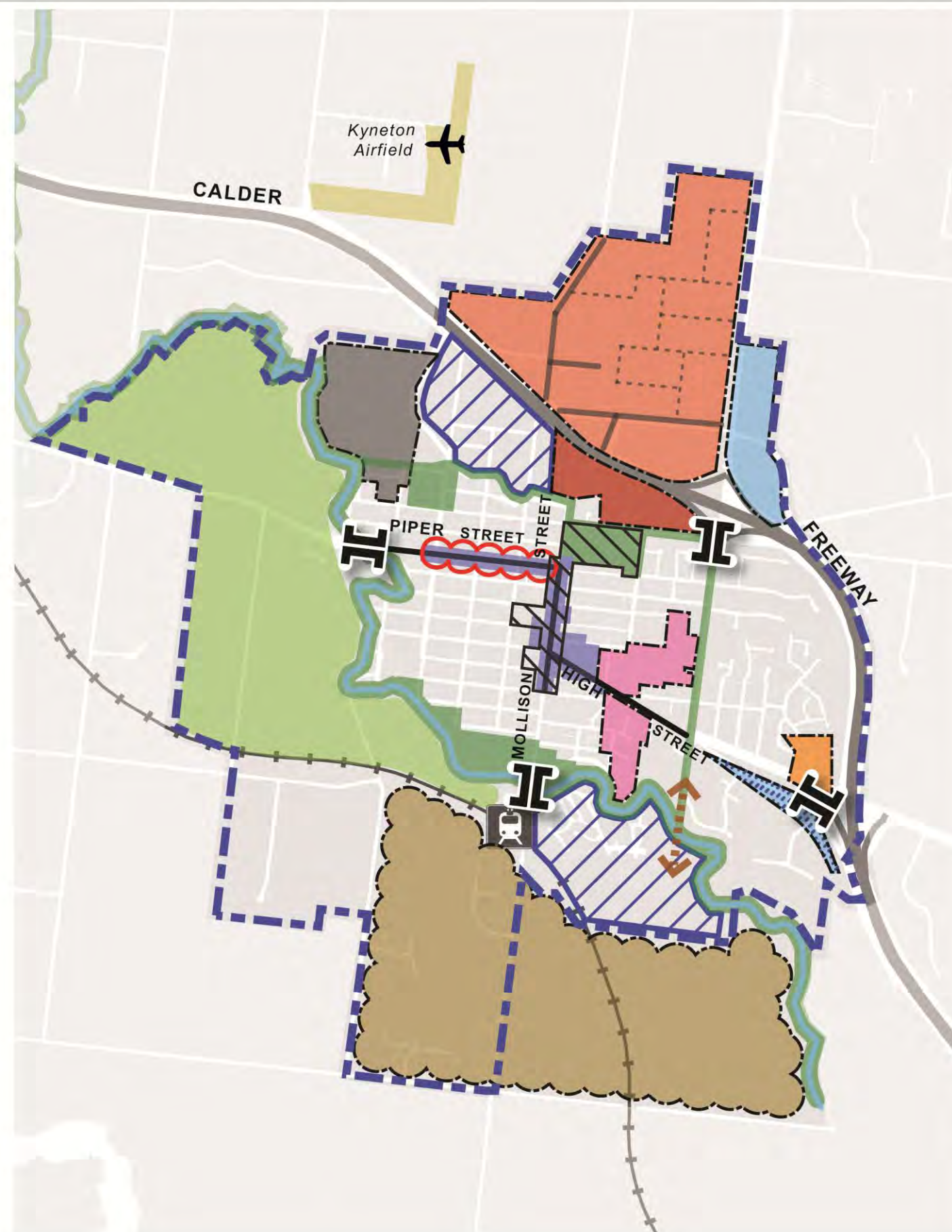
PART A

Kyneton Structure Plan












Legend

-  Structure Plan Boundary
-  Open Space, Pedestrian and Bicycle Links - Facilitate continuous walking, cycling and horse riding trails along the Campaspe River and along Post Office Creek connecting with the Botanical Gardens and Showgrounds along Edgecombe and Beauchamp Streets.
-  Equine Precinct – Support and promote equine and equine related land uses in accordance with the Macedon Ranges Equine Strategy (2012) and Kyneton Racecourse Master Plan (February 2011)
-  Light Industry – Create industrial transition area and residential buffer that provides for light industry and warehousing facilities whilst reducing conflicts with sensitive surrounding uses.
-  Education Precinct - Facilitate longer term consolidation of education facilities in an Education Precinct around Kyneton Secondary College and Sacred Heart College.
-  Industry Service Uses – Facilitate industry and trade related land uses that avoid compromising the viability of industrial areas and/or undermining the role of the town centre as the retail focus of Kyneton. Shop/supermarket use is strongly discouraged in this location.
-  Encourage orderly residential development through the application of existing/new Development Plan Overlays
-  Recognise view lines and significant landscape areas around the Campaspe River
-  Civic and Cultural Precinct Encourage activity and land use which celebrate, link and reinforce the civic and cultural core.



NTS

-  Hospital Health and Wellbeing Precinct – encourage health and wellbeing uses complimentary to the Kyneton District Health Hospital that service local and regional needs
-  Investigation Area - Area to be investigated for potential medium to long term (10 - 20 year) future residential growth having regard to the Structure Plan objectives of consolidation and supply and demand measures being met. Requires analysis of environmental, agricultural, landscape factors and protection as appropriate, and consideration of lot size and density range, existing industrial and rail uses, servicing, staging and funding matters
-  Facilitate a mix of bulky good retailing, light manufacturing industry and showroom related land uses of high amenity providing an improved gateway to Kyneton. Shop/supermarket use is strongly discouraged in this location.
-  Town Centre – Focus retail, business, tourism, civic and health and wellbeing uses in Mollison and High Streets and tourism related business in Piper Street. Encourage the redevelopment of strategic parcels of land to connect Piper Street and Mollison Street
-  Retail Tourism Precinct – encourage the function of tourism, hospitality, retail tourism and entertainment based land uses.
-  Gateway Sites – Promote high quality architecture and urban design at key gateway locations.
-  Industry and Employment Precinct – Consolidate industrial land uses in accordance with the Kyneton Industrial Master Plan (2012) [Appendix to the Structure Plan]
-  Potential future road connection
-  Kyneton Airfield

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1.0 THE KYNETON STRUCTURE PLAN

1.1 Purpose

The purpose of the Kyneton Structure Plan (Structure Plan) is to provide a planning framework for the future growth and development of Kyneton to 2036.

The key challenge for Kyneton is to identify how it plans for and manages this growth and development and at the same time protects and enhances the intrinsic qualities that make Kyneton unique and valued by its community. This Structure Plan provides an opportunity to plan for change in a way that adds to these features and provides existing and future communities with aspiration and confidence.

1.2 The Structure Plan

A Structure Plan is a land use planning tool that sets the long-term vision for the future growth and development and guides land use planning decisions to achieve that vision. It aims to achieve three main things. It:

- establishes a broad framework for growth and development,
- identifies areas for improvement, and
- outlines future actions that will be needed.

Importantly, a Structure Plan sets out a strategy for achieving the vision by setting principles, directions and actions that influence local planning policy, Council decisions and processes.

Realising a Structure Plan is a gradual process that shapes the future growth and development of the town in the short, medium and long term.

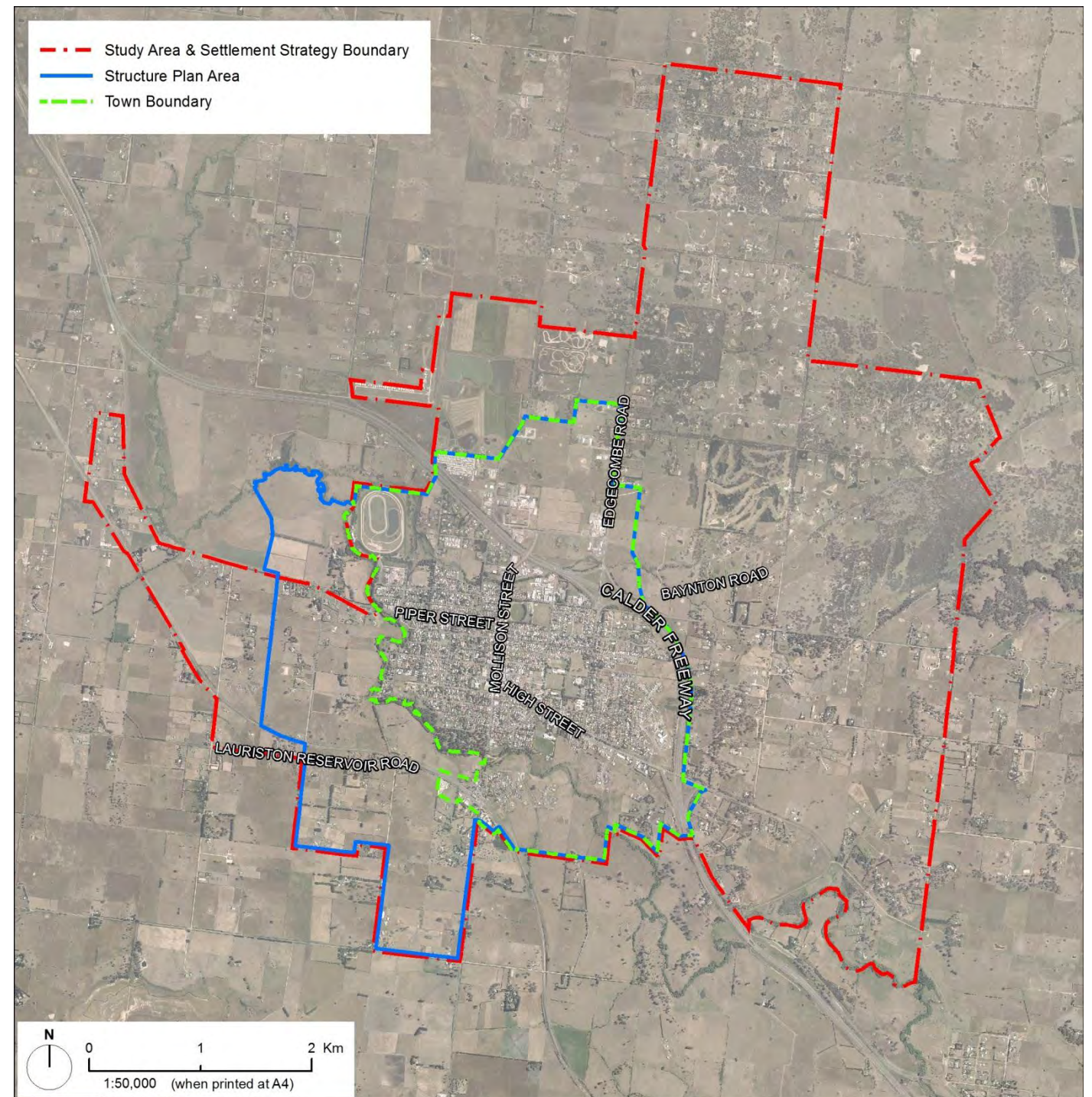
1.3 Study Area, Structure Plan Area and Town Boundary

The Study Area is the area generally bound by the Kyneton Racecourse to the west, Kyneton Airfield to the north-west, the industrial land to the north, rural living land to the east, the extent of residential land and the Calder Freeway entrance to the south-east and rural living land to the south and south-west.

The Structure Plan Area is generally bound by the industrial area to the north, Calder Freeway to the east, the southern landscapes of the Campaspe to the west and low density residential and rural living areas to the south. The Structure Plan Area reflects the principles, directions and actions relating to this Structure Plan whilst taking into account the pertinent issues from the surrounding Study Area. It is noted that the Structure Plan Boundary extends beyond the Study Area Boundary reflecting the proposal to consider the introduction of appropriate planning controls subject to a landscape and view analysis (refer Section 5.4.2).

The Town Boundary depicts the edge of the township and its urban land zonings on the north and south, the natural boundary of the Campaspe River to the west and the Calder Freeway to the east

Figure 1 Study Area, Structure Plan Area and Town Boundary



2.0 OBJECTIVES, FOUNDATION & IMPLEMENTATION

2.1 Objectives

The overall objectives of this Structure Plan are to:

- Facilitate the sustainable growth of Kyneton to a population of 8,600 people at 2036.
- Prepare policy and control mechanisms to facilitate a broader range of housing types.
- Protect the valued character of Kyneton, minimise land use conflict between industrial and residential uses, and.
- Identify land required to be rezoned for residential / business development purposes.

2.2 Foundation

This Structure Plan is set on a foundation of policy, particularly State and local planning policy drawn from the Macedon Ranges Planning Scheme. These elements provide the basis for economic, social and environmental objectives and direction.

This Structure Plan provides guidance to the community, government, business and the development industry about appropriate land use development, direction and future opportunities. It reflects community values and aspirations for the preferred growth of Kyneton identified through previous strategies and consultation on the Issues and Options Paper released in June/July 2012.

This Structure Plan has been based on recommendations and feedback from the Kyneton community, service providers and other key stakeholders and background documents including:

- *Macedon Ranges Shire Settlement Strategy (2011).*
- *Kyneton Urban Design Framework (2008).*
- *Kyneton Movement Network Infrastructure Study (2010).*
- *Macedon Ranges Landscape Character Study (2010).*
- *Kyneton Commercial Study (2009).*
- *Kyneton Racecourse Master Plan (2011).*
- *Macedon Ranges Shire Council Equine Industry Strategy (2012).*
- *Kyneton Industrial Area Master Plan (2012).*

2.3 Implementation

This Structure Plan will be implemented via a number of initiatives led by Macedon Ranges Shire Council and supported by other agencies, including State Government.

The initial and key method of implementation will be through the Macedon Ranges Planning Scheme via a Planning Scheme Amendment.

3.0 PLANNING FOR KYNETON'S FUTURE – A VISION

Kyneton's future must be sustainable – environmentally, socially and economically. A popular definition of sustainability is:

“Sustainable development meets the needs of the present without compromising the ability of future generations to meet their own needs”.

(Brundtland Report, Our Common Future (WCED, 1987: 43).

Key issues emerging from the investigations undertaken for this Structure Plan highlight a number of overarching actions that are summarised to define and achieve the vision for Kyneton. These include:

- Meeting existing and emerging household needs through consolidated development.
- Providing better access for all modes of transport to all members of the Kyneton community.
- Consolidating and supporting key land uses, be they core retail, education, medical, agricultural or industry.
- Respect for the environment, heritage and landscape setting.
- Recognition of the changing social constructs and pressures facing the community.

A Vision for Kyneton:

...to continue to build on and enhance Kyneton as a key local and regional township, building on a rich and historic character set amongst a picturesque rural and environmental landscape.

Ensure Kyneton is home to a connected and active local community, renowned and viable destination for businesses providing an attractive and inviting range of shops, services, eating places and community activities whilst retaining the distinct character, historic streetscapes and landscapes through consolidated growth.

This Vision takes into account Kyneton's past, its strengths and challenges as well as current pressures and priorities, and identifies opportunities to build on and improve these aspects through new development and growth, economic prosperity, improved transportation, enhanced community and environmental factors.

4.0 KEY STRUCTURE PLAN THEMES

The remainder of this section describes a strategic framework which is comprised of the strategies that will be used to achieve the Vision for the Kyneton. The approach to achieving the Vision of Kyneton has been broken up into the following five key themes of:

- ***Theme 1: Strengthening Town Character***
- ***Theme 2: Community Development and ‘Place Making’***
- ***Theme 3: Economic Prosperity***
- ***Theme 4: Transport and Access***
- ***Theme 5: Residential Growth and Development***

Principles, Directions and Actions have been developed under each of these themes to attain the Vision for Kyneton.

The Structure Plan and its themes also identify ‘precincts’ that are reflective of both current and future desired use and development to strengthen and protect these key elements. Specific uses may be considered in locations not identified in precincts subject to consideration of relevant planning controls and policy.

Theme 1: Strengthening Town Character

Kyneton’s character is defined by built form, public streets and spaces and the quality of the surrounding landscapes. Together with the underlying natural landscape and vistas, Kyneton’s character has evolved into the unique township that exists today. As Kyneton continues to mature, this character will evolve also, though its valued elements will need to be protected and further strengthened to ensure it remains the recognisable, liveable town it is today.

Theme 2: Community Development and ‘Place Making’

Community development and ‘Place-making’ is a key element in the ongoing evolution of Kyneton as a more prosperous, liveable, safe and sustainable place. Community development and place making is best achieved by ensuring the community’s on-going awareness and continued participation in this process and public life in general. This will enhance well-being and enable the community to celebrate its heritage and diverse cultural values.

Theme 3: Economic Prosperity

The economic prosperity of Kyneton is largely reliant on the mix of service, industry, retail and tourist-related activities that co-exist within the town. The future prosperity of Kyneton and the generation of employment are heavily reliant on the growth and development of these industries which should be promoted whilst protecting the unique urban character of the town.

Theme 4: Transport and Access

A key issue in Kyneton’s future will be how easily people can move around the town. A growing and more active place will also generate more trips increasing the need to manage transport demand. Economic and social success for the town will be founded on the provision of high-quality access by all transport modes. Access and linkages extend beyond private vehicle use into the promotion of walkability, cycling and pedestrian access in and around the Town Centre of Kyneton as well as surrounding industrial, education and residential areas. Planning should ensure those without the means to drive can also easily travel to work and to places of recreation and services without a car.

Theme 5: Residential Growth and Development

Kyneton’s future prosperity, sustainability and liveability is underpinned by the need to accommodate diverse population growth. This growth enables investment into infrastructure, respects environmentally sensitive land and contributes to the emergence of a more diverse and vibrant community life. This growth also allows for more sustainable housing to be built, for reinvestment into existing buildings and heritage, and for liveability to flourish by accommodating the changing housing needs of the existing and future community.

Principles, Directions and Actions follow for each of these five themes in order to realise the vision for Kyneton.

4.1 Strengthening Town Character

Principles

- Create a diverse, attractive regional town for residents, visitors and workers.
- Strengthen natural and visual links with the rural and environmental landscape.
- Retain a balance of historic and contemporary character.

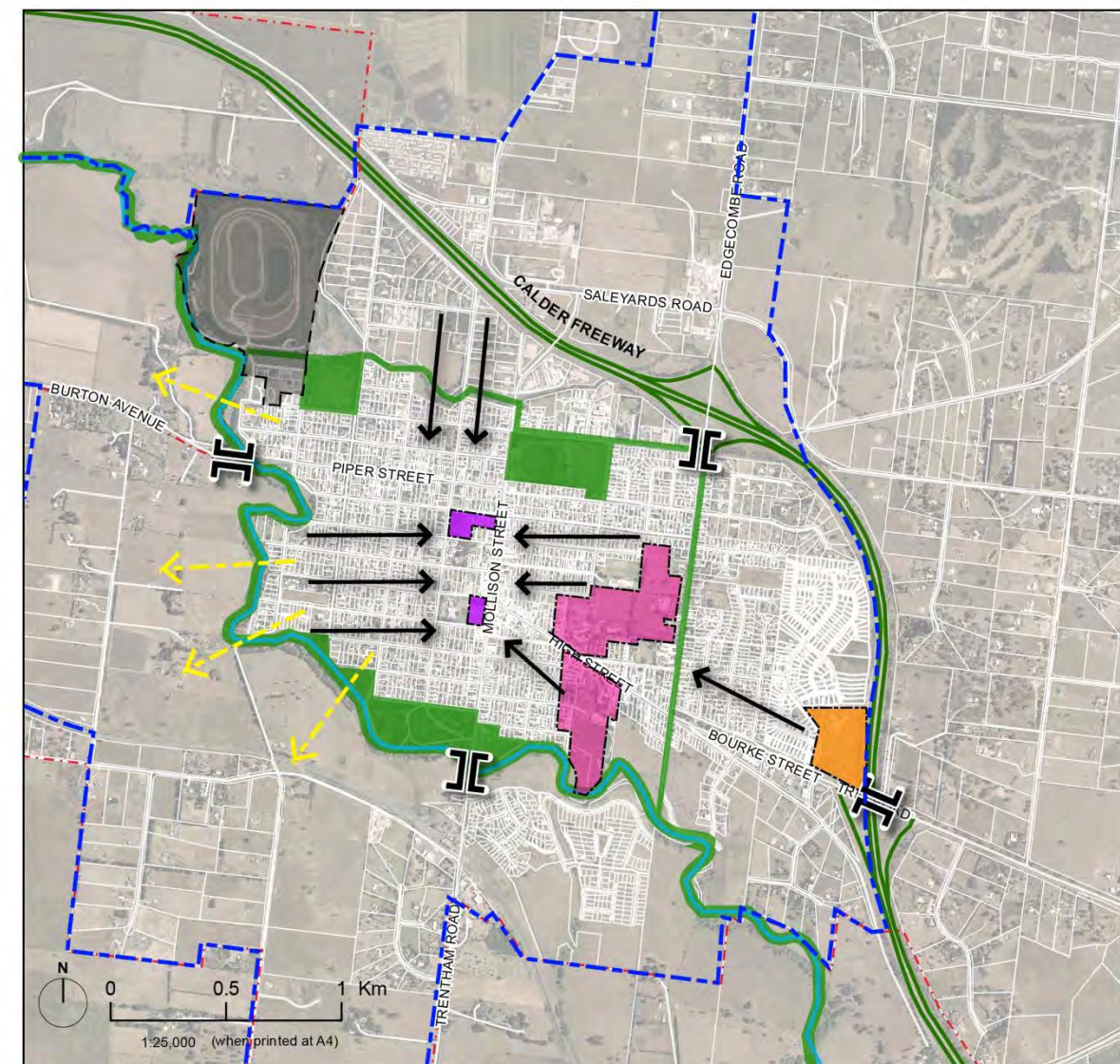
Directions

- Retain view lines between urban areas and the surrounding rural landscape, especially to the west and south across the Campaspe River valley. Similarly, create view lines to rural landscapes in new residential areas.
- Encourage streetscape tree planting that maintains and strengthens urban character by replacing like with like trees. Ensure street tree planting is a strong influence in all new streets and developments.
- Extend the grid pattern of street layouts into new subdivision areas.
- Protect and enhance areas of environmental significance, particularly riparian areas and grassy woodland in the rural living areas to the north and east of Kyneton.
- Create open space, pedestrian and bicycle linkages in and around town.
- Define uniformed building setback, site layout and built form outcomes for the character precincts identified in the Neighbourhood Character Study.
- In all new developments promote active residential frontages to promote use and safety of public spaces.
- Protect existing streetscape character through retention of street trees and bluestone kerbs.
- Promote high quality architecture and urban design at key gateway locations through implementation of the Kyneton Urban Design Framework.
- Ensure development in heritage areas maintains and enhances historic character.

Actions

- Develop policy/guidelines and planning regulations to protect/enhance areas of significant neighbourhood character.
- Develop policy/guidelines and planning regulations to ensure new residential areas reflect and incorporate the valued character attributes of Kyneton (e.g. street setbacks, subdivision patterns, view lines, streetscape character and detailing).
- Confirm the significance of view lines and significant landscape areas around the Campaspe River through further analysis and pursue protection with relevant planning controls as appropriate.
- Promote redevelopment of strategic sites with significant infill potential in a way that retains heritage buildings (where appropriate) and achieves higher yields, whilst maintaining neighbourhood character values.
- Enhance key gateway locations in accordance with the Kyneton Urban Design Framework that support high quality architecture and urban design.
- Pursue heritage protection in the planning scheme over any unprotected, recognised heritage assets.

Figure 2 Strengthening Town Character



Legend

	Open Space, Pedestrian and Bicycle Links - Facilitate a network of continuous walking, cycling and horse riding trails including along the Campaspe River, along Post Office Creek, and connecting with the Botanical Gardens and Showgrounds.		Recognise and where appropriate protect view lines and significant landscape areas around the Campaspe River
	Education Precinct - Facilitate longer term consolidation of education facilities in an Education Precinct around Kyneton Secondary College.		Improve pedestrian and bicycle linkages along main routes into the Town Centre and other precincts
	Hospital, Health and Wellbeing Precinct – encourage health and wellbeing uses complementary to the Kyneton District Health Hospital that service local and regional needs.		Gateway Site – Promote high quality architecture and urban design at key gateway locations
	Community Uses – Consolidated community uses in and around the Kyneton Mechanics Institute and Town Hall Buildings		Study Area Boundary
	Equine Precinct – Support and promote equine and equine related land uses in accordance with the Macedon Ranges Equine Strategy (2012) and Kyneton Racecourse Master Plan (February 2011)		Structure Plan Area Boundary

4.2 Community Development and 'Place Making'

Principles

- Build upon the celebrated local history, culture and diversity, including strengths in recreation, tourism and the arts.
- Create an urban environment that is a desirable place for residents and visitors.
- Provide well integrated open space and connection corridors.

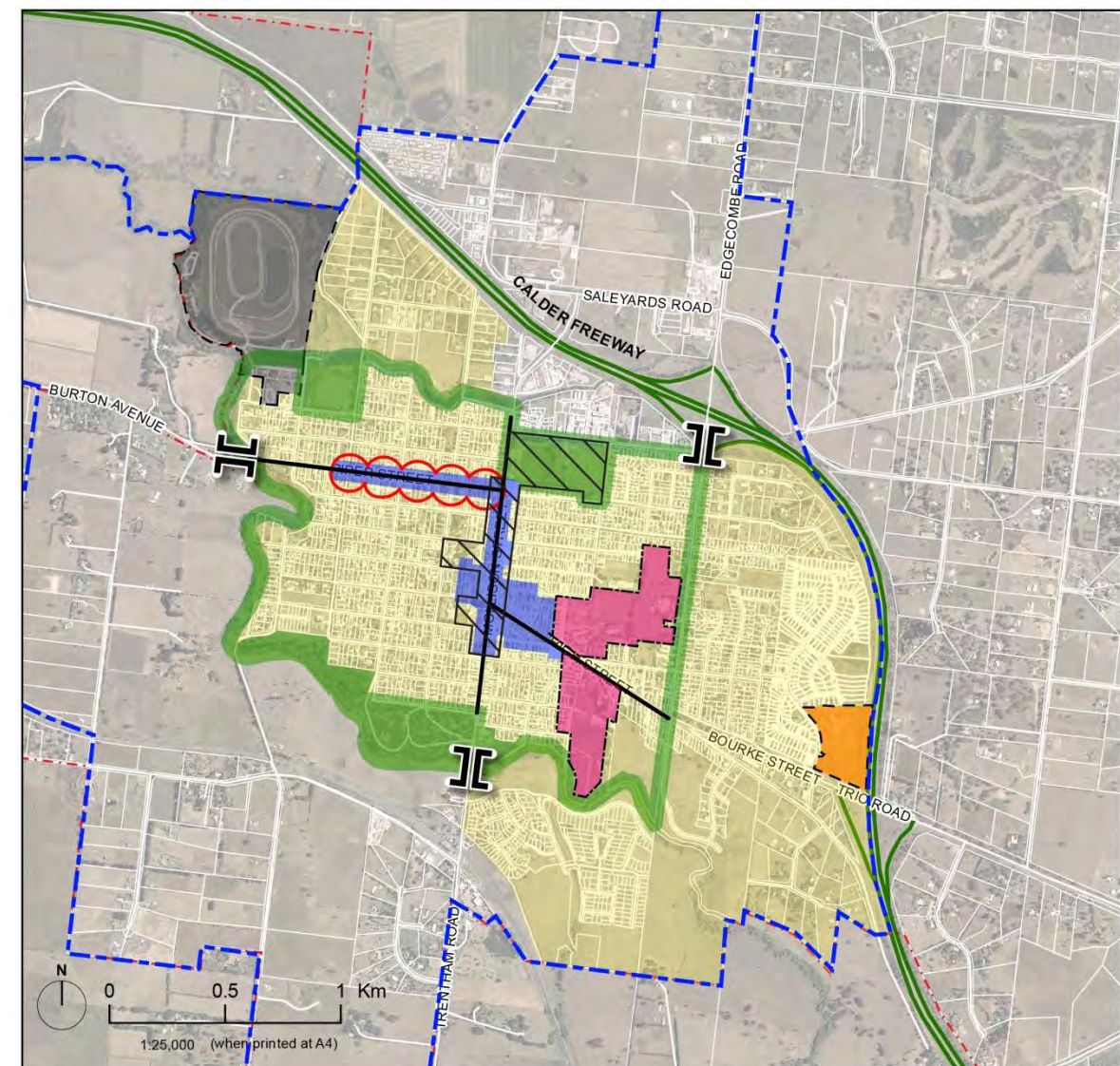
Directions

- Support diverse and responsive housing within established parts of the town which is respectful of existing/preferred neighbourhood character.
- Encourage ongoing tourism, recreation, artistic and hospitality uses.
- Create open space, pedestrian and bicycle linkages in and around the town.
- Define and encourage a community based and connected Education Precinct.
- Encourage ongoing use and development of community/civic spaces and events.
- Promote high quality architecture and urban design at key gateway locations.
- Promote the role of the Town Centre as the retail, commercial and civic core.
- Promote the development of formal and informal community hubs.
- Connect arts and cultural themes, events and activity across the township.

Actions

- Apply a Development Contributions Plan to levy funds for public infrastructure.
- Pursue funding/ partnerships with State Government and other agencies to facilitate projects.
- Facilitate longer term consolidation of education facilities in an Education Precinct around Kyneton Secondary College.
- Seek to upgrade existing community, kindergarten and maternal and child health services and facilities.
- Secure areas of open space through the planning process around the Campaspe River corridor and Post Office Creek to link areas of public open space and provide environmental corridors.
- Enhance the Kyneton Botanical Gardens, the Riverbank Walk and the banks of the Campaspe River.
- Consider opportunities to provide for a children's' playground within the proposed Kyneton Community Park with associated barbeque facilities and parking to improve access to community meeting places.
- Facilitate continuous walking, cycling and horse riding trails along the Campaspe River and along Post Office Creek connecting with the Botanical Gardens and Showgrounds along Edgecombe and Beauchamp Streets. Upgrade the existing skate park at the Kyneton Showgrounds for youth inclusion.
- Upgrade lighting at key sports facilities such as Kyneton Showgrounds for improved safety and amenity.
- Undertake ongoing assessment of community needs and services, particularly in relation to community infrastructure, health and education.

Figure 3 Community Development and 'Place Making'



Legend

	Consolidate urban development and infill into already zoned areas		Town Centre – Focus retail, business, tourism, civic and health and wellbeing uses in Mollison and High Streets and tourism related business in Piper Street. Encourage the redevelopment of strategic parcels of land to connect Piper Street and Mollison Street.
	Open Space, Pedestrian and Bicycle Links - Facilitate a network of continuous walking, cycling and horse riding trails including along the Campaspe River, along Post Office Creek, and connecting with the Botanical Gardens and Showgrounds.		Retail Tourism Precinct – encourage promote the function of tourism, hospitality, retail tourism and entertainment based land uses
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	Education Precinct - Facilitate longer term consolidation of education facilities in an Education Precinct around Kyneton Secondary College.		Study Area Boundary
	Hospital, Health and Wellbeing Precinct – encourage health and wellbeing uses complimentary to the Kyneton District Health Hospital that service local and regional needs		Structure Plan Area Boundary
			Civic and Cultural Precinct – Encourage activity and land use which celebrate, link and reinforce the civic and cultural core.

4.3 Economic Prosperity

Principles

- Grow the diverse, attractive regional town for residents, visitors and workers.
- Support viable business, industry and agricultural sectors.
- Maintain a vibrant Town Centre.

Directions

- Promote the role of the Town Centre as the retail, commercial and civic core.
- Focus retail, business and civic uses in Mollison and High Streets and tourism related business in Piper Street and encourage the redevelopment of land to connect Piper/Mollison Streets.
- Consolidate and encourage employment generating uses along Market and Ferguson Streets.
- Promote the sensitive redevelopment of underutilised land within the Town Centre to accommodate larger format commercial uses (i.e. department store and larger offices).
- In the Town Centre, increase business densities, encourage housing above/behind commercial uses, and utilise surplus land behind commercial businesses for access/parking.
- Retain built form and character in mixed residential and non-residential areas.
- Protect and promote the Kyneton Racecourse and surrounds as an Equine Precinct.
- Consolidate industry north of the Calder Freeway in accordance with the *Kyneton Industrial Master Plan* (Appendix A).
- Consolidate health related uses in the Caroline Chisholm Drive Precinct.
- Facilitate trade and showroom uses in the Bourke Street industrial area which provide a positive entry to the township and do not detract from this Gateway entry by way of inappropriate signage, built form, lighting, fencing and the like.

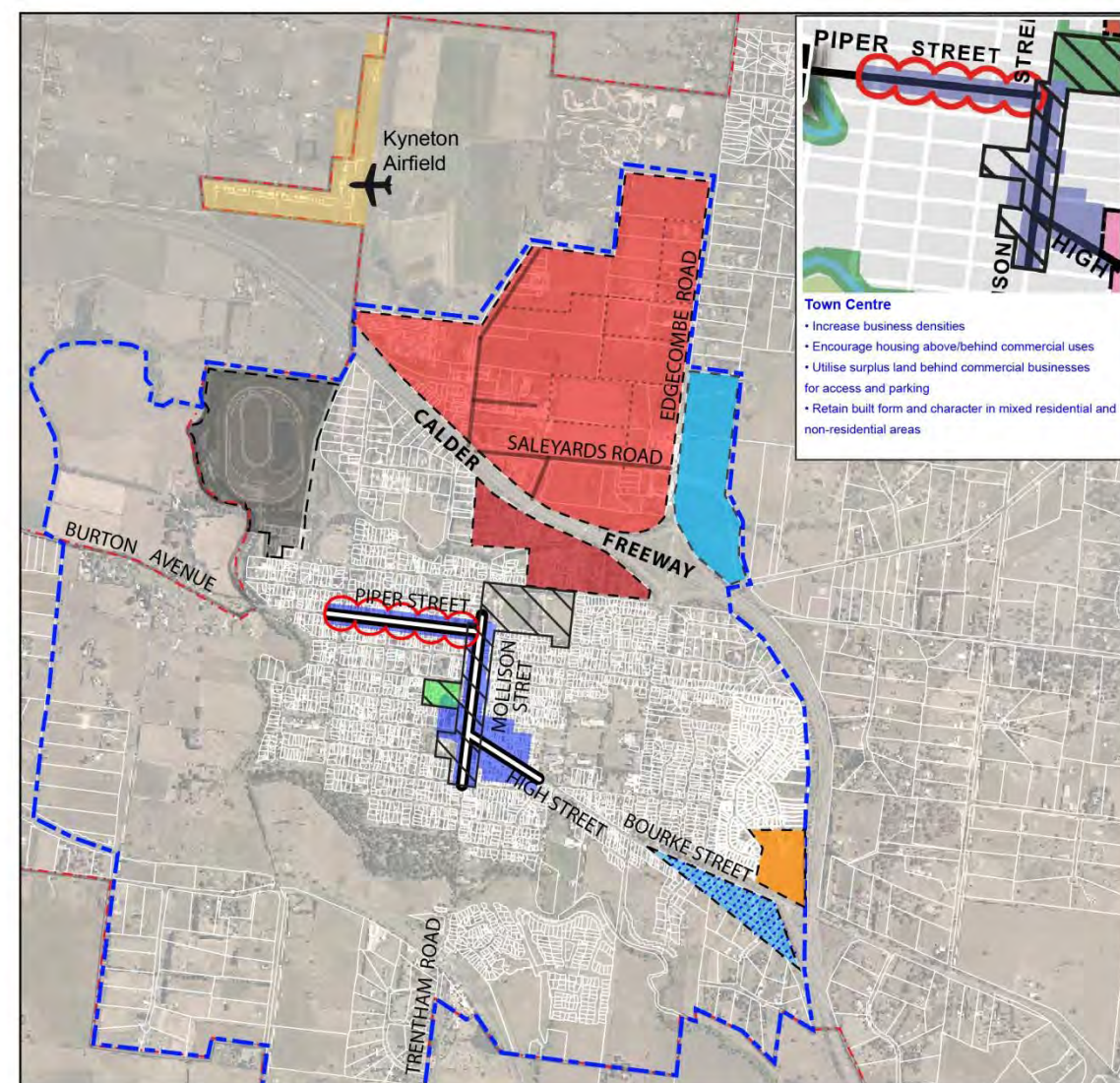
Actions

- Encourage consolidation of health/supporting uses around existing facilities in Caroline Chisholm Drive Precinct.
- Encourage consolidation of the industrial area north of the Calder Freeway (including zoning review) to maintain opportunities for Industrial 1/2 zone uses whilst avoiding land use conflicts.
- Encourage industry and trade related land uses on the eastern side of Edgecombe Road north of Calder Freeway in a way that avoids a compromise of the industrial area and or undermine the role of the town centre. Shop/supermarket use is strongly discouraged in this location.
- Review the interface of the Industrial 1 Zone precinct north of Beauchamp Street and the rezoning of this area to Industrial 3 Zone to reduce amenity conflicts. Replace the Industrial 1 Zone precinct at Wedge Street and Latrobe Street, for change to Residential 1 Zone to reduce amenity conflict and encourage infill residential redevelopment.
- Facilitate a mix of bulky good retailing, manufacturing industry and showroom related land uses of high amenity within the Bourke Street industrial area to provide improved gateway into Kyneton. A supermarket use is discouraged in this location. Adequately screen development (including signage, lighting, etc.) from the Calder Freeway and its ramp access to avoid its visibility from the Freeway. Shop/supermarket use is strongly discouraged in this location.

Facilitate ongoing and consolidated small scale commercial uses within Baynton, Ebden and Jennings Street Precinct re-using and adapting existing buildings and consistent with the neighbourhood character of the area.

- Support and promote equine and equine related land uses in accordance with the Macedon Ranges Equine Strategy (2012) and Kyneton Racecourse Master Plan (February 2011).

Figure 4 Facilitate Economic Prosperity



Legend

	Hospital, Health and Wellbeing Precinct – encourage health and wellbeing uses complimentary to the Kyneton District Health Hospital that service local and regional needs.		Industry Service Uses – Facilitate industry and trade related land uses that avoid compromising the viability of industrial areas and/or undermining the role of the town centre as the retail focus of Kyneton. Shop/supermarket use is strongly discouraged in this location.
	Equine Precinct – Support and promote equine and equine related land uses in accordance with the Macedon Ranges Equine Strategy (2012) and Kyneton Racecourse Master Plan (February 2011)		Town Centre – Focus retail, business, tourism, civic and health and wellbeing uses in Mollison and High Streets and tourism related business in Piper Street. Encourage the redevelopment of strategic parcels of land to connect Piper Street and Mollison Street
	Industry and Employment Precinct – Consolidate industrial land uses in accordance with the <i>Kyneton Industrial Master Plan</i> (2012) [Appendix A]		Retail Tourism Precinct – Encourage the function of tourism, hospitality, retail tourism and entertainment based land uses
	Facilitate office and employment generating uses along Market and Ferguson Streets		Study Area Boundary
	Light Industry – Create industrial transmission area and residential buffer that provides for light industry and warehousing facilities whilst reducing conflicts with sensitive surrounding uses		Structure Plan Area Boundary
	Facilitate a mix of bulky good retailing, light manufacturing industry and showroom related land uses of high amenity providing an improved gateway to Kyneton. Shop/supermarket use is strongly discouraged in this location.		Facilitate ongoing and consolidated small scale commercial uses within Baynton, Ebden and Jennings Street Precinct re-using and adapting existing buildings and consistent with the neighbourhood character of the area.
	Civic and Cultural Precinct – Encourage activity and land use which celebrate, link and reinforce the civic and cultural core.		

4.4 Transport and Access

Principles

- Balance the needs of pedestrians, cyclists, motorists and public transport.
- Achieve a well-connected and mobile community through all modes of transport.
- Promote access for people of all abilities having regard to operational and heritage considerations.

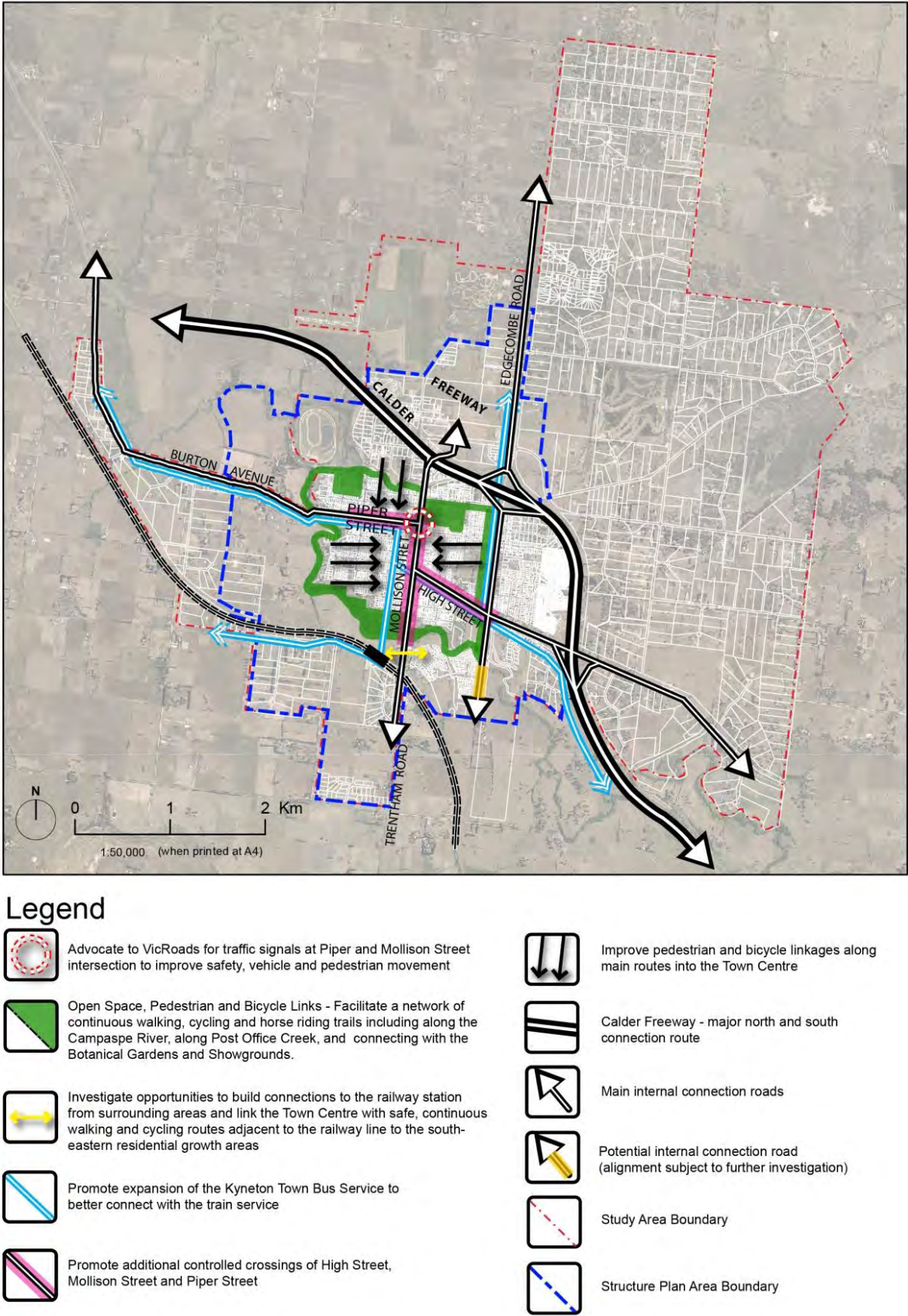
Directions

- Improve access for all modes of transport with a focus on pedestrian and bicycle movement.
- Develop key routes for cycling and pedestrians to access destinations across the township including the Town Centre, railway station, schools, hospital and employment centres, as set out in the Kyneton Movement Network Study and Council Footpath Plan.
- Investigate long term opportunities to identify key vehicular route alternatives to reroute vehicular trips that are not destined for the Town Centre.
- Create open space, pedestrian and bicycle linkages in and around town.
- Improve parking facilities around Kyneton for cars and bicycles.

Actions

- Apply a Development Contributions Plan to levy funds for transport and open space infrastructure.
- Advocate to VicRoads for traffic signals at Piper and Mollison Street intersection to improve safety, vehicle and pedestrian movement.
- Improve pedestrian and cyclist facilities along Market and Baynton Streets to create better connectivity into the Town Centre.
- Investigate opportunities to build paths to the railway station from surrounding areas and link the Town Centre with safe, continuous walking and cycling routes adjacent to the railway line to the south-eastern residential growth areas.
- Promote expansion of the Kyneton Town Bus Services to better connect with train services.
- Provide additional off-street car parking at the Council sites on Yaldwyn Street and Market Street.
- Provide traffic calming along Caroline Chisholm Drive, Bodkin, Begg and New Streets.
- Promote the provision of additional all-day car parking at the Kyneton Rail Station.
- Promote additional controlled crossings of High Street, Mollison Street and Piper Street to facilitate access between tourism retail, town centre, commercial, civic and cultural and health and wellbeing precincts.

Figure 5 Transport and Access



4.5 Residential Growth and Development

Principles

- Improve and diversify housing.
- Consolidate residential growth and development.
- Protect long term growth opportunities.
- Protect valued urban and rural character elements.

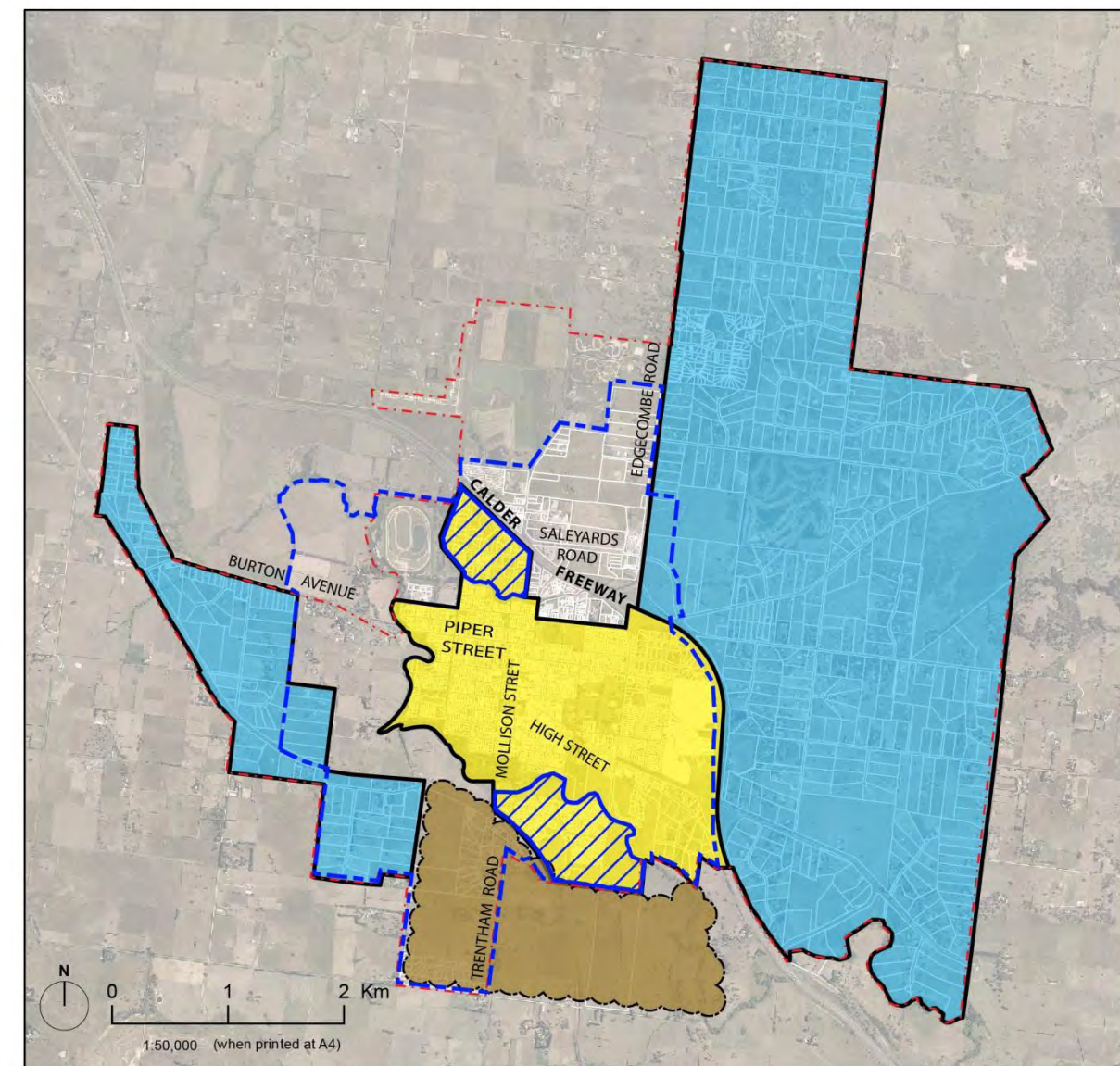
Directions

- In the short to medium-term (0 - 10 years), contain and intensify residential development within existing Residentially zoned land within the town boundary.
- Encourage housing diversity opportunities respectful of heritage values and existing neighbourhood character within 500m of the Town Centre and at strategic sites.
- Discourage ad-hoc rural living development around the periphery of the township.
- Investigate areas south of the railway station for future medium to long-term (10-20 year) future residential growth having regard to the Structure Plan objectives of consolidation and supply and demand pressures being met. Requires analysis of environmental, agricultural and landscape factors and protection as appropriate, and consideration of lot size and density range, existing industrial and rail uses, servicing, staging and funding matters.
- Subject to consolidation objectives being achieved, consider the potential of other areas for long term growth, subject to supply and demand, provision of appropriate infrastructure and assessment of relative merits.







Actions

- Levy development contributions from new Greenfield/infill development to fund infrastructure.
- Promote orderly residential infill, including housing diversity opportunities, within areas of underdeveloped Residential 1 zoned land.
- Reflect the objectives of this theme in revisions to the Local Planning Policy Framework, future Zones and Overlays.
- Nominate an area south of the railway line as an 'Investigation Area' set aside for future medium to long term (10-20 year) growth subject to the substantial achievement of consolidation objectives and having regard to the investigation matters described in the relevant Direction above.
- Monitor population growth and dwellings approvals in line with forecasts within the Study Area through a review of land-supply and demand every 5 years.
- Through the Neighbourhood Character Study, identify suitable sites and / or locations for potential housing diversity opportunities where higher density and infill development could occur with minimal off-site amenity and character impacts.
- Facilitate housing diversity opportunities within 500m of the Town Centre and at strategic sites through the recommendations of the Neighbourhood Character Study (AECOM 2012).
- Review future lot size, form and planning provisions for the DPO1 precinct affecting land between Post Office Creek and George Street.

Figure 6 Residential Growth and Development



Legend

- | | | | |
|---|---|---|---|
|  | Consolidate urban development within existing zoned areas of the township |  | Encourage orderly infill development of these areas through the existing and new Development Plan Overlay |
|  | Retain limited Rural Living Development |  | Study Area Boundary |
|  | Investigation Area - Area to be investigated for potential medium to long term (10 - 20 year) future residential growth having regard to the Structure Plan objectives of consolidation and supply and demand measures being met. Requires analysis of environmental, agricultural, landscape factors and protection as appropriate, and consideration of lot size and density range, existing industrial and rail uses, servicing, staging and funding matters |  | Structure Plan Area Boundary |

5.0 IMPLEMENTATION

The Kyneton Township Structure Plan will be implemented via a number of initiatives led by Macedon Ranges Shire Council and supported by other agencies, including State government.

The initial method of implementation will be through the Planning Scheme. This will require the preparation of a Planning Scheme Amendment to embed to the Structure Plan's strategic directions in Council's planning policy. The administration of the Planning Scheme will then influence development outcomes on the ground in terms of land use and built form.

The strategic directions of the Structure Plan will also be realised over the next 20-25 years through a wide range of ongoing supporting projects. The Structure Plan can also inform bids for grant funding for projects.

The Structure Plan will inform other Council strategies and its budgeting program, as well as those of other agencies.

5.1 The Planning Scheme

The planning policy framework includes:

- State Planning Policy Framework (SPPF).
- Local Planning Policy Framework (LPPF).
- Zones.
- Overlays.

Implementation of the Kyneton Township Structure Plan will result in amended strategic policy direction within the Macedon Ranges LPPF, the rezoning of some areas of land, and the introduction of new overlays.

5.2 Local Planning Policy Framework

Changes to the LPPF will be critical in terms of establishing the strategic directions for Kyneton and providing guidance for the exercise of related discretionary planning controls. These strategic planning directions will be given effect via changes to the Municipal Strategic Statement (MSS) (Clause 21).

The existing MSS municipal wide objectives and strategies generally provide a sound foundation for many of the strategic planning directions for Kyneton. The following Local Planning Policies are also generally complementary to the strategic planning directions for the Kyneton Township Structure Plan:

- 22.03 Catchment Management and Water Quality Protection
- 22.05 Environmental Management Guidelines
- 22.06 Vegetation Protection
- 22.10 Wildfire Risk
- 22.11 Heritage

- 22.14 Calder Freeway and Calder Highway Environs
- 22.20 Agricultural Landscapes
- 22.23 Design of Industrial and Commercial Development

Proposed changes to the LPPF to recognise Kyneton Structure Plan

Apart from updating the MSS, Clause 22.02-4 *Kyneton Township* will be rewritten to include the strategic planning directions for Kyneton and provide policy to guide discretion to implement the *Principles, Directions* and *Actions* as detailed in the Structure Plan.

Zones and Overlays

The following sections set out currently anticipated changes to zones and overlays. These are proposals only at this stage and it may be that the statutory tools to be used are altered or that particular sites are included or excluded from the areas currently proposed for change.

New Zones:

It is noted that the Victorian Government has recently concluded its review of the existing zones in the Victoria Planning Provisions and has now released a suite of new or modified residential, commercial and industrial zones for implementation by local government. The zone reforms seek to:

- simplify requirements
- allow a broader range of activities to be considered
- improve the range of zones to better manage growth.

Whilst recognising the potential for zoning changes, the Kyneton Structure Plan uses existing zoning references as the new zones are yet to be introduced.

The Structure Plan, by providing land use direction within key precincts of Kyneton, and the Neighbourhood Character Study can assist Council in the application of these new zones within Kyneton.

5.3 Zones

A number of zone changes are proposed to facilitate changes in land use in accordance with the vision and objectives of this document.

These changes to zoning, along with changes to the LPPF, are intended to reflect the strategic intent of the Kyneton Town Structure Plan to ensure land use and development should support these directions.

The proposed re-zonings are identified in **Figure 7** and outlined below. In other areas, the current zoning was considered to support the strategic directions of the Structure Plan.

5.3.1 Beauchamp Street Industrial Area

Industrial 1 Zone land within the area generally bound by Beauchamp Street, the Calder Freeway and Mollison Street as well as land immediately west of Mollison Street should be rezoned to Industrial 3 Zone to reduce conflicting land use and amenity impacts and provide a transition to abutting Residential 1 Zone land.

5.3.2 Latrobe Street Industrial Area

Industrial 1 Zone land bound by Latrobe Street, Wedge Street, Powlett Street and Brocklebank Drive / Post Office Creek should be rezoned to Residential 1 Zone to reduce conflicting land use and amenity impacts and provide for residential infill development within close proximity to Town Centre. Rezoning of this land is subject to additional assessment into soil contamination as per *Ministerial Direction No. 1*.

5.3.3 Former Kyneton Pool Site

Rezone the former Kyneton Pool Site from Public Park and Recreation Zone to Residential 1 Zone to facilitate consolidated residential development of this site. Rezoning of this land is subject to additional assessment into soil contamination as per Ministerial Direction No. 1.

5.3.4 Northern Industrial Area

Consistent with the *Kyneton Industrial Master Plan (2012)*[Appendix A], Industrial 2 Zone land at the corner of Saleyards Road and Edgecombe Road should be rezoned to Industrial 1 Zone as this intensive industry zone is no longer required.

Industrial 1 Zone land north of the existing abattoir should be rezoned to Industrial 2 Zone to consolidate the opportunity for heavier industry within this precinct whilst remaining beyond the threshold distance to sensitive land uses. Further investigation may be required to determine the suitability of these parcels of land for rezoning due to buffer and amenity impacts to industry and sensitive land uses and receptors.

5.3.5 Sacred Heart Secondary College

Sacred Heart Secondary College is predominately zoned Special Use Zone (SUZ1) for private educational and associated uses. There are, however, sections of the school that are currently in the Residential 1 Zone and should be rezoned SUZ1 to align with the school land uses.

5.3.6 Bourke Street Industrial Precinct

Rezone this precinct to Business 4 Zone to facilitate a mix of bulky goods retailing, manufacturing industry and showroom related land uses of high amenity within the Bourke Street industrial area to provide an improved gateway into Kyneton.

Figure 7 Proposed Re-zonings



5.4 Overlays

This Structure Plan supports retention of the existing overlays within Kyneton, including Heritage, Land Subject to Inundation, Environmental Audit, Vegetation Protection, Environmental Significance, and Design and Development Overlays. No changes are suggested to these overlays.

The proposed new overlays are identified in **Figure 8** and outlined below and would be implemented through a Planning Scheme Amendment.

The following proposed overlays are required to direct built form, access, character and environmental outcomes:

5.4.1 Development Plan Overlay

Prepare a new Development Plan and Overlay for the northern and larger lot Residential 1 Zone land which is generally bound by Post Office Creek to the south, the Calder Freeway to the north, Brocklebank Drive to the west and Ebdon Street to the east. This will enable the orderly development of this area with suitable infrastructure, design and access. This work should be undertaken in conjunction with the progression of the Neighbourhood Character Study and consideration of the application of the new residential zones.

5.4.2 Environmental Audit Overlay

Apply to the areas of land being rezoned to Residential 1 Zone in order to ensure that potentially contaminated land is suitable for a sensitive use which could be significantly adversely affected by contamination.

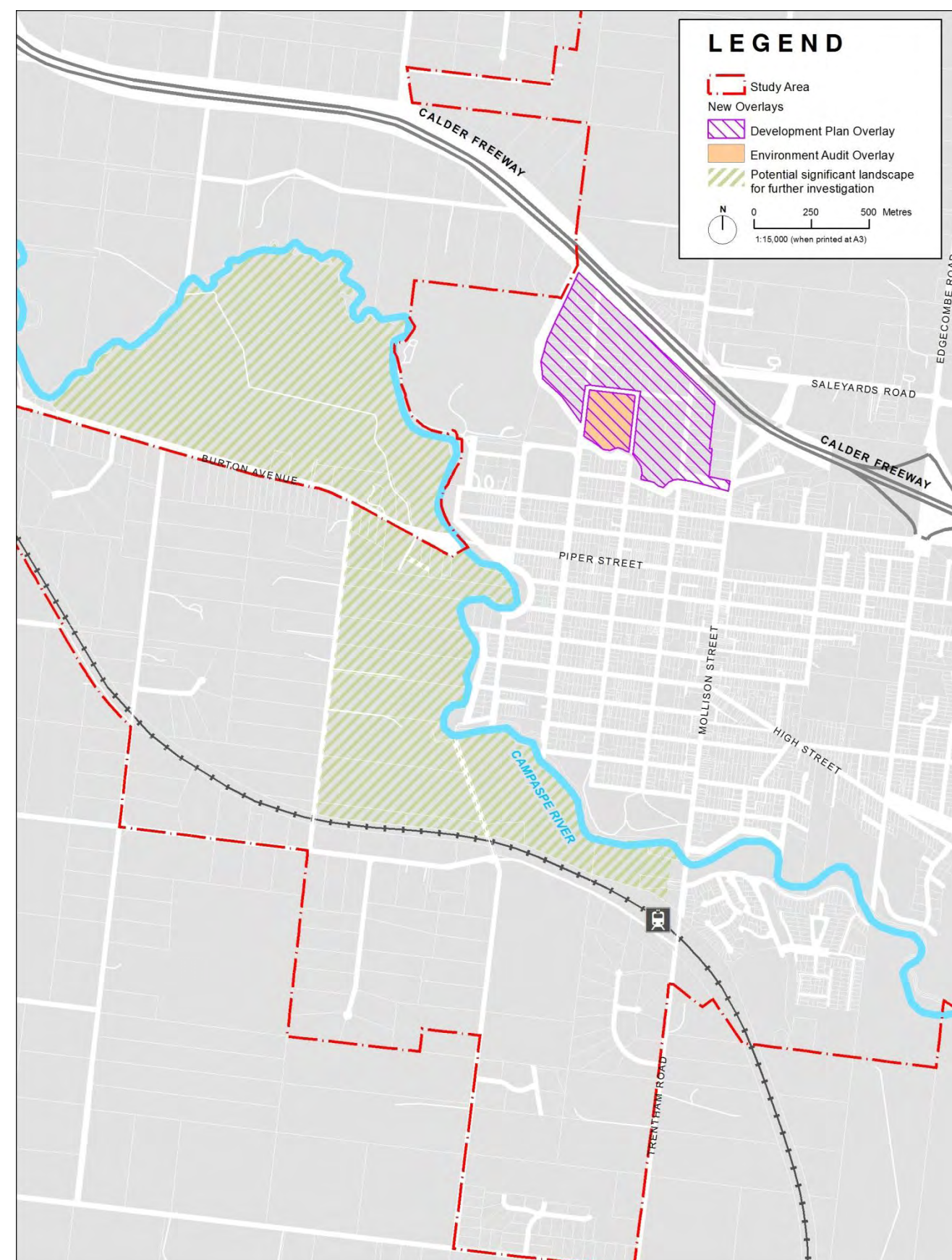
5.4.3 Development Contributions Plan Overlay

The recommended charge per unit of new development in accordance with the Development Contributions Plan will be applied through the Macedon Ranges Shire Planning Scheme as a Development Contributions Plan Overlay (DCPO). The DCPO would be applied to the Study Area (See Figure 1).

5.4.4 For further investigation

Consider the introduction of appropriate planning controls over the Farming Zone land abutting the Campaspe River to the west and south of the Township (generally bounded by Mollison Street to the east, the railway line to the south, Flynn's Lane to the west and the Campaspe River to the north.) to protect landscape views to the west and south, particularly from the Botanic Gardens, and the rural character approach from the south along Mollison Street into the Town Centre of Kyneton and from the west.

Figure 8 Proposed Overlays



5.5 Neighbourhood Character

The findings and recommendations of the Neighbourhood Character Study should be implemented through additional policy within the LPPF and other planning controls as appropriate. Each Character Precinct will be included with policy pertaining to:

- Character Overview
- Built form and landscape
- Key characteristics
- Design guidelines

5.6 Development Contributions

To assist in the sustainable development of Kyneton and to facilitate orderly delivery of infrastructure, the outcomes of the Development Contributions Plan (DCP) should be introduced in conjunction with the Kyneton Structure Plan.

This strategic review of Kyneton's infrastructure requirements has been undertaken by Macedon Ranges Shire Council. This review identified priority infrastructure items that should be funded as part of a DCP, including the provision of standard infrastructure (i.e. selected roads, pathways, public open space) and community infrastructure networks (i.e. recreational and community facilities).

The DCP provides a mechanism to ensure the provision of infrastructure in an equitable manner. Formally, *'development contributions are payments or work-in-kind towards the provision of infrastructure made by the proponent of a new development'* (DPCD, 2007).

The DCP will form part of the Macedon Ranges Shire Planning Scheme via the use of a Development Contributions Plan Overlay (refer Section 5.4.3).

5.7 Reference Documents

It is proposed that the adopted version of the Structure Plan should be included as a Reference Document to the Macedon Ranges Planning Scheme along with the supporting Neighbourhood Character Study so that they can be readily identified and accessed if anyone is seeking to understand the strategic justification for policy and controls in the Planning Scheme.

5.8 Incorporated Documents

The Kyneton Development Contributions Plan will become an Incorporated Document in the Schedule to Clause 81 of the Macedon Ranges Shire Planning Scheme.

5.9 Other Implementation Measures

The Structure Plan will also be implemented through a wide range of programs and initiatives of Council, grants and other sources of funding balanced with Council's existing capital and operational priorities. They may also be carried out in conjunction with the State Government, adjoining municipalities, the private sector and other key stakeholder groups and agencies.

Other ongoing implementation actions could include but are not limited to:

- Economic development initiatives, such as new way-finding signage, marketing of the Town Centre and trader liaison.
- Working with community and cultural organisations to implement programs relating to community well-being, inclusion and place-making, provision of services and cultural initiatives.
- Proactively engaging land owners in the development of key sites and the potential for land assembly to facilitate these proposals, and
- Supporting cultural and other community activities.

5.10 Monitoring & Review

Monitoring of the implementation of the Kyneton Township Structure Plan and the strategic planning directions is an essential part of the Implementation Program. Much of this will occur as part of the required review of the planning scheme every three (3) years and should include:

- Review and updating of the Structure Plan to ensure its strategic directions and recommendations remain up to date.
- Review of Planning Scheme zones, overlay controls and policies to ensure that the desired outcomes of the Structure Plan are being successfully implemented.
- Monitoring population growth and dwelling approvals in line with forecasts within the Study Area.
- Monitor and review retail, office and industry growth within the study area to ensure suitable supply of land to accommodate development within the Study Area. Review commercial land supply 12 months from Structure Plan adoption.
- Monitoring of land uses and activity within the Town Centre, and
- Ongoing assessment of community needs and services, particularly in relation to community infrastructure, health and education.

APPENDIX

Kyneton Industrial Master Plan (2012)



PART B

Kyneton Structure Plan: Issue Identification & Analysis Summary



1.0 KYNETON: REGIONAL ROLE & CONTEXT

The township of Kyneton has a rich and established history within the Macedon Ranges Shire and regional Victoria. This is largely due to its historic role, its setting, its people, and its heritage, lifestyle and tourism characteristics. Kyneton is strategically located 85km north-west of Melbourne on the Campaspe River, within the Bendigo/ Calder transport corridor. It is 69km south of Bendigo, a key regional centre of approximately 105,000 people, predicted to grow to 140,000 by 2031.¹

The Macedon Ranges Settlement Strategy (MRSS) prepared in July 2011 designates Kyneton and its surrounds as a *District Town*. District Towns (population 2,000-6,000) tend to have dominant town centres with a variety of retail services, post office, schools, a police station and some basic medical facilities.

Based on population projections, Kyneton's role within the settlement hierarchy is predicted to change to a *Large District Town* and supporting an additional 2,900 residents by 2036.

Indicatively, Large District Towns (population 6,000-10,000) have a substantial and diverse population base with all essential services such as police stations, medical/ hospital facilities and a range of education facilities. Large District Towns have a variety of accommodation types and sizes and a dominant business district with moderate employment base.

Kyneton's role as an important employment, retail and service provider to the surrounding agricultural district and smaller towns is set to strengthen in the coming years as the town evolves and growth occurs and as further population increases are seen in Bendigo and surrounding regions.

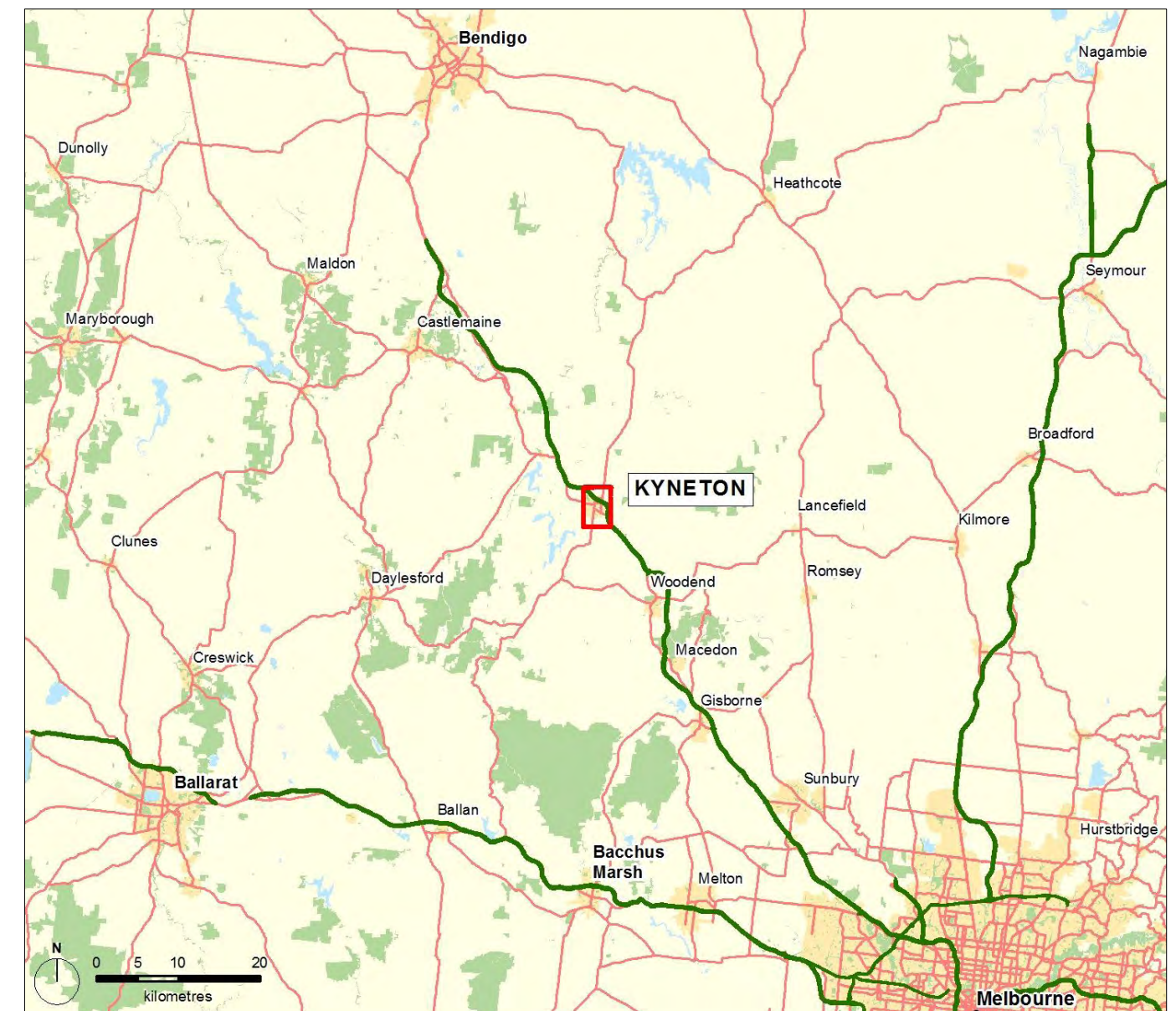
In terms of infrastructure, Kyneton is well served. Kyneton is home to the Shire's only hospital, to post-secondary education opportunities, two secondary schools, an indoor sports and aquatic centre, a library, substantial arts and entertainment offerings provided through the Kyneton Town Hall and at other locations across the township, and the Shire offices.

Demographic and behavioural circumstances have also contributed to establishing particular land use outcomes in Kyneton. Kyneton has seen a reduction in household size due to a higher proportion of single person households and couples without children living in the township. Weekly median household income in Kyneton is significantly lower when compared to the rest of Australia, \$730 and \$1,027 respectively (ABS, 2006). Demographically by 2036, 25% of the population will be over 65 years of age, placing considerable pressure on infrastructure, particularly public transport, and health care and community services.

Simultaneously, 32% of Kyneton's population earn higher than the national weekly median household income, and an increasing proportion of its community commute to and from Melbourne for employment, taking advantage of good rail services.

Consolidating Kyneton as the second largest town in the Shire and facilitating sustainable development of the township requires growth to be balanced with planning and design outcomes. These outcomes should be respectful to historical and contributory elements of the township character, yet resourceful to generate development and economic opportunity.

Figure 9 Kyneton Regional Context



¹ 2006 ABS Census and DPCD *Victoria In Futures*

2.0 LAND SUPPLY AND ANALYSIS

A review of land use strategies was conducted to develop a broad understanding of land supply and implications for growth and development in Kyneton. Land supply of three key land uses were identified and investigated to assist in the understanding of land use pressures and further develop the formulation of this Structure Plan.

The Land Supply and Analysis focused on the main zones within the study area including:

- **Residential** [Residential 1 Zone, Low Density Residential Zone and Rural Living Zone]
- **Retail and Commercial** [Business 1 Zone and Business 3 Zone]
- **Industrial** [Industrial 1 Zone and Industrial 2 Zone]

A plan of the existing zones within Kyneton is provided in **Figure 3**.

2.1 Residential

To determine the current and future demand and supply for residential land, an analysis was undertaken into the forecast future demand, current supply and the ability of existing zoned land within the study area to accommodate the future growth of Kyneton.

A stocktake of existing residential development was established using findings from the *Macedon Ranges Settlement Strategy* (MRSS). Using this data as a 'base', the future capacity for new residential development in Kyneton was established by estimating the number of dwellings still to be subdivided into Greenfield² land plus the potential for Brownfield / Infill³ development within the Residential 1, Low Density Residential and Rural Living Zones considering likelihood of development environmental and planning constraints. This analysis was reconciled to align with population projections, average household sizes and current planning permit applications yet to be built.

This analysis concluded that Kyneton will have approximately 1,056 new dwellings from 2,823 in 2012 to 3,879 in 2036. This forecast growth can be satisfactorily accommodated within existing zoned areas.

In addition to the demand and supply for new dwellings, the key findings of this analysis for consideration of this Plan are as follows:

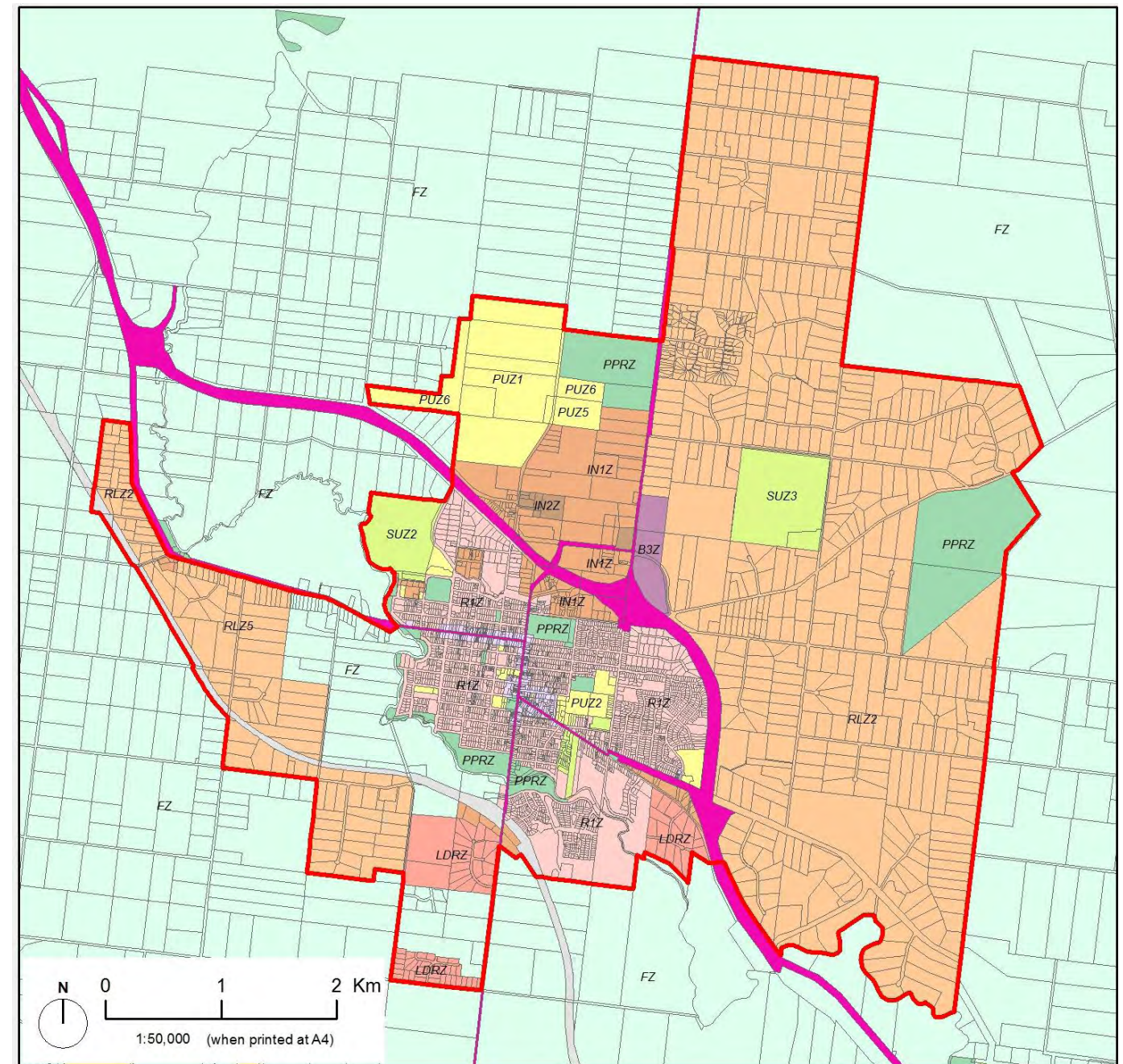
- The demographic and household structure of Kyneton is affected by an aging population and decreasing house hold size.
- The population of Kyneton is expected to grow from 5,700 residents in 2006 to a preferred 8,600 residents in 2036, an increase of 2,900, a significant increase in the order of 50 per cent.
- Based on the preferred population increase, delivery of approximately 1,310 new lots will be required between 2006 and 2036.
- Required new lots could potentially be provided through the delivery of 960 Greenfield lots within existing zoning and a further 350 lots delivered through infill development of the area within 500m of the Town Centre.

² Undeveloped, broad acre land

³ Land having had previous development on it

- Kyneton currently has sufficient supply of residentially zoned land to accommodate the projected population and lot requirements at 2036.

Figure 10 Existing Zoning Map



Key recommendations for this Plan from the MRSS are as follows:

- Proactive measures that encourage and facilitate the preferred population growth and which meet increasing diversity of housing needs should be undertaken.
- Immediate rezoning of residential land is considered unnecessary given the large supply of existing residentially zoned land available in Kyneton. Land currently zoned for residential purposes, including Low Density Residential and Rural Living Zones, present existing development opportunities.

- Increasing urban density within close proximity to the town centre is considered a more appropriate means of delivering lot supply than further urban expansion in order to support the existing town centre and to preserve landscape character, cultural values and access.

2.2 Retail and Commercial

The *Kyneton Commercial Assessment* prepared by Tim Nott Pty Ltd in May 2009, assessed retail and other commercial issues in Kyneton. Key findings are as follows:

- Kyneton has a total of 51,628m² of occupied commercial floor space, of which 26,231 m² or 51% is utilised for retail purposes.
- Kyneton has a commercial vacancy rate of approximately 6% (3,500m²). The vacancy rate has seen a reduction in recent years due to the resurgence in the Piper Street tourist retail precinct.
- The commercial assessment estimates the number of jobs in the local commercial sector is likely to be between 1,400 and 1,600, making it a key contributor to employment within Macedon Ranges Shire.
- Within the Kyneton Commercial Assessment, according to the size, catchment and function of Kyneton's commercial uses it is classified as a community centre (or a very large neighbourhood centre).
- The centre draws heavily on the spending of non-residents and visitors travelling on the Calder Freeway.

Key recommendations for this Plan are as follows:

- There should be a sufficient supply of commercially zoned land in the town centre to cater for cyclical changes in retail activity and anticipated population growth. Expected demand can theoretically be absorbed within the existing vacant floor space and/ or zoned land. However, there are limited opportunities for larger scale development that might be commercially viable in the future, such as supermarkets or discount department stores.
- Within the town centre there are significantly sized vacant sites currently zoned for commercial uses which may be suitable for small to medium size retail or commercial type developments.
- The existing Business 3 Zone land on Edgecombe Road north of the Freeway needs to be carefully managed to avoid undermining the town centre with the preferred land uses to be trade and industry based to support the adjoining industrial area.

2.3 Industry

The *Industrial Land Strategy* prepared by Urban Enterprise Pty Ltd 2010 analysed the supply and demand for industrial land in Macedon Ranges Shire. Key findings are as follows:

- The majority of industrial land supply in Macedon Ranges Shire is located in Kyneton with a total of 187.6 hectares, however almost half (87.7 hectares) of the industrial land is vacant, most of which is broad hectare land.
- The industrial land north of the Calder Freeway is where the majority of vacant and under-utilized land is located.

- Industry, manufacturing and transport, postal and warehousing are the most common industry sectors occupying industrial land in Kyneton. Kyneton has a long established and growing rural industry base.
- Kyneton services a demand catchment covering the Kyneton Township and the northern areas of the Macedon Ranges Shire.
- Based on current employment demand and future population growth, the demand catchment requires 33.3 hectares of industrial land to 2021. This means that the current supply of 187.6 ha is much greater than the theoretical requirements.
- Demand for industrial land particularly smaller lots with pre built factories that are ready to be occupied is firm as businesses in Bendigo seek to move closer to Melbourne and be more conveniently located on the Calder Freeway.

Key recommendations for this Plan are as follows:

- Kyneton's industrial zoned land supply more than meets the demand for land for local job containment and projected land consumption rates to 2036. Therefore no future rezoning of additional industrial land is required, and there is the capacity to rezone some smaller existing industrial areas and still meet demand.
- Facilitate the development and consumption of industrial land through subdivision especially on vacant broad hectare land to capture expected demand for smaller lots.
- Background work for the Kyneton Industrial Master Plan, Urban Design and Management, 2012, suggests that there is an opportunity to rationalise zoning within the primary industrial area to provide a more substantial core of Industrial 2 Zone land to support rural industry uses.
- Any subdivision of industrial land being connected to reticulated sewer.

3.0 OVERVIEW OF ISSUES & ANALYSIS

This Section provides an overview of key aspects that frame Kyneton as well as an analysis of critical issues to address as part of this Structure Plan. These include:

3.1 Community Profile

Kyneton is a growing township. As identified in the Macedon Ranges Settlement Strategy, State Planning Policy, and Local Planning Policy, more people are opting to move to regional centres either from Melbourne or from rural areas.

According to the *Macedon Ranges Settlement Strategy (July 2011)*, the population for Kyneton in 2006 was around 5,700 people.

The area has social and demographic characteristics that are in general keeping with regional townships in peri-urban municipalities of Melbourne. Between 2006 and 2011 the population has generally aged, with people in the age bracket of 24 – 54 years of age increasing from 36 per cent of the total population in 2006 to 42 per cent in 2011.

Kyneton is a traditional regional area, with 84 per cent of residents born in Australia whilst migrants generally came from the United Kingdom, New Zealand, Germany and the Netherlands.

In terms of employment, Kyneton has approximately 1,800 jobs, with the highest employment sectors being retail, manufacturing, construction and health care.

The 2011 Census indicated that Kyneton's income distribution was slightly lower than median weekly incomes for Victoria and Australia. Kyneton's median household income is 19 per cent lower at \$993 per week when compared to the median Victoria household income of \$1,216. Kyneton does have areas of affluence with 32 per cent of households earning above the state and national median weekly income.

Of occupied private dwellings within Kyneton, 90.2% are separate detached houses, 2.4% are semi-detached, terrace or townhouses, 6.3% are flats, units or apartments and 1.1% were other dwellings.

From all the households in Kyneton, 68.6% are family households, 28.6% were single person households and 2.9% were group households. Kyneton has an average household size of 2.4 persons.

Implications:

Recent growth rate trends, an ageing population as well as trends of diversification in terms of socio-economic status, household size and housing type should be considered in this Structure Plan.

Existing economic and employment base of Kyneton should be recognised in the planning for new growth in these areas.

Figure 11 Kyneton Town Hall



3.2 Heritage

The historic buildings located along Piper Street and Mollison Street and in the streets across the town such as Wedge Street, the rural landscapes and key streetscapes are key heritage aspects that add to the character of Kyneton. They contribute to its sense of place and identity whilst also supporting economic activity through tourism. This importance is reflected in the existing Heritage Overlays which apply to much of the town.

Specific aspects of the unique heritage character of Kyneton include street tree plantings, period architecture, streetscapes and prominent buildings throughout the township.

Maintaining the existing heritage character whilst planning for future growth is a key challenge.

Implications:

Built form and landscape elements make up a large portion of Kyneton's character and heritage. This character and heritage should be recognised, celebrated and protected as growth and development occurs.

3.3 Topography, Environment, Natural and Landscape Features

The most significant landscape and environmental features of Kyneton include the Campaspe River, natural habitat and wildlife, Kyneton's rural valley landscape and escarpment, the Botanic Gardens, the central heritage precincts, views to and from the railway line and freeway, and the overall street character and grid pattern.

Additional landscape features and assets that add to the landscape features of Kyneton include Wedge Street, Ebden Street, Mollison Street, Fiddlers Green area north west of the study area, Kyneton Racecourse area and the Old Hospital.

There is the potential for better open space links in and around the township, including connections along Post Office Creek and the Campaspe River. These environs and the surrounds of Kyneton contain sensitive ecological assets which can be vulnerable to bushfire impacts.

There is also a need to consider impacts on the natural environment, flora and fauna. In addition, Kyneton's location within the Lake Eppalock Water Catchment means that it is highly sensitive to water, wastewater treatment and reuse and on site effluent management. The Kyneton area is a major source of water for irrigation, stock, domestic and urban water supplies within the municipality.

Implications:

There are a significant number of environmental constraints which impinge urban development on the periphery of Kyneton, including vulnerability to bushfire the presence of significant established vegetation and natural habitat, landscape values and managing water quality. Greenfield development needs to be respectful of these characteristics and natural features.

The development of land within environmentally significant areas, particularly near and along the Campaspe River and Post Office Creek, must adequately address the protection and conservation of threatened native flora and fauna species which need to be considered when planning infrastructure and pedestrian and bicycle access to these areas.

Figure 12 Views to the Campaspe River and surrounding landscape



3.4 Enterprise, Retail and Business Activity

Kyneton plays a significant economic role for the Macedon Ranges Shire and the surrounding region, providing retail, commercial, industrial services and employment opportunities. Kyneton is estimated to provide for approximately 1,800 jobs⁴, with the majority being in the education, manufacturing, trades, construction and health care sectors. Kyneton is also in the heart of a viable agricultural community.

With the projected future population growth for Kyneton, it is only natural that the retail, commercial and industrial land use sectors will grow as well. Following detailed analysis already

⁴ 2006 ABS Census

undertaken, it is anticipated that with population growth to 2036, Kyneton is likely to absorb an additional 5,700m² (approx.) of commercial and retail floor space within existing zoned land in the Town Centre.

The Kyneton commercial Town Centre, including part of High / Bourke Street, Mollison Street and Piper Street offer a mix of retail, office, convenience, food and civic uses. It is imperative that the Town Centre can continue to provide this central role for its trade area.

Presently, the Town Centre is challenged in that Mollison Street is the more active street during the week with the majority of office, retail and shopping facilities located on this strip, while Piper Street is more active on weekends with tourism oriented cafés, restaurants and speciality shops. A current and future challenge is the complementary activation of each of these streets during off peak times.

Current and expected growth in tourism is also seen as a vital driver of economic growth within the Kyneton Township. Tourism related industries such as accommodation, hospitality, food and wine are encouraged.

Bulky goods, industry, trade, convenience retail and warehouse uses with large car parking provisions are allowed for within the Business 3 Zone land, north of the Calder Freeway on Edgecombe Road. However, retail oriented development could adversely impact on trade within the Town Centre.

Implications:

The Town Centre (Mollison, Piper and High Streets) area should be supported to continue to provide the main retail and commercial focus for Kyneton. Other commercial areas should be based around service, trade and industry supporting uses.

Kyneton has a several key sectors contributing to the economic viability of the area and these should be encouraged and strengthened, where possible, through the Structure Plan.

Areas set aside for key business activities (including agriculture) should generally be supported and protected from non-commercial uses through the consolidation of industry uses and designation of the retail and commercial core of Kyneton.

3.5 Industry

Kyneton currently has 187.6 hectares of industrial land however it is noted that almost half (86.7 hectares) of the industrial land is vacant. Macedon Ranges Shire Council has adopted the Kyneton Industrial Master Plan for the industrial area north of the Calder Freeway. The Master Plan provides a framework for development of the area including proposed road and drainage infrastructure.

The smaller Industrial 1 Zone areas around the Township, a legacy of the incremental growth of the town, now increasingly impact on the amenity of residential uses. Heavier industries within these precincts should be encouraged to consolidate to industrial areas north of the Calder Freeway.

There is a balance required within these precincts in terms of retaining and / or facilitating business operations whilst not adversely impacting on the interface with adjoining residential areas.

The Master Plan process for the industrial area north of the Calder Freeway has highlighted instances of residential development encroaching on industrial land uses which may require

review as to the preferred management response for these areas. Such encroachment has resulted in reverse sensitivity, where residential uses affect business activity or the development capacity of industrial land due to residential and owner land use sensitivity. The Macedon Ranges Shire has a very limited supply of Industrial 2 Zone land, so it is important to retain and consolidate this zoning in the industrial area as well as promote growth for rural industry uses.

Implications:

Industry plays a significant role in contributing to and supporting the Kyneton economy. This should be recognised and encouraged through initiatives such as the Kyneton Industrial Master Plan, whilst providing opportunities for enhanced residential amenity and growth.

The legacy of formal and informal industrial areas within the existing residential areas of the township require particular care and attention including industry uses within rural living areas to the west of the township.

New use and development of areas formerly used as industry for sensitive land uses (i.e. residential) need to ensure compliance with all relevant codes of environmental protection and safety (i.e. soil contamination and air/noise/odour buffers).

3.6 Civic, Health, Cultural and Education Facilities

Kyneton rates highly in comparison to other settlements within Macedon Ranges and across the region with regard to civic, health, cultural and education facilities.

Kyneton has a well-defined health facilities precinct centred on the Kyneton Hospital and supporting medical land uses both within close proximity to the hospital as well as within walking distance of the Town Centre.

Also within close proximity of the Town Centre of Kyneton is the Education Precinct which incorporates Our Lady of Rosary Parish Primary School, Kyneton Secondary College and Sacred Heart College. Students travel to these education facilities from a wide catchment both within and around the Kyneton and surrounding townships.

The Macedon Ranges Shire Council has offices within Kyneton on Mollison Street. The newly renovated Kyneton Mechanics Institute (KMI) provides a contemporary community space for a range of civic, cultural and community based uses and events within the Kyneton Town Centre. The Kyneton Town Hall continues to host a range of popular cultural activities such as stand-up comedy and theatre.

Kyneton also has significant other facilities including the sports and aquatic centre, the showgrounds with associated sporting facilities and the CFA training track and the racecourse.

Implications:

Kyneton has two strong education and health precincts within the eastern side of the township. These two precincts should be recognised as key community 'hubs' and access to them, via pedestrian and bicycle links should be improved.

The Town Centre has well established current civic and cultural facilities and future planning should celebrate and support these activities and facilities.

Figure 13 Mollison Street in Kyneton Town Centre



3.7 Housing

Kyneton's housing reflects its phases of growth, and presents classic period homes in lush and grid street layouts to contemporary smaller lot urban development.

Considering the history of the town, its rural character and the landscape of the area and its demographic composition, it is not surprising that around 90 per cent of housing stock is detached dwellings, with only 8 per cent being flats or units (medium density housing).

However, recent demographic trends such as evidence of an ageing population in Kyneton, smaller household sizes and desire to live within close proximity to the Town Centre mean that a more diverse range of housing styles and types needs to be provided.

Further, additional growth challenges, accessibility and equity issues and could lead to inequitable access to services and facilities should Kyneton's housing growth sprawl as there would be reduced access to services, retail and employment.

Implications:

A broad range of housing types should be facilitated to meet the diverse needs of the community whilst protecting identified character elements and connecting all in the community to services.

Medium density infill development is encouraged within close proximity of the Town Centre and existing services.

3.8 Movement and Transport

Kyneton is based on a road hierarchy that consists of three main access routes and thoroughfares including High / Bourke Street, Mollison Street and Piper Street. Each of these varies in terms of traffic function, traffic volume and land use function. These roads are managed by VicRoads and play a key role in shaping commercial, industrial and residential development within the Town Centre and periphery of Kyneton.

The main route for accessing surrounding areas north and south, including Melbourne is via the recently upgraded Calder Freeway which has three access points at Burton Avenue to the north west, Edgecombe Street to the north and Bourke Street to the east of the Town Centre.

The local street network within Kyneton is well utilised by pedestrians and cyclist however there is demand to upgrade infrastructure to encourage and assist access from areas such as the hospital and education precincts back into the Town Centre to ensure ease and safe access for walking and cycling.

The Campaspe River and Post Office Creek represent excellent opportunities to provide public open spaces linkages around Kyneton. However, the Campaspe River presents a barrier to full connectivity and ease of access, particularly in the southern Residential 1 Zone Greenfield land in the south of the Study Area.

Figure 14 The commercial centre of Kyneton along Mollison Street



The Kyneton Railway Station provides public transport access for commuters to Bendigo, Melbourne CBD via Southern Cross Station and other regional centres. The station car park is currently at capacity on weekdays, and at present has poor pedestrian and cycling access to surrounding residential areas and relatively poor connection to the town centre.

In terms of bus access, other than scheduled school bus services there are limited services available within Kyneton and to surrounding townships. There is a clear opportunity to increase rail and bus services in line with increasing population and demand.

Currently there are parking facilities supporting the Town Centre's community, retail and commercial land uses, particularly along Mollison Street, High Street and Piper Street. However, the high levels of activity in the centre means that long term parking in particular, is in high demand.

Implications:

There are opportunities to promote walking and cycling within and to the Town Centre as well as improve walking and cycling paths and access throughout Kyneton.

There are opportunities to promote linkages along the Campaspe River and Post Office Creek to connect various precincts within Kyneton.

Improved public transport services and access should be encouraged including providing better linkages from the station to the Town Centre and surrounding residential areas to the east.

Through and freight traffic, where possible, should be encouraged via routes outside of the Town Centre.

Additional long term car parking is expected to be required within the Town Centre and at Kyneton Rail Station.

3.9 Key Strategic Sites

There are a number of opportunities for redevelopment of large and underutilised sites within Kyneton, particularly in and around the Town Centre. These sites could be redeveloped to include new retail, commercial or medium density housing land uses. Examples of these include the old pool site on Mollison Street, the old hospital site in Wedge Street and potentially, in the future, sites currently occupied by businesses in residential areas.

Implications:

There are opportunities to revitalise underutilised sites within Kyneton through redevelopment, and/or rezoning.

Figure 15 Kyneton Old Pool Site



3.10 Neighbourhood Character

The Kyneton Township sits on the crest of hill and is characterised by the undulating rural landscape of the surrounding area and rural view lines. The residential township is generally bound by the Calder Freeway to the east and north, and the Campaspe River to the south and west. Kyneton is accessible by four major road entries, each providing a different experience with the most visually significant being the exotic tree-lined avenue from the west which crosses the Campaspe River with distant views of the ranges.

Kyneton's residential areas to the south and west of the town centre contain significant areas of public open space and cultural value along the Campaspe River. These include the Kyneton Botanic Gardens, the River Reserve with an arts trail and the Kyneton Racecourse.

The traditional and historic areas of Kyneton are generally bound by the Campaspe River to the south, Post Office Creek to the north and Mollison Street to the east. These areas are set amidst a traditional grid pattern of subdivision and connections back to Piper and Mollison Streets.

More recent growth of the town has resulted in more curvilinear street patterns that are based on the topographical nature and environmental features of the landscape and then contemporary subdivision design principles.

Street widths have generally become narrower as the technology for lot servicing has become more efficient over time, resulting in a further change from the original street pattern.

High, Mollison and Piper Streets have all developed as centres of activity. Piper Street has now evolved into a tourist-focused precinct. Mollison Street has evolved as the main civic and commercial focus connecting from Piper Street to the railway station.

Residential neighbourhoods within Kyneton are generally well-landscaped and the built form expresses a range of architectural styles that have been present in Victoria during the town's development. The character of Kyneton can be broken up into six (6) precincts as shown in **Figure 17** including:

1. **Inner Township:** the oldest precinct within Kyneton, generally comprising Mollison, Piper and High Streets, timber and bluestone heritage buildings and bluestone kerbs and drains.
2. **Township Residential Village West:** which generally consists of quarter acre residential blocks, uniform street tree planting and landscaping, a mix of dwelling styles and types with a strong built form and setback characteristics and with strong visual connections to rural land beyond.
3. **Township Residential Village East:** which shares many characteristics with Township Residential Village West, with slightly smaller blocks and narrower streets, whilst having more limited view lines to other areas of Kyneton thus creating a more intimate character.
4. **Kyneton Post WWII:** This consists of buildings that are predominantly brick with large setbacks, and prominent garages fronting the curvilinear and cul-de-sac style streets.
5. **Kyneton Large Lots:** which consists of large lot subdivision on what was rural land on the northern and southern fringes of Kyneton Township. Buildings are generally set within the landscape without any consistent street setback adhered to, and are generally single storey and broad with significant verandas.

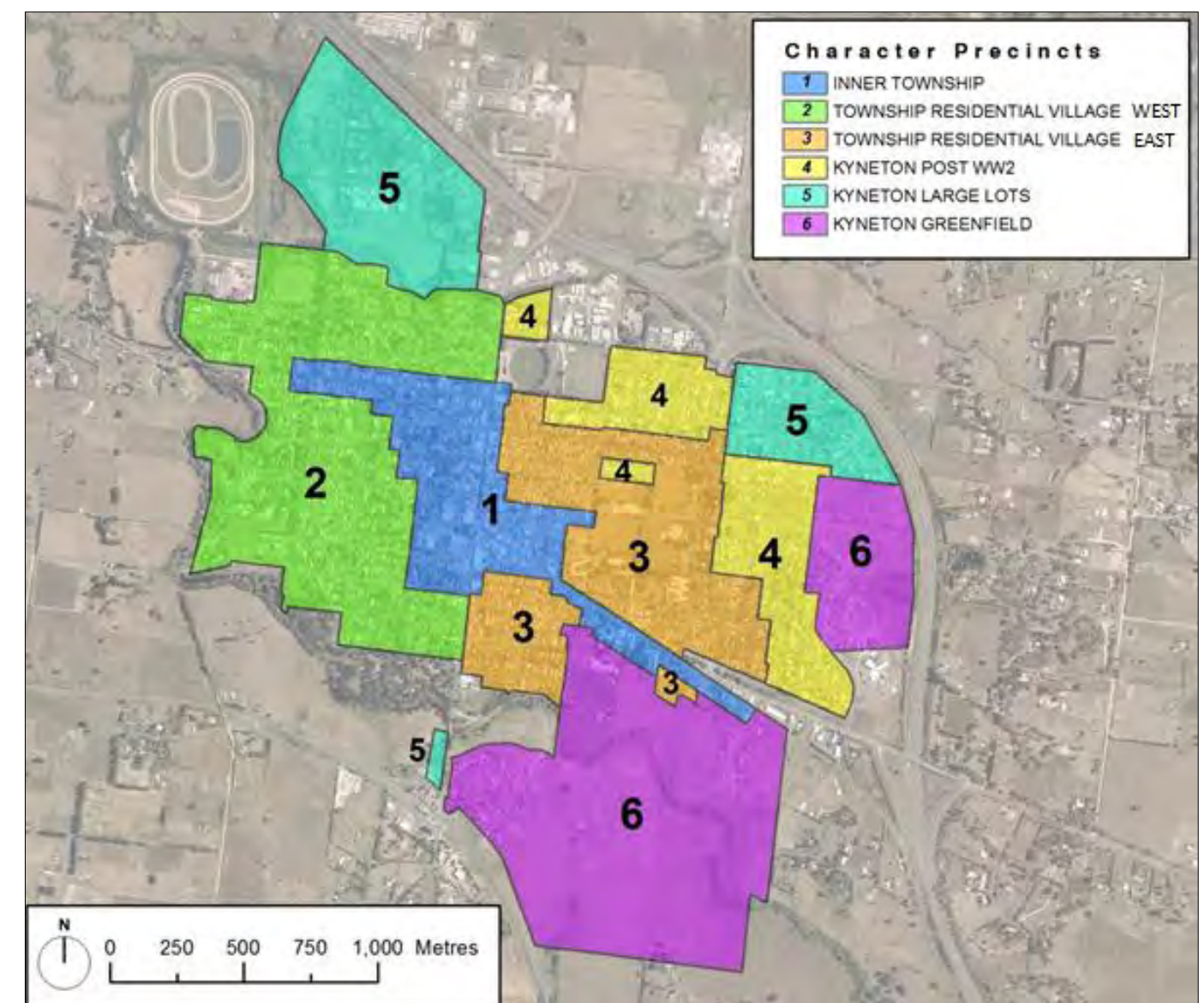
6. **Kyneton Greenfield:** is characterised by contemporary urban developments that occupy the fringe of the town's urban area. The southern precinct straddles the Campaspe River and uses the river corridor in creating a chain of open spaces and wetlands, a highly curvilinear street pattern and street environments with typical urban details of footpaths, street tree planting and kerb and channel.

Implications:

A Neighbourhood Character Study has been prepared to develop a variety of policy and control mechanisms through the Local Planning Policy Framework to ensure key character aspects of Kyneton are retained whilst still permitting new and infill development.

Future development will need to respect, integrate with and incorporate valued character.

Figure 16 Kyneton Neighbourhood Character Precincts



4.0 COMMUNITY & STAKEHOLDER ENGAGEMENT

As part of the formulation of this Structure Plan, a series of community consultation and communication actions were undertaken to add to background information, to build awareness and to obtain feedback. These key actions included:

- Public Notifications through Council Update Newsletter, Kyneton Connect and Kyneton U3A
- Online Survey and updates on the Macedon Ranges Website.
- Local posters and newspaper notices.
- Public Exhibition of an Issues and Options Paper (June and July 2012).
- Stakeholder Workshop with Government Agencies and Community Representatives (24 June to 26 July 2012), and
- A Public Information and Consultation Evening (25 July 2012).

Figure 17 Public Consultation and Information Evening (25 July 2012)



4.1 What the community said

During initial consultations, the following key issues and themes were provided by local businesses, community members and other interested parties:

- *Limit outward growth on the periphery of the township*
- *New development should have close proximity and access to amenities and services. Any new areas for development should have access to services such as sewer.*
- *Facilitate a diversity of housing types, sizes and affordability*
- *Preserve heritage character, with design guidelines for infill development.*
- *Promote redevelopment of heritage assets and key sites such as the old hospital.*

- *Protect rural landscapes and views.*
- *Enhance walking and bike riding trails along the Campaspe River corridor and also Post Office Creek.*
- *Improved pedestrian and bicycle facilities and connections generally within the town.*
- *Clear allocation of appropriate truck routes in and around town. A second crossing of the Campaspe River at Edgecombe Street to provide an alternative route to the south.*
- *Additional all day car parking within Town Centre.*
- *Expanded Kyneton town bus service to provide connectivity to rail services, including during commuter hours at least five days per week and ideally seven days.*
- *Consolidate industry to north of the Calder Freeway.*
- *Support and facilitate growth in equine, agriculture and tourism industries.*
- *Connect the commercial precincts of Piper Street, Mollison Street and High Street. Protect the role of the town centre, with concerns around the potential for the existing Business 3 Zone land north of the Calder Freeway to take activity from the centre. There were also concerns that expansion of Business 1 Zone land could fragment the town centre.*
- *Develop area around Kyneton Station.*
- *Important to promote upgrade/ consolidation of public education facilities in a precinct around the current Kyneton Secondary College.*

For further information, a Public Consultation Summary Report can be found on the Macedon Ranges Shire webpage www.mrsc.vic.gov.au. This feedback has been used in the formulation of this Structure Plan.

4.2 Engaging the Community in the Structure Plan Implementation

This Structure Plan provides a range of recommendations for policy and procedural changes for Kyneton. Amendments to this Structure Plan, the Macedon Ranges Planning Scheme and associated Planning Scheme Amendments will also be open to public exhibition for comment that will guide this Structure Plan.