

AVENEL 2030 STRATEGY REFRESH

EMERGING ISSUES AND OPPORTUNITIES APRIL 2023



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Context

Strathbogie Shire Council is currently revising the Avenel 2030 Strategy to provide an updated strategic framework for Avenel – a framework that reflects the changing opportunities and pressures facing the township.



PROJECT OVERVIEW

What is the Avenel 2030 Strategy Refresh?

The Avenel 2030 Strategy Refresh is being undertaken by Council, with the support of the Department of Environment, Land, Water and Planning (DELWP), and in consultation with the Avenel community.

The Refresh includes a review of the existing strategy and other relevant documents and policies, a residential land supply and demand assessment for Avenel, community consultation sessions and the preparation of a final report including an updated Avenel 2030 Strategy.

The Avenel 2030 Strategy Refresh is set out in three (3) parts:

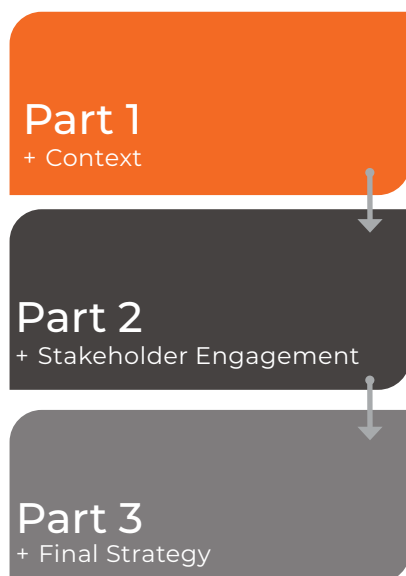


Figure 1. Project Plan

AVENEL 2030 STRATEGY

Avenel 2030 is the key strategic document used to guide land use and development for the town.

It provides a long-term strategic land use planning framework that manages growth, guides infrastructure delivery, and facilitates change that reflects Avenel's unique rural character.

The strategy considers all forms of land use including residential development such as township, lower density and rural living.

WHY ARE WE REFRESHING IT?

Preparation of the existing Avenel 2030 Strategy began in 2008 and was finalised in 2012. Since 2012, there have been substantial changes that affect how we plan for small towns such as Avenel. These include changes to the pace and type of growth occurring across regional Victoria, advances in planning policy and approach, and different expectations of development. To guide and support appropriate land use and development in this new context, the Avenel 2030 Strategy will be reviewed and refreshed.

The Avenel 2030 Strategy Refresh project will provide Strathbogie Shire Council and the community with an updated Avenel 2030 Strategy that includes strategic planning recommendations and an implementation plan.

It will build upon the existing strategic directions outlined in the strategy to reflect the existing policy and township context.

What is the Avenel Emerging Issues and Opportunities Paper?

This Avenel Emerging Issues and Opportunities Paper is the first step in responding to this strategy refresh and providing guidance and opportunities for the town.

Its purpose is to seek community and stakeholder input in establishing key issues and opportunities facing the town, and to collaboratively develop a vision for Avenel for the next 10 years.

The preliminary issues and opportunities in this paper have been defined through the detailed analysis, consultations, and research so far.

Further engagement with stakeholders and the community will occur in Stage 2, which can refine these issues and opportunities further, and provide the basis for a refreshed Avenel Strategy Plan.

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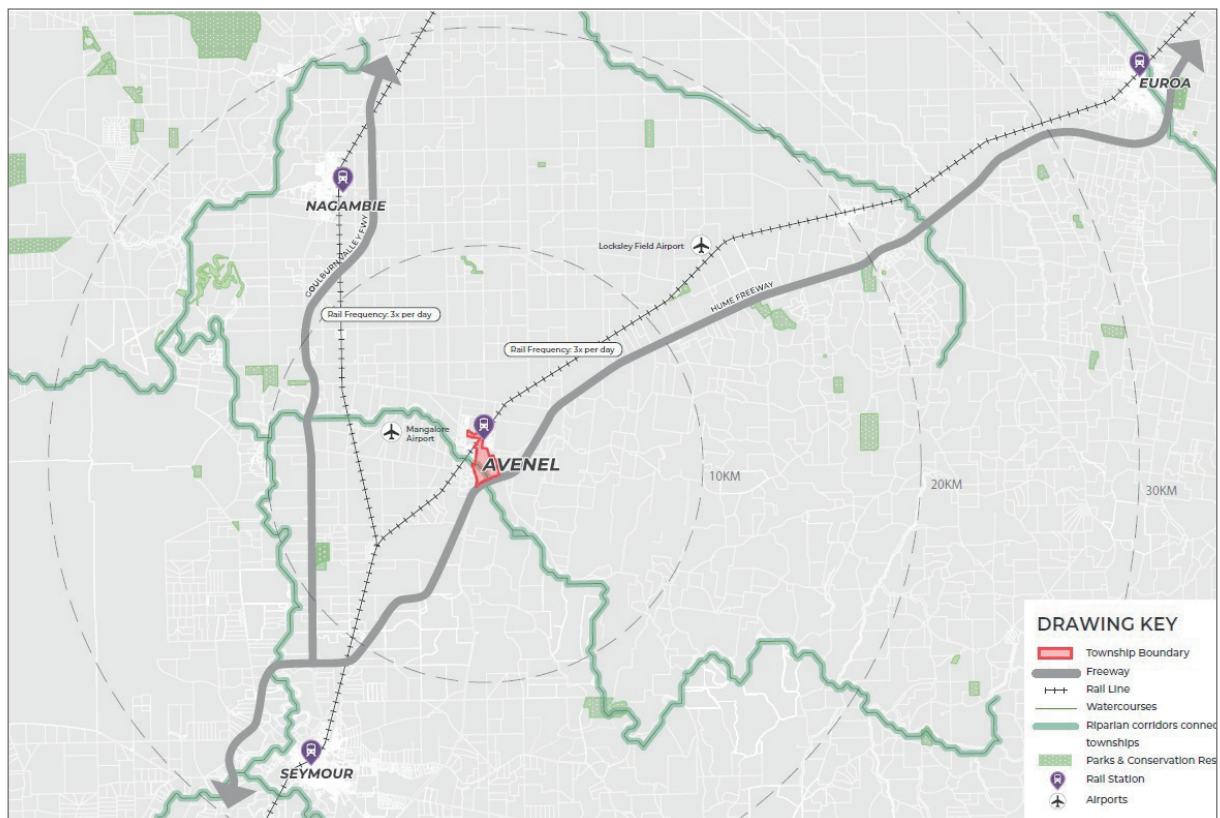


Figure 2 Avenel in Context

ABOUT AVENEL

Location and Context

Avenel is a rural township within Strathbogie Shire, located 130 km north of Melbourne CBD.

The prominent hills to the east and southwest, as well as the Hughes Creek floodplain to the south, are defining features of Avenel that have influenced the town's development patterns and local character.

Avenel is part of a network of regional towns including Eurora, Nagambie and Seymour, which is supported by both rail connectivity and the key arterial roads—the Hume and Goulburn Valley Freeways (Figure 2).

This network provides Avenel with access to services such as supermarkets, medical facilities, secondary schools and employment.

Avenel's strong agribusiness base provides quality produce and services to the region, while its residential neighbourhoods offer a range of lifestyle opportunities for people to work locally, in nearby regional hubs and in Melbourne.

Avenel's proximity to Seymour, Shepparton, and Nagambie, and driving distance to Melbourne, makes it an attractive town to those seeking a more relaxed regional lifestyle.

Avenel's pattern of development responds to the Hughes Creek floodplain and Strathbogie Ranges, as well as the original train station and railway.

The railway intersects with the town centre to create a north-easterly barrier through town, while the north-westerly orientation of Hughes Creek has resulted in township development generally to the east of the floodplain. The main vertical spine through the township is comprised of Livingston Road, Queen Street and Bank Street, which extends from the township entry at the Hume Freeway, to the exit at Avenel-Nagambie Road. The intersection of Queen Street and Bank Street is recognised as Avenel's town centre and contains the train station and the town's key civic, commercial, and retail services. Avenel's original train station is still in use today, providing passenger service to Southern Cross station in Melbourne three times daily.

There are three key access points for the township, which are located at The Hume Freeway, Lambing Gully Road, and the Avenel-Nagambie Road. The Hume Freeway entry is frequently used as a transport and service entrance and was identified as a traffic safety concern in Avenel 2030. The Strategy also considers Lambing Gully Road as an alternative town entry due to its distinctive rural atmosphere and route to the Henry Street streetscape, affording both improved safety and a distinct neighbourhood character opportunity.

Population

The population of Avenel accounts for just under 10% of the population across Strathbogie Shire.

According to the 2021 census, the population of Avenel is 1,116, which represents a 7% increase over the last 5 years. This is reflective of population growth observed across Strathbogie Shire, which has increased by 10% since 2016.

This growth is expected to continue in Avenel and Strathbogie Shire and will be supported by trends in rural migration following the COVID-19 pandemic. According to the ABS *“Regional Internal Migration Estimates”*, from 2016 to 2021, the majority of new residents to Strathbogie Shire migrated from Mitchell, of which Seymour is the regional economic hub.

The age profile in Strathbogie Shire continues to demonstrate greater proportions of older adults. Currently, the 60-69 years cohort is the most common, with 2166 people. The 70-79 years cohort has recorded the largest change in the Shire, showing a 34.2% increase from 2016.

Avenel has a population of approximately:

1,116 people
and is located:

130km
north of Melbourne CBD.

Township Character

As stated in Avenel 2030, the town’s rural character and local identity are largely influenced by the visual relationship to the hinterland and Strathbogie Ranges, as well as the connection to Hughes Creek.

The preservation of rural lifestyle amenities such as openness, connection to nature, and low-density living are key elements of the local character. Other character elements are the presence of historic buildings, the street layouts, arrangements of properties, and streetscape amenity such as native vegetation and leafy, mature trees.

Lot sizes in Avenel vary slightly throughout the township, with lots closer to the centre being smaller, and those further away being larger in size. Almost all housing is in the form of single storey, detached dwellings. In 2009, the Avenel Neighbourhood Character Study was completed, which further explores distinguishing elements of local character and identity across Avenel’s precincts and open spaces.

The findings from this study indicate that housing in Avenel demonstrates diverse architectural styles, ranging from early settlement to post-war and current contemporary styles. The landscaping patterns and general streetscape treatments of each of these different styles reflect the historical period in which the dwelling was constructed.

As Avenel’s precincts are well-defined by these distinct character elements, the precinct boundaries are clearly distinguishable either by physical separators such as roads or railway, or housing and streetscape differences.

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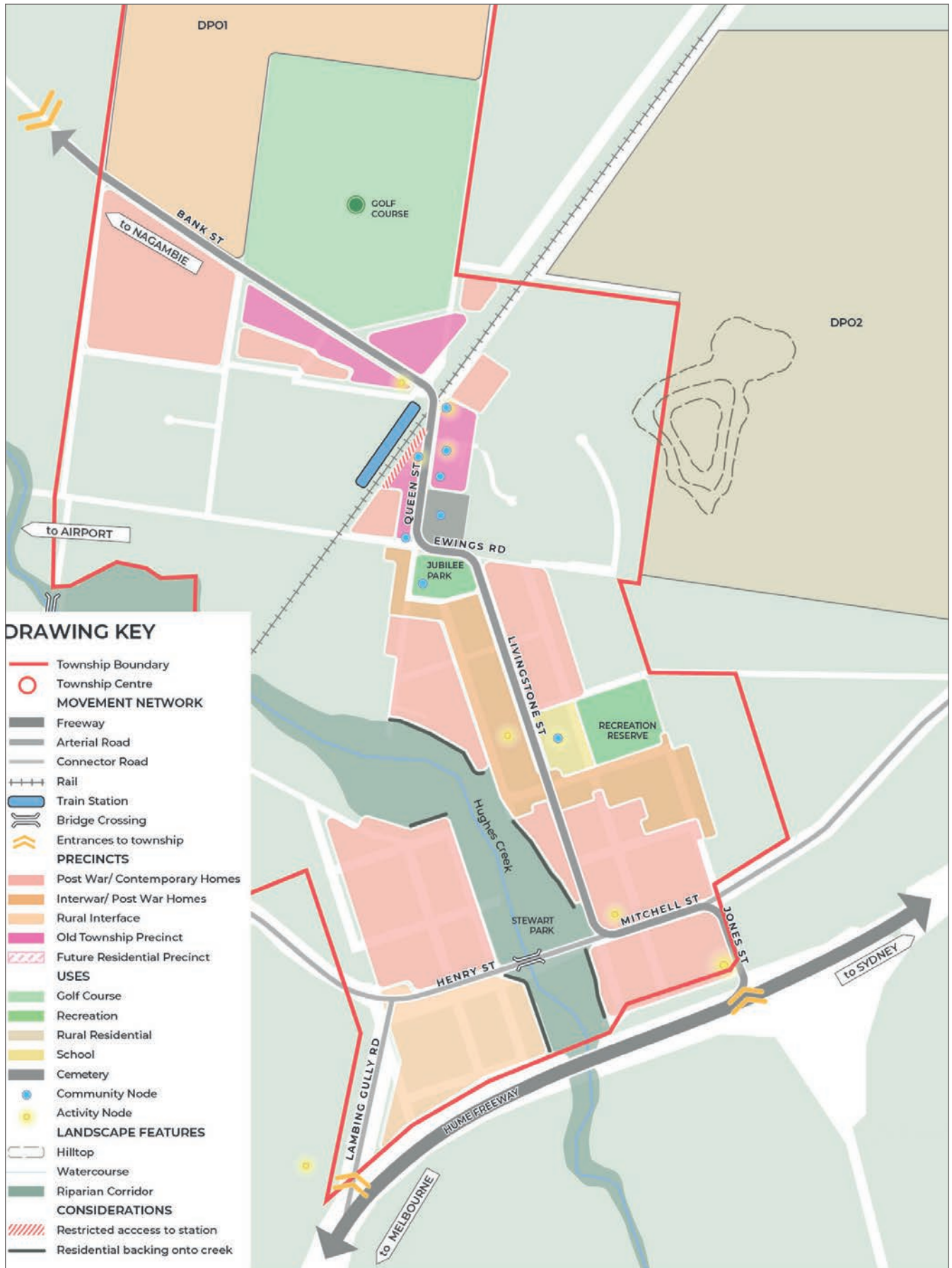


Figure 3 Avenel Existing Form and Structure

Strategic Directions

Avenel 2030 comprises twelve strategic directions aimed at supporting future growth in Avenel, in addition to a proposed Avenel Structure Plan (Figure 4).

These were prepared with consideration to changing demographics in the township including aging population, new residents and developed economic linkages to Melbourne and nearby towns.

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The directions can be summarised as follows:

1. Define an urban growth boundary that allows for long term township expansion
2. Plan and coordinate residential development through planning scheme tools
3. Provide low density residential development within and adjacent to the urban growth boundary
4. Provide rural living development beyond and adjacent to the urban growth boundary
5. Replace Township Zone with residential zones and other land use zones for coordinated town structure development
6. Provide for greater housing choice and diversity
7. Encourage sustainable development principles that respond to local and environmental conditions
8. Plan for a town centre that allows for expansion and supports a strong sense of place
9. Development that respects the neighbourhood character and the landscape features
10. Develop open space network that responds to Hughes Creek and connects residential precincts to community nodes
11. Ensure that development respects landscape features of Avenel
12. Ensure town entrances reflect and enhance Avenel's identity and character

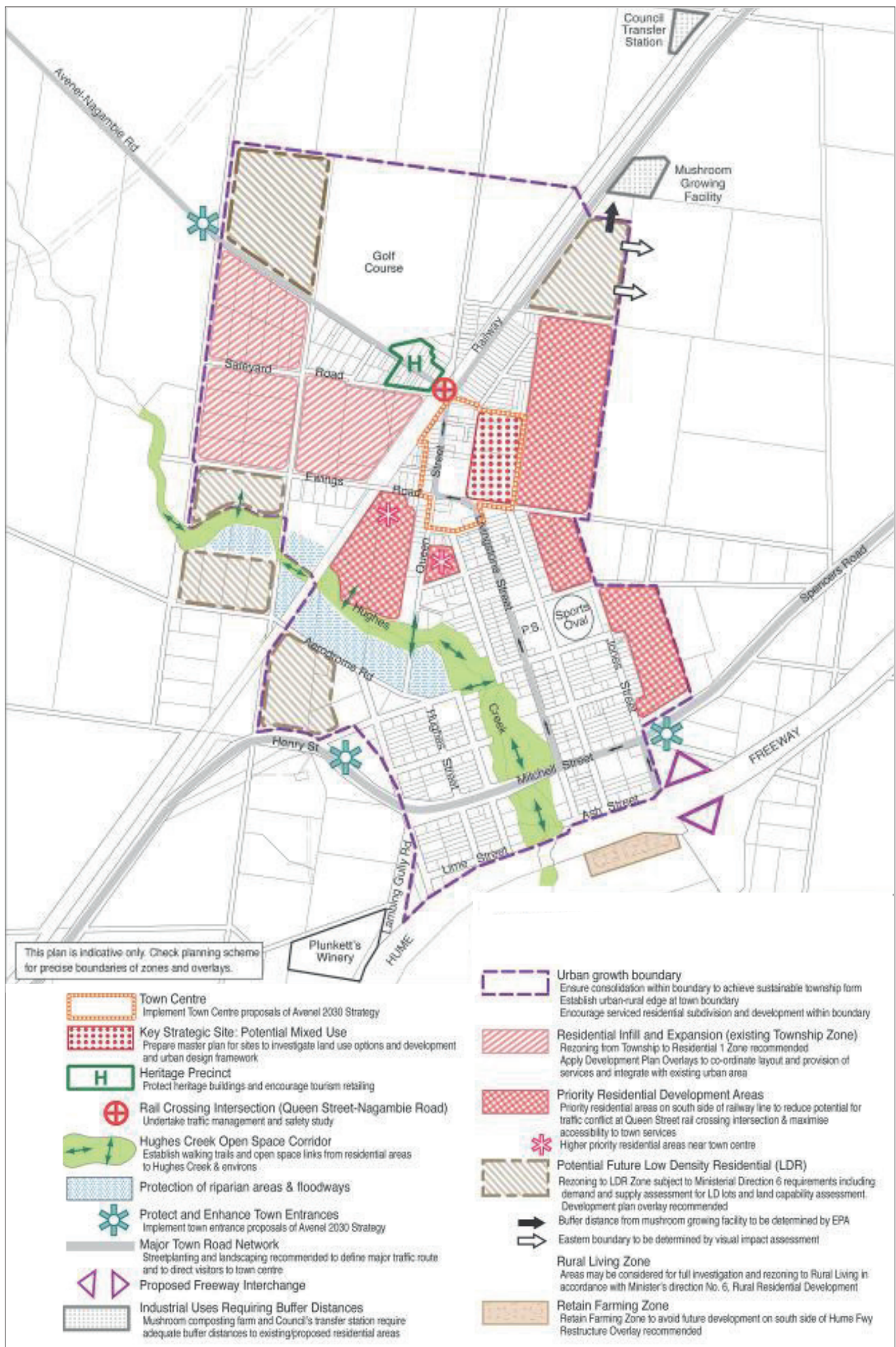


Figure 4 Avenel Structure Plan from Avenel 2030

Key themes of the Strategy

While the Strategy addressed many issues, the key themes of most relevance can be summarised as:

Residential Development
Infrastructure Improvement
Town Centre Consolidation and
Sustainable Development.

A summary of the Strategy in relation to each of these themes is provided below.

Residential Development

The 2030 Strategy sought to increase housing diversity and supply, strengthen neighbourhood character, and enhance coordinated development outcomes. This includes the use of development plan overlays to support service and road network delivery, natural vegetation, and integrated open spaces in specific sites. Also included is the definition of an urban growth boundary that allows for the township's long-term expansion while distinguishing urban form from rural and environmental land. A key outcome of Avenel 2030 is the rezoning of land in North Avenel from Farming Zone to Low Density Residential Zone, and rezoning Lovers Hill from Farming Zone to Rural Living Zone (Figure 6), with the application of DPOs to each.

Key directions to rezone the Township Zone land to Residential Zones did not occur.

Infrastructure Improvement

The 2030 Strategy identifies the provision of infrastructure and services that should be implemented through planning permits, development plans and works, and performance measures for future development, including roads, drainage, and

recreation corridors. Road improvements are a key consideration within the Strategy as well, particularly safety at the town entries, at pedestrian crossings and navigation throughout the township.

These improvements have not been borne out since the Strategy was prepared and remain a key issue.

Town Centre Consolidation

The consolidation of Avenel's town centre is a key direction throughout Avenel 2030, which aims to strengthen and expand the town centre through rezoning the town centre precinct, identifying strategic development sites, and implementing the adaptive reuse of buildings, improved public amenity and streetscape. The Strategy's public realm objectives also include the development of a future open space corridor with shared paths connecting key community nodes and residential areas.

This has not eventuated but has become a more prominent state and regional policy objective since Avenel 2030 was prepared.

Sustainable Development

Sustainable development is incorporated into Avenel 2030 as an objective with a general emphasis on sustainable residential development, improved pedestrianism, stormwater management, renewable energy, and environmental protection. There were however not borne out, and the Strategy Refresh provides an opportunity to develop specific implement processes using updated policy frameworks and planning tools.

Implementation of the Strategy

The types of strategies and objectives set out in Avenel 2030 are typically implemented through changes to the Strathbogies Shire Planning Scheme (i.e. updates to the suite of Zones, overlays and policies).

Since 2012, the extent of changes that have been made to the Strathbogies Planning Scheme include the introduction of the Avenel Structure Plan (refer to Figure 6), the rezoning of land from Farming Zone to Low Density Residential and Rural Living Zones, and the introduction of Development Plan Overlays and Heritage Overlays.

A more detailed analysis of Planning Scheme changes that affect Avenel since 2012 is provided in the Appendices in Table 2.

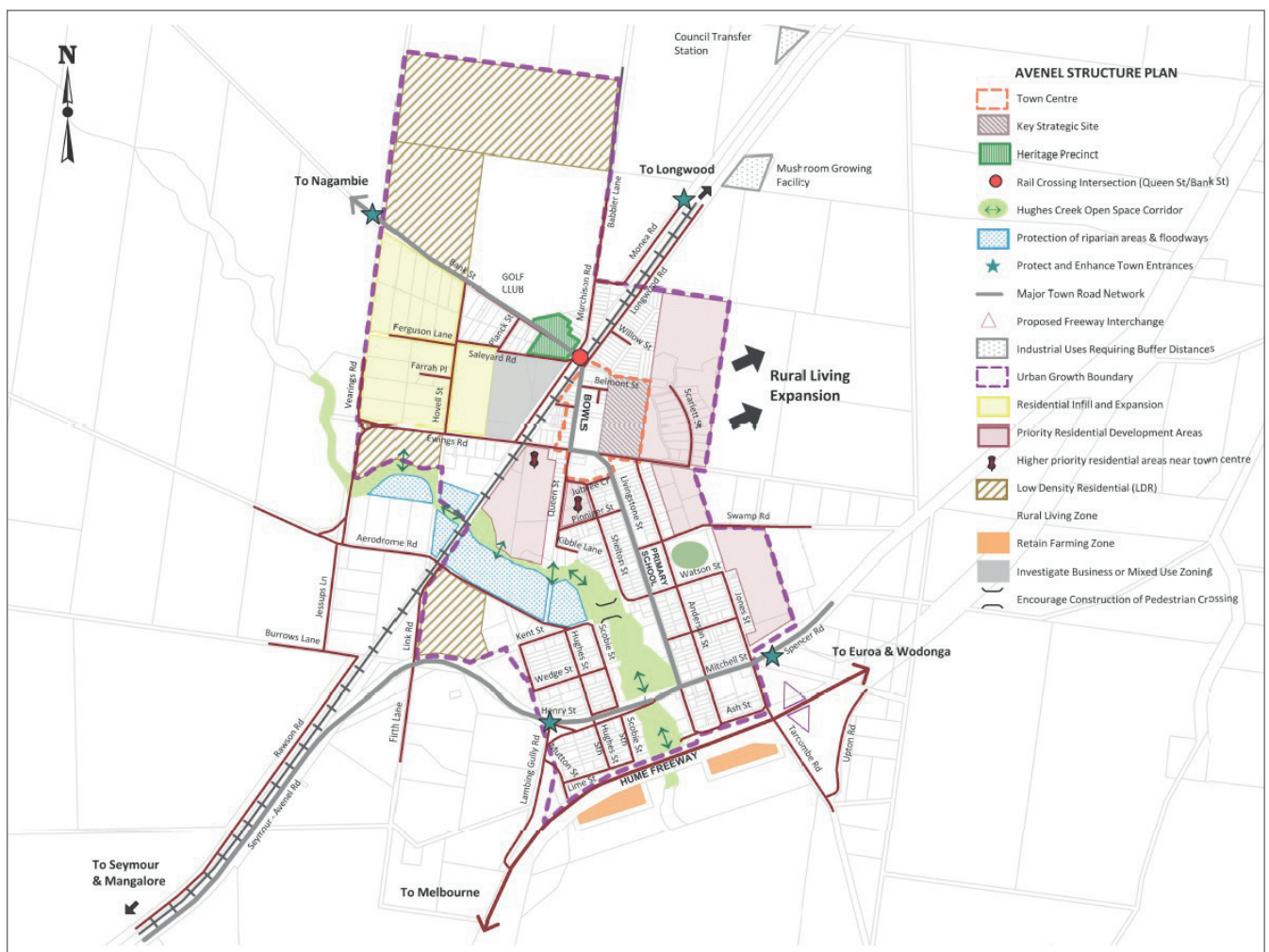


Figure 5 Avenel Structure Plan as implemented in the Planning Scheme

KEY DRIVERS OF CHANGE

What is a Driver of Change? Policy Changes

Since 2012, there have been substantial changes to the social, economic and political conditions in which we live, and these changes will influence the future patterns of land use and development in Avenel.

They include external factors such as government policy objectives, emerging demographic trends, and environmental changes. Internal factors within Avenel, such as changes in housing, commercial activity, and community infrastructure also influence the strategic plan for Avenel.

There are key policy drivers contained within the State Planning agenda and Planning Policy Framework and that will influence future development patterns in Avenel.

This section identifies key changes in planning policy since the Avenel 2030 Strategy was approved in 2012.

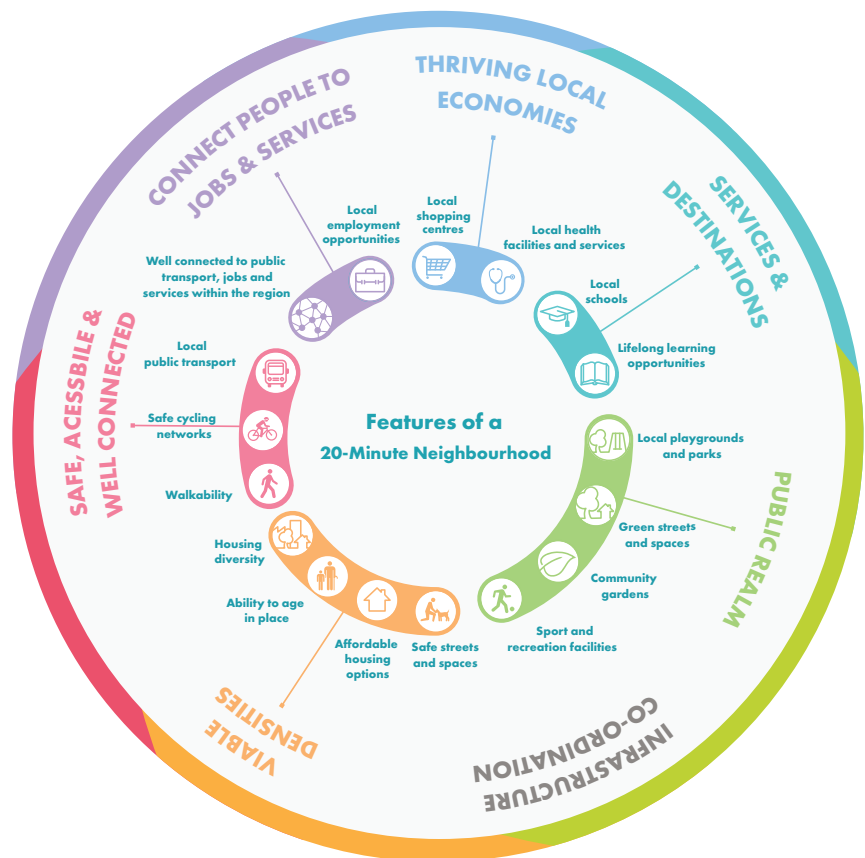


Figure 6 20-Minute Neighbourhood Framework

PLAN MELBOURNE

In 2012, Melbourne 2030 was the overarching strategy that guided planning in Melbourne and Victorian regional cities. This has now been replaced with Plan Melbourne 2017-2050, which outlines a long-term plan to respond to the challenges and opportunities expected to occur in Victoria over the coming decades. Plan Melbourne seeks to ensure future growth is sustainable, productive, and liveable.

The plan outlines policy directions relating to the management of population growth, the changing economy, improving transport networks, responding to climate change, creating communities, and creating affordable and accessible housing.

Particularly relevant to Avenel are the policies targeting regional growth and local development.

Plan Melbourne recognises the Hume Corridor as a key growth area and aims to create social and economic links in regional Victoria to support metropolitan growth. The document identifies Seymour as a town with growth potential and increased capacity for housing and employment-generating development.

Creating strategic alignment between the refreshed Avenel Strategy and Plan Melbourne can support Avenel's local development and strengthen its role within the regional network.

Plan Melbourne also promotes local development through the application of the 20-minute neighbourhood concept, which is a practical framework for conceptualising future development in both metropolitan and regional areas (Figure 6).

The idea behind this framework is that everyone can meet their daily needs within a 20-minute walk from home. The application of this framework involves a greater emphasis on locally accessible services, facilities, and goods, as well as greater housing density and diversity, and active transport options.

Avenel, as a compact regional town, already exhibits many of the attributes of a 20-minute neighbourhood.

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However, as the town grows and expands, careful consideration will need to be given to sustainable transport infrastructure, increased access to employment and services, and enhanced local amenity.

PLANNING POLICY FRAMEWORK

Strathbogie's Planning Scheme was translated into the new format Victorian Planning Provisions in March 2022, after a Planning Scheme Review was undertaken in 2019. The new Planning Policy Framework (PPF) format provides a simplified and more efficient way to understand the linkages between State, Regional and Local policy.

The State and Regional components of the PPF have been updated substantially since 2012 to reflect Plan Melbourne, and other state policy directions. The Local components of the PPF have been translated in a policy neutral way, but otherwise, there have been limited changes since 2012.

THE KEY NEW POLICY DIRECTIONS OR CHANGES IN THE PPF SINCE 2012 ARE:

- › Planning for sustainable growth and liveable communities
- › Better coordination of growth with infrastructure provision
- › Greater emphasis on planning for environment risks, such as bushfire and climate change impact, with protection of life prioritised.
- › Enhanced protection of valuable agricultural land from development
- › More focus on place-based urban design responses
- › Enhanced focus on protection of Aboriginal cultural heritage significance and meaningful engagement with Registered Aboriginal Parties during the planning process.
- › Greater emphasis on the diversity, sustainability, accessibility and affordability of housing
- › A stronger focus on innovation as a contributor to economic prosperity
- › Integrated and sustainable transport planning across land use and development
- › The efficient, equitable, accessible and timely provision of cultural and recreational facilities

A more detailed analysis is provided in Appendix 1, Table 1.

HUME REGIONAL GROWTH PLAN 2014

After the Avenel 2030 Strategy was approved, Regional Growth Plans were prepared for all regions in Victoria. Avenel is located within the Hume Region.

The Plan identifies that Avenel is well-connected to Seymour by rail and car, which supports the accessibility of employment and services from Avenel, while strengthening the township network between Strathbogrie and Mitchel Shire.

It is understood that the Regional Growth Plans are in the process of being updated by the VPA, which may result in new policy directions for Avenel.

However, Avenel's role as a 'lifestyle' town is supported by regional policy.

HUME REGIONAL GROWTH PLAN



Prepared in partnership between
local government and state
agencies and authorities



Planning Practice Changes

ZONES

Planning zones determine the preferred types of land uses within Avenel. Land within the Avenel township is mainly Township Zone (TZ). Toward the north-eastern side of Avenel, land is comprised of Rural Living Zone (RLZ). To the south-east and south-west is Farming Zone (FZ), and to the north-west there is a mix of Township Zone (TZ) and Low-Density Residential Zone (LDRZ). Refer to Figure 7.

The TZ is a flexible zone applied to small townships, usually those that are unsewered, and it allows for a range of commercial, industrial, and other uses. As Avenel is a sewerred town that now has clear residential and commercial areas, it is appropriate to consider whether the town should be rezoned to more clearly define these uses.

New residential zones have been introduced by the State Government since 2012 (again in 2013 and reformed in 2019). These residential zones were introduced to balance neighbourhood character preservation and residential development more effectively. The new zones are the Neighbourhood Residential Zone (NRZ), General Residential Zone (GRZ) and Residential Growth Zone (RGZ), with guidance on their application provided by Planning Practice Note 90 and 91.

These Practice Notes indicate that residential zones should be applied with regard to a Neighbourhood Character strategy and a Housing Strategy (or similar, such as a township strategy). The Avenel Neighbourhood Character Study (2009) provides a basis for identifying a set of residential zones and schedules that reflect and enhance the different character precincts of Avenel.

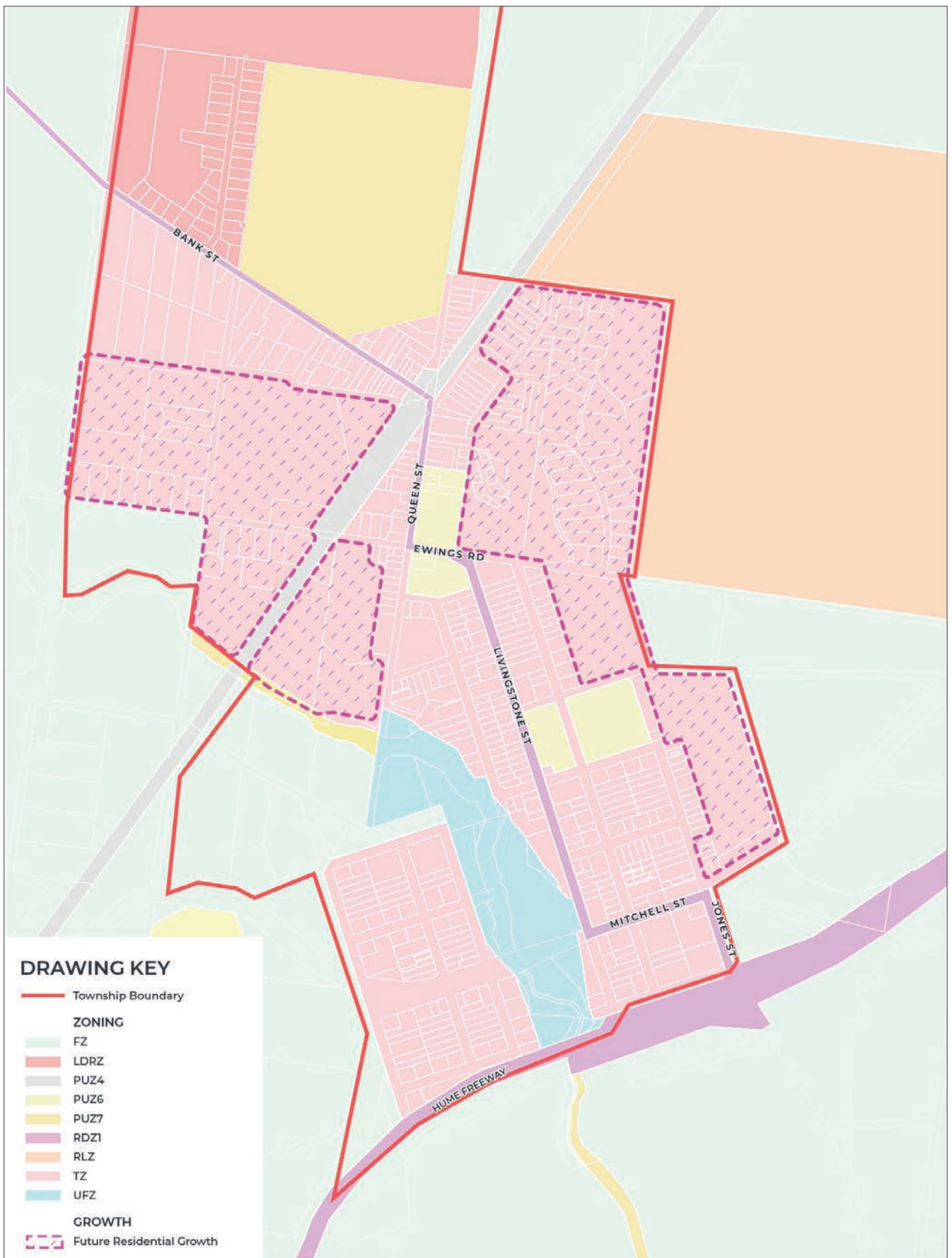


Figure 7 Zoning Plan

OVERLAYS

Planning overlays provide direction on specific design and development guidelines across select areas. In Avenel, a range of overlays apply to the town and its surrounds.

Overlays that apply to environmental features include:

- › The Land Subject to Inundation (LSIO) and Floodway Overlays (FO), which apply to Hughes Creek.
- › The Vegetation Protection Overlay that applies to the slopes of Lovers Hill and vegetation along the Hume Freeway
- › Bushfire Management Overlay that applies to discrete forested areas in the rural areas surrounding the town.
- › Within the town, overlays that apply to the built form include:
 - › Development Plan Overlays (DPOs) are applied to Avenel North and Lovers Hill to guide and coordinate residential development of these two growth areas.
 - › Heritage Overlays that apply to specific buildings in the central part of town.

DPO1, applied to North Avenel, supports residential development outcomes aimed at providing rural living options. DPO2, applied to Lovers Hill, guides development to deliver low-density residential outcomes that respond to the natural vegetation and landform. This DPO also requires that a Section 173 agreement is registered on all titles within 1 kilometre from the Fresh Fields Mushrooms facility to protect the facility's industrial use from impacts of construction and development. A question has been raised about whether this DPO remains relevant in the current context. This is explored further in Part 2.

DPOs remain an effective planning tool for coordinating developing in new growth areas in regional towns. However, a Strategy Refresh presents an opportunity to review the DPOs and the approved DPs that apply to any undeveloped land, to ensure that they remain relevant. Specifically, the DPO and DP could provide further guidance on achieving the preferred neighbourhood character, retaining native vegetation in residential design, providing infrastructure services and public open space.

Three Heritage Overlays are applied in Avenel – Royal Mail Hotel and Cottage (HO1), Bridge over Hughes Creek (HO7) and Avenel Primary School (HO31). The purpose of this overlay is the conservation of these heritage spaces, including protection from the adverse effects of development. A key objective of Avenel 2030 was to assess, maintain, and protect heritage within Avenel township, which resulted in HO2 and HO31 being added to the Strathbogie Planning Scheme. Clause 74.02 (further strategic work) of the Strathbogie Planning Scheme identifies 'protect the heritage precinct within Avenel, along the Avenel-Nagambie Road (Bank Street) entrance, including Red Kelly (Ned Kelly's father) grave.

Notably, there are no Development Contributions Overlays that apply to land in Avenel, nor are there any other mechanisms to seek contributions from the development industry to funding infrastructure required to support the new communities. This is not unusual for small towns, but the use of some form of informal or formal contribution mechanism is becoming more common in regional areas.

Regional Growth Patterns

People are choosing to move to regional areas in higher numbers than ever before for reasons such as housing affordability, flexible working arrangements, and the appeal of a rural lifestyle.

Previous Council investigations (including the CPG Report for Euroa and Avenel on Rural Residential Development in 2010) have identified demand for low density residential and rural living development from the Melbourne and Shepparton property markets.

At the same time, demographic trends indicate that there is an increasingly high proportion of 60+ persons in Avenel, as well as a continued trend towards smaller household sizes.

As such, key considerations for future residential development demonstrate that greater housing diversity is required to support the changing needs of Avenel's residents.

Avenel 2030 identified new residential growth areas that would provide land supply well beyond 15 years. Development in the growth areas has progressed at a rate that is characteristic of a small town like Avenel at approximately 15 new lots per year. Mesh has undertaken an updated land supply analysis, identifying vacant land that could be developed, and estimating lot yield (refer to Figure 8).

Based on the historical rate of lot construction, it is projected that existing zoned TZ land will provide at least 40 more years of land supply.

Even if growth rates are substantially accelerated as a result of recent changes to growth patterns, it is unlikely that there would be insufficient zoned land to meet demand over the next 15-20 years.

Further detailed land supply analysis can be found in Appendix 3.

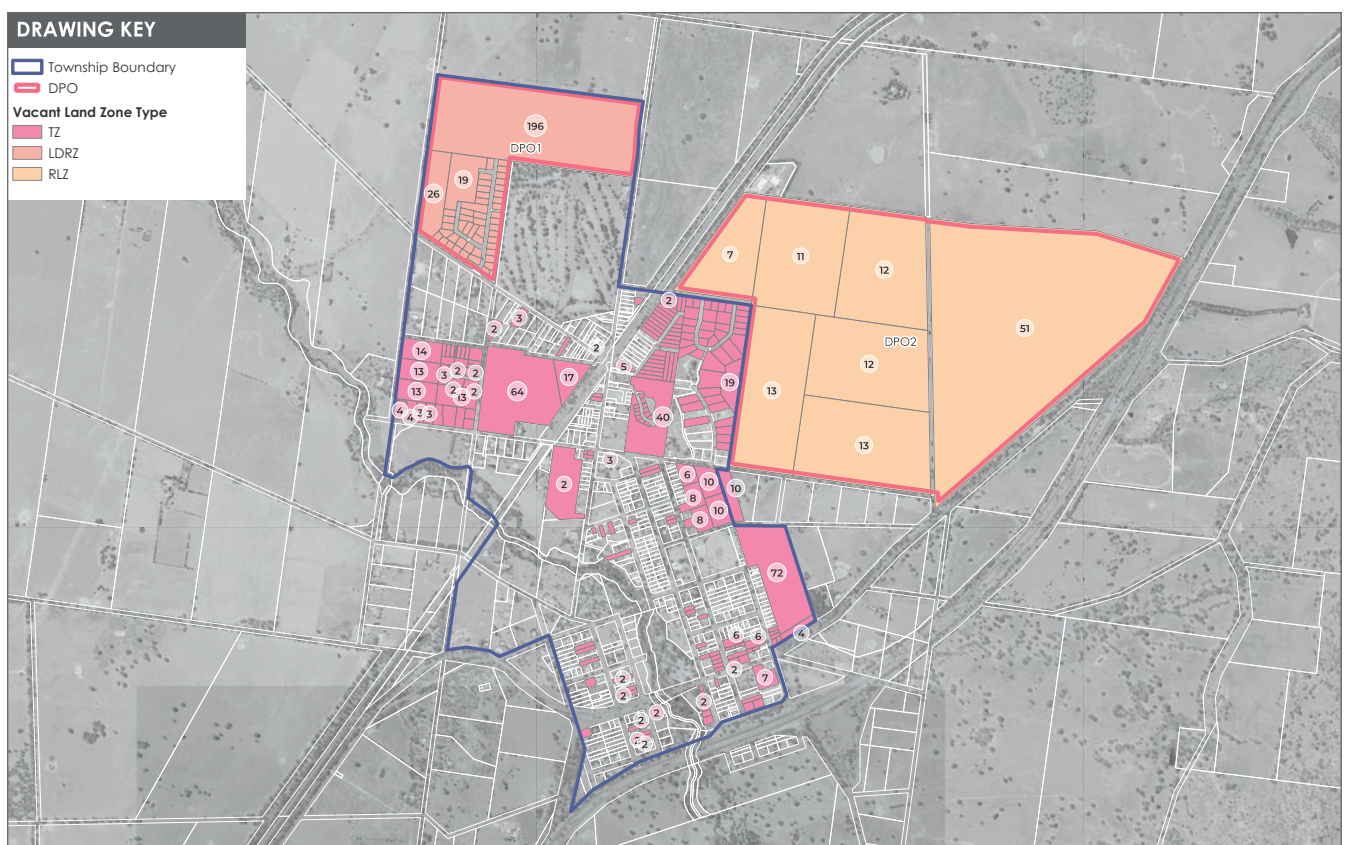


Figure 8 Land Supply Analysis

Climate Change and Environmental Risk

The Shire is likely to be affected by less reliable and more extreme increased rainfall variability and higher average and extreme temperatures.

This may result in more frequent and severe droughts, flood events and storm damage from extreme weather events. As such, climate change and its associated risks must be prioritised in land use and development decisions. In Strathbogie Shire, the catchments of various rivers and streams include areas of flood prone land, where flooding has historically caused substantial damage to the natural and built environment. Many areas of the Shire are also identified as being prone to bushfires, particularly the Strathbogie Ranges.

A bushfire hazard landscape assessment was undertaken to identify potential bushfire hazard at the strategic and landscape scales as required by Clause 13.02 Bushfire Planning. The assessment found that the residual bushfire risk at the landscape scale is from grassfire, which is likely to arise from the north north-west, west and south south-west of Avenel under dominant bushfire weather in Victoria. The assessment findings show that mitigating the landscape impact of grassfire is highly achievable through the separation of development from unmanaged hazards and the planning of development to be low-fuel, preventing fires, especially grassfires, from penetrating urban areas and providing the ability for people to move away from the hazard interface.

These outcomes are highly achievable in the refreshed strategy.

Overall, the assessment found that Avenel and the surrounding landscape are at the lowest end of landscape risk on the spectrum of risk in Victoria using the DWELP methodology. Due to the lack of non-grassland landscape scale hazards, the potential for extreme bushfire behaviour is limited.

Avenel 2030 Strategy identified sustainable development as a key strategic direction, with a focus on Water Sensitive Urban Design, solar orientation of street and lot, and protection of vegetation and habitat. Substantial advances in policy have been made since 2012 in relation to how we sustainably plan for growth and development.

DELWP has established a framework for supporting and delivering on the UN Sustainable Development Goals, which has informed the PSP Guidelines and State Planning Policy. Strathbogie is a member of the Council Alliance for a Sustainable Built Environment (CASBE) and is trialling implementation of CASBE's Sustainable Subdivisions Framework. This Framework provides planners with a basis for measuring and achieving elevated sustainability outcomes in residential subdivisions.

In addition, the *Sustainable Strathbogie 2030 Plan* (2018) sets targets and strategic directions regarding climate resilience, carbon, water, waste, ecological diversity and activity and connectivity within the Strathbogie community.

Community Facilities

Within Strathbogie Shire, public transport options and active transport infrastructure are limited.

To balance the arrival of new residents and an aging population, it is increasingly important that Avenel has strong linkages to nearby towns in the region, as well as improved connectivity at the local level. Connectivity is a key issue discussed throughout Avenel 2030, with an emphasis on improved road quality and pedestrian networks. Since the Strategy was prepared there have been no major improvements to road quality or active transport networks.

In the time since Avenel 2030 was prepared, improved connectivity, including sustainable transport modes, has become a key objective of the Municipal Planning Strategy (Clause 02.03) and Strathbogie Shire Council Plan 2021-25. Clause 02.03-8 (Transport) encourages the increased provision of bicycle infrastructure within and between townships as well as the development of pedestrian connections and walking tracks within towns.

This is supported by Council's key initiative to implement a Tracks and Trails network across the Shire. As stated in the PPF, connectivity between key areas such as town centres, health care facilities, schools, train stations and sporting facilities is a priority.

Clause 02.03-9 (Infrastructure) outlines strategic directions for community infrastructure that support the development of health, education facilities and community hubs in Euroa and Nagambie that provide services for the community and support the expansion of aged care facilities and services. In the Strathbogie Shire Council Plan 2021-25, integrated service and infrastructure planning is identified as a key strategy.

Infrastructure

Infrastructure services such as drainage, sewer and water are essential to the growth of a township. Anecdotal evidence suggests that there are challenges with delivery of drainage, sewer and water infrastructure to facilitate growth.

Figure 8 sets out the current extent of sewer and water infrastructure. It is notable that the new Low-Density area to the north-west has been provided with sewer, which has enabled lot sizes to be reduced to 2,000m² in line with the current form of the LDRZ.

Further discussion with key infrastructure agencies is required to determine new and emerging infrastructure challenges.

Emerging Issues and Opportunities

Part 2 identifies the issues and opportunities that have arisen during the analysis of the town, policy and drivers of change, and provides some key emerging directions for the Strategy Refresh.



INTRODUCTION

The issues, opportunities and emerging directions are arranged into five key themes.

It is recognised that the matters raised in each theme are interconnected and will require a holistic response in the Strategy Refresh.

For now, the five themes provide a basis for discussion with stakeholders and the community; to inform creation of a new vision for Avenel, and to set strategic planning directions for the town over the next 15 to 20 years.

It is intended that the emerging directions identified here, after being refined with stakeholders, will be used to articulate a vision and a range of clear objectives, strategies and actions in the Avenel Strategy Refresh.

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The five themes, and the associated emerging directions arising from each theme are:

1. Role and Identity

Strengthen Avenel's role as an attractive lifestyle township, with supporting tourism opportunities.

2. Town centre

Redefine Avenel's town centre as a community heart for the Township

3. Housing and Character

Consolidate development within Avenel's existing township boundary, to create and support diverse and sustainable residential communities.

4. Community Facilities and Open Space

Optimise and connect Avenel's distributed community and open space nodes.

5. Movement and Access

Improve the standard of existing and new movement networks to strengthen connections and support active transport modes.

ROLE + IDENTITY

Context + Emerging Direction

Strathbogie Shire's economy is centred on agricultural production. Other economic development activities that are important to the local economy are primary production, industry and retail.

There are also opportunities for expansion in the food, wine and equine industries. The Shire is home to the third largest airport in rural Victoria; Mangalore Airport, which is located near Avenel.

Tourism in the Shire consists of sporting and recreational activities, wineries, heritage buildings, cycling, exploring environmental features and following the history of Ned Kelly. Council's strategic direction for tourism is to encourage new and existing tourist development that supports employment and recreation, natural environment and heritage.

The Avenel Community Plan 2022-26 noted that maintaining the rural village character is a priority for the community, as was maintaining a sense of place and belonging through the availability of social and community opportunities for residents of all ages.



Emerging Direction 1. Role and Identity
Strengthen Avenel's role as an attractive lifestyle township, with supporting tourism opportunities.



Avenel's role in this context is generally that of a lifestyle town – people are attracted to the town for its open, small scale and local-feel, the rich history, and the visual and physical relationship between the town and the rural hinterland, and the proximity to larger service centres (such as Seymour and Nagambie) for access to retail, services and employment. Avenel is also strategically located to high order transport infrastructure, including passenger rail and direct access to the Hume Freeway.

As a result of Avenel's attractiveness, and changes in regional growth patterns more generally, Avenel has been experiencing demand for new residential development.

.....

However, it is understood that this growth is somewhat limited by a range of infrastructure constraints, including sewer, drainage and water. Further expansion of the town also risks creating disconnected neighbourhoods with limited relationship to the town centre and the network of community and open space services and facilities.

Avenel is also attractive to tourists interested in the history and character of the town, and its access to surrounding rural landscapes and attractions (such as wineries). There are opportunities to celebrate and strengthen the identity of the town through placemaking and other initiatives.

Emerging Direction 1. Role and Identity

Strengthen Avenel's role as an attractive lifestyle township, with supporting tourism opportunities.

KEY ISSUES

- › Avenel's role, the services it offers and the commercial and employment opportunities it provides should be considered in the broader context of the surrounding network of towns.
 - › Further expansion of Avenel must not be at the expense of liveability and character. New growth should make a positive contribution to the town, and support liveable and walkable neighbourhoods.
 - › Avenel currently offers access to a range of tourism opportunities. Avenel's tourism potential could be further enhanced through improvements to the town's legibility, amenity, and the infrastructure and services offered. The emerging directions outlined in the following sections provide further details about issues and opportunities.
 - › Avenel's existing sewage and drainage systems present challenges to the development industry and may constrain future residential development.
- Further examination of these issues is required in consultation with key service infrastructure stakeholders.
- › There is a noted lack of industrial zoned land in the Shire to support the region's capacity for export and import enterprises. It is acknowledged that Avenel is not expected to meet these industrial land supply needs (Nagambie is the priority location within Strathbogie Shire, and there are opportunities emerging at and associated with Mangalore Airport).
 - › Avenel's two town entrances are underutilised as opportunities for gateways that celebrate the town's identity. The Hume Freeway entrance, while convenient, faces safety, amenity and wayfinding challenges.
 - › There are few heritage overlays in Avenel to support maintenance of heritage and historic buildings and sites.

KEY OPPORTUNITIES

- + Use the Strategy Refresh to reinforce the lifestyle role and character of Avenel, and its connections to the surrounding network of towns, services, employment areas and agricultural and tourism industries.
- + Support the growth of the town in a way that enhances liveability – with residential neighbourhoods supported by a strong local-focussed town centre, and connected services and open space (refer to issues and opportunities in following sections for more detail).
- + Facilitate infrastructure improvements such as roadways and interchanges, drainage and streetscape amenity to support the growing community (refer to issues and opportunities in following sections for more detail).
- + Reinforce the connections and the relationship to Nagambie as a focus for employment and industrial development, as well as connections to Mangalore Airport as an emerging hub for transport, food processing and logistic industries.
- + Enhance town entries through landscaping and signage in a way that celebrates Avenel's identity and heritage, with an emphasis on the Lambing Gully Road entry/exit.



TOWN CENTRE

Context + Emerging Direction

The town centre of Avenel is generally defined as the area extending along Queen Street and Bank Street, around the intersection with the railway line.

This area comprises a post office, several small retail stores and cafes, a pharmacy and community and recreation facilities (maternal and child health, a hall, bowling club and a neighbourhood house). However, the strip does not contain a consolidated centre or heart of town, and is fragmented by existing residential homes, an indirect relationship between the town centre and the railway station, and an unclear 'journey to town' from the town gateways.

Avenel 2030 sought to strengthen the role of the town centre south of the rail line, through consolidation and identification of sites for future retail and commercial development. Development sites were identified to support a small supermarket and other shops. This has not eventuated, and despite forecast strong population growth, is unlikely to be a viable proposition given changes to the retail landscape since 2012.

Given Avenel's role as a lifestyle town rather than a service town, it is likely that future commercial development will take the form of smaller scale retail catering to basic needs or the tourism market. Residents of Avenel are likely to access Seymour and Nagambie for their retail and service needs.

Emerging Direction 2. Town centre

Redefine Avenel's town centre as a community heart for the Township



Notwithstanding, it remains important to support consolidation of retail in the town centre through appropriate zoning changes, public realm improvements, and by addressing safety and access issues associated with the rail crossing.

In 2021, Strathbogie Shire, with funding from the Federal Government, prepared

a draft Streetscape Renewal Plan for the Avenel Town Centre, to identify a range of streetscape projects (including street furniture, planting, public art and wayfinding) to improve and renew the town centre.

This project is ongoing, and complementary to the Avenel Strategy Refresh.



Emerging Direction 2. Town centre

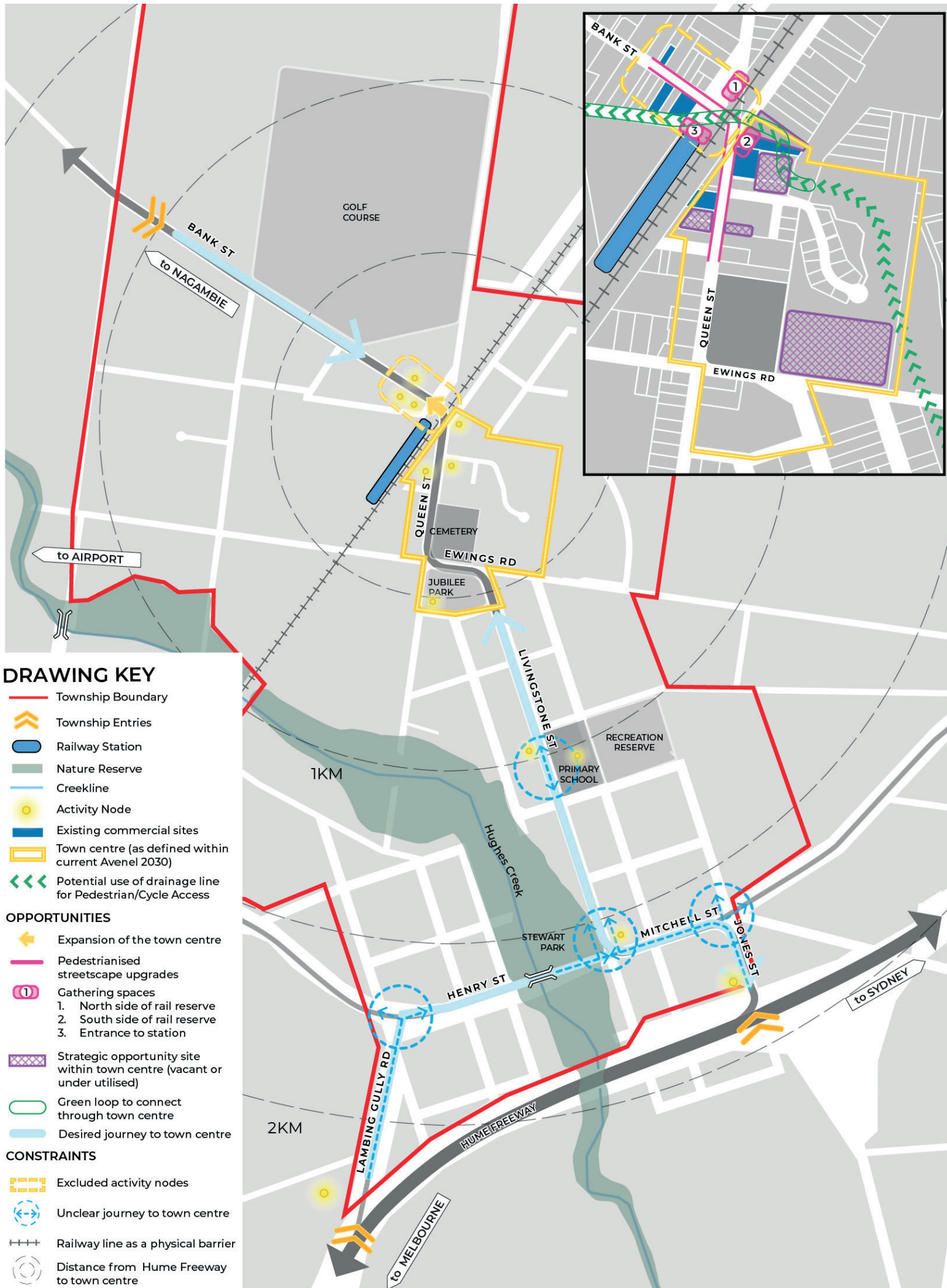
Redefine Avenel's town centre as a community heart for the Township

KEY ISSUES

- › The town centre lacks a clear heart, with a fragmented pattern of commercial and residential development.
- › Railway crossing presents as a physical barrier between the town primary nodes within the activity centre (the northern end of Queen Street and the heritage hotel/restaurant on Bank Street) and is a known safety concern for pedestrian and vehicles.
- › There is a lack of a clear and direct visual and physical relationship between the train station and the main retail strip on Queen Street.
- › There are limited public amenities and social gathering spaces within the town centre to support stronger business activity and sense of place.
- › Previously identified strategic sites have not been developed, and either remain vacant or underutilised.
- › The walkable catchment to the town centre is limited – accessibility is limited by the railway line to the west, and the possibility for increased housing within walking distance is limited by large land uses such as the gold course to the north.

KEY OPPORTUNITIES

- + Clearly define the role and purpose of the centre as a commercial and community heart, by rezoning the Commercial 1 Zone (a zone that does not allow ground floor residential development).
- + Provide greater guidance for the vacant and underutilised sites (strategic sites) through preparation of a high-level urban design framework (UDF) for the centre in the new Avenel Strategy Refresh. The UDF should provide clear guidance on preferred design outcomes for the strategic sites, while the C1Z will support appropriate commercial, community and retail uses.
- + Investigate, via the UDF and in association with the Avenel Streetscape Renewal Plan, opportunities to enhance the attractiveness and legibility of the town centre as a community heart. Actions may include:
 - Creating new community gathering spaces around the train station, at key view lines from Bank Street and at the corner of Murchison Road and Bank Street (a possible community pocket park in this location was identified in the Avenel Community Plan 2022-26)
 - Using enhance landscaping, public furniture and other streetscape improvement works to improve amenity, to define the heart of the town centre, and to better activate the space.
- + Improve way finding and access to the train station from Queen Street, through signage, paths, and possible additional pedestrian connections through strategic sites.
- + Continue to advocate for safety upgrades to the railway crossing at Queen and Bank Streets
- + Improve way finding and access to the train station from Queen Street, through signage, paths, and possible additional pedestrian connections through strategic sites.
- + Continue to advocate for safety upgrades to the railway crossing at Queen and Bank Streets.



HOUSING + CHARACTER

Context + Emerging Direction

As a lifestyle town, it is important that we plan for both the growing and evolving needs of the community, and to protect and celebrate the important characteristics of the town that make it an attractive lifestyle opportunity.

Avenel comprises a diverse series of neighbourhoods, with the original town growing to the south of the train line and around Hughes Creek comprising a series of unique and valuable characteristics. This neighbourhood character, while carefully defined in the Neighbourhood Character Study (2009), is not currently protected by planning scheme tools.

The Avenel 2030 strategy unlocked new land for development, identifying several priority residential development areas to the east of town, and new low density residential areas to the north and west of town. Some of these areas have been partially developed (particularly those to the north), while others remain vacant.

The land supply analysis undertaken by Mesh (refer to Section 4.4) has demonstrated that there is ample land supply to meet the growth projections for Avenel within the existing township boundary (currently defined in the Planning Scheme). However, it is important to consider whether the form of planned growth remains suitable in the current context, and that new residential development is appropriately serviced by essential infrastructure.



Avenel is growing, but the population is ageing, and household sizes are declining.

Since 2012, policy has evolved to reinforce the requirement for housing to be supported by suitable community, recreation and other services within an appropriate walking distance, and to ensure that new

development is more environmentally sustainable and contributes equitably to the cost of new infrastructure.

At present, the planning tools used to guide development in Avenel's growth areas do not provide effective mechanisms for council officers to adequately shape improved outcomes in the new residential developments.



3. Housing and Character

Consolidate development within Avenel's existing township boundary, to create and support diverse and sustainable residential communities.

KEY ISSUES

- › The Township Zone (TZ) applied to most of the town does not differentiate between neighbourhoods, and as such, does not provide guidance on preferred development and neighbourhood character outcomes.
 - › New development to the north and northeast of town is not well-served by community or recreation facilities within walking distance – the new neighbourhoods lack access to open space, and access to community and retail services is limited to that in the town centre.
 - › The rural living land at Lovers Hill remains underdeveloped, despite previous investigations identifying a demand for this type of development. The DPO that applies to the land identifies a range of constraints (slope, native vegetation, buffers to endangered ecological communities and local industry, sensitive views, areas subject to erosion) and sets out a proposed lot layout (with lots restricted to key areas). However, this DPO is outdated, and this form of development is unlikely to contribute positively to the Avenel township.
 - › Development has advanced in the new low-density area around the golf without an approved Development Plan.
- The DPO1 lists a range of broad requirements for the development plan, but it is unclear how many have been addressed. At present, there appears to be no requirement for open space, recreation linkages or other neighbourhood features.
- › Conventional residential development is occurring in the TZ land to the west of the railway line. There are no planning tools (such as DPOs) that enable Council officers to assess applications for subdivision in a holistic manner. As such, there are missed opportunities to enhance the diversity of housing/lot types, and to seek contributions to community and other infrastructure, such as open space, upgrading of surrounding access roads, and connections to broader open space networks.
 - › There is limited housing in town that would cater for ageing in place.
 - › Current planning tools in Avenel (DPO etc) do not support enhanced sustainable development outcomes in new residential neighbourhoods.
 - › Current planning tools do not currently provide a framework to seek contributions or infrastructure works from the development industry, to support new neighbourhoods or to upgrade needed infrastructure.

KEY OPPORTUNITIES

- + Provide housing choice and diversity that reflective of the needs of current and future residents.
- + Consolidate residential growth within the existing township boundary to maximise use of existing zoned land supply, and to ensure that new development is located within a reasonable distance of the town centre and existing community and recreation facilities.
- + Apply new residential zones (GRZ, NRZ and possibly RGZ with appropriate Schedules) to all residential zoned land, to support and protect preferred neighbourhood character, and to define development expectations more clearly in each of the different neighbourhoods.
- + Vacant zoned land near the town centre and existing services and facilities present opportunities for more diverse housing outcomes, including smaller blocks, lower maintenance housing types and alternative housing models that would appeal to an ageing population. Prioritise the development of these areas, noting they are located more proximate to key community and open space facilities, and can contribute to broader township objectives (refer to Community Facilities and Open Space section).
- + Prepare more detailed plans for land that is more challenging to develop due to fragmented ownership and physical site constraints.
- + Ensure new development areas are holistically planned and provide a positive contribution to the broader township. This could be achieved by applying relevant planning tools (such as updated DPOs) to vacant zoned land. The new planning tools should outline expectations with regard to:
 - community, open space and infrastructure requirements or contributions,
 - connections to existing neighbourhoods and open space networks,
 - the character and design of new neighbourhoods,
 - diversity of housing and lot typologies,
 - environmental sustainability, and
 - responses to environmental risks such as flooding and bushfire.

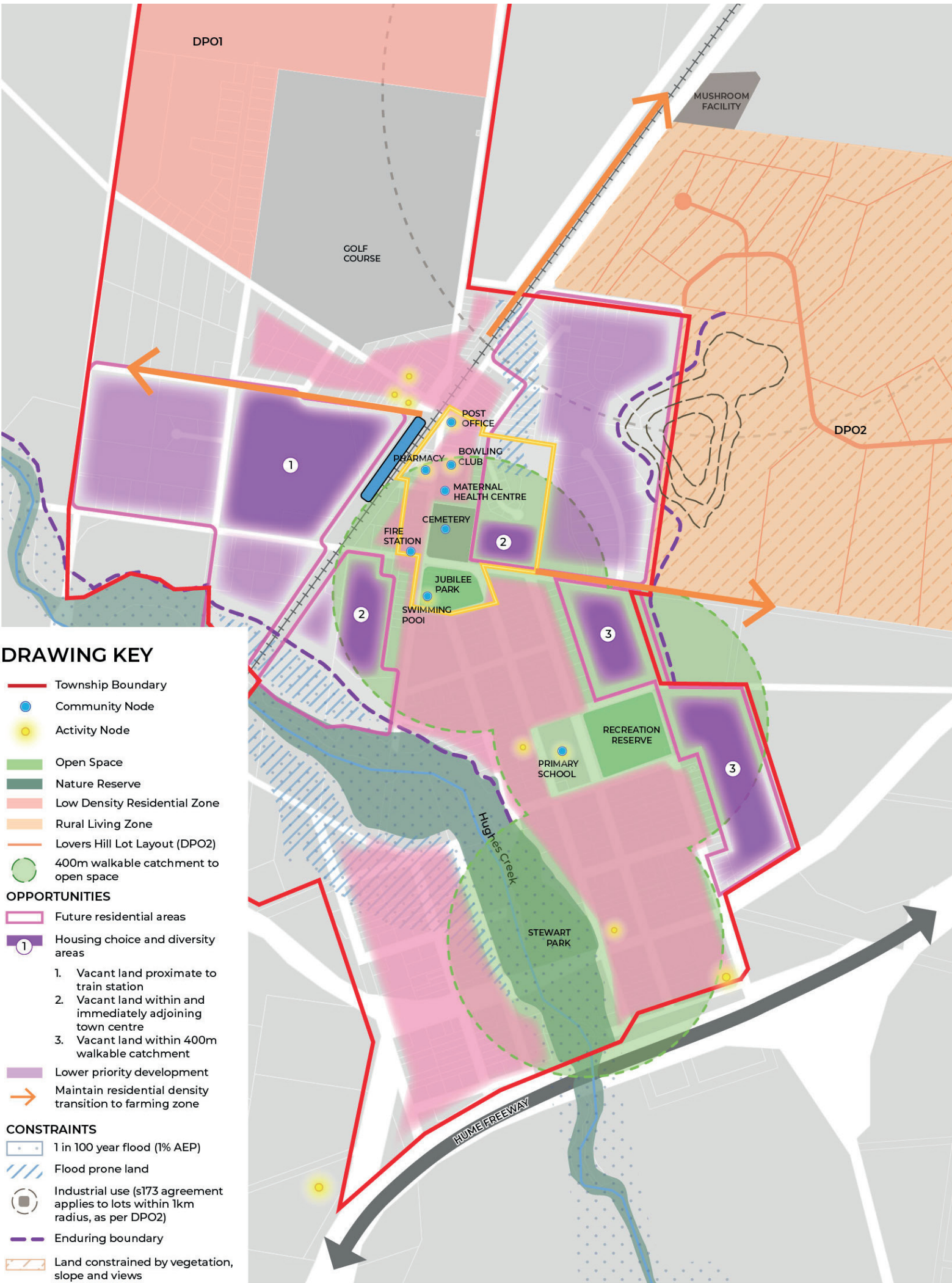


Figure 11 Housing + Character Issues and Opportunities

COMMUNITY FACILITIES + OPEN SPACE

Context + Emerging Direction

The close-knit regional network of Strathbogie Shire provides Avenel with access to a range of services, schools, and recreation facilities both in the township and in neighbouring towns.

Currently, community facilities in Avenel include a pre-school, a primary school of approximately 150 students, sports ground, recreation reserve, CFA fire station, churches, bowling club and community hall. These community facilities are distributed across the township rather than clustered within the town centre.

Health services in the town are limited to a maternal and child health services centre (MCH) and pharmacy, while the town's commercial services include a small

selection of hospitality venues, a general store, hotel, service station and roadhouse.

A detailed community needs analysis has not been undertaken for the town, however a high-level comparison of Avenel's existing facilities against standard benchmarks (noting that these often need to be varied for regional locations), reveals that Avenel is relatively well serviced. Facilities such as an MCH, a pre-school and primary school (Avenel has all three) are commonly required for populations of up to 10,000 people.

Avenel's open space network comprises a mixture of active (the recreation reserve) and passive (Jubilee Park), and formal (the Golf Course) and informal (Hughes Creek) recreation opportunities. The PSP Guidelines note that local open space (such as parks or linear spaces) should be provided within 400m of each dwelling, and sports fields should be provided within 800m of each dwelling (noting that these targets may need to be adapted to a regional context).



4. Community Facilities and Open Space

Optimise and connect Avenel's distributed community and open space nodes.

The older, more established residential areas of Avenel generally have walkable access to these open spaces; however, the newer developments have limited access to open space within walking distance, and no new spaces are proposed as part of development.

Hughes Creek provides an ideal route for a green corridor connecting the existing community and open space nodes and supporting active transport.

Many of the homes on the east side of Hughes Creek turn their back on this open space assets, whereas the west side has a much more active interface, with edge roads and house frontages. As new development occurs on vacant land, there is an opportunity to extend the value of the Hughes Creek green corridor to connect the various community and open space nodes across town and provide greater accessibility for those that live on the edge of town.



4. Community Facilities and Open Space

Optimise and connect Avenel's distributed community and open space nodes.

KEY ISSUES

- › Avenel's community and open space facilities are distributed across the township, with limited legible connections between nodes.
- › Hughes Creek is underutilised as a linear open space asset.
- › Future residential development does not meet walkability targets outlined in the PSP Guidelines, specifically that local open space (such as parks or linear spaces) should be provided within 400m of each dwelling, and sports fields should be provided within 800m of each dwelling.
- › Existing open space facilities require infrastructure and amenity upgrades, including improved amenity at Jubilee Park, Stewart Park and the recreation precinct.
- › The recreation precinct requires updated accessibility features to respond to Avenel's changing population and support residents' ability to "age in place"

KEY OPPORTUNITIES

- + Plan for a new green corridor within the new development areas that will connect Hughes Creek and link key community and recreation nodes around town. Apply planning tools (such as DPOs) to support provision of open space/green corridors and associated path and wayfinding infrastructure as part of new development.
- + Enhance the existing open space corridor at Hughes Creek and the existing street network to establish a recreation loop connecting future development areas (forming a riverine trail with linked path system, vegetation protection and public leisure facilities).
- + Investigate the potential for loop walking paths and/or exercise tracks within the open space network, including at Pioneer Park, and Shelton Street and Stewart Park.
- + Explore opportunities to improve facilities and equipment at Jubilee Park, Avenel Swimming Pool, tennis courts and the football ground, in a way that responds to the evolving needs of the community.



Figure 12 Community Facilities + Open Space Issues and Opportunities

MOVEMENT

Context + Emerging Direction

Avenel is well-serviced by higher order movement networks, such as passenger rail (Melbourne to Albury line) and freeways – with direct access to the Hume Freeway, and a short drive to the Goulburn Valley Freeway.

Internal movement networks within town are less clear and direct. The older part of town reflects a modified grid form of tree-lined streets, however, there is no clear primary route through the town. Instead, a series of streets form a general north-south connection through town, requiring several turns at key intersections, reducing the legibility of the movement network, and limiting the connectivity between activity nodes.

The legibility of pedestrian access to the train station is also limited from core of the town centre, obscured by fencing and buildings.

While a gridded street network usually supports walkability, streets have limited footpaths, and key opportunities for connections to broader active transport and recreation trails are underutilised (such as connections along Hughes Creek).

Challenges identified by Council are the lack of adequate sealed road infrastructure to support new growth areas, particularly to the west of town, and the safety of key intersections such as the Bank Street crossing of the rail and the Hume Highway town exit.

These issues have been long-standing and require substantial state and federal government support to address.





5. Movement and Access

Improve the standard of existing and new movement networks to strengthen connections and support active transport modes.

KEY ISSUES

- › The quality of existing roads does not meet the needs of an expanding township in all locations, particularly to the west of town around Ewings Road and Aerodrome Road. It is noted that permits have already been issued for key areas, which may limit opportunities to seek upgrades by development.
- › Increased pressures on intersections and town access points as the town grows exacerbates existing traffic safety concerns.
- › Limited wayfinding and legible movement systems within the township do not support navigation and connectivity between neighbourhood and key activity nodes, and from the town centre to the train station.
- › A lack of connected footpaths and shade trees along key routes to town, particularly along Bank Street, Ewings Road and Longwood Road.
- › The Hughes Creek interface is underutilised as an active transport corridor.

KEY OPPORTUNITIES

- + Establish a clear and legible movement structure using existing streets and connections to the 'green loop' (refer to Community Facilities + Open Space Section), including a distinct 'journey to town centre route', supported by key and secondary wayfinding points.
- + Enhance the existing pedestrian street network (with a priority placed on the 'journey to town centre route' and the Green loop') to support walkability throughout the township by way of formal footpaths, street plantings and tree canopy cover (connecting neighbourhoods, facilities, town centre, and cultural interest points).
- + Improvements to Ewings Street and Aerodrome Road to support future residential development. Opportunities are to be explored about how development can contribute to the cost of upgrades.
- + Implement wayfinding throughout the township, including traffic legibility at the train station and signage along the route from the Hume Freeway to the town centre along Livingstone Street and Queen Street.
- + Advocate for diverse transport services such as the 'Get Me to The Shops' community program, and shared path systems.
- + Improvement to pedestrian and cyclist safety at the intersections of Henry and Hughes Streets, and Mitchell and Livingstone Streets.
- + Improve traffic management and car parking for public safety and access. This can include undertaking a feasibility study for improved paths between Avenel Station and Bank Street.

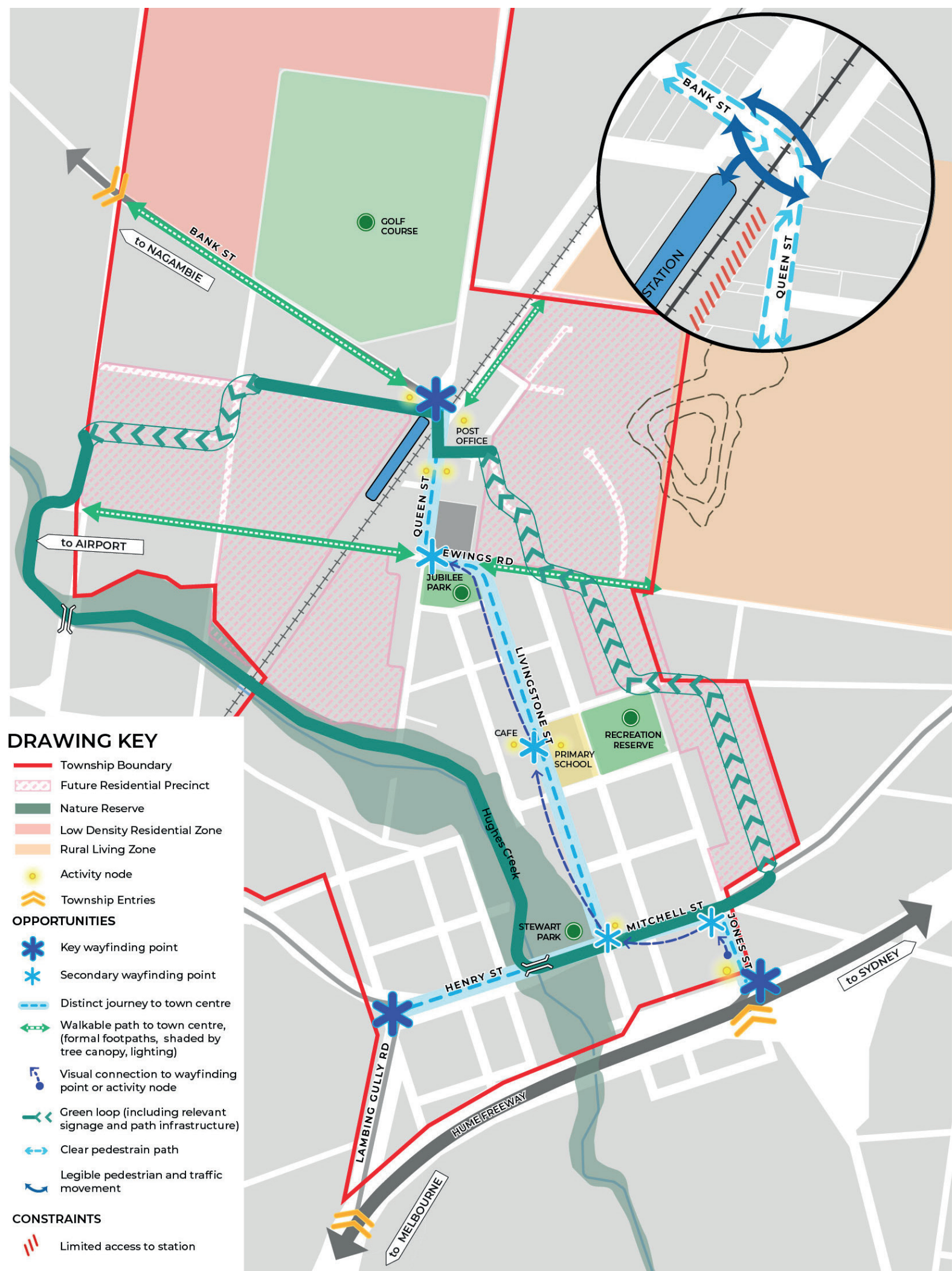


Figure 13 Movement Issues and Opportunities

Appendices

APPENDIX 1: PLANNING POLICY FRAMEWORK ANALYSIS

Table 1 Planning Policy Framework Analysis

Clause	Key policy directions	What this means for the Avenel Strategy Refresh
11.01-1S Settlement	Planning policy now places greater emphasis on sustainable growth and development to deliver opportunity through a network of settlements. Jobs, services, infrastructure, housing choice, transport and community facilities are key considerations.	Recent policy and demographic changes require updated objectives to strengthen Avenel's role in the regional township network. This includes an analysis of transport infrastructure and economic linkages, and the identification of servicing priorities and opportunities in relation to township development and population growth. The wide-spread adoption of active transport planning in government policy will be applied to form and density strategies in Avenel's regional context.
11.01-1R Settlement - Hume	To target growth and development at the local and regional level, and to foster the sustainability of small rural settlements while facilitating access to employment, education and services in the key urban locations of Seymour and Shepparton.	Update objectives to respond to the recent economic growth of Seymour and Shepparton. Resiliency and sustainability at the local level can be further supported using updated understandings of place, form and density in growth area planning
11.01-1L-01 Avenel	To support housing choice and diversity, including medium density housing choices close to the town centre, and rural living growth on the township fringe. Development should protect older housing stock and environmental amenity particularly at the Henry Street entrance.	These priorities can be supported by strategic planning mechanisms provided by the current planning context that facilitate infrastructure improvements and commercial development.
11.02-1S Supply of urban land	To ensure that sufficient supply of land is available for development of a range of uses to accommodate at least 15 years projected population growth.	The land supply in Avenel is projected to accommodate population growth for the next 40 years, including supply within the existing township boundary and within the new residential areas identified.
11.02-2S Structure Planning	To effectively plan for new development through preparation of relevant plan, and having regard to the PSP Guidelines 2021 where relevant.	The principles and targets, adapted as appropriate for a regional context, will be used as guidance for the refreshed Strategy Plan.
11.02-3S Sequencing of development	To sequence development in a way that better coordinates infrastructure planning and funding and seeking financial contributions from development.	Ensuring development is well-serviced by infrastructure is a key priority for Council. This Paper looks at infrastructure capacity in Avenel, and likely higher order needs in the future.
11.03-1S Activity centres	To encourage the concentration of major retail, residential, commercial, administrative, entertainment and cultural developments into activity centres that are highly accessible to the community.	Defining a consolidated town centre as the focus for the township of Avenel and its community will form part of the Avenel Strategy Refresh. A defined town centre is central to supporting efficient and accessible urban and community infrastructure.

Clause	Key policy directions	What this means for the Avenel Strategy Refresh
11.03-6S Regional and local places	To facilitate integrated place-based planning.	Highlighting the distinctive characteristics and needs of Avenel and its community to be embedded in future land use and development of the township. This includes implementing the Avenel Neighbourhood Character Study October 2009 within the Strategy Refresh.
12 Environmental and Landscape Values	The protection of ecological systems and the biodiversity they support (including ecosystems, habitats, species and genetic diversity), and the conservation of areas with identified environmental and landscape values.	
12.01-1S Protection of Biodiversity	To protect and enhance Victoria's biodiversity.	Encouraging land use and development to contribute to protecting and enhancing natural features such as Hughes Creek and its reserve.
12.01-2S Native vegetation management	To ensure that there is no net loss to biodiversity as a result of the removal, destruction or lopping of native vegetation.	New residential development will need to respond to the existing landscape character of the area, as recognised in the Avenel Neighbourhood Character Study (October 2009) and adequately manage any loss to biodiversity through existing approvals pathways.
12.03-1S River corridors, waterways, lakes and wetlands	To protect and enhance river corridors, waterways, lakes and wetlands.	The Avenel Strategy Refresh will continue to capture Hughes Creek as a key natural feature of the township.
13 Environmental Risks and Amenity	Planning policy now places greater weight on the impact of environmental risks such as natural hazards and climate change (13.01), bushfire (13.02) and	
13.01-1S Natural hazards and climate change	Planning must now explicitly respond to the risks posed by climate change, by directing population growth to low risk locations, and adopting risk mitigation and adaptation strategies.	Planning for Avenel's growth will have regard to risks, particularly those presented by bushfire. New residential development in Avenel will be located in areas that are low risk.
13.02-1S and 13.02-1L Bushfire planning	To prioritise protection of human life above all other policy considerations when considering the risks presented by bushfire. Local policy discourages removal of native vegetation for fire safety and development in inaccessible high risk areas.	A bushfire risk assessment was undertaken according to the strategic and landscape scales as required by this clause. The area is at the lowest end of landscape risk on the spectrum of risk in Victoria. Due to the lack of non-grassland landscape scale hazards, the potential for extreme bushfire behaviour is limited.
13.03-1S and 13.03-1L Floodplain management	To identify and protect floodplains, and life property and infrastructure form flood hazards. Local policy requires consideration of Local Floodplain Development Plans.	A floodplain development plans has not been prepared for Avenel. The Goulburn Broken Catchment Management Authority will be consulted as part of Stage 2 engagement.
13.04-1S Contaminated and potentially contaminated land	To proportionately assess the risk presented by potential land contamination to future use or development, particularly sensitive uses, such as residential use.	New land to be rezoned for residential will likely require the preparation of a risk assessment in accordance with Ministerial Direction No. 1.
14 Natural Resource Management	Planning policy now places greater emphasise on protection of agricultural land, and sustainable use of natural resources such as energy and water.	
14.01-1S Protection of agricultural land	Seeks identification and protection of agricultural land, by directing new housing development to existing settlements and avoiding subdivision of productive agricultural land.	Should this project propose any additional growth, the location and impact on productive agricultural land would need to be considered before rezoning.
14.02-1S Catchment planning and management	To assist the protection and restoration of catchments, waterways, estuaries, bays, water bodies, groundwater, and the marine environment.	The Goulburn Broken Catchment Management Authority will be consulted as part of Stage 2 engagement.

Clause	Key policy directions	What this means for the Avenel Strategy Refresh
15 Built Environment and Heritage	New planning policy since 2012 enhances the focus place-based urban design and to recognise the role of building design, heritage and energy and resource efficiency in delivering liveable and sustainable cities, towns and neighbourhoods.	
15.01-1S Urban design	Seeks to promote good urban design that contributes to a sense of place and cultural identity, and references the <i>Urban Design Guidelines for Victoria, 2017</i>	Establishing key directives for Avenel which adopt the principles of urban design will form part of the Strategy Refresh. These directives will include supporting the character, cultural identity, natural features, public realm, surrounding landscape and climate of Avenel and its community.
15.01-2S and 15.01-2L Building Design	<i>Guides building design and siting to contribute positively to the local context. Local policy requires development to be sympathetic to heritage place, the streetscape and neighbourhood character.</i>	A Strategy Plan generally does not get into the detail of building design. However, the Strategy will need to have regard to Avenel's existing neighbourhood character and heritage places.
15.01-3S Subdivision design	Seeks to create attractive, safe, accessible, diverse and sustainable neighbourhoods. This policy is supported by application of Clause 56.	Strathbogie has no specific local policy regarding subdivision of its new neighbourhoods despite strong growth. This Strategy may explore local objectives and strategies to achieve the preferred neighbourhood outcomes in Avenel.
15.01-4S Healthy neighbourhoods	To achieve neighbourhoods that foster healthy and active living and community wellbeing.	The Avenel Strategy Refresh will explore opportunities for enhancing connectivity throughout the township, including identifying infrastructure to support existing and new residential communities in Avenel.
15.01-5S Neighbourhood character	Seeks to recognise, support and protect neighbourhood character, cultural identity and sense of place, by supporting development that respects existing, and contributes to preferred neighbourhood character.	A Neighbourhood Character Assessment was conducted in October 2009, however, this has not yet been implemented in the Planning Scheme. The Strategy Plan will make recommendations about its implementation.
15.03-1S Heritage conservation	To ensure the conservation of places of heritage significance.	Places of potential heritage significance has been identified through the Strathbogie Shire Heritage Study June 2009, including Central Avenel Precinct and various individual sites of heritage significance. Recognition of the continued importance of heritage within Avenel will be captured in this Strategy Refresh.
15.03-2S Aboriginal cultural heritage	To ensure the protection and conservation of places of Aboriginal cultural heritage significance.	Aboriginal cultural heritage will not Hughes Creek and its reserve is located within an area of Aboriginal cultural heritage significance, being a waterway and within 200m of a waterway.
16 Housing	New policies places greater emphasis on the diversity, sustainability, accessibility and affordability of housing.	
16.01-1S Housing supply	To facilitate well-located, integrated and diverse housing that meets community needs.	Areas of new residential development have been identified through the Neighbourhood Character Study and Strategy Refresh. These areas will be identified in the Strategy Refresh as areas of increased diversity to meets the needs of the community. Further, the Development Plan Report (April 2010) for rural residential development identified two development plan areas in Avenel which were incorporated into the Planning Scheme.
16.01-2S Housing affordability	To deliver more affordable housing closer to jobs, transport and services.	

Clause	Key policy directions	What this means for the Avenel Strategy Refresh
16.01-3L Rural Residential Development	<p>The strategies of this local policy include:</p> <ul style="list-style-type: none"> - Prevent rural residential subdivision where it would: <ul style="list-style-type: none"> > Create the expectation of subdivision on adjoining rural land. > Encircle townships so as to prejudice their future urban growth. - Ensure rural residential development provides a buffer to existing agricultural uses. - Ensure rural residential development protects existing visual and environmental qualities of the area, such as landscape, water quality, native vegetation, habitat and biodiversity. 	<p>The Development Plan Report (April 2010) for rural residential development identified two development plan areas in Avenel which were incorporated into the Planning Scheme namely DPO1 (Development Plan North Avenel), rezoned to Low Density Residential Zone and DPO2 (Lovers Hill Avenel) rezoned to Rural Living Zone respectively.</p>
16.01-5S Residential aged care	To facilitate the development of well-designed and appropriately located residential aged care facilities.	Avenel comprises a high proportion of people aged 65 and over. New residential development areas are identified as areas of increased housing diversity within the Strategy Refresh which could reasonably contemplate residential aged care facilities.
17 Economic Development	New planning scheme provisions have a stronger focus on innovation as a contributor to economic prosperity.	
17.02-1S Business	To encourage development that meets the community's needs for retail, entertainment, office and other commercial services.	Identifying Avenel's town centre aims to enhance the retail and commercial offering within the township through the consolidation of these services. The Strategy Refresh identifies opportunities to define the 'commercial core' of the township.
17.03-1S Industrial land supply	To manage out-of-centre development.	The Strathbogies Shire Industrial Land Study Final Report July 2008 identified there is no suitable land for industrial rezoning within the Avenel township, and as such is not considered as part of the Strategy Refresh.
17.04-1S Facilitating tourism, 17.04-1R Tourism - Hume and 17.04-1L Tourism	<p>To encourage tourism development to maximise the economic, social and cultural benefits of developing the state as a competitive domestic and international tourist destination.</p> <p>The strategies of this local policy include:</p> <ul style="list-style-type: none"> - Support tourism development near Lake Nagambie and Goulburn River. - Support tourist developments associated with rural land uses. - Encourage the development of the Regatta Centre Precinct, Nagambie as a water sports centre. - Support niche and boutique industry tourist development that promote and enhance the natural environment, heritage and town character. 	<p>The Strategy Refresh aims at identifying tourism interest points in the township that could be further supported including sites of heritage significance (Ned Kelly sites) and local industry (wineries)</p>

Clause	Key policy directions	What this means for the Avenel Strategy Refresh
18 Transport	New planning policy emphasises the interrelationships between land use and transport, and the influence of transport on sustainability.	
18.01-1S Land use and transport integration	Recognises that movement networks need to be integrated with land use planning to facilitate social, cultural and economic opportunities. Refers to DOT's <i>Movement and Place in Victoria, 2019 policy</i> .	Enhanced connectivity within and around Avenel is a key consideration. An analysis of transport infrastructure and economic linkages, will identify servicing priorities and opportunities to support improved access to employment and services
18.01-2S and 18.01-2R Transport system	The efficient, coordinated and reliable movement of people and goods through integrated and efficient transport systems	Increased legibility and accessibility of transport systems between Avenel, Nagambie and Seymour to facilitate regional growth and development and maximise access to residential areas, employment, markets, services and recreation.
18.01-3S Sustainable and safe transport	To facilitate an environmentally sustainable transport system that is safe and supports health and wellbeing.	Avenel's regional context provides opportunity to apply the 20 minute neighbourhood concept including sustainable transport options to support health and wellbeing objectives. Unsafe town intersections and level crossing are key considerations as well.
18.02-1S Walking	To facilitate an efficient and safe walking network and increase the proportion of trips made by walking.	Development can be designed to promote walkability within the township and minimise car dependency. This strengthened walking infrastructure across future residential development areas.
18.02-2S Cycling	To facilitate an efficient and safe bicycle network and increase the proportion of trips made by cycling.	An enhanced cycling network is a key consideration through design and development, providing access to major destinations while facilitating transport, sport, recreation and fitness.
18.02-3S Public transport	To facilitate an efficient and safe public transport network and increase the proportion of trips made by public transport.	Commuter-style public transport across the Shire's network of regional townships will support the use of Avenel's rail line for employment and service access.
18.02-4S and 18.02-4L Roads	Facilitating safe and efficient roads, while ensuring that land use and development does not prejudice the levels of service, safety and amenity of the Hume Freeway and Goulburn Valley Freeway. This policy applies to land within 100 metres of the Hume Freeway and Goulburn Valley Freeway.	Safety and amenity at the Hume Freeway and Goulburn Valley Freeway are key considerations though the development of future design guidelines.
18.02-5S Freight	To facilitate an efficient, coordinated, safe and sustainable freight and logistics system that enhances Victoria's economic prosperity and liveability.	The planned use of Strathbogie Shire's railway for freight connectivity from Melbourne to Brisbane will influence economic development in Avenel and neighbouring towns.
18.02-6S Ports	The effective and competitive operation of Victoria's commercial trading ports at local, national and international levels, and to facilitate their ongoing sustainable operation and development.	
18.02-7S Airports and airfields	To strengthen the role of Victoria's airports and airfields within the state's economic and transport infrastructure, guide their siting and expansion, and safeguard their ongoing, safe and efficient operation.	The protection and operation of Mangalore Airport is a key consideration, including its strengthened use for transport, food processing and logistic industries.

Clause	Key policy directions	What this means for the Avenel Strategy Refresh
19 Infrastructure	Planning to ensure that the growth and redevelopment of settlements supports the efficient, equitable, accessible and timely provision of social and physical infrastructure.	
19.01-1S Energy Supply Infrastructure	The appropriate development of energy supply infrastructure.	
19.01-2S and 19.01-2R Renewable Energy - Hume	Ensuring the appropriate siting and design of renewable energy provision. Create renewable energy hubs that support co-location of industries to maximise resource use efficiency and minimise waste generation.	Energy infrastructure projects in Hume can support the diversification of Avenel's local and regional economy to improve sustainability and social outcomes.
19.02-S Health facilities	Integrating health facilities within local and regional communities.	Health facility accessibility in Avenel is a key consideration, as demographic trends in the township indicate demand for aged and community care facilities.
19.02-2S Education facilities	Education facilities within local and regional communities respond to demographic trends and are safe and accessible.	Streets and accessways to childcare and schools in Avenel support safe and sustainable transport options, while meeting current and future demand.
19.02-3S Cultural facilities	Access to art, recreation, and cultural facilities supports a strong cultural environment.	Future residential and commercial development in Avenel can support place-based cultural and recreational opportunities.
19.02-4S Social and cultural infrastructure	The fair distribution of social and cultural infrastructure.	Community places will be planned and designed to adept to social trends in the township. The inclusivity and accessibility of cultural and sporting facilities in Avenel is a key consideration.
19.02-5S Emergency Services	Police, fire and ambulance services are placed in suitable locations.	The continued prioritisation of community safety and wellbeing.
19.02-4S Open Space	The delivery of diverse and integrated public open space network that responds to community needs.	Avenel's natural landscape provides opportunity for recreation and conservation of natural and cultural environments. Future development can support open space linkages across the township.
19.03-1S - Development and infrastructure contributions plans and 19.03-1L Infrastructure Provision	Planned infrastructure is delivered through the preparation of development contributions plans and infrastructure contributions plans.	Development contribution plans and infrastructure contributions plans can be further explored as a means of alleviating Infrastructure and servicing constraints on potential residential development.
19.03-2S Infrastructure design and provision	Community needs are met through timely, efficient and cost-effective development infrastructure.	Future community infrastructure in Avenel will be considered in response to demographic trends and the existing community profile.
19.03-3S and 19.03-3R Hume Integrated water management	Sustainable management of water supply and demand through an integrated water management approach.	Future development will consider sustainable water management in Avenel, including sewerage and drainage.
19.03-3S and 19.03-3R Hume Integrated water management	Sustainable management of water supply and demand through an integrated water management approach.	Future development will consider sustainable water management in Avenel, including sewerage and drainage.
19.03-3L Stormwater management	Water sensitive urban design measures are incorporated into stormwater runoff management.	Future infrastructure development in Avenel will consider WSUD best practice.
19.03-4S Telecommunications	Orderly and balanced development of telecommunications infrastructure.	Upgrading and maintenance will continue as a key consideration.
19.03-5S Waste and resource recovery	Reduce waste to minimise environmental and health impacts.	The Strategy Refresh will further promote sustainable design and development objectives.

APPENDIX 2:

PLANNING SCHEME AMENDMENTS REVIEW

Table 2. Planning Scheme Amendments relevant to Avenel

Amendment No.	Date	Changes made to Planning Scheme relevant to Avenel
C028 Pt1	March 2012	The amendment rezones land at North Avenel from the Farming Zone to the Low Density Residential Zone and applies a new Schedule 1 to the Development Plan Overlay to the land.
C028 Pt2	May 2013	The amendment rezones the site at Lovers Hill from the Farming Zone to Rural Living Zone and applies a Development Plan Overlay by introducing a new Schedule 2 to the Development Plan Overlay and applies a Vegetation Protection Overlay by introducing Schedule 1 to the Vegetation Protection Overlay.
C050	December 2013	Replaces the Municipal Strategic Statement and Local Planning Policy Framework in accordance with the recommendations of the Strathbogie Planning Scheme Review. This introduced the Avenel Structure Plan into the Planning Scheme.
C074	August 2016	Amendment prepared by the Minister in conjunction with council. S20(4) Ministerial amendment requested by Strathbogie Shire Council under delegation. The amendment aligns the MSS with the adopted Council Plan and deletes content from Clause 21 outlining a previous structure of the MSS which was superseded with the gazettal of Amendment C50.
C004 Pt1	August 2017	The amendment implements the recommendations of the Strathbogie Shire Heritage Study Stage 2: Volume 1,2 and 3, Part 1 and 2, 2013 in the Strathbogie Planning Scheme by applying the Heritage Overlay to 55 individual properties and makes associated mapping changes.
C84	March 2022	The Amendment replaces the Local Planning Policy Framework of the Strathbogie Planning Scheme with a new Municipal Planning Strategy at Clause 02, a modified Planning Policy Framework at Clauses 11, 13, 14, 15, 16, 17, 18 and 19 and a selected number of local schedules to overlays and operational provisions in a manner consistent with changes to the Victoria Planning Provisions introduced by Amendment VC148.

APPENDIX 3: LAND SUPPLY ANALYSIS

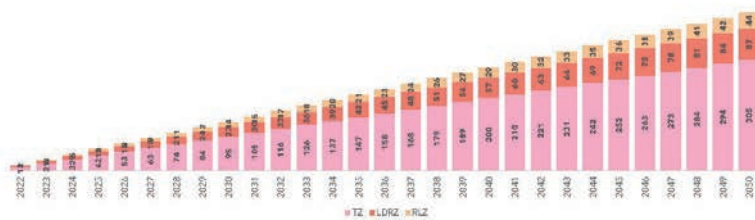
MESH Land Supply & Demand Scenario Modeller

Land Supply (source: Council)		Distribution	1	2	3	4	5	6
Average approved dwelling per annum	15	TZ	100%	70%	70%	0%	0%	80%
Distribution Type (lotting)	3	LDRZ	0%	30%	20%	100%	0%	0%
Average lot construction	13	RLZ	0%	0%	10%	0%	100%	20%
Apportionment based on Distribution Allocation								
TZ	10.5							
LDRZ	3							
RLZ	1.5							
		Activate For Start Point	Yes	Yes	Yes			
		Select Activation Year	2022	2022	2022			

	Supply (in Years)
TZ	41
LDRZ	19
RLZ	7
Total Supply	67

Assumption:
Lot size used:
TZ - 1,500m² (0.015 ha)
LDRZ - 2,000m² (0.02 ha)
RLZ - 20,000m² (0.2 ha)
30% of land reduction for large site lots to account for services (eg. roads)
Update rate taken from Council's average between 2017-2022
Infill subdivision approvals included (source: Council)

Avenel Growth 2022-2050 (Dwellings)



Person per household 2.5

	2025	2030	2035	2040	2045	2050
Total Additional Dwellings	60	135	210	285	360	435
Total Additional Population	138	311	483	656	828	1,001

Avenel Remaining Land Supply 2022-2050 (Dwellings)



Remaining Dwelling Supply

	2025	2030	2035	2040	2045	2050
TZ	592	539	487	434	382	329
LDRZ	284	269	254	239	224	209
RLZ	111	103	96	88	81	73
Total Remaining Capacity	986	911	836	761	686	611



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