

**21.06 INDIVIDUAL TOWN STRATEGIES**15/07/2010  
C76**Context**

The towns of the Shire generally provide housing, employment, access to services and a sense of community to residents. Their ongoing development requires attention.

These strategies support the objectives of “Visual Character of Towns and Rural Landscapes”, ‘Roles of Towns’ and ‘Urban Growth’.

Local Strategies for the urban areas of Warragul, Drouin, Trafalgar and Yarragon are also linked to the development framework plans set out in Clause 22.2.1 of the Local Policies in this scheme.

Smaller towns such as Longwarry, Neerim South, Willow Grove and Rawson contain some undeveloped residential land and in some cases significant under utilised infrastructure such as reticulated sewerage and community facilities.

21.06-1  
15/07/2010  
C76**Warragul****Objective 1 To support Warragul as a prime urban and business centre.**

- Strategy 1.1 Promote Warragul and Drouin as twin towns.
- Strategy 1.2 Strengthen the role of Warragul as the major retail, business and service centre in the Shire.
- Strategy 1.3 Develop a Town Centre Structure Plan for Warragul.
- Strategy 1.4 Implement the Baw Baw Shire Development Contribution Plan, 23 March 2007, to provide funding for future infrastructure requirements in Warragul and Drouin.
- Strategy 1.5 Identify potential sites and facilitate development within or adjoining the existing Warragul central business district.
- Strategy 1.6 Investigate the feasibility of a discount department store in Warragul as a means of consolidating and reinforcing the status of the Centre and addressing ‘escape’ retail expenditure from the Shire.
- Strategy 1.7 Recognise the land south of the Warragul Central Business District (CBD), adjacent to Alfred Street and Howitt Street, as having potential to contribute to the revitalisation of the Warragul Transit Precinct.
- Strategy 1.8 Encourage consolidated mixed use redevelopment and refurbishment of the Warragul Transit Precinct.
- Strategy 1.9 Continue to improve the urban environment through the development and implementation of streetscape plans and revised traffic management arrangements to strengthen the Warragul and Drouin shopping precinct and commercial areas.
- Strategy 2.0 Improve the appearance of the entrance roads to Warragul through landscaping improvements and a development code for restricted retail premises.
- Strategy 2.1 Encourage integrated development through the participation of servicing authorities in defining areas in Warragul that can be readily supplied with infrastructure.
- Strategy 2.2 Introduce water sensitive urban design infrastructure in accordance with the Warragul Urban Drainage Strategy, 26 February 2007.
- Strategy 2.3 Encourage further light industrial development.
- Strategy 2.4 Prepare Structure Plans for designated growth areas of Warragul, consistent with the principles of planning for urban settlements as prescribed in Clause 14.01-2 of this Scheme.

**21.06-2 Drouin**

15/07/2010  
C76

**Objective 1 To support Drouin as a twin town and prime urban and business centre.**

- Strategy 1.1 Consolidate the retail centre of Drouin.
- Strategy 1.2 Consider the recommendations for traffic management, urban design and redevelopment in the Drouin Town Centre Structure Plan.
- Strategy 1.3 Maintain an urban growth boundary around Drouin designed to contain future residential expansion to the year 2030.
- Strategy 1.4 Encourage integrated development through the participation of servicing authorities in defining areas that can be readily supplied with infrastructure.
- Strategy 1.5 Continue to improve the urban environment through the development and implementation of streetscape plans and revised traffic management arrangements to strengthen the shopping precinct and commercial areas.
- Strategy 1.6 Prepare Structure Plans for designated growth areas, consistent with the principles of planning for urban settlements as prescribed in Clause 14.01-2 of this Scheme.
- Strategy 1.7 Implement the ‘Baw Baw Shire Development Contribution Plan, 23 March 2007’, to provide funding for future infrastructure requirements
- Strategy 1.8 Encourage further light industrial development.

**21.06-3 Trafalgar**

15/07/2010  
C76

**Objective 1 To support Trafalgar as a residential and agricultural service centre.**

- Strategy 1.1 Plan for Trafalgar to be a major local centre for agricultural service provision, residential development and for commercial and industrial opportunities.
- Strategy 1.2 Maintain urban growth boundary to contain future residential expansion to the year 2030.
- Strategy 1.3 Encourage integrated development through the participation of servicing authorities in defining areas in Trafalgar that can be readily supplied with infrastructure.
- Strategy 1.4 Prepare Outline Development Plans for growth areas.
- Strategy 1.5 Promote Trafalgar as providing affordable and attractive housing choices with excellent education facilities and retirement opportunities.
- Strategy 1.6 Encourage all residential greenfield development to the south of the Princes Highway in accordance with the Trafalgar Land Use Strategy Plan.
- Strategy 1.7 Provide for future residential and industrial development in accordance with the Strategy Plan under Clause 22.02-1.
- Strategy 1.8 Develop off-street car parking areas behind the existing shopping centre, to improve the retail function and tourist potential of Trafalgar.
- Strategy 1.9 Investigate a new traffic circulation system and link to new tourist facilities, such as toilets.
- Strategy 2.0 Further develop tourism links and facilities.
- Strategy 2.1 Encourage industrial development along the railway line north of Waterloo Road.
- Strategy 2.2 Build on existing and nominated future industrial development areas and strengthen the existing shopping facilities.

**21.06-4 Yarragon**

15/07/2010  
C76

**Objective 1 To support Yarragon’s role as a service centre and in tourism.**

- Strategy 1.1 Plan for Yarragon to be a major local centre for agricultural service provision, residential development and for commercial and industrial opportunities.
- Strategy 1.2 Recognise that significant holdings of under utilised industrial land exist in Yarragon that are located away from residential areas and are readily accessible from the transport corridor. The potential exists for value added industries if infrastructure is made available.
- Strategy 1.3 Continue to develop and promote the village scale tourism role and support the tourism role with increased car parking at the rear of the shops.
- Strategy 1.4 Encourage integrated development through the participation of servicing authorities to define areas in Yarragon that can be readily supplied with infrastructure. Prepare Outline Development Plans for these areas.
- Strategy 1.5 Encourage residential development to the south of the railway line.
- Strategy 1.6 Encourage industrial development to the north of the railway line.
- Strategy 1.7 Provide for future residential development in accordance with the Strategy Plan at Clause 22.02-1.
- Strategy 1.8 Establish an urban growth boundary around Yarragon, designed to contain future residential expansion to the year 2030.

**21.06-5 Longwarry**

15/07/2010  
C76

**Objective 1 To support Longwarry’s role as a rural service and industrial centre.**

- Strategy 1.1 Plan for Longwarry to be a major local centre for agricultural service provision, residential development and for commercial and industrial opportunities.
- Strategy 1.2 Encourage development that takes up underutilised residential land, reticulated sewerage and community facilities.
- Strategy 1.3 Consolidate the Longwarry commercial area with the main focus on the north side of the railway line as shown on the Longwarry Strategy Plan and referred to in the Longwarry Outline Development Plan – Henshall Hansen & Associates (1994).
- Strategy 1.4 Develop open space links within the urban area to improve amenity as shown on the Longwarry Strategy Plan and referred to in the Longwarry Outline Development Plan – Henshall Hansen & Associates (1994).
- Strategy 1.5 Develop revised siting and flooding controls with Melbourne Water for all buildings and works.
- Strategy 1.6 Encourage infill residential development before allowing any further rezoning of land for residential development.

**21.06-6 Neerim South**

15/07/2010  
C76

**Objective 1 To support Neerim South’s role in as a rural service centre**

- Strategy 1.1 Support Neerim South as a local rural service centre and residential area.
- Strategy 1.2 Encourage infill residential development on vacant land within the town boundaries.
- Strategy 1.3 Retain vacant land to the east of the town for future residential use.
- Strategy 1.4 Encourage development that takes up underutilised residential land, reticulated sewerage and community facilities.

- Strategy 1.5 Develop landscape plans for the entrances to town.
- Strategy 1.6 Implement the recommendations of the Neerim South Outline Development Plan, Henshall Hansen Associates (1994).

**21.06-7 Thorpdale**

15/07/2010  
C76

**Objective 1 To support Thorpdale’s role as a rural service centre.**

- Strategy 1.1 Support Thorpdale as a local rural service centre and residential area.
- Strategy 1.2 Continue the rural servicing role.
- Strategy 1.3 Maintain existing facilities.
- Strategy 1.4 Recognise that future development is limited due to topographic and servicing constraints.
- Strategy 1.5 Support industrial land development and uses along the west side of Station Street and the Mirboo-Thorpdale Road.

**21.06-8 Willow Grove**

15/07/2010  
C76

**Objective 1 To support Willow Grove’s role as a residential hamlet.**

- Strategy 1.1 Promote Willow Grove as a lifestyle choice within the Shire close to recreation facilities.
- Strategy 1.2 Support Willow Grove as a local rural service centre and residential area.
- Strategy 1.3 Encourage development that takes up underutilised residential land, reticulated sewerage and community facilities.
- Strategy 1.4 Encourage residential development towards Blue Rock Dam and existing available residential land within the town boundaries.
- Strategy 1.5 Consolidate commercial development within the existing commercial area.

**21.06-9 Noojee**

15/07/2010  
C76

**Objective 1 To support Noojee’s role in providing alternative living locations and servicing its local area.**

- Strategy 1.1 Recognise Noojee as providing an important local service role and alternative living environment, and that provision of infrastructure is critical to its potential.

**21.06-10 Buln Buln**

15/07/2010  
C76

**Objective 1 To support Buln Buln’s role as a residential hamlet**

- Strategy 1.1 Support residential development within limits of existing developed area as the town is encircled by high quality agricultural land.

*Note: Further development is dependent on the provision of services.*

**21.06-11 Darnum**

15/07/2010  
C76

**Objective 1 To support Darnum’s role as a residential hamlet.**

- Strategy 1.1 Support Darnum as a local rural service centre and residential area.
- Strategy 1.2 Encourage low density residential development areas to the south of the highway.
- Strategy 1.3 Restrict linear development along the highway.

Strategy 1.4 Limit further ribbon residential development

Strategy 1.5 Consolidate the existing residential area.

**21.06-12 Nilma**

15/07/2010  
C76

**Objective 1 To support Nilma's role as a residential hamlet.**

Strategy 1.1 Develop opportunities for infill serviced residential and rural residential development within the township area.

Strategy 1.2 Encourage the development of areas to the south of the Princes Highway.

Strategy 1.3 Prevent linear development along the highway.

Strategy 1.4 Address drainage and watercourse issues.

**21.06-13 Neerim**

15/07/2010  
C76

**Objective 1 To support Neerim's role as a rural living hamlet.**

Strategy 1.1 Restrict further development of the township beyond the area zoned Rural Living Zone.

Strategy 1.2 Minimise further development within the Tarago Water Supply Catchment Area, except on lots created in accordance with the Neerim Restructure Allotment Plan - April 2007.

Strategy 1.3 Minimise the impact of further development on the character of the township by ensuring any further subdivision be in accordance with schedules 1 and 3 to the Rural Living Zone.

**21.06-14 Neerim Junction**

15/07/2010  
C76

**Objective 1 To support Neerim Junction's role as a Rural Living hamlet.**

Strategy 1.1 Restrict further development of the township beyond the area zoned Rural Living Zone.

Strategy 1.2 Minimise further development within the Tarago Water Supply Catchment Area, except on lots created in accordance with the Neerim Junction Restructure Allotment Plan - April 2007.

**21.06-15 Erica**

15/07/2010  
C76

**Objective 1 To support Erica's role as a residential hamlet and in tourism.**

Strategy 1.1 Encourage the installation of sewerage facilities or an acceptable alternative system.

Strategy 1.2 Cater for future residential development within the existing town boundaries.

Strategy 1.3 Encourage appropriate accommodation and tourism opportunities in Erica.

**21.06-16 Rawson**

15/07/2010  
C76

**Objective 1 To support Rawson's role as a residential hamlet and in tourism.**

Strategy 1.1 Recognise Rawson as providing an important local service role and alternative living environment, and that provision of infrastructure is critical to its potential.

Strategy 1.2 Promote accommodation and tourism opportunities, particularly to support tourism at Walhalla.

**21.06-17 Walhalla**

15/07/2010  
C76

**Objective 1 To support Walhalla's role in tourism and heritage protection.**

- Strategy 1.1 Recognise that the township of Walhalla is a significant asset to the Shire. It presents opportunities for the development of a world class heritage town.
- Strategy 1.2 Ensure its significance is not threatened by incompatible or unsustainable levels of use using appropriate environmental management.
- Strategy 1.3 Recognise Rawson as providing an important local service role and alternative living environment, and that provision of infrastructure is critical to its potential.
- Strategy 1.4 Limit residential development as it is detrimental to the sensitive cultural and natural environment.
- Strategy 1.5 Develop and enhance the tourism role of the town.
- Strategy 1.6 Strengthen links with Rawson and Erica for providing accommodation.
- Strategy 1.7 Support provision of an effective effluent disposal system.
- Strategy 1.8 Implement the Walhalla Strategy and Action Plan - March 1997.

**21.06-18 Tanjil Bren**

15/07/2010  
C76

**Objective 1 To maintain and enhance the special character, environment and amenity of Tanjil Bren.**

- Strategy 1.1 Tanjil Bren provides alternative living environments and is important in serving tourism. The supply and installation of infrastructure should be critical to its potential.

**Reference Documents**

- Baw Baw Shire Development Contribution Plan, 23 March 2007
- Drouin Town Centre Structure Plan
- Longwarry Outline Development Plan - Henshall Hansen & Associates (1994).
- Neerim Junction Restructure Allotment Plan - April 2007.
- Neerim Restructure Allotment Plan - April 2007.
- Neerim South Outline Development Plan, Henshall Hansen Associates (1994)
- Walhalla Strategy and Action Plan - March 1997.
- Warragul Urban Drainage Strategy, 26 February 2007