

21.13 LARGE DISTRICT CENTRE - KORUMBURRA

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21.13-1 Overview – Korumburra

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Situated on the South Gippsland Highway in a picturesque landscape of rolling hills, Korumburra is the second largest town in the municipality and a key service provider to the smaller towns and communities in the Shire's western region. Ongoing improvements to the South Gippsland Highway and the development of the Pakenham Bypass make Korumburra increasingly accessible to metropolitan Melbourne and help underpin population and economic growth that will contribute to securing the town's growth into the future.

Challenges for Korumburra include improving the retail offer, function and appearance of the Town Centre; responding to the existing highway traffic management problems; achieving appropriate redevelopment of the former Korumburra Saleyards site; planning new residential growth areas; and, continuing to define a role and character for Korumburra that distinguishes its place in the Shire's western region.

21.13-2 Objectives – Korumburra

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- Maintain and promote Korumburra as a Large District Centre offering significant industrial, retail, service, residential and tourism functions in the Shire.
- Ensure the use and development of land in accordance with the strategic directions in the *Korumburra Framework Plan* at clause 21.13-4.

21.13-3 Strategies – Korumburra

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- Settlement strategies:
 - Provide an attractive and safe residential environment and strengthen the economic future of the large district centre.
 - Provide sufficient residential land, at a range of densities, available to accommodate future township growth.
 - Plan for sequential and staged residential development that integrates with existing infrastructure networks.
 - Monitor the availability and development of residential land and encourage the rezoning of appropriate areas identified in the *Korumburra Framework Plan* at clause 21.13-2 to maintain an estimated 15-year residential land supply.
 - Promote the development of new residential estates that establish appropriate integration with existing residential areas and infrastructure; provide pedestrian and cyclist connectivity to the Town Centre and key community features; and, protect the environmental values of the land, especially the waterways.
 - Promote higher density residential development and retirement living on land within the inner township residential areas that can be provided with convenient pedestrian access to the Town Centre.
 - Focus industrial development within the established industrial areas, and at the site of the former Korumburra Saleyards. Development of the former saleyards land must have close regard to the amenity interface with the adjoining showgrounds and residential areas.
 - Consider the potential adverse amenity impacts of the 'manufacture of milk products' operations in the Station Street Industrial Area on rezoning proposals and sensitive land uses, development & subdivision applications that allow, or intensify, the establishment of sensitive land uses in the area surrounding the manufacturing operations.
- Economic strategies:

- Support and encourage Korumburra’s role as a retail and service centre with civic and community functions for its population and nearby small communities.
- Strongly discourage the development of new retail uses outside of the Korumburra Town Centre Retail Core where such uses may detract from the principal role of the Korumburra Town Centre.
- Support tourism developments that promote Korumburra as a tourist destination and plan for the provision of services and features that support highway tourism traffic.
- Landscape and built form strategies:
 - Promote site responsive residential subdivision design (supported by geotechnical reports on land exceeding 15% slope) that allow for the creation of appropriately sized and configured lots that minimise the impact of earthworks.
 - Ensure a high standard of building design, layout and landscaping for all new development, and particularly at the entrances to the town.
 - Support the conservation and enhancement of the town’s heritage places and streetscapes in recognition of their central role in establishing Korumburra’s rural township character and sense of place.
- Infrastructure strategies:
 - Improve highway traffic movement through the town.
 - Provide strong pedestrian and cycling connectivity to the Korumburra Town Centre, key community assets and the schools.
 - Discourage land uses that may compromise the proposed highway realignment at the south east entry to the town.
 - Ensure new development and road traffic improvements do not compromise the longer-term potential return of rail services to Melbourne.

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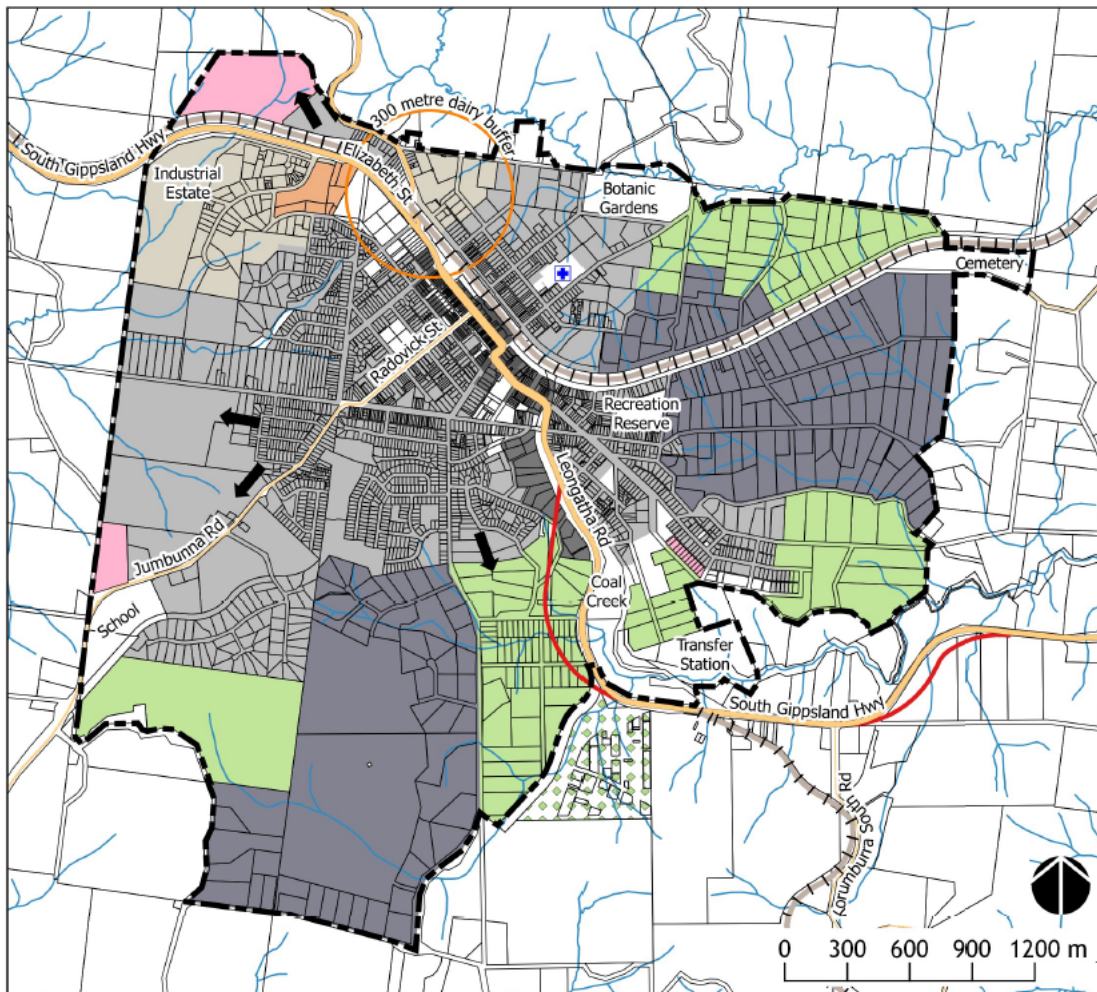
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Implementation – Korumburra

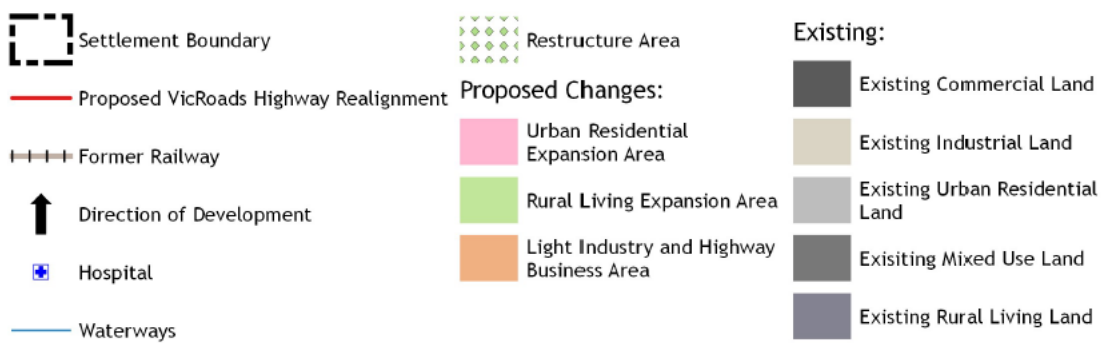
Strategies relating to Korumburra will be implemented by:

- Ensuring that any proposed use and development of land in Korumburra is generally in accordance with the *Korumburra Framework Plan* at Clause 21.13-4.

Korumburra Framework Plan



Legend



1. Where Settlement Boundary line does not accord with a lot boundary or road, the line is indicative and zone boundaries may vary depending on site specific requirements.

21.13-5 Overview – Korumburra Town Centre

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Korumburra Town Centre and the Korumburra Town Centre Retail Core are defined on the Korumburra Town Centre Framework Plan at clause 21.13-4. The Korumburra Town Centre Retail Core is centred on Commercial Street along the section from King Street in the north west to Bridge Street in the south east, and is bounded by the railway line to the north east and Victoria Street to the south west. The Korumburra Town Centre is a wider area which in addition to the Retail Core includes peripheral areas with commercial and civic services. It includes the land on Mine Road between John and Bridge Streets, the courthouse and police station in Bridge Street, the existing supermarket in South Railway Crescent and the service station on the north west corner of the highway and King Street.

21.13-6 Objectives – Korumburra Town Centre

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- Ensure the use and development of land is generally in accordance with the strategic directions in the *Korumburra Town Centre Framework Plan* at clause 21.13-8.

21.13-7 Strategies – Korumburra Town Centre

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- Settlement strategies:
 - Encourage the long term development of under-used and vacant land identified in the Korumburra Town Centre Framework Plan as ‘potential future development’.
 - Encourage quality office and high density residential development, in locations identified in the Korumburra Town Centre Framework Plan, to improve the local demand for goods and services and to extend the hours of activity in the Korumburra Town Centre.
- Economic strategies:
 - Maintain the importance of the Town Centre as the compact retail and service hub of the town.
 - Actively support the establishment of new retail opportunities in the Korumburra Town Centre Retail Core.
 - Actively encourage outdoor, street-based activity within the Korumburra Town Centre.
 - Actively encourage major retail, office and community developments to concentrate in the Korumburra Town Centre Retail Core, comprising the land bounded by Commercial Street, King Street, Victoria Street and Bridge Street.
 - Focus active retail uses on the Korumburra Town Centre’s ‘main streets’, being Commercial Street, Radovick Street and Bridge Street.
 - Encourage the consolidation of sites in the Korumburra Town Centre Retail Core to accommodate new, large floorspace developments.
 - Consider the use of Council-owned sites and Council’s potential power to acquire land in order to consolidate sites to facilitate large floorspace retail development.
 - Actively encourage the development of a major retail use such as an additional supermarket on either of the preferred development sites nominated on the Korumburra Town Centre Framework Plan.
 - Promote tourism, community and other associated uses and activities at the Korumburra Railway Station Precinct to improve diversity of activities on either side of Commercial Street.
 - Encourage transition from light industrial to commercial, retail and tourism uses in the Korumburra Town Centre Retail Core.
- Landscape and built form strategies:
 - Ensure all new development within the Town Centre respects existing built form character by the application of the following guidelines:

- Improve and formalise pedestrian connections especially between Little Commercial Street and Commercial Street. As part of any future development proposals, investigate opportunities to provide additional mid-block pedestrian connections between Little Commercial Street parking areas and Commercial Street.
- Improve the layout and operation of car parking, pedestrian, cycling and mobility scooter facilities.
- Advertising signs to be designed and located to respect the sensitivity of heritage places, strategic views and the town's future desired character as identified in the Korumburra Town Centre Framework Plan.
- Encourage the redevelopment of the existing library site and adjoining sites (south east corner of Commercial and King Streets) for a major retail use such as an additional supermarket. Ensure any new development of the site respects and enhances the town character by application of the following guidelines:
 - Provide a skin of fine-grain speciality retail shops and active pedestrian interfaces to Commercial Street.
 - Provide a distinctive and attractively designed landmark statement with the building and landscape treatments in recognition of the site's gateway entrance into the Korumburra Town Centre.
 - Appropriately articulate, screen or treat any blank walls.
 - Consider inclusion of co-located community facilities and services, such as a library, meeting spaces, public toilets and the like.
- Promote coordinated directional and wayfinding signage in the Korumburra Town Centre and surrounds.
- Ensure infill development provides active interfaces to the street through maximising windows and entry points.
- Support redevelopment of the site on the north-west corner of Bridge and Commercial Streets to a retail use and form that is reflective of its main street corner address and consistent with the town's character.
- Encourage development of two-storey built form on the potential future development sites on the north-east side of Commercial Street, to address the significant change in ground level so as to allow pedestrian access between the Korumburra Railway Station Precinct and the Korumburra Town Centre.
- Maintain strategic views from key vantage points identified in the Korumburra Town Centre Framework Plan by the application of the following guidelines:
 - Maintain a modest two storey traditional built form scale with appropriate roof form designs to ensure the maintenance of long views to landscape.
 - Frame views to attractive features such as the rolling hills beyond the town and to provide a visual link to surrounding rural land.
 - Retain and enhance existing streetscape vegetation.
- Maintain and extend streetscape plantings in the Korumburra Town Centre and surrounding area to enhance the town's existing 'boulevard' character.
- Encourage the provision of additional public open space in the Korumburra Town Centre, with spaces ranging in size from pocket parks to plazas suitable for accommodating festivals and community events.
- Encourage provision of artworks in the Korumburra Town Centre.
- Encourage pedestrian and street activity by applying the principles identified in the *Urban Design Guidelines for Victoria* (Department of Environment, Land, Water and Planning, 2017) to new developments and redevelopments.
- Infrastructure strategies:

- Implement traffic management and calming measures within the Korumburra Town Centre (in consultation with VicRoads) to reduce the impact of heavy vehicles, to increase pedestrian safety and to improve streetscape amenity.
- Improve location of pedestrian crossing points throughout the Korumburra Town Centre.
- Improve streetscape amenity and pedestrian safety throughout the Korumburra Town Centre by increasing public open spaces and defining pedestrian access areas, particularly in Commercial and Little Commercial Streets.
- Encourage the reconfiguration of Little Commercial Street as a pedestrian, cyclist and mobility-scooter friendly space, which provides safe and convenient linkages to existing and new community and retail facilities.
- Upgrade the pedestrian railway underpass and connections between Commercial Street and Station Street.
- Where appropriate and in reference to the *Korumburra Town Centre Car Parking Strategy June 2013* consider reduction or waiving of car parking provision to encourage commercial outcomes, heritage retention, alternative transport use and active frontages.
- Korumburra Community Hub strategies:
 - Strongly encourage the co-location of community services within the Town Centre at the preferred Korumburra Community Hub site (existing kindergarten in Victoria St) nominated in the *Korumburra Town Centre Framework Plan*. Ensure the Korumburra Community Hub is designed, sited and located to:
 - Provide active uses on the ground floor at public interfaces.
 - Incorporate links to pedestrian connections between Commercial Street and Little Commercial Street.
 - Provide a generous public open space / landscape opportunity along the Little Commercial Street frontage.
 - Maintain and encourage active through-access to Victoria Street and Boston Place to maximise site frontage and accessibility.

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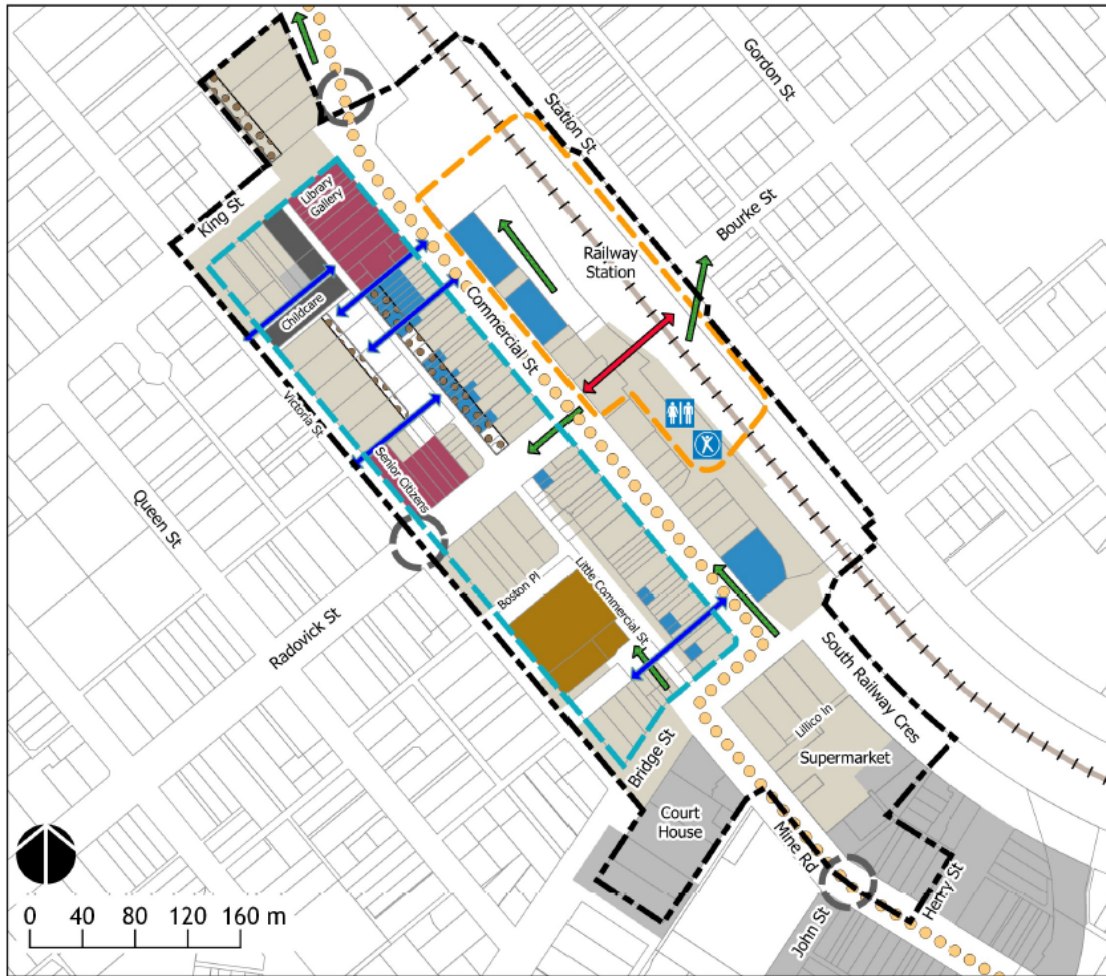
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Implementation – Korumburra Town Centre

Strategies relating to the Korumburra Town Centre will be implemented by:

- Ensuring that any proposed use and development of land in the Korumburra town centre is generally in accordance with the *Korumburra Town Centre Framework Plan* at Clause 21.13-8.

Korumburra Town Centre Framework Plan



Legend

	Preferred Commercial Redevelopment Sites		Town Centre Boundary		Former Railway
	Existing Open-Space / Public Use / Education and Environmental Areas		Town Centre Retail Core Boundary		Preferred Tourism Precinct
	Preferred Community Hub		Town Centre Gateway		Significant Outlooks
	Public Aquisition Overlay (privately owned land)		Toilet		Preferred Pedestrian Connections
	Public Aquisition Overlay (privately owned land)		Park		Pedestrian Rail Underpass
	Existing Commercially Zoned Land				Major Traffic Route
	Existing Mixed Use Land				