

11.01-1L-01 Mansfield Township

30/06/2022
C44mans

Policy application

This policy applies to all land identified in the Mansfield Township Strategic Framework Plan and Mansfield CBD Framework Plan to this clause.

Objectives

To support the growth of Mansfield township as the focus of development in the Shire.

To consolidate the Mansfield Township Central Business District (CBD) shopping centre.

Housing strategies

Contain and intensify residential development within existing residentially zoned land.

Encourage the redevelopment of key strategic sites, infill sites and currently vacant General Residential land.

Discourage any proposed General Residential rezonings in the short to medium term (0-10 years).

Discourage any proposed Low Density Residential rezonings in the short term (0-5 years).

Discourage any proposed Rural Living rezonings in the medium to long term (10-20 years).

Ensure land (zoned Rural Living) south of Stoneleigh Road is protected for a long-term residential growth corridor.

Commercial strategies

Retain the current supply of Commercial 1 zoned land.

Avoid the fragmentation of the core retail uses.

Consolidate the retail and commercial shopping centre core of Mansfield township.

Encourage a range of retail and commercial opportunities in the town centre.

Locate major commercial and industrial developments in Mansfield township.

Encourage more intensive use of existing retail establishments through renovation and redevelopment.

Encourage larger-format retailing (e.g. homemaker) in the Commercial 2 zoned land on Mount Buller Road.

Encourage supermarket uses to locate in the core High Street shopping centre and discourage them at the Mount Buller Road commercial area.

Encourage redevelopment of existing residential properties in Commercial 1 zoned land in the town centre for commercial uses.

Encourage the redevelopment of vacant or underutilised sites including retail and mixed use with possible car parking opportunities to the rear where possible.

Encourage the redevelopment for commercial and retail purposes of key strategic sites located at the former saleyards, Toyota dealership, 34 High Street, 1-7 High Street, Council depot and the former Sawmill.

Encourage the redevelopment of the Toyota dealership to incorporate:

- A front section along High Street for retail purposes.
- Possible mixed use in the rear portion along Curia Street.

Encourage a mix of tourist related uses, including cafes, restaurants, accommodation and tourist related retail within High Street and the town centre.

Support the development of the northern side of Mount Buller Road on the eastern side of Mansfield Township as the preferred linear corridor for business, commercial, mixed use and service industry.

Industrial strategies

Encourage relocation of service industries, light industrial, rural supplies and vehicle repair uses from the town centre to new industrial areas, including Mount Buller Road and Lakins Road once subdivided.

Site and design industrial development in Dead Horse Lane to reduce amenity conflicts with neighbouring residential properties to the south by incorporating the necessary landscape and acoustic buffers.

Transport strategies

Improve connectivity by using existing mid-block connections such as Bank Place and Eisners Lane) as pedestrian links.

Provide on-site car parking as part of retail and commercial development, wherever possible.

Open space and recreation strategies

Support the ongoing role of the Mansfield Golf Course in providing sport and recreational opportunities.

Set aside land along Ford Creek for the creation of a linear shared path as part of the residential subdivision of any land adjacent to the creek.

Create a linear landscaped passive park with pedestrian paths along Fords Creek connecting to existing and future planned paths.

Infrastructure strategies

Ensure urban development is connected to existing town infrastructure.

Station Precinct, Maroondah Highway, Mansfield

Guide use and development in the precinct in accordance with *Mansfield Station Precinct Activation Project, Master Plan and Implementation Plan*, May 2019.

Attract further investment in, redevelopment and revitalisation of the precinct for a range of recreational, cultural, community, environmental, tourism and economic uses and development.

Foster use and development in the precinct in a manner that makes a positive contribution to the local and regional economies, public realm, built form, movement and access and character of the precinct.

Enhance significant features and features within the Mansfield Station Precinct, including the Great Victorian Rail Trail trail head, the Mansfield Information Centre, Aboriginal interpretations and gathering space, the Mansfield Mullum Wetlands and historic displays and interpretations within the former railway station and associated buildings.

Expand community and commercial activities that complement the recreational, cultural and historic uses of the land and contribute to the sustainable future of the precinct and Mansfield township.

Reduce vehicular, pedestrian and bicycle traffic conflicts within the precinct through the closure of Stock Route to prevent vehicular movement through the precinct.

Manage activities and built form at the interface of the precinct to ensure compatibility with adjoining private and public land.

Manage transport movements and access interfaces with the surrounding transport network to improve access arrangement and navigation to and from the site for all transport modes.

