

SJB Urban



# Mansfield Station Precinct Activation Project Master Plan + Implementation Plan

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**Prepared for**  
Mansfield Shire

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# We create amazing places



At SJB we believe that the future of the city is in generating a rich urban experience through the delivery of density and activity, facilitated by land uses, at various scales, designed for everyone.

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# Introduction

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Introduction

1.1 Overview

The Mansfield Station Precinct Activation Project will provide guidance in the form of a master plan for the future of the township's former station precinct.

This Master Plan and Implementation Plan has been prepared by SJB Urban in collaboration with Urban Enterprise and WestBenbow Consulting. It presents the master plan that resulted from discussions with the project steering committee and key stakeholders and the refinement of the Concept Master Plan. It is based on the analysis of the relevant strategic and statutory information, physical context and community consultation process presented in the Background Report.

Project Purpose

The purpose of the Mansfield Station Precinct Activation Project is to develop a vision, master plan and implementation plan for a vibrant hub that contributes to the local and regional economies through the guidance of future land use, built form, movement, access, character and the public realm within the Precinct.

The Master Plan and Implementation Plan seeks to:

- Provide a clear pathway to developing the vision for the Precinct.
- Ensure the activation of open space resulting in a vibrant Precinct.
- Identify potential uses and their location within the Precinct to capitalise on possible synergies.
- Support the economic and social benefit to the local and regional communities.
- Establish actions that facilitate the implementation of the Master Plan.

Project Process

The development of the Master Plan has been informed by the statutory and strategic framework, the context and site analysis and the consultation with the community and key stakeholders.

This Master Plan and Implementation Plan should be read in conjunction with the Project's *'Background Report'* and *'Concept Master Plan'* prepared by SJB Urban and is the final stage of the project, as shown in Figure 1.

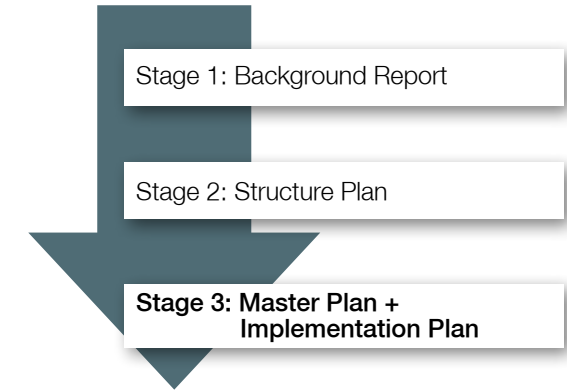


Figure 01: Project Staging.



Figure 02: Scarred Tree on Platform.



Introduction

1.2 Strategic Context

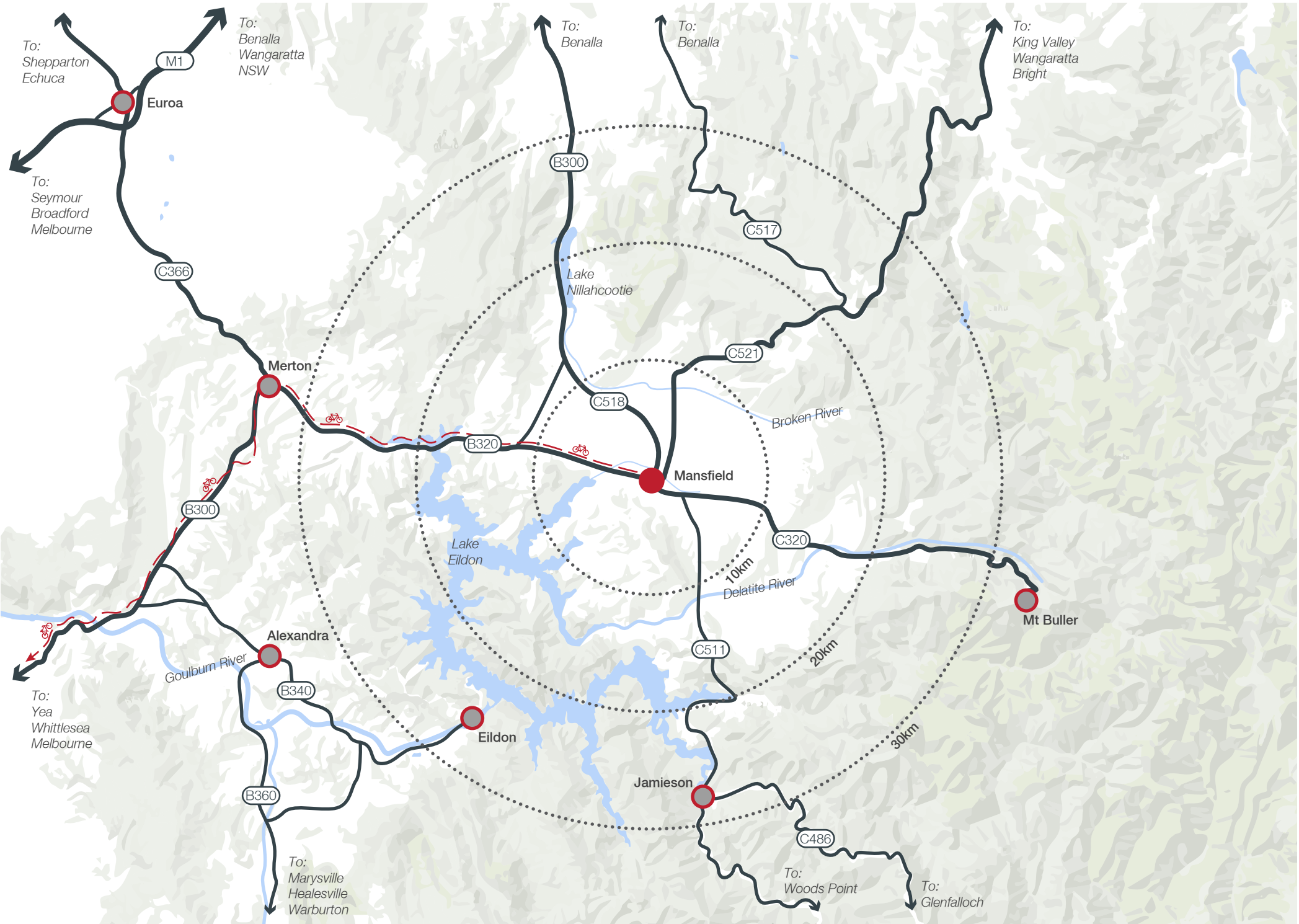


Figure 03: Strategic Context Map.

The township of Mansfield is located approximately 130km to the northeast of the Melbourne CBD, in the Shire of Mansfield Local Government Area (LGA). The LGA is part of Victoria's Hume region along with 11 others. The township is a 50 minute drive away from Mount Buller and acts as the support town for the ski resort. Closer to Melbourne than Bright or Mt Hotham ski resort, Mansfield benefits economically from ski tourism. Other significant advantages for Mansfield are that it is at the start/end of the 134 km Great Victorian Rail Trail (GVRT); it is situated in proximity to Lake Eildon and the overall High Country character of the area.

The Shire was formed after the de-amalgamation of the Shire of Delatite in 2002. As the Shire's main township, Mansfield also provides essential services for smaller urban centres such as Jamieson, Tolmie and Woods Point.

Driving Distances & Estimated Times from Mansfield		
	Distance	Time
Melbourne CBD	209km	2h 30min
Bright	174km	2h
Wangaratta	101km	1h 4min
Euroa	69km	51min
Mt Buller	47km	50min
Benalla	62km	41min
Woods Point*	92km	1h 50min
Jamieson*	39km	34min
Merton*	36km	25min

\*Within Mansfield Shire.



Introduction

1.3 Subject Site



Figure 04: Site Aerial. Source: Google.

The site is located on the western access into Mansfield and on the northern side edge of Maroondah Highway. The site includes the heritage Train Station Precinct, Scarred Tree, Information Centre, Mansfield Mullum Wetlands, the Rail Trail and various linking open spaces. These elements; the arrival statement, important indigenous and post European colonisation cultural significance, a thriving natural ecosystem, historical remains, start/finish of The Great Victorian Rail Trail along with others combine to create a site of considerable significance to the township and Shire of Mansfield.

Site Details	Mansfield Station Precinct	
Area (approx)	13.2 Ha	
Frontages (approx)	Maroondah Highway	1,072.5 m
	Withers Lane	120.6 m
	Kitchen Street	25.6 m





Introduction

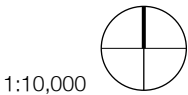
1.4 Opportunities



Figure 05: Opportunities Map.

- Opportunities identified from the Site and context analysis include:
- Ensuring the Site bridges the divide between the main activity in Mansfield with potential future development to the north of the Site.
  - Improving the link between the Site and the Town Centre via High Street.
  - Creating a formal, safe link between the Site and the Botanic Park via Kitchen Street-Fords Creek and Early Street-Baldry Street.
  - Strengthening the ecological and recreational value of the Mullum Wetlands.
  - Strengthening the water run-off and drainage link between the Wetlands and the northern neighbours.
  - Improving the arrival experience to Mansfield on the southern boundary of the Site.
  - Connecting the Site to the south of Maroondah Highway.
  - Capitalising on the views of Mt Battery and Mt Buller from the west end of the Site.
  - Improving the start/end experience of the GVRT by reducing conflict with vehicular traffic, providing new facilities and improving the path.
  - Capitalising on the built heritage within the Site, including the Sawdust Kiln (and those kilns in neighbouring properties) and the Station infrastructure.
  - Strengthening the visibility, prominence and engagement with the scarred tree on site.

- Site
- Rail Trail
- Views
- Gateway
- Link Opportunity
- Wetlands
- Scarred Tree
- Existing Built Form
- Valuable Built Form





Introduction

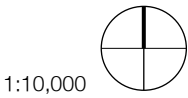
1.5 Constraints



- Constraints identified from the site and context analysis include:
- The lack of adequate links between the Site and the Town Centre and Botanic Park.
  - Maroondah Highway and the drainage on the south act as a barrier between the Site and the southern neighbours
  - Conflicts between GVRT traffic and traffic on Stock Route and Withers Lane.
  - Leftover cutting from the rail realignment divides the western end of the site.
  - Heritage built form and scarred tree must be protected.
  - Interfaces with hardware store and metal yard are inactive.

- Site
- Rail Trail
- Inadequate Link
- Ditch
- Barrier
- Traffic Conflict
- Wetlands
- Scarred Tree
- Existing Built Form
- Valuable Built Form

Figure 06: Constraints Map.





# Master Plan

2





### 2.1 Vision Statement



Figure 07: Mansfield Station platform.

**The Mansfield Station Precinct is a welcoming community place for people of all generations and cultures to come together in a vibrant, sustainable and engaging setting.**

- Historic buildings and contemporary spaces will cater for a range of activities that showcase the Shire's rich heritage, the thriving arts and culture scene, active lifestyle opportunities and outstanding local produce.
- The landscapes within the precinct will celebrate the local environment, history and culture of the Taungurung people, the original and enduring custodians of the land as well as providing opportunities for exploration, contemplation, education and play.
- A unique tapestry of activities including complementary business opportunities, community infrastructure and tourism amenities, will contribute to the valued character of the Shire and help to build a sustainable future.



Master Plan

2.2 Illustrative Master Plan



Figure 08: Preferred Option - Illustrative Master Plan - West. Scale 1:1500.



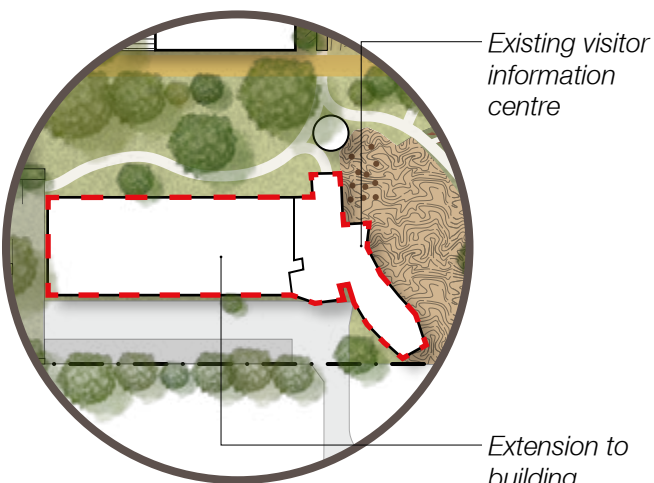
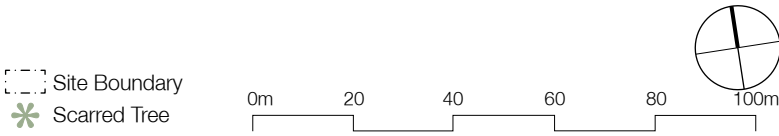
## Master Plan



Figure 09: Preferred Option - Illustrative Master Plan - East. Scale 1:1500.

*\*\*Landscaping features including paths are indicative only.*

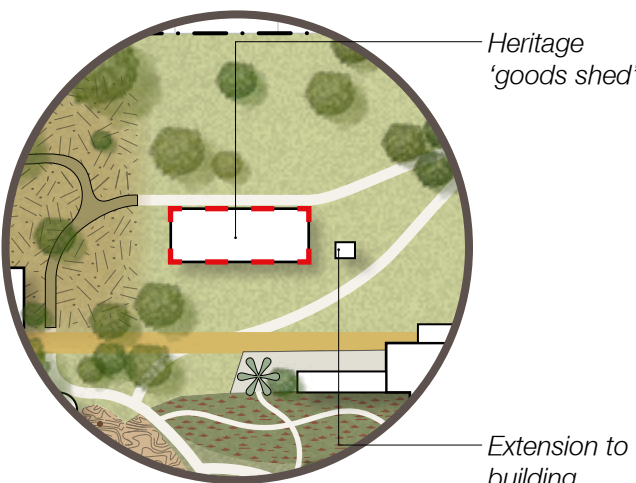
2.3 Built Form Uses



**1**  
**Community Civic Hub**

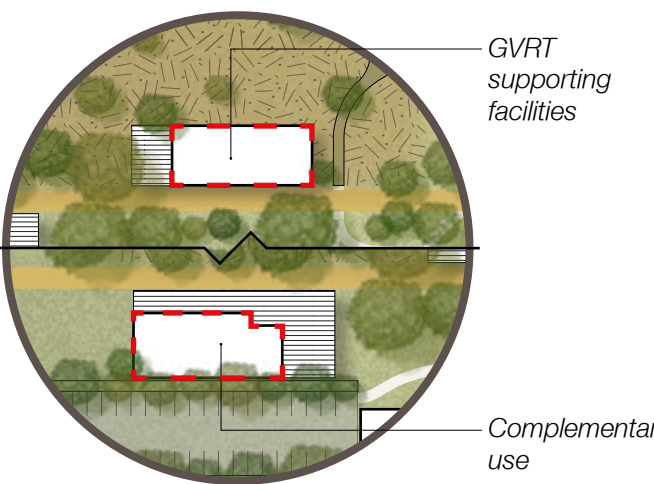
Total Area: 1,400m<sup>2</sup>  
Includes: Art gallery, Taungurung culture & heritage, temporary exhibition space, art workshops, workspace, cultural retail, visitor information centre, café, multi-purpose community space, library and civic facilities.

3x50m <sup>2</sup> Gallery Spaces	700m <sup>2</sup> Multi-purpose/Library
80m <sup>2</sup> Café	100m <sup>2</sup> Workshops
70m <sup>2</sup> Offices	300m <sup>2</sup> Other (foyer, circulation, toilets, kitchen, etc)



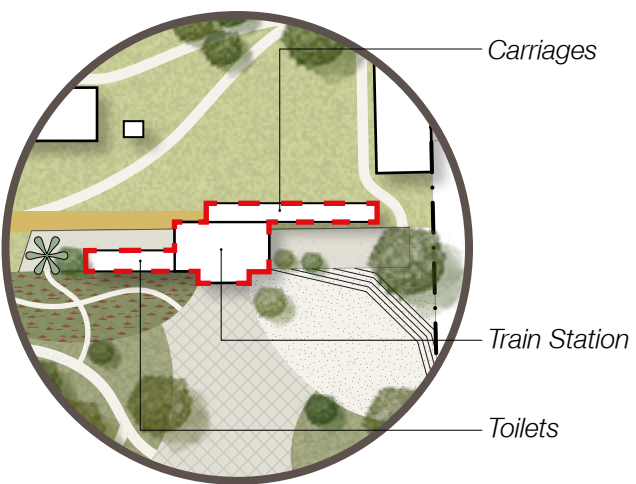
**5**  
**Heritage Goods Shed**

Total Area: 288m<sup>2</sup>  
Includes: Multi-use space for functions and events.



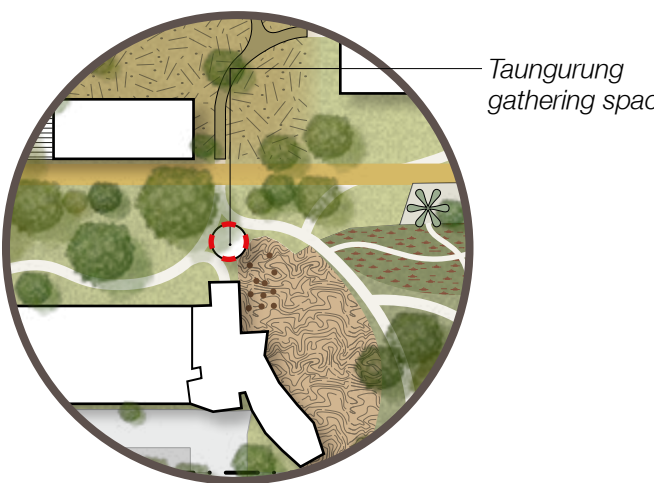
**2 & 3**  
**Complementary Use & Rail Trail Facilities**

Total Area: 660m<sup>2</sup>  
Includes: Food and beverage (e.g. local brewery, local distillery, etc).  
Bike hire, bike shop, bike maintenance, lockers and showers.



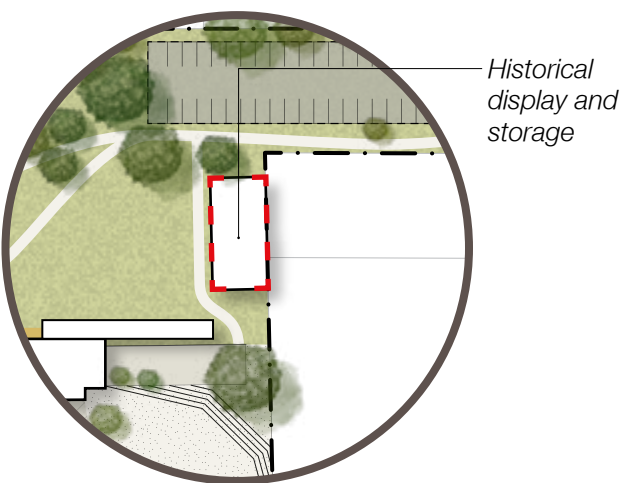
**6**  
**Heritage Train Station**

Total Area: 310m<sup>2</sup>  
Includes: Local history display space and facilities.



**4**  
**Taungurung Gathering Space**

May include: Covered meeting space, fire pit and landscape elements.



**7**  
**Large Item Display & Storage**

Total Area: 240-800m<sup>2</sup> (Size to be determined)  
Includes: Display and storage space for historical items.



# Implementation Plan

3





Implementation Plan

3.1 Overview

The successful implementation of the Master Plan will require a series of planning and policy initiatives, which have been organised in the following the structure shown in Table 1.

Early initiatives and works are expected to establish the conditions to attract investment, forming a catalyst for further redevelopment and revitalisation of the Precinct over time. Medium and longer-term development opportunities will capitalise on the initial initiatives. Their delivery will be influenced by the needs of the community and economic and land use conditions.

The following program outlines the actions identified as being necessary to implement the Master Plan by assigning responsibility, identifying stakeholders and providing indicative timeframes. It should be noted that these actions may be influenced by funding opportunities that are not evident at the time of preparing the Master Plan and as such, the Implementation Plan should remain a flexible guideline for the delivery of the Precinct.

Four timeframe categories have been identified for the completion of actions:

- Short Term (0-2 years)
- Medium Term (2-5 years)
- Long Term (5+ years)
- Ongoing

Actions are categorised as follows;

- Advocate
- Analyse
- Deliver
- Monitor

Generally, implementation of the Master Plan is via both statutory (Planning Scheme) and non-statutory mechanisms, described below.

Table 01: Implementation Plan Structure.

Action	Type of Action	Responsibility	Stakeholders (in addition to Mansfield Shire Community)	Timeframe
Describes how and where an initiative will be delivered	Advocate: actions that need active support and promotion	Nominates the authority or group responsible for delivering the initiative	Nominates stakeholders that are key in delivering the initiative	Short: initiative to be delivered within 2 years
	Analyse: actions that require a more detailed investigation process before it can be delivered		Stakeholders are indicative only and a comprehensive list of stakeholders will be identified according to each initiative (noting that the Mansfield Shire Community are ongoing stakeholders)	Medium: initiative to be delivered within 2 to 5 years
	Deliver: actions regarding planning, building and works			Long: initiative to be delivered within 5+ years
	Monitor: actions concerning the assessment of outcomes to ensure the vision is achieved			Ongoing
Statutory Implementation		Non-Statutory Implementation	Monitoring and Review	
Appropriate planning controls to implement the overarching objectives of the Master Plan have been identified. These will require formal implementation into the Mansfield Planning Scheme through the Planning Scheme Amendment process. This includes modifications to the Local Planning Framework to reflect the vision and priorities of the Master Plan, change in zones to encourage specific land uses within the precinct and adding the Master Plan as a reference document.		Refers to the implementation of measures other than within the Planning Scheme. The final Master Plan adopted by Council will be linked to the Council Plan and annual budget process. These actions will generally be facilitated by partnerships formed with the State and Federal Governments, local businesses and local community groups.	Regular reporting on the Implementation Plan will enable Council to measure progress, ensure appropriate allocation of resources and the delivery of key priorities. Review of the Implementation Plan should occur at least once every year to ensure that it remains current and relevant and consistent with Council’s strategic work and Council and Community Plans, as well as responding to the changing context.	



Implementation Plan

3.2 Actions for the Implementation of the Master Plan

Table 02: Implementation Plan. \*Stakeholders are indicative only (all of the Mansfield Community are stakeholders)

Action	Type of Action	Responsibility	Stakeholders (in addition to Mansfield Shire Community)	Timeframe
00 Temporary Events	Advocate Deliver	Council	Local Government Community Groups Private Enterprise	Ongoing
00 Maintenance of Existing Heritage Buildings	Deliver	Council	Local Government	Ongoing
00 Maintenance of Mullum Wetlands	Analyse Deliver Monitor	Council	Local Government Fords Creek Landcare Group Friends of the Great Victorian Rail Trail	Ongoing
01 <b>Rezone the Land</b> <ul style="list-style-type: none"><li>▪ Background strategic work</li><li>▪ Authorisation from Councillors and Minister</li><li>▪ Exhibition and consultation</li><li>▪ Planning Panel (if a submission can't be resolved)</li><li>▪ Council adoption and Ministerial approval</li></ul>	Deliver	Council	Local Government State Government	Short
02 <b>Complementary Uses Building</b> <ul style="list-style-type: none"><li>▪ Funding model</li><li>▪ Design</li><li>▪ Secure tenant</li><li>▪ Construction</li></ul>	Advocate Deliver	Council Private Sector	Local Government Private Enterprise State Government	Short
02 <b>New car park and access</b> <ul style="list-style-type: none"><li>▪ Funding model</li><li>▪ Design</li><li>▪ Construction</li></ul>	Deliver	Council Private Sector	Local Government VicRoads	Short

Action	Type of Action	Responsibility	Stakeholders (in addition to Mansfield Shire Community)	Timeframe
02 <b>Rail Trail and Cycling Facilities</b> <ul style="list-style-type: none"><li>▪ Funding model</li><li>▪ Design</li><li>▪ Construction</li></ul>	Advocate Analyse Deliver	Council Private Sector	Local Government Private Enterprise Mansfield Mt Buller Cycle Club	Medium
02 <b>Closure of Stock Route</b>	Deliver	Council	Local Government	Short
03 <b>All-Abilities Adventure Playground</b> <ul style="list-style-type: none"><li>▪ Funding model</li><li>▪ Design</li><li>▪ Construction in stages</li></ul>	Deliver	Council	Local Government Yooralla Mansfield Support Group for Children with Special Needs Mansfield Autism Statewide Services	Short-Medium
03 <b>Pump Flow Track</b> <ul style="list-style-type: none"><li>▪ Funding model</li><li>▪ Design</li><li>▪ Construction</li></ul>	Deliver	Council Private Sector	Local Government Private Enterprise Mansfield Mt Buller Cycle Club	Short-Medium
04 <b>Taungurung Gathering Space</b> <ul style="list-style-type: none"><li>▪ Funding model</li><li>▪ Design</li><li>▪ Construction</li></ul>	Analyse Deliver	Council	Local Government Taungurung Corporation	Short
04 <b>Improvement of Connection to Town Centre via High Street</b> <ul style="list-style-type: none"><li>▪ Pedestrian focused</li></ul>	Analyse Deliver	Council	Local Government	Short
05 <b>Withers Lane Lookout</b>	Deliver	Council	Local Government	Short

\*\*Catalytic actions are highlighted with a background colour

Implementation Plan

Table 02: Implementation Plan (continued). \*Stakeholders are indicative only (all of the Mansfield Community are stakeholders)

Action	Type of Action	Responsibility	Stakeholders (in addition to Mansfield Shire Community)	Timeframe
05 <b>Rail Trail Improvements</b> <ul style="list-style-type: none"><li>Funding model</li><li>Design</li><li>Construction</li></ul>	Deliver	Council	Local Government Mansfield Mt Buller Cycle Club Friends of the Great Victorian Rail Trail	Medium
05 <b>Wetlands' Paths Improvements</b> <ul style="list-style-type: none"><li>Funding model</li><li>Design</li><li>Construction</li></ul>	Deliver	Council	Local Government Fords Creek Landcare Group	Medium
06 <b>Goods Shed Heritage and Structural Assessment</b>	Analyse	Council	Local Government Mansfield Historical Society	Short-Medium
07 <b>Goods Shed new use</b> <ul style="list-style-type: none"><li>Funding model</li><li>Design</li><li>Construction</li></ul>	Deliver	Council	Local Government Mansfield Historical Society Private Enterprise	Medium
07 <b>Overflow Car Park</b> <ul style="list-style-type: none"><li>Funding model</li><li>Design</li><li>Construction</li></ul>	Deliver	Council	Local Government	Medium
08 <b>Communtiy Hub</b> <ul style="list-style-type: none"><li>Funding model</li><li>Design</li><li>Construction</li></ul>	Analyse Deliver	Council	Local Government	Medium-Long
08 <b>Civic Open Space</b> <ul style="list-style-type: none"><li>Funding model</li><li>Design</li><li>Construction</li></ul>	Deliver	Council	Local Government	Long

Action	Type of Action	Responsibility	Stakeholders (in addition to Mansfield Shire Community)	Timeframe
09 <b>Heritage Display and Storage</b>	Advocate Analyse Deliver	Council	Local Government Mansfield Historical Society	Short-Medium
09 <b>Heritage Station Building Maintenance and Ongoing Heritage Use</b>	Deliver	Council	Local Government Mansfield Historical Society	Medium-Long
10 <b>Improvement of Connection to Town Centre and Botanical Gardens via Fords Creek</b> <ul style="list-style-type: none"><li>Cycling and pedestrian focused</li><li>As a section of Mansfield's bike loop</li></ul>	Deliver	Council	Local Government	Long

\*\*Catalytic actions are highlighted with a background colour



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We create spaces people love.  
SJB is passionate about the  
possibilities of architecture,  
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Let's collaborate.

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