STRENGTHENING THE REGIONAL ROLE OF MARYBOROUGH

Overview
Maryborough’s regional role is related to the services and opportunities it provides for employment, shopping, business and community services.

In recent years the Central Business Area (CBA) has enjoyed relatively low floor space vacancy rates and stable trading patterns. Maryborough’s central shopping centre has progressively been transformed into an attractive, pedestrian oriented, more vibrant shopping experience. Previous strategies for the centre have provided the planning and urban design basis for these and more recent improvements.

Future planning however should allow for likely CBA expansion. Based on existing population trends and population/household growth, floorspace additions in the order of 3,370 square metres (10% increase on current size) would be required in the next 15 years.

Issues
- Maryborough performs a strong regional retail role within its primary catchment.
- Leakage of retail expenditure to larger regional centres such as Ballarat and Bendigo.
- Renewed public pride in the commercial area as a result of urban design and retailing improvements undertaken during the 1990’s.
- Compact form, pedestrian scale and heritage character are features of the Maryborough CBA.
- Good opportunities for expansion to the south and east of the CBA, however existing commercial zoning can cater for longer term forecasted additions to retail and commercial floor space.
- Maryborough is widely regarded as a major centre for manufacturing industry.
- Vocational training needs to be linked to industry needs.
- Bicycle planning can be improved within the Maryborough urban area.

Objective 1
Encourage well-planned and integrated urban development of Maryborough to enhance its qualities as a place to live, work, invest and visit.

Strategies
- Maximise the use of urban land in Maryborough by defining an urban boundary based on existing development patterns.
- Protect and enhance the highway and major road approaches to Maryborough.
- Advocate for improved road links with Bendigo and Ballarat including the upgrading of the Bendigo/Maryborough Road and Ballarat/Maryborough Road to highway status as the “Central Goldfields Highway”.
- Ensure the delivery at public transport to and from the Shire.
- Implement the Bendigo/Maryborough Remnant Vegetation Initiative and the Park Road entry boulevard planting project as urban design demonstration projects.
- Improve the use of Maryborough airport for increased tourism, recreational and commercial activity.
- Further develop the existing Maryborough Bike Plan and Regional Bicycle Plan and construct the Pascoe Reserve/Blackmans Lead Bike Path.
- Implement proposals for urban and bushland walk/bike path leading to the State Forest.
Objective 2
Encourage and promote Maryborough Central Business Area as a sub-regional centre for retail, business and community services.

Strategies
- Prevent the establishment of major retail facilities at locations isolated from the Central Business Area.
- Encourage better use and consolidation of floorspace and investigate opportunities for new retail floorspace east side of the CBA in the street block bounded by Alma and Napier Streets, and Tuaggra and Nolan Streets.
- Encourage the further concentration of office, administration and personal services in the precinct at the west side of the CBA (Clarendon Street/Civic Precinct).

Objective 3
Maintain and enhance the character and qualities of the Maryborough CBA by retaining its compact urban form, pedestrian scale and heritage character.

Strategies
- Formulate an urban design framework plan for Maryborough CBA which addresses:
  - Development of Maryborough’s civic and cultural centre, north of High Street.
  - Avenue plantings and retail redevelopment Alma Street/Tuaggra Street area.
  - Completion of retail development of the ex Council depot site, opposite the new hardware store.
  - Implementation of adopted “traffic-calming” measures in Maryborough.
  - Improvements to CBA streetscape, carparking and access links especially between High Street and Alma & Clarendon Streets and to the Civic precinct, Phillips Gardens, Princes Park and the railway precinct.
  - Pursue further undergrounding of powerlines within the CBA where practicable, subject to funding availability.
- Develop an integrated tourist and heritage precinct around the Maryborough railway station with defined axis (Nolan Street) linkages to the CBA and Civic Precinct.
- Use of an Urban Design local policy to enhance the visual character, amenity and tourism image of urban areas, particularly major tourism precincts such as town centres and town entrances.

Objective 4
Continue to promote and develop Maryborough as a model centre for manufacturing industry. Refer objectives, strategies and implementation actions for Industrial development (Section 21.07).

Implementation
These strategies will be implemented by
- Application of a Commercial 1 Zone covering the Maryborough CBA.
- Application of a Commercial 1 Zone for the administrative precinct located at the west side of the CBA.
- Use of a Heritage Overlay for buildings, places and areas of heritage significance located within the CBA.
- Use of a Design and Development Overlay covering the Maryborough CBA and the Maryborough Railway Station and environs.
- Limit commercial zoning outside of the Central Business Area to existing retail and/or business locations.
- Application of an Airport Environ Overlay covering Maryborough airport showing Relevant Noise Exposure Forecast (NEF) area.
- Use of an Urban Design Local policy to ensure that new development, including tourist development, has regard to built form and landscape character, and visual qualities of Maryborough.
- Inclusion of the Remnant Roadside Vegetation Planting Strategy (prepared for Bendigo/Maryborough Road) as a reference document.
- Application of a Public Acquisition Overlay covering land within the Maryborough Bypass that is not yet in public ownership.
- Implement Street Tree Strategy.

**Undertake further strategic work**
- Seek funding for restoration of the Maryborough Railway Station.
- Implement the Shire Recreation Plan.
- Develop a Central Goldfields Community Resource Centre to be established in Maryborough which provides a co-ordinated approach to community information needs.
- Implement, with VicRoads, the most appropriate heavy vehicle road by pass of Maryborough.
MARYBOROUGH CENTRAL BUSINESS AREA Structure Plan

CENTRAL LINK
Nolan Street: Axis linking major precincts such as Civic Precinct, Central Business Precinct, proposed Community Resource Centre, Phillips Gardens and Railway/Tourist Precinct.

CENTRAL RETAIL CORE
High Street: Core Retail Street. Maintain compact, form pedestrian scale and heritage character.

A. COMMERCIAL REDEVELOPMENT AND REVITALISATION OPPORTUNITIES
B. BOTANICAL GARDENS

C. PROPOSED COMMUNITY RESOURCE CENTRE

DEFINED PRECINCTS
1. Civic & Administrative Precinct, including TAFE College, Local Government, Hospital, Art Gallery & professional offices.
2. Railway & Industrial Precinct, including railway station & new road link to Flour Mill & Enterprise Centre.
3. Supermarket Precinct, including supermarket, hardware & take-away food outlets.
4. Recreation Precinct, Indoor Recreation Centre.