



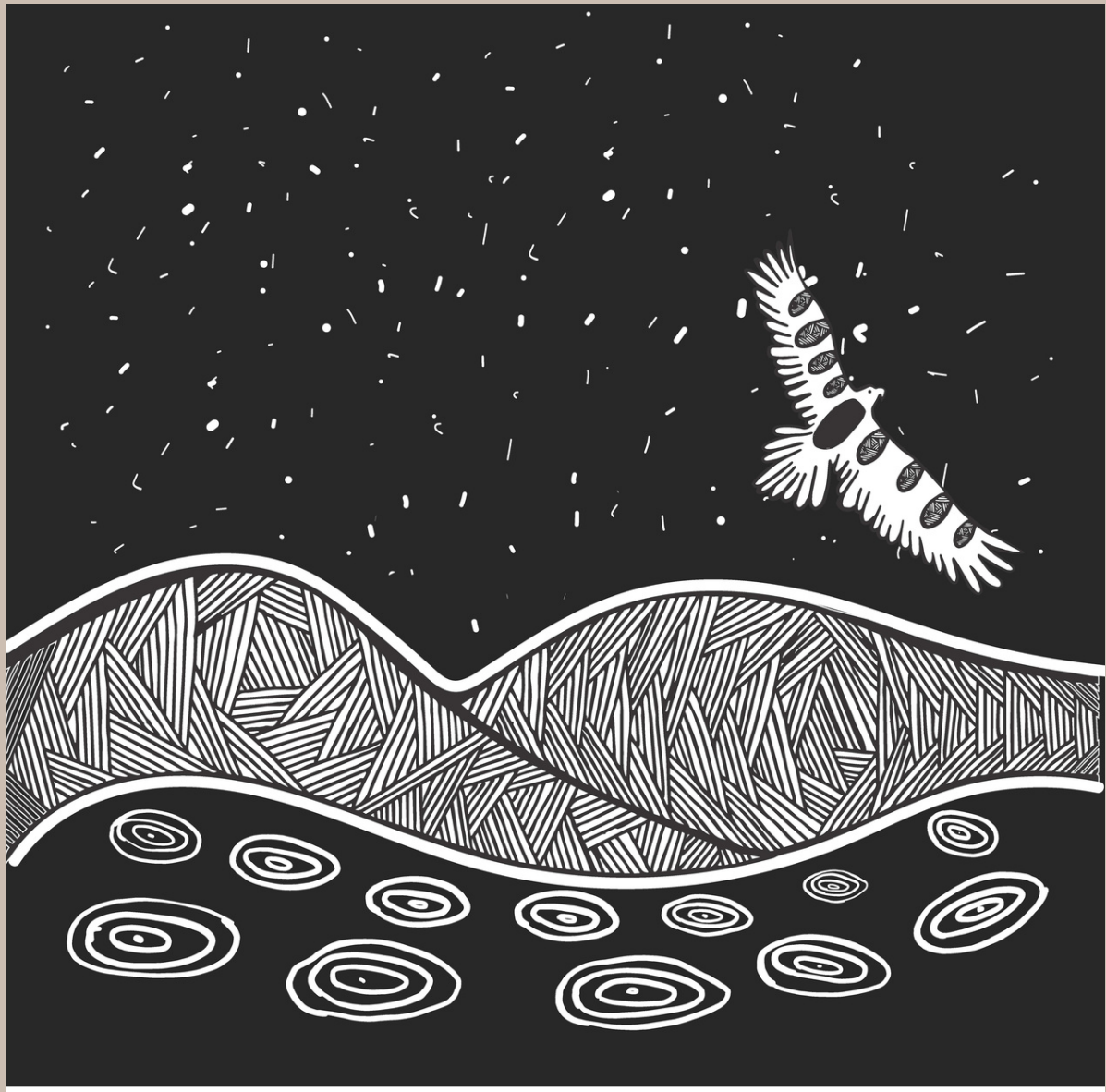
Creswick Structure Plan

Creswick Community Panel

October -November 2023



Hepburn
SHIRE COUNCIL



Acknowledgement of Country

Hepburn Shire Council acknowledges the Dja Dja Wurrung as the Traditional Owners of the lands and waters on which we live and work. On these lands and waters on which we live and work. On these lands, Djaara have performed age-old ceremonies of celebration, initiation and renewal. We recognise their resilience through dispossession, and it is a testament to the continuing culture and tradition, which is strong and thriving.

We also acknowledge the neighbouring Traditional owners, the Wurundjeri to our South East and the Wadawurrung to our South West and pay our respect to all Aboriginal peoples, their culture, and lore. We acknowledge their living culture and the unique role they play in the life of this region.



The Future Hepburn project

A once-in-a-generation project, the Future Hepburn project aims to protect and enhance the existing character of our towns and rural settlements. We know that our community loves and wishes to protect their rural lifestyle, the look and feel of their townships, our biodiversity, environment and rural land.

Future Hepburn is made up of three key projects; the township structure plans and supporting technical studies, and the two shire-wide strategies including Rural Hepburn: Agricultural Land and Rural Settlement Strategy and the Integrated Transport Strategy.

Purpose of a Structure Plan

The Creswick Structure Plan is being developed to manage growth and development of the town to 2050. It is part of Council's Future Hepburn project which aims to protect and enhance the existing character of our towns and rural settlements.

The purpose of the Creswick Structure Plan is to plan for the future of Creswick by protecting the distinctive positive elements of the township and build upon its opportunities. This will guide the physical and natural environment, liveability and activities of the township. Broadly speaking there are four elements to a Structure Plan: the vision, objectives, strategies and actions.

Vision



A shared long-term vision (30 year horizon) for the future will guide appropriate development, protect what we value, improve liveability and empower the Clunes community to thrive.

Objectives



The Structure Plan's objectives outline how we can realise the Vision. The Creswick Structure Plan will contain six objectives relating to the key themes. Objectives are generally 'To' statements e.g. To provide housing choices that...

Strategies



Generally reviewed every ten to fifteen years strategies break down the Objectives into a plan. The Strategies describe how the Objectives will be achieved.

Actions



These are actions or tasks that need to be completed to accomplish the strategies. Reviewed every five to ten years actions may include planning responses, but also may include things like masterplans or advocacy activities.

The Role of the Community Panel

CRESWICK STRUCTURE PLAN

Six Key Themes

- Housing
- Environment and heritage
- Business and economy
- Urban design
- Movement and access
- Community and social assets



Creswick

PROBLEM

What makes developing the Structure Plan difficult is balancing competing community values and determining appropriate growth.

OUR CHALLENGE

What is our shared vision for Creswick?



What does 'appropriate' mean?

CONSIDERATION

Consider all options for working through our community's competing values in order to realise our shared vision.



Creswick Community Panel Recommendations

Shared vision and a key objective for each of the six identified key themes. The recommendations will be shared with Councillors, consultants and the broader Creswick community.

The Role of the Council

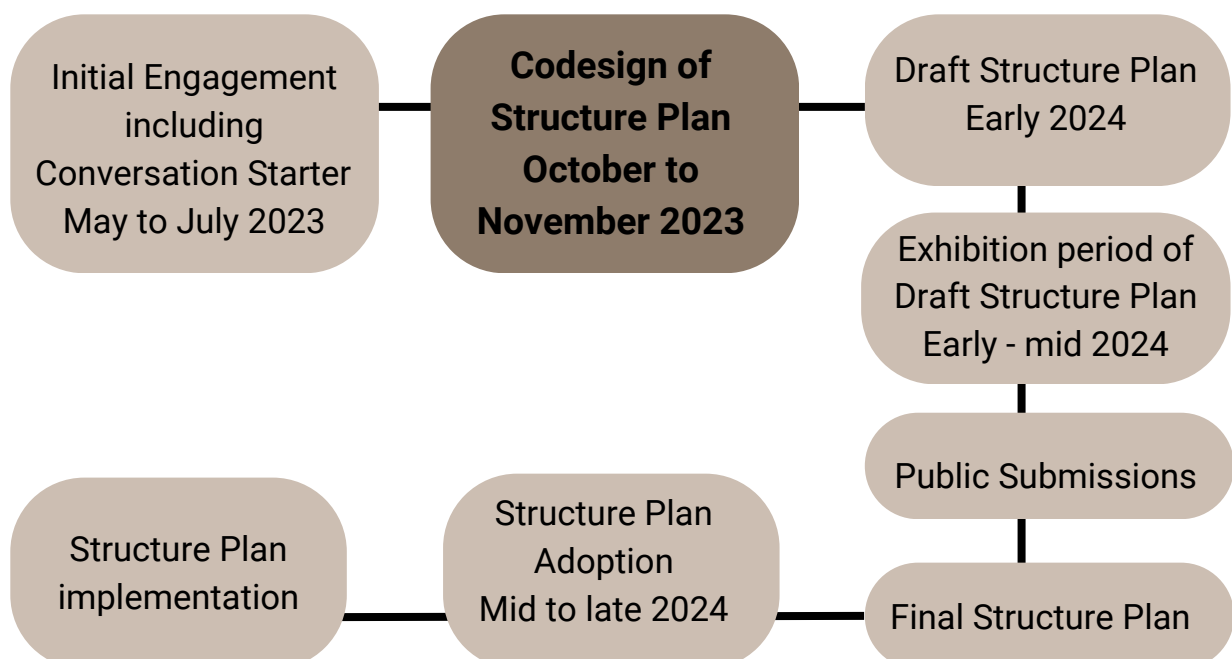
Structure Planning is complex. There are challenging discussions and tradeoffs that will need to be worked through to ensure that our township is socially, economically and environmentally sustainable into the future. Examples of these tradeoffs include housing diversity and town character or planning for biodiversity and climate change.

Council commits to partnering with the Community Panel to develop a shared vision and objective for each of the key structure plan themes. We will look to you for advice and innovation in formulating solutions to the identified tradeoffs and incorporate your advice and recommendations to the maximum extent possible.

To support our community as it works through these issues Council will:

- Prepare and provide information in a timely manner to support the Creswick Community Panel's deliberations.
- Listen, hear and consider the community's input with an open mind.
- Publish the Community Panel's recommendations on Council's engagement platform, Participate Hepburn.
- Report back on what we have heard from the Creswick Community Panel.
- Identify where the Panel's recommendations have influenced Council's thinking and provide an explanation for any recommendations that are not incorporated into the final draft Structure Plan for Creswick.

Project timeline



Session information

The primary responsibility of the Creswick Community Panel will be to work together to create a shared vision and objectives based on six key themes identified within the Creswick Conversation Starter for the township Structure Plan.

Community Panel members working together over three sessions during October and November to gain a deeper understanding of complex issues and finding a common ground on what you wish to recommend to Council. Panel members will be given time between sessions to access to information, talk with Council staff, hear from and ask questions of planning experts, to explore each of the Structure Plan's key themes.

Session 1

Working together with the Creswick Community Panel, this session will lay the foundation for our work over the coming weeks. Coming away from this session each Panel member should have a clear understanding of the purpose and scope of the task they have been given. We will begin work on pulling together a shared vision for your township's Structure Plan.

When: Saturday 7 October, 2.00pm to 5.00pm

Venue: Creswick Town Hall, 70 Albert Street, Creswick.

Catering: Afternoon tea and light refreshments provided.

Session 2

Community Panel members will spend this session getting to know a lot more about each of the key structure plan themes. A number of technical studies have been completed or are underway, and participants will have the opportunity to deepen their understanding of each of these. Any questions that can't be answered during this session will be answered before the final session.

When: Sunday 15 October, 9.30am to 11.30am

Venue: Doug Lindsay Recreation Reserve, Lindsay Park Drive, Creswick.

Catering: Morning tea and light refreshments provided.

Session 3

During this final session our consultants, Plan2Place who are drafting the township structure plans, will be present to work with participants to finalise the shared vision and an objective for each of the key themes. Any work developed during any of the sessions by the Community Panel that can inform the strategies and actions will be shared with Councillors, Council staff and all consultants working on the Future Hepburn projects. Councillors will also attend the final session to hear from participants, in their own words, about the vision and objectives they have developed for the Creswick Structure Plan.

When: Saturday 11 November, 2.30pm to 5.30pm

Venue: Doug Lindsay Recreation Reserve, Lindsay Park Drive, Creswick.

Catering: Afternoon tea and light refreshments provided.

Venues



**Creswick Town Hall
Session 1**



**Doug Lindsay
Recreation Reserve
Sessions 2 and 3**

Who will you be working with?



These sessions will be conducted by an external facilitator, Helen Jennings from Wayfarer Consulting. Helen's role is to support you in your discussions. Helen is a social planner who works with communities across Victoria specialising in all forms of community engagement, facilitation and strategic planning. She enjoys harnessing community knowledge to develop real and achievable local solutions to a range of issues and challenges. Prior to consulting Helen worked in a range of roles in local government, as a university tutor, a park ranger and a gardener. She lives in rural Victoria.

Your contact points within Council for any information or issues relating to your experience as a Community Panel Member are:



Michelle Whyte
Engagement Specialist
Mobile: 0438 184 248



Andrew Littlejohn
Administration Officer
Strategic Planning

Contact email address:
strategicplanning@hepburn.vic.gov.au

Your recommendations

As a group, you are responsible for developing the vision and six key objectives for the Creswick Structure Plan. You will be expected to work collaboratively with the other participants within three workshops to ensure that the desired outcomes are achieved.

During the process, you and the other Community Panel members will consider the six key themes, the community engagement undertaken, and other technical reports carried out as part of the structure planning process.

Recommendations will be adopted by the Panel where there is over 75 percent agreement of the panel. After the three sessions are complete, Wayfarer Consulting will provide a report that will be presented to Councillors.

The report will provide a de-identified overview of the Clunes Community Panel composition, an overview of the activities undertaken and the findings from each activity, along with the agreed upon vision and key objectives.

Your recommendations will then be published by Council on the Future Hepburn project page on the Participate Hepburn community engagement platform. This is reflective of Council's promise to continue to communicate with the community and report back on what we have heard.

Council will consider the recommendations and provide feedback to the Panel about what recommendations will be included in the Structure Plan, and which ones will not. If the recommendations are not adopted, Council will provide feedback on why they have not been adopted and explain the reasons for their decision.

All input and ideas of the Creswick Community Panel, even that outside of the Vision and Objectives work, will be shared with Councillors, Council staff and external consultants to inform all elements of the Future Hepburn project. They will be used to inform project directions, content and other activities.



Structure Plan Themes

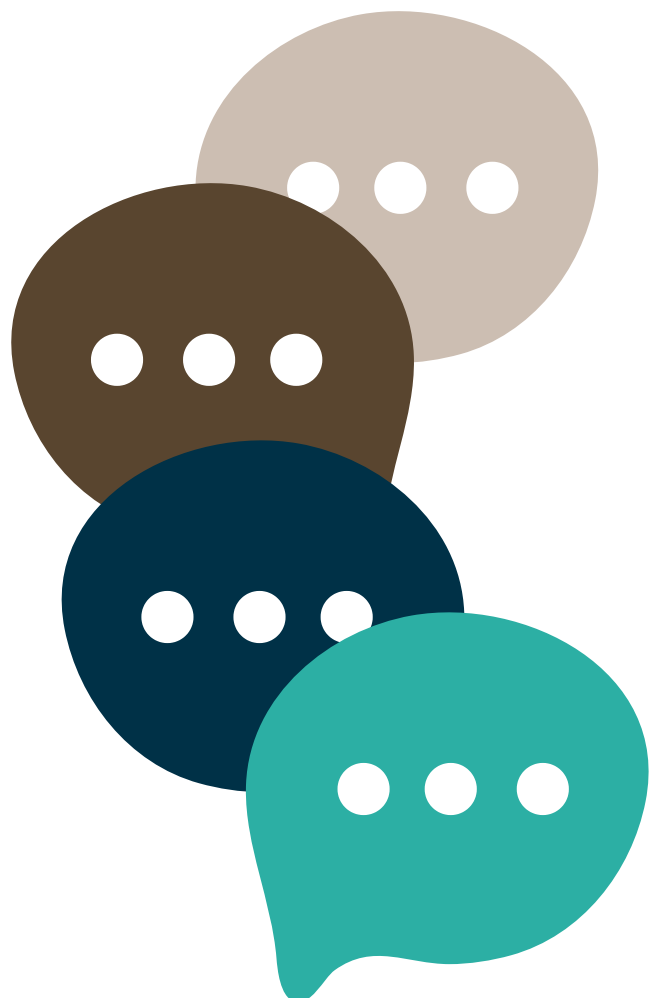
The voices of the Creswick community are integral to the planning process. Communities have lived experience, understood the changing environment and have opinions on the future of their township. Community engagement provides local knowledge that is key to the planning process.

The engagement process for the Creswick Structure Plan has been designed to give community members a range of opportunities to comment throughout the development of the Plan. During the initial phase, the Creswick Conversation Starter was created to share information about each key theme that was unique to Creswick.

In this section we will share some of the differing views shared by your community. You can find the Conversation Starter and the full engagement report on the Future Hepburn project page on Council's community engagement platform Participate Hepburn.

Follow the QR code or click on the project link:

<https://participate.hepburn.vic.gov.au/future-hepburn>



Housing

"If we don't change then that results in no growth, no development with a forever changing future. The young residents are Creswick's future. The town should change to support the younger generation as they are Creswick's future. If we don't they will leave looking for bigger and better opportunities."

"Urban development should not be allowed to sprawl, inappropriate housing developments must not be allowed to creep into areas that are currently natural environments that support farming activities or biodiversity outcomes."

"I'm concerned due to the proximity to Ballarat we could see inappropriate property developments being proposed and approved. If developments are to take place, they need to be strictly controlled to minimal house block sizes and caveats on house design to allow a better integration into the community."



Environment and heritage

"Maintain the Creswick creek as natural water source and not turn it into a drain. It is unfortunate that the current works on the creek have destroyed it and it now looks like a drain not a natural watercourse. It is understandable that flood mitigations are necessary but there must have been alternatives to just clearing and widening it and losing the character of the area."

"The area has abundance of birdlife including the black cockatoo. This habitats need to be protected and enhanced. Creswick should be an area for conservation and sustainability practices."

"Attention to linking current and creating corridors for increased biodiversity."

"The creek needs to be rehabilitated to provide better biodiversity values - currently Gorse and Blackberry is very out of control. This needs to be done without mechanical stripping or extreme chemical application!"



Business and economy

"I'm concerned that Creswick could become a place that puts too much emphasis on visitors/tourists and part-time residents than full-time residents. I believe that by making a place primarily a great place to live then that naturally makes it an appealing place to visit. So, I hope that decision makers keep full-time residents in mind first and foremost when making decisions, rather than just thinking of tourists."

"I think it is difficult to attract a variety of business to Creswick which offers diversity to the retail experience."

"The protection and use of old buildings such as British Hotel should be tightened. This isn't a great look in the town."

"If there is too much focus on heritage and environment then housing and business growth may suffer."

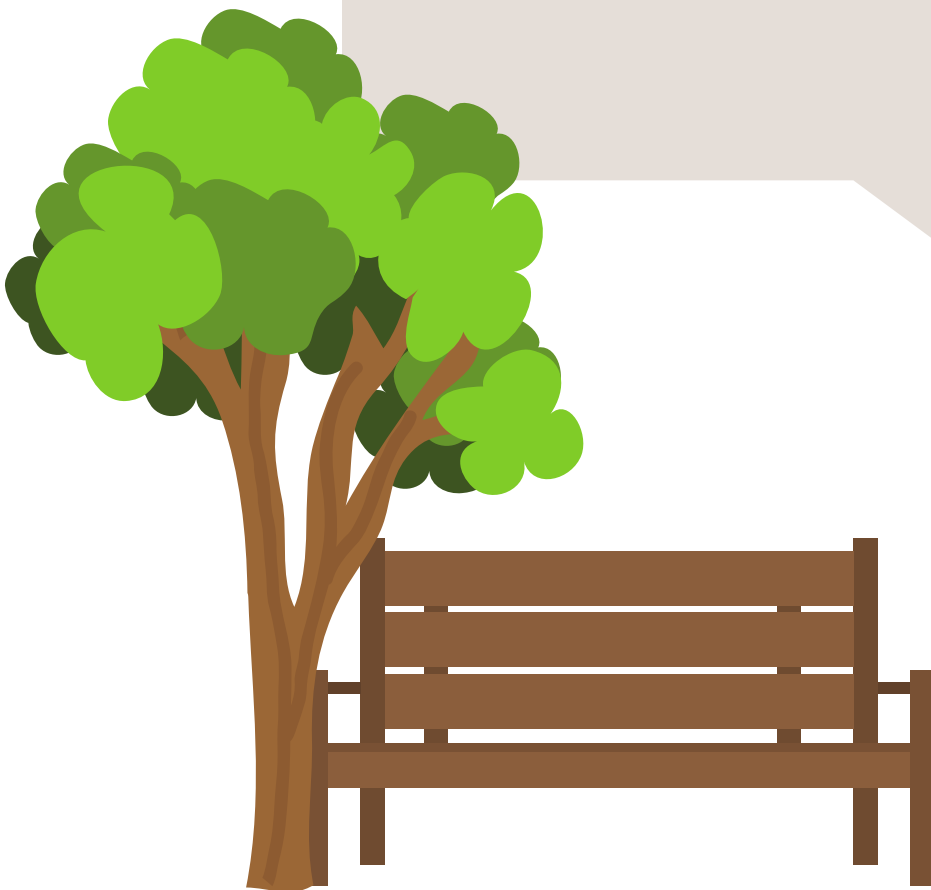
"We need full occupancy. Could be any mix of business, but full occupancy leads to pedestrian traffic, which leads to vibrancy, which makes the town attractive for business."



Urban design

"The trees scape throughout the township should be maintained. Owners of commercial businesses should be encouraged to make the most of their Victorian and unique street frontages. Creswick needs to be using Daylesford as a template for future beautification and to encourage a better lifestyle for all."

"The wide treelined avenues. These should be highlighted more and highlighted. Do not put in urban sprawl type developments (small blocks, houses abutting unless in townhouse style sympathetic to heritage look."



Movement and access

Traffic

"I am concerned about the lack of footpaths and the state of the roads which in some places are just dangerous. The intersection of Albert Street and Victoria Street is an accident waiting to happen. The increase and frequency of traffic involving large haulage trucks through the main section of the town, is beginning to become difficult."

Cycling

"With the opening of Hammon Park, in conjunction with existing trails, I think for a town of its size, Creswick is doing very well in meeting the needs of recreational and competitive cyclists."

"Improved along Midland Highway, dangerous for cyclists, as much more traffic with car and trucks etc."

Public transport

"More busses to Daylesford, also increased bus links to Ballarat particularly in the morning."

Walking

"Walk from Creswick to St Georges Lake could be improved with defined track from Wallaby Track ending to the lake, rather than walking through the bush track from Melbourne Road. Wide enough for bicycle users also. A new track on the right-hand side of Midland Hwy to the smaller lake opposite the RACV club. Would also allow RACV residents a safer walk into town."



Community and social assets

"Creswick needs a swimming pool. Council should not rely on other shires or cities to maintain their residents' wellbeing."

"Lack of basic services and maintenance of these services including drainage, children's playgrounds, roads and footpaths."

"The town centre is fine just the way it is. Doesn't need art stuff added."

"We are a vibrant arts community and we need a permanent workshop rehearsal and exhibition space."



Inputs into the Structure Plan

The Creswick Structure Plan has the following key inputs that are either completed or underway:

- Population and other key demographics
- Land use demand and supply
- Biodiversity Assessment
- Bushfire Assessment
- Shared Heritage Gap Analysis
- Neighbourhood Character and Urban Design Framework
- Urban Design Framework
- Cultural Values Assessment

The Creswick Structure Plan will be informed by the following engagements undertaken by Council:

- Creswick Structure Plan Engagement Report – June 2023
- Hepburn Together: Community Vision and Council Plan
- ACE Youth Strategy 2022-2030
- Affordable Housing: A Home in Hepburn Shire
- Sustainable Hepburn 2022-2026
- Rural Hepburn: Agricultural Land and Rural Settlement Strategy
- Integrated Transport Strategy.