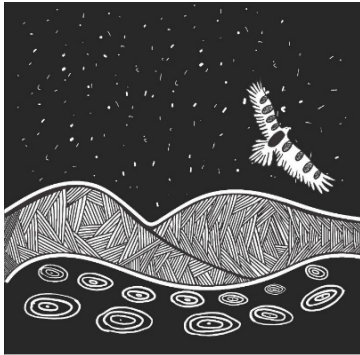


Planning for Creswick's Future

The Creswick Structure Plan 2042





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, Djaara have performed age-old ceremonies of celebration, initiation and renewal. We recognize their resilience through dispossession, and it is a testament to their continuing culture and tradition, which is strong and thriving.

We also acknowledge the neighbouring Traditional Owners, the Wurundjeri to the 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.

Introduction

Hepburn Shire's Community Vision was developed in response from feedback from our community gathered during the Hepburn Together project. Our Community Vision identifies key things that are important to us: our rural character, our Traditional Owners, the natural environment and our community values. During the engagement that our Community Vision is built upon liveability was nominated as a high priority. The Hepburn Shire community wanted to see stronger planning controls in place to retain the character, liveability, and lifestyle that residents of Creswick value. Feedback also indicated a strong concern for the preservation of farmland, sustainable development that is supported by appropriate infrastructure, and recognition of the important link between history and the areas' identity.

In 2019, Council undertook and adopted a comprehensive planning scheme review and then progressed with a major planning scheme amendment, Am C80hep. A key recommendation of the Review was that Council undertake structure planning for its key townships. A Five Year Strategic Work Plan was created, with Creswick nominated as the first structure plan to be undertaken.

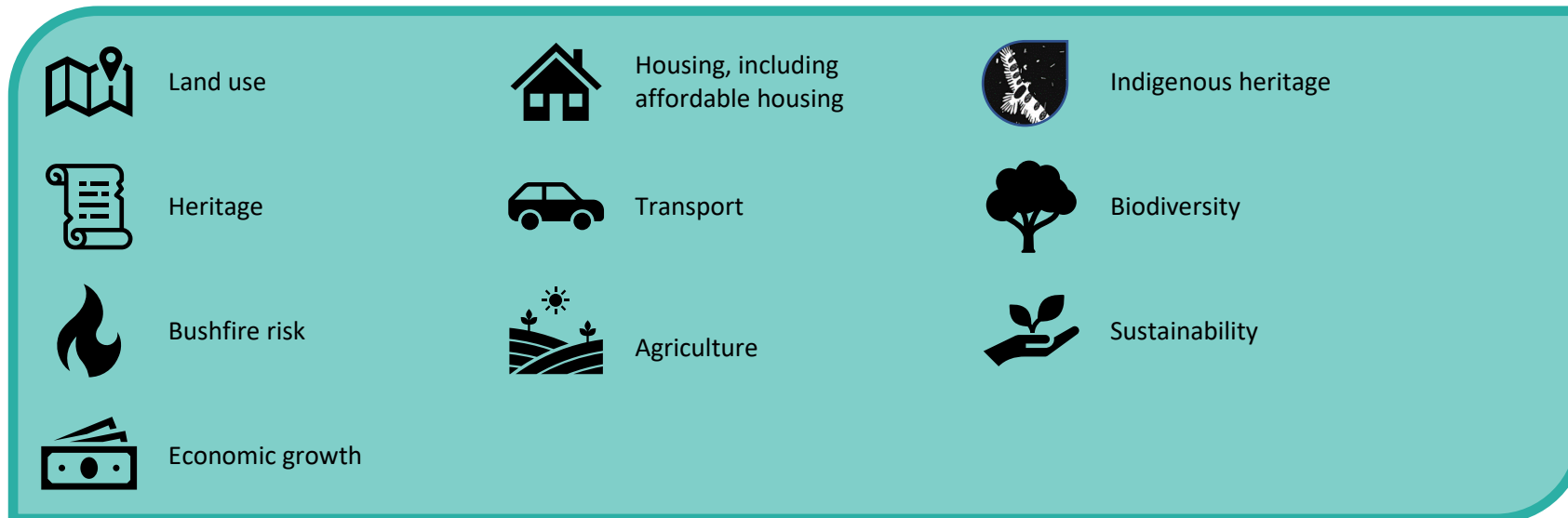
The Creswick Structure Plan will guide the development of Creswick over the next 20 years. It will identify where new development can be located and at the same time protect heritage and

Community Vision Statement

Hepburn Shire - an inclusive rural community located in Dja Dja Wurrung country where all people are valued, partnerships are fostered, environment is protected, diversity supported, and innovation embraced.

biodiversity. Council recognises that community input is integral to achieving community liveability. Planning great places and undertaking robust and comprehensive engagement with community and other stakeholders will create the communities and protect the places we value.

The Creswick Structure Plan will address ten key themes:



Purpose

Council is in the early stages of preparing a structure plan for Creswick that will manage residential growth, provide for employment land and community infrastructure to 2042 whilst protecting and enhancing its unique historic character and biodiversity.

The objectives of the structure plan are to:

- Manage growth and facilitate change within the existing define township boundaries
- Review township boundaries and to identify new areas for residential growth and employment land
- Provide a coordinated program for infrastructure delivery including transport, community infrastructure and the public realm

- To identify the need for any future land use and built form development guidelines to enable streamlined and timely decision making
- To acknowledge the need for affordable housing and to identify suitable sites

The Steps to Planning Creswick's Future

The following provides a high-level overview of the project timing. A more detailed timeline is on page 8.



Key Engagement Questions

Council values its commitments to Community Engagement and will be offering a range of opportunities for the Creswick community to be involved. Our key engagement questions for each phase of the project are below. Community feedback from the 'Creswick Future' engagement program will influence planning initiative that will impact land use in Creswick, accommodating future growth, building sustainable developments, improving transport, preserving heritage, encouraging employment, keeping green spaces and protecting Creswick's identity. We look forward to exploring the answers to these questions with the Creswick community.

Phase	Key questions
Scoping the vision	What is your vision for Creswick? How can we improve Creswick's liveability? What aspects of Creswick are important to you? What should we protect?
Draft structure plan	Community values established through the engagement process will feed into the development of a draft vision for Creswick and provide a framework for planning initiatives. We will seek feedback from the community on the Creswick Draft Structure Plan.

Draft final structure plan	This is the draft final structure plan that we are seeking Council to adopt, either in whole or in part. If Council adopt it (with or without changes) Council can then consider seeking to progress it to a planning scheme amendment, either whole or in part
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Structure Plans and the Council Plan



Key Focus Area Two: A healthy, supported and empowered community

Priority statement:

2.1 Support appropriate land use and accommodate more affordable long-term housing within townships that conforms with the character of the area

Strategy statement:

2.1.2 Deliver the strategic planning program from the adopted Municipal Planning Scheme.



Key Focus Area Three: Embracing our past and planning for the future

Priority statements:

3.2 Protect and enhance the existing character of our towns and rural settings through community-inclusive strategic planning to strengthen planning controls on growth and development.

3.3 Build and maintain quality infrastructure that supports and promotes liveability and active living in the community.

Strategy statements:

3.2.1 Develop and complete Town Structure Plans as per Council's strategic planning program.

3.2.5 Undertake strategic land use planning to identify access to commercial and industrial land.

Level of Influence

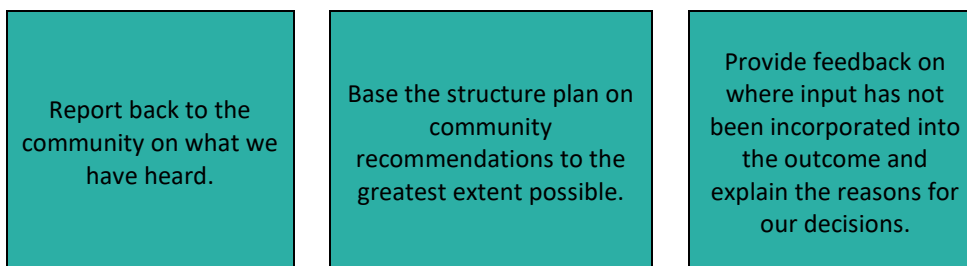
Council has completed a level of engagement matrix for this project in line with our adopted Community Engagement Policy February 2021 and determined the level of engagement for the Creswick Structure Plan project to move between *inform* and *involve* dependent on the project phase. We will work with the community to ensure that their concerns and aspirations are directly reflected in the alternatives developed and provide feedback on how their influenced have influenced the decisions made.

People can influence (negotiable)	People can't influence (non-negotiables)
<ul style="list-style-type: none"> • Development of Vision statement – what the community will look like by 2040 • Future changes to the scheme in regard to housing stock diversity and location of residential, community and commercial assets • Character of the area • Prioritising of budget allocations • What should be protected in regard to heritage and biodiversity 	<ul style="list-style-type: none"> • Compliance with legislative requirement of the relevant legislation • Resources available to undertake community engagement • Council's role and responsibilities for the delivery of services and activities (deliver, partner or advocate) • Operational requirements and administrative arrangements (e.g. staffing) • Parts of Council's operating budget • Related priority statements from Council Plan 2021-25

Our Promises

Hepburn Shire Council promises to:

Work with community leaders to ensure access to the engagement process is as broad as possible.	Use simple and clear language when we communicate.	Actively listen without judgement to what people say.
Respect diverse views and request mutual respect between all parties.	Value the creativity and expertise of the community in our decision making and problem solving.	Ensure all contributions are recorded.



People

Stakeholders are defined in Hepburn Shire's Community Engagement Policy (Feb 2021). After considering this definition, Council have identified stakeholder groups that are either directly impacted by the project, or likely to be involved, or need a voice during the development of this strategy.

Category	Stakeholders
Decision makers	<ul style="list-style-type: none"> • Department of Environment, Land, Water and Planning • Councillors
Important stakeholders	<ul style="list-style-type: none"> • Creswick residents and ratepayers including youth, the visually impaired or immobile, the elderly and cultural groups • DJAARA and other Traditional Owner groups • Businesses owners and trader associations • Infrastructure and service providers (e.g. Water and Road authorities) • Government departments (e.g. Department Health and Human Services, Department Environment, Land, Water and Planning, Heritage Victoria, Department Families, Fairness and Housing) • Project Control Group members - internal • Council executive and staff

Staged Approach

	March to April 2022	May to June 2022	July to late 2022	Early to mid 2023
	Preparation: Engagement Planning	Phase 1: Scoping the Vision	Phase 2: Draft Structure Plan	Phase 3: Draft Final Structure Plan
Objectives	Creating Council's readiness for engagement. Design of Engagement Plan to guide the community engagement process for the Creswick Structure Plan. Building ownership and awareness of the project.	Create a draft vision for a future Creswick with the community.	Using the draft Creswick vision (provided in stage 2) develop a draft structure plan for review by the community and key stakeholders.	Council review Draft Structure Plan for possible Planning Scheme amendment.
Activities	Technical review. Create communications and engagement tools for effective conversations with community. Establish internal project governance.	Community survey. Community pop up sessions. Engagement with key stakeholders. Draft key issue papers.	Release key issue papers for comment and review. Community pop up sessions. Formal engagement with key stakeholder groups. Seek feedback on Draft Structure Plan. Maps.	Community feedback process. Communicate outcomes to the community. Council meeting.
Outputs	Community engagement plan. Stakeholder analysis. Communications plan. Engagement tools - fliers, fact sheets etc.	Draft Creswick Vision.	Engagement report Draft Structure Plan including draft vision, key principles and strategic directions for key themes.	Engagement report Draft Final Creswick Structure Plan including final vision statement and final strategic directions for key themes. Implementation plan.