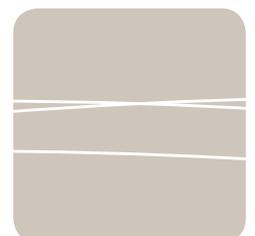
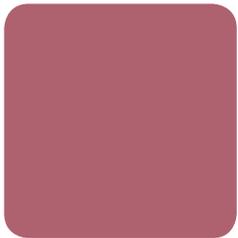
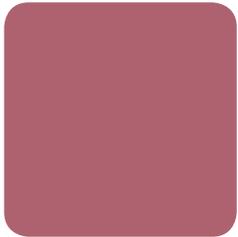
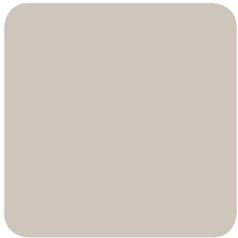
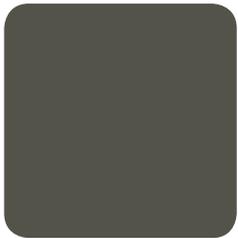
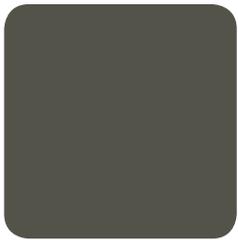


Ruby Town Structure Plan





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Contents

1. Introduction	2
2. The Structure Plan – Function, Objectives and Implementation	3
3. Community and Stakeholder Engagement	5
The Community and the Stakeholders said:	5
Community Objectives	5
Engaging the community in the Structure Plan implementation	5
4. Ruby Town Regional Role and Context	6
5. The Ruby Town Principal Activity Centre	8
Overview and Key Issues Analysis	8
6. The Vision	12
7. Planning for Ruby Town’s Future – Strategic Response	14
Objectives	14
Strategic Response	14
Activities and Land Use	15
<i>Diversity and Inclusion</i>	15
<i>Residential</i>	15
<i>Enterprise, Retail and Business</i>	16
<i>Civic, Cultural and Community Facilities</i>	16
Built Form	17
Public Environment	18
Movement and Transport	18
Cultural and Environmental Values	19
Making it Happen	20
8. The Activity Centre Development Framework	21
9. Precinct Plans	24
Precinct 1 – Central Precinct	24
10. Implementation	26
Theme Area 6 – Making it Happen	27
11. Monitoring and Review	28

INSTRUCTIONS

The coloured text describes and assists the Structure Plan development. Text will appear at the start of each section and will guide that section. The black text in this document is fictitious, but demonstrates the written approach that should be reflected in all structure plans.

The Department of Planning and Community Development (DPCD) has prepared the model structure plan as a template to assist Councils to deliver developments and improvements in activity centres. The template provides basic structure plan elements, based on a fictitious place. It uses a 20-30 page format, together with sample maps. The model Structure Plan is informed by the revised *Planning Practice Note: Structure Planning for Activity Centres*.

The Practice Note guides planning processes for Central Activities Districts, Principal, Major and Specialised Activity Centres to give effect to *Melbourne 2030* and *Melbourne @ 5 Million*, by managing and facilitating major changes in land uses, built form and public spaces located within activity centres. The Practice Note describes the purpose, steps and implementation methods and tools, such as the planning framework, and other non-statutory processes.

A Structure Plan also informs statutory planning actions including the use of the new *Activity Centre Zone and Development Framework*, as part of the Victoria Planning Provisions (VPPs), providing clearer directions about land uses, height and scale of development, public realm improvements and boundaries of activity centres.



1

Introduction

INSTRUCTIONS

The Introduction provides an executive overview and summary of the Structure Plan purpose, scope and objectives as well as the policy setting and description of the Activity Centre.

Ruby Town is an important Principal Activity Centre (PAC) for the region. It has a unique position in the metropolitan area, being located on a public transport junction, adjacent to significant parklands and a river, and hosting a wide range of retail, commercial, educational and civic activities.

Due to Ruby Town's qualities, it is both experiencing and able to accommodate increases in activity. Growth and development are increasing opportunities and choices for enterprise and lifestyle activities.

Ruby Town is the only Principal Activity Centre in the City of Nutbush. The Centre is located 14 kms north east of the Metropolis CAD, in the north east of the Nutbush municipality. It lies on the south side of the Diamond River and is crossed by Sheoaks metropolitan rail line. The Ruby Town Principal Activity Centre is shown on the map below.



**Ruby Town
Principal Activity Centre**

2

The Structure Plan – Function, Objectives and Implementation

INSTRUCTIONS

The objectives for Planning in Victoria are to secure a pleasant, efficient and safe, working, living and recreational environment for all Victorian residents and visitors, and to balance the present and future interests of all Victorians.

The purpose of a structure plan is to provide a framework for integrated development of the activity centre. It guides public and private sector actions for major and incremental changes in land use and built form, movement networks and public spaces, to achieve economic, social and environmental objectives described in the vision for the future.

Section 2 addresses the objectives for development in this place, and provides an outline of the sections of the Structure Plan. The objectives, strategies and actions detailed in the Structure Plan provide sufficient flexibility to allow for scope and innovation in the way that individual projects respond to them.

The sections include:

- description of the place and its population, as it is now
- the results of background analysis and consultation
- a future vision
- objectives, scope and strategies for change.

Function

The purpose and function of the Ruby Town Structure Plan is to plan future growth to manage change to the physical environment and activities in the Ruby Town Activity Centre. Council has prepared the Ruby Town Structure Plan with input and assistance from community and business groups and individuals, government and third sector agencies. The Structure Plan Reference Group oversaw the plan development.

The Structure Plan embodies *Melbourne 2030* and *Melbourne @ 5 million* policy objectives; to ensure that land use and transport planning and investment contribute to economic, social and environmental goals, and also supports the objectives of the Municipal Strategic Statement (MSS).

The Structure Plan addresses both the development and management of public infrastructure, in streets, parks and walkways, and sets private property development parameters for preferred land uses, building form, heights, and siting. The Structure Plan provides guidance to the community, government, business and the development industry about appropriate directions and opportunities for change. The Structure Plan reflects community values and aspirations for the future growth of Ruby Town, as a place where people will work, rest and play.

Objectives

The Plan defines the specific policy and objectives for the transformation of the area, and identifies opportunities and strategies to realise those objectives. The activity centre boundary reflects the need to accommodate the projected growth and change for a 15-20 year period, and takes into account the longer term 30 year planning horizon.

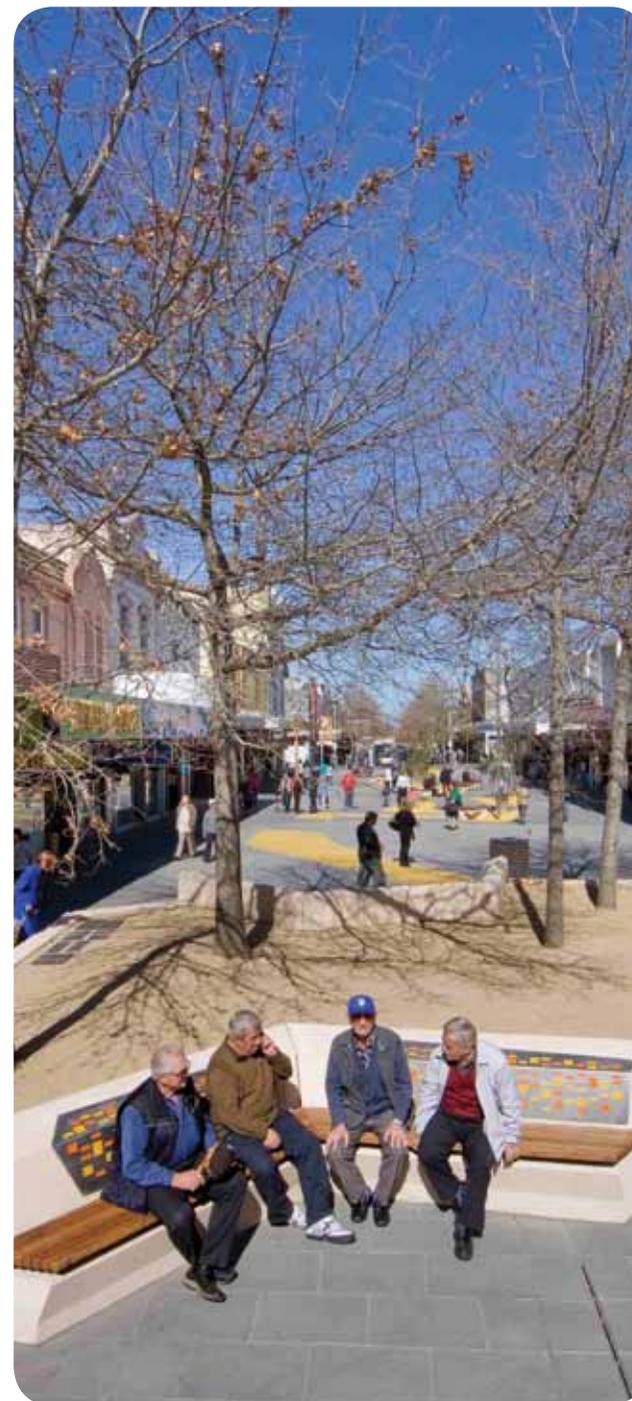
Implementation

The implementation program outlines the priorities, actions and processes required to make the Structure Plan happen. The actions include amendments to the local planning policy framework and zoning controls within the activity centre, and Council priorities for asset development.

The Structure Plan is informed by a comprehensive background report drawn from the following documents:

- *The Council Plan 2009-2013*
- *State Planning Policy Framework*
- *Melbourne 2030, Melbourne @ 5 million*
- *Council's Municipal Strategic Statement 2009-2013*
- *Nutbush Community Plan*
- *Nutbush Municipal Activity Centre Strategy*
- *Council's Community Infrastructure assessment*
- *Ruby Town Recreation Needs Analysis and Open Space Strategy*
- *Ruby Town (Aboriginal) Cultural Heritage Study*
- *Ruby Town Heritage Study*
- *Council's Strategic Transport and Network Analysis*
- *Future Economic and Employment Growth Analysis*
- *Ruby Town Housing Strategy, 2007-2017*
- *Ruby Town Landscape and Tree Planting Strategy*
- *2006 Census data analysis and projections for future population growth and change.*

Copies of these studies are available on request, and are available on the Council website, and in municipal libraries.



3

Community and Stakeholder Engagement

INSTRUCTIONS

This section summarises the processes employed in engaging the community and stakeholders; the key issues and ideas expressed; how these views have shaped the vision and strategies for the Structure Plan. It also describes how Ruby Town's community will engage with the implementation and review of the plan.

The Ruby Town Structure Plan was prepared in partnership with stakeholders and the community. The project team worked with existing community networks and informal groups to openly discuss their experiences of, and aspirations for, the centre. This information shaped the vision and objectives, and the strategies to achieve the objectives. The project team then used this information to determine the best way to engage with the community during the implementation and review stages.

The Community and the Stakeholders said:

"We will make a place where community and business work and support one another. We all love this place, and can see ways it can change and grow for the better. We can see that this place can be more inclusive and we support the vision for Ruby Town to be a place that is safe and welcoming to residents, students, workers, shoppers, visitors and enterprise."

Community Objectives

The community and other key stakeholders provided the following statements:

"Pedestrians are key in the public environment so public places must be active, accessible, comfortable and delightful."

"Enterprise is fundamental to activity centres, but must be a good neighbour to the community."

"More people will live and work in Ruby Town, so it is important that we have housing and services which meet the needs of different types of households and individuals."

Engaging the community in the Structure Plan implementation

The community and stakeholders stated that they wish to be involved in decisions about key developments. However, they did not want to be over consulted on all developments in the centre, so long as the developments were in keeping with the agreed development parameters.

Key developments are major landmark and gateway buildings, which would set or alter the character of the place, major public spaces and significant community facilities.

The community wanted ongoing opportunities to participate in the future development of Ruby Town, including involvement in community working groups, the design of the community hub and making public places feel safer.

4

Ruby Town Regional Role and Context

INSTRUCTIONS

Consider the activity centre in the context of:

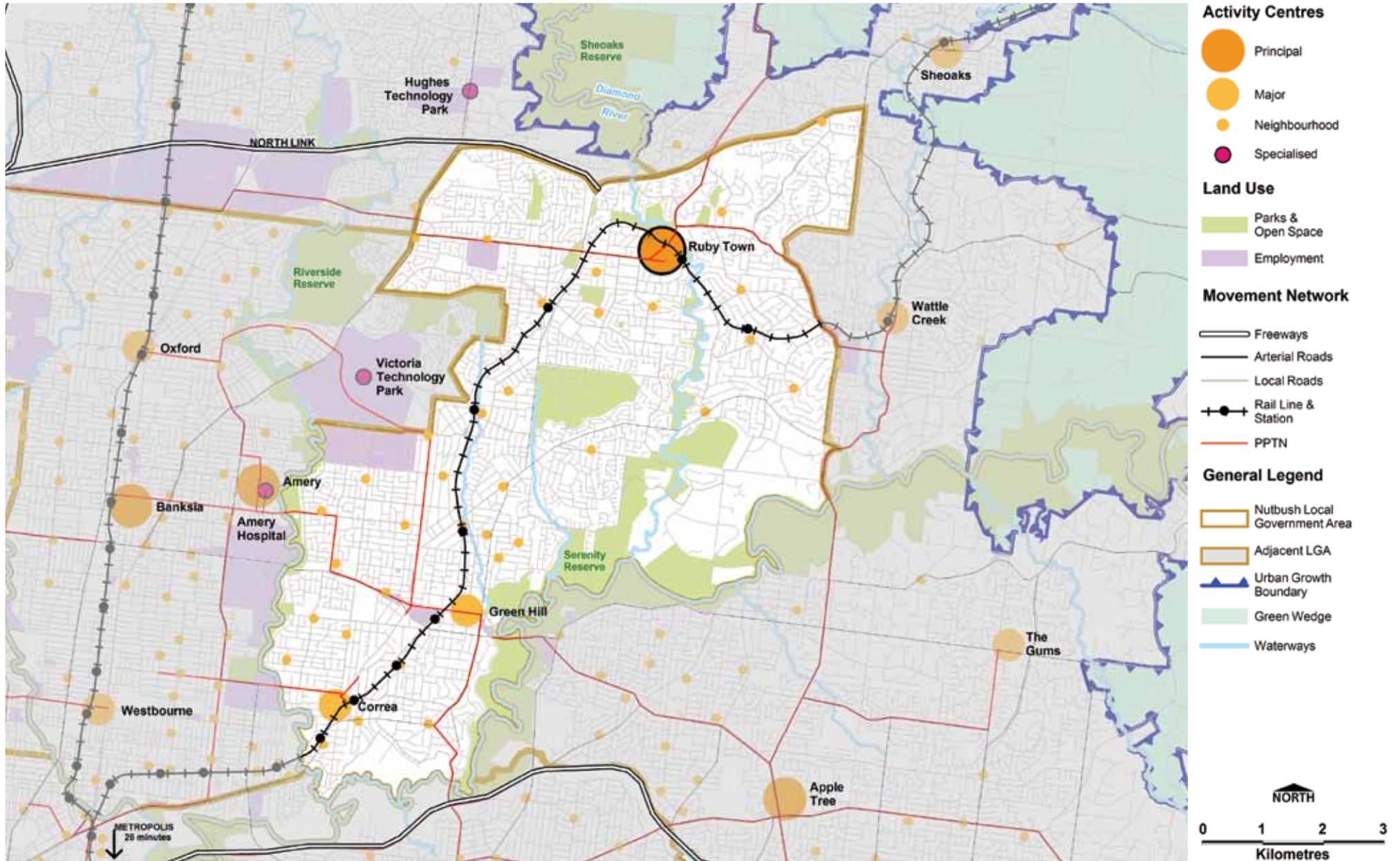
- Wider regional issues and influences
- State priorities for growth, service provision, and infrastructure and network development
- Municipal priorities for growth and change
- Regional housing role and requirements
- Economic and social issues – regional role and targets

Ruby Town is identified as a Principal Activity Centre in *Melbourne 2030*. Principal Activity Centres play a regional role (see *Map 1: Regional Context*). They are characterised by a mix of metropolitan level activities that generate high numbers of trips and have multiple public transport routes. Importantly, they have potential to grow and support intensive housing developments.

Ruby Town is the only Principal Activity Centre in the City of Nutbush. The Centre is located 14 kms north east of the Metropolis CAD, in the north east of the Nutbush municipality. It lies on the south side of the Diamond River and is crossed by Sheoaks metropolitan rail line.

The Ruby Town Railway Station is located 26 minutes travel time from the central city. The bus interchange provides services linking Ruby Town to Wattle Creek, Green Hill and Correa, the Amery Hospital, the Victoria and Hughes Technology Parks and a range of community facilities.

There are two Major Activity Centres; Green Hill and Correa, located within the City of Nutbush municipality, which provide a sub regional retail and service function. The Wattle Creek Major Activity Centre is located just outside the municipality immediately to the east of Ruby Town. The Major Activity Centres are linked to Ruby Town by bus and train services. There are 35 Neighbourhood Activity Centres in the Nutbush municipality.



Map 1: Regional Context

5

The Ruby Town Principal Activity Centre

INSTRUCTIONS

The overview and key issues analysis section includes a more detailed description of the activity centre, community, structure and functions. It uses plans and text to describe the existing physical structure of the study area, activities and use patterns, and land uses. It also identifies the key issues facing the municipality in the future, taking into account *Melbourne 2030*, *Melbourne @ 5 million*, relevant regional and municipal background studies and research, recent stakeholder and community engagement, and Council's working knowledge of the municipality.

This section addresses and analyses key issues as part of the local and regional context of the activity centre, and includes a summary analysis. The range of key issues which can be addressed is outlined in detail in the revised *Planning Practice Note: Structure Planning for Activity Centres*, and in the *Ruby Town Structure Plan – background report outline*.

Overview and Key Issues Analysis

The location of the centre and key land use components are described in *Map 2: Ruby Town Principal Activity Centre – Local Context*.

Community Profile

In 2006, Ruby Town had a population of 4,670. Over half (54%) of this population is of working age (15-65 years). The population comprises 17% aged over 65 years; 17% are children younger than 15 years and a further 12% are aged 15-25 years. Australia is birthplace to 78% of residents.

Family households comprise 60% of all households, with a significant proportion of families with young and school-aged children. Single person households comprise 34% of total households. There is a high level of home ownership in Ruby Town (80%). Ruby Town residents generally have a low level of unemployment. The median individual resident income is 10% above the Metropolis median.

The Australian Bureau of Statistics (ABS) projects a population increase of 30% to 6,070 over the next 15 years, due to natural increase and in-migration to the activity centre. It is estimated the average future household size in Ruby Town will be 1.4 people per household.

Land Tenure

Lot sizes vary within the structure plan's core area. Outside the core, residential land is in fragmented ownership with opportunities for consolidation and subdivision of titles on key sites.

Potential redevelopment sites include the redundant light industrial precinct adjacent to the TAFE School of Hospitality, and the former Council depot to the east of Longley Road, and north of the rail line.

Heritage

Heritage areas comprise indigenous cultural heritage, environmental values and significant buildings. These are identified on *Map 2: Ruby Town Principal Activity Centre – Local Context*. There is one significant heritage building in the Ruby Town Activity Centre, the former Mechanics Institute Hall, built in 1898. Currently, it houses the University of the Third Age (U3A). Council owns this building and intends to redevelop the building and site for a range of active uses.

Diamonds Rd and its continuation into the boulevard at Ruby Town Way contain a stand of trees planted for the area's original farms. Green Park has indigenous cultural heritage along the river line and environmental values in the wetland to the west. The cricket ground pavilion and the rotunda in Xavier Rd Park are listed on the Council heritage places register. Heritage sites both existing and newly identified will require ongoing protection and management.

Topography, Natural and Landscape Features

Ruby Town Principal Activity Centre covers an area of 2 square kilometres.

Ruby Town is bounded by Diamond River and Gum Tree Reserve in the north and east, Xavier Road in the south and the rail line in the west. Ruby Town has areas of steeply sloping land. There are very few areas of contaminated land or former land fill sites.

The hilly topography and effective barriers of the rail line, river and flood plains, will influence the future movement networks, and building form and location.

Activities and Land Use

Ruby Town accommodates a large, regional commercial and retail area. Local manufacturing and allied service industries have declined, and analysis indicates there will be an increase in knowledge industry, logistics and centralised distribution sites.

The Ruby Town PAC has experienced a significant level of growth and redevelopment pressure in recent times, due to residential growth to the north, redevelopment of older residential areas and the upgrade of train and bus services.

Enterprise, Retail and Business Activity

Ruby Town Principal Activity Centre supports a large regional shopping centre with a retail floor area of 34,000 m² within a mall setting, and 23,000 m² of street based shops located within walking distance of the railway station and bus interchange. The centre's office and commercial floor area totals 7,000 m². A substantial and vibrant service industry area of 28,000m² is located on the east side of the centre in Ruby Town Way.

There are 300 retail and services businesses, and 11,000 workers in Ruby Town. There is a high level of shop occupancy in the core, but there is currently a limited level of after-hours activity outside the shopping mall. Key land uses include a hotel, restaurants, 8 cinemas, ten-pin bowling and a commercial indoor children's play centre.

Civic, Cultural and Education Facilities

Community service facilities comprise a floor area of 8,000m² within the core area, and substantial areas outside the central precinct. The civic uses including; Municipal Offices, library, and performing arts centre located in the central precinct. A Police Station, with 24/7 staffing, is located near the corner of Olinda Rd and Ruby Town Way to the east of the activity centre.

Ruby Town TAFE has a student population of 700 and currently employs 150 people. The TAFE currently specialises in Information Technology (IT) and electronics training. TAFE is building a new hospitality school south of Olinda Road, to accommodate the new School of Hospitality, a large conference facility and a public plaza. Construction will commence in late 2009. TAFE predicts the student population to increase to 1,300 by 2019 with 200 full-time staff.

Ruby Town Secondary College and Primary School with kindergarten, is located on two campuses with a combined enrolment of 1460 students. Ruby Town Independent Sunrise Primary School and Kindergarten, with an enrolment of 400 students is located in the west precinct. The former Mechanics Institute is home to the U3A campus and Neighbourhood House.

Health & Well-being Facilities

Ruby Town community hub includes the Maternal Child Health centre, youth drop-in centre and a skate park. The leisure centre and swimming pool is located adjacent to the civic precinct and includes a hospitality training café operated by TAFE students. The Men's Shed is adjacent to the town centre skateboard rink.

There are two childcare centres, the Sunrise Nursing Home and the Ruby Town Medical Centre, which has pathology services and a community health centre in the activity centre.

Housing

There are 1,950 dwellings within the Ruby Town Activity Centre boundary, comprising 1,230 detached single family dwellings (60%), 425 medium-density dwellings (20%), and 300 apartments and shop-top dwellings (14%). The detached housing stock mainly comprises older, single-storey detached timber dwellings on large lots. There are few rental properties in the centre and there is currently no provision for social housing.

Demographic change and external conditions will drive demand for different housing forms in accessible locations and a variety of tenure options.

The regional housing growth requirements for the activity centre comprise 1000 extra dwellings with a mix of types to achieve 10% detached, 30% medium-density, and 60% higher-density. The requirement for social and affordable housing is 20% of all new dwellings. Current housing stock does not satisfy the regional housing diversity requirements.

Open Space

There are a range of formal and informal public open space areas located in the activity centre precincts, and within easy walking and cycling distance. The central precinct includes View Reserve, the northern precinct includes Green Park adjacent to the Diamond River, and Gum Tree Reserve and Cicada Hollow located north of Diamond River. The regional bicycle path network, along the rail line and river, connects commuters and recreational cyclists to Ruby Town.

The southern precinct includes the Ruby Town Cricket Club grounds and two small local parks located on the southern boundary of the precinct. The western precinct has no public parks. Residents use the village green located on the Sunrise School grounds for informal recreation.

No precincts except northern precinct have adequate public open space within easy reach of most residents.

Movement and Transport

Walking and Cycling:

The activity centre generally has high street connectivity and the existing shared path network is adequate in the central precinct, however the pedestrian network is inadequate in other precincts. New pedestrian and cycle links would enhance accessibility and safety within and to the centre.

Public Transport:

SmartBus, local bus routes and the railway line connect the centre to major destinations in the region. Many residents catch the train to work or study in the central city. Commuter facilities at the railway station include 300 car parking spaces, a bus interchange, a taxi rank and bicycle lockers. While bus patronage in Ruby Town is relatively high, services are currently limited on weekends.

Cars and Parking:

The arterial road network in the activity centre is generally adequate to accommodate current levels of traffic flow. Some park and ride facilities are available at the rail station and the TAFE has a low-rise, multi-storey car park. The shopping centre and Council car parks provide un-timed free car parking. Council will encourage the incorporation of fee based multi-deck parking in future redevelopment projects.

Urban and Built Form

The Ruby Town footprint generally reflects its development in the 1970s. It has a strong networked street grid, which is sympathetic to the sloping topography, and builds on major view lines. The block pattern is regular with some large street blocks that restrict through movement. The lots are generally rectangular. The main street, Longley Rd, is 33m wide; in general major roads are 25m wide and local roads average 15m.

The town centre generally supports single storey attached shops on Olinda Road and Longley Road, with stand-alone, three and four level office blocks and single level showrooms fronting Ruby Town Way and Longley Road. The Ruby Town Regional Shopping Centre redevelopment creates more pedestrian links and active frontages, with new height standards and a benchmark for interesting, quality architecture and landmarks. The future TAFE hospitality school provides a landmark building opportunity for a street-based campus on a corner site, easily accessible by public transport, walking and cycling. Current building stock is not generally energy efficient. Few buildings incorporate sustainable systems. New built form will need to address issues of relating to and connecting with the adjacent catchments.



6

The Vision

INSTRUCTIONS

The vision embodies the needs and aspirations of the community and other key stakeholders. The vision states a preferred future for the centre, and the principles and aspirations that will guide change. The vision provides directions to achieve the preferred type and function of future urban form, and the identification of the infrastructure items that will meet a wider regional need. It establishes the aims for the Ruby Town Structure Plan, reflects the priorities and long term objectives of the Council and the MSS, and proposes strategies for development over the next 20 years.

Ruby Town will be a place:

- Where the activity centre is safe and welcoming to all the community, and in particular to children
- Where residents can live comfortably and conveniently at any stage of their lives
- Where it is easy to start and develop a business, to work and access services and facilities, and where young people can start their working life
- Celebrated as a great civic and cultural place
- Where buildings and infrastructure will have an emphasis on sustainability
- Where people can enjoy walking, shopping, recreation, seeing and meeting others, developing their social networks
- Where moving within and to Ruby Town is convenient and safe
- Where the natural environment will be enhanced
- That is well governed and managed.



THE VISION FOR RUBY TOWN IS TO BE A PLACE THAT SUSTAINS AND ENGAGES PEOPLE AND MAXIMISES OPPORTUNITIES AND CHOICE FOR LIVING, WORKING AND RECREATION.



7

Planning for Ruby Town's Future – Strategic Response

INSTRUCTIONS

This section describes the objectives and strategic responses, based on the key issues analysis to achieve the vision. It describes the opportunity and capacity, to accommodate the anticipated growth and change in the medium term 15 – 20 year timeframe, and the long term 30 year planning horizon. Specifically the Structure Plan strategies and initiatives respond to:

- growth requirements for housing, office, business, retail, entertainment, employment areas, which equate to buildings, land areas and dwelling units.
- State policy, local policy and the MSS.
- the activity centre boundary criteria, which is more fully outlined in the revised *Structure Planning Practice Note for Activity Centres*.

The objectives and strategies must be consistent with *Melbourne 2030* and *Melbourne @ 5 million*, and will need to specify Council's local response to provide for future population growth, development and change in the municipality.

The objectives, strategies and actions have been divided into 6 key themes or elements, which are illustrated in the Framework plans. The examples given are Activities and Land Use, Built Form, Public Environment, Movement and Transport, Cultural and Environmental Values, and Making it Happen.

Objectives

The structure and activities of Ruby Town will maximise opportunity and choice for people while ensuring their well being and connection to place.

Strategic Response

To fulfil this objective Ruby Town will need to accommodate a total population of 6,070 people over the next 15 years, in 1,000 additional dwellings, comprising a range of medium and higher-density housing stock.

The forecast growth in employment, retail and educational facilities will necessitate redevelopment in the activity centre, with specific opportunities for subdivision and consolidation. Future growth must maintain a high level of amenity and sustainable urban design.

There will be an increased need for public transport, extended pedestrian and cycle paths, and car parking consolidated in multi-decked facilities.

New buildings will respond to topography and natural features, and incorporate energy saving and sustainable design features. New buildings on main streets will have active frontages.

There is a need to extend the hours of activity in the centre and to enhance safety and liveability. There is also a need for well located accessible local parks.

Council has reviewed the current activity centre boundary and has determined that forecast growth and change over the structure plan period will necessitate the extension of the boundary.

The objectives, strategies and actions to achieve the vision have been included below in the following key elements:

- Activities and Land Use
- Built Form
- Public Environment
- Movement and Transport
- Cultural and Environmental Values
- Making it Happen

The key elements are also illustrated in the Development Framework Plan – Activity, Land Use and Built Form, included in chapter 8.

Activities and Land Use

Diversity and Inclusion

Objective: To maximise opportunity and choice in Ruby Town while ensuring community well being and connection to place.

Strategies

The Structure Plan will enable growth and change in Ruby Town while maintaining amenity, access and liveability in the centre. The Structure Plan will facilitate opportunities for adults to age in place, and for young people to have work and recreation opportunities and diversity within the centre.

The Plan will achieve improved access to a broader range of activities and uses through land-use planning and development facilitation initiatives and ensuring the physical environment supports people's well-being.

Actions

1. Council will facilitate land assembly and subdivision to achieve the Structure Plan objectives.
2. Council will work with corporate owners to establish performance criteria and master-plans for renewal and redevelopment.
3. Council will ensure a balanced range of uses in the activity centre precincts through implementation of the Activity Centre Zone schedule.
4. Council will host an annual information forum for the Development Industry, to increase awareness of the Structure Plan initiatives, in particular priority mixed-use higher-density residential development on preferred sites.

Residential

Objective: Housing will be diverse in size and form and of sufficient quantity to accommodate all household types to meet requirements.

Strategies

The Plan aims to increase the number of dwellings by a minimum of 1,000 units, and to increase the range of medium and higher-density housing options, during the Structure Plan's 15-20 year life cycle.

Medium-density residential development, on smaller lots, will occur incrementally and dispersed through the activity centre. It will create a transition to the surrounding lower-density areas.

Actions

5. The plan will facilitate higher-density residential and mixed-use developments on key development sites and other locations that provide high accessibility to public transport, facilities and services.
6. The plan will facilitate the replacement of 10% of well located but older detached housing, with multi-unit dwelling types in medium and high density residential areas over the next 15 years.
7. Council will initiate a shop-top apartment program in Olinda Road.
8. Council will manage a development advice program, to assist renewal in uniform lot size areas.
9. Ensure applications for new residential development over 3 storeys; meet the standards in the State Government *Guidelines for Higher Density Residential Development* and the Development Framework.





Activities and Land Use

Enterprise, Retail and Business

Objective: Enterprise is able to establish and grow to meet demand in the centre.

Strategies

The Structure Plan will encourage a range of retail and business uses to meet local and regional needs through facilitation, partnerships and capital works projects.

Actions

10. Council will develop planning tools to facilitate the establishment of small offices and home offices in the central precinct.
11. Council will work with businesses to encourage and facilitate small shops and businesses operating after hours.
12. Council's Manager of Economic Development will work in partnership with the owner of the Ruby Town Regional Shopping Centre, to implement the recommendations of the centre's retail analysis.
13. Council will introduce a special rate scheme for the service industry estate in Opal Street to facilitate signage and landscaping improvements.

Civic, Cultural and Community Facilities

Objective: Civic, cultural and community facilities and services will be high quality, integrated and accessible to the community.

Strategies

The Structure Plan will encourage high quality and accessible civic, cultural and community buildings and spaces through engagement, facilitation, partnerships and capital works projects.

The Structure Plan will support the establishment and viability of the TAFE Hospitality and Information Technology Schools through facilitation, engagement and an ongoing partnership group.

Actions

14. Council, in partnership with the State Government, will lead the Municipal Library upgrade and expansion in 2011 to include a global learning centre.
15. Council will prepare a Memorandum of Understanding with the 3 schools in the activity centre, to facilitate a program of sharing facilities with the broader community.
16. Council will prepare design concept plans for the community hub, with assistance from the broader community and key stakeholders. Council will seek nominations for membership of the project advisory committee.
17. Council will implement the community infrastructure assessment to provide for the needs of the existing and future population.
18. Initiate an Expression of Interest process to develop a nursing home on Council owned land in the activity centre.
19. Place Manager to be included in the membership of the TAFE partnership group.

Built Form

Objective: Buildings will enhance public spaces, connect well to their streets, be energy and resource efficient and be able to accommodate changing uses over their lifetime.

Strategies

The Structure Plan will encourage buildings that maximise their highest and best use.

Actions

20. Planning provisions will be developed to facilitate the redevelopment of strategic sites.
21. Building design performance criteria are to be prepared for the centre. A particular emphasis will be placed on landmark and gateway sites that provide a distinctive sense of identity.
22. The central precinct will accommodate multi-storey apartment buildings.
23. Low-rise, walk-up apartments and terrace housing will be encouraged in the medium-density areas on the periphery of the activity centre.
24. The activity centre will accommodate shop-top apartments in the central precinct, on Olinda Road, and in the adjoining residential areas.
25. Council will initiate an Expression of Interest process, to identify the most viable and culturally responsive option for the re-development and re-use of the historically significant Mechanics Institute Hall.
26. Council will prepare precinct design guidelines and requirements to set parameters for appropriate scale, height and intensity of development, and to address topography and landscape features.
27. Commercial, mixed-use and multi-residential buildings will adopt performance standards to ensure their sustainability and positive contribution to the quality of the public environment.
28. In new higher and medium-density residential and commercial development, parking access should be located at the rear of the development.
29. Council will initiate a design competition to formulate innovative and creative development scenarios for the key mixed-use development site identified in the Development Framework.





Public Environment

Objective: Public places, streets and parks are accessible, comfortable, delightful, safe and well-maintained.

Strategies

The Structure Plan will provide for linear shared paths, street-based public places, four new plaza style open space areas and seven new local parks over the life of the Structure Plan.

Actions

30. Council will establish an on-going priority project to deliver the public spaces detailed in the Structure Plan.
31. Council will initiate through land acquisition or a land swap process the establishment of sites for new local parks, two in the western precinct, two in the central precinct and three in the southern precinct.
32. Council will work with small businesses in the main street to commence the outdoor café - kerb extension project.
33. Council will partner with TAFE to develop the new community plaza area adjacent to the TAFE.
34. Construct the new, shared pedestrian and bicycle link from Ruby Town to the swimming pool.
35. Implement an “active fronts” program for Olinda Road and Longley Road.
36. Implement Priority Pedestrian Routes upgrades, including street furniture, infrastructure, lighting, paths and path surfaces and pram crossings to Disability Discrimination Act (DDA) compliance.

Movement and Transport

Objective: Pedestrian needs will have priority on streets with improved access to public transport, traffic will move more efficiently and children will have safe paths to schools and parks.

Strategies

Integrate transport modes to improve pedestrian access to the Ruby Town railway station and bus interchange, and improve safety in the surrounding streets for pedestrians.

Actions

37. Council will undertake a walking and cycling infrastructure upgrade through a range of streetscape, crossing and pedestrian path improvements, shelter, lighting and signage initiatives, designated bike paths and re-surfacing. All streets will be landscaped with shade trees and safe crossings constructed.
38. Major streets will have Copenhagen style bike lanes. Local streets will have widened shared paths. On-street parking will be landscaped and ticketed or time-limited. New street and path links will increase access to the centre with safe routes to schools and the railway station.
39. Council and partners will provide informal and secure bicycle parking at the railway station, key employment nodes, community facilities, TAFE and Ruby Town Regional Shopping Centre.
40. Council will facilitate the use of local bus networks for local trips through a ‘safe routes to bus stops’ program.

41. Council will work with the community and public transport agencies to improve bus service levels and interchange facilities. This will include re-routing the buses away from the main street section of Longley Rd and onto Olinda Rd and Ruby Town Way to access the interchange at the station.
42. Implement the car parking strategy for the activity centre to achieve an integrated whole of centre approach to managing parking provision. Identify the opportunities for car parking provision in the centre and allow flexibility for staged redevelopment of these sites over the long-term.
43. Future parking in the activity centre will be multi-deck, and will be incorporated into the design of key developments, including the redevelopment of the new TAFE buildings and the existing low-rise car park.
44. Council will implement the recommendations of the *Strategic Transport and Network Analysis*, to ensure traffic moves more efficiently within the centre.
45. Council will facilitate a TravelSmart program and car pooling program with the TAFE.

Cultural and Environmental Values

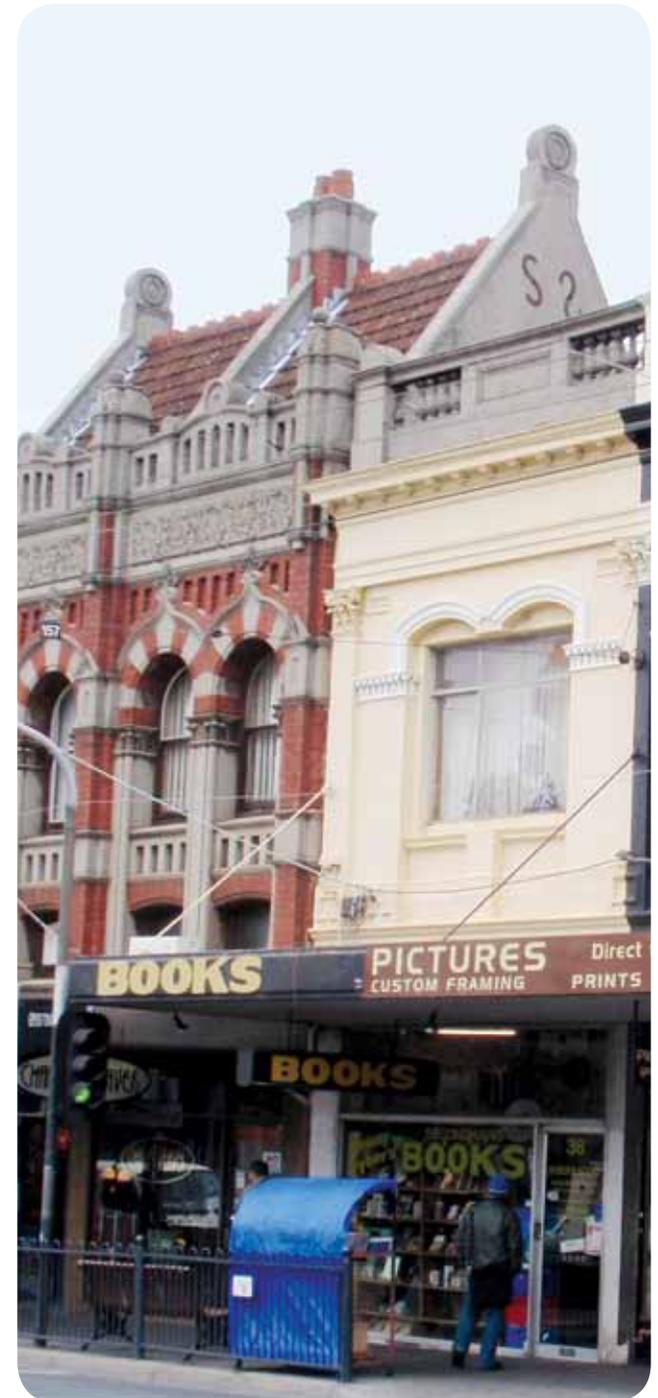
Objective: Areas of environmental and heritage significance will be enhanced, and integrated into both public and private developments.

Strategies

The Structure Plan will provide opportunities for landscaping, and enhancement of heritage sites, to improve the amenity of public places.

Actions

46. Establish a landscape advisory program to ensure that all greening opportunities, in public and private developments, are captured.
47. Council will implement the *Ruby Town Landscape and Tree Planting Strategy* in the Structure Plan precincts.
48. Areas of Aboriginal and other cultural heritage significance, as identified in the *Ruby Town (Aboriginal) Cultural Heritage Study*, will be protected within public spaces. The relevant Registered Aboriginal Party will be consulted concerning development proposals that may have an impact on Aboriginal cultural heritage places, sites or objects. The requirements of the Aboriginal Heritage Act 2006 must be met. Where a development is a 'high impact activity' planned for an 'area of cultural heritage sensitivity' then a Cultural Heritage Management Plan must be prepared and approved by the relevant Registered Aboriginal Party.
49. Council will assess development applications for sites identified in the Ruby Town Heritage Overlay against established performance criteria in the Heritage Policy.
50. Council will review options for development for the Mechanics Institute and reuse of the site as an active community resource, in accordance with the Planning Scheme and Heritage Overlay provisions.



Making it Happen

Objective: Establish management and decision making processes for implementation.

Strategies

The Structure Plan will set the parameters and priority directions for the on going governance to guide the centre development.

Actions

51. Establish a Centre Governance Group to align stakeholders and delivery partners with priorities and funding opportunities in the centre
52. Establish working groups to implement key projects; consideration should be given to including a broad range of stakeholders, who can make change happen, including staff from across Council, State Government representatives, the community and the private sector.
53. Amend the Nutbush Planning Scheme to introduce an Activity Centre Zone and Development Framework for the Ruby Town Principal Activity Centre, and specific provisions for each precinct.
54. Council will appoint a Place Manager to champion the vision for the centre, develop, lead and implement a multi-year work program, build partnerships, set benchmarks and measure performance.



8

The Activity Centre Development Framework

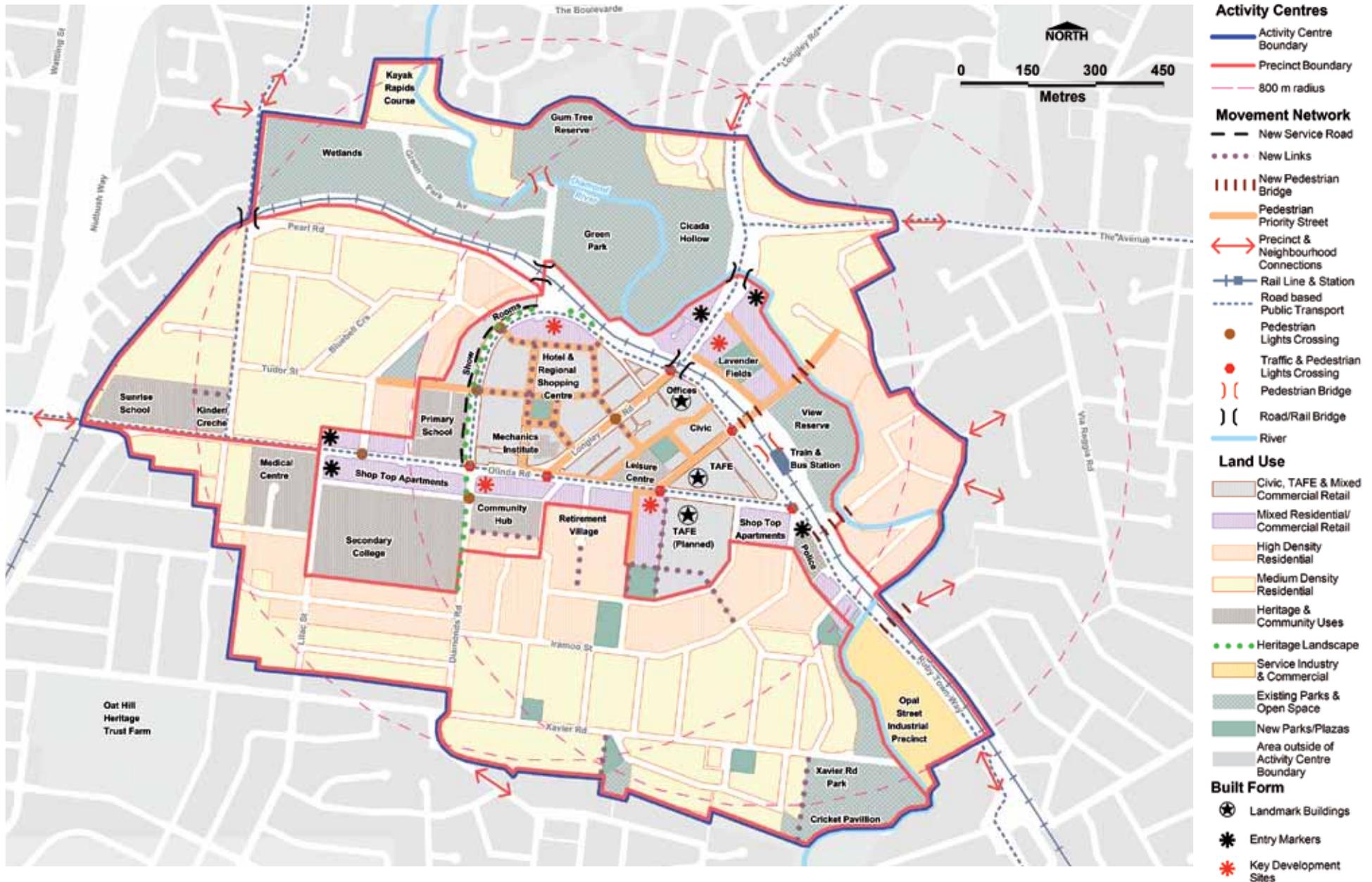
INSTRUCTIONS

The Activity Centre Development Framework identifies precincts (or sub areas) and development sites that require more detailed planning, along with key elements or themes directly related to the chapters of the Council's MSS. The objectives, strategies, and implementation plan for each key element or theme can refer to both the whole of the activity centre, and inform the individual precinct plans.

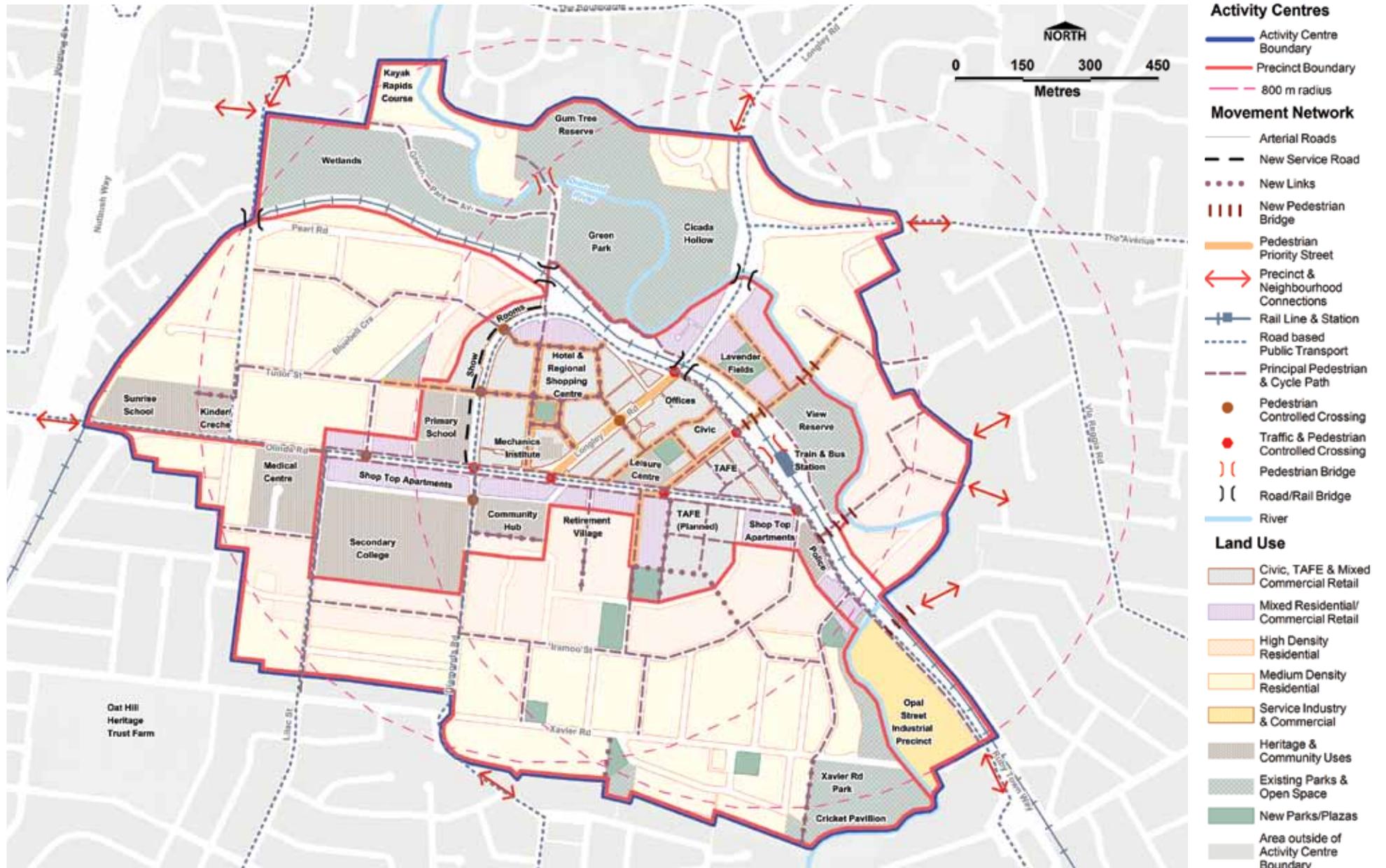
Map 3: Development Framework Plan – Activity Land Use and Built Form illustrates the key land use, public realm, movement, infrastructure, and built form directions of the Structure Plan.

Map 4: Public Environment and Movement Plan illustrates key land uses and movement networks in the activity centre.





Map 3: Development Framework Plan – Activity, Land Use & Built Form



Map 4: Public Environment & Movement Plan

9

Precinct Plans

INSTRUCTIONS

Precinct plans allow for detailed descriptions and initiatives in the activity centre. Precincts are made up of areas of common aims and objectives; they are theme based opportunity areas. Precinct plans identify further detailed work required. DPCD recommends a maximum of 6-10 precincts for an activity centre. Further details on precinct provisions are available in the Activity Centre Zone Practice Note.

The Ruby Town Activity Centre has 4 distinct precincts; Central, Northern, Western and Southern. Each precinct plan provides details of the preferred future form and character. The precinct map for the Central Precinct is attached below.

Precinct 1 – Central Precinct

Objectives

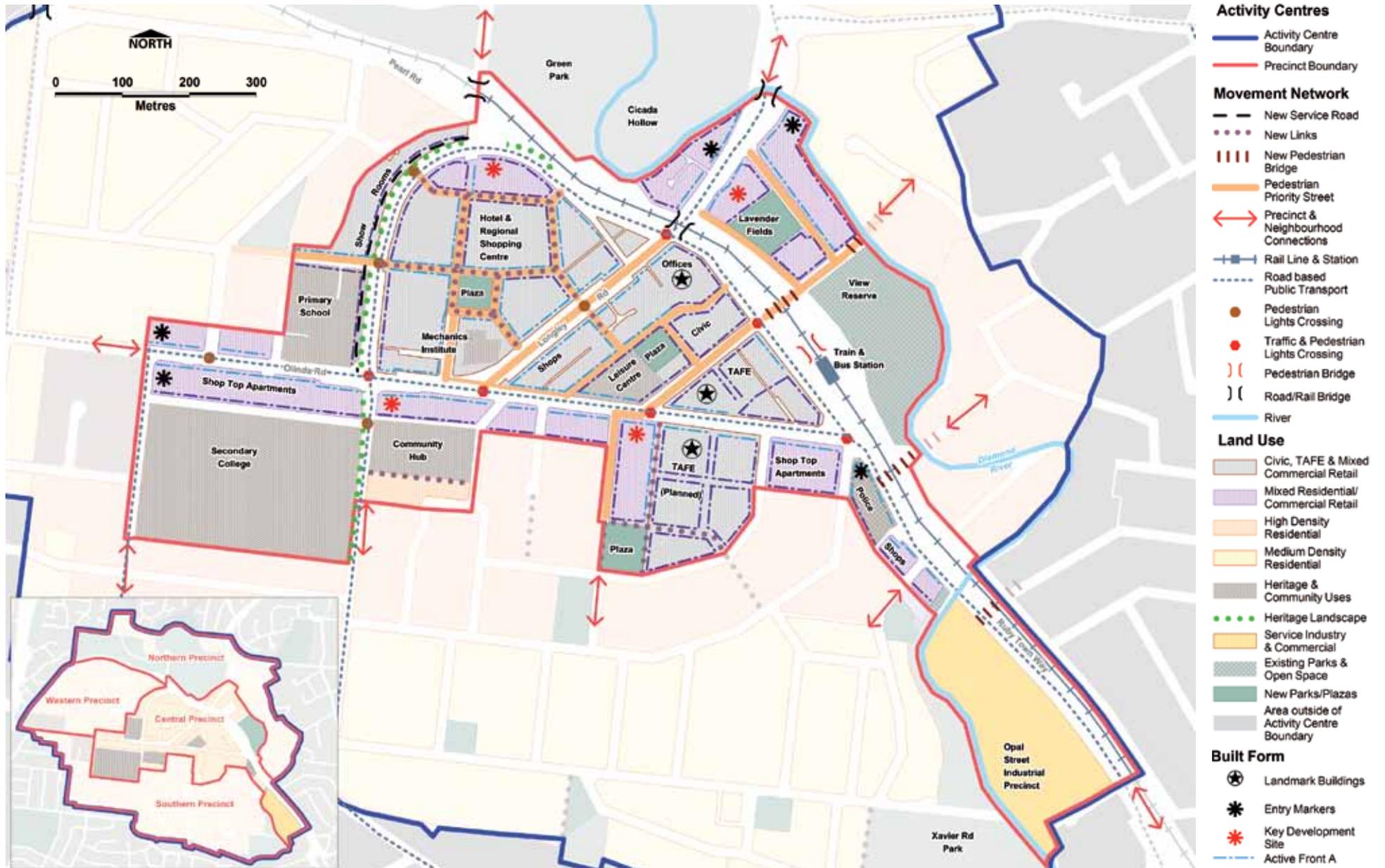
- To develop Central Precinct as a focal point for civic, education, business and community activities.
- To create well designed urban spaces and plazas.
- To create landmark buildings in the TAFE and office precincts with active frontages.
- To facilitate higher-density residential and mixed-use developments on key sites
- To initiate a shop-top apartment program in Olinda Road.
- To improve pedestrian access to the Ruby Town Railway Station and bus interchange.

Design Requirements

Sub Precinct	Preferred Maximum Height including Basement	Design Element Height	Setbacks
TAFE (1A)	36m	None Specified	4.0m to front podium edge from front boundary
Olinda Road (1B)	21m	None Specified	3.0m to front podium edge from front boundary
Ruby Town Hotel & Shopping Centre (1C)	36m	8.0m above maximum height	3.0m to front podium edge from front boundary
Opal Street Industrial Precinct (1D)	None Specified	None Specified	None Specified

Guidelines

- Strengthen links between the precinct and the open space network.
- Strengthen pedestrian and cycle links to public transport.
- Significant vistas to the surrounding treed landscape should be retained.



Map 5: Central Precinct Plan

10

Implementation

INSTRUCTIONS

The Structure Plan must include or be accompanied by an Implementation Program, which articulates the necessary actions and strategies required to implement the aims and objectives described in the Development Framework. The Implementation Program should be adopted by Council and be linked to the Council's corporate plan. A detailed Implementation Program defines the actions, timeframes, costs, priority, key stakeholders, community engagement processes and the parties responsible for implementing each action. The Implementation Program should identify Council's budget requirements and other possible funding sources. The initiatives identified in the Structure Plan will be implemented by a range of key stakeholders, from both the public and private sectors. The Council and Government Agencies will use the agreed Structure Plan to set budgets and facilitate the timing and delivery of infrastructure and to establish development criteria in the activity centre. Private sector interests will use the Structure Plan to guide their actions and development in the activity centre.

The Implementation Program should include both statutory and non-statutory implementation frameworks. To give greater certainty to the implementation of the vision for the centre, it is necessary to ensure key elements are included in the planning scheme.

Non-statutory implementation measures are also important to ensure that the aims of the Structure Plan are achieved. These may include a combination of land assembly, place management, special rate schemes and community development initiatives.

Structure Plan implementation may comprise initiatives affecting the whole activity centre area, as well as initiatives that are specific to each precinct. Implementation initiatives should be developed for each of the precincts identified in the Development Framework and should reflect the themes defined in the Structure Plan.

Examples of precinct based implementation actions for Theme Area 6 – Making it Happen are included, showing actions 51 to 54.

Theme Area 6 – Making it Happen

Action	Commence	Duration	Lead Agency and Responsible Project Manager	Involved	Stakeholder & Community Engagement	Cost	Priority
51. Establish Centre Governance Group	March 2011	1 month	Council-Place Manager	State Government Agency reps, Development Industry reps, community reps	Yes	\$10 K	High
52. Establish Working Groups	April 2011	1 month	Council - Place Manager	State Government Agency reps, Development Industry reps, community reps	Yes	\$10 K	High
53. Planning scheme amendment to introduce Activity Centre Zone and Development Framework – Ruby Town Principal Activity Centre.	March 2011	6 months	Council – Manager Statutory Planning	Council –Place Manager, Manager Strategic Planning, Manager Community Services	Yes	\$80 K	High
54. Establish Ruby Town Place Manager role	January 2011	2 months	Council – Manager Economic Development	Council – Urban Designer, Manager Strategic Planning, Manager Statutory Planning	No	\$100 K p.a	High
54. Prepare a multi year work program	March 2011	4 months	Place Manager	Council – Urban Designer, Manager Strategic Planning, Manager Statutory Planning	No	\$50 K p.a	High



11

Monitoring and Review

INSTRUCTIONS

Regular monitoring of the Structure Plan provides an accurate gauge of Council's progress towards achieving the vision and objectives for the activity centre. It is important to ensure that the structure plan remains current and relevant; taking into account newly released information such as ABS data, population changes, demographic analysis, infrastructure investments, VCAT decisions, panel reports and changes to State policy. It is also important to ensure that Council budget allocation aligns with implementation priorities.

Council should develop a review cycle for the Structure Plan. It may be convenient for Council to review the Structure Plan every four years, to coincide with the MSS review process. Council may also decide to report on the progress of the Structure Plan implementation in the Annual Report.

Nutbush Council will provide a progress report on the implementation of the Ruby Town Structure Plan in the Annual Report. This process will enable Council to measure progress, to ensure an appropriate application of resources, and to ensure the delivery of key priority projects. The Council will use the annual progress report to adjust the implementation program to ensure that the Structure Plan is achieving the Vision.

The Structure Plan review cycle is every four years, to ensure that it remains relevant and consistent with Council's strategic policies, MSS and the Council Plan, and to identify any changes required to respond to new trends, policies or changing circumstances. Review of the Structure Plan should commence four years prior to the expiry of the plan and will enable Council to prepare for the subsequent Structure Plan period.

