



GLENROWAN MASTERPLAN

FINAL REPORT

APRIL 4th, 2002

Prepared For:
RURAL CITY OF WANGARATTA

And:
GLENROWAN MASTERPLAN STEERING COMMITTEE

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EXECUTIVE SUMMARY

INTRODUCTION

The Glenrowan Masterplan project is an initiative of the Rural City of Wangaratta and Tourism Victoria. This project is one of the first Town Masterplan projects that has had such a partnership with Tourism Victoria. This highlights the significance of the Town and the Kelly Gang Siege Site. The work of the Glenrowan Improvers Group has also been integral in the realisation of this project.

The areas of focus defined by the Brief for the Masterplan, is the Siege Site and the main street commercial precinct including the township gateways.

The project Brief expressed the development of a two part Masterplan. Through the process of analysis, and the identification of opportunities it became apparent that the issues and objectives were clearly interconnected. As such the Masterplan is presented as an integrated whole.

PURPOSE

The Masterplan aims to:

Outline the current issues constraining development

Identify the opportunities for development of the Township

Adapt to changing circumstances

Develop a strategy for guiding future design and planning decisions

Outline realistic, implementable and prioritised development works

Respond to the level and flow of funding available

AIM

The Brief states that the aim of the Glenrowan Masterplan project is to:

'Establish an agreed vision for Glenrowan and adopt a strategy to achieve that vision'

OBJECTIVES AND RECOMMENDATIONS

A Masterplan provides directions for future urban design, planning, and development. Wide community consultation is an integral part of the formulation of the Masterplan.

The Masterplan for Glenrowan provides recommendations for retaining and protecting the cultural, heritage and tourism values of the Town, with a focus specifically on the Siege Site and the main street commercial precinct. The Masterplan recommendations have been expressed around four key areas. Objectives have been developed for each of the four areas as categorised below. Following each, is a summary of the recommendations developed to achieve each Objective.

TOWNSHIP

Objective

To unite the disparate nodes of the Town and establish a circulation system that supports combined vehicle and pedestrian activity. To ensure that the many facilities provided within the Town balance the different range of activities, and complement the objectives of commercial and tourism activity. To provide appropriate infrastructure to support the development of the Town and to meet target visitation numbers of up to 750,000 visitors per annum over the next ten years with minimal impact on the environment or the cultural and heritage aspects of the Town.

Summary of Recommendations

- A revitalised streetscape with the addition of tree planting, furniture, lighting, pedestrian priority zones
- Defined activity zones
- Defined pedestrian, vehicle circulation zones, and vehicle parking zones in the commercial precinct
- Town entry ways to convey a sense of arrival, to capture the essence of the Town, and to calm traffic
- Infrastructure investment, creating a sustainable safe environment.

ENVIRONMENTAL

Objective

To respond to the special character of Glenrowan's physical environment, principally by reflecting the character of Kelly Country and north eastern Victoria, within the Town environs.

Summary of Recommendations

- Preservation and enhancement of Glenrowan's significant environment
- Re-establishment of the Siege Site to respond to its original topography and landscape.

HERITAGE

Objective

To sensitively, and authentically, conserve areas of the Township heritage and to develop and interpret the Siege Site, to reveal the many layers of the Kelly story. To connect the disparate elements of this story, within a wider Town and regional context.

Summary of Recommendations

- A protected Siege precinct, the focus of the Town
- A re-established Siege Site, replete with strong interpretation and symbolism, a stunning presentation of Glenrowan heritage
- Defined connections to the Siege Site, both physical and visual

TOURISM ACTIVITY

Objective

To promote the Siege Site and Bushranger experience through key tourism initiatives, and commercial development. To develop links with regional Tourism activities and increase the profile of Glenrowan. To increase the contribution to the regional economy.

Summary of Recommendations

- Showcasing Glenrowan as a quality visitor experience. The experience will embody:
 - A Tourism Centre and Interpretive facilities
 - A commercial precinct providing high visitor amenity
 - An authentic Siege Site
 - A touring trail
 - Quality information and interpretation

- Sensitive and appropriate management and promotion of the Town's significant Tourism assets at a regional/state level

The regional economy benefits of the tourism recommendations have been measured against three parameters:

- Increasing number of visitors
- Increasing visitor satisfaction and hence re-visitation
- Increasing yield, by increased economic activity in the town and the region

1. INTRODUCTION

1.1 PROJECT BACKGROUND

The Glenrowan Masterplan project is an initiative of the Rural City of Wangaratta and Tourism Victoria. This project is one of the first Town Masterplan projects that has had such a partnership with Tourism Victoria. This highlights the significance of the Town and the Kelly Gang Siege Site.

The work of the Glenrowan Improvers Group has also been integral in the realisation of this project.

A Master Plan is by definition a plan that guides future action. Essentially, this Master Plan can be used to help lead incremental staged development, inform stakeholders and the community about short-term and long term plans, and serve as a focus for obtaining funding.

For Master Plans to be successful a number of pre-conditions need to be met including the need to:

Outline the current issues constraining development

Identify the opportunities for development of the Township

Adapt to changing circumstances

Develop a strategy for guiding future design and planning decisions

Outline realistic, implementable and prioritised development works

Respond to the level and flow of funding available

The development of this Masterplan for Glenrowan requires that a number of issues be considered including:

- conservation and preservation of the Town's heritage
- the national and international significance of the Kelly siege site
- balancing tourism development with local amenity
- carparking and traffic movement; pedestrian movement and amenity
- streetscape, Town character and built form
- land use and development patterns
- regional settings, with regard to tourism assets and links, and the wider context of the bushranger story

1.2 STUDY AREA

The Masterplan focuses on two essential parts of the Glenrowan Township, being the Kelly Siege Site and the main street commercial precinct including the township gateways. By necessity however a review of other town issues as well as regional connections and context, has been as important to define and understand the town's setting, historical development and social and cultural issues.

1.3 CURRENT STATUS OF GLENROWAN TOWNSHIP

The many stories of Ned Kelly and the Kelly Gang are widely known. Thus Glenrowan is also well known as the site of the famous Kelly Gang Siege - the Last Stand - and as such lies at the heart of bushranger legend and Australian folklore.

Glenrowan is at a crossroad in its development. The Town protects a site of legend, but there are as yet no defined opportunities or clear vision for developing the Siege Site to one of international standing, or encouragement of development in the Town to provide a strong support base for this significant site.

Ned Kelly as a symbol is established within the national consciousness, with Glenrowan central to the story. The continuing publicity that Ned Kelly receives means that Glenrowan is, and will continue to be, an internationally recognised site. The Town can do little to control or affect the numbers and type of interested tourists who will visit, but the community can influence and benefit from the impacts of tourism in the short term at least.

There are many other small towns that possess 'attractions', or have a special ambience that results in the town being attractive to tourists. For most towns such features and the tourism generated by them, are welcome additions to the local economy. However some towns find themselves constantly experiencing large numbers of visitors and reaching a level of tourism that the community perceives as too high, and residents feel "over-run" by tourists. This is the case for example in some towns along the Great Ocean Road in Victoria. In some of these towns, components of the permanent resident population have attempted to resist the results of large numbers of tourists. On the other hand, some small towns have built much of their economy around such levels of visitation and have warmly embraced such a lifestyle.

A number of Australian towns have become synonymous with a product, a character or a historical theme or event. For example, towns in the Barossa Valley and around the Coonawarra district in South Australia, have developed on the basis of a booming wine industry. In Victoria there are towns such as Maldon (intact heritage Gold Town), Daylesford and Hepburn Springs (heritage Gold Towns, Mineral Springs), Port Fairy (Historic Port, and annual festival) and more recently Barwon Heads (through the success of 'Sea Change'), which have all achieved a level of interest and visitation based on their local attributes. In some cases the influx of visitors has been a welcome stimulus to a flagging local economy. But the downside of such activity has been a growing resentment by some locals, concerned about the intrusion of Tourism in their lives.

Towns that have been unprepared for a sudden influx of people have often witnessed considerable change, occurring almost without any local input or comment. By the time undesirable changes are visible, and the consequent detrimental impacts recognised, much of the change has become irreversible. As such, communities that plan for their future are in a much better position to manage and control tourism growth and the change and investment that follow. Such towns are also better able to manage change to meet community needs.

All small towns have a level of tolerance to change and new development. But without direct involvement by the community, resentment about changes without consultation can easily surface. Members of the community may feel that they are losing control over the destiny of their own town. It is for this reason that this Masterplan study has integrated a wide community consultation process.

A community that wishes to ensure that the valued character and sense of community are not lost or changed, can develop and have ownership of a long term strategic plan.

That strategic plan needs to:

- Clearly identify and retain the elements that the community value
- Set out a process to manage and direct change
- Identify, in a physical sense on a map or series of plans, those elements which should be retained and the scale and type of new uses and developments that are considered appropriate
- Set out the key decisions that will need to be made, who will make them and on what criteria
- Spell out the means of implementation, including the statutory and other tools that are available
- Guide and encourage appropriate development

Much of this process is being undertaken as part of this Masterplan project for Glenrowan. The key to the success of this Masterplan will be continued community involvement in a wide collaborative consultation process to ensure awareness and ultimately support of the project, the issues and the Masterplan directions.

1.4 AIM

The Masterplan provides directions for the future planning and development Glenrowan Township. The Brief states that the aim of the Glenrowan Masterplan project is to:

'Establish an agreed vision for Glenrowan and adopt a strategy to achieve that vision'

To develop the agreed Vision, the Masterplan process has involved:

- research and identification of the issues currently facing the Town, as summarised in a separate Issues Paper
- development of a plan and implementation strategy by which future planning and design decisions can be evaluated and implemented, and funding opportunities can be targeted
- working with stakeholders and the community, in a consultative manner to identify the desired future direction of Glenrowan

1.5 PLANNING FRAMEWORK

There are no specific policy documents yet in place to guide future development or conservation in Glenrowan. Further, the Local Planning Policy Framework in the Wangaratta Planning Scheme provides minimal reference to the significance of Glenrowan within its Municipal Profile 21.02, being noted only as:

“ the region has enjoyed a colourful history that has established a rich and diverse culture. The region's most famous legend, Ned Kelly, is an important link to Australia's history”

The Local Provision statement for Glenrowan (21.05 – 1-1) also states that tourism is important to the Town's economy, as evidenced by the number of tourism related businesses.

The MSS also recommends that Glenrowan would “benefit from a Heritage Study”. As yet there is no specific strategy for Glenrowan, as set out in the Municipal Strategic Statement (MSS). There are only general guidelines for land use and development within the Local Planning Policies. The MSS does however outline the intent to develop a structure plan for Glenrowan as part of the Residential Review – 2000.

It follows then that the principles and objectives of this Masterplan support these recommendations, and the Masterplan suggests appropriate amendments to strategies and policies in the Planning Scheme, and the likely means of implementation by zoning or overlays. This Masterplan also demonstrates in more detail how 'rich and colourful', and how important are the links to Ned Kelly.

The Rural City of Wangaratta is also in the process of conducting a regional Heritage Study. It is intended that the final form of the Heritage Study be informed by the Glenrowan Masterplan recommendations, for the purposes of establishing overlays not only in Glenrowan but throughout the entire municipality.

A priority recommendation of the Masterplan is to further integrate the Masterplan within the Municipal Strategic Statement and specific measures in the Planning Scheme such as heritage overlays for the Siege Site and historic linkages, to provide immediate protection for these significant areas.

The Rural City of Wangaratta and Tourism Victoria, are also considering grant applications through various State and Regional funding programs for funding of priority tourism development identified by the Masterplan. An application to the Community Support Fund was submitted in March 2002. The success of any funding applications, and the extent of private sector investment, will accordingly impact on the future development of Glenrowan.

As this Masterplan constitutes the first focussed strategy for Glenrowan, some recommendations promote further investigation, further market and tourism testing, and make comment on implementation procedures and the like. In particular the infrastructure recommendations and developments on Vic Track leased land, need further negotiation with statutory authorities.

1.6 ACKNOWLEDGEMENTS

This Masterplan project has been undertaken with the advice and support of the Project Steering Committee, the Rural City of Wangaratta, and Tourism Victoria. In particular special thanks is given to Mr. Ian Jones for his invaluable support and depth of knowledge provided to the Team. The consultant team also wishes to express their appreciation to the Glenrowan Improvers Group and members of the Glenrowan community for their responses to this project.

1.7 TERMINOLOGY

For the purposes of preparing this Masterplan, the Township is referred to as Glenrowan. There are earlier references to the name of the old Town as Glenrowen, and the Parish of Glenrowen. This is considered to be the result of a misprint of the name in government documentation and references, made at some point (the exact date is unknown though plan references date back to 1946). It is considered that the current spelling of Glenrowan is correct, on the general understanding that the Town was named after the Rowan family.

2. PROCESS

The process for preparing the Masterplan for Glenrowan, has been to analyse and understand the form and character of Glenrowan, and determine the current issues affecting the future development of the Siege Site and Township environs. The Masterplan proposals synthesise all the relevant issues and existing qualities of the Township as a framework of appropriate design responses. Typically the Masterplan process can be summarised as follows:-

ANALYSIS	Review existing information	
	Elemental analysis of the Township, its character and form; its assets and features; its land use and activities; the physical landscape and environment	
	Identification of the infrastructure constraints and a threshold for development	
	Appraisal of the landscape and the environment	
	Understanding of the historical context and influences on the Town's development	
	Review of the planning context	

CONSULTATION PROCESS – Initial ‘fact finding’ Town Walk, workshops

ISSUES AND OPPORTUNITIES	Social, cultural, historical issues and opportunities	
	Physical issues and opportunities	
	Strategic issues and opportunities	

SUMMARY OUTPUT – ISSUES AND OPPORTUNITIES PAPER

CONSULTATION PROCESS – Workshop forum

DRAFT MASTERPLAN, STRATEGIC DIRECTION	Synthesis of Issues, Opportunities and Community views	
	Draft Recommendations and Implementation Strategy	
	Consultation with Council	

SUMMARY OUTPUT– DRAFT MASTERPLAN

Draft Report and Draft Illustrative Plans, Action Areas

CONSULTATION PROCESS – Public Exhibition and feedback

FINAL MASTERPLAN	Final Masterplan	
	Final Recommendations and Implementation Strategies	

SUMMARY OUTPUT–MASTERPLAN

Report and Illustrative Plans, Concept Designs

CONSULTATION PROCESS – Public Exhibition

An overview of the process undertaken is:

- **Analysis Stage**

Including a review of background literature, a site context and historical review, township character assessment, infrastructure review, strategic context

- **Issues Paper**

This Issues Paper is the synthesis of the issues and opportunities highlighted during the Analysis Stage.

Drawings L01 and L02, to follow, represent graphically some of the issues highlighted during this stage.

- **Draft Masterplan**

The Draft report outlined the results of the Analysis Stage, the Draft development of the Masterplan with key objectives identified, and a summary of Draft Recommendations.

- **Final Masterplan**

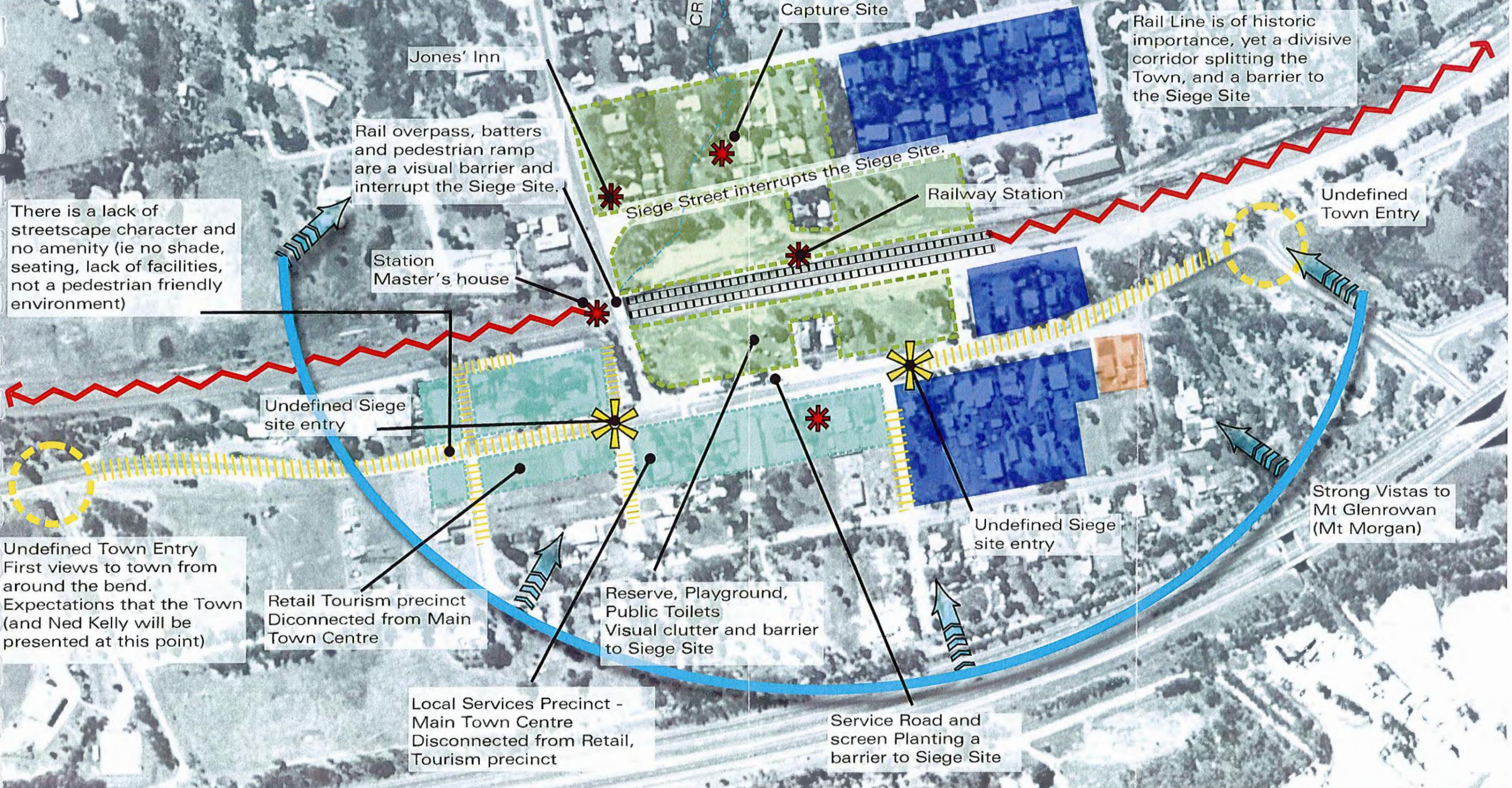
The following report is the synthesis of the above stages. This report also incorporates feedback received during the public exhibition stage of the Draft report.

It is presented as a summary of the main issues, identified in detail within the Issues Paper and Draft Masterplan. As such the Final report should be read in conjunction with these documents to provide a complete 'package'.

This final report provides defined objectives and final recommendations in an Implementation Strategy.

LEGEND

-  Undefined Town Entries
-  Undefined Siege Site entries
-  Residential Zone
-  Siege Precinct
-  Retail and Tourism
-  Significant Sites
-  Undefined Streetscapes
-  View Corridor



GLENROWAN MASTER PLAN

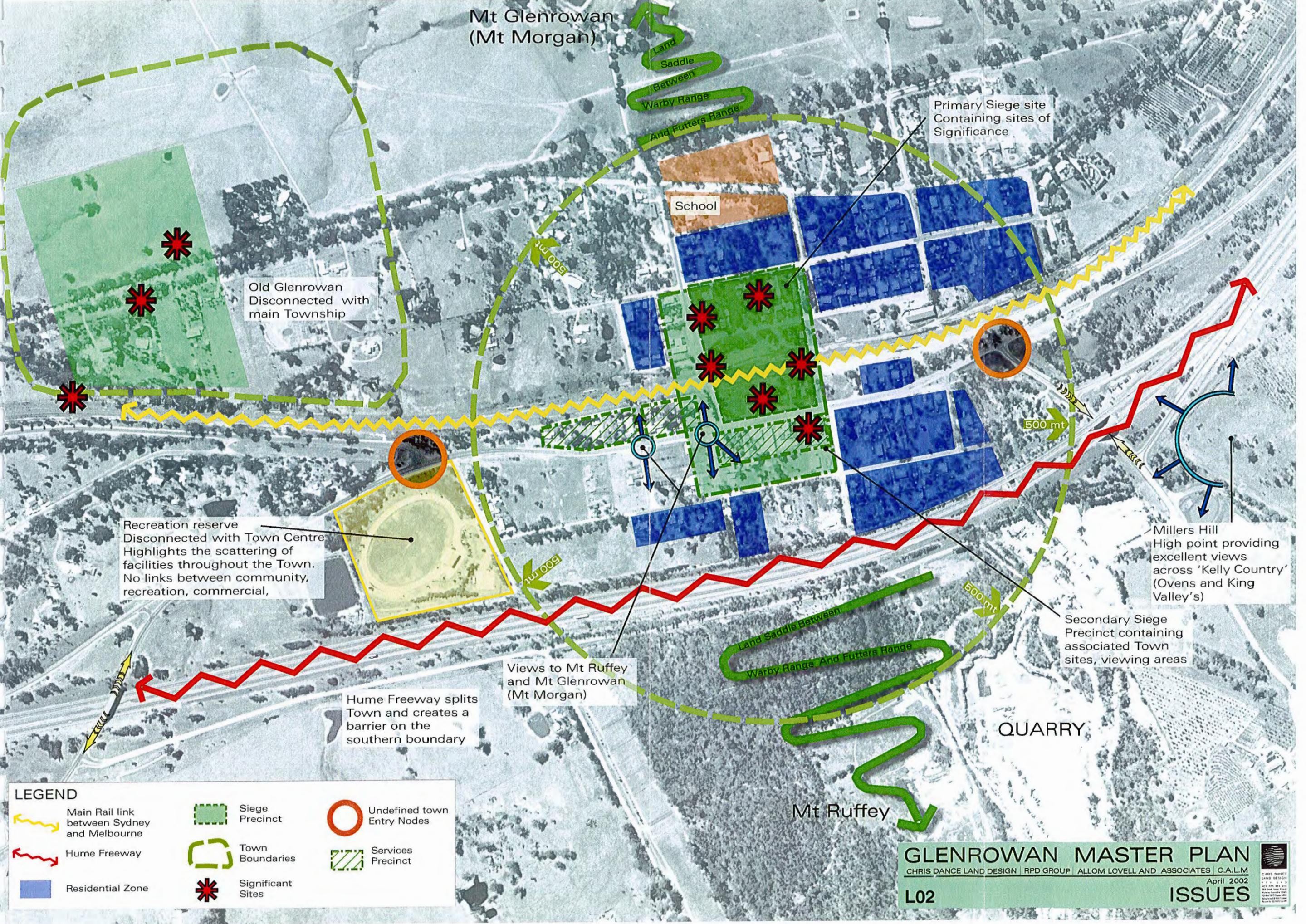
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APRIL 2002

L01 ISSUES - TOWN CENTRE



Mt Glenrowan
(Mt Morgan)



Old Glenrowan
Disconnected with
main Township

Recreation reserve
Disconnected with Town Centre
Highlights the scattering of
facilities throughout the Town.
No links between community,
recreation, commercial,

Views to Mt Ruffey
and Mt Glenrowan
(Mt Morgan)

Hume Freeway splits
Town and creates a
barrier on the
southern boundary

Primary Siege site
Containing sites of
Significance

Millers Hill
High point providing
excellent views
across 'Kelly Country'
(Ovens and King
Valley's)

Secondary Siege
Precinct containing
associated Town
sites, viewing areas

QUARRY

Mt Ruffey

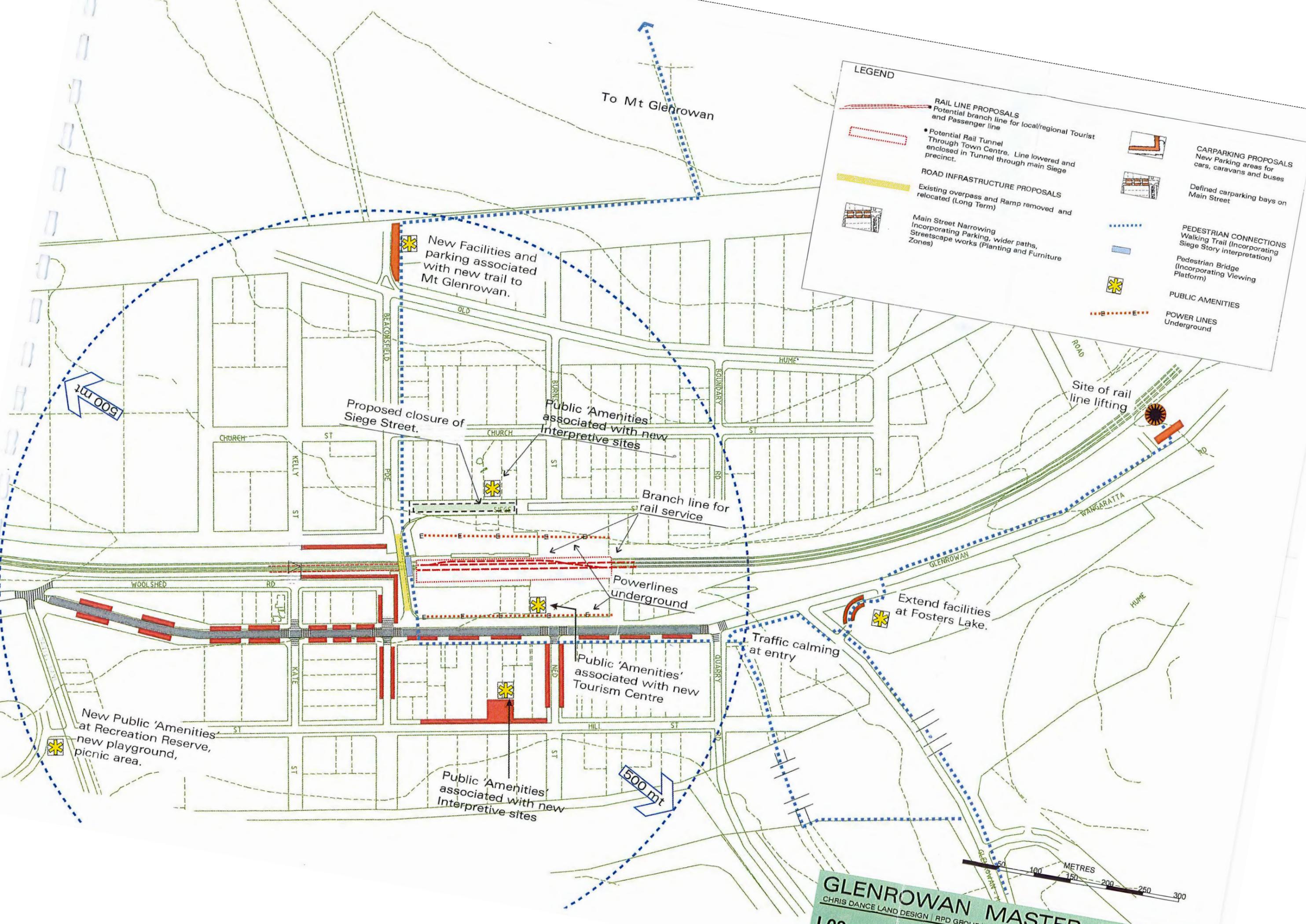
LEGEND

	Main Rail link between Sydney and Melbourne		Siege Precinct		Undefined town Entry Nodes
	Hume Freeway		Town Boundaries		Services Precinct
	Residential Zone		Significant Sites		

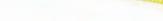
As a point of considerable community concern, any proposal for the relocation of the overpass requires further community consultation, wider impact studies and traffic management studies. Within the timeframe considered for the overpass relocation, an agreement may yet be reached regarding the 'Very Fast Train' (VFT). Any impacts of the VFT proposal will be major determinants in how the rail line runs through the Town and how it is crossed. It may mean that the rail line is regraded and can pass through the Town in a tunnel. Conversely, implementation of the VFT may mean that the rail line bypasses the Town altogether.

- The constraints to the development and revitalisation of the Town are partly determined by the road infrastructure pattern. Key constraint factors are:
 - The length of the functioning main street and the width of the main street which reflects its former highway role. This encourages a succession of small vehicle trips rather than pedestrian movement, discourages crossing and provides little restriction to speed of travel.
 - The limited opportunities for safe easy movement for pedestrians and tourists who choose to walk the town. Pedestrian movement, particularly for disabled or older people, is not well catered for particularly at intersections and at the overpass crossing.
- The width of the main street and the spread out commercial functions encourage vehicle movement and discourage pedestrian circulation. There is opportunity to narrow vehicle routes and define carparking zones to allow for a narrowing of the main street, with greater focus on pedestrian activity and amenity. Traffic calming devices at entries will also provide a safer Town environment, with slower traffic movement. Proposals to change the traffic patterns will require traffic management studies.
- The bypass has diverted heavy traffic volumes from the town, however it creates a strong barrier on the southern side of the Town. There is opportunity to develop a stronger connection with the southern side of the Town, through development of a touring trail to lookout sites, to Greta and to Moyhu. This would require formalising of the pedestrian underpass (at the end of Hill Street), and clearer definition of the Laceby – Glenrowan Road underpass connection and further regional tour routes to Greta and Moyhu.
- The lack of sewerage infrastructure constrains infill development and commercial development. Sewerage provision is important for any large scale commercial development and for significant increases in residential growth in Glenrowan. The regional water authority, North East Regional Water, do not yet consider Glenrowan a priority for implementation of a sewerage system given the low demand on the current system. However in considering any commercial or residential growth of the Town, the lack of sewerage is a major infrastructure constraint and is one that must be addressed.
- Water storage capabilities within the Town are limited, as is the supply of water from existing catchments. The supply pressure is also limited. Further demand on the system via increased development and implementation of any sewerage infrastructure will require expansion of water supply infrastructure. Further investigation is required to determine options for increasing water supply with consideration given to feasibility, the additional demands of sewerage infrastructure, environmental assessments, 'best practice' usage, recycling opportunities and impacts on catchment areas. The North East Regional Water Authority advises that a preferred option is to connect to the Wangaratta mains supply.
- There is a notable visual clutter of electricity power poles and transmission lines along the main street and in and around the historic Siege Site. This is detrimental to the street character and diminishes the heritage potential of the town. Undergrounding of powerlines through the Siege site and the main commercial precinct is a priority recommendation. ✓
- Natural Gas is not connected to the Town. However as the Town has an effective mains electricity supply this is not considered an impediment to further development.

Addressed
in LOCAL
POLICY ✓



LEGEND

-  **RAIL LINE PROPOSALS**
Potential branch line for local/regional Tourist and Passenger line
-  Potential Rail Tunnel Through Town Centre. Line lowered and enclosed in Tunnel through main Siege precinct.
-  **ROAD INFRASTRUCTURE PROPOSALS**
Existing overpass and Ramp removed and relocated (Long Term)
-  Main Street Narrowing Incorporating Parking, wider paths, Streetscape works (Planting and Furniture Zones)
-  **CARPARKING PROPOSALS**
New Parking areas for cars, caravans and buses
-  Defined carparking bays on Main Street
-  **PEDESTRIAN CONNECTIONS**
Walking Trail (Incorporating Siege Story interpretation)
-  Pedestrian Bridge (Incorporating Viewing Platform)
-  **PUBLIC AMENITIES**
-  **POWER LINES**
Underground

To Mt Glenrowan

New Facilities and parking associated with new trail to Mt Glenrowan.

Proposed closure of Siege Street.

Public 'Amenities' associated with new Interpretive sites

Branch line for rail service

Powerlines underground

Public 'Amenities' associated with new Tourism Centre

Traffic calming at entry

Extend facilities at Fosters Lake.

New Public 'Amenities' at Recreation Reserve, new playground, picnic area.

Public 'Amenities' associated with new Interpretive sites

500 mt



3.1.2 Town Development

Development Pattern

- The ongoing changes to infrastructure and road hierarchy have impacted on land use, resulting in quite disparate and adhoc development patterns, typically being:
 - Scattered residential development, and low density of development.
 - A long main street with dispersed functions - tourist service function to the west and local service to the east.
 - Scattered community facilities eg: Schools, the police station, the church, recreation reserves etc.
- The commercial core of the Town has two separate precincts. The western precinct is the heart of 'Kelly Commercialism', where the tourist associated commercial food, retail and entertainment uses are located. The eastern end of the Town contains the Hotel, Motel and fringe residential. This eastern precinct has the closest proximity to the Siege Site and is all that remains of the second 'original' Township.

It is unfortunate that the Town has developed in two distinct precincts. This division means there is no sense of a whole Town, or any connection between the two precincts. There is confusion as to where the 'heart' of the Town is. There is considerable opportunity to provide infill development, to connect the two precincts, as well as provide a 'centre' for the Town around the Siege precinct.

- The Township extent however is an easy to access, compact environment, with most areas within an ideal 500m walking radius.

There is opportunity to develop new walking paths through the Town that provide a safer, more accessible Town environment, and limits reliance on vehicle movement.

- As development in Glenrowan has generally been unplanned there has been no consideration given to development of public spaces. The Lions Park reserve adjoining Gladstone Street, opposite the Siege Site, is considered the focus of civic and community activity, containing public toilet facilities, a playground, picnic area and rose garden. Perhaps because it is public land, and the only centralised open space in Town, it has become the site for the ad hoc placement of all public amenities.

This reserve land is very important in its connection with the Siege Site, its central location and for the views available from the Town across this land towards the Siege Site. Unfortunately the crowding of all the Town's public facilities into this space has resulted in a visual clutter, detracting from any association between the Town and the Siege Site.

There is opportunity to provide a concentration of public and community facilities outside the main Town centre, focussed around the existing community hall and recreation reserve. This will bring together resources and create stronger community and recreational activity zones.

It is proposed that a new Lions Park (a project for community involvement), be established in association with new visitor facilities at the proposed Tourism Information Centre site. The time capsule in the current Lions Park would be preserved.

- The Town is generally comprised of modest buildings, however the newer commercial buildings have not generally achieved a high standard of design nor a coherency of form through any specific use of materials.

There is opportunity to redevelop existing buildings with a coherency of form, scale and materials, as well as define standards of built form for future development through a series of built form principles.

Local Policy NS

Well


A Design Development Overlay applied to the main commercial zone would define the character of a 'high street' along Gladstone Street. Principles of the overlay would define preferred patterns such as building frontages at allotment lines, reducing street setbacks, discouraging front carparking, and providing active edges along the street. Generally two storey limits would be preferred to limit the scale of development, and minimise disruption to viewlines.

Local Policy


The ongoing changes to infrastructure and road hierarchy has impacted on land use, resulting in quite disparate and adhoc development patterns. Definition of specific precincts within the current zoning will allow for 'like uses' to determine development patterns.

- Currently there are several vacant allotments within the Town Centre, between Daniel Lane and Quarry Road. Some are privately owned but undeveloped. This existing high percentage of undeveloped land in the Town centre supports future infill development within the existing fabric.

THIS SEEMS TO
 SUGGEST THAT THERE
 SHOULD BE NO
 DEVELOPMENT UNTIL
 SEWER PROVIDED.

Future infill development assumes that sewer infrastructure (reticulated or other) is implemented, to reduce the land requirements currently required for septic system development.

- There is little coherency to streetscape elements. Thus there is considerable opportunity for the implementation of streetscape works to bring together the disparate elements of built form and landscape. In particular the Masterplan focuses on landscape, pedestrian environments and entry zones, to help define a coherent Glenrowan streetscape.
- The Town will continue to develop and change. It is important that the Town continues to function as a contemporary working Town servicing a community and economy, as well as supporting and showcasing a national legend.

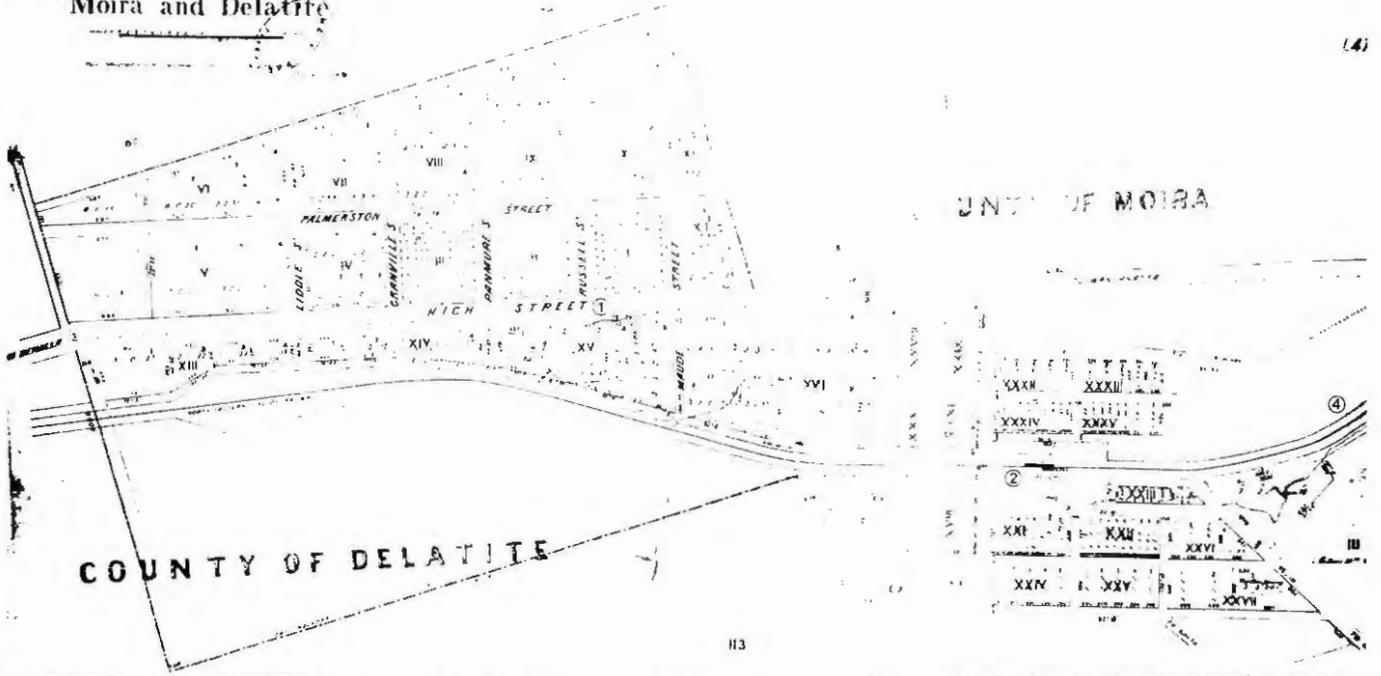
Statutory Controls and Zoning

Refer to historic Survey Plans and Wangaratta Planning Map – drawings L04 and L05

- In terms of the statutory (legal) control, Glenrowan Township has only limited provisions covering land use change and new development. These controls are provided through a set of provisions in the Wangaratta Planning Scheme which cover the Township and surrounds. Within that statutory framework there is little that recognises the range of existing and potential uses and development in the town. It is also considered that the MSS is yet to provide strong enough statements which recognise the significance of the Siege Site, or provide strong measures for the specific protection of significant sites and features of Glenrowan's heritage and the Kelly Siege. The development of the Masterplan, and the current regional Heritage study will go some way to address these limitations.
- Under the provisions of the Wangaratta Planning Scheme, the main centre of Glenrowan, between Glengarry Road in the north, the Freeway in the south and Kelly/Kate Streets and Thomas Street is zoned Township (TZ). Outlying areas are zoned either Rural Living (RLZ) or Rural Zone (RZ). The rail line, incorporating the Siege Site is zoned Public Use Zone – Transport (PUZ4). The school site is zoned Public Use – Education.

TOWNSHIP OF GLENROWAN
 Counties of
 Moira and Delatite

141



SURVEY PLAN circa 1875



SURVEY PLAN circa 1946

LOCAL POLICY 1

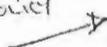


The current zonings do not constrain the opportunities for the identified Masterplan developments, however they give no particular recognition of the importance of possible future development or conservation and protection of any land. The Masterplan proposes further classification of precincts within the Township Zone to recognise such precincts including:

- Commercial areas
- Residential areas
- Entry zones
- Tourist accommodation
- Community, civic use
- Recreation
- Heritage

Addressed in

LOCAL POLICY



The zoning will thus be more sophisticated than the simple Township zone that covers the whole town. While it is not the intent to diverge from the land use zones imposed by the state planning schemes, there is opportunity to recognise key land uses by a wider range of Land Use Zones, rather than a single Township zone. Alternatively, a Structure Plan could designate land use precincts.

Refer to the proposed precinct classifications on Drawing L06

Also addressed

in LOCAL

POLICY.



The Siege Site and immediate precinct are not protected under current planning scheme categories. An amendment to the Planning Scheme to incorporate a Heritage Overlay would protect this site and preserve its historical significance.

- Public Acquisition overlays are a means of reserving private properties for buying. Consideration must be given as to whether this Overlay is appropriate for the identified private properties within the Siege Precinct. This overlay requires careful consideration as nominated properties must be clearly state a purchaser (i.e. Council, VicRoads) and be resolved to be bought. Sensitive negotiation with current owners is also a pre-requisite.

The Masterplan does not propose Public Acquisition Overlays, but does identify properties of note that could be bought by the Rural City of Wangaratta if offered for sale, for inclusion in the Siege Precinct.

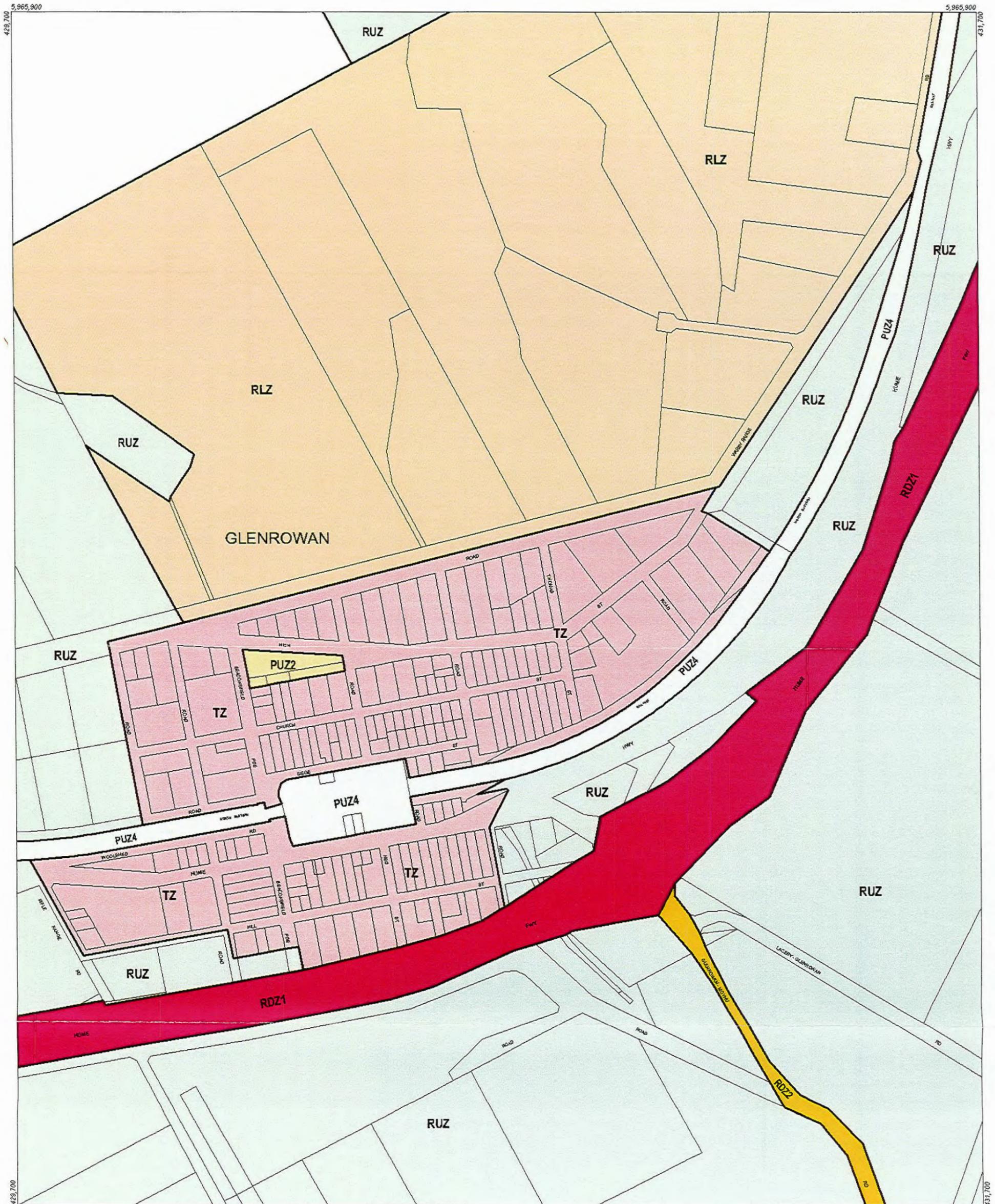
- Provision of draft policies for inclusion in the planning scheme, was not within the parameters of the Masterplan Brief. However the Masterplan does recommend several modifications to the Municipal Strategic Statement and Local Planning Policy to fully recognise and protect the Siege Site, and control and define the desired character of the Town and its environs.
 - The Wangaratta Planning Scheme Municipal Strategic Statement (MSS) should clearly recognise and state the significance of Glenrowan to the municipality, to Victoria and to the nation, based on its Kelly heritage.
 - The Municipal Strategic Statement should reflect the strategies set out by the Masterplan for the Town's development and conservation and the means that will be pursued in both a statutory planning sense, and in non statutory processes (e.g. infrastructure implementation)
- A specific Local Planning Policy within the Wangaratta planning scheme, relating to Glenrowan's Heritage and Future Development, must set out specific policies to manage existing heritage assets, and guide the form and character of new development. The policy should also include a strategic framework plan for the town.

LOCAL POLICY



- The Local Planning Policy Framework should set out the policy and decision guidelines in respect to changes of land use and new developments in the town. This should include a Structure Plan indicating the key land use areas, the areas for future development and the broad conditions under which those areas can develop, what elements are critical to retain and how key elements like traffic and pedestrian movement are to be managed.
- A Heritage Overlay (based on the final adopted regional Heritage Study) needs to be included to provide a permit process and protection in respect to proposals for demolition and alteration of existing heritage buildings and sites and to ensure that new development does not compromise existing heritage values. The Heritage Overlay would list individual buildings and sites and would be placed over areas of heritage significance.
- An overlay addressing Design and Development issues would provide key sites and areas with a clear guide to built form and design principles (e.g. shape, form, setback, bulk and appearance of new development).

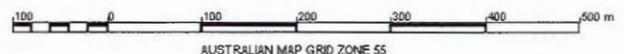
WANGARATTA PLANNING SCHEME - LOCAL PROVISION



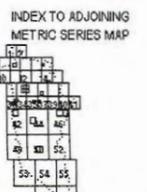
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This map should be read in conjunction with additional Planning Overlay Maps (if applicable) as indicated on the INDEX TO MAPS.

- Public Land**
- Public Use Zone Education
 - Public Use Zone Transport
- Road**
- Road Zone Category 1
 - Road Zone Category 2
- Residential**
- Township Zone
- Rural**
- Rural Living Zone
 - Rural Zone



AUSTRALIAN MAP GRID ZONE 55



Printed: 9/3/2007

ZONES

MAP No 33

L05

3. ANALYSIS

For the purposes of outlining the main objectives, the Masterplan has been expressed around four key areas, which are:

- **Township**
- **Environmental**
- **Heritage**
- **Tourism Activity**

The issues and opportunities identified during the analysis stage have been grouped under the four relevant areas listed above. Under each area is a series of subheadings to further categorise the issues and opportunities expressed.

3.1 TOWNSHIP

3.1.1 Infrastructure

Refer to Drawing L03.

- Based on limited documentation, the current visitation rate estimates to the Town primarily to visit the Siege Site, but also including spontaneous visitation, is approximately 250,000 people per annum. Applying average tourism growth rates and the significant increases in 'Kelly enthusiasm', in ten years time the rate could rise to 500,000 visitors per year, even without further infrastructure or tourism improvements to the Town. With sensitive development and the provision of visitor enhancements this level could reach 750,000 visitors. It is difficult to estimate the expected growth of the Town's permanent population.
- The core infrastructure elements of Glenrowan are the road network and the rail line which form the structure of, and largely determine, the land use pattern of Glenrowan. The railway was very significant in the historical development of the Town and is a key component in the Siege story. However, the rail line now presents a major physical barrier in the Siege Site. The leasing of rail land by different authorities also presents difficulties in protection, development and management of the railway land.

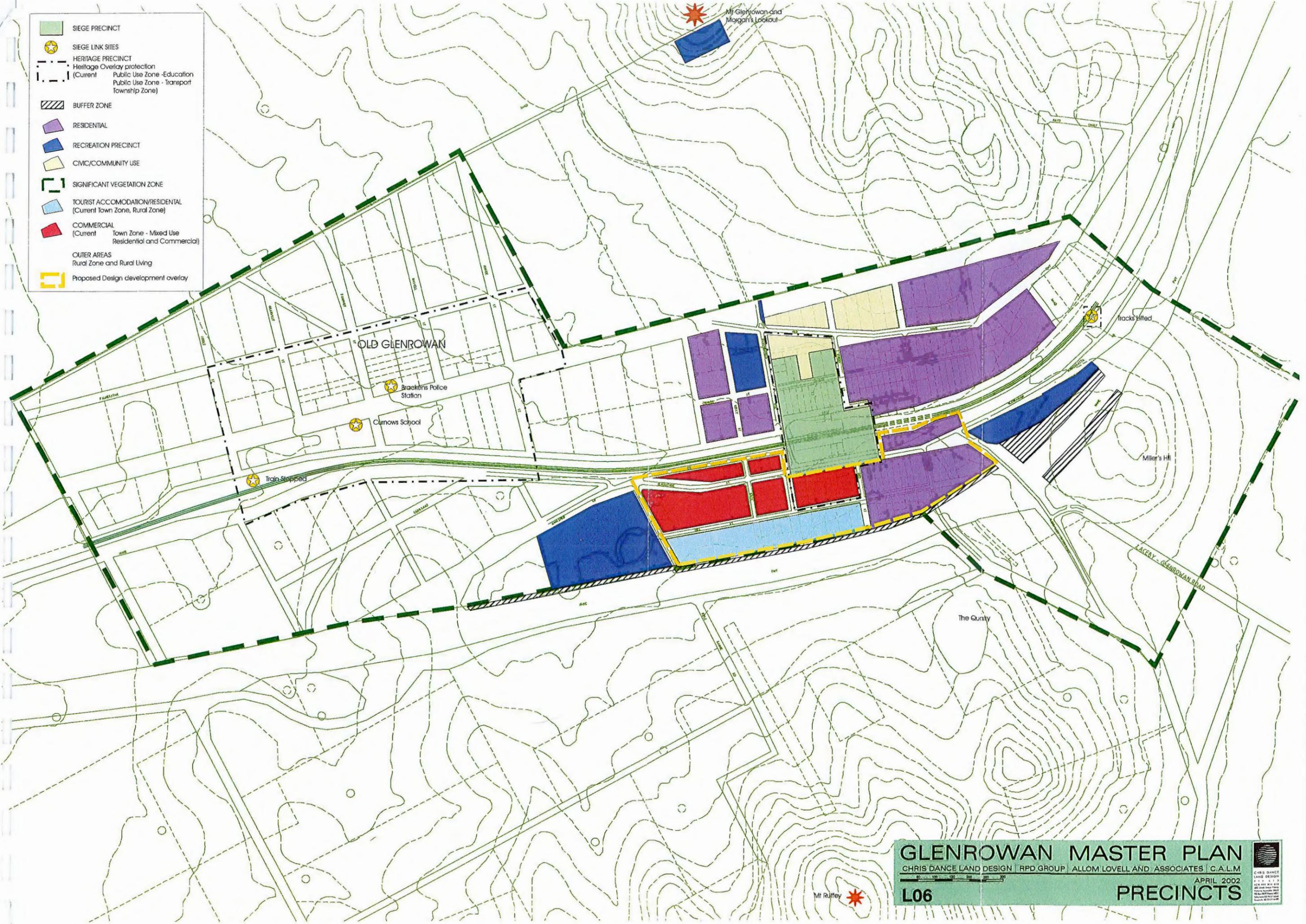
Negotiations with the separate lease holders would help define an agreed direction and create a united committee of management for the site, with agreement on proposed development opportunities.

- Trains do not stop in Glenrowan however Rail transport is considered a viable means for bringing visitors to the Town, and for contributing to the Siege experience. Further negotiations with lease holders would help to determine the feasibility of a rail connection to provide a train service to Glenrowan.

The reintroduction of a branch line, from the northern line to the existing rail siding, to allow trains to stop at the existing platform and station, could be pursued further through negotiations with rail line lease holders. Local heritage groups and private tourism operators have expressed interest in such a project.

- The vehicle overpass across the rail line provides an important central connection between both sides of the Town. But it also forms a strong barrier to the Siege Site. The current overpass has a limited carrying capacity and is considered unsafe for pedestrians due to the single, narrow path adjacent the roadway. It is also about forty years old. In considering replacement of the overpass (considered in the vicinity of 10 – 15years), there is potential to consider its relocation, along with improvements to safety and vehicle load capacity.

-  SIEGE PRECINCT
-  SIEGE LINK SITES
-  HERITAGE PRECINCT
-  Heritage Overlay protection
-  (Current Public Use Zone - Education Public Use Zone - Transport Township Zone)
-  BUFFER ZONE
-  RESIDENTIAL
-  RECREATION PRECINCT
-  CIVIC/COMMUNITY USE
-  SIGNIFICANT VEGETATION ZONE
-  TOURIST ACCOMODATION/RESIDENTIAL (Current Town Zone, Rural Zone)
-  COMMERCIAL (Current Town Zone - Mixed Use Residential and Commercial)
-  OUTER AREAS (Rural Zone and Rural Living)
-  Proposed Design development overlay



3.1.3 Accessibility, Entries

- Glenrowan is approximately 220kms from Melbourne, taking about 2.5 hours to travel by car. This means the Town is very accessible to daytrippers from Melbourne, and an ideal stopping point for visitors travelling between Melbourne and Sydney, and during winter for visitors to the snowfields. There is a large 'travelling' population that can be targeted to visit Glenrowan.
- The bypass detours into Glenrowan are picturesque, however there is no sense of entry into the Town or arrival at the Siege precinct. An entry 'sequence' of arrival zones, as well as definition of a logical route through the Town, both for vehicles and pedestrians, will enhance the entry and arrival sequence, and enhance visitors first impressions and experience of Glenrowan. There is also opportunity to slow down traffic movement at these points.
- The lack of public transport either bus or train, is a community development issue that requires consideration at a state transport policy level, rather than within the framework of the Masterplan.
- There are a number of tour buses visiting Glenrowan which require facilities for parking and associated visitor amenity.

3.1.4 Carparking, Movement

- On-street carparking is sufficient to meet current community and visitor needs. However, there is a lack of bus and caravan parking. Additional parking will be required to meet expected future demands.
- The Masterplan defines off street and rear carparking zones to encourage reduced reliance on vehicle use, minimise the impacts of adhoc, large carparking areas, and provide bus parking and caravan parking within defined zones. Specifically, carparking zones are proposed along Gladstone Street as well as adjacent the Siege Site. Along the main street angled or parallel parking is preferred. To minimise the impact of larger visitor parking zones, with bus parking and caravan parking, screened areas are proposed off street and at the rear of the commercial areas.
- The current routes through the Town and to the Siege Site are vehicle dominated. The width of the main street reflects its former highway role and apart from the school crossing, there are no other defined crossing zones. No access paths or tour routes are defined, thus safe easy movement for pedestrians and tourists is limited.

There is considerable opportunity to develop a pedestrian friendly environment and develop a distinctive tour route through:

- incorporating safety and access for pedestrians.
- minimising car through routes along the main street to provide offstreet and rear parking zones, as well as pedestrian crossing points.
- developing a defined pedestrian route. This can incorporate a Tourist trail following the Siege story, and be distinctive in its material type, and through the inclusion of sculptural and interpretive elements including detailed signage. The route becomes an important connection between the Town centre, the Siege Site and other significant sites, as well as an important Tourist focus. As such a Tourist Trail requires the same level of sensitive design and attention to detailing as the Siege Site proper.

3.1.5 Visitor Amenity

- The current focus of visitor facilities is around the public toilets and playground in the Lions Park on Gladstone Street, a site considered more important for its connection with the Siege Site.

Expected increases in visitation rates will require additional visitor facilities, particularly public toilets. The Masterplan proposes alternative sites for Visitor facilities, with the concentration of activity centering on the Tourism and Visitor Information Centre, as well as the proposed Interpretive Centres. This will ensure that visitor facilities (toilets, picnic, information, etc) are concentrated, rather than having several single facilities particularly stand alone 'toilet blocks'.

Public toilets can also be provided at the Recreation Reserve, in association with expected increase in demand via the relocation of the rose gardens and play ground equipment. It is considered that these would be of greatest benefit to community users. Extension of the toilets at Fosters Lake is also proposed.

- To allay current community concerns, the provision of additional toilets, particularly a disabled facility, is proposed as an interim measure. The addition of a fully accessible disabled toilet is proposed as a temporary addition to the Gladstone Street facility. It is not proposed to remove or relocate these toilets until another central facility is available as part of the proposed Tourism Information and Interpretive Centres.
- Proposals for additional public toilet facilities assume that sewerage infrastructure will be implemented in the Town.

3.1.6 Community Development

- It is important to recognise the achievements of existing volunteer and community groups. The Masterplan provides opportunities for future implementation projects of a size and scale that can be co-ordinated by individual community groups.

3.1.7 Land Ownership

Siege Precinct

The Siege Site as it is currently presented within the railway land north of the railway line, does not incorporate the full extent of the many activities and locations that form the full day of events during the Siege. The Siege Site is proposed to become a larger entity than its current land area to include many other important activity sites. The total Siege land area should include all land from Siege Street, across the rail line, incorporating the Lions Park land and the service road, through to Gladstone Street.

This would incorporate up to six separate land holdings being:

<u>Siege Street</u>	Council controlled road and road reserve
<u>Current Siege Site</u>	Leased to Rural City Of Wangaratta (RC of W)
<u>Northern rail line</u>	Department of Infrastructure (DOI), Director of Public Transport (DPT) controlled Leased to DPT (1999) Sub leased to Freight Victoria (Primary Lease)
<u>Southern rail line</u> (to existing fence line)	Department of Infrastructure (DOI), Director of Public Transport (DPT) controlled Leased to DPT (1999) Australian Rail Track (Corporation Lease)

<u>Reserve Land</u>	Public Reserve Land controlled by RC of W
<u>Service Road</u>	Part of Public Reserve Land as above
<u>Gladstone Street</u>	Council controlled road and road reserve

To the west of Town, in 'Old' Glenrowan, the rail site where Mr Curnow stopped the police train is a DPT controlled rail line. To the east of the Siege Site, the site where the Kelly gang lifted the rail tracks is also DPT controlled rail line.

The lease hold of the rail land by Australian Rail Track and Freight Victoria is a constraint. Investigations into the status and use of this land (undertaken in July 2001), highlight the difficulties in negotiating the use, via lease or purchase, of this land. Vic Track has no current plans to sell, lease or develop this land. However Vic Track can not confirm any future requirement to develop or upgrade their lease land particularly under the Department of Infrastructure's proposals for standardising the state rail network and developing the Very Fast Train.

Township

Several properties within the Town, around the current Siege Site, are also considered significant in their relationship to the Siege story. Their inclusion in this Masterplan as part of a greater Siege Precinct is considered critical. However there is acknowledgment that many of these sites are currently privately owned. The emphasis of the Masterplan is to highlight these sites only. It is not the intention to propose immediate acquisition, only determine which sites would enhance the Siege story, and as such if they were made available (by sale or lease or through other negotiation) should be considered a priority for purchase via the Rural City of Wangaratta.

The current status of these sites is as follows:

<u>1 Siege Street</u> (site of Glenrowan Hotel)	Private
<u>3 – 5 Siege Street</u>	Private
<u>7 Siege Street</u>	Private
<u>9 Siege Street</u>	Private
<u>11 Siege Street and</u> <u>13 Siege Street</u>	Victoria Police Property Services Division Have been reserved for sale to RC of W
<u>16 Siege Street</u>	Private
<u>10 Gladstone Street</u>	Private
<u>11 Gladstone Street</u>	Private
<u>41 Gladstone Street</u> (Hemples Theatre)	Private
<u>54 Gladstone Street</u> (site of McDonnell's Hotel)	Private

Refer also to drawing L07.

Other Sites

A block of land at the base of Mt Glenrowan has been determined to be for sale. Access from this land will enable a public thoroughfare to Morgan's Lookout. This land should be considered for buying, although there are other non public areas that require further negotiation to ensure a through route to Mt Glenrowan. A trail route, beginning at Glengarry Lane, is proposed on the Masterplan (Refer drawing L12). A priority recommendation is to undertake further negotiations with private land owners regarding access. Parks Victoria currently manages the Warby Ranges National Park, and further negotiation is required to consider feasibility, management, public access and safety of a new trail connection.



VIEWS FROM MT GLENROWAN TO GLENROWAN



THE GAP OR SADDLE OF GLENROWAN
BETWEEN MT GLENROWAN AND MT RUFFEY



REMNANT LANDSCAPE

3.2 ENVIRONMENTAL

Refer to drawings L08 and L09.

- Glenrowan is located between two mountain ranges – the Warby Range and the Great Dividing Range, dominated by the mountains of the Alpine National Park. Closer to Town is Mt Glenrowan (originally named Mt Morgan, after the bushranger 'Mad Dog' Dan Morgan). This mountain rises from the west and is clearly visible from all parts of the Town. This mountain is well steeped in bushranger legend, and at its peak is the renowned Morgan's lookout. The Town sits on a 'saddle' formed by the topography of these surrounding ranges, with a valley between.
- The landscape of north eastern Victoria, which defines 'Kelly Country' is impressive. The myriad of creeks, bushland and mountains provoke an emotional response, and it is easy to imagine that it once hid bushrangers.
- Within the Town and particularly around the Siege Site, there is little to suggest that the landscape is remnant of the 1880's. The land forms have changed and altered as the Town developed and progressed, and through the development of roads, ramps and rail line expansions. The creeks are now modified drains with their courses altered. There is now minimal connection between the Siege Site and its once 'bushland' surrounds with much of the site landscape taking inspiration from the 'gardenesque' and exotic styles of English gardens.

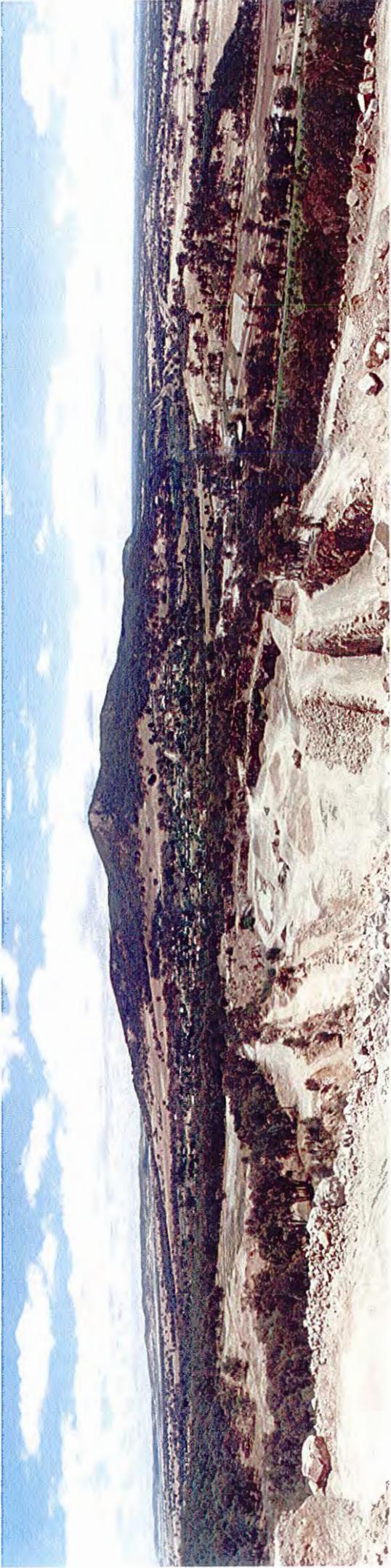
A priority for re-establishing the Siege Site is to undertake an arboricultural assessment of the existing vegetation to confirm its remnant status, as well as re-establish the original land forms and creek lines, and revegetate the site with indigenous vegetation.

- There is opportunity to reintroduce the bushland character and landscape through revegetation, with local species preferred. The streetscape proposals include revegetation particularly at the Town 'gateways', along the entry avenues into Town, and through the Siege Site and wider Siege Precinct. It is proposed that the Siege Site revegetation be undertaken in accord with historic evidence, noting that at the time of the Siege much of the surrounding landscape had been cleared.

A signature Glenrowan street tree, and structure revegetation trees will require careful selection. Suitability, particularly as a street tree, as well as contribution to the 'bushland character' requires consideration. Local species are preferred, and may include:

<i>Eucalyptus camaldulensis</i>	Red Gum
<i>Eucalyptus macrorhyncha</i>	Red Stringybark
<i>Eucalyptus melliodora</i>	Yellow Box
<i>Eucalyptus microcarpa</i>	Grey Box
<i>Eucalyptus polyanthemos</i>	Red Box

More formal evergreens (but non native) may include
 Lophostemon confertus Queensland Brush Box



FROM QUARRY TO MT GLENROWAN



FROM QUARRY TO LAKE MOKOAN

Community suggestions for street tree planting appropriate for the Town have also included:

<i>Eucalyptus blakelyi</i>	Blakely Red Gum (Hill Gum)
<i>Eucalyptus leucoxylon</i>	Yellow Gum
<i>Eucalyptus viridis</i>	Green Mallee (occurs naturally west and east of Glenrowan)

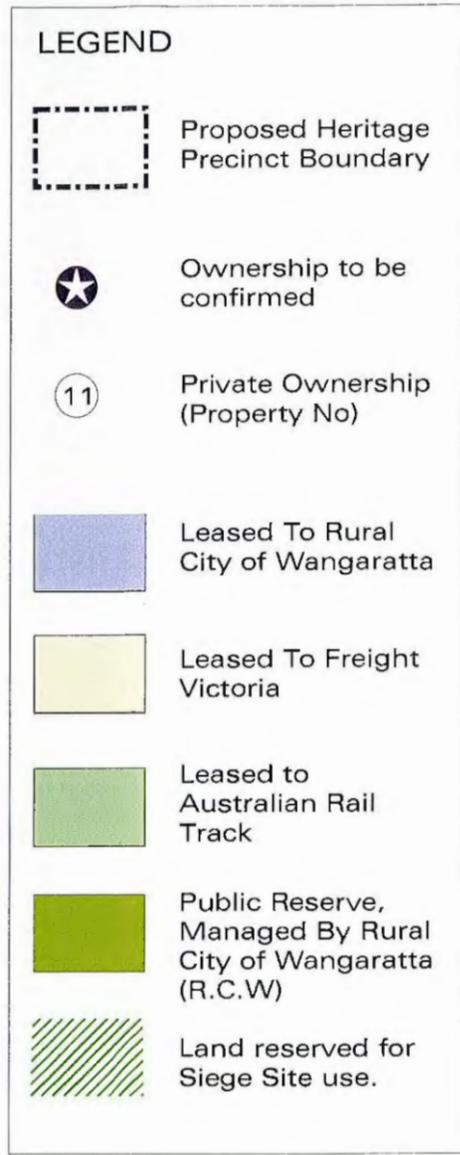
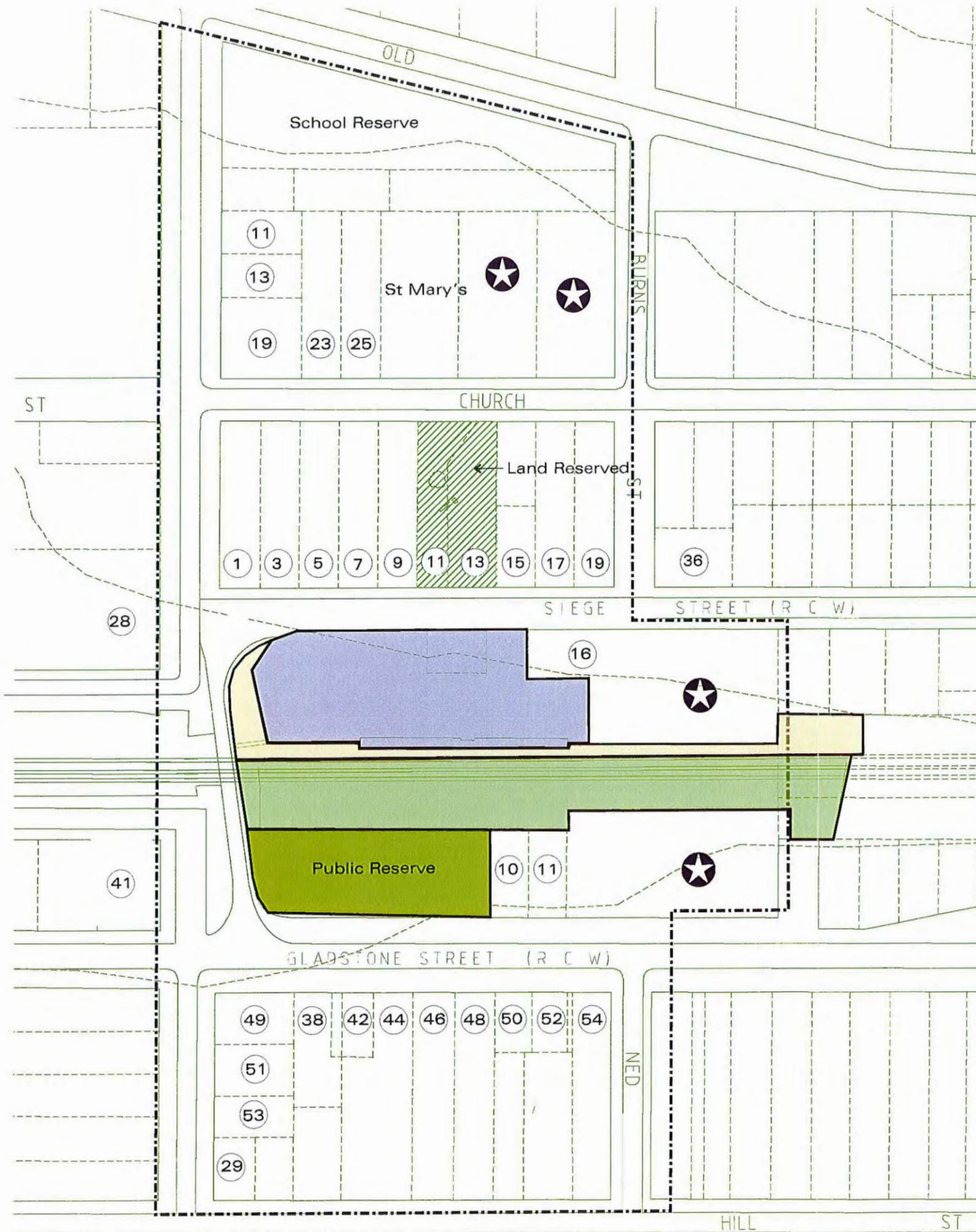
Other community suggestions include a selection of exotic deciduous trees. These would not contribute to the re-creation of a bushland character in the Town, nor provide a unique streetscape environment in Glenrowan, setting it apart from other Towns with 'traditional' streetscapes and formal exotic plantings.

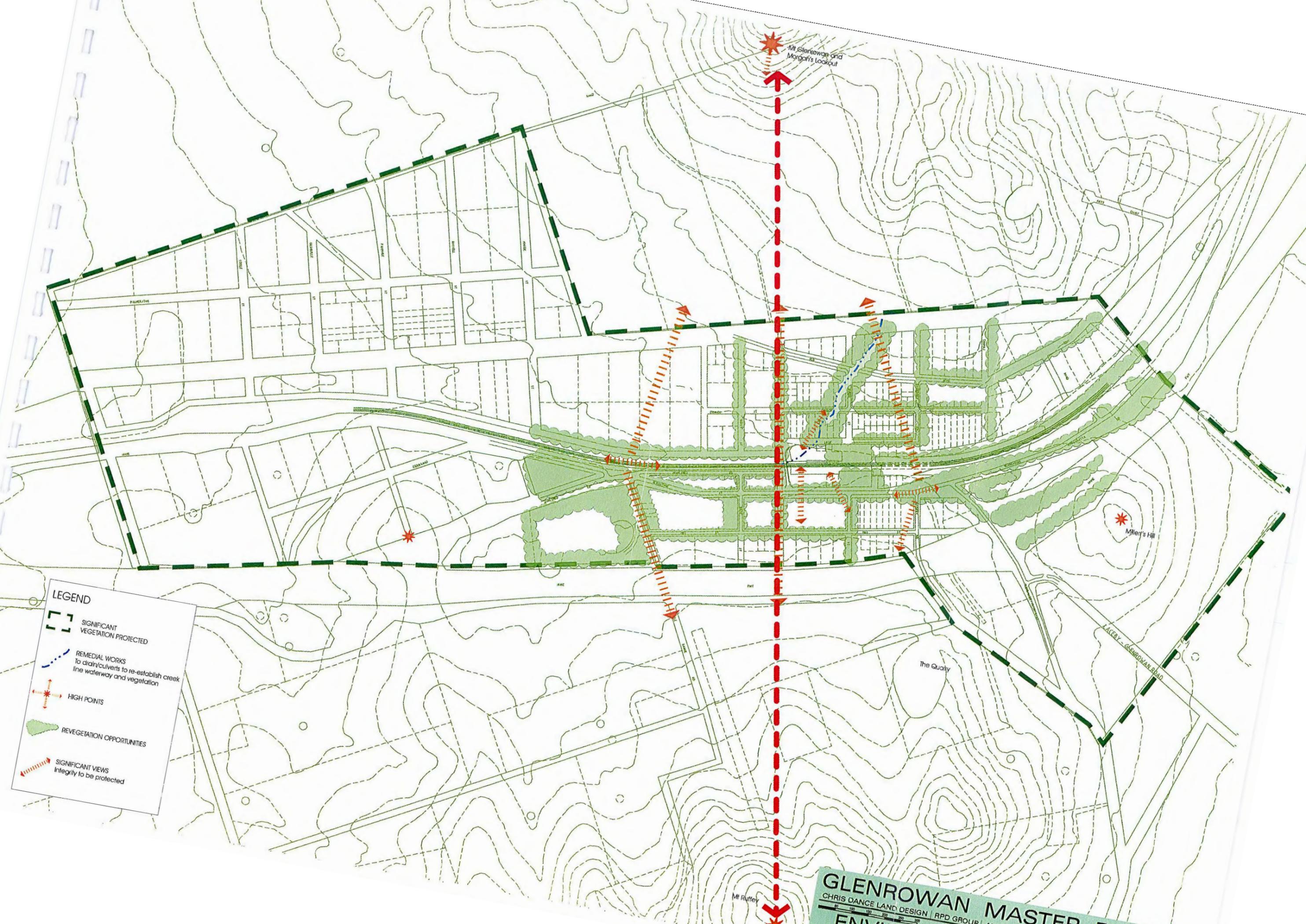
The Masterplan also proposes areas of low level planting within the streetscape, as an understorey in beds below street trees, as well as for feature beds at entry points, on corners, along shop frontages etc. Defined lower planting within the streetscape may include:

<i>Dianella longifolia</i>	Flax Lily
<i>Dianella revoluta</i>	Black Anther Flax Lily
<i>Lomandra filiformis</i>	Mat Rush
<i>Poa labillardierei</i>	Tussock Grass
<i>Xanthorrhoea australis</i>	Grass Tree

Community suggestions for appropriate detailed planting have also included:

<i>Calytrix tetragona</i>	Common Fringe Myrtle
<i>Grevillea alpina</i>	Mountain Grevillea





LEGEND

-  SIGNIFICANT VEGETATION PROTECTED
-  REMEDIAL WORKS
To drain/culverts to re-establish creek line waterway and vegetation
-  HIGH POINTS
-  REVEGETATION OPPORTUNITIES
-  SIGNIFICANT VIEWS
Integrity to be protected

Zone.
Road narrowing allowing parking zones, wider pedestrian areas and traffic calming.

Planting for increased amenity and to recreate a bushland character.
Trees may include : Red Stringybark, Red Gum, Red Box, Grey Box, Yellow Box or Non local 'formal' evergreens such as Queensland Box.
Planting may include Native Grasses, Flax Lily, Grass Trees

TOWN ENTRY
Incorporating sculptural signage elements, feature landscape and pavement treatments.
Traffic calming through narrowing median or roundabout.

STREETScape WORKS
Road Narrowing, defined parking areas, Pavement treatments, Crossing Points, Tree planting to re-instate 'bushland' character - indigenous species preferred. Signage sculptural elements and furniture

SIEGE SITE ENTRY
Significant arrival point incorporating sculptural, signage, interpretive elements in a predominately pedestrian zone.

SIEGE SITE ENTRY
Significant arrival point incorporating sculptural, signage, interpretive elements in a predominately pedestrian zone.

TOWN ENTRY
Incorporating sculptural signage elements, feature landscape and pavement treatments. Traffic Calming through road narrowing through median treatment.

