

Upper Gully Plan Volume 1: Part 2

# Upper Gully Implementation Plan

JANUARY 2017



*'A bright future for Upper Gully'*

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# 1. INTRODUCTION

## 1.1 Introduction

Implementation of the Upper Gully Strategic Plan (Strategic Plan) will require collaboration and support from a number of stakeholders. While Council will lead and manage the implementation process, input and management may be required from other stakeholders including State Government agencies, the private sector, landholders, local business and the local community. These stakeholders may provide funding, own relevant sites or manage related infrastructure.

The Implementation Plan outlines the steps required to implement each strategy and action in the Strategic Plan including identifying responsibilities, stakeholders and priorities. This will ensure that the aspirations of the shared vision are realised through 'on-ground' projects.

The Strategic Plan will be implemented through a range of mechanisms, including:

- Statutory Implementation
  - Amending the Knox Planning Scheme (completed)
- Non Statutory Implementation
  - Council's Capital Works Program – Budgeted public realm and infrastructure projects
  - Council Programs and Services from City Development; Community Services; and Engineering and Infrastructure.
  - Partnerships / Advocacy – with State Government agencies, the private sector and the community.

The Implementation Plan will evolve over time and Council will continue to work together with the Upper Gully community and key stakeholders including State Government agencies through a 'place based' delivery approach, providing the framework to develop and refine initiatives and programs and measure the progress of strategies and actions to achieve the Vision and Strategic Objectives for Upper Gully.

## 1.2 Priority Projects & Staging

The Strategic Plan contains a number of priority strategies that will be a focus for implementation. These actions will most effectively deliver the renewal of the Upper Ferntree Gully Activity Centre (Activity Centre) over the short, medium and long term.

A staged approach to implementation of these actions is required so that project funding and resources can be managed, and so that development can respond to changing market conditions. The staging for implementation of these actions is classified as follows:

- In-progress
- Short term: within 2 years
- Medium-term: 2 years to 5 years
- Long-term: 5 to 10 years
- On-going: throughout the life of the Strategic Plan

The allocation of timeframes has been guided by independent technical research and recommendations, community priorities, statutory requirements and the consideration of Council business planning and processes.

The Implementation Program (refer Section 1.5), provides details on the timing and responsibilities for actions identified in the Strategic Plan. This Program is to be read in conjunction with the Strategic Plan.

## 1.3 Management, Monitoring & Review

As part of the implementation process, Knox City Council will review, manage and measure the implementation of the Strategic Plan. It is proposed that the review of the Strategic Plan will occur every five years. This review will determine and analyse:

- the actions and projects that have been delivered or underway;
- the success of key actions and projects including partnerships;
- the consistency of projects against the shared vision for Upper Gully and the objectives of the City Plan;
- development activity since the introduction of Planning Scheme Amendment; and
- any obstructions preventing the successful implementation of the program.

This process will allow Council to measure the success of the program and allocate future resources as necessary and allow the implementation program to be adjusted ensuring the vision is being achieved. All actions require Council in its various roles to facilitate and deliver. Some actions require direct input and management by others who may be landholders or infrastructure providers. A significant role for Council will be as advocate and partner with key public landholders.

Advancement of actions in the Implementation Plan will require Council's continued and dedicated involvement and commitment through the business and resource planning processes. Over time, the details of the Strategic Plan will be 'fine-tuned' to incorporate evolving drivers of change including property market and demographic changes. The ongoing management of the Implementation Plan will be facilitated by and integrated into the business planning for the City Futures Department of Council. Ultimately, a Place Manager dedicated to the ongoing management of the Implementation Program is essential for Council to achieve the objectives of the Strategic Plan.

## 1.4 Council's Role

Council can play a variety of roles to implement the actions of the Strategic Plan. Council will adopt the most appropriate role needed to deliver the actions and in many cases may need to play multiple roles due to the complexity of the task in hand and variety of pertinent stakeholders that Council will need to involve. Relevant service areas will lead actions where they fall into their business planning.

Table 1 provides a description of each role.

**Table 1 – Council's Role**

COUNCILS ROLE	DESCRIPTION
Planner	<ul style="list-style-type: none"> <li>■ Implement statutory and non-statutory actions</li> <li>■ Fulfilling statutory responsibly, planning, building and environmental policy controls</li> <li>■ Service coordination and policy development</li> <li>■ Meeting the aspirations community priorities</li> <li>■ Meeting City Plan objectives</li> </ul>
Provider	<ul style="list-style-type: none"> <li>■ Providing Council services and programs</li> </ul>
Partner	<ul style="list-style-type: none"> <li>■ Encourage partnerships to meet Strategic Objectives and deliver Strategies and Actions</li> <li>■ Collaborate with stakeholders including service providers and authorities to deliver Strategies and Actions.</li> </ul>
Advocate	<ul style="list-style-type: none"> <li>■ Raise awareness and obtain 'buy in' from external service providers and stakeholders</li> <li>■ Recognise the role and responsibility of the levels of Government as funding bodies, as land holders (of public land) and service providers to advocate for funding, upgrades and policy initiatives that will facilitate the Strategic Objectives of the Strategic Plan</li> <li>■ Identify and advocate for the needs and aspirations of the community to all levels of government; other service providers and agencies; and private business.</li> </ul>

## 1.5 Implementation Program

### STRATEGIC OBJECTIVE 1

**TO PROVIDE A SAFE AND INTEGRATED ACCESS AND MOVEMENT NETWORK FOR WALKING, CYCLING AND VEHICLES THAT PRIORITISES THE MOST POPULAR ROUTES LINKING KEY DESTINATIONS (E.G. SHOPS, SERVICES, PUBLIC SPACES, PARKS).**

### STRATEGIES

- S1.1** Improve the priority pedestrian and cycle networks in accordance with Map 05 Movement and Access Improvements, which includes Johns Street, Dawson Street, Mount View Road, Talaskia Road and Burwood Highway to improve the safety and access links to public transport, including the railway station, retail areas, schools, community facilities and the Angliss Hospital. [\(Related Actions A1. 1; A1. 2; A1. 4; A1. 5; A1. 6; A1. 8; A1. 9; A1. 10\)](#)
- S1.2** Improve pedestrian and cyclist amenity and priority around the railway station and connections to the Activity Centre. [\(Related Actions A1. 1; A1. 2; A1. 4; A1. 5; A1. 6\)](#)
- S1.3** Improve vehicular movement, parking and safety at opportunity sites including the Burwood Highway and Rollings Road intersection, Mount View Road, and Burwood Highway service lane as identified on Map 05, Map 06 and Map 07. [\(Related Actions A1. 1; A1. 3; A1. 5; A1. 7; A1. 8; A1. 9; A1. 10; A1. 11\)](#)
- S1.4** Improve the management of parking impacts caused by the 1,000 Steps and Mount Dandenong Tourist Road, and the Angliss Hospital. [\(Related Actions A1. 3; A1. 5; A1. 7\)](#)

ACTION	ACTION DETAIL	RELATED STRATEGY	STAKEHOLDERS	COUNCIL ROLE	COUNCIL LEAD	STATUTORY MECHANISMS	NON STATUTORY MECHANISMS	PRIORITY
A1.1	Review the relevant studies of the Strategic Plan including the <i>Upper Ferntree Gully Transport and Parking Technical Study 2015</i> and identify any gaps and priorities in the analysis required to inform and prepare an Integrated Movement and Access Improvements Program.	S1.1 S1.2 S1.3	Council	Planner Provider Advocate	City Futures		Streetscape Design Project  Integrated Movement and Access Improvements Program	In progress  Short-term

ACTION	ACTION DETAIL	RELATED STRATEGY	STAKEHOLDERS	COUNCIL ROLE	COUNCIL LEAD	STATUTORY MECHANISMS	NON STATUTORY MECHANISMS	PRIORITY
A1.2	Develop relevant capital works business cases for the implementation of the pedestrian, cycle and public transport access component of the 'Integrated Movement and Access Improvements Program'.	S1.1 S1.2	Council VicRoads Bicycle Network Victoria	Planner Provider	City Futures		Capital Works Business Cases	On-going
A1.3	Develop relevant capital works business cases for the implementation of vehicular movement, parking and safety component of the 'Integrated Movement and Access Improvements Program'.	S1.3 S1.4	Council VicRoads	Planner Provider	City Futures		Capital Works Business Cases	On-going
A1.4	Develop the Streetscape Design Project to support the priority pedestrian and cycle enhancement projects in the Activity Centre in accordance with Map 05 Movement and Access Improvements	S1.1 S1.2 S2.2	Council VicRoads Bicycle Network Victoria PTV Vic Health VicTrack Victoria Walks	Planner Provider Partner Advocate	City Futures		Streetscape Design Project	In-progress
A1.5	Implement an Integrated Movement and Access Improvements Program that reflects full engagement and consultation with stakeholders including the community.	S1.1, S1.2 S1.3 S1.4	Council VicRoads Bicycle Network PTV Victoria Vic Health VicTrack Victoria Walks	Planner Provider Partner Advocate	City Futures		Integrated Movement and Access Improvements Program Implementation Plan Capital Works Business Cases	Short-term  On-going
A1.6	Support the delivery of the Public Art Policy to develop an 'Arts Trail' to make strategic moves to engage potential sponsors and Council capital works programs to finance projects.	S1.1 S1.2 S8.2	Council VicRoads	Planner Provider Partner Advocate	Cultural Services		Public Art Policy Art in Public Spaces Strategy Implementation Plan	Long-term

ACTION	ACTION DETAIL	RELATED STRATEGY	STAKEHOLDERS	COUNCIL ROLE	COUNCIL LEAD	STATUTORY MECHANISMS	NON STATUTORY MECHANISMS	PRIORITY
A1.7	Advocate to Eastern Health and Tourism Victoria to address the car parking impacts of their facilities on Upper Gully.	S1.3 S1.4	Council VicRoads Vic Health Eastern Health (Angliss Hospital)	Planner Advocate	City Futures			Short-term On-going
A1.8	Implement bicycle and pedestrian wayfinding signage along the Oppy Route.	S1.1 S1.2	Council Australian Bicycle Council VicRoads	Planner Provider Partner	Traffic & Transport		Bicycle & Pedestrian Wayfinding Signage Implementation Program	Long-term
A1.9	Audit existing wayfinding signage within the shared path network.	S1.1 S1.2	Council Australian Bicycle Council VicRoads	Planner Provider Advocate	Traffic & Transport		Bicycle & Pedestrian Wayfinding Signage Implementation Program	Long-term
A1.10	Implement a unified wayfinding signage suite along the shared path network.	S1.1 S1.2	Council Australian Bicycle Council VicRoads VicTrack	Planner Provider Partner	Traffic & Transport		Bicycle & Pedestrian Wayfinding Signage Implementation Program	Long-term
A1.11	Advocate to VicTrack to partner in the development of the potential Upper Ferntree Gully Railway Station transport hub.	S1.2 S7.3	Council VicRoads Bicycle Network Victoria VicTrack Victoria Walks	Provider Partner Advocate	City Futures			Medium-term On-going

## STRATEGIC OBJECTIVE 2

### TO FACILITATE THE EFFECTIVE USE OF SPACES (E. G. STREETS, OPEN SPACE, PLAZAS, PARKS) FOR THE NETWORKING AND BUILDING OF THE COMMUNITY.

#### STRATEGIES

**S2.1 Enhance Upper Gully's parks, creek corridors and streets as indicated on Maps 05, 06, 07, 08 and 09 to provide community spaces.**  
(Related Actions A2. 1; A2. 2; A2. 3; A2. 5; A2. 6; A2. 7)

**S2.2 Activate spaces through events, programs and adjoining land uses to provide community spaces.**  
(Related Actions A1. 4; A2. 3; A2. 4; A2. 5)

ACTION	ACTION DETAIL	RELATED STRATEGY	STAKEHOLDERS	COUNCIL ROLE	COUNCIL LEAD	STATUTORY MECHANISMS	NON STATUTORY MECHANISMS	PRIORITY
A2.1	Work with the local community and traders to identify community spaces for Improvement Opportunities as part of the Streetscape Design Project.	S2.1	Council Landholders Business operators	Planner Provider Partner	City Futures		Streetscape Design Project Master Plan	In-progress
A2.2	Investigate public space and wayfinding Improvement Opportunities within the Activity Centre as identified in Maps 05, 06, 07, 08 and 09.	S2.1	Council	Planner Provider	City Futures		Streetscape Design Project Master Plan	In-progress
A2.3	Implement a program aimed at activating Improvement Opportunities and Key Public Open Spaces as identified in Maps 05, 06, 07, 08 and 09.	S2.1 S2.2	Council Landholders Business operators Local community groups	Planner Provider Partner Advocate	City Futures		Community Space Activation Program  Streetscape Design Project	Medium-term  In-progress
A2.4	Support and train local community promoters, leaders and presenters to build the local capacity to stage events similar to the Multicultural Harmony Festival and the Basin Music Festival.	S2.2	Council	Planner Provider Partner Advocate	Cultural Services		Arts and Cultural Plan 2012 -22	Short-term

ACTION	ACTION DETAIL	RELATED STRATEGY	STAKEHOLDERS	COUNCIL ROLE	COUNCIL LEAD	STATUTORY MECHANISMS	NON STATUTORY MECHANISMS	PRIORITY
A2.5	Renew the Kings Park Playground as per recommendations from the <i>Knox Play Space Plan 2013-23</i> .	S2.1 S2.2	Council	Planner Provider	Open Space & Landscape Design		Open Space Plan 2012-22 Leisure Plan 2014-19 Play Space Plan 2013-23	Short-term
A2.6	Investigate the potential of William Street and adjoining crown land corridor to be developed to a village green .	S2.1	Council DEPI Landholders	Planner Provider	City Futures			Long-term
A2.7	Undertake a Master Plan for Talaskia Reserve to assist in meeting the current and future recreation needs of the community .	S2.1	Council Local community groups	Planner Provider	Open Space & Landscape Design		Open Space Plan 2012-22 Leisure Plan 2014-19 Play Space Plan 2013-23	Short-term

## STRATEGIC OBJECTIVE 3

**TO STRENGTHEN THE IDENTITY AND CONNECTION WITH THE SURROUNDING FOOTHILLS LANDSCAPE THROUGH EXCELLENCE IN BUILT FORM AND LANDSCAPE QUALITY AND DESIGN IN THE ACTIVITY CENTRE AND ALONG BURWOOD HIGHWAY.**

### STRATEGIES

- S3.1** Capture the Upper Gully identity through planning controls to support built form in the Activity Centre that contributes to the experience of the foothills setting and connection to the Dandenong Ranges. [\(Related Actions A3. 1; A3. 2; A3. 3\)](#)
- S3.2** Facilitate development that respects the desired streetscape character and foothills setting and contributes to a high quality public realm in the Activity Centre. [\(Related Actions A3. 1; A3. 2; A3. 3; A3. 4; A3. 5\)](#)
- S3.3** Strengthen the street level retail dominance of the Activity Centre and provide for office space and residential living in the upper storeys of new developments. [\(Related Actions A3. 1; A3. 2; A3. 3\)](#)
- S3.4** Support built form in the Activity Centre that is safe and accessible to pedestrians of all abilities. [\(Related Actions A3. 1; A3. 2; A3. 3\)](#)

ACTION	ACTION DETAIL	RELATED STRATEGY	STAKEHOLDERS	COUNCIL ROLE	COUNCIL LEAD	STATUTORY MECHANISMS	NON STATUTORY MECHANISMS	PRIORITY
A3.1	Undertake a planning scheme amendment to implement the Built Form Guidelines into the Knox Planning Scheme to support built form that contributes to defining the experiences of the Activity Centre, its foothills setting and connection to the Dandenong Ranges.	S3.1 S3.2 S3.3 S3.4	Council Minister for Planning DELWP	Planner	Strategic Planning	Planning Scheme Amendment		In-progress
A3.2	Introduce a Design and Development Overlay and Local Planning Policy to implement the Built Form Guidelines, and give statutory effect on the design including heights and setbacks, to achieve the desired adaptable built form outcomes (refer to Section 5 Built Form Guidelines).	S3.1 S3.2 S3.3 S3.4 S5.2 S9.2	Council Minister for Planning DELWP	Planner	Strategic Planning	Planning Scheme Amendment		In-progress

ACTION	ACTION DETAIL	RELATED STRATEGY	STAKEHOLDERS	COUNCIL ROLE	COUNCIL LEAD	STATUTORY MECHANISMS	NON STATUTORY MECHANISMS	PRIORITY
A3.3	Amend the Knox Planning Scheme to include an Environmentally Sustainable Development Local Planning Policy.	S3.1 S3.2 S3.3 S3.4	Council Minister for Planning DELWP	Planner	Strategic Planning	Planning Scheme Amendment		In-progress
A3.4	Prepare a Strategic Plan for the Burwood Highway Corridor to strengthen and support the function of the Activity Centre.	S3.2	Council Minister for Planning DELWP	Planner Provider Partner Advocate	City Futures	Planning Scheme Amendment		Long-term
A3.5	Review Overlay extents and associated planning controls within the Activity Centre (i.e. DDO1; DDO10; SLO2; VPO1; & VPO2) made redundant by the Strategic Plan and subsequent Planning Scheme Amendment.	S3.2	Council Minister for Planning DELWP	Planner	Strategic Planning	Planning Scheme Amendment; Planning Scheme Amendment Fix Up		In-progress

## STRATEGIC OBJECTIVE 4

**TO ENHANCE ITS ROLE AS AN ACTIVITY CENTRE, SUPPORT THE GROWTH OF BUSINESS, INCLUDING HEALTH, TOURISM, RETAIL AND COMMERCIAL LAND USES THAT MEET THE NEEDS OF THE COMMUNITY.**

### STRATEGIES

- S4.1** Develop the capacity of the Activity Centre, to facilitate short term accommodation to support health and tourism opportunities. (Related Actions A4. 1; A4. 2; A4. 3)
- S4.2** Develop the capacity of the Activity Centre, in particular Rose Street and Burwood Highway to support tourism and entertainment uses with a view to increasing patronage and employment opportunities. (Related Actions A4. 1; A4. 2; A4. 3; A4. 4; A4. 5; A4. 6)
- S4.3** Attract retail, commercial and non-commercial activity required to increase the local patronage of the Activity Centre. (Related Actions A4. 1; A4. 2; A4. 3; A4. 4; A4. 7)

ACTION	ACTION DETAIL	RELATED STRATEGY	STAKEHOLDERS	COUNCIL ROLE	COUNCIL LEAD	STATUTORY MECHANISMS	NON STATUTORY MECHANISMS	PRIORITY
A4.1	Prepare planning scheme provisions to facilitate built form that fosters activity in a range of appropriate commercial and non-commercial enterprise across the Activity Centre.	S4.1 S4.2 S4.3	Council Minister for Planning DELWP	Planner	Strategic Planning	Planning Scheme Amendment		In-progress
A4.2	Implement an Attraction and Investment Program with appropriate landholders to maximise the potential of underutilised sites including primary and secondary development opportunity sites (as identified in the 'Technical Report – Land use and Economics', November 2014), to secure desired businesses, tourism and health services opportunities.	S4.1 S4.2 S4.3	Council Landholders Business operators	Provider Partner Advocate	City Futures		Attraction and Investment Program	Medium-term
A4.3	Promote the 'preferred land use outcomes' identified on Map 20, to provide for an active and vibrant Activity Centre.	S4.1 S4.2 S4.3	Council Landholders Business operators	Planner Advocate	City Futures		Attraction and Investment Program	Medium-term

ACTION	ACTION DETAIL	RELATED STRATEGY	STAKEHOLDERS	COUNCIL ROLE	COUNCIL LEAD	STATUTORY MECHANISMS	NON STATUTORY MECHANISMS	PRIORITY
A4.4	Conduct a consumer 'wants and needs' survey and analysis to identify the appropriate retail, commercial (e.g. accountant) and non-commercial (e.g. library) mix required to make the Activity Centre an important local destination.	S4.2 S4.3	Council Landholders Business operators Local community	Planner Provider Partner	City Futures		Consumer Wants and Needs Survey and Analysis Study	Medium-term
A4.5	Mobilise primary investors and partnerships to develop the ultimate capability and capacity of the Activity Centre to service the tourism and entertainment industry.	S4.2	Council Landholders Business operators Tourism Victoria	Planner Provider Partner Advocate	City Futures		Attraction and Investment Program	Long-term
A4.6	Develop promotional and public relations programs for social, entrepreneurial, commercial, tourist and creative outcomes to promote the Activity Centre as a tourism and entertainment precinct.	S4.2	Council Potential Sponsors State Government	Planner Provider Partner Advocate	Corporate Communication & Customer Service		Knox City Plan 2013-17	Medium-term
A4.7	Provide the support and infrastructure needed to facilitate community initiatives and entrepreneurship to activate the Activity Centre (for example The Gully Market).	S4.3	Council Local community Local business operators Entrepreneurs	Planner Provider Partner Advocate	City Futures		Land for Business Strategy Business Education Events Program	In-progress On-going

## STRATEGIC OBJECTIVE 5

**TO ENABLE PEOPLE TO AGE IN PLACE AND MEET THE NEEDS OF CHANGING HOUSEHOLD STRUCTURES, INCREASE THE RANGE OF INTERGENERATIONAL AND SUSTAINABLE HOUSING OPPORTUNITIES AVAILABLE IN THE ACTIVITY CENTRE.**

### STRATEGIES

- S5.1** Support diverse housing choices in the Activity Centre to accommodate a changing population. **(Related Action A5. 1)**
- S5.2** Advocate for the investment in and development of a greater diversity of intergenerational housing options in the Activity Centre with key stakeholders including the development industry. **(Related Actions A3. 2; A5. 2)**

ACTION	ACTION DETAIL	RELATED STRATEGY	STAKEHOLDERS	COUNCIL ROLE	COUNCIL LEAD	STATUTORY MECHANISMS	NON STATUTORY MECHANISMS	PRIORITY
A5.1	Develop Built Form Guidelines and Local Planning Policy that enable a greater housing choice including universal housing design within the Activity Centre.	S5.1	Council Minister for Planning DELWP	Planner	Strategic Planning	Planning Scheme Amendment		In-progress
A5.2	Investigate ways to support a range of intergenerational housing options including strategies needed to service the future demographic of Upper Gully.	S5.2	Council DELWP State Government agencies	Planner Advocate	Strategic Planning		Inter-generational Housing Cost Benefit Study; Implementation Plan; & supporting Business Cases	Long-term

## STRATEGIC OBJECTIVE 6

**TO MEET THE CHANGING NEEDS OF THE COMMUNITY OVER TIME, PROVIDE HIGH QUALITY, LOCALISED SOCIAL AND COMMUNITY INFRASTRUCTURE THAT DELIVERS A RANGE OF SERVICES.**

### STRATEGIES

- S6.1** Develop the capacity of the Activity Centre, to support social and community services demands to meet the existing and future needs of the local community. (Related Actions A6. 1; A6. 2; A6. 3)
- S6.2** Enhance existing community facilities to provide contemporary 'fit for purpose' services for the existing and future residents of Upper Gully. (Related Actions A6. 1; A6. 2; A6. 3; A6. 4)

ACTION	ACTION DETAIL	RELATED STRATEGY	STAKEHOLDERS	COUNCIL ROLE	COUNCIL LEAD	STATUTORY MECHANISMS	NON STATUTORY MECHANISMS	PRIORITY
A6.1	Conduct a social infrastructure assessment and analysis to identify the appropriate services and facilities required to support Upper Gully residents.	S6.1 S6.2	Council State Government agencies	Planner Provider Partner	Social Policy and Planning		Social Infrastructure Assessment & Analysis	Long-term
A6.2	Review Council and non-Council social infrastructure within Upper Gully (in association with the appropriate government agencies) to capitalise on existing services. This review will include a 'fit for purpose' audit of existing facilities, as well as capacity and demand analysis to support the forecasted population profile.	S6.1 S6.2	Council State Government agencies	Planner Provider Partner	Social Policy and Planning		Social Infrastructure Audit & Gap Analysis	Long-term
A6.3	Investigate opportunities for partnerships with the private industry to deliver future social infrastructure within Upper Gully, while ensuring the facilities are sufficiently flexible and can adapt to demand over time.	S6.1 S6.2	Council Local community Local businesses	Planner Provider Partner Advocate	Social Policy and Planning		Social Infrastructure Feasibility Study	Long-term
A6.4	Support the redevelopment of the Ferntree Gully Community Arts Centre and Library into a contemporary Arts / Library facility that recognises the role it plays in the Wally Tew Reserve and its wider catchment.	S6.2	Council Local community Local business operators	Planner Provider Partner Advocate	Cultural Services		Council Business Program & Council Capital Works Program	Medium-term

## STRATEGIC OBJECTIVE 7

**TO STRENGTHEN UPPER GULLY'S TOURISM BRAND AS A GATEWAY TO THE DANDENONG RANGES AND CAPTURE A GREATER SHARE OF THE PASSING TOURISM MARKET.**

### STRATEGIES

- S7.1** Increase the proportion of visitors to the Dandenong Ranges to patronize the Activity Centre by increasing the number of hospitality, entertainment and arts and culture options. [\(Related Actions A7. 1; A7. 2; A7. 3\)](#)
- S7.2** Promote the Activity Centre as a destination in order to strengthen its brand as a 'Gateway to the Dandenong Ranges'. [\(Related Actions A1. 11; A7. 3; A7. 5; A7. 6\)](#)
- S7.3** Provide built form and landscaping (e. g. proposed Burwood Highway foot bridge, Royal Hotel, Visitors Information Centre, Railway Station and The Gully Market) to reinforce the desired brand 'Gateway to the Dandenong Ranges'. [\(Related Actions A7. 3; A7. 4; A7. 5; A7. 6\)](#)

ACTION	ACTION DETAIL	RELATED STRATEGY	STAKEHOLDERS	COUNCIL ROLE	COUNCIL LEAD	STATUTORY MECHANISMS	NON STATUTORY MECHANISMS	PRIORITY
A7.1	Advocate to Tourism Victoria and Yarra Ranges Tourism to conduct a destination analysis survey to identify the role the Activity Centre plays in supporting the Dandenong Ranges as a primary tourist destination.	S7.1	Council Tourism Victoria Parks Victoria Yarra Ranges Tourism (Visitor Information Centre)	Planner Advocate	City Futures		Tourism Destination Analysis Study	Long-term
A7.2	Promote and revitalise The Gully Market as the principal regular fresh produce market in Knox and the Dandenong Ranges Foothills.	S7.1	Council Tourism Victoria Yarra Ranges Tourism	Planner Advocate	City Futures		Tourism Strategy	Long-term

ACTION	ACTION DETAIL	RELATED STRATEGY	STAKEHOLDERS	COUNCIL ROLE	COUNCIL LEAD	STATUTORY MECHANISMS	NON STATUTORY MECHANISMS	PRIORITY
A7.3	In partnership with Tourism Victoria and Yarra Ranges Tourism, develop a Tourism Strategy, Marketing (Branding) and Implementation Plan for Upper Gully.	S7.1 S7.2 S7.3	Council Tourism Victoria Parks Victoria Yarra Ranges Tourism (Visitor Information Centre)	Planner Partner Advocate	City Futures		Tourism Strategy Marketing (Branding) Plan Tourism Implementation Plan	Medium-term
A7.4	Review the Upper Gully brand identity in planning provisions within the Knox Planning Scheme to support built form that contributes to defining the experiences of and connection to the Dandenong Ranges.	S7.3	Council Tourism Victoria Parks Victoria Yarra Ranges Tourism (Visitor Information Centre)	Planner Provider Partner Advocate	City Futures	Planning Scheme Amendment		In-progress & Short-term
A7.5	Advocate to Tourism Victoria, Yarra Ranges Tourism, and VicTrack to upgrade the Visitors Information Centre and its interface with the railway station and improve visitor experience.	S7.2 S7.3	Council Tourism Victoria Parks Victoria Yarra Ranges Tourism (Visitor Information Centre)	Planner Provider Partner Advocate	City Futures		Streetscape Design Project	Medium-term
A7.6	Advocate to VicTrack to partner in the Gateway and Rail Trail extension and footbridge projects.	S7.2 S7.3	Council Tourism Victoria VicTrack	Planner Provider Partner Advocate	City Futures		Tourism Strategy Marketing (Branding) Plan Tourism Implementation Plan	Medium-term

## STRATEGIC OBJECTIVE 8

**TO STRENGTHEN THE COMMUNITY'S VALUED LOCAL LEGACY, PROMOTING UPPER GULLY'S DISTINCTIVE HISTORY, ARTS AND CULTURE.**

### STRATEGIES

- S8.1 Reinforce Upper Gully's strong local identity through the enhancement of its landscape character, cultural and built heritage. (Related Actions A8. 1; A8. 5)**
- S8.2 Manage future change in a way that improves the artistic, cultural and historical presence in public spaces to enhance Upper Gully's distinct identity. (Related Actions A1. 6; A8. 2; A8. 3; A8. 4)**
- S8.3 Support the design of new or modified buildings and spaces that respects valued heritage or built form character qualities to achieve the desired design quality and construction standards in the Activity Centre. (Related Actions A8. 1; A8. 3)**

ACTION	ACTION DETAIL	RELATED STRATEGY	STAKEHOLDERS	COUNCIL ROLE	COUNCIL LEAD	STATUTORY MECHANISMS	NON STATUTORY MECHANISMS	PRIORITY
A8.1	Develop Built Form Guidelines that guides built form design that recognises valued heritage and character qualities, to achieve desired built form outcomes in the Activity Centre.	S8.1 S8.3	Council Minister for Planning DELWP	Planner	Strategic Planning	Planning Scheme Amendment		In-progress
A8.2	Develop an Art in Public Spaces Strategy for Upper Gully to reinforce its cultural, historical and landscape identity.	S8.2	Council	Planner Partner Advocate	Cultural Services		Art in Public Spaces Strategy	Medium-term
A8.3	Implement the recommendations of the proposed Art in Place Strategy, particularly focusing on, civic space, public realm improvements and gateway and landmark enhancement.	S8.2 S8.3	Council Community groups	Planner Provider Partner Advocate	Cultural Services		Art in Public Spaces Strategy Implementation Plan	Long-term
A8.4	Develop projects that promote the notion that the Activity Centre is 'artist friendly' through support, resourcing, mentoring, promotion and good processes.	S8.2	Council Community groups	Planner Provider Partner Advocate	Cultural Services		Art in Public Spaces Strategy Implementation Plan	Medium-term
A8.5	Apply a Heritage Overlay over the sites of local significance within the Activity Centre into the Knox Planning Scheme in accordance with the recommendations of the <i>Heritage Assessment Report for Upper Ferntree Gully 2015</i> .	S8.1	Council Minister for Planning DELWP	Planner	Strategic Planning	Planning Scheme Amendment		In-progress

## STRATEGIC OBJECTIVE 9

**TO MANAGE THE RISK TO PEOPLE, PROPERTY AND THE ENVIRONMENT FROM ADVERSE IMPACTS OF NATURAL HAZARDS, INCLUDING BUSHFIRE FROM THE SURROUNDING AREA, FLOOD FROM OVERLAND FLOW AND MAINSTREAM FLOODING AND LANDSLIP IN DESIGNATED LANDSLIP AREAS.**

### STRATEGIES

- S9.1 Manage the risk of bushfire, flood and landslip when making decisions about development and works.**  
(Related Actions A9. 1; A9. 2; A9. 3; A9. 4; A9. 5; A9. 6; A9. 7)
- S9.2 Support Water Sensitive Urban Design (WSUD) in development, land use practices and associated works.**  
(Related Actions A3. 2; A9. 2; A9. 3; A9. 8; A9. 9)

ACTION	ACTION DETAIL	RELATED STRATEGY	STAKEHOLDERS	COUNCIL ROLE	COUNCIL LEAD	STATUTORY MECHANISMS	NON STATUTORY MECHANISMS	PRIORITY
A9.1	Develop local flood modelling to understand and manage the risk of flood in Upper Gully.	S9.1	Council Melbourne Water	Planner Partner	Stormwater		Flood modelling	Long-term
A9.2	Prepare a Local Floodplain and Overland Flow Management Plan in consultation with Melbourne Water to set out requirements and guidelines for development in Upper Gully.	S9.1 S9.2	Council Melbourne Water DELWP DEPI	Planner Partner	Stormwater		Local Floodplain and Overland Flow Management Plan	Long-term
A9.3	Advocate to Melbourne Water to finalise the mapping of 'designated special area' for land subject to flooding and update the Special Building Overlay (SBO) for Upper Gully.	S9.1 S9.2	Council Melbourne Water Minister for Planning DELWP DEPI	Planner Partner Advocate	Stormwater	Special Building Overlay & Planning Scheme Amendment		Short-term

ACTION	ACTION DETAIL	RELATED STRATEGY	STAKEHOLDERS	COUNCIL ROLE	COUNCIL LEAD	STATUTORY MECHANISMS	NON STATUTORY MECHANISMS	PRIORITY
A9.4	Model local overland flow and floodplain drainage systems to be incorporated into a future Planning Scheme Amendment.	S9.1	Council Melbourne Water DELWP DEPI	Planner Partner	Stormwater	Special Building Overlay and Land Subject to Inundation Overlay & Planning Scheme Amendment	Local Flood Modelling	Medium-term
A9.5	Support any future reviews of the Declared Landslip Prone Area Mapping for Upper Gully.	S9.1	Council Minister for Planning DELWP DEPI	Planner Partner	Strategic Planning	Erosion Management Overlay & Planning Scheme Amendment		Medium-term
A9.6	Support any future reviews and monitoring of the Bushfire Management Overlay and Declared Bushfire Prone Area Mapping for Upper Gully.	S9.1	Council Emergency Services CFA DELWP DEPI	Planner Partner Advocate	Strategic Planning		Municipal Emergency Management Planning Committee	On-going
A9.7	Support the ongoing monitoring and planning for emergency management for Upper Gully.	S9.1	Council Victoria State Emergency Services CFA DELWP DEPI	Planner Partner	City Futures	Declared Bushfire Prone Area Mapping, Bushfire Hazard Overlay and & Planning Scheme Amendment		Long-term
A9.8	Incorporate WSUD into future street landscape design and works where appropriate in Upper Gully.	S9.2	Council	Planner Provider	Open Space & Landscape Design		Streetscape Design Project	In-progress On-going
A9.9	Incorporate planning controls for development in the Activity Centre to minimise any increase of stormwater runoff and protect receiving water from environmental degradation through best practice such as WSUD.	S9.2	Council Minister for Planning DELWP Developers	Planner	Strategic Planning	Planning Scheme Amendment		In-progress

## STRATEGIC OBJECTIVE 10

### TO STRENGTHEN CUSTODIANSHIP AND LEADERSHIP AND PARTNER WITH THE COMMUNITY IN THE PLANNING AND MANAGEMENT OF UPPER GULLY.

#### STRATEGIES

- S10.1** Increase community participation and leadership by employing a ‘place based’ delivery approach to the implementation of strategies outlined in the Strategic Plan. (Related Actions A10. 1; A10. 2)
- S10.2** Create a ‘Stakeholder Advisory Group’, supported by a dedicated place manager, to provide effective partnership in the future of Upper Gully. (Related Action A10. 3)
- S10.3** Facilitate alliances between Knox City Council, relevant State Government agencies and key stakeholders to deliver future projects within Upper Gully. (Related Action A10. 4)

ACTION	ACTION DETAIL	RELATED STRATEGY	STAKEHOLDERS	COUNCIL ROLE	COUNCIL LEAD	STATUTORY MECHANISMS	NON STATUTORY MECHANISMS	PRIORITY
A10.1	Assign a place program manager to facilitate the community partnership needed to lead and manage the implementation of the Upper Gully Plan.	S10.1	Council Landholders Business operators Local community	Planner Partner	City Futures		Implementation Program Business case development and submission	Short-term
A10.2	Develop and agree a ‘place based’ delivery approach to the Implementation Plan associated with this Strategic Plan.	S10.1	Council	Planner	City Futures		Implementation Program	Short-term
A10.3	Form a ‘Stakeholder Advisory Group’. This will include identifying and validating appropriate members and developing the terms for convening the Advisory Group.	S10.2	Council	Planner Partner Advocate	City Futures		Implementation Program	Short-term
A10.4	Establish a basis to commitment for Council’s alliances with stakeholders including Shire of Yarra Ranges, the State Government and its agencies to help facilitate the relevant interrelated actions of this Strategic Plan.	S10.3	Council Shire of Yarra Ranges State Government agencies	Planner Provider Partner Advocate	City Futures		Implementation Program	Short-term

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