

'Pride of Place'  
Urban Design Framework Plans  
for  
**Swan Marsh**

Prepared for each community  
on behalf of:  
The Colac Otway Shire

**January 2002**

**Reviewed Master Plan Priorities 2008**

*Funded by:*



*Administered by:*



*Prepared by:*



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## 1.0 Background

In June 2001 following funding from the Department of Infrastructure, the Colac Otway Shire engaged THA Landscape Architects to prepare Urban Design Frameworks for the following communities within the Shire:

- Beeac
- Cressy
- Lavers Hill
- Swan Marsh

Design proposals and development strategies prepared for each township are based on the project brief prepared by the Colac Otway Shire, combined with community and steering committee meetings, discussions with key community members, a comprehensive township site analysis, a review of available literature including the Colac Otway Shire Planning Scheme, analysis of aerial photography and our professional response to the visual character and community needs for each township.

This report and associated plans have been prepared as a basis for:

- identifying the existing character of the township;
- identifying problems within the structure of the township;
- establishing a framework for the future direction of urban design development in the township.
- recommended design concepts and actions to be undertaken in the short, medium and long term.

The study has been prepared with reference to the *Urban Design Planning Note 3 – Urban Design Frameworks*, published by the Victorian Government's Department of Infrastructure.

The Urban Design Framework will be an important tool for sourcing funds for implementation of specific actions. Further detailing of design concepts is required to more accurately estimate the cost of works and enable tendering and appropriate construction.

The Steering Committee met four times during the study period and was comprised of the following representatives:

- Councillor Warren Riches (Mayor - Colac Otway Shire)
- Cressi Golding (Business & Community Development Officer - Colac Otway Shire)
- Gary Dolan (Capital Works Co-ordinator - Colac Otway Shire)
- Karen Paton (Leisure & Culture Co-ordinator - Colac Otway Shire)
- Kirsty Miller – (Regional Planner – Department of Infrastructure)

Other consultants who worked in consultation with THA Landscape Architects and who assisted in the preparation of the Urban Design Framework plans included:

- Brendan Mooney – Brendan Mooney & Associates Architects (Ballarat)
- Paul McCuskey – McCuskey Consulting (Ballarat).

The background section of the report relates to the project in general, including components that are generally common to all four townships. The following sections / chapters generally relate to each specific township / community.

The structure of this report is written with chapters for individual townships to allow the report to be 'pulled apart' and stand alone reports provided for each community. This format has created some repetition throughout the report.

## 1.1 Project Scope

The following points provide a list of key issues that required specific attention as stated in the project brief developed by the Colac Otway Shire:

- Provision for a clear strategic direction for each town;
- Consideration of the physical and natural environment of each town;
- Identification and engagement with stakeholders and stakeholder issues;
- Consideration of the community and commercial infrastructure in particular community facilities, the main street and its presentation;
- Recognition of heritage assets;
- Initiatives to improve economic performance; and
- Initiative to improve the residential environment.

An additional requirement of the brief was for the Urban Design Framework to capture the essential urban design elements of each town including:

- Heritage attributes and features;
- The physical identity and the local cultural elements;
- The critical elements of community infrastructure and character; and
- The economic and social attributes of the town.

The Urban Design Framework for each town should provide and identify:

- An analysis of the towns' design elements;
- A plan indicating the concepts to be developed and actions to be taken; and
- A series of cost effective and sustainable options for action by the community and Council.

## 1.2 Community Consultation

To achieve a clear understanding of the specific needs of the community, the project brief required a high level of community consultation from the commencement of the project and in particular during the analysis stage of the project and during the community design assessment and review stage.

Consultation was also required with other key players / organisations including Vicroads, the Corangamite Catchment Management Authority, Landcare groups and relevant community groups and organisations in each town.

The methods of community consultation was intended to build on previous community liaison undertaken by the Colac Otway Shire, in particular that undertaken as part of the StreetLIFE program coordinated by Brenton Hancock. The consultants and steering committee were conscious of not excessively 'covering the same ground' as that of StreetLIFE.

The consultation program developed for the Urban Design Framework was intended to demonstrate that the Colac Otway Shire had 'moved forward' and was acting on the outcomes of previous consultation / studies.

A summary of the community consultation methodology undertaken for each town follows. Note this is a generalised description for the four towns, variations occurred for individual towns:

- Initial media release prepared for the Colac Herald and for individual; community newsletters to introduce the consultants and provide a brief summary of the urban design process and intended timelines / outcomes.
- Preliminary steering committee meeting with the specific aim of this meeting being to collect available base information and to be briefed by Council officers and Mayor Riches about each town.
- As part of the initial site inspection for each town the consultants spoke with interested locals and / or business owners in the town to outline the process and obtain direct feedback and background information about the town. This provided invaluable information regarding local issues that are of importance to the community.

- The first of two public meetings was held in the evenings at each township. These meetings were attended by Cressi Golding, Mayor Riches and occasionally the local Riding Councillor. The primary aim of the initial public meetings was to receive feedback from the community with regard to the way the community felt about their community, the community aims for the future development of their township, likes and dislikes about the township, visions for the future development of the township and specific issues local relating to the community / township development plans.
- The secondary aim of the initial public meeting was to explain the project to the community, and present an outline of the design and consultation process and timelines for the project. Mayor Warren Riches chaired the majority of all public meetings.
- Follow-up media release to the Colac Herald and individual community newsletters to outline the key issues raised at the initial public meeting and to inform the broader community of the issues of importance to each community. This media release also stressed the importance of all community members being involved in the design and consultation process as a means of 'having a say' in the future development of their community.
- Presentations to the Cressy and Swan Marsh Primary School children about the role of landscape architects and the importance of urban design for the future development of towns in a planned and co-ordinated manner. A simple survey was prepared to obtain views from school children regarding their town and in particular their likes, dislikes, preferred after school activities and ways of getting to school. This process provided useful feedback to assist in the development of recommendations for each community and hopefully the involvement of the youth of the town in the design and consultation stage of the Urban Design Framework will reap benefits to each community in the future.
- Following display of the preliminary Urban Design Frameworks for a minimum period of 7 days to enable the community to become fully familiar with all Urban Design Framework recommendations, the second public meeting was held in each town and chaired by Mayor Riches. The format of this meeting included an introduction by Mayor Riches, a short presentation by the consultants to outline the key features of the Urban Design Framework, with the majority of the meeting dedicated to feedback from the community and associated discussion. This approach enabled direct discussion of relevant issues by the community in the forum of a public meeting. These meetings were generally structured in the form of a typical public meeting with the exception of Swan Marsh that, due to the smaller numbers, was conducted in the forum of a workshop. (Note: It was generally felt by each community and the Colac Otway Shire that attendance numbers for each community meeting were good).
- A community survey sheet was also developed to obtain specific feedback regarding the preliminary Urban Design Framework. Survey sheets were made available at the start of the concept plan review stage to enable the consultants to obtain a clear indication of the community's perceptions in relation to the Urban Design Framework. The survey response sheets also provided an opportunity for individuals to respond to the framework by a method other than a public meeting. The community response sheets prepared for each township are tabled later in this report.
- The response sheets also provided the consultants with the opportunity to review and assess the projects deemed by the community as being important – therefore rating the projects from highest to lowest priority, based on community feedback. Based on the survey results, the key projects proposed for each township were rated based on community feedback to determine the highest to lowest priority.
- Rating of each project into an order of priority provides important information for the Colac Otway Shire for long-term capital works budgeting, and sourcing of funds from external organisations.

THA Landscape Architects would like to acknowledge the coverage provided for the project by the Colac Herald. The paper was very generous in the amount space it allocated to the project, thus increasing exposure and community understanding of the project.

## 5.0 Swan Marsh Urban Design Framework

### 5.1 Township Overview

The township of Swan Marsh is located on Swan Marsh Road, approximately 17 kilometres west of Colac. The town is accessed by local roads only including the Swan Marsh - Stoneyford Road and the Swan Marsh - Irrewillipe Road. The town is not located along a route to a major town or other destination. It is likely that most traffic through the town will consist of 'local' traffic, including residents of the town and surrounding district and 'locals' to the Colac district who know the district well and use Swan Marsh Road as an alternative route to the major roads in the area.

The population of the Swan Marsh township is low and is restricted to approximately 14 residences within the town. A larger surrounding farming population contributes additional numbers to the districts population.

With the exception of the Swan Marsh Primary School and a small pallet mill currently operating in the former dairy factory, Swan Marsh is a residential community only. The Swan Marsh General Store, formerly located in the main street closed in early – mid 2001.

The extent of community facilities available within Swan Marsh are limited and include:

- The Swan Marsh Hall incorporating the Maternal & Child Health Centre run by the Colac Otway Shire
- The tennis courts
- Country Fire Authority shed.

It appears that since the Swan Marsh & District Township Plan has been prepared in May 2001 by Change Concepts P/L. that the Swan Marsh community has strengthened, is meeting more regularly to discuss future directions for the community and the physical infrastructure for the town. This is an excellent outcome of the township planning process and further strengthens the most important asset Swan Marsh has – its community.

### 5.2 Township Character

Swan Marsh is a small rural community consisting of approximately 14 residences adjoining Swan Marsh Road over a distance of 400 metres. Generally, buildings have been constructed either on the roadside property boundary, or close to this boundary, therefore contributing to the closely settled township character. Swan Marsh Road is the single road within the town and is located within a 20 metre wide road reserve.

The township is relatively closely settled but all properties have views over and direct access to adjoining rural land. The streetscape of Swan Marsh is dominated by the former Colac Dairying Co. Factory, a significant red-brick building within the town. Other buildings that contribute to the character of the town include a mix of former commercial buildings, residential dwellings and existing and former 'public' buildings including the Swan Marsh Public Hall and former Church of England. Building ages vary considerably and materials range from weatherboard, aluminium cladding to old and modern bricks.

Street planting within the township is limited to the northern side of Swan Marsh Road (beneath the powerlines) and consists of alternating *Photinia* and *Callistemon sp.*

### 5.3 Historical Significance

The district between Colac, Camperdown and Timboon, of which Swan Marsh is part, is comprised of intensively developed farmland resulting in many small settlements within close proximity to each other. The relevance of these communities has declined throughout the 1900's as transport methods have improved and rural employment opportunities have declined. Many towns / communities have declined to a point that they now exist in name alone.

Whilst the Swan Marsh township has undoubtedly declined in terms of population, diversity of business and extent of community services, as a town it still has relevance to a small number of families.

During the consultation meetings held with the Swan Marsh community it became clear that a number of buildings within the town had particular historical and sentimental relevance to the community including:

- The former Church of England;
- Former Colac Dairying Co. factory
- The former butchers shop;
- The Swan Marsh Public Hall;
- The Swan Marsh Primary School; and
- The former Swan Marsh General Store.

Sites of potential cultural heritage significance within the Swan Marsh township, as identified in the Colac Otway Heritage Study – Stage One (October 1998) include:

- Former Colac Dairying Co. Factory (Swan Marsh Road)

All other buildings within the Swan Marsh streetscape regardless of their building style or condition are important in this community due to the limited number of buildings in the town and the importance of maintaining the appearance of a township streetscape and therefore an enhanced sense of community.

### 5.4 Setting and Landuse

Swan Marsh is situated within a district of reliable rainfall and is surrounded by high quality, gently undulating, intensively developed farmland. The predominant agricultural landuse surrounding the town is dairy farming. A peat mine is also established to the south of the town which also includes a pallet mill, currently operating in the former Colac Dairy Co. factory in Swan Marsh Road. The pallet mill appears to utilise predominately local farm grown Cypress and Pine trees to supply pallets for transport of peat products.

Swan Marsh is a single street town with limited services including:

- A Primary School (currently teaching 7 students)
- Public Hall
- A Maternal & Child Health Centre operating in the Swan Marsh Hall
- Tennis courts
- CFA shed

The above facilities available within Swan Marsh are very limited however the Hall, Primary School and tennis courts provide the Swan Marsh township residents and surrounding families with sufficient infrastructure to maintain a strong sense of community. The Swan Marsh Hall in particular was identified as the key community facility.

An outcome of the streetscape consultation process suggested that the community importance of the Hall be further strengthened by the construction of the external facilities at the rear of the Hall and seating, paving and a community noticeboard at the front of the Hall.

### 5.5 Infrastructure

Swan Marsh is not serviced by sewerage treatment facilities, a reticulated water supply or gas supply. These constraints are unlikely to restrict development in the town – based on recent levels of development.

## 5.6 Planning Zones



Swan Marsh is entirely surrounded by rural zoned (RUZ) land. With the exception of small specific zones throughout the township the planning zones within Swan Marsh are comprised of Township Zone (TZ).

Specific planning zones have been developed for landuses including:

- Swan Marsh Primary School
- Swan Marsh Hall
- Country Fire Authority purposes
- Public Park & Recreation Zone - tennis courts.

The Swan Marsh township is not affected by any Planning Overlays:

## 5.7 Recommended Planning Controls

There is unlikely to be significant development pressure on Swan Marsh to require significant modifications to the existing planning controls for the township. The existing Township Zone is appropriate for the town.

The following recommendation relates to the former Colac Dairy Factory Co. building and is not necessarily a planning related issue, but more of a community development issue. The former dairy factory is on freehold land and is subject to landowner consent. The aim of the recommendation is to maximise opportunities for the appropriate development / use of this building.

- Review the Swan Marsh Local Policy to encourage alternative uses for the former Colac Dairy Factory Co. (subject to owner consent) including use as a gallery, artist studio etc. Any future use of this building should also be subject to preservation of the amenity of surrounding residents.

## 5.8 Tourism Potential

Realistically the tourism potential of Swan Marsh is extremely limited due to a lack of suitable features of interest to the broader population.

The former Colac Dairy Factory on the Swan Marsh Road is privately owned and possibly has the most potential for development for tourism purposes as a studio, gallery or workshop. The building and surrounding land is currently used for saw milling purposes for pallets for the nearby peat mine. The fact that Swan Marsh is not located along a main road adds to the difficulty of the town having significant tourism potential.

Outcomes of the community consultation meetings held with the Swan Marsh community indicated that proposed development within the township should primarily be for the benefit of the surrounding local community. As a first priority, provision of services and township improvements should be primarily for the benefit of locals. The Swan Marsh community supports the use of the limited township facilities including the Hall, toilets or tennis courts by 'non locals'.

## 5.9 Future Development – An Assumption

The single most important aim of the Swan Marsh Urban Design Framework is to ensure the town and closer surrounding district is attractive enough for young families to live in and therefore ensure the Swan Marsh Primary School remains open.

Physical improvements to the township will assist in Swan Marsh being seen in a more positive light by prospective families considering settling in the district. The development of the town known for the creative use of buildings, colours, the use of artwork or sculpture etc. may also attract like-minded people. Therefore the culture of the town and the way this culture is perceived by 'outsiders' is also likely to be an important drawcard to attract new residents into the district.

Swan Marsh has limited features (i.e. historical buildings, mature trees, tourism infrastructure etc.) to build on as a means of developing a theme for the future township development. The community appears to have established a theme for the town that includes the creative use of colour on buildings throughout the town.

The residents who attended the community consultation meetings appeared to be generally supportive of the continued use of bright colours throughout the township to build on interesting colours of recently painted buildings. The general feeling amongst the community who attended the public meetings was that the use of bright colours is a small price to pay to maintain a strong community and importantly attract young families to the town that will assist in retaining the Primary School.

## 5.10 Summary of Swan Marsh Urban Design Framework Recommendations

The following recommendations have been based on community feedback, detailed site analysis and the professional response to the site by the consultants. The consultation process has provided for a review opportunity by the Swan Marsh community. In a letter to the Colac Otway Shire dated December 12, 2001, the Swan Marsh Community and Neighborhood endorsed the Swan Marsh Urban Design Framework Plans and Community Development priorities (see section 5.11).

The following points provide a summary of the key Urban Design Framework recommendations for Swan Marsh. Refer to the attached reduced plan (Drawing No. 0171-1) for full framework and streetscape details.

### Entry Signage

- *Subject to the Colac Otway Shire signage policy, develop entry signs for installation at either end of the township. The form and materials selection could reflect the developing, (and potential further development) of public artistic expression throughout Swan Marsh.*

### Proposed Streetscape Improvements

- *Construct a 1.50 metre wide asphalt sealed pedestrian footpath along the north side of Swan Marsh Road to link the bus stop to the west of Swan Marsh Primary School and the eastern-most house in Swan Marsh.*
- *Liaise with the Colac Otway Shire to install additional street light(s) mounted to existing poles between the Primary School and the eastern-most house in the 'closer' town centre.*
- *Install selected signs throughout the township providing interpretive heritage information including descriptive text and photos.*
- *Install a covered / weather protected community noticeboard near the Public Hall. The location of this structure further increases the importance of the Hall as a community resource.*

### Swan Marsh Road Street Treatment (south side)

- *Proposed planting of medium sized selected native feature trees at approximately 12.50 metre centres.*
- *Trees to extend through the full length of the township with the exception of in front of the tennis courts to improve parking for CFA and Hall use purposes.*
- *Install concrete kerbing around the two trees in the vicinity of the tennis courts. Underplant with selected low growing, hardy native species.*
- *Provide gravel parking bays in vicinity of tennis court and former dairy factory.*
- *Undertake drainage works including re-profiling the spoon drain to a more shallow profile to allow for easier management and installation of a covered culvert with grated stormwater pits in the vicinity of the tennis courts, CFA and former dairy factory.*

### Existing Streetscape Planting

- *Retain the existing Callistemon sp. (Bottlebrush) and Photinia sp. within the naturestrip to preserve the vegetated character of the north side of Swan Marsh Road.*
- *Proposed maintenance of this vegetation to include:*
  - *Proposed maintenance of existing (and planted vegetation) to include regular trimming and maintenance to maintain visibility for pedestrian and vehicle safety throughout the town.*
  - *Infill planting of alternate species using advanced stock to strengthen the existing planting theme.*

### **Former Swan Marsh General Store**

- *Liaise with the current owner of the general store to preserve the opportunity of re-opening the store in the future if sufficient demand exists.*
- *Investigate the opportunity / feasibility of developing the store as a community co-operative which may open on a part-time basis for postage, selected food items, an outlet for local produce (food / art etc.), EFTPOS facilities, a community noticeboard etc.*

### **Swan Marsh Tennis Courts**

- *Liaise with the Colac Otway Shire, with assistance from the Swan Marsh community, to undertake regular maintenance to the tennis courts, fences, and pavilion to preserve this important community asset.*
- *Development works within the tennis court area to include provision of a safe children's play area within the fenced corner to the south of the pavilion. Improvements may include trees (for shade), installation of a small sandpit and a level grassed area. No fixed play equipment to be provided within the site.*
- *To improve the multifunction use of the site erect a basketball ring and line marking at a point on the perimeter of the courts that will not effect tennis.*

### **Swan Marsh Public Hall**

*Ensure regular ongoing maintenance of the Hall is undertaken to preserve this valuable community asset. Based on community consultation the Hall should become the community focus of the town. Proposed facilities at hall (rear) to include:*

- *Construction of a BBQ & picnic pavilion with external pavement*
- *Enclosed children's play area*
- *Planting of selected deciduous shade trees*
- *Establishment of an open lawn area*
- *Retain attractive rural outlook to north.*

*Proposed Hall facilities (at front) to include:*

- *Feature paving to create a forecourt at the entry to the Hall*
- *Relocated fence nearer to toilets to create a public space accessible from the footpath*
- *Park style seating (2 seats)*
- *Enclosed and covered community noticeboard*
- *Deciduous feature tree.*

### **Pedestrian Footpath**

- *Proposed 1.50 metre wide asphalt sealed pedestrian footpath along property boundary on north side of road. Footpath to be installed from the bus stop, west of the Primary School and 'eastern most' house on Swan Marsh Road.*
- *Liaise with owners of old butchers shop to sensitively & safely treat / retain attractive naturestrip planting as part of the footpath construction.*

### **Former Colac Dairy Company Building (Freehold Land)**

- *This building has the potential for significant value to the Swan Marsh community - even as a privately owned commercial building.*
- *Preservation of the building now may allow a greater opportunity in the future for an increased variety of possible uses of this building. As a community, consider assisting the owner of the Colac Dairy Company building to obtain the necessary grants or tradesman to undertake the maintenance work on the building to halt further decline and deterioration of the physical structure of the building. Council to assist with resources, sourcing heritage grants etc.*

### **Traffic Speed**

- *Liase with the Colac Otway Shire to lobby VICROADS to reduce the traffic speed through the town, in particular in the vicinity of the Primary School to a maximum of 50 km/hour.*
- *Liase with VICROADS to relocate the 60 km/hour signs (or a lesser speed if possible) closer to the 'town centre'.*

## 5.11 Swan Marsh Community Development Priorities

The following table provides a summary of the Swan Marsh township development priorities as identified by the Swan Marsh Community and Neighborhood.

The prioritised project list will assist the Colac Otway Shire in understanding the Swan Marsh community's expectations for the implementation of the streetscape works and also assist in budgeting for capital works and for applying for capital works funding to assist in the implementation of the streetscape plan.

<b>Ranking</b>	<b>Key Framework Elements as defined by the Swan Marsh community</b>
1 (highest)	Community Notice Board
2	Improvement to town signage
3	Installation of culverts and drainage along the south side of Swan Marsh Road.
4	Installation of a BBQ (BBQ only to begin with)
5	Trees
6	Lights (2 of three poles require lights to be erected)
7	Kerbing along south side of Swan Marsh Road
8	Footpath (central area to start with)
9 (lowest)	Others (to be prioritised at a later date)

## 5.12 Swan Marsh Streetscape Materials & Species Palette

The following provides a summary, including indicative costs of the streetscape paving, furniture, signage and species recommended to be considered as part of the future development of the Swan Marsh township. Further design development, documentation and community consultation is required to finalise this palette and associated costings.

<b>Materials &amp; Species Palette</b>	<b>Unit cost</b> (* denotes material cost only).
<p><b>Proposed Tree &amp; Shrub Species</b></p> <p><i>Establish one of the following tree species at 12.50 metre centres along Swan Marsh Road (southern side). Final species selection to be by community:</i></p> <ul style="list-style-type: none"> <li>• <i>Eucalyptus leucoxylon</i> (Yellow Gum)</li> <li>• <i>Eucalyptus pauciflora</i> (Snow Gum)</li> <li>• <i>Eucalyptus sideroxylon</i> (Red Iron-bark)</li> <li>• <i>Grevillea robusta</i> (Silky Oak)</li> </ul>	<p>\$20.00* (25 cm pot)</p>
<p><i>Infill planting with shrub species in layout that is consistent with the existing trees on the northern side of Swan Marsh Road:</i></p> <ul style="list-style-type: none"> <li>• <i>Callistemon sp.</i> (Bottlebrush)</li> <li>• <i>Photinia robusta</i> (Photinia)</li> </ul>	<p>\$80.00* (40 cm pot)</p>
<p><i>Establish one of the following tree species at the rear of the Hall and around the southern edge of the Swan Marsh Tennis Courts:</i></p> <ul style="list-style-type: none"> <li>• <i>Fraxinus oxycarpa</i> 'Raywood' (Claret Ash)</li> <li>• <i>Gleditsia tricanthos</i> 'Sunburst' (Honey Locust)</li> <li>• <i>Pyrus calleryana</i> 'Glensform Chanticleer' (Ornamental Pear)</li> </ul>	<p>\$100.00* (45 litre pot)</p>
<p><b>Paving</b></p> <p><i>Construct 1.50 metre wide gravel footpath along northern side of Swan Marsh Road using one of the following materials:</i></p> <ul style="list-style-type: none"> <li>• <i>Crushed aggregate (allowing for full reconstruction)</i></li> </ul>	<p>\$15.00 sq m</p>
<p><i>Construct paved area within the Swan Marsh Hall forecourt, as shown on Plan using one of the following materials:</i></p> <ul style="list-style-type: none"> <li>• <i>Brick paving on a crushed rock base.</i></li> <li>• <i>Concrete pavement.</i></li> </ul>	<p>\$65.00 sq m \$40.00 sq m</p>

<p><b>Lighting</b></p> <p><i>Erect lighting where required on existing power poles.</i></p> <ul style="list-style-type: none"> <li>• <i>Standard street lighting</i></li> </ul>	<p>Consult with Powercor</p>
<p><b>Signage</b></p> <p><i>Historical interpretation / community noticeboards /township entry signage.</i></p>	<p>\$250.00- \$2,500.00 (allowance)</p>
<p><b>Other structures</b></p> <p><i>Install new BBQ pavilion / shelter behind the Swan Marsh Hall with feature pavement and picnic setting and bench seats.</i></p> <p><i>Install new single hotplate electric BBQ with the new pavilion / shelter behind the Swan Marsh Hall</i></p> <p><i>Installation of proposed soft-fall playground surfacing and associated drainage.</i></p>	<p>\$10,000.00 to \$15,000.00</p> <p>\$3,000.00</p> <p>\$35.00 sq m.</p>
<p><b>Infrastructure</b></p> <p><i>Tree planter bays in Swan Marsh Road including excavation, construction of concrete kerbing around tree bays and the addition of topsoil for new trees.</i></p> <p><i>Installation of culverts and drainage improvements along the southern side of Swan Marsh Road.</i></p>	<p>\$2,000.00 ea</p> <p>To be confirmed with COSWorks.</p>

## 5.13 Swan Marsh Urban Design Framework Plans

Existing Town Plan  
Streetscape Master Plan



## 6.0 Implementation - The 'Next Step' in the Project

Whilst community interest in the urban design frameworks has generally been high, implementation works should commence as soon as possible to harness this community interest / enthusiasm including labour, materials and equipment resources.

The Colac Otway Shire should be fully informed of all intended projects to maximise potential greater outcomes from funds contributed by the Shire or external funding organisations.

The implementation of each project will need to be 'driven' by each community. Council will not force communities to implement projects, however they will provide significant support to communities who demonstrate they want, and are willing to contribute to urban design / streetscape projects. The communities who formally endorse the Urban Design Framework, and notify the Colac Otway Shire of this endorsement and advise Council of their development priorities will be in the best position to source available funds.

The level of detail provided in the Urban Design Framework plans is not suitable for construction purposes. As part of the planning for the project an allowance should be made for further design development and project documentation to ensure suitable detail is available for contractors to quote and build from.

## 7.0 Funding Opportunities

The proposed recommendations for the development of the Urban Design Framework Plans for the communities of Beeac, Cressy, Lavers Hill and Swan Marsh are diverse and will require a diverse range of skills to complete.

The advantages of having a diverse range of implementation strategies include:

- allowing a greater number of people with a broader range of skills to be involved in the project;
- the opportunity of funding the project from a broader funding base;
- allowing separate community groups the opportunity of working on quite separate projects with the common aim of implementing the plan – thus creating a greater sense of community ownership of both the plan and the on-ground works.

It is important that communities understand that the successful implementation of the framework plans will be based on a partnership between:

- The community including individuals and community groups;
- The Colac Otway Shire;
- External funding organisations including State and Federal Government Departments; and
- LandCare and Catchment Management Authorities.

Organisations who may fund parts of the Urban Design Framework Plans include:

- Natural Heritage Trust
- Greening Australia
- Colac Otway Shire funding
- VICROADS
- Corporate sponsorship
- Federation Community Projects Program
- Sports and Recreation Victoria
- Department of Infrastructure – Pride of Place Funding
- Tourism Victoria
- Regional Infrastructure Development Fund  
(Department of State and Regional Development) contact Rob Jones - telephone: (03) 5320 5999

For LandCare related funding applications the Colac Otway Shire should contact the Corangamite Catchment Management Authority to ensure the proposed projects are linked to projects with regional priorities, thus ensuring a higher project priority and improving funding opportunity.

## Bibliography

- Beeac Progress Association Inc. (September 2000) Priority Assessment Submission.
- Beeac Progress Association Inc. (undated) Living In Colac Otway Beeac Heritage Town (draft brochure).
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- Change Concepts Pty. Ltd. (October 2000) Cressy Community Action Group Township Plan.
- Department of Infrastructure (1999). Urban Design Planning Note 3 - Urban Design Frameworks.
- Department of Infrastructure / Planning & Environment Act 1987 (March 29, 2001) Colac Otway Planning Scheme.
- Land Conservation Council, Victoria (May 1976) Report on the Corangamite Study Area.
- Mary Sheehan & Associates (1998) 'Pride of Place' Colac Otway Heritage Study Stage One (Draft).
- Parklinks Pty. Ltd. *et.al.* (June 2000) Old Beechy Line Rail Trail Concept Report.

# Appendix One – Community Response Sheets:

**Community Response Sheets for:**

**Swan Marsh**



### Priorities for the Development of the Swan Marsh Urban Design Framework:

Please insert a number from highest (1) to lowest (9) priority for the implementation of key elements of the plan:

- The development of external community facilities at the rear of the Swan Marsh Public Hall. Proposed facilities include a fenced children's playground, BBQ pavilion and picnic tables.
- Development of a paved forecourt at the entry to the Public Hall including park seats, a covered community signboard and a shade tree.
- Improved lighting along Swan Marsh Road.
- Native tree planting on the south side of Swan Marsh Road throughout the entire length of the township.
- Formalised kerbing in the form of planting beds in the vicinity of the tennis courts and former Colac Dairy Factory.
- A small paved 'square' adjoining the former Colac Dairy Factory to include a picnic table setting and historical interpretive signage.
- An asphalt footpath on the north side of Swan Marsh Road linking to the Primary School from the east.
- Development of a '3-D' mural on the corrugated iron fence surrounding the yard to the dairy factory.
- Development of strong town entry signs / structures / treatments to develop a clear sense of entry into the town.
- (Other).....  
.....
- (Other).....  
.....

For further information regarding this plan please contact Cressi Golding at the Colac Otway Shire or David Hay or Jenni Stewart at THA Landscape Architects.

Please return this sheet to: THA Landscape Architects  
202 Grant Street,  
BALLARAT VIC 3350  
Telephone: 5333 5942  
Fax: 5333 5488  
Email: thala@netconnect.com.au

# 2008 Reviewed Swan Marsh Township Master Plan Priorities

1	Toilet upgrades including Improved lighting, towel railings, mirrors, shelter between hall and toilets, bins and child proof gates at both ends of toilets
2	Installation of culverts and drainage along south side of Swan Marsh Rd (150m that is unfinished)
3	Defined car parking in front of the Tennis Courts
4	Reseal tennis courts
5	Hall upgrade including new curtain across the stage, reverse cycle air conditioning, lights at the back of the hall, storage space at the back of the hall for chairs, ramp at the front entrance and installation of piping on the left hand side of the roof connected to the big tank
6	Improved gravel path from school to last house east
7	Construction of shelter at the back of the hall with a concrete path link to the toilets
8	Small playground equipment at the back corner of the tennis courts
9	Repair community notice board
10	New bins in town
11	Install new corporate entrance signage
12	Remove garden bed in front of mosaic sign
13	Defined crossing point on Swan Marsh Rd outside the Hall with a traffic island