



## Investing In Avoca's Future

**PYRENEES**  
— SHIRE —



Pyrenees Shire Council has worked with the community to develop draft plans to guide development, investment, land use and urban design in Avoca over the next ten years.

The result is the draft Avoca Framework and Main Street Plan, which is now on public exhibition.

This is your chance to have your say on major investments into Avoca's future that draw on and foster Avoca's unique sense of place.

These plans have been based on community engagement, and provide the catalyst for once-in-a-generation investments in Avoca's future. They include:

- More constructive planning policies that open up responsible growth opportunities and strengthen the town centre.
- Plans to redesign High Street to improve traffic safety, introduce more shelter, seating, surface improvements and a stronger sense of character to deliver a town centre that the community can be proud of.

The plan responds to sustained community feedback around growth opportunities, traffic safety and the need to create a more people-friendly town centre with more shade, seating and better public amenities. These plans are a catalyst for significant investment that draws on the attributes that make Avoca special.

## How Can I Find the Plans?

The plans will be on display in hard copy at the Avoca Community Resource Centre (122 High Street), or online via: [www.pyrenees.vic.gov.au/futures](http://www.pyrenees.vic.gov.au/futures)

They will be on public exhibition until **Friday 21 June 2019**, after which time work will begin on final plans for Council adoption.

## How can I provide feedback?

**You can provide feedback by:**

1. Sending submissions or questions via email to [futures@pyrenees.vic.gov.au](mailto:futures@pyrenees.vic.gov.au) or dropping hard copy submissions in the **feedback box** at the Avoca Community Resource Centre.
2. Discussing the plans with Council staff at two drop-in sessions:
  - a. Outside the Avoca Community Resource Centre from **10am-12pm** on **Saturday 25 May**;
  - b. At the Avoca Community Resource Centre from **2pm-4pm** on **Monday 27 May**.
3. Completing our online submission form at [www.pyrenees.vic.gov.au/futures](http://www.pyrenees.vic.gov.au/futures)

The Avoca Framework and Main Street Plan is based on a program of research and community engagement.

Actions in the plan are grouped around four themes, identified through community engagement.

### Theme 1: Consolidating A Town Around Its Unique Qualities

Avoca is a special place, with particular connections to the surrounding landscape shaped by evocative views to the Pyrenees Ranges, the Avoca River and surrounding wine regions. There is strong appreciation of local heritage. These traits are recognised and valued by residents, but are not necessarily reflected in the fabric of the town itself. There is a desire for a stronger sense of local character and a more defined sense of place that draws on the town's distinctive attributes.



### Theme 2: Connecting the Dots and Defining the Path

The centre of Avoca has a strong and defined grid, but the rest of the town can be harder to get around. There is a feeling that important places are disconnected from the main street. Improvements to streetscaping, signage and pathways are all important to better connecting locations like the riverfront, town centre, schools, Railway Precinct and recreation reserve.



### Theme 3: A Grand Boulevard, Leafy Streetscapes and Connected Landscape

Community feedback, particularly along High Street, strongly reflected a desire for more shade, seating, better surfaces and tree planting, revising the street as a more pleasant place for locals to gather and a centre of community pride. There was strong feedback about the safety of traffic movements along High Street, and a desire for the street to have a stronger sense of place that reflects community connections to surrounding wine regions and the natural landscape. This points to an important opportunity to restore High Street as a grand boulevard and a stronger heart for the town.

### Theme 4: Building on a Unique Rhythm of Built Form

Avoca's streetfronts have unique patterns of building that are part of local character. Along the main street in particular, this opens up viewlines to the surrounding landscape and heritage places that form rich parts of the town's character. Planning needs to be careful to build on and not undermine this rhythm.