

Dinner Plain

MASTER PLAN STRATEGY

Adopted 5 May 2015

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FMSA

locallogic
place

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Background Image Sculpture located near childrens playground, Dinner Plain

Executive Summary

“Welcome to Dinner Plain,

Leave the bustle of everyday life and experience a pristine existence where pure water comes direct from the tap, the snowgums rustle around your windows, walking trails leave right from your door and tranquility sits snugly in the palm of your hand.”

Source - www.visitdinnerplain.com.au

The Master Plan Strategy for Dinner Plain is an initiative of the Alpine Shire Council, in collaboration with the Dinner Plain Management Committee (DPAC) and a consultant team lead by Tract Consultants and FMSA Architecture.

Dinner Plain is an alpine village and environment unique within Australia, that caters for a local community as well as a significant visitor population. It provides distinctive alpine accommodation in a village setting, hand in hand with access to snow season recreation, a variety of nature-based tourism activities and passive recreation opportunities.

Key challenges for the village ratepayers, the Dinner Plain Management Committee and the Alpine Shire Council are preservation and enhancement of the landscape, environmental, architectural and unique place-based village qualities. This needs to be balanced and integrated with a strategy to ensure the village and its businesses have a viable and attractive economic outlook at a sustainable level into the future. This Dinner Plain Master Plan Strategy is the culmination of an extensive review of the previous master plans including previous and ongoing consultation processes.

Recognising the potential for synergies between Mt Hotham and Dinner Plain, the Mt Hotham Resort Management Board and Alpine Shire agree to jointly investigate areas of common interest that arise from their respective Resort Master Plans.

Master Plan Strategy Context

The Alpine Shire Council (Council) engaged a consultant team lead by Tract Consultants and FMSA Architecture to investigate the future viability of Dinner Plain. Council indicated that the future of Dinner Plain was one of growth, sustainability, and to “deliver economic benefits and bring together the needs of the visitors and the community”.

The Master Plan area is the total 231 hectares of freehold land known as Dinner Plain, and takes in the strategic and physical relationships with Mt Hotham.

Dinner Plain and Mt Hotham have a symbiotic relationship, that should continue to be reinforced and built upon with strategically distinct, but complementary offerings for accommodation, recreation, ski, events and community activities and facilities. Both exist as part of a wider offering on the mountain for residents and visitors. This relationship needs to be strong, integrated, collaborative and reciprocal to the economic and social benefit of both Mt Hotham and its community, and the Dinner Plain community.

Local issues generating the need for the Master Plan Strategy include:

- Lack of business / property owner buy-in or agreement on a clear vision for Dinner Plain;
- Outdated planning controls - a need to review existing planning controls;
- Reduced property values and drivers for local investment;
- Proposals to develop within Lots 1, 2 and 3, (currently cross country trails and waste water irrigation area); and
- A clear view of the economic future of the village.

Any village needs a reason for being in order to be viable in the long term. The original attraction of Dinner Plain was a place where skiing enthusiasts could purchase freehold property in close proximity to the highest peak in Victoria’s Alpine Country, as well as an escape in the bush. The alternative was leasehold agreement or shareholding a lease in a lodge at Mount Hotham. This was at a time that many considered to be the peak of skiing in Australia.

Since then, Dinner Plain has evolved to provide a number of additional community and commercial services including accommodation and recreational activities quite independent to that of the Mount Hotham resort. It has however, also been subject to the rise and fall of the property market and the greater economic global market forces. So how does Dinner Plain evolve further to incorporate economic and social resilience for locals and visitors, and future-proof itself as a viable community into the next 10-20 years?

This report outlines the need for Dinner Plain to re-establish itself as a well-known village that offers consistent year round diversity in services and activities for its patrons and existing rate payers. As a village, visitation is fundamental to its economic survival. At present, the barriers to establishing this are:

- Distance from a major Australian City;
- Expense or value of services;
- Public awareness of Dinner Plain offering; and
- The ease to which services are accessible.

The purpose of this report is to summarise the process that was undertaken to provide a recommendation and implementation strategy. This implementation strategy is so that Council and the community can implement a range of tangible goals and locally funded projects as well as medium and long term larger projects that will steer the Village towards a more sustainable future.

Growth of Dinner Plain

There have been a number of factors over the past few years that have contributed to the lack of growth of the Dinner Plain Village. There has been a significant drop in property values of 30% or more in the last three years, and a distinct tightening in local tourism spend across Victoria.

In addition, it has increasingly been recognised that Council investment alone within the Village cannot be relied upon as the economic boost the community needs, and that Council is also not responsible for many of the investment and economic decisions that will largely determine the economic future of Dinner Plain.

It is important that Dinner Plain build on its existing strengths and assets in order to achieve the positive outcomes the Village needs. Areas that have been identified include:

1. Nature based tourism and Cultural Heritage;
2. Education visitation or 'edu-tourism'; and
3. High level fitness training & conference or group visitation.

Building on these key performance areas will require on the ground infrastructure and amenities to support a growth of activity and ultimately a desired growth in economic return. As such, the strategic plan documents outlined in this report reflect on three key areas:

- Urban renewal of the village centre;
- Broadening the economic base of the Village; and
- Expanding the recreational opportunities to provide a diversity of attractions.

The success of this plan will depend on the commitment of the local stakeholders in establishing Dinner Plain as a tourist village. The village will need to be appropriately marketed to ensure Dinner Plain prospers, in turn providing a community that will reach beyond the current land owners and holiday makers.

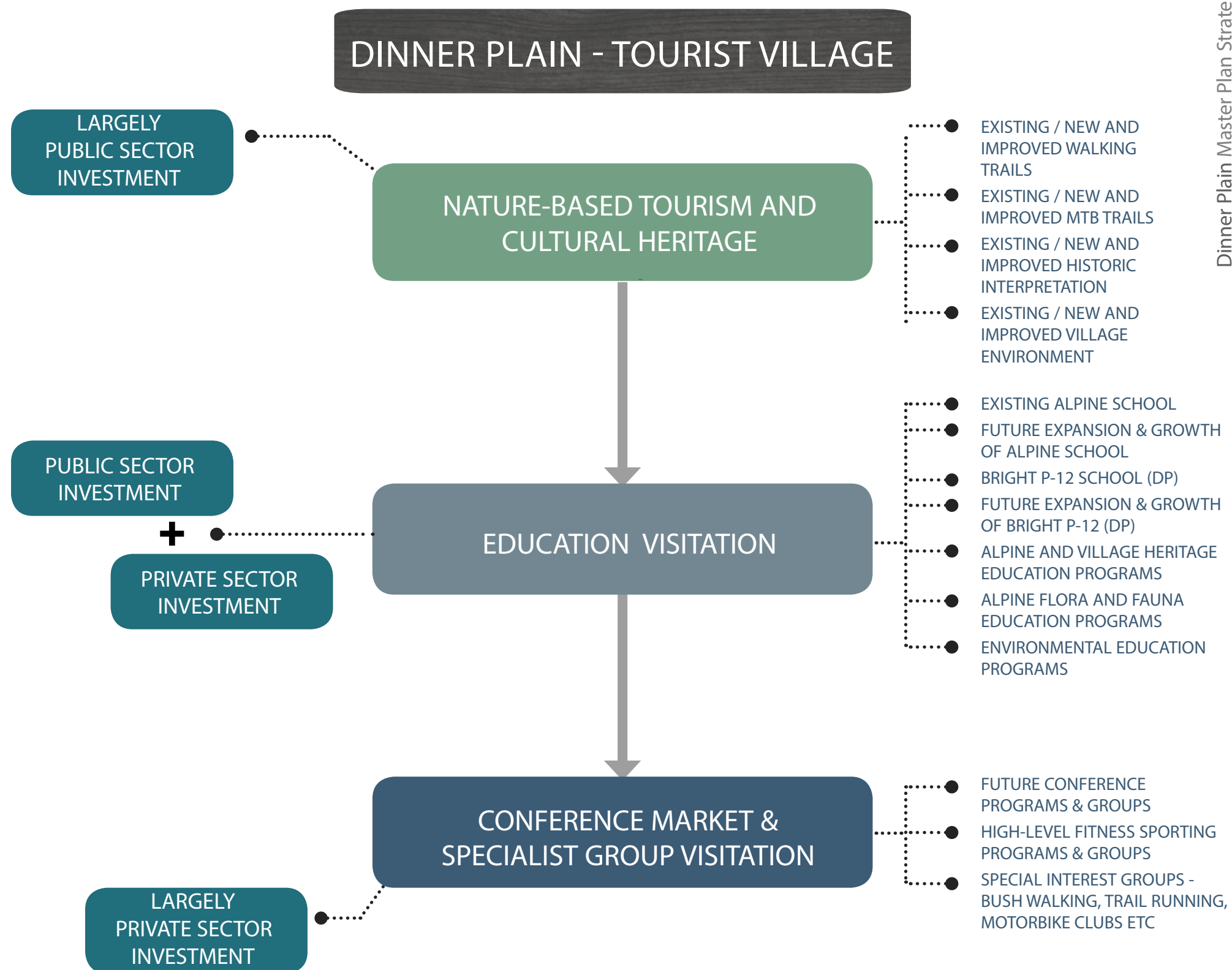


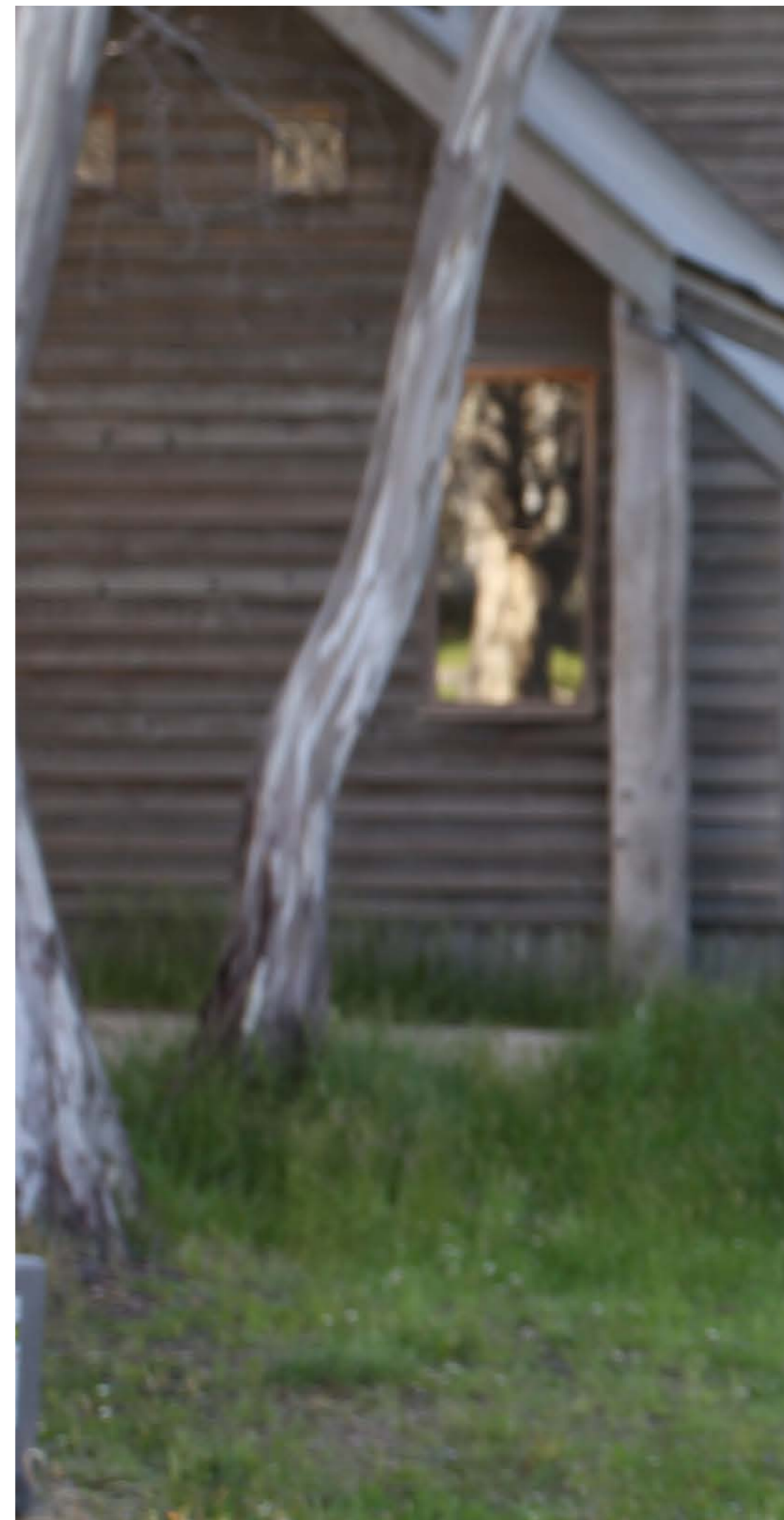
Figure 01. Project Focus

Part A:

Introduction

Chapters

1. Introduction



The following section provides an introduction to this report and the DP Living plan process.



Background Image Existing signage along Big Muster Drive

1. Introduction

1.1 Project Overview

The Dinner Plain Master Plan project is a master planning process to identify and explore the possibilities and potential of Dinner Plain. It aims to deliver innovative, sustainable and appropriate design solutions, that respond to the valued character elements and community aspirations for the village.

The process has focused on the village of Dinner Plain including its village and surrounding landscape. The Alpine School, Information Centre, Dinner Plain School and Community Centre, Onsen Spa, ski lift and toboggan run are all important features which will need to be considered in the future design of the village.

This project builds on the existing natural and built form assets, to allow for future prosperity whilst ensuring good design and functional elements under one vision, one common design theme and one concept to provide a consistent and achievable plan and strategy for Dinner Plain. It also establishes a new marketing focus for Dinner Plain as a tourist village and why it is important to provide year round attractions and amenities.

The project builds on significant work previously undertaken in the 2010 Dinner Plain Master Plan process and the Dinner Plain Strategic Framework Plan 2008-2012.

In order to achieve economic sustainability, viability and village connectedness and growth this project seeks to review work completed to date into a comprehensive strategy encompassing the following:

- A shared vision;
- A new plan for the village with clear and specific goals and a time line to achieve them, specifically addressing; the village entry area, the commercial and industrial areas, the recreational areas (in particular the area extending from the playground through the water tower and down the ski and toboggan areas and lots 1, 2 and 3);
- Other identified village areas - walks, tracks, trails, passive recreation, parking streetscapes and landscapes;
- Specific concept designs for the entry area, the commercial area, the recreational areas;
- A plan for the Council depot;
- A site and a concept for an emergency services node including CFA, emergency, land managers and Council co-located office and accommodations; and

- Planning Scheme amendment documentation as required, and specifically addressing bushfire management issues for the village. NOTE - Bushfire management to be addressed subsequent to the completion of this report.

The project has involved the community and other stakeholders to ensure the plan reflects local values, aspirations and ideas for the village and to build commitment for the project, so that future outcomes are adopted.

1.2 Purpose of this report

The purpose of this report is to outline a vision for the future renewal of Dinner Plain. It identifies underlying characteristics and design parameters which are important to the identity of the site and guides future use and development to enhance social, environmental, cultural and economic values.

The plan is informed by a vision and guiding principles, as identified in this report. These aim to ensure Dinner Plain develops in a holistic way; one that is consistent with the inherent characteristics of the site and community and stakeholder aspirations.

The plan has been informed by background research, site visits, community consultation and Alpine Shire Council (Council) feedback.

The key components of this plan report include:

- A shared vision;
- Guiding principles;
- A Strategic Plan;
- An implementation plan outlining priority 'catalyst' projects which can be funded, document and constructed in the short term, as well as clear steps and responsibilities for future investment / funding.

1.3 Project methodology

The proposed methodology involves five key stages as outlined opposite. The methodology allows for a number of opportunities to seek community input in to shaping the Plan for Dinner Plain.

The finalisation of this report represents the conclusion of the allocated project.

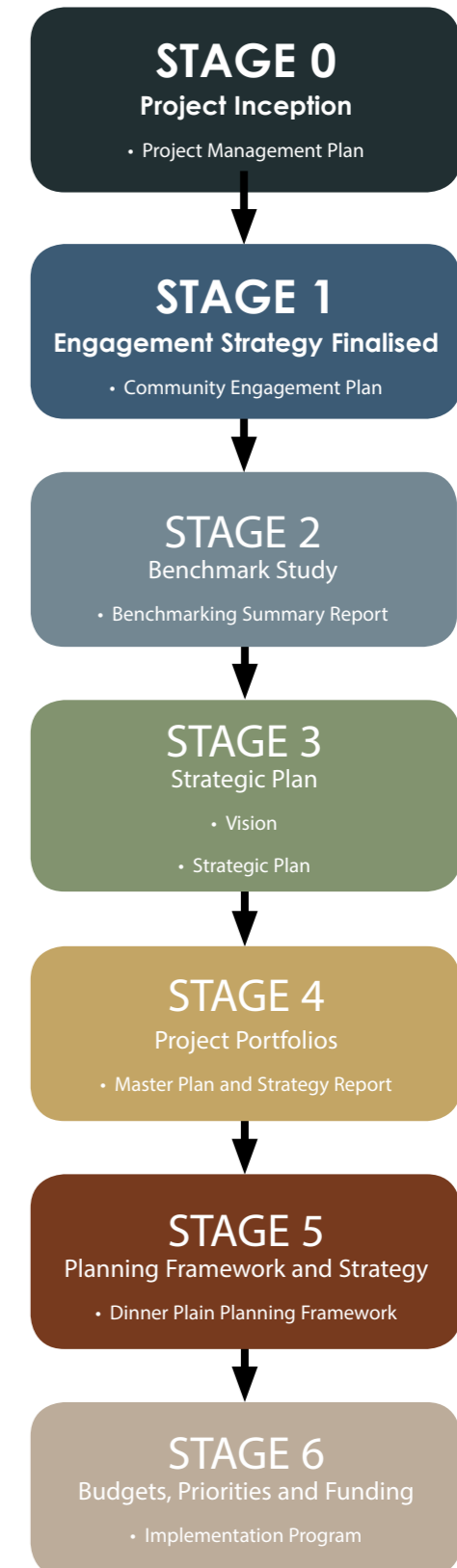


Figure 02. Project Program

1.4 The Study Area

The study area is located approximately 11kms from Mount Hotham Ski Resort with access along the Great Alpine Road. The village was created in 1986 by Dinner Plain Pty Ltd, as a self-contained village. Head architect, Peter McIntyre was inspired by the old cattlemen's huts, designing a building vernacular that was both reminiscent of these huts and sympathetic to the surrounding distinctive landscape of the high plains and snow gums.

The village includes commercial, residential, industrial, recreational and community uses. The Alpine School, Information Centre, Dinner Plain School and Community Centre, Onsen and Spa, ski lift and toboggan run are important features which will need to be considered into future planning of the village.

The current study area is the total 231 hectares of freehold land known as Dinner Plain, which is comprised of:

- The Village - Existing developed area of Dinner Plain zoned Special Use Zone 1 (SUZ1), including the Alpine School site. It also includes the Council Depot, zoned Public Use Zone 1 (PUZ1).
- Lot 1 - Parcel of land immediately east of the existing village, between the village and the fire access track, zoned Special Use Zone 2 (SUZ2).
- Lot 2 - Parcel of land east of Lot 1 and north of Apian Way, zoned Special Use Zone 2 (SUZ2).
- Lot 3 - Parcel of land south of Apian Way, zoned Special Use Zone 2 (SUZ2).
- Wastewater Treatment Ponds - Land at the extreme north east of the study area zoned Public Use Zone 1 (PUZ1).
- Lot 4 - Remaining land south of Lot 3 zoned Rural Conservation Zone (RCZ).

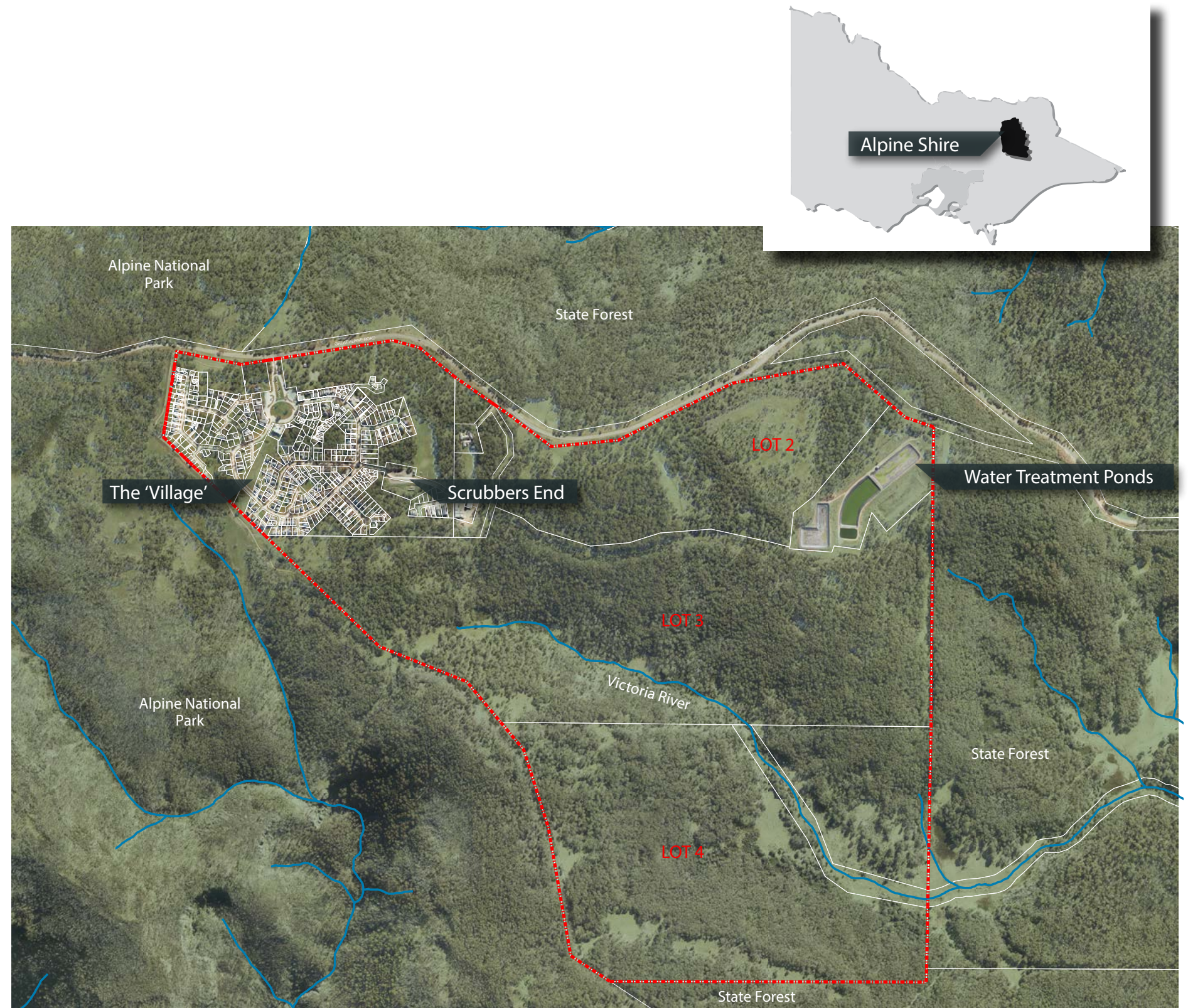


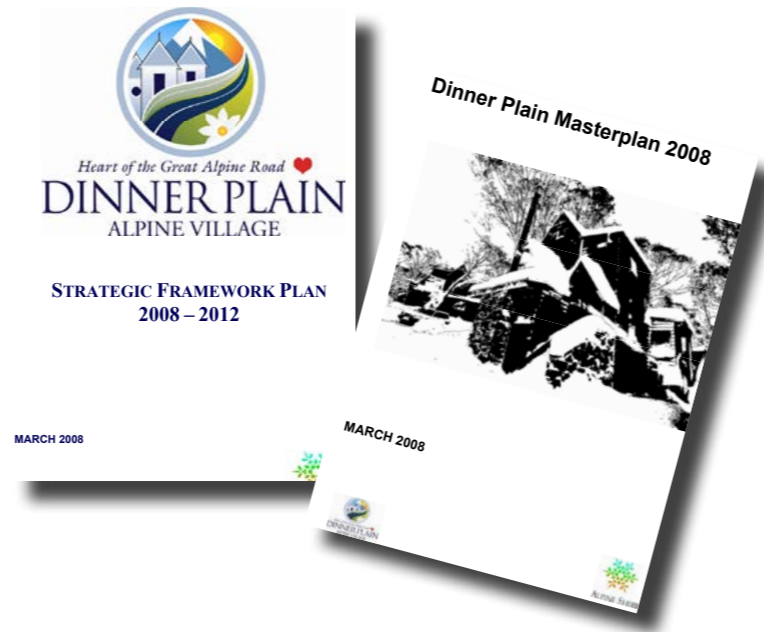
Figure 03. Study Area

1.5 Key Influences on the Dinner Plain Master Plan

While the range of influences and considerations for preparing the plan were wide and varied, the most significant sources of direction can be summarised into the following four categories:

- Community and stakeholder feedback (eg from DPAC, key stakeholders and government agencies and the findings of two stages of community consultation for this project);
- Documents including existing policies, studies and project (eg Alpine Shire Planning Scheme, the Dinner Plain Strategic Framework and the Dinner Plain Master Plan 2008 etc);
- Analysis, Issues and Opportunities; and
- Economic Analysis and Market Summary

The full results of both stages of consultation, a full summary of policies, studies and projects influencing the development of the Dinner Plain Master Plan and the analysis, issues and opportunities and tourism and market analysis for Dinner Plain (undertaken as part of this project) can be found in the appendices of this report.



Key influencing documents and strategies



Background Economic and Market documents



www.dpliving.com.au was developed at the commencement of the project as an online portal for the community to interact with the Master Plan as it evolved



Participants at the open house event in February 2014



Participants at the open house event in May 2014



Background Image Existing wayfinding signage along Fitzzy's Cirque