

Healesville Township Design Framework

Insights and Opportunities Summary

The Healesville Insights and Opportunities Report forms the first stage of the Healesville Township Design Framework (TDF).

The report provides a clear snapshot of the town centre today, identifying its strengths, its challenges, and the key opportunities that will guide the design for future town improvements over the next 20 years.

The vision for Healesville is to reinforce it's identity as a distinctive country town, one that celebrates its heritage, landscape, and community spirit, while supporting both local life and tourism.



View of Healesville Town Centre



Acknowledgement of Country

Yarra Ranges Council acknowledges the Wurundjeri and other Kulin Nations as the Traditional Owners and Custodians of these lands and waterways. We pay our respects to all Elders, past, present, and emerging, who have been, and always will be, integral to the story of our region. We proudly share custodianship to care for Country together.

What Have We Heard So Far?

Initial Consultation for the Healesville Township Design Framework took place in March and April 2025. A number of key themes were identified which have helped to understand the community's concerns and desires for the future of the Healesville town centre.



* Remaining 5% of comments were categorised as 'Other Feedback' and are beyond the scope of the TDF.

To see the full Engagement Summary Report, go to:
shaping.yarraranges.vic.gov.au/healesville-township-design-framework

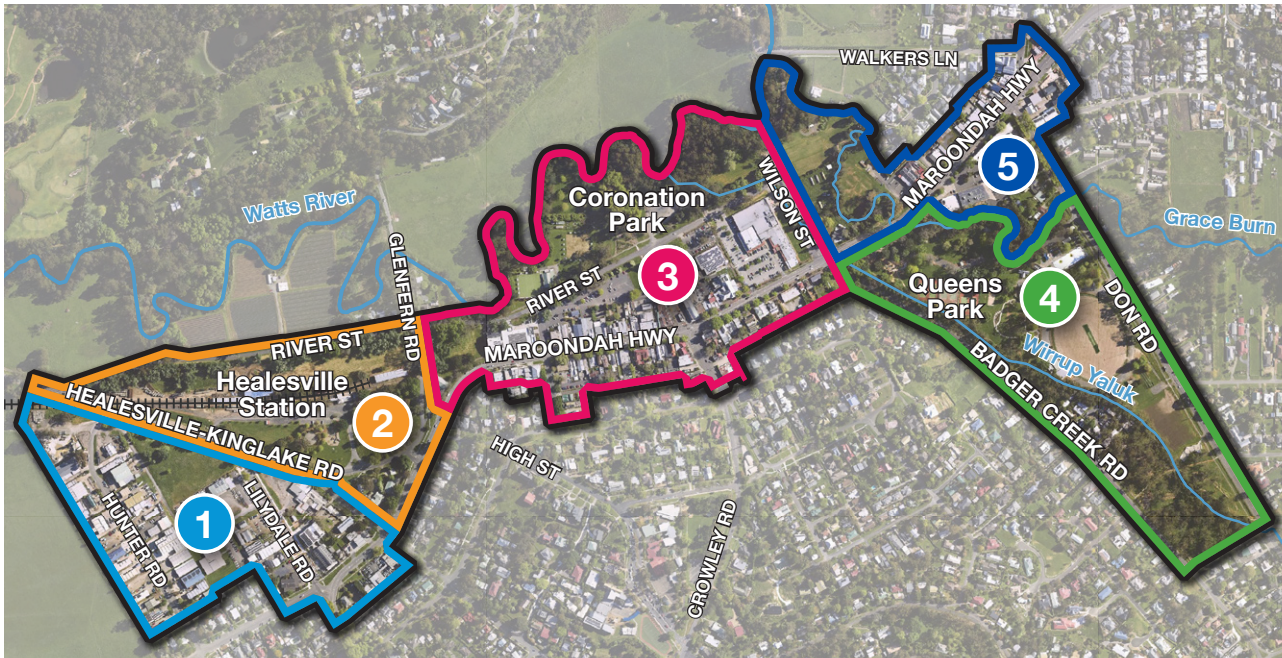
Context Analysis

The Insights and Opportunities Report looks broadly at the town's context, its natural setting, history, movement networks, and built form. This section combines data, mapping, policy and lived experience to build a strong understanding of the township today.



Precinct Analysis

The report divides the town centre into five precincts, each with a distinct role, issues and opportunities. The Precinct Analysis combines what we heard from the community and the insights gathered from the context analysis.



Precinct 1 - Industrial Area

Precinct 1 is evolving from a traditional industrial zone into a hybrid employment and tourism precinct, with businesses like distilleries and cellar doors drawing visitors.

However, there are tensions between heavy vehicle activity and the visitor experience.

Opportunities include:

- Improving streetscapes;
- Built form presentation;
- Resolving key traffic conflicts.



Four Pillars Gin Distillery



Lilydale Road

Precinct 2 - Healesville Station

Precinct 2 is centred on the heritage railway station, which has strong historic value but the surrounding land is currently underutilised.

There is significant opportunity to transform this into a key arrival and community destination, with ideas including:

- Better use of heritage buildings;
- Improved public spaces;
- Event programming;
- Enhanced connections into the town centre.



Healesville Station Building



Old Healesville Court House

Precinct 3 - Historic Town Centre

Precinct 3 is the heart of Healesville, defined by its main street along Maroondah Highway, mature street trees, and heritage buildings.

It already has a strong character and active commercial strip, supported by nearby assets like Coronation Park.

Opportunities focus on:

- Strengthening it as a people-focused main street;
- Improving crossings and walkability;
- Enhancing public spaces;
- Ensuring new development reinforces the town's unique character.



Healesville Memorial Hall



Grand Hotel

Precinct 4 - Queens Park

Queens Park is the town's primary recreation hub, hosting sports facilities, events, and open space.

There are opportunities to:

- Improve connectivity, activation, and amenity;
- Better link it with the town centre;
- Enhancing its role as a destination for both locals and visitors.



Sound Shell



Skatepark

Precinct 5 - East End

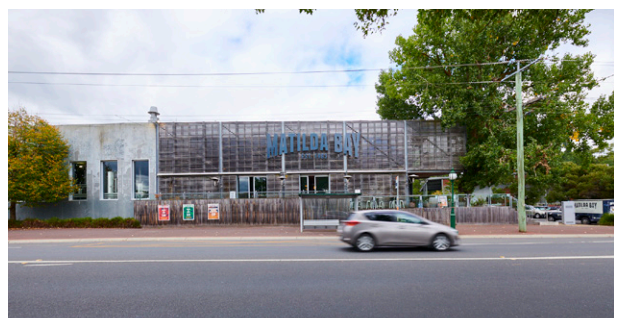
Precinct 5 includes larger commercial sites and strip retail and while it is functional, it lacks a strong identity and cohesive public realm.

This precinct presents opportunities for:

- Redevelopment and intensification;
- Improved streetscapes;
- Stronger integration with the rest of the main street.



Healesville RSL



Former Matilda Bay Building

Opportunities & Next Steps

Across all precincts, the report identifies consistent opportunities:



Improving streetscapes and public realm.



Enhancing pedestrian safety and connectivity.



Activating underutilised spaces.



Strengthening tourism and local economy.



Providing clearer built form guidance to protect character.

In the next stage of the Healesville Township Design Framework, these opportunities will be explored with the community and then translated into design directions and projects that will shape the future of the town centre.



How to get involved:

More information about upcoming community workshops and project updates, can be found at:

shaping.yarraranges.vic.gov.au/healesville-township-design-framework



Contact

Web yarraranges.vic.gov.au
Email designandplace@yarraranges.vic.gov.au
Phone 1300 368 333

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