



►► settlement and housing

Shepparton, Mooroopna and Tatura will be bigger and more compact

Urban areas will bustle with an expanded population base and will take up land identified for future growth within the urban boundaries. Greater variety of employment opportunities, business and commercial investments and activity centre developments will be accommodated in the urban areas.

Attractive small towns will be retained

The essential scale and charm of the outlying settlements will be kept and enhanced, whilst still providing opportunities for additional housing choice and for a variety of lifestyles. Lower density housing opportunities will be provided at the periphery of these settlements and to the south east of Shepparton.

Framework plans for Shepparton, Mooroopna and the towns as included in this booklet set out the broad framework for the future shape of these towns, the pattern of land uses within the urban areas and significant land use directions. The philosophy underpinning these structure plans is sustainability and liveability.

A balance of urban settlements and a beautiful rural environment

Towns will develop within urban boundaries, for the protection and enhancement of the surrounding rural environments. The varied rural land will be valued for its continued primary produce, its aesthetic and recreational attributes, and its role in the enhancement of biodiversity in the wider region.

New Residential Development

New residential areas will be bustling and vibrant neighbourhoods, of which the residents and the community are proud of. They will be strongly influenced by:

- The active promotion and rewarding of design excellence
- The provision of more diverse housing opportunities to suit varying lifestyles and household types
- Better access to convenience services
- A priority on an active community with walking and cycle networks linked to major attractions as a major consideration
- Careful siting and orientation of lots and dwellings to optimise solar benefits
- Careful design and management of storm water to manage run off and water quality
- Application of increasingly stringent energy efficiency considerations to the design and construction of homes



▶▶ community life

The Municipality will be smarter and more prosperous

The next 30 years will be used to nurture the further education of the local community and innovation in the local primary and secondary industries. Local jobs are being taken up by local people.

The Municipality is Healthier

Fitness and activity continues to be promoted to facilitate the health and well being of the community. The design of the built form will be enhanced to encourage walking and cycling and less use of cars. Building on the existing premier sporting venues such as Aquamoves, the municipality will marshal its resources (community and funds) to broaden the range and quality of recreation and sporting facilities available both in Shepparton, Mooroopna and the town communities.

The range of health services, including a medical precinct at the hospital, will be comprehensive to meet the needs of most sectors with a much reduced need to travel to Melbourne for a range of specialist care.

Community Building

Greater Shepparton has established a three-year Community Building Project which is aimed at assisting communities to develop new networks, partnerships, structures and frameworks to support ongoing improvement to overall community wellbeing. The Greater Shepparton Community Building Project has three specific geographical areas of focus where "community hubs" will be established - north Shepparton, south Shepparton and Mooroopna. It is however anticipated that beneficial project outcomes will be transferable across the municipality.

Through initiatives such as the establishment of "community hubs", there will be greater equity of access to community facilities and services that are responsive to the cultural, social, recreational and demographic diversity of the community.

Public Health Plan

The Council has prepared and adopted a Public Health Plan for 2002-2004 that identifies the public health needs of the community, and strategies aimed at promoting health and wellbeing, preventing disease and prolonging life. The strategies of Public Health Plan were recognised at the 2003 Victorian Public Health Awards for Excellence and Innovation. The award for Innovation for Public Health Capacity Building recognises the Plan's ability to develop strategic partnerships for the improvement of Greater Shepparton's population health and sense of community connectedness.

The Municipality is Culturally Active

The population will support a diversified local arts and cultural program, including visual and performing arts. The Shepparton Art Gallery, Shepparton Art Festival Eastbank and Riverlinks organise events, exhibitions and festivals to recognise and celebrate the number of global cultures within the municipality, to promote learning and encourage knowledge sharing.

Mosaic of Gardens

The Council has a vision and commitment to develop high quality gardens in multiple locations throughout the municipality. The concept has the objective of providing first class public open spaces for residents and visitors right across Greater Shepparton. There are a multitude of projects that make up the Mosaic of Gardens throughout the municipality. Emphasis is placed on selection of native species where appropriate and also the participation of interest groups and the community.

In addition to the Mosaic of Gardens, Greater Shepparton has many high quality open spaces areas. A Victorian Heritage River, the Goulburn, flows through the municipality and this, along with its associated flood plains and unique vegetation, adds to the overall attractiveness of the area for residents and visitors alike.



▶▶ environment

The Municipality is Greener

The environment is of significant importance to the people, the livelihood and the well being of Greater Shepparton. The rural areas, green spaces and the river corridors provide the lungs for the municipality and will be protected, preserved and respected for all to enjoy and continue to enjoy for generations to come.

A concerted effort will be made to stop the clearance of trees and native vegetation; net gain policies will be adopted for the re-establishment of land formerly cleared that had marginal agricultural value. The network of parks and public areas will be extended into the growth corridors and along the rivers, with a priority on local native species.

Waterways and water sources are also vital to the municipality. In partnership with the community, the Council and all sectors of government, programs will be established to enhance water quality by such means as increasing awareness of the importance of water as a resource and reducing nutrients levels in our waterways.

Environmentally Friendly Buildings

Buildings and spaces throughout the municipality will work towards achieving “green building” principles in their architecture and design, with consideration to orientation, thermal mass, lifecycle cost on equipment and sustainability.

Working towards Zero Waste

Together with legislative requirements to reduce the amount of waste that can be directed to land fill, community waste education initiatives should lead to an increase in recycling and a move from land filling to a focus on materials recovery, recycling and re-using.

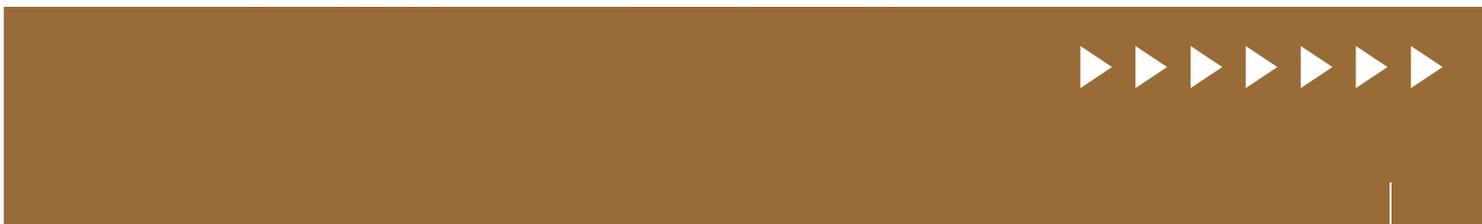
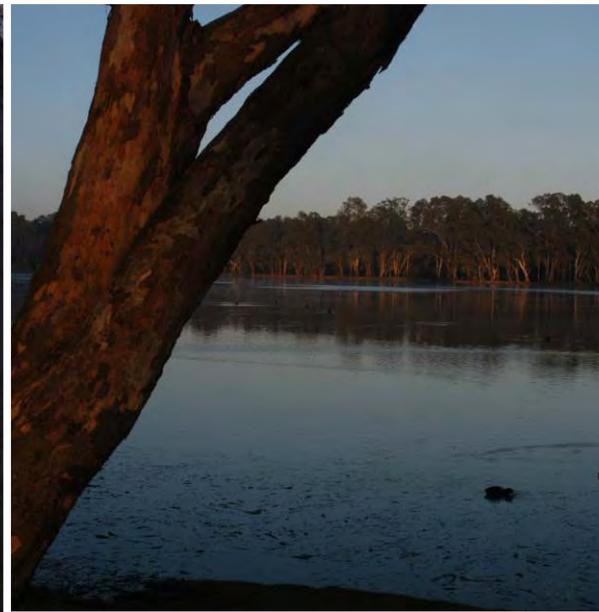
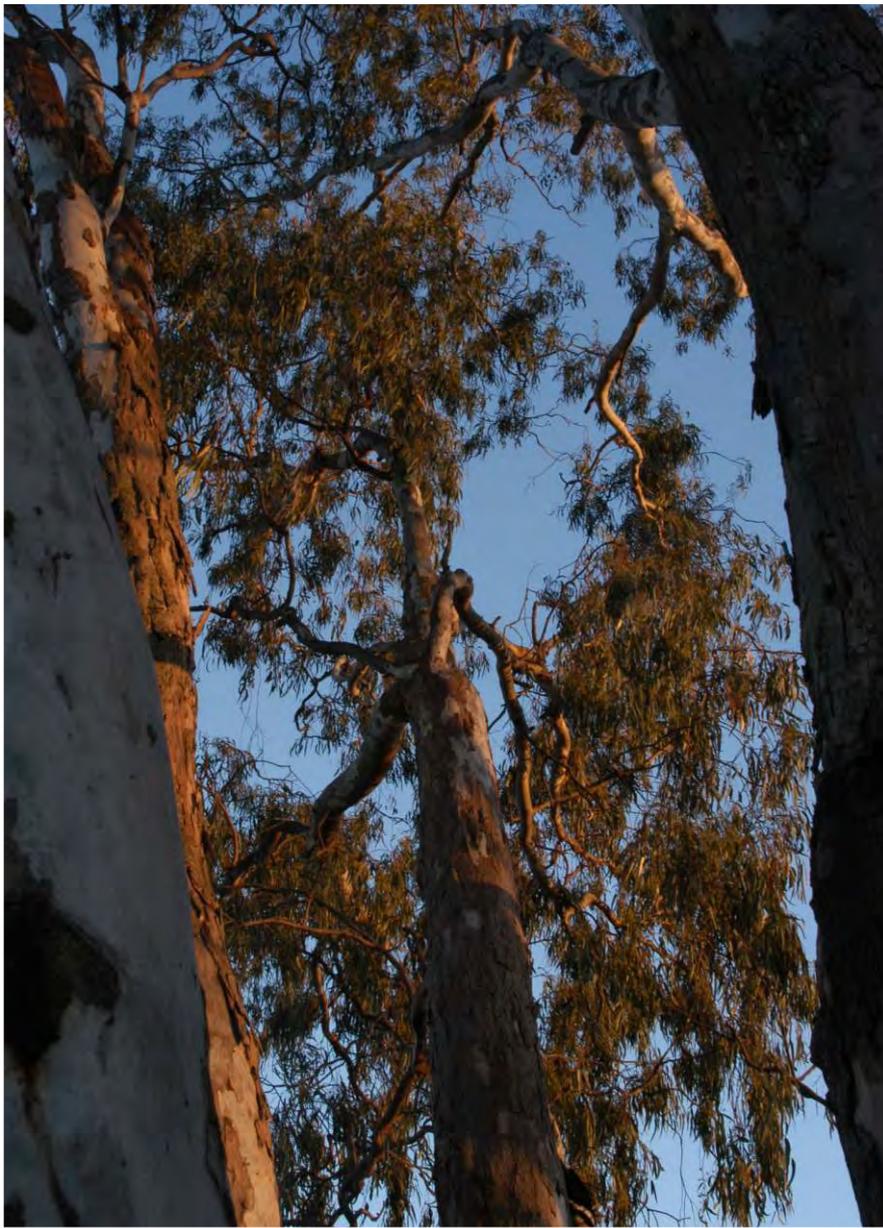
The Municipality will be More Energy Efficient

A combination of the transportation initiatives, in combination with advances in telecommunications, internet and intranet and the development of community based transport and carrier services to the outlying areas will work towards achieving an overall reduction and dependence on fossil fuels.

The Municipality will be More Aware of Climatic Change

A range of measures will be taken throughout the community and on the land to conserve water and use it more sparingly. At the same time innovation has occurred in farming practices and food production and processing that has left the region less dependent upon water and more diverse in its economic and employment base.

More sophisticated flood warning and management measures will improve the protection of life and property and ensure the well being of new communities and established areas.



▶▶ economic development

Continued Economic Growth and Diversification

Already Greater Shepparton is recognised as one of Victoria's strongest regional economies, with a multi skilled workforce and close proximity to primary production. There are prime investment and development opportunities for new and expanded retail, industrial, manufacturing and commercial enterprises within the municipality.

Producing more than 25% of Victoria's food, the agricultural sector of the municipality is vital component of the local, state and national economy. Notable commodities include fruit, milk and cropping products.

Working in Greater Shepparton

With a diverse community like Greater Shepparton comes a diverse range of job opportunities. There are many major employers in Greater Shepparton with different types of employment to suit lifestyle and need. There are also many organisations specialising in training and education that can provide extra skills and knowledge, and provide focused courses that support the Skilled Migrants Program.

Investing in Greater Shepparton

The 1.8% per annum population growth in Greater Shepparton provides a solid basis for investment in the region. Aside from a strong community, there is a growing business sector here and a number of major companies who see the region as a firm investment. Industries such as SPC Ardmona, Tatura Milk Industries, Unifoods-Rosella, Snowbrand, and Campbell's Soups are just some of the major organisations that are continuing to expand their operations in Greater Shepparton.

The Municipality will be More Attractive and Enticing

Civic pride and the desire to continue to enhance the image of the municipality has motivated investment in the distinctive urban design and appearance of the major gateways, entrances, main boulevards, central area, lake and riverside environs. This will be complemented with a visitation and tourism strategy that will integrate the emerging civic spaces with the municipality's other historical and cultural assets and attractions. Contemporary public art will be a distinguishing feature of these public spaces.

The Shepparton CBD will be Exciting, Cosmopolitan and Vibrant

The CBD is the focus for a vibrant area of specialty shops, tourist attractions and leisure facilities. This will be based on a revived pedestrian mall and the emergence of a cosmopolitan 'café/dining' precinct around Fryers Street and capitalise on the sunny weather of Shepparton.

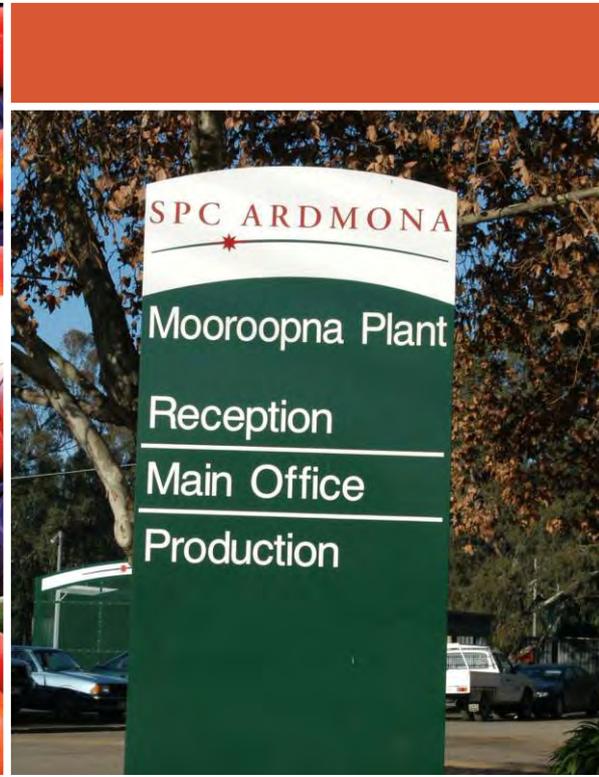
There will be more retail, commercial and entertainment activity established with the growth of Shepparton and Mooroopna, and this will be complemented by the take up of opportunities to redevelop major sites within the CBD, including the Shepparton Showgrounds and the emergence of a new tertiary educational role at university precinct.

Redevelopment of the Showgrounds

The Shepparton Showgrounds will be developed into a state of the art event venue for the annual Show, and also to provide opportunities for a variety of functions, conventions and festivals throughout the year. A Masterplan for the redevelopment has been prepared with consideration given to the site as a City gateway; the site as a new home to the Shepparton Agricultural Society; the site as a new public open space; the heritage of the site; and the site as an event space.

University City Project

Shepparton will be an expanded tertiary education centre. Building on the existing services provided at LaTrobe University and the commitment of the Australian Catholic University and the University of Melbourne to Shepparton, there will be more approximately 2,000 degree, diploma and certificate places offered locally by 2006. Shepparton will have a vibrant student atmosphere with cafes, wine bars and accommodation, contributing to the diverse and cosmopolitan atmosphere in the CBD.



► ► infrastructure

Goulburn Valley Freight Logistics Centre The Council played a major role in facilitating the Goulburn Valley Freight Logistics Centre just south of Mooroopna. Greater Shepparton continues to grow and a number of large industries are based in our region that require changes to be made for their freight and logistics processes. This development will allow these industries to flourish and will create significant growth and employment opportunities in Greater Shepparton.

As the Food Bowl of Australia, Greater Shepparton must have the infrastructure in place to cope with industry demands. The development of a freight and logistics centre in Greater Shepparton not only supports economic and regional development, but also improves safety on our roads, reduces road maintenance costs, and enhances the attractiveness of our region to larger industries.

Shepparton Mooroopna Bypass - Goulburn Valley Highway

A route for the Goulburn Valley Highway to bypass Shepparton and Mooroopna has been chosen to follow an alignment to the west of these centres. The bypass will provide a long term solution to cater for traffic growth, improve the level of service for commercial traffic in the region, improve the safety and accessibility for local and through traffic, provide relief for congested intersections in the city centres, provide certainty for future land use development and improve the amenity for the urban areas of Shepparton and Mooroopna. Council will continue to lobby government authorities to ensure the timely construction of the dual highway bypass for the benefit of the residential and commercial sectors of the community.

Expansion of the Shared Pathway Network

Continual expansion of the primary pedestrian and bicycle networks that cover the city and integrate with the open space corridors and networks.

The Municipality Uses Less Fuel Per Head Of Population

A combination of the transportation initiatives, discussed above, in combination with advances in telecommunications, internet and intranet and the development of community based transport and carrier services to the outlying areas has resulted in an overall reduction and dependence on fossil fuels.

CBD Traffic Networks Eased

From a traffic perspective, the Shepparton CBD will be quieter and safer and a more comfortable space with the establishment of the Goulburn Valley Freight Logistics Centre south of Mooroopna and the building of the by-pass by 2015.

A substantial portion of heavy vehicle movements and through traffic will be removed from the Shepparton CBD at the completion of those projects.

A New Shepparton Aerodrome

The protection of the function and operation of the Shepparton Aerodrome is required while the feasibility of relocating to a new site is identified.

Any new site should have the following attributes:

- Proximate to Shepparton and the Goulburn Valley Freight Logistics Centre.
- No or minimal impact upon the future residential areas of Shepparton and Mooroopna and the outlying towns due to the primary flight paths.
- Ability to carry volumes of freight, such as fresh produce to overseas markets.
- Capacity to accommodate passenger services for major flight routes
- Not constrained by flooding or overhead infrastructure.

