<table>
<thead>
<tr>
<th>Topic: ECONOMIC DEVELOPMENT</th>
<th>Theme: Tourism</th>
</tr>
</thead>
<tbody>
<tr>
<td>Objectives</td>
<td>Strategies</td>
</tr>
<tr>
<td>2 To provide adequate tourist services which suitably meet the needs of visitors to the municipality.</td>
<td>2.1 Encourage tourist developments to adequately cater for the differing needs of tourists.</td>
</tr>
<tr>
<td></td>
<td>2.2 Provide for tourist developments that are visually interesting and reflect the character of the municipality.</td>
</tr>
<tr>
<td></td>
<td></td>
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</tbody>
</table>
A SWOT Summary

<table>
<thead>
<tr>
<th>STRENGTHS</th>
<th>WEAKNESSES</th>
</tr>
</thead>
<tbody>
<tr>
<td>• An established base of agriculture and food products – history and knowledge.</td>
<td>• Dependence on agricultural economic base.</td>
</tr>
<tr>
<td>• Critical mass reached for demand for service industries.</td>
<td>• Numerous small farms with unnecessary duplication eg tractors and cool stores.</td>
</tr>
<tr>
<td>• Skills and competency level have increased in last 20 years employment in new job areas eg service industry.</td>
<td>• Female participation has increased in the service sector of townships to provide a steady income for cash poor drought affected family farms – the productive capacity of the women is then removed from the farm.</td>
</tr>
<tr>
<td>• Tourism - Shepparton has less seasonal fluctuations in occupancy rates – this reflects a strong convention and events business.</td>
<td>• Unclear role of CBD in retail entertainment hierarchy.</td>
</tr>
<tr>
<td>• Competitive advantage for business – a transport and freight network, large areas of industrial land, home of large food processing companies and research institutes.</td>
<td>• Decline in CBD – lower order shops, vandalism.</td>
</tr>
<tr>
<td>• The human scale of shopping centres.</td>
<td>• Youth prefer other regional centres for employment eg Bendigo, Albury, Ballarat.</td>
</tr>
<tr>
<td>• Dairy farming and fruit growing are the most lucrative activities in terms of value per hectare.</td>
<td>• Shepparton is not a significant international destination for leisure.</td>
</tr>
<tr>
<td>• The price of fruit is competitive in SE Asian markets.</td>
<td>• No icon buildings, or icon natural assets to attract visitors.</td>
</tr>
<tr>
<td>• Milk – Victoria has the lowest cost of production compared with NSW QLD and SA.</td>
<td>• Trend to year-round production of vegetables and flowers using climate control and hydroponics with a high input per yield eg tomatoes, herbs, capsicum.</td>
</tr>
<tr>
<td>• Trend to year-round production of vegetables and flowers using climate control and hydroponics with a high input per yield eg tomatoes, herbs, capsicum.</td>
<td>• Now product areas eg walnuts and berries.</td>
</tr>
<tr>
<td>OPPORTUNITIES</td>
<td>THREATS</td>
</tr>
<tr>
<td>------------------------------------------------------------------------------</td>
<td>-------------------------------------------------------------------------</td>
</tr>
<tr>
<td>• Future for food demand centres around concept of ‘wellness’ eg chemical free beef, organic milk.</td>
<td>• Reduction in water rights from 120% to 57% in 2003.</td>
</tr>
<tr>
<td>• Use of scarred fruit – vacuum packed.</td>
<td>• Need to provide own energy sources eg back up generators.</td>
</tr>
<tr>
<td>• Increase demand for services to meet growing population needs eg health education entertainment.</td>
<td>• Larger farms 250-400 ha not 40 ha (productivity ratio 30 people for 2500 cows).</td>
</tr>
<tr>
<td>• Build on value of word of mouth in homes and local businesses.</td>
<td>• Use and extent of spraying and impacts in nearby populations, eg, cancer and asthma.</td>
</tr>
<tr>
<td>• Industries can market together, eg farmers markets</td>
<td>• Skilled future source of skilled labour – aging population and youth leaving.</td>
</tr>
<tr>
<td>• Diversity of ethnic restaurants.</td>
<td>• Exposure to devastation by pest.</td>
</tr>
<tr>
<td>• Strengthen the local economy by diversifying economic base.</td>
<td>• Impact of generically modified crops.</td>
</tr>
<tr>
<td>• Size of markets from SE Asia and China.</td>
<td></td>
</tr>
<tr>
<td>• Potential to attract industries re-locating from urban areas.</td>
<td></td>
</tr>
</tbody>
</table>
Attachment 1 – Greater Shepparton 2030: topics, directions and themes
### Greater Shepparton 2030 Strategy Framework

<table>
<thead>
<tr>
<th>Topic: SETTLEMENT</th>
<th>Themes:</th>
</tr>
</thead>
</table>
| **Direction:** Commitment to growth within a consolidated and sustainable development framework | • Growth  
• Housing  
• Sustainable Design |

<table>
<thead>
<tr>
<th>Topic: COMMUNITY LIFE</th>
<th>Themes:</th>
</tr>
</thead>
</table>
| **Direction:** Enhance social connectedness, physical and mental health and well being, education and participatory opportunities in order to improve liveability and a greater range of community services | • Health and social services  
• Education and learning  
• Recreation and open space  
• Safe and accessible environments |

<table>
<thead>
<tr>
<th>Topic: ENVIRONMENT</th>
<th>Themes:</th>
</tr>
</thead>
</table>
| **Direction:** Conservation and enhancement of significant natural environments and cultural heritage | • The natural environment  
• Floodplain management  
• Sustainable / Best practice land management  
• Cultural heritage  
• Built heritage |

<table>
<thead>
<tr>
<th>Topic: ECONOMIC DEVELOPMENT</th>
<th>Themes:</th>
</tr>
</thead>
</table>
| **Direction:** Further economic growth, business development and diversification, with a primary focus upon the regional agricultural strengths | • Agriculture and rural land  
• Commercial activity centres  
• Industry  
• Tourism |

<table>
<thead>
<tr>
<th>Topic: INFRASTRUCTURE</th>
<th>Themes:</th>
</tr>
</thead>
</table>
| **Direction:** The provision and re-structure of urban and rural infrastructure to enhance the performance of the municipality and facilitate growth | • Traffic and transport systems  
• Urban services |
township structure plans
Notes:
- Shepparton CBD to encourage university precinct

GREEATER SHEPPARTON 2030 BUSINESS FRAMEWORK PLAN
Shepparton, Moroopna & Kilmore

Greater Shepparton 2030 focusing on the future
GREEN SHEPPARTON 2030 OPEN SPACE / SHARED PATH FRAMEWORK PLAN
Shepparton, Moorabool & Kilawa

Greater Shepparton 2030 focusing on the future
PREFACE by Greater Shepparton City Council

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GREATER SHEPPARTON HOUSING STRATEGY 2011

Preface

Greater Shepparton Housing Strategy:
The Greater Shepparton Housing Strategy (GSHS) was undertaken between 2007 and 2009, with the Greater Shepparton City Council adopting the strategy in 2009 to guide the future long term identification and provision of residential land within the municipality.

As a result of changes made to the strategy arising from the Amendment C93 panel report and adoption of the amendment, the Greater Shepparton City Council re-adopted the Greater Shepparton Housing Strategy in May 2011. This preface outlines changes made to the earlier Greater Shepparton Housing Strategy 2009 as a result of the finalisation of Amendment C93.

The (readopted) Greater Shepparton Housing Strategy 2011 forms the strategic basis for long term residential provision in Shepparton and outlying townships. The strategy will inform and guide decision making by landowners, the Greater Shepparton City Council, service authorities and the general community about residential land and housing needs and locations.

Amendment C93:
Amendment C93 was exhibited in 2010, proposing to implement the Greater Shepparton Housing Strategy by identifying locations for appropriate future residential development throughout the municipality. The amendment outlined strategic directions for future residential growth by including new strategic directions, amending settlement framework plans and including the Greater Shepparton Housing Strategy as a reference document to the Greater Shepparton Planning Scheme.

Following consideration of a panel report, the Greater Shepparton City Council adopted Amendment C93 in May 2011, adopting all changes recommended by the panel to the amendment.

Amendment C93 panel:
An independent panel heard submissions to Amendment C93 in January 2011, reporting to the Greater Shepparton City Council in March 2011. Key conclusions and recommendations of the panel included:

- The Greater Shepparton Housing Strategy forms a sound strategic basis to base future residential policy and Amendment C93 on.
- C93 is a balance between competing strategic objectives, that is the need to accommodate substantial projected population growth while protecting the economic agricultural base and managing flood risk.
- Proposed Amendment C93 can deliver residential targets (9,100 additional dwellings) by 2031.
- While generally supporting multiple development fronts, there should be some flexibility in the sequencing of development.

The panel recommended that the Greater Shepparton City Council adopt Amendment C93 subject to a series of changes, which were in the following two categories:
1. Changes to strategic directions and framework plans in the Municipal Strategic Statement.
2. Consequential changes to the Greater Shepparton Housing Strategy.

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Investigation areas and further strategic work:
The GSHS has identified six (6) investigation areas where further work is required on land conditions, servicing and development potential before future zoning options can be fully assessed and determined. The six investigation areas (1 – Kialla Raceway and Shepparton Greyhound Racing environs, 2 – Raftery Road, Kialla, 3 – Adams Road area, 4 – east of Doyles Road, Grahamvale, 5 – Dhurringile Road, Tatura and 6 – Toolamba) were all exhibited under Amendment C93, with the panel recommending an extension of areas 1, 2, 3 and 5. All investigation areas will be further assessed, in accordance with the Council’s strategic work program and landowner cooperation.

In addition to identified investigation areas, some areas and sites affected by submissions to Amendment C93 are subject to other current strategic studies, which will affect the ultimate land use, zoning and development form for the land. One study is the current Industrial Strategy which, when completed, will guide future industrial uses and locations, having direct relevance to some locations such as Investigation Area 4 – east of Doyles Road, Grahamvale. Other current strategic studies of relevance are the Mooroopna West Corridor study (completed), the North East Growth Corridor Study (current) and South East Growth Corridor Study (current).

The South East Growth Corridor Study will consider a range of land use directions, including residential and industrial uses, in the corridor. This indication of future land use and development will include recommendations for 300 Doyles Road, a property that was subject to a submission that was considered by the panel for Amendment C93.

Changes made to the Greater Shepparton Housing Strategy 2011:
The changes made to the earlier 2009 version of the Greater Shepparton Housing Strategy 2011 are:
• Mapping as recommended by the Panel Report
• Inclusion of a Preface

All these changes are documented in this preface and are to be considered to be the current Greater Shepparton City Council strategic position for the areas and issues documented. The main body of the strategy remains as the full 2009 version of the strategy.
1.0 Introduction

1.1 The Greater Shepparton Housing Strategy

The Greater Shepparton Housing Strategy (GSHS) has been prepared on behalf of the Greater Shepparton City Council. The GSHS has been initiated by the Council to provide further strategic direction regarding housing and residential development following the adoption of the Greater Shepparton 2030 Strategy Plan.

The GSHS provides a long-term, holistic vision and direction for improving housing outcomes in the municipality to the year 2031, setting clear objectives, strategies and actions. It also establishes a development framework to guide future residential development in the municipality. In doing so, it defines a framework for existing and potential future housing initiatives and programs aimed at addressing key housing issues, helping to coordinate them to achieve common housing goals.

In influencing housing delivery in the municipality, the Council will be responsible for many roles. These include acting as leader, facilitator, manager, educator and advocate. It will be Council’s responsibility to monitor and review progress. Council will set up a program to ensure monitoring against adopted benchmarks. The strategies and actions will be regularly reviewed and adapted as necessary to ensure the achievement of the objectives. It is only through the Council’s influence in all of these roles that significant and important changes in the housing sector can be made.

1.2 Developing the Housing Strategy

The GSHS has been developed through an inclusive process involving numerous stakeholders and the broader community. This process has sought to create a strategy based on community aspirations and values as well as sound, empirical evidence regarding the local housing market.

In preparing the GSHS, a substantial body of background research has been undertaken to identify key housing issues in the municipality and provide a better understanding of people’s values, aspirations and housing preferences. The background research included both quantitative and qualitative research to provide a robust justification for developing the GSHS.

Two key documents provide background to the GSHS: the Key Issues Paper which summarises key housing trends at a local, State and National level as well as consultation outcomes with the community and key stakeholders; and the Background Report which identifies housing supply and demand and includes preliminary market research regarding the opinions, preferences, and suggestions for housing by some of Greater Shepparton’s resident. The Background Report Profile Series provides and analyses data via a Demographic, Land Supply and Dwelling Stock Profile.
1.3 Key Policy Directions

In developing the GSHS, the following key policy directions have been considered:
- State Planning Policy Framework;
- Local Planning Policy Framework including the Municipal Strategic Statement (MSS);
- Greater Shepparton 2030 Strategy Plan.
1.4 Strategy Outcomes

The GSHS aims to achieve the following outcomes:

- respond to existing and future housing needs;
- provide for growth within a consolidated and sustainable development framework;
- recognise Greater Shepparton's diverse housing settings and respect the existing character;
- provide the Council with the tools to provide leadership and manage residential development with certainty and efficiency;
- provide a degree of certainty and guidance to landowners, developers, and infrastructure providers;
- provide a basis and commonality for housing initiatives and programs: and
- enable the efficient management of the development process to the benefit of the entire community.

1.5 Structure of Report

The GSHS is divided into six Chapters. Following Chapter 1.0 (this chapter), Chapter 2.0 – Key Issues and Challenges documents the key housing challenges present in the municipality and provides the basis for subsequent housing objectives and strategies.

Chapter 3.0 – Vision documents a vision for housing, identifying a preferred housing future to be achieved through the Strategy. It also identifies a series of housing aims that underpin the Council’s approach to influencing and contributing to housing outcomes.

Chapter 4.0 – Objectives and Strategies identifies five housing objectives which represent the Council’s key housing priorities. Each objective contains a series of strategies and actions that outline the way forward in achieving each objective.

Chapter 5.0 – Development Framework establishes a development framework for managing future residential growth and outlines the growth strategy for the municipality. This seeks to manage change within existing urban areas, while allowing for new growth in appropriate locations based on the logical and efficient extension of existing areas.

Chapter 6.0 – Implementation provides the strategy for implementing the recommended actions of the GSHS. It outlines the responsible authorities, timing, and priority of the housing actions so that the progressive and orderly achievement of housing objectives can be undertaken. It is identified in this chapter that the successful implementation of the strategy requires monitoring against adopted benchmarks. As with the Urban Development Program, the strategies and actions will be regularly reviewed and adapted as necessary to ensure the achievement of the objectives.

This report forms part of a suite of reports including the:

- The Key Issues Paper – February 2008;
- Background Report – July 2009; and
- Background Report: Profile Series – July 2009

The Key Issues Paper and Background Reports provide supporting data and have informed the content of Chapters 2 and 3. Subsequent Chapters identify the objectives, strategies and actions and articulate an implementation strategy. The structure and interrelationship of all of the reports that support the strategy is illustrated in Figure 1 – Strategy Structure. The
structure of the Strategy is illustrated in Figure 2 – The Strategy.

The GSHS is supported by a number of supplemental graphs and information boxes. The purpose of these is to help to illustrate key housing points, highlight major housing trends and facts, and provide guidance and further information on strategies, programs, and ideas that might be further explored.
5.4 Growth Management Plans

The GSWS supports the growth of Greater Shepparton in a consolidated and sustainable fashion. This includes providing land for living opportunities in a variety of residential settings and locations. To provide guidance as to where, when and how Greater Shepparton should grow, a series of Growth Management Plans have been developed and are provided in this chapter.

There are a number of development principles which guide the development pattern:

- New development should (wherever possible) be integrated with public transport and provide a high degree of walkability within a maximum 800m walking distance for all residents.
- Development will contribute to the existing and preferred housing diversity of the urban and township areas of the municipality.
- The unique character of the municipality’s smaller towns will be protected with any new residential development in these areas.
- All existing service infrastructure and facilities will be used in any new development.
- The main urban growth areas of Shepparton, Kialla and Mooroorup will be separated from Rural Living and Low density Residential areas through the use of appropriate environmental buffers.

The urban areas of Shepparton, Mooroorup and Kialla as contained within the identified limit to urban growth within GS2030 and the Planning Scheme will continue to provide for the majority of residential growth in the foreseeable future.

A significant portion of this predicted residential growth in the short – medium term will be met by the four main growth corridors as identified by GS2030 and the Planning Scheme:

- The southern corridor to the south of the Broken River at Kialla,
- The south eastern corridor, along Poplar Avenue, Shepparton,
- The northern corridor, between Verney Road and the Goulburn Valley Highway, Shepparton,
- The western corridor, to the west of Mooroorup.

It is important that growth is maintained on a number of fronts, providing choice and variety in the housing market. A number of other corridors and estates within this urban area will also play important roles in meeting the predicted demand and provide choice in the housing market, including the North East Growth Corridor off Ford Road and newer estates such as The Boulevard and the extension of more established estates such as Kialla Lakes and Hawkins Heights.

Future growth corridors are vital to ensure that residential development can continue once other estates and corridors are completed. The growth plans also identify a number of longer term residential growth corridors in Shepparton North and Kialla to the east of Kialla Lakes once existing areas are nearing full development.

The Council will ensure that there is adequate provision of services and infrastructure to new areas through the following: regular reviews of the Housing Strategy, permits and subdivision applications and from information on take-up rates and service authority strategies and programs. The Development Plan Overlay and Development Contributions Plan Overlay will continue to be used as a means to ensure orderly development and the suitable and equitable provision of physical and community services within these corridors. The growth plans and the
Council's monitoring and Evaluation Framework (outlined in Chapter 6 of the GSHS) will provide a guideline for the ongoing release of a suitable supply of land which will ensure affordability of housing. The Council will ensure that there will always be at least 10 years supply under the R1Z and 5 years of zoned land.

The provision of lower density developments within the key growth areas needs to be carefully considered in relation to the efficient use of serviced land. Several developments in Residential 1 Zone have occurred where a lower density development is achieved through overlay controls.

The growth of towns outside the main urban areas of Shepparton, Morooppna and Kialla is important in providing housing choice and diversity as well as supporting the growth of these smaller communities. Many of the towns outside of the urban area contain a number of commercial and community services and facilities such as schools and recreation and open space (including sporting) facilities. These communities also offer great potential for walkable neighbourhoods.

A key determinant to the scale and density of township growth will be the availability of sewerage infrastructure. The seweraged townships of Tatura, Merrigum and Murchison will need to provide standard residential densities as part of their mix of future housing. The potential to connect Toolamba to sewer is also being explored. Whilst higher densities are promoted, new residential densities will need to respect the character of townships in their design and layout.

Future development of the unsewered townships and communities such as Dookie, Katandra West, Undera, Tailem Borroona, Kialla West, Shepparton East, Congupna and Central Kialla will need to take into account land capability. Whilst there are no current plans to connect these areas, this should be encouraged when the opportunity arises.

Low Density Residential and Rural Living development has been limited in Greater Shepparton in recent times. There is anecdotal evidence that the current minimum lot size of 8ha within the Rural Living Zone (RLZ) is inhibiting further development. Other explanations include the reluctance of landholders to subdivide land where there is a perception that there could be further development and rezoning opportunities for higher densities. Other existing rural living lots have arisen from ad hoc subdivisions and a number of these are inappropriate in proportions or location. Unsewered low density developments have been more common, however there are a number of estates that have been developed in locations where they are vulnerable to amenity impacts from adjoining uses such as agriculture and in turn impact upon activities on adjoining land.

The Farming Zone and the draft Regional Rural Land Use Strategy aim to protect productive rural land from non agricultural proposal such as residential uses on small lots. This will mean that future dwellings constructed in the Farming Zone will be those associated closely with agricultural production. On the other hand, the GSHS recognises that rural living and low density residential land will contribute to future housing diversity in Greater Shepparton and the Council is committed to providing for this form of housing in locations that rural living in appropriate, that is locations that will not further impact on productive agricultural land.

There is some potential for rural living and low density within the current growth boundaries of Shepparton, Morooppna and Kialla, however the location of these developments should not inhibit the future growth of the urban area and encourage land banking or leapfrogging. One example is the Kialla Raceway precinct that will require careful planning to minimise land use conflicts between this facility and future residents. Greater potential exist outside of the current growth boundaries of Shepparton, Morooppna and Kialla in areas contiguous with existing townships or residential zones. Suitable areas are identified on the following growth plans where environmental constraints such as flooding and land use conflicts including agriculture

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are minimal.

Important considerations in the assessment of rural living development proposals in areas identified in the following growth plans, are that it meets the following requirements:

- Compliance with Ministerial Direction No. 6 (or equivalent);
- An assessment of neighbourhood character;
- Provision of a supply and demand analysis
- The preparation of a land capability assessment
- Safe access for pedestrians/cyclists between allotments and local infrastructure such as schools;
- The protection of strategic riparian areas and the provision of public access;
- Water supply for stock and domestic;
- A suitable depth to frontage ratio for allotments created based the proposed density and intended uses.
- Flexibility in lot sizes should be provided based on supply and demand analysis, land capability, walkability and proximity of services and the character of the area.

Growth Management Plans indicate the available and future land supply, providing guidance to the type, location and amount of residential land required. The plans identify a settlement boundary which represents the outward limit to growth to the year 2031 as well as providing an indication of the direction of long-term growth of Greater Shepparton beyond 2031.

Growth Management Plans identify the recommended sequencing of the land supply, providing guidance as to when land should be developed by five year increments. The sequencing of the land supply is based on the consolidated and logical extension of existing urban areas.

Residential development should generally be in accordance with the sequencing indicated on the growth management plans. However, growth occurring out of sequence may be considered, providing a development proposal satisfies the following conditions:

- it can be demonstrated that the land supply for the proposed type of development is being constricted elsewhere and that it is unlikely to become available within the designated sequencing;
- the proposed development does not impact the achievement of the objectives and strategies of the GSHS;
- the development can be serviced and connected to sewer and drainage infrastructure in a timely and efficient manner to the satisfaction of the relevant service provider;
- the full cost of extending infrastructure out of sequence is paid for by the developer; and
- the proposed development represents an exemplar development incorporating best-practice standards and satisfying the objectives and strategies of the GSHS to a high degree.
SETTLEMENT

Planning is to anticipate and respond to the needs of existing and future communities through provision of zoned and serviced land for housing, employment, recreation and open space, commercial and community facilities and infrastructure.

Planning is to recognise the need for, and as far as practicable contribute towards:

- Health and safety.
- Diversity of choice.
- Adaptation in response to changing technology.
- Economic viability.
- A high standard of urban design and amenity.
- Energy efficiency.
- Prevention of pollution to land, water and air.
- Protection of environmentally sensitive areas and natural resources.
- Accessibility.
- Land use and transport integration.

Planning is to prevent environmental problems created by siting incompatible land uses close together.

Planning is to facilitate sustainable development that takes full advantage of existing settlement patterns, and investment in transport and communication, water and sewerage and social facilities.

11.01

Activity Centres

11.01-1

Activity centre network

Objective

To build up activity centres as a focus for high-quality development, activity and living for the whole community by developing a network of activity centres.

Strategies

Develop a network of activity centres that:

- Comprises a range of centres that differ in size and function
- Is a focus for business, shopping, working, leisure and community facilities.
- Provides different types of housing, including forms of higher density housing.
- Is connected by public transport and cycling networks.
- Maximises choices in services, employment and social interaction.

Support the role and function of the centre given its classification, the policies for housing intensification, and development of the public transport network.
Activity centre planning

Objective

To encourage the concentration of major retail, residential, commercial, administrative, entertainment and cultural developments into activity centres which provide a variety of land uses and are highly accessible to the community.

Strategies

Undertake strategic planning for the use and development of land in and around the activity centres.

Give clear direction in relation to preferred locations for investment.

Encourage a diversity of housing types at higher densities in and around activity centres.

Reduce the number of private motorised trips by concentrating activities that generate high numbers of (non-freight) trips in highly accessible activity centres.

Improve access by walking, cycling and public transport to services and facilities for local and regional populations.

Broaden the mix of uses in activity centres to include a range of services over longer hours appropriate to the type of centre and needs of the population served.

Provide a focus for business, shopping, working, leisure and community facilities.

Encourage economic activity and business synergies. Locate significant new education, justice, community, administrative and health facilities that attract users from large geographic areas in or on the edge of Central Activities Districts, Principal or Major Activity Centres with good public transport.

Locate new small scale education, health and community facilities that meet local needs in or next to Neighbourhood Activity Centres.

Ensure Neighbourhood Activity Centres are located within convenient walking distance in the design of new subdivisions.

Improve the social, economic and environmental performance and amenity of the centre.

Policy guidelines

Planning must consider as relevant:

- *Activity Centre Design Guidelines* (Department of Sustainability and Environment, 2005).
- Guidelines for Higher Density Residential Development (Department of Sustainability and Environment, 2005).
- Precinct Structure Planning Guidelines (Growth Areas Authority, 2009).
Urban growth

Supply of urban land

Objective

To ensure a sufficient supply of land is available for residential, commercial, retail, industrial, recreational, institutional and other community uses.

Strategies

Ensure the ongoing provision of land and supporting infrastructure to support sustainable urban development.

Ensure that sufficient land is available to meet forecast demand.

Plan to accommodate projected population growth over at least a 15 year period and provide clear direction on locations where growth should occur. Residential land supply will be considered on a municipal basis, rather than a town-by-town basis.

Planning for urban growth should consider:

- Opportunities for the consolidation, redevelopment and intensification of existing urban areas.
- Neighbourhood character and landscape considerations.
- The limits of land capability and natural hazards and environmental quality.
- Service limitations and the costs of providing infrastructure.

Monitor development trends and land supply and demand for housing and industry.

Maintain access to productive natural resources and an adequate supply of well-located land for energy generation, infrastructure and industry.

Restrict low-density rural residential development that would compromise future development at higher densities.

Policy guidelines

Planning must consider as relevant:

- Victorian Government population projections and land supply estimates.
- *Growing Victoria Together* (Department of Premier and Cabinet, 2001).
- A Vision for Victoria to 2010; Growing Victoria Together (Department of Premier and Cabinet, 2005).

Planning for growth areas

Objective

To locate urban growth close to transport corridors and services and provide efficient and effective infrastructure to create benefits for sustainability while protecting primary production, major sources of raw materials and valued environmental areas.
Strategies

Concentrate urban expansion into growth areas that are served by high-capacity public transport.

Implement the strategic directions within the Growth Area Framework Plans (Department of Sustainability and Environment 2006).

Encourage average overall residential densities in the growth areas of a minimum of 15 dwellings per net developable hectare.

Deliver timely and adequate provision of public transport and local and regional infrastructure, in line with a preferred sequence of land release.

Provide for significant amounts of local employment opportunities and in some areas, provide large scale industrial or other more regional employment generators.

Create a network of mixed-use activity centres and develop an urban form based on Neighbourhood Principles.

Meet housing needs by providing a diversity of housing type and distribution.

Retain unique characteristics of established areas incorporated into new communities to protect and manage natural resources and areas of heritage, cultural and environmental significance.

Create well planned, easy to maintain and safe streets and neighbourhoods that reduce opportunities for crime, improve perceptions of safety and increase levels of community participation.

Policy guidelines

Planning must consider as relevant:

- The Victorian Transport Plan (Department of Transport, 2008).
- Any relevant Growth Area Framework Plans (Department of Sustainability and Environment, 2006).
- Precinct Structure Planning Guidelines (Growth Areas Authority, 2009).
- Ministerial Direction No. 12 – Urban Growth Areas in the preparation and assessment of planning scheme amendments that provide for urban growth.

Structure planning

Objective

To facilitate the orderly development of urban areas.

Strategies

Ensure effective planning and management of the land use and development of an area through the preparation of strategic plans, statutory plans, development and conservation plans, development contribution plans and other relevant plans.

 Undertake comprehensive planning for new areas as sustainable communities that offer high-quality, frequent and safe local and regional public transport and a range of local activities for living, working and recreation.

Facilitate the preparation of a hierarchy of structure plans or precinct structure plans that:
Take into account the strategic and physical context of the location.

Provide the broad planning framework for an area as well as the more detailed planning requirements for neighbourhoods and precincts, where appropriate.

Provide for the development of sustainable and liveable urban areas in an integrated manner.

Assist the development of walkable neighbourhoods.

Facilitate the logical and efficient provision of infrastructure and use of existing infrastructure and services.

Develop Growth Area Framework Plans that will:

- Identify the long term pattern of urban growth.
- Identify the location of broad urban development types, for example activity centre, residential, employment, freight centres and mixed use employment.
- Identify the boundaries of individual communities, landscape values and as appropriate the need for discrete urban breaks and how land uses in these breaks will be managed.
- Identify transport networks and options for investigation, such as future railway lines and stations, freight activity centres, freeways and arterial roads.
- Identify the location of open space to be retained for recreation and/or biodiversity protection and/or flood risk reduction purposes guided and directed by regional biodiversity conservation strategies.
- Show significant waterways as opportunities for creating linear trails, along with areas required to be retained for biodiversity protection and/or flood risk reduction purposes.
- Identify appropriate uses for areas described as constrained, including quarry buffers.
- Include objectives for each growth area.

Develop precinct structure plans consistent with the Precinct Structure Planning Guidelines (Growth Areas Authority, 2009) approved by the Minister for Planning to:

- Establish a sense of place and community.
- Create greater housing choice, diversity and affordable places to live.
- Create highly accessible and vibrant activity centres.
- Provide for local employment and business activity.
- Provide better transport choices.
- Respond to climate change and increase environmental sustainability.
- Deliver accessible, integrated and adaptable community infrastructure.

Policy guidelines

Planning must consider as relevant:

- Any relevant Growth Area Framework Plans (Department of Sustainability and Environment, 2006).
- Precinct Structure Planning Guidelines (Growth Areas Authority, 2009).
- Ministerial Direction No. 12 – Urban Growth Areas in the preparation and assessment of planning scheme amendments that provide for urban growth.
11.02-4 Sequencing of development

Objective

To manage the sequence of development in growth areas so that services are available from early in the life of new communities.

Strategies

Define preferred development sequences in growth areas to better coordinate infrastructure planning and funding.

Ensure that new land is released in growth areas in a timely fashion to facilitate coordinated and cost-efficient provision of local and regional infrastructure.

Require new development to make a financial contribution to the provision of infrastructure such as community facilities, public transport and roads.

Improve the coordination and timing of the installation of services and infrastructure in new development areas.

Support opportunities to co-locate facilities.

Ensure that planning for water supply, sewerage and drainage works receives high priority in early planning for new developments.

Policy guidelines

Planning must consider as relevant:

- Any relevant Growth Area Framework Plans (Department of Sustainability and Environment, 2006).
- Precinct Structure Planning Guidelines (Growth Areas Authority, 2009).
- Ministerial Direction No. 12 – Urban Growth Areas in the preparation and assessment of planning scheme amendments that provide for urban growth.
- The Victorian Transport Plan (Department of Transport, 2008).

11.03 Open space

11.03-1 Open space planning

Objective

To assist creation of a diverse and integrated network of public open space commensurate with the needs of the community.

Strategies

Plan for regional and local open space networks for both recreation and conservation of natural and cultural environments.

Ensure that open space networks:

- Are linked through the provision of walking and cycle trails and rights of way.
Are integrated with open space from abutting subdivisions.

Incorporate, where possible, links between major parks and activity areas, along waterways and natural drainage corridors, connecting places of natural and cultural interest, as well as maintaining public accessibility on public land immediately adjoining waterways and coasts.

Ensure that land is set aside and developed in residential areas for local recreational use and to create pedestrian and bicycle links to commercial and community facilities.

Ensure that land use and development adjoining regional open space networks, national parks and conservation reserves complements the open space in terms of visual and noise impacts, treatment of waste water to reduce turbidity or pollution and preservation of vegetation.

Improve the quality and distribution of open space and ensure long-term protection.

Protect large regional parks and significant conservation areas.

Ensure land identified as critical to the completion of open space links is transferred for open space purposes.

Protect the overall network of open space by ensuring that where there is a change in land use or in the nature of occupation resulting in a reduction of open space, the overall network of open space is protected by the addition of replacement parkland of equal or greater size and quality.

Ensure that urban open space provides for nature conservation, recreation and play, formal and informal sport, social interaction and peace and solitude. Community sports facilities should be accommodated in a way that is not detrimental to other park activities.

Ensure open space is designed to accommodate people of all abilities, ages and cultures.

Develop open space to maintain wildlife corridors and green house sinks.

Provide new parkland in growth areas and in areas that have an undersupply of parkland.

Policy guidelines

Planning must consider as relevant:

- Any relevant Growth Area Framework Plans (Department of Sustainability and Environment, 2006).
- Precinct Structure Planning Guidelines (Growth Areas Authority, 2009).
- Linking People and Spaces: A Strategy for Melbourne’s Open Space Network (Parks Victoria, 2002).

Open space management

Objective

To provide for the long term management of public open space.

Strategies

Encourage management plans or explicit statements of management objectives for urban parks to be developed.
Ensure exclusive occupation of parkland by community organisations is restricted to activities consistent with management objectives of the park to maximise broad community access to open space.

Ensure the provision of buildings and infrastructure is consistent with the management objectives of the park.

Ensure public access is not prevented by developments along stream banks and foreshores.

Ensure public land immediately adjoining waterways and coastlines remains in public ownership.

Protect sites and features of high scientific, nature conservation, biodiversity, heritage, geological or landscape value.

**Metropolitan Melbourne**

**Vision**

Melbourne will be a global city of opportunity and choice.

**Delivering jobs and investment**

**Objective**

To create a city structure that drives productivity, supports investment through certainty and creates more jobs.

**Strategies**

Define a new city structure to deliver an integrated land use and transport strategy for Melbourne’s changing economy.

Strengthen the competitiveness of Melbourne’s employment land.

Improve decision making processes for State and regionally significant developments.

Plan for the expanded central city to become Australia’s largest commercial and residential centre by 2040.

Plan for jobs closer to where people live.

Enable an investment pipeline for transit-oriented development and urban renewal.

**Policy guidelines**

Planning must consider as relevant:


**Housing choice and affordability**

**Objective**

To provide a diversity of housing in defined locations that cater for different households and are close to jobs and services.
Strategies

Ensure strategic planning and land management of the Yarra River and Maribyrnong River corridors to protect their environmental and cultural values and landscape character and guide new development.

Ensure development responds to and respects the significant environmental, conservation, cultural, aesthetic, open space, recreation and tourism assets of the Yarra River and Maribyrnong River corridors.

Ensure new development is sensitively designed and sited to maintain and enhance environmental assets, significant views and the landscape along the Yarra River and Maribyrnong River corridors.

Policy guidelines

Planning must consider as relevant:

- Maribyrnong River Valley Design Guidelines (Department of Planning and Community Development, April 2010).

Regional development

Regional settlement networks

Objective

To promote the sustainable growth and development of regional Victoria through a network of settlements identified in the Regional Victoria Settlement Framework plan.
Strategies

Direct urban growth into the major regional cities of Ballarat, Bendigo, Geelong, Horsham, Latrobe City, Mildura, Shepparton, Wangaratta, Warrnambool and Wodonga.


Ensure regions and their settlements are planned in accordance with any relevant regional growth plan.

Guide the structure, functioning and character of each settlement taking into account municipal and regional contexts and frameworks.

Promote transport and communications and economic linkages between the various settlements through the identification of servicing priorities in regional land use plans.

Provide for growth in population and development of facilities and services across a region or sub-region network.

Deliver networks of high-quality settlements by:

- Building on strengths and capabilities of each region across Victoria to respond sustainably to population growth and changing environments.
- Developing networks of settlements that will support resilient communities and the ability to adapt and change.
- Balancing strategic objectives to achieve improved land-use and development outcomes at a regional, catchment and local level.
- Preserving and protecting features of rural land and natural resources and features to enhance their contribution to settlements and landscapes.
- Encouraging an integrated planning response between settlements within regions and in adjoining regions and states in accordance with the relevant regional growth plan.
- Providing for appropriately located supplies of residential, commercial, and industrial land across a region, sufficient to meet community needs in accordance with the relevant regional growth plan.
- Improving connections to regional and metropolitan transport services and urban connectivity.

Policy guidelines

Planning must consider as relevant:

- G21 Regional Growth Plan (Geelong Region Alliance, 2013).
- Great South Coast Regional Growth Plan (Victorian Government, 2014).
Hume regional growth

A diversified economy

Objective

To develop a more diverse regional economy while managing and enhancing key regional economic assets.

Strategies

Plan for a more diverse and sustainable regional economy by supporting existing economic activity and encouraging appropriate new and developing forms of industry, agriculture, tourism and alternative energy production.

Support tourism activities, including nature-based tourism, that take advantage of environmental and cultural heritage assets and the rural environment without compromising their future.

Support opportunities for nature-based tourism throughout the region, including those arising from the restoration of the Winton Wetlands and other wetlands of national and regional value such as the Barnah Forest and the lower Ovens River.

Support large commercial tourism uses in urban locations or rural areas of lower agricultural value and away from areas identified as strategic agricultural land.

Facilitate rural tourism activities that support agricultural enterprises such as cellar door and farm gate sales and accommodation in appropriate locations.

Avoid encroachment from rural residential settlement and other land uses that are non-complementary to agriculture in areas identified as strategic agricultural land and direct proposals for settlement to existing centres and townships.

Support agricultural production through the protection and enhancement of infrastructure and strategic resources such as water and agricultural land, including areas of strategic agricultural land.

Support clustering of intensive rural industries and agricultural production to take advantage of locational opportunities, including access to key infrastructure such as transport, power, water, information and communications technology, and separation from sensitive land uses.

Create renewable energy hubs that support co-location of industries to maximise resource use efficiency and minimise waste generation.

Plan for rural areas by considering the location of earth resources, the potential for their future extraction and how to minimise impacts on sensitive uses and the environment.

Support the availability of construction materials locally and consider measures to facilitate and manage their extraction.

Maintain and develop buffers around mining and quarrying activities to manage potential land use conflicts.

Policy guidelines

Planning must consider as relevant:

Environmental assets

Objective

To protect environmental and heritage assets, and maximise the regional benefit from them, while managing exposure to natural hazards and planning for the potential impacts of climate change.

Strategies

Conserve water and manage waterways and storages as key environmental, social and economic assets to the region.

Protect the Murray River corridor as a key environmental (scenic, biodiversity, riverine), cultural and economic asset.

Policy guidelines

Planning must consider as relevant:


Planning for growth

Objective

To focus growth and development to maximise the strengths of existing settlements.

Strategies

Facilitate growth and development specifically in the regional cities of Shepparton, Wangaratta and Wodonga, and in Benalla.

Facilitate and strengthen the economic role of Seymour, while supporting population growth.

Support growth and development in other existing urban settlements and foster the sustainability of small rural settlements.

Maintain and enhance the distinctive and valued characteristics of settlements in the region, including townships associated with early settlement and the gold rush.

Support improved access to a range of employment and education opportunities, particularly in key urban locations such as Shepparton, Wangaratta, Wodonga, Benalla and Seymour.

Policy guidelines

Planning must consider as relevant:

Infrastructure

Objective

To improve people and freight movements and plan strategically for future infrastructure needs.

Strategies

Plan for freight connectivity to the network that is flexible and adaptable to changes in the mix of commodities and freight logistic operations.

Support improved east-west transport links including those into Gippsland.

Support the region’s network of tracks and trails and activities that complement and extend their use.

Support the development of freight and logistics precincts in strategic locations along key regional freight corridors.

Provide for appropriate settlement buffers around sewerage treatment areas, solid waste management and resource recovery facilities and industrial areas to minimise potential impacts on the environment such as noise and odour.

Avoid locating water treatment plants close to development nodes.

Support provision of adequate facilities to manage the region’s solid waste, including resource recovery facilities.

Support opportunities to generate renewable energy from waste.

Facilitate coordinated development of growth areas to ensure required land, infrastructure and services, including education and health services, are provided in a timely manner.

Policy guidelines

Planning must consider as relevant:

Map 6 – Hume Regional Growth Plan

SETTLEMENT NETWORK

- Major growth location
- Medium to high growth location
- Significant change location
- Designated identified growth centre in Plan Melbourne
- Locations identified as Regional Cities in a statewide context

OTHER KEY URBAN SETTLEMENTS

- Cross-border settlements
- Support growth in these urban locations, and lifestyle opportunities
- Towns and areas in the Hume Region within Melbourne’s Urban Growth Boundary
- Settlements external to the region

URBAN GROWTH AND HINTERLAND INFLUENCE

- Hinterland influence
- Areas within 100 km of central Melbourne

CONNECTIVITY

- National transport corridor (road and rail)
- Other major transport link
- Improved future transport link
- Freight and logistics precinct
- Melbourne metropolitan growth into the Hume Region

ECONOMIC DEVELOPMENT

- Strategic agricultural land

ENVIRONMENT

- Alpine resort
- Areas containing high value terrestrial habitat
- Public land
- Key water and tourism assets
- Murray River corridor
15
BUILT ENVIRONMENT AND HERITAGE

Planning should ensure all new land use and development appropriately responds to its landscape, valued built form and cultural context, and protect places and sites with significant heritage, architectural, aesthetic, scientific and cultural value.

Creating quality built environments supports the social, cultural, economic and environmental wellbeing of our communities, cities and towns.

Land use and development planning must support the development and maintenance of communities with adequate and safe physical and social environments for their residents, through the appropriate location of uses and development and quality of urban design.

Planning should achieve high quality urban design and architecture that:

- Contributes positively to local urban character and sense of place.
- Reflects the particular characteristics, aspirations and cultural identity of the community.
- Enhances liveability, diversity, amenity and safety of the public realm.
- Promotes attractiveness of towns and cities within broader strategic contexts.
- Minimises detrimental impact on neighbouring properties.

15.01
Urban environment

15.01-1
Urban design

Objective

To create urban environments that are safe, functional and provide good quality environments with a sense of place and cultural identity.

Strategies

Promote good urban design to make the environment more liveable and attractive.

Ensure new development or redevelopment contributes to community and cultural life by improving safety, diversity and choice, the quality of living and working environments, accessibility and inclusiveness and environmental sustainability.

Require development to respond to its context in terms of urban character, cultural heritage, natural features, surrounding landscape and climate.

Require development to include a site analysis and descriptive statement explaining how the proposed development responds to the site and its context.

Ensure sensitive landscape areas such as the bays and coastlines are protected and that new development does not detract from their natural quality.

Ensure transport corridors integrate land use planning, urban design and transport planning and are developed and managed with particular attention to urban design aspects.

Encourage retention of existing vegetation or revegetation as part of subdivision and development proposals.

15.01-2
Urban design principles
Objective

To achieve architectural and urban design outcomes that contribute positively to local urban character and enhance the public realm while minimising detrimental impact on neighbouring properties.

Strategies

Apply the following design principles to development proposals for non-residential development or residential development not covered by Clause 54, Clause 55 or Clause 56:

Context
- Development must take into account the natural, cultural and strategic context of its location.
- Planning authorities should emphasise urban design policies and frameworks for key locations or precincts.
- A comprehensive site analysis should be the starting point of the design process and form the basis for consideration of height, scale and massing of new development.

The public realm
- The public realm, which includes main pedestrian spaces, streets, squares, parks and walkways, should be protected and enhanced.

Safety
- New development should create urban environments that enhance personal safety and property security and where people feel safe to live, work and move in at any time.

Landmarks, views and vistas
- Landmarks, views and vistas should be protected and enhanced or, where appropriate, created by new additions to the built environment.

Pedestrian spaces
- Design of interfaces between buildings and public spaces, including the arrangement of adjoining activities, entrances, windows, and architectural detailing, should enhance the visual and social experience of the user.

Heritage
- New development should respect, but not simply copy, historic precedents and create a worthy legacy for future generations.

Consolidation of sites and empty sites
- New development should contribute to the complexity and diversity of the built environment.
- Site consolidation should not result in street frontages that are out of keeping with the complexity and rhythm of existing streetscapes.
- The development process should be managed so that sites are not in an unattractive, neglected state for excessive periods and the impacts from vacant sites are minimised.

Light and shade
- Enjoyment of the public realm should be enhanced by a desirable balance of sunlight and shade.
- This balance should not be compromised by undesirable overshadowing or exposure to the sun.
Energy and resource efficiency

- All building, subdivision and engineering works should include efficient use of resources and energy efficiency.

Architectural quality

- New development should achieve high standards in architecture and urban design.

- Any rooftop plant, lift over-runs, service entries, communication devices, and other technical attachment should be treated as part of the overall design.

Landscape architecture

- Recognition should be given to the setting in which buildings are designed and the integrating role of landscape architecture.

Policy guidelines

Planning must consider as relevant:

- *Design Guidelines for Higher Density Residential Development* (Department of Sustainability and Environment, 2004) in assessing the design and built form of residential development of five or more storeys.

- *Activity Centre Design Guidelines* (Department of Sustainability and Environment, 2005) in preparing activity centre structure plans and in assessing the design and built form of new development in activity centres.

- *Safer Design Guidelines for Victoria* (Crime Prevention Victoria and Department of Sustainability and Environment, 2005) in assessing the design and built form of new development.

- *Urban Design Charter for Victoria* (Department of Planning and Community Development 2009).

15.01-3
2009/2010
VC71

Neighbourhood and subdivision design

Objective

To ensure the design of subdivisions achieves attractive, liveable, walkable, cyclable, diverse and sustainable neighbourhoods.

Strategy

In the development of new residential areas and in the redevelopment of existing areas, subdivision should be designed to create liveable and sustainable communities by:

- Contributing to an urban structure where networks of neighbourhoods are clustered to support larger activity centres on the regional public transport network.

- Creating compact neighbourhoods that have walkable distances between activities and where neighbourhood centres provide access to services and facilities to meet day to day needs.

- Creating a range of open spaces to meet a variety of needs with links to open space networks and regional parks where possible.

- Providing a range of lot sizes to suit a variety of dwelling and household types to meet the needs and aspirations of different groups of people.
- Contributing to reducing car dependence by allowing for:
  * Convenient and safe public transport.
  * Safe and attractive spaces and networks for walking and cycling.
  * Subdivision layouts that allow easy movement within and between neighbourhoods.
  * A convenient and safe road network.

- Creating a strong sense of place because neighbourhood development emphasises existing cultural heritage values, well designed and attractive built form, and landscape character.

- Protecting and enhancing native habitat.

- Environmentally friendly development that includes improved energy efficiency, water conservation, local management of stormwater and waste water treatment, less waste and reduced air pollution.

- Being accessible to people with disabilities.

- Developing activity centres that integrate housing, employment, shopping, recreation and community services, to provide a mix and level of activity that attracts people, creates a safe environment, stimulates interaction and provides a lively community focus.

**15.01-4**

*Design for safety*

**Objective**

To improve community safety and encourage neighbourhood design that makes people feel safe.

**Strategies**

Ensure the design of buildings, public spaces and the mix of activities contribute to safety and perceptions of safety.

Support initiatives that provide safer walking and cycling routes and improved safety for people using public transport.

Ensure suitable locations for police stations and fire brigade, ambulance and emergency services are provided for in or near activity centres. In newly developing areas these services should be located together.

**Policy guidelines**

Planning must consider as relevant:

- *Safer Design Guidelines for Victoria* (Crime Prevention Victoria and Department of Sustainability and Environment, 2005).

**15.01-5**

*Cultural identity and neighbourhood character*

**Objective**

To recognise and protect cultural identity, neighbourhood character and sense of place.
Strategies

Ensure development responds and contributes to existing sense of place and cultural identity.

Ensure development recognises distinctive urban forms and layout and their relationship to landscape and vegetation.

Ensure development responds to its context and reinforces special characteristics of local environment and place by emphasising:

- The underlying natural landscape character.
- The heritage values and built form that reflect community identity.
- The values, needs and aspirations of the community.

15.02  
20/09/2010  
VC71  
Sustainable development

15.02-1  
20/09/2010  
VC71  
Energy and resource efficiency

Objective

To encourage land use and development that is consistent with the efficient use of energy and the minimisation of greenhouse gas emissions.

Strategies

Ensure that buildings and subdivision design improves efficiency in energy use.

Promote consolidation of urban development and integration of land use and transport.

Improve efficiency in energy use through greater use of renewable energy.

Support low energy forms of transport such as walking and cycling.

15.03  
20/09/2010  
VC71  
Heritage

15.03-1  
20/09/2010  
VC71  
Heritage conservation

Objective

To ensure the conservation of places of heritage significance.

Strategies

Identify, assess and document places of natural and cultural heritage significance as a basis for their inclusion in the planning scheme.

Provide for the protection of natural heritage sites and man-made resources and the maintenance of ecological processes and biological diversity.

Provide for the conservation and enhancement of those places which are of, aesthetic, archaeological, architectural, cultural, scientific, or social significance, or otherwise of special cultural value.
Encourage appropriate development that respects places with identified heritage values and creates a worthy legacy for future generations.

Retain those elements that contribute to the importance of the heritage place.

Encourage the conservation and restoration of contributory elements.

Ensure an appropriate setting and context for heritage places is maintained or enhanced.

Support adaptive reuse of heritage buildings whose use has become redundant.

**Policy guidelines**

Planning must consider as relevant:

- The findings and recommendations of the Victorian Heritage Council.

15.03-2

26/02/2010

VC71

**Aboriginal cultural heritage**

**Objective**

To ensure the protection and conservation of places of Aboriginal cultural heritage significance.

**Strategies**

Identify, assess and document places of Aboriginal cultural heritage significance, in consultation with relevant Registered Aboriginal Parties, as a basis for their inclusion in the planning scheme.

Provide for the protection and conservation of pre- and post-contact Aboriginal cultural heritage places.

Ensure that permit approvals align with recommendations of a Cultural Heritage Management Plan approved under the *Aboriginal Heritage Act 2006*.

**Policy guidelines**

Planning must consider as relevant:

- The *Aboriginal Heritage Act 2006* for all Aboriginal cultural heritage.

- The findings and recommendations of the Aboriginal Heritage Council.

- The findings and recommendations of the Victorian Heritage Council for post-contact Aboriginal heritage places where relevant.
ECONOMIC DEVELOPMENT

Planning is to provide for a strong and innovative economy, where all sectors of the economy are critical to economic prosperity.

Planning is to contribute to the economic well-being of communities and the State as a whole by supporting and fostering economic growth and development by providing land, facilitating decisions, and resolving land use conflicts, so that each district may build on its strengths and achieve its economic potential.

Commercial

Objective

To encourage development which meet the communities’ needs for retail, entertainment, office and other commercial services and provides net community benefit in relation to accessibility, efficient infrastructure use and the aggregation and sustainability of commercial facilities.

Strategies

Locate commercial facilities in existing or planned activity centres.

Provide new convenience shopping facilities to provide for the needs of the local population in new residential areas and within, or immediately adjacent to, existing commercial centres.

Provide small scale shopping opportunities that meet the needs of local residents and workers in convenient locations.

Provide outlets of trade-related goods or services directly serving or ancillary to industry and which have adequate on-site car parking.

Locate cinema based entertainment facilities within or on the periphery of existing or planned activity centres. Such facilities should not require a permit for use within activity centres and are not encouraged on freestanding sites.

A five year time limit for commencement should be attached to the planning approval for all shopping centres or expansions of over 1,000 square metres in floorspace.

Out of centre development for Metropolitan Melbourne

Objective

To manage out of centre development in Metropolitan Melbourne.

Strategies

Ensure that proposals or expansion of single use retail, commercial and recreational facilities outside activity centres are discouraged by giving preference to locations in or on the border of an activity centre.

Ensure that out-of-centre proposals are only considered where the proposed use or development is of net benefit to the community in the region served by the proposal or
provides small scale shopping opportunities that meet the needs of local residents and workers in convenient locations.

Discourage large sports and entertainment facilities of metropolitan, State or national significance in out-of-centre locations unless they are on the Principal Public Transport Network and in locations that are highly accessible to their catchment of users.

17.02
3A5G2014
VC106

17.02-1
2A5G9010
VC271

Industry

Industrial land development

Objective

To ensure availability of land for industry.

Strategies

Identify land for industrial development in urban growth areas where:

- Good access for employees, freight and road transport is available.
- Appropriate buffer areas can be provided between the proposed industrial land and nearby sensitive land uses.

Protect and carefully plan existing industrial areas to, where possible, facilitate further industrial development.

Provide an adequate supply of industrial land in appropriate locations including sufficient stocks of large sites for strategic investment.

Protect industrial activity in industrial zones from the encroachment of unplanned commercial, residential and other sensitive uses which would adversely affect industry viability.

Encourage industrial uses that meet appropriate standards of safety and amenity to locate within activity centres.

Avoid approving non-industrial land uses, which will prejudice the availability of land for future industrial requirements, in identified industrial areas.

Policy guidelines

Planning must consider as relevant:

- Recommended Buffer Distances for Industrial Residual Air Emissions (Environmental Protection Authority, 1990).

17.02-2
2A5B9010
VC271

Design of industrial development

Objective

To facilitate the sustainable development and operation of industry and research and development activity.
Strategies

Ensure that industrial activities requiring substantial threshold distances are located in the core of industrial areas.

Encourage activities with minimal threshold requirements to locate towards the perimeter of the industrial area.

Minimise inter-industry conflict and encourage like industries to locate within the same area.

Provide adequate separation and buffer areas between sensitive uses and offensive or dangerous industries and quarries to ensure that residents are not affected by adverse environmental effects, nuisance or exposure to hazards.

Encourage manufacturing and storage industries that generate significant volumes of freight to locate close to air, rail and road freight terminals.

Policy guidelines

Planning must consider as relevant:


- Any comments from the Victorian WorkCover Authority on requirements for industrial land use or development under the *Dangerous Goods Act 1995* and associated legislation and the *Occupational Health and Safety (Major Hazard Facilities) Regulations 2000*.

17.02-3

State significant industrial land

Objective

To protect industrial land of State significance.

Strategies

Protect large areas of industrial land of state significance to ensure availability of land for major industrial development, particularly for industries and storage facilities that require significant threshold distances from sensitive or incompatible uses. Industrial areas of state significance include but are not limited to:

- Dandenong South in the City of Greater Dandenong.

- Campbellfield and Somerton in the City of Hume and Thomastown in the City of Whittlesea.

- Laverton North in the City of Wyndham and Derrimut in the City of Brimbank.

Protect heavy industrial areas from inappropriate development and maintain adequate buffer distances from sensitive or incompatible uses.

17.02-4

Innovation and research

Objective

To create opportunities for innovation and the knowledge economy within existing and emerging industries, research and education.
Strategies

Encourage the expansion and development of logistics and communications infrastructure.
Support the development of business clusters.
Promote a physical environment that is conducive to innovation and to creative activities.
Encourage the provision of infrastructure that helps people to be innovative and creative, learn new skills and start new businesses in activity centres and near public transport.
Develop the area around Monash University and the Synchrotron site as a Specialised Activity Centre.
Support well-located, appropriate and low-cost premises for not-for-profit or start-up enterprises.
Improve access to community-based information and training through further developing libraries as community learning centres.

Tourism

Facilitating tourism

Objective

To encourage tourism development to maximise the employment and long-term economic, social and cultural benefits of developing the State as a competitive domestic and international tourist destination.

Strategies

Encourage the development of a range of well designed and sited tourist facilities, including integrated resorts, motel accommodation and smaller scale operations such as host farm, bed and breakfast and retail opportunities.
Seek to ensure that tourism facilities have access to suitable transport and be compatible with and build upon the assets and qualities of surrounding urban or rural activities and cultural and natural attractions.

Policy guidelines

Planning must consider as relevant:

- Any relevant regional tourism development strategy.

Tourism in Metropolitan Melbourne

Objective

To maintain and develop Metropolitan Melbourne as a desirable tourist destination.
Strategies

Maintain Metropolitan Melbourne's position as a destination in its own right and as a gateway to regional Victoria by:

- Facilitating local, national and global connections and alliances.
- Developing city precincts and promenades.
- Revitalising the retail core of the Central Activities District.
- Nurturing artistic and cultural life.
- Improving public facilities, amenities and access.
- Maintaining city safety.
- Providing information and leisure services.
- Integrating communications systems.
- Improving transport infrastructure.
- Ensuring efficient resource use.
- Protecting biodiversity.

Maritime Precincts

Objective

To develop a network of maritime precincts around Port Phillip and Western Port that serve both local communities and visitors.

Strategies

Maintain and expand boating and recreational infrastructure around the bays in maritime precincts at Frankston, Geelong, Hastings, Hobson's Bay, Mordialloc, Mornington, Patterson River, Portarlington, Queenscliff, St Kilda, Stony Point/Cowes and Wyndham.

Provide public access to recreational facilities and activities on land and water.

Support the development of ecotourism, tourism and major maritime events.

Encourage high quality urban design that is innovative, sustainable and integrated with surrounding areas.

Support maritime and related industries in appropriate locations.

Policy guidelines

Planning must consider as relevant:

- Boating Coastal Action Plan (Central Coastal Board, 2007).
TRANSPORT

Planning should ensure an integrated and sustainable transport system that provides access to social and economic opportunities, facilitates economic prosperity, contributes to environmental sustainability, coordinates reliable movements of people and goods, and is safe.

18.01 Integrated Transport

18.01-1 Land use and transport planning

Objective

To create a safe and sustainable transport system by integrating land-use and transport.

Strategies

Develop transport networks to support employment corridors that allow circumferential and radial movements.

Plan urban development to make jobs and community services more accessible by:

- Ensuring access is provided to developments in accordance with forecast demand, taking advantage of all available modes of transport and to minimise adverse impacts on existing transport networks and the amenity of surrounding areas.
- Coordinating improvements to public transport, walking and cycling networks with the ongoing development and redevelopment of the urban area.
- Concentrating key trip generators such as higher density residential development in and around Central Activities Districts, Principal, Major and Specialised Activity Centres on the Principal Public Transport Network.
- Requiring integrated transport plans to be prepared for all new major residential, commercial and industrial developments.
- Requiring that substantial increases in activity in employment corridors are connected to the Principal Public Transport Network.
- Providing routing, bus stop and interchange arrangements for public transport services in new development areas.
- Providing safe, convenient and direct pedestrian and cycling access to activity centres, public transport interchanges and other strategic redevelopment sites.

Integrate public transport services and infrastructure into new development.

Policy Guidelines

Planning must consider as relevant:

- The Victorian Transport Plan (Department of Transport, 2008).
- Public Transport Guidelines for Land Use and Development (Department of Transport, 2008).
- Victorian Cycling Strategy (State Government of Victoria, 2009).
Transport system

Objective

To coordinate development of all transport modes to provide a comprehensive transport system.

Strategies

Require transport system management plans for key transport corridors and for major investment proposals.

Reserve land for strategic transport infrastructure.

Incorporate the provision of public transport and cycling infrastructure in all major new State and local government road projects.

Locate transport routes to achieve the greatest overall benefit to the community and with regard to making the best use of existing social, cultural and economic infrastructure, minimising impacts on the environment and optimising accessibility, safety, emergency access, service and amenity.

Locate and design new transport routes and adjoining land uses to minimise disruption of residential communities and their amenity.

Plan or regulate new uses or development of land near an existing or proposed transport route to avoid detriment to, and where possible enhance the service, safety and amenity desirable for that transport route in the short and long terms.

Encourage higher land use densities and mixed use developments near railway stations, major bus terminals, transport interchanges, tramways and principal bus routes. Pedestrian and cyclists access to public transport should be facilitated and safeguarded.

Ensure transport practices, including design, construction and management, reduce environmental impacts.

Ensure careful selection of sites for freight generating facilities to minimise associated operational and transport impacts to other urban development and transport networks.

Consider all modes of travel, including walking, cycling, public transport, taxis and private vehicles (passenger and freight) in providing for access to new developments.

Policy guidelines

Planning must consider as relevant:

- *The Victorian Transport Plan* (Department of Transport, 2008).


- *Public Transport: Guidelines for land use and development* (Department of Transport, 2008).

- Any relevant highway strategy published by VicRoads.
Movement networks

18.02
2009/2014
VC109

Sustainable personal transport

Objective

To promote the use of sustainable personal transport.

Strategies

Encourage the use of walking and cycling by creating environments that are safe and attractive.

Develop high quality pedestrian environments that are accessible to footpath-bound vehicles such as wheelchairs, prams and scooters.

Ensure development provides opportunities to create more sustainable transport options such as walking, cycling and public transport.

Ensure cycling routes and infrastructure are constructed early in new developments.

18.02-2
2009/2011
VC277

Cycling

Objective

To integrate planning for cycling with land use and development planning and encourage as alternative modes of travel.

Strategies

Direct and connected bicycle infrastructure should be provided to and between key destinations including activity centres, public transport nodes and major attractions.

Cycling infrastructure (on-road bicycle lands off-road bicycle paths) should be planned to:

• Separate cyclists from other road users, particularly motor vehicles.

• Provide the most direct route practical.

Require the provision of adequate bicycle parking and related facilities to meet demand at education, recreation, shopping and community facilities and other major attractions when issuing planning approvals.

Provide improved facilities, particularly storage, for cyclists at public transport interchanges, rail stations and major attractions.

Ensure provision of bicycle end of trip facilities in commercial buildings.

Develop local cycling networks and new cycling facilities that link to and complement the metropolitan-wide network of bicycle routes – the Principal Bicycle Network.

Policy guidelines

Planning must consider as relevant:

Principal Public Transport Network

Objective

To upgrade and develop the Principal Public Transport Network and local public transport services in Metropolitan Melbourne to connect activity centres, link activities in employment corridors and link Melbourne to the regional cities.

Strategies

Establish fast train services that serve key regional cities and townships and connect them with Central Activities Districts, Principal and Major Activity Centres along the radial routes connecting to Central Melbourne.

Improve connections to Central Activities Districts, Principal and Major Activity Centres that are not adequately serviced by the Principal Public Transport Network and public transport services and interchanges at stand alone shopping centres.

Provide a Principal Public Transport Network that allows for circumferential, in addition to radial movements.

Identify key strategic transport corridors capable of providing fast, reliable and frequent public transport services.

Support the Principal Public Transport Network with a comprehensive network of local public transport services.

Design local bus services to meet the need for local travel as well as providing for connections to the Principal Public Transport Network.

Achieve greater use of public transport by increasing densities, maximising the use of existing infrastructure and improving the viability of the public transport operation.

Improve the operation of the existing public transport network with faster, more reliable and efficient on-road and rail public transport by:

- Improving the movement, efficiency and reliability of the road-based public transport by road-space management measures including transit lanes, clearways, traffic-light prioritisation and stop design.

- Improving the rail network by identifying and treating rail ‘red spots’ and expanding rail corridor speed and loading capacities.

Improve access to the public transport network by:

- Ensuring integration with walking and cycling networks.

- Providing end of trip facilities for pedestrians and cyclists and public transport nodes.

Policy guidelines

Planning must consider as relevant:

- Public Transport Guidelines for Land Use and Development (Department of Transport, 2008).

- The Victorian Transport Plan (Department of Transport, 2008).

- Victorian Cycling Strategy (State Government of Victoria 2009).
Management of the road system

Objective

To manage the road system to achieve integration, choice and balance by developing an efficient and safe network and making the most of existing infrastructure.

Strategies

Plan and regulate the design of transport routes and nearby areas to achieve visual standards appropriate to the importance of the route with particular reference to landscaping, the control of outdoor advertising and, where appropriate, the provision of buffer zones and resting places.

Provide for grade separation at railway crossings except with the approval of the Minister for Transport.

Make better use of roads for all road uses through such techniques as the provision of wider footpaths, bicycle lanes, transit lanes (for buses and taxis) and specific freight routes.

Selectively expand and upgrade the road network to provide for:

- High-quality connections between Metropolitan Melbourne and regional cities, and between regional cities.
- Upgrading of key freight routes.
- Ongoing development in outer suburban areas.
- Higher standards of on-road public transport.
- Improved key cross-town arterial links in the outer suburbs including circumferential and radial movement.

Improve road networks where public transport is not viable, and where the road development is compatible with the Neighbourhood Principles and urban design objectives.

Improve roads in developing outer-suburban areas to cater for car, bicycle, public transport, and freight, commercial and service users.

Improve the management of key freight routes to make freight operations more efficient while reducing their external impacts.

Ensure that road space complements land use and is managed to meet community and business needs.

Car parking

Objective

To ensure an adequate supply of car parking that is appropriately designed and located.

Strategies

Allocate or require land to be set aside for car parking subject to the existing and potential modes of access including public transport, the demand for off-street car parking, road capacity and the potential for demand management of car parking.
Encourage the efficient provision of car parking through the consolidation of car parking facilities.

Prepare plans for the design and location of local car parking to:

- Protect the role and function of nearby roads, enable easy and efficient use and the movement and delivery of goods.
- Achieve a high standard of urban design and protect the amenity of the locality, including the amenity of pedestrians and other road users.
- Create a safe environment, particularly at night.
- Facilitate the use of public transport.

Protect the amenity of residential precincts from the effects of road congestion created by on-street parking.

Plan adequate provision for taxi ranks as part of activity centres, transport interchanges and major commercial, retail and community facilities.

**Policy guidelines**

Planning must consider as relevant:

- *Public Transport Guidelines for Land Use and Development* (Department of Transport, 2008).

**Ports**

**Planning for ports**

**Objective**

To recognise the transport and logistics role of Victoria’s commercial trading ports at Melbourne, Geelong, Hastings and Portland in supporting the State’s economy and to facilitate their ongoing sustainable operation and development.

Support the effective and competitive operation of Victoria’s commercial trading ports at local, national and international levels.

**Strategies**

Provide for the ongoing development of ports in accordance with approved Port Development Strategies.

Identify and protect key transport corridors linking ports to the broader transport network.

Manage any impacts of a commercial trading port and any related industrial development on nearby sensitive uses to minimise the impact of vibration light spill, noise and air emissions from port activities.

Plan the development of the Port of Hastings to handle containerised freight in the medium term to complement the role of the Port of Melbourne.

**Policy guidelines**

Planning must consider as relevant:
- The Victorian Transport Plan (Department of Transport, 2008).
- Victorian Ports Strategic Framework (Department of Transport, 2004).
- Freight Futures: Victorian Freight Network Strategy for a more prosperous and liveable Victoria (Department of Transport, 2008).
- Port Futures (State Government of Victoria, 2009).
- Port of Hastings Land Use and Transport Strategy (Port of Hastings Corporation 2009).
- Port of Portland - Port Land Use Strategy (Port of Portland Pty Limited 2009).
- Port of Geelong - Port Land Use Strategy (GeelongPort and Department of Transport 2009).
- Port Development Strategy 2035 Vision (Port of Melbourne Corporation 2009).

18.03-2
04/07/2012
VC34

Planning for port environs

Objective

To plan for and manage land in the environs of commercial trading ports so that development and use are compatible with port operations and provide reasonable amenity expectations.

Strategies

Protect commercial trading ports from encroachment of sensitive and incompatible land uses in the port environs.

Plan for and manage land in the port environs to accommodate uses which depend upon or gain significant economic advantage from proximity to the port's operations.

Ensure that industrially zoned land within the environs of a commercial trading port is maintained and continues to support the role of the port as a critical freight and logistics precinct.

Identify and protect key transport corridors linking ports to the broader transport network.

Ensure any new use or development within the environs of a commercial trading port does not prejudice the efficient and curtail free operations of the port.

Ensure that the use and intensity of development does not expose people to unacceptable health or safety risks and consequences associated with an existing Major Hazard Facility.

Ensure that any use or development within port environs:

- is consistent with policies for the protection of the environment.
- takes into account planning for the port.

Policy guidelines

Planning must consider as relevant:

- Freight Futures: Victorian Freight Network Strategy for a more prosperous and liveable Victoria (Department of Transport, 2008).
- Port Futures (State Government of Victoria, 2009).
- Port of Hastings Land Use and Transport Strategy (Port of Hastings Corporation 2009).
- Port of Portland - Port Land Use Strategy (Port of Portland Pty Limited 2009).
- Port of Geelong- Port Land Use Strategy (GeelongPort and Department of Transport 2009).
- Port Development Strategy 2035 Vision (Port of Melbourne Corporation 2009).

18.04
20090210
VC71

Airports

18.04-1
20090210
VC71

Melbourne Airport

Objective

To strengthen the role of Melbourne Airport within the State’s economic and transport infrastructure and protect its ongoing operation.

Strategies

Ensure the effective and competitive operation of Melbourne Airport at both national and international levels.

Ensure any new use or development does not prejudice the optimum usage of Melbourne Airport.

Ensure any new use or development does not prejudice the curfew-free operation of Melbourne Airport.

Protect the curfew-free status of Melbourne Airport.

Policy guidelines

Planning must consider as relevant:

- Melbourne Airport Master Plan (Australia Pacific Airports (Melbourne) Pty Ltd, September 2008).
- Melbourne Airport Strategy (Government of Victoria/Federal Airports Corporation, approved 1990) and its associated Final Environmental Impact Statement in relation to planning decisions affecting land in the vicinity of the Melbourne Airport.

18.04-2
20090210
VC71

Planning for airports

Objective

To strengthen the role of Victoria’s airports within the State’s economic and transport infrastructure and protect their ongoing operation.

Strategies

Protect airports from incompatible land-uses.
Ensuring that in the planning of airports, land-use decisions are integrated, appropriate land-use buffers are in place and provision is made for associated businesses that service airports.

Ensuring the planning of airports identifies and encourages activities that complement the role of the airport and enables the operator to effectively develop the airport to be efficient and functional and contributes to the aviation needs of the State.

Protect the environs of Avalon Airport so it can operate as a full-size jet airport focusing on freight, training and services.

Recognise Essendon Airport's current role in providing specialised functions related to aviation, freight and logistics and its potential future role as a significant employment and residential precinct that builds on the current functions.

Recognise Moorabbin Airport as an important regional and State aviation asset by supporting its continued use as a general aviation airport, ensuring future development at the site encourages uses that support and enhance the State's aviation industry and supporting opportunities to extend activities at the airport that improve access to regional Victoria.

Maintain Point Cook Airfield as an operating airport complementary to Moorabbin Airport.

Preserve long-term options for a new general aviation airport south-east of Metropolitan Melbourne by ensuring urban development does not infringe on possible sites, buffer zones or flight paths.

Policy guidelines

Planning must consider as relevant:


18.04-3
2000/2010
V071

Planning for airfields

Objective

To facilitate the siting of airfields and extensions to airfields, restrict incompatible land use and development in the vicinity of airfields, and recognise and strengthen the role of airfields as focal points within the State's economic and transport infrastructure.

Strategies

Avoid the location of new airfields in areas which have greater long-term value to the community for other purposes.

Plan the location of airfields, existing and potential development nearby, and the land-based transport system required to serve them as an integrated operation.

Plan the visual amenity and impact of any use or development of land on the approaches to an airfield to be consistent with the status of the airfield.

Plan for areas around all airfields such that:

- Any new use or development which could prejudice the safety or efficiency of an airfield is precluded.
- The detrimental effects of aircraft operations (such as noise) is taken into account in regulating and restricting the use and development of affected land.
• Any new use or development which could prejudice future extensions to an existing airfield or aeronautical operations in accordance with an approved strategy or master plan for that airfield is precluded.

18.05
28/08/2010
VC71

Freight

18.05-1
28/08/2010
VC71

Develop freight links

Objective

To further develop the key transport gateways and freight links and maintain Victoria’s position as the nation’s premier logistics centre.

Strategies

Improve the freight and logistics network to optimise freight handling.

Ensure suitable sites for intermodal freight terminals at key locations around Metropolitan Melbourne including Altona, Tottenham, Somerton, Dandenong and Beveridge are protected.

Policy guidelines

Planning must consider as relevant:

• Freight Futures: Victorian Freight Network Strategy for a more prosperous and liveable Victoria (Department of Transport, 2008).
21.04  SETTLEMENT

21.04-1  Urban Consolidation and Growth

Population forecasts predict that the population of the City of Greater Shepparton will grow from 59,202 persons in 2006 to 71,509 by 2026. It is expected that to accommodate this additional population, there will need to be a corresponding growth in the number of dwellings (a separate estimate suggests a further 9,100 dwellings will be required by 2031). At the same time, changing demographic trends such as an increase of persons aged 65 and over, smaller household sizes and an increase in non-Australian born persons will create demand for a broad range of housing types within the municipality.

In facilitating the future growth and development of the municipality's towns, the Council is concerned to achieve urban consolidation thereby promoting walking, the use of bicycles and reducing the dependence on car use. In proximity to the Shepparton CBD and other key activity centres, people will be encouraged to live at higher densities in environments that offer individual, lifestyle and community benefits.

The Greater Shepparton Housing Strategy 2011 (GSHS) outlines Council's approach to housing delivery and growth in the municipality and provides the basis for the objectives, strategies and policy guidelines outlined below. It provides for sufficient land supply to accommodate housing demand within a consolidated and sustainable development framework. In doing so, it defines settlement boundaries for the extent of urban expansion to ensure the sustainability of the urban community and the well being of productive agricultural land.

A significant portion of residential growth in the short-medium term will be met by the four main growth corridors identified in the Greater Shepparton 2030 Strategy:

- The southern corridor to the south of the Broken River at Kialla.
- The south eastern corridor, along Poppard Avenue, Shepparton. The northern corridor, between Verney Road and the Goulburn Valley Highway, Shepparton.
- The western corridor, to the west of Mooroonup.

It is expected that the urban areas of Shepparton and Mooroonup along with the four major growth areas will accommodate the majority of new residential development, with remaining growth distributed throughout Tatura, Murchison, Merrigum, Dookie, Congupna, Katandra West, Tallygaroopna, Toolamba, and Undera. The location and timing of new development will be reviewed annually in accordance with the monitoring and evaluation framework contained in the GSHS.

Council recognises that Toolamba is in a unique position as it is the only small town in the municipality which will have a dedicated freeway interchange as part of the proposed Goulburn Valley Highway Bypass. This, together with the development of the Goulburn Valley Freight Logistics Centre at Mooroonup, will present a very attractive opportunity for future residential development of the town. Connection to a reticulated sewerage system will enable Toolamba to develop at a higher residential density. However, Development Plan Overlays should be used in conjunction with any future township expansion. In the absence of sewer, all future residential development in Toolamba will be subject to a Land Capability Assessment.

It is important that growth is maintained on a number of fronts, providing choice and variety in the housing market and accommodating projected population growth over at least a 15 year period.

Future growth corridors are vital to ensure that residential development can continue once other estates and corridors are completed. The growth plans identify a number of longer term residential growth corridors in Shepparton North and Kialla to the east of Kialla Lakes once existing areas are nearing full development.
Framework Plans

The GSFS supports the growth of Greater Shepparton in a consolidated and sustainable fashion. This includes providing land for living opportunities in a variety of residential settings and locations. To provide guidance as to how and where Greater Shepparton will grow, a series of Growth Management Plans was developed.

Key elements of the Growth Management Plans from the GSFS have been incorporated into a series of Framework Plans which form part of the Municipal Strategic Statement (MSS). The Framework Plans specify the settlement boundary for each area, the direction for future growth, the types of potential zoning for each area and where applicable indicate Investigation Areas.

The Growth Management Plans within the GSFS indicate a sequencing of development over a 15-year period. While development will be encouraged in accordance with these plans, this detail has not been included in the Framework Plans to allow some flexibility following the ongoing monitoring of supply and demand.

Settlement Boundaries

The Framework Plans include a ‘settlement boundary’ for each urban area and town based on the Growth Management Plans within the GSFS. The settlement boundaries provide guidance to the potential type, location and amount of residential land required. The plans project the outward limit of growth to the year 2031 as well as in some instances providing the broad direction of longer-term growth of Greater Shepparton beyond 2031 as indicated by arrows on the Framework Plans.

Residential growth outside the nominated settlement boundaries will generally not be supported. As a result the Framework Plans do not indicate any future growth outside the nominated settlement boundary. The exception to this is the land contained within Investigation Areas which upon further investigation may support additional land for residential development.

Investigation Areas

Several Investigation Areas have been identified within the Framework Plans. These areas represent land which has potential to be rezoned to a higher density residential use due to the proximity to services and/or growth areas. The areas however presently have significant issues or constraints such as environmental, flooding, infrastructure and/or land use conflicts. The relevant issues will need to be resolved on a site-by-site basis through a more detailed analysis to determine the potential for higher density development and any subsequent changes to the Framework Plans.

These areas (which are nominated with the corresponding number on the Framework Plans) are:

- Investigation Area 1 -- Kialla Raceway and Shepparton Greyhound Racing environs. This area surrounds and includes the greyhound and trotting facilities and is directly adjacent to the Shepparton South Growth Corridor. There is potential to extend services to this land. However, future residential development within this area will be dependent on amenity issues such as lighting, noise, odour and dust being addressed to ensure that the long term interests of the racing facilities are protected.

- Investigation Area 2 -- Raftery Road, Kialla. The land is adjacent to the Shepparton South Growth Corridor and is situated between the Seven Creeks and Goulburn River corridors. Development is currently restricted by the 8ha minimum lot size under the Rural Living Zone. Higher density development is dependent on issues relating to servicing, flooding and the environmental assets of the two river corridors being resolved.

- Investigation Area 3 -- Adams Road area, Kialla. This area is directly adjacent to the Kialla Lakes Estate though is significantly impacted by flooding. The potential to develop this land to a more intensive residential use is dependent on this issue being resolved.
Investigation Area 4 – east of Doyle’s Road, Grahamvale. There are a number of land use interface issues to be addressed in this area. There is a mix of agriculture, residential estates such as Dobsons Estate and the Shepparton East and Lemoos industrial areas. Further investigation is required in this area following finalisation of the Industrial Strategy. Investigations will include issues associated with present industry, potential for expansion of industrial and/or residential uses and developments, future servicing requirements and agricultural impacts.

Investigation Area 5 – Dhurringile Road, Tatura. The land is opposite the Tatura Milk Industries. The future role of this land is dependent on the identification of measures to ensure possible conflicts between the potential residential uses on this land and industry in the immediate area are effectively managed.

Investigation Area 6 – Toolamba. The area is located to the south west of the existing township. The density of residential development will be dependent on the outcome of current investigations into the provision of sewerage to the land. In the absence of sewerage, the density of future residential development will be dependent on Land Capability Assessment.

Objectives - Urban Consolidation and Growth

To contain urban growth to identified growth areas in order to protect higher quality and intact agricultural areas and achieve a more compact built up area.

To encourage a variety of housing types, particularly in terms of tenure and price, to contribute to housing diversity and affordability.

To minimise the impacts of housing on the natural environment.

To release land efficiently in terms of location, supply of services and infrastructure and in accordance with land capability.

To support increased residential densities, such as 15 dwellings per hectare, in established areas and the conventional living growth areas.

To increase the supply of medium density housing in appropriate locations.

To provide land for small township expansion, subject to a supply and demand analysis.

To coordinate the assessment, planning, development and servicing of identified investigation areas in an integrated manner.

To ensure any small township expansion occurs without impacting on the long-term growth potential of urban centres or productive agricultural land.

To ensure any small township expansion is dependent on land capability where no reticulated sewer is available.

To balance the need to achieve urban consolidation with the need to respect and retain the valued characteristics of existing neighbourhoods.

To ensure that land proposed for residential purposes is not contaminated.

To ensure protection of ground water and natural systems.

To ensure that provision is made for community infrastructure.

Strategies - Urban Consolidation and Growth

- Maintain residential development targets outlined in the GSHS based on the type, amount and proportion of existing residential zones; the existing average lot sizes in each residential zone type; a qualitative assessment of dwelling demand and housing market conditions; sustainable development principles and the need to conserve land and energy; and the need to achieve the strategic directions and objectives of the GSHS. These targets are:
GREATER SHEPPARTON PLANNING SCHEME

- **Infill Development** – accommodate at least 10 percent of the 9,100 dwellings (910 dwellings) in existing areas through infill and redevelopment at higher densities. New dwelling construction in these areas is highly encouraged by the GSHS and this target should be exceeded where possible.

- **Greenfield Development** – accommodate the remaining 8,190 dwellings in Greenfield locations with:
  - 60% as conventional living (450 – 800 square metres).
  - 20% as medium density housing (less than 450 square metres).
  - 15% as low density living (2,000 – 8,000 square metres).
  - 5% as rural living (2 – 8 hectares).

- Promote development in accordance with the attached Framework Plans.

- Maintain a supply of land to accommodate projected population growth over at least a 15 year period.

- Encourage the consolidation of existing residential areas in the municipality in accordance with the change areas identified in the Housing Change Area plans.

- Ensure the rezoning of future residential land is informed by the ‘Growth Management Plans’ and development principles identified in the Greater Shepparton Housing Strategy 2011.

- Ensure that township growth is determined by infrastructure provision (including water supply) and a supply and demand analysis, with developers funding the extension of water and sewerage services.

- Support applications to rezone land for residential purposes where the land has previously been used for orchard or other agricultural uses only where the application is accompanied by a soil report which confirms that the land is suitable for residential use (as required by Ministerial Direction No. 1).

- Support increased densities, such as 15 dwellings per hectare, where reticulated sewer and urban services are provided in the existing residential areas, while maintaining and protecting existing sewerage reticulation assets.

- Encourage medium density housing in preferred locations including within existing residential areas; near public transport; within major redevelopment sites; and adjacent to activity centres and open space areas.

- Encourage medium density, apartment style and shop-top housing as part of the redevelopment of Shepparton CBD commercial sites.

- Encourage the provision of smaller lots to meet the changing demographics structure.

- Discourage multi dwelling developments within areas affected by the Floodway Overlay.

- Provide a settlement boundary beyond which additional urban growth and rezoning should not be supported.

- Encourage new subdivision and developments to promote walking and cycling between homes and schools, open spaces and shops.

- Ensure appropriate design, location and density for expanding residential areas in Shepparton North to maintain amenity protection between residential and other uses such as industry, agriculture and the Goulburn Valley Freeway.

- Link the parks, open spaces and bicycle paths to create connectivity between the three urban areas of Shepparton, Mooroopna and Kialla, with the floodplain becoming a recreation asset.

- Avoid incremental approvals and development in identified investigation areas until an integrated investigation and has been completed to assess and resolve future land
opportunities and constraints, land use, development opportunities, subdivisional layout and servicing for the area.

- Apply the Development Plan Overlay (DPO) to the growth areas to ensure coordinated development.
- Require development plans to be accompanied by an approved Development Contributions Plan (DCP) or an alternative such as a negotiated Pre-Development Agreement.

Policy Guidelines - Urban Growth and Consolidation

When considering an application, the Council will be guided by the following provisions:

- Whether new development leap-frogs existing non-residential development.
- The protection of strategic riparian areas and the provision of public access.
- Flexibility in lot sizes based on, diversity of lot sizes, the proximity of services and the character of the area.
- Provision for community services (DCP or Pre-Development Agreement).
- Residential development should generally be in accordance with the sequencing indicated on the Growth Management Plans in the GSRS. Growth occurring out of sequence may be considered provided that a development proposal satisfies the following conditions:
  - It can be demonstrated that the land supply for the proposed type of development is being constricted elsewhere and that it is unlikely to become available within the designated sequencing.
  - The proposed development does not impact on the achievement of the objectives and strategies of the GSRS.
  - The development can be serviced and connected to sewer and drainage infrastructure in a timely and efficient manner to the satisfaction of the relevant service provider.
  - The full cost of extending infrastructure out of sequence is paid for by the developer.
  - The proposed development represents an exemplary development incorporating best practice standard and satisfying the objectives and strategies of the GSRS to a high degree.

21.04-2 HOUSING CHANGE AREAS

Objective - Housing Change Areas

To manage the impacts of change in the established neighbourhoods and ensure that residential development contributes to the character of residential areas rather than undermining them.

The residential areas have been divided into three areas indicated in the attached Framework Plans:

Minimal Change Areas:

Minimal Change Areas are established residential areas that for a number of reasons have limited capacity to accommodate future residential development. Minimal Change Areas do not prohibit all residential development, but seek to allow limited residential development that is generally consistent with the type, scale and character of the area.
Minimal Change Areas are generally in locations that:

- Have a strong neighbourhood character, largely evidenced by a significant presence of historical buildings and places.
- Are affected by environmental factors such as flooding which limit development capacity.
- Have a low density or rural living character.
- Are in close proximity to uses which cause significant off-site impacts.
- Have a widespread application of restrictive covenants which limit housing diversity.
- Have valued landscape features and / or views and vistas.

The Council may also consider smaller Minimal Change Areas in locations immediately adjacent to a sensitive use or affected by a particular environmental factor that has the potential to create significant risk to development or a valued feature of the landscape or detrimentally affect character that is desirable to retain.

**Strategies - Minimal Change Areas**

The strategies for managing residential development in Minimal Change Areas seek to:

- Ensure development respects existing scale and character.
- Ensure development respects heritage buildings and their curtilage.
- Ensure development does not considerably impact on significant natural features or views and vistas.
- Ensure extensions to existing dwellings do not cause significant new overlooking, overshadowing, visual bulk or neighbourhood character impacts.
- Support and encourage environmentally friendly technologies for new development and major renovations.

**Policy Guidelines - Minimal Change Areas**

When considering an application for a dwelling in a **minimal change area**, Council will be guided by the following provisions:

- New dwellings will respect the existing scale and character of the existing area to a high degree.
- New dwellings will respect any heritage buildings and their curtilages.
- New dwellings will not unreasonably impact on significant natural features or view and vistas.
- Extensions to existing dwellings will not cause unreasonable new overlooking, overshadowing, visual bulk or neighbourhood character impacts.
- Environmentally friendly features will be supported for new dwelling and major renovations.

**Incremental Change Areas:**

**Incremental Change Areas** are established residential areas or areas identified as Urban Growth Areas in Framework Plans that over time have the capacity to accommodate a moderate level of residential development. This development will mostly include extensions to existing dwellings, new single or double storey dwellings on existing lots, and low rise medium density housing. It is expected that the general character of Incremental
Change Areas will evolve over time as new types and more intense development is accommodated.

Incremental Change Areas are generally in locations that:

- Are unaffected by significant development constraints.
- Have lot layouts which may potentially constrain substantial development.
- Have reasonable access to a range of local shops, facilities, services and amenities.
- Provide residential uses in conjunction with other uses in small town settings.
- Greenfield residential development sites.

**Strategies - Incremental Change Areas**

The strategies for managing residential development in Incremental Change Areas seek to:

- Support the retention and renovation of existing dwellings that front the street and contribute positively to surrounding neighbourhood character.
- Encourage low scale medium density housing development that respects existing neighbourhood character, particularly in areas that are in close proximity to significant shops, facilities, services and amenities.
- Support development which increases residential densities while respecting the character of the neighbourhood.
- Ensure that new development does not cause significant new overlooking, overshadowing, and excess visual bulk impacts on adjacent housing.
- Encourage a high standard of design for new development and major renovations.
- Encourage additional dwellings to the rear of existing dwellings.
- Support and encourage environmentally friendly technologies for new development and major renovations.
- Ensure that traffic caused by additional development can be accommodated by the existing transport network.
- Discourage increased development intensity in areas where there is a significant environmental risk such as flooding and wildfire, unless an appropriate design response can be provided to the satisfaction of the Council.
- Ensure that development at the edges of the Incremental Change Area is sensitive to any adjoining Minimal Change Areas.
- Ensure that any new development close to a rural interface or other sensitive use is addressed.

**Policy Guidelines - Incremental Change Areas**

When considering an application for a dwelling in an incremental change area, Council will be guided by the following provisions:

- Low-scale, medium density dwellings that respect existing neighbourhood character, particularly in areas that are in close proximity to shops, facilities, services and amenities shall be encouraged.
- New development that increases residential densities and is sensitively designed to respond to the existing neighbourhood character shall be supported.
- Encourage a high standard of design for new development and major renovations;
- Encourage additional dwellings to the rear of existing dwellings.
- Environmentally-friendly technologies for new development and major renovations shall be supported.
- Traffic impacts caused by additional development shall be accommodated within the existing transport network.
- Increased residential densities in areas where there is a significant environmental risk such as flooding and wildfire shall be discouraged unless an appropriate design response can be provided to the satisfaction of Council.
- Development at the edges of incremental change areas shall be sensitively designed to respond to any adjoining minimal change areas.
- New development close to rural interface or any other sensitive use shall be appropriately designed to mitigate any potential impacts.

**Substantial Change Areas:**

**Substantial Change Areas** are locations that have significant capacity to accommodate substantial residential development. These areas will support increased housing diversity by encouraging a variety of housing types, styles and configurations in areas that are close to activity centres, public transport, employment opportunities and open space. Substantial Change Areas will support increased residential densities to maximise the amount of people who can take advantage of these desirable locations. It is expected that the character of these areas will change significantly in the future.

Substantial Change Areas are generally in locations that:
- Are in walking distance (800m) of a range of commercial, retail, employment, entertainment, and recreation opportunities.
- Are within walking distance of public transport.
- Have servicing capacity to support additional development.
- Provide good opportunities to support increased housing diversity.
- Are generally free of major development constraints.

**Strategies - Substantial Change Areas**

The strategies for managing residential development in Substantial Change Areas seek to:
- Support a diversity of housing types, sizes, styles and designs; support (re)development at higher overall densities to maximise development opportunities.
- Encourage lot consolidation to allow for larger scale development.
- Encourage mixed-use developments which incorporate residential uses above commercial or retail uses.
- Focus higher density development within or immediately adjacent to significant commercial areas.
- Support the recommendations and strategies of the Shepparton CBD Structure Plan.
- Encourage a high standard of design for new development and major renovations.
- Support housing for people with special needs.
- Discourage increased development intensity in areas where there is a significant environmental risk such as flooding and wildfire, unless an appropriate design response can be provided to the satisfaction of the Council.
- Ensure that development at the edges of the Substantial Change Area is sensitive to any adjoining Minimal or Incremental Change Areas.
Policy Guidelines - Substantial Change Areas

When considering an application for a dwelling in a substantial change area, Council will be guided by the following provisions:

- New development that contributes to a diversity of housing types, sizes, styles and designs shall be supported.
- New development that contributes to higher residential densities shall be encouraged.
- The consolidation of available lots shall be encouraged to allow for larger scale development.
- Mixed-use developments which incorporate residential uses above commercial or retail uses shall be encouraged.
- Higher density residential development within or immediately adjacent to significant commercial areas shall be supported.
- Appropriate, well designed housing for people with special needs shall be encouraged.
- Increased residential densities in areas where there is a significant environmental risk such as flooding and wildfire shall be discouraged unless an appropriate design response can be provided to the satisfaction of Council.
- Development at the edges of substantial change areas shall be sensitively designed to respond to any adjoining minimal change areas or incremental change areas.

21.04-3

Rural Residential

One of the outcomes of the Regional Rural Land Use Strategy (2008) was a shared vision to provide for (among other things) 'hobby farming'. Rural living is provided for as part of the Greater Shepparton Housing Strategy and around some existing towns such as Tatura and Kialla.

The Council is keen to ensure that the demand for low density residential development and rural living opportunities can be met through the supply of land in appropriate locations. The Framework Plans identify land for these uses where environmental constraints such as flooding and land use conflicts are minimal and where it will not impede or inhibit the future growth of the urban area and encourage land banking or leapfrogging.

Locations for potential low density and rural living in the Framework Plans include areas outside of the main residential growth corridors of Shepparton and Kialla such as Kialla Central as well as land around other urban areas and townships. On the other hand, areas of existing Rural Living Zone are being considered for more intensive development due to their proximity to existing growth areas. For example, the area to the east of Archer Road Kialla for instance has been identified for longer term residential growth and therefore cannot be counted as part of the rural living supply.

The Council is committed to rigorously applying this strategy and will not compromise it by approval of ad hoc rezoning requests for low density or rural living land outside of the identified settlement boundaries. Proposals which do not comply with the Framework Plans will not be supported unless justification can be provided to review the boundary. In areas where reticulated services are not available, a Land Capability Assessment is to be provided to confirm the site's suitability for land based effluent treatment and disposal.

The Council recognises that urban expansion into agricultural areas can result in conflict at the urban/rural interface and will require development plans for new residential development to include 'buffers' to protect the amenity of residents and also protect the continued agricultural operations on adjoining land.

For potential rural living land, diversity and flexibility of lot sizes is important to minimise sprawl and variations to the 8 hectare minimum lot size should be encouraged where appropriate. Factors influencing desirable lot size should include the existing character and density and Land Capability.
Objectives - Rural Residential

To provide land for rural residential purposes, without impacting on the long-term growth potential of urban centres or productive agricultural land, subject to a supply and demand analysis.

To recognise and make provisions for the potential conflicts at the urban/rural interface.

Strategies - Rural Residential

- Investigate the potential to provide for rural residential use at the locations shown on the Framework Plans.
- Prevent rural residential subdivision in areas that would result in a loss of productive agricultural land or create expectation of subdivision of adjoining rural land, or encircle townships so as to prejudice their future urban growth opportunities.
- Approve land for rural residential development or small town expansion only where it is supported by a supply and demand analysis, a Land Capability Assessment and Practice Note No. 37.
- Protect the amenity of rural residential land by discouraging uses with the potential to create a nuisance.
- Discourage rural residential subdivision which is reliant on irrigation water supply.
- Prevent rural residential development in areas suitable for smaller residential lots.
- Protect productive agricultural land from encroachment of urban growth except in designated growth areas.
- Maintain a distinctive urban-rural interface, and a green belt between Shepparton and Moorooduc.
- Ensure that residential developments provide a buffer to existing agricultural uses, particularly orchards.
- Resolve future land use and zoning options for the Raftery Road Corridor through further investigation of servicing capacity, land capability and options for potential rural living or low density residential development and zoning.
- Apply the Development Plan Overlay to the rural residential areas to ensure coordinated development.

Policy guidelines - Rural Residential

When considering an application for a rural living rezoning or subdivision, Council will be guided by the following provisions:

- Compliance with Ministerial Direction No. 6 (or equivalent).
- An assessment of land capability.
- Safe access for pedestrians/cyclists between allotments and local infrastructure, such as schools.
- The protection of strategic riparian areas and the provision of public access.
- Water supply for stock and domestic.
- A suitable depth to frontage ratio for allotments created based on the proposed density and intended uses.
- Flexibility in lot sizes should be provided based on supply and demand analysis, land capability, walkability and proximity of services and the character of the area.
Urban Design

Council wishes to ensure that sustainability principles will strongly influence the design, siting and servicing of dwellings. Sustainability will also be pursued by Council through the encouragement of adapting and reusing of existing buildings and materials, retention and reuse of storm water, and the promotion of solar and energy efficient designs and materials. Council also wishes to ensure high quality architectural, urban design and landscape outcomes for built form and open spaces are achieved throughout the municipality. The appearance of rural, industrial, retail and residential areas and main road approaches to urban centres is important in maintaining a strong level of civic pride. This appearance is also important for a quality pedestrian and shopping environment in the municipality.

Council is dedicated to a well-designed urban environment that enhances the image and the aesthetics in the five designated precincts in the “Urban Design Framework – Shepparton North and South Business Areas”, namely Shepparton Town Entrance-North Precinct, Shepparton Civic North Precinct, Lakeside Precinct, Shepparton South Village Precinct, and Kiln Park Boulevard Precinct. The Urban Design Framework aims to achieve a distinctive urban design and appearance for the major gateways, entrances, main boulevards, central area, lake and riverside environs. It is envisaged that this could have a positive impact on most aspects of living and investing in the municipality as well as complementing tourism. In addition, it is also encouraged that development in the precincts enhance energy efficient and sustainable designs particularly through:

- Energy efficient building designs.
- Use of energy efficient appliances.
- Rainwater harvesting.
- Water wise landscaping.
- Protection of existing natural resources.

Advertising signage is a key and often highly visible component of the physical environment of the municipality and the inappropriate design or placement of advertising signs can have a significant effect on the appearance and visual amenity of an area. Council wants to guide the location and display of signage within the municipality to ensure signage is compatible with the character and architecture of local streetscapes. The design, form, size and placement of advertising signs should be controlled so as to protect and enhance the appearance of rural and urban areas and to avoid signs that are excessive, confusing or incompatible with the character of the surrounding area.

Objectives - Urban design

To achieve a high standard of sustainability in the design and development of new buildings and subdivision.

To promote a high standard of architectural, landscaping and urban design for built form and public spaces throughout the municipality.

To ensure development implements the “Urban Design Framework- Shepparton North and South Business Areas”.

To control the number of signs and ensure that the appearance, size, illumination or location of signs does not adversely affect the visual amenity of the natural environment or the built form in the municipality.

Strategies - Urban Design

- Promote the highest design standards of residential development.
- Ensure the design of new development contributes to local character and enhances the public realm while minimising impacts on neighbouring properties.
GREATER SHEPPARTON PLANNING SCHEME

- Promote energy efficient and sustainable designs for subdivision, new development and redevelopment of existing buildings and spaces.
- Encourage Water Sensitive Urban Design features in new and existing residential areas.
- Ensure development within the five designated precincts in the “Urban Design Framework- Shepparton North and South Business Areas” implements the directions of the framework.
- Ensure the scale, mass and height of new commercial developments respects the prevailing neighbourhood character.
- Ensure building frontages avoid long expanses of solid walls and incorporate design elements and a variety of materials that create articulation and visual interest.
- Protect vistas to historic or significant buildings forming part of the streetscape.
- Ensure the creation of “walkable neighbourhoods” that afford priority to pedestrians and provide safe and sheltered pedestrian routes within and through residential neighbourhoods and commercial centres.
- Ensure a high degree of connectivity and access within and between neighbourhoods for all modes of transport.
- Ensure subdivision design incorporates a variety of high-quality and useable open spaces that are well integrated with surrounding development.
- Ensure the design of new development contributes to the safety of its surroundings.
- Ensure new subdivisions respect and respond to valued local ecological qualities.
- Encourage landscaping of sites to retain existing vegetation where practical.
- Encourage the use of indigenous and low maintenance plant species.
- Ensure that the location, form and size of signs complement the dominant character of any urban or rural landscape, building, site or area on which they are erected.
- Control the location, size and scale of advertising signage, especially in key precincts of the Shepparton CBD and town centres.

Policy Guidelines - Advertising Signs

When considering an application for an advertising sign, Council will be guided by the following provisions:

- Fewer signs displaying a simple clear message are encouraged.
- Advertising signage is encouraged to be primarily for business identification providing basic identification information of the business.
- Suspended under-verandah signs should be limited to one per shopfront, except on large premises where the limit should be one per ten metres of shop front.
- Above-verandah signs should be attached to the upper facade or parapet, parallel/horizontal to the road with minimal projection.
- Sky signs, high wall signs, projecting off-wall signs on upper facades and signs that project above parapets, wall, verandahs, roof lines or building fascias are discouraged in all areas.
- Freestanding signs should be limited to one sign per premises with multiple occupancies encouraged to share sign space.
- ‘V’ board signs are discouraged in all areas.
- Where a building is set back from the street, signs are encouraged to be located within the boundary and should be orientated to be parallel or at right angles to the street.
GREATER SHEPPARTON PLANNING SCHEME

- Where possible signs should be located on the building.
- Pole signs should be limited to one per frontage and should be no higher than the surrounding buildings.
- Internally illuminated promotional signs are discouraged.
- Permanent bunting, streamers, banners, balloons, animated, reflective signs or similar devices, are strongly discouraged in all zones due to the detriment to the amenity of the area and the high level of visual clutter and dominance. These signs may be considered for temporary (3 month maximum) promotions only.
- Major Promotional signs are discouraged, but if approved are to be confined to Regional & Sub-regional Centres attached to a building wall and should not be more than 3 metres above the ground or be internally or externally illuminated.

21.04-5
Community Life

A key community development project of Council has been the identification of “Community Hubs” which are considered to be an ideal physical and social focal point for communities. Community Hubs have been established in Mooroopna and North Shepparton and these facilities are attracting a range of new support services for residents. A new multipurpose community centre has been developed in Dookie and a community facility has been integrated with a shopping precinct in South Shepparton.

Multipurpose community infrastructure potentially allows for community, recreational and business services in one location, making it more accessible to users and allowing providers to work together. This also provides the ability to change the mix of services to respond to changing needs. In relation to South Shepparton, the South Shepparton Community Infrastructure Needs Assessment (CINA) nominated activity nodes at a number of key locations to help meet the needs of the local community. The CINA will guide the development of the public land associated with these activity nodes, as well as providing strategic support for the development of new public or privately run community uses in close proximity of these nodes. These uses include schools, child care centres, residential aged care facilities, recreation areas and community centres. Connectivity between these nodes will also be supported through the provision of integrated public transport and shared pathways. Council will seek monetary contributions from relevant new uses or subdivisions in South Shepparton to assist in the development of these activity nodes.

Shepparton has a growing role in providing educational facilities and services within the region. Establishing the “Shepparton Tertiary Education Precinct” (STEP) through the development of greater post secondary education opportunities has been identified as a key action within the Council plan. The ‘Best Start’ and ‘Community Building’ projects have also instigated a number of joint projects which have supported children and their families and promoted the importance and value of early years education, school retention, the transition between educational levels and the potential for schools to be a resource and focus in the community.

Council recognises the importance of the creation of an integrated park network, with linear parks along floodways as essential to providing additional opportunities for walking, cycling and children’s play. This issue is interlinked with the protection and enhancement of the river environs and native vegetation. The Council has, in the past, allowed drainage basins to be developed and used as open space. However, it is important that new development also be provided with flood free open space which can be developed for playgrounds.

Objectives - Community Life

To provide an equitable and efficient distribution of community facilities and services.

To ensure the costs of development are equitably distributed.
To develop a regional centre of education facilities for a variety of education requirements, including the Shepparton Tertiary Education Precinct.

To protect and enhance the network of public open space that contributes to the amenity of the municipality and advances the image of the community.

To address community safety in the planning and management of the urban environment.

To provide accessibility in public spaces and new developments.

To promote integrated local planning that considers the social, physical, environmental and economic domains.

To encourage the innovative use of land for community use.

**Strategies - Community Life**

- Encourage “supported living” (nursing homes, hostels) in proximity to community and commercial services and activities.
- Locate facilities and service centres where they can be accessed by public transport and/or walking/cycle paths.
- Encourage flexible design to meet user group needs over the lifecycle and changing demographic structures.
- Identify a medical service precinct around the existing Goulburn Valley Base Hospital.
- Promote clustering of facilities to enable multi use and sharing of community facilities.
- Link the provision of facilities with the release of new subdivisions, through the approval of Structure Plans and a Development Contributions Plan.
- Provide for student accommodation in the redevelopment areas within the Shepparton CBD, including shop top housing.
- Encourage plans for new university and educational campuses to display contemporary and innovative architectural styles.
- Establish a preferred precinct for the development of post-secondary and tertiary educational facilities to the north east of the Shepparton CBD (the “Shepparton Tertiary Education Precinct”).
- Encourage development on only one side of the road where land is adjacent to public open space.
- Provide for passive surveillance of open space and limit the ‘privatisation’ of public open space.
- Ensure that subdivisions include flood free areas of public open space where possible.
- Encourage the provision of linear links between existing and proposed open space areas and between urban areas.
- Encourage links to the Goulburn and Broken Rivers shared path network to promote environmental assets.
- Promote public art as part of the urban design process.
- Encourage spaces for local food production such as community gardens in existing and new neighbourhoods.
- Ensure the rezoning and/or development of land is linked to the approval of a legal agreement, such as a pre-development agreement, for the funding of necessary physical infrastructure and community services as identified in Structure Plans.
Non Residential Uses

Council acknowledges that there is a need to protect the amenity of existing and future residential areas. While a range of non residential uses in residential areas provide services to the local community, (including places of worship, schools, medical centres, display homes, child care centres, cafes, restaurants, and the like), it is important to ensure that these uses do not have a negative impact on residential amenity through inappropriate location, unsympathetic design, and traffic impacts. Petrol stations and car washes in particular are discouraged in residential zones.

Objectives - Non Residential Uses

To ensure that non residential uses are appropriately located.
To allow complementary non-residential uses to be integrated into residential areas.
To ensure that non residential uses are appropriately located having regard to:
  - The intensity and hours of operation of the proposed activity.
  - The siting and design of proposed buildings and works, including car parking areas and advertising signs and telecommunications facilities.
  - The location of access points.

To ensure that the appearance and scale of non residential development in residential zones is consistent with nearby housing.

Strategies - Non Residential Uses

- Ensure non residential uses are located in areas that are appropriate to the intensity and scale of the proposed use and that will have minimal impact on the amenity of nearby residential properties.
- Ensure major facilities serving catchments beyond the local level are located in commercial areas or sited on roads which avoid the generation of additional through traffic on residential streets.
- Discourage service stations and car washes in residential areas.
- Ensure the siting and design of buildings and works (including car parking areas) responds to the surrounding housing and streetscape and includes features to reduce the noise, loss of privacy and to enhance the appearance of the development, including landscaping, screening, acoustic fencing.

Policy Guidelines - Non Residential Uses

When considering an application for any of the uses listed below, Council will be guided by the following provisions:

Child Care Centres

- Larger child minding centres in excess of 40 children should be located along major roads.
- Car parking for child minding centres should be provided at the rate of one space per staff member with a drive through drop-off bay for at least three vehicles and one space per 10 children.
- A 2m wide landscape strip along the street frontage should be provided.
Medical Centres/Veterinary Clinics

- The location of the centre should be on a through road and adjacent to other community based uses.
- Car parking should be provided at the rate of five spaces per practitioner operating from the premises at any one time.
- The hours of operation should be 8.00am to 9.00pm Monday to Saturday and 9.00am to 1.00pm Sunday.
- A 2m wide landscape strip along the street frontage should be provided.

Display Homes

- Display homes should primarily be located in areas experiencing new residential and building activity.
- Display homes in established residential areas are discouraged.
- Display homes are encouraged to locate together in residential estates forming a display home centre.
- Display homes should be located on main or collector roads with corner locations preferred.
- The establishment of individual display homes should not isolate private residential dwellings.
- The site on which a display home is located should be of sufficient size to provide adequate car parking, pedestrian access, and landscaping.
- Display homes should be adequately landscaped so that they do not detract from the surrounding residential environment and streetscape.
- Traffic generated by display homes should not be detrimental to the existing or proposed road network and traffic movements in the area.
- A variety in housing type and style, including dual occupancy and multi unit developments, is encouraged.
- Display homes that adopt energy efficiency principles are encouraged.
- Consistency of signage is encouraged within display home centres.
- Signage is encouraged to be sympathetic to the surrounding area.

21.04-7

Strategic Work Program

Undertaking further strategic work - Settlement

- Monitor housing trends.
- Monitor 'supply triggers' for development based on land take-up rates that indicate when the identification and planning of new land should commence.
- Investigate variations to Clauses 54 and 55 of the Planning Scheme to reflect Housing Change Areas.
- Investigate opportunities for the continued improvement of the residential development assessment process.
- Investigate different zone options for implementation in growth areas.
- Further assess the Raffery Road Corridor for potential for more intensive rural living or low density residential development and zoning.
- Develop policy guidelines to restrict inappropriate development within and immediately surrounding areas which are liable to flooding.
- Develop and integrate into the planning process a connectivity assessment tool such as a Connectivity Index to require a minimum level of connectivity in all residential neighbourhoods.
- Identify opportunities for (re)development at increased densities to create a diversity of housing options.
- Identify development opportunities for special housing types such as aged care in appropriate locations.
- Review the Recreation and Open Space Strategy to identify open space requirements and develop strategies for creating an open space network. This should include design guidelines to ensure open space is attractive, accessible and safe.
- Prepare Development Contributions Plans incorporating community infrastructure in growth corridors.
- Prepare a land use strategy for Tatura.
- Prepare Structure Plans for the residential corridors for Shepparton/Mooroopna, and proposed development areas at Tatura.
- Devise landscaping themes throughout the municipality to create a unified identity whilst retaining individual township character.
- Review the Shepparton Urban Design Framework to prepare urban design guidelines and directions for other areas that are not included in the “Urban Design Framework – Shepparton North and South Business Areas”.
- Prepare design guidelines for residential development.
- Develop a tool for ensuring adequate connectivity within and between residential developments.
- Develop a policy that restricts inappropriate development within and surrounding areas which are liable to flooding.