

GREATER SHEPPARTON PLANNING SCHEME

AMENDMENT C192

EXPLANATORY REPORT

Who is the planning authority?

This amendment has been prepared by the Greater Shepparton City Council, which is the planning authority for this amendment.

The Amendment has been made at the request of Greater Shepparton City Council.

Land affected by the Amendment

The proposed Amendment applies to land generally within the commercial/ business areas of Greater Shepparton.

What the amendment does

The proposed Amendment updates the Municipal Strategic Statement (MSS) and Activity Centre Zone to implement the recommendations of the *Commercial Activity Centres Strategy, November 2015*.

The Amendment seeks to:

- Update the activity centre hierarchy in the MSS at Clause 21.06-5 *Commercial/ Activity Centres*.
- Amend the MSS at Clause 21.06-5 *Commercial/ Activity Centres* to:
 - discourage the location of cinema and department stores outside the retail core (Precinct 1).
 - reinforce the Shepparton CBD as the principal retail centre.
 - include the *Commercial Activity Centres Strategy November 2015* as a reference document.
 - encourage expansion of retail and commercial convenience facilities in Shepparton North, subject to detailed planning and development assessment criteria.
- Rezone the Shepparton Marketplace, land along Benalla Road (Enterprise Corridor) and Wyndham Street (Wyndham Street North) from Commercial 1 and 2 Zone to Activity Centre Zone.
- Provide an increase to the retail floorspace cap at Shepparton Marketplace from 15,600sqm to 22,500sqm.
- Remove Schedule 3 to the Design and Development Overlay relating to the land in the Wyndham Street North Precinct and update the Overlay maps accordingly.
- Update Clause 21.06-7 *Strategic Work Program* to reflect work undertaken and include the preparation of Structure Plans/ Urban Design Frameworks for relevant activity centres.
- Update Clause 21.08 *General Implementation* to reflect the recommendations of the *Commercial Activity Centres Strategy November 2015*.
- Update Clause 21.09 *Reference Documents* to include the *Commercial Activity Centres Strategy November 2015*.

- Amend the Schedule to Clause 34.01 *Commercial 1 Zone* to remove reference to Shepparton Marketplace.

Strategic assessment of the Amendment

Why is the Amendment required?

Shepparton is the fourth largest regional city in Victoria and a major area of urban growth and development within the Goulburn Valley region. The city caters for a large regional economic catchment, serving both a local and regional economic role as a business, retail and services hub. Despite its important role servicing the retail needs of the region, it has been over a decade since the retail strategy has been addressed, and as a result much of the existing strategy needs updating. Further, in 2014 the State government introduced new commercial zones which changed the way the planning system works in commercial areas, and this strategy also enabled Council to respond to these changes.

To address these issues the Council (with consultants Essential Economics and Spiire) prepared the *Commercial Activity Centres Strategy November 2015*. The Strategy provides a current, comprehensive approach to commercial services throughout the municipality. The Strategy seeks to respond to the changes in retail practices, consider the evolving retail and commercial environment, existing studies and Council policies, and seeks to provide the most appropriate guidance (in terms of zones, design guidelines and appropriate uses) in commercial areas.

The proposed amendment seeks to introduce the required planning controls and policy into the Greater Shepparton Planning Scheme to implement key priorities of the Strategy, particularly, to ensure the primacy of the CBD as a key regional retail and commercial centre, providing a hierarchy of activity centres and defining their role in supporting retail growth in Shepparton.

The ACZ is the preferred planning tool for activities areas in Metropolitan Melbourne and major regional centres in Victoria which display Central Business District (CBD) type functions. The ACZ is able to more easily and effectively implement the strategic objectives for these areas, and to more transparently reflect the outcomes identified in structure plans (in this case, the *Commercial Activity Centres Strategy November 2015*).

The ACZ is a flexible control that allows for a mix of uses and development and can be tailored by Councils to meet the particular needs of a centre through the Schedule to the Zone and simplifies the planning process by replacing zones and overlay controls into one single set of use and development provisions.

The proposed Amendment has been prepared to provide Council with a framework to highlight where private sector investment and new business activity is encouraged, to identify priority locations for new public infrastructure, to support the productive and efficient use of land, and to support liveability for the community, while advancing the development and economic viability of all commercial activity centres in the municipality.

How does the Amendment implement the objectives of planning in Victoria?

The proposed amendment meets the objectives of planning in Victoria under section 4(1) of the *Planning and Environment Act 1987* by providing for the fair, orderly, economic and sustainable use and development of land in commercial areas throughout Shepparton, and protecting the primacy of the CBD.

The changes to local policy, particularly Clause 21.06 *Economic Development*, addressing objectives and strategies for the growth and hierarchy of commercial areas, will consolidate and strengthen the retail and commercial role of the Shepparton CBD, and provide a pleasant, efficient and safe working, living and recreational environment for all residents, business operators, employees and visitors to Shepparton.

How does the Amendment address any environmental, social and economic effects?

The proposed amendment aims to put in place guidance for the future land use and development of Shepparton's activity centres, and it is not envisioned that there will be any significant adverse environmental impacts. The proposed amendment includes requirements to consider environmentally sustainable design principles in the construction of any new land use or development.

The proposed amendment is not expected to have any significant adverse social impacts, rather it will strengthen the role of the Shepparton CBD to ensure it continues to serve the community's needs. A proposal to increase retail floorspace or for other use/ development within the Activity Centre Zone will be subject to planning and development assessment utilising the criteria provided in the Strategy, including an assessment of the benefits of any proposals to the community.

The proposed amendment seeks to provide greater certainty for business and community regarding what kind of future land use and development can occur and where. The proposed amendment also limits the amount of retail shop floor space in certain activity centres, based on the existing and anticipated retail catchment and the strategic importance of the activity centres within the hierarchy. The proposed amendment also discourages the location of uses such as cinema or department store outside of the retail core. There is strong strategic logic for this guideline, however uses and floorspace caps are discretionary and can be changed subject to the appropriate planning and development assessment criteria, which includes the requirement for an economic impact assessment and retail assessment to be prepared.

The amendment will help to stimulate investment within the additional Precincts in the ACZ by reducing application and permit requirements for use and development and providing additional planning certainty about what use is preferred where.

Does the Amendment address relevant bushfire risk?

The amendment will not include any land in a Bushfire Management Overlay (BMO). Further, it is not expected that the inclusion of additional commercial precincts in the ACZ or changes to the MSS will affect bushfire risk.

Does the Amendment comply with the requirements of any Minister's Direction applicable to the amendment?

The proposed amendment is consistent with the Ministerial Direction on the Form and Content of Planning Schemes pursuant to section 7(5) of the Act.

The proposed amendment is consistent with the Minister's Direction No. 11 Strategic Assessment of Amendments under section 12(2) of the *Planning and Environment Act 1987*.

The proposed amendment is consistent with the Minister's Direction No. 15 The Planning Scheme Amendment Process under section 12(2) of the *Planning and Environment Act 1987*.

How does the Amendment support or implement the State Planning Policy Framework and any adopted State policy?

The proposed amendment supports and implements Clause 11 *Settlement*, Clause 16 *Housing*, Clause 17 *Economic Development* and Clause 18 *Transport* of the State Planning Policy Framework by guiding major retail, commercial, administrative, entertainment, residential and community uses and development into a hierarchy of activity centres.

Changes have been made to the existing Table of Uses in the Schedule to the ACZ, with some uses being extracted to stand alone, while permit requirements for some uses have also been amended. The following table shows the proposed permit requirements within the new schedule.

Permit requirements in Proposed ACZ

Precinct	Retail Premises (other than Adult sex bookshop, Department store, Hotel and Tavern, Restricted retail premises, Supermarket and Trade supplies	Supermarket	Office (except Medical Centre)	Cinema	Department Store	Trade Supplies	Medical centre	Industry	Restricted retail premises
1 (ACZ)	As of right	As of right	As of right (frontage must not exceed 2m & other conditions)	As of right (must not front a road at ground level)	As of right	As of right	Permit required	Permit required (conditions)	As of right
2 (ACZ)	As of right	As of right	Permit required	As of right	Permit required	As of right	Permit required	Permit required (conditions)	As of right
3 (C1Z to ACZ)	As of right in 3B. Permit required in 3A & 3C prohibited 3D	Prohibited	Permit required	Prohibited	Prohibited	Prohibited in 3A, 3C, permit required 3B, 3D	Permit required	Prohibited	Prohibited
4 (ACZ)	Permit required 4C, prohibited 4A, 4B, 4D	Prohibited	Permit required in 4C. Prohibited in 4A, 4B & 4D.	Prohibited	Prohibited	Prohibited	Permit required	Prohibited	Prohibited
5 (ACZ)	Permit required	Permit required	Permit required	Permit required	Permit required	Prohibited	Permit required	Prohibited	Prohibited
6 (ACZ)	Permit required	Permit required	Permit required	Permit required	Permit required	Permit required	Permit required	Prohibited	Prohibited
7 (ACZ)	As of right	As of right	As of right (frontage must	Prohibited	Prohibited	As of right	Permit required	Permit required	As of right

			not exceed 2m and other conditions)					(conditions)	
8 (ACZ)	8A as of right Permit required 8B, 8D 8C Prohibited	Permit required	Permit required in 8A, 8B, 8D Prohibited in 8B	Permit required	Permit required	Prohibited 8B, 8C, permit required 8A, 8D	Permit required	Permit required 8A (conditions) Prohibited 8B, 8C, 8D	Permit required
9 (C1Z to ACZ)	As of right	As of right	Permit required	Permit required	Permit required	Permit required	Permit required	Prohibited	As of right
10 (C2Z to ACZ)	Permit required	Prohibited	Prohibited	Prohibited	Prohibited	As of right	Prohibited	As of right (conditions)	As of right

How does the Amendment support or implement the Local Planning Policy Framework, and specifically the Municipal Strategic Statement?

The proposed amendment is consistent with the policies and controls of the Greater Shepparton Planning Scheme, including the Municipal Strategic Statement outlined within the Local Planning Policy Framework.

The proposed amendment aims to provide support for policy in Clause 21.06-5 *Commercial/Activity Centres* to recognise Shepparton CBD as the principal retail centre in the region and provide a hierarchy of supporting activity centres throughout Greater Shepparton. Incorporating the objectives of the *Commercial Activity Centres Strategy November 2015* into Clause 21.06-5 will provide a working hierarchy of activity centres to serve the Shepparton region while protecting the role of the CBD for specialty retailing and entertainment as well as an office and commercial location.

The various objectives and strategies provide direction for the location of appropriate land uses and will allow businesses and developers to make appropriate location decisions for development in accordance with the desired outcomes of the Strategy.

Clause 21.04-4 *Urban Design* is supported by promoting high quality architecture and urban design, sustainable development, and providing that the desired built form of development in the various precincts within the CBD area will be achieved. The amenity and image of the CBD will be improved and the design of buildings and spaces in the retail core will add to the activity and vitality of the streets. The various objectives and strategies of local policy are supported by the Activity Centre Zone whereby specific land uses are directed to appropriate precincts. This enables businesses to make appropriate location decisions and for development to achieve the desired outcomes of the Design and Development requirements and objectives.

Does the Amendment make proper use of the Victoria Planning Provisions?

The proposed amendment makes proper use of the VPPs by updating the MSS to implement the appropriate strategic work and enable better administration of the Greater Shepparton Planning Scheme. The proposed amendment also applies the ACZ to areas of Shepparton CBD. The ACZ is the preferred VPP tool for managing and promoting land use and development in activities areas and larger regional centres which demonstrate CBD roles. The amendment has been prepared in accordance with Practice Note 56 – Activity Centre Zone.

How does the Amendment address the views of any relevant agency?

The preparation of the *Commercial Activity Centres Strategy November 2015* involved extensive consultation with a range of relevant agencies. As the proposed amendment seeks to implement the recommendations of the Strategy, further consultation is not presently required. There will be an opportunity for relevant authorities and departments to formally comment as part of the exhibition period.

Does the Amendment address relevant requirements of the Transport Integration Act 2010?

The purpose of the *Transport Integration Act 2010* is to create a new framework for the provision of an integrated and sustainable transport system in Victoria. The vision statement recognises the aspirations of Victorians for an integrated and sustainable transport system that contributes to an inclusive, prosperous and environmentally responsible state. The objectives of the *Transport Integration Act 2010* relate to social and economic inclusion, economic prosperity, environmental sustainability, integration of transport and land use, efficiency, coordination and reliability, and safety and health and wellbeing.

The proposed amendment addresses the relevant requirements of the Transport Integration Act 2010. While the proposed amendment does not directly introduce a new transport system, the inclusion of additional precincts in the ACZ may result in additional retail floorspace within Greater Shepparton CBD. The proposed amendment will support the Act's

objectives for transport and land use integration, allowing for increased access to commercial and retail facilities, particularly in residential growth areas, and introducing design principles to facilitate pedestrian and cycling access to facilities.

Any additional retail floorspace arising from the proposed amendment will be subject to a detailed planning assessment, including how it impacts the surrounding land and infrastructure, provision and planning for access to public transport and an economic impact assessment, providing cohesive transport planning and land use integration in the commercial area as a whole.

Resource and administrative costs

- **What impact will the new planning provisions have on the resource and administrative costs of the responsible authority?**

The proposed amendment will have minimal impact on the resources or administrative costs of the Council. Any costs associated with a Planning Panel, if required, will be funded out of the Sustainable Development (Planning) Department's general budget.

Where you may inspect this Amendment

The Amendment is available for public inspection, free of charge, during office hours at the following places:

Greater Shepparton City Council, 90 Welsford Street, Shepparton

The Amendment can also be inspected free of charge at the Department of Environment, Land, Water and Planning website at www.delwp.vic.gov.au/public-inspection or the Greater Shepparton City Council website at www.greatershepparton.com.au.

Submissions

Any person who may be affected by the Amendment may make a submission to the planning authority. Submissions about the Amendment must be received by 8 August 2016.

A submission must be sent to:

Greater Shepparton City Council
Locked Bag 1000
Shepparton VIC 3632.

Panel hearing dates

In accordance with clause 4(2) of Ministerial Direction No.15 the following panel hearing dates have been set for this amendment:

- directions hearing: to be advised
- panel hearing: to be advised

21.06 ECONOMIC DEVELOPMENT

03/03/2016

C462

[Proposed C192](#)

The City of Greater Shepparton services a significantly wider region than that located within the municipal boundaries and has experienced strong growth over the past fifteen years. The local economy is diverse, and includes a range of activities including agriculture, food processing, manufacturing, retail, education, health/community services, transport and warehousing.

21.06-1

Agriculture

19/09/2013

C121

Irrigated primary production and the processing of that product underpin the municipality and the Region's economy. The level of production is nationally important and the region is responsible for significant parts of the nation's milk production, deciduous canned fruit production, stone fruit crop and tomato processing production.

The region's workforce is heavily dependent on the agricultural sector with many people directly involved in agricultural production on farms, and an estimated similar number involved directly and indirectly in the processing and transport of that product. In both irrigation and dryland production the drivers of future successful agribusinesses, regardless of the scale of enterprise, are likely to be:

- Continuing current trends for significantly increased scale of production which is achieved by expanding the land area of production and/or by increasing the intensity of the production system.
- A shift to individual management of their own business risks such as consolidation into contiguous properties to manage all their own water supply.
- Agribusinesses that seek to minimize the number of neighbours.
- Agribusinesses that expand into land that is priced competitively because it is used for agriculture rather than having inflated land values because it has been subdivided for hobby farms.

It is increasingly evident that prospective agricultural investment is jeopardized, deterred, or completely lost by land uses and developments that have the potential to compromise the scale and location of such investment. In particular, agricultural investment is far less likely where land is already fragmented in ownership with housing dispersed throughout.

A Regional Rural Land Use Strategy 2008 (RRLUS) has been adopted by Moira Shire Council, the City of Greater Shepparton and the Shire of Campaspe. This strategy identifies new categories of farming areas in the municipalities and recommends different subdivision and minimum lot size provisions for dwellings for each category. The categories are as follows.

Growth areas being areas for growth and expansion of existing farm businesses and for new investment. Growth areas include those areas that have been retained in larger properties and provide the opportunity for large scale, stand alone new agricultural development as well as for consolidation of existing farm properties wishing to grow. The RRLUS seeks to discourage the establishment of new dwellings and where possible encourage farm tenements and property boundaries to consolidate and enlarge in line with the trends in agriculture associated with productivity and viability. The minimum subdivision size in these areas has been set at 40ha and a dwelling needs a planning permit on all land less than 60ha in area.

Consolidation areas being areas that support existing farm businesses to operate and expand. Consolidation areas typically include land with good soils and include many of the former closer settlement areas, but their lot sizes are no longer reflective of current farm sizes. Consolidation areas are considered to provide opportunities for development of growing agricultural enterprises that can, over time, expand and consolidate through a process of property restructure. In this regard 'consolidation' includes the consolidation of

land or the consolidation of farming enterprises through acquisition of non-contiguous land to increase farm size. The development of additional dwellings threatens expanding agricultural enterprises and accordingly, new dwellings within these areas are discouraged. The use of re-subdivision and excisions within consolidation areas will be considered in recognition that the excision of a dwelling from a farm can provide businesses an opportunity to consolidate property holdings based on the value of land for agriculture. The minimum subdivision size in these areas has been set at 40ha and a dwelling needs a planning permit on all land less than 60ha in area.

Niche areas being those areas with productive potential based on existing lot configuration and opportunities for smaller scale and specialized agriculture. Niche areas include those rural areas with productive potential due to soil type, property size or water access. The opportunity for properties within these areas to expand in response to general market trends is limited however due to land value and existing development as most lots are smaller with dwellings. Niche areas are productive farming areas and not rural living areas. Niche areas may involve activities such as spraying and frost fans etc. New dwellings within the niche area can be considered where associated with farm business activity. Given the existing size and lot configuration, it is envisaged that subdivision would rarely be required. The minimum subdivision size in these areas has been set at 40ha and a dwelling needs a planning permit on all land less than 40ha in area.

The RRLUS also discusses the conflict which arises when the expectations of the farmer and the rural lifestyle resident differ. It is acknowledged that direction is required to ensure that unplanned rural living is not displacing agriculture or preventing flexibility for farm businesses. In particular, existing minimum lot requirements that allow 'as of right' dwellings within the Farming Zone have been reviewed.

Important principles that have been applied in the rural areas are:

- The minimum subdivision size is to be less or equal to the minimum dwelling size in order to avoid expectations and perceptions that there will be an automatic entitlement to erect a dwelling on all newly created lots in the Farming Zone.
- Small lot subdivisions should not create any additional entitlements for a dwelling nor should they create an opportunity for a dwelling without a planning permit.

Objectives - Agriculture

To ensure that agriculture is and remains the major economic driver in the region.

To facilitate growth of existing farm businesses.

To facilitate growth of new agricultural investment.

To provide for small scale, specialized agriculture.

Strategies - Agriculture

- Identify 'growth', 'consolidation' and 'niche' areas in the Farming Zone.
- Encourage growth and expansion of existing farm businesses and new investment in 'growth' and 'consolidation' areas.
- Encourage opportunities for smaller scale, specialized agriculture in 'niche' areas.
- Discourage land uses and development in the Farming Zone, Schedule 1 that would compromise the future agricultural use of the land, including farm related tourism.
- Encourage tourism in the Farming Zone, Schedule 2 that is carefully managed to prevent conflict and impact on agricultural operations.
- Encourage value adding and new enterprises for agricultural production.
- Encourage the preparation of Whole Farm Plans for on farm earthworks.

- Discourage non-agricultural uses on rural land other than rural based industry.
- Discourage non-agricultural development in rural areas except where development is dependent on a rural location, and cannot be accommodated within existing industrial or business zoned land.
- Discourage non-agricultural development along major roads in rural areas especially at the fringe of existing urban areas when it may contribute to ribbon development.
- Buildings for non-agricultural purposes in rural areas should be set back a minimum of 100 metres from any road, be constructed in muted coloured 'colorbond' materials or similar and screened from any road by dense tree and shrub planting.
- Signs for industrial and commercial development in rural areas will be strictly limited in size and number.

21.06-2

19/09/2013
C121

Subdivision in Rural Areas

Farm holdings in rural areas are becoming larger. Rural dwelling lot excisions continue to pose a threat to the long term viability of the agricultural sector by reducing the size of farms and by causing friction between the expectations of farmers and residents.

The planning scheme provides for a range of subdivision sizes based on the outcomes of the RRLUS. Subdivision of rural land at a density greater than these minimums, especially for personal and financial reasons; or to create lots for "rural lifestyle" purposes, could jeopardise the economic future of the region.

The only circumstance in which Council will contemplate a small lot subdivision is if it leads to the consolidation of rural landholdings so as to promote the viability of agriculture. This is an increasingly important issue in the municipality since the deregulation of the dairy industry. Council wishes to facilitate farm consolidation so as to assist with (among other things) the rationalisation of a sustainable dairy industry. It is acknowledged that in some circumstances, small lot subdivision can assist the process of consolidation as it enables the farming land to be priced at its agricultural value rather than have it distorted by its housing value. While small lot subdivisions are discouraged in the municipality, they will be considered on a case by case basis if the outcome is farm consolidation.

The RRLUS identified new categories of Farming Zone and has included objectives and policies for each with respect to rural subdivision.

Objectives - Subdivision in Rural Areas

To limit the further fragmentation of rural land by subdivision.

To ensure that lots resulting from subdivision are of a sufficient size to be of benefit to agricultural production.

To encourage the consolidation of rural lots.

To provide for the incremental growth of farming enterprises.

To discourage "small lot" subdivision unless the balance lot is at least the minimum lot size and is of a size sufficient to support a viable agricultural enterprise.

To ensure that small lot subdivisions do not prejudice surrounding agricultural activities.

To ensure that small lots have access to adequate infrastructure including access to all weather roads.

To prevent small lot subdivision to meet personal and financial circumstances or to create lots for 'rural lifestyle' purposes.

To prevent the creation of irregular shaped lots.

To prevent “serial” small lot subdivisions from the one lot.

Strategies - Subdivision in Rural Areas

- Discourage small lot subdivisions except where:
 - Restructure is an outcome;
 - No new opportunities for additional dwellings below the minimum specified in the schedule to the Farming Zone; and
 - The impact on neighbours and existing or potential agricultural use of nearby land is minimised.
- Discourage small lot subdivision, except where the proposal assists in the use, sale, reduction in number of lots, transfer or preservation of the land for agricultural purposes.

Policy Guidelines - Small Lot Subdivision

Criteria

An application for a small lot subdivision of a lot containing a dwelling or the re-subdivision of existing lots should meet the following criteria:

- The lot containing the dwelling is to be no greater than 2ha in area unless there is a need for a larger parcel to take account of natural or public infrastructure features;
- The “balance” lot is of an area that complies with the minimum lot size for the zone;
- The existing dwelling is habitable; and
- The dwelling has existing use rights pursuant to Clause 63.

Exercise of discretion

It is policy to:

- Require the applicant to enter into an agreement under Section 173 of the Act which prevents:
 - The construction of a dwelling on the ‘balance’ lot unless, when combined with other land, the area satisfies the minimum lot size for the construction of a dwelling in the zone; and
 - The further subdivision of any lot created other than in accordance with the minimum lot size for subdivision in the zone.
- Discourage applications for a **re-subdivision** to realign lot boundaries if they:
 - Rely on freehold land which was previously a road reserve, channel, utility lot, crown land or similar; and
 - Create a dwelling opportunity where none previously existed.
- Support applications for a **re-subdivision** to realign lot boundaries will only be permitted for the purpose of making minor adjustments including to take account of topographical or public infrastructure features.

21.06-319/09/2013
C121**Dwellings in Rural Areas**

While it is acknowledged that a dwelling will often be needed to properly farm land, these must be limited to those that genuinely relate to agricultural production. The number of dwellings that a farm can economically sustain relates to its rural land capability, the labour needs of the farming practice, the intensity of the farm activity and the volume of rural output. Development of dwellings at a density greater than is required for the rural use of land can give rise to conflicts with legitimate farming practices. Isolated dwellings in the rural areas have the potential to disrupt agricultural activities and should not impinge on the appropriate use of farming land.

The RRLUS identified new categories of Farming Zone and has included objectives and policies for each with respect to rural dwellings.

Objectives - Dwellings in Rural Areas

To discourage new dwellings unless it can be demonstrated that it is required for the agricultural use of the land.

To ensure that new dwellings support rural activities and production and are not to meet lifestyle objectives, which may conflict with the rural use of the land.

To avoid potential amenity impacts between rural activities and dwellings in rural areas.

Strategies - Dwellings in Rural Areas

- Discourage the establishment of dwellings not associated with or required for the agricultural use of the land.
- Discourage dwellings on old and inappropriate lots where amenity may be negatively impacted by farming activities, or where dwellings may inhibit rural activities.
- Discourage dwellings which are proposed to meet personal or financial circumstances or to create dwellings for 'rural lifestyle' purposes.
- Discourage the clustering of new dwellings unless they do not limit the productive use and development of surrounding land.

Policy Guidelines - Dwellings in Rural Areas**Criteria**

An application for a dwelling in the Farming Zone, Schedule 1 (FZ1) and Farming Zone, Schedule 2 (FZ2) should meet the following criteria:

- The dwelling is required for the operation of the rural use of the land.
- The agricultural use is established on the land prior to the construction of a dwelling (or an Integrated Land Management Plan under Clause 35.07-6 in place).
- The dwelling is located on a lot of at least 2ha in area.
- The dwelling is located on a lot created after 1st January 1960.

Exercise of discretion

It is policy to:

- Discourage the construction of new dwellings on any land that is not suitable for the on-site disposal of septic tank effluent.

- Discourage the construction of new dwellings on any land with a water table within one metre of the surface when waste water is to be treated and retained on site.
- Require the applicant to enter into an agreement under section 173 of the Act to:
 - Ensure that the dwelling is used in conjunction with agricultural production;
 - Prevent the subdivision of the lot containing the dwelling where the proposed lot size is less than the minimum lot size for subdivision specified in the zone; and
 - Acknowledge the impacts of nearby agricultural activities.
- Discourage a second dwelling unless it is demonstrated that it is necessary to support a viable agricultural enterprise.
- Discourage the occupation of the second dwelling until the agricultural use with which it is associated has commenced.
- Require the applicant to enter into an agreement under Section 173 of the Act for a second dwelling (including a caretaker's house, a manager's house or a dwelling for agricultural workers) to prohibit the further subdivision of the land around the dwelling.

Decision guidelines

When deciding an application for a dwelling, and in addition to the decision guidelines in the zone, the responsible authority will consider the following matters:

- The relationship between the proposed dwelling and the agricultural activity on the land.
- Evidence including an Integrated Land Management Plan under Clause 35.07-6 (or similar) addressing the relationship between agricultural activities on the land and the proposed dwelling.
- The agricultural productive capacity or the agricultural potential of the land.
- The nature of the existing agricultural infrastructure and activity on the land and any new proposed agricultural infrastructure and activity at the land.
- The nature of the agricultural activities on the land and whether they require permanent and continuous care, supervision or security.
- The proposed siting of the dwelling and whether it minimises impacts on existing and potential agricultural operations on nearby land.
- The lot size, context and physical characteristics of the land.
- Whether the dwelling will result in a rural living or rural residential outcome in the area.
- The planning history of the land.
- The potential for land to be consolidated with other land to enhance agricultural productivity.
- Whether the planning scheme identifies a 'non-agricultural' future for the land and the implications of development on future development options.

21.06-4
03/03/2016
C162

Industry

In the past few decades, Shepparton has developed a critical mass of manufacturing-based employment that has further strengthened its role within the region and is now an important component of the local economy. Owing to the presence of a number of significant national and international food processing and packaging companies within the

municipality, the agricultural, food processing and manufacturing sectors are all closely interlinked.

The strategic location of Shepparton and Mooroopna at the junction of the Midland and Goulburn Valley Highways make these urban areas important freight collection and distribution centres. To accommodate and cater for this growing industry, Council has recently established the GV Link freight logistics centre to the south of Mooroopna. It will serve as an intermodal terminal and general freight area that links producers/exporters to the Port of Melbourne by rail and road. It also provides opportunities for the establishment of distribution centres, warehouses, a container park and trucking depots. The development of GV Link would contribute further to the competitiveness of the agricultural and manufacturing base within the municipality.

Tatura is also an important manufacturing centre with three significant local employers. Council has adopted the *Strategic Review of Tatura Industrial Land (2011)* to provide a long term framework for land use planning in the township and to provide an economic development framework to guide investment and promote prosperity in the town.

Greater Shepparton has a dispersed pattern of industrial areas with the main concentration of industrial activity occurring within the urban centres of Shepparton, Mooroopna and Tatura. The activities in these industrial areas vary from small-scale uses with a more localised focus to larger manufacturing and warehousing facilities operated by large national and international companies. The established industrial areas contain significant pockets of vacant undeveloped land which continue to provide opportunities for additional industrial development. The expansion of Shepparton has also resulted in many of these industrial areas now being encumbered by surrounding sensitive land uses. Industrial land is a limited resource in the municipality and there is an ongoing need to ensure that existing industrial zoned lands are appropriately protected for industrial and related land uses.

It is recognised that industrial land use patterns within the municipality are changing in response to population increases, property price fluctuations and shifts in economic activity. In addition, a growing number of industrial developments are required to contain high amenity areas offering a higher quality environment for both workers and visitors alike. These changes must be managed to ensure conflicts between competing land uses and interface issues between non-complementary uses do not arise. It is important that an adequate supply of appropriately zoned industrial land be provided. Land supply and demand monitoring will assist in determining and future land requirements.

To coherently address these concerns, Council commissioned the preparation of the Industrial Land Review, City of Greater Shepparton, 2011 (ILR). The ILR delivers an understanding of the key planning issues relating to the location of industry in the municipality. It also includes an analysis of the land supply and demand situation that drives the market for industrial land. The ILR provides information necessary to guide the planning and future provision of industrial land in the municipality.

The ILR has found that demand for industrial land is greatest in Shepparton East and that this area will continue to be the preferred location for industry. Annual industrial land consumption within the municipality is 9 hectares – 6 hectares of which occurs in Shepparton East. The ILR found that the municipality generally contained a sufficient supply of industrial zoned land to satisfy predicted demand over the next 20 years. However the ILR recommended investigating the need to rezone additional industrial zoned lands in Tatura where anecdotal evidence indicates that this may be required. The ILR contains a number of recommendations to examine potential land rezoning within the municipality and provides the basis for more intensive future investigative work within Shepparton, Mooroopna and Tatura.

Industrial Investigation Areas

Several industrial investigation areas have been identified within the Industrial Framework Plans. These areas represent land which has potential to be rezoned for industrial use due to its proximity to existing or proposed industrial lands or transport and infrastructure assets.

However, these areas 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 of these sites to be developed for industrial purposes and any subsequent changes to the Industrial Framework Plans.

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

- Investigation Area 7 – Wanganui Road, Shepparton North. This area includes lands on the northern side of Wanganui Road and lands owned by Council to the south of Wanganui Road. The lands are constrained by flooding and further investigation is required to explore mitigation options to guide any future rezoning of these lands. This area could be utilised for industrial uses should an increase in demand occur in the future as the land will be bounded by major transport routes.
- Investigation Area 8 – Mooroopna South. All lands to the south of Mooroopna in proximity to the GV Link freight logistics centre should be considered for inclusion in the Industrial 1 Zone. This would overcome the risk of intrusion by incompatible land uses on existing industries located along Toolamba Road, Mooroopna and the GV Link freight logistics centre. Any land uses in this area must complement the purpose of the freight logistics centre and could include transport companies, automotive servicing, and food storage and distribution companies.
- Investigation Area 9 – Mooroopna North. This investigation area includes the 54 hectares of Council-owned land currently included in the Industrial 1 Zone. This land is being held by Council as a long term industrial development option and could be a suitable site for a resource recovery precinct. The impact that the construction of the Goulburn Valley Highway Shepparton Bypass will have on traffic movement and development within the surrounding area will need to be understood.
- Investigation Area 10 (Investigation Area 4 in Clause 21.04-1 Urban Consolidation and Growth) – East of Doyles 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 Dobson's Estate, and the Shepparton East and Lemnos industrial areas. Further investigation is required in this area following the finalisation of the GBCMA's Shepparton East Flood Study. 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 11 – Lemnos. Lemnos contains a strong cluster of transport and warehousing businesses. This investigation area is intended to complement and provide for the expansion of industry in this area. It is important to note that only the site owned by Campbell Australia Pty Ltd is connected to reticulated sewerage. Future industrial development in this area should be provided with reticulated services.
- Investigation Area 12 – South of Cussen Street, Tatura. This investigation area is designed to facilitate a possible small lot industrial development for lots that are less than 4,000m² in size. Adequate buffers and separation distances from nearby residences must be provided as part of this investigation.
- Investigation Area 13 – South of Pyke Road, Tatura. This area includes lands to the south west of the intersection of Pyke Road and the Tatura-Undera Road. It is intended to facilitate a possible small lot industrial development. Adequate buffers and separation distances from nearby residences must be considered as part of this investigation. Access to the site should be provided from Pyke Road.

Objectives and Strategies - Industry

General Objectives

To sustain a growing and diverse industrial base.

To protect the existing industrial base in the urban areas of Shepparton, Mooroopna and Tatura.

To provide an adequate supply of appropriately located industrial land relevant to measured demand that meets the needs of different industries.

To require all future industrial development and subdivisions to be of a high quality in terms of urban design, environmental standards and amenity.

To conserve places of industrial cultural heritage significance.

To minimise land use conflicts.

General Strategies

- Consolidate existing major areas of industrial zones within the new urban growth boundaries and around major transport routes and infrastructure assets.
- Protect the supply of existing and future industrial land from encroachment by incompatible land uses.
- Encourage industrial subdivisions to provide a variety of lot sizes on all undeveloped land.
- Encourage land in undeveloped areas to be retained in large holdings until it is required for development.
- Monitor industry and business investment trends to better understand and plan for changes in development, demand and locational needs. Ensure high quality design in industrial areas by requiring all future industrial development and subdivisions to comply with the requirements of the *Infrastructure Design Manual*.
- Continue to identify, assess and include places of industrial cultural heritage significance in the Heritage Overlay to conserve their significance.
- Avoid incremental approvals and development in identified investigation areas until an integrated investigation has been completed to assess and resolve future land opportunities and constraints, land use, development opportunities, subdivisional layout and servicing for the area.

Economic Development Objectives

To provide an adequate supply of appropriately located industrial land that meets the needs of different industry sectors.

To protect the integrity and viability of existing and future industrial areas within Shepparton, Mooroopna and Tatura from competing and non-compatible land uses.

To direct different types of industrial development to appropriate locations within the municipality.

To encourage future industrial land uses to locate on existing vacant industrial zoned lands and, where this is not possible, to examine opportunities to rezone additional lands to facilitate such industrial or related land uses.

To facilitate the redevelopment of under-utilised industrial sites for more intensive forms of industrial uses to make more efficient use of existing infrastructure.

Economic Development Strategies

- Identify future industrial areas in strategic locations adjacent to major transport routes and infrastructure assets, which are separated from areas of environmental significance or high residential amenity.
- Support the expansion of the industrial base in appropriate locations, as shown on the Industrial Framework Plans
- Promote and develop the GV Link freight logistic centre.
- Protect and facilitate the expansion of existing and designated future industrial areas from encroachment by incompatible land uses.
- Support the development of new industries in established industrial zones, with access to infrastructure and constructed roads.
- Support food related industries and the development of value-adding opportunities.
- Encourage new-value adding industries.
- Facilitate appropriately located industrial lands in rural townships for light industrial and related uses for industries associated with the storage, packing and processing of local agricultural produce or the immediate servicing needs of local communities.
- Allow limited light industry in the townships if it relates to local agricultural production or services the immediate needs of local communities, subject to servicing and environmental constraints.
- Direct industries which require substantial buffer zones from sensitive land uses to locations that minimise land use conflicts and impacts on the amenity of surrounding areas.

Amenity Objectives

To minimise any impact on the amenity and safety of surrounding land uses from traffic, noise and emissions generated by industrial land uses.

To ensure appropriate standards of health, safety and amenity are provided by new and existing industries.

To ensure a high standard of urban design and landscaping is achieved to improve the amenity and appearance of industrial areas.

Amenity Strategies

- Facilitate good design and landscaping outcomes for industrial developments that enhance the municipality's built form and provide amenable working environments.
- Prevent encroachment of residential development into industrial areas, as well as ensuring that new industrial developments are located an appropriate distance from existing residential areas.
- Ensure that land within 10 metres of the frontage of an industrial site (other than land required for car parking and access) is developed for landscaping.
- Assist old and inappropriate industrial areas in their transition to more appropriate land uses.

- Direct materials recycling industries to locations that minimise land use conflicts and impacts on the amenity of surrounding areas.

Built Environment Objectives

To encourage new industrial development to implement on site responsive and sustainable design principles.

To provide for good urban structuring and connectivity between local major roads.

To encourage, where possible, the grouping of similar industrial uses and showrooms to facilitate improved infrastructure and communication services to industry, and to allow such uses to benefit from economies of scale.

To encourage high quality industrial developments.

Built Environment Strategies

- Facilitate improvements to access, parking, site layout, landscaping and building design in the municipality's existing industrial areas.
- Encourage new industrial developments to utilise, where practicable, energy efficiency, water conservation and reuse, water sensitive urban design, and recycling or reuse of waste products.
- Encourage industrial developments that incorporate high quality architectural design elements, create visual interest and incorporate landscaping and/or urban art.
- Discourage the use of culs-de-sac within industrial zoned land to improve lot efficiency and to limit on-street parking problems in court bowls. A cul-de-sac may be provided where the court bowl is used to access lots of 4,000m² or more or where there is no viable alternative.
- Ensure all new industrial development incorporates best practice water sensitive urban design and waste management practices.

Policy Guidelines – Industrial Development in Rural Areas

It is policy to:

- Discourage industrial use and development (other than rural industry) in rural areas, except where:
 - It is unable to be accommodated in existing industrial zoned areas;
 - It does not compromise the surrounding existing and future agricultural practices;
 - It adds value to the agricultural base of the municipality; and
 - It is a rural-based enterprise; or
 - It provides for the reuse of existing large scale packing sheds and cool stores.

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Commercial/Activity Centres

The city's commercial and retailing centres fulfil both local shopping and discretionary shopping needs, and provide services at the regional level. ~~The Greater Shepparton 2030 Economic Development Report identified that based on the requirement for the average provision of 2.1 sqm per capita, there will be demand for 20,660 sqm of additional retail floor space by 2011, with another 40,570 sqm supported by the forecast population growth from 2011 to 2030. — The Greater Shepparton 2030 Economic Development Report~~ The

~~report notes~~ that no foreseeable demand exists in the long term for new major freestanding centres, other than in the north and south growth corridors, and for suitably accommodating bulky goods activities. ~~–The Commercial Activity Centres Strategy, November 2015 identified that retail floorspace in Greater Shepparton is forecast to increase by between 35,000 and 55,000 square metres between 2015 and 2036. The Commercial Activity Centres Strategy November 2015 identifies the following updated~~ The Activity Centre Hierarchy identified in the report can be described as:

Activity Centre Hierarchy Description

Level in Hierarchy	No. of Centres in Shepparton	Centre
Shepparton Central Activities District	1	Shepparton CBD
Regional Retail Centre	1	Shepparton Marketplace
Sub-Regional Centre	3	Riverside, Mooroopna CBD, Shepparton North
Neighbourhood Centre or Town Centre	3	Echuca Road (Mooroopna North), Rowe Street East (Shepparton Plaza), Tatura
Local Centre or Township Centre	29	Branditt Ave, Graham St, Parkside Drv, King St, Dunkirk Ave, Conifer St, Parker St, Macintosh St, Swallow St, Michel St, Poplar Ave, Archer St, Colliver Rd, Guthrie St, Longstaff St, Kialla Lakes, Joseph St, MacIsaac Rd, St Georges Road, Murchison, Dookie, Toolamba, Tallygaroopna, Undera, Shepparton East, Lemnos, Congupna, Katandra West, Merrigum
Enterprise Corridor	3	Benalla Road, Gateway North (Numurkah Road), Gateway South (Melbourne Road)

Source: Essential Economics

- ~~• The Shepparton CBD is nominated as the Regional Centre. The Shepparton CBD Strategy October 2008 also identified the Shepparton CBD and surrounding area as the principal retail centre in the region.~~
- ~~• Shepparton Marketplace, Mooroopna CBD and Shepparton Plaza are designated Sub-Regional Centres.~~
- ~~• Shepparton south, Fairley's (Numurkah Rd), Tatura, Coles Echuca Road (Mooroopna) are Neighbourhood / Townships Centres.~~
- ~~• Murchison, Merrigum, Dookie and local shops in Shepparton are Local / Town Centres.~~
- ~~• Benalla Road, Goulburn Valley Highway and Numurkah Road have concentrations of Bulky Goods retailing.~~

~~Both~~ The Shepparton CBD Strategy October 2008 and Commercial Activity Centres Strategy November 2015 also identify Shepparton CBD as the principal retail centre in the region. The primary issue confronting the CBD's retail sector is competition from regional and sub-regional centres, principally Shepparton Marketplace, and from land outside the traditional retail core (Precinct 1) that is commercially zoned, particularly along bulky goods retailing along arterial roads, such as Benalla Road and the Goulburn Valley Highway.

The challenge for the Shepparton CBD is to maintain its attraction as a retail centre and the range and mix of retail offer including national brand retailers, boutique retailing, and enhance the offer of fresh food, specialty and convenience food and the dining/café experience. A continued focus of specialty retailing and entertainment within the traditional retail core will be important to achieving the objectives of the *Shepparton CBD Strategy October 2008* and the Commercial Activity Centres Strategy November 2015.

Council is committed to limiting the development of free standing centres to specified locations in the municipality's urban growth corridors and in a number of limited locations which also meet the requirements of the dynamic retail sector (such as bulky goods retailing).

Further expansion of retail and commercial facilities may be needed. A further neighbourhood shopping centre may be needed to serve the residents in the north southern corridor to reflect its role as a sub-regional centre. Riverside will continue to serve as the sub-regional centre for the south with a focus on 'core' retail uses, including supermarkets and speciality shops. and a An additional convenience local shopping centre or mixed use precinct may be suitable for development on the aerodrome site, if the aerodrome is relocated and this location is redeveloped for residential purposes. Peripheral sales (bulky goods) uses are directed to existing highway locations. The activity centre hierarchy identified in the Commercial Activity Centres Strategy November 2015 recognises the role and function of different activity centres and provides a framework for the growth of existing centres and the development of new centres to meet urban growth. When the future population reaches critical mass, these peripheral sales outlets are likely to form thematic clusters, for example a homemakers centre, or trades supplies centre.

Objectives - Commercial/Activity Centres

- To support the have a hierarchy of viable activity centres.
- To reinforce the Shepparton CBD as the principal retail centre in the region, in accordance with the provisions of Schedule 1 to the Activity Centre Zone, and the Shepparton CBD Strategy October 2008 and Commercial Activity Centres Strategy November 2015.
- To strengthen the Shepparton CBD's role as an office and commercial location, and provide appropriate retail opportunities in supporting locations.
- To consolidate the traditional retail core (Precinct 1) including a continued focus of providing specialty retailing and entertainment, particularly cinema based facilities and department stores.
- To maximise the regional service role of Shepparton through the provision of a dynamic and efficient activity centre hierarchy.
- To ensure the provision of adequate sub-regional retail facilities to serve local communities.
- To strengthen the image of Shepparton CBD as a regional community and cultural hub, and as a 'university city'.
- To attract more people to live in the Shepparton CBD as a means of providing a greater range of housing choices, and supporting the vibrancy and economy of the CBD.
- To continue the revitalisation and activation of the Maude Street Mall.
- To create a movement network that is convenient, connects key destinations and precincts, and prioritises walkability, cycling and public transport use.
- To enhance the role of the Shepparton CBD as a 'university city' by creating an attractive CBD in which to study and live.

Strategies - Commercial/Activity Centres

- Support a hierarchy of retail centres that promotes the primacy of the Shepparton CBD as a multi-function centre complemented by local centres for convenience shopping, as identified in the Commercial Activity Centres Strategy November 2015.
- Provide for the continued growth of the Shepparton CBD as a multi-purpose retail, business, commercial, community, entertainment and tourism centre, as identified in the *Shepparton CBD Strategy October 2008* and the Commercial Activity Centres Strategy, November 2015.

- Encourage national brand retailers, ~~and~~ specialty retail, [department stores and cinema operators](#) to locate in the CBD core area [\(Precinct 1\)](#).
- Encourage boutique and specialty retailing, and the range and mix of retail offer, including fresh food stores, specialty and convenience food, in the CBD.
- Focus attractions that generate pedestrian movement (such as shops, cafes, banks and other financial institutions, travel agents and take-away food outlets) and create active street frontages in the retail core [\(Precinct 1\)](#).
- Encourage the redevelopment of peripheral areas of the Shepparton CBD including expansion to Sobraon Street.
- [Encourage the implementation of a best practice model for the activation of the Maude Street Mall.](#)
- Encourage cafes, restaurants and alfresco dining in a dining and entertainment precinct in Fryers Street.
- Provide for quality commercial development within the CBD, particularly properties with river frontage along Welsford Street.
- Allow higher scale buildings in appropriate locations and encourage site consolidation where necessary to support large-scale commercial development.
- Encourage smaller offices to locate in the office precincts and at upper levels of retail uses in the CBD.
- [Facilitate Consider the further expansion of the Shepparton Marketplace beyond 22,500 square metres, subject to a policy framework that ensures any expansion is complementary to the role and function of the Shepparton retail core, including an Economic-economic Impact-impact Assessment-assessment detailing but only if such expansion would not adverselythe impact on the relative role of this centre and the Shepparton CBD.](#)
- [Identify lower order neighbourhood retail and community centres to serve convenience needs of north Shepparton, Mooroopna and Kialla.](#)
- [Support the growth of existing centres and the development of new centres to meet urban growth in line with the Commercial Activity Centres Strategy November 2015.](#)
- ~~Facilitate the expansion of additional retail and commercial facilities for the the neighbourhood centre in the north between Ford Road and Hawkins Street, subject to the application of the planning and development assessment criteria at Appendix A of the Commercial Activity Centres Strategy November 2015, to reflect the designated sub-regional role and function of the centre in the future. at the Fairley's supermarket site subject to an Economic Impact Assessment.~~
- ~~Establish a new neighbourhood centre at the former Drive in site to service the southern growth corridor subject to an Economic Impact Assessment.~~
- Provide neighbourhood commercial and retail centres that are accessible to the local community, especially by public transport and bicycle, and that also have adequate car parking provisions.
- Encourage and promote the location of peripheral sales, bulky goods and restricted retail as shown on the Framework Plan.
- In the event of the re-location of the aerodrome within the next 20 years, and subject to an economic impact assessment, identify a potential neighbourhood centre in the southern growth corridors on the site of the existing aerodrome.
- Encourage shops to front the road, be built in line with other buildings, and have regard to the location of car parking, landscaping and pedestrian areas.

- Discourage uses such as display yards or service stations which disrupt pedestrian connections in shopping streets.
- Ensure residential uses do not occupy ground floor retail street frontages in commercial core areas, to prevent disruption to commercial activity.
- Consider the potential for a rezoning land in McLennan Street, Mooroopna, adjacent to the former Mooroopna Hospital to provide for development/uses which complement the proposed retirement complex.

Policy Guidelines – Development outside of the Central Activity District

It is policy to:

- Ensure the location of any new department stores or cinemas outside of the retail core (Precinct 1) will not change the role and function of that centre and the primacy of the retail core as justified by a detailed planning assessment, including an economic impact assessment.
- Discourage the relocation of department stores or cinemas outside of the the retail core (Precinct 1).

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Tourism

Another important industry is tourism which contributes significantly to the region's economic output. The tourism industry is mainly focused on shopping for locally produced and manufactured products (particularly canned foodstuffs), the meetings and business events markets, and people visiting family and friends. Council recognises the importance of the tourism industry within the municipality. Accordingly, it is appropriate to encourage the provision of facilities and services that generally support the ability to experience Greater Shepparton's natural and cultural recreational values, including the provision of short term and home hosted accommodation, host farms and similar facilities. [22.08](#)

Objectives - Tourism

To encourage the provision of tourism facilities and services including short term and home hosted accommodation, host farms and similar facilities (from overview).

To strengthen the attraction of the Shepparton CBD as a tourist destination.

Strategies - Tourism

- Promote the unique tourism opportunities of the irrigated rural landscape and the food growing and processing industries.
- Encourage examples of landmark architecture for the Shepparton CBD.
- Encourage the integration of tourist and agricultural activities where there are no adverse impacts on the operation of rural industries.
- Improve the amenity and image of the CBD through the quality of its streetscape design.
- Support the role of retail as a significant attraction for tourists to Shepparton.
- Develop the food and wine offer of Shepparton - the 'food bowl of Australia' - and promote the CBD as a gastronomic centre of the region.

- Celebrate the cultural diversity of Shepparton through related retail offer and dining opportunities in the CBD.
- Support public art in the Shepparton CBD that projects the character and uniqueness of Shepparton.
- The river environment in the periphery of the CBD should be acknowledged and the feel of a 'river city' created thorough landscaping, access and necessary directional signage.

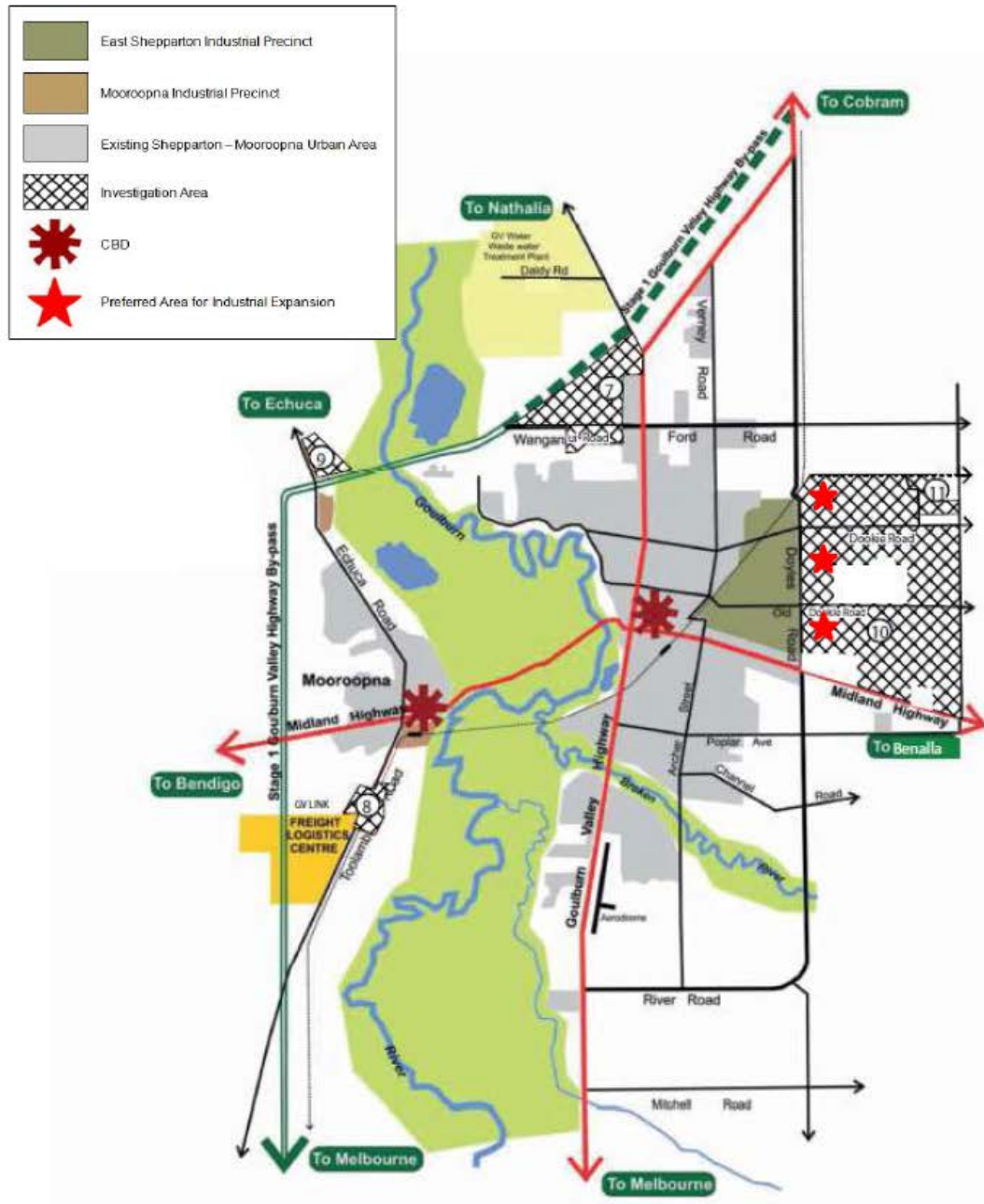
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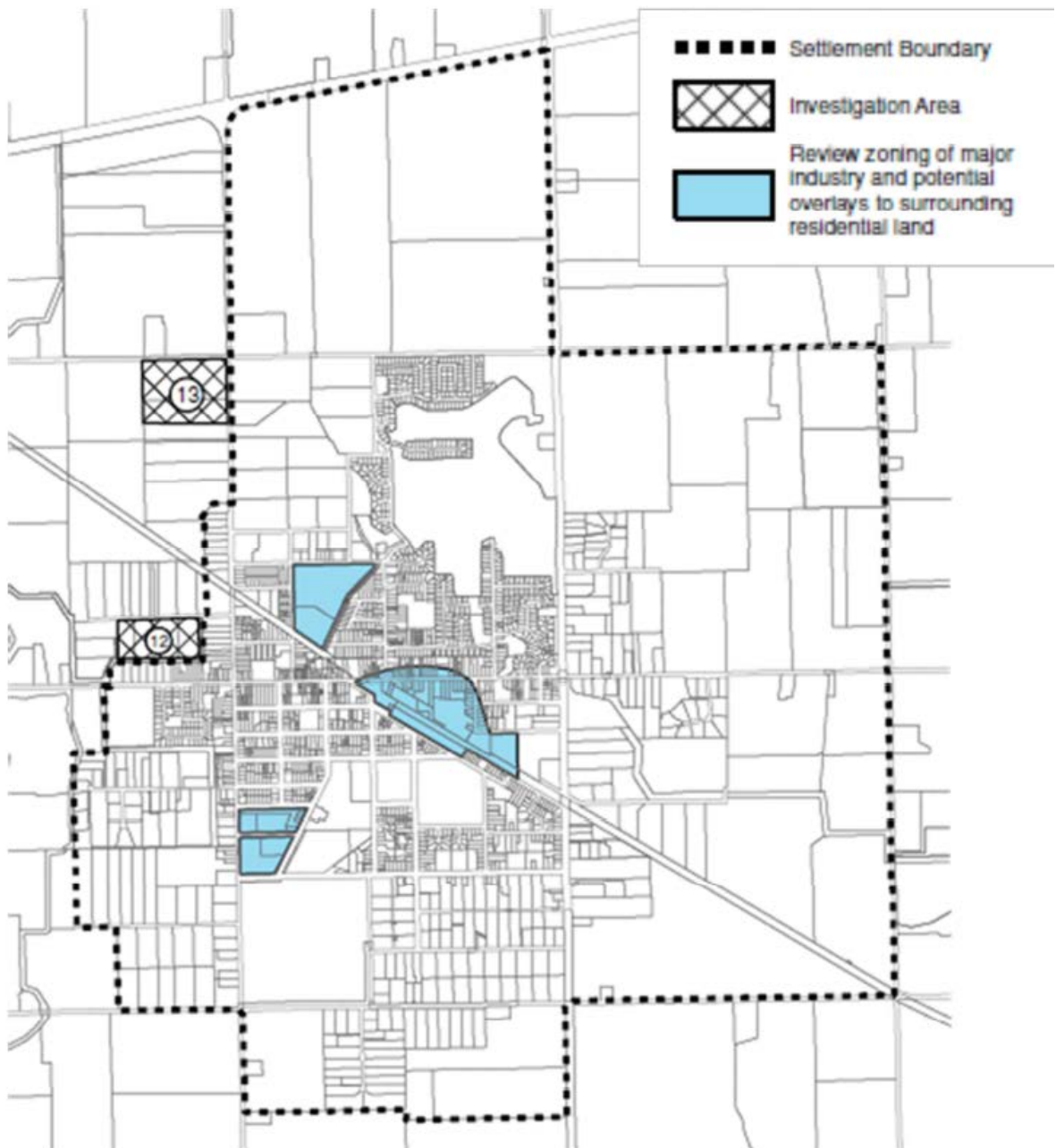
Strategic Work Program

Undertaking further strategic work - Economic Development

- Update the Economic Development Strategy, incorporating a review of the Tourism Strategy and analysis of trends in the agribusiness sector.
- Update and review as appropriate, the Greater Shepparton Industrial Development Guidelines 1998.
- Undertake regular monitoring of industrial land supply and demand to maintain a 15 year supply.
- Work with existing industrial land stakeholders to facilitate improvements to existing industrial areas and developments and to consider strategic issues.
- Prepare urban design guidelines for development and signage of visitor services, particularly future highway service precincts at the access points to the Goulburn Valley Highway ~~Shepparton-Shepparton~~ Bypass.
- Prepare a series of broad urban structure plans to guide future development of the municipality's urban areas with a focus on improved road connectivity and reduced interface issues between potentially conflicting land uses.
- Investigate the possibility of establishing a resource recovery precinct or precincts.
- ~~▪ Investigate the rezoning of the Unilever site in Tatura to a Special Use Zone subject to the satisfactory completion of a site Master Plan.~~
- Investigate opportunities for the revitalisation and activation of Maude Street Mall.
- Investigate application of noise attenuation controls surrounding industrial sites in Tatura.
- Prepare Structure Plans/Urban Design Frameworks for activity centres where further development is likely to occur.
- Develop a corridor access strategy to guide decision making along all main roads.
- Undertake a Rural Living review.



Shepparton Industrial Framework Plan

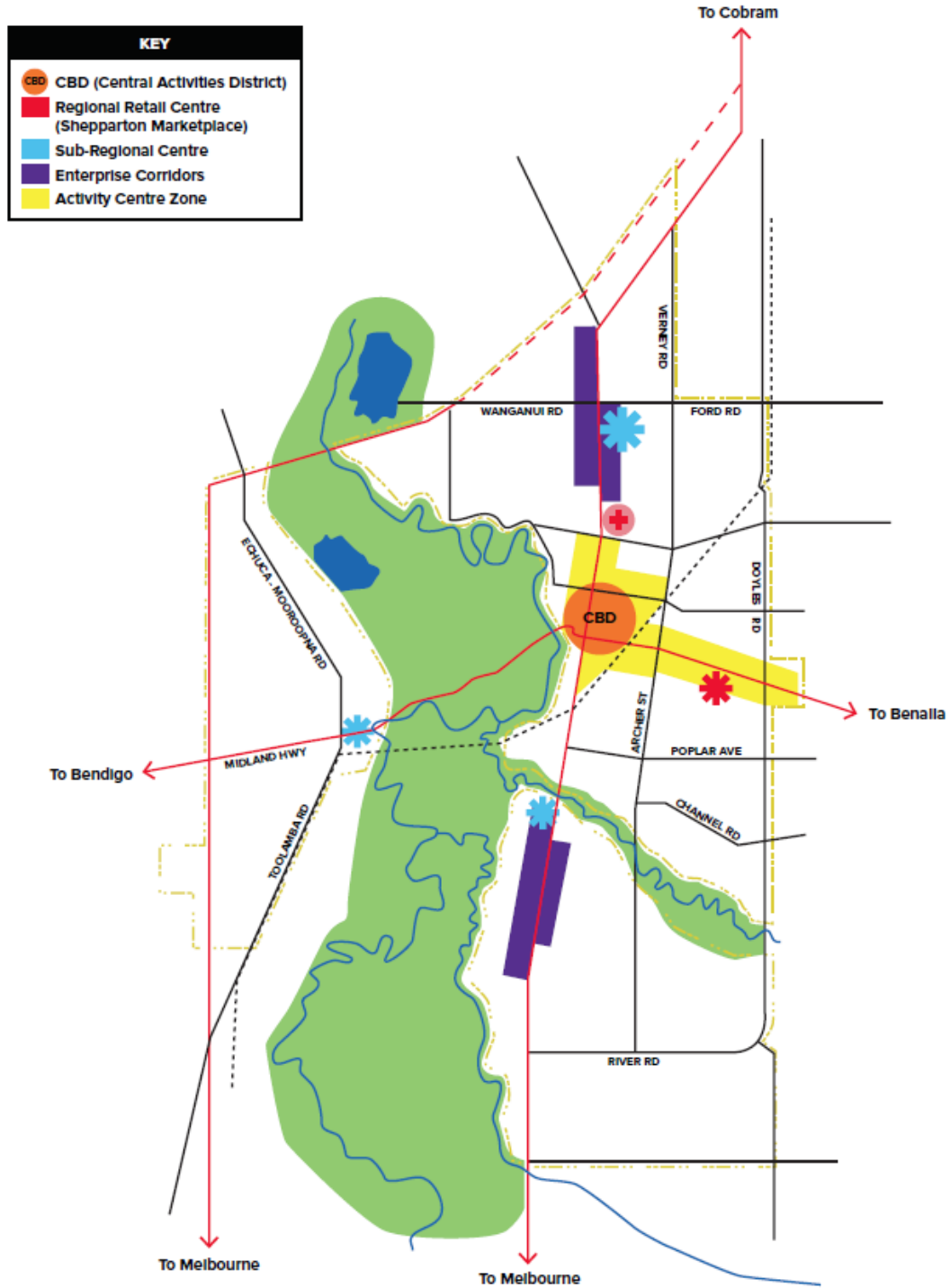


Tatura Industrial Framework Plan

DRAWING KEY

-  CBD
-  Highway business - consolidate and redevelopment
-  Major activity centre
-  Future / expanded neighbourhood centres
-  Potential local centre (subject to relocation of airport)
-  Hospital / medical precinct
-  Rivers / Creeks
-  Arterial road network
-  Limit of urban development
-  River corridor environs





Shepparton Business Framework Plan

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SCHEDULE 1 TO THE ACTIVITY CENTRE ZONE

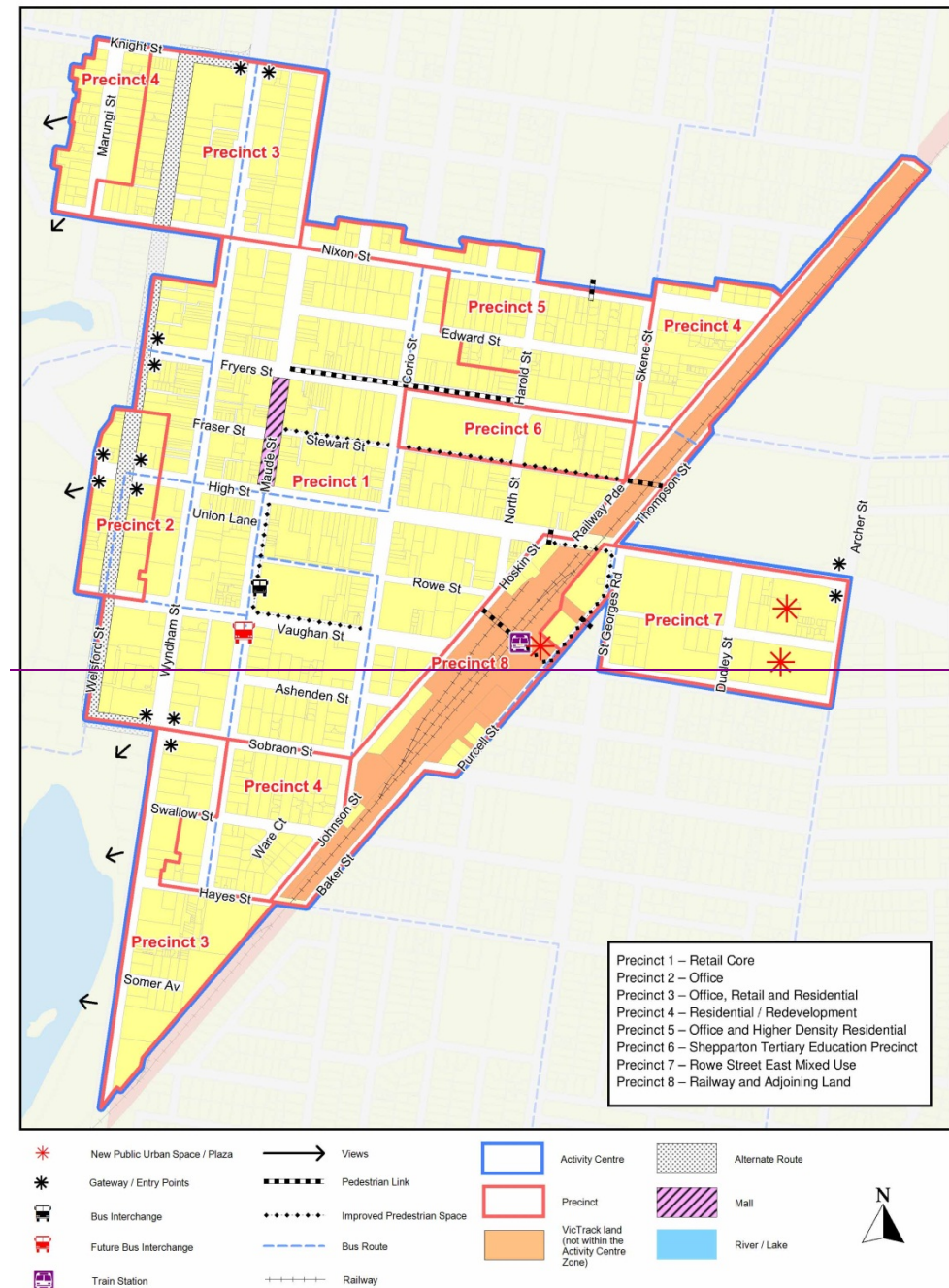
Shown on the planning scheme map as **ACZ1**.

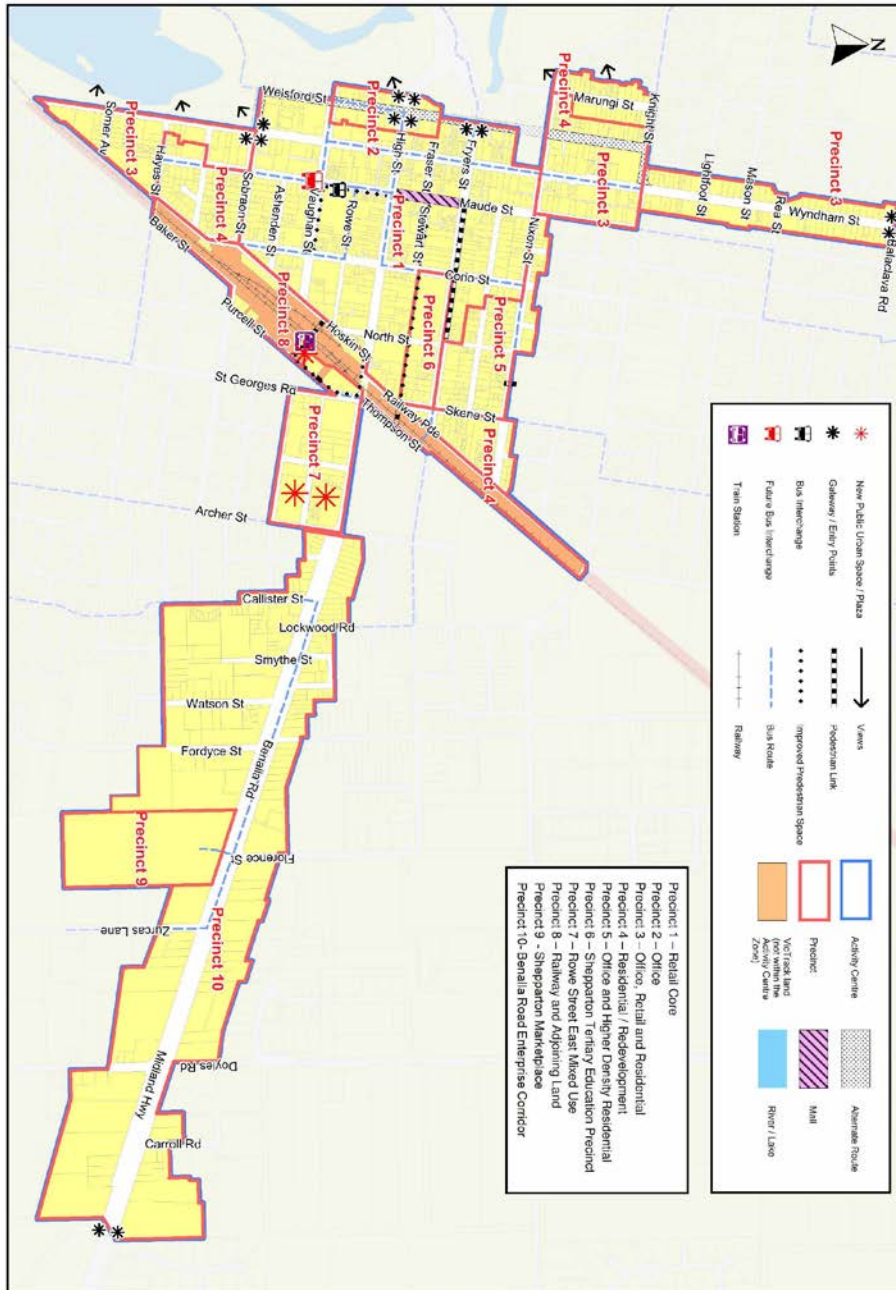
SHEPPARTON CENTRAL BUSINESS DISTRICT (CBD)

1.0

Shepparton CBD Framework Plan

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2.0 Land use and development objectives to be achieved

10/12/2015

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Land use

- To reinforce ~~the~~ Shepparton CBD as the principal retail centre in the region.
- ~~— To consolidate the traditional retail core including a continued focus of providing specialty retailing and entertainment.~~
- To maximise the regional service role of Shepparton through provision of a dynamic and efficient activity centre hierarchy.
- ~~To consolidate the traditional retail core (Precinct 1) including a continued focus of providing specialty retailing and entertainment.~~
- To support the Regional Retail role of Shepparton Marketplace in a manner complementary to the retail core (Precinct 1).
- To discourage department stores and cinemas from relocating outside of the retail core (Precinct 1), particularly where this may change the role and function of the activity centre or that part of the activity centre.
- To ensure any proposal to locate new department stores or cinemas outside of the retail core (Precinct 1) will not change the role and function of that centre and that the primacy of the retail core (Precinct 1) will be maintained as justified by a detailed planning assessment, including an economic impact assessment.
- To strengthen the Shepparton CBD's role as an office and commercial location.
- To strengthen the image of Shepparton CBD as a regional community and cultural hub and strengthen its attraction as a tourist destination.
- To attract more people to live in the Shepparton CBD as a means of providing a greater range of housing choices and supporting the vibrancy and economy of the CBD.
- To enhance the role of the Shepparton CBD as a 'university city' by creating an attractive CBD in which to study and live.
- To strengthen links with the indigenous and cultural communities in Shepparton through expanding cultural-related activity in the CBD and working with the River Connect project.
- ~~▪ To strengthen the attraction of the Shepparton CBD as a tourist destination.~~

Built form

- To encourage innovative and sustainable contemporary design.
- To promote the principles of environmentally sustainable design.
- To promote best practice urban design principles in the layout of activity centres.
- To make better use of available land by allowing higher scale built form in appropriate locations.
- To protect the amenity of residential areas and places of cultural heritage significance.

Public realm

- To enhance outdoor life in the city through the quality of its open spaces, within and immediately surrounding the CBD.
- To integrate the CBD and river spaces through improved visual connections and linkages to attract pedestrians, cyclists and tourists to the riverine areas.
- To improve the amenity and image of the CBD through the quality of its streetscape design.

- To design buildings and spaces to improve the level of actual and perceived safety throughout the CBD.
- To support public art in the CBD that projects the character and uniqueness of Shepparton, enlivens public spaces and raises awareness of the indigenous and post-settlement history of Shepparton.

Access

- To refocus the Shepparton CBD as a place for pedestrians and local traffic.
- To manage the operation of the CBD road network to redirect freight and through traffic to alternative routes prior to development of the Shepparton bypass.
- To improve access to and within the Shepparton CBD by a variety of sustainable transport modes including foot, bicycle and public transport with new linkages that are efficient and connect key destinations.
- To create a high-quality pedestrian environment in the Shepparton CBD.
- To encourage safe and convenient access to the river and public spaces, including the railway station.

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Table of uses

Section 1 - Permit not required

Use	Condition
Accommodation (other than Corrective institution and Dwelling)	Must not be located at ground floor level, except for entry foyers.
Animal keeping (other than Animal boarding)	Must be no more than 2 animals.
Bed and breakfast	In Precincts 1, 2, or 7 or Sub-precinct 3B any frontage at ground floor level must not exceed two metres. No more than 6 persons may be accommodated away from their normal place of residence. At least 1 car parking space must be provided for each 2 persons able to be accommodated away from their normal place of residence.
Bus terminal	Must be in Precincts 1, 7 or 8 <u>or 10</u> .
Child care centre	Must be in Precincts 1, 2, 6, or 7 <u>or 9</u> or Sub-precincts 3B, or 8A. Any frontage at ground floor level must not exceed 2 metres.
Cinema	<u>Must be in Precincts 1, or sub-precincts 3A or 3C.</u> <u>In Sub-precincts 3A and 3C the site must adjoin, or have access to, a road in a Road Zone.</u> <u>Must not be in Precinct 4.</u> <u>In Precinct 1 must not front a road at ground floor level, except for entry foyers. In Sub-precincts 3A and 3C the site must adjoin, or have access to, a road in a Road Zone.</u>

Use	Condition
	In Precinct 1 must not front a road at ground floor level, except for entry foyers.
Cinema based entertainment facility	Must be in located in Precincts 1 or 2, or Sub-precincts 3B or 8A.
<u>Department Store</u>	<u>Must be in Precinct 1.</u>
Display home	Must be <u>located</u> in Precincts 4 or 5.
Dwelling (other than Bed and breakfast)	In Precincts 1, 2 or 8 or Sub-precinct 3B any frontage at ground floor level must not exceed two metres.
Education centre (other than Primary school or Secondary school)	Must be in Precincts 1, 2, 6, 7 or 8 or Sub-precinct 3B. If <u>located</u> in Precincts 1, 2 or 7 or Sub-precinct 3B any frontage at ground floor level must not exceed 10 metres and access must not be shared with a Dwelling (other than a Caretaker's house).
Home occupation	
<u>Informal outdoor recreation</u>	
<u>Industry (other than Materials recycling and Transfer station)</u>	<u>Must be in Precinct 10.</u> <u>Must not be a purpose shown with a Note 1 or Note 2 in the table to Clause 52.10.</u> <u>The land must be at least the following distances from land (not a road) which is in a residential zone, Commercial 1 Zone, Capital City Zone, Docklands Zone, land used for a hospital or an education centre or land in a Public Acquisition Overlay to be acquired for a hospital or an education centre:</u> <ul style="list-style-type: none"> <u>The threshold distance, for a purpose listed in the table to Clause 52.10.</u> <u>30 metres, for a purpose not listed in the table to Clause 52.10.</u>
<u>Informal outdoor recreation</u>	
Minor utility installation	
Office	Must not be in <u>Precincts 9 or 10 or</u> Sub-precincts 4A, 4B, 4D, 8B or 8C. In Precincts 1 or 7, any frontage at ground floor level must not exceed 2 metres and access must not be shared with a dwelling (other than a Caretaker's house), unless the office is a Bank, Electoral office, Real estate agency, Travel agency, or any other Office where the floor space adjoining the frontage is a customer service area accessible to the public.
Place of worship	The gross floor area of all buildings must not exceed 250 square metres. The site must adjoin, or have access to, a road in a Road Zone.
Railway station	
<u>Restricted Rretail premises</u>	<u>Must be in pPrecincts 1,2, 7, 9 or 10.</u>

Use	Condition
Retail premises (other than Adult sex book shop, Hotel and Tavern, Restricted retail premises, Supermarket or Trade supplies)	Must be in Precincts 1, 2, or 7 or 9 or 7 or Sub-precincts 3B or 8A. In precinct 9 the floor area (including department store or supermarket must not exceed 22,500 sq metres)
Shop (other than, Adult sex book shop, Department store, Restricted retail premises, Supermarket)	Must be in Precinct 1,2 or 9 or Sub-precincts 3B or 8A. In Precinct 9 the total shop floor area (including department store and supermarket must not exceed 22,500 square metres.
Supermarket	Must be in p Precincts 1,2,7 or 9
Trade supplies	Must be- in p Precincts 1, 2, 7 or 10
Tramway	
Warehouse (other than Mail centre)	Must be in Precinct 10. Must not be a purpose shown with a Note 1 or Note 2 in the table to Clause 52.10. The land must be at least the following distances from land (not a road) which is in a residential zone, Commercial 1 Zone, Capital City Zone, Docklands Zone, land used for a hospital or an education centre or land in a Public Acquisition Overlay to be acquired for a hospital or an education centre: <ul style="list-style-type: none"> ▪ The threshold distance, for a purpose listed in the table to Clause 52.10. ▪ 30 metres, for a purpose not listed in the table to Clause 52.10
Any use listed in Clause 62.01	Must meet requirements of Clause 62.01.

Section 2 - Permit required

Use	Condition
Adult sex book shop	Must not be in Precincts 2, 4, or 5 or 9 or Sub-precincts 3A, 3C, 3D, 8B or 8C . Must be at least 200 metres (measured by the shortest route reasonably accessible on foot) from a residential zone or Activity Centre Zone Precincts 2, 4, or 5 or 9 , or Sub-precinct 3A, 3C, 3D, 8B or 8C , land used for a Hospital, Primary school or Secondary school or land in a Public Acquisition Overlay to be acquired for a Hospital, Primary school or Secondary school.
Amusement parlour	Must not be in Precinct 4.
Animal keeping (other than Animal boarding)	Must be less than 5 animals.
Cinema	Must be in Precinct 1. Must not be located in Precinct 3, 4, 7 or 10 Must not be located in Precinct 4, 10 or Sub-precinct 3D.

Use	Condition
Cinema based entertainment facility—if the Section 1 condition is not met	Must not be located in Precinct 4.
Community market	
Convenience restaurant	Must not be in Precinct 4.
Convenience shop	In Sub-precincts 4A, 4B, 4D or 8C the leasable floor area must not exceed 80 square metres.
Department Store	In Precinct 9, must have a floor area of less than 4,000 square metres. Must not be located in Precinct 3, 4, 7 or 10
Emergency services facility	Must not be located in Precinct 4.
Food and drink premises (other than Convenience restaurant, and Take away food premises) – if the Section 1 condition for Retail premises is not met	
Industry	Must be in Precincts 1, 2, 7, 10—or Sub-precincts 3B or 8A. In pPrecincts 1, 2, or 7 or Ssub-precincts 3B or 8A it mMust not be a purpose listed in the table to Clause 52.10 (with the exception of food and beverage production in Precinct 7).
Landscape gardening supplies (other than Plant nursery)	Must not be in Precincts 4 or 5 or Sub-precincts 3A, 3C, 8B or 8C
Leisure and recreation (other than Informal outdoor recreation and Motor racing track)	
Mail centre	Must not be located in Precinct 4 or Sub-precincts 8B or 8C.
Medical centre – if the Section 1 condition for Office is not met	Must not be in Precinct 10.
Motor vehicle, boat or caravan sales	Must not be in Precincts 4, 5 or 9 or 5 or Sub-precincts 3A, 3C, 3D, 8B or 8C.
Nightclub	Must not be in Precinct 3, 4, 5 or 10.
Office (other than Medical centre) – if the section 1 condition is not met	Must not be in Precinct 10 or Sub-precincts 4A, 4B, 4D, or 8C.
Place of assembly (other than Amusement parlour, Cinema, Nightclub and Place of worship)	
Plant nursery	
Restricted retail premises	Must not be in pPrecincts 3, 4, 5 and 6
Retail premises (other than Community market, Food and drink premises, Landscape gardening supplies, Motor vehicle, boat or caravan sales, Restricted retail premises, Shop, and Trade supplies) – if the Section 1 condition is not met	Must not be in Sub-precincts 4A, 4B, 4D, 3D or 8C.

Use	Condition
Service station	<p><u>Must not be in Precinct 3D.</u></p> <p>The site must either:</p> <p>Be in Precincts 1, 2, or Sub-precinct 3B, or</p> <ul style="list-style-type: none"> Have direct access to a road in a Road Zone.
Shop (other than Adult sex book shop, and Convenience shop and Restricted retail premises) – if the Section 1 condition is not met	<p>Must not be in Precincts 4 or 5 or Sub-precincts 3A, 3C, <u>3D</u> or <u>9C8C</u>.</p>
<u>Supermarket</u>	<p><u>Must not be in Precincts 3, 4 or 10.</u></p>
Take away food premises	<p>Must not be in Sub-precincts 4A, 4B, 4D or 8C.</p>
Trade supplies	<p>Must not be in Precincts 4 or 5 or Sub-precincts 3A, 3C, 8B or 8C.</p>
<u>Transfer station</u>	<p><u>The land must be at least 30 metres from land (not a road) which is in a residential zone, land used for a hospital or an education centre or land in a Public Acquisition Overlay to be acquired for a hospital or an education centre.</u></p>
Transport terminal (other than Bus terminal, and Railway station)	<p>Must not be located in Precincts 4 or 5 <u>or Sub-precinct 3D.</u></p>
Utility installation (other than Minor utility installation)	
Warehouse (other than Mail centre)	<p>Must not be in Precincts <u>3</u>, <u>4</u> or 5 or Sub-precinct 8C.</p> <p>Must not be a purpose listed in the table to Clause 52.10 <u>(with the exception of food and beverage production in Precinct 7).</u></p>
Any other use not in Section 1 or 3	

Section 3 – Prohibited

Use
Agriculture (other than Animal keeping)
Animal boarding
Brothel
Cemetery
Corrective institution
Crematorium
Saleyard
Stone extraction

4.0 Centre-wide provisions

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C92

4.1 Use of land

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C92

A permit is not required to use land for the public purpose of Health and Community, Local Government, Service and Utility, Transport or Education providing the use is carried out by, or on behalf of, the relevant public land manager.

4.2 Subdivision

10/12/2015
C92

Applications for subdivision that do not support the objectives of this schedule are discouraged.

The consolidation of land to facilitate the creation of viable development sites is encouraged.

Encourage the retention of those features that contribute to an appreciation or understanding of places of cultural heritage significance on one lot.

4.3 Buildings and works

10/12/2015
C92

A permit is not required to:

- Install an automatic teller machine.
- Alter an existing building façade provided:
 - The alteration does not include the installation of an external roller shutter.
 - At least 80 per cent of the building facade at ground floor level is maintained as an entry or window with clear glazing.
- Construct an awning that projects over a road if it is authorised by the relevant public land manager.
- Construct or extend a dwelling on a lot of more than 300 metres. This exemption does not apply to:
 - Construction of a dwelling if there is at least one dwelling existing on the lot;
 - Extension of a dwelling if there are two or more dwellings on the lot;
 - Construction or extension of a dwelling if it is on common property;
 - Construction or extension of a front fence within 3 metres of a street if the fence is associated with 2 or more dwellings on a lot or a residential building, and the fence exceeds the maximum height specified in Clause 55.06-2;
 - The development of a caretaker's house or a bed and breakfast.
- Construct or carry out works normal to a dwelling.
- Construct or extend an outbuilding (other than a garage or carport) on a lot provided the gross floor area of the outbuilding does not exceed 10 square metres and the maximum building height is not more than 3 metres above ground level;
- Construct one dependent person's unit on a lot.
- Construct a building or to construct or carry out works for the public purpose of Health and Community, Local Government, Service and utility, Transport or Education providing the building or works is carried out by, or on behalf of, the relevant public land manager.

4.4 Design and development

10/12/2015
C92

Dwellings

- On a lot of less than 300 square metres, an application must meet the requirements of Clause 54 if it proposes to:
 - Construct or extend one dwelling; or
 - Construct or extend a front fence within 3 metres of a street if the fence is associated with one dwelling.
- An application must meet the requirements of Clause 55 if it proposes to:
 - Construct a dwelling if there is at least one dwelling existing on the lot.
 - Construct two or more dwellings on a lot.
 - Extend a dwelling if there are two or more dwellings on the lot.
 - Construct or extend a dwelling if it is on common property.
 - Construct or extend a residential building.
 - Construct or extend a front fence within 3 metres of a street if the fence is associated with 2 or more dwellings on a lot or a residential building, and the fence exceeds the maximum height specified in Clause 55.06-2.

This does not apply to a development of four or more storeys, excluding a basement.

Built form

- The height and setbacks of buildings should be designed in accordance with requirements and guidelines specified in the precinct provisions in this schedule.
- The Preferred Maximum Building Heights does not apply to service equipment including plant rooms, lift overruns, solar collectors and other such equipment provided the following criteria are met:
 - No more than 50% of the roof area is occupied by the equipment;
 - The equipment is located in a position on the roof so as to minimise additional overshadowing of neighbouring properties and public spaces;
 - The equipment does not extend higher than 3.6 metres above the Preferred Maximum Building Height as specified in the precinct provisions of this Schedule; and
 - The equipment is designed and screened to the satisfaction of the responsible authority.
- Street wall height refers to the height of a building at the street frontage as measured from ground level.
- Any application which is not in accordance with the preferred building height, street wall height and setback requirements specified in the precinct provisions to this schedule will be subject, as relevant, to specific performance requirements as follows:
 - Demonstrating compliance with the design objectives of this schedule;
 - Implementing environmentally sustainable principles;
 - Achieving conservation and adaptive re-use of places of cultural heritage significance;
 - Enhancing public and private amenity; and
 - Protecting the development potential of adjoining sites.

- Minor buildings and works such as verandas, architectural features, balconies, sunshades, screens, artworks and street furniture may be constructed within the setback areas specified in the precinct provisions of this Schedule provided they are appropriately designed and located.
- New buildings around Maude Street Mall and the station, and gateway sites should be designed to allow higher scale buildings achieving innovative, distinctive architectural designs.
- New buildings should promote architectural excellence throughout the CBD by encouraging contemporary building styles for new developments that create a unique identity for the CBD and to improve its image as a regional centre.
- ~~New buildings development should incorporate be designed using the~~ principles of Ecological Sustainable Design (ESD) ~~in new buildings and and~~ encourage the retrofitting of existing buildings including:
- ~~O~~orientation and shading of windows to maximise heat gain in winter and minimise in summer;
- ~~O~~ptimum thermal performance to reduce heating and cooling demands; and
- ~~C~~hoice of energy-efficient and water-saving appliances.
- ~~New development should incorporate best practice, environmentally sustainable design, including passive solar design and maximisation of northern orientation.~~
- New developments should incorporate sustainable water use in buildings by implementing measures to collect rain water runoff from roof areas. Water storage tanks should be located away from public view, and not impact on neighbours' visual amenity. Opportunities for achieving reductions of impervious surfaces, re-use of grey water and collection and re-use of stormwater should be utilised
- New buildings should create good 'street architecture' with articulated façades, fenestration, parapet treatment, other detailing and materials that give a sense of human scale and interest to the streetscape.
- New buildings should avoid expanses of blank walls on all street frontages and pedestrian spaces. Provide visual interest through a range of colours or textures, installing displays or through variations in the form of the building and on all sides of buildings.
- ~~Developments should contain innovative built form and landscape treatment that is reflective of their location.~~
- Large trees should be planted within car parks.
- To ensure places of cultural heritage significance are integrated into new development.
- To conserve or reveal views that contribute to the appreciation and understanding of places of cultural heritage significance.
- Buildings on sites adjacent to a places of cultural heritage significance should provide a transition in height and should complement the front setbacks of adjacent places of cultural heritage significance, where appropriate.
- New developments should consider overlooking and overshadowing, so as not to impact on the amenity of neighbouring buildings.
- ~~Service and utility areas should be integrated into the design of new buildings.~~
- Plant equipment, vents, service and utility areas and any other mechanical equipment should be carefully integrated into the design of new buildings, including designed or incorporated into the roof design so as to avoid visibility from the street, surrounding spaces and buildings.
- Advertising signs should be integrated into building design and landscaping that contributes to a consistent and coordinated suite of signage for the CBD that is designed

to serve a range of purposes, such as way finding, marking historical locations or announcing entry points.

- New multi-deck car parking buildings should be constructed to the rear of lots to reduce the visual impact.
- ~~Street planting and private landscaping should where possible enhance the visual appearance of the streetscape in the CBD.~~
- New development should where possible include public art on or nearby to the site.

Vistas

- New development on sites adjacent to or with views towards the Goulburn River should maximise this orientation by means of balconies, verandahs, upper building setbacks, fenestration and other architectural features.

Movement networks, transport and access

- New development along main corridors should respond to any corridor access strategy prepared for that area.
- To manage car parking demand and supply to support the economic competitiveness of the Shepparton CBD.
- New proposals should minimise the width of driveway entrances and the visual impact of garage doors on building frontages and provide access from rear laneways wherever possible.
- Laneways should provide safe and efficient access to the site and be constructed and sealed.
- New development should provide a high level of accessibility at the principal front entry for any development.
- Future transport planning for the Shepparton CBD encourages cycling access and facilities.

5.0

Precinct provisions

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5.1

Precinct 1 – Retail Core

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Proposed C192

5.1-1

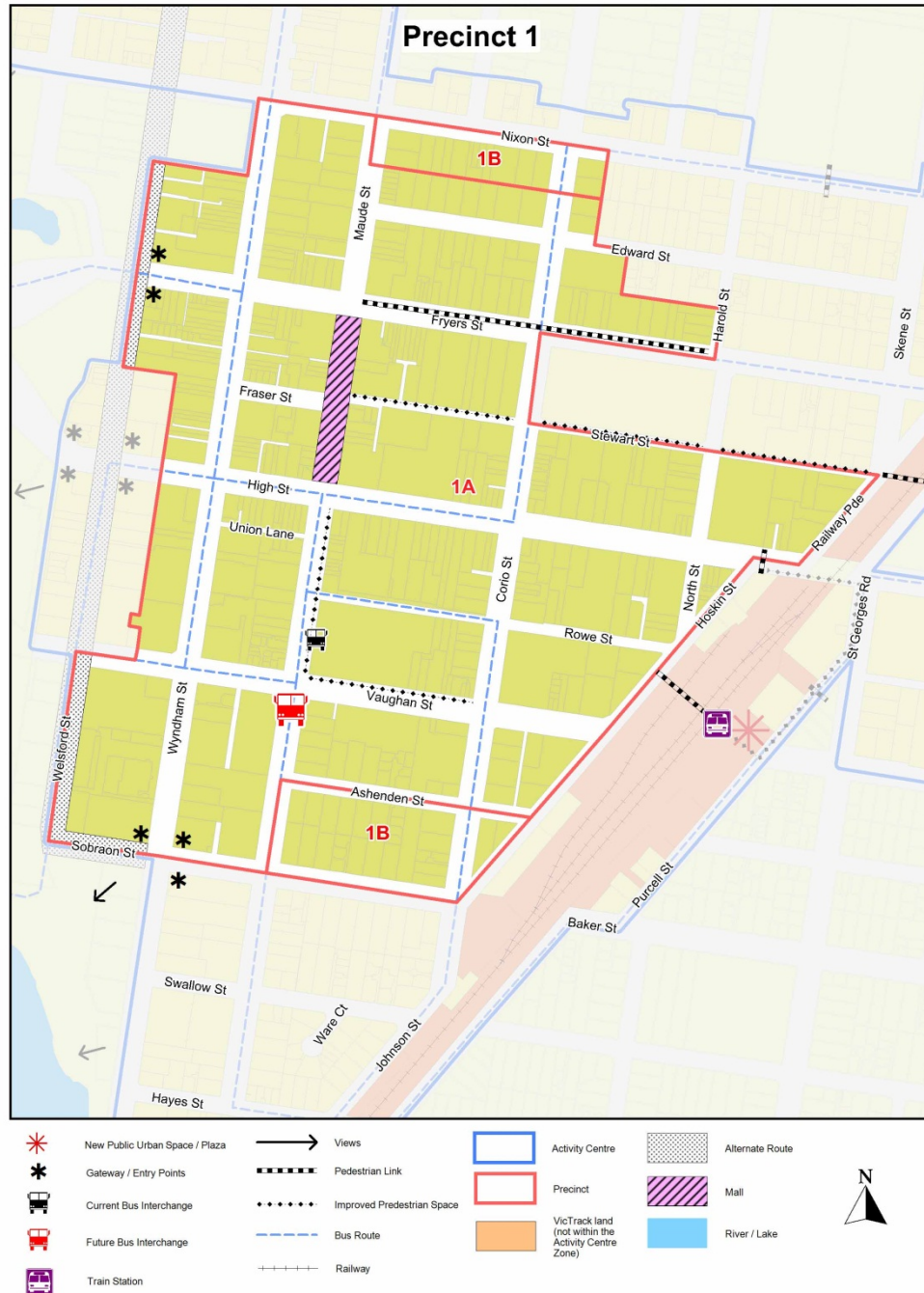
Precinct map

10/12/2015

C92

Proposed

C192



5.1-2

Precinct objectives

10/12/2015

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Proposed

C192

- To encourage major anchor stores, shops, cinemas, entertainment, clothing and national brand retailers to locate within the core retail area in Sub-precinct 1A.

- To encourage the ~~mall~~ [Maude Street Mall](#) to function as a true 'centre' of town and facilitate higher scale, mixed-use development that includes residential to bring more people to the mall and increases activity on the street.
- [To encourage the implementation of a best practice model for revitalisation and activation of Maude Street Mall.](#)
- To encourage redevelopment of vacant or underused sites with buildings that create a well-defined street edge. Specifically, this includes:
 - improving the function and appearance of Vaughan Street through a stronger built form and architectural quality to define the streetscape and improve pedestrian amenity.
 - encouraging a higher density of building around the mall, including the vacant sites or surface car parks of Stewart Street, to improve its appearance and safety.
- To encourage the location of cafes and dining, food outlets, entertainment, and residential (above ground level) in Fryers Street and the Maude Street Mall.
- To improve the function and appearance of the mall as the principal open space of the CBD's retail core and the heart of CBD activity.

5.1-310/12/2015
C92**Precinct requirements**

Sub-precinct	Preferred maximum building height	Preferred street wall height	Preferred setbacks
1A	None specified.	11.5 metres (3 storey).	No front or side setbacks, except for: <ul style="list-style-type: none"> ■ the site on the north-west corner of Sobraon and Wyndham Streets where a front setback should accommodate dining areas. ■ any additional levels above 11.5 metres (3 storeys) to be setback 5 metres from the building frontage.
1B	7 metres (2 storey).	None specified.	Setbacks to meet the objectives of Standard A3 and A10 of Clause 54 or Standard B6 and B17 of Clause 55 of the Greater Shepparton Planning Scheme.

5.1-410/12/2015
C92
[Proposed C192](#)**Precinct guidelines****General**

- Core retail activities, particularly anchor department stores and entertainment uses in the retail core, should be consolidated and clustered.
- [Encourage cinema and department stores to locate in the retail core.](#)
- Building frontages in the core retail areas and along main pedestrian streets should be designed to have 75 per cent 'active' frontage to add to the activity and vitality of the streets. This can be achieved through clear glazing, locating entrances off principal street spaces and providing balconies or terraces at the upper levels.
- ~~To encourage the location of services and other features such as air conditioning units and solar hot water units in locations that is not highly visible from the street.~~

Maude Street Mall

- Uses that operate outside normal business hours (such as restaurants, bookshops and convenience stores) should be located in the Maude Street Mall.
- Higher buildings accommodating office or residential uses above ground level and ground level active retail frontages should be constructed adjacent to the Maude Street Mall.
- Existing blank walls should be converted to active retail frontages or include windows.
- ~~Tower Arcade should be opened as a key pedestrian link.~~

Stewart Street

- Stewart Street should be upgraded as a key pedestrian link.
- The multi deck car park should be upgraded to improve access, presence, appearance and safety.
- Pedestrian access to “Target” Arcade should be upgraded to include active retail frontages, public art and lighting.
- Mixed use retail, office and residential uses should be constructed on vacant land north of Stewart Street.
- Three storey buildings should be located north and south of Stewart Street.

Vaughan Street

- Improve the function and appearance of Vaughan Street through a stronger built form and architectural quality to define the streetscape and improve pedestrian amenity.
- ~~Redevelopment of the “Kmart” site should include a new bus exchange.~~
- Any new development should include ground level active retail frontage and rear parking especially on key corner sites.

Wyndham Street

- Wyndham Walk should be upgraded with active frontages, lighting, consistent materials, signage and public art to promote pedestrian use and increase safety.
- New pedestrian links to Welsford Street should be created.

5.2

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Precinct 2 – Office

5.2-1

10/12/2015
C92

Precinct map



5.2-2

10/12/2015
C92

Precinct objectives

- To consolidate the precinct's office role with above-ground residential uses.
- To encourage development with a mix of office, cafe and residential uses (on upper levels) on land in the riverine environment between Welsford Street and the [River's River's](#) open space.
- To encourage active frontages along the riverfront and on Welsford Street.
- To encourage zero setbacks and higher built form along Welsford Street.

5.2-3 Precinct requirements

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C92

Precinct	Preferred maximum building height	Preferred street wall height	Preferred setbacks
2	No maximum building height.	11.5 metres (3 storey).	Zero metre front and side setbacks except for any additional levels above 11.5 metres (2 storeys) to be setback 5 metres from the building frontage.

5.2-4 Precinct guidelines

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C92

- New development on the west side of Welsford Street should be sited to ensure views are available between buildings and public pedestrian access is provided for to the open space beyond.

5.3 Precinct 3 – Office, Retail and Residential

10/12/2015

[C92](#)

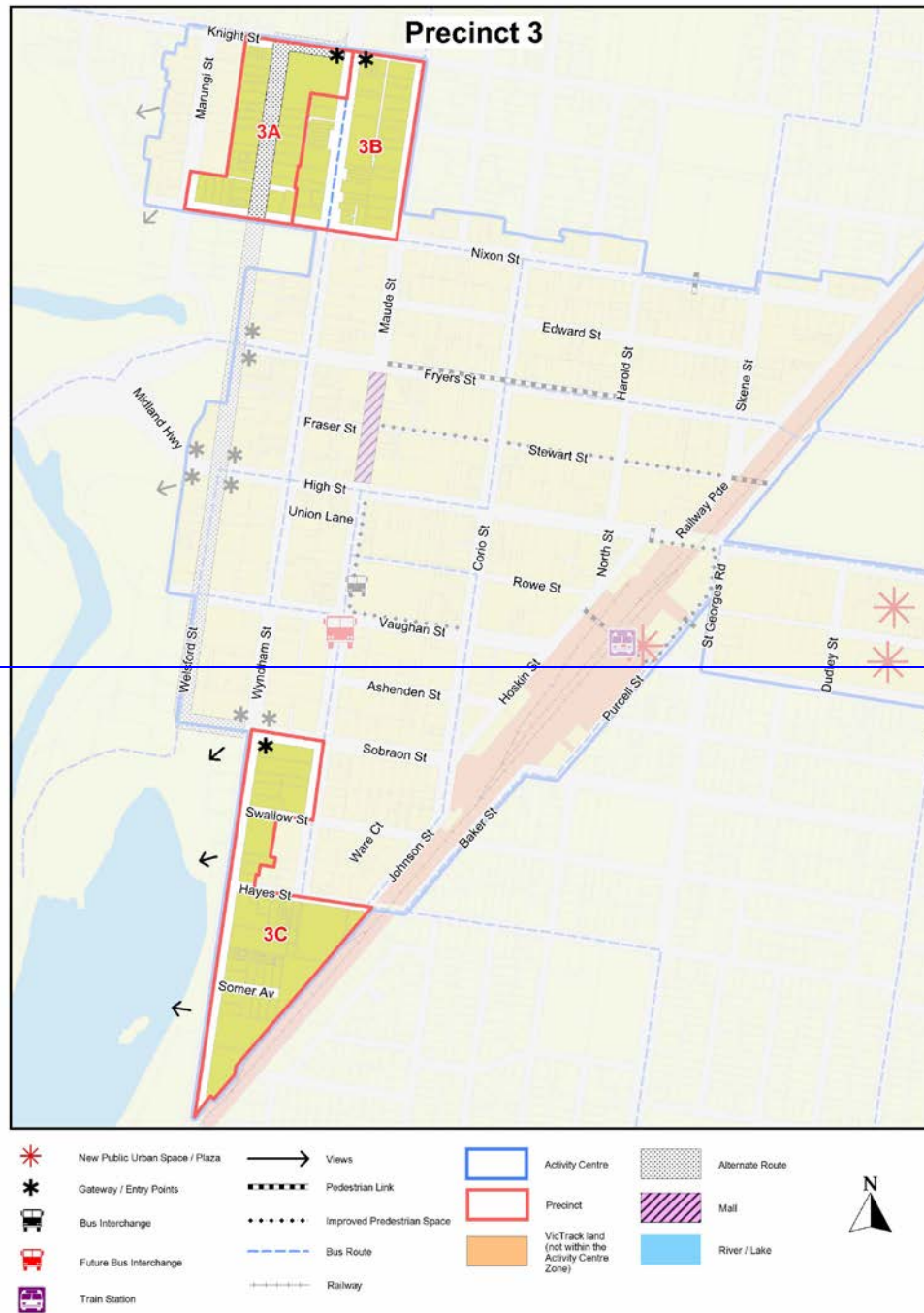
[Proposed C192](#)

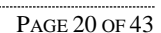
5.3-1 Precinct map

10/12/2015

[C92](#)

[Proposed C192](#)





Precinct objectives

- To encourage a compatible mix of medium-density residential and commercial/office uses that ~~complement~~ complement retail, commercial and office uses in Precincts 1 and 2.
- To encourage lower-scale built form with office/commercial uses incorporating a small landscaped setback to complement the setback of residential uses in the area.
- To reinforce the gateway role of this precinct by encouraging gateway features at specific localities that signify entrance points to central Shepparton.

Precinct requirements

Sub-precinct	Preferred building height	Preferred street wall height	Preferred setbacks
3A	Minimum of two storeys (7m) and maximum of three storeys (11.5m).	None specified.	Minimum of 1 metre and maximum of 3 metres from the front lot boundary with an

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Sub-precinct	Preferred building height	Preferred street wall height	Preferred setbacks
			<p>average setback of 1.5 metres.</p> <p>Minimum of 14 metres from the rear boundary.</p> <p>A zero metre setback to the south boundary to 10 metres plus 25% of the remaining boundary length.</p> <p>If a zero metre setback is not used to the south boundary, a minimum 1 metre side setback to north and south boundaries.</p> <p>Where vehicular access is provided to the rear of the site, there should be a minimum of 1.5 metres for landscaping and pedestrian refuges. The setback may be transferred to the building side of the laneway for a maximum of 50% of the laneway length.</p>
3B	No maximum building height.	11.5 metres (3 storey).	<p>Zero metre front or side setbacks to Wyndham Street.</p> <p>Any additional levels above 11.5 metres (3 storeys) to be setback 5 metres from building frontage.</p>
3C	Minimum 11.5 metres (3 storey) and maximum 20.5 metres (6 storey).	None specified.	<p>Minimum of 5 metres and a maximum of 10 metres from the front boundary with an average of 6-7 metres over the width of the building frontage</p> <p>Any additional levels above 11.5 metres (3 storeys) to be setback 3 metres from building frontage.</p> <p>Where new developments have a rear boundary with a residential lot:</p> <ul style="list-style-type: none"> a minimum building setback of 14 metres from the rear should be provided; and any additional levels above 11.5 metres (3 storeys) to be setback 3 metres at the rear of the building. <p>A zero metre setback to the south boundary to 10 metres plus 25% of the remaining boundary length. For the remainder of the south boundary length, a minimum of 1 metre side setback.</p>

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Sub-precinct	Preferred building height	Preferred street wall height	Preferred setbacks
			<p>If a zero metre setback is not used to the south boundary a minimum 1 metre side setback to north and south boundaries.</p> <p>Where vehicular access is provided to the rear of the site, there should be a minimum of 1.5 metres for landscaping and pedestrian refuges. The setback may be transferred to the building side of the laneway for a maximum of 50% of the laneway length.</p>
3D	Buildings must not exceed a building height of 9 metres (two storeys)	6.9 metres	<p>Front setback a minimum of 4 metres and a maximum of 10 metres from the front lot boundary with an average of 5-6 metres over the width of the lot.</p> <p>Building setbacks must be a minimum of 14 metres from the rear boundary to avoid a dominating built form interface with adjoining residential lots and to provide opportunities for long term parking.</p> <p>A zero setback to the south boundary is permitted to 10 metres plus 25% of the remaining boundary length. For the remainder of the south boundary length, a minimum 1 metre side set back is required.</p> <p>If a zero setback provision is not utilised to the south boundary a minimum 1 metre side setback is required to each of the north and south boundaries.</p> <p>Where vehicular access is provided to the rear of the site, there should be a minimum of 1.5 metre setback from the side boundary to allow for the provision of a landscaped buffer and pedestrian refuges. The setback may be transferred to the building side of the laneway for a maximum of 50% of the laneway length.</p>

5.3-4

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C92

Precinct guidelines

- A mix of medium density residential, small office and peripheral retail uses should be located in the precinct.
- New development should [clearly define the southern and northern 'entry' to the Shepparton town centre and provide legibility, gateway style architecture. Development](#)

reflect the gateway role of the precinct as the southern and northern entry points to the CBD, should contain innovative landmark built form and landscape treatment that is reflective of the gateway locations.

- New uses should complement retail, commercial and office uses in Precincts 1 and 2.
- In Sub-precinct 3A and 3D, building design should reflect a civic and community character. This may include the use of flat roofs or parapets which are characteristic of the area.
- In Sub-precincts 3A and 3C, new developments should incorporate the following into building design so as to ensure a cohesive streetscape character is achieved:
 - External walls of developments should display materials and finishes such as quality textured paint coating, timber or metal cladding, and glass. The use of rendered concrete may be used where it is complemented by use of specific claddings such as timber and metals that highlight façade definition.
 - Reflective glass, PVC, unrelieved painted render, unarticulated concrete surfaces and unarticulated cladding systems should be avoided.
 - External walls of buildings may consist of large expanses of glass at ground floor levels. The glass should be clear or lightly tinted, and non-reflective.
 - Colour schemes of all external surfaces of new developments should be coordinated and consistent with the building design intention. Bright extravagant colour schemes that do not contribute to an integrated streetscape should be avoided.
- In Sub-precinct 3C:
 - New development should promote mixed commercial / residential uses, protect the large trees along the east side of Victoria Park Lake and sensitively deal with residential interface areas;
 - Multi deck car parking may be constructed to the rear boundary of lots if there is laneway access or setback 1.5 metres if there is a residential property adjacent.
 - Development should provide design feature entries to buildings that are easily visible and identifiable from streets and other public places.
 - Buildings should be orientated towards the Victoria Park Lake and express a prestigious boulevard character through the use of appropriate architectural features such as balconies, verandas, porticos, ‘book ends’ and upper building setbacks.
 - Flat or innovative roof forms that are proportional to the building should be provided.
 - Building facades of large developments should be modulated and articulated by horizontal and vertical elements. The facade should allow for some interaction between the public streetscape and the building interior.
 - Encourage paving materials that provide texture, patterns and subtle colour to the building frontage.
- In Sub-precinct 3D:
 - New development should encourage an appropriate transition between commercial and residential precincts.
 - Development should include articulation of building facades and provision of a greater setback for any upper storey to reduce the apparent height and mass of buildings to street frontages.
 - Incorporate the following into building design so as to encourage an appropriate transition between commercial and residential precincts:

- Roof form and pitch that complement prevailing roof forms and incorporate gables, half gables and hipped roofs.
- Building facades must maintain door and window proportions that reflect a residential character.
- Building frontages must be articulated to reduce the impact of their visual bulk on the streetscape. Large blank or uniform front facades should be avoided.
- Access to the rear of development should provide passing or staging bays to ensure that vehicles do not bank up on Wyndham Street and present a dangerous situation to passing traffic.
- The front building setback should be landscaped to include a variety of shrubs, groundcovers, and small to medium sized trees to provide scale, aesthetic relief and shade to front entrances. Plant species should be suitable to this area and to the satisfaction of the responsible authority.
- Paving materials that provide texture, patterns, subtle colour and permeability to the lot frontage should be used. Large expanses of grey cement or asphalt should be avoided.
- ~~— One business identification sign is permitted per development.~~
- ~~— Multiple business occupancies are to share space on the sign.~~
- ~~— Freestanding business identification signs are to fit in an envelope that is a maximum height of 1.5 metres and a maximum width of 1.0 metre. This envelope includes the height of any supporting structure.~~
- Signs attached to a building are encouraged and should be a maximum height of 1.0 metres and a maximum width of 3.0 metres.
- Signs should form an integral part of the building façade or landscaped front area and be in keeping with the scale of the building.
- ~~— Promotional signs should be avoided.~~
- ~~— All large dominating signs, V board signs, above verandah signs and advertising elements such as banners, flags and inflatable should be avoided.~~
- ~~— Colours and materials that interfere with the safety or efficiency of traffic circulation should be avoided.~~

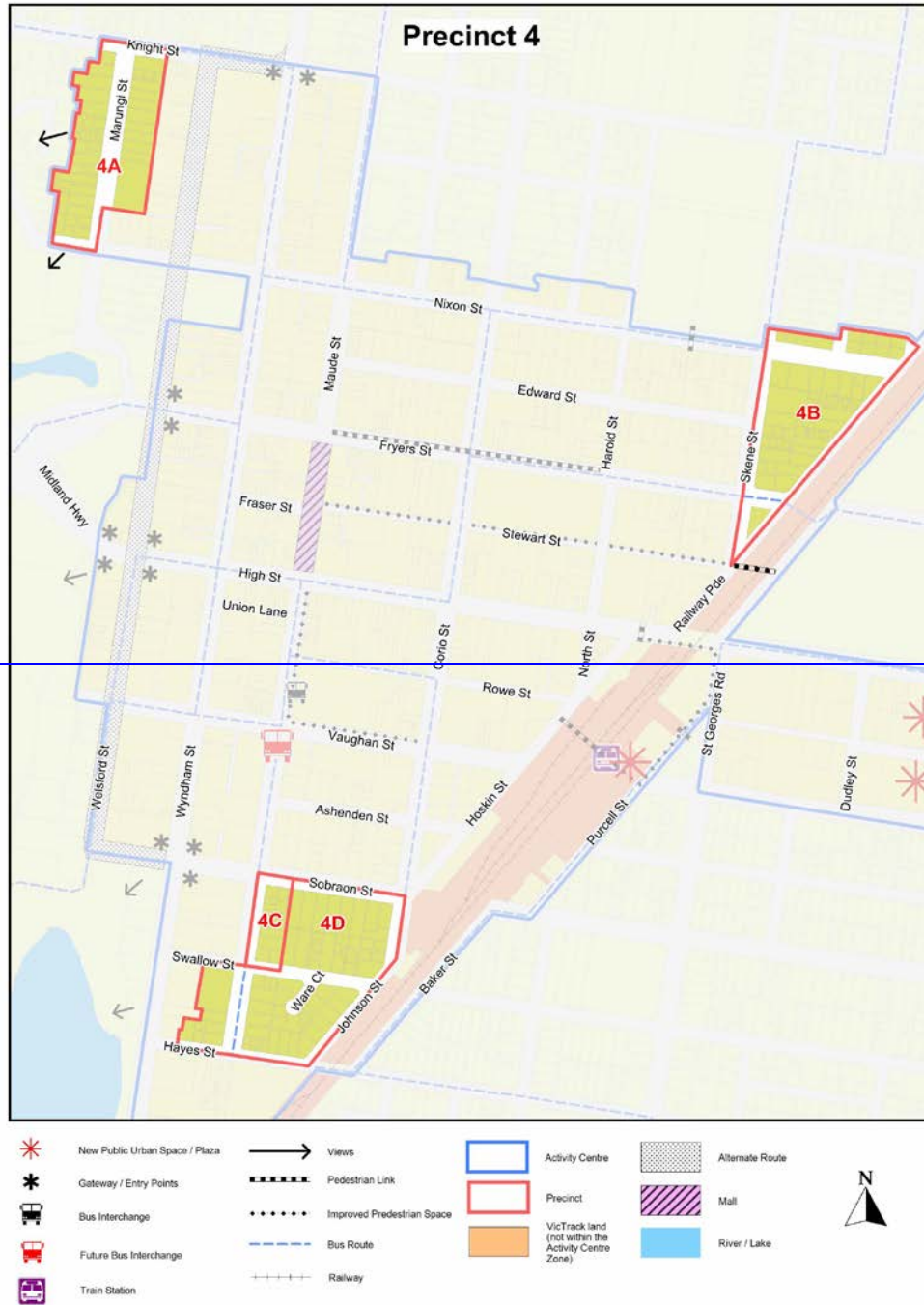
5.4 Precinct 4 – Residential / Redevelopment

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5.4-1

Precinct map

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C192





5.4-2

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Precinct objectives

- To retain the high level of amenity of established residential areas surrounding the CBD.
- To encourage medium-density housing in the peripheral residential areas.
- To accommodate higher density residential development along Maude Street in Precincts 4C and 4D.

5.4-3

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Precinct requirements

Sub-precinct	Preferred building height	Preferred street wall height	Preferred setbacks
4A	11.5 metres (3 storeys).	(3 None specified.	Setbacks to meet the objectives of Standard A3 and A10 of Clause 54 or Standard B6 and B17 of Clause 55 of the Greater Shepparton Planning Scheme..

4B	No maximum building height.	11.5 metres (3 storeys).	(3	Any additional levels above 11.5 metres (3 storeys) to be setback 3 metres from building frontage. Setbacks to meet the objectives of Standard A3 and A10 of Clause 54 or Standard B6 and B17 of Clause 55 of the Greater Shepparton Planning Scheme.
4C	Minimum 11.5 metres (3 storeys) and maximum 20.5 metres (6 storeys).	None specified.		Any additional levels above 11.5 metres (3 storeys) to be setback 3 metres from building frontage. Setbacks to meet the objectives of Standard A3 and A10 of Clause 54 or Standard B6 and B17 of Clause 55 of the Greater Shepparton Planning Scheme.
4D	Maximum 15m (4 storeys).	None specified.		Setbacks to meet the objectives of Standard A3 and A10 of Clause 54 or Standard B6 and B17 of Clause 55 of the Greater Shepparton Planning Scheme.

5.4-4

10/12/2015

C92

[Proposed C192](#)

Precinct guidelines

- Medium density housing should be designed appropriately to ensure ongoing residential amenity.
- Higher built form should be encouraged in Marungi Street.
- Existing setbacks should be maintained where possible. Some potential for reduced side setbacks may be considered.
- In Sub-precinct 4A:
 - New development on Marungi Street should include a higher built form (up to 3 storeys) to maximise views to the river.
- In Sub-precincts 4C and 4D:
- Building heights should be related to lot size, using the 'podium principle' to ensure adequate upper level setbacks are achieved.
- Built form should be setback from the street to preserve the existing street character.
- Larger front setbacks should be encouraged to allow for landscaping and street trees of suitable and consistent species.
- Tree-lined streets and boulevards with high quality and appropriate long-term planting are encouraged.
- Bicycle and pedestrian linkages, amenity and access should be strengthened and improved where possible.
- Higher density development with a high level of residential amenity should be prioritised, particularly along Maude Street.

5.5 Precinct 5 – Office and Higher Density Residential

10/12/2015
C92

5.5-1 Precinct map

10/12/2015
C92



5.5-2 Precinct objectives

10/12/2015
C92

- To encourage a compatible mix of small offices, higher density residential, service businesses and small peripheral retail uses.
- To support higher built form including office or secondary retail uses at ground floor and residential uses at upper levels.
- To improve pedestrian links across Nixon Street to Deakin Reserve.

5.5-3 Precinct requirements

10/12/2015
C92

Sub-precinct	Preferred maximum building height	Preferred street wall height	Preferred setbacks
5A	No maximum building	11.5 metres (3 storeys).	Front setbacks of 3-5 metres.

height.			
5B	7 metres (2 storeys)	None specified.	Setbacks to meet the objectives of Standard A3 and A10 of Clause 54 or Standard B6 and B17 of Clause 55 of the Greater Shepparton Planning Scheme.

5.5-410/12/2015
C92**Precinct guidelines**

- New medium density residential development should be located within 400 metres to 600 metres from the CBD.
- Front setback areas should provide areas for landscaping
- Existing setbacks should be maintained where possible. Some potential for reduced side setbacks may be considered.

5.6

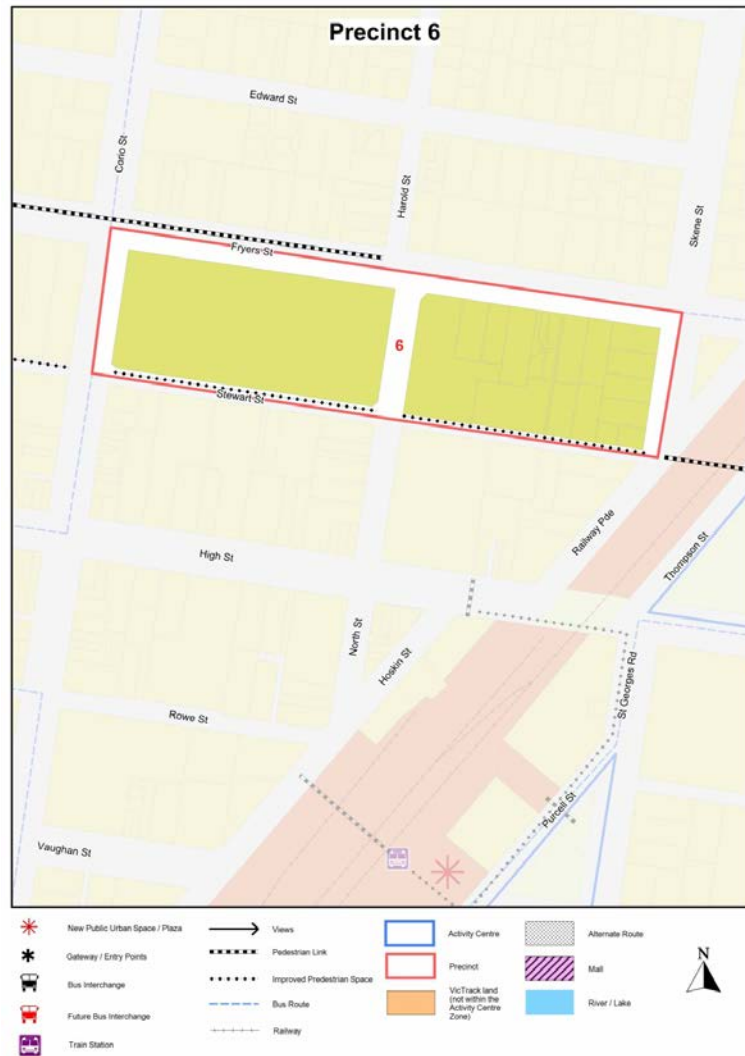
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Precinct 6 – Shepparton Tertiary Education Precinct (STEP)

5.6-1

10/12/2015
C92

Precinct map



5.6-2

10/12/2015
C92

Precinct objectives

- To establish the Shepparton Tertiary Education Precinct (STEP) as the preferred precinct for the development of post-secondary and tertiary education facilities.
- To create a vibrant education precinct within and around the STEP site that revitalises the eastern end of the CBD and provides opportunities for educational, community, high-density residential and student-related activities.
- To prioritise pedestrian movement and access around the STEP site.
- To ensure bicycle and pedestrian routes link STEP to the activity nodes, public transport services and existing bicycle network throughout the CBD.

5.6-3 Precinct requirements10/12/2015
C92

Sub-precinct	Preferred maximum building height	Preferred street wall height	Preferred setbacks
6	15m (4 storeys).	None specified.	Setbacks to meet the objectives of Standard A3 and A10 of Clause 54 or Standard B6 and B17 of Clause 55 of the Greater Shepparton Planning Scheme.

5.6-4 Precinct guidelines10/12/2015
C92

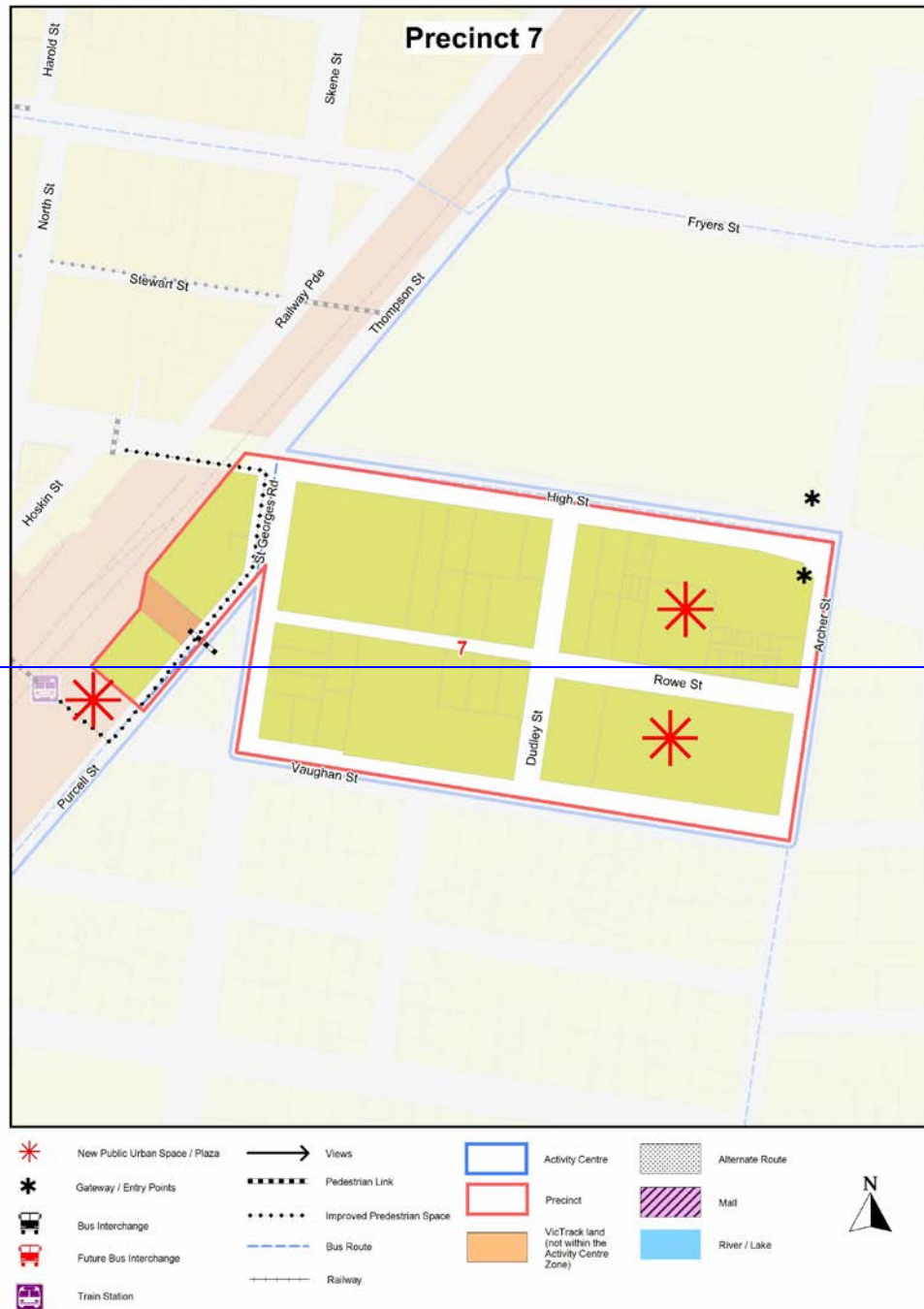
- New development should enhance the educational opportunities provided by Goulburn Ovens TAFE and La Trobe University.
- A pedestrian link should be provided to the railway station.
- To encourage redevelopment of sites with buildings that creates a well-defined street edge. This includes introducing higher scale buildings of a range of architectural treatments to this area, with Stewart Street developed as a campus boulevard space.
- Existing setbacks should be maintained where possible. Some potential for reduced side setbacks may be considered.

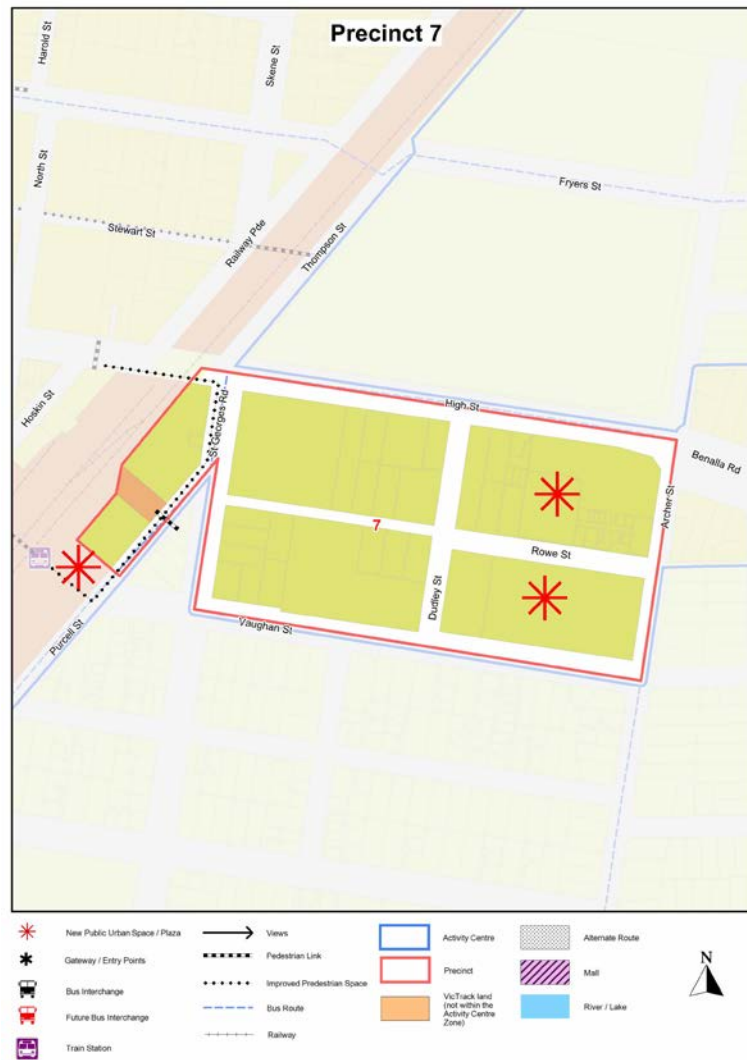
5.7 Precinct 7 – Rowe Street East Mixed Use

10/12/2015
C92
[Proposed C192](#)

5.7-1 Precinct map

10/12/2015
C92
[Proposed C192](#)





5.7-2

10/12/2015
C92

Precinct objectives

- To develop Shepparton Plaza to address street frontages and mark the entrance to the CBD.
- To encourage redevelopment of the Shepparton Plaza with buildings that create a well-defined street edge.
- To facilitate the redevelopment with uses that will take advantage of the precinct's location next to the railway station and with buildings that provide active frontages to the street.
- To upgrade Purcell Street as a key pedestrian link between the CBD and the railway station.
- To ensure that buildings provide improved interfaces to open spaces and surrounding residential uses.
- To upgrade Karibok Park with a focus on pedestrian access to Shepparton Plaza.

5.7-3**Precinct requirements**10/12/2015
C92

Sub-precinct	Preferred maximum building height	Preferred street wall height	Preferred setbacks
7	No maximum building height.	11.5 metres (3 storey).	Zero metre front or side setbacks.

5.7-4**Precinct guidelines**10/12/2015
C92

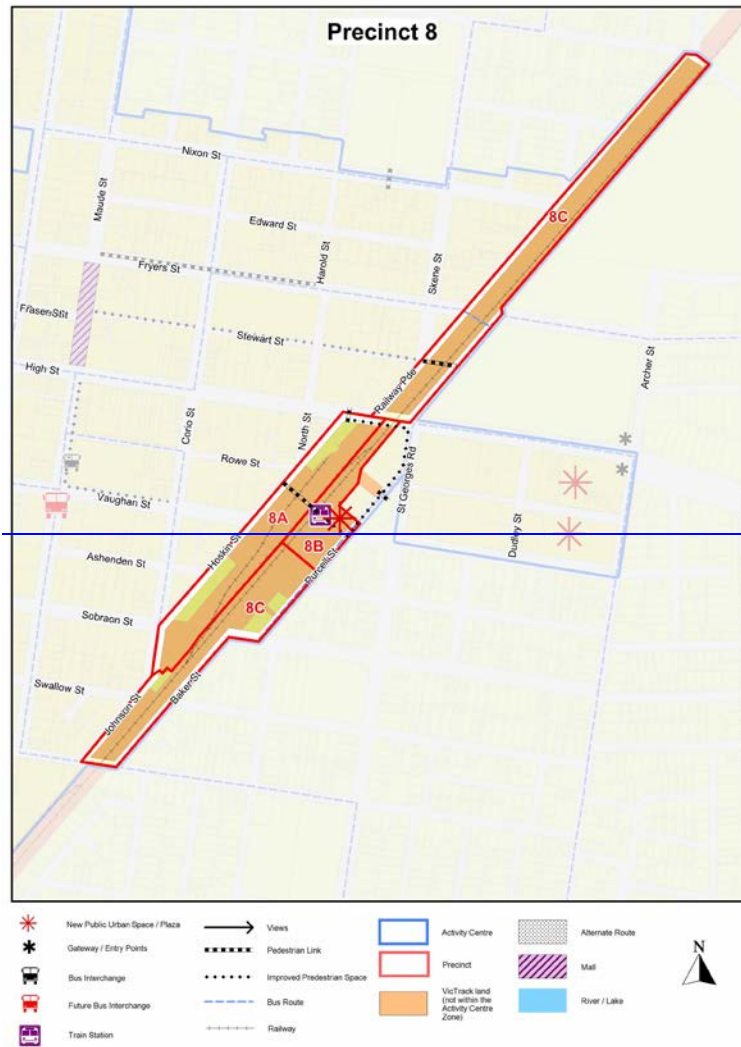
- New development at the Shepparton Plaza site should include active retail frontages to High Street and parking to the rear. New buildings should provide improved interfaces to open spaces and surrounding residential uses.

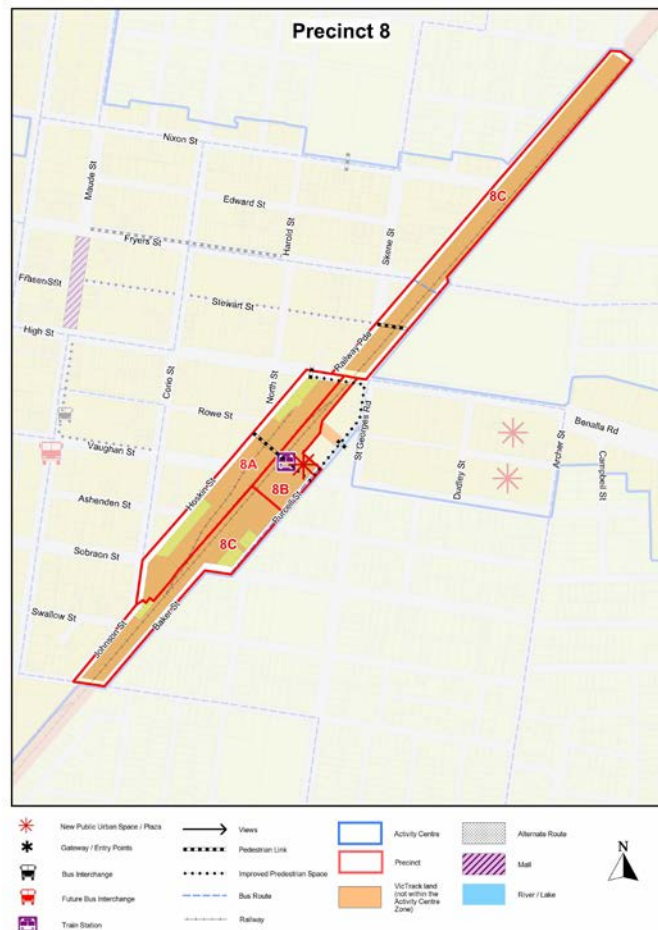
5.8 Precinct 8 – Railway and Adjoining Land

10/12/2015
[C92Proposed](#)
[C192](#)

5.8-1 Precinct map

10/12/2015
[C92Proposed](#)
[C192](#)





5.8-2

10/12/2015
C92

Precinct objectives

- To provide for commercial and residential buildings that address street spaces.
- To provide for higher scale built form adjacent to the railway line.
- To improve pedestrian access and amenity to the station and bus terminal, including:
 - From the west including the CBD and STEP.
 - Along Purcell Street from High Street.
 - From Hayes Street to Purcell Street.
- To develop angle car parking on land owned by VicTrack along Railway Parade between High Street and Fryers Street to provide long-stay parking for event goers, students, workers and CBD traders.
- To create a new pedestrian rail crossing connection linking the showgrounds (Thompson Street) with Stewart Street.

5.8-3

10/12/2015
C92

Precinct requirements

Sub-precinct	Preferred maximum building height	Preferred street wall height	Preferred setbacks
8A	No maximum building height.	11.5 metres (3 storeys).	Zero metre front or side setbacks except for any additional levels above 11.5 metres (2 storeys) to be

				setback 5 metres from the building frontage.
8B and 8C		2 storeys.	None specified.	None specified.

5.9 Precinct 9 – Shepparton Marketplace

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Proposed C192

5.9-1 Precinct Map



5.9-2 Precinct Objectives

- To support the designated regional role of the Shepparton Marketplace as a retail specific centre.
- To support the role of the Shepparton Marketplace in a manner complementary to operation of Precinct 1, as the highest-order centre serving Shepparton and the surrounding region.
- To support the core retail role of Precinct 1, discourage the relocation of department stores and entertainment based facilities such as cinemas from Precinct 1 where this will change the role and function of that centre.
- To encourage public realm improvements including landscaping, street furniture and landscaping along street frontages.

- To ensure appropriate retail floorspace is provided to enable a range of retail operations at the centre in a manner complementary to the operation of the retail core (Precinct 1).
- To encourage car parking provision and design to support the activity, streetscape amenity and economic capacity of the precinct.

5.9-3 Precinct requirements

<u>Precinct</u>	<u>Preferred maximum building height</u>	<u>Preferred street wall height</u>	<u>Preferred setbacks</u>
<u>9</u>	<u>No maximum building height. None specified</u>	<u>11.5 metres (3 storey).</u>	<u>20 metres from the front lot boundary.</u> <u>3 metres from the rear boundary to ensure a suitable interface with adjoining residential properties.</u>

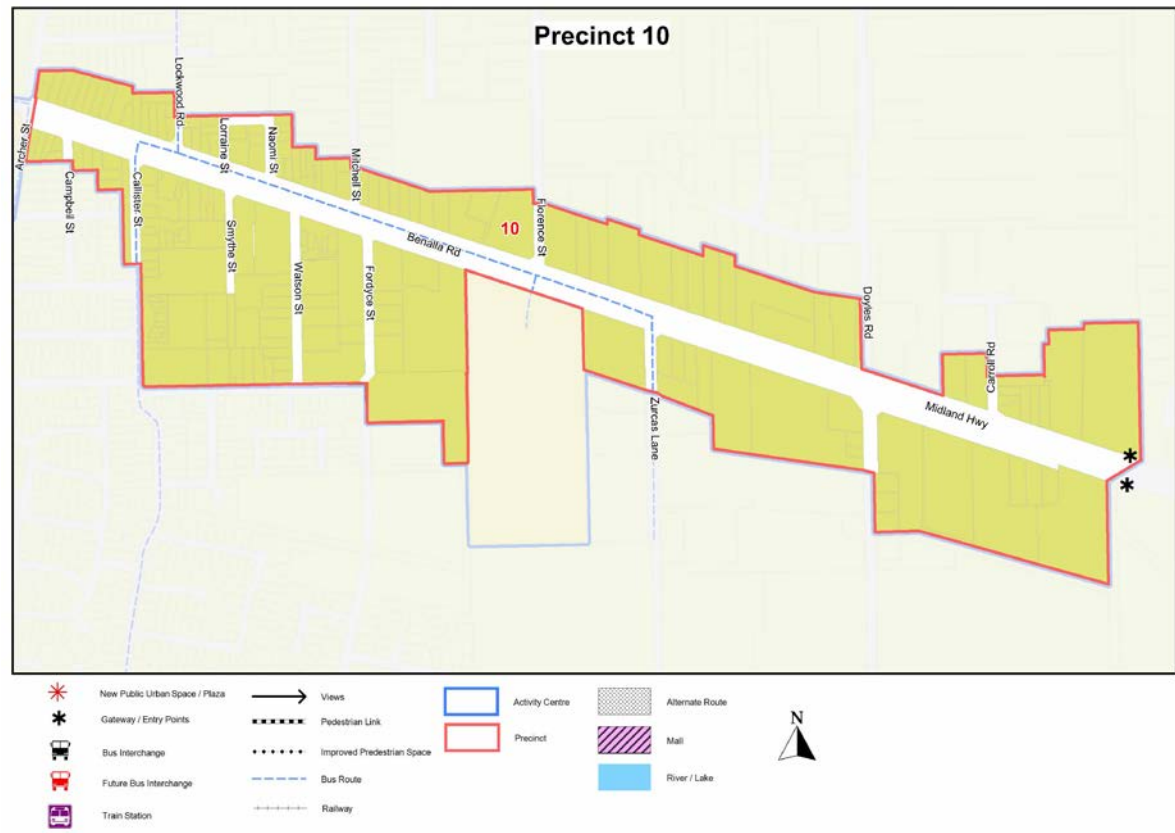
5.9-4 Precinct guidelines

- Provide some limited non retail uses, such as offices and some other personal and professional services where these are directly ancillary to retail operations at the centre and where such uses would not be more appropriately located in the retail core or other activity centres.
- New use and development needs to be carefully monitored to ensure that the Marketplace does not detract from its sub-regional role in the hierarchy. Future land uses should complement the balance of activities within the retail core and the Benalla Enterprise Corridor.
- Discourage the relocation of department store retailers or cinema operators where this may impact on the retail core role and function of Precinct 1.
- Opportunities exist to enhance the address of the site to Benalla Road and improve the public realm appearance of the precinct, including pedestrian and cycling access.

s

5.10 Precinct 10 – Benalla Road Enterprise Corridor

5.10-1 Precinct Map



5.10-2 Precinct objectives

- To encourage a range of non-retail and large format retail land uses, including restricted retail uses such as trade supplies stores, automotive stores and homemaker centres.
- To encourage higher built form lots fronting onto Benalla Road.
- To consider the role of other corridors leading into the retail core when planning for land use outcomes along Benalla Road.
- To support opportunities to enhance the appearance of the Precinct, improve the public realm appearance and include pedestrian and cycling access.
- To encourage other linkages by improving the safety, quality and amenity of the existing pedestrian environment.

5.10-3 Precinct requirements

<u>Precinct</u>	<u>Preferred maximum building height</u>	<u>Preferred street wall height</u>	<u>Preferred setbacks</u>
10	No maximum building height. <u>None specified</u>	<u>11.5 metres (3 storey).</u>	<u>20 metres from the front lot boundary.</u> <u>3 metres from the rear boundary to ensure a suitable</u>

interface with adjoining residential properties.

5.10-4 Precinct guidelines

- Implement design guidelines to ensure that buildings are of high quality and appropriate in scale.
- Protect established residential and industrial areas adjacent to the precinct from inappropriate commercial uses and development.
- Any new use or development, particularly on boundaries adjoining industrial, residential and farming zoned land, must be carefully considered in order to reduce any potential amenity impacts.
- New development should provide public realm improvement including public footpath treatments, landscaping and lighting, to reflect the entrance experience and address of the buildings to the streetscape.

6.0 Application Requirements

In Precinct 9, any expansion of retail floor space (including additional supermarkets and department stores) above 22,500 sqm should be justified by a detailed economic impact assessment.

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Notice and review

An application to construct a building that exceeds the maximum preferred building height is not exempt from the notice requirements of Section 52(1)(a), (b) and (c), the decision requirements of Section 64(1), (2) and (3) and the review rights of Section 82(1) of the Act in accordance with Clause 37.08-8 of the Activity Centre Zone.

78.0

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Decision guidelines

Before deciding on an application, in addition to the decision guidelines in Clause 65 and Clause 37.08-9, the responsible authority must consider, as appropriate:

Use

Whether the proposal:

- Contributes to an appropriate mix of uses within the CBD to complement and support the strategic role of the Shepparton CBD.
- Contributes to the achievement of residential population targets as set out in the Greater Shepparton 2030 Strategy Plan.
- Creates active uses and pedestrian generating activity at ground level that contribute to a vibrant public realm.

Buildings and works

Whether the proposal:

- Creates a strong visual interest by providing unique building types based on innovative, contemporary architecture, urban design and ecologically sustainable development.
- Provides overhead weather protection adjoining key pedestrian walkways and nodal points.

- Complements, where relevant, the form, scale, materials, colour and lighting of a place of cultural heritage significance on the same or adjoining site.
- Incorporates provisions for pedestrians, cyclists and people with a disability demonstrating how access needs are accommodated.
- Limits the number of vehicle crossings to each development.

Subdivision

Whether the subdivision is associated with a development proposal that supports the objectives promoted by this Schedule and does not result in the fragmentation of sites.

How the subdivision assists in the consolidation of land to facilitate the creation of viable development sites.

Encourage the retention of those features that contribute to an appreciation or understanding of places of cultural heritage significance on one lot.

89.0

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Advertising signs

Advertising sign requirements are at Clause 52.05. All land within Precincts 1 or 7 or Sub-precincts 3B or 8A is in Category 1. All other land is in Category 3.

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Other provisions of the scheme

~~An application under Clause 52.05 for advertising signs is exempt from the notice requirements of Section 52(1)(a), (b) and (c), the decision requirements of Section 64(1), (2) and (3) and the review rights of Section 82(1) of the Act.~~

~~An application under Clause 52.06 or the schedule to Clause 52.06 to reduce or waive the required car parking spaces or vary the design requirements is exempt from the notice requirements of Section 52(1)(a), (b) and (c), the decision requirements of Section 64(1), (2) and (3) and the review rights of Section 82(1) of the Act.~~

~~An application under Clause 52.07 to waive or vary loading and unloading provisions is exempt from the notice requirements of Section 52(1)(a), (b) and (c), the decision requirements of Section 64(1), (2) and (3) and the review rights of Section 82(1) of the Act.~~

~~An application under Clause 52.29 to alter or create a new access to a Road Zone is exempt from the notice requirements of Section 52(1)(a), (b) and (c), the decision requirements of Section 64(1), (2) and (3) and the review rights of Section 82(1) of the Act.~~

An application under Clause, 52.04, Clause 52.05 or the schedule to Clause 52.05, Clause 52.06 or the schedule to Clause 52.06, Clause 52.07, Clause 52.08, Clause 52.11, Clause 52.14, Clause 52.16 or the schedule to Clause 52.16, Clause 52.17 or the schedule to Clause 52.17, Clause 52.19, Clause 52.21, Clause 52.29, Clause 52.33, Clause 52.34 and Clause 52.36 is exempt from the notice requirements of Section 52(1)(a), (b) and (c), the decision requirements of Section 64(1), (2) and (3) and the review rights of Section 82(1) of the Act.

An application in Precincts 9 or 10 under Clause 52.12, 52.13 and Clause 52.20 is exempt from the notice requirements of Section 52(1)(a), (b) and (c), the decision requirements of Section 64(1), (2) and (3) and the review rights of Section 82(1) of the Act.

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Proposed C192

Reference documents

Commercial Activity Centres Strategy November 2015

Shepparton CBD Strategy October 2008

Urban Design Framework – Shepparton North and South Business Areas, July 2006

Greater Shepparton 2030 Strategy Plan [2006](#)



plān|ī'sphēre [urban strategy planners]

ADDENDUM TO THE SHEPPARTON CBD STRATEGY

FOR THE GREATER SHEPPARTON CITY COUNCIL

March 2016

CONTENTS

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PROJECT CONTROL

NAME	NO.	PM APPROVED	PD APPROVED	DATE
Draft Report	1	DF	LR	26/2/16
Final Report	2	DF	LR	8/3/16

1

BACKGROUND

1.1 INTRODUCTION

In 2008, Planisphere was commissioned by Council to prepare the Shepparton CBD Strategy. The Strategy made recommendations that guide future growth and development of the Shepparton retail core and surrounding areas over the next 20 years. It has since been adopted by Council and implemented into the Greater Shepparton Planning Scheme by Amendment C92 in December 2015.

In 2015 council undertook the Commercial Activity Centres Strategy (CACS) to ensure the future economic prosperity of Shepparton. The CACS updates and makes recommendations to some of the directions contained in the CBD Strategy.

Council are now seeking to align the two strategies to ensure policy consistency and to update any changes that have occurred since the adoption of the Strategy in 2008. In order to align the two strategies, a number of changes/additions have been made and are documented in this addendum as follows:

- Insertion of two new Precincts and a Sub-Precinct into the Strategy
- Insertion of issues and opportunities, strategies and key actions to reflect each Precinct
- Creation of three new Precinct maps and amendment to overall Precinct map
- Minor updates to existing maps

This addendum proposes two new Precincts and one Sub-Precinct, based upon the findings of the CACS. These new Precincts are located on the periphery of the Shepparton CBD and include the following areas:

- Shepparton Marketplace
- Benalla Road Enterprise Corridor
- Wyndham Street North Office Corridor

In addition, the CACS proposes a shared pedestrian / vehicular model in Maude Street from Stewart Street to Fryers Street as a method of activating the Maude Street Mall. This change also needs to be reflected in the CBD Strategy document.

This document outlines the strategic context for this addendum, describes each of the Precincts and makes other associated changes to the Strategy.

2

RELEVANT DOCUMENTS

2.1 RELEVANT BACKGROUND

There are three background documents which are relevant to the content of this addendum. These are summarised below.

2.1.1 SHEPPARTON CBD STRATEGY (2008)

The Shepparton CBD Strategy was prepared in response to State Planning Policy requirements to develop structure plans for Activity Centres.

The Strategy documents a number of directions including key priorities, themes and Precincts as well as a range of implementation actions. Five themes are set out in the Strategy which establish important objectives to ensure the future prosperity of the City. These themes include: activities, buildings, spaces, access and governance and leadership.

Within each theme a range of objectives, strategies and key actions are established which support various elements.

The study area of the Strategy focused on land in central Shepparton generally bounded by Knight, Hayes, Archer and Welsford Streets.

Amendment C92 implemented the recommendations of the CBD Strategy and introduced the Activity Centre zone across the CBD.

2.1.2 AMENDMENT C92

Amendment C92 implemented the findings and recommendations of the Shepparton CBD Strategy (2008). It applied to all land within the Shepparton CBD. In summary it proposed the following changes:

- Rezoning of all land within the CBD and surround area to Activity Centre Zone
- Introduction of Road Zone Category 2 to some roads within the CBD
- Removal/amendment to various overlays within the CBD
- Updates to the Municipal Strategic Statement
- Associated mapping changes to reflect new zones/overlays

The CBD Strategy identified 10 Precincts however only 8 Precincts were contained in the Amendment. The amendment was exhibited and subsequently approved with minor changes in December 2015.

2.1.3 COMMERCIAL ACTIVITY CENTRES STRATEGY (2015)

The Greater Shepparton Commercial Activity Centres Strategy 2015 (CACS) sets out a policy framework to ensure the growth and function of the business and employment sectors in Greater Shepparton.

The CACS sets out the context for commercial activity in Greater Shepparton, with a focus on urban, regional and rural Activity Centres. It identifies commercial and retail floor space requirements, based on a range of economic projections which are informed by a range of population, demographic and social considerations.

With regard to the Shepparton CBD it includes a specific CBD Action Plan and proposes a number of extensions to the area identified as the CBD in the CBD Strategy. These extensions potentially impact upon the zoning of the land and necessitate consideration of these areas as part of the CBD Strategy. Two new Precincts and a Sub-Precinct are proposed as a result of the Commercial Activity Centres Strategy:

- Shepparton Marketplace
- Benalla Enterprise Corridor
- Wyndham Street North Office Corridor

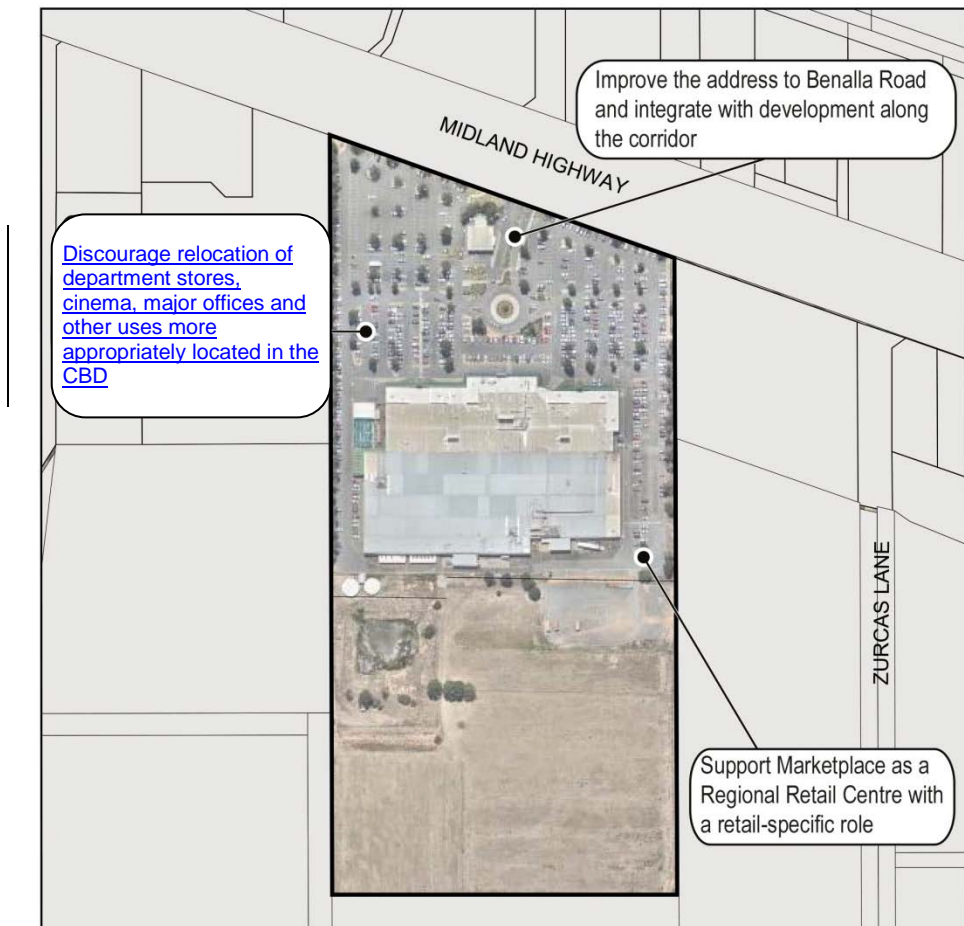
The rationale, issues and opportunities, vision, strategies and actions for each of these new Precincts has been derived from the Commercial Activity Centres Strategy.

3

PRECINCTS

Precinct 11 - Shepparton Marketplace

MAP



 Precinct Boundary

Shepparton Marketplace	
Shepparton CBD Strategy Addendum	
date Feb / 16	client City of Greater Shepparton
 planisphere	

DESCRIPTION

The Shepparton Marketplace is located on Benalla Road, approximately 1km from the CBD. It provides a range of retailing, specialist retail and convenience opportunities which draw visitors from Shepparton, the wider municipality and the broader north-central Victorian catchment. While the Marketplace offers a range of retail, dining and convenience outlets, it has a subordinate relationship to the central CBD, both in the activity centre hierarchy and its availability of leasable floor area. The area will be known as Precinct g in the ACZ.

ISSUES AND OPPORTUNITIES

The Marketplace is recognised as a Regional Retail Centre in the hierarchy, with a retail-specific role. The Marketplace will continue to provide a range of opportunities for local business to establish within an internalised mall environment. While this improves the mixture of retailing opportunities in Shepparton, any expansion must be carefully balanced with the need to ensure the economic prosperity of the Shepparton CBD. Although the Marketplace site falls within the Commercial 1 zone at present, allowing a range of uses 'as of right', the need to carefully monitor future land use and development to ensure that the Marketplace does not become the primary activity centre is paramount.

As with many regional shopping destinations, the Shepparton Marketplace is heavily motor vehicle ~~dependant~~ dependent and its frontage is dominated by car parking. Opportunities exist to enhance the address of the site to Benalla Road and improve the public realm appearance of the Precinct, including pedestrian and cycling access. Future land uses should complement the balance of activities within the CBD and within the Benalla Enterprise Corridor Precinct.

VISION

The Shepparton Marketplace will complement the Shepparton CBD as a Regional Retail Centre with a retail-specific role. Retailing will be strengthened as the predominant land use within the Precinct and the built form will be enhanced through design guidelines. Land uses which detract from the role and function of the CBD such as cinema based entertainment, relocation of large 'anchor' retailers from the CBD, or location of additional discount department stores and major office uses, will be discouraged in this Precinct.

The Marketplace will be accessible for all and provide a high quality environment for pedestrians and other modes of sustainable transport. Connections and linkages to surrounding commercial land and other residential areas will be improved in order to reduce the dependency on the motor vehicle.

The Shepparton Marketplace will be a sustainable activity centre that will be focused around a compact core. There will be further opportunities to support existing businesses and encourage new retailing opportunities.

STRATEGIES

- Support the regional retail-specific role of the Shepparton Marketplace in a manner complementary to the operation of Shepparton CBD as the highest-order centre serving Shepparton and the surrounding region.
- Support the provision of an enhanced range of retail facilities that reflects growth in population or spending across the region.
- Discourage relocation of ~~large 'anchor' department stores and cinemas~~ retailer from the Shepparton CBD to Shepparton Marketplace ~~and cinemas, and cinema-based entertainment activities~~, places of assembly and accommodation that would be more appropriately located in the CBD.

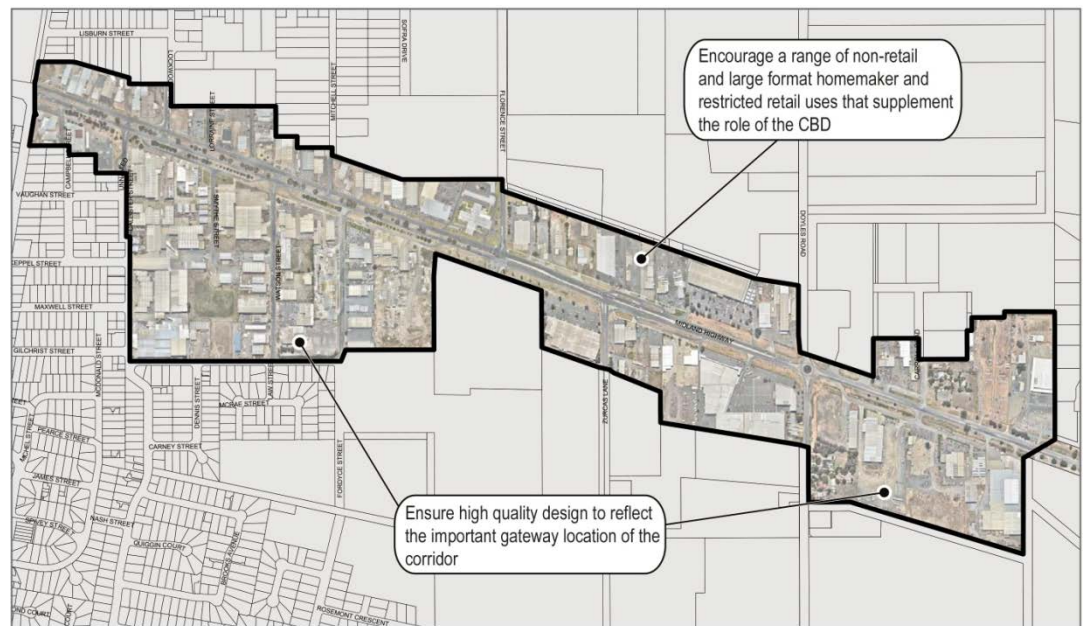
- Provide some limited non-retail uses, such as offices and some other personal and professional services where these are directly ancillary to retail operations at the centre and where such uses would not more appropriately be located in the Shepparton CBD or other activity centres.
- Ensure any expansion of the Shepparton Marketplace is supported by a retail-economic analysis that includes a detailed assessment of potential trading impact on the Shepparton CBD and any other relevant centres.
- Continue to apply a shop floorspace cap at Shepparton Marketplace in the planning scheme.
- Consider the application of an office floorspace cap at Shepparton Marketplace.
- Manage car parking demand and provision to support the activity, streetscape amenity and economic capacity of the Precinct.
- Improve the address of the Marketplace to Benalla Road through public realm improvements including landscaping, street furniture and landscaping.
- Ensure that new development is designed to make a positive contribution to its setting within a larger retail Precinct, the Enterprise Corridor, and any structure plans prepared for the development of land to the south.
- Promote the principles of ESD in the siting and design of new developments or the retrofitting of existing buildings.
- Ensure that future expansion of the Precinct considers the relationship with the adjoining residentially zoned land and farming areas.

KEY ACTIONS

- Work pro-actively with Shepparton Marketplace to introduce a policy framework that supports the expansion and development of the centre in a manner complementary to the role and functions of the CBD.
- Require any proposal to expand the Shepparton Marketplace to be supported by a retail-economic analysis that includes a detailed assessment of potential trading impacts on the Shepparton CBD and any other relevant centres.
- Strengthen local planning policies to reinforce the hierarchy of the Shepparton Marketplace as subordinate to the CBD.

Precinct 12 - Benalla Road Enterprise Corridor

MAP



 Precinct Boundary



DESCRIPTION

The Benalla Road Enterprise Corridor comprises commercially zoned land between Archer Street and the Greater Shepparton City Council. The Precinct extends east from the central Shepparton eventually merging into the Midland Highway. This area presently comprises a range of commercial, office, manufacturing, retail and bulky goods. The area will be known as Precinct 10 in the ACZ.

ISSUES AND OPPORTUNITIES

The Benalla Road Enterprise Corridor is one of three in the Shepparton area and supports a range of larger format bulky goods shops which are not appropriate in the CBD.

Benalla Road is a gateway corridor into the CBD and there are opportunities to enhance the entrance experience and address of the buildings to the streetscape. There are inconsistencies within the public realm with various public footpath

treatments, landscaping and lighting. Segments of the Precinct also have dominant signage.

The Enterprise corridor interfaces with industrial, residential and farming zoned land and therefore any future use or development, particularly on adjoining boundaries of these areas, must be carefully considered in order to reduce any potential amenity impacts.

Opportunities exist within the Precinct to enhance the mixture of land uses within the restricted retail and bulky goods sector without detracting from the primary retail and commercial function of the CBD and the subordinate Shepparton Marketplace. There are further opportunities to improve the public realm, enhance the built form and demarcate the corridor as a gateway entrance to Shepparton.

VISION

The Benalla Road Enterprise corridor will provide a gateway into the Shepparton CBD and accommodate a wide range of non-retail and large format retail uses that are supplementary to the role and function of the CBD. The Enterprise corridor will accommodate uses that have an important role in serving both household and business customers.

Over time, the Precinct will have a more integrated development pattern, rather than appearing as a standalone development. Buildings will be of high quality and address the streetscape to enhance the importance of the corridor.

STRATEGIES

- Encourage a range of non-retail and large format retail land uses which are supplementary to the role of the CBD and the Shepparton Marketplace, including restricted retail uses such as supplies stores, automotive stores and homemaker centres.
- Discourage activities such as large 'anchor' retail uses, discount department stores and cinemas, cinema-based entertainments facilities and large offices that are more appropriately located in the Shepparton CBD.
- Encourage new development and land use to integrate with surrounding development and activity in the corridor to provide a more coherent streetscape.
- Reflect the important gateway location of the corridor through consistent design standards for buildings and signage for lots fronting Benalla Road that require high quality outcomes.
- [Development sites at Gateway locations should consider innovative built form and landscape treatments to signify these gateways, provide landmarks and reinforce the intersections.](#)
- Ensure corner lots are sited to address both street frontages and incorporate high quality urban design and architectural features.
- Enhance the role of the corridor as an informal link between the Shepparton Marketplace and CBD.

- Encourage other linkages by improving the safety, quality and amenity of the existing pedestrian environment.
- Consider the role of other enterprise corridors leading into the CBD when planning for land use outcomes along Benalla Road.

KEY ACTIONS

- Implement design guidelines to ensure that buildings are of high quality and appropriate in scale.
- Ensure new urban growth in Shepparton is consistent with relevant strategic housing imperatives.
-
- Protect established residential and industrial areas adjacent to the Precinct from inappropriate commercial uses and development.

Precinct 3 – Secondary Office / Retail (Wyndham Street North Sub-Precinct)

MAP



 Precinct Boundary

Wyndham Street North Office Corridor

Shepparton CBD Strategy Addendum

date | Feb / 16

client | City of Greater Shepparton



planisphere

DESCRIPTION

The Wyndham Street North Sub-Precinct extends from the beginning of Knight Street and stretches north toward Balaclava Road along Wyndham Street. The Sub-Precinct contains lots which front directly onto Wyndham Street, all currently within the Commercial 1 Zone. Wyndham Street is an important gateway into the Shepparton CBD and is characterised by a large number of smaller office tenancies occupying a mix of purpose built and converted residential dwellings. It also includes medical centres, specialist retail outlets and professional services with occasional remaining residences. The built form within the Precinct is varied and includes a mixture of 1950s architecture and contemporary buildings.

ISSUES AND OPPORTUNITIES

Opportunities exist to enhance the office and business development in this Sub-Precinct to maintain and strengthen Shepparton's commercial sector within the broader region. There is an opportunity to promote a high quality of urban design and architecture and encourage innovation in new developments.

Wyndham Street is a dual carriage way with two lanes of traffic either side. This road configuration contributes to the sense of grandeur and spaciousness within the Precinct. There are further opportunities for public realm and landscaping treatments within the Precinct.

Future buildings will have to be carefully sited to ensure that any amenity impacts with adjoining residential land are sensitively managed.

VISION

Wyndham Street North will be a functional, vibrant and attractive gateway into the Shepparton CBD which will retain its primary role and function as an office area with a mixture of office, professional and medical services, limited small retail, civic, accommodation and specialist land uses. Buildings will be of high quality and comprise a mixture of older and more contemporary styles. The public realm will be enhanced through improved pedestrian and cycle linkages to and from the CBD. Over time, land uses will become more integrated with the function of the CBD.

STRATEGIES

- Ensure the Sub-Precinct retains office and associated uses as its primary role and function.
- Limit retail floorspace in the Sub-Precinct to prevent undermining of core retail areas of the CBD.
- Discourage activities such as large 'anchor' retail uses, discount department stores and cinemas and cinema-based entertainments facilities that are more appropriately located in the Shepparton CBD.
- Reflect the key gateway location of the area through high quality development that creates an 'entry statement' to urban Shepparton.
- Promote public realm treatments such as landscaping improvements, pedestrian and cycling connectivity and lighting.

- Promote ESD principles and high quality urban design and architectural quality for new developments.
- Encourage the development of contemporary buildings which respond to the context of the streetscape.
- Avoid features which do not allow buildings to integrate with street and detract from the public realm such as high, solid fences and dominant car parking spaces within the frontage.

KEY ACTIONS

- Implement design guidance through the zone to ensure that new development is well designed to reflect its gateway location and public realm improvements are coordinated.
- New development at the intersection of Wyndham Street and Balaclava Road should contain innovative built treatment that is reflective of its gateway location.
- ~~Implement design guidance through the zone to ensure that new development is well designed to reflect its gateway location and public realm improvements are coordinated.~~



Maude Street Mall Concept Plan

The Maude Street Mall Concept Plan reflects directions in the CACS to create a shared pedestrian / vehicular space from Stewart Street to Fryers Street as a method of activating the Maude Street Mall.

Concept Plan Maude Street mall

