



## OVERVIEW

The Victorian Planning Authority (VPA) in partnership with Greater Shepparton City Council has prepared the Draft *Shepparton and Mooropna 2050: Regional City Growth Plan* (Growth Plan).

The Growth Plan addresses key challenges to guide:

- housing
- employment
- infrastructure
- services.

It will also provide opportunities for residents and visitors while ensuring Shepparton and Mooropna become greener, sustainable and resilient to climate change.

The Growth Plan is a high-level document that will be used to coordinate, guide and inform the preparation and consideration of future, more detailed local plans and planning processes.

## THE GROWTH PLAN

The Growth Plan includes 10 principles that underpin the vision for Shepparton and Mooropna. The vision for Shepparton and Mooropna is that by 2050 it will:

- be a thriving regional hub with a diverse and sustainable economy supported by essential infrastructure
- bring new residents and investors to the area due to the affordable and livable lifestyle
- protect and enhance the natural and cultural significance of the area
- be committed to deliver positive and sustainable outcomes that are engaging transparent and support financially responsible leadership.

Six outcomes have been developed to drive Shepparton and Mooropna as a thriving regional hub:

- Outcome 1 – A City for the Goulburn Region
- Outcome 2 – A City of Liveable Neighbourhoods
- Outcome 3 – A City of Growth and Renewal
- Outcome 4 – A City with Infrastructure and Transport
- Outcome 5 – A City that is Greener and Embraces Water
- Outcome 6 – A City of Innovation and Resilience.

The outcomes are each supported by an objective and will be achieved through the implementation of 28 strategies and the delivery of 61 actions.


The Framework Plan for Shepparton and Mooropna is shown on the next page.

## Shepparton and Mooroopna Framework Plan

-  residential - existing
-  residential - future<sup>1</sup>
-  future industrial
-  open space
-  central activities district
-  regional retail centre
-  sub-regional centre
-  health & education hub
-  GV Link site/rail siding

 Shepparton alternative route<sup>2</sup> (under investigation)


 Stage 1 - Shepparton Bypass<sup>2</sup> (under investigation)

 Stage 2 - Shepparton Bypass<sup>2</sup> (future road projects)

 Stage 3 - Shepparton Bypass<sup>2</sup> (future road projects)

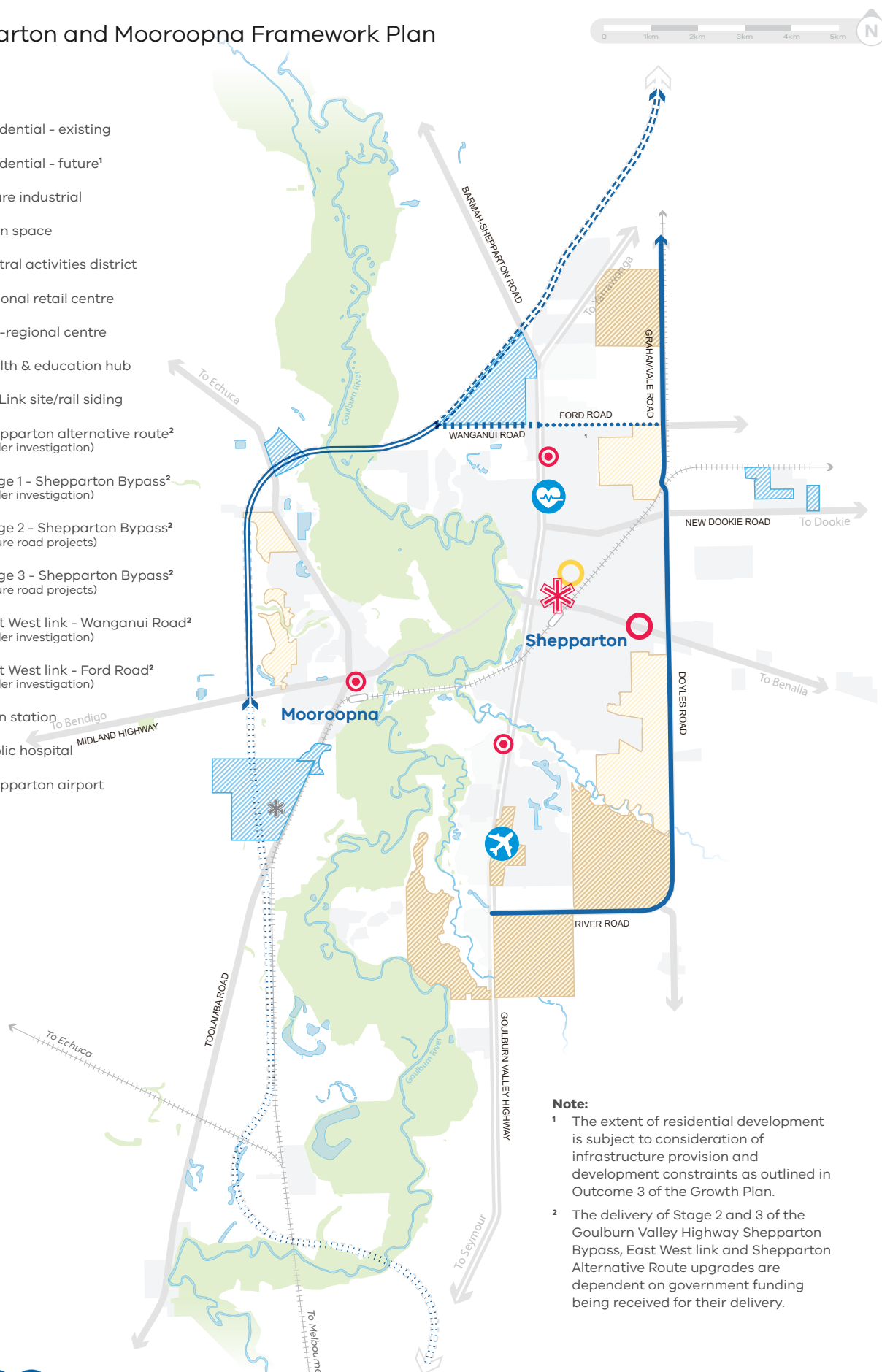
 East West link - Wanganui Road<sup>2</sup> (under investigation)

 East West link - Ford Road<sup>2</sup> (under investigation)

 train station

 public hospital

 Shepparton airport



**Note:**

- <sup>1</sup> The extent of residential development is subject to consideration of infrastructure provision and development constraints as outlined in Outcome 3 of the Growth Plan.
- <sup>2</sup> The delivery of Stage 2 and 3 of the Goulburn Valley Highway Shepparton Bypass, East West link and Shepparton Alternative Route upgrades are dependent on government funding being received for their delivery.



## Residential growth corridors

## FUTURE GROWTH AREAS

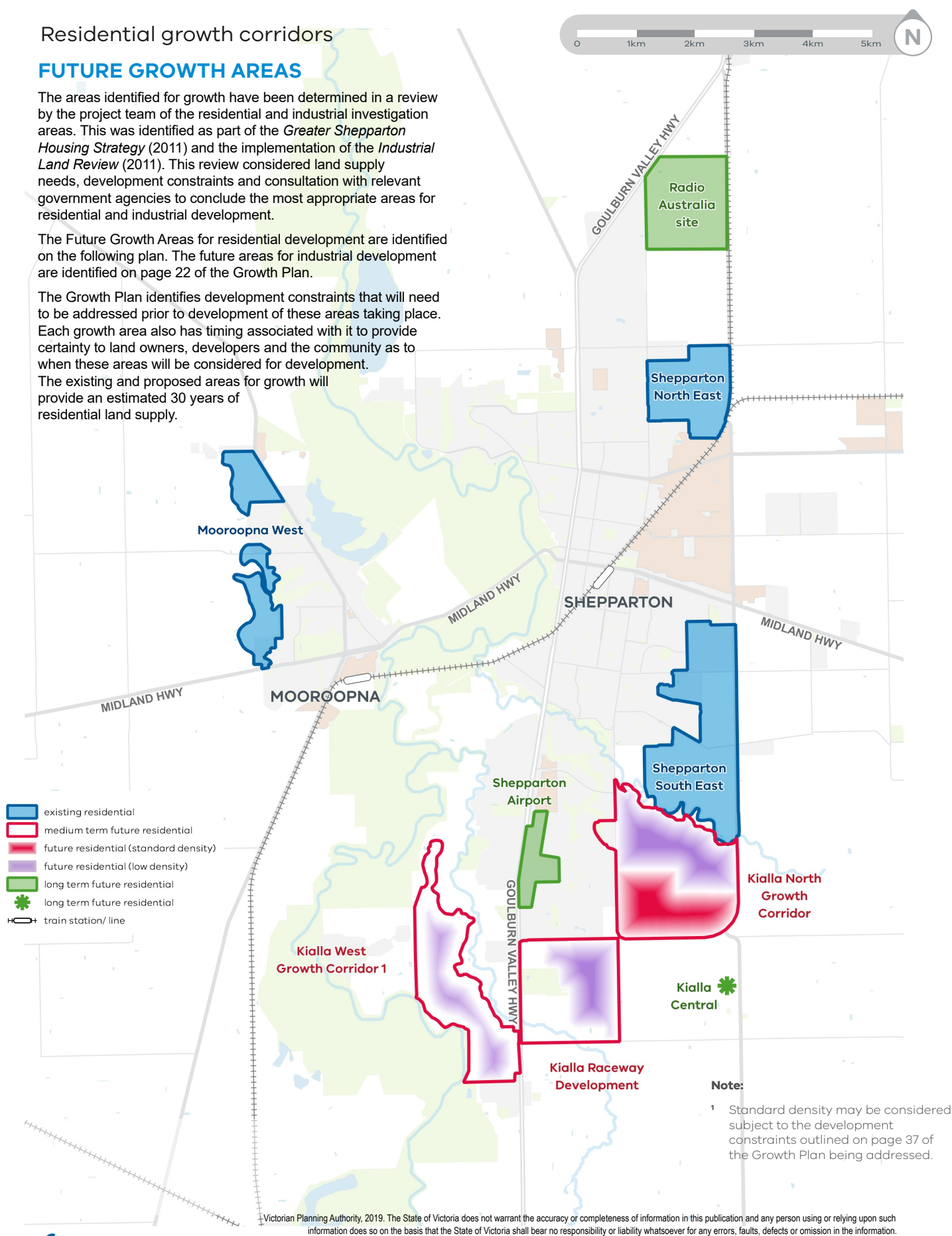
The areas identified for growth have been determined in a review by the project team of the residential and industrial investigation areas. This was identified as part of the *Greater Shepparton Housing Strategy* (2011) and the implementation of the *Industrial Land Review* (2011). This review considered land supply needs, development constraints and consultation with relevant government agencies to conclude the most appropriate areas for residential and industrial development.

The Future Growth Areas for residential development are identified on the following plan. The future areas for industrial development are identified on page 22 of the Growth Plan.

The Growth Plan identifies development constraints that will need to be addressed prior to development of these areas taking place.

Each growth area also has timing associated with it to provide certainty to land owners, developers and the community as to when these areas will be considered for development.

The existing and proposed areas for growth will provide an estimated 30 years of residential land supply.



## RESPONSE TO PREVIOUS FEEDBACK

In February 2019, the *Shepparton & Moorooopna 2050: Regional City Growth Plan Key Issues and Opportunities Report* was released for public comment. Six clear themes emerged from this engagement process. The actions from the Growth Plan that address these themes are identified in the table below.

### Community engagement themes and response in Growth Plan

THEME	GROWTH PLAN RESPONSE
Continue to celebrate the open space offerings in the area	<ul style="list-style-type: none"> <li>• 2.3.1 to develop an open space strategy</li> <li>• 5.2.1 to implement the urban forest strategy</li> <li>• 5.4.1 to better align open space with drainage infrastructure</li> </ul>
Renew sites to revitalise Shepparton and Moorooopna	<ul style="list-style-type: none"> <li>• 1.3.2 to develop a data base of available development and rental sites</li> <li>• 1.4.1 to develop a business case for the health and education hub</li> <li>• 3.4.1 to promote opportunities provided by the Activity Centre Zone</li> <li>• 3.5.1 to prepare a structure plan for Moorooopna</li> </ul>
Resolve uncertainty around future residential and industrial land supply	<ul style="list-style-type: none"> <li>• 1.1.1 to plan for industrial land and advocate for funding for regionally significant infrastructure</li> <li>• 3.1.1 to 3.1.7 to facilitate new housing in identified growth areas</li> </ul>
Support and prioritise the delivery of infrastructure to support growth	<ul style="list-style-type: none"> <li>• 1.1.2 to advocate for investment in road and rail infrastructure</li> <li>• 1.1.3 to advocate for funding for the GV Link site</li> <li>• 2.1.1 to 2.1.3 to improve pedestrian accessibility</li> <li>• 2.2.1 &amp; 2.2.2 to invest in cycling infrastructure</li> <li>• 4.1.1 to 4.1.4 to support investment in transport infrastructure</li> <li>• 4.1.1 to 4.1.4 to support investment in transport infrastructure</li> <li>• 4.2.1 to 4.2.4 to support investment in public transport infrastructure</li> <li>• 4.3.1 &amp; 4.3.2 to support investment in community infrastructure</li> <li>• 6.4.1 to 6.4.4 to invest in sustainable waste management infrastructure</li> </ul>
Improve access to and use of the river and its surrounding environment	<ul style="list-style-type: none"> <li>• 5.3.1 to 5.3.3 to increase recreation opportunities along the Goulburn and Broken River corridors</li> </ul>
Ensure agricultural land continues to be productive	<ul style="list-style-type: none"> <li>• 1.2.1 to 1.2.3 to reinforce the importance of the Goulburn Murray Irrigation District (GMID)</li> </ul>

## MAKING A SUBMISSION

The table to the left identifies how the key themes heard as part of the Key Issues and Opportunities community engagement have been addressed in the Growth Plan. We want to hear if you think we have missed any opportunities associated with these themes that should be considered for inclusion in the Growth Plan.

The draft Growth Plan is available for your comment from 23 September to 28 October 2019. You can provide feedback in two ways:

1. Let us know what we have missed by completing an online submission form. Visit the project page for more information:

<https://vpa.vic.gov.au/project/shepparton-moorooopna-2050/>

or provide your submission via post to:

**Victorian Planning Authority**

Level 25, 35 Collins Street

Melbourne VIC 3000

Attention: Emily Killin

2. Meet with VPA and council staff to provide your feedback at any of the following times

**Sunday 6 October 2019**

9am to 1pm - Shepparton Farmers' Market, 7710 Goulburn Valley Highway, Kialla

**Thursday 24 October 2019**

10.30am to 2pm – Woolworths/Aldi, Moorooopna

(car park side)

3pm to 6pm – Vaughan Central, Shepparton

(outside Coles and KMART)

## WHERE TO VIEW THE DOCUMENTS

Electronic copies of the draft Growth Plan are available on the VPA and council websites:

<https://vpa.vic.gov.au/project/shepparton-moorooopna-2050/>

<http://greatershepparton.com.au/bpi/planning/strategic-planning/current-strategic-projects/shepparton-moorooopna-2050>

## FOR MORE INFORMATION PLEASE CONTACT

**Victorian Planning Authority**

**Emily Killin**

Senior Strategic Planner

[Emily.killin@vpa.vic.gov.au](mailto:Emily.killin@vpa.vic.gov.au)

Phone: (03) 9651 9681

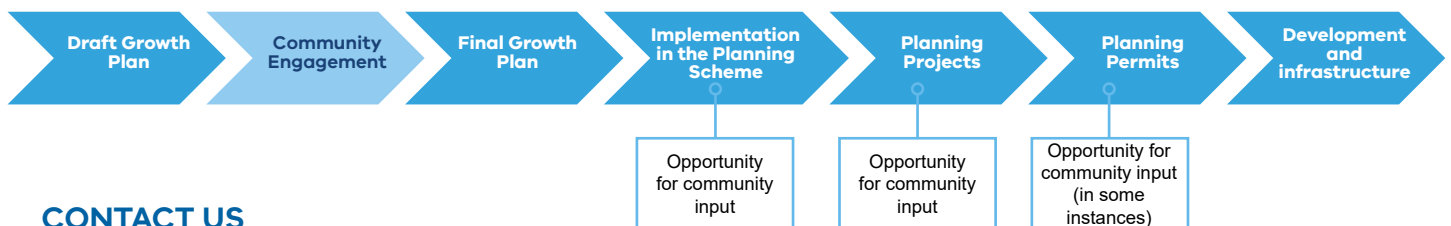
**Greater Shepparton City Council**

**Michael MacDonagh**

Team Leader Strategic Planning

[Michael.macdonagh@shepparton.vic.gov.au](mailto:Michael.macdonagh@shepparton.vic.gov.au)

Phone: (03) 5832 9733



## CONTACT US

### VICTORIAN PLANNING AUTHORITY

Level 25, 35 Collins Street, Melbourne, 3000 | Phone: (03) 9651 9600 | Fax: (03) 9651 9623 | [info@vpa.vic.gov.au](mailto:info@vpa.vic.gov.au) | [www.vpa.vic.gov.au](http://www.vpa.vic.gov.au)

The VPA is always interested in your views about our programs and initiatives, and the issues covered in this newsletter. If you would like to receive regular email updates on the work of the VPA, please register via our website [www.vpa.vic.gov.au](http://www.vpa.vic.gov.au)