

**02.03**03/03/2022  
C210gshe**STRATEGIC DIRECTIONS****02.03-1****Settlement**03/03/2022 --/--/----  
G2+0gshe Proposed C239gshe

To accommodate a population that is forecast to grow 59,202 in 2006 to 71,509 by 2026 (Victoria in Future, DSE, 2016), there will need to be a corresponding growth in the number of dwellings in Shepparton and the outlying townships. At the same time, changing demographic trends such as an increase of persons aged 65 and over, smaller household sizes and an increase in non-Australian born persons will create demand for a broad range of housing types within the municipality.

It is expected that the urban areas of Shepparton, Mooroopna and Kialla will accommodate the majority of new residential development, with new growth located to the south, south east of Shepparton and Kialla, north of Shepparton and to the west of Mooroopna, with remaining growth distributed throughout the outlying townships of Tatura, Murchison, Merrigum, Dookie, Congupna, Katandra West, Tallygaroopna, Toolamba, and Undera.

In facilitating the future growth and development of its towns, Council is committed to achieving urban consolidation, thereby promoting walking, the use of bicycles and reducing the dependence on car use. In proximity to the Shepparton CBD and other key activity centres, people will be encouraged to live at higher densities in environments that offer individual, lifestyle and community benefits. Council encourages the provision of additional medium density and apartment style accommodation including shop-top housing within the Shepparton, Mooroopna and Kialla urban areas.

**Toolamba**

Toolamba is in a unique position as it is the only small town in the municipality that will have a dedicated freeway interchange as part of the proposed Goulburn Valley Highway Bypass. There is potential for further residential development of the town, particularly to the south west. The density of residential development will be dependent, among other planning considerations, on the outcome of current investigations into the provision of sewerage to the land.

**Residential Investigation Areas**

In facilitating growth in Shepparton, Kialla and Mooroopna, Council has identified four Investigation Areas that represent land with potential to be rezoned to a higher density residential use due to the proximity to services or growth areas. The areas however presently have significant issues or constraints such as environmental, flooding, infrastructure or land use conflicts. The relevant issues will need to be resolved through a more detailed analysis to determine the potential for higher density development. These investigation areas are marked as Area 2, 4 and 5 (+1) in the Strategic Framework Plan at Clause 02.04.

Council is progressing the investigation for Investigation Area 2 and has applied the the Urban Growth Zone to identify the land for future residential development, subject to a Precinct Structure Plan being prepared. This area is adjacent to the Shepparton South Growth Corridor and is situated between the Seven Creeks and Goulburn River corridors and impacted by flooding and bushfire constraints.

Council is committed to:

- Providing for the expansion of the Shepparton, Mooroopna and Kialla urban areas and the outlying townships without negatively impacting on productive agricultural land.
- Containing urban growth to identified growth areas in order to achieve a more compact built up area.
- Meeting a residential development growth target of 9,100 dwellings across the municipality apportioned as follows:

- Infill Development - Encourage 10 percent or more dwellings in existing areas through infill and redevelopment at higher densities.
- Greenfield Development - Accommodate the remaining dwellings in Greenfield locations with:
  - 60 per cent as conventional living (450 - 800 square metre lots).
  - 20 per cent as medium density housing (less than 450 square metre lots).
  - 15 per cent as low density living (2,000 - 8,000 square metre lots).
  - 5 per cent as rural living (2 - 8 hectare lots).

## 02.03-2

03/03/2022  
C210gshe

### Environmental and landscape values

The natural landscape of the municipality and wider region has been modified significantly as a result of pastoral activities and more recently, through extensive irrigation activities. As a result, areas of remnant native vegetation are now primarily limited to waterways, road reserves and corridors. These corridors (as well as native vegetation stands on private property) provide important habitat links for flora and fauna and for the fostering of biodiversity.

Natural flooding of floodplains and their associated wetlands provide essential breeding habitats for bird and aquatic species and promotes the health of rivers and floodplains.

Council is committed to:

- Protecting and enhancing biodiversity values through native vegetation.

## 02.03-3

03/03/2022  
C210gshe

### Environmental risks and amenity

#### Environmental risks

Environmental risks in Greater Shepparton are associated with the river, floodplain and wetland systems. The catchments of the various rivers and streams include areas of flood prone land where flooding has historically caused substantial damage to the natural and built environment.

Decades of open pasture farming and irrigated agriculture has also changed the natural hydrological balance. Drainage management attempts to reduce the direct costs in terms of loss of stock and damage to property and the indirect costs of reduced productivity, road rebuilding and inconvenience. The key issue relating to drainage management is the provision of efficient drainage of land without causing other environmental impacts.

#### Amenity

Council acknowledges that a range of non-residential uses in residential areas provide services to the local community including places of worship, schools, medical centres, display homes, child care centres, cafes and restaurants. However, it is important to ensure that these uses do not have a negative impact on residential amenity through inappropriate location, unsympathetic design and traffic impacts.

Council is committed to:

- Managing the constraints of the floodplain on the use and development of land.
- Preserving the inherent functions of the floodplains.
- Reducing impacts on water quality caused by water logging, salinity and the downstream impacts of nutrients.
- Protecting natural ecosystems via management of drainage and use and development in floodplain, river and wetland systems.

**02.03-4**03/03/2022  
C210gshe**Natural resource management**

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 farming areas of the municipality can generally be grouped into three categories:

- **Farming 'Growth' areas**, being areas for the growth and expansion of existing farm businesses and for new investment. These areas comprise/include larger properties and provide opportunity for large scale, standalone agricultural development as well as consolidation of existing farm properties wishing to grow.
- **Farming 'Consolidation' areas**, being areas that support existing farm businesses to operate and expand. These areas provide opportunities for development of growing agricultural enterprises that can, over time, expand and consolidate through a process of property restructure.
- **Farming 'Niche' areas**, being those areas with opportunities for smaller scale and specialised agriculture. These areas include locations of productive potential due to soil type, property size or water access that are not rural living areas. The opportunity for properties within these areas to expand in response to general market trends is limited due to land value and existing development as most lots are smaller, with dwellings.

Council is committed to: Supporting opportunities for the growth and diversity of primary product in the municipality.

**02.03-5**03/03/2022  
C210gshe**Built form and heritage**

Heritage places are intrinsically valuable and make an important contribution to the social, cultural, environmental and economic quality of life in Greater Shepparton.

The appearance of rural, industrial, retail and residential areas and main road approaches to urban centres is important in maintaining a strong level of civic pride. Improving architectural and urban design quality in the built environment can strengthen Shepparton's image and identity as a regional centre.

Signage is a key and often highly visible component of the physical environment and the inappropriate design or placement of signs can have a significant effect on the appearance and visual amenity of an area.

Council is committed to:

- Conserving places of cultural heritage significance.
- Supporting adaption and development of heritage places to suit contemporary uses and lifestyles.
- Encouraging a high standard of architectural, landscaping and urban design for built form and public spaces.
- Managing the design, form, size and placement of signs.
- Supporting signage that responds to the character and amenity of the area.

**02.03-6**03/03/2022  
C210gshe**Economic development**

Greater Shepparton services a significantly wider region than that located within the municipal boundaries and continues to experience strong economic growth. The local economy is diverse and includes agriculture, food processing, manufacturing, retail, education, health/community services, transport and warehousing.

Shepparton has developed a ‘critical mass’ of manufacturing-based employment that is an important component of the local economy. Owing to the presence of a number of significant national and international food processing and packaging companies, the agricultural, food processing and manufacturing sectors are all closely interlinked.

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 expansion of Shepparton has 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 protected for industrial and related land uses.

In addition, there are significant challenges in accommodating material recycling facilities, eco industries and other such land uses that require extensive storage areas or buffer requirements from adjacent sensitive land uses.

The commercial and retailing centres fulfil both local shopping and discretionary shopping needs, with Shepparton CBD positioned as the principal retail centre in the region. The primary issue confronting the CBD’s retail sector is competition from sub-regional centres outside the traditional retail core.

Tourism is mainly focused on shopping for locally produced and manufactured products, corporate tourism and people visiting family and friends.

Council is committed to:

- Reinforcing the Shepparton CBD as the principal retail centre in the region.
- Facilitating subregional retail facilities to serve local communities.
- Sustaining a growing and diverse industrial base, while protecting the existing industrial base in the urban areas of Shepparton, Mooroopna and Tatura.
- Providing for the continued growth of the Shepparton CBD as a multi-purpose retail, business, commercial, community, entertainment and tourism centre.

### 02.03-7

03/03/2022  
C210gshe

### Transport

Development of an integrated transport network is of key importance to ensure that Greater Shepparton continues to evolve as a healthy and liveable city where residents and visitors can travel safely and efficiently using various modes of transport.

The 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, the GV Link freight logistics centre has been established to the south of Mooroopna to serve as an intermodal terminal and general freight area that links to the Port of Melbourne by rail and road.

The Shepparton Aerodrome continues to experience pressure from residential encroachment. The potential relocation of this facility will provide opportunities for growth in this transport sector.

Council is committed to:

- Supporting an integrated transport network to facilitate the safe and efficient functioning of all modes of transport.
- Facilitating the movement of freight through Shepparton and Mooroopna.
- Protecting Shepparton Aerodrome from residential encroachment in the short term.

**02.03-8**03/03/2022  
C210gshe**Infrastructure**

The efficient design, delivery and management of infrastructure is a fundamental element in providing affordable and diverse housing, generating economic growth and managing the municipality in a sustainable manner.

Reticulated water and sewerage services will impact land use planning throughout Greater Shepparton. Goulburn Valley Water provides services to Shepparton, Mooroopna, Tatura, Murchison and Merrigum and there are no proposals to provide this service to any other community within the next 10 years. Goulburn Murray Water is responsible for the supply and distribution of irrigation water for rural use, with a long term operational goal to continue to deliver water as efficiently as possible with the minimum amount of cost.

The provision and management of facilities for waste, resource recovery and recycling will continue to impact land use planning in Greater Shepparton. Technological changes within the next 20 years may change the way we are currently treating and managing waste with government regulations expected to limit the amount of waste going to landfill with greater emphasis on recycling and green waste reuse.

Standardised infrastructure design guidelines provide for the efficient design, assessment and development of infrastructure within the municipality, including roads, drainage, stormwater, car parking, landscaping, access, earthworks, public lighting and intersection infrastructure.

Council is committed to:

- Facilitating a coordinated, efficient and equitable approach to the provision of infrastructure and community facilities.
- Facilitating the delivery of waste, resource recovery and recycling services to reduce the amount of waste going to landfill.
- Progressing principles of environmentally sustainable design, including water sensitive urban design, in all developments.
- Applying standardised infrastructure design guidelines.