
Attachment 1 – Existing and proposed strategies for Greater Shepparton City Council

Knowledge Creativity Performance
Engineering Surveying Planning Urban Design Landscape Architecture
Sustainability and Environment Agribusiness Project Management

STRATEGY FRAMEWORK: OBJECTIVES AND STRATEGIES

Topic: SETTLEMENT	
Direction: Commitment to growth within a consolidated and sustainable development framework	Themes: <ul style="list-style-type: none"> ▪ Growth ▪ Housing ▪ Sustainable Design
Topic: COMMUNITY LIFE	
Direction: Enhance social connectedness, physical and mental health and well being, education and participatory opportunities in order to improve liveability and provide a greater range of community services	Themes: <ul style="list-style-type: none"> ▪ Health and social services ▪ Education and learning ▪ Recreation, sports and open space ▪ Safe and accessible environments
Topic: ENVIRONMENT	
Direction: Conservation and enhancement of significant natural environments and cultural heritage	Themes: <ul style="list-style-type: none"> ▪ The natural environment ▪ Floodplain management ▪ Sustainable / Best practice land management ▪ Cultural heritage ▪ Built heritage
Topic: ECONOMIC DEVELOPMENT	
Direction: Promote economic growth, business development and diversification, with a focus on strengthening the agricultural industry.	Themes: <ul style="list-style-type: none"> ▪ Agriculture and rural land ▪ Commercial activity centres ▪ Industry ▪ Tourism
Topic: INFRASTRUCTURE	
Direction: The provision and restructure of urban and rural infrastructure to enhance the performance of the municipality and facilitate growth	Themes: <ul style="list-style-type: none"> ▪ Traffic and transport systems ▪ Urban services

Topic: SETTLEMENT & HOUSING – Commitment to growth within a consolidated and sustainable development framework				
Theme: Growth				
Objectives	Strategies	Actions	Council Role	Priority
1. To provide for sufficient suitable additional land for urban growth until 2030.	1.1 Identify and manage land supply for residential, industrial and commercial developments.	<p>Using Policy and the exercise of discretion</p> <ul style="list-style-type: none"> ▪ Apply the GS 2030 Framework Plan ▪ Apply the GS 2030 Framework Plan, Shepparton, Mooroopna & Kialla Settlement Boundaries ▪ Apply the GS 2030 Residential Framework Plan ▪ Apply the GS 2030 Business Framework Plan ▪ Apply the GS 2030 Industrial Framework Plan ▪ Apply the GS 2030 Town Framework Plans <p>Applying Zones and Overlays</p> <ul style="list-style-type: none"> ▪ Apply the residential zones to existing and proposed residential areas. ▪ Apply the industrial zones to established and proposed industrial areas ▪ Apply the business zones to established and proposed business areas ▪ Apply the Farming Zone to proposed long term urban growth areas. ▪ Apply the Development Plan Overlay to the growth areas to ensure co-ordinated development. ▪ Apply the Rural Living Zone to areas with servicing or environmental constraints. <p>Undertaking further strategic work</p> <ul style="list-style-type: none"> ▪ Prepare Development Plans for new growth areas prior to rezoning and permit application for subdivision/ development. ▪ Review the supply of undeveloped residentially zoned land every 5 years to ensure that there is at least 10 - 15 years supply within the urban growth boundary. ▪ Prepare a Residential Land Supply and Housing Strategy. ▪ Prepare an Industrial Land Review. ▪ Prepare a Retail/Commercial Floorspace Review 	<p>Provider</p> <p>Provider</p> <p>Provider</p> <p>Provider</p> <p>Provider</p>	<p></p> <p></p> <p>M - H</p> <p>M - H</p> <p>H \$80,000</p> <p>M \$40,000</p> <p>H \$50,000</p>

Topic: SETTLEMENT & HOUSING – Commitment to growth within a consolidated and sustainable development framework				
Theme: Growth				
Objectives	Strategies	Actions	Council Role	Priority
2 To release land efficiently in terms of location, supply of services and infrastructure	<p>2.1 Ensure land is released through sequential rezoning, commensurate with the availability of utility services, access to convenience services and public transport, and the choice, supply and availability of other developable land</p> <p>2.2 Ensure the rezoning and/or development of land is linked to the approval of a legal agreement for the funding of necessary physical infrastructure and community services as identified in Development Plans</p>	<p>Using Policy and the exercise of discretion</p> <ul style="list-style-type: none"> Apply the GS 2030 Framework Plans. Require the preparation of a legal agreement for development contributions prior to the exhibition of a rezoning or approval of a development plan. <p>Applying Zones and Overlays</p> <ul style="list-style-type: none"> Apply the Development Plan Overlay to the identified growth areas. Apply the Development Contributions Plan Overlay to identified growth areas. 	<p>Provider</p> <p>Provider</p> <p>Provider</p>	
3 To contain urban growth to identified growth areas in order to protect higher quality and intact agricultural areas and achieve a more compact built up area.	<p>3.1 Provide a Settlement Boundary beyond which additional urban growth and rezoning should not be supported except in the context of comprehensive review of this strategy.</p> <p>3.2 Discourage the establishment of non farming related activities in rural zoned land</p> <p>3.3 Investigate the future of the Shepparton Aerodrome.</p>	<p>Using Policy and the exercise of discretion</p> <ul style="list-style-type: none"> Apply the GS 2030 Framework Plan, Shepparton, Mooroopna & Kialla Urban Growth Boundaries Apply the GS 2030 Town Framework Plans <p>Applying Zones and Overlays</p> <ul style="list-style-type: none"> Apply the Development Plan Overlay to the identified growth areas. <p>Undertaking further strategic work</p> <ul style="list-style-type: none"> Prepare a Residential Land Supply and Housing Strategy. Prepare a Rural Land Strategy. Undertake a feasibility study into the potential relocation of the Aerodrome. 	<p>Provider</p> <p>Provider</p> <p>Provider</p> <p>Provider/ Facilitator</p> <p>Provider</p>	<p>H \$80,000</p> <p>H \$80,000</p> <p>M-H \$40,000</p>
4 To provide convenient access to a range of activity centres and employment opportunities that can serve the expanded municipality.	4.1 Identify, promote and manage a range of activity centres that are conveniently located and easily accessible to all residents	<p>Using Policy and the exercise of discretion</p> <ul style="list-style-type: none"> Apply the GS 2030 Framework Plans Apply the GS 2030 Framework Plan, Shepparton, 	<p>Provider</p>	

Topic: SETTLEMENT & HOUSING – Commitment to growth within a consolidated and sustainable development framework				
Theme: Growth				
Objectives	Strategies	Actions	Council Role	Priority
	<p>4.2 Protect and develop the role of the Shepparton CBD as the primary activity centre for retail, entertainment, education and community facilities.</p> <p>4.3 Promote the expansion of the neighbourhood retail centre in the north growth corridor at the site of Fairleys Supermarket, and promote the establishment of a new neighbourhood retail centre in the south corridor at the former drive-in site.</p> <p>4.4 Reinforce the role of established lower order and convenience centres within the municipality.</p>	<p>Mooroopna & Kialla Urban Growth Boundaries.</p> <ul style="list-style-type: none"> ▪ Apply the GS 2030 Business Framework Plan ▪ Provide for the establishment of tertiary education and the “University City” role in/near to the CBD. <p>Applying Zones and Overlays</p> <ul style="list-style-type: none"> ▪ Apply the Business 1 Zone to the CBD of Shepparton. ▪ Apply the appropriate zone/overlays to the Tertiary Education Precinct <p>Undertaking further strategic work</p> <ul style="list-style-type: none"> ▪ Prepare a Retail/Commercial Floorspace Review 	<p>Provider</p> <p>Provider</p>	<p>H \$50,000</p>

Topic: SETTLEMENT & HOUSING – Commitment to growth within a consolidated and sustainable development framework				
Theme: Housing				
Objectives	Strategies	Actions	Council Role	Priority
1. To provide for a broader range of dwelling densities and types of housing to meet current and future community needs and differing lifestyles	1.1. Encourage the consolidation of existing residential areas in the municipality.	<p>Using Policy and the exercise of discretion</p> <ul style="list-style-type: none"> Apply the GS 2030 Framework Plan. Apply the GS 2030 Residential Framework Plan, Shepparton, Mooroopna & Kialla. Apply the GS 2030 Town Framework Plans <p>Applying Zones and Overlays</p> <ul style="list-style-type: none"> Apply the Residential 1 Zone to established residential areas and land in growth areas. <p>Undertaking further strategic work</p> <ul style="list-style-type: none"> Prepare a Residential Land Supply and Housing Strategy to identify future housing needs, supply and demand, having regard to population growth and profile, the need for support accommodation, household formation, dwelling densities and size, and preferred locations. As part of the Residential Land Supply and Housing Strategy investigate the application of the Residential 2 Zone over large redevelopment sites within and around Shepparton. Prepare a Residential Land Supply and Housing Strategy to identify the demand and potentially suitable areas for rural residential. 	Provider	
	1.2. Ensure the density and types of new residential developments are consistent with the role and function of each centre.		Provider	
	1.3. Promote medium density residential development in appropriate locations.		Provider	H \$80,000
	1.4. Provide for limited rural residential opportunities in appropriate locations.		Provider	H \$80,000
2. To increase the supply of medium density housing in appropriate locations.	2.1. Support increased densities, such as 15 dwellings per hectares, where reticulated sewer and urban services are provided in the existing residential areas	<p>Using Policy and the exercise of discretion</p> <ul style="list-style-type: none"> Apply the GS 2030 Framework Plan. Apply the GS 2030 Residential Framework Plan, Shepparton, Mooroopna & Kialla. 	Provider	
	2.2. Encourage medium density housing in preferred locations with			

Topic: SETTLEMENT & HOUSING – Commitment to growth within a consolidated and sustainable development framework				
Theme: Housing				
Objectives	Strategies	Actions	Council Role	Priority
	<p>the following attributes:</p> <ul style="list-style-type: none"> – Existing Residential areas – Within 400-500m of public transport routes – Adjacent to river corridors and public open spaces – Around the Shepparton CBD and neighbourhood centres. <p>2.3. Encourage supported accommodation (nursing homes, hostels) in proximity to community and commercial services and activities.</p> <p>2.4. Seek to encourage the inclusion of medium density, apartment style and shop-top housing as part of the redevelopment of Shepparton CBD commercial sites so as to provide housing opportunities near activity centres, educational campuses and areas of employment, and with access to public transport.</p>	<p>Undertaking further strategic work</p> <ul style="list-style-type: none"> ▪ Prepare a Residential Land Supply and Housing Strategy to identify future housing needs, supply and demand, having regard to population growth and profile, the need for support accommodation, household formation, dwelling densities and size, and preferred locations. ▪ As part of the Residential Land Supply and Housing Strategy investigate the application of the Residential 2 Zone over large redevelopment sites within and around Shepparton. <p>Other actions</p> <ul style="list-style-type: none"> ▪ Prepare a Community Services Mapping Report to identify gaps in the provision of housing for various groups within the community, such as the young, elderly and disadvantaged. 	<p>Provider</p> <p>Provider</p> <p>Provider/ Facilitator</p>	<p>H \$80,000</p> <p>H \$80,000</p> <p>M \$20,000</p>
<p>3. To provide a restricted amount of land for rural residential purposes, without impacting on the long-term growth potential of urban centres and productive agricultural land.</p>	<p>3.1. Protect productive agricultural land from encroachment of urban growth</p> <p>3.2. Provide for rural residential opportunities where environmental constraints prevent smaller lots, and on land that is not considered to be high quality agricultural land, in accordance with Ministerial Direction No 6</p>	<p>Using Policy and the exercise of discretion</p> <ul style="list-style-type: none"> ▪ Apply the local policy – Housing in Rural Areas. ▪ Apply the GS 2030 Framework Plan, Shepparton, Mooroopna & Kialla Settlement Boundaries. ▪ Apply the GS 2030 Residential Framework Plan, Shepparton, Mooroopna & Kialla. ▪ Apply the GS 2030 Town Framework Plans. 	<p>Provider</p>	

Topic: SETTLEMENT & HOUSING – Commitment to growth within a consolidated and sustainable development framework				
Theme: Housing				
Objectives	Strategies	Actions	Council Role	Priority
	3.3. Protect the amenity of rural residential land by discouraging uses with the potential to create a nuisance. 3.4. Maintain non-urban breaks between the Shepparton and Mooroopna and the towns.	Applying Zones and Overlays <ul style="list-style-type: none"> Apply the Rural Living Zone to rural residential developments Undertaking further strategic work <ul style="list-style-type: none"> Prepare a Residential Land Supply and Housing Strategy to identify areas suitable for rural residential. 	Provider Provider	 H \$80,000

Topic: SETTLEMENT & HOUSING – Commitment to growth within a consolidated and sustainable development framework				
Theme: Sustainable Design				
Objectives	Strategies	Action	Council Role	Priority
1. To develop and enhance a distinctive character for Greater Shepparton	1.1 Promote design excellence and architectural style in the appeal and function of different development	<p>These strategies will be implemented by:</p> <p>Using Policy and the exercise of discretion</p> <ul style="list-style-type: none"> Update the local policy on rural roads environs to emphasize urban design outcomes for rural areas, gateways and rural road environs. Apply the local policies on advertising signs, building lines, heritage and the Goulburn Valley Highway environs. 	Provider	
	1.2 Promote landscaping themes throughout the municipality to create a unified identity yet retaining individual town character			
	1.3 Support the use of urban design frameworks to identify where and how built form can be used to enhance the impact and perception of the municipality	<p>Applying zones and overlays</p> <ul style="list-style-type: none"> Apply the Heritage Overlay to identified sites. Apply the Development Plan Overlay to seek quality urban design outcomes for subdivisions. Apply the Design and Development Overlay to main roads and key precincts to improve urban design, landscaping and to control advertising. 	Provider	
	1.4 Enhance the gateways, boulevards and focal points in the municipality with urban design and landscape master plans.			
	1.5 Maintain a distinctive urban-rural interface, and a green belt between Shepparton and Mooroopna.			
	1.6 Promote the heritage features of the municipality as contributors to its character.	<p>Undertaking further strategic work</p> <ul style="list-style-type: none"> Prepare a Residential Land Supply and Housing Strategy incorporating an urban character analysis. Implement the provisions of the Heritage Study in order to retain and protect the existing heritage and cultural assets of the city. Review the urban design framework and structure plan for the CBD. Complete and implement the urban design frameworks for the towns. 	Provider	H \$80,000
	1.7 Control the location, size and scale of advertising signage, especially in key precincts of the CBD and town centres.			
		<p>Other actions</p> <ul style="list-style-type: none"> Require landscape master plans for the public domain of new subdivision areas, and ensure consistency with the Street Tree Strategy and Urban Character Study. 	Advocate	M-H \$20,000each
			Provider/ Facilitator/	H

Topic: SETTLEMENT & HOUSING – Commitment to growth within a consolidated and sustainable development framework				
Theme: Sustainable Design				
Objectives	Strategies	Action	Council Role	Priority
		<ul style="list-style-type: none"> Commission public art in prominent or important public and civil spaces. Prepare an Urban Furniture Design Manual for replacement and installation of street furniture in line with the urban design framework for each town. 	Advocate Provider	M L \$10,000
2. To achieve a high standard of sustainability in the design and development of new buildings and subdivision	<ul style="list-style-type: none"> Promote energy efficient and sustainable designs for subdivision, new development and redevelopment of existing buildings and spaces. 	These strategies will be implemented by: Using Policy and the exercise of discretion <ul style="list-style-type: none"> Update the local policy on rural roads environs to include energy efficiency and sustainability. Other actions <ul style="list-style-type: none"> Apply the ResCode 5 star ratings to new developments for energy efficient urban design. Prepare a Sustainable Design and Development Kit with guidelines, suppliers, and links to further information. Hold annual awards for design excellence in building and subdivision design sustainability 	Provider Provider/ Advocate Provider/ Advocate Provider	H H L L

Topic: COMMUNITY LIFE - Enhance social connectedness, physical and mental health and well being, education and participatory opportunities to improve liveability and provide a greater range of community services Theme: Health and Social Services				
Objectives	Strategies	Action	Council Role	Priority
1 To provide an equitable and efficient distribution of community facilities and services.	1.1 Promote clustering of facilities to enable multi use and sharing of community facilities, such as the Community Hubs.	These strategies will be implemented by: Using Policy and the exercise of discretion <ul style="list-style-type: none"> Apply the GS 2030 Framework Plans. Develop an integrated planning policy. Applying Zones and Overlays <ul style="list-style-type: none"> Apply the Development Plan Overlay to new growth areas. Apply the Development Contributions Plan Overlay to new growth areas. Other actions <ul style="list-style-type: none"> Prepare a community services map to identify the distribution and adequacy of facilities within existing and new communities located within townships, including sport and recreation facilities and child care. Continue the implementation and facilitation of the Community Hubs project. 	Provider	
	1.2 Locate facilities and service centres where they can be accessed by public transport and/or walking/cycle paths.		Provider	
	1.3 Encourage flexible design to meet user group needs over the lifecycle and changing demographic structures.		Provider	
	1.4 Link the provision of facilities with the release of new subdivisions, through the approval of Development Plans and a Development Contributions Plan.		Provider	M \$20,000
			Provider	H \$80,000

Topic: COMMUNITY LIFE - Enhance social connectedness, physical and mental health and well being, education and participatory opportunities to improve liveability and provide a greater range of community services Theme: Health and Social Services				
Objectives	Strategies	Action	Council Role	Priority
2 To encourage and implement activities that will strengthen community spirit.	2.1 Encourage new development and redevelopments of existing areas to include community gathering spaces, such as village greens, local public open spaces and sporting facilities. 2.2 Ensure that special interest groups are included in community activities and the provision of services. 2.3 Optimise accessibility to services and facilities for people with a disability, the elderly, youth, diverse ethnic/cultural groups	These strategies will be implemented by: Using Policy and the exercise of discretion <ul style="list-style-type: none"> ▪ Apply the provisions of the Public Health Plan ▪ Apply the provisions of the Disability Action Plan Other actions <ul style="list-style-type: none"> ▪ Demonstrate a commitment to participate in programs to improve the health and well being of the community, through initiatives identified in the Public Health Plan and Disability Action Plan ▪ Continue to strengthen relationships with the Aboriginal community ▪ Pursue a genuine “Joined Up Government” approach to the provision and delivery of essential personal and family support services. 	Provider Provider Provider/ Facilitator/ Advocate Provider/ Facilitator/ Advocate Facilitator/ Advocate	H H H H M

Topic: COMMUNITY LIFE - Enhance social connectedness, physical and mental health and well being, education and participatory opportunities to improve liveability and provide a greater range of community services				
Theme: Lifelong learning				
Objectives	Strategies	Action	Council Role	Priority
1 To make Greater Shepparton a regional centre of education facilities for a variety of education requirements, including ongoing facilitation and support of the University City concept.	1.1 Encourage the establishment of educational facilities to retain and attract young people to the municipality.	These strategies will be implemented by: Applying Zones and Overlays <ul style="list-style-type: none"> Apply appropriate zone/overlays to the site of the University Precinct Undertaking further strategic work <ul style="list-style-type: none"> Prepare a master plan for the University City concept to be integrated with educational facilities in the Shepparton CBD Prepare a Residential Land Supply and Housing Strategy including the a report on student housing and affordable housing issues report on student housing Other actions <ul style="list-style-type: none"> Prepare a Community Services Map to link age cohorts and distribution of schools at all levels. Work with key groups to facilitate and promote ancillary facilities to support the University City Strategy. Prepare a marketing plan for the University City concept to inform the broader community about the integrated concept rather than a separate singular campus. Pursue the establishment of a joint university/community/TAFE library facility. 	Provider	
	1.2 Support the expansion of educational facilities for future populations.		Provider	H \$70,000
	1.3 Provide for student accommodation in the redevelopment areas within the Shepparton CBD, including shop top housing.		Provider	H \$80,000
	1.4 Promote Greater Shepparton, including Dookie, as a unique university city with links to businesses in the agricultural production sector and allied services.		Provider	M \$20,000
	1.5 Encourage plans for new university and educational campuses to display contemporary and innovative architecture styles.		Facilitator	H
	1.6 Encourage the location of business to integrate with existing and planned campus facilities.		Provider/ Facilitator	H
			Advocate	M

Topic: COMMUNITY LIFE - Enhance social connectedness, physical and mental health and well being, education and participatory opportunities to improve liveability and provide a greater range of community services

Theme: Lifelong learning

<i>Objectives</i>	<i>Strategies</i>	<i>Action</i>	<i>Council Role</i>	<i>Priority</i>
2 To promote learning through arts and culture programs.	2.1 Encourage new cultural development which provide a diverse visual and performing arts program for the community. 2.2 Promote Westbank and Eastbank as the centres of arts in Greater Shepparton.	These strategies will be implemented by: Other actions <ul style="list-style-type: none"> ▪ Continuing to promote and refine the Encouraging Arts in the Community Policy. 	Provider	M

Topic: COMMUNITY LIFE - Enhance social connectedness, physical and mental health and well being, education and participatory opportunities to improve liveability and provide a greater range of community services				
Theme: Recreation and open space				
Objectives	Strategies	Action	Council Role	Priority
1 To ensure that facilities, services and policies are accessible and inclusive, and appropriate to the sporting and recreation needs of the community.	1.1 Promote provision and accessibility to public open spaces in new growth areas and in redevelopment of existing areas. 1.2 Encourage parks and facilities to cater for a range of recreational and sporting activities. 1.3 Ensure the maintenance, design and location of playgrounds in the municipality make them safer and more responsive to the needs of the community. 1.4 Encourage development on only one side of the road where land is adjacent to public open space (and where appropriate), to provide for passive surveillance and limit the 'privatisation' of public open space. 1.5 Establish a hierarchy of parks in the municipality designed to cater for the leisure and sporting needs of residents.	These strategies will be implemented by: Using Policy and the exercise of discretion <ul style="list-style-type: none"> ▪ Apply the schedule to Clause 52.01 on the Greater Shepparton Planning Scheme. Applying Zones and Overlays <ul style="list-style-type: none"> ▪ Apply the Public Park and Recreation Zone to open space and recreation areas. ▪ Apply the Special Use Zone to private recreation and tourism facilities including golf courses, the Paceway and the Racecourse. ▪ Apply the Public Conservation and Resource Zone to areas of environmental significance in public ownership, and in particular along waterways and wetlands. ▪ Apply the Development Plan Overlay to future growth areas. ▪ Apply the Development Contributions Plan Overlay to future growth areas. 	Provider Provider	H

Topic: COMMUNITY LIFE - Enhance social connectedness, physical and mental health and well being, education and participatory opportunities to improve liveability and provide a greater range of community services Theme: Recreation and open space				
Objectives	Strategies	Action	Council Role	Priority
	1.6 Apply benchmarks to identify the number and location of parks to be provided within each category of open space in the hierarchy.	Undertaking further strategic work <ul style="list-style-type: none"> Review the Open Space and Recreation Strategy and investigate the potential for increased contributions for open space in nominated areas and to identify future land for linkages in the open space network. Review the Playgrounds Study. Other actions <ul style="list-style-type: none"> Prepare masterplans to guide the development of key open space and sporting areas in the municipality Prepare a network of resource users and their locational requirements for potential joint use and development of facilities. Prepare development contributions plans to include sports facilities, public open spaces and community facilities 	Provider	M \$50,000
	1.7 Encourage recreational opportunities on land managed by other agencies.		Provider	M
	1.8 Promote a healthy lifestyle and the use of recreation and sporting facilities.		Provider/ Advocate	M-H \$50,000 each
	1.9 Encourage the upgrade the signage at open space and sports facilities to provide information about the location of parks and the range of facilities provided.		Provider/ Facilitator	L
			Provider/ Facilitator	M-H

Topic: COMMUNITY LIFE - Enhance social connectedness, physical and mental health and well being, education and participatory opportunities to improve liveability and provide a greater range of community services

Theme: Recreation and open space

Objectives	Strategies	Action	Council Role	Priority
<p>2 To protect and enhance the network of public open space that contributes to the amenity of the municipality and advances the image of the community.</p>	<p>2.1 Encourage the provisions of linear links between existing and proposed open space areas and between urban areas.</p> <p>2.2 Ensure the provisions of quality areas of open space when new housing subdivisions are planned.</p> <p>2.3 Improve the image and appearance of public parks and spaces.</p> <p>2.4 Encourage development on only one side of the road where land is adjacent to public open space (and where appropriate), to provide for passive surveillance and limit the 'privatisation' of public open space.</p> <p>2.5 Protect open space areas from pest plants and animals.</p> <p>2.6 Integrate open space planning / landscape treatments with environmental improvements of the stormwater drainage system.</p> <p>2.7 Enhance the image of sporting facilities and recreational reserves</p>	<p>These strategies will be implemented by:</p> <p>Using Policy and the exercise of discretion</p> <ul style="list-style-type: none"> ▪ Apply the local policy Stormwater Management. <p>Undertaking further strategic work</p> <ul style="list-style-type: none"> ▪ Prepare masterplans of major parks and open space areas, recreation reserves and sports facilities, including the potential expansion of Aquamoves to enable its all year round use. <p>Other actions</p> <ul style="list-style-type: none"> ▪ Apply the provisions of the Shepparton Stormwater Management Plan 2003 ▪ Examine options for developing existing linear tracts of land, including floodway and river frontage, to provide additional opportunities for walking, cycling, and children's play ▪ Prepare a works program for acquisition and construction of public open spaces and facilities. ▪ Negotiate with developers for additional open space to retain environmental features 	<p>Provider</p> <p>Provider</p> <p>Provider</p> <p>Provider</p> <p>Provider</p> <p>Advocate</p>	<p></p> <p>M-H</p> <p>H</p> <p>M</p> <p>M \$20,000</p> <p>H</p>

Topic: COMMUNITY LIFE - Enhance social connectedness, physical and mental health and well being, education and participatory opportunities to improve liveability and provide a greater range of community services
Theme: Safe and accessible environments

Objectives	Strategies	Action	Council Role	Priority
1. To address community safety in the planning and management of the urban environment.	1.1 Encourage the creation of safe streets, public parks and spaces, and integration with Victoria Police' community safety programs.	<p>These strategies will be implemented by:</p> <p>Using Policy and the exercise of discretion</p> <ul style="list-style-type: none"> Apply community safety criteria in the development of development guidelines for sustainable communities. <p>Applying Zones and Overlays</p> <ul style="list-style-type: none"> Apply the Development Plan Overlay to future growth areas to ensure adequate linkages between shops, schools and residential areas, and provisions of passive surveillance opportunities. <p>Undertaking further strategic work</p> <ul style="list-style-type: none"> Review the Recreation and Open Space Strategy. 	Provider	H
	1.2 Ensure recreation areas and sporting facilities are designed with safety considerations.		Provider	H
	1.3 The Recreation and Open Space Strategy to provide future links between shops, schools and residential areas to create interactions and casual surveillance.		Provider	M \$50,000
	1.4 Encourage development on only one side of the road where land is adjacent to public open space (and where appropriate), to provide for passive surveillance.			
	1.5 Ensure proposed public car parks are designed to maximise safety of the users.			

Topic: COMMUNITY LIFE - Enhance social connectedness, physical and mental health and well being, education and participatory opportunities to improve liveability and provide a greater range of community services Theme: Safe and accessible environments				
Objectives	Strategies	Action	Council Role	Priority
2. To provide accessibility in public spaces and new developments.	2.1 Ensure reasonable access to community services with a program of transport integration to service these facilities. 2.2 Encourage public facilities to be located on or near to a public transport route or bicycle/walking path. 2.3 Promote and educate the general community on accessibility issues and publish a Mobility Map.	These strategies will be implemented by: Using Policy and the exercise of discretion <ul style="list-style-type: none"> For all new development proposals require compliance with disability guidelines. Undertaking further strategic work <ul style="list-style-type: none"> Prepare a Disability access study to ensure facilities and open space areas are physically accessible for all users. 	Provider/ Advocate Advocate/ Facilitator	H H

Topic: ENVIRONMENT: Conservation and enhancement of significant natural environments and cultural heritage Theme: The natural environment				
Objectives	Strategies	Actions	Council Role	Priority
1. To maintain and enhance biodiversity of native flora and fauna communities	1.1. Protect and enhance significant remnant native vegetation on both public and private land.	<p>These strategies will be implemented by:</p> <p>Using Policy and the exercise of discretion</p> <ul style="list-style-type: none"> ▪ Use the guidelines contained in the Roadside Management Plan. ▪ Utilise the Roadside Conservation Values Assessment Map. ▪ Use the provisions under Clause 65 of the planning scheme to refer application to referral authorities. <p>Applying Zones and Overlays</p> <ul style="list-style-type: none"> ▪ Apply the Wildfire Management Overlay after consultation with the CFA ▪ Apply the Environmental Rural Zone to identified areas of environmental significance. ▪ Apply the Public Use Zone, PPRZ and PCRZ to public land and open space areas containing significant flora and fauna habitats. ▪ Apply the SLO to areas with significant landscapes. ▪ Apply the VPO over areas, including roadsides and lineal reserves containing significant vegetation. ▪ Apply the ESO over waterways, wetlands and other areas of identified significance. <p>Undertaking further strategic work</p> <ul style="list-style-type: none"> ▪ Prepare a Rural Land Strategy ▪ Prepare an Environmental Strategy, incorporating Local Bio-diversity Action Plans. <p>Other actions</p>	Provider	H
	1.2. Ensure appropriate identification of native vegetation on land to be developed or subdivided.		Provider	H
	1.3. Protect and enhance the biodiversity assets of the municipality, with the preparation of detailed Local Biodiversity Action Plans		Provider	H
	1.4. Promote sensitive design responses and recognition be given to the identification of native vegetation.		Provider	H
			Provider	H \$80,000
			Advocate/ Facilitator	H \$60,000

Topic: ENVIRONMENT: Conservation and enhancement of significant natural environments and cultural heritage				
Theme: The natural environment				
Objectives	Strategies	Actions	Council Role	Priority
		<ul style="list-style-type: none"> ▪ Continue to work in partnership with the GBCMA ▪ Work with authorities to prepare guidelines for the use and development adjacent to public reserves to ensure that public reserves are not affected by the off site effects of adjacent rural operations. ▪ Engage with the Goulburn-Broken Catchment Management Authority and develop stronger linkages between the Regional Catchment Strategy and the Greater Shepparton Planning Scheme. ▪ Work with the authorities to develop a works program with priorities for re-vegetation of degraded areas. ▪ Work with the authorities to prepare a promotions kit about the value of conservation. ▪ Investigate rate rebates for covenants for vegetation protection. ▪ Review and publicise progress on 1 million tree plan 	<p>Facilitator</p> <p>Advocate/ Facilitator</p> <p>Advocate/ Facilitator</p> <p>Advocate</p> <p>Advocate</p> <p>Provider</p> <p>Provider</p>	<p>H</p> <p>M-H</p> <p>H</p> <p>M</p> <p>M</p> <p>M</p> <p>M</p>
2. To protect and manage the natural resources of water, air and land.	<p>2.1. Promote energy efficient and sustainable built forms and development proposals.</p> <p>2.2. Continue to ensure new developments are connected to reticulated services or have provision for adequate on-site disposal with no advised impacts on nearby watercourses.</p> <p>2.3. Protect productive agricultural land from soil pollution.</p>	<p>These strategies will be implemented by:</p> <p>Using Policy and the exercise of discretion</p> <ul style="list-style-type: none"> ▪ Use the provisions under Clause 65 of the planning scheme to refer application to referral authorities. <p>Applying Zones and Overlays</p> <ul style="list-style-type: none"> ▪ Apply the Environmental Rural Zone to identified areas of environmental significance. ▪ Apply the Public Use Zone, PPRZ and PCRZ to public land and open space areas containing significant flora and fauna habitats. ▪ Apply the ESO over waterways, wetlands and other areas of identified significance. <p>Undertaking further strategic work</p>	<p>Provider</p> <p>Provider</p>	<p>H</p> <p>H</p>

Topic: ENVIRONMENT: Conservation and enhancement of significant natural environments and cultural heritage				
Theme: The natural environment				
<i>Objectives</i>	<i>Strategies</i>	<i>Actions</i>	<i>Council Role</i>	<i>Priority</i>
		<ul style="list-style-type: none"> ▪ Prepare a Rural Land Strategy to include an assessment of land quality and the preferred sustainable uses and productive capacity of land. <p>Other actions</p> <ul style="list-style-type: none"> ▪ Continue to work in partnership with the GBCMA ▪ Continue to implement programs such as the Storm Water Management Plan, Water Sensitive Urban Design, Water Initiative, Cities for Climate Protection, Waste Water Management Plan and the RMS. 	<p>Provider</p> <p>Facilitator</p> <p>Provider</p>	<p>H \$80,000</p> <p>H</p> <p>H</p>

Topic: ENVIRONMENT: Conservation and enhancement of significant natural environments and cultural heritage				
Theme: Floodplain management				
Objectives	Strategies	Action	Council Role	Priority
1. To recognise the constraints of the floodplain on the use and development of land and minimise the future economic impacts of flooding.	1.1 Minimise the impacts of flooding to people and property by controlling development in flood prone areas and encouraging development and subdivision on land not subject to flooding.	<p>These strategies will be implemented by:</p> <p>Using Policy and the exercise of discretion</p> <ul style="list-style-type: none"> Apply the Shepparton Mooroopna Floodplain Management Plan. Finalise and implement the Floodplain Management Plans of Tatura and Merrigum Use the provisions under Clause 65 of the planning scheme to refer application to referral authorities. <p>Applying Zones and Overlays</p> <ul style="list-style-type: none"> Apply the PCRZ to publicly owned land in the catchment and to significant waterways. Apply the ESO to Ramsar wetlands. Apply the UFZ to active floodplain areas with high hazards and strictly control use. Apply the FO to land that has significant risk of flooding in active floodplain areas with high hazards. Apply the LSIO to both urban and rural land subject to 1 in 100 year flooding. Apply the SBO to land in urban areas that are subject to flows from drainage systems. Apply the VPO to areas of significant riparian vegetation. <p>Undertaking further strategic work</p> <ul style="list-style-type: none"> Prepare an Environmental Strategy, incorporating local Bio-diversity Action Plans. Undertake floodplain management studies for the smaller rural towns (where necessary). Prepare a Rural Land Strategy <p>Other actions</p> <ul style="list-style-type: none"> Implement the CMA Floodplain Management Strategy 	Provider	H
	1.2 Protect wetlands of significance.			
	1.3 Ensure that planning decisions and approval of development plans have regard to the goals and priorities of the Catchment Management RCS.			
	1.4 Ensure that all new developments maintain the free passage and temporary storage of floodwater, minimises flood damage, is compatible with flood hazard and local drainage conditions, and minimises soil erosion, sedimentation and silting and has a neutral impact up and down stream.		Provider	H
	1.5 Promote increased community awareness of floodplain management with the advance community flood warning system.			
	1.6 Prevent removal of native vegetation and grasses to minimise loss of riparian vegetation as a result of development on the floodplain			
	Facilitator/ Provider	H \$80,000		
	Facilitator/ Provider	M \$40,000 each		
	Provider	H \$80,000		
	Facilitator/	H		

Topic: ENVIRONMENT: Conservation and enhancement of significant natural environments and cultural heritage				
Theme: Floodplain management				
Objectives	Strategies	Action	Council Role	Priority
	1.7 Encourage landholders to carry out works that are compatible with existing and proposed drainage schemes, preferably as part of the Whole Farm Plan certification process.	<p>for surface water management.</p> <ul style="list-style-type: none"> Continue to provide a Whole Farm Plan (WFP) program with associated incentives. Pursue an integrated approach to floodplain management between GSCC, Goulburn-Broken Catchment Management Authority and Department of Primary Industry to maximise the regional benefits to agricultural productivity, reduce road maintenance, and ensure optimum resource management. GSCC and the Goulburn-Broken Catchment Management Authority to produce joint information about flooding facts. Include emergency recommendations of the floodplain plan. 	<p>Provider</p> <p>Facilitator/ Provider</p> <p>Facilitator/ Provider/ Advocate</p> <p>Facilitator/ Provider/ Advocate</p>	<p>H</p> <p>H</p> <p>H</p>
2. To provide a supply of high quality water for urban and agricultural use.	<p>2.1 Ensure all new developments have adequate reticulated services or effluent disposal systems to protect watercourses and water quality, and to maintain and enhance water quality for both urban and rural use.</p> <p>2.2 Support and promote approved innovative methods of effluent disposal eg composting.</p> <p>2.3 Promote regular water-wise messages to the community and encourage community wide use of drought resistant plantings.</p>	<p>These strategies will be implemented by:</p> <p>Using Policy and the exercise of discretion</p> <ul style="list-style-type: none"> Require all developments near waterways to be connected to reticulated sewer or septic systems complying with the Code of Practice for Septic tanks. This should be strengthened through the implementation of the Waste Water Management Plan. <p>Undertaking further strategic work</p> <ul style="list-style-type: none"> Support the integrated effluent disposal strategy with EPA and CMA. <p>Other actions</p> <ul style="list-style-type: none"> Commence a regular septic tank assessment program, to ensure compliance with the Code of Practice for septic tanks. Publish standards for Council's use of water for community purposes. Encourage the appropriate authority to prepare a Community Response Plan, to reduce and manage incidences of toxic blooms in watercourses in the event 	<p>Provider/ Advocate</p> <p>Provider/ Advocate</p> <p>Facilitator/ Advocate</p> <p>Provider</p> <p>Advocate</p>	<p>H</p> <p>H</p> <p>H</p> <p>L-M</p> <p>L-M</p>

Topic: ENVIRONMENT: Conservation and enhancement of significant natural environments and cultural heritage				
Theme: Floodplain management				
Objectives	Strategies	Action	Council Role	Priority
		of blue-green algal outbreak.		
3. To minimise the degree of salinity through an integrated regional surface water management program.	<p>3.1 Prevent the detrimental impacts of saline water drainage by encouraging best practice water use.</p> <p>3.2 Assist in the rehabilitation of areas affected by salinity, as identified in the Rural Land Strategy.</p> <p>3.3 Encourage the development of surface water management systems with run-off into natural systems or into reuse storage for irrigation at a later date</p> <p>3.4 Promote community awareness of groundwater control, salinity management and water usage</p>	<p>These strategies will be implemented by:</p> <p>Applying Zones and Overlays</p> <ul style="list-style-type: none"> Apply the SMO to recharge areas. <p>Undertaking further strategic work</p> <ul style="list-style-type: none"> Prepare a salinity management strategy as part of the Rural Land Strategy <p>Other actions</p> <ul style="list-style-type: none"> Continue to support programs initiated by DPI, DSE, CMA and the like in regard to management of salinity. Advocate for a land degradation map identifying actions to rehabilitate land degraded through erosion and salinity. Encourage best practice with reference to the Rural Land Strategy, which will identify relative land quality, preferred sustainable uses, the productive capacity of land, and the risk of salinity if vegetation is removed. Support a co-ordinated education campaign in conjunction with the Goulburn-Broken Catchment Management Authority and Department of Primary Industry. 	<p>Provider</p> <p>Facilitator/ Provider</p> <p>Advocate/ Facilitator</p> <p>Advocate</p> <p>Provider/ Advocate</p> <p>Advocate/ Facilitator</p>	<p>H</p> <p>H \$80,000</p> <p>H</p> <p>H</p> <p>H</p> <p>H</p>

Topic: ENVIRONMENT: Conservation and enhancement of significant natural environments and cultural heritage				
Theme: Best practice land management				
Objectives	Strategies	Action	Council's Role	Priority
1. To identify natural landscape features to be protected and managed	1.1 Provide for the identification of the municipality's assets of environmental significance.	<p>These strategies will be implemented by:</p> <p>Undertaking further strategic work</p> <ul style="list-style-type: none"> Prepare a Rural Land Strategy incorporating a land capability study Prepare environmental development guidelines to encourage sustainable land use and development that is sensitive to the natural landform and microenvironment. 	Provider	H \$80,000
	1.2 Promote the protection of significant areas of the natural landscape.		Provider/ Facilitator	M \$50,000
2. To manage irrigated and non irrigated land for long-term sustainable production purposes	2.1 Encourage the adoption of ecologically sustainable development principles and technologies in the future development of both urban and rural areas.	<p>These strategies will be implemented by:</p> <p>Applying Zones and Overlays</p> <ul style="list-style-type: none"> Use the Schedule to Farming Zone to allow the preparation of WFP. Apply the Environmental Rural Zone to sensitive rural areas. <p>Undertaking further strategic work</p> <ul style="list-style-type: none"> Prepare a Rural Land Strategy. <p>Other actions</p> <ul style="list-style-type: none"> Support the certification of Whole Farm Plans to minimise off site impacts and increase the rate of water re-use. Publish a Sustainability Indicator Checklist for planning applications, and include in the assessment criteria. Promote the design guidelines/fact sheets for: <ul style="list-style-type: none"> passive solar design smart lot design star rating water conservation resources Support the undertaking of a study on the assessment of different irrigated industries in the region and the long-term impacts on land base. 	Provider	H
	2.2 Encourage sustainable farming practices.		Provider	H \$80,000
			Advocate/ Facilitator	H
			Advocate/ Facilitator	H
			Provider/ Facilitator	M \$10,000
		Facilitator/ Advocate	M	

Topic: ENVIRONMENT: Conservation and enhancement of significant natural environments and cultural heritage				
Theme: Best practice land management				
Objectives	Strategies	Action	Council's Role	Priority
3. To prepare an integrated strategy to address all aspects of the environment and to cooperate in the development of regional environmental plans.	3.1 Foster regional cooperation and resource sharing regarding best practice land management.	<p>These strategies will be implemented by:</p> <p>Undertaking further strategic work</p> <ul style="list-style-type: none"> ▪ Work with the authorities in the preparation of an umbrella Environment Strategy for the municipality to address: <ul style="list-style-type: none"> - Air quality - Water quality and waterways - Native vegetation - Energy efficiency natural resources - Waste management - Rural land and urban environments - Community awareness and education - Water conservation. <p>Other actions</p> <ul style="list-style-type: none"> ▪ Investigate the expansion of rural rebate scheme as incentive for positive land management practice. 	Provider/ Facilitator/ Advocate	H
	3.2 Investigate the value of applying a performance based rate as an "Environmental Rate" at the local or state level or a rate rebate to encourage sustainable environmental practices		Provider	M-H
4. To reduce greenhouse gas emissions by local actions, in the interests of current and future generations	4.1 Endorse an urban design approach that includes an assessment of climate and energy costs.	<p>These strategies will be implemented by:</p> <p>Using Policy and the exercise of discretion</p> <ul style="list-style-type: none"> ▪ Use the Roadside Management Plan. ▪ Apply the Bicycle Strategy <p>Undertaking further strategic work</p> <ul style="list-style-type: none"> ▪ Update the Economic Development strategy for use as a tool for targeting the clean green food industry. <p>Other actions</p> <ul style="list-style-type: none"> ▪ Prepare a plan for Greenhouse Gas Reduction. ▪ Publish an information sheet for developers to promote the use of energy efficient water and devices in new developments. ▪ Initiate and co-ordinate a program of community education include initiatives such as: <ul style="list-style-type: none"> - Energy efficient lighting rebates - Solar Energy Initiatives - Revolving Energy Fund ▪ Continue to participate in Cities for Climate Protection and Water Conservation programs. 	Provider	H
	4.2 Support non-renewable energy use by fuel switching and the use of green energy.		Provider	H \$60,000
	4.3 Support the goal of reducing Community greenhouse gas emissions from 1999 levels by 20% by 2010.		Provider/ Facilitator/ Advocate	M
	4.4 Assist carbon reduction by encouraging development plans to include increased indigenous plantings on private and public land and reduced reliance on motorised transport.		Provider/ Facilitator/ Advocate	M
			Provider	H

Topic: ENVIRONMENT: Conservation and enhancement of significant natural environments and cultural heritage				
Theme: Cultural heritage – pre settlement				
Objectives	Strategies	Action	Council Role	Priority
1 To conserve and protect identified sites of cultural heritage significance	1.1 Promote the protection of places of heritage significance as these contribute to the character of the municipality.	<p>These strategies will be implemented by:</p> <p>Applying Zones and Overlays</p> <ul style="list-style-type: none"> Apply the Heritage Overlay to identified sites and areas of cultural significance. Apply the Development Plan Overlay to require that development plans must be accompanied by an archaeological report from a suitably qualified expert <p>Undertaking further strategic work</p> <ul style="list-style-type: none"> Initiate a cultural heritage landscape assessment to identify the significance of important landscapes. <p>Other actions</p> <ul style="list-style-type: none"> GSCC to continue appointment of heritage advisor. 	Provider	H
	1.2 Ensure measures are taken to identify places of Aboriginal significance prior to approving a development plan or exhibiting a rezoning.			
	1.3 Promote community awareness of cultural heritage assets.			
2 To involve local indigenous communities in the collection, identification and promotion of places and items of cultural heritage significance.	2.1 Promote and provide for recognition of the Aboriginal community and their occupation of the land.	<p>These strategies will be implemented by:</p> <p>Other actions</p> <ul style="list-style-type: none"> GSCC to use a cultural coordination officer where appropriate. Work with the local historical societies, local Aboriginal groups and the owners of potentially significant buildings and areas in conducting investigations into historical & cultural heritage. 	Provider	H
			Provider/ Facilitator	H

Topic: ENVIRONMENT: Conservation and enhancement of significant natural environments and cultural heritage				
Theme: Cultural heritage – post settlement				
Objectives	Strategies	Actions	Council Role	Priority
1. To identify, protect and enhance sites and areas of recognised historic significance	1.1 Promote the protection of heritage buildings and sites so that heritage significance is not diminished or irreversibly damaged through proposed use or development.	These strategies will be implemented by: Using Policy and the exercise of discretion <ul style="list-style-type: none"> Consider the Heritage Study when assessing proposals for redevelopment of identified heritage sites or infill development in areas of identified heritage significance. 	Provider	H
	1.2 Encourage the retention, adaptation and appropriate renovation of significant historic buildings and works, gardens and other areas as a viable alternative to demolition.	Applying Zones and Overlays <ul style="list-style-type: none"> Apply the Heritage Overlay to identified sites and areas of cultural significance. 	Provider	H
	1.3 Ensure that any alteration or addition to identified heritage buildings and areas, or redevelopment on adjacent land, is in keeping with identified streetscape or neighbourhood character and appearance (as appropriate).	Undertaking further strategic work <ul style="list-style-type: none"> Prepare heritage design guidelines for the assessment of development applications of significant buildings and sites. 	Provider	M \$20,000
	1.4 Protect the heritage status of the Goulburn River through liaison with the Goulburn-Broken Catchment Management Authority and Department of Primary Industries.	Other actions <ul style="list-style-type: none"> GSCC to continue the appointment of a Heritage advisor to assist in development proposals for heritage places. Continue further investigation of places identified in Heritage Study Work within the framework of Commonwealth and State legislation to ensure those heritage items identified as significant can be conserved and managed appropriately with a Heritage Management Plan. Increase community awareness of heritage assets by promoting the heritage aspects of tourism, including: <ul style="list-style-type: none"> Informational signage A heritage drive / walk The acknowledgement of the historical contributions of various cultures in a multicultural festival 	Provider/ Facilitator/ Advocate	M-H \$40,000 M M-H

Topic: ENVIRONMENT: Conservation and enhancement of significant natural environments and cultural heritage				
Theme: Cultural heritage – post settlement				
Objectives	Strategies	Actions	Council Role	Priority
2. To recognize efforts at restoration and re use of sites of identified heritage significance.	2.2 Encourage sensitive restoration of heritage sites to retain their significance.	<p>These strategies will be implemented by:</p> <p>Other actions</p> <ul style="list-style-type: none"> ▪ Prepare a Heritage reward program, including access to a Heritage advisor and reduced application fees. ▪ Create an incentive / reward program for owners who protect and enhance items / buildings of identified heritage significance. ▪ Investigate the funding avenues available through the Australian Heritage Commission, Heritage Council Victoria and the National Trust for conservation and enhancement of significant historic and cultural buildings and areas. ▪ In conjunction with local historical societies, develop a detailed action plan for the promotion of the heritage attributes of Greater Shepparton through the avenues of tourism, retail and entertainment. 	<p>Provider/ Facilitator/ Advocate</p> <p>Provider/ Facilitator/ Advocate</p> <p>Provider</p> <p>Provider/ Facilitator</p>	<p>L-M</p> <p>L-M</p> <p>L-M</p> <p>L-M</p>

Topic: ECONOMIC DEVELOPMENT - Promote economic growth, business development and diversification, with a focus on strengthening the agricultural industry Theme: Agriculture and Rural Land				
Objectives	Strategies	Action	Council Role	Priority
1 To protect the productive agricultural land base and the valuable regional resource of irrigated land.	1.1 Support the growth and expansion of primary industries in irrigated and dry land farming in appropriate areas.	<p>These strategies will be implemented by:</p> <p>Using Policy and the exercise of discretion</p> <ul style="list-style-type: none"> ▪ Apply the policies for housing and subdivision in rural areas. ▪ Apply the GS 2030 Framework Plan, Shepparton, Mooroopna & Kialla Urban Growth Boundaries. ▪ Apply the GS 2030 Residential Framework Plan, Shepparton, Mooroopna & Kialla. ▪ Apply the GS 2030 Township Framework Plans ▪ Refer to the Regional Catchment Strategy. <p>Applying Zones and Overlays</p> <ul style="list-style-type: none"> ▪ Apply the Farming Zone. ▪ Apply the Environmental Rural Zone to rural land with identified environmental significance. ▪ Investigate the application of the Rural Activity Zone. <p>Undertaking further strategic work</p> <ul style="list-style-type: none"> ▪ Prepare a Rural Land Strategy. 	Provider	H
	1.2 Support an efficient water supply and distribution system throughout the rural areas in accordance with the Regional Catchment Strategy.			
	1.3 Discourage subdivision, including subdivision for house excisions, and fragmentation of productive agricultural land to retain viable farm.			
	1.4 Discourage housing on old and inappropriate lots and where amenity may be negatively impacted by farming and related activities, or where housing may inhibit rural activities.		Provider	H
	1.5 Prevent the inappropriate use and development of rural land for the establishment of industrial activities		Provider	H \$80,000

Topic: ECONOMIC DEVELOPMENT - Promote economic growth, business development and diversification, with a focus on strengthening the agricultural industry				
Theme: Agriculture and Rural Land				
Objectives	Strategies	Action	Council Role	Priority
2 To support developing and emerging agribusinesses and their increasing requirement for high technical infrastructure.	2.1 Support food related industries and value adding opportunities 2.2 Encourage new value adding industries to locate in existing serviced industrial areas.	<p>These strategies will be implemented by:</p> <p>Using Policy and the exercise of discretion</p> <ul style="list-style-type: none"> Apply the GS 2030 Industrial Framework Plan. Prepare a local policy on commercial and industrial developments in rural areas. <p>Undertaking further strategic work</p> <ul style="list-style-type: none"> Develop an Economic Development Strategy that Incorporates trends in the agribusiness sector. <p>Other actions</p> <ul style="list-style-type: none"> Develop an information kit for new agri- businesses, with information and links to referral agencies and approval processes. Explore the potential for a tourism / sales component of the food production and processing sector, and providing guidelines to ensure that these uses do not conflict with agricultural operations or the rural landscape amenity. 	<p>Provider</p> <p>Provider</p> <p>Provider/ Facilitator</p> <p>Provider/ Facilitator</p>	<p>H</p> <p>H \$80,000</p> <p>M \$40,000</p> <p>L-M</p>

Topic: ECONOMIC DEVELOPMENT - Promote economic growth, business development and diversification, with a focus on strengthening the agricultural industry					
Theme: Agriculture and Rural Land					
Objectives	Strategies	Action	Council Role	Priority	
3	To develop and promote the municipality as a regional centre for food and primary industry research and development.	<p>3.1 Provide for new opportunities for emerging farming practices.</p> <p>3.2 Protect the existing agricultural areas</p> <p>3.3 Encourage value adding and new enterprises for agricultural production.</p>	<p>These strategies will be implemented by:</p> <p>Using Policy and the exercise of discretion</p> <ul style="list-style-type: none"> Prepare a local policy on commercial and industrial developments in rural areas <p>Applying zones and overlays</p> <ul style="list-style-type: none"> Apply the Farming Zone to rural areas, and following Rural land Strategy investigation application of Rural Activity Zone; <p>Undertaking further strategic work</p> <ul style="list-style-type: none"> Develop an Economic Development Strategy and consider a marketing strategy for agribusiness. Prepare Rural Land Strategy <p>Other actions</p> <ul style="list-style-type: none"> GSCC to publish local economic indicators. Develop a promotions program that includes local economic indicators, for existing landowners and potential industry entrants, to create an awareness of the industrial markets and the economic climate. 	<p>Provider</p> <p>Provider</p> <p>Provider</p> <p>Provider</p> <p>Provider/ Facilitator</p> <p>Provider</p>	<p>H</p> <p>H</p> <p>H \$80,000</p> <p>H \$80,000</p> <p>L-M</p> <p>L-M</p>

Topic: ECONOMIC DEVELOPMENT - Promote economic growth, business development and diversification, with a focus on strengthening the agricultural industry						
Theme: Agriculture and Rural Land						
Objectives	Strategies	Action	Council Role	Priority		
4 To ensure the sustainable development of business in strategic locations and to minimise conflicts at the urban fringe/agricultural land interface.	4.1 Protect productive agricultural land from inappropriate agricultural practices.	<p>These strategies will be implemented by:</p> <p>Using Policy and the exercise of discretion</p> <ul style="list-style-type: none"> Prepare a local policy on commercial and industrial developments in rural areas <p>Applying zones and overlays</p> <ul style="list-style-type: none"> Apply the GS 2030 Framework Plan, Shepparton, Mooroopna & Kialla Settlement Boundaries. Apply the GS 2030 Township Framework Plans Apply the Farming Zone to rural areas, and following Rural land Strategy investigation application of Rural Activity Zone <p>Undertaking further strategic work</p> <ul style="list-style-type: none"> Prepare a Rural Land Strategy <p>Other actions</p> <ul style="list-style-type: none"> Provide a list of initiatives for the development of WFP. 	Provider	H		
	4.2 Encourage the preparation and certification of Whole Farm Plans to show sites for ancillary agricultural buildings and works, such as sheds and freight areas.					
	4.3 Protect rural industries from encroaching non-agricultural uses.		Provider	H		
	4.4 Encourage sustainable farming methods for increased production.					
	4.5 Reduce the impacts of farm practices, including spray drift, on adjoining land particularly when the adjoining land contains a sensitive land use.				Provider	H \$80,000
	4.6 Cluster preferred uses in the rural zone with similar access requirements and off site impacts.				Provider/ Facilitator	L-M

Topic: ECONOMIC DEVELOPMENT - Promote economic growth, business development and diversification, with a focus on strengthening the agricultural industry				
Theme: Retail/Commercial Centres				
<i>Objectives</i>	<i>Strategies</i>	<i>Actions</i>	<i>Council Role</i>	<i>Priority</i>
1 To provide increased opportunities for local job creation.	1.1 Facilitate opportunities for economic development to retain and build the employment base. 1.2 Support the small business sector and businesses operating from a flexible range of locations, including home offices.	These strategies will be implemented by: <i>Using Policy and the exercise of discretion</i> <ul style="list-style-type: none"> ▪ Apply the GS 2030 Business Framework Plan. ▪ Apply the GS 2030 Township Framework Plans <i>Applying Zones and Overlays</i> <ul style="list-style-type: none"> ▪ Apply the Business 1 Zone to the primary retailing centres. ▪ Use the schedule to the Business 1 Zone to identify floor space limits for the expansion of retail/commercial centres. ▪ Investigate the application of the Business 2 and Business 5 Zones to the office and business areas around the central CBD of Shepparton. <i>Undertaking further strategic work</i> <ul style="list-style-type: none"> ▪ Develop an Economic Development Strategy. <i>Other actions</i> <ul style="list-style-type: none"> ▪ The Economic Development Unit to continue to offer support and liaison to traders associations and the home based business sector. 	Provider Provider Provider Provider	H H H \$80,000 M

Topic: ECONOMIC DEVELOPMENT - Promote economic growth, business development and diversification, with a focus on strengthening the agricultural industry

Theme: Retail/Commercial Centres

<i>Objectives</i>	<i>Strategies</i>	<i>Actions</i>	<i>Council Role</i>	<i>Priority</i>
<p>2 To develop the Shepparton CBD as a regional centre for commerce and entertainment.</p>	<p>2.1 Provide for the continued growth of the Shepparton CBD as a multi-purpose retail, business, commercial, community, entertainment and tourism centre.</p> <p>2.2 Encourage the integration of retail and tourist services, especially in respect to ease of access, security arrangements and opening hours.</p>	<p>These strategies will be implemented by:</p> <p>Using Policy and the exercise of discretion</p> <ul style="list-style-type: none"> ▪ Use the hierarchy of activity centres in the MSS to guide the location and expansion of retail development. ▪ Apply the GS 2030 Shepparton CBD Framework Plan to guide development into identified precincts. <p>Undertaking further strategic work</p> <ul style="list-style-type: none"> ▪ Develop an Economic Development Strategy to review the tourism strategy. 	<p>Provider</p> <p>Provider</p>	<p>H</p> <p>H \$80,000</p>

Topic: ECONOMIC DEVELOPMENT - Promote economic growth, business development and diversification, with a focus on strengthening the agricultural industry Theme: Retail/Commercial Centres				
Objectives	Strategies	Actions	Council Role	Priority
3 To revitalise the CBD of Shepparton and improve the urban design and architectural standards of retail/commercial areas.	3.1 Encourage the renewal of the mall and the main commercial heart of the Shepparton CBD.	<p>These strategies will be implemented by:</p> <p>Using Policy and the exercise of discretion</p> <ul style="list-style-type: none"> Apply the GS 2030 Shepparton CBD Framework Plan. Apply the Advertising Signs and Streetscape, Landscape and Urban Design local policies. <p>Applying Zones and Overlays</p> <ul style="list-style-type: none"> Apply the Design and Development Overlay to main roads and key precincts to improve urban design, landscaping and to control advertising. <p>Other actions</p> <ul style="list-style-type: none"> Apply for state government funding under the Pride of Place urban design program. Implement the urban design framework for the CBD of Shepparton. Pursue innovative and interesting urban design and architecture in the CBD by applying the urban design framework for Shepparton. Prepare an overall plan for the renewal of the mall, and support for a management body with representatives from owners, traders, Council and the community. Coordinate an application for state funding for urban design and renewal of the Shepparton city centre. 	Provider	H
	3.2 Facilitate the creation of a dynamic entertainment centre that is attractive to a mix of patrons.		Provider	H
	3.3 Ensure personal safety is addressed in the urban design of the public areas and linkages, to attract a range of users including families, youth, elderly, people with a disability, tourists and staff.		Provider	H
	3.4 Encourage examples of landmark architecture for the Shepparton CBD.		Provider	H
	3.5 Oppose adult entertainment venues in the central mixed-use activities area of the Shepparton CBD.		Provider	H
	3.6 Encourage the redevelopment of peripheral areas of the Shepparton CBD (including expansion to Sobroan Street).		Provider	M \$40,000
	3.7 Encourage cafes, restaurants and the like in a dining and entertainment precinct in Fryers Street.		Provider/ Facilitator	H

Topic: ECONOMIC DEVELOPMENT - Promote economic growth, business development and diversification, with a focus on strengthening the agricultural industry Theme: Retail/Commercial Centres				
Objectives	Strategies	Actions	Council Role	Priority
4 To have a hierarchy of viable commercial/retail centres by retaining local and visitor spending within the municipality.	4.1 Support a hierarchy of retail centres that promotes the primacy of the Shepparton CBD as a multi-functional centre, complemented by a range of local centres for convenience shopping and activities.	<p>These strategies will be implemented by:</p> <p>Using Policy and the exercise of discretion</p> <ul style="list-style-type: none"> Apply the GS 2030 Framework Plan. Use the retail hierarchy in the MSS to guide the location and expansion of retail development. <p>Applying Zones and Overlays</p> <ul style="list-style-type: none"> Use the schedule to the Business 1 Zone to identify floor space limits for the expansion of the Shepparton Marketplace shopping centre. Use the schedule to the Business 1 Zone to identify floor space limits for existing and future neighbourhood centres. <p>Other actions</p> <ul style="list-style-type: none"> Undertake a Retail/Commercial Floorspace Strategy to investigate the potential additional floor space with an economic impact assessment on the expansion of the centres relative to population projections. Any application for new or expanded neighbourhood shopping centres must demonstrate net community benefit in an economic impact assessment, and including justification for additional floorspace. 	Provider	H
	4.2 Carefully consider any proposed expansion of the Shepparton Marketplace if such expansion would adversely impact on the relative role of this centre and the CBD.		Provider	H
	4.3 Provide for planned local centres in growth areas, and facilitate the expansion of the neighbourhood centre in the north at the Fairely's supermarket site, and establish a new neighbourhood centre at the former drive –in site to service the southern growth corridor.		Provider	H \$80,000
	4.4 Encourage a suitable mix of businesses within each centre to ensure viability.		Provider/ Facilitator	H
	4.5 Provide neighbourhood commercial/retail centres that are accessible to the local community, especially by public transport and bicycle, and that also have adequate car parking provisions.			

Topic: ECONOMIC DEVELOPMENT - Promote economic growth, business development and diversification, with a focus on strengthening the agricultural industry Theme: Industry				
Objectives	Strategies	Action	Council Role	Priority
1 To sustain a growing and diverse industrial base.	1.1 Provide for and support the expansion of the industrial base of Greater Shepparton in appropriate locations. 1.2 Encourage major industries to locate in Greater Shepparton. 1.3 Provide for the improvement of employee skills in industry sectors.	These strategies will be implemented by: Using Policy and the exercise of discretion <ul style="list-style-type: none"> Apply the GS 2030 Industrial Framework Plan Apply the GS 2030 Township Framework Plans Applying Zones and Overlays <ul style="list-style-type: none"> Apply the industrial zones to the existing and identified future industrial areas. Undertaking further strategic work <ul style="list-style-type: none"> Develop an Economic Development Strategy, incorporating an Industrial Land and supply analysis. Other actions <ul style="list-style-type: none"> The Economic Development Unit to continue to provide business assistance to existing and potential local industries. The Economic Development Unit to coordinate an industrial land monitor service. Promote the “clean food and wellness” image through initiatives in the Economic Development Strategy. Provide tertiary training relevant to local employers, under programs developed from the University City Strategy. The Economic Development Unit to work with other stakeholders in addressing skills shortage, including participation in training and skilled migration programs. 	Provider Provider Provider Provider Provider/ Advocate Provider/ Advocate/ Facilitator Provider/ Advocate/ Facilitator	H H H \$80,000 H M H M H

Topic: ECONOMIC DEVELOPMENT - Promote economic growth, business development and diversification, with a focus on strengthening the agricultural industry				
Theme: Industry				
Objectives	Strategies	Action	Council Role	Priority
2 To locate industrial developments effectively, by utilising existing and planned infrastructure, and consolidating the existing main industrial areas.	<p>2.1 Support new industries in established industrial zones, with access to infrastructure and constructed roads.</p> <p>2.2 Support complementary new industries at the Goulburn Valley Freight Logistics Centre, when developed.</p> <p>2.3 Protect the supply of future industrial land from encroachment of non industrial uses.</p> <p>2.4 Allow limited light industry in the township zone subject to amenity, servicing and environmental constraints.</p> <p>2.5 Prevent the inappropriate use and development of rural land for industry, other than rural based industry.</p>	<p>These strategies will be implemented by:</p> <p>Using Policy and the exercise of discretion</p> <ul style="list-style-type: none"> Apply the GS 2030 Industrial Framework Plan. Apply the GS 2030 Township Framework Plans. Apply the GS 2030 Urban Growth Boundary Plan for Shepparton/Mooroopna/Kialla. <p>Applying Zones and Overlays</p> <ul style="list-style-type: none"> Apply the Development Plan Overlay to large areas of vacant industrial land to ensure co-ordinated development and timely provisions of infrastructure. <p>Undertaking further strategic work</p> <ul style="list-style-type: none"> Develop an Economic Development Strategy, incorporating an Industrial Land and supply analysis, especially for Tatura. 	<p>Provider</p> <p>Provider</p> <p>Provider</p>	<p>H</p> <p>H</p> <p>H \$80,000</p>
3 To improve the urban design and architectural standards of industrial areas.	<p>3.1 Encourage industrial developments that incorporate high quality architectural design elements, create visual interest and incorporate landscaping and/or urban art.</p> <p>3.2 Support the location of buildings in industrial areas that provide convenient and safe access for staff.</p>	<p>These strategies will be implemented by:</p> <p>Using Policy and the exercise of discretion</p> <ul style="list-style-type: none"> Apply the local policies on Streetscape, Landscaping and Urban Design, Advertising Signs, Building Lines and Industrial and Commercial Uses in Rural Areas. 	<p>Provider</p>	<p>H</p>

Topic: ECONOMIC DEVELOPMENT - Promote economic growth, business development and diversification, with a focus on strengthening the agricultural industry

Theme: Industry

<i>Objectives</i>	<i>Strategies</i>	<i>Action</i>	<i>Council Role</i>	<i>Priority</i>
<p>4 To realise an integrated freight logistics centre to link the major freight corridors through the municipality and beyond.</p>	<p>4.1 Encourage and facilitate the development of the freight logistics centre south of Mooroopna.</p> <p>4.2 Support an agglomeration of freight companies, food processing companies and associated service businesses in the freight logistics centre.</p>	<p>These strategies will be implemented by:</p> <p>Using Policy and the exercise of discretion</p> <ul style="list-style-type: none"> ▪ Apply the GS 2030 Industrial Framework Plan. <p>Applying Zones and Overlays</p> <ul style="list-style-type: none"> ▪ Apply the Industrial 1 Zone and Design and Development Overlay to the site of the Goulburn Valley Freight Logistics Centre. <p>Other actions</p> <ul style="list-style-type: none"> ▪ Continue to facilitate the establishment of the Goulburn Valley Freight Logistics Centre. 	<p>Provider</p> <p>Provider</p> <p>Provider/ Facilitator</p>	<p>H</p> <p>H</p> <p>H</p>

Topic: ECONOMIC DEVELOPMENT - Promote economic growth, business development and diversification, with a focus on strengthening the agricultural industry				
Theme: Tourism				
Objectives	Strategies	Action	Council Role	Priority
1 To encourage tourism growth and in particular promote the tourism opportunities of the irrigated rural landscape and the food growing and processing industries.	1.1 Support new tourist based enterprises to achieve an increase in bed stays and visits to the municipality.	<p>These strategies will be implemented by:</p> <p>Using Policy and the exercise of discretion</p> <ul style="list-style-type: none"> Apply the local policy on commercial and industrial development in rural areas. <p>Undertaking further strategic work</p> <ul style="list-style-type: none"> Update the Tourism Strategy Assist in tourism marketing by circulating an information brochure to residents and businesses to distribute to visitors. Create a reputation for hosting major events for both community and industrial purposes, by initiatives included in the Tourism Strategy Review. 	Provider	H
	1.2 Promote the natural features of Greater Shepparton.		Provider	M \$40,000
	1.3 Encourage the integration of tourism with heritage, recreation and activity centres.		Provider/ Advocate	L
	1.4 Encourage the integration of tourist and agricultural activities where there are no adverse impacts on the operation of rural industries.		Provider/ Advocate/ Facilitator	H
	1.5 Support public art displays which showcase the area's strengths and reputation, such as the Moo-ving Cows display.			
2 To provide adequate tourist services which suitably meet the needs of visitors to the municipality.	2.1 Encourage tourist developments to adequately cater for the differing needs of tourists.	<p>These strategies will be implemented by:</p> <p>Using Policy and the exercise of discretion</p> <ul style="list-style-type: none"> Apply the local policies on advertising signs, streetscape, landscaping and urban design and industrial and commercial development in rural areas. <p>Other actions</p> <ul style="list-style-type: none"> Provide effective signage in appropriate locations for tourism purposes. Provide effective highway visitor services in appropriate locations. 	Provider	H
	2.2 Provide for tourist developments that are visually interesting and reflect the character of the municipality.		Provider	H

Topic: INFRASTRUCTURE – the provision and restructure of urban and rural infrastructure to enhance the performance of the municipality and facilitate growth

Theme: Traffic and Transport Systems

Objectives	Strategies	Action	Council Role	Priority
<p>1 To promote linkages with other regional cities to cater for traffic movements which include various users:</p> <ul style="list-style-type: none"> ▪ Workers to and from Shepparton; ▪ Educational trips comprising school attendees; ▪ Shoppers travelling to and from Shepparton from other regional towns; ▪ Tourists travelling to and from Shepparton; and ▪ Freight movements that distribute products, particularly farm products to depots and warehouses for further distribution to markets and regional logistics centres 	<p>1.1 Encourage and promote the early development of the Shepparton Bypass in particular the northern river crossing as a first stage</p>	<p>These strategies will be implemented by:</p> <p>Using Policy and the exercise of discretion</p> <ul style="list-style-type: none"> ▪ Apply the local policies on Goulburn Valley Highway Environs and Industrial and Commercial Uses in Rural Areas. <p>Applying Zones and Overlays</p> <ul style="list-style-type: none"> ▪ Apply the Road Zone Category 1 to the declared Main road network. ▪ Apply the Road Zone Category 2 to other locally significant arterial roads. ▪ Apply the Public Use Zone (number 4) to the railway lines. ▪ Apply the Public Acquisition Overlay to land to be acquired for the Shepparton bypass. <p>Other actions</p> <ul style="list-style-type: none"> ▪ Undertake a study to upgrade arterial roads to cope with future traffic volumes, and to promote linkages with other regional cities, prior to the completion of the Shepparton Bypass, without creating intrusion to the local areas. ▪ Investigate the merits of converting other regional rail lines to standard gauge which connect with Shepparton ▪ Undertake a continual review of accident history and implement measures to promote safe travel 	Provider	H
	<p>1.2 Promote integrated road network connections with the Shepparton Bypass to reduce intrusion of traffic to the central Shepparton and Mooroopna areas.</p>		Provider	H
	<p>1.3 Support the safety of road linkages with other regional cities</p>		Provider	M \$40,000
			Facilitator/ Advocate	M
		Provider/ Facilitator/ Advocate	H	

Topic: INFRASTRUCTURE – the provision and restructure of urban and rural infrastructure to enhance the performance of the municipality and facilitate growth

Theme: Traffic and Transport Systems

Objectives	Strategies	Action	Council Role	Priority
<p>2 To improve the efficiency and safety of regional based freight handling and traffic</p>	<p>2.1 Promote the development of the freight logistics centre to provide for the efficient handling and distribution of local produce via the main rail and arterial road network.</p> <p>2.2 Encourage the development of freight networks that reduce the intrusion of freight transport on the local traffic network</p>	<p>These strategies will be implemented by:</p> <p>Applying Zones and Overlays</p> <ul style="list-style-type: none"> ▪ Apply the Industrial 1 Zone to the freight logistics centre. ▪ Apply the Road Zone Category 1 to the declared Main road network. ▪ Apply the Road Zone Category 2 to other locally significant arterial roads. <p>Undertaking further strategic work</p> <ul style="list-style-type: none"> ▪ Develop a statutory plan for the Shepparton Alternative Route that includes: <ul style="list-style-type: none"> – Designated freight routes encouraging the bypass of the local urban areas – Measures to direct traffic to the Shepparton Bypass and Midland Highway – Designated cross section – A plan for access to this road – A plan to upgrade this road to provide for future traffic growth, particularly prior to the completion of the Shepparton Bypass; and – A plan to address safety concerns along this road ▪ Investigate options/potential for applying the Public Acquisitions Overlay to the areas that may be required for road widening 	<p>Provider</p> <p>Provider</p> <p>Provider</p>	<p>H</p> <p>H \$60,000</p> <p>M</p>

Topic: INFRASTRUCTURE – the provision and restructure of urban and rural infrastructure to enhance the performance of the municipality and facilitate growth

Theme: Traffic and Transport Systems

Objectives	Strategies	Action	Council Role	Priority
<p>3 To maintain air services to and from Shepparton, which meet with the needs of the Greater Shepparton community, whilst identifying a new long-term site for the airport.</p>	<p>3.1 Support the existing services provided by the Shepparton Aerodrome in its current location and provide for the continued operation of this facility while the feasibility of relocating to a new site is identified.</p> <p>3.2 Recognise that residential growth toward the current airfield may be constrained by the current location of the Aerodrome,</p> <p>3.3 Support the preferred uses of residential/commercial at the Aerodrome site, in the event of its relocation.</p> <p>3.4 Promote the efficiencies that may be gained from the relocation of the airfield to be in close proximity of a consolidated road and rail freight logistics centre.</p>	<p>These strategies will be implemented by:</p> <p>Applying Zones and Overlays</p> <ul style="list-style-type: none"> ▪ Apply the Public Use Zone to the current site of the Shepparton Aerodrome. <p>Undertaking further strategic work</p> <ul style="list-style-type: none"> ▪ Undertake a feasibility study into the relocation of the Shepparton Aerodrome. ▪ Undertake a detailed study to establish the need and demand for air services to and from the City of Greater Shepparton for: <ul style="list-style-type: none"> – Passenger transport; – Freight transport; and – Allied Business / Commercial Opportunities (aviation school, maintenance, freight forwarders, air ambulances etc). 	<p>Provider</p> <p>Provider</p> <p>Provider</p>	<p>H</p> <p>M-H \$40,000</p> <p>M-H \$40,000</p>

Topic: INFRASTRUCTURE – the provision and restructure of urban and rural infrastructure to enhance the performance of the municipality and facilitate growth

Theme: Traffic and Transport Systems

Objectives	Strategies	Action	Council Role	Priority
<p>4 To provide effective and efficient rail services for freight and passengers.</p>	<p>4.1 Promote the use and development of the rail links through the municipality.</p> <p>4.2 Support and encourage the investigation of a fast train link.</p> <p>4.3 Promote the upgrading of the rail line to Shepparton to a standard gauge line to allow domestic linkages across Australia.</p> <p>4.4 Promote the development of a rail link to the freight logistics centre to combine with road freight movements.</p> <p>4.5 Establish the changing demand for rail freight services to and from Shepparton.</p> <p>4.6 Prevent traffic congestions that may be caused by rail movements across roads</p>	<p>These strategies will be implemented by:</p> <p>Undertaking further strategic work</p> <ul style="list-style-type: none"> ▪ Undertake a feasibility analysis of a rail link to the proposed freight / logistics centre. ▪ Investigation of a rail bypass around the Shepparton town centre, along a similar route to the Shepparton bypass. <p>Other actions</p> <ul style="list-style-type: none"> ▪ Lobby for improvements to regional passenger and freight rail systems. ▪ GSCC to contribute to regional lobbying for a standardised gauge. 	<p>Provider</p> <p>Facilitator/ Advocate</p> <p>Advocate</p> <p>Advocate</p>	<p>H</p> <p>M</p> <p>M</p> <p>M</p>

Topic: INFRASTRUCTURE – the provision and restructure of urban and rural infrastructure to enhance the performance of the municipality and facilitate growth
Theme: Traffic and Transport Systems

Objectives	Strategies	Action	Council Role	Priority
<p>5 To develop Walking/Bicycle and Public Transport networks that provides transport and accessibility options to segments of the community who have not or prefer not to use a motor car.</p>	<p>5.1 Encourage appropriate developments that are accessible by public transport and bicycle.</p> <p>5.2 Encourage medium density and smaller residential allotments to be located within walking distance to public transport routes</p> <p>5.3 Encourage new subdivision and developments to promote walking and cycling between facilities, such as between homes and schools, open spaces and shops.</p> <p>5.4 Provide road reservation widths to accommodate bicycle lanes on appropriate routes.</p> <p>5.5 Support new facilities such as community hubs, neighbourhood centres, sporting facilities, entertainment and health services to be located on and very near a public transport route and/or bicycle paths.</p> <p>5.6 Ensure that Disability Discrimination Act (DDA) compliance is achieved.</p> <p>5.7 Promote accessibility throughout the municipality by public transport.</p>	<p>These strategies will be implemented by:</p> <p>Undertaking further strategic work</p> <ul style="list-style-type: none"> ▪ Continue developing the shared path network through Shepparton and Mooroopna. ▪ Prepare a Public Transport Strategy which addresses the provision of a comfortable, convenient and efficient public transport facility to best cater for various user groups including: <ul style="list-style-type: none"> – General Public; – People with a disability; – Aged; and – School students. <p>Other actions</p> <ul style="list-style-type: none"> ▪ Provide expanding public transport services to new growth areas in Shepparton to encourage additional public usage. ▪ Provide one or more public transport hubs within the Municipality to consolidate various public transport groups to allow integration of public transport modes. ▪ Provide linkages between smaller towns within the Greater Shepparton to Shepparton and Mooroopna. ▪ Provide greater circumferential Public Transport services which link key services within the municipality. ▪ Provide greater publicity and marketing of public transport services information. ▪ Develop the use of community bus services to become more demand responsive and variable in route to pick up and drop off upon demand. ▪ Promote the use of discount taxi fares for elderly citizens. ▪ Continually improve the safety of the cycle networks through a review of accident history and implement measures to promote safe travel. ▪ Clearly distinguish the appropriateness of cycle routes for the various user groups. 	<p>Provider</p> <p>Provider</p> <p>Provider/ Facilitator</p> <p>Provider</p> <p>Provider</p> <p>Provider</p> <p>Provider</p> <p>Provider</p> <p>Provider</p>	<p>H</p> <p>M \$25,000</p> <p>M</p> <p>M</p> <p>M</p> <p>M</p> <p>M</p> <p>M</p> <p>H</p>

Topic: INFRASTRUCTURE – the provision and restructure of urban and rural infrastructure to enhance the performance of the municipality and facilitate growth

Theme: Traffic and Transport Systems

Objectives	Strategies	Action	Council Role	Priority
6 To ensure the safety and efficient functioning of the roads for a variety of users.	<p>6.1 Provide a hierarchy of roads to encourage the use of suitable roads and to reduce intrusion of through and freight traffic from entering local urban areas.</p> <p>6.2 Provide for efficient and safe pedestrian and cycle movements within existing and new developments.</p> <p>6.3 Encourage the accessibility and safety for pedestrian movements to be made within the Shepparton CBD area.</p> <p>6.4 Ensure areas of new growth within the municipality are appropriately guided in terms of road design and access.</p> <p>6.5 Encourage the development of a ring road around the Shepparton-Mooroopna area to reduce traffic intrusion linking the Shepparton Alternate Route, the Midland Highway and the Goulburn Valley Highway - Shepparton Bypass.</p> <p>6.6 Encourage the development of a second river crossing incorporated as part of the Shepparton Bypass as early as possible.</p> <p>6.7 Ensure the efficient management of roads for traffic, public transport, bicycles, pedestrians, parking, scooters and motorized wheelchairs, and for loading and unloading of goods.</p>	<p>These strategies will be implemented by:</p> <p>Using Policy and the exercise of discretion</p> <ul style="list-style-type: none"> Apply the local policies on Goulburn Valley Highway and Industrial and Commercial Uses in Rural Areas. Use VicRoads as a referral authority where appropriate. <p>Applying Zones and Overlays</p> <ul style="list-style-type: none"> Apply Development Plan Overlays for areas of new growth within Greater Shepparton to guide road design and access. Apply the Development Contributions Plan Overlay to new growth areas to ensure infrastructure is adequately funded in a timely manner. <p>Undertaking further strategic work</p> <ul style="list-style-type: none"> Develop a Transport Strategy for the Shepparton CBD to allow safe and efficient movement for all users, including pedestrians. Undertake a traffic study investigating the options for the development of a north-south arterial road network to comprise Archer and Hawdon Sts, Lockwood and Verney Roads and Andrew Fairly Avenue Develop a strategy for the upgrading of arterial roads to cope with future traffic volumes prior to the completion of the Shepparton Bypass without creating intrusion to the local areas and to provide integrated connections with the Shepparton Bypass Route. Regularly review the Parking Precinct Plan. 	<p>Provider</p> <p>Provider</p> <p>Provider</p> <p>Provider</p> <p>Provider</p>	<p>H</p> <p>H</p> <p>M \$25,000</p> <p>M \$25,000</p> <p>M \$25,000</p> <p>M \$5,000</p>

Topic: INFRASTRUCTURE – the provision and restructure of urban and rural infrastructure to enhance the performance of the municipality and facilitate growth
Theme: Urban & rural services

Objectives	Strategies	Action	Council Role	Priority
<p>1 To provide sustainable infrastructure to support the growth and development of the municipality.</p>	<p>1.1 Provide appropriate and cost efficient physical and social infrastructure to support the growth of the municipality, by preparing developer contributions plans for the municipality's urban growth areas.</p>	<p>These strategies will be implemented by:</p> <p>Using Policy and the exercise of discretion</p> <ul style="list-style-type: none"> ▪ Apply the provisions of the MSS to guide the preparation and assessment of developer contribution plans. ▪ Apply the local policy Stormwater Management 	<p>Provider</p>	<p>H</p>
	<p>1.2 Protect and maintain wastewater facilities in an environmentally sensitive way, through the application of a Waste Management Strategy.</p>	<p>Applying Zones and Overlays</p> <ul style="list-style-type: none"> ▪ Apply the Development Contributions Plan Overlay to areas of future development. 	<p>Provider</p>	<p>H</p>
	<p>1.3 Encourage an increased rate of recycling and re-use by establishing a materials recovery facility.</p>	<ul style="list-style-type: none"> ▪ Apply the Development Plan Overlay future growth areas. <p>Undertaking further strategic work</p>		
	<p>1.4 Improve the appearance of waste facilities through urban design controls and the Development manual guidelines.</p>	<ul style="list-style-type: none"> ▪ Prepare developer contributions plans for the proposed growth corridors. 	<p>Provider/Facilitator</p>	<p>H \$30,000</p>
	<p>1.5 Facilitate the extension of natural gas to remote townships, through continued liaison with power servicing authorities.</p>	<ul style="list-style-type: none"> ▪ Provide for legal agreements to be reached for the provisions of infrastructure funding for new growth areas. 	<p>Advocate</p>	<p>H</p>

Topic: INFRASTRUCTURE – the provision and restructure of urban and rural infrastructure to enhance the performance of the municipality and facilitate growth Theme: Urban & rural services				
Objectives	Strategies	Action	Council Role	Priority
2 To ensure a continued supply of high quality water for urban and rural use.	2.1 Promote the efficient use and re-use of water 2.2 Ensure compliance with the recommendations and requirements of the strategies such as the Stormwater Management Plan, the Floodplain Management Plan, the Regional Catchment Strategy and Council's local water initiatives. 2.3 Encourage best practice in engineering design work for new development in terms of water supply and use. 2.4 Protect the water supply catchment within the municipality.	These strategies will be implemented by: Using Policy and the exercise of discretion <ul style="list-style-type: none"> Use Goulburn Valley Water and Goulburn Murray Water as referral authorities where appropriate. Applying Zones and Overlays <ul style="list-style-type: none"> Apply the Environmental Significant Overlay to catchment area as necessary. Undertaking further strategic work <ul style="list-style-type: none"> Prepare educational and promotion packages on efficient use and re-use of water for developers, land owners and the generally community. 	Provider Provider Provider	H H H \$20,000

Topic: INFRASTRUCTURE – the provision and restructure of urban and rural infrastructure to enhance the performance of the municipality and facilitate growth Theme: Urban & rural services				
Objectives	Strategies	Action	Council Role	Priority
3 To maintain an efficient and environmentally sensitive stormwater management system.	<p>3.1 Ensure that planning decisions are made in the context of the goals and priorities of the Shepparton Stormwater Management Plan and the CSIRO Urban Stormwater Best Practice Environmental Management Guidelines.</p> <p>3.2 Ensure compliance with the recommendations and requirements of the strategies such as the Council's Development Manual, the Stormwater Management Plan, the Floodplain Management Plan and the Regional Catchment Strategy.</p> <p>3.3 Encourage best practice in engineering design work for new development in terms of stormwater management.</p> <p>3.4 Encourage appropriate use of Water Sensitive Urban Design.</p> <p>3.5 Ensure the hydraulic capacity of the urban drainage system deliver the level of service defined in the Stormwater Management Policy</p>	<p>These strategies will be implemented by:</p> <p>Using Policy and the exercise of discretion</p> <ul style="list-style-type: none"> Apply the local policy Stormwater Management <p>Applying Zones and Overlays</p> <ul style="list-style-type: none"> Apply the development Plan Overlay to new growth areas to guide preparation of Stormwater Management Plan. <p>Undertaking further strategic work</p> <ul style="list-style-type: none"> Develop and implement stormwater management plans in conjunction with relevant agencies. <p>Other actions</p> <ul style="list-style-type: none"> Support the working relationship between the Goulburn-Broken Catchment Management Authority, EPA Victoria and the local community to monitor the implementation of the Shepparton Stormwater Management Plan. 	<p>Provider</p> <p>Provider</p> <p>Provider</p> <p>Facilitator/ Advocate</p>	<p>H</p> <p>H</p> <p>H \$20,000</p> <p>H</p>

Topic: INFRASTRUCTURE – the provision and restructure of urban and rural infrastructure to enhance the performance of the municipality and facilitate growth

Theme: Urban & rural services

Objectives	Strategies	Action	Council Role	Priority
4 To provide telecommunications facilities and services available to all areas of the municipality.	4.1 Proactively support the development of and access to competitive leading-edge telecommunication facilities and services. 4.2 Ensure new developments cater for telecommunications infrastructure.	These strategies will be implemented by: Other actions <ul style="list-style-type: none"> ▪ Continue to encourage telecommunications providers to provide infrastructure to deliver broadband technology to service the region. 	Facilitator/ Advocate	H