### **RURAL CITY OF WANGARATTA**



# Municipal Land Strategy

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#### 1. EXECUTIVE SUMMARY

The aim of this strategy is to develop a plan that clearly identifies municipal trends in relation to land development, and proposes future initiatives that fit with social, environmental and services and infrastructure requirements within the municipality.

While the population of the municipality is remaining reasonably constant (increase of 1280 persons since 1981) there has been sustained housing growth due to the reduction in household size. Population is remaining steady due to increased life expectancy and the migration of middle aged and older people to the rural city – generally from about 30 years of age onward. There is a strong exodus of young people aged between 15 and 19 years.

Housing growth has been spread throughout the municipality and is mixed in terms of the housing options people desire. Rural growth has outpaced urban growth since 1981, showing 19.6% growth for non-urban areas and a decline of 2.0% in urban Wangaratta. This is partly due to an increasing desire to have some land attached to the house and hence 1, 2 and 5 acre blocks have been preferred over smaller urban blocks in recent times.

Growth is most noticeable on the North-West fringe of urban Wangaratta along Yarrawonga and Wangandary Roads. Growth in this area has been related to the supply of rural living blocks of 1, 2 and 5 acre size. Some rural living growth is also apparent in the south around Greta Road and Mason Street. Urban growth can be seen to the west along Williams Road, North West along Phillipson and College Streets and some growth is also apparent in the South around the Wenhams Lane and Salisbury Street areas.

Urban Wangaratta is confined by floodplains to the North and East, and the freeway creates a barrier in the distant south. With the encroachment of rural living blocks in the North West and South, which are the main two growth corridors around urban Wangaratta, it is necessary to ensure that options exist for future urban expansion. Should rural living blocks absorb all rural and undeveloped land around urban Wangaratta then it will be difficult to provide an appropriate range and supply of land for future housing growth.

Current supply suggests that there is approximately 13 years of medium density residential zoned land available throughout urban Wangaratta. However, there is only about 5 years supply in the highly sought after area in the North West of the city. This strategy proposes a number of future planning zone changes to ensure that further medium density land can be made available whilst still allowing rural living blocks to be established in close proximity to the city area.

Due to periodic fluctuations, it is difficult to assess the housing growth potential for rural towns within the municipality. An audit of land availability within the medium density and rural living zones however indicates that there is an adequate supply for many years. Should unprecedented growth be apparent in these townships then it is unlikely that problems would arise relating to rezoning as these towns are surrounded by rural zoned land that lends itself to rezoning as appropriate.

There is only a small amount of land available throughout urban Wangaratta for future retail development. While this may disadvantage some prospective developers, it ensures that the commercial precinct remains tightly bundled which ultimately offers proximity opportunities for shoppers and creates a thriving city centre. The Wangaratta Urban Design Framework deals specifically with commercial precincts around the city centre and as such this strategy does not propose further commercial zoning or make recommendations that relate to commercial land. It is expected however, that Council's Economic Development unit will closely monitor the supply and availability of commercial land in future.

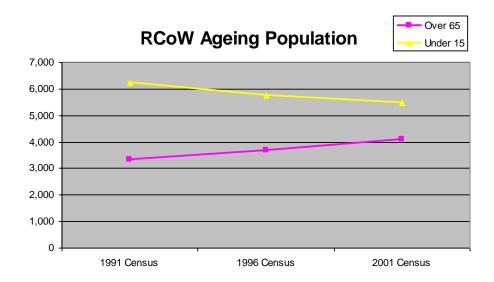
Industrial growth is being noticed throughout industrial subdivisions. Within urban Wangaratta two main areas are being used for the development of smaller industrial enterprises (Murrell Street and Sinclair Drive) with larger industrial enterprises being encouraged to establish in the North Wangaratta Industrial Estate. It is anticipated that there are only a few years supply of industrial land currently available, and this strategy recommends that provisions be made for future supply around the North Wangaratta Industrial Estate and for smaller enterprises in the South West around Shanley Street once existing subdivisions are filled.

#### 2. COMMUNITY DEMOGRAPHICS

#### Population Profile

The population of the Rural City of Wangaratta was 25,667 at the time of the 2001 Census. While the total population has had minor growth since 1991 where the figure was 25,479, there have been numerous changes in the demographic that have altered the demand on land and services throughout the municipality.

In 1991 there were 6,236 people aged under 15 years and 3,329 people aged 65 years and over. In 2001 these figures had changed dramatically and there were 5,469 people aged under 15 years and 4,082 people aged 65 years and over. The impact of these changes is illustrated in the graph below:



National studies (refer to Australian Population Projections – ABS publication number 3222.0) indicate that this trend is likely to continue due to increasing life expectancy and reducing birthrate.

A key factor in the ageing demographic of the municipality is the number of young people leaving for lifestyle reasons. The Department of Sustainability and Environment undertook an analysis of the movements to and from Wangaratta between 1996 and 2001 (census periods). The table below shows the net migration into and out of Wangaratta from other Victorian municipalities during this time:

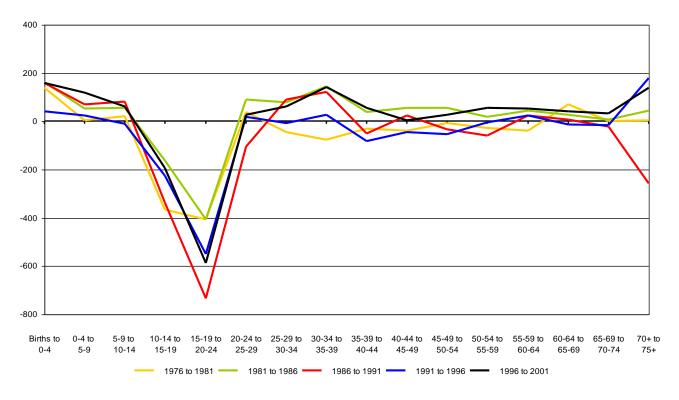
Net population gain from:	Number of people gained:	Net population loss to:	Number of people lost:
Delatite	159	Wodonga	-131
Alpine	69	Greater Bendigo	-110
Moira	67	Monash	-70
Greater Shepparton	48	Melbourne	-64
Yarra Ranges	39	Greater Geelong	-49
Mornington Peninsula	32	Moreland	-47
East Gippsland	28	Stonnington	-45
Mitchell	26	Ballarat	-42
Hume	24	Booroondara	-30
Maroondah	24	Darebin	-28

The following table details the <u>raw</u> population gains and losses:

Raw population gain from:	Number of people gained:	Raw population loss to:	Number of people lost:
Delatite	296	Wodonga	-271
Alpine	194	Indigo	-175
Indigo	157	Greater Bendigo	-159
Wodonga	140	Delatite	-137
Moira	121	Alpine	-125
Greater Shepparton	118	Greater Geelong	-106
Mornington Peninsula	113	Monash	-103
Yarra Ranges	81	Darebin	-82
Whitehorse	66	Mornington Peninsula	-81
Mitchell	59	Moreland	-74

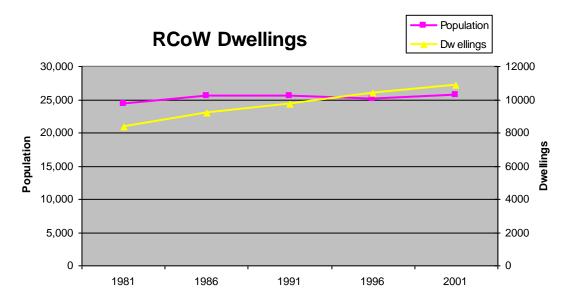
The following chart provides the net population change for significant age groups from each of the last four census. The results indicate a strong loss of young people and when compared with tables above it appears that the majority of young people losses are due to furtherance of educational opportunities not available within the Rural City of Wangaratta.

#### Population change by age group



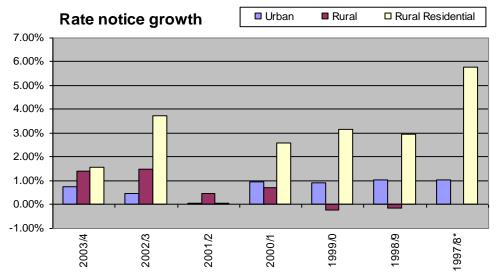
#### **Dwelling Profile**

The number of occupants per dwelling has decreased significantly since 1991 and thus there has been a continual demand for residential type land even though the population has remained relatively static. At the time of the 1991 Census the mean household size in the Rural City of Wangaratta was 2.8 persons. This figure had dropped to 2.5 persons per household in 2001 and is expected to decline further. The following graph displays the number of dwellings versus the population from the 1981 to 2001 Census:



The above graph demonstrates a growth in the number of dwellings in the Rural City of Wangaratta between the 1981 and 2001 census of 30.2%. During this same period the population grew only 5.2% which indicates a strong positive correlation between the increase in the number of dwellings and the decrease in household size. This trend also indicates that while future population growth for the municipality is likely to be modest, strong dwelling growth will continue for some time.

A general indication of the type of dwelling expansion can be determined by analysing the rate notices that are being sent out by the organisation each year. The following chart details the growth in Rural, Rural Residential and Urban rate notices issued since 1996/97. The rating strategy changed in 2000/2001 and hence the Rural and Rural Residential figures have been extrapolated prior to that time.

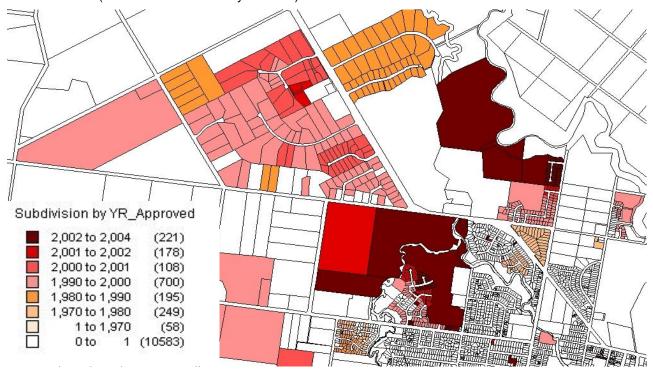


<sup>\*1997/98</sup> figures subject to a potentially high error rate due to altered rating system.

The above graph shows that annual rate notice growth (which is generally attributable to dwelling growth) has been consistently high for Rural Residential type land (with the exception of 2001/2002), generally constant for Urban land and inconsistent for Rural land with growth in more recent times. From a rating perspective, Rural Residential is land between 0.3 Ha and 2.0 Ha (0.75 and 5.0 acres).

#### **Dwelling Expansion**

The expansion of Rural Residential blocks is particularly apparent in the north west area on the fringe of the Wangaratta urban area and has been the location of numerous subdivisions of this type in the last 30 years. The following plan illustrates the subdivisions that have occurred (and some that are likely to occur) in this area:



Due to the physical barriers associated with urban growth (eg. flood plains and the freeway) urban growth has been concentrated in the north west and south areas of Urban Wangaratta. Due to the encroaching rural Residential type land it is becoming increasingly difficult to allocate land for future urban growth.

#### Rural town profiles

Unfortunately data is not widely available for rural towns within the municipality. Only Glenrowan, Moyhu and Springhurst have accurate, statistically viable historic figures, made available through the Australian Bureau of Statistics. Comparisons are made in the table below for population change between the 1981 and 2001 census for these three rural communities:

Town / Locality	1981	1986	1991	1996	2001	Change since 1981	% change since 1981
Glenrowan	254	285	345	343	348	+94	+37.0%
Moyhu	214	208	233	235	234	+20	+9.4%
Springhurst	161	216	165	176	165	+4	+2.5%
Oxley					282	N/A	N/A
Milawa					196	N/A	N/A
Urban Wangaratta	16,202	16,598	15,984	15,527	15,876	-326	-2.0%

Above figures are for urban areas of each town only (eg. Glenrowan does not include Hamilton Park etc.)

In the 2001 census urban boundaries were created for Oxley and Milawa for the first time and while no statistically valid historical comparison can be made for these two towns now, future census will allow comparisons to be made with current data. While it is difficult to establish a pattern of population change from the small sample of rural towns listed above, it is possible to establish the rate of population change for the municipality in terms of urban Wangaratta versus the balance of the municipality. The following details the population of urban Wangaratta at the time of the 1981 and 2001 census:

- Population in Urban Wangaratta 1981 = 16,202
- Population in Urban Wangaratta 2001 = 15,876

This represents a population decrease of 326 persons, decline of 2.0%, or 0.1% annual decline.

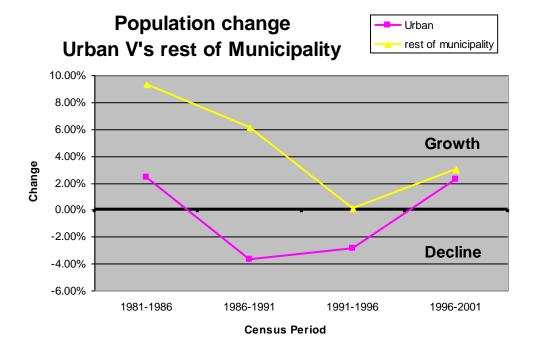
The population of the balance of the municipality at the same time was as follows:

- Population of municipality (excluding urban Wangaratta) 1981 = 24,387 16,202 = 8,185
- Population of municipality (excluding urban Wangaratta) 2001 = 25,667 15,876 = 9,791

This represents a population change of 1606 persons, or growth of 19.6% (0.98% annually)

It must be stated that the significant development at the north eastern fringe of urban Wangaratta (North of Wangandary Road and including the Huntingdale estate) is not included in the urban figures mentioned above. The Australian Bureau of Statistics (ABS) classifies this area in the North collection district. The population of this area was 466 persons at the time of the 2001 census.

Rates of change that represent the above figures are provided in graphical format below:



#### **Future Projections**

The Australian Bureau of Statistics released a population projections report for Australia (publication 3222.0). The table below details the likely trend for Australia's (and hence the Rural City of Wangaratta's) population into the future. It must be noted that as sample size (ie population of an area) decreases, local factors begin to play a more integral role in population change and hence the accuracy of these projections is low for Wangaratta. However, the table provides a good indication of what may happen if the Rural City of Wangaratta matches regional Victorian projections:

#### Population size: Observed and projected ('000):

Place / Area:	30 June 2002	2021			2051		
	Observed	Series A	Series B	Series C	Series A	series B	Series C
Australia	19662.8	24461.1	23368.4	22267.1	31396.1	26421.5	22984.2
Melbourne	3524.1	4348.1	4188.9	4061.1	5561.7	4792.8	4369.1
Total Victoria	4872.5	5782.5	5654.8	5560	6971.7	6199.9	5844.8
Rural Victoria	1348.4	1434.4	1465.9	1498.9	1410	1407.1	1475.7
% Growth		1.06	1.09	1.11	1.05	1.04	1.09
Wangaratta	26683*	28385	29008	29661	27902	27845	29202

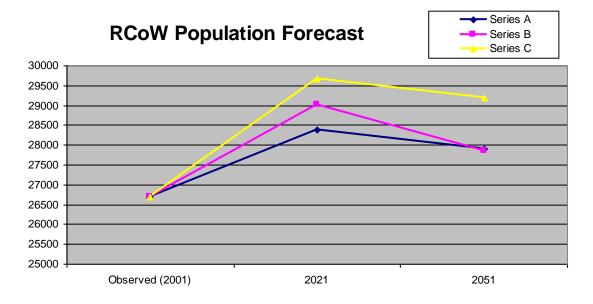
<sup>\*</sup>Estimate at 30 June 2002 from The Victorian Population Bulletin - 2003 Edition.

The ABS has made the series A, B and C population calculations in the above table using the following assumptions:

	Fertility (babies per woman)	Net overseas migration	Life expectancy (Male)	Life expectancy (Female)
Series A	1.8	125,000	92.2	95.0
Series B	1.6	100,000	84.2	87.7
Series C	1.4	70,000	84.2	87.7

The current fertility rate in Australia is approximately 1.75.

Based on the data above, the likely population growth assumptions for the Rural City of Wangaratta are displayed in the graph below:



While the graph may seem contradictory to the figures quoted above, this is a result of interstate migration that is only apparent in rural Victoria. Under the three Series the rate of interstate movement to rural Victoria as opposed to Metropolitan Victoria for 2005 – 2051 is as follows:

#### **Projected Net Interstate Migration**

	Melbourne	Rural Victoria
Series A	-15,000	2,000
Series B	-12,000	6,000
Series C	-7,000	10,000

This is a positive outcome for the Rural City of Wangaratta and all of rural Victoria as it is suggesting that rural areas will be achieving a net gain of a people from other states where metropolitan Melbourne will be losing population to other states between 2005 and 2051.

The Population Projections report provides further details that can be applied in a similar fashion to the population table above for age structure within the municipality. Due to the high error rate associated with this, the analysis has not been undertaken, though it is reasonable to state that Wangaratta's population will continue to age until about 2021 at which time the number of "Baby Boomers" will reduce through natural attrition.

The Department of Sustainability and Environment, through it's own research have estimated the future population of Wangaratta as follows:

	2002	2006	2011	2021	2031
Estimated Resident Population	26,671	26,957	27,233	27,583	27,713

#### **Summary**

- The Rural City of Wangaratta is likely to continue to experience population growth, but at a very modest rate.
- The urban area of Wangaratta has had a slow population decrease since 1981, but the number of dwellings has increased substantially.
- Rural towns saw significant growth in the 1980's and 1990's, but growth is now slowing.
- Dwelling growth will continue to outpace population growth in the foreseeable future due to decreasing household sizes.
- Dwelling expansion is most prevalent on rural residential type land that does not appear in the urban Wangaratta figures or the rural town figures.
- The average age of residents in the municipality will continue to increase due to declining birthrate and increased life expectancy.

#### 3. URBAN DEVELOPMENT

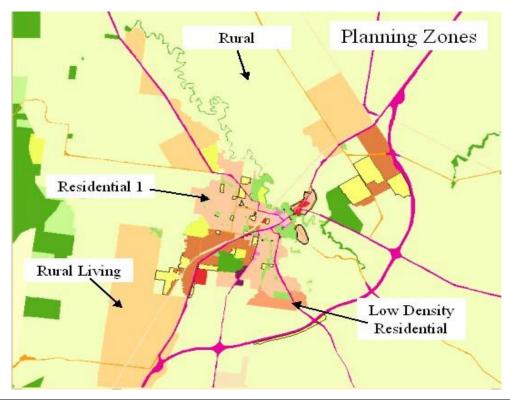
#### **PREVIOUS STRATEGIES**

In 1989 the then City of Wangaratta engaged planning consultants, Henshall Hansen and Associates to develop a residential strategy for Wangaratta. The primary purpose of the residential strategy was to "provide an overall strategic framework to guide the future growth and development of the City of Wangaratta to the turn of the century." The report, which was adopted by Council, supported a "balanced growth option" which encouraged development in both the western and southern areas of the municipality. The strategy required a positive redirection of activity to the south of the City to redress what was referred to as the traditional imbalance, but would not involve artificially restricting development in the west. The report acknowledged that community preferences and market forces play a great part in dictating the growth of a city. Ignoring these forces can result deterring development and growth from occurring.

It would appear that community preference and market forces ignored the southern development option, despite the availability of zoned land. The development forces continued to dictate growth in the West. More recently the development emphasis has been to the northwest. Development to the south of the city continues to be slow.

In 2000 the Rural City of Wangaratta commissioned a rural residential strategy. The report identified an over supply of residential and rural residential land in small towns. Many of the towns had in excess of 50 years supply of residential and rural residential land. This resulted in the back zoning of much of the residential and rural residential land in small towns. The report also identified that the low density residential land (one acre lots) to the north of the urban area of Wangaratta were not suitable for septic waste disposal systems. Because of the soil structure in the area septic systems were not able to dispose of waste water on one acre lots. The report recommended the back zoning of this land to a Rural Residential zone with a minimum lot size of 2ha (5 acres). This was later supported by a Panel hearing. The panel concluded that in the interests of the orderly planning of this growth corridor, ways and means should be sought to bring forward reticulated sewerage programs for this area if residential densities are to be increased.

The panel noted the community preference for low density development along the Yarrawonga Rd as evidenced by sales and development in this area. This was despite the availability of large areas of low density zoned land to the south of the city.



#### RESIDENTIAL LAND AVAILABILITY

#### Residential

In terms of vacant zoned residential land (Residential 1 Zone) which is the traditional medium density land there is around 110ha in the urban area of Wangaratta. This does not include zoned land that can't be developed due to flood overlays. It also does not include the land in the Tavern Terrace estate that is currently in large lots but has the potential to be further subdivided. The break down of the vacant residential land is approximately 70ha to the south of the city and 40 ha in the north west part of the city.

The price of fully service residential lots in the north west of the city varies between \$60,000 to \$100,000 depending on location. Lots are generally between 500 and 800 sq m in area. To the south of the city land prices are much lower with an average of around \$40,000 to \$50,000 for fully serviced lots. The lot sizes are similar.

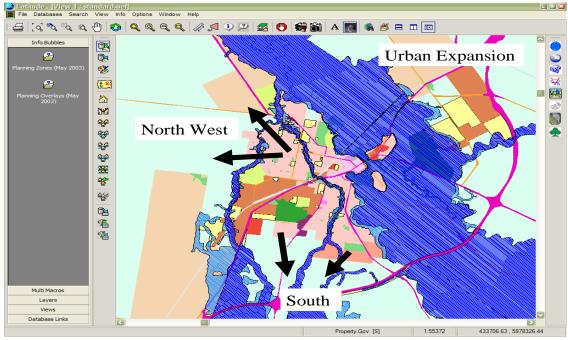
#### Low Density Residential

As discussed above currently the only area of vacant low-density land is to the south of Wangaratta. There is currently in excess of 70ha of vacant zoned low-density land in this area. Despite this there is not a high demand for the land to the south of the city. Any existing vacant 1-acre lots in the Yarrawonga Rd area are selling at prices in excess of \$150,000 whereas similar land to the south commands much lower prices. Traditionally low-density lots rely on a septic sewage system with reticulated water. With the continued unmet demand for 1 acre lots to the north of the city there is a need to investigate the possibility of providing reticulated sewage this area. A lower cost option of a pumped sewerage system should be investigated for this area.

#### **URBAN EXPANSION & RESIDENTIAL LAND TAKE-UP**

#### Residential

The constraints to the urban expansion of Wangaratta include the rivers and creeks and their potential flood. The diagram below shows the constraints to future residential development. It is fairly obvious that development is limited to the north west and the south. As discussed earlier the market preference is for the north west area.



New house approvals for the urban area are currently at about 80 dwellings per annum. Assuming a density of 10 lots per hectare on the current zoned land supply of 110ha there is

currently in excess of 13 years supply of zoned land. However in terms of residential land supply in the area preferred by the market, ie the north west area, there is only about 5 years supply. Council will need to look at the further rezoning of land in this area if the city is to continue to grow in this direction. History has shown that it is difficult to change the community preference for residential development.

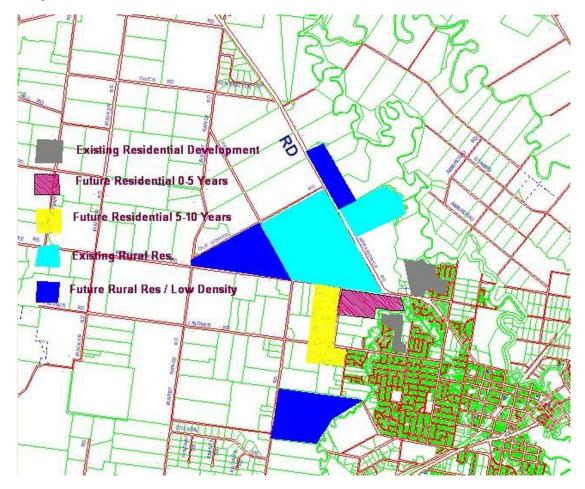
#### Low Density Residential

The same physical constraints apply to low density land as they do to residential land. In addition if reticulated sewerage is required for low density residential land the cost per lot can be a further constraint. This is particularly relevant in the north west area where further low density development can't proceed without reticulated sewage.

The take up rates for low density lots are not quite as clear as for residential land. Anecdotal evidence would suggest that since the back zoning of the land along the Yarrawonga Road would-be purchasers of this land are looking further afield to small lots in the rural zone. There has not been any additional interest in the vacant low density land to the south of the city as a result of the back zoning.

The following plan illustrates proposed future zoning changes for the North West fringe that allow for a mix of medium density and rural living subdivisions within close proximity to the Wangaratta city centre. No zoning proposals are made for the South of the city as land availability and zoning suggests a supply of 70 acres which, at current take-up rates will service requirements for at least 20 years in this area.

Potential future development for residential and rural residential could take place as per the diagram below:



#### NORTH WANGARATTA INDUSTRIAL ESTATE

#### Introduction

Early in 1994 Dominance Industries agreed to establish a \$100 million medium density fibreboard (MDF) facility in the Wangaratta municipality and selected an area of some 48 hectares of land in North Wangaratta.

In 1996, after a commissioning period of 18 months, Dominance Industries opened one of the most modern plants of its type in the world.

Based on the success of the Dominance project North Wangaratta became the logical target for future industrial development.

In February 1999 an area of 164 hectares of land was rezoned Industrial 1 and the Rural City of Wangaratta, with the assistance of the State Government, subsequently purchased 23 hectares (55 acres) of land at North Wangaratta with the view to developing a fully serviced industrial estate ready for medium to large development (refer attached) and a further 14.22 (35 acres) at Detour Road to meet future demand for industrial land.

Demand for land at the North Wangaratta Industrial Estate saw the original five lot proposal for Bourke Road amended to an eight lot subdivision (refer attached). Land identified as being developed within the next 5 years is currently zoned Industrial 1.

#### Infrastructure

#### Water & Sewerage

North East Region Water Authority is responsible for water and sewerage services within the Estate. The source of the water is from the rivers in the area and is treated to a level of World Health Standard for drinking. The supply will be sufficient to meet the demands of a low usage industry. In the case of a high usage industry on-site storage of water would be required, designed to suit the requirements of the particular industry.

A sewerage treatment works is located on the edge of the Estate with the service being available for connection by developers. The authority will accept normal domestic sewerage.

Process effluent, after primary treatment, is currently being accepted by the Authority from Dominance Industries. There is sufficient capacity in the system to accept further volumes for treatment, however further discussions with North East Region Water Authority regarding the nature of the discharge would determine the detail.

#### **Natural Gas Supply**

Origin Energy is responsible for the distribution of natural gas within the Industrial Estate. The Gate Section for distribution to the Estate is in Bells Lane (a continuation of Bourke Road to the south of the Crosher Lane intersection). Gas is reticulated within the Estate from a 150/160 mm diameter main that has the capacity to deliver 4500 cum/hr of gas. Consumers can be supplied at a maximum of 70 kpa or lower depending on the needs of the consumer.

#### **Power Supply**

TXU is responsible for the distribution network (wires and poles) that service the North Wangaratta Industrial Estate. Up to 2 MVA of power is available at three phase (22,000 volts).

Should a development requiring more than 2 MVA of power wish to establish in the Estate, a new feeder would be required to be established from the zone substation. TXU have looked at various routing options of this feeder and are committed to the installation of the network. The new feeder would provide limitless power in the Estate.

#### **Telecommunications**

PowerTel Ltd is the company responsible for the installation and operation of the optical fibre cable within the Estate. This cable will allow business in the Estate to have access to the latest telecommunications technology.

PowerTel is a licensed carrier and is in the process of installing a state-of-the-art, fibre optic telecommunications network in Australia. This installation will form part of the national telecommunications network.

Connection to the service provided by PowerTel will be by negotiations with PowerTel when details of the service requirements of an organisation are known.

#### **Storm Water**

The Rural City of Wangaratta is responsible for this service within the Estate.

#### **Road Transport**

The North Wangaratta Industrial Estate is bounded by the Hume Freeway that links Melbourne and Sydney. Access to the Estate is via the Great Alpine Road/Freeway interchange and Detour Road which has recently been upgraded to provide efficient movement of raw materials and finished product into and around the Estate and eventual 24 hour access. Commercial vehicles are not permitted access to the Estate from the north of the Bourke Road subdivision.

The Industrial Estate now provides a road system which permits the access by B Doubles with only a 3.2 km drive into the Estate from the Freeway.

A large network of transport companies are currently servicing the needs of Alpine MDF, the core tenant of the Estate.

Refer services location map attached.

#### **Future Supply**

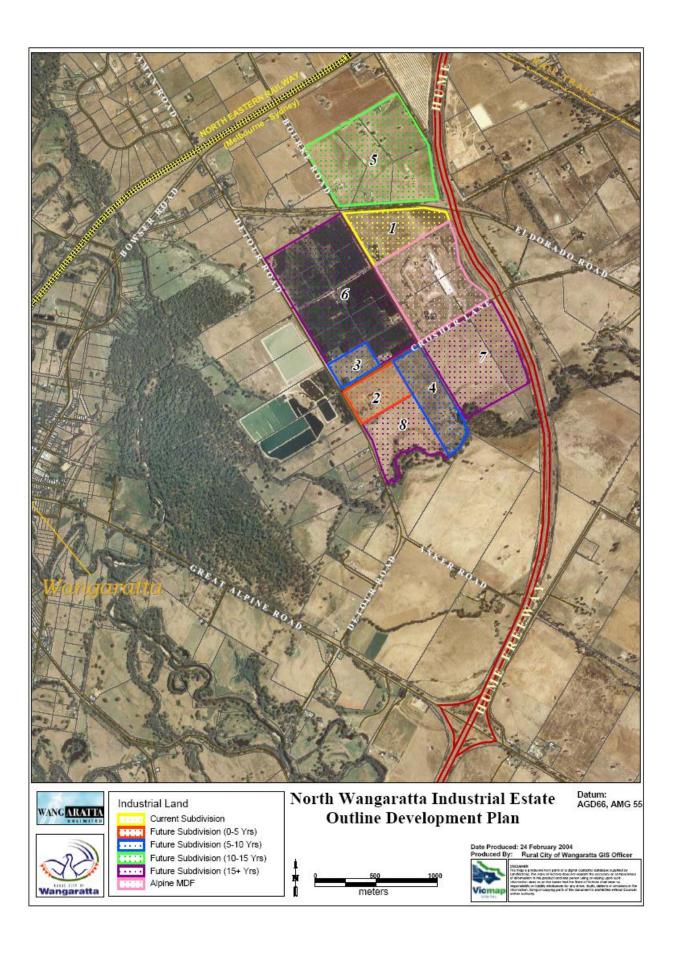
In 2003/04, a period which was characterised by strong economic growth and high business confidence, approximately five (5) lots were sold in Buckler Road. The remaining three (3) lots are expected to be taken up in the 2004/05 financial year. Supply of investment ready fully serviced industrial land in North Wangaratta is therefore limited.

With infrastructure works, the North Wangaratta Industrial Estate can continue to supply larger industrial lots and the locations for future supply are highlighted on the following plan. Land parcels are colour coded and numbered.

Considerations in future supply of industrial land in the South Wangaratta Industrial area include:

current zoning
availability / current ownership
environmental factors
infrastructure availability
cluster-style approach ie. consolidation of land
maintaining attractive town entries / visibility

A plan is provided below that details current and future supply of industrial land in the North Wangaratta area. Land identified as being developed within the next 5 years is currently zoned Industrial 1:



Address: Bucklers Road (off Bourke Road)
Ownership: Public (Rural City of Wangaratta)

Zoning: Industrial 1

Description: Lot 1 2.969 hectares (7.30 acres)

Lot 2 3.06 hectares (7.57 acres) Lot 3 2.58 hectares (6.38 acres) Lot 4 2.82 hectares (6.96 acres) Lot 5 2.90 hectares (7.17 acres) Lot 6 2.596 hectares (6.39 acres) Lot 7 1.916 hectares (4.71 acres) Lot 8 1.899 hectares (4.67 acres)

Current Use: Vacant industrial land

Infrastructure: All eight lots are fully serviced.

#### Stormwater

A large drainage system services the complex - the capacity is designed to cope with any run off from the entire estate. To enhance the protection of the environment in the area. However, it will be necessary for each development to have a simple retention basin on site to minimise the impact of a fully laden system down stream of this collection area. This basin will also service as a collector for first flush pollutants that emerge on a site during extended periods of dry weather.

Development Timeframe: Current Subdivision complete by October 2004

Site 2

Address: 247 Detour Road (cnr Crosher Lane)
Ownership: Public (Rural City of Wangaratta)

Zoning: Industrial 1

Description: House and vacant land, gas easement dissects property

Area: Approximately 14.6 hectares (35 acres)

Current Use: Vacant industrial land

Proposed Use: 14 lot industrial subdivision (refer attached plan)

#### Water

Limited water capacity in the Estate prevents future subdivisions without a major upgrade (150mm main to 400mm main from Wangaratta).

Sewer, natural gas, electricity and telecommunications are accessible but some distances are involved.

A 14 lot subdivision would require:

- road and internal drainage construction
- · retardation dams on each site
- · construction of sewer reticulation mains
- construction of a sewer pumpstation with a rising main discharging direct to the sewer treatment plant
- sewer contributions (headworks)
- water reticulation construction costs
- water contributions (headworks)
- civil works for electricity supply
- contribution to gas main construction
- survey and engineering charges
- Council fees and charges

An estimate by Stephen Oxley and Company (surveyors, engineers and development consultants) in January 2004 for the completion of the above is \$2 063 003.00 including the water upgrade.

Development Timeframe: Subdivision in 0-5 years

Address: 9 Crosher Lane

Ownership: Private Zoning: Industrial 1

Description: Single dwelling and vacant land
Area: Approximately 7.9 hectares (19 acres)
Current Use: Residential and farming activities

Proposed Use: Industrial Subdivision

Infrastructure:

Limited water capacity in the Estate prevents future subdivisions without a major upgrade (150mm main to 400mm main from Wangaratta).

Sewer, natural gas, electricity and telecommunications are accessible but some distances are involved.

Development Timeframe: Subdivision in 5-10 years

Site 4

Address: 1 Bourke Road

Ownership: Private

Zoning: Industrial 1 (north-west) and Rural (south-east)
Description: Single dwelling and vacant land, Reedy Creek at rear

Area: Approximately 21.9 hectares (52.5 acres)

Current Use: Residential and farming activities

Proposed Use: Industrial Subdivision

Infrastructure:

Limited water capacity in the Estate prevents future subdivisions without a major upgrade (150mm main to 400mm main from Wangaratta).

Sewer, natural gas, electricity and telecommunications are accessible but some distances are involved.

Development Timeframe: Subdivision in 5-10 years

Site 5

Address: 210 Bourke Road, 109 Wangaratta Eldorado Road and 44 Coleman Road

Ownership: Private

Zoning: Industrial 1 (north-west) and Rural (south-east)

Description: Multiple dwellings and vacant land

Area: Approximately 63.5 hectares (152.5 acres)

Current Use: Residential and farming activities

Proposed Use: Industrial Subdivision (rezoning required for Rural parcel)

Infrastructure:

Limited water capacity in the Estate prevents future subdivisions without a major upgrade (150mm main to 400mm main from Wangaratta).

Sewer, natural gas, electricity and telecommunications are accessible but reasonable distances are involved.

Upgrade to Eldorado Road would be required. Access from Eldorado Road subject to VicRoads approval.

Development Timeframe: Subdivision in 10-15 years

Address: Land bordered by Wangaratta Eldorado Road, Detour Road, Crosher Land and

Bourke Road

Ownership: Public (North East Water)

Zoning: Public Use Zone Description: Vacant land

Area: Approximately 86.5 hectares (207.5 acres)

Current Use: Cropping utilising grey water

Proposed Use: Industrial Subdivision (rezoning required)

Infrastructure:

Limited water capacity in the Estate prevents future subdivisions without a major upgrade (150mm main to 400mm main from Wangaratta).

Sewer, natural gas, electricity and telecommunications are accessible but some distances are involved.

Development Timeframe: Subdivision in 15+ years

Site 7

Address: 50 Bourke Road

Ownership: Public (North East Water)

Zoning: Public Use Zone Description: Vacant land

Area: Approximately 53.3 hectares (128 acres)

Current Use: Cropping utilising grey water

Proposed Use: Industrial Subdivision (rezoning required)

Infrastructure:

Limited water capacity in the Estate prevents future subdivisions without a major upgrade (150mm main to 400mm main from Wangaratta).

Sewer, natural gas, electricity and telecommunications are accessible but some distances are involved.

Upgrade to the north-east end of Crosher Lane would be required.

Development Timeframe: Subdivision in 15+ years

Site 8

Address: Detour Road
Ownership: Private
Zoning: Rural Zone
Description: Vacant land

Area: Approximately 22.2 hectares (53.25 acres)

Current Use: Farming activities

Proposed Use: Industrial Subdivision (rezoning required)

Infrastructure:

Limited water capacity in the Estate prevents future subdivisions without a major upgrade (150mm main to 400mm main from Wangaratta).

Sewer, natural gas, electricity and telecommunications are accessible but some distances are involved.

Development Timeframe: Subdivision in 15+ years

#### SOUTH WANGARATTA INDUSTRIAL AREA

#### Introduction

The South Wangaratta Industrial Area is a precinct of some two square kilometres North West and South East of Tone Road (Old Hume Highway).

The most recent subdivisions are:

- 1. Sinclair Drive seven lot subdivision in 1991
- 2. Murrell Street/Parnall Court thirteen lot subdivision in 1993
- 3. Barry Court five lot subdivision in 1985

The South Wangaratta Industrial Area will continue to supply smaller industrial lots in the range 2 000 to 4 000 m2 and the locations for future supply are highlighted on the following plan. Land parcels are colour coded and numbered.

#### Infrastructure

Water, sewer, single and three phase power and telecommunications are all available in the South Wangaratta Industrial Area.

Natural gas is generally available in the older subdivision areas but not the newer subdivisions.

#### **Future Supply**

Prior to 2003 the average sales of industrial land in South Wangaratta was two (2) lots. Demand was low, there was ample supply and pricing was based on an historical scale.

An economic development strategy in the 2003-2006 Corporate Plan is to:

 Identify, target and secure commitments by specific industries to establish within Council's industrial estates.

The performance measure is the sale of four (4) lots annually.

In 2003/04, a period which was characterised by strong economic growth and high business confidence, approximately fourteen (14) lots were sold including five (5) in the Murrell Street (Stage 2) subdivision. Accordingly land valuations increased by approximately 20 to 30%.

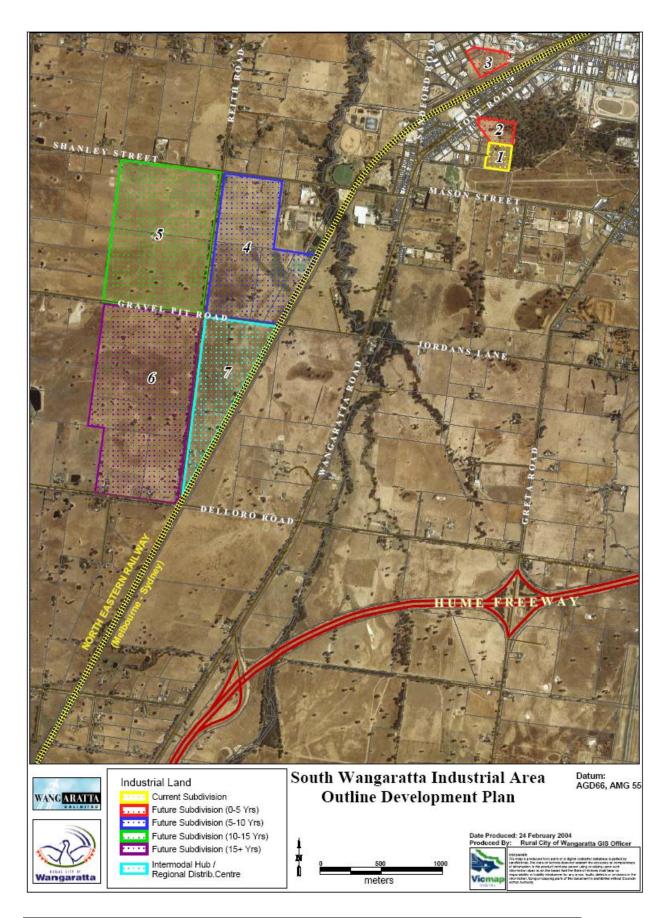
Considering the availability of industrial land in Murrell Street (Stage 2) and Sinclair Drive (Stage 2) there is at best a two year supply of serviced industrial land (small lots) in South Wangaratta.

Considerations in future supply of industrial land in the South Wangaratta Industrial Area include:

current zoning
availability / current ownership
environmental factors
infrastructure availability
cluster-style approach ie. consolidation of land
maintaining attractive town entries / visibility

The South Wangaratta Industrial Area will continue to supply smaller industrial lots in the range 2 000 to 4 000 m2 in addition to larger lots and the locations for future supply are highlighted on the following plan. Land parcels are colour coded and numbered.

A plan is provided below that details possible future supply of industrial land in the South Wangaratta area. Land identified as being developed within the next 5 years is currently zoned Industrial 1:



Address: Murrell Street

Ownership: Public (Rural City of Wangaratta)

Zoning: Industrial 1

Description: Vacant land adjoining Wangaratta Common

Area: Approximately 4 hectares (9.5 acres)

Current Use: Grazing

Proposed Use: 7 lot industrial subdivision (refer plan attached)

Infrastructure:

A 7 lot subdivision would require:

- road and internal drainage construction
- construction of open swale drains
- construction of sewer reticulation mains
- sewer contributions (headworks)
- water reticulation construction costs
- water contributions (headworks)
- civil works for electricity supply
- survey and engineering charges
- Council fees and charges

An estimate by Rural City of Wangaratta Engineering and Design Unit in February 2004 for the completion of the above is \$470 000.00.

Development Timeframe: Current subdivision complete by June 2004

Site 2

Address: Murrell Street

Ownership: Public (Rural City of Wangaratta)

Zoning: Industrial 1

Description: Vacant land adjoining Wangaratta Common Area: Approximately 4.9 hectares (11.8 acres)

Current Use: Grazing

Proposed Use: Industrial Subdivision or major single development

Infrastructure: All services available.

Development Timeframe: Future subdivision 0-5 years

Site 3

Address: Sinclair Drive

Ownership: Public (Rural City of Wangaratta)

Zoning: Industrial 1
Description: Vacant land

Area: Approximately 5.6 hectares (13.5 acres)

Current Use: Grazing

Proposed Use: 9 lot industrial subdivision (refer plan attached)

Infrastructure:

A 9 lot subdivision would require:

- road and internal drainage construction
- construction of open swale drains
- construction of sewer reticulation mains
- sewer contributions (headworks)
- water reticulation construction costs
- water contributions (headworks)
- civil works for electricity supply
- survey and engineering charges
- Council fees and charges

An estimate by Stephen Oxley and Associates (surveyors, engineers and development consultants) in October 2003 for the completion of the above is \$420 000.00.

Development Timeframe: Future subdivision 0-5 years

Site 4

Address: Shanley Street

Ownership: Part Public (Rural City of Wangaratta) and Private

Zoning: Public Use Zone, Rural and Industrial 1

Description: Vacant land

Area: Approximately 75.5 hectares (181.3 acres)

Current Use: Farming activities

Proposed Use: Industrial Subdivision or major single development (rezoning

required)

Infrastructure: Domestic services only. Rural road network.

Development Timeframe: Future subdivision 5-10 years

Site 5

Address: Reith Road
Ownership: Private
Zoning: Rural Living
Description: Vacant land

Area: Approximately 97.9 hectares (235 acres)

Current Use: Farming activities

Proposed Use: Industrial Subdivision or major single development (rezoning

required)

Infrastructure: Domestic services only. Rural road network.

Development Timeframe: Future subdivision 10-15 years

Site 6

Address: 173 Gravel Pit Road, 124 and 160 Delloro Road

Ownership: Private
Zoning: Rural Living
Description: Vacant land

Area: Approximately 121.25 hectares (291 acres)

Current Use: Residential and farming activities

Proposed Use: Industrial Subdivision or major single development (rezoning

required)

Infrastructure: Domestic services only. Rural road network.

Development Timeframe: Future subdivision 15 + years

Site 7

Address: 55 Gravel Pit Road, 38 Reith Road

Ownership: Private
Zoning: Rural Living
Description: Vacant land

Area: Approximately 46.6 hectares (111.75 acres)

Current Use: Residential and farming activities

Proposed Use: Intermodal Hub/Regional Distribution Centre

The Wangaratta Transport Study completed in March 2004 identified an opportunity for an Intermodal Hub/Regional Distribution Centre to service existing major industry and new enterprises. The Centre would include 5 lots, container park site and railway siding.

Infrastructure: Domestic services only. Rural road network.

Development Timeframe: 2-5 years

#### RETAIL DEVELOPMENT PLAN

There is limited vacant commercial land available within the Central Activities Area of Wangaratta. A recent study undertaken by Ratio Development Consultants, which links closely to the Wangaratta Urban Design Framework recommends some planning zone changes to the Central Activities Area to allow for future commercial growth. The current planning scheme amendment is recognising these changes, particularly around the Ovens River / Faithfull Street precinct.

The proposed Retail Development Plan (refer attachment) for the Wangaratta CBD provides a framework for the long-term development and management of retailing in the CBD.

#### **Vision Statement**

The Retail Development Plan is directed to achieve the following vision for the Wangaratta CBD:

- a distinctive, compact shopping, services and hospitality area of exceptional quality integrated with the city's parks and riverine setting.
- a balance of specialty stores and anchor tenants focused on the delivery of high quality services to residents of the regional catchment area and beyond.
- a gateway city for regional tourism and hospitality

#### Principal Elements of the Development Plan

The Retail Development Plan comprises the following principal elements:-

- Managed development and improvement of the Town Centre over the next 20 years in the context of a land use and activities structure;
- Reinforce Murphy and Reid Streets as the principal retail and commercial axis of the CBD.
- Provide a physical framework for the long-term consolidation of the CBD and the
  development of future core retail space (that is, shop space excluding peripheral sales)
  and pedestrian focused activities (that is, restaurants, cafes, retail services and other
  tourism and hospitality activities).
- Incorporate the Faithfull Street Retail Development Plan which is directed to achieve a new tourism focal area interfacing between the south bank of the Ovens River, Faithfull Street and the northern section of the Wangaratta CBD.
- Provide a framework for a quality pedestrian network system to traverse and interconnect the CBD's precincts.
- Provide a framework for a future reserve system of sites consolidation. It will be noted
  that these sites are located in the core areas of each of the four blocks, which comprise
  the principal section of the Wangaratta CBD.

In particular, it will be noted that:-

- Within each of the four key City blocks a consolidated area for landscaped car parking has been identified:
- In the south-western block the proposed discount department store has been located, to be integrated with pedestrian networks connecting the store to Murphy, Reid, Ovens and Ford Streets. The Plan also shows provision for active frontages around the landscaped parking area, in order to maximise pedestrian access to stores and services and to

spread the economic benefits arising from the proposed discount department store development:

- The other key City blocks also provide for future landscaped car parking areas. It is envisaged that in the short to medium term (that is, over the next decade), these areas could be consolidated and serve as landscaped car parks. In the longer term, these areas could also be redeveloped to accommodate future new retail developments. In this way, the off-street car parking system in effect serves as a land reserve system for future major retail developments.
- The strategic placement of the future off-street car parking areas (and potential retail development sites) has been designed to reinforce the primary retail-commercial axis of Murphy and Reid Streets.

Other important elements of the Plan include:-

- A proposed new urban design gateway at the intersection of Parfitt Road and Faithfull Street:
- Improved gateway and urban design treatment at the intersection of Ford Street and Murphy Street, with priority focus for new café facilities to interface with parkland areas on the east side of Murphy Street;
- Improved pedestrian access in the service area of the CBD west of Ovens Street;
- Landscape and urban design improvements along Baker Street to improve the amenity and provide an attractive landscape link to the Ovens River.

#### Other Retail Precincts

Wangaratta has a number of retail precincts outside the CBD including:

- Greta Road mix of businesses including light industrial
- Vincent Road local shopping precinct and some specialty businesses
- Appin Street local shopping precinct, tavern etc
- Phillipson/Muntz Streets local shopping precinct and some specialty businesses

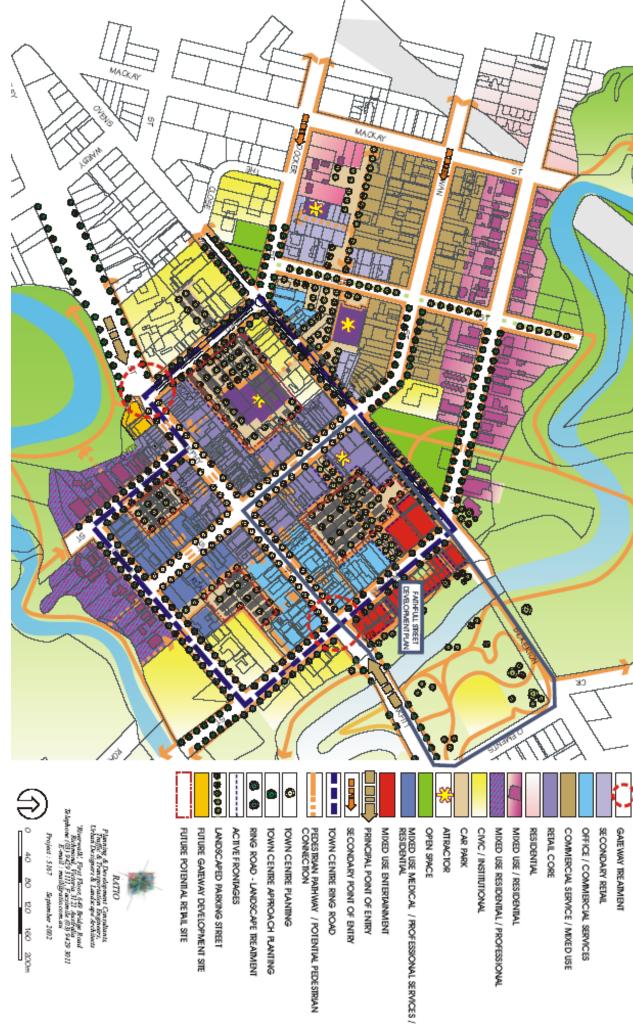
The growth of these precincts are dependent on localised residential and population growth.

#### Summary

The Retail Development Plan for the Wangaratta CBD is a physical framework for the medium and longer-term management of the CBD to achieve retail development, pedestrian space, car parking and amenity objectives for the sustainable development and long term prosperity of the CBD.

A diagram of the retail development plan is attached below:

SEPTEMBER, 2002



MIXED USE RESIDENTIAL / PROFESSIONAL

#### 4. SERVICE PROVISION

Add comments about Council's responsibility for drainage and whether there are any problems associated with this.

#### **Essential Services**

Essential services of electricity and telephone are available to all Urban Wangaratta residents and all residents within Rural towns throughout the municipality. There are no constraints that prevent population expansion in and around Urban Wangaratta and the rural towns as existing infrastructure can be easily expanded to cater for increasing demand. There are a very small number of rural lots however that do not have access to electricity and / or telephone, though these lots are not subject to the scope of this study.

#### Gas

Origin Energy have supplied Council with plans that detail the location of gas services throughout Urban Wangaratta and surrounds. At present there is no pipeline gas available in rural towns within the municipality.

Gas supply is routinely being connected to new subdivisions, including those of two and five acre size. All recent subdivisions in the Yarrawonga Road area have gas supply availability through high-pressure pipelines. These high-pressure lines allow future expansion of supply without major infrastructure upgrading. Similarly, development in the south can be catered for by utilising high-pressure lines that extend out Whitfield Road and Greta Road.

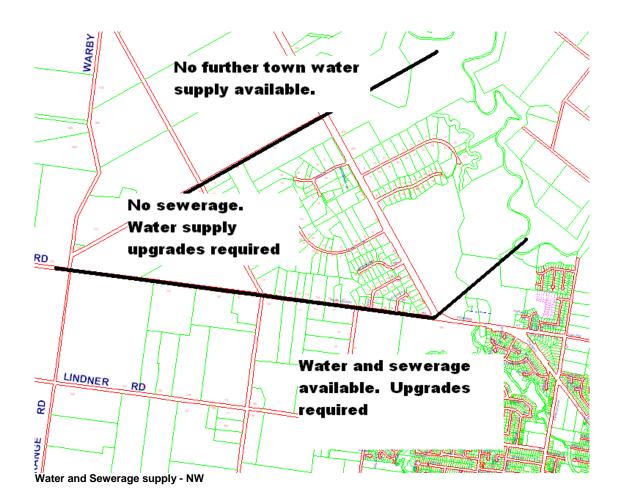
#### Water and Sewerage

Water and sewerage are the only two services that appear to present any potential future supply issues. Recent discussions with the North East Regional Water Authority (NERWA) have indicated that supply problems may soon exist in the rapidly expanding north west of Wangaratta. There is presently no spare capacity for future development north of Old School Road along Yarrawonga Road for town water supply. Immediately north of Wangandary Road, but south of Old School Road there is some supply availability, but this is limited and hence infrastructure upgrades will be required to service future needs. Council's Planning unit will have to work closely with NERWA to ensure that future upgrades can be provided in a timely manner.

There is currently no reticulated sewerage systems north of Wangandary road.

The urban development occurring in the north west of the town (Edwards Street, College Street, Williams Road) is provided with reticulated sewerage and town water supply. NERWA have indicated however that some major improvements are required to ensure that adequate pressure and security of supply is maintained. A diagram is provided below that details the water and sewerage issues in this area.

NERWA has indicated that there are currently no supply constraints at the south of urban Wangaratta for sewerage or water. Developments can be undertaken in this area without impacting adversely on the availability of supply. Some distribution main improvements are however proposed for this area to ensure ongoing adequacy and generally improve supply.



#### North Wangaratta Industrial Estate

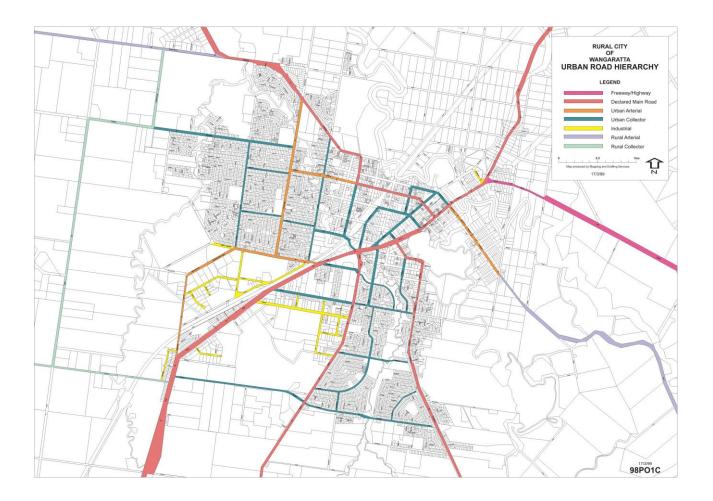
The water supply being delivered to the North Wangaratta Industrial Estate is limited by the supply main capacity. New connections are being restricted until a new supply main can be provided to the area. Sewerage is available in the Industrial Estate subject to extension of the sewer network.

#### Road infrastructure

The Rural City of Wangaratta has an expansive urban and rural road network. The roads within the municipality are categorised according to their usage levels. The following plan details the road network types in and around Wangaratta.

The plan implies that suitable roads are available to and within populated areas and cater effectively for traffic flows. Road networks can easily be expanded to cater for new subdivisions in the North-west (Yarrawonga Road), West (Christensens Lane / Williams Road) and South (Whitfield Road / Greta Road) as necessary.

There are some long term road infrastructure planning implications associated with the further north west development in terms of increased pressure on Rowan St particularly between Green St and the CAA. All access to the CAA from the NW area must use Rowan Street. Consideration needs to be given to widening the existing road or developing an alternative access. There are no foreseeable long term road infrastructure impediments to further residential development to the south of the city.



#### **Land Capability**

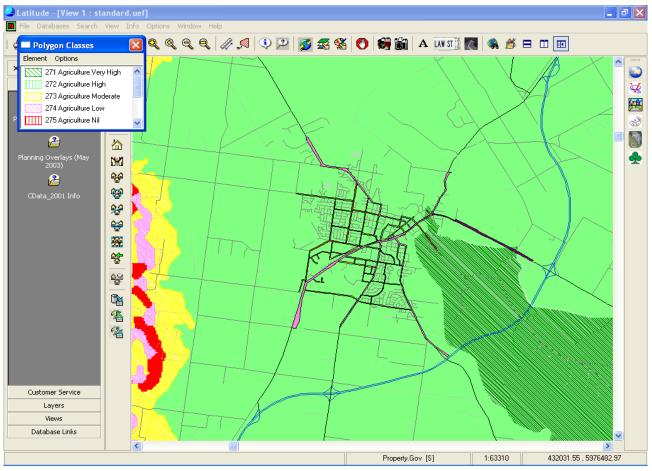
Historically Wangaratta was located on high quality agricultural land and therefore any expansion of the town is going to impact on high quality agricultural land. The best quality agricultural land is located along the river flats and because this is subject to flooding it is not suitable for residential expansion. In order for the city to expand there must be some loss of high quality agricultural land and it is generally accepted that any future residential development should be contiguous with existing development to take advantage of existing services available.

As discussed above the soil structure in some areas is such that septic systems (including clear water systems) are not suitable for lots of one acre. Reticulated sewerage will be required if low density development is to be allowed in these areas. Council policy currently requires clear water systems to be used for all developments on land less than 2ha (5 acres).

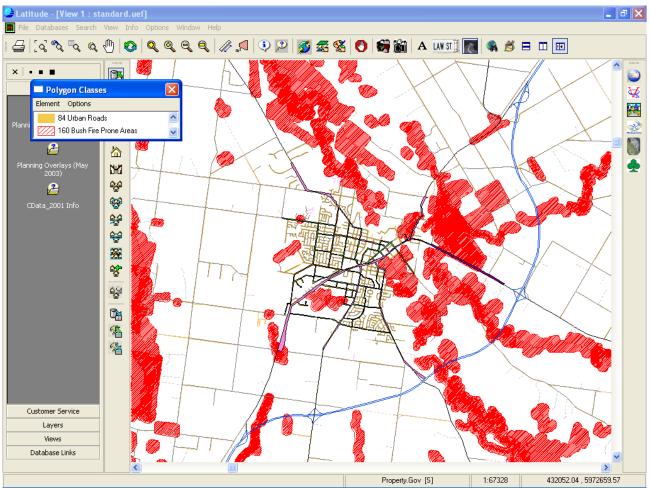
None of the rural land surrounding the city is proposed to be included in the Wildfire Management overlay as it does not constitute a threat in terms of bushfires. It mostly consists of cleared farmland with some scattered trees.

Most of the areas of environmental significance close to the urban area are located within the flood overlay or on crown land and would therefore not be impacted by residential expansion.

The diagrams below detail the agricultural value of land surrounding urban Wangaratta and the bushfire prone areas surrounding urban Wangaratta.



Agricultural land value



Bushfire prone areas

### 5. RURAL TOWNS

#### Glenrowan

A masterplan has been prepared for the future development of the Glenrowan township. This establishes a vision and recommendations for Glenrowan based on a series of capital works projects and provision of private investment and development opportunities. The masterplan has been incorporated into the Planning Scheme. The planning scheme:

- Highlights the historical, cultural, and tourism significance of Glenrowan;
- Facilitates development in Glenrowan in accordance with the Glenrowan Masterplan;
- Includes some specific actions to recognise further strategic work that needs to be commenced:
- Provides specific guidance through a local policy in relation to the preferred location of new uses and the physical form of development, to address objectives for the township, landscape, heritage and tourism activity;
- Protects and enhances vegetation in Glenrowan; and
- Provides heritage controls for a number of heritage sites.

The town has approximately 140 dwellings and some 30 vacant lots. Some of the vacant lots are large and capable of further subdivision. The development rate for the town over the last five years has been in the order of 2 houses per year. While there is sufficient zoned land for future development, the major impediment to the growth of Glenrowan is the lack of reticulated sewerage.

#### Milawa/ Oxley

These towns are directly linked to the "Gourmet Region" which forms part of Council's tourism strategy. These towns have potential to be major satellite towns for Wangaratta, providing lifestyle opportunities for residents. Again the major impediment for the development of these towns is the lack of reticulated sewerage and an untreated water supply.

Oxley has approximately 100 houses. The Oxley Township Zone has a 10 year land supply at the current rate of development. There is a further 20 years supply of Low Density Zoned land (minimum 1 acre lots).

Milawa has some 90 houses with a similar land supply as Oxley both for the Township Zone and the Low Density Zone.

These time frames would be drastically reduced if reticulated sewerage was available.

#### **Eldorado**

Eldorado has maintained the highest growth rate of any township in the Rural City. There are currently approximately 130 house in Eldorado, with an average of just under 4 houses constructed per annum. Again the area does not have reticulated sewerage or water. The Township Zone has in excess of 20years supply of land. There is no rural residential land surrounding the Township. Given the poor agricultural value of much of the land in this area, there maybe an opportunity some Rural Residential land in this area.

#### Other Townships

All other townships have shown minimal growth in recent years. While there will always be a demand for residential land in these towns the supply of land is sufficient for at least 20 years at current growth rates. All towns lack reticulated sewerage.

#### 6. STRATEGIC LINKS

Both the **Municipal Strategic Statement (MSS)** and the **Community Vision** are currently being reviewed. The MSS is a companion type document for the Wangaratta Planning Scheme in that it details the changes that are taking effect and the changes that are likely to take effect into the future and considers the impacts upon the planning scheme as a result of this. This Municipal Land Strategy further supports the MSS and Planning Scheme in that it considers the likely demand on land in the municipality and suggests the impacts that physical and natural infrastructure will have on that demand (eg flood overlay and service provision).

The Community Vision is essentially a document that describes what the community believes the municipality should look like in the future. The document summarises the key projects and partnerships that need to be developed in order to achieve the vision. The vision, while realistic, promotes ideas and outcomes that will challenge all people in the community and ensure that the Rural City of Wangaratta achieves its mission of being a vibrant, diverse and secure place to live. This Municipal Land Strategy supports the Community Vision in that it details how and where the municipality is likely to grow allowing infrastructure and services to be appropriately located.

This plan also provides important background information for a number of existing strategies and plans that have been developed within Council:

Infrastructure Sustainability Plan – The Municipal Land Strategy provides an understanding of where key residential services exist (such as water, sewerage and gas) and what limitations exist with those services. The strategy also details the use of land and what environmental issues require consideration when developing or maintaining infrastructure (such as fertility of land, flood zones, proximity to freeway etc.).

**Urban Design Framework** – The Municipal Land Strategy provides an understanding of how the profile of persons living with the Rural City of Wangaratta is likely to change over time. It is this profile that will allow the Urban Design Framework to provide appropriate infrastructure and services to meet the current and future needs of the community. As the Wangaratta profile is likely to age, this ensures that the Urban Design Framework focuses on the needs of an ageing population.

**Community Wellbeing Plan** - Formerly the Municipal Public Health Plan, this plan identifies the important needs within the community in order to provide an environment where community capacity can be strengthened and where safety and health needs of citizens are addressed. The Municipal Land Strategy, through the identification of housing needs and changing population demographics provides important background information for the wellbeing plan.

#### Future Development

For future revisions of the Municipal Land Strategy, it will be necessary to consider the needs of the documents listed above as well as any new strategies or plans that are developed within the community. Similarly, the above-mentioned plans and strategies should consult the research and findings of the Municipal Land Strategy in order to ensure that they are developed with an understanding of the future issues that will impact upon land within the municipality.

#### Community Involvement

As the Municipal Land Strategy contains facts and data with some interpretation it is difficult for the community to become directly involved in its recommendations. However it is important that the wider community is made aware of the facts that have been discovered as a result of the development of this strategy and understand the implications for the municipality as a result of the findings. Further, through the discussion of linkages with other strategies and plans, interested members of the community should be made aware of how they can positively impact upon the future of the municipality by becoming involved in initiatives from other strategies (eg Community Vision and Community Wellbeing plans).

#### 7. RECOMMENDATIONS

- That Council adopt this strategy and immediately undertake the rezoning of land to the south of Wangandary Road and east of Christensen Lane from Rural to Residential 1.
- That Council investigate ways to encourage residential growth on the southern fringe of Urban Wangaratta.
- That Council request North East Region Water Authority to extend water and sewerage systems in the North Western urban growth area to allow further rezoning of Low Density Residential land.
- That Council commence discussions with North East Water in relation to land swaps to provide addition Industrial land at North Wangaratta.
- That Council request North East Region Water Authority to upgrade water and sewerage systems within the North Wangaratta Industrial Estate to ensure future needs are catered for.
- That Council request TXU to undertake a review of service provision in the North Wangaratta Industrial Estate and implement appropriate systems which cater for future growth.
- That Council continue to monitor the development of commercial land in urban Wangaratta to ensure future needs are catered for.