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STRATEGIC DIRECTIONS

Settlement

The settlement hierarchy in the municipality consists of a regional city, townships, rural townships and rural settlements as identified in the following table and shown on the Wangaratta Strategic Framework Plan at Clause 02.04.

Table 1 - Settlement hierarchy

Settlement Status	Name of settlement (and services)
Regional City Identified as a Regional City in the Hume Regional Growth Plan Regional services and facilities Transport links	Wangaratta (reticulated sewer system, reticulated water)
Townships Residential and commercial uses Have reticulated sewerage Identified potential for growth Proximity to Wangaratta Regional City	Glenrowan (reticulated sewer, reticulated water) Milawa (reticulated sewer, ground water co-op) Oxley (reticulated sewer, reticulated water) Moyhu (reticulated sewer and reticulated water)
Rural Townships Residential and commercial uses Limited development infrastructure Incremental growth	Boorhaman, Cheshunt, Eldorado, Everton, Peechelba, Tarrawingee, Whorouly (natural water supply) Springhurst, Whitfield (reticulated water)
Rural Settlement No residentially zoned land	Archerton, Bobinawarra, Boorhaman East, Boorhaman North, Boralma, Boweya, Bowmans Forest, Bowser, Brookfield, Byawatha, Carboor, Cheshunt South, Docker, Dockers Plains, Edi, Edi Upper, Everton Upper, Greta, Greta South, Greta West, Hansonville, King Valley, Killawarra, Laceby, Londrigan, Markwood, Meadow Creek, Murrungee, Peechelba East, Tolmie, Toombullup, Warby Ranges, Whitlands, Whorouly East, Whorouly South

Regional City

Wangaratta has been identified in the Hume Regional Growth Plan as a 'Regional City' with opportunities for significant residential growth. Over 90 per cent of growth in Wangaratta will occur in the Regional City, with most of it being directed to its identified North West and South Growth Areas. The balance of residential growth in the Wangaratta Regional City will occur through intensification of residential development in the Central Activities Area (CAA) and infill development.

Residential Growth Areas

The Wangaratta Residential Growth Areas respond to residential growth anticipated over the next twenty years, specific to greenfield development. The Wangaratta North West and Wangaratta South Growth Areas will be the primary growth areas for the Regional City.

The North West Growth Area covers an area of approximately 215 hectares and is expected to yield approximately 1670 lots accommodating 5000 residents. The South Growth Area covers 71.5 hectares yielding 615 lots accommodating 1800 residents.

The vision of the Wangaratta North West and Wangaratta South Growth Area Structure Plans is to establish a sustainable, well-connected, uniformly planned and well-serviced neighbourhoods that establishes a positive sense of place.

Urban Renewal Areas

The **South Wangaratta Urban Renewal Area** has many under-utilised sites and other sites in transition from industrial to mixed uses. The South Wangaratta Urban Renewal Area has been identified as an appropriate location for a mix of land uses including bulky goods sales, accommodation, civic precinct and recreation. It includes the redevelopment of four key sites.

Industrial Areas

Wangaratta's industrial areas will be the focus of industrial and large-scale commercial development in the Rural City of Wangaratta. These industries will service the local economy along with interstate export markets, capitalising on the City's strategic location. The industrial areas will play a major role in the local economy by stimulating local business development, entrepreneurship, and generating local employment. By driving innovation, new technologies and sustainable solutions the Wangaratta industrial areas will contribute to the sustainability of the local community and environment.

The **South Wangaratta Industrial Area** has the potential for long term industrial expansion that will provide an important economic and employment resource. There are many dwellings in the industrial zones, in close proximity to long established industries that require substantial distances reinforcing the need to ensure that suitable land is available elsewhere in Wangaratta for these businesses if they chose to relocate. There is a risk that industrial uses could be affected by the encroachment of residential uses over the long term in the south of the precinct. The strategic potential of the land to the south east should be protected.

The **North Wangaratta Industrial Area** has slowly occurring development and is likely to require up-front investment in services to achieve the economic potential and performance of industrial land in the North Wangaratta area. North Wangaratta has the flexibility to respond to a range of future industrial uses, sizes and location based requirements, including opportunities for value adding industries.

Townships

Townships are in demand for new residential, low density residential and rural living growth options, particularly **Glenrowan, Oxley and Milawa**. **Milawa, Moyhu and Oxley**. Township Development Plans have been prepared for ~~the three~~ all four townships to provide a strategic vision and coordinated approach to population growth, housing provision, township revitalisation, protecting amenity and managing change.

The **Glenrowan** Township Development Plan (at Clause 11.01-1L-01) establishes a vision to create a rural township centre, protecting the landscape and nationally significant heritage character. Focusing on the preservation of the Kelly Gang Siege site and protection of the remnant native vegetation that contributes to its neighbourhood character.

The **Milawa** Township Development Plan (at Clause 11.01-1L-02) delivers a vision that recognises the rural character of Milawa, its role within the 'Gourmet Region' and the need to protect its landscape setting.

The **Moyhu** Township Development Plan (at Clause 11.01.1L-05) establishes a vision to guide the future expansion of the township to support the local community and surrounding King Valley, including opportunities for growth, at a scale that is compatible with the existing character of the town including the retention and the protection of significant vegetation assets and the surrounding rural and significant landscape character of the King Valley environs.

The **Oxley** Township Development Plan (at Clause 11.01-1L-03) establishes a vision of reinforcing the rural 'farm gate' character of Oxley, providing opportunities for development of a scale complementary to the character of the town, supporting surrounding farming activity, small scale tourism and connected pedestrian and cycle network linking the township to its recreation reserve and the King River.

Rural Townships

Rural townships have more limited development infrastructure and potential for incremental growth due to their lack of infrastructure, particularly water, drainage and reticulated sewerage. However there is still demand for residential developments at various densities in Rural Townships, particularly in Tarrawingee and Everton (because of the natural water supply) and Springhurst and Eldorado (from commuters to Albury Wodonga, possibly increasingly associated with the future freight logistics centre at Barnawartha).

Rural Settlements

All other hamlets are identified as being 'Rural Settlements' with no residentially zoned land.

Council seeks to manage the development of its settlements by:

- Accommodating most of the projected residential growth in the municipality in the North-Western Growth Area and the Southern Growth Area of the Wangaratta Regional City.
- Conserving land for the long-term residential growth of the North-Western Growth Area to meet future residential needs, as identified in the Wangaratta Regional City plan at Clause 02.04.
- Supporting low density residential development in Established Townships and Rural Townships (in the 0.4 to 2 hectare size range) depending on whether reticulated sewerage is available.
- Allowing for a small amount of residential development to occur incrementally in rural areas and settlements.
- Supporting and protecting industrial land as an economic and employment resource.
- Improving infrastructure provision in 'Townships' and 'Rural Townships' so as to provide further opportunity for residential growth and economic growth.
- Avoiding residential development that is not associated with an agricultural use in 'Rural Settlements'.
- Maintaining the rural character of Glenrowan, Oxley and Milawa.
- Protecting the amenity and 'farm gate' character of Oxley and Milawa.

Activity centres

The Wangaratta Central Activities Area (CAA) is the principal activity centre and is significant for the economic performance of the municipality. It offers a range of retail, commercial and office functions serving a large regional catchment extending into southern New South Wales. Other centres in the hierarchy are identified in Table 2.

Table 2: Activity Centre Hierarchy

Designation	Activity Centre
Principal Activity Centre	Wangaratta Central Activities Area
Neighbourhood Activity Centre	None identified
Future Neighbourhood Activity Centre	North West Residential Growth Area (Lindner Road - Worland Road) South Residential Growth Area (Greta Road – Joyce Way)
Local Activity Centre Local Activity Centres are defined by commercial zoning	Murdoch Road Burke Street Vincent Road Muntz Street

Designation	Activity Centre
	Appin Street (north) Appin Street (south) Edwards Street
Bulky Goods Retail Centre	Parfitt Road
Future Bulky Goods Retail Centre	Tone Road – Newman Street
Specialty Activity Centre	Wangaratta Health Precinct

Council seeks to develop its activity centres by:

- Reinforcing the role of the CAA as the Principal Activity Centre to serve the needs of the local community and regional population.
- Supporting the redevelopment of key sites in the CAA.
- Directing more intensive housing forms (medium to high density) to the CAA.
- Directing office expansion and medium to large retail stores to the CAA and its periphery.
- Activating laneways and under-utilised sites within the CAA.
- Reinforcing the role of the Health Precinct as the principal area for health care facilities to service the community of Wangaratta and the broader Hume Region.

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Environmental and landscape values

The Ovens and King Rivers comprise significant ecological corridors and major floodplain systems. The Ovens River riverine corridor runs through the urban extent of Wangaratta and is being progressively developed with walking and bicycle trails. Part of the Ovens River is classified as a 'heritage river' under the *Heritage Rivers Act 1992* due to its cultural and historic significance and warrants particular building setbacks and land management requirements.

Native vegetation is a critical part of biodiversity and environmental health in the Rural City and remnant vegetation is to be protected. The extent of native vegetation has declined on private land, primarily from agricultural, residential and other pressures. Roadsides are often the only remaining areas of native vegetation in cleared farming areas. Weed invasion, human and stock access, agricultural inputs and inappropriate management have reduced the biodiversity value of remnant native vegetation.

Wetlands are an important part of the natural environment and are scattered throughout the municipality, primarily on the floodplains of the Ovens River and King River.

Ridgelines, escarpments, hilly areas and other significant landscapes form an important part of the rural environment and provide backdrops to large, elevated areas of public and private land. The rural landscape of the municipality is an important natural asset that requires protection from inappropriate land use and development. The Warby Ranges are a prominent and significant feature in Wangaratta, that dominates the landscape in the northwest of the municipality, north of the Hume Freeway.

Council seeks to:

- Protect and enhance biodiversity values, ecosystem health and remnant vegetation, including scattered trees, roadsides, native grasslands, wetlands and riparian environments along waterways.
- Protect ridgelines, escarpments, hilltops and other significant rural landscapes through sensitive siting and design of buildings and works.
- Encourage development that protects important environmental values.

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The following environmental risks are issues in the municipality:

- Bushfires, particularly in areas on the outskirts of rural townships and rural settlements as a consequence of a highly vegetated natural environment.
- Flooding, particularly from the major floodplain systems of the Ovens River and King River.
- Salinity, acid soils and erosion.

Council seeks to address environmental risks by:

- Minimising risk to life and property from bushfire and flooding through siting, design and management of use and development.
- Protecting environmental and agricultural values from degradation by erosion.
- Encourage development that manages environmental risks.

Wine industry and licensed premises

There are a range of land uses that may have off-site amenity impacts including licensed premises and cellar door sales.

While the wine industry is an important part of tourism and agriculture, the operation of cellar door sales and surrounding land uses should be compatible.

Many licensed premises in urban areas are situated in the vicinity of residential areas. Conflict can arise between licensed premises and residents if on-site and off-site amenity effects are not managed.

Council seeks to address potential amenity impacts by:

- Ensuring wineries and their cellar door sales facilities are compatible with the rural character of the area.
- Mitigating impacts on residential properties from adverse noise, traffic and parking associated with night-time activities of licensed premises.

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The agricultural sector is a significant economic industry and social resource in the municipality. Parts of the Ovens River and King River valleys are rated as being of 'very high' agricultural versatility and the centre and northern sections of the municipality are rated as 'high' versatility.

Subdivision and housing in rural areas, including short-term tourist accommodation that is not associated with agricultural activities can potentially undermine the viability of the rural sector through loss of productive agricultural land, use of infrastructure and water that could be used for agricultural production, land values exceeding agricultural value and amenity impacts. Rural subdivision and housing have the potential to create demand for community and physical infrastructure that may be more efficiently provided in dedicated rural living areas.

Rural uses in rural areas operate on a 'right to farm' principle, allowing existing agricultural land uses to legally operate and continue irrespective of adjoining or nearby uses. Potential amenity impacts need to be minimised between agricultural uses and rural lifestyle uses, particularly in higher agricultural productivity and versatility areas.

The appearance of rural buildings is also important given the high visual quality of landscapes in the municipality.

Council seeks to protect the viability of agriculture by:

- Maintaining the productivity and versatility of agricultural land, particularly in higher agricultural ‘versatility’ areas.
- Protecting the primacy of rural land for agricultural purposes.
- Minimising potential amenity impacts between agricultural uses and rural lifestyle uses.
- Ensuring that dwellings and subdivision meet the principle of ‘right to farm’ in rural areas, where existing agricultural and rural uses in the area have a right to legally continue.
- Ensuring that dwellings and subdivision do not adversely impact on the agricultural activities carried out on the land and the general area.
- Directing rural lifestyle development to existing Rural Living and Low Density Residential Zones.

Water

Groundwater is an important environmental and economic resource that can be compromised through overuse, effluent disposal systems and other urban and agricultural drainage and effluent. Rural development and rural living proposals are usually supplied with some form of rural water supply. There can be a large cumulative effect on the overall catchment yield from rural and rural living developments.

Significant parts of the municipality are in a Declared Special Water Supply Catchment Area as indicated on the Strategic framework plan at Clause 02.04.

Council seeks to protect the viability of waterways and water catchments by:

- Protecting the water quality of waterways and water storages, particularly when used for human consumption.
- Avoiding industrial uses in Declared Special Water Supply Catchment Areas.
- Avoiding compromising water quality through inappropriate works or the location of buildings and effluent disposal systems.

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Built form and heritage

The natural and built heritage of the municipality has scientific, aesthetic, architectural, cultural, historical and social significance. Heritage places include buildings, sites, trees and aboriginal cultural sites.

The township of Glenrowan captures the legend of Australia’s most well-known bushranger, Ned Kelly. The Kelly Siege Site at Glenrowan is on the National Heritage Register. Eldorado has sites of national heritage significance from the gold rush era.

Council has committed to support climate adaptation and community values by embedding principles around energy, water, waste, transport, pollution, materials, local economy, land use and ecology, heritage, the built environment and community and facilities into the new residential areas and infill sites within the municipality.

Gateway approaches into the municipality’s settlements are important for their contribution to character, amenity and economic potential.

While signs have an important function in urban and rural environments, their location, design and appearance can pose a number of challenges in these diverse environments.

Council seeks to:

- Encourage the restoration and reconstruction of heritage places in the Heritage Overlay.
- Encourage built form that is proportionate in scale and respects places of identified heritage value.

- Support climate adaptation and environmentally sustainable design and development in the municipality.
- Support the application of ‘water sensitive urban design’ principles and ‘water reuse’ as essential components of sustainable urban development.
- Protect gateway approaches into Wangaratta Regional City, townships and rural townships to maintain their contribution to character, sustainability, amenity, tourism and economic potential.
- Support building design and materials that maintain the visual amenity of each township.
- Protect the visual amenity of localities and transport corridors by avoiding visual disorder and clutter.
- Support signs that make a positive contribution to the streetscape.

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Housing**Diversity**

The majority of existing housing in the municipality is detached, with approximately 80 per cent of the projected growth also expected to be detached dwellings. There is a shortage of housing stock that caters for lower income groups including students, the elderly and people experiencing social disadvantage. Affordable housing close to the Wangaratta Central Activities Area and future Neighbourhood Activity Centres will provide access to employment and services.

Rural lifestyle

There is demand for low density residential lots in Wangaratta in the 0.4 hectare to 2 hectare size range. The market preference is to the north (Waldara area), south-east (Wangaratta-Whitfield Road) and south-west (west of Reith Road). Potential lot sizes vary depending on whether reticulated sewer is available.

Council seeks to manage housing in its towns by:

- Supporting the development of a diverse and affordable housing stock that meets the varying needs of the local population.
- Encouraging medium density housing and mixed-use development in strategic locations, such as the town centres of townships.
- Developing accommodation to support and enable people experiencing social disadvantage, the elderly and students to live and study in Wangaratta.
- Directing rural residential style housing to land zoned for rural living or low-density residential around serviced townships.
- Encouraging environmentally sustainable design principles in housing and subdivision.

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Economic development**Agriculture**

Agriculture is a major economic industry and employment generator in the municipality. In addition to the traditional animal grazing industries of cattle and sheep, other agricultural industries, such as viticulture in Milawa, Oxley and King Valley and stone fruits in the Warby Ranges are increasingly important.

Industry

Wangaratta is a regional commercial, service and manufacturing centre with strengths in metal fabrication and engineering, trade and technical services, textiles and timber processing.

South Wangaratta has many small to medium size industries that take advantage of good transport links. Land zoned industrial and public use in North Wangaratta has the flexibility to respond to a range of future industrial uses, including value adding industries.

North Wangaratta is ideally located to accommodate industries which require large land holdings, involve high water usage and/or separation distances.

Timber

Locational advantages for timber production in the municipality and region are enhanced by existing local timber processing, an available labour force and excellent access to major road and rail transport infrastructure.

Tourism

Tourism is a significant economic strength of the municipality, with wineries, gourmet food, access to the snow fields, the Ned Kelly region and major tourist routes providing a significant tourism destination. The Wangaratta CAA is also of tourism significance, particularly the Ford Street arts and cultural precinct and the Ovens River / Faithfull Street precinct.

Council seeks to promote economic development by:

- Supporting the agricultural sector as essential to the economic and social performance of the municipality and the region.
- Maintaining and encouraging viable agricultural industries.
- Protecting agricultural land from encroachment from residential development.
- Strengthening Wangaratta as a regional commercial, service and manufacturing centre.
- Supporting North Wangaratta for a range of large and medium scale industrial uses.
- Protecting the extent of Industrial 1 Zone land for industrial purposes.
- Avoiding potential land use conflicts particularly between existing industrial land and nearby residentially zoned land.
- Supporting timber production and processing as locational and economic strengths of the area and region.
- Supporting functional, attractive and sustainable industrial land use and development.
- Exploring opportunities to grow tourism destinations and support services in Wangaratta, townships and rural areas.
- Strengthening Wangaratta's role as a significant cycling destination for tourists.
- Supporting sustainable tourism development throughout the municipality.
- Establishing the municipality as the primary centre for the wine industry in north-eastern Victoria.

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Transport

Key local industry sectors, including agriculture, forestry, quarrying and tourism depend on a network of local roads for continued growth. This network is under great stress by the increasing demands for access.

The municipality has important recreational cycling infrastructure including extensive shared path networks within and beyond the urban area, and the 'Murray to Mountains Rail Trail' connecting Wangaratta to Beechworth and Bright. However, cycling plays only a minor role in conveying people to and from work.

Wangaratta Airport is a large regional airport. Potential development includes a pilot training school and an international logistics centre for freight transport. Council owns approximately 35 hectares of vacant land adjacent to the airport that can be used for future development.

Council seeks to plan and deliver transport improvements in Wangaratta by:

- Aligning future road capacity to emerging demand.
- Facilitating improvements in pedestrian and bicycle movements through the municipality.
- Improving access for heavy vehicles to and from the Hume Freeway and other external freight sources and destinations.
- Integrating the planning of freeways with controls on land use and development in the areas through which they pass.
- Developing the Wangaratta airport with runway and terminal upgrades subject to flooding issues being resolved.
- Enhancing and promoting the key local and arterial road networks used by industry.
- Encouraging the active planning and construction of key north-west bypass route to remove freight from travelling through the city centre.

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Infrastructure

Community infrastructure

Health facilities

The Wangaratta Health Precinct is the heart of healthcare for Wangaratta and the broader Hume Region, the precinct is also a significant employment centre. The Precinct prioritises the importance of community wellbeing and forms an attractive and welcoming place. The *Wangaratta Health Precinct Structure Plan (SJB Urban, July 2019)* seeks to promote the co-location of health and allied health services alongside the creation of a safe and pedestrian friendly network of landscaped streets and spaces that connect people with place, services and each other.

There is also a trend for medical centres and other consulting professionals to locate in residential areas. Such uses can create amenity conflicts with residential uses, put pressure on the residential dwelling supply and cause car parking difficulties.

Education facilities

Wangaratta is a regional education centre with tertiary facilities. There are opportunities for tertiary education growth in nursing, community services and aged care, equine and veterinary science, agriculture and horticulture, building and construction, sport, recreation and trade.

Open space

The municipality has a good supply of open space, particularly in central Wangaratta and township areas. However, there is a greater demand for recreational spaces across a wider range of recreational infrastructure types. Recreation activities are diversifying and moving towards passive recreation, walking, cycling, swimming and fitness activities. Deficiencies have been identified in the distribution of open space in some communities, the quality of land upon which open space is established and the development of quality open space.

Council seeks to:

- Facilitate and support the continued development of the Health Precinct as the principal location for Health and allied health services in Wangaratta.
- Support medical centres that are designed and located to minimise any negative impact on residential amenity.
- Facilitate a diverse range of arts, cultural and educational uses.

- Ensure the existing open space network continues to expand with population growth.
- Improve the diversity, distribution and quality of open space, sport and recreation infrastructure and facilities.
- Use open space contributions in residential zones to ensure the community continues to have access to open space and recreational activities.

Development infrastructure

Many of the road and drainage systems are over sixty years old and were built at a lower specification than required, placing significant constraints on intensifying development in established areas. South Wangaratta is particularly low lying and poorly drained.

Developing reticulated water and sewerage infrastructure is a major determinant for residential and economic growth. The City of Wangaratta is currently experiencing significant capacity issues in particular the ability to service the currently zoned North West and South residential growth areas. This issue also directly extends to the townships of Oxley and Milawa.

The wastewater treatment plants at North Wangaratta, Glenrowan and Moyhu and a trade waste treatment facility at South Wangaratta support urban, township, commercial and industrial growth across the municipality. Significant upgrades to water and sewerage reticulation networks and treatment processes are required to service present and future growth in both Wangaratta and adjoining townships.

The lack of reticulated sewer and water supply systems in rural townships restricts development opportunities and can adversely affect the quality of groundwater.

The continuing expansion of the North Wangaratta landfill site will remain a significant capital works priority unless regional collaboration in waste management is established. Landfill sites are subject to increasingly stringent environmental controls.

The Wollert to Wodonga Pipeline and Northern Interconnect Pipeline are major state infrastructure assets containing high pressure gas transmission pipelines licensed under the *Pipelines Act 2005*.

Council seeks to plan and deliver development infrastructure improvements by:

- Capitalising on existing infrastructure when providing for housing growth.
- Aligning subdivision and development to the capability of land to accommodate drainage and effluent.
- Ensuring residential, rural residential and other land uses are conditional on the provision of drainage systems that are adequate to meet the needs of users.
- Limiting development near high pressure pipelines to avoid risks to human life.
- Avoiding any adverse impact on the functional operation of high pressure pipelines by any development in their vicinity.