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FINAL REPORT SHEPPARTON CBD STRATEGY

FOR THE GREATER SHEPPARTON CITY COUNCIL

October 2008

Acknowledgements

The Greater Shepparton City Council acknowledges the traditional custodians of the land which now comprises Greater Shepparton. We pay respect to their tribal elders, we celebrate their continuing culture and we acknowledge the memory of their ancestors.

The important contribution that individuals and groups of the Shepparton community have made to the development of the Shepparton CBD Strategy is also appreciated and acknowledged.

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EXECUTIVE SUMMARY

Vision for the Shepparton CBD

The following vision for the CBD has been identified for the purposes of the CBD Strategy:

Shepparton's central business district (CBD) will be the Victorian leader and regional centre for innovation and sustainability. This will be evidenced in the management and preservation of its natural environment, design of its buildings and spaces, a thriving economy and its consolidation as a regional community and cultural focal point.

A welcoming and safe ambience will be created in the CBD for residents, visitors and workers, across all age groups and cultures. People will be attracted to the CBD to visit its range of shops and businesses and its interesting and safe pedestrian environment. Cafes and restaurants will showcase the food and wine offer of the Goulburn Valley and reflect the cultural mix of the population.

The CBD will also become a vital centre for education and cultural life in the region. A vibrant atmosphere will be created during the day, into the night and on weekends as a result. New buildings and improvements to the city's streetscapes that demonstrate Shepparton's leadership and represent its cultural depth and diversity will create a strong and progressive image.

Key Priorities

To achieve the vision, 11 key priorities have been identified as integral for the Shepparton CBD Strategy and include, in no particular order:

1. Developing and promoting Shepparton as a leader in sustainability through building design, transport modes resource management, its natural riverine environment and strong community.
2. Consolidating the CBD as the principal retail centre in the region and creating an active, vibrant and safe CBD.
3. Supporting a robust economy and local employment through appropriate land use mix and activities in the CBD.
4. Creating residential opportunities and expanding housing choice within the CBD.
5. Supporting development of the tertiary precinct and enticing students to live and study in Shepparton CBD.
6. Defining a forward-looking image for the Shepparton CBD taking into consideration its strong indigenous and post-settlement migrant history, riverine location and local agricultural industry.
7. Improving the design, function and safety of key sites and precincts within the CBD including the Vaughan Street precinct, Maude Street Mall, Stewart Street and Shepparton Plaza.
8. Creating a pedestrian and cycling-friendly environment.
9. Improving movement and access by reducing traffic in the CBD, improving public transport services and cycling links and facilities.
10. Improving access to and provision of car parking within the CBD.
11. Improving access to, and an awareness of, the riverine area on the periphery of the CBD.

Themes – Objectives

Activities

- Consolidate the Shepparton CBD as the principal retail centre in the region.
- Ensure the continued focus of specialty retailing and entertainment within the traditional retail core.
- Reflect the multicultural and indigenous population of Shepparton through related retail offer.
- Strengthen the Shepparton CBD's role as an office and commercial location.
- Attract more people to live in the Shepparton CBD as a means of providing a greater range of housing choices and supporting the vibrancy and economy of the CBD.
- Increasing residential density in established residential areas around the CBD that have good access or amenity opportunities.
- Integrate and support major educational uses in the Shepparton Tertiary Education Precinct (STEP) and surrounding area.
- Enhance the role of the Shepparton CBD as a 'university city' by creating an attractive CBD in which to study and live.
- Strengthen Shepparton's image as a regional community and cultural hub.
- Strengthen links with the indigenous and cultural communities in Shepparton through expanding cultural-related activity in the CBD and working with the RiverConnect project.
- Establish the Shepparton CBD as a tourist destination.
- Attract visitors to the CBD throughout the day, week and year.
- Create a vibrant and active street life and event program within the CBD that supports its other roles.
- Create the feel of a 'river city' and take advantage of the natural environment setting of the Shepparton CBD.
- Ensure that the provision of infrastructure services is coordinated to meet the demand of new developments and redevelopments of the Shepparton CBD and achieves satisfactory floodplain management requirements.

Buildings

- Strengthen links to the post-settlement history of Shepparton by identifying and protecting the built heritage of the CBD.
- Develop an image for Shepparton as a city that fosters innovative and sustainable contemporary design.
- Promote the principles of environmentally sustainable design in all new development of the private and public realms.
- Create attractive and vibrant streetscapes that are defined by high-quality buildings of an appropriate scale and setback to their location.
- Make better use of available land by allowing higher scale buildings in appropriate locations.
- Protect the amenity of residential areas and the significance of heritage sites.
- Emphasise important sites with higher scale built form.



Spaces

- Enhance outdoor life in the city through the quality of its open spaces, within and immediately surrounding the CBD.
- Provide a range of open spaces of different sizes and landscape qualities, from small, quiet parks to larger gathering spaces that can accommodate public events.
- Integrate the CBD and river spaces through improved visual connections and linkages to attract pedestrians, cyclists and tourists to the riverine areas.
- Improve the amenity and image of the CBD through the quality of its streetscape design.
- Improve the image and accessibility of the CBD through the use of coordinated signage to identify key functions, attractions and access points.
- Design buildings and spaces to improve the level of actual and perceived safety throughout the CBD.
- Design the outdoor spaces of the CBD to enhance the sustainability of the city and to conserve water.
- Create public art in the CBD that projects the character and uniqueness of Shepparton and enlivens public spaces.
- Express the values of the Shepparton community through public art and create links to the many cultures, races, religions and age groups in the community.
- Raise awareness of the indigenous and post-settlement history of Shepparton through public art.

Access

- Refocus the Shepparton CBD as a place for pedestrians or local traffic.
- Manage the short-term operation of the CBD road network to redirect freight and non-local through traffic to alternative routes prior to development of the Shepparton bypass.
- Improve access to the Shepparton CBD by a variety of sustainable transport modes including foot, bicycle, public transport and also private vehicle.
- Encourage modal shift from cars to more sustainable modes of transport such as bicycles, buses and foot to reduce the requirement for car parking in the CBD.
- Manage car parking demand and provision to support the economic competitiveness of the Shepparton CBD.
- Create a high-quality pedestrian environment in the Shepparton CBD.
- Support pedestrian priority throughout the CBD.
- Encourage safe and convenient access to the river and public spaces.
- Ensure the CBD is well connected by public transport to provide a viable alternative to the car.
- Encourage greater bicycle usage as a transport option to the Shepparton CBD for commuter and recreational cyclists.

Governance and Leadership

- Promote the Greater Shepparton City Council as a leader in sustainability through application of and advocacy for best practice and new technology in the CBD.
- Strengthen Shepparton's economy by promoting the CBD as an ideal location for the renewable energy industry and other sustainability-related sectors.

- Improve public and private sector relationships to maximise opportunities for development of the CBD.
- Create an attractive built environment that supports a range of activities to meet the current and future needs of all people who live in or visit the CBD.

Precinct - Visions

Precinct 1 – Retail Core

The retail precinct in Shepparton will provide an exciting range of shops and entertainment options that cannot be found elsewhere in the city. The core retail area will contain the major anchor stores, cinemas, entertainment, clothing and national brand retailers. The peripheral retail area will contain other retailing such as larger format homewares, office supplies, service businesses, offices and specialty retailers. The mall will function as the true 'centre' of town, with higher building forms around to denote its significance, and Fryers Street will provide a focus for food and dining activities.

Precinct 2 - Office

The precinct will have a commercial office focus, enlivened by residents living above ground-floor offices, service businesses and cafes, where they will be able to access views, amenity and recreational opportunities provided by the Goulburn River environs. Well-designed buildings will maximise their river frontage and incorporate increased height along Welsford Street, while still allowing views between buildings of the river environs beyond.

Precinct 3 – Secondary Office/Retail

The area will accommodate a mix of medium-density residential, small office and peripheral retail uses. The precinct will develop a cohesive appearance through the use of consistent streetscape treatments and built form.

Precinct 4 – Peripheral Residential

Medium-density housing integrated within established residential developments will maximise residential opportunities close to services and functions of the CBD and river. New infill development will demonstrate the application of Ecologically Sustainable Design (ESD) principles to its design and performance, acting as a catalyst for improvements to the existing established residential buildings.

Precinct 5 – Office and Higher Density Residential

This precinct will be an 'inner urban' area with higher built form comprising a mix of higher density residential, ground-floor offices and secondary retail and upper level residential. Buildings will contribute to the public spaces including street spaces, providing a safe pedestrian experience where spontaneous interactions are common. The precinct will be valued for its proximity to dining and entertainment opportunities in Fryers Street, shopping in the Maude Street Mall, student services at STEP, the Vaughan Street supermarkets and public transport.

Precinct 6 – Tertiary Precinct

This precinct will be a community learning hub based around contemporary ESD architectural forms, interesting and active spaces and a quality regional library. The STEP site will be accessed by cyclists and pedestrians adding to the vitality within the precinct. The well-utilised network of pedestrian pathways within the site will link to key destinations and services including the CBD, railway station, Fryers Street activities and student housing. The STEP site will be used by all Greater Shepparton residents and will become an active focal point for the CBD.



Precinct 7 – Civic

As the civic and cultural focus of Shepparton, this precinct will present a strong image for the city at the western gateway of the CBD. This will be achieved through the design quality of its buildings and spaces.

The Eastbank Centre will, over the years, be upgraded to accommodate expanded facilities offering performance and exhibition space for local and visiting artists and performers. The surrounding open spaces of the Queens Gardens, Monash Park and the river will complement the role and profile of the Eastbank Centre. These spaces will provide three different types of parkland experiences within close proximity of the CBD, ranging from a formal landscape to natural bushland and designed to represent a different aspect of Shepparton's history and culture.

Precinct 8 – Showgrounds and SPC Ardmona

The showgrounds will be upgraded as the CBD's key event space, hosting a wide range of activities throughout the year.

Importantly, a strong link to the history of the site will be maintained. The highlight of the upgraded showgrounds' calendar will be the annual Agricultural Show and the site will continue to provide a home for the Shepparton Agricultural Society. In addition, the heritage elements of the site such as the gates and grandstand will be restored for the enjoyment of future generations.

Complementing the heritage nature of the site, new architecture will showcase Shepparton's leadership in environmental design. The site will be landscaped using Water Sensitive Urban Design (WSUD) initiatives and its appearance substantially improved with new drought-resistant planting. Feature signage at each gateway will assist in creating a new image for the site.

Improvement to the key link along Fryers Street across the railway line and creation of a new pedestrian and bicycle link across the railway line at the end of Stewart Street to Thompson Street, will improve pedestrian movement and access between the showgrounds, car parking and the CBD.

Precinct 9 – Rowe Street East Mixed Use

The Rowe Street East mixed-use precinct will continue to provide a location for mixed uses with higher quality buildings that address street spaces and reduce their impact on surrounding sensitive uses. Offices, larger format retail and residential buildings will sit alongside each other and vacant sites and car parks will be redeveloped, taking advantage of the convenient location. Karibok Park will be transformed into a key open space that is easily accessible to workers, visitors to the community centre and residents in surrounding areas. Shepparton Plaza will be redeveloped as a shopping centre that addresses the street space and marks the entrance to the CBD. The dominance of car parking will be reduced by locating it to the side or rear of buildings. Pedestrian access will be prioritised along Purcell Street to encourage people to walk between the CBD and the railway station.

Precinct 10 – Railway and Adjoining Land

Land alongside the railway line will become available for alternative uses including commercial and residential buildings that address street spaces. Sites that back onto the railway will provide potential for higher scale buildings adjoining the railway, including commercial buildings that may incorporate offices and residential uses at upper levels. Streets within the precinct will be upgraded as pedestrian and cyclist spaces to improve access between the CBD and the railway station.

INTRODUCTION



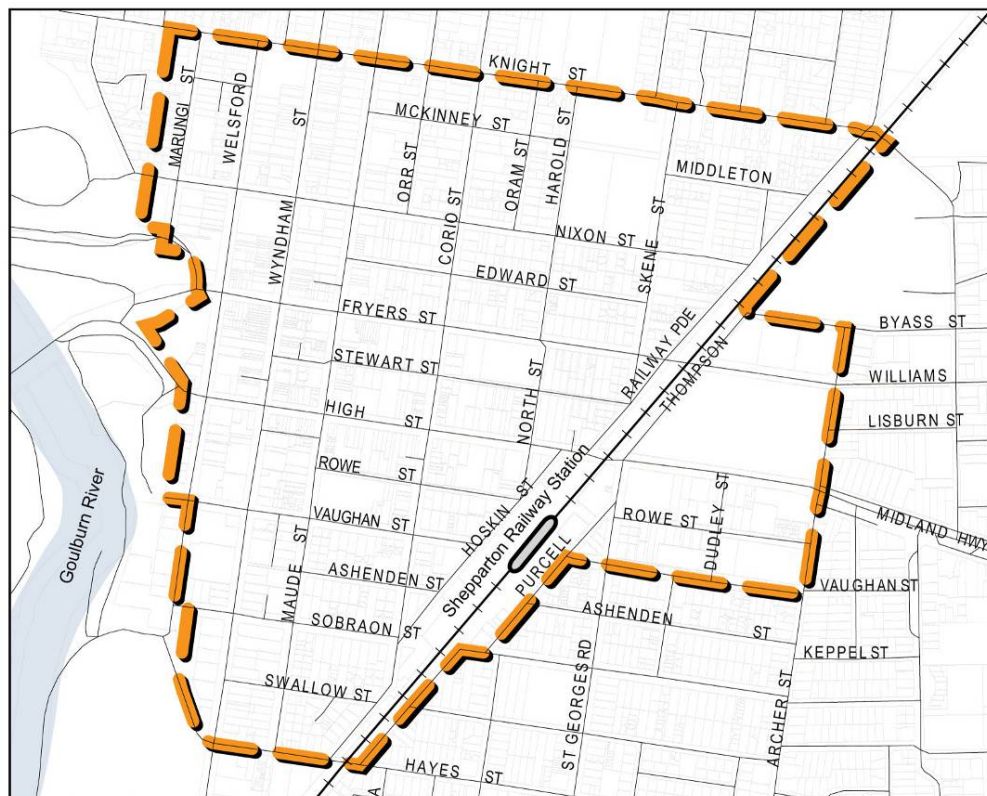
The Shepparton CBD Strategy

The Shepparton CBD Strategy has been prepared for the City of Greater Shepparton. The Council initiated the project: in response to the requirement of the State Planning Policy Framework to prepare structure plans for activity centres; to further develop recent local policy directions for the Shepparton CBD including those from the Greater Shepparton Economic Development Strategy (2006) and the Greater Shepparton 2030 Strategy; and to direct the expected future growth within the CBD. The structure plan will guide change to future land use, built form, access and public spaces in the Shepparton CBD up to 2030.

Study Area

The Shepparton Structure Plan Study Area comprises the area bounded by: Knight Street to the north; the Goulburn River environs to the west; and the eastern and southern boundaries follow parts of Hayes Street, Purcell Street, Vaughan Street, Archer Street, Byass Street and Thompson Street, as shown in the map below. This area is referred to as the Shepparton Central Business District (CBD).

MAP 1: STUDY AREA



Consultation

Community and stakeholder consultation has been an important component of developing the strategy plan, and included:

- A steering committee including officers from the Greater Shepparton City Council and a representative from the Department of Planning and Community Development (DPCD) to oversee and manage the project.
- A stakeholder reference group involving community members to provide direct input to the project.
- Project bulletins were released at key milestones to provide the community with project information and updates. Feedback forms were attached to the bulletins to obtain community feedback on the issues and draft plan stages of the project.
- Interviews were conducted with key landowners/developers to understand commercial drivers and issues for the investment industry.
- A community workshop was held on Tuesday 4 September 2007 to identify issues, ideas and opportunities for the plan.
- The draft plan was placed on exhibition between Monday 7 April and Friday 9 May, 2008. Exhibition included a staffed street display held in the Maude Street Mall on 19th April, 2008.

An outline of the consultation and the feedback provided to date is contained in Appendix 1.

Policy Directions for the Strategy

The Greater Shepparton City Council has undertaken recent studies for the Shepparton CBD that provide directions for, and are relevant to, this structure plan. A number of these studies provide background to the structure plan. The studies of particular importance for this structure plan include:

- Greater Shepparton 2030 Strategy Plan, Coomes Consulting, October 2006
- La Trobe University – TAFE Precinct Development, North Street Shepparton: Planning Stage Report, Design Services, 2007
- Shepparton CBD Access Appraisal Report, Access Audits Australia, January 2007
- Shepparton Show Me Economic Baseline Analysis, Essential Economics, 2007
- Urban Design Framework- Shepparton North and South Business Areas, Coomes Consulting, 2006
- Greater Shepparton Economic Development Strategy, Urban Enterprise/Nexus Consultants, 2006
- Shepparton Central Business District Parking Precinct Plan Final Report, Ratio Consultants, 2006
- Greater Shepparton Bicycle Strategy Review, PBA International, June 2006
- City of Greater Shepparton Urban Design Manual, Urban Initiatives, 2000
- Greater Shepparton Designated Accessible Parking Bays Audit Report, July 2007.

How to Read the Plan

The structure plan is organised with the following sections:

Introduction includes detail about the study area, types of consultation undertaken during preparation of the plan, and a policy context including relevant previous studies.

Overall Directions sets the scene for the plan. A vision and identification of key priorities for the plan are described, along with general objectives and actions for the following themes:

- Activities
- Buildings
- Spaces
- Access
- Governance and Leadership.

Precinct Directions identifies the specific vision, objectives and actions for nine precincts in the study area. The precincts are based on existing and future land use and built form. Design guidelines and key site development guidelines are included in some precincts.

Implementation Plan sets out the specific actions recommended by the structure plan detailing the priority for the actions and responsibilities for implementation.

DIRECTIONS

Greater Shepparton 2030 Strategy Plan

Greater Shepparton 2030 Strategy Plan (referred to throughout this document as Greater Shepparton 2030) sets the scene for the future of the municipality. It sets a clear and sound strategic framework for the Shepparton CBD Strategy, with the following vision:

"Greater Shepparton 2030 - the regional centre distinguished by the range of its sustainable achievements."

Strategic Objectives

To support the vision, Greater Shepparton City Council identified seven strategic objectives including:

1. Community Pride: Engaging with our community to build pride in the present and the future
2. Partnerships for Sustainability: Working with others to ensure continued sustainable development
3. Infrastructure: Ensuring our infrastructure meets community needs and growth potential
4. Quality of Life: Making Greater Shepparton the place to live, work, play and visit
5. Lifelong Learning: Making education and learning a vital component of our community's future
6. Vibrant Recreation and Culture: Celebrating and participating in cultural and recreational activity
7. Council Organisation and Management: Ensuring we are ready to respond to and meet our community's needs.

Sustainability Principles

Greater Shepparton 2030 provides for continued sustainable development. The principles of sustainable development underpin planning for the municipality. Achieving a sustainable economy, society and environment is inherent to achieving the vision. The following attributes and principles of sustainability underpin the Shepparton CBD Strategy:

- Inter-generational equity - The ability for both present and future generations to utilise the natural resources to meet their needs.
- Intra-generational equity - The sharing of resources and opportunities amongst present generations.
- Precautionary - Taking the cautionary approach if an environmental impact may result.
- Conservation of biodiversity - Allowing native species to survive and thrive.
- Internalisation of environmental costs - Identifying the true costs of products or services. Supporting principles for the above include the planning and implementation of actions through an 'integrated planning' process.

Strategic Directions

The following strategic directions of Greater Shepparton 2030 provide a context for the CBD Strategy:

Settlement, Housing & Urban Design: Commit to growth within a consolidated and sustainable development framework.

Community Life: Enhance social connectedness, physical and mental health and wellbeing, education and participatory opportunities in order to improve liveability and provide a greater range of community services.

Environment: Conserve and enhance significant natural environments and cultural heritage.

Economic Development: Promote economic growth, corporate and economic development and diversification, with a focus on strengthening the agricultural industry.

Infrastructure: Provide and re-structure urban and rural infrastructure to enhance the performance of the municipality and facilitate growth.

Vision for the Shepparton CBD

The following vision for the CBD has been identified for the purposes of the CBD Strategy:

Shepparton's CBD will be the Victorian leader and regional centre for innovation and sustainability. This will be evidenced in the management and preservation of its natural environment, design of its buildings and spaces, a thriving economy and its consolidation as a regional community and cultural focal point.

A welcoming and safe ambience will be created in the CBD for residents, visitors and workers, across all age groups and cultures. People will be attracted to the CBD to visit its range of shops and businesses and its interesting and safe pedestrian environment. Cafes and restaurants will showcase the food and wine offer of the Goulburn Valley and reflect the cultural mix of the population.

The CBD will also become a vital centre for education and cultural life in the region. A vibrant atmosphere will be created during the day, into the night and on weekends as a result. New buildings and improvements to the city's streetscapes that demonstrate Shepparton's leadership and represent its cultural depth and diversity will create a strong and progressive image.

Key Priorities

To achieve the vision, 11 key priorities have been identified as integral for the Shepparton CBD Strategy and include, in no particular order:

1. Developing and promoting Shepparton as a leader in sustainability through building design, transport modes resource management, its natural riverine environment and strong community.
2. Consolidating the CBD as the principal retail centre in the region and creating an active, vibrant and safe CBD.
3. Supporting a robust economy and local employment through appropriate land use mix and activities in the CBD.
4. Creating residential opportunities and expanding housing choice within the CBD.
5. Supporting development of the tertiary precinct and enticing students to live and study in Shepparton CBD.
6. Defining a forward-looking image for the Shepparton CBD taking into consideration its strong indigenous and post-settlement migrant history, riverine location and local agricultural industry.
7. Improving the design, function and safety of key sites and precincts within the CBD including the Vaughan Street precinct, Maude Street Mall, Stewart Street and Shepparton Plaza.
8. Creating a pedestrian and cycling-friendly environment.
9. Improving movement and access by reducing traffic in the CBD, improving public transport services and cycling links and facilities.
10. Improving access to and provision of car parking within the CBD.
11. Improving access to, and an awareness of, the riverine area on the periphery of the CBD.

Delivering on the Key Priorities for the Shepparton CBD

These priorities have influenced the plan in three ways:

- They have guided the directions established in the themes that follow.
- They find expression in the actions recommended in the precincts section of the plan.
- They will be reflected in the actions identified for early implementation in the implementation section of the plan.

An outline of each priority is provided in the following section.

THEMES

Themes

The Shepparton CBD Strategy has been set out by way of five themes that apply across the CBD or large parts of it. Paramount to the plan is identifying the means by which Shepparton CBD can become a truly sustainable city.

Activities

The Activities theme relates to the location and intensity of land use activities in the Shepparton CBD including retail, office, commercial, education, community, residential and industrial uses. The plan aims to consolidate development and intensify activities in the Shepparton CBD to produce many environmental and social benefits. These benefits include: adding life and vitality to the centre; preserving the natural vegetation and environment; making better use of existing infrastructure; clustering land uses to reduce travel distances; and supporting more energy-efficient modes of travel to reduce car dependency.

Buildings

The Buildings theme considers the 'three dimensional' form of the CBD. This includes the height and form of buildings, how they relate to the streets and spaces around them, how to encourage design quality and buildings that support achieving the Activities objectives and actions, and issues of heritage and streetscape character. Achieving improvements to the environmental performance of the built form will be fundamental to this plan.

Spaces

The Spaces theme deals with the different types of spaces within the CBD, and how these could be improved or expanded. This includes integration with the key spaces of the Goulburn River, as well as footpaths, laneways and plaza spaces. It also addresses landscaping, street trees, street furniture, public art and safety in public spaces. Spaces should be provided and designed in the future to support intensification of activity, a CBD resident population, and for improved environmental performance and resource efficiency.

Access

The Access theme looks at the various modes of transport used to travel to and through the CBD, with a particular focus on pedestrian, cyclist and public transport accessibility to increase the sustainability of travel choices. Vehicular traffic, roads and parking are also addressed in this section.

Governance and Leadership

The Leadership theme focuses on strengthening relationships between the public and private sectors, and ways in which the achievement of the strategy needs to be assisted and supported by people or organisations. Lack of action on sustainability measures by the state and federal governments places Local Government, including the Greater Shepparton City Council, potentially at the forefront of leadership and innovation in regards to achieving a sustainable future for the Shepparton CBD; a sustainable future that encompasses the local environment, the local economy and the local community (social and cultural life). This should include actions to encourage, educate and advocate through the plan.

Theme 1: Activities

The Activities theme relates to the location and intensity of land use activities in the Shepparton CBD including retail, office, commercial, education, community, residential and industrial uses. The plan aims to consolidate development and intensify activities in the Shepparton CBD to produce many environmental and social benefits. These benefits include: adding life and vitality to the centre; preserving the natural vegetation and environment; making better use of existing infrastructure; clustering a range of land uses to reduce travel distances; and supporting more energy-efficient modes of travel to reduce car dependency.

Retail

Shepparton is the fourth-largest regional urban centre in Victoria with the Shepparton CBD at its heart. The main competitors of the traditional CBD core are the Shepparton Marketplace, Shepparton Plaza (which is also in the study area) and bulky goods retailing for which the trend is to relocate from CBD sites to freestanding sites along arterial roads such as Benalla Road and the Goulburn Valley Highway.

Floor space

The Shepparton CBD is estimated to require an additional 23,270m² of retail floor space by 2021, as identified in the 'Shepparton Show Me' Baseline Assessment and based on 2001 Census population projections. Based on a review of the Council rates information, planning permit applications and the land use map, there is currently approximately 24,900 m² of potential retail floorspace in the CBD. A doubling of this space within the next 15 years is projected to meet the centre's needs. Additional retail growth should occur in the following locations within the Business 1 Zone:

Short Term

- Vacant Business 1 zoned sites. There is approximately 9,983 m² of vacant retail land in the CBD, which could yield a potential 2,767 m² of retail floorspace.
- Sites with existing planning permit approvals for retail development. Planning permits have been granted for two significant sites which will provide an additional 3,009 m² of retail floorspace.

Medium to long term:

- These longer term developments should be assessed in line with the projected retail floor space figures correlating to analysis of 2006 Census data.

Large surface car parks within the CBD have the potential to be redeveloped into multi-level car parking with retail at the ground level and surface car parking replaced within the redevelopment at no nett loss of car parking spaces. Redeveloped car parks within the CBD could provide an additional 11,300m² of retail floorspace. As land becomes available, the redevelopment of non-business utilised sites such as residential and industrial sites, has an estimated potential of providing 7,800m² of retail floorspace.

Sites identified for redevelopment to accommodate the projected retail floorspace requirements are shown on the map over page. The ability for Business 1 zoned land within the CBD to accommodate the additional retail floor space projected to 2021 will largely depend on better utilisation of existing land within the zone. There is a key opportunity to convert existing privately owned car parks into multi-level car parks with ground-floor retail. It will depend on existing residential dwellings in the zone being sold for commercial development. These opportunities generally relate to the retail core. Should these opportunities not be taken up quickly enough, there may need to be additional retail floor space zoned during the life of this structure plan.

However, it should be noted that providing additional Business 1 zoned land in the CBD prior to the above development stages would reduce the viability of developing multi-level car parking and increasing the consolidation of the CBD area. Proposals for rezoning additional Business 1 land in the CBD should therefore have regard to the likely impact on the potential for developing multi-level car parking. This would include consideration of the location of the land to be rezoned relative to the retail core area and whether the proposed use of land is likely to compete with the retail core area.



- Railway Station
- Study Area
- Existing Surface Car Parks to be redeveloped
- Key Development Opportunities within the CBD

- 1 193-199 Fryers Street - Student accommodation and retail premises
- 2 261 High Street
- 3 137 Maude Street
- 4 102 Maude Street
- 5 404 Wyndham Street
- 6 23 Nixon Street - Office development
- 7 99 Wyndham Street
- 8 457-461 Wyndham Street - Liquor store
- 9 428-452 Wyndham Street - Accommodation and retail uses
- 10 228-234 High Street - Development of four shopfronts
- 11 14 Stewart Street - Opportunity to redevelop ground floor retail and multi-level car parking
- 12 Surplus VicTrack Land

Retail Development Opportunities

Shepparton CBD Strategy

date | Oct / 08

client | City of Greater Shepparton



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Retail Offer

The primary issue confronting the CBD's retail sector is competition from other centres – notably Shepparton Marketplace, located 2km to the east. This centre provides convenient access to a large format variety store, supermarket and a range of specialty food, clothing and other shops under cover. The centre is open for longer trading hours including weekends and evenings. The challenge for the CBD is to re-create an attraction equal or better to this centre. The CBD has an opportunity to market its retail offer as 'distinct' and 'local' in contrast to the chain store offer of the Marketplace and other stand-alone shopping centres. This attraction need not be solely reliant on the retail sector, but this is a major contributor.

The range of retail offer in the CBD is an issue that requires constant surveillance to ensure that retailing needs of the community are met. At present there is a good range of national brand retailers and the presence of large variety and supermarket stores are vital to the mix. As noted previously, the CBD needs to maintain its point of difference in retail, and this will primarily focus on the range of individual or non-chain store offer, in addition to the national retailers. These individual specialty stores need to be encouraged and nurtured in the CBD, and will often locate firstly in areas of lower rent.

Shepparton is promoted as being within the 'food bowl' of Victoria, yet there is little evidence of this in the retail precinct. Fresh food, specialty food and smaller convenience food outlets are required in the CBD, partly to expand the range of offer and showcase local producers, and partly to serve particular needs such as those who like to shop for incidental items on the way home from work. Ethnic-based food outlets are one particular type that has been identified as lacking. A market-style food hall has been a suggested method to encourage such outlets, as these uses usually rely on low rental premises at least in the start-up phase. This should be located in the northern part of the CBD's retail core, so as to minimise direct competition from the supermarket offer and to relate to the dining area around Fryers Street and the student quarter. Local and ethnic food outlets such as this could be a major drawcard for locals and visitors. In 2007 'Shepparton Show Me' facilitated a monthly Farmers' Market in the CBD. This type of event should be expanded and encouraged.



Outdoor cafe scene in Vaughan Street – this should be encouraged throughout the CBD.

Retail businesses within the CBD are generally closed after 1pm on Saturday, all day Sunday and after normal business hours. There is scope to extend business hours to increase activity in the CBD after hours and on weekends.

The function of key retail precincts within the CBD including Maude Street Mall, Vaughan Street, Fryers Street and Shepparton Plaza are detailed in the Precincts section of this plan.

Objectives

- Consolidate the Shepparton CBD as the principal retail centre in the region.
- Ensure the continued focus of specialty retailing and entertainment within the traditional retail core.
- Reflect the multicultural and indigenous population of Shepparton through related retail offer.

Strategies

- Encourage national brand retailers to locate in the Maude Street Mall.

- Encourage specialty retail in the Business 1 Zone areas.
- Develop Fryers Street as a location for boutique retailing, dining, cafes and entertainment.
- Support the role of retail as a significant attraction for tourists to Shepparton.
- Develop the food and wine offer of Shepparton - the 'food bowl of Australia' - and promote the CBD as a gastronomic centre of the region.
- Celebrate the cultural diversity of Shepparton through food offer and dining opportunities in the CBD.
- Encourage cafes and alfresco dining in the CBD.
- Encourage fresh food stores in the north of the CBD.
- Support the ongoing retail marketing, promotion and business initiatives of 'Shepparton Show Me'.
- Focus attractions that generate pedestrian movement (such as shops, cafes, banks and other financial institutions, travel agents and take-away food outlets) and create active street frontages in the retail core. Blank walls, non-transparent windows, empty shopfronts and offices that do not generate pedestrian visits should be avoided at ground level, particularly in the core retail area and adjoining public spaces.

Key Actions

- Update the retail floor space projections on release of ABS Census data (commencing at release of the 2006 Census data). Should the retail floor space projections be increased, in the long term, the Business 5 Zone immediately adjacent to the Business 1 Zone should be investigated for rezoning to a Business 1 Zone.
- Create an affordable small-tenancy marketplace within the CBD for rent by small-scale food proprietors, particularly ethnic/cultural based suppliers. The location should be on or close to Fryers Street and STEP. This could occur as a Council-led initiative or as a partnership between public and private investment.
- Facilitate actions to ensure the retention and improvement of retail precincts of the Maude Street Mall, Fryers Street, Vaughan Street and Shepparton Plaza within the CBD Business 1 zoned area. Refer to Precinct 1 of this report for the retail precinct development concept plans.
- Develop consistent trading hours for retail business in the CBD. This should include extending business hours to after 6pm on weekdays, after 1pm on Saturday and on Sundays.
- Introduce a strategy into the Greater Shepparton Planning Scheme to ensure that new developments incorporate retail uses on the ground level to create 'active' street frontages and encourage pedestrian activity.
- Introduce a Development Contributions Plan Overlay (DCPO) into the Greater Shepparton Planning Scheme to ensure contributions towards the provision of necessary civil and other works in the CBD.

Commercial

Commercial uses in the CBD generate local employment opportunities and support its retail and entertainment roles. Employees of businesses within a commercial centre comprise the major source of customers for retail and entertainment sectors.

There is sufficient land available for future expansion of office uses in the Business 1 and Business 5 zoned areas in the Shepparton CBD. This includes an office precinct that has developed in the Business 1 zoned area on Welsford Street, in part on prime development land with river frontage. These sites have significant potential for larger scale mixed-use development with offices at ground

floor and residential use at upper levels to take advantage of the views and riverside location. The office precinct is discussed in further detail in Precinct 2.

Since 2004 there has been one converted dwelling sold and two properties leased in the CBD for office use, despite an increasing demand for this type of office space. The Business 5 Zone areas provide potential for converted dwellings for small office uses. The following uses should be encouraged in these areas:

- To provide opportunities for peripheral businesses to locate within the CBD area and to provide a buffer to adjoining residential areas
- To provide high-density residential development
- In the long term, to have potential for future expansion of the core CBD retail area.

VicTrack has submitted an amendment to rezone surplus land between the railway line and Purcell Street from Public Use Zone 4 (PUZ4) to a combination of Business 1 Zone and Residential 1 Zone. A parcel of this PUZ4 land sits between two existing pockets of Business 1 zoned land and is suitable for rezoning to a Business 1 Zone to consolidate the predominant land use along this section of Purcell Street. It is likely that the site will attract business uses such as showroom uses similar to what is already located in Purcell Street. It should be designed with an active frontage to Purcell Street and the railway line to improve safety and passive surveillance of the station area.

The remainder of the VicTrack land is located south of the station and has potential for a combination of business/commercial and residential zoning. Given its proximity to the Rowe Street East mixed-use precinct (refer to Precinct 9 in this strategy), and distance from High Street and the retail core, a Mixed-Use Zone is considered appropriate in the southern portion of the site. The Residential 1 Zone should also apply to facilitate medium-density housing and backpacker accommodation on the land. A Development Plan Overlay (DPO) should be applied to all of the VicTrack land subject to rezoning, to achieve the best outcome for the design and development on the land.

Objectives

- Strengthen the Shepparton CBD's role as an office and commercial location.

Strategies

- Provide and market opportunities for quality commercial development within the CBD, particularly properties with river frontage along Welsford Street.
- Allow higher scale buildings in appropriate locations and encourage site consolidation where necessary to support large-scale commercial development.
- Encourage smaller offices to locate in the Business 5 Zone and at upper levels of retail uses in the CBD.
- Attract new businesses to the CBD by creating an environment that will in turn attract employees. This includes improving the appearance and amenity of the CBD, providing a strong retail and dining offer and ensuring good access for all modes of transport.
- Provide adequate car parking to support commercial activity.
- Consider expansion of Council's offices to a mixed-use development on the Welsford Street car park site part owned by Council and part privately owned.

Key Actions

- Prepare an amendment to the Greater Shepparton Planning Scheme to rezone the parcel of land zoned PUZ4 on the eastern side of the railway line on Purcell Street to allow for an appropriate mix of Business 1 Zone, Mixed-Use Zone and Residential 1 Zone. The amendment should include application of a DPO to the land.

- Investigate the potential to redevelop Council-owned land for commercial development, including the potential to consolidate Council-owned land with adjoining privately owned development sites.

Residential

Development of medium-density housing has not occurred in the Shepparton CBD to date. Recent policy directions, such as Greater Shepparton 2030, direct compact medium-density housing development to the area within 400m to 600m of the Shepparton CBD. Council is currently undertaking a housing strategy which will further support introduction of housing in the CBD.

Residential development is considered beneficial to an activity centre for the following reasons:

- It provides a wider housing stock for the CBD, which will cater for students, an ageing population, new migrants and the growing rental market.
- Residents generate after-hours activity as well as provide a customer base for CBD businesses, and introduce vitality and interest in the CBD.
- Additional residential activity promotes safety through the presence of 'public actors' who provide passive surveillance of streets and areas in the CBD.

There is a projected demand for an additional 7,573 households in Greater Shepparton to 2030. The estimated residential development in the CBD would account for up to 10 per cent of the projected household growth, which is considered possible. As such it has been estimated that the CBD may attract up to 750 dwellings by 2030. There is potential to introduce medium to high-density residential uses into the CBD area. The most appropriate locations for medium to high-density residential development are in areas with high amenity and attractive outlooks such as the lakeside area and sites with river frontage. The Council could also consider developing a demonstration medium-density housing development in the CBD to encourage this type of development. Incremental increases in residential density should be encouraged within existing residential areas without compromising the character or amenity of these areas; within the Business 5 Zone; and in shop-top and mixed-use development within the Business 1 Zone. Particular encouragement should be given to development of housing around the mall. There must be an emphasis on providing a range of higher density housing types/sizes/costs and a quality living environment.

Living in a central city location, including in shop-top housing, has many benefits to residents including access to a wide range of services and infrastructure within walking distance of one's home. It can be particularly advantageous for single-person households where access to other people and activities can have positive benefits for mental and physical health, and for students and low-income households where proximity to services and alternative transport options to the car can help with household budgets and access-related issues. To be successful, opportunities for residential living in the CBD must be supported by such things as: a good public transport system; safe and convenient pedestrian pathways; services that operate during the day and into the night; and clustering of a range of services (employment, shopping, entertainment, dining) within the CBD area.

Shepparton requires visitor accommodation at either end of the market including backpacker accommodation and quality visitor accommodation for the conference market close to the CBD. Backpacker accommodation should be encouraged in commercial areas in the Shepparton CBD and in close proximity to entertainment, public transport and retail functions. Backpacker accommodation should be strongly discouraged from locating within established residential areas to avoid potential negative amenity impacts. VicTrack land along the railway line is currently being assessed for its development potential. This land offers opportunity for residential development including backpacker accommodation following relocation of the freight and rail activity to Mooroopna; however amenity issues including noise from non-residential uses in the surrounding should be addressed.

An increase in intensity and density of residents in the CBD needs to be supported by passive open spaces. Improved links to the existing recreational spaces and provision of new or improved public spaces is imperative to promote the CBD as a residential location.

Objectives

- Attract more people to live in the Shepparton CBD as a means of providing a greater range of housing choices and supporting the vibrancy and economy of the CBD.
- Increase residential density in established residential areas around the CBD that have good access or amenity opportunities.

Strategies

- Encourage student housing around STEP in Fryers Street (refer to Precinct 6).
- Encourage housing/accommodation above offices and shops (shop-top housing) in locations and buildings of high amenity throughout the CBD. In particular, around the Maude Street Mall.
- Encourage new mixed-use redevelopments to include a component of residential use at upper levels of the development.
- Support higher density residential development in the Business 5 Zone areas of the CBD.
- Encourage well-designed medium-density housing in the peripheral residential areas surrounding the Shepparton CBD.
- Support residential development by undertaking amenity improvements in the CBD such as streetscape upgrades and safety initiatives.

Key Actions

- In the short term, develop guidelines for residential development in the CBD to encourage a variety of medium and high-density housing types, high amenity (e.g. open space, noise protection) and environmentally sustainable building techniques (e.g. orientation, opening windows).
- Investigate the Crown land behind the Council offices for a mixed-use development including residential use and replacement of existing surface car parking spaces.
- Investigate a joint venture development of the Welsford Street surface car park site (part Council owned). This should be used to demonstrate the commercial viability of higher density mixed-use residential within the CBD. It could include Council offices in the lower levels, replacement car parking as multi-deck to the rear, basement or rooftop and residential apartments at upper levels.
- Prepare an amendment to the Greater Shepparton Planning Scheme to rezone the parcel of land zoned PUZ4 on the eastern side of the railway line and near the station to allow for medium-density residential uses.

Education

Greater Shepparton 2030 recognises the role that access to life-long education has on the long-term capacity building of Shepparton's population, and as a foundation for change and innovation. Post-secondary institutions are recognised for their importance in generating employment, providing facilities and, attracting related service businesses, industries and a student population that visits and/or lives in the city. Young people add vitality to a city and represent a separate market to be met by low-cost food outlets, housing, particular clothing brands, educational materials and night time venues, for example.

The Greater Shepparton City Council has already pursued initiatives to establish Shepparton as a university city by building on the existing post-secondary education institutions located within the CBD. The major initiative is the Shepparton Tertiary Education Precinct (STEP) with more detail about this in Precinct 6 of this plan.

The CBD should support student life through development of student housing and other housing options, improved connections to public transport services and by providing shops and services that cater for student needs, particularly in and around STEP.

There is potential to build on the education sector within the CBD and to attract a greater level of student activity and a wider range of facilities and related activities. Future expansion of the facilities must occur within the CBD and integrate appropriately with the functioning of the CBD. The STEP campus facilities may provide additional spaces that can be used by Council or community groups i.e. performance space and archives storage amongst others.

Objectives

- Integrate and support major educational uses in STEP and surrounding area.
- Enhance the role of Shepparton CBD as a 'university city' by creating an attractive CBD in which to study and live.

Strategies

- Support development of STEP.
- Encourage development of student accommodation in the CBD.
- Encourage the co-location of services and functions that support the educational and student population near to the tertiary precinct, such as print copy shops, take-away food and retail targeting the needs of a younger market.
- Promote Shepparton as a 'university city' to encourage more students to consider the benefits and options provided in Shepparton and to encourage other educational institutions to consider providing more courses in the city.
- Provide adequate car parking along vacant railway land on Railway Parade and/or near the showgrounds for shared use by students and showgrounds visitors.
- Improve access between STEP and public transport services, retail areas, Fryers Street and entertainment venues.

Key Actions

- Work with LaTrobe University and the Goulburn Ovens Institute of TAFE to encourage and coordinate the further expansion of tertiary courses and facilities in the Shepparton CBD.
- In conjunction with the development of the tertiary precinct and further community consultation, investigate options for partnerships or co-location of services between the city library and the STEP library to provide additional community resources.
- Investigate opportunities to combine use of educational facilities by the public and use of Council facilities by tertiary institutions (e.g. archives, performance spaces).
- Identify training needs within the CBD and Shepparton and discuss possibilities for additional specialist or short courses with the tertiary institutions.
- In the medium term, and following development of the existing proposal for student accommodation in Fryers Street, investigate the feasibility of establishing additional student accommodation in CBD locations around Fryers Street and STEP.

Community and Cultural

The Shepparton CBD provides a range of community and cultural activities for Shepparton and the region. Shepparton has a large indigenous and multicultural population that offers great potential for strengthening and expanding. The impact of 'culture capital' on a city's activity, vibrancy and progressive image is intrinsically linked. Melbourne is a good example. The local arts community in Shepparton is well established and expanding. In addition to the Eastbank Centre, Shepparton CBD needs commercial art gallery space and affordable studio space for emerging artists. In recent years Fryers Street has been attracting a cluster of cafes, restaurants and gallery spaces. An arts and

entertainment precinct within the CBD could be created in this area by encouraging more restaurants and cafes as well as boutique retail, private galleries and other entertainment attractions. Street art and landscaping could also play a role in creating an interesting cultural environment.

Shepparton CBD provides the civic role with Council offices located in Welsford Street. The offices' integration with the Eastbank Centre, the war memorial and key open spaces of Monash Park and Queens Gardens, provides a civic focus in the CBD. The library is part of this complex and provides a much valued community asset. There may be potential partnerships and co-location opportunities for the city library with the new STEP library that should be investigated to optimise the community's access to learning. The Council requires additional office space for civic functions and services. There is a surface car park site on the eastern side of Welsford Street that could be developed for further office space and as a catalyst project in the CBD. The site could provide office spaces at lower levels, residential apartments at upper levels and multi-deck car parking. The site vacated by the library also has potential for expansion of Council offices.

There is a need for more places and activities for young people (children and teenagers) and senior citizens. A number of initiatives are being investigated in partnerships with established organisations to create performance/artist studio spaces for youth in and around the CBD. These activities should be supported by Council to provide positive activity and encourage youth into the CBD.

The modern built environment has not taken full advantage of the aesthetic values of the river system and its environmental, economic and cultural significance are now largely unrecognised. The Goulburn-Broken river system offers a beautiful and environmentally significant backdrop for recreation and is an enormously significant cultural heritage site for the Aboriginal population of Shepparton and Mooroopna. There is a wealth of untapped opportunities around the river which are being explored through the RiverConnect project and will be developed within a master plan.

Objectives

- Strengthen Shepparton's image as a regional community and cultural hub.
- Strengthen links with the indigenous and cultural communities in Shepparton through expanding cultural-related activity in the CBD and working with the RiverConnect project.

Strategies

- Support local artists in the CBD through creation of low-rental studio space opportunities.
- Form links with the RiverConnect project to ensure continuity of themes and access to the periphery spaces of the CBD.
- Create a cultural precinct around Fryers Street and STEP which supports local artists and related industries.
- Investigate the potential to strengthen the civic focus in the CBD by redeveloping the surface car park site on the eastern side of Welsford Street for expanded civic office spaces. This could act as a catalyst project to showcase Environmentally Sustainable Design (ESD), multi-deck car parking and a mixed-use development including higher density residential uses as a private-public investment partnership.
- Support youth-related services and events in the CBD.
- The river environment in the periphery of the CBD should be acknowledged and encouraged through landscaping, access and necessary directional signage.

Key Actions

- Facilitate creation of an arts precinct for students or emerging artists. This could be located near the STEP site on a lower rent site. It would need to include small affordable studio spaces and larger commercial gallery spaces.

- Coordinate and expand cultural activities within the CBD.

Tourism/Entertainment/Events

Shepparton's tourism industry is based on food-related sales and is popular as a destination for conferences and conventions. Quality visitor accommodation in the CBD should be developed to support tourism opportunities.

Council's 'Shepparton Show Me' CBD business marketing campaign includes an event schedule. The recent Farmers' Market initiative has proven a success and should be held on a regular basis to bring people and activity to the CBD.

The Telstra Tower is a Shepparton CBD landmark that has a viewing deck which offers commanding outlooks of the CBD and beyond. The tower has great potential as a tourist destination and needs improved access and presentation. A restaurant or café could locate at the deck level or at its base activating the public plaza space at ground level. Interpretative display and signage could be displayed at deck level to identify key landmarks and features and provide historical facts about Shepparton and the region.

The CBD is the appropriate location for a range of entertainment uses, including hotels, dance venues, clubs, cinemas, dining and festivals. While these uses can sometimes be provided in other locations and centres, the CBD should be the main entertainment focus of a city, and therefore an agglomeration, or range of choice in these facilities should be available. In particular a range of dining options, from the family oriented bistro style, to high-quality dining and ethnic restaurants is needed.

Fryers Street has developed as an entertainment precinct with other later night venues scattered throughout the CBD including hotels on corner sites. An issue that has been presented by the Shepparton Safety Committee is after-hours safety of patrons walking between venues. After-hours entertainment venues should be encouraged to consolidate around the Fryers Street precinct (see Precinct 1). To improve actual and perceived safety, a defined pedestrian route should be created between Fryers Street and Wyndham Street hotels with lighting, signage and after-hours business activity along its edge. The new taxi rank and Street Rider bus stop should be located en route to activate an area and provide passive surveillance of the street (refer to Access: Public Transport).

The Visitor Information Centre at Victoria Lake needs to cater for larger vehicle traffic i.e. caravans. A second smaller information kiosk could be located within the central city area, at the base of the Telstra Tower or within the mall, to cater for tourist foot traffic and to promote local events and tourist information.

Backpackers are generally young and can add vitality to an area supporting a mix of related activities. Backpacker accommodation should be encouraged in the commercial areas in the Shepparton CBD and in close proximity to entertainment, public transport and retail functions. Backpacker accommodation should be strongly discouraged from locating within established residential areas to avoid potential negative amenity impacts. The VicTrack land in Purcell Street may be appropriate for development of backpacker accommodation.

The provision of clear and accessible public toilets in the CBD is important. Public toilets should be located in areas of high pedestrian activity, near to car parks and/or public transport, and evenly dispersed throughout the CBD. They should provide for people of all abilities and with special needs i.e. baby changing facilities. All public toilets should be designed to minimise maintenance and cleaning, to use little or no water and to save space. The Council should undertake a safety audit of each toilet managed by Council and develop a set of guidelines that address toilet location, proximity, design issues and ongoing management of facilities. Self-cleaning units are a common phenomenon in the metropolitan area and could be considered for areas where vandalism or safety is a particular concern. These units can be located in-street or within a shopfront.

Objectives

- Establish the Shepparton CBD as a tourist destination.
- Attract visitors to the CBD throughout the day, week and year.

- Create a vibrant and active street life and event program within the CBD that supports its other roles.
- Create the feel of a 'river city' and take advantage of the natural environment setting of the Shepparton CBD.

Strategies

- Establish an ongoing program of events and activities in the CBD in conjunction with the Shepparton Show Me CBD Business Marketing Campaign. This should include major regional cultural events as well as smaller, more frequent events with a local focus.
- Strengthen the after-hours entertainment offer of the CBD, consolidating entertainment venues around Fryers Street and the Maude Street Mall.
- Build on the day time entertainment, cafe and dining options to provide for workers and visitors.
- Provide a range of public spaces for events, festivals, gatherings and informal relaxation.
- Provide a platform for the objectives of the RiverConnect project and link the CBD to the immediate and wider river frontage and the floodplain areas.
- Upgrade the Telstra Tower as a key tourist destination in the CBD.
- Improve pedestrian access and safety between late night entertainment venues.
- Encourage high-quality visitor accommodation in locations of high amenity to encourage after-hours activity in the CBD and to support the conference/convention market.
- Support development of backpacker accommodation in a CBD location.
- Support waste recycling initiatives by encouraging events in the CBD to be certified through the Waste Wise program.

Key Actions

- Develop an events strategy that focuses activities and events in the CBD and showcases Shepparton as a regional cultural capital.
- Market and promote the CBD as a tourism destination.
- Investigate the feasibility of scheduling the Farmers' Market on a more regular basis in the mall.
- Liaise with bus companies to trial hourly bus services on Sundays during the Farmers' Market hours of operation.
- Work with Telstra to facilitate an upgrade of the tower's appearance and to establish its role as a tourist destination by including such things as a café/restaurant, tourist information and displays and illumination of the tower.
- Undertake an economic impact analysis on the contributions that sport and 'sport-tourism' make to the Greater Shepparton economy. Use the showgrounds and Deakin Reserve to further sport-tourism opportunities.
- Design access and signage pathways to indicate the proximity of the river and associated activities to the CBD.
- Consider creation of an information kiosk at the Telstra Tower or in the mall to provide visitor information and event schedules.
- Monitor the provision of tourist accommodation and encourage:
 - Backpacker accommodation to locate within the commercial areas of the Shepparton CBD with good access to public transport, community and retail facilities.
 - High-quality accommodation within walking distance of the retail core.

- In the short term, undertake an audit of all Council managed public toilets in the Shepparton CBD. Use the review to inform development of a set of guidelines for public toilet construction and management that address the following:
 - toilet location
 - proximity
 - interior and exterior design issues
 - ongoing management of facilities
 - access and special needs considerations
 - regard for CPTED principles.

Infrastructure

Provision of infrastructure services is important to the growth of the Shepparton CBD. Coordination and planning needs to occur between Council and servicing authorities to ensure that essential services can cope with increased demand from higher density development.

A particular issue for the Shepparton CBD is its Goulburn River context, with resource management, floodplain management and provision of infrastructure services vital to the future growth and sustainability of Shepparton.

Goulburn Valley Water has reticulated water and sewerage infrastructure throughout the CBD including numerous sewer mains within properties. This existing infrastructure can encumber development projects, especially those involving the consolidation of allotments for larger scale developments. This results in costly infrastructure and/or development alterations or the development not being able to proceed. A protocol should be developed in conjunction with Council and Goulburn Valley Water to inform developers of the encumbrance, and a list of things to consider and costs involved in relocating water and sewerage infrastructure at the time of development.

Objectives

- *Ensure that the provision of infrastructure services is coordinated to meet the demand of new developments and redevelopments of the Shepparton CBD and achieves satisfactory floodplain management requirements.*

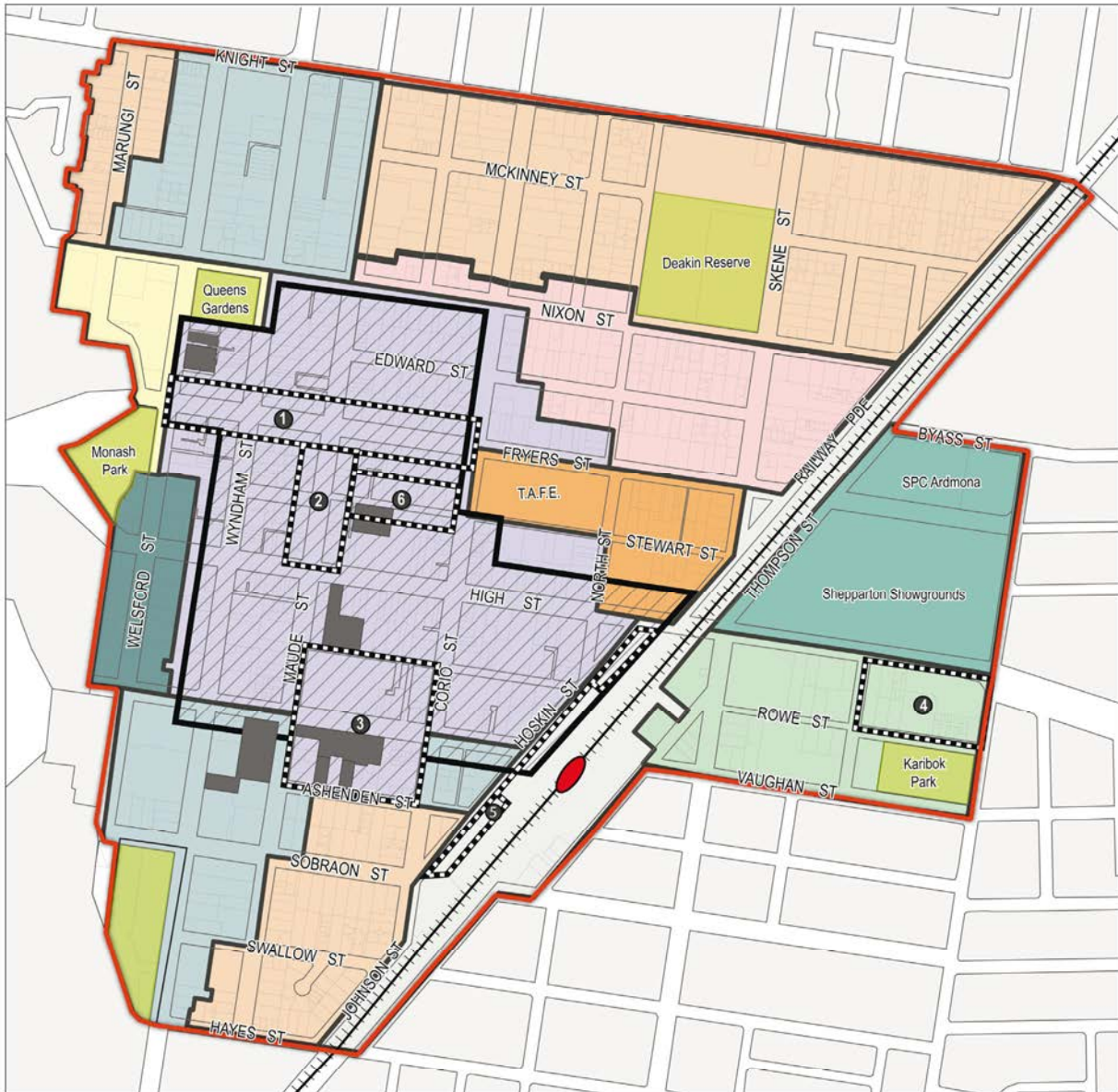
Strategies

- Ensure that Water Sensitive Urban Design (WSUD) practices, ecologically sustainable water practices and run-off management are enforced through the approvals process for private development, and by Council.

Key Actions

- Work closely with servicing authorities to coordinate future expansions of servicing infrastructure to cater for growth of the Shepparton CBD. Maintain frequent contact with strategic planning services within each authority.
- Publish an information sheet for landowners and developers in the CBD in conjunction with Goulburn Valley Water, to:
 - inform that any development application in the CBD is referred to Goulburn Valley Water;
 - map the location of sewerage infrastructure within the CBD in relation to property boundaries;
 - list any constraints to development that existing infrastructure may pose to development; and
 - inform of the process for infrastructure relocation, cost of infrastructure relocation, and other required details for consideration by the development industry prior to purchase and/or application for development, and/or for negotiation with Goulburn Valley Water.

- Prepare Ecological Sustainability Design Guidelines for buildings and stormwater management including WSUD practices. Review and update the guidelines on an annual basis to incorporate new technology and/or reflect best practice.



- Study Area
- Railway Station
- Area of active frontages
- Core Retail
- Office
- Secondary Office/Retail
- Peripheral Residential
- Higher Density Residential
- Tertiary Education
- Civic/Mixed Use
- Showgrounds and Ardmona SPC
- Rowe Street East Mixed Use
- Railway and Adjoining Land
- Open Space

- Key Action Areas
- 1 Fryers Street** - Expansion of cafes and restaurants
- 2 Maude Street Mall** - Encourage cafes, restaurants and entertainment uses
- 3 Coles / Kmart Precinct and Vaughan Street** - Improve the function and appearance of Vaughan Street through stronger built form and architectural quality
- 4 Shepparton Plaza** - Encourage improvements to the buildings of Shepparton Plaza and surroundings
- 5 Land Adjoining Railway** - Following relocation of freight operators, consider development of land for higher density development such as backpacker accommodation or office uses
- 6 Stewart Street** - Develop as a key pedestrian link
- Existing Surface Car Parks to be redeveloped

Activities

Shepparton CBD Strategy

date | Oct / 08

client | City of Greater Shepparton



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Theme 2: Buildings

The buildings and built form of a centre are major factors in its appearance, function, character and identity. For example, the relationship of buildings with the street space is important as it can influence whether an area is pleasant to walk around, feels safe and provides for the types of land use appropriate to the locality.

The Buildings theme looks at the 'three dimensional' form of the CBD. This includes the height and form of buildings, how they relate to the streets and spaces around them, how to encourage design quality and buildings that support achieving the Activities objectives and actions, and issues of heritage and streetscape character. Achieving improvements to the environmental performance of the built form will be fundamental to this plan.

Heritage Buildings

The City of Greater Shepparton Heritage Study (2004) has identified many individual sites within the CBD that are of local significance or greater. These include churches, administration buildings, shops hotels and residences. Sites such as the Fairleys building and Australia Hotel are local landmarks. Council's Heritage Adviser has identified the four buildings at the intersection of Maude Street and Fryers Street as having architectural merit and creating a quality built-form edge to an important corner.



The buildings on the corners of Fryers Street and Maude Street which create a distinctive edge to the intersection and warrant planning scheme protection.



Given the lack of prominence of heritage buildings in the image of the CBD, it is vital that buildings of significance are afforded statutory protection and that Council plays a proactive role in encouraging and assisting their restoration. This may include exemptions from the height and urban design-related requirements of this strategy for heritage buildings and places, where applicable, and deemed appropriate by Council. In Wagga Wagga, plaques in the footpath have been used to identify heritage buildings. A similar approach could be used in Shepparton.

Notably, there are many heritage shopfronts throughout the CBD that have been obscured by cladding, signage or painting. Restoration of these façades should be encouraged by the Council as it would make a substantial difference to the character of the CBD.

Objectives

- *Strengthen links to the post-settlement history of Shepparton by identifying and protecting the built heritage of the CBD.*

Strategies

- Identify and protect remaining built heritage in the Shepparton CBD.
- Encourage and facilitate the restoration of heritage buildings.
- Encourage the restoration of historic shopfronts and the removal of upper level signage and cladding that obscure the original façades.

Key Actions

- Complete the heritage review of the Shepparton CBD to inform preparation of an amendment to include significant built heritage in the Heritage Overlay of the Greater Shepparton Planning Scheme.
- Prepare heritage guidelines for restoration or reinstatement of built heritage (e.g. shopfronts that have been obscured by cladding), where they are considered to be of local heritage significance but do not warrant a Heritage Overlay.
- Investigate options for exemptions from height and urban design-related requirements of this strategy for restoration of heritage buildings and places, where applicable and deemed appropriate by Council.
- Investigate the establishment of a heritage restoration scheme whereby Council (or an alternative funding body) provides funding to property owners to restore heritage elements of buildings.
- Consider installing identification plaques on the footpath outside key built heritage.

Building Design

Design Quality

Shepparton's image as a regional centre is hampered by a lack of design quality in its built environment. Compared to other regional towns, Shepparton has few remaining heritage buildings to act as local landmarks. In addition, the design quality of many buildings constructed since the 1960s is of a low standard and detracts from the image of the CBD. The city's landmark buildings are confined to several notable heritage sites such as the Urban Waterworks Trust, the contemporary architecture of the civic buildings and the old country pubs that define the street corners.

Overall the CBD lacks a consistency of urban form. Many buildings are only single storey and fail to create a sense of streetscape definition as a result. In some areas setbacks from the street are varied. Some buildings present blank walls to the street or have rear service areas which are exposed to view.

It is imperative that the urban design and architectural quality in the CBD is improved to enhance its image and identity. This will attract people to the city and help capture a greater share of regional spending. Proposals for redevelopment or improvement of existing buildings are opportunities to strengthen the appearance of the CBD through the quality of new design. The lack of heritage and an absence of a definitive architectural character in the CBD create the potential for Shepparton to seek a 'cutting-edge' image in its buildings, founded upon principles of sustainability, to create a distinctive identity for the future. Good design also embodies planning for access by people of all mobilities in accordance with the Disability Discrimination Act (DDA).

Sustainable Design

The environmental performance of buildings is a key step in the sustainability of a centre and an indicator of a progressive community. As part of shaping a new image and identity for the Shepparton CBD, there is a great opportunity to set the benchmark for Environmentally Sustainable Design (ESD) in regional centres.

Since 2005, the cities of Moreland and Port Phillip have worked collaboratively to develop a sustainable design policy and implementation tool as a combined package, known as STEPS (Sustainable Tool for Environmental Performance Strategy) and SDS Non-Residential (Sustainable Design Scorecard). These policies are currently regarded as the benchmark for assessing sustainable design within the context of planning permit applications. Other councils in Melbourne have adopted these policies in order to bring consistency to the ESD policies applied by councils rather than have different policies applying in each Local Government area.

STEPS/SDS is a web-based self-administered assessment tool which provides a comprehensive assessment of the environmental performance of a proposed residential or non-residential building. The program generates a report describing the sustainability performance of that building and how it can be increased to meet a certain minimum benchmark standard. Until the time that mandatory state or nationwide ESD policy is introduced, Council should introduce STEPS and SDS as a means for achieving a high environmental performance of built form in the CBD.

Objectives

- Develop Shepparton's image as a city that fosters innovative and sustainable contemporary design.
- Promote the principles of environmentally sustainable design in all new development of the private and public realms.

Strategies

Design Quality

- Promote architectural and urban design excellence throughout the CBD to improve its image as a regional centre.
- Facilitate landmark architecture on gateway sites and key sites in the CBD.
- Define gateways to the CBD through urban design and architecture, signage, complementary landscaping and public art.
- Ensure that buildings in the vicinity of the river are oriented towards the riverside environment.
- Design building frontages in the core retail areas and along main pedestrian streets to have 75 per cent 'active' frontages to add to the activity and vitality of the streets. This can be achieved through clear glazing, locating entrances off principal street spaces and providing balconies or terraces at the upper levels.
- On larger sites, avoid expanses of blank walls. Provide visual interest through a range of colours or textures, installing displays or through variations in the form of the building.
- Minimise the width of driveway entrances and the visual impact of garage doors on building frontages. Provide access from rear laneways wherever possible.
- All new development, both public and private, should comply with the access requirements of the DDA.

Sustainable Design

- Extend Shepparton's reputation as a centre of sustainability by requiring ESD in new buildings and encouraging the retrofitting of existing buildings.

- Promotion of a compact urban form for the city that reduces dependency on the car.
- Orientation and shading of windows to maximise heat gain in winter and minimise in summer.
- Optimum thermal performance to reduce heating and cooling demands.
- Choice of energy-efficient and water-saving appliances.
- Choice of sustainable building materials and recycling wherever possible.
- Choice of appropriate landscaping (drought tolerant and water-efficient landscaping).
- Showcase projects utilising sustainable techniques.
- Provide advice to developers and applicants for development to improve the uptake of sustainable building practices.

Key Actions

- Introduce a Design and Development Overlay to the Greater Shepparton Planning Scheme to implement the Shepparton CBD Design Guidelines as per table below, to achieve the desired built form outcomes.
- Encourage developers to use qualified and experienced design professionals. Reinforce the message that good design can save costs by expediting approvals as well as providing potentially higher returns on capital investments.
- Investigate methods to engage high-quality architectural design such as establishing a pool of selected architects for development of gateway sites and key sites or using a panel of design professionals to assist in the assessment of applications.
- Investigate establishing City of Greater Shepparton Architectural Design Awards with an associated financial incentive, to encourage and recognise high-quality architectural design that must include sustainable design.
- Improve existing buildings as redevelopment opportunities arise through initiatives such as:
 - Redesigning the rear or side elevation of building frontages in the core retail areas and along main pedestrian streets to have 75 per cent 'active' frontages to add to the activity and vitality of the streets. This can be achieved through clear glazing, locating entrances off principal street spaces and providing balconies or terraces at the upper levels.
 - Recladding office buildings and improving ground-level frontages and open spaces.
 - Screening rooftop utilities such as air-conditioning units from view. This screening must be incorporated with the external design of the building.
- Encourage environmentally sustainable design by providing opportunities for solar access and efficient energy use.
- Until the time a statewide ESD tool is implemented, introduce the sustainable design program known as STEPS/SDS, applying it to all new buildings in the CBD.
 - STEPS (Sustainable Tool for Environmental Performance Strategy) applies to residential developments.
 - SDS (Sustainable Design Scorecard) applies to non-residential developments.
- Undertake training of all Council planning staff in the STEPS/SDS programs.
- Following implementation of STEPS and SDS, develop a City of Greater Shepparton ESD practice note and guidelines which address Council's process for ESD consideration from pre-application to determination. They should include information requirements for applications such as an information sheet or checklist.
- Employ an ESD Officer who sits within Greater Shepparton City Council's Planning Department to:

- Provide an advisory role to applicants.
- Administer and assess applications in accordance with Council's ESD practice note and guidelines.
- Aid implementation of STEPS and SDS within Council.
- Be the Council representative on the Local Government ESD Advocacy Group.
- Nominate Greater Shepparton for any STEPS/SDS pilot program as a rural municipality representative.
- Prepare ESD management plans for larger scale developments in the CBD.
- Promote new buildings or refurbishment projects that can showcase sustainability initiatives. Council may consider investing in a pilot development (potentially as a joint venture) whereby sustainability practices are displayed for public information. As examples, Melbourne City Council's CH2 building and Port Phillip's Ecocentre have made significant contributions to raising awareness of sustainability.

SHEPPARTON CBD DESIGN GUIDELINES	
GATEWAYS	<ul style="list-style-type: none"> • Allow higher scale buildings that are innovative, distinctive architectural designs on key sites and precincts in the CBD, as shown on the Building Heights Map. This applies to CBD gateway sites and land around the station and the Maude Street Mall. • Encourage through proactive economic development initiatives development of key sites and gateways as identified on the Building Heights and Setback Map. • Define gateways to the CBD through signage, landscape treatments and public art.
ARCHITECTURE	<ul style="list-style-type: none"> • Promote architectural excellence throughout the CBD by encouraging contemporary building styles for new developments that create a unique identity for the CBD and to improve its image as a regional centre. • Design buildings to be healthy and flexible by reducing reliance on artificially modified air temperatures, adopting dimensions suitable for a range of uses. • Require ESD in new buildings and encourage the retrofitting of existing buildings including: <ul style="list-style-type: none"> - Promotion of a compact urban form for the city that reduces dependency on the car. - Orientation and shading of windows to maximise heat gain in winter and minimise in summer. - Optimum thermal performance to reduce heating and cooling demands. - Choice of energy-efficient and water-saving appliances. • Encourage replacement of one-storey buildings with new multi-storey buildings to support more intense land use. • Avoid air-conditioning units and other equipment or similar installations on roof tops and external walls that can create negative visual impacts. • Ensure any utility and or similar installations on the buildings and premises are incorporated within the building envelope to ensure no

	negative visual impact is created.
HEIGHT	<ul style="list-style-type: none"> Refer to Building Height Development Guidelines.
SETBACKS	<ul style="list-style-type: none"> No front or side setback where indicated on Building Heights and Setback Map.
SUBDIVISION	<ul style="list-style-type: none"> Encourage layouts that support good solar orientation in new buildings. Discourage layouts that are not designed to support good solar orientation of buildings.
ACCESS POINTS & CROSSOVERS	<ul style="list-style-type: none"> All new development should comply with the requirements of the Building Code of Australia: Access for People with a Disability and DDA standards. Minimise the width of driveway entrances and the visual impact of garage doors on building frontages. Provide access from rear laneways wherever possible.
PARKING	<ul style="list-style-type: none"> Multi-deck car parking buildings to be constructed to the rear of lots. Parking provided on site as per the requirements of the Greater Shepparton Planning Scheme.
SIGNAGE	<ul style="list-style-type: none"> Develop a consistent and coordinated suite of signage for the CBD that is designed to serve a range of purposes, such as way finding, marking historical locations or announcing entry points. Provide for business identification but discourage cluster of business identification signs within the CBD. Ensure signs do not dominate, are of high quality and minimise the visual impact of advertising signage on streetscapes. Encourage multiple business occupancies to share space on the sign. Limit the size of freestanding business identification signs to an envelope that is a maximum height of 1.5m and a maximum width of 1m. (This envelope includes the height of any supporting structure). Limit the size of signs attached to a building. Avoid promotional signs. Avoid all kinds of V-board signs, above-verandah signs and advertising elements such as banners, flags, major promotional signs and inflatable signs within the CBD. Avoid A-frame signs within the CBD. Avoid colours and materials that interfere with the safety or efficiency of traffic circulation.
FAÇADE TREATMENT & ARCHITECTURAL FEATURES	<ul style="list-style-type: none"> Encourage contemporary architectural outcomes in terms of building façades, roof forms and lines, colours and materials to create a unique character and progressive image for the CBD. Design building frontages in the core retail areas and along main pedestrian streets to have 75 per cent 'active' frontages to add to the activity and vitality of the streets. This can be achieved through clear glazing, locating entrances off principal street spaces and providing balconies or terraces at the upper levels. On larger sites, encourage iconic architectural designs.

	<ul style="list-style-type: none"> • Avoid expanses of blank walls on all street frontages and pedestrian spaces. Provide visual interest through a range of colours or textures, installing displays or through variations in the form of the building and on all sides of buildings. • Building design where river frontage occurs should be oriented towards the river environs by means of balconies, verandahs, upper building setbacks, fenestration and other architectural features.
MATERIALS, COLOURS AND FINISHES	<ul style="list-style-type: none"> • Encourage choice of sustainable building materials and recycling wherever possible. • Encourage a variety of renders and finishes that enhance the façade treatment. • Encourage a variety of materials and finishes that enhance the façade treatment. • New buildings should create good 'street architecture' with articulated façades, fenestration, parapet treatment, other detailing and materials that give a sense of human scale and interest to the streetscape.
BINS	<ul style="list-style-type: none"> • Provide bin enclosures and other storage as required at the rear to ensure tidy presentation onto laneways, open spaces and public parking areas.
LOADING BAYS	<ul style="list-style-type: none"> • Ensure loading and unloading bays are appropriately located and kept neat and tidy at all times. • Encourage shared loading and unloading bays where possible.
LANDSCAPE	<ul style="list-style-type: none"> • Encourage street planting and private landscape where possible that enhances the visual appearance of the streetscape in the CBD.

Building Heights and Setbacks

The CBD generally has a very low building scale, with many buildings only single storey in height. The low building scale together with the flat topography and wide streets result in the CBD streetscapes appearing sparse and lacking a sense of definition.

An increase in building height throughout the main activity areas of the CBD and a more consistent height at the street edge would create the impression of the streets having a stronger built form. By encouraging additional levels to low-scale buildings or redeveloping sites for higher scale development, a greater level of activity would be brought to the CBD, and more space would be created for office or residential uses. Higher scale buildings on key sites can also give prominence to important locations.

The strategy should be consistent with recent Urban Design Framework implementation and application of height controls by way of the Design and Development Overlay Nos. 4 and 5 to some areas in the study area.

Objectives

- Create attractive and vibrant streetscapes that are defined by high-quality and well-designed buildings of an appropriate scale and setback to their location.
- Make better use of available land by allowing higher scale buildings in appropriate locations.
- Protect the amenity of residential areas and the significance of heritage sites.

- Emphasise important sites with architecturally designed higher scale built form.

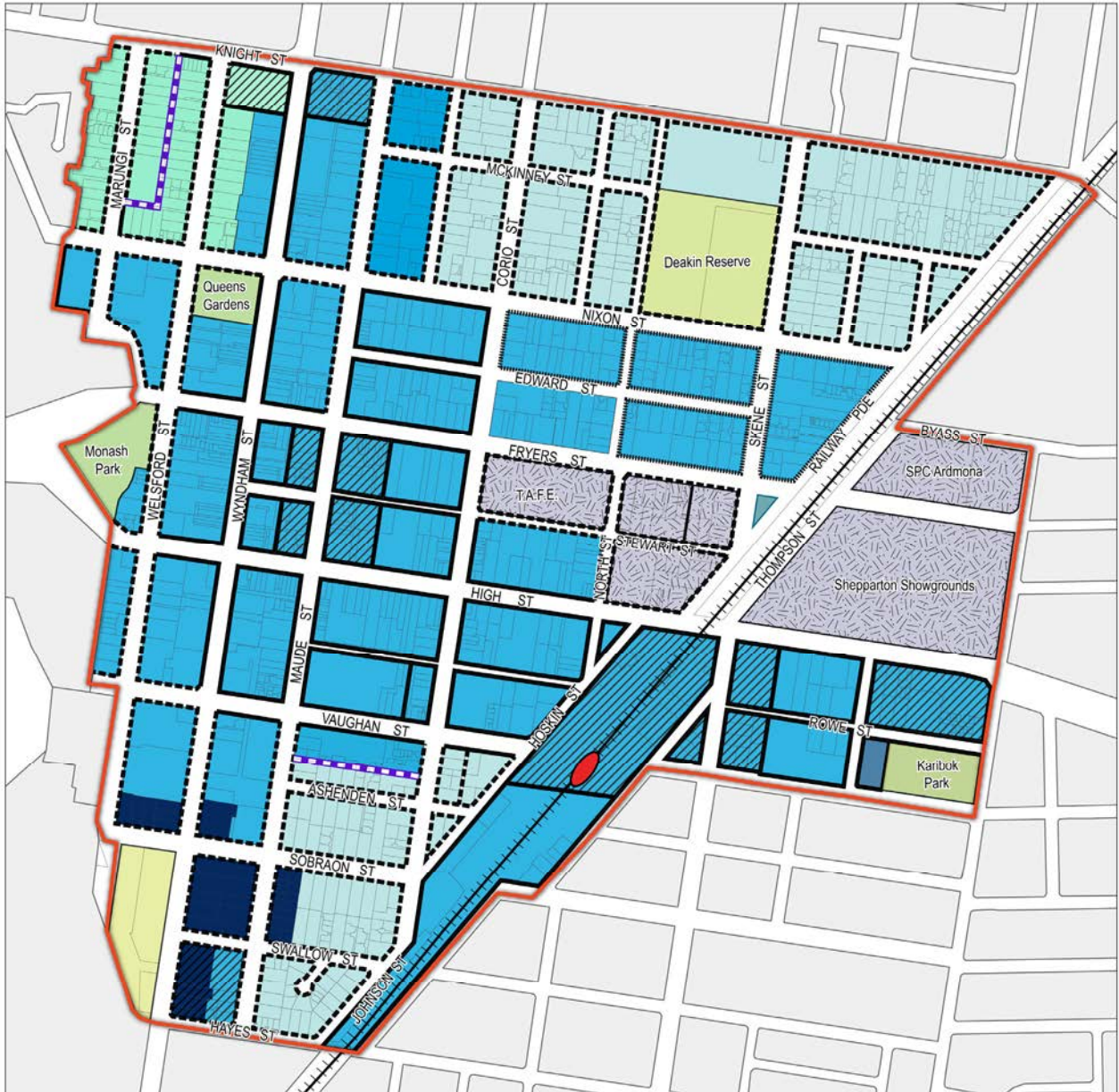
Strategies














- Enhance the image and identity of the retail and commercial CBD precincts through an overall increase in building height. In these areas:
 - Encourage a consistent street-wall height of three storeys.
 - Levels above three storeys should be set back a further 5m from the façade edge.
 - At the ground level, set buildings up to the street edge where this is an established pattern of development, such as in the core retail areas.
 - In areas where buildings sometimes have landscaped frontages, maintain this pattern of development. Discourage frontage car parking.
 - No maximum building height for the main activity areas of the CBD is set.
- Encourage a more compact style of residential development within the higher density residential precinct. (Refer to the Precincts section for detailed guidance).
- Maintain the established pattern of front setbacks and a maximum two-storey height in all Residential 1 zoned areas of the study area, other than along Marungi Street where well-designed three-storey buildings may be acceptable to take advantage of views over the river valley with consideration to overlooking and overshadowing of adjoining residential properties in accordance with ResCode.
- Refer to the master plans for the buildings heights and setbacks of the STEP site, showgrounds and SPC Ardmona.
- Allow architecturally designed higher scale buildings on key sites and precincts in the CBD, as shown on the Building Heights Map. This applies to CBD gateway sites, land around the railway station and the Maude Street Mall.
- Ensure that sunlight access to open spaces, significance of heritage sites and amenity of residential areas is maintained.
- Ensure Safer Design Guidelines requirements are considered when assessing designs and developments of both public and private.
- Ensure that all buildings present human scale design elements at the ground level.
- Refer to the Building Heights Map, below for the recommended height in each part of the CBD.

Key Actions

- Implement the heights contained in the Building Heights Map, through a Design and Development Overlay in the Greater Shepparton Planning Scheme.
- Include the following development guidelines for building heights and setbacks in the Greater Shepparton Planning Scheme.

DEVELOPMENT GUIDELINES – BUILDING HEIGHTS AND SETBACKS	
ALL AREAS	<p>The determination of building height must be tempered by consideration of heritage issues, site context and the amenity of adjoining buildings and open space on a site by site basis.</p> <p>Approval of any building height above a discretionary limit should be subject to superior performance under each of a number of assessment criteria, including:</p> <ul style="list-style-type: none"> ▪ Achieving excellence in architectural design ▪ Implementing environmentally sustainable principles ▪ Achieving heritage restoration and adaptive re-use ▪ Enhancing public and private amenity ▪ Protecting the development potential of nearby sites. <p>NOTE – Discretionary means subject to approval from the Council and consideration of the context, amenity issues and any heritage of the building or buildings nearby.</p>
1-2 STOREYS	One to two-storey/7m preferred maximum and one to two-storey/8m maximum limit (additional height to accommodate architectural features and roof).
UP TO 3 STOREYS	<p>Marungi Street residential area only. Three-storey/9m preferred maximum and three-storey/10m maximum limit (additional height to accommodate architectural features and roof).</p> <p>Where located within the Design and Development Overlay No. 4 (DDO4) a minimum of two storeys (7m) and maximum of three storeys (11.5m) applies.</p>
3-STOREY STREET-WALL HEIGHT WITH ADDITIONAL LEVELS RECESSED FROM FAÇADES	<p>Enhance the image and identity of the retail and commercial CBD precincts through an overall increase in building height. In these areas:</p> <ul style="list-style-type: none"> • Encourage a consistent street-wall height of three storeys. • Levels above three storeys should be set back a further 5m from the façade edge. • At the ground level, set buildings up to the street edge where this is an established pattern of development, such as in the core retail areas. • In areas where buildings sometimes have landscaped frontages, maintain this pattern of development. Discourage frontage car parking. • No maximum building height for the main activity areas of the CBD is set.
MIN 3 STOREYS (11.5m) AND MAX 6 STOREYS (20.5m) AS PER DDO5	Land included within the Design and Development Overlay to the Greater Shepparton Planning Scheme. A minimum height of three storeys (11.5m) and maximum height of six storeys (20.5m) applies.



-  Railway Station
-  Study Area
-  Key sites: stronger image through built form
-  Min. 3 storeys (11.5m) and Max. 6 storeys (20.5m) as per DDO5
-  3-storey street-wall height with additional levels recessed from facades
-  Up to 3 storeys
-  Up to 2 storeys
-  Refer to relevant Master Plan
-  Sensitive Use Interface
-  Retail areas: no front or side setbacks
-  Established residential areas : maintain current front setbacks, potential for reduced side setbacks
-  Higher density residential area: small landscaped front setbacks (3-5m) and reduced side setbacks
-  Open Space/Recreation

Building Heights and Setbacks

Shepparton CBD Strategy

date | Oct / 08 client | City of Greater Shepparton






Theme 3: Spaces

The Spaces theme deals with the different types of spaces within the CBD and how these could be improved or expanded. This includes integration with the key spaces of the Goulburn River, as well as footpaths, laneways and plaza spaces. It also addresses landscaping, street trees, street furniture, public art and safety in public spaces. Spaces should be provided and designed in the future to support intensification of activity, a CBD resident population, and for improved environmental performance and resource efficiency.

Parks, Urban Plazas and the River Corridor

The CBD has a range of existing green spaces, parklands and urban plazas that are located within or in close proximity to the main activity areas, or immediately beyond the study area.

Queens Gardens and Monash Park are adjacent to the main retail area of the CBD, however, access to Monash Park is difficult for pedestrians and both could benefit from upgraded landscaping, facilities and safety. Master plans have been prepared by Urban Initiatives for both parks, whereby programs of staged works to make them more accessible and amenable are proposed. These master plans should be finalised and implemented.

The river and its parklands are an important open-space corridor at the edge of the CBD. The river red-gum canopy is a distinct feature of the CBD, forming a backdrop to the buildings and terminating views at the western end of its main streets. Pedestrian connections to the river from the CBD could be improved with additional signage and it may be possible to create a greater sense of the river being 'brought into' the CBD through stronger indigenous planting in the main streets. New or upgraded facilities such as picnic areas could also be provided along the river.



Backdrop of river red-gum canopy viewed from the Telstra Tower observation deck.

The RiverConnect Master Plan is currently being prepared and considers improving the river as a public space, as well as providing a community ownership aspect to the river area. This will have a strong focus on indigenous knowledge of the environment with the idea of drawing people to the area for recreation, culture, socialising and education.

Around the periphery of the CBD are a number of local open spaces including Deakin Reserve, Karibok Park and the John Pick Playground. Pedestrian connections to these spaces could be improved and in some instances upgraded amenities are required. Refer to the Long-Term Concept Plan for Shepparton Plaza in Precinct 9.

Victoria Park Lake is the principal open space of Shepparton and with its location at the edge of the CBD, immediately outside the study area, it is an important gateway feature when entering the CBD from the south. Pedestrian links to this space from the CBD could be improved along Wyndham Street and Welsford Street.

Within the heart of the CBD, the Maude Street Mall is the principal urban plaza space. Established in the 1980s, the mall is well used during the day and a feature of the CBD. However, the appearance of the mall needs upgrading and many people consider the mall an unsafe place to be at night.

Aside from the Maude Street Mall there are limited urban plaza spaces within the heart of the CBD. The small square at the base of the Telstra Tower is a paved plaza space with its sundial art mosaic. This square could be improved as an urban open space with seating and additional landscaping. In some locations small seating areas have been created, such as the seating area outside Kmart in Maude Street. In some instances where these have been provided they are in an exposed location and without shade or landscaping.

Objectives

- Enhance outdoor life in the city through the quality of its open spaces, both within and immediately surrounding the CBD.
- Provide a range of open spaces of different sizes and landscape qualities, from small, quiet parks to larger gathering spaces that can accommodate public events.
- Integrate the CBD and river spaces through improved visual connections and linkages to attract pedestrians, cyclists and tourists to the riverine areas.

Strategies

- Provide clear pedestrian connections to all open spaces within and surrounding the CBD that are accessible and well signed.
- Ensure that public spaces are safe during the day and at night by applying CPTED principles.
- Upgrade open spaces as necessary so that they have a high degree of landscape design and amenity.
- Offer a variety of open space experiences by fostering the different qualities of existing and new spaces that range from the formal, exotic Queens Gardens to the natural bushland of the riverside or the hard landscaped space of the mall.
- Aim to provide places of protection from the sun, wind and rain in all open spaces. In particular, ensure adequate shade in summer.
- Upgrade the mall as the principal urban space in the CBD. Refer to the Precincts section for detailed guidance.
- Enhance views and connections to the river by increasing native street planting at the western edge of the CBD on High Street, Fryers Street and Vaughan Street.
- Investigate opportunities for additional informal recreation facilities alongside the river such as picnic areas and the infrastructure identified in the RiverConnect Master Plan.

Key Actions

- Refer to the City of Greater Shepparton Urban Design Manual (Urban Initiatives, 2000) for detailed design specifications for all landscape design elements.
- Implement master plans prepared by Urban Initiatives for Queens Gardens and Monash Park. Prepare a staged program of works according to the priorities recommended in these master plans.

Street Spaces

Shepparton is characterised by its wide, open streets. The design of the CBD's street spaces is a key consideration in creating a positive image for the city and improving its amenity. This is determined by the landscape design elements of the streets, as well as the design of adjoining buildings and the spaces around them. In many instances the streetscapes of the CBD have a fragmented appearance due to a lack of quality and consistency in landscape and architectural design.

The CBD has an ideal urban form to encourage walking with its flat topography, grid street layout and wide footpaths. The amenity and accessibility of footpaths could be improved to create a CBD that is more pedestrian focussed. The wide footpaths could also be used for other activities such as outdoor dining, cafes, seating or market stalls, for example. This could greatly increase the vibrancy of the CBD's main retail areas.

An Urban Design Manual created for the City of Greater Shepparton by Urban Initiatives in 2000. This included the Shepparton CBD, to upgrade the detailed design of CBD streets and achieve a more coordinated image. The manual is a comprehensive reference for all elements of hard and soft landscaping in the CBD's streets, as well as open spaces.

The manual specifies in situ concrete in a charcoal finish to reduce glare, with a co-ordinated concrete kerb for all streets of the CBD. The manual also includes detailed specifications for a coordinated suite of street furniture and lighting in unpainted steel. There are also specifications for a wide range of accessories such as bus shelters, café screens, signage and street dining furniture. This palette of materials should be applied consistently to all key pedestrian streets of the CBD, as shown on the Spaces Map.

Additional paving details of granite feature bands are specified for areas of significance. The manual recommends this treatment be applied to the key pedestrian spaces of the mall and the Fryers Street café precinct. Potentially, the Maude Street bus stop and the civic precinct could also have a distinction in design treatment. There may be scope for developing an alternative design treatment for specific areas aside from that specified in the manual to give these spaces a special character or to accommodate the requirements of their particular function.

The outer residential and industrial areas within the study area mostly feature concrete footpaths with grassed nature strips. The grass could be replaced with a landscape treatment that requires minimal or no watering.

Some CBD streets, such as Fryers Street, have substantial mature planting. This makes a significant contribution to the character and amenity of the street space. A number of streets within the CBD require additional planting, and these are indicated on the Spaces Map.

The established planting scheme for the CBD has seen plane trees used for edge-of-road planting to emphasise the grid layout and pedestrian routes, and eucalypts for median or roundabout planting to reinforce an 'Australian' character. The Urban Design Manual continues this theme of mixed planting and specifies different species for each part of the CBD. Potentially, increased use of native species could reinforce the rural location of the CBD and create a greater sense of connection to the river.

Objectives

- Improve the amenity and image of the CBD through the quality of its streetscape design.

Strategies

- Create a consistent image for CBD streets by applying a coordinated landscape design treatment.
- Create a high-quality and safe pedestrian environment to encourage people to move about the centre by foot and to encourage a vibrant and active street scene.
- Ensure that buildings contribute positively to the pedestrian experience by providing active ground-level frontages. This includes avoiding blank walls and providing windows and doors that create a sense of connection to street activity.
- Improve the appearance of existing blank walls (such as the Coles façade in Maude Street) by encouraging the creation of windows, artwork installation or window displays.
- Take advantage of the CBD's wide footpaths by providing small spaces to stop and sit. These spaces could include landscaping or special design treatment and use additional space created through the removal of an on-street car park and the extension of the kerb. Locate these spaces at:
 - Street corners or mid-block.
 - Pedestrian crossing points.
 - Bus stops.

- For the principal pedestrian streets of the CBD, as shown on the Spaces Map, apply the range of design treatments specified in the Urban Design Manual.
- For key pedestrian spaces of the Fryers Street café precinct and the mall, apply special design treatment as specified in the Urban Design Manual, or developed as a part of individual master plans.
- Consider special design options for additional key pedestrian spaces, namely the proposed Maude Street bus stop, the civic precinct and Wyndham Street when downgraded.
- Employ Water Sensitive Urban Design (WSUD) treatment throughout the CBD. (Refer to the following heading in this section for guidance).
- Continue the existing planting theme established in the CBD of exotic trees lining pedestrian routes and native trees in medians or roundabouts.
- Provide additional planting where required, as shown on the Spaces Map.
- Provide shade and shelter from weather for key pedestrian streets.
- Support recycling as part of a litter management strategy including reference to AS3123.7-2006 to ensure waste management infrastructure is compliant with Australian Standards and that related signage is consistent with Away From Home Best Practice Signage Guidelines.

Key Actions

- Refer to the City of Greater Shepparton Urban Design Manual (Urban Initiatives, 2000) for detailed design specifications for all landscape design elements.
- Undertake a program of streetscape upgrades throughout the CBD in accordance with the Spaces Map.
- Prepare streetscape master plans for streets requiring additional design treatment in the future, i.e. Fryers Street, Wyndham Street, Wyndham Walk, the proposed Maude Street bus stop and Vaughan Street.

Signage

Signage performs an essential role in the function of the CBD to assist with way-finding and in providing community information. Quality signage will assist in creating a pedestrian-friendly CBD by providing direction to key locations such as tourist information, shopping arcades, through-block pedestrian links and community or cultural locations.

The Urban Design Manual includes specifications for different signs, including signs for car parking, open spaces and service clubs, as well as banner poles. In some locations these signs have been installed and are working effectively. However, in many other instances signage within the CBD is outdated. A program of improvement to signage across the CBD should provide a coordinated approach to the design of signage and the type of information displayed.

Objectives

- Improve the image and accessibility of the CBD through the use of coordinated signage to identify key functions, attractions and access points.

Strategies

- Implement the Shepparton CBD Design Guidelines – signage as per table provided under Building theme in the Greater Shepparton Planning Scheme.
- Provide signage designs for bulletin boards, events, directional signage and entry points to the CBD.

- Design directional signage to locate the key activity precincts of the CBD, such as the retail core, civic precinct, STEP site and showgrounds.

Key Actions

- Develop a coordinated suite of signage for the Shepparton CBD that builds on the signage specified in the Urban Design Manual.
- Remove obsolete signage.

Safety

Safety in public spaces is of major concern in the CBD. Specifically this relates to the Queens Gardens and the Maude Street Mall where breaches of personal safety have occurred.

While most of the retail and commercial areas feel safe during the day, there are some areas that are less safe, or could be perceived to be unsafe during the evening. These include deck car parks, doorway alcoves, places that have little or no lighting and areas of low activity, or that are poorly maintained, such as the rear of shops.

Opportunities for clear glazing that allows for passive surveillance from the ground level and upper levels of buildings are important. Car parks, open spaces and street spaces need to be appropriately designed and landscaped to improve the safety and perceptions of safety within the CBD. Application of CPTED principles must be applied to the design and ongoing management of all buildings and spaces in the CBD to improve the actual and perceived safety.

Importantly, a greater level of activity within the CBD throughout the day and into the night that would be achieved with an increased residential population is a key step towards improving the safety of the streets.

Objectives

- Design buildings and spaces to improve the level of actual and perceived safety throughout the CBD.

Strategies

- Refer to the international CPTED standards for all new development and improvements to public space and landscaping. In addition, refer to the *Safer Design Guidelines* (Department of Sustainability and Environment, 2005).
- Provide active frontages and upper-level residential to encourage surveillance of public spaces.
- Avoid opportunities for concealment and entrapment in areas adjoining public spaces, including:
 - Doorway alcoves.
 - Walkways with only one entry point that could lead to entrapment.
 - Movement predictors such as walkways with poor sightlines that are away from areas of activity and without active frontages or passive surveillance opportunities.
- Provide increased public lighting where this is inadequate, utilising lighting styles that direct light downwards to illuminate pathways and space.
- Ensure that car parks are adequately illuminated, avoid entrapment points and where possible, have security staff.
- Increase the safety of public toilets and design new public toilets with safety as a primary consideration. In particular they should be:
 - Located in visually prominent locations of high pedestrian activity.
 - Well sign-posted.

- Integrated into the frontage of new buildings, flush with the building façade, rather than set back from the front boundary.
- Available over extended hours, and externally well lit after hours.
- Well lit internally during opening hours.
- Free from visual obstructions, in particular shrubs or low hanging branches.

Key Actions

- As a priority, conduct a safety audit of the CBD to assess the level of safety in all public spaces.
- In the short term, develop and implement a program to improve safety in public spaces, commencing with those areas that are most vulnerable.

Water conservation and environmental sustainability

Water conservation is a key issue in the maintenance of existing parks and open spaces and the development of new planting schemes.

The Council has a commitment to implementing sustainable design in the public realm. A recent project in Fryers Street, adjacent to the SPC factory, has seen the installation of Water Sensitive Urban Design (WSUD) streetscape treatment. The median planting bed has been designed to collect stormwater run-off, with drought-resistant native grasses planted to filter the water.

Simple WSUD measures such as this could be introduced into all public and private developments to ensure that landscaping schemes can be maintained in the long term and that water run-off is directed back into the watertable. Potentially, these areas of native planting could eventually provide a home for animal or insect life and be an effective way of expanding the city's biodiversity.

Drought-resistant species that are particularly adapted to the local climate should be selected or, alternatively, a ready source of recycled water or rainwater should be available. Selection of indigenous species is encouraged wherever possible to further local biodiversity and create or sustain wildlife corridors through the urban areas of the city.

Trees that provide shade are essential for the CBD, for pedestrians and to protect buildings from extremes of temperature. Deciduous trees planted outside windows provide a large amount of shade in the summer and allow light penetration in winter.

In addition, recycled materials can be used for landscaping or street furniture. The Urban Design Manual specifies recycled plastic bollards, for example. In the City of Port Phillip, storm damaged trees were manufactured into bollards and seating, making effective use of this timber.

Objectives

- Design the outdoor spaces of the CBD to enhance the sustainability of the city and to conserve water.

Strategies

- Apply WSUD measures in all new landscaping projects. Specifically:
 - Select drought-resistant species, particularly those that are indigenous to the locality.
 - Provide a renewable water resource to maintain plantings.
 - Use granitic gravel in the place of lawn, as specified in the Urban Design Manual.
- Investigate ways in which Council can increase the use of recycled materials in its landscaping projects (while ensuring that the overall design intention for the CBD, as described in the Urban Design Manual, is maintained).
- Aim to increase the planting of indigenous vegetation throughout the CBD to contribute to biodiversity and re-create wildlife corridors.

- Encourage the use of WSUD and sustainable landscape practice in all private developments.

Key Actions

- Apply the recommendations of the City of Greater Shepparton Urban Design Manual (Urban Initiatives, 2000) for WSUD and sustainable landscape practice.
- Establish a program of works to expand the WSUD and sustainable landscaping to all street planting areas.
- Investigate how Council can increase its use of recycled materials in landscape design.
- Provide interpretive signage for new WSUD or sustainable landscaping projects to illustrate how these practices work.
- Require applications for planning permits to demonstrate how WSUD and sustainable landscaping have been included.

Public Art

Greater Shepparton City Council is keen to develop public art in the Shepparton CBD in recognition of the role it plays in creating interest in the city, as a means of local expression and in promoting tourism opportunities.

A Draft Public Art Policy has been prepared to investigate how public art can be developed in the city. The draft policy outlines the need for public art to represent local diversity and reflect the community's values and aspirations. There are many opportunities to create links with the different cultural and religious communities within Shepparton, particularly the indigenous community, as well as national and international artists and cultures. Public art should also represent the different age groups within the community and, in particular, can be a means for young people to express themselves in the urban environment.

Currently Shepparton's public art comprises a range of installations:

- MoovingArt collection located throughout the CBD
- 'Angel Cows' on the corner of Fryers Street and Wyndham Street
- 'Ibis' on the corner of High Street and Corio Street
- Sundial mosaic at the base of the Telstra Tower
- Mosaic wall at intersection of Maude and Nixon streets
- Ceramic tiles designed by the community installed near the playground in the Maude Street Mall
- Memorial to explorers Hawdon and Bonney
- Memorial to McGuire and river wharf remains
- 'Helping Hand' war memorial
- Artworks at the entrance to the gallery
- 'Louie' the giant mosaic dog.



There is potential to expand the type and style of public art and the themes it represents. For example, public art could be used to illustrate the theme of Shepparton as a river port, perhaps in conjunction with the Monash Park Master Plan and with the indigenous themes that evolve from the RiverConnect Master Plan.

The choice and positioning of art is critical, and as much attention must be paid to the setting of the artwork as to the practicalities of maintenance and the physical robustness of the piece. There are many potential locations for new public art in the CBD. These include high-profile locations such as gateway sites, key activity areas and public spaces. Public art can also be used to enliven 'dead' or 'unloved' spaces in the CBD such as blank walls, car parks or laneways.

Objectives

- Create public art in the CBD that projects the character and uniqueness of Shepparton and enlivens public spaces.
- Express the values of the Shepparton community through public art and create links to the many cultures, races, religions and age groups in the community.
- Raise awareness of the indigenous and post-settlement history of Shepparton through public art.

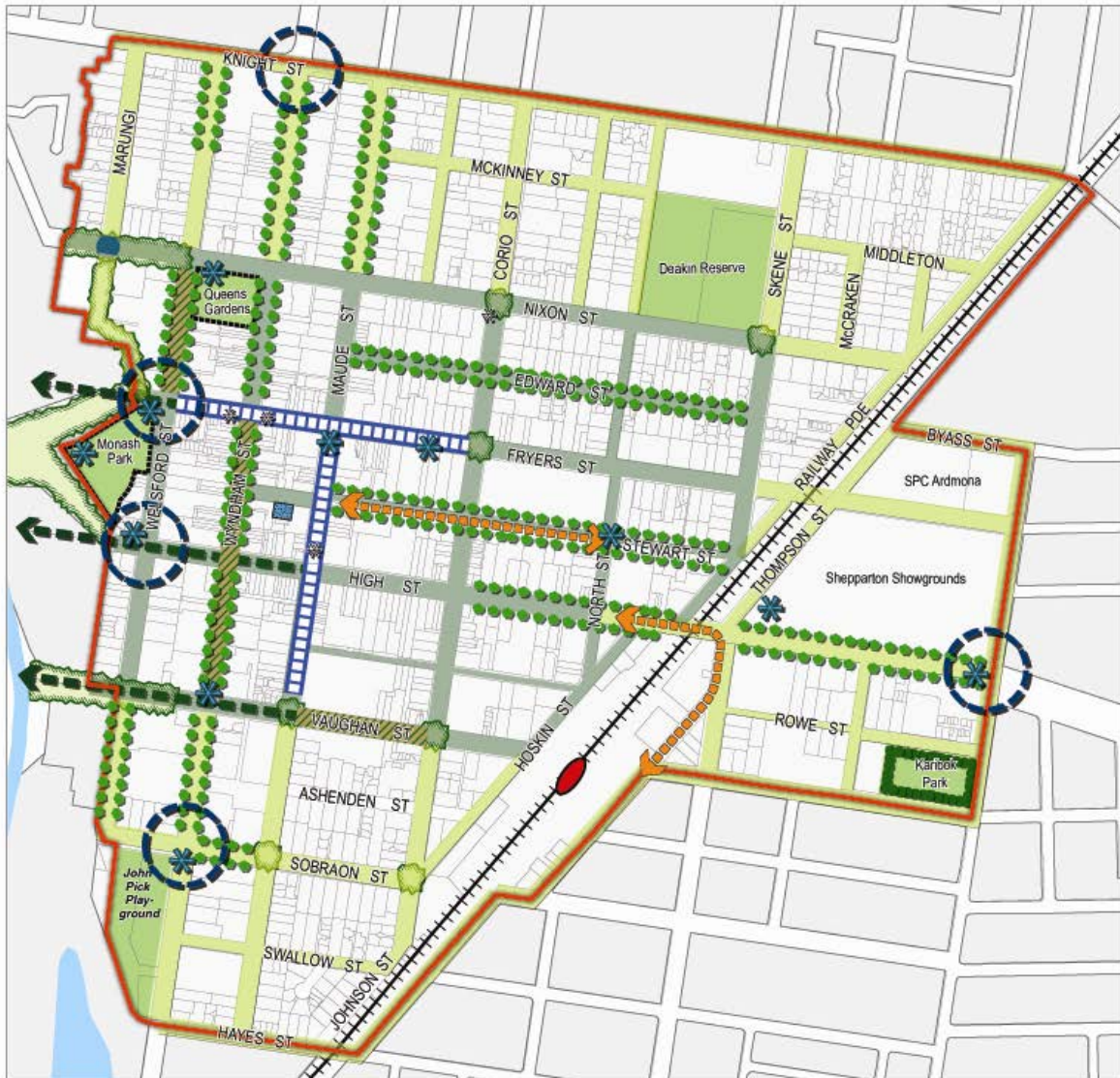
Strategies

- Support implementation of Council's Public Art Policy and establishment of a Public Art Committee.
- Design and coordinate public art so that it makes a positive and effective contribution to the spaces of the CBD, without over-provision of public art or over-representation of a particular theme, specifically the cow theme.
- Increase the variety of permanent and temporary public art in the CBD that is meaningful to the local community.
- Locate public art:
 - At the entrances to or within plaza spaces.
 - Outside major civic and community buildings, including the library, STEP, art gallery, Council offices and the showgrounds.
 - Within vacant shopfronts to maintain an active appearance and fill blank spaces.
 - On blank walls fronting pedestrian spaces.
 - Integrated into functional elements outside of the Urban Design Manual specifications such as feature seating, drinking fountains, playgrounds, paving detail, signage, bollards, gates or fences.
- Ensure connectivity between the CBD and river spaces in accordance with the RiverConnect Master Plan.

Key Actions

- Finalise and implement the Greater Shepparton Draft Public Art Policy, August 2007.
- As proposed in the Draft Public Art Strategy, implement the following:
 - Public art levy of one per cent for all new developments in the Shepparton CBD.
 - A payment of \$500 for all new dwellings and per lot subdivisions.
 - A significant proportional contribution per annum by the Council.
 - Ensure that the four-part strategy in accord with the adopted Public Art Strategy is implemented.
- Prepare a Public Art Walking Tour booklet that provides a map of artwork locations and an image and statement about each public artwork installed in the CBD. Undertake an annual review of the booklet and update as required.
- Work with different groups in the community, such as cultural groups, indigenous groups, young people and art students, to develop new public art installations.

- Commission or acquire works of exceptional standard by major Australian artists.
- Install interpretive signage to identify key indigenous and non-indigenous heritage in the Shepparton CBD and in conjunction with the RiverConnect Master Plan.
- Publicise the installation of new art pieces to raise community awareness of the artwork.



- Study Area
- Railway Station
- Refer to Relevant Park Master Plan
- CBD Gateways
- Existing Open Space
- Existing Urban Space: Upgrade to Urban Plaza
- Concrete or Bitumen with Nature Strips incorporating WSUD
- In situ Concrete in Charcoal Finish
- In situ Concrete with Charcoal Finish with additional Granite Feature Band Detail
- Native Vegetation in Roundabouts and Selected Corridors adjoining the River Parkland
- Additional Streetscape Planting Required
- Improve Landscaping
- Prepare Streetscape Master Plan
- Locations for Future Public Art
- Improve Pedestrian Spaces
- Views to Riverside Vegetation

Spaces

Shepparton CBD Strategy

date | Oct / 08 client | City of Greater Shepparton

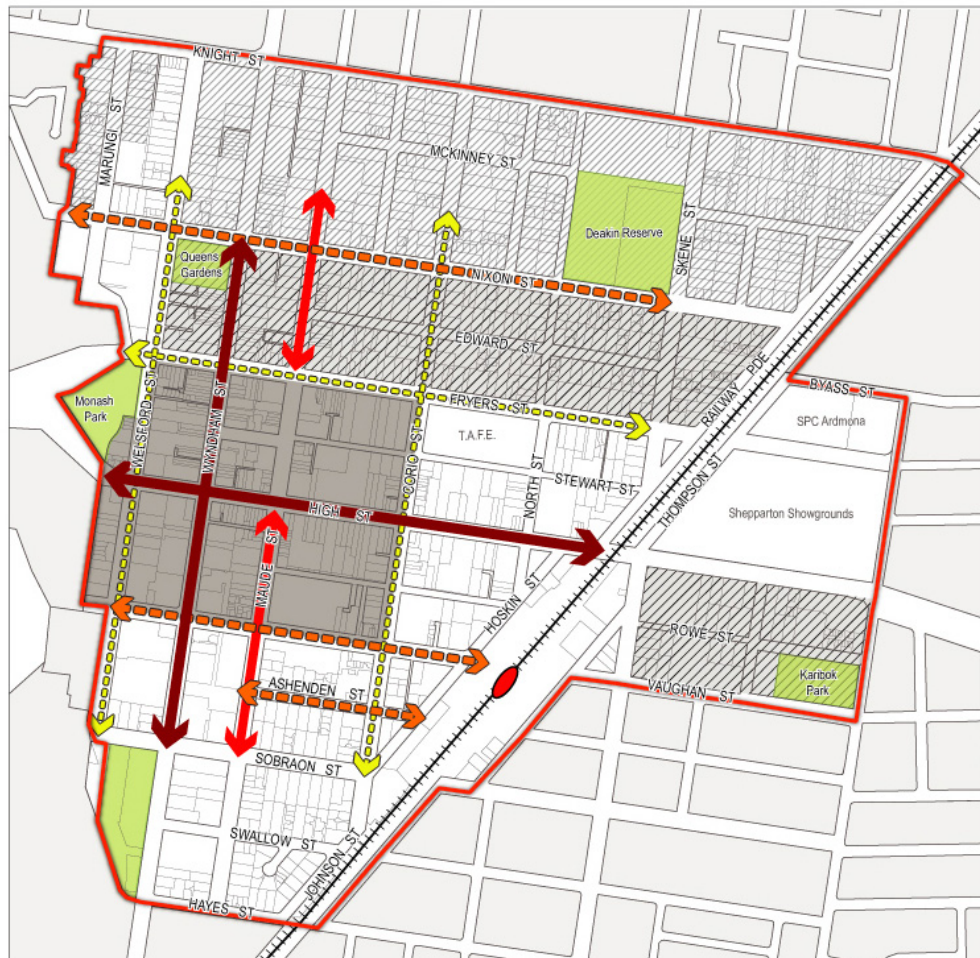
Theme 4: Access

The Access theme looks at the various modes of transport used to travel to and through the CBD, with a particular focus on pedestrian, cyclist and public transport accessibility to increase the sustainability of travel choices and reduce car dependence. Vehicular traffic, roads and parking are also addressed in this section.

Traffic Management

The Shepparton CBD has significant levels of traffic creating congestion, reducing safety for all road users and impacting upon the CBD's amenity and safety, particularly for pedestrians. A pleasant pedestrian environment is critical to achieving the aim of getting more people to use the CBD, as is good access by all transport modes. Underlying and compatible with these objectives is the foundation for creating a sustainable CBD. Whilst private vehicle use will be planned for, the focus of this plan will be to improve alternative transport modes and infrastructure including cycling, walking and public transport amenities to reduce the level of private motor vehicle usage in the CBD.

The additional traffic generated by growth and new development in the Shepparton CBD will create a predicted additional 22,571 daily vehicle trips. The map below illustrates the impact of future projected growth on the Shepparton CBD road network.



Traffic Increase Projections

Shepparton CBD Strategy

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Shepparton Bypass

Maximum traffic growth is expected on Wyndham Street and the Midland Highway. Such growth is to be expected considering that these roads provide the main north-south and east-west routes through the CBD. Development of a Shepparton Bypass is proposed for a ten to 15-year timeframe to redirect large freight and through traffic around Shepparton. In the meantime, the substantial increase in traffic predicted for Wyndham and High streets indicates that there is an immediate need for short-term traffic management strategies for both streets.

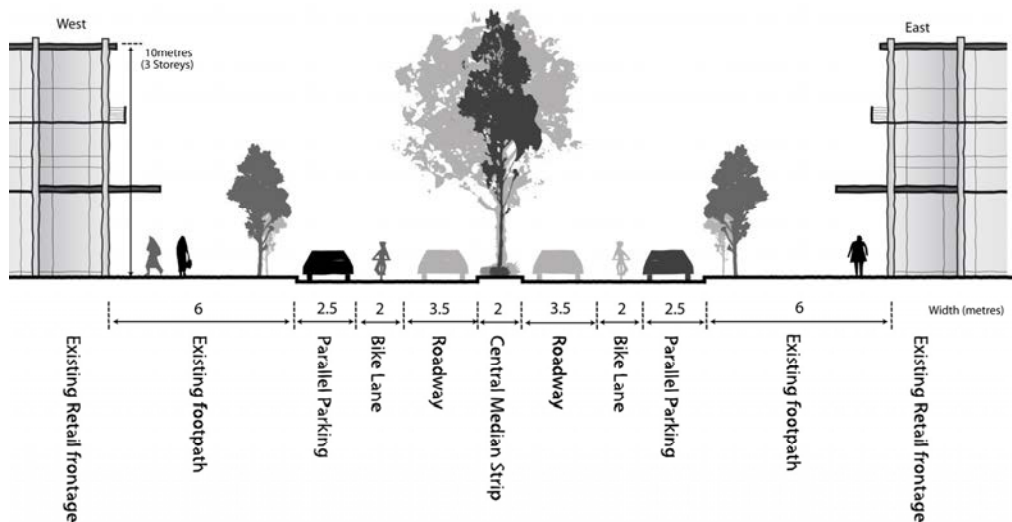
Wyndham Street – north-south bypass

Wyndham Street is still generally used as the route through the Shepparton CBD, despite Welsford Street being identified as the CBD north-south bypass route. The Welsford Street route needs to be improved through direction signage and remodelling of the Wyndham Street-Sobraon Street and Wyndham Street-Knight Street junctions to encourage the use of the internal bypass route of the CBD via Welsford Street. This will direct through traffic along Welsford Street and delay traffic travelling along Wyndham Street, making this route less attractive. Rezoning to a Road Zone Category 1 and VicRoads reclassification to ‘highway status’ should also occur. The upgrade of Welsford Street should be staged so that it precedes downgrading of Wyndham Street as the existing VicRoads classified highway route.

Following the upgrade of Welsford Street, Wyndham Street should undergo significant street works to improve the pedestrian environment including footpath widening and reduction of two lanes to one lane in each direction, bicycle lanes in both directions linking to Fryers Street and landscaping, similar to the Wagga Wagga streetscape works for its main street. More detail regarding Wyndham Street can be found in Precinct 1.

The Wyndham Street downgrade should have minimal impact on the road network within Shepparton as the alternate route of Welsford Street has already been identified. Traffic issues would only arise if Welsford Street was not upgraded within the same timeframe as downgrading Wyndham Street.

Wyndham Street



High Street - east-west bypass

The Midland Highway, locally referred to as High Street in the CBD, provides the main east-west route through Shepparton and caters for large volumes of traffic including freight vehicles and non-local traffic. In the interim of the Shepparton Bypass development, investigation of alternative bypass routes to discourage large freight from High Street has been undertaken. The High Street route provides access to the only east-west bridge crossing of the Goulburn River. Most bypass routes are outside of

the CBD area, including Wanganui, Ford, Grahamvale and Doyles roads to the north. A Council proposed east-west bypass route utilising Welsford, Sobraon, and Hoskin streets, as well as linking to Railway Parade through to Verney Road as a means of accessing industrial and residential areas was not supported by VicRoads. However Council would like to investigate this option and the required changes that would need to occur, including such things as widening of the carriageway with subsequent land acquisition requirements and application of a Public Acquisition Overlay (PAO); signage and road classification.

Advocating for the construction of the Shepparton Bypass at an earlier, or at the earliest possible stage should be a Council priority. The option of reducing the speed limit from 60km/h to 40km/h for example, to increase pedestrian amenity along High Street between the railway line and Welsford Street during business hours, is a possibility, however it is unlikely to be supported by VicRoads until the Shepparton Bypass is completed.

Road Management

Maude Street and High Street intersection

The intersection of Maude Street and High Street caters for large traffic volumes and high numbers of pedestrians. Typically a T-intersection does not provide pedestrian crossings at all approaches, in this case the eastern approach, due to conflicts between vehicles and pedestrians. Vehicles attempting to turn out of Maude Street are impeded by their requirement to give way to pedestrians, and as such, experience long delays. It is proposed to alter the signal phasing at this location to create a scramble crossing. A scramble crossing provides a phase where all traffic movements are held and pedestrians are permitted to cross the intersection in all directions. This type of treatment has been successfully implemented at the intersection of Flinders and Elizabeth streets in Melbourne.

This treatment may result in the loss of some green time for traffic along High Street, however with the proposed partial closure of Maude Street between Vaughan Street and Rowe Street, traffic volumes may be reduced along Maude Street. This may result in some additional 'spare' green time at the intersection, possibly resulting in no loss to High Street. There could be a slight increase in delays to traffic travelling along High Street, with a loss of about 10 seconds of green time to the east-west movements. Signal coordination along High Street could be altered to assist in reducing the delay to through east-west vehicles.

It is also proposed to install a bus stop on High Street, west of the traffic signals, to provide greater pedestrian access to the mall. It is proposed to install a bus signal to assist buses turning right into Maude Street. This will give the buses a few seconds to make their manoeuvre before traffic along High Street is permitted to travel. This should have minimal impact on the operation of the intersection as it will only operate when buses are detected at the stop.

Closure of North Street/Corio Street

The implementation of STEP will see an increase in the number of students walking and cycling in the vicinity of the educational facilities, travelling to and from home and to the CBD. It is proposed to close North Street, between Stewart Street and Fryers Street, to vehicles (refer to Precinct 6 of this report) so as to provide a safer environment for students. The Traffix Group undertook a traffic impact assessment as part of the STEP proposal. This report determines that there is enough capacity on the surrounding road network, Corio Street and Railway Parade, to facilitate the re-routing of traffic as a result of the closure, subject to mitigating intersection works being undertaken prior to the upgrade of the following intersections:

- Hoskin Street/North Street (change in traffic priority)
- Hoskin Street/High Street (signalisation and median opening)
- Railway Parade/High Street (signalisation and median opening).

Should these mitigating intersection works not be undertaken prior to the development of STEP, open-flow traffic should be retained on North Street between Fryers Street and Stewart Street with initiatives to improve pedestrian safety and movement, including:

- A reduction in the speed limit
- Installation of a zebra crossing on a raised plateau.

Goulburn Valley Water has informed that there are existing reticulated water and sewerage mains that would be affected by this closure and consultation would need to occur with any final work plan.

Maude Street

There is much support in Shepparton for creation of a bus interchange in a CBD location. An expanded bus interchange is particularly important to support access from residential areas; due to the nature of bus services being interconnecting and requiring interchange between services; and to facilitate sustainable and affordable modes of transport in Shepparton.

The Council proposes that the bus interchange be located on either side of Maude Street between Vaughan Street and Ashenden Street. The benefits of this location are reinstatement of car parking spaces closer to the mall area where the existing bus stop is located, and reduced impact on Maude Street shop owners, present and future. The disadvantages of this option are that it: will result in the loss of more car parking spaces; is further from key activity areas in the CBD; requires additional pedestrian movements across the intersection of Vaughan and Maude streets which may delay vehicles (even with signals) and raise the chances of a pedestrian accident; and requires large infrastructure investment by Council.

A number of changes will need to occur to support a bus interchange in this location:

- Replace the roundabout at the intersection of Maude Street and Vaughan Street with a signalised intersection. This will enable the intersection to better manage traffic flow and to improve pedestrian safety.
- Remove centre-of-road and parallel parking spaces on either side of Maude Street to accommodate the eight bus lanes (four on either side of the street).
- Redesign intersections to accommodate bus turning movements, including (but not limited to):
 - Maude Street and Sobraon Street.
 - Wyndham Street and Sobraon Street.
- A master plan will need to be prepared having regard for the CPTED principles and including:
 - The widening of footpaths on either side of Maude Street.
 - Installation of high-quality shelters with provision of seating, lighting, litter bins and timetable information.
 - Provision of public toilet facilities.
 - Installation of signage and/or an information board to identify direction and distance to the Maude Street Mall, railway station and other key destinations within the CBD.

In the longer term and/or at the time a larger scale redevelopment of the Vaughan Street Kmart and Coles sites occurs, a bus interchange should be considered as part of any proposal. This should be located within the development and provide necessary infrastructure to support patrons.

Car parking will be reinstated in place of the existing bus terminal north of Vaughan Street.

Impacts of growth on road network

Growth on other roads through the CBD is less than that on Wyndham Street and the Midland Highway as other CBD roads act mostly as distributors, catering to trips with origins and destinations closer to their alignment. In any case, the existing trips on these roads are proportionally less than those on arterial routes through the CBD. The maximum peak-hour traffic growth within Shepparton is unlikely to

create problems for the existing traffic network with sufficient capacity currently available to accommodate the projected traffic growth.

Impact of traffic management proposal on High Street and Corio Street intersection

The alterations to Fryers Street, Wyndham Street and introduction of scramble crossings should not have a major impact on the intersection of High Street and Corio Street. To improve the intersection, it has been suggested that the turning lanes along High Street and Corio Street could be extended, at the expense of car parking. However, it is considered that with the closure of North Street and more traffic anticipated on Corio Street, it will be carrying almost as many vehicles as High Street yet it only has a single lane. Any provision of extended turning lanes may result in the road carrying far more traffic than intended. For this reason, encouragement of additional traffic along this route through the provision of extended turning lanes should not occur.

Objectives

- Refocus the Shepparton CBD as a place for pedestrians and local traffic.
- Manage the short-term operation of the CBD road network to redirect freight and non-local through traffic to alternative routes prior to development of the Shepparton Bypass.
- Improve access to the Shepparton CBD by a variety of sustainable transport modes including foot, bicycle, public transport and private vehicle.

Strategies

- Upgrade Welsford Street as the CBD north-south bypass route to include:
 - Improved signage leading to, and at the intersections of Welsford Street and Wyndham Street, and Knight Street and Wyndham Street to identify the route as the 'CBD bypass'.
 - Remodelling of the Wyndham Street-Sobraon Street and Wyndham Street-Knight Street junctions.
- Following upgrade to Welsford Street, downgrade Wyndham Street to include:
 - A reduction in the carriageway to two lanes.
 - Wider footpaths and priority to pedestrian access and amenity.
- Liaise with major retail stores to determine appropriate routes and vehicle size for deliveries to reduce the heavy vehicle traffic in the CBD. In particular, refer to the concept plans for Vaughan Street which relocate freight delivery to Coles and Kmart from Corio Street.
- Encourage new development, including STEP, to prepare a Green Transport Access Plan.
- Ensure Council shows leadership on sustainable transport initiatives.
- Support closure of North Street as part of the STEP development on the basis that prior to the closure of North Street, the following mitigating intersection works are undertaken in accordance with the Traffix Report recommendations, including:
 - Hoskin Street/North Street (change in traffic priority)
 - Hoskin Street/High Street (signalisation and median opening)
 - Railway Parade/High Street (signalisation and median opening).
- Should mitigating intersection works not be undertaken in accordance with the STEP proposal and Traffix Report recommendations (as above), retain open-flow traffic on North Street between Fryers Street and Stewart Street with initiatives to improve pedestrian movements, including:
 - Reducing the speed limit in North Street between Stewart Street and Fryers Street.
 - Installing a zebra crossing on a raised plateau in North Street between Stewart Street and Fryers Street to facilitate pedestrian movement between TAFE and LaTrobe University.

- Ensure that prior to closure of North Street, Goulburn Valley Water is consulted on the program of works to avoid damage to reticulated water and sewerage main infrastructure.
- In the short term, create a bus interchange in Maude Street between Ashenden Street and Vaughan Street.
- Following completion of all work associated with the new bus interchange, reinstate car parking in place of the existing bus terminal in Maude Street north of Vaughan Street.
- In the longer term, encourage owners of the Kmart site to include a bus interchange within any redevelopment proposal for the site/precinct.

Key Actions

- Work with VicRoads to prepare an amendment to the Greater Shepparton Planning Scheme to rezone:
 - Welsford Street from Business 1 Zone (B1Z) to a Road Zone Category 1 (RDZ1) between Sobraon Street and Knight Street.
 - Wyndham Street from RDZ1 to B1Z.
- Commission a street works upgrade plan for Welsford Street between the junctions of Wyndham Street-Sobraon Street and Wyndham Street-Knight Street to accommodate the changes recommended above.
- Prepare a streetscape master plan for Wyndham Street between Sobraon Street and Knight Street including:
 - Footpath widening.
 - Reduction from four lanes to two lanes, one in either direction.
 - A pedestrian refuge strip.
 - Landscaping.
- Alter the signal phasing at the intersection of Maude Street and High Street to create a scramble crossing. As part of this upgrade, ensure signal coordination along High Street is altered to minimise delay to east-west traffic flow.
- Investigate an east-west bypass route utilising Welsford Street, Sobraon Street, Hoskin Street and Railway Parade through to Verney Road. This would require identification of land to be acquired for road widening purposes and road classification status.
- Following installation of a bus stop in High Street west of the existing traffic signals, install a bus signal in High Street to assist buses turning right into Maude Street.
- Replace the roundabout at the intersection of Maude Street and Vaughan Street with traffic signals to improve safety to pedestrians accessing the car parks and new bus interchange.
- Prepare a Maude Street bus interchange master plan, including:
 - Removal of centre-of-road and parallel parking spaces on either side of Maude Street to accommodate the eight bus lanes (four on either side of the street).
 - With regard for the Safer Design Guidelines for Victoria (SDG) and CPTED principles.
 - The widening of footpaths on either side of Maude Street.
 - Installation of high-quality shelters with provision of seating, lighting, litter bins and timetable information.
 - Provision of public toilet facilities.
 - Installation of signage and/or an information board to identify direction and distance to the Maude Street Mall, railway station and other key destinations within the CBD.

- Redesign of intersections to accommodate bus turning movements, including (but not limited to) Maude Street and Sobraon Street, and Wyndham Street and Sobraon Street.

Car Parking

There is a public perception that parking is difficult to find in the CBD. A contributing factor to this is that car parking visually dominates the CBD and is poorly designed, located and accessed, particularly in Fryers Street, Vaughan Street and around the Council offices. Central median parking creates the appearance of streets that are filled with cars. The perception that there is insufficient parking is considered a threat to retail and commercial business and detracts from the reality that there is enough parking available providing people are willing to walk a short distance. Provision of adequate parking to support CBD businesses must be balanced with the overarching objective to achieve sustainability and increase the opportunities for travel by alternative modes of transport to the car i.e. public transport, foot and bicycle.

Recent parking surveys carried out by the Council and external consultants show that within the Shepparton CBD there is significant spare capacity even during periods of peak demand. A survey carried out in November 2007 showed average usage levels of 65 per cent from noon until 6pm for on-street parking and 67 per cent for off-street parking during the same period. Given the existing supply of on and off-street car parking within the CBD, this represents a spare capacity of 1,060 parking spaces. However, many of the available car parking spaces in the CBD are outside of the main activity areas.

Based on future floor space projections, the future demand for car parking will be approximately 1,232 spaces. To ensure adequate spaces in the future, new development will need to provide the required parking spaces for the proposed development type, with Council able to exercise some discretion where necessary. Such discretion would need to take into account the actual use of the development including hours of operation.



Furthermore, where on-street car parking is proposed to be relocated and replaced in off-street locations including multi-deck car parks, the replacement car parking should be constructed and functioning prior to any streetscape works that result in a loss of on-street car parks.

Short Term

Cash-in-lieu parking scheme

The CBD 'cash-in-lieu' parking scheme is currently \$4,500 per car space. The cost of the scheme is too low as it does not reflect the true cost of development of the car spaces. This has created a trend for developers to buy car parking spaces rather than provide spaces on site. The impact of this is greater pressure on on-street parking. The cash-in-lieu scheme should be reviewed to better reflect the cost of land within the CBD and a rate that encourages provision of on-site car parking or entering into a Green Travel Plan agreement with Council. For comparison purposes, the cash-in-lieu rate for the City of Ballarat is \$17,000 for a ground-level car space and \$32,000 for a multi-storey car space. The review should also include a review of residential car parking rates in conjunction with encouraging long-term (commuter) parking to the periphery of the centre.

Stewart Street multi-deck car park

The Stewart Street multi-deck car park needs upgrading to improve access, presence, appearance and safety. This may include creating an active street frontage with retail uses at ground level and replacing the ground-level car parking spaces at upper levels. Future redevelopment of the site should replace all car parking spaces within the development; provide identification signage on Stewart Street; and include installation of appropriate lighting and CCTV within the car park. Access from Stewart Street and from the multi-deck car park to the Target arcade should be improved for pedestrian access, safety

and interest including such things as retail premises along its edge with active frontages, lighting and potential for illuminated public art. Refer to Stewart Street Concept Plan in Precinct 1.

Short -stay parking

An investigation should be conducted to assess the location and adequacy of one and two-hour-stay car parks within the CBD. Car parking saturation surveys should be undertaken regularly, in recognition of the growth of the town, to determine whether car parking is adequately supporting demand.

Long-stay parking

Commuter parking should be encouraged at the periphery of the CBD freeing up spaces in the inner CBD area. On-street and off-street car parking in the retail core should be for up to two-hour (2P) stays only. Long-stay parking at the periphery should be made attractive to commuters with clearly defined, accessible and safe pedestrian routes between car parks and inner CBD areas.

Vaughan Street

The Vaughan Street precinct will be redeveloped in the short term as per the concept plan in Precinct 1. Surface car parks should be redeveloped and replaced by multi-deck car parking within the development or close proximity.

Signage

Access and signage to car parks should be improved to increase the efficiency and use of off-street car parks within the CBD.

Medium to Long Term

Welsford Street Council-(partly) owned car park

The part Council-owned, part privately owned car park on the eastern side of Welsford Street between Fryers Street and Nixon Street should be redeveloped by the Council, in partnership with private sector investment, for a mixed-use development incorporating the Council offices, retail, residential and upper levels. The surface car parking should be replaced with a multi-deck format. The project could provide an example and act as a catalyst for not only multi-deck car parking in the CBD, but also for higher density residential development in the CBD. Car parking within this site should accommodate extra spaces. This multi-deck car park should act as an alternative to, and support the removal of, car parking in Fryers Street.

Fryers Street centre-of-road car parking

Fryers Street currently provides parallel parking along the kerb and down the central median and a single traffic lane in both directions with an informal bicycle lane. This layout is shown in the photo below right.

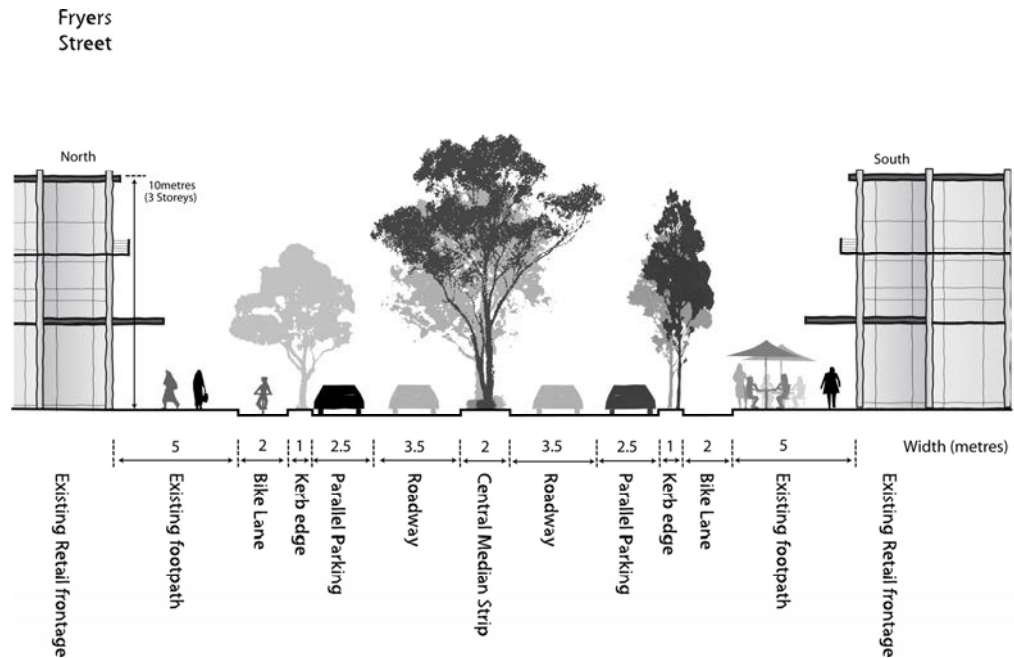
Following development of off-street multi-deck car parking in Welsford Street, it is proposed to remove centre-of-road parking in Fryers Street to facilitate improved pedestrian amenity and cycling safety, as per the indicative proposed layout for Fryers Street shown in the cross-section plan below.

With the construction of TAFE at the eastern end of Fryers Street, it is anticipated that there will be an increase in the number of cyclists between the TAFE campus and the riverside parkland. Actual numbers are hard to determine until STEP is constructed. The current arrangement can create a safety hazard between cyclists and cars due to opening of car doors, parking vehicle manoeuvres and cyclists travelling in



Car parking in Fryers Street.

vehicle lanes. To improve the overall safety to cyclists and the amenity of the local area, it is proposed to install 'Copenhagen' style bicycle lanes along Fryers Street. These lanes separate bicycle movements from all other forms of traffic by placing the bicycle lane along the kerb, and then providing a concrete island to assist in the protection of cyclists. The proposed section layout for Fryers Street is shown below.



The plan will require some redesign of the street configuration including removal of the existing trees on the south side of Fryers Street. However, the layout proposed to widen the footpath can include planting of mature trees and other lower scale vegetation. It will improve the local amenity for pedestrians and the numerous cafes along Fryers Street by providing greater separation between vehicles therefore reducing noise.

Rowe Street and Edward Street car parks

The Rowe Street and Edward Street surface car parks have potential for redevelopment with multi-deck car parking incorporated into a mixed-use development. Council is currently investigating the viability of decking these car parks.

Objectives

- Encourage modal shift from cars to more sustainable modes of transport such as bicycles, buses and foot to reduce the requirement for car parking in the CBD.
- To manage car parking demand and provision to support the economic competitiveness of the Shepparton CBD.

Strategies

- Encourage and provide long-term parking to the periphery of the CBD in safe and accessible locations.
- Provide shorter stay car parking (up to two-hour parking) in the core retail areas to allow higher turnover and discourage use by commuters.
- Support multi-deck car parking in the CBD as part of redevelopment opportunities, to enable reduction of on-street car parking in the longer term.

- Balance the provision of parking in the CBD with improving options for public transport, walking and cycling.
- In the medium term, improve signage to identify access to and location of car parks within the Shepparton CBD.

Key Actions

- Review the cash-in-lieu car parking scheme taking into consideration indexation and including a review of residential car parking rates. The cash-in-lieu parking scheme should include consideration of the following:
 - Assume total car space requires 31m² (based on 16 m² car space and allowance for driveway entry, exit etc. of 15 m²).
 - Determine market value of land in the CBD per square metre.
 - Ground Floor:
 - Determine construction cost of car space at ground level (approx. \$2,300 per space).
 - For ground-level car space use the following equation: land component (31 m²) x market value of land per square metre + cost of construction of ground-level car space = cash-in-lieu parking rate.
 - Multi-storey:
 - Determine construction cost of car space at multi-storey level (approx. \$17,300 per space).
 - For multi-storey car space use the following equation: land component (31 m²) x market value of land per square metre + cost of construction of multi-level car space = cash-in-lieu parking rate.
- Undertake a car parking saturation survey every five years to determine adequacy of car parking in the CBD in relation to population growth.
- Following the provision of long-term parking in the periphery of the CBD, review five-hour (5P) car parking areas in the CBD, and consider replacement with two-hour (2P) parking to discourage long-stay parking in key car parks in the inner CBD.
- Review one-hour (1P) limit car parking spaces in the CBD to identify whether two-hour limits are more appropriate, in particular in locations closer to the Maude Street Mall.
- Liaise with the owner of the Stewart Street car park to upgrade the multi-deck car park including:
 - Improvement to the Stewart Street frontage. This may include creating active street frontage retail or uses at ground level with retail activities on the ground floor.
 - Active frontages and uses along the edge of the laneway to the Target arcade.
 - Identification signage on Stewart Street.
 - Installation of appropriate lighting and CCTV within the car park.
- Redevelop the part Council-owned car park in Welsford Street, in partnership with private capital, to demonstrate how a multi-level car park development with ground-floor retail can be achieved in the CBD.
- Following development of a multi-deck car park in Welsford Street, replace centre-of-road car parking spaces in Fryers Street with landscaping as per development concept plan in Precinct 1.
- Redevelop the Rowe Street and Edward Street car parks for mixed-use developments with car parking replaced within multi-storey or basement car parks.

Pedestrian Movement and Priority in the CBD

Greater Shepparton 2030 and Council's general approach to access and movement in the CBD is to give pedestrians priority. Traffic strategies for the CBD should be designed to promote the CBD as a different traffic environment to the remainder of Shepparton; an environment that is designed for the pedestrian. There are two recent regional city examples where this has successfully occurred - in Bendigo and Wagga Wagga. Both have significantly changed the function of the main street to emphasise pedestrian priority through such measures as landscaping, footpath widening and consistent paving treatments, reduction in width of the carriageway, raised pedestrian crossing points and installation of scramble crossings at key pedestrian nodes.



Wagga Wagga's main street has been designed for the pedestrian. Improvements to pedestrian crossings i.e. a scramble crossing as shown, landscaping, reduction in carriageway, footpath widening and a consistent suite of paving treatments and street furniture have been included.



The grid network of streets provides a good base for pedestrian movements in the Shepparton CBD. However the size of the town centre means that key destinations are not always within a comfortable walking distance of each other (i.e. the railway station is on the boundary of the CBD) and way finding within the CBD is limited. Facilitating safe, attractive and convenient pedestrian movements and stronger connections between key functions within the CBD will be integral to the future success of the Shepparton CBD as a pedestrian priority centre.

Through-block connections such as laneways and arcades are an important part of making the CBD even more accessible to pedestrians. They can also provide additional development frontages. The existing network of lanes and arcades should be expanded to promote an extensive pedestrian network.

The Department of Transport (DOT) has a number of programs to facilitate walking. The Local Area Access Program (LAAP) is aimed at developing and implementing a range of 'demonstration projects' to improve access to activity centres, public transport or other major destinations within local areas. Through practical place-based access improvements, LAAP aims to overcome local impediments to travel, particularly for pedestrians and cyclists.

TravelSmart is a travel behaviour-change program which has been effective in promoting more sustainable forms of travel in several localities. The current program is aimed at developing and implementing travel plans at a range of sites using TravelSmart methodologies and increasing capacity in organisations to deliver, and sustain, travel behaviour-change projects.

Objectives

- Create a high-quality pedestrian environment in the Shepparton CBD.
- Support pedestrian priority throughout the CBD.
- Encourage safe and convenient pedestrian access to the river and other public spaces.

Strategies

- Give pedestrians priority wherever possible within the CBD.
- Strengthen pedestrian links between key activity nodes and functions in the CBD.
- Develop safer pedestrian links from car parks to town centre streets (i.e. lighting, improved visibility, security, maintenance).
- Encourage the introduction of shopfronts onto laneways and promote more residential development in and around the CBD.
- Improve access to public open spaces in the CBD including the river environs, Queens Gardens, Monash Park, Deakin Reserve, Aquamoves and the showgrounds.
- Ensure pathways are linked to the existing routes within the river reserve system as per the recommendation in the RiverConnect Master Plan.
- Create a pedestrian link to the railway station from Hoskin Street.
- Provide improved signage for pedestrians throughout the CBD.
- Investigate implementation of the TravelSmart and Local Area Access Program (LAPP) initiatives to encourage and raise public awareness.
- Encourage walking as a healthy lifestyle.
- Open up laneways to make them more attractive to pedestrians by using lighting, minimising opportunities for concealment and opening them for extended hours.
- Create new links through the ground floor of existing buildings or redevelopment sites.
- Maximise the benefit of existing wide footpaths in the town centre by removing unnecessary pedestrian obstacles on the pavement and providing for outdoor café seating and soft landscaping.
- Improve pedestrian amenity through the use of street-tree planting and further landscaping at key nodes such as prominent corners.
- Enhance all existing lanes and arcades to provide an interesting, active, accessible and safe environment.
- Improve pedestrian safety through use of streetscape design and traffic management techniques to reduce vehicle speeds and discourage through traffic.

Key Actions

- Continue to implement the actions of the Shepparton CBD Access Appraisal Report, January 2007, as a priority.
- Program traffic signals to allow more time for pedestrian crossing movements throughout the CBD.

- Implement pedestrian linkages across High Street at the intersection with Maude Street including installation of a scramble crossing.
- Improve pedestrian access and signage between the railway station precinct and High Street/STEP/retail core by:
 - Undertaking a feasibility study in conjunction with VicTrack to determine the location, cost and timeframe for a pedestrian overpass at the railway station to connect the station with Hoskin Street.
 - Improving lighting, direction and identification signage and landscaping along key routes from High Street to the overpass.
 - Improving Purcell Street as a key pedestrian link to the station with lighting, direction and identification signage and landscaping.
- Remove the roundabout at the corner of Vaughan Street and Maude Street and replace it with a signalised crossing.
- Improve Vaughan Street, Wyndham Street and Fryers Street as walking environments by including footpath widening and landscaping.
- Landscape key pedestrian routes.
- Implement signage and streetscape material improvements.
- Liaise with the Walking and Cycling Branch (DOT) regarding the Accessible and Sustainable Travel Grants Package which will assist in encouraging more sustainable travel behaviour and improving ease of access for pedestrians, cyclists and public transport users to local facilities, jobs and activities – TravelSmart and LAAP.
- Investigate options for promoting the health benefits of walking including such things as developing a CBD walking access guide and Council hosting a walk-to-work-day event.
- Advocate for pedestrian oriented design in key site redevelopments, particularly the Vaughan Street precinct.
- Implement a program of upgrade for all public lanes in the CBD to improve safety, pedestrian access and linkages where pedestrian/vehicle conflicts exist.
- Implement a program to assist and encourage the upgrade of arcades within the CBD to improve appearance, lighting, activity and after-hours access.

Public Transport

Shepparton is the last station on the Melbourne metropolitan rail network, with V/Line services to Melbourne running three times daily (Monday to Friday), twice on Saturday and once on Sunday. Increased activity in the CBD and growth in the student population of the city will place greater demand on train services to Melbourne. Access to the station needs to be improved along Purcell Street from the Midland Highway and for pedestrians from Hoskin Street.

Fast Rail Service

Public transport access to Melbourne is a critical element in competitiveness and liveability for regional centres in relation to business, government and a wide range of social and community needs.

Convenient and low-cost access to services and facilities only available in Melbourne, such as



Looking towards the CBD from the platform of the Shepparton railway station. A new link from the station platform through to Hoskin Street will provide a direct pedestrian route to the CBD and High Street..

specialist medical and dental services or training facilities, is also an important element in the liveability of regional centres. The growth in tertiary education in Shepparton will require improved transport options for students to access Shepparton.

The lack of provision of public transport between Shepparton and Melbourne highlights this problem. The State Government announced fast rail services between Melbourne and Geelong, Ballarat, Bendigo and La Trobe Valley, with track upgrades, new rolling stock and a sustainable increase in the number of services. This has led to an increase in standard of service and in patronage on these lines. To contrast the difference in service provision, Shepparton has three daily train services in comparison to Bendigo's 14 daily services. Further, the travel time is much slower because of the state of the track and the condition of the rolling stock. Greater Shepparton's liveability and competitiveness are impacted by this situation. Therefore it is vital for the Shepparton region to be provided with a level of public transport that ensures that it is competitive with other regional centres. Critical to this is having the railway station for passenger services within the Shepparton CBD.

Bus Services

Buses are the main source of public transport in Shepparton and around the region. The role of bus services will increase as the Shepparton CBD responds to growth. Services will need to respond by extending after 6pm on weekdays, after 1pm on Saturday and all day Sunday. Location of bus stops should be reviewed to ensure optimum coverage of the network. This should include a new stop in High Street near the Maude Street Mall and potential for bus stops close to periphery car parking areas to enable commuters convenience in accessing the CBD.

The current bus interchange along Maude Street does not have sufficient capacity to cater for all of the bus routes across Shepparton. Sometimes buses are forced to queue across Rowe Street which generates delays for vehicles and passengers. To alleviate this problem, a new bus interchange is proposed on Maude Street between Ashenden Street and Vaughan Street. The proposal has been discussed in detail under Traffic Management.

A pilot program called 'Street Rider' has received funding to operate a trial bus service between 1am and 5am each Sunday. The Street Rider bus will offer a delivery based transport service to local patrons of Sheppartons late night entertainment precinct. During the pilot phase of the program, the users of the service will be picked up from one central location within the Shepparton CBD and travel along pre-determined routes within local established residential areas. Based on the results of this pilot service and subject to funding, the Street Rider bus will aim to service the entire municipality within five years, with consideration given to extending the operation hours to Saturday mornings. The pilot program is supported by this strategy, and funding opportunities for further expansions and developments will be explored.

Taxi Service

Taxis provide an important service in Shepparton, particularly after hours when no public transport services are in operation. Currently there are taxi ranks in the CBD in Maude Street and Fryers Street. There is concern for community safety with the current taxi rank in Fryers Street. A partnership between the Greater Shepparton City Council, Victoria Police and Goulburn Valley Community Health is seeking to improve safety in relation to the Fryers Street taxi rank and proposing that a new location be identified. This proposal has the support of the Shepparton Taxi Association.

Safe taxi ranks play a vital role in minimising crime and violence, and can increase the community's perceptions of safety in and around transport hubs. Safety includes a queuing system (preferably metal bars), well-lit areas, safe exit from the taxi, clear sight lines and limited entrapment spots in accordance with the SDG and CPTED principles, shelter and natural surveillance.

It seems appropriate that investigation into a new taxi rank be undertaken in association with the pilot Street Rider service and identifying an appropriate bus stop location. The taxi rank/Street Rider stop should be located within proximity to late-night venues in the CBD and meet the SDG and CPTED design principles. Proposals for a safe rank must take into account the key pathways between after-hours venues in the CBD including Wyndham Street and the Maude Street Mall.

Objectives

- Ensure the CBD is well connected by public transport to provide a viable alternative to the car.

Strategies

- Develop a public awareness/promotional campaign in conjunction with transport providers and the State Government to promote alternative modes of transport to access the CBD.
- Improve access to the railway station from the CBD, including the existing access to the station along Purcell Street.
- Support the current network of bus routes and expand the bus routes to extend after 6pm weekdays and all weekend.
- Upgrade bus stops to include shelter, timetable information, lighting and signage.
- Support the Street Rider pilot program to introduce a night-rider-style bus service to the CBD.
- Support expansion of the Street Rider bus service to operate on Thursday, Friday and Saturday nights.
- Relocate the taxi rank from Fryers Street to a new location in the CBD which demonstrates the following:
 - Is central to the late-night entertainment venues in the Shepparton CBD.
 - Is sited and designed in accordance with the CPTED principles.
 - Is co-located with the late-night bus service stop.

Key Actions

- Undertake a feasibility study in conjunction with VicTrack to determine the location, cost and timeframe for a pedestrian overpass at the railway station to connect the station with Hoskin Street and improve pedestrian access between the station and the CBD.
- Review current bus stop locations in the CBD to ensure optimum coverage. This should include investigation of a bus stop at the northern end of the Maude Street Mall in Fryers Street.
- Work with bus companies to demarcate the location of bus stops in the CBD. This should include installation of high-quality shelters and enhancing stops through the provision of seating, lighting, litter bins and timetable information.
- Prepare a Purcell Street Master Plan to improve safety and access to the station and bus interchange at the station.
- Liaise with Shepparton Taxi Association, the Street Rider program, Victoria Police and Goulburn Valley Community Health to identify a new site in the CBD for a co-located taxi rank/Street Rider bus stop.
- Support long-term operation of the Street Rider service.
- Advocate for extension of the Street Rider service to Thursday and Friday nights from the CBD.
- Liaise with the Walking and Cycling Branch (Department of Transport) regarding the Accessible and Sustainable Travel Grants Package which will assist in encouraging more sustainable travel behaviour and improving ease of access for pedestrians, cyclists and public transport users to local facilities, jobs and activities.

Cycling

Cycling in the Shepparton CBD should be encouraged by providing clear and safe cycle routes that link to the Shepparton cycle network, and through provision of end-of-trip facilities to encourage commuting.

Council has recently reviewed the Shepparton Bicycle Strategy with the purpose of increasing cycling as an alternative to motorised traffic. Opportunities exist to extend the cycle network in the CBD adding to and improving the existing on-road cycle lanes on Fryers Street, St. Georges Road, Railway Parade, Hawdon Street and Knight Street, including:

- Road safety (cycling lanes and paths, traffic signals, pavement, education)
- Secure storage at origin and destination
- Installation of shower and changing facilities
- Signage
- Creating the Shepparton CBD as a leader in sustainability can include use of innovative design and technology with regard to bicycles. Increasing the visual presence of bicycle lanes and infrastructure in the CBD could be enhanced by such things as Copenhagen-style bike lanes.



Copenhagen bike lanes in South Melbourne demonstrating clear pedestrian crossing points, (right) and at-grade design. Photos courtesy of Bicycle Victoria website www.bv.com.au



To improve the overall safety of cyclists, it is proposed to install 'Copenhagen' style bicycle lanes along Fryers Street. These lanes separate bicycle movements from all other forms of traffic by placing the bicycle lane along the kerb, and then providing a concrete island to assist in the protection of cyclists. Fryers Street currently provides parallel parking along the kerb and down the central median and a single traffic lane in both directions with an informal bicycle lane. It is anticipated that there will be an increase in the number of cyclists between the STEP campus and the riverside parkland as student numbers increase. This current arrangement can create a safety hazard between cyclists and cars due to opening of car doors, parking vehicle manoeuvres and cyclists travelling in vehicle lanes. The Copenhagen-style lanes will alleviate these problems. Initial conflict between pedestrian and cyclist will be overcome through education.

Bicycle Victoria has published the Bicycle Parking Handbook which provides useful information for private developers on the design and location of bicycle infrastructure.

Objectives

- To encourage greater bicycle usage as a transport option to the Shepparton CBD for commuter and recreational cyclists.

Strategies

- Encourage cycling as a transport option for recreational and commuter cyclists by providing adequate paths and end-of-trip facilities in the CBD, and linking the CBD cycle network with the existing cycle network.

- Build on existing cycle networks by further developing routes through the CBD on the safest streets.
- Install directional signage along cycle routes and upgrade cycle route information.
- Install bicycle parking at key destinations in the CBD including at cafes, supermarkets, banks, community buildings (library, Council offices), sports facilities (indoor and outdoor), open space and parks, transport interchanges, car parks, shopping centres and general retail strips.
- Install bicycle parking by providing a small number of rails in many locations, rather than central banks or parking rails. It is generally not recommended that more than four parking rails are implemented in a single location, with the exception of stations. (i.e. Four only in popular locations, otherwise one or two rails will suffice.)
- Install signage in indicative locations for behavioural, directional and warning signs in the CBD.

Key Actions

- Implement the Shepparton Bicycle Strategy actions as a short-term priority in the CBD.
- Provide secure bicycle parking at all Council buildings and community facilities and Council-controlled off-street car parks.
- Install Copenhagen-style bicycle lanes on Fryers Street as part of the Fryers Street Master Plan.
- Liaise with the Walking and Cycling Branch of Department of Transport regarding the Accessible and Sustainable Travel Grants Package which will assist in encouraging more sustainable travel behaviour and improving ease of access for pedestrians, cyclists and public transport users to local facilities, jobs and activities.
- Facilitate provision of end-of-trip facilities for workers, residents and visitors in existing and new development in the CBD, by advocating Council's position at pre-application meetings, and by providing landowners and developers with a copy of Bicycle Victoria's Bicycle Parking Handbook and other relevant literature.



- | | |
|---|--|
| Study Area | Proposed Pedestrian Railway Overpass |
| Railway Station | Improve Pedestrian Movement |
| Existing Car Parks | Proposed On-Road Cycle Lane |
| Existing Council-Owned Car Parks | Proposed Through-Block Pedestrian Connection |
| Key Existing Pedestrian Connection | Proposed Road Closure |
| Existing On-Road Cycle Lane | Road to be investigated as Bypass |
| Maude Street Mall | Improve Bus Interchange |
| Highways | Proposed Scramble Crossing |
| Local Roads | Example Multi-Deck Car Park |
| RD22 - Continue as a link to eastern industrial and residential areas | |

Access
Shepparton CBD Strategy

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Theme 5: Governance and Leadership

The leadership theme focuses on strengthening relationships between the public and private sectors and ways in which the achievement of the strategy needs to be assisted and supported by people or organisations. Lack of action on sustainability measures by the state and federal governments places local government, including the Greater Shepparton City Council, at the forefront of leadership and innovation in regards to achieving a sustainable future for the Shepparton CBD; a sustainable future that encompasses the local environment, the local economy and the local community (social and cultural life). This should include actions to encourage, educate and advocate through the plan.

Leadership in Sustainability

Our understanding about the extent of climate change and its causes and effects has increased dramatically in recent years. So too has the Shepparton community's awareness of and concern for the economic, environmental and social impacts of climate change on the future sustainability of Shepparton and the region. This is evident in the principles of Greater Shepparton 2030 and its implementation into the Greater Shepparton Planning Scheme. Greater Shepparton 2030 provides the policy basis for creation of a sustainable city. The Shepparton CBD Structure Plan will need to build on Greater Shepparton 2030 and show how the environmental sustainability of the CBD can be improved.

The Australian Greenhouse Office suggests the following with regard to local government and achieving sustainable outcomes:

"The most easily implemented adaptation actions for local governments are those that, regardless of what changes are occurring to Australia's climate, will provide a net benefit to the environment, society and/or the economy."

Council should strengthen its role as leader and example to other local governments in sustainable objectives and actions.

Where an industry is supported on a larger scale within a city or large regional town, opportunities for employment and industry sector growth within that place may also evolve. The renewable energy industry or other such industries could be encouraged to locate in Shepparton. The growing tertiary education sector could support the industry through partnerships in research and development.

Objectives

- Promote the Greater Shepparton City Council as a leader in sustainability through application and advocacy for best practice and new technology in the CBD.
- Strengthen Shepparton's economy by promoting Shepparton as an ideal location for the renewable energy industry and other sustainability-related sectors within the CBD.

Strategies

- Apply the principles of environmentally sustainable design to development and infrastructure of all Council buildings and infrastructure.
- Ensure all Council activities are based on the principles of WSUD and ESD.
- Ensure that Council gives preference to products produced from recycled materials and products that can be re-used or recycled.
- Invest in training and development of Greater Shepparton City Council staff in the fields of sustainable design and practice to inform decision-making processes.
- Promote triple bottom-line approach to design, development and business within the CBD.

- Work with La Trobe University and other post-secondary education providers to offer programs and courses in the 'sustainability' sectors, i.e. Environmentally Sustainable Building Design; Sustainable Agriculture Practice; Natural Resource Management; Renewable Energy; Environmental Engineering; Green Plumbing.

Key Actions

- Prepare a Local Sustainable Design Policy for Greater Shepparton to be implemented in the Greater Shepparton Planning Scheme.
- Introduce STEPS/SDS as a preferred tool for the assessment of residential development applications. (Greater Shepparton would be the first regional council to do so).
- Prepare an 'ESD Information Checklist for Development' to assist landowners and developers, amongst others, in considering and applying ESD principles and/or STEPS to all categories of development at the planning and design stage of a development.
- Undertake training for all Council statutory and strategic planners in the STEPS/SDS programs.
- Nominate a representative to the MAV Local Government ESD Advocacy Group to promote Shepparton's sustainability model at a state level.

Public and Private Sector Partnerships

Good relationships between the public and private sectors are the foundation for brokering and achieving mutual objectives for development within the Shepparton CBD. This may include quality urban design initiatives and achieving environmental standards over and above the mandatory Building Code and Planning Scheme requirements.

Private investment can also play an important role in financing and delivering facilities for a city. The Council can support investment in the CBD through public domain works, such as streetscape improvements and public infrastructure, and creating favourable regulatory environment, marketing and confidence building that establishes the image of the CBD. These issues require a coordinated approach and will achieve the greatest outcome for the Shepparton CBD.

Objectives

- Improve public and private sector relationships to maximise opportunities for development of the CBD.
- Create an attractive built environment that supports a range of activities to meet the current and future needs of all people who live in or visit the CBD.

Strategies

- Strengthen the Council's relationship with key developers and landowners in the CBD.
- Assess private development proposals to determine the implications for the CBD's public spaces and streetscapes. Advocate for provision of active frontages, environmentally sustainable design objectives, better integration into the streetscape and provision of public facilities such as seating and landscaping treatments where developments open onto public thoroughfares.
- Investigate the potential for development and/or consolidation of Council-owned sites within the CBD for private sector development.

Key Actions

- Appoint a CBD Place Manager, (Streetlife program funding) to initiate discussions with landowners, major operators and government authorities to facilitate development, secure funding and coordinate the various actions required to implement the strategy plan.
- Liaise with key property owners and developers to redevelop key sites.
- Advocate for private developers to coordinate with Council from pre-planning permit application stage through the design development process to achieve mutual objectives for the CBD.
- Undertake key catalyst projects, such as development of the Welsford Street car park site, to stimulate private investment in the CBD.
- Undertake streetscape works to support investment and commercial development.
- Establish a clear role for Council in facilitating investment in the CBD.



PRECINCTS

Identification of Precincts

Ten precincts have been identified in the Shepparton CBD as shown on the map below. These are areas that share similar land use patterns or built form and for which common strategic directions have been identified.

MAP 7: PRECINCT MAP



- 1 Retail
- 2 Office
- 3 Secondary Office/Retail
- 4 Peripheral Residential
- 5 Higher Density Residential
- 6 Tertiary Education
- 7 Civic
- 8 Showgrounds and SPC Ardmora
- 9 Rowe Street East Mixed Use
- 10 Railway and Adjoining Land

- Study Area
- Railway Station
- Open Space

Precincts

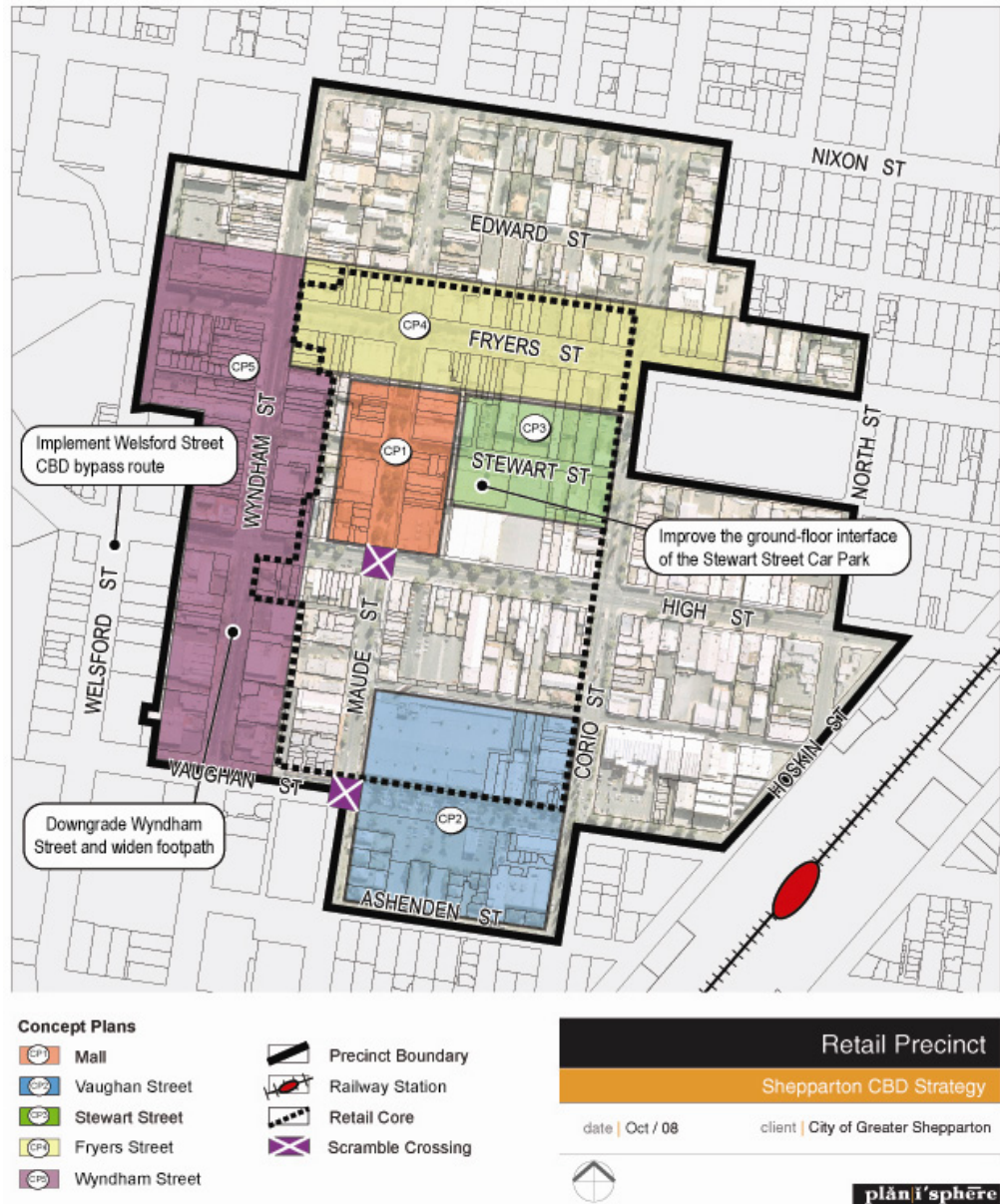
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Precinct 1 – Retail Core

Map



Description

Precinct 1 comprises the primary retail area of the Shepparton CBD. It includes the key retail areas of Fryers Street, the Maude Street Mall, Target and Coles/Kmart, and surrounding areas that contribute to the retail offer.

Issues and Opportunities

Two key issues for the retail precinct are the ability to accommodate projected floor-space growth and diversify and strengthen the retail offer to increase competitiveness. It is vital to Shepparton that the future retail growth is accommodated in the CBD rather than elsewhere in the city, to maintain a lively and active 'heart' and to ensure a sustainable community. These matters have been discussed in the Activities theme, and methods to address issues relevant to the retail precinct are addressed in this section.

Consolidation of the retail area is necessary to ensure the CBD remains and becomes increasingly walkable. Clustering of core retail activities, particularly anchor stores and entertainment uses is the key to achieving a pedestrian-friendly city.

Management of the impacts of entertainment activities is often an issue for cities. After-hours activities are a major concern, and in Shepparton many people perceive the CBD after hours as dangerous or threatening due to alcohol-affected people walking the streets, often between venues. An emphasis on improving the actual and perceived safety of the CBD is required. In addition, as residential uses increase in the CBD, management of potential noise conflicts needs to be considered.

Throughout the retail precinct, ground-floor uses should be active, providing an interesting pedestrian environment. Existing blank wall façades should be converted, where possible through redevelopment proposals or negotiation, to include windows. In the interim, options such as installing murals or artwork could be investigated. Weather protection is also desirable in pedestrian areas.

Higher buildings accommodating office or residential uses above ground level should be encouraged around the Maude Street Mall area. Higher built form can serve to indicate the 'centre' of town and residents add to the all-hours vibrancy and safety of the CBD. It is recognised, however, that development of residential uses in this locality is a medium to long-term outcome, nevertheless it should be in-built in any future planning controls for the centre.

Maude Street Mall

The Maude Street Mall, in particular, suffers from a negative perception about safety. In fact, recent crime figures suggest that there is more crime outside of the mall than within, and that which does occur, is generally after hours when patrons of entertainment venues use the mall for access to other venues. The study on Maude Street Mall, Crime Prevention Through Environmental Design (CPTED) Audit, provides a detailed analysis of safety and management issues within the mall, and provides a number of excellent recommendations to improve both reality and perception of safety.

The mall has great appeal for national retailers and there have been very few vacancies in the mall over the last five years. Issues raised in discussions with the community relating to the mall include:

- The mall is too long.
- The design of the mall is outdated.
- The multi-level car park in Stewart Street is difficult to access.
- There is limited use of the mall for purposes such as outdoor dining.
- Shops within the mall are not regularly open for weekend trading.
- There are poor linkages between Vaughan Street and the mall.
- The mall requires landscaping.

Options for reopening the mall to traffic were examined as part of the preparation of the draft strategy. Benefits of opening the mall to traffic included improved passive surveillance offered by passing vehicles, which could lead to an increase in perceived safety of the area, improved access by vehicles to the centre of town and more on-street car parking. The negatives associated with opening the mall included removal of a public space and the opportunities afforded for relaxed seating, festivals and

other gatherings, as well as the mall denoting a significant part of the CBD. This issue is more fully discussed in the Access theme.

It is proposed that the closure of the mall to vehicles be retained and that issues related to improving the mall be dealt with through this strategy. In the short term, the mall could be improved through: implementation of the CPTED review associated works; employing a Mall Manager to ensure the area is kept tidy, active and safe; some minor landscaping, lighting and visual links. Encouraging uses that operate outside normal business hours to locate within the mall is seen as an important method to improve the safety and function of the mall. Restaurants, bookshops and small convenience stores should be encouraged for this purpose. Links between the mall and the Stewart Street car park should be improved as per the Stewart Street concept. In the medium to longer term, removal of structures, repaving, major landscaping works and a new playground amongst other works should be implemented.

Any improvements to the mall need to take into consideration the CFA Emergency Access Management Plan which requires provision of adequate height and space for access to the mall by emergency vehicles.

Maude Street Mall Indicative Sketch





Concept Plan Maude Street mall



1
Remove pergola and replace with simple structure of 100mm diameter steel pole and tensioned wire to support vines. Poles to be located at verandah edge. (Refer to perspective)



2
Shade structure as central feature at intersection. Retain raised lawn in West Walk.

Update paving in accordance with Design Manual specifications. Apply special paving treatment. Ensure a consistent application of materials throughout the mall.

Encourage barrow-style food stalls selling fruit, coffee etc. Well designed and co-ordinated portable structures with unobtrusive signage.

Open tower arcade as a through-block connection.

Update playground.

Encourage more activity in the mall with outdoor dining and upper levels used for residential or office with balconies overlooking the space.

Install scramble crossing at High and Maude streets.

Provide flexible space that can accommodate events of varying size.



3
Provide information signage such as poster displays in City of Melbourne.



3
Reduce visual clutter in the mall. Relocate phone boxes to side street.

Paved footpath feature to signify mall entrance and facilitate pedestrian use



4
Upgrade Stewart Street as a key pedestrian connection. Ensure active frontages and clear pedestrian paths.

Zone spaces in the mall for pedestrian traffic, loading/emergency vehicles, café tables, casual seating/event space.

Remove kiosk to create a more open central event space.

Granitic sand squares for variation in materials, with minimum heat retention and permeability. Application of granitic sand should alleviate need for camber in central space.

LEGEND

- Existing building footprints
- Existing car parking
- Existing paving treatment
- Granitic Sand
- Consistent tree planting
- Pedestrian access
- Through mid-block linkages
- New pergola
- Entrance signage or art feature

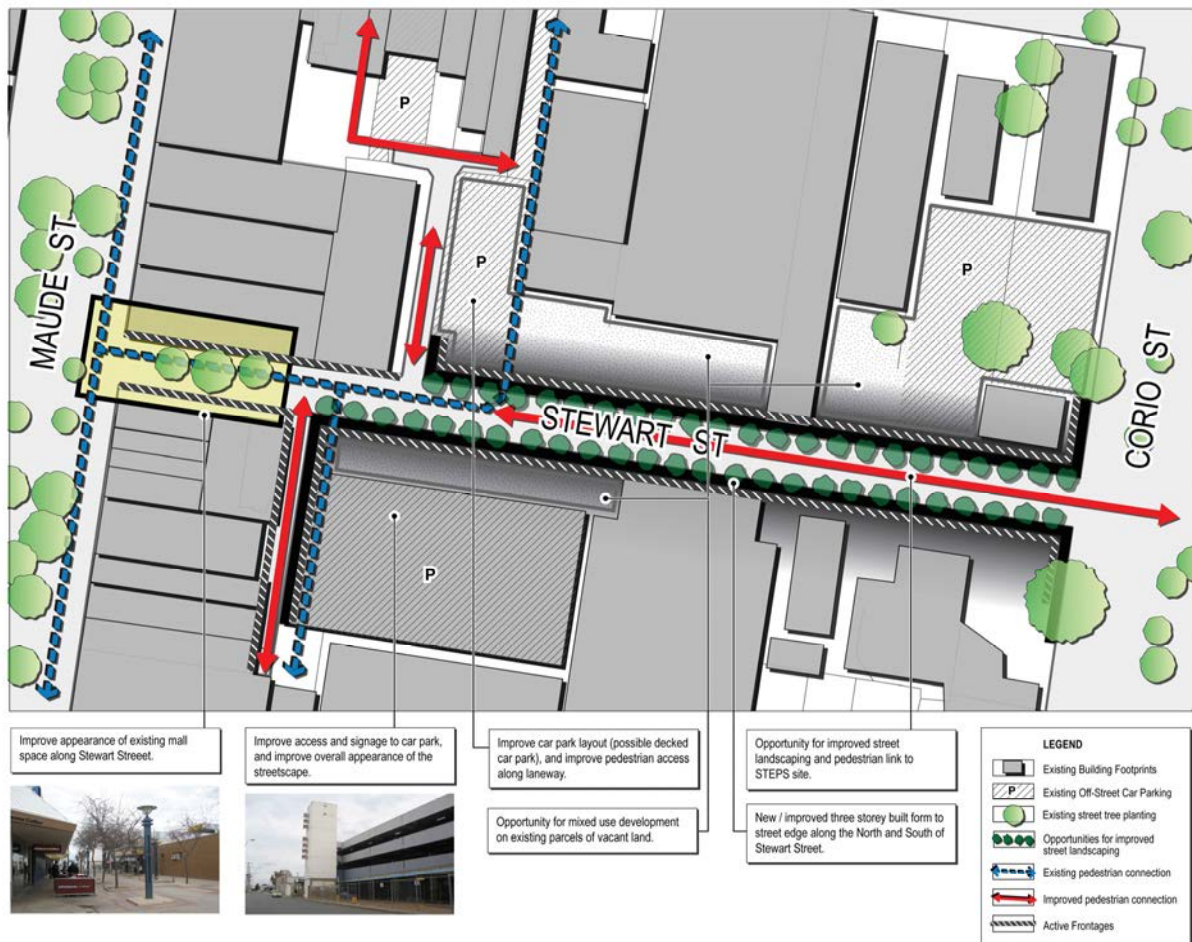
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Stewart Street

Stewart Street provides a key function with its surface and multi-deck car parking and pedestrian access to the Maude Street Mall. Currently the street is narrow and has poorly designed street and car parking layouts, building frontages and built form design. There are opportunities to improve the amenity, safety and quality of the pedestrian and vehicular access environment. This may include low-scale landscaping where appropriate given the narrow width of the street.

The Stewart Street multi-deck car park needs upgrading to improve access, presence, appearance and safety. This should include creating active street frontage with retail uses at ground level and replacing the ground-level car parking spaces at further upper levels. Future developments on the site should replace all car parking spaces within the development, provide identification signage on Stewart Street and include installation of appropriate lighting and CCTV within the car park. Access from Stewart Street and from the multi-deck car park to the Target arcade should be improved for pedestrian access, safety and interest and include such things as retail premises along its edge with active frontages, lighting and potential for illuminated public art.

Concept Plan Stewart Street



Telstra Tower

The Telstra Tower is located adjacent to the mall, on West Walk. Over the years the tower has become a Shepparton landmark due to its visibility throughout the city. Essentially the tower is of a simple, functional design that serves its purpose as a communications tower. The viewing platform offers spectacular 360° views of the city and into the distant countryside. However, no information about the locality is provided, the platform is not well maintained and the stairs would be a difficult climb for people of limited mobility.

Fraser Park, at the base of the tower, is a small plaza space. It is dominated by the tower and its staircase and is used primarily for pedestrian access to the tower and public toilets. A sundial mosaic has been added to the park, however it otherwise lacks design treatment.

Design ideas for the tower and Fraser Park were explored in a report by Urban Initiatives, 2000. Various options were considered, ranging in the level of investment required. Potentially, Council or Telstra may choose to dismantle the tower at the end of its useful life. However, given its status as a local landmark and the views that are afforded from the platform, it should be upgraded so that it can be more widely used and enjoyed.

Suggestions by Urban Initiatives to improve the use and appearance of the tower during the day and night include:

- Removal of the staircase in the lower levels to open up viewlines through Fraser Park and the space at the base of the tower, with the construction of a new staircase around the edge of the structure.
- Upgrading of Fraser Park so it can be used as an enclosed play space for toddlers.
- Improvements to the viewing deck to ensure that the space is clean and secure.
- Provision of information at the viewing deck.
- Construction of a lift to the viewing deck and the opening of a café, subject to the structural ability of the tower.
- Feature night-lighting of the tower.

Vaughan Street

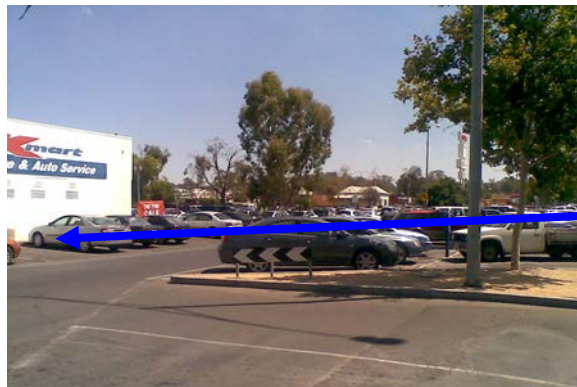
The Vaughan Street retail area has potential for significant upgrade. The buildings that are currently on Vaughan Street were originally constructed with significant layout inefficiencies such as the car parking, traffic flow, pedestrian movement and landscaping. A coordinated, comprehensive redesign of the area could significantly enhance the function of this precinct. This should include creating a bus interchange within any redevelopment of the Kmart site.

Issues relating to Vaughan Street include:

- The buildings are of poor design with blank wall façades to major pedestrian thoroughfares.
- The area has very poor amenity.
- There is a conflict between vehicle access and pedestrian movement throughout the area.
- Traffic flow along Vaughan Street is particularly poor due to the configuration of the car park opposite Coles/Kmart.
- The footpath on the southern side of the street has been removed and the road space widened integrating the carpark and carriageway, thus creating a poor legibility and safety for pedestrians.
- Angled parking outside Coles has created a very narrow footpath in a high-volume pedestrian activity area.
- The roundabout at the intersection of Vaughan Street and Maude Street favours vehicles and is unsafe for pedestrians crossing to car parking areas on the south side of Vaughan Street.

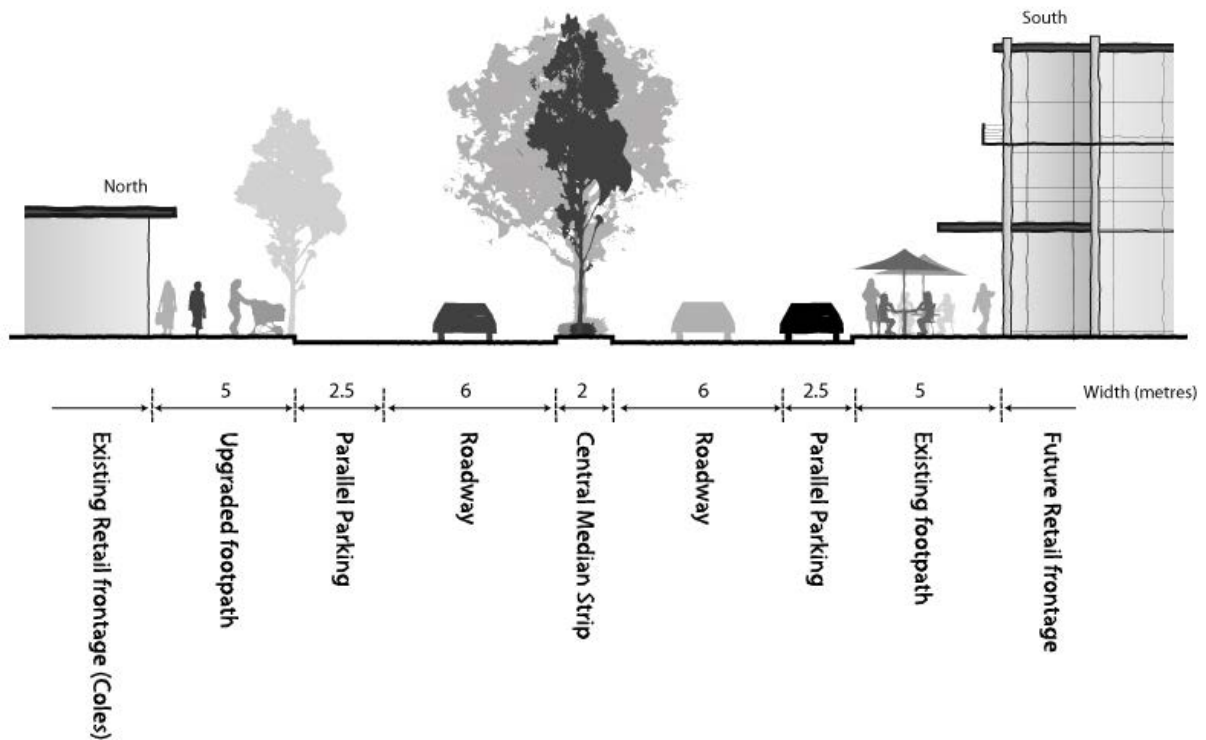


Angle parking outside Coles has resulted in narrowing of the pedestrian footpath. The angled parking should be replaced with parallel parking so that the footpath can be reinstated at its full width along the whole of Vaughan Street, between Maude Street and Corio Street. Blank walls onto key pedestrian areas should be avoided.



The southern footpath has been removed to allow for two rows of centre-of-road parking. The footpath should be reinstated along the south side of Vaughan Street in line with the configuration of the intersection with Corio Street (see section on next page). On-street parking can be replaced within a multi-storey development over the Kmart surface car park site.

Vaughan Street



Concept Plan Vaughan Street



1 Remove angle parking and replace with parallel. Widen footpath outside Coles in line with eastern end of Vaughan Street.

Incorporate bus interchange into redevelopment of Kmart site.

New bus interchange. Removal of centre-of-road and parallel parking. Widening of the footpath to accommodate new passenger facilities (seating, travel info, ticketing, cycle parking etc.).



2 Surface car park redeveloped for retail at ground level and office/residential in upper levels. Deck car park in centre of site replaces existing car park.

Secondary retail or high density residential that has interface with residential on south side of road.

Perimeter retail / mixed use development around surface car park (or deck car park) to create new active frontages for key corner sites.

3 Reinstiate footpath and kerb and channel to distinguish road and pedestrian areas.



Create a shared road space for cars and pedestrians.

Retain established trees on northern side of road as islands of vegetation at edge of car parking strip. Remove young trees in central median to allow relocation of median.

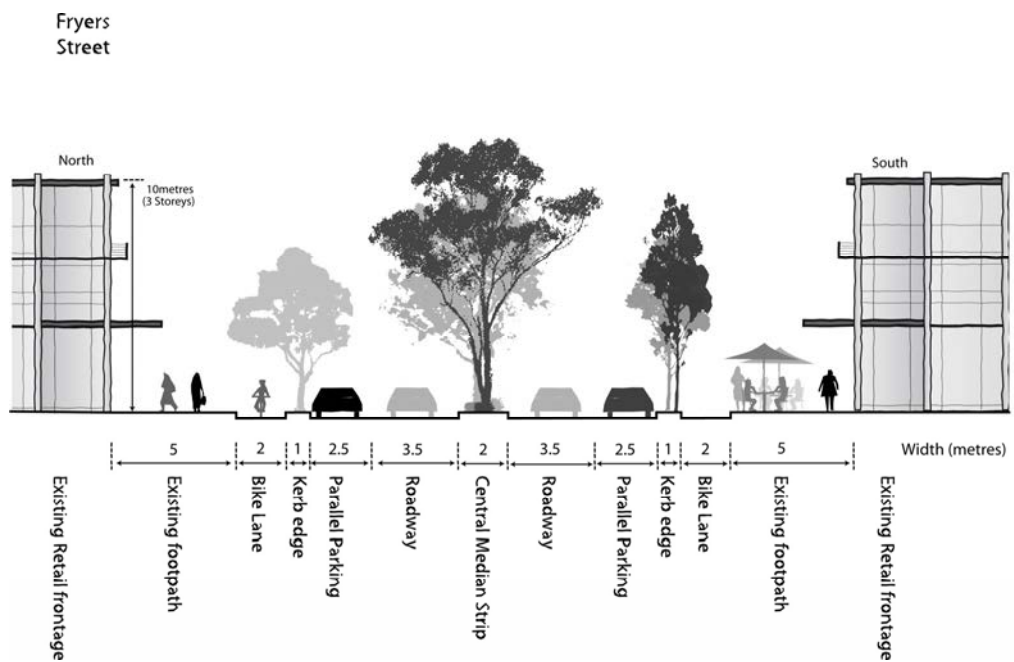
New retail frontages created on south side of Vaughan Street with clear pedestrian pathways.

LEGEND

- Existing building footprints
- Existing car parking
- Existing paving treatment
- Existing tree planting
- New median planting strip
- Active retail frontage
- Existing residential interface
- Shared traffic space
- Reinstiate footpath
- Key corner sites
- New kerb outstands with new tree planting

Fryers Street

In recent years Fryers Street between Wyndham and Corio streets has developed a café focus. This is no doubt at least partly due to the streetscaping works undertaken to plant median trees, the availability of wide footpaths for outdoor seating and the traffic calming caused by the road narrowing, making the street a pleasant place to sit. This dining focus is to be encouraged as an agglomeration of such uses creates a unique offer that cannot be found elsewhere in Shepparton, and should be expanded to include specialty food retailing (e.g. delicatessen, bakery, Asian or Middle-Eastern grocery) and ethnic-based restaurants. The installation of the 'Copenhagen-style' cycle lanes, as discussed previously, will assist in the aim of creating a pleasant dining area. They will also create a safe destination point for recreational cyclists seeking a coffee and gathering point. Some tree removal on the south side will occur as part of the reconfiguration of the street, however these trees can be replaced within the footpath envelope.





Concept Plan Fryers Street



LEGEND

- Existing building footprints
- Existing car parking
- Existing paving treatment
- Existing tree planting
- New median planting strip
- Bike lanes
- Active retail frontage



Installation of copenhagen-style bike lanes for easy bicycle access and increased safety.



New 3 storey building height along Fryers Street with retail at ground level and office or residential above.



Retain wide footpaths. 6m foot path on southern side of road will accommodate outdoor dining.



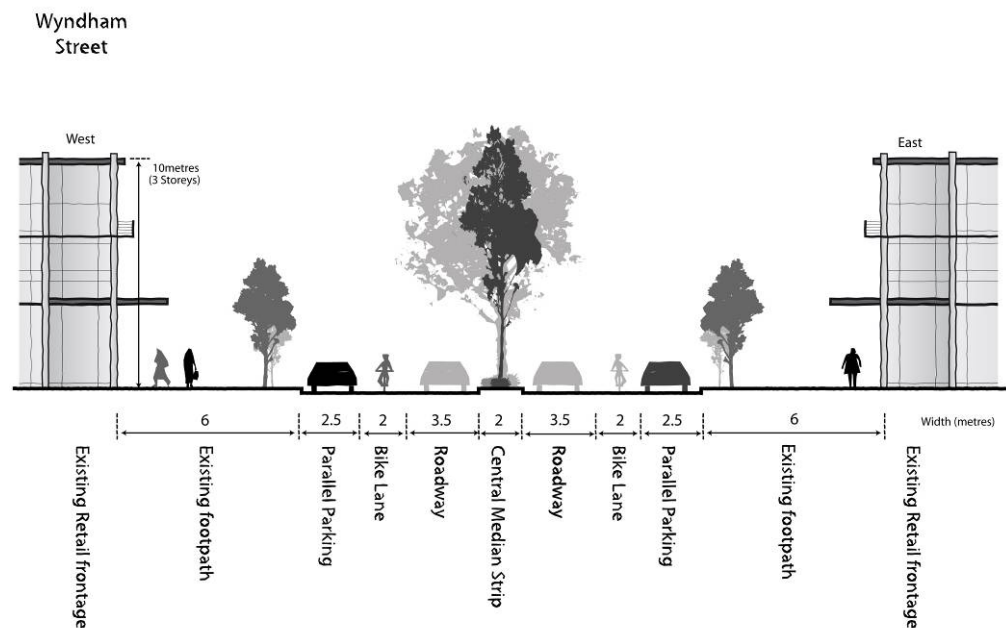
Remove central parking and create new median planting strip.

Wyndham Street

Wyndham Street currently serves as a major thoroughfare through the CBD edge. Uses fronting the street include the post office, restaurants, retail activities, open spaces, commercial offices and businesses. Most of these activities are high pedestrian generators, and better pedestrian linkages with the remainder of the CBD need to be established. The level of traffic along Wyndham Street is a major impediment to creation of a more amenable pedestrian environment.

Relocation of the CBD through-traffic bypass route to Welsford Street would enable a number of improvements to the Wyndham Street streetscape. This should include reduction of two lanes of traffic to one lane of traffic in either direction, new bicycle lanes, widened footpaths and landscaping initiatives.

Refer to concept plan on next page.



Wyndham Walk

Wyndham Walk provides important pedestrian access between Wyndham Street and Welsford Street, and Monash Park and further west to the river. The walk has the potential for active frontages, public art, signage, lighting and landscaping to create an attractive, safe and exciting arcade link.

Shepparton Plaza: Relationship to the Retail Core

Shepparton Plaza requires upgrading in appearance and function. Its redevelopment should occur at the time that retail floorspace is at capacity within the CBD, and provide a complementary offer to that of the CBD. The plaza is over 30 years old and is in need of renewal. Until then, only cosmetic changes to the appearance and function of the centre should be allowed. As noted previously, the CBD is suffering to some degree from the competition already introduced by Shepparton Marketplace, and another such retail offer on its outskirts would be unsustainable in the short to medium term.

Its eventual redevelopment should provide a more attractive and well-designed entry to the CBD. A hard edge with active frontages and car parking on the south side would be preferable. Refer to Precinct 9 for Shepparton Plaza concept plan.



Concept Plan Wyndham Street



1 Widen footpaths and add new street landscaping to improve pedestrian environment.



2 Provide pedestrian crossing point at central places along the road to link pedestrian routes (eg. median strip).

Create and improve through block pedestrian links.

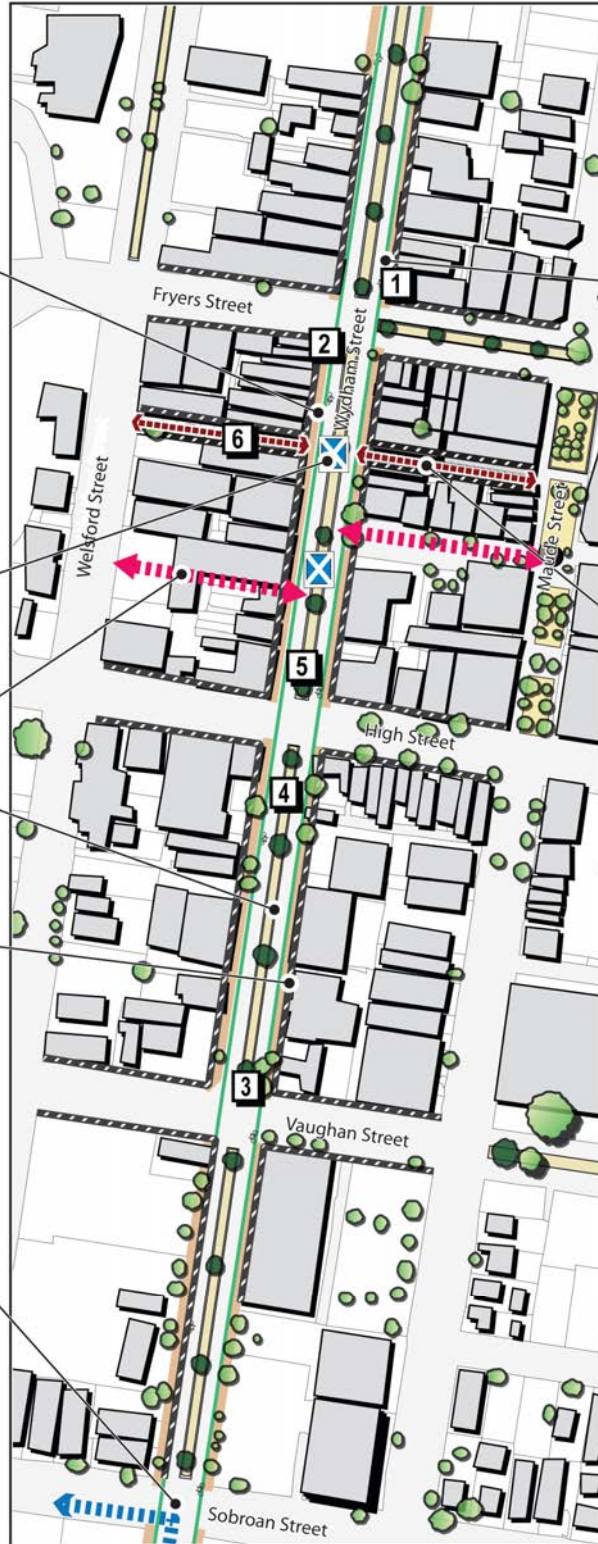
Narrow carriageway, introduce median strip with planting and breaks as appropriate to local movement.

Active street frontages along Wyndham Street to improve streetscape and safety.



3 Reconfigure intersections with Sobroan and Knight Street to encourage through traffic movement along Welsford Street as CBD bypass.

(nb. Photos are provided as example of possible treatments)



4 Install bike lanes to improve cycling and access facilities.



5 Upgrade Wyndham Walk with lighting, consistent materials, signage and public art to promote pedestrian use and increase safety.



LEGEND

- Existing building footprints
- Pedestrian access
- Extended paving treatment
- Median strip
- Consistent tree planting
- CBD bypass
- Interior walkway
- Bike lanes
- Active retail frontage
- Pedestrian crossing points





Vision

The retail precinct in Shepparton will provide an exciting range of shops and entertainment options that cannot be found elsewhere in the city. The core retail area will contain the major anchor stores, cinemas, entertainment, clothing and national brand retailers. The peripheral retail area will contain other retailing such as larger format homewares, office supplies, service businesses, offices and specialty retailers. The mall will function as the true 'centre' of town, with higher building forms around to denote its significance and Fryers Street will provide a focus for food and dining activities.

Strategies

- Develop sites in accordance with the Maude Street Mall, Fryers Street, Stewart Street, Vaughan Street and Wyndham Street concept plans and cross-section plans.
- Encourage redevelopment of vacant or underused sites with buildings that create a well-defined street edge. Specifically, this includes:
 - Improving the function and appearance of Vaughan Street through a stronger built form and architectural quality to define the streetscape and improve pedestrian amenity.
 - Encouraging a higher density of building around the mall, including the vacant sites or surface car parks of Stewart Street, to improve its appearance and safety.
- Encourage the location of cafes and dining, and food outlets in Fryers Street and the Maude Street Mall.
- Encourage the location of uses that operate outside normal business hours in Maude Street and Fryers Street in the retail core.
- Improve the function and appearance of the mall as the principal open space of the CBD's retail core and the heart of CBD activity.
- Maintain the mall as a space for pedestrians with vehicular traffic restricted to emergency vehicles.
- Remove service and loading vehicles from the mall where possible, or restrict their access to designated areas to reduce conflict with pedestrians.
- Maintain sightlines through the mall by avoiding a cluttering of structures.
- Retain a consistent theme of high-quality paving materials, furniture and lighting.
- Encourage a greater range of activities in the mall, particularly residential (above ground), food and entertainment:
 - Facilitate higher scale, mixed-use development that includes residential to bring more people to the mall and activity on the street.
 - Encourage café tables within the mall.
- Improve the night-time safety of the mall by encouraging more people and activity during the day and night, and by applying CPTED principles to its design and planting.
- Upgrade the mall playground with more attractive, up-to-date facilities.
- Ensure that any future works proposed for the mall consider the existing Maude Street Mall Emergency Access Plan or a new plan that consider CFA's emergency access requirements.
- Improve the appearance and safety of the Telstra Tower and upgrade Fraser Park.

Key Actions

- As a priority, implement the findings of the Maude Street Mall, Crime Prevention Through Environmental Design (CPTED) Audit, 2007.

- Reinstate a Mall Manager to oversee the day-to-day function and maintenance of the mall, improve safety and to extend a program of events and activities.
- Undertake works in accordance with the Maude Street Mall Concept Plan, including:
 - Stage 1
 - Prepare detailed design for upgrade of Maude Street Mall.
 - Stage 2
 - Remove kiosk.
 - Construct new playground for children of all mobility.
 - Provide information signage.
 - Reduce clutter in the mall including relocating infrastructure and furniture, phone boxes, rubbish bins, to appropriate locations.
 - Stage 3
 - Undertake streetscape works including granitic sand, tree planting, paving, and removal and replacement of pergola, and paved footpath feature at intersection with Fryers Street.
- In conjunction with the Maude Street Mall Concept Plan, undertake a revised Emergency Access Plan in partnership with the Country Fire Authority (CFA).
- Develop a more extensive program of events and activities for the retail core utilising the mall space. This could include a weekly weekend farmers' market with a focus on local produce and cuisine of different ethnic groups in the community, roving or staged performances, art installations, local displays etc.
- In the short term, undertake the following works in accordance with the Vaughan Street Concept Plan:
 - Remove angle parking outside Coles on the north side of Vaughan Street and replace with parallel parking.
 - Widen footpath outside Coles on the north side of Vaughan Street and construct in line with the eastern end of Vaughan Street.
 - Reinstate footpath, kerb and channel on the south side of Vaughan Street to distinguish road and pedestrian areas.
- Liaise with trader groups about alternative or restricted access for loading vehicles in the mall, Maude Street between High and Vaughan streets and in Vaughan Street.
- Liaise with trader groups regarding extended and uniform trading hours.
- Liaise with owners adjoining Wyndham Walk to improve the design of the walk and building frontages to improve paving, lighting, active frontages, safety and landscaping.
- Widely promote any changes to trading hours both in weekdays and in week-ends. Work with the bus companies and DOT to integrate bus services with trading hours.
- Prepare detailed landscape plans for Fryers Street, Vaughan Street, Stewart Street and Wyndham Street based on the concept plans in this plan.
- Expand cafes and dining, restaurants and entertainment uses in Fryers Street and the mall. Encourage uses to operate during and outside of normal business hours i.e. after 6pm and on weekends.
- Investigate the potential to upgrade the appearance and safety of the Telstra Tower and Fraser Park. As a priority, implement a night-time lighting scheme for the tower.
- Implement policy to encourage higher density residential, above ground level and with noise attenuation, around the mall vicinity.

Precinct 2 – Office

Map



Issues and Opportunities

The office precinct is based along Welsford Street between Vaughan Street and mid-way between High and Fryers streets. The precinct is an area where heritage plays a role in defining character. The buildings on the south-west corner of High Street and Welsford Street are important landmarks, but are also within a heritage precinct with a heritage museum amongst other uses.



The precinct comprises low-scale office buildings on the west side of Welsford St that have open-space river frontage. The east side of Welsford Street is experiencing redevelopment including modern two-storey office developments.



This strategy proposes that the CBD bypass along Welsford Street be implemented as soon as possible, to enable the downgrading of Wyndham Street. This will result in increased traffic volumes along Welsford Street in future. Office uses are considered to be highly compatible with this type of thoroughfare, and other uses are also compatible provided that adequate siting and noise amelioration issues are addressed prior to approval.



Many buildings along Welsford Street are tired and in need of upgrading. Some are Council owned, and, subject to alternative locations being found for current uses as required, provide Council with the option of offering the property for sale with conditions on its future use and development. For example, properties on the west side of Welsford Street have significant redevelopment potential for mixed-use, multi-level residential and/or office use, due to their proximity to the open space and views across the river valley. The Council could specify such uses and other requirements, such as meeting noise attenuation and ecological sustainability objectives, in its tender documents.

New development along the west side of the street should be sited to ensure that views are available between buildings to the open space beyond, and pedestrian access should be provided to these spaces by occupiers of the buildings and, where possible, the public.

Vision

The precinct will have a commercial office focus, enlivened by residents living above ground-floor offices, service businesses and cafes, accessing views, amenity and recreational opportunities of the Goulburn River environs. Well-designed buildings will maximise their river frontage and incorporate increased height along Welsford Street, while still allowing views between buildings of the river environs beyond.

Strategies

- Consolidate the precinct's office role.
- Encourage residential uses at upper levels of office redevelopments where they can maximise river frontage, views, amenity and recreational opportunities.
- Encourage mixed-use development on land between Welsford Street and the river's open space.
- Improve pedestrian and cycle links along the river between Queens Garden and Aquamoves.
- Encourage active frontages along the riverfront and on Welsford Street.
- Encourage zero setbacks to built form along Welsford Street.

Key Actions



- Create a cultural heritage trail from the Heritage Centre on the corner of High and Welsford streets along the river area finishing at the war memorial site.



Precinct 3 – Secondary Office/Retail

Map




-  Precinct Boundary
-  Railway Station

Secondary Office / Retail

Shepparton CBD Strategy

date | Oct / 08 client | City of Greater Shepparton

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Description

This area contains a mixture of office, warehouse, peripheral retail and residential uses. There are also a number of vacant sites and an RSL club. The buildings are generally single or two storeys and often spaciouly sited on the blocks. The land to the east of Welsford Street is within a Business 1 Zone and the land to the west is within a Business 5 Zone.

The precinct acts as bookends to the CBD and the architectural quality of buildings at the gateways to the CBD should reflect this. Refer to Building Design Guidelines in the Buildings section of this plan. The Welsford Street bypass route will require reconfiguration of the intersections of Wyndham Street with Welsford Street to the south and Knight Street to the north. Welsford Street will require streetscape works to enable upgrading to highway status, whilst Wyndham Street will be downgraded to create a pedestrian-friendly environment.



Issues and Opportunities

The precinct contains a mixture of uses that appear to have located randomly, due to the proximity to the highway/Wyndham Street. With the relocation of the CBD through-route to Welsford Street, some of these uses in Wyndham Street may suffer from the reduced passing trade, while others may benefit from the quieter environment. In addition, the residential properties along Welsford St may become more suited to a commercial/office use or be redeveloped for medium-density housing. Therefore the area could be subject to some change in future.

The area is quite distant from the heart of the CBD, and therefore uses locating here are considered peripheral and should not duplicate or challenge uses that should be located in the retail precinct or office precinct. For example, a large format retail use or a large corporate office should not be encouraged in this area. However agricultural supplies, plant nurseries or other retail that is not readily accommodated in the heart of the CBD and is compatible with nearby residential uses, as well as commercial and small offices, would be suitable.

Vision

The area will accommodate a mix of medium-density residential, small office and peripheral retail uses. The precinct will develop a cohesive appearance through the use of consistent streetscape treatments and built form.

Strategies

- Improve the streetscape treatments of the area through consistent street-tree planting.
- Encourage a compatible mix of medium-density residential and commercial/office uses that do not directly compete with or duplicate the retail and commercial use in the retail and office precincts.
- Encourage a lower-scale-storey built form with office/commercial uses incorporating a small landscaped setback to complement the setback of residential uses in the area.

Key Actions

- Implement the street-tree master plan for the area.
- Implement design guidelines for commercial/office developments.
- Work with VicRoads to prepare an amendment to the Greater Shepparton Planning Scheme to rezone:
 - Welsford Street from Business 1 Zone (B1Z) to a Road Zone Category 1 (RDZ1) between Sobraon Street and Knight Street.
 - Wyndham Street from RDZ1 to B1Z.
- Commission a street works upgrade plan for Welsford Street between the junctions of Wyndham Street-Sobraon Street and Wyndham Street-Knight Street to accommodate the changes recommended above.



Precinct 4 – Peripheral Residential

Map



- Railway Station
- Precinct Boundary

Peripheral Residential

Shepparton CBD Strategy

date | Oct / 08 client | City of Greater Shepparton

Issues and Opportunities

Council's Greater Shepparton 2030 Strategy directs compact medium-density housing development to the area within 400m to 600m of the Shepparton CBD. The Council is currently undertaking a housing strategy which will support introduction of housing in the CBD and provide further detail as to where this type of development should occur. Residents on the periphery of and within an activity centre provide an important trade market for the centre. Intensifying the residential threshold of the area provides new and increased visitors to support CBD businesses and improves the viability of new activities such as cafes and restaurants.

Medium-density housing should be appropriately designed to integrate into established residential areas and ensure ongoing residential amenity.

Vision

Medium-density housing integrated within established residential developments will maximise residential opportunities close to services and functions of the CBD and river. New infill development will demonstrate the application of ESD principles to its design and performance, acting as a catalyst for improvements to the existing established residential buildings.

Strategies

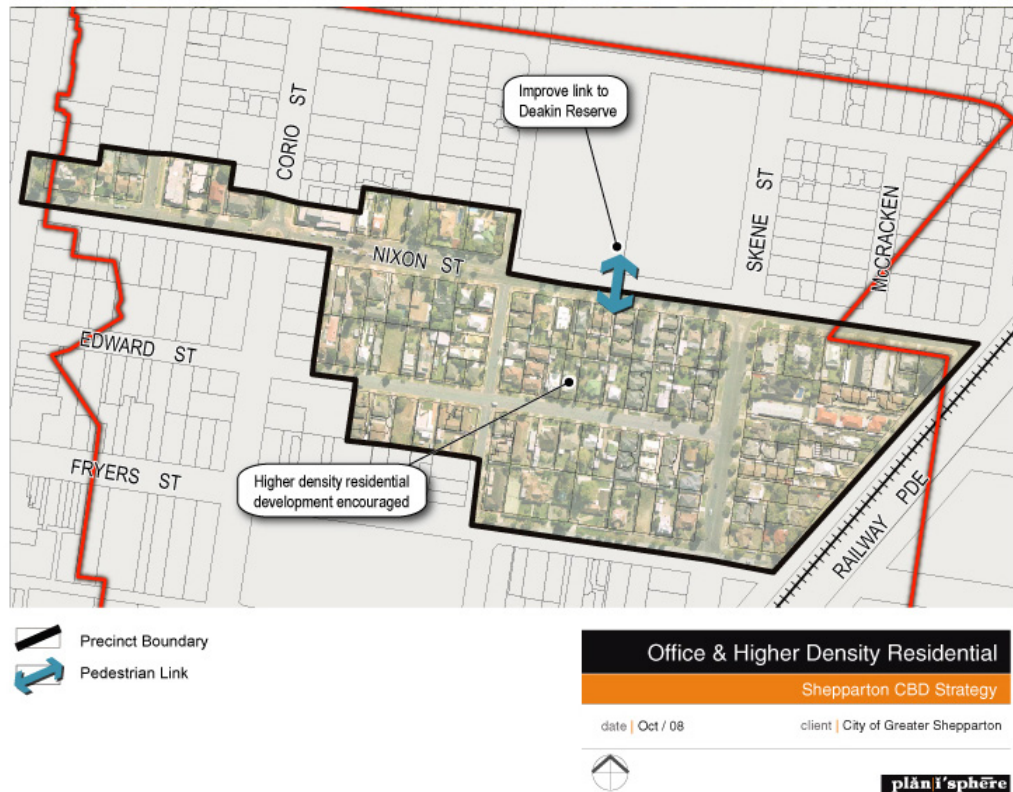
- Retain the high level of amenity of established residential areas surrounding the CBD.
- Encourage medium-density housing in the peripheral residential areas.
- Encourage higher built form to three storeys in Marungi Street to maximise opportunity for views to the river.

Key Actions

- Implement STEPS assessment for medium-density housing development.
- Implement appropriate zoning or policy guidance in the planning scheme to ensure appropriate scale of buildings in the residential areas.

Precinct 5 – Office and Higher Density Residential

Map



Issues and Opportunities

A large area of Business 5 zoned land exists to the north of the CBD. The area provides a land-use buffer between the key activity centre uses and established residential area. Its current role is a mix of residential and small office spaces, often within converted dwellings. The precinct is valued for its proximity to dining and entertainment opportunities in Fryers Street, shopping in the Maude Street Mall, student services at STEP, the Vaughan Street supermarkets and public transport.

This area provides land that could be considered for rezoning to Business 1 Zone in the long-term growth of the centre. This should only occur once land supply for redevelopment has been exhausted within the CBD proper, and not before, in order to encourage a compact, walkable CBD.

The Business 5 Zone provides an opportunity for higher density residential development above office or secondary retail uses at ground-floor level. Higher density residential uses need to be supported by public open spaces. Deakin Reserve could provide this function, however access to the park across Nixon Street will need to be improved.

Pedestrian links, in general, within the precinct should be improved for access, amenity and safety.

Vision

This precinct will be an 'inner urban' area with higher built form comprising a mix of higher density residential, ground-floor offices, secondary retail and upper level residential. Buildings contribute to the public spaces including street spaces, providing a safe pedestrian experience where spontaneous interactions are common. The precinct is valued as a residential location for its proximity to dining and entertainment opportunities in Fryers Street, shopping in the Maude Street Mall, student services at STEP, the Vaughan Street supermarkets and public transport.

Strategies

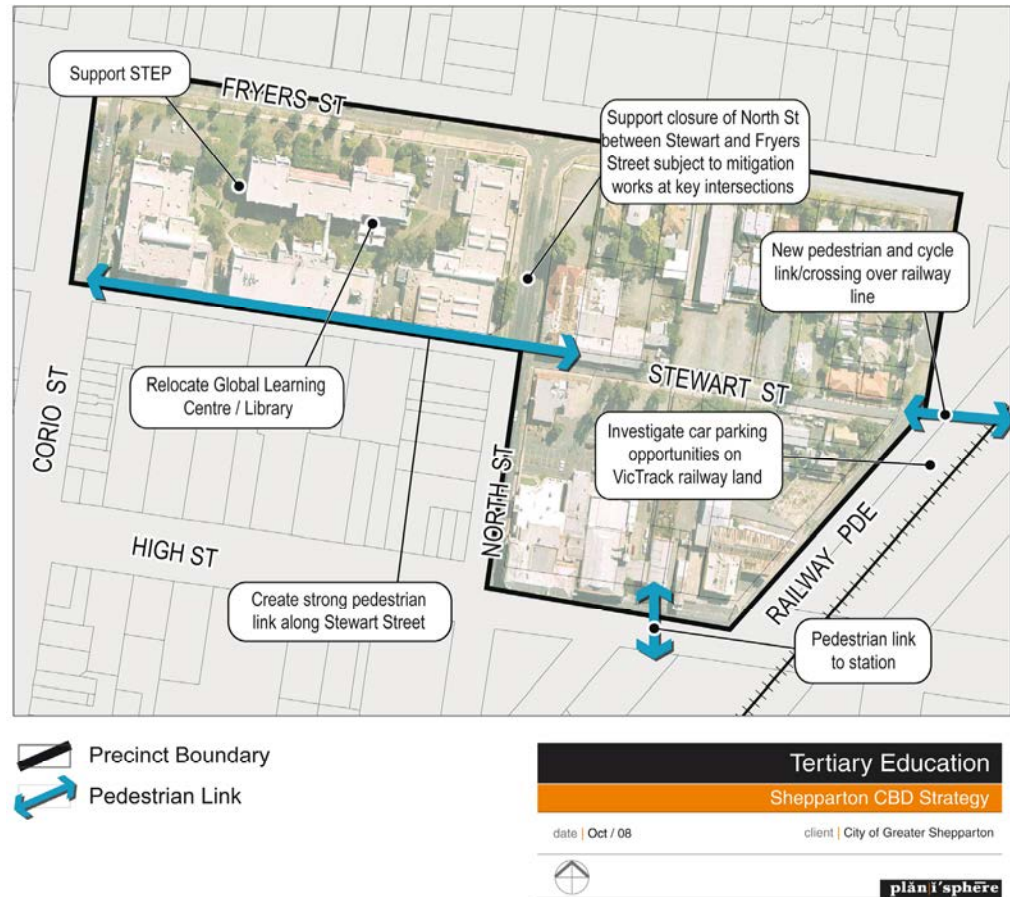
- Encourage a compatible mix of small offices, higher density residential, service businesses and small peripheral retail uses.
- Support higher built form to four storeys including office or secondary retail uses at ground floor and residential uses at upper levels.
- Improve pedestrian links across Nixon Street to Deakin Reserve.
- Improve the pedestrian amenity of all streets in the precinct.
- Encourage well-designed buildings that relate to the streetscape and existing residential uses.

Key Actions

- Implement the street-tree strategy.
- Install a pedestrian crossing in Nixon Street opposite Deakin Reserve.

Precinct 6 – Tertiary Education

Map



Issues and Opportunities

STEP is an innovative concept for regional Australia and provides a unique opportunity for Shepparton. The precinct will be located between Fryers Street and High Street from North Street to the railway line. LaTrobe University in partnership with Goulburn Ovens Institute of TAFE (GOTAFE) and the Greater Shepparton City Council are currently applying for funding to contract the precinct, which may include a new joint-use library, a student hub, teaching spaces and upgrade of the existing GOTAFE Harder Auditorium.

This model is expected to result in substantial increase in student numbers at LaTrobe’s Shepparton Campus in the heart of the Shepparton CBD. Greater Shepparton City Council should continue to support the STEP project and encourage greater interaction and integration between education providers. Possible relocation of the Shepparton Library within the STEP area would emphasise this new relationship and would also provide an excellent opportunity for education providers to pool library resources and provide a top-quality facility in the CBD. Council will continue to review this option and further consultation is required with the community in this regard.

Council should ensure that the built form produces a ‘progressive’ image for Shepparton, including quality contemporary architecture applying the principles of ESD such as those used at the Brunswick RMIT Campus. Pedestrian movement should be encouraged throughout STEP, as should enhancing pedestrian pathways to create an active and safe university community.



The existing post-secondary/GOTAFE campus on Fryers Street.

Vision

A community learning hub based around contemporary ESD architectural forms, interesting and active spaces and a quality regional library. The STEP site will be accessed by bicycles and pedestrians adding to the vitality within the precinct. The well-utilised network of pedestrian pathways within the site will link to key destinations and services including the CBD, railway station, Fryers Street activities and student housing. STEP will be used by all Greater Shepparton residents and will become an active focal point for the CBD.

Strategies

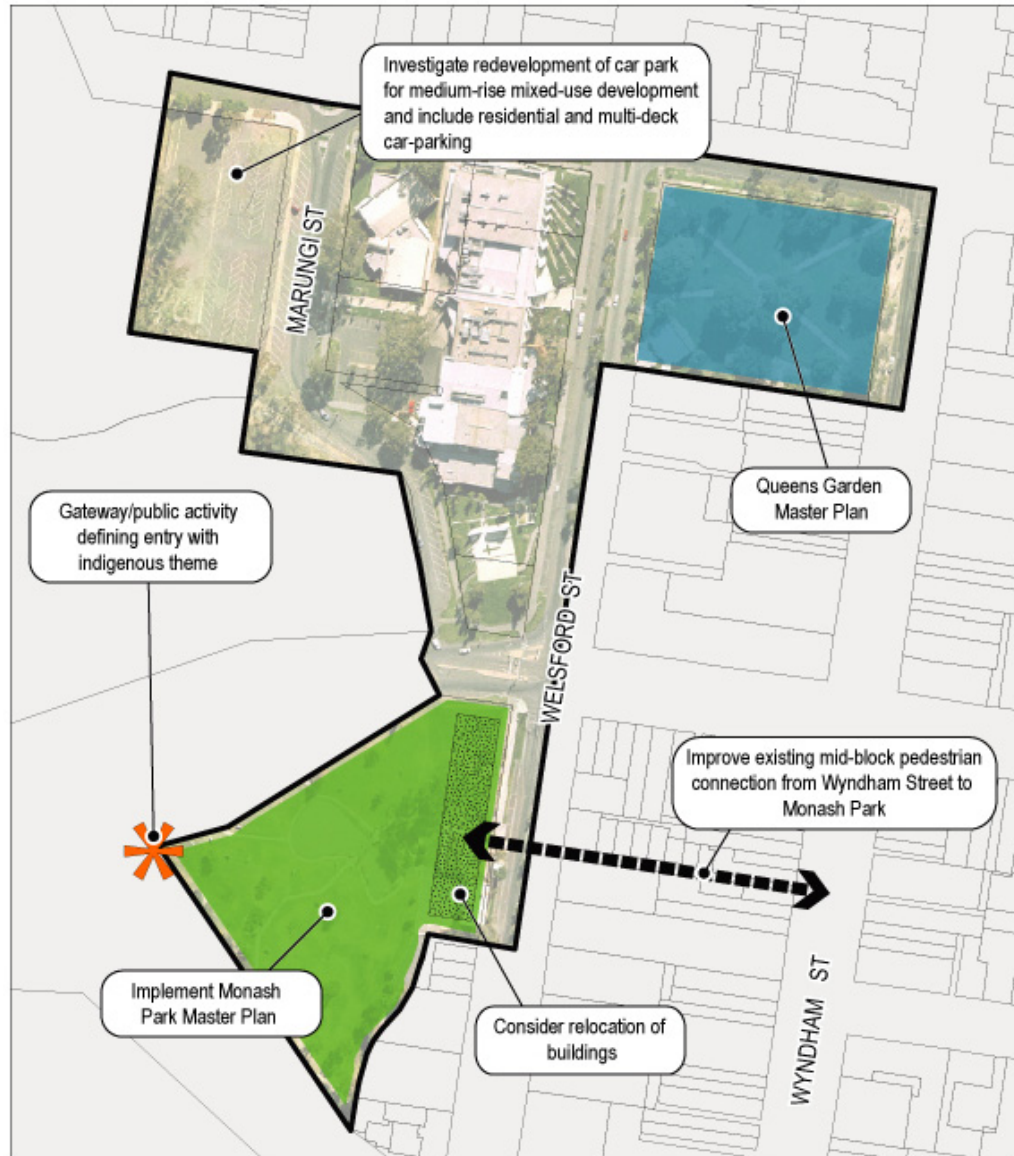
- Create a vibrant education precinct within and around the STEP site that revitalises the eastern end of the CBD and provides opportunities for educational, community, high-density residential and student-related activities.
- Prioritise pedestrian movement and access around the STEP site.
- Ensure bicycle and pedestrian routes link STEP to the activity nodes, public transport services and existing bicycle network throughout the CBD.
- Encourage redevelopment of sites with buildings that create a well-defined street edge. Specifically, this includes implementing the STEP site master plan which introduces higher scale buildings of a range of architectural treatments to this area, with Stewart Street developed as a campus boulevard space.




Key Actions

- Liaise with the STEP developer to ensure the design outcomes for the site include:
 - Six-star rated environmentally sustainable built forms.
 - Contemporary architectural forms built to street frontages.
 - Maximum four-storey height limit.
 - Ground floor with 75 per cent active frontage.
 - Cycling infrastructure including end-of-trip facilities.
 - Landscaping that provides on-site amenity (shade) and indigenous planting and utilises WSUD principles.
- In conjunction with the development of the tertiary precinct and further community consultation, investigate options for partnerships or co-location of services between the city library and the STEP library to provide additional community resources.

Precinct 7 – Civic

Map



-  Precinct Boundary
-  Senior Citizens' Use/Building
-  Proposed Gateway

Civic Precinct
Shepparton CBD Strategy

date | Oct / 08

client | City of Greater Shepparton



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Issues and Opportunities

The civic precinct comprises Council's Welsford Street offices, which include the library and the Shepparton Art Gallery, Monash Park, Queens Gardens and the Marungi Street car park.

The civic sites

The Eastbank centre (Shepparton Art Gallery) is often cited as a strength of Shepparton. It is a good example of how a mix of interesting contemporary architecture, cultural uses, and active, well-designed spaces, such as the café, can be combined for the benefit and use of the community.

The Shepparton Library is located to the rear of the Council offices, facing onto the car park. As noted, there could be potential for development of partnerships and co-location of service with the proposed STEP library. This would see a substantial expansion of the existing role and capacity of the library.

The Council office building presents a blank wall to Fryers Street and the war memorial site. This should be redesigned to provide a better visual connection with these important spaces. Should expansion of the Council offices be required, there is potential for the Marungi Street car park to be redeveloped to accommodate additional civic facilities. Alternatively, the car park presents an opportunity for new mixed-use development.

Presently there is a poor sense of connection with the river. This could be improved by ensuring that new buildings have an aspect towards the river with glazed areas that open onto the natural bushland setting. The RiverConnect project is currently developing a master plan to address the lack of use of the river and its environs. New signage to and pathways along the river, as well as seating or picnic areas, would encourage people to enjoy this area. All signage should also consider inclusion of Yorta Yorta language when relating to the river and its environs.

Queens Gardens

Queens Gardens is a Shepparton landmark and a highly accessible open space within the CBD. The park is designed as a traditional, formal open space with exotic plantings and established trees and is the only formal landscape of this type in the CBD. The park adds to the setting of the civic and arts centre and allows views to the centre from Wyndham Street. It is well used during the day, however there are public safety concerns and it could benefit from upgraded landscaping.

A Queens Gardens Master Plan has been prepared by Urban Initiatives. This outlines a series of improvements that would include the toilets being relocated to a more visible position on Nixon Street near the bus stop, upgraded pathways and planting and activation of the adjoining wall with a café and pergola.



Queens Gardens, Shepparton

Monash Park

Monash Park is the western gateway to the CBD, located close to the main retail area. Due to its location being surrounded by busy roads it is difficult to access and has a sense of exposure. There is also a lack of landscaping to provide shelter from the sun and wind. As a result, the reserve is underused. Perimeter landscaping or creation of smaller, more enclosed spaces within the reserve could increase its amenity and improve its appearance for passing motorists.

In addition, the significance of the site to the indigenous community and as the location of Shepparton's historic river port is not evident.

A master plan for the park, prepared by Urban Initiatives in 2000, has suggested a range of improvements. These include retention of the open



Monash Park, Shepparton

lawn and creation of a variety of smaller spaces with indigenous and multicultural design themes. A water feature would mark the approximate location of the former river course and an interpretive display is proposed to provide information on the history of the river and the wharf, remnants of which remain adjacent to the park.

A gateway feature to mark the western entry to the CBD could also be added. This feature could be created through landscaping or artwork. It is an opportunity to express the indigenous significance of the site.

There are also opportunities for the buildings fronting Welsford Street to be upgraded to open onto the park, creation of pedestrian access directly from Welsford Street, and additional parkland or visitor/community facilities in its place.

Vision

As the civic and cultural focus of Shepparton, this precinct will present a strong image for the city at the western gateway of the CBD. This will be achieved through the quality of design of its buildings and spaces.

The Eastbank centre will, over the years, be upgraded to accommodate expanded facilities offering performance and exhibition space for local and visiting artists and performers. The surrounding open spaces of the Queens Gardens, Monash Park and the river will complement the role and profile of the Eastbank centre. These spaces will provide three different types of parkland experiences within close proximity of the CBD that range from a formal landscape to natural bushland, designed to represent a different aspect of Shepparton's history and culture.

Strategies

- Promote and expand the Eastbank Centre as a regionally significant performance and exhibition facility and visitor attraction.
- Ensure that all buildings in this precinct present active and open façades towards the river, Monash Park and Queens Gardens.
- Maintain the variety of open space experiences in this precinct.
- Improve pedestrian connections to the river and Monash Park through new signage and upgraded pathways in conjunction with the RiverConnect Master Plan.
- Enhance the existing crossing points over Fryers and Welsford streets as key connections to the open spaces. This should include improved signage and potentially additional landscaping to emphasise the crossing points.

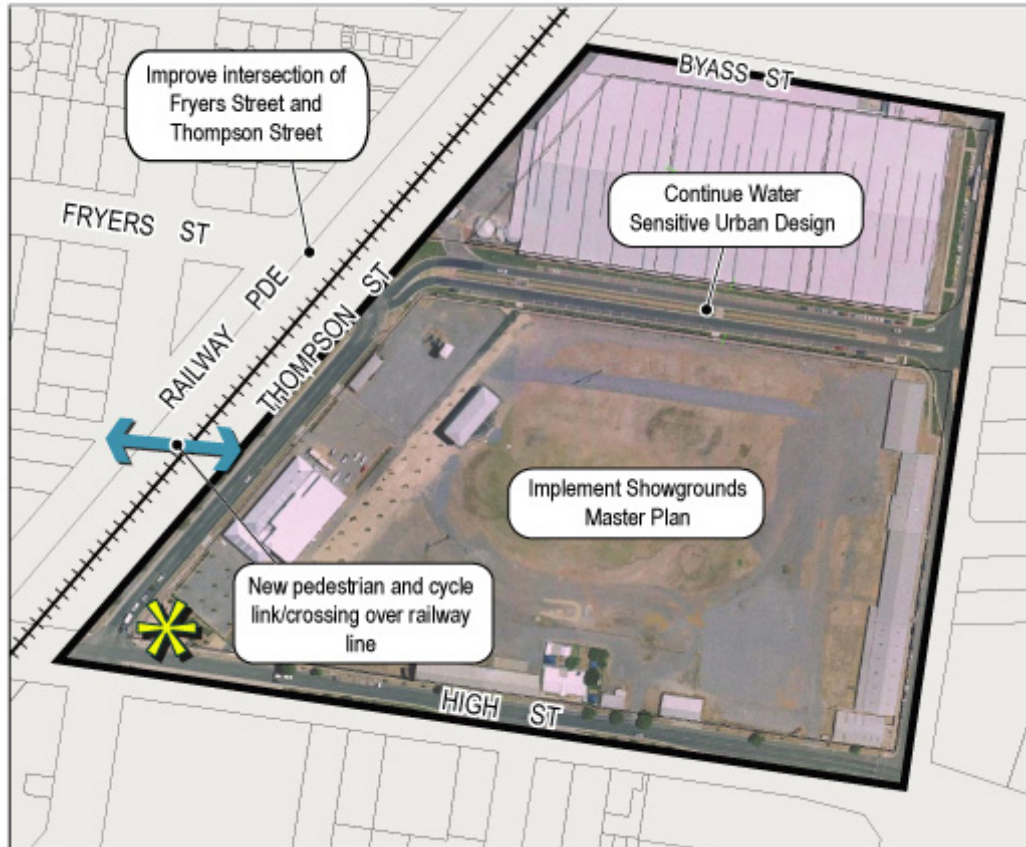
Key Actions

- Install new signage to Monash Park and the river and upgrade pathways.
- Implement the directions of the Monash Park Master Plan to improve this park as the western gateway to the CBD, to create a unique open space within the CBD and to highlight the historic significance of its location as a river port.
- Include a western gateway feature as a part of the Monash Park Master Plan. Work with the RiverConnect Community Advisory Committee, local artists and indigenous communities to explore the installation of an indigenous-themed piece.
- Implement the directions of the Queens Gardens Master Plan prepared by Urban Initiatives to improve the appearance, amenity and safety of this park as a focal point of the CBD and as a setting for the cultural and civic precinct.
- Upgrade the Eastbank Centre as required in the future so that it continues to accommodate regionally significant performance and exhibition spaces.

- Consider the option of developing the Marungi Street car park for additional civic or cultural uses, if required, providing replacement car parking underground.
- In conjunction with the development of the tertiary precinct and further community consultation, investigate options for partnerships or co-location of services between the city library and the STEP library to provide additional community resources.

Precinct 8 – Showgrounds and SPC Ardmona

Map



- Precinct Boundary
- Location for Future Public Art
- Pedestrian Link

Showgrounds and SPC Ardmona

Shepparton CBD Strategy

date | Oct / 08 client | City of Greater Shepparton

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Issues and Opportunities

The Shepparton Showgrounds have a long history as a vital part of the city's agricultural tradition. The showgrounds are also the largest open space within the CBD.

A staged redevelopment program is currently under way, implemented by Council in accordance with the Showgrounds Master Plan. This will see the site upgraded as a large event space for the CBD, including conference and exhibition spaces at the western end of the site, and with an open lawn area that will be well utilised in the future.

SPC Ardmona has recently redeveloped its site north of Fryers Street to accommodate a large factory. Whilst the design is contemporary in nature, its relationship to the street as a solid wall is disappointing.



Water sensitive urban design initiatives have been installed in the streetscape and should be encouraged in other parts of the CBD.

This precinct lacks clear pedestrian and vehicular connections to the CBD and to the car parking area proposed along Railway Parade. In the medium to long term, Fryers Street should be realigned so that a T-intersection is created with Thompson Street rather than the existing dog leg. A new crossing should be created across the railway land, in line with Stewart Street, to facilitate pedestrian and cycle movement along Stewart Street to the showgrounds and from the showgrounds to car parking and the CBD. This would link in with improvements to Stewart Street for pedestrians as part of STEP.

The site's car parking could accommodate long-stay parking for workers and visitors to the CBD to free up spaces closer to the centre of the CBD for short-occupancy parking.

Council could take the opportunity to instigate and promote sustainability initiatives in the redevelopment of the showgrounds. This could include building on the WSUD initiatives established in Fryers Street and sustainable built form with zero emissions and solar power use. For example, the recent redevelopment of the Queen Victoria Market by the City of Melbourne has seen the placement of solar panels on the building's roof so that it is self-sufficient in terms of generating its own power.

Vision

The showgrounds will be upgraded as the CBD's key event space, hosting a wide range of activities throughout the year.

Importantly, a strong link to the history of the site will be maintained. The highlight of the upgraded showgrounds' calendar will be the annual agricultural show and the site will continue to provide a home for the Shepparton Agricultural Society. In addition, the heritage elements of the site such as the gates and grandstand will be restored for the enjoyment of future generations.

Complementing the heritage nature of the site, new architecture will showcase Shepparton's leadership in environmental design. The site will be landscaped using WSUD initiatives and its appearance will be substantially improved with new drought-resistant planting. Feature signage at each gateway will assist in creating a new image for the site.

Improvement to the key link along Fryers Street across the railway line and creation of a new pedestrian and bicycle link across the railway line at the end of Stewart Street to Thompson Street will be created, while pedestrian movement and access between the showgrounds, car parking and the CBD will be improved.

Strategies

- Redevelop the showgrounds as a key CBD open space for recreation and major events.
- Employ sustainable design techniques and ensure a high quality of design, commensurate with the site's high profile as the eastern gateway to the CBD.
- Improve access to the CBD and the car parking area along Railway Parade.

Key Actions

- Complete the upgrading of the showgrounds in accordance with the master plan which addresses design, functional, environmental and heritage considerations.
- Realign Fryers Street at the railway line to create a T-intersection with Thompson Street.
- Promote the showgrounds as a key event space for Shepparton and the region that is flexible enough to attract large events and concerts, as well as host a range of smaller functions. This could include events such as trade shows, conferences, markets, car rallies, weddings or rock concerts.
- Promote the upgraded showgrounds as a major redevelopment site showcasing the latest innovation in environmental design.



Precinct 9 – Rowe Street East Mixed Use

Map



Issues and Opportunities

The area surrounding Rowe Street east of the railway line is currently subject to a mix of uses and varied building forms. Uses include residential, offices, standard and large format retail, industrial, open space and community/education. While the precinct is well located, with convenient access to the railway station, the railway line and High Street act as physical barriers between this precinct and the rest of the CBD.



The site on the corner of High and Archer streets is predominantly occupied by Shepparton Plaza. This is a prominent site which acts as a gateway to the CBD. The current format of the plaza is typical of a 1970s low-scale, internally focused shopping centre surrounded by car parking. There is significant potential for this site to be redeveloped with retail uses that provide an active street frontage and reduced dominance of car parking. Any future development of the site should also take into account its importance as a gateway to the CBD.

Karibok Park is sited to the south of Shepparton Plaza and shares a site with a Community/Adult Education Centre. The open space and adjacent buildings could be revitalised to improve their appearance, which may require master planning to be undertaken.

In the future it is likely that industrial uses along the railway line and in Rowe Street will relocate away from the CBD, freeing up space for other mixed uses. Purcell Street, which is the key pedestrian link between the railway station and the CBD, requires upgrading to ensure increased safety and accessibility.



Concept Plan Shepparton Plaza (Short Term)



LEGEND

	Existing Building Footprints
	Existing Off-Street Car Parking
	Existing street tree planting
	Opportunities for improved street landscaping
	Existing On-Road Bicycle Lanes
	Proposed On-Road Bicycle Lanes
	Active Frontages
	Improved pedestrian connections

Improve landscaping and pedestrian pathways through the car park.



Opportunity for new pedestrian plaza and outdoor dining area.

Improve the presentation of the building interface and encourage active frontages alongside the plaza.



Concept Plan Shepparton Plaza (Long Term)



LEGEND

- Existing Building Footprints
- Existing Off-Street Car Parking
- Existing street tree planting
- Opportunities for improved street landscaping
- Existing On-Road Bicycle Lanes
- Proposed On-Road Bicycle Lanes
- Active frontages
- Improved pedestrian connections

Opportunity for new pedestrian plaza and outdoor dining area.

New buildings of three storeys at the street edge with active frontages and weather protection.



Landscaped car park at the rear of the site. New buildings and car park landscaping should provide a positive outlook to Karibok Park, unlike the existing blank walls and car dominated plaza.



Open pedestrian access provides an improved visual connection through to Karibok Park.

Vision

The Rowe Street East mixed-use precinct will continue to provide a location for mixed uses with higher quality buildings that address street spaces and reduce their impact on surrounding sensitive uses. Offices, showroom uses and residential buildings will sit alongside each other and vacant sites and car parks will be redeveloped, taking advantage of the convenient location. Karibok Park will be transformed into a key open space that is easily accessible to workers, visitors to the community centre and residents in surrounding areas. Shepparton Plaza will be redeveloped as a shopping centre that addresses the street space and marks the entrance to the CBD. The dominance of car parking will be reduced by locating it to the side or rear of buildings. Pedestrian access will be prioritised along Purcell Street to encourage people to walk between the CBD and the railway station.

Strategies

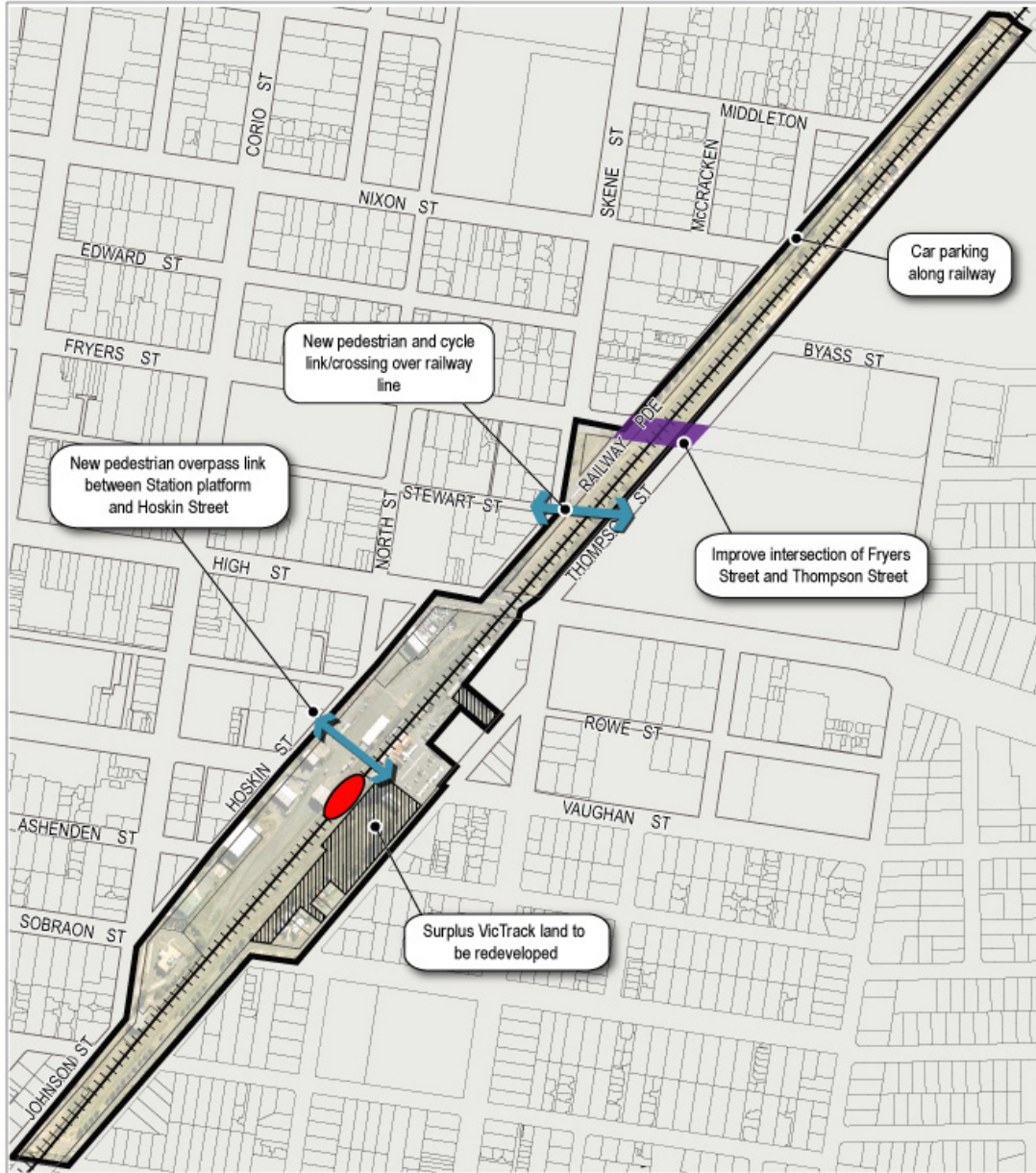
- Develop Shepparton Plaza in accordance with the short-term and long-term concept plans.
- Encourage redevelopment of the Shepparton Plaza with buildings that create a well-defined street edge.
- Facilitate the redevelopment of vacant sites and surface car parks with uses that will take advantage of the precinct's location next to the railway station and with buildings that provide active frontages to the street.
- Consider the joint revitalisation of the Community/Adult Education Centre and Karibok Park.
- Upgrade Purcell Street as a key pedestrian link between the CBD and the railway station.
- Encourage industrial land uses to relocate in order to make land available for mixed uses that will take advantage of the convenient location of the precinct.
- Ensure that buildings provide improved interfaces to open spaces and surrounding residential uses.

Key Actions

- Undertake master planning for the Community Adult Education Centre/Karibok Park site.
- Provide siting and design guidance for the redevelopment of sites throughout the precinct.

Precinct 10 – Railway and Adjoining Land

Map



- Precinct Boundary
- Railway Station
- Level Crossing
- Proposed Pedestrian Overpass

Railway and Adjoining Land

Shepparton CBD Strategy

date | Oct / 08

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Issues and Opportunities

Land adjacent to the railway line is currently vacant or utilised by the railway. The proposed freight centre in Mooroopna will reduce the need for railway use of much of the land. The land on the eastern side of the railway track (fronting onto Purcell Street) has been declared surplus to the railway. VicTrack is currently investigating options to rezone this surplus land from Public Use Zone 4 (PUZ4) to zones that support residential and business/commercial uses (refer to discussion in the Activities theme: Commercial).



The land along Railway Parade is proposed for car parking to service the showgrounds and student populations. This could also be used for long-stay parking by CBD workers. The site is ideal for backpacker accommodation due to its proximity to the railway station, CBD and STEP.

A cycle link should be considered along the railway line to improve connections between residential areas and the station. Secure bicycle parking facilities should be installed at the station.

Vision

Land alongside the railway line will become available for alternative uses including commercial and residential buildings that address street spaces. Sites that back onto the railway will provide potential for higher scale buildings adjoining the railway, including commercial buildings that may incorporate offices and residential uses at upper levels. Streets within the precinct will be upgraded as pedestrian and cyclist spaces to improve access between the CBD and the railway station.

Strategies

- Improve pedestrian access and amenity to the station and bus terminal, including:
 - From the west including the CBD, STEP etc.
 - Along Purcell Street from High Street.
 - From Hayes Street to Purcell Street.
- Develop angle car parking along Railway Parade between High Street and Fryers Street to provide long-stay parking for event goers, students, workers and CBD traders.
- Create a new pedestrian rail crossing connection linking the showgrounds (Thompson Street) with Stewart Street.

Key Actions

- Work with VicTrack to create a pedestrian overpass from the station platform to Hoskin Street. The design should include a lift option to maximise accessibility for all users.
- Work with VicTrack to create a new pedestrian/cycle crossing and pathway across the railway land from the eastern end of Stewart Street to Thompson Street.
- Work with VicTrack to investigate options for use of railway land fronting Railway Parade between High Street and Fryers Street for the purposes of car parking.
- Prepare an amendment to the Greater Shepparton Planning Scheme to rezone the parcel of land zoned PUZ4 on the eastern side of the railway line on Purcell Street to allow for an appropriate mix of Business 1 Zone, Mixed-Use Zone and Residential 1 Zone. The amendment should include application of a Development Plan Overlay (DPO) to the land.

IMPLEMENTATION



The priority category reflects the proposed timetable for implementation of the actions:

Priority Categories:

High – 1-5 year implementation

Medium – 5-10 year implementation

Low – More than 10-year implementation

Action	Council Primary Implementation Responsibility	Other Responsible Agencies and Stakeholders	Priority for Implementation
THEME 1 - ACTIVITIES			
RETAIL			
<ul style="list-style-type: none"> Update the retail floor space projections on release of ABS Census data (commencing at release of the 2006 Census data). Should the retail floor space projections be increased, in the long term, the Business 5 Zone immediately adjacent to the Business 1 Zone should be investigated for rezoning to a Business 1 Zone. 	Corporate and Economic Development Development and Infrastructure		Ongoing
<ul style="list-style-type: none"> Create an affordable small-tenancy marketplace within the CBD for rent by small-scale food proprietors, particularly ethnic/cultural based suppliers. The location should be on or close to Fryers Street and the Shepparton Tertiary Education Precinct (STEP). This could occur as a Council-led initiative or as a partnership between public and private investment. 	Corporate and Economic Development	Developers	Medium
<ul style="list-style-type: none"> Facilitate actions to ensure the retention and improvement of the retail precincts of the Maude Street Mall, Fryers Street, Vaughan Street and Shepparton Plaza within the CBD Business 1 zoned area. Refer to Precinct 1 of this report for the retail precinct development concept plans. 	Development and Infrastructure Business and Finance	Developers	Ongoing
<ul style="list-style-type: none"> Develop consistent trading hours for retail business in the CBD. This should include extending business hours to after 6pm on weekdays, after 1pm on Saturday and on Sunday. 	Corporate and Economic Development	Traders	Medium
<ul style="list-style-type: none"> Introduce a strategy into the Greater Shepparton Planning Scheme to ensure that new developments incorporate retail uses on the ground level to create 'active' street frontages and encourage pedestrian activity. 	Development and Infrastructure		High
<ul style="list-style-type: none"> Introduce a Development Contributions Plan Overlay (DCPO) into the Greater Shepparton Planning Scheme to ensure contributions towards the provision of necessary civil and other works in the CBD. 	Development and Infrastructure		High
COMMERCIAL			
<ul style="list-style-type: none"> Prepare an amendment to the Greater Shepparton Planning Scheme to rezone the parcel of land zoned Public Use Zone 4 (PUZ4) on the eastern side of the railway line on Purcell Street to allow for an appropriate mix of Business 1 Zone, Mixed-Use Zone and Residential 1 Zone. The amendment should include application of a DPO to the land. 	Development and Infrastructure	VicTrack DOT DPCD	Low
<ul style="list-style-type: none"> Investigate the potential to redevelop Council-owned land for commercial development, including the potential to consolidate Council-owned land with adjoining privately owned development sites. 	CEO	Landowners	Low

	Business and Finance		
RESIDENTIAL			
<ul style="list-style-type: none"> Develop guidelines for residential development in the CBD to encourage a variety of medium and high-density housing types, high amenity (e.g. open space, noise protection) and environmentally sustainable building techniques (e.g. orientation, opening windows). 	Development and Infrastructure		High
<ul style="list-style-type: none"> Investigate the Crown land behind the Council offices for a mixed-use development including residential use and replacement of existing surface car parking spaces. 	Corporate and Economic Development Business and Finance	Developers	Medium
<ul style="list-style-type: none"> Investigate a joint venture development of the Welsford Street surface car park site (part Council owned). This should be used to demonstrate the commercial viability of higher density mixed-use residential within the CBD. It could include Council offices in the lower levels; replacement car parking as multi-deck to the rear, basement or rooftop; and residential apartments at upper levels. 	CEO Business and Finance Corporate and Economic Development	Developers Landowners	High
<ul style="list-style-type: none"> Prepare an amendment to the Greater Shepparton Planning Scheme to rezone the parcel of land zoned PUZ4 on the eastern side of the railway line and near the station to allow for medium-density residential uses. 	Development and Infrastructure	VicTrack DOT DPCD	Low
EDUCATION			
<ul style="list-style-type: none"> Work with LaTrobe University and the Goulburn Ovens Institute of TAFE to encourage and coordinate the further expansion of tertiary courses and facilities in the Shepparton CBD. 	Services Development and Infrastructure	LaTrobe University Goulburn Ovens Institute of TAFE	Ongoing
<ul style="list-style-type: none"> In conjunction with the development of the tertiary precinct and further community consultation, investigate options for partnerships or co-location of services between the city library and the STEP library to provide additional community resources. 	CEO Library Services	LaTrobe University Community	Medium
<ul style="list-style-type: none"> Investigate opportunities to combine use of educational facilities by the public and use of Council facilities by tertiary institutions (e.g. archives, performance spaces). 	Services Development and Infrastructure	LaTrobe University	Medium
<ul style="list-style-type: none"> Identify training needs within the CBD and Shepparton and discuss possibilities for additional specialist or short courses with the tertiary institutions. 	Services Development and Infrastructure	LaTrobe University Goulburn Ovens Institute of TAFE	Ongoing

<ul style="list-style-type: none"> Following development of the existing proposal for student accommodation in Fryers Street, investigate the feasibility of establishing additional student accommodation in CBD locations around Fryers Street and STEP. 	Corporate and Economic Development	Developers Landowners	Medium
COMMUNITY AND CULTURAL			
<ul style="list-style-type: none"> Facilitate creation of an arts precinct for students or emerging artists. This could be located near the STEP site on a lower-rent site. It would need to include small affordable studio spaces and larger commercial gallery spaces. 	Services		Medium
<ul style="list-style-type: none"> Coordinate and expand the cultural activities within the CBD. 	Services	Community groups representing indigenous and other cultural groups	Ongoing
TOURISM/ENTERTAINMENT/EVENTS			
<ul style="list-style-type: none"> Develop an events strategy that focuses activities and events in the CBD and showcases Shepparton as a regional cultural capital. 	Corporate and Economic Development Services	Tourism agencies	Ongoing
<ul style="list-style-type: none"> Market and promote the CBD as a tourism destination. 	Corporate and Economic Development Services	Tourism agencies	Ongoing
<ul style="list-style-type: none"> Investigate the feasibility of scheduling the Farmers' Market on a more regular basis in the mall. 	Corporate and Economic Development	Traders Farmers' Market operators	High
<ul style="list-style-type: none"> Liaise with bus companies to trial hourly bus services on Sundays during the Farmers' Market hours of operation. 	Development and Infrastructure	Bus operators DOT	High
<ul style="list-style-type: none"> Work with Telstra to facilitate an upgrade of the appearance of the tower and to establish its role as a tourist destination by including such things as a café/restaurant, tourist information and displays and illumination of the tower. 	Development and Infrastructure Corporate and Economic Development	Telstra	Medium
<ul style="list-style-type: none"> Undertake an economic impact analysis on the contributions that sport and 'sport-tourism' make to the Greater Shepparton economy. Use the showgrounds and Deakin Reserve to further sport-tourism opportunities. 	Corporate and Economic Development	Sport-tourism operators	Low

<ul style="list-style-type: none"> Design access and signage pathways to indicate the proximity of the river and associated activities to the CBD. 	Development and Infrastructure Services		High
<ul style="list-style-type: none"> Consider creation of an information kiosk at the Telstra Tower or in the mall to provide visitor information and event schedules. 	Services	Telstra	High
<ul style="list-style-type: none"> Monitor the provision of tourist accommodation and encourage: <ul style="list-style-type: none"> Backpacker accommodation to locate within the commercial areas of the Shepparton CBD with good access to public transport, community and retail facilities. High-quality accommodation within walking distance of the retail core. 	Corporate and Economic Development Development and Infrastructure	Landowners Accommodation operators	Ongoing
<ul style="list-style-type: none"> Undertake an audit of all Council-managed public toilets in the Shepparton CBD. Use the review to inform development of a set of guidelines for public toilet construction and management that address the following: <ul style="list-style-type: none"> Toilet location. Proximity. Interior and exterior design issues. Ongoing management of facilities. Access and special-needs considerations. Regard for SDG and CPTED principles. 	Development and Infrastructure Business and Finance		High
INFRASTRUCTURE			
<ul style="list-style-type: none"> Work closely with servicing authorities to coordinate future expansions of servicing infrastructure to cater for growth of the Shepparton CBD. Maintain frequent contact with development and infrastructure services within each authority. 	Development and Infrastructure	Service authorities	Ongoing
<ul style="list-style-type: none"> Publish an 'information sheet' for landowners and developers in the CBD in conjunction with Goulburn Valley Water, with the following detail: <ul style="list-style-type: none"> Inform that any development application in the CBD is referred to Goulburn Valley Water. Map the location of sewerage infrastructure within the CBD in relation to property boundaries. List any constraints to development that existing infrastructure may pose to development. Inform of the process for infrastructure relocation, cost of infrastructure relocation, and other 	Development and Infrastructure	Goulburn Valley Water	High

required details for consideration by the development industry prior to purchase and/or application for development, and/or for negotiation with Goulburn Valley Water.					
<ul style="list-style-type: none"> Prepare Ecological Sustainability Design Guidelines for buildings and stormwater management including WSUD practices. Review and update the guidelines on an annual basis, to incorporate new technology and/or reflect best practice. 	Development and Infrastructure	Goulburn Valley Water	High		
THEME 1 - BUILDINGS					
HERITAGE BUILDINGS					
<ul style="list-style-type: none"> Complete the Heritage Review of the Shepparton CBD to inform preparation of an amendment to include significant built heritage in the Heritage Overlay of the Greater Shepparton Planning Scheme. 	Development and Infrastructure	Landowners	High		
<ul style="list-style-type: none"> Prepare heritage guidelines for restoration or reinstatement of built heritage (e.g. shopfronts that have been obscured by cladding), where they are considered to be of local heritage significance but do not warrant a Heritage Overlay. 	Development and Infrastructure	Landowners Developers	Medium		
<ul style="list-style-type: none"> Investigate options for exemptions from height and urban design-related requirements of this strategy for restoration of heritage buildings and places, where applicable and deemed appropriate by Council. 	Development and Infrastructure	Landowners Developers	High		
<ul style="list-style-type: none"> Investigate the establishment of a heritage restoration scheme whereby Council (or an alternative funding body) provides funding to property owners to restore heritage elements of buildings. 	Development and Infrastructure Business and Finance	Landowners	Low		
<ul style="list-style-type: none"> Consider installing identification plaques on the footpath outside key built heritage. 	Development and Infrastructure		Low		
BUILDING DESIGN					
<ul style="list-style-type: none"> Introduce a Design and Development Overlay to the Greater Shepparton Planning Scheme to implement the Shepparton CBD Design Guidelines as per table below, to achieve the desired built form outcomes. <p>Shepparton CBD Design Guidelines:</p> <table border="1" data-bbox="232 1197 1128 1367"> <tr> <td>GATEWAYS</td> <td> <ul style="list-style-type: none"> Allow higher scale buildings that are innovative, distinctive architectural designs on key sites and precincts in the CBD, as shown on the Building Heights Map. This applies to CBD gateway sites and land around the railway station and the Maude Street Mall. </td> </tr> </table>	GATEWAYS	<ul style="list-style-type: none"> Allow higher scale buildings that are innovative, distinctive architectural designs on key sites and precincts in the CBD, as shown on the Building Heights Map. This applies to CBD gateway sites and land around the railway station and the Maude Street Mall. 	Development and Infrastructure	DPCD	High
GATEWAYS	<ul style="list-style-type: none"> Allow higher scale buildings that are innovative, distinctive architectural designs on key sites and precincts in the CBD, as shown on the Building Heights Map. This applies to CBD gateway sites and land around the railway station and the Maude Street Mall. 				

	<ul style="list-style-type: none"> • Encourage, through proactive economic development initiatives, development of key sites and gateways as identified on the Building Heights and Setback Map. • Define gateways to the CBD through signage, landscape treatments and public art. 				
ARCHITECTURE	<ul style="list-style-type: none"> • Promote architectural excellence throughout the CBD by encouraging contemporary building styles for new developments that create a unique identity for the CBD and to improve its image as a regional centre. • Design buildings to be healthy and flexible by reducing reliance on artificially modified air temperatures, adopting dimensions suitable for a range of uses. • Require ESD in new buildings and encourage the retrofitting of existing buildings including: <ul style="list-style-type: none"> – Promotion of a compact urban form for the city that reduces dependency on the car. – Orientation and shading of windows to maximise heat gain in winter and minimise in summer. – Optimum thermal performance to reduce heating and cooling demands. – Choice of energy-efficient and water-saving appliances. • Encourage replacement of one-storey buildings with new multi-storey buildings to support more intense land use. • Avoid air-conditioning units and other equipment or similar installations on roof tops and external walls that can create negative visual impacts. • Ensure any utility and or similar installations on the buildings and premises are incorporated within the building envelope to ensure no negative visual impact is created. 				
HEIGHT	<ul style="list-style-type: none"> • Refer to Building Height Development Guidelines. 				
SETBACKS	<ul style="list-style-type: none"> • No front or side setback where indicated on Building Heights and Setback Map. 				

SUBDIVISION	<ul style="list-style-type: none"> • Encourage layouts that support good solar orientation in new buildings. • Discourage layouts that are not designed to support good solar orientation of buildings. 				
ACCESS POINTS AND CROSSOVERS	<ul style="list-style-type: none"> • All new development should comply with the requirements of the Building Code of Australia: Access for People with a Disability and Disability Discrimination Act (DDA) standards. • Minimise the width of driveway entrances and the visual impact of garage doors on building frontages. Provide access from rear laneways wherever possible. 				
PARKING	<ul style="list-style-type: none"> • Construct multi-deck car parking buildings to the rear of lots. • Parking provided on site as per the requirements of the Greater Shepparton Planning Scheme. 				
SIGNAGE	<ul style="list-style-type: none"> • Develop a consistent and coordinated suite of signage for the CBD that is designed to serve a range of purposes, such as way finding, marking historical locations or announcing entry points. • Provide for business identification but discourage cluster of business identification signs within the CBD. • Ensure signs do not dominate, are of high quality and minimise the visual impact of advertising signage on streetscapes. • Encourage multiple business occupancies to share space on the sign. • Limit the size of freestanding business identification signs to an envelope that is a maximum height of 1.5m and a maximum width of 1m. (This envelope includes the height of any supporting structure). • Limit the size of signs attached to a building. • Avoid promotional signs. • Avoid all kinds of V-board signs, above-verandah signs and advertising elements such as banners, flags, major 				

	<p>promotional signs and inflatable signs within the CBD.</p> <ul style="list-style-type: none"> • Avoid A-frame signs within the CBD. • Avoid colours and materials that interfere with the safety or efficiency of traffic circulation. 				
<p>FAÇADE TREATMENT AND ARCHITECTURAL FEATURES</p>	<ul style="list-style-type: none"> • Encourage contemporary architectural outcomes in terms of building façades, roof forms and lines, colours and materials to create a unique character and progressive image for the CBD. • Design building frontages in the core retail areas and along main pedestrian streets to have 75 per cent 'active' frontages to add to the activity and vitality of the streets. This can be achieved through clear glazing, locating entrances off principal street spaces and providing balconies or terraces at the upper levels. • On larger sites, encourage iconic architectural designs. • Avoid expanses of blank walls on all street frontages and pedestrian spaces. Provide visual interest through a range of colours or textures, installing displays or through variations in the form of the building and on all sides of buildings. • Building design where river frontage occurs should be oriented towards the river environs by means of balconies, verandahs, upper building setbacks, fenestration and other architectural features. 				
<p>MATERIALS, COLOURS AND FINISHES</p>	<ul style="list-style-type: none"> • Encourage choice of sustainable building materials and recycling wherever possible. • Encourage a variety of renders and finishes that enhance the façade treatment. • Encourage a variety of materials and finishes that enhance the façade treatment. • New buildings should create good 'street architecture' with articulated façades, fenestration, parapet treatment, other detailing and materials that give a sense of human scale and interest to the streetscape. 				

BINS	<ul style="list-style-type: none"> Provide bin enclosures and other storage as required at the rear to ensure tidy presentation onto laneways, open spaces and public parking areas. 				
LOADING BAYS	<ul style="list-style-type: none"> Ensure loading and unloading bays are appropriately located and kept neat and tidy at all times. Encourage shared loading and unloading bays where possible. 				
LANDSCAPE	<ul style="list-style-type: none"> Encourage street planting and private landscape where possible that enhance the visual appearance of the streetscape in the CBD. 				
<ul style="list-style-type: none"> Implement the heights contained in the Building Heights Map, through a Design and Development Overlay in the Greater Shepparton Planning Scheme. 		Development and Infrastructure	DPCD	High	
<ul style="list-style-type: none"> Include the development guidelines for building heights and setbacks in the Greater Shepparton Planning Scheme. 		Development and Infrastructure	DPCD	High	
<p>DEVELOPMENT GUIDELINES – BUILDING HEIGHTS AND SETBACKS</p>					
ALL AREAS	<p>The determination of building height must be tempered by consideration of heritage issues, site context and the amenity of adjoining buildings and open space on a site-by-site basis.</p> <p>Approval of any building height above a discretionary limit should be subject to superior performance under each of a number of assessment criteria, including:</p> <ul style="list-style-type: none"> Achieving excellence in architectural design Implementing environmentally sustainable principles Achieving heritage restoration and adaptive re-use Enhancing public and private amenity Protecting the development potential of nearby sites. <p>NOTE – Discretionary means subject to approval from the Council and consideration of the context, amenity issues and any heritage of</p>				

	the building or buildings nearby.			
1-2 STOREYS	1 to 2-storey/7m preferred maximum and 1 to 2-storey/8m maximum limit (additional height to accommodate architectural features and roof).			
UP TO 3 STOREYS	Marungi Street residential area only. 3-storey/9m preferred maximum and 3-storey/10m maximum limit (additional height to accommodate architectural features and roof). Where located within the DD04 a minimum of 2 storeys (7m) and maximum 3 storeys (11.5m) applies.			
3-STOREY STREET-WALL HEIGHT WITH ADDITIONAL LEVELS RECESSED FROM FAÇADE S	Enhance the image and identity of the retail and commercial CBD precincts through an overall increase in building height. In these areas: <ul style="list-style-type: none"> • Encourage a consistent street-wall height of three storeys. • Levels above three storeys should be set back a further 5m from the façade edge. • At the ground level, set buildings up to the street edge where this is an established pattern of development, such as in the core retail areas. • In areas where buildings sometimes have landscaped frontages, maintain this pattern of development. Discourage frontage car parking. • No maximum building height for the main activity areas of the CBD is set. 			
MIN 3 STOREYS (11.5m) AND MAX 6 STOREYS (20.5m) AS PER DDO5	Land included within the Design and Development Overlay to the Greater Shepparton Planning Scheme. A minimum height of 3 storeys (11.5m) and maximum height of 6 storeys (20.5m) applies.			
THEME 3 - SPACES				
PARKS, URBAN PLAZAS AND RIVER CORRIDOR				
<ul style="list-style-type: none"> • Refer to the City of Greater Shepparton Urban Design Manual (Urban Initiatives, 2000) for detailed design specifications for all landscape design elements. 		Development and Infrastructure	Contractors to Council	Ongoing
<ul style="list-style-type: none"> • Implement master plans prepared by Urban Initiatives for Queens Gardens and Monash Park. Prepare a staged program of works according to the priorities recommended in these master plans. 		Development and Infrastructure		Medium

STREET SPACES			
<ul style="list-style-type: none"> Refer to the City of Greater Shepparton Urban Design Manual (Urban Initiatives, 2000) for detailed design specifications for all landscape design elements. 	Development and Infrastructure	Contractors to Council	Ongoing
<ul style="list-style-type: none"> Undertake a program of streetscape upgrades throughout the CBD in accordance with the Spaces Map. 	Development and Infrastructure		High to Medium
<ul style="list-style-type: none"> Prepare streetscape master plans for streets requiring additional design treatment in the future, i.e. Fryers Street, Wyndham Street, Wyndham Walk, the proposed Maude Street bus stop and Vaughan Street. 	Development and Infrastructure		High to Medium
SIGNAGE			
<ul style="list-style-type: none"> Develop a coordinated suite of signage for the Shepparton CBD that builds on the signage specified in the Urban Design Manual. 	Development and Infrastructure		High
<ul style="list-style-type: none"> Remove obsolete signage. 	Development and Infrastructure		Medium
SAFETY			
<ul style="list-style-type: none"> As a priority, conduct a safety audit of the CBD to assess the level of safety in all public spaces. 	Development and Infrastructure Business and Finance	Victoria Police Community Safety Committee	High
<ul style="list-style-type: none"> Develop and implement a program to improve safety in public spaces, commencing with those areas that are most vulnerable. 	Development and Infrastructure	Victoria Police Community Safety Committee	High
WATER CONSERVATION AND ENVIRONMENTAL SUSTAINABILITY			
<ul style="list-style-type: none"> Apply the recommendations of the City of Greater Shepparton Urban Design Manual (Urban Initiatives, 2000) for WSUD and sustainable landscape practice. 	Development and Infrastructure	Contractors to Council	Ongoing
<ul style="list-style-type: none"> Establish a program of works to expand the WSUD and sustainable landscaping to all street planting areas. 	Development and Infrastructure	Developers	Ongoing
<ul style="list-style-type: none"> Investigate how Council can increase its use of recycled materials in landscape design. 	Development and Infrastructure		Medium
<ul style="list-style-type: none"> Provide interpretive signage for new WSUD or sustainable landscaping projects to illustrate how these practices work. 	Development and Infrastructure		Medium

<ul style="list-style-type: none"> Require applications for planning permits to demonstrate how WSUD and sustainable landscaping has been included. 	Development and Infrastructure	Developers	High
PUBLIC ART			
<ul style="list-style-type: none"> Finalise and implement the Greater Shepparton Draft Public Art Policy, August 2007. 	Services		High
<ul style="list-style-type: none"> As proposed in the Draft Public Art Strategy, implement the following: <ul style="list-style-type: none"> Public art levy of 1% for all new developments in the Shepparton CBD. A payment of \$500 for all new dwellings and per lot subdivisions. A significant proportional contribution per annum by Council. Ensure that the four-part strategy in accord with the adopted Public Art Strategy is implemented. 	Development and Infrastructure Services Business and Finance	Developers	Medium
<ul style="list-style-type: none"> Prepare a Public Art Walking Tour booklet that provides a map of artwork locations and an image and statement about each public artwork installed in the CBD. Undertake an annual review of the booklet and update as required. 	Services		Medium
<ul style="list-style-type: none"> Work with different groups in the community to develop new public art installations, such as cultural groups, indigenous groups, young people and art students. 	Services	Cultural groups Indigenous groups Young people Art students	Ongoing
<ul style="list-style-type: none"> Commission or acquire works of exceptional standard by major Australian artists. 	Services	Artists	Ongoing
<ul style="list-style-type: none"> Install interpretive signage to identify key indigenous and non-indigenous heritage in the Shepparton CBD and in conjunction with the RiverConnect Master Plan. 	Services Development and Infrastructure		Medium
<ul style="list-style-type: none"> Publicise the installation of new art pieces to raise community awareness of the artwork. 	Services		Ongoing
THEME 4 - ACCESS			
TRAFFIC MANAGEMENT			
<ul style="list-style-type: none"> Work with VicRoads to prepare an amendment to the Greater Shepparton Planning Scheme to rezone: <ul style="list-style-type: none"> Welsford Street from Business 1 Zone (B1Z) to a Road Zone Category 1 (RDZ1) between Sobraon Street and Knight Street. Wyndham Street from Road Zone Category 1 (RDZ1) to Business 1 Zone (B1Z). 	Development and Infrastructure	VicRoads DPCD DOT	High

<ul style="list-style-type: none"> Commission a street works upgrade plan for Welsford Street between the junctions of Wyndham Street-Sobraon Street and Wyndham Street-Knight Street to accommodate the changes recommended above. 	Development and Infrastructure	VicRoads DOT	High
<ul style="list-style-type: none"> Prepare a Streetscape Master Plan for Wyndham Street between Sobraon Street and Knight Street including: <ul style="list-style-type: none"> Footpath widening. Reduction from four lanes to two lanes, one in either direction. Pedestrian refuge strip. Landscaping. 	Development and Infrastructure	VicRoads	Medium/Low
<ul style="list-style-type: none"> Alter the signal phasing at the intersection of Maude Street and High Street to create a scramble crossing. As part of this upgrade, ensure signal coordination along High Street is altered to minimise delay to east-west traffic flow. 	Development and Infrastructure	VicRoads	High
<ul style="list-style-type: none"> Investigate an east-west bypass route utilising Welsford Street, Sobraon Street, Hoskin Street and Railway Parade through to Verney Road. This would require identification of land to be acquired for road widening purposes and road classification status. 	Development and Infrastructure	VicRoads DOT	Low
<ul style="list-style-type: none"> Following installation of a bus stop in High Street west of the existing traffic signals, install a bus signal in High Street to assist buses turning right into Maude Street. 	Development and Infrastructure	VicRoads DOT Bus operators	Medium
<ul style="list-style-type: none"> Replace the roundabout at the intersection of Maude Street and Vaughan Street with traffic signals to improve safety to pedestrians accessing the car parks and new bus interchange. 	Development and Infrastructure		High
<ul style="list-style-type: none"> Prepare a Maude Street Bus Interchange Master Plan, including: <ul style="list-style-type: none"> Removal of centre-of-road and parallel parking spaces on either side of Maude Street to accommodate the eight bus lanes (four on either side of the street). Regard for the SDG and CPTED principles. The widening of footpaths on either side of Maude Street. Installation of high-quality shelters with provision of seating, lighting, litter bins and timetable information. Provision of public toilet facilities. Installation of signage and/or an information board to identify direction and distance to the Maude 	Development and Infrastructure Services		High

<p>Street Mall, railway station and other key destinations within the CBD.</p> <ul style="list-style-type: none"> - Redesign intersections to accommodate bus turning movements, including (but not limited to) Maude Street and Sobraon Street, and Wyndham Street and Sobraon Street. 			
CAR PARKING			
<ul style="list-style-type: none"> • Review the cash-in-lieu car parking scheme taking into consideration indexation, including a review of residential car parking rates. The cash-in-lieu parking scheme should include consideration of the following: <ul style="list-style-type: none"> - Assume total car space requires 31m² (based on 16m² car space and allowance for driveway entry, exit etc. 15m²). - Determine market value of land in the CBD per square metre. - Ground Floor: <ul style="list-style-type: none"> o Determine construction cost of car space at ground level (approx. \$2,300 per space). o For ground-level car space use the following equation: land component (31 m²) x market value of land per square metre + cost of construction of ground-level car space = cash-in-lieu parking rate. - Multi-storey: <ul style="list-style-type: none"> o Determine construction cost of car space at multi-storey level (approx. \$17,300 per space). o For multi-storey car space use the following equation: land component (31 m²) x market value of land per square metre + cost of construction of multi-level car space = cash-in-lieu parking rate. 	Development and Infrastructure	Developers	High
<ul style="list-style-type: none"> • Undertake a car parking saturation survey every five years to determine adequacy of car parking in the CBD in relation to population growth. 	Development and Infrastructure		Ongoing
<ul style="list-style-type: none"> • Following the provision of long-term parking in the periphery of the CBD, review five-hour (5P) car parking areas in the CBD, and consider replacement with two-hour (2P) parking to discourage long-stay parking in key car parks in the inner CBD. 	Development and Infrastructure		Medium
<ul style="list-style-type: none"> • Review one-hour (1P) limit car parking spaces in the CBD to identify whether two-hour limits are more appropriate in particular locations closer to the Maude Street Mall. 	Development and Infrastructure		High
<ul style="list-style-type: none"> • Liaise with the owner of the Stewart Street car park to upgrade the multi-deck car park by including: <ul style="list-style-type: none"> - Improvement to the Stewart Street frontage. This may include creating active street frontage retail or uses at ground level with retail activities on the ground floor. - Active frontages and uses along the edge of the laneway to the Target arcade. 	Development and Infrastructure Corporate and Economic Development	Owner of Stewart Street car park Owner/Operator of Target arcade	High

<ul style="list-style-type: none"> - Identification signage on Stewart Street. - Installation of appropriate lighting and CCTV within the car park. 		Victoria Police	
<ul style="list-style-type: none"> • Redevelop the part Council-owned car park in Welsford Street, in partnership with private capital, to demonstrate how a multi-level car park development with ground-floor retail can be achieved in the CBD. Car parking within this site should accommodate extra spaces. This multi-deck car park should act as an alternative to, and support the removal of, car parking in Fryers Street. 	CEO Business and Finance Development and Infrastructure	Developers	Medium/High
<ul style="list-style-type: none"> • Following development of a multi-deck car park in Welsford Street, replace centre-of-road car parking spaces in Fryers Street with landscaping as per development concept plan in Precinct 1. 	Development and Infrastructure		Low/Medium
<ul style="list-style-type: none"> • Redevelop the Rowe Street and Edward Street car parks for mixed-use developments with car parking replaced within multi-storey or basement car parks. 	Development and Infrastructure	Developers	Low
PEDESTRIAN MOVEMENT AND PRIORITY IN THE CBD			
<ul style="list-style-type: none"> • Continue to implement the actions of the Shepparton CBD Access Appraisal Report, January 2007 as a priority. 	Development and Infrastructure		High
<ul style="list-style-type: none"> • Program traffic signals to allow more time for pedestrian crossing movements throughout the CBD. 	Development and Infrastructure	VicRoads DOT	High
<ul style="list-style-type: none"> • Implement pedestrian linkages across High Street at the intersection with Maude Street including installation of a scramble crossing. 	Development and Infrastructure	VicRoads DOT	High
<ul style="list-style-type: none"> • Improve pedestrian access and signage between the railway station precinct and High Street/STEP/retail core by: <ul style="list-style-type: none"> - Undertaking a feasibility study in conjunction with VicTrack to determine the location, cost and timeframe for a pedestrian overpass at the railway station to connect the station with Hoskin Street. - Improving lighting, direction and identification signage and landscaping along key routes from High Street to the overpass. - Improving Purcell Street as a key pedestrian link to the station with lighting, direction and identification signage and landscaping. 	Development and Infrastructure	VicTrack V/Line DOT	High
<ul style="list-style-type: none"> • Remove the roundabout at the corner of Vaughan Street and Maude Street and replace with a signalised crossing. 	Development and Infrastructure		High
<ul style="list-style-type: none"> • Improve in order, Vaughan Street, Wyndham Street and Fryers Street as walking environments including footpath widening and landscaping. 		VicRoads	Low to High

	Development and Infrastructure	Owners of Kmart and Coles Traders	
<ul style="list-style-type: none"> Landscape key pedestrian routes. 	Development and Infrastructure		High
<ul style="list-style-type: none"> Implement signage and streetscape material improvements. 	Development and Infrastructure		Medium
<ul style="list-style-type: none"> Liaise with the Walking and Cycling Branch (DOT) regarding the Accessible and Sustainable Travel Grants Package which will assist in encouraging more sustainable travel behaviour and improving ease of access for pedestrians, cyclists and public transport users to local facilities, jobs and activities – TravelSmart and Local Area Access Program. 	Traffic	DOT	High
<ul style="list-style-type: none"> Investigate options for promoting the health benefits of walking including such things as developing a CBD walking access guide and Council hosting a walk-to-work-day event. 	Traffic	VicHealth	Medium
<ul style="list-style-type: none"> Advocate for pedestrian-oriented design in key site redevelopments, particularly the Vaughan Street precinct. 	Development and Infrastructure	Developers	Ongoing
<ul style="list-style-type: none"> Implement a program of upgrade for all public lanes in the CBD to improve safety, pedestrian access and linkages where pedestrian/vehicle conflicts exist. 	Development and Infrastructure Traffic Community Safety Officer	Community Safety Committee Victoria Police	Medium
<ul style="list-style-type: none"> Implement a program to assist and encourage the upgrade of arcades within the CBD to improve appearance, lighting, activity and after-hours access. 	Development and Infrastructure Traffic Community Safety Officer	Community Safety Committee Victoria Police	Medium
PUBLIC TRANSPORT			
<ul style="list-style-type: none"> Undertake a feasibility study in conjunction with VicTrack to determine the location, cost and timeframe for a pedestrian overpass at the railway station to connect the station with Hoskin Street and improve pedestrian access between the station and the CBD. 	Development and Infrastructure	VicTrack DOT	High
<ul style="list-style-type: none"> Review current bus stop locations in the CBD to ensure optimum coverage. This should include investigation into a bus stop at the northern end of the Maude Street Mall in Fryers Street. 	Development and Infrastructure	DOT	High

		Bus operators	
<ul style="list-style-type: none"> Work with bus companies to demarcate the location of bus stops in the CBD. This should include installation of high-quality shelters and enhancement of stops through the provision of seating, lighting, litter bins and timetable information. 	Development and Infrastructure	DOT Bus operators	High
<ul style="list-style-type: none"> Prepare a Purcell Street Master Plan to improve safety and access to the station and bus interchange at the station. 	Development and Infrastructure		Medium
<ul style="list-style-type: none"> Liaise with Shepparton Taxi Association, the Street Rider program, Victoria Police and Goulburn Valley Community Health Service to identify a new site in the CBD for a co-located taxi rank/Street Rider bus stop. 	Development and Infrastructure Services	Shepparton Taxi Association Victoria Police Goulburn Valley Community Health Community Safety Committee	High
<ul style="list-style-type: none"> Support long-term operation of the Street Rider service. 	Development and Infrastructure Services	Victoria Police Goulburn Valley Community Health Community Safety Committee	High
<ul style="list-style-type: none"> Advocate for extension of the Street Rider service to Thursday and Friday nights from the CBD. 	Development and Infrastructure Services	Victoria Police Goulburn Valley Community Health Community Safety Committee	Medium
<ul style="list-style-type: none"> Liaise with the Walking and Cycling Branch (DOT) regarding the Accessible and Sustainable Travel Grants Package which will assist in encouraging more sustainable travel behaviour and improving ease of access for pedestrians, cyclists and public transport users to local facilities, jobs and activities. 	Development and Infrastructure	DOT	High & Ongoing
CYCLING			
<ul style="list-style-type: none"> Implement the Shepparton Bicycle Strategy actions as a short-term priority in the CBD. 	Development and Infrastructure	VicRoads Bicycle Victoria	High

<ul style="list-style-type: none"> Provide secure bicycle parking at all Council buildings and community facilities and Council-controlled off-street car parks. 	Development and Infrastructure		High
<ul style="list-style-type: none"> Install Copenhagen-style bicycle lanes on Fryers Street as part of the Fryers Street Master Plan. 	Development and Infrastructure	Fryers Street traders Fryers Street landowners Bicycle Victoria	Low/Medium
<ul style="list-style-type: none"> Liaise with the Walking and Cycling Branch (Department of Transport) regarding the Accessible and Sustainable Travel Grants Package which will assist in encouraging more sustainable travel behaviour and improving ease of access for pedestrians, cyclists and public transport users to local facilities, jobs and activities. 	Development and Infrastructure	DOT	High & Ongoing
<ul style="list-style-type: none"> Facilitate provision of end-of-trip facilities for workers, residents and visitors in existing and new development in the CBD, by advocating Council's position at pre-application meetings, and by providing landowners and developers with a copy of Bicycle Victoria's Bicycle Parking Handbook and other relevant literature. 	Development and Infrastructure	Developers Business owners Traders Landowners	High & Ongoing
THEME 5- GOVERNANCE & LEADERSHIP			
LEADERSHIP IN SUSTAINABILITY			
<ul style="list-style-type: none"> Prepare a Local Sustainable Design Policy for Greater Shepparton to be implemented into the Greater Shepparton Planning Scheme. 	Development and Infrastructure	Developers Land Owners	High
<ul style="list-style-type: none"> Introduce STEPS/SDS as a preferred tool for the assessment of residential development applications. (Greater Shepparton would be the first regional Council to do so). 	Development and Infrastructure	Developers	High
<ul style="list-style-type: none"> Prepare an 'ESD Information Checklist' to assist landowners and developers, amongst others, in considering and applying ESD principles and/or STEPS to development at the planning and design stage of a development. 	Development and Infrastructure	Landowners Developers	High
<ul style="list-style-type: none"> Undertake training for all Council statutory and strategic planners in the STEPS/SDS programs. 	Development and Infrastructure		High
<ul style="list-style-type: none"> Nominate a representative to the MAV Local Government ESD Advocacy Group to promote Shepparton's sustainability model at a state level. 	Development and Infrastructure		High
PUBLIC AND PRIVATE SECTOR PARTNERSHIPS			
<ul style="list-style-type: none"> Appoint a CBD Place Manager, (Streetlife program funding) to initiate discussions with landowners, 	CEO	DPCD	High

major operators and government authorities to facilitate development, secure funding and coordinate the various actions required to implement the strategy plan.	Development and Infrastructure Contracts		
<ul style="list-style-type: none"> Liaise with key property owners and developers to redevelop key sites. 	Development and Infrastructure Corporate and Economic Development	Landowners Developers	High & Ongoing
<ul style="list-style-type: none"> Advocate for private developers to coordinate with Council from pre-planning permit application stage through the design development process to achieve mutual objectives for the CBD. 	Development and Infrastructure	Developers Architects Planners	High & Ongoing
<ul style="list-style-type: none"> Undertake key catalyst projects, such as development of the Welsford Street car park site, to stimulate private investment in the CBD. 	CEO Business and Finance		Medium
<ul style="list-style-type: none"> Undertake streetscape works to support investment and commercial development. 	Development and Infrastructure	Developers	High
<ul style="list-style-type: none"> Establish a clear role for Council in facilitating investment in the CBD. 	CEO Development and Infrastructure Corporate and Economic Development	Private investors Developers Landowners	High
PRECINCTS			
PRECINCT 1 – RETAIL CORE			
<ul style="list-style-type: none"> Implement the findings of the Maude Street Mall, CPTED Audit, 2007. 	Development and Infrastructure	Traders Mall Manager	High
<ul style="list-style-type: none"> Reinstate a Mall Manager to oversee the day-to-day function and maintenance of the mall, to improve safety and to extend a program of events and activities. 	CEO Corporate and Economic Development Business and Finance	Traders	High
<ul style="list-style-type: none"> Undertake works in accordance with the Maude Street Mall Concept Plan, including: 	Development and		Stage 1 – High

<p><u>Stage 1</u></p> <ul style="list-style-type: none"> Prepare detailed design for upgrade of Maude Street Mall. <p><u>Stage 2</u></p> <ul style="list-style-type: none"> Remove kiosk. Construct new playground for children of all mobility. Provide information signage. Reduce clutter in the mall including relocating infrastructure to appropriate locations, i.e. phone boxes. <p><u>Stage 3</u></p> <ul style="list-style-type: none"> Undertake streetscape works including granitic sand, tree planting, paving, and removal and replacement of pergola, and paved footpath feature at intersection with Fryers Street. 	Infrastructure		Stage 2 – High Stage 3 - Medium
<ul style="list-style-type: none"> In conjunction with the Maude Street Mall Concept Plan, undertake a revised Emergency Access Plan in partnership with the Country Fire Authority (CFA). 	Development and Infrastructure	CFA	High
<ul style="list-style-type: none"> Develop a more extensive program of events and activities for the retail core, utilising the mall space. This could include a weekly weekend farmers' market with a focus on local produce and cuisine of different ethnic groups in the community, roving or staged performances, art installations, local displays etc. 	Corporate and Economic Development Services	Traders	Ongoing
<ul style="list-style-type: none"> In the short term, undertake the following works in accordance with the Vaughan Street Concept Plan: <ul style="list-style-type: none"> Remove angle parking outside Coles on the north side of Vaughan Street and replace with parallel parking. Widen footpath outside Coles on the north side of Vaughan Street and construct in line with the eastern end of Vaughan Street. Reinstate footpath, kerb and channel on the south side of Vaughan Street to distinguish road and pedestrian areas. 	Development and Infrastructure	Owners of the Coles / Kmart sites Vaughan Street traders	High
<ul style="list-style-type: none"> Liaise with trader groups about alternative or restricted access for loading vehicles in the mall, Maude Street between High and Vaughan Sts, and in Vaughan Street. 	Corporate and Economic Development	Traders	Medium
<ul style="list-style-type: none"> Liaise with trader groups regarding extended and uniform trading hours. 	Corporate and Economic Development	Traders	High
<ul style="list-style-type: none"> Liaise with owners adjoining Wyndham Walk to improve the design of the walk and building frontages to improve paving, lighting, active frontages, safety and landscaping. 	Corporate and Economic Development	Wyndham Walk traders and landowners	High

	Development and Infrastructure		
<ul style="list-style-type: none"> Promote widely any changes to trading hours. 	Corporate and Economic Development		Ongoing
<ul style="list-style-type: none"> Prepare detailed landscape plans based on the concept plans, in the following order: <ul style="list-style-type: none"> Vaughan Street. Stewart Street. Fryers Street. Wyndham Street. 	Development and Infrastructure		<ul style="list-style-type: none"> High High Medium Medium/Low
<ul style="list-style-type: none"> Expand cafes, restaurants and entertainment uses in Fryers Street and the mall. Encourage uses to operate during and outside of normal business hours, i.e. after 6pm and on weekends. 	Corporate and Economic Development Development and Infrastructure	Traders	High/Ongoing
<ul style="list-style-type: none"> Investigate the potential to upgrade the appearance and safety of the Telstra Tower and Fraser Park. As a priority, implement a night-time lighting scheme for the tower. 	Development and Infrastructure Corporate and Economic Development	Telstra	High/Medium
<ul style="list-style-type: none"> Implement policy to encourage higher density residential, above ground level and with noise attenuation, around the mall vicinity. 	Development and Infrastructure	Developers	High
PRECINCT 2 - OFFICE			
<ul style="list-style-type: none"> Create a cultural heritage trail from the Heritage Centre on the corner of High and Welsford streets along the river area finishing at the war memorial site. 	Services Development and Infrastructure	Heritage Centre	Low
PRECINCT 3 – SECONDARY OFFICE/RETAIL			
<ul style="list-style-type: none"> Implement the Street-Tree Master Plan for the area. 	Development and Infrastructure		Medium
<ul style="list-style-type: none"> Implement design guidelines for commercial/office developments. 	Development and Infrastructure	Developers	High
<ul style="list-style-type: none"> Work with VicRoads to prepare an amendment to the Greater Shepparton Planning Scheme to rezone: 	Development and Infrastructure	VicRoads	High

<ul style="list-style-type: none"> - Welsford Street from Business 1 Zone (B1Z) to a Road Zone Category 1 (RDZ1) between Sobraon Street and Knight Street. - Wyndham Street from Road Zone Category 1 (RDZ1) to Business 1 Zone (B1Z). 		DPCD DOT	
<ul style="list-style-type: none"> • Commission a street works upgrade plan for Welsford Street between the junctions of Wyndham Street-Sobraon Street and Wyndham Street-Knight Street to accommodate the changes recommended above. 	Development and Infrastructure	VicRoads DOT	High
PRECINCT 4 – PERIPHERAL RESIDENTIAL			
<ul style="list-style-type: none"> • Implement STEPS assessment for medium-density housing development. 	Development and Infrastructure	DPCD Developers	High
<ul style="list-style-type: none"> • Implement appropriate zoning or policy guidance in the planning scheme to ensure appropriate scale of buildings in residential areas. 	Development and Infrastructure	DPCD	Medium
PRECINCT 5 – OFFICE AND HIGHER DENSITY RESIDENTIAL			
<ul style="list-style-type: none"> • Implement the street-tree strategy. 	Development and Infrastructure		High
<ul style="list-style-type: none"> • Install a pedestrian crossing in Nixon Street opposite Deakin Reserve. 	Development and Infrastructure	VicRoads	High
PRECINCT 6 - TERTIARY EDUCATION			
<ul style="list-style-type: none"> • Liaise with the STEP developer to ensure the design outcomes for the site include: <ul style="list-style-type: none"> - 6-star rated environmental sustainable built forms. - Contemporary architectural forms built to street frontages. - Maximum four-storey height limit. - Ground floor with 75% active frontage. - Cycling infrastructure including end-of-trip facilities. - Landscaping that provides on-site amenity (shade), indigenous planting and utilises WSUD principles. 	CEO Business Services Development and Infrastructure	LaTrobe University	High
<ul style="list-style-type: none"> • In conjunction with the development of the tertiary precinct and further community consultation, investigate options for partnerships or co-location of services between the city library and the STEP library to provide additional community resources. 	Development and Infrastructure Services	LaTrobe University	Medium
PRECINCT 7 - CIVIC			

<ul style="list-style-type: none"> Install new signage to Monash Park and the river and upgrade pathways. 	Development and Infrastructure Services		Medium
<ul style="list-style-type: none"> Implement the directions of the Monash Park Master Plan to improve this park as the western gateway to the CBD, to create a unique open space within the CBD and to highlight the historic significance of its location as a river port. 	Development and Infrastructure		Medium
<ul style="list-style-type: none"> Include a western gateway feature as a part of the Monash Park Master Plan. Work with the RiverConnect Community Advisory Committee, local artists and indigenous communities to explore the installation of an indigenous-themed piece. 	Development and Infrastructure Services		Medium
<ul style="list-style-type: none"> Implement the directions of the Queens Gardens Master Plan prepared by Urban Initiatives to improve the appearance, amenity and safety of this park as a focal point of the CBD and as a setting for the cultural and civic precinct. 	Development and Infrastructure		High
<ul style="list-style-type: none"> Upgrade the Eastbank centre as required in the future so that it continues to accommodate regionally significant performance and exhibition spaces. 	Services Business and Finance		Ongoing
<ul style="list-style-type: none"> Consider the option of developing the Marungi Street car park for additional civic or cultural uses, if required, providing replacement car parking underground. 	Business and Finance	Department of Sustainability and Environment	Low
<ul style="list-style-type: none"> In conjunction with the development of the tertiary precinct and further community consultation, investigate options for partnerships or co-location of services between the city library and the STEP library to provide additional community resources. 	CEO Services	LaTrobe University Community	Medium
PRECINCT 8 – SHOWGROUNDS AND SPC ARDMONA			
<ul style="list-style-type: none"> Complete the upgrading of the showgrounds, in accordance with the master plan which addresses design, functional, environmental and heritage considerations. 	Development and Infrastructure		Medium
<ul style="list-style-type: none"> Realign Fryers Street at the railway line to create a T-intersection with Thompson Street. 	Development and Infrastructure	VicTrack	Low
<ul style="list-style-type: none"> Promote the showgrounds as a key event space for Shepparton and the region that is flexible enough to attract large events and concerts, as well as host a range of smaller functions. This could include events such as trade shows, conferences, markets, car rallies, weddings or rock concerts. 	Corporate and Economic Development	Tourism bodies	Medium
<ul style="list-style-type: none"> Promote the upgraded showgrounds as a major redevelopment site showcasing the latest innovation in environmental design. 	Corporate and Economic Development	Tourism bodies	Low

PRECINCT 9 – ROWE STREET EAST MIXED USE			
<ul style="list-style-type: none"> Undertake master planning for the Community Adult Education Centre/Karibok Park site. 	Development and Infrastructure Community Development	Adult Education Providers	Medium
<ul style="list-style-type: none"> Provide siting and design guidance for the redevelopment of sites throughout the precinct. 	Development and Infrastructure	Developers Landowners	Ongoing
PRECINCT 10 – RAILWAY AND ADJOINING LAND			
<ul style="list-style-type: none"> Work with VicTrack to create a pedestrian overpass from the station platform to Hoskin Street. The design should include a lift option to maximise accessibility for all users. 	Development and Infrastructure	VicTrack DOT	High
<ul style="list-style-type: none"> Work with VicTrack to create a new pedestrian/cycle crossing and pathway across the railway land from the eastern end of Stewart Street to Thompson Street. 	Development and Infrastructure	VicTrack DOT	Medium
<ul style="list-style-type: none"> Work with VicTrack to investigate options for use of railway land fronting Railway Parade between High Street and Fryers Street for the purposes of car parking. 	Development and Infrastructure	VicTrack DOT	Medium
<ul style="list-style-type: none"> Prepare an amendment to the Greater Shepparton Planning Scheme to rezone the parcel of land zoned Public Use Zone 4 on the eastern side of the railway line on Purcell Street to allow for an appropriate mix of Business 1 Zone, Mixed-Use Zone and Residential 1 Zone. The amendment should include application of a Development Plan Overlay (DPO) to the land. 	Development and Infrastructure	VicTrack DOT DPCD	Low

APPENDICES

ACRONYMS

Below is a list of the full acronyms used through the document:

CBD	Central Business District
ESD	Ecological Sustainable Design
STEP	Shepparton Tertiary Education Precinct
STEPS	Sustainable Tool for Environmental Performance Strategy
GOTAFE	Goulburn Ovens Tertiary and Further Education
SDS	Sustainable Design Scorecard
CPTED	Crime Prevention Through Environmental Design
CCTV	Closed Circuit Television
DOI	Department of Infrastructure
SDG	Safer Design Guidelines for Victoria
DOT	Department of Transport
DPCD	Department of Planning and Community Development
WSUD	Water Sensitive Urban Design
PUZ	Public Use Zone
DDO	Design and Development Overlay
MUZ	Mixed Use Zone
B1Z	Business 1 Zone
B5Z	Business 5 Zone
R1Z	Residential 1 Zone
CFA	Country Fire Authority