

Shepparton | CBD Strategy



GREATER SHEPPARTON

Community Workshop

You are invited to join a Community Workshop to help set the agenda for the Shepparton CBD Strategy.

Date: Tuesday 4 September
Time: 6.00pm - 8.00pm
Location: Truscan Function Room, Shepparton Club, 455 Wyndham Street, Shepparton
RSVP: Friday 24 August to Vige Satkunarajah on (03) 5832 9730

At the Workshop we will explore your views on the CBD and issues for consideration in the preparation of the Strategy. If you can't make it to the Workshop, please take the time to complete the Feedback Sheet and return it to the Council.

The Purpose of the Shepparton CBD Strategy

The Shepparton CBD is the retail, business, administration and community heart of the City and region. It is important to make sure that the CBD continues to fulfil its role and meet the needs of residents and business operators.

With the continued growth of the population, the CBD is experiencing development pressures that could potentially change its direction and functions. The Greater Shepparton City Council has commenced the preparation of a Strategy for the CBD to properly guide future development, and to ensure that the future planning of the CBD reflects the community's values and aspirations.

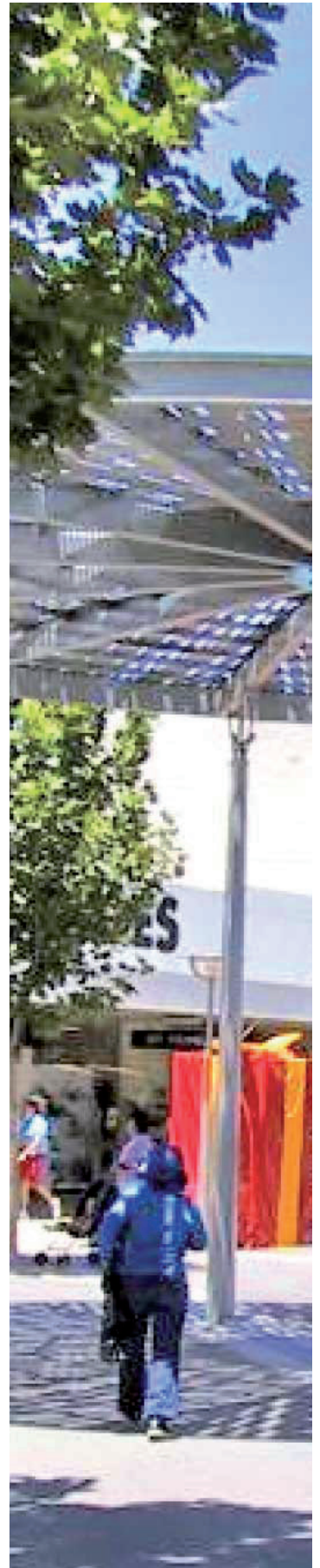
The main aims of the project are to:

- Develop a clear vision for the CBD's future.
- Provide a framework for the future use and development of land within the Shepparton CBD and provide a clear direction to investors in relation to preferred locations for investment.
- Provide ideas for the improvement of streetscapes and public spaces so they are active, functional, appealing and safe.
- Develop guidelines about the height, form and design of buildings.
- Provide the Council with a plan for the better management of traffic, car parking, public transport and pedestrian and cyclist movement.
- Recommend ways to implement the Shepparton CBD Strategy as part of Council's Planning Scheme.
- Ensure the continual involvement of the community in the development of the Strategy.

Who is involved in the Project?

The project aims to involve people who visit, shop, live, study or work in the Municipality, particularly in and around the CBD, including residents, tourists, students, key landowners, employers, developers, local businesses, community groups and organisations, and government agencies.

The Council is undertaking this project with support from the Department of Sustainability and Environment (DSE). A Steering Committee of representatives of Council and State government will oversee the project.



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Have Your Say

Information about the project will be communicated in a number of ways, and there will be opportunities to participate or comment as follows:

- Regular project bulletins, letterboxed throughout the Municipality
- Feedback sheet (attached)
- Interviews
- Public workshop (4 September 2007)
- Reference Group
- Consultation on a Draft Plan
- Public display (February 2008)

Process

1. **Issues & Vision** August / September
2. **Directions & Options** September / October
3. **Draft Plan** December / January / February

After March 2008, a final version of the plan will be prepared for adoption and implementation by Council.

Why a new plan for the CBD?

The Council has continued to take a pro-active role in planning Shepparton's CBD. Last year the Council developed and adopted *Greater Shepparton 2030*, a Strategy Plan for the entire municipality. The Plan outlined a number of priorities for the Shepparton CBD. The CBD Strategy will provide the preferred direction of future growth and also articulate how the major challenges facing the CBD will be met.

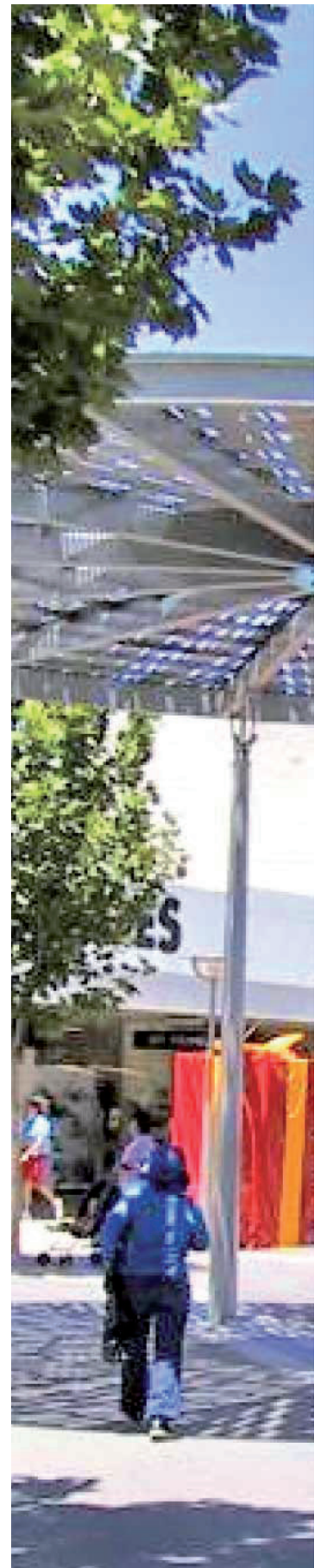
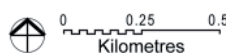
More information

To register your interest in the project or to find out more information about the Shepparton CBD Strategy, please contact:

Vige Satkunarajah
 Senior Strategic Planner
 Greater Shepparton City Council
Phone (03) 5832 9730
Fax (03) 5831 1987
Email vige.satkunarajah@shepparton.vic.gov.au

The Study Area

The Study Area covers an area greater than just the shopping area, and includes amongst other things the Showgrounds, Tertiary precinct, Council Offices and Art Gallery.





Feedback Sheet - Tell us what you think

The Shepparton CBD Strategy will review progress and set an agenda for short and long term actions relating to the mix of activities and services, the quality of building design, the quality and distribution of public spaces, and access to the CBD.

Which of the following best describes you?

- Resident of Shepparton
- Other Resident. Location:.....
- Visitor from outside Shepparton
- Student
- Commercial landowner
- Local business owner or operator.
Please specify business type:
.....
- Other. Please specify:

Why do you mainly visit the CBD?

- Work
- Shopping
- Entertainment
- Eating out
- Meet friends
- Tourist/visitor attractions
- Arts and cultural facilities
- Study
- Business services
- Other (please specify)
- I do not visit the CBD. If not, why?.....

Mix of activities and services

What kind of activities would you like to see more of in the CBD (eg. shopping, apartments, cafes, restaurants, tourist attractions)?

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What different activities do you expect from the CBD compared to other shopping centres?

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Quality of building design.

Which buildings are most important to the CBD's character and should be retained?

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What kind of improvements can be made to the design and location of any new buildings in the CBD?

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Quality and distribution of public spaces

What kind of improvements can be made to existing public spaces in the CBD (eg the streets, The Mall)?

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Can you identify any opportunities for new public spaces in the CBD? What should they be like?

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Access to the CBD

What improvements are needed to traffic movement, car, public transport and/or bike access to the CBD?

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How can the walking environment be made safer, more convenient and more pleasant (e.g. The Mall, around the Railway Station)?

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Function of the CBD

Please list any other comments that you may have regarding the improvement of the function of the CBD.....

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If you would like to be kept informed about future stages of the Strategy please complete this section:

(PLEASE PRINT)

Name:
Address:
Phone No: Mob No: Email Address:

Feedback sheets and written submissions may be sent or returned to:
Planning and Development Department
Locked Bag 1000, Shepparton VIC 3632
Central Office: 90 Welsford Street, Shepparton VIC 3630
or fax to: **(03) 5831 1987**

Please return feedback sheet by: **Friday 7 September, 2007**

In providing your personal information you are permitting the Council to add your name to its mailing list in order to notify you of future strategic planning projects. If you have any queries or wish to gain access to your information, please contact either the Planning and Development Department on **(03) 5832 9730** or the Council's Privacy Officer on **(03) 5832 9700**.