LOCAL AREAS

This Clause focuses on local area implementation of the objectives and strategies set out in Clauses 21.04-21.09. Each section relates to a particular township within the municipality, and should be read in conjunction with the rest of the Municipal Strategic Statement and not in isolation.

The sections are organised under the following Local Area headings:

- 21.10-1: Swan Hill
- 21.10-2: Robinvale
- 21.10-3: Lake Boga
- 21.10-4: Nyah
- 21.10-5: Nyah West

**Swan Hill**

A strong Swan Hill regional centre greatly enhances the capacity of the municipality and the wider region to retain and attract people, businesses, investment and services.

Swan Hill’s future will depend on whether it can retain its position within a system of regional centres located in south east Australia. For Swan Hill to consolidate its regional role it must continue to embrace a strategy that reduces the ‘escape’ of retail expenditure, provides regional-level facilities and services, develops its regional market for goods and services, and generates local employment opportunities.

Population growth is expected to be largely in and around Swan Hill as well as in the horticultural sections of the Murray River corridor. The number of households in Swan Hill is expected to increase from 7,893 in 2001 to 8,369 in 2011 and 8,918 by the year 2021. With the exception of lower lying areas to the south of the urban area, there are no infrastructure constraints for the future development of Swan Hill urban centre. Strengthening Swan Hill’s industrial base will consolidate its service centre role and attract businesses involved in processing local product. This includes investment in new and emerging industries such as mineral sands and solar power generation.

In recent years, Swan Hill CBD has consolidated its regional centre functions with the establishment of large retail stores and overall increases in retail, office and commercial floor space. Increases in floor space occupied by government and community services highlight the growing importance of Swan Hill’s regional centre role. Retailing from “bulky goods outlets” is increasing because of consumer demand for greater choice. Land use opportunities for bulky goods sales are available to the north of the CBD and the southern highway entrance.

Future floor space demands can be met by infill and redevelopment, particularly in the Nyah Road/Curlewis Street area. Longer term expansion of the CBD will occur to the north of McCallum Street. Development opportunities in Curlewis Street need to be placed within a broader framework of the Swan Hill Riverside Precinct and the traffic status of Curlewis Street.

The Murray Valley Highway entrances to Swan Hill have different entrance characteristics. The southern highway business entrance is characterised with service roads, large lots and consistent building setbacks giving a low impact character. This is an appropriate transition from the rural landscape and enhances the entrance character. The transition at the northern entrance is short with limited development and avenue plantings meeting the edge of the urban area at the rail crossing. This northern entrance character essentially needs to be retained.

**Local area implementation**

- Ensure that any proposed use or development within Swan Hill is generally consistent with the Swan Hill Urban Framework Plan as shown on page 4 and the Swan Hill CBD Precincts Plan as shown on page 5.
Settlement and housing

- Provide for continuing residential growth and infill development in fully serviced areas within the southern boundary of the urban area.
- Provide for future residential development opportunities, including low density residential development.
- Continue the staged residential growth of Tower Hill.
- Consider residential growth, including south of Werril Street, as part of a review of the Residential Development Strategy 2006-2030.

Built environment and heritage

- Ensure that any development is appropriately scaled to acknowledge and complement the gateway entrance character.
- Encourage land use and development with requirements for large sites that do not have the potential to challenge the role and function of Swan Hill CBD or generate large volumes of traffic. Such land uses and development may include, but are not limited to, motel; landscape garden supplies; motor vehicle, boat and caravan sales; restricted retail premises; rural industry; or trade supplies.
- Avoid domination of existing streetscapes by encouraging appropriate building mass and articulation of building facades fronting the highway.
- Encourage front setbacks that are equivalent to the setback of neighbouring buildings or if these are different, the setback may be at a distance that is between the setbacks of neighbouring buildings.
- Encourage retention, re-use and restoration of heritage buildings within the CBD.
- Support the maintenance, restoration and interpretation of heritage places within the CBD to enhance the experience of tourism in Swan Hill.

Economic development

- Implement a precinct based planning approach for the Swan Hill CBD based on the Swan Hill CBD Precincts Plan as shown on page 5 and the following:
  - Encourage retail between Beveridge Street and Curlewis Street and Nyah Road and Wood Street with:
    - core retail along Campbell Street and Beveridge Street, and
    - tourism and retail along Curlewis Street.
  - Encourage bulky goods sales focus north of Pye Street in the Nyah Road and Curlewis Street area.
  - Encourage office and institutional along Beveridge Street north of McCallum Street, Splatt Street and McCallum Street.
  - Encourage tourism accommodation and retail along Campbell Street and Curlewis Street south of Wood Street that complement the role of the Riverside Park.
- Encourage a range of retail, commercial, cultural, institutional, and residential activities that consolidate and complement the CBD’s regional role and the mixed use function.
- Continue to focus major retail expansion in the CBD and discourage isolated retail developments which challenge the role, function and level of public and private investment in the CBD.
- Improve the built form character and regional centre image of the CBD.
- Encourage a high standard of amenity, services and facilities in the CBD.
Encourage two storey development and redevelopment at corner sites in the CBD in Campbell Street, Beveridge Street, Curlewis Street and McCallum Street.

Encourage development proposals and the design of public space within the CBD that improve the physical and visual links to Riverside Park.

Encourage development proposals that protect and enhance the character of the CBD.

Encourage establishment of an “incubator facility” in Swan Hill.

Ensure the safety and efficiency of arterial routes, as significant community investments, are not compromised by inappropriate development and vehicular access.

Investigate the potential of the following sites for urban uses:
- North Park on Beveridge Street.
- Highway frontage of surplus saleyards land to the north of the CBD.
- Highway frontage of the racecourse land.

Provide for the serviced expansion of the Karinie Street industrial area as the municipality’s major industrial area.

Provide industrial land adjacent to existing rail infrastructure to provide locational advantage for industries requiring transportation of commodities by rail.

Protect the option for an inter-modal freight facility at Swan Hill in the Karinie Street industrial area.

Encourage high standards of development, design, landscaping, amenity and safety in industrial areas.

Facilitate opportunities for the solar power generation industry at Blackwire Reserve.

Continue to focus tourist development within the CBD including the Riverside Park, Pioneer Settlement and railway station. New development within and adjacent to the area is to be consistent with agreed design concepts for the riverside precinct.

Progressively develop the riverside precinct as a primary tourism, recreation and cultural focus with strong links to the CBD edge at Curlewis Street.

Encourage tourist developments at locations with good access to major road and rail links and at sites capable of achieving adequate provision of car parking for patrons.

Encourage the development of Curlewis Street as a Tourism Precinct by supporting proposed uses and developments that can potentially benefit from a river location.

Support the redevelopment and expansion of the Jack Chisholm Reserve Motor Sports Facility as a significant regional facility capable of attracting large race meetings.

Support continuous street frontages and active uses at street level and the retention, restoration and adaptive re-use of heritage buildings in Curlewis Street.

Continue to promote Riverside Park as a primary focus for leisure, heritage and nature appreciation, and tourism. New development/redevelopment within Riverside Park is to be guided by the design principles of the Swan Hill Riverside Precinct Project.
**21.10-2**  
Robinvale

Robinvale is the second largest urban centre in the Rural City of Swan Hill. The township performs an important shopping, business and community role for a large geographic area in the north of the municipality and across the border in New South Wales. Robinvale has experienced population growth in recent years and supports a strong retail centre, largely due to developments in the horticultural industry.

Robinvale’s population has increased in recent years due mainly to industry changes and the growth in irrigated horticulture. It is estimated that Robinvale has a town and district population of 3,900 persons. The 2006 Census recorded a population of 2,318. Robinvale is expanding its role as the economic and social centre for a wider region including the horticultural belt along the Murray River in the north of the municipality.

Robinvale is a diverse community. The ethnic mix of the town and district is a feature with a significant proportion of residents being from the regions of the Pacific Islands, Southern Europe and South East Asia.

The Robinvale 2030 Strategy/Robinvale Framework Plan (refer to plan on page 8) provides a long term land use plan for the township. It provides a framework for growth based on expansion of the horticultural industry, the town’s regional service role and the potential for growth in association with Euston.

A stronger town entry and tourism focus is proposed for Robinvale’s northern entrance along Bromley Road. Land use and development and design improvements along Bromley Road need to be made in the context of the new Murray River Bridge. A new southern town entry to Robinvale is proposed at the intersection of the Murray Valley Highway and Latje Road bringing traffic into the town centre via George Street. Land use and development proposals at this proposed entry and along Latje Road need to respond to an entrance character that is characterised by wide road reservations and established street tree plantings.

**Local area implementation**

- Ensure that any proposed use or development within Robinvale is generally consistent with the Robinvale 2030 Strategy/Robinvale Framework Plan as shown on page 8.

**Settlement and housing**

- Ensure efficient provision of infrastructure by sequencing of future residential development in Robinvale’s major development front to the south of the existing urban area.

- Protect longer term future serviced residential opportunities east of Latje Road and north of Ryan Road subject to flood mitigation works and connection to urban sewerage network and when there is a demonstrated need and other locations with residential zoning are developed.

- Ensure low density residential development occurs within the future urban growth boundary identified on the Robinvale Framework Plan.

- Discourage low density development and rezoning outside of the future urban growth boundary until a 70% take-up within the boundary has been reached.

- Provide for longer term expansion of the low density residential area south of Ryan Road as identified on the Robinvale Framework Plan.

- Encourage proposals for accommodation for itinerant workers on rural properties and in the township (where permissible under this scheme).

- Promote initiatives that support the cultural diversity and development of the Robinvale community.

**Environment**

- Protect the environmental values of the Murray River and the Riverside Park.
Built environment and heritage

- Protect and enhancing the natural and landscape assets of the town including riverside park, Murray River reserve and town entrances.
- Protect and enhance Robinvale’s townscape and river town character.
- Encourage future use and development of land in the township and environs that protects and adds to the character of Robinvale including elements such as riverside location, wide major streets, a compact commercial centre and surrounding horticultural plantations.
- Encourage improvements to the visual appearance and entrance character of the Murray Valley highway town entrances.
- Protect the features which define the township character of Robinvale including the riverside location, wide major streets, compact commercial centre, heritage places of pre-War and post-War vintage, and surrounding horticultural plantations.

Economic development

- Reinforce the strong retail sector by providing for retail expansion and encouraging the retention of the compact retail centre.
- Identify and encourage longer term opportunities for town centre expansion to the south along George Street, as identified on the Robinvale Framework Plan.
- Encourage infill, consolidation and amenity improvements at the Moore Street industrial area.
- Provide opportunities for employment and investment by encouraging the establishment of food processing and other value added industries.
- Encourage food processing industries to locate at or near to Robinvale township at sites provided land capability assessments support the proposed use and development of sites.
- Investigate the potential for a new industrial estate south of Pethard Road and west of the Murray Valley Highway.
Lake Boga

Lake Boga is an attractive, lakeside village and tourist town. The lake provides a range of water based and informal recreational activities for residents and visitors as well as a diverse ecosystem and aquatic and riparian flora and fauna. It is the major southern gateway to the Swan Hill region, and is home to many families who commute to Swan Hill for work and school.

The population in 2006 was 711. This represents an average 0.5% growth rate per year from 2001. Growth is expected to continue at Lake Boga with the added security of water in the lake and the potential of residential land with lake views.

The main industries are agriculture and tourism.

Local area implementation

Settlement and housing

- Encourage the sustainable use and development of land around Lake Boga for recreation, tourism and residential development that are consistent with the Lake Boga Township Framework Plan as shown page 10.

- Capitalize on the variety of residential options at locations with strong environmental, aesthetic and lifestyle amenity options to ensure the ongoing viability of the community and the wider municipality.

- Ensure residential development, including low density residential development, occurs adjacent to existing development and is serviced with reticulated sewerage and town water.

- Investigate the potential of residential development south east of the town in Hayes Road South on the lake foreshore at locations consistent with the town framework plan. Any residential development should be connected to reticulated water and sewerage facilities.

- Provide for longer term residential growth north of Marraboor Street.

- Limit further development in areas north of the town centre that is subject to flooding.

- Investigate the potential for low density residential growth north of Lakeside Drive.

- Provide for tourism related residential development between the Murray Valley Highway and Lake Boga within the township boundary.

Environment

- Rejuvenate the Turtle Lagoon Wetland area.

- Protect the environmental values of Lake Boga.

Built environment and heritage

- Support the maintenance, restoration and interpretation of Aboriginal and post-settlement cultural heritage places and sites within the township.

Economic development

- Provide for highway commercial development on the southern entrance to town.

- Encourage tourism based on the military heritage and lake environs of the town.

Infrastructure and transport

- Improve the foreshore amenity of Lake Boga with facilities such as walkways, and open space that facilitate the public enjoyment of the foreshore.

- Develop a rail trail between Lake Boga and Swan Hill.
SWAN HILL PLANNING SCHEME

LAKE BOGA TOWNSHIP FRAMEWORK PLAN

Improve Town Entrance
- Improve visual appearance of entries to create a sense of arrival by new planting of trees.
- Retain views of lake at entry point.

Bicycle/Walking Trail
- Establish bicycle and walking trail within railway reserve as part of trail linking Lake Boga with Swan Hill.

Inundation
- Land potentially subject to inundation. Check planning scheme for accurate boundary.

Pedestrian Link
- Create defined pedestrian link from Mallarmoo Street to Highway.

Long Term
- Residential Growth
  - Future directions for serviced residential development. Apply Development Plan overlay.

Infill & Consolidation
- Infill developments and consolidation within existing township area is to be a priority.

Low Density Residential
- Investigate potential west side of Lake to rear of existing low density residential development.

Tourism Development
- Prominent highway site suitable for future tourism development.

Residential Investigation Area
- Investigate potential for Residential Development.

Foreside Improvements
- Provide additional facilities for tourists and residents, such as barbecues, existing picnic areas, kids playground and foreshore lighting.

Improve Town Entrance
- Improve visual appearance of entries to create a sense of arrival by new planting of trees.
- Retain views of lake at entry point.

Improve Town Character
- Introduce elements of Lake Boga’s character into town developments and the design of public places (e.g., water theme, landscaping, lake visibility, military heritage) through township.
- Introduce theme tree plantings alongside highway.

Highway Development
- Commercial and service business development adjacent highway to provide urban edge to town.

This plan is indicative only. Refer to planning scheme maps for precise boundaries.
**Nyah**

Nyah is a border town located on the Murray Valley Highway 27 kms north west of Swan Hill. The Nyah and Vinifera State Forests contain a wealth of archaeological material relating to ancient Aboriginal occupation of the land, including canoe trees, middens, burial grounds and boundary markers. These forests of redgum and box follow the Murray River and are open to cars, campers and bushwalkers. At the east end of the Vinifera State Forest is the location of the first commercial rice crop in Australia. Seed from the rice farm was used to produce the first shipment of rice back to Japan in the early 1900’s.

**Local area implementation**

**Settlement and housing**

- Encourage fully serviced residential development and low density residential development to the south of the Nyah township in areas not required for horticulture.
- Encourage residential choice at the Nyah township including retirement housing, commuter residential, low density residential and tourist/leisure style accommodation.
- Retain land identified as good quality land for horticulture outside of the Nyah township area for horticultural production.

**Environment**

- Protect the biodiversity and environmental values of the Murray River corridor.

**Built environment and heritage**

- Establish a town gateway with appropriate signage and roadside planting.

**Economic development**

- Establish an identified town centre and introduce improvements to convenience and function of centre.
- Investigate the potential of a new industrial estate north of Yarraby Road.
- Facilitate the expansion of the Two Bays caravan park for tourist and itinerant accommodation.
Nyah West

Nyah West is located in the Murray River corridor north west of Swan Hill. In 2006, its population was 566, which has grown by an average of 0.6% per year for the last 10 years. Its main industry is agriculture.

The Nyah West town centre comprises a fine collection of substantially intact inter-War buildings which are collectively protected by the Monash Avenue Heritage Overlay Precinct. This intact commercial streetscape is unique in the municipality, and its retention, restoration and interpretation will greatly enhance its tourism potential.

Local area implementation

Settlement and housing

- Encourage residential choice at the Nyah West township including retirement housing, commuter residential, low density residential and tourist/leisure style accommodation.
- Encourage future serviced residential expansion south of Elizabeth Street.
- Retain the existing compact town centre.
- Encourage rural living development on land not required for agriculture.

Built environment and heritage

- Ensure new development and alterations to existing buildings in the town centre complement and enhance the existing streetscape.
- Encourage the reinstatement of original verandahs.
- Retain original shopfronts.
- Ensure development of vacant land has regard to existing buildings scale, materials and detailing.

Economic development

- Ensure the expansion of Nyah West township does not reduce horticultural potential.
NYAH WEST FRAMEWORK PLAN

Rural Living
- Encourage rural living (hobby farm type development) on land not required for horticulture.

Heritage Protection
- New development and alterations to existing buildings in town centre to complement and enhance existing townscape and Mallee character of town centre.
- Original verandahs should be retained and restored.
- Original shopfronts should be retained.
- Erection of new buildings on vacant sites (where early shops have been demolished) should have regard to existing building stock and respect for its original scale, materials and detailing.

Town Centre
- Retain existing compact town centre.

Residential
- Future serviced residential expansion.

Township Boundary
- Encourage further expansion and further development within existing residential area.

Town Entry
- Establish town entry, e.g., avenue planting.

Industrial
- Potential light industrial development opportunities on railway land.

This plan is indicative only. Refer to planning scheme maps for precise boundaries.