SALE, WURRUK AND LONGFORD STRATEGIC FRAMEWORK

Vision

The Sale, Wurruk and Longford area will develop in a manner that creates prosperous, inter-connected and mutually supportive urban and rural communities that enjoy choice and diversity in housing, employment and recreation. The individual characteristics and identities of Sale, Wurruk and Longford will be protected and enhanced, as the three communities collaboratively achieve their aspirations of becoming a thriving regional centre.

The economy of the district will be strengthened by the development of the Defence sector, the expansion of the oil and gas industry and the growth of other key sectors such as health, education, recreation, tourism, retailing and general industry. The West Sale Airport and surrounding precincts will be developed as a major industrial node with access by road, rail and air. A more diversified economy will be developed, resilient to the socio-economic impacts associated with climate change.

High-quality open space and built form will characterise the Sale, Wurruk and Longford area, contributing to the health, safety, and social vibrancy of the three communities. New urban growth areas will form sustainable communities that set new benchmarks in best practice urban development. Accessible and inclusive neighbourhoods will be created which reduce the dependency on car-based travel and encourage walking and cycling. Natural and cultural features will be protected and enhanced to create a distinct character, offering the best of town and country.

Residents will benefit from a comprehensive range of community facilities and services. Convenient walking and cycling infrastructure will be made available and improved public transport networks established to provide all age cohorts with alternative non-car means of travel between and within the Sale, Wurruk and Longford communities.

The Sale CBD will be strengthened as the regional focal point for shopping, entertainment, civic and commercial activity. This will be complemented by the development of a major tourism hub at the Port of Sale, the western gateway to the Gippsland Lakes region.

The Thomson and Latrobe Rivers will be protected from development and re-vegetated where necessary to strengthen their habitat value. Other ecologically significant stands of remnant vegetation and key waterways/wetlands will also be protected as part of a wider network of linkages providing both wildlife corridors and recreation routes for walking and cycling.

Township roles

In achieving the above vision Sale, Wurruk and Longford will play the following key roles:

- Sale will build on its role as the prime service and activity node in the district, offering high-quality living, employment, shopping and recreational environments. It will be the focus for commerce, business, higher order education and tertiary employment and will provide a diversity of infill and greenfield housing opportunities.

- Wurruk will provide diversity and choice in urban and rural living housing, opportunities for the establishment of new industry and an improved range of local services and facilities. It will act as a secondary settlement and activity node to complement Sale.

- Longford will be a key focus for rural residential growth and will also provide opportunities for further residential intensification within its core and in close proximity to recreation and education facilities and the redeveloped golf course. As growth occurs, Longford will see its identity as a desirable rural lifestyle area protected and enhanced.

Regional city

Objective

To establish the wider Sale area as a thriving regional city.
Strategies

- Promote residential, commercial and industrial development in accordance with the relevant strategy plans contained in this clause.
- Facilitate the timely provision of physical infrastructure required to service new development.
- Promote culture and tourism based development within the Port of Sale cultural precinct to capitalise on the special character of the area, including the historically and architecturally significant buildings and places within and around the precinct.
- Support the growth and expansion of greyhound racing within the region including encouraging the redevelopment of the Sale Greyhound Racing Club.

Housing choice and diversity

Objective
To provide housing choice and diversity in the local market.

Strategies

- Facilitate development in Sale, Wurruk and Longford for a variety of residential densities/lot sizes, in accordance with the township roles and strategy plans contained in this clause.
- Facilitate provision for multiple development fronts that increase competition in the market.
- Support residential growth within the North Sale growth area.
- Encourage higher density residential development such as units and townhouses in strategic locations including:
  - Within a 400 metre radius of the Sale CBD.
  - Within and around the medical precinct identified in the Sale and Wurruk Strategy Plan.
  - Around existing and future neighbourhood activity centres.
  - On major transport routes.
- Facilitate residential development in the Wurruk growth area adjacent to the Princes Highway.
- Facilitate low density residential development in Wurruk in the area south of Arnup Road (as identified in the Sale and Wurruk Strategy Plan shown in this clause), subject to heritage investigations/considerations.
- Facilitate rural living development in Longford to build on and enhance its existing character and function.
- Promote further residential intensification of the Longford core (subject to the provision of sewerage and water infrastructure).
- Support the redevelopment of the Sale Golf Club, including the provision of housing around the golf course, subject to appropriate infrastructure and environmental measures being implemented as part of the development.

Residential development

Objective
To facilitate strategically located, well designed, sustainable and inclusive residential development.
Strategies

- Ensure holistic and considered development plans are prepared for all growth areas identified in the strategy plans shown in this Clause. These development plans should ensure that new development achieves a high level of integration with surrounding areas, constitutes a well orientated subdivision pattern, provides adequate open space and neighbourhood facilities, retains native vegetation, creates/links to key movement corridors (for cars, buses, pedestrians and cyclists), and makes holistically considered provision for drainage and other infrastructure.

- Ensure new subdivisions adopt best practice in relation to walkable neighbourhoods, provision for bus routes, water sensitive urban design and other energy efficient/sustainability initiatives.

- Promote the establishment of lower order neighbourhood activity centres (ideally inclusive of community services) in the general locations identified in the strategy plans shown in this Clause.

- Ensure rezoning of land occurs in a logical and sequential manner that has regard to:
  - The staging of infrastructure delivery. This includes the provision of water, sewer, drainage, traffic, pedestrian/cyclist and other relevant infrastructure.
  - Access to community services and facilities.
  - The general sequencing identified in the Sale, Wurruk and Longford Structure Plan.

- Encourage a range of lot sizes within new subdivisions to provide for a variety of dwelling sizes and types within the same residential areas and ensure that subdivisions are designed to support future public transport use.

- Ensure that appropriate remediation procedures are followed when considering the redevelopment of brown field sites for residential purposes.

21.05-6

Commercial facilities

Objective
To maintain and enhance the primacy of the Sale CBD as a municipal and regional retail and commercial hub, whilst making provision for limited commercial facilities that are strategically required outside the CBD.

Strategies

- Facilitate development in accordance with the Sale CBD Strategy Plan shown in this clause.

- Facilitate retail expansion southwards along Raymond Street to cater for future retail demand, improve the legibility of the CBD from Foster Street and enhance the connection between the Port of Sale cultural precinct and the CBD.

- Encourage the establishment of appropriately located entertainment facilities within or close to the CBD to cater for youth needs and further encourage the use of the CBD.

- Discourage the development of restricted retail premises within the retail core identified in the Sale CBD Strategy Plan. Should these be required, ensure that active frontages are provided to adjoining streets.

- Discourage the development of higher order retailing and commercial development outside the CBD, with the exception of the homemaker/bulky goods centre on Cobains Road.

- Encourage restricted retail premises to locate in the Commercial 2 Zone on the corner of Cobains Road and the Princes Highway. The use and development of this land should substantially support the establishment of a dedicated homemaker and bulky goods retail centre.

- Discourage industrial use and development from establishing in the homemaker and bulky goods retail centre on the corner of Cobains Road and the Princes Highway.
• Make provision for the northward expansion of the homemaker/bulky goods site located on the corner of Cobains Road and the Princes Highway.

• Encourage intensive commercial development on York Street (between Macarthur and Macalister Streets) in a manner that integrates well with the CBD and results in its extension onto York Street.

• Focus future office development to the south of the Sale CBD (between Reeve Street and York Street), to build a coherent office precinct benefiting from good highway access and being adjacent to CBD shops and services.

• Encourage bulky and white goods retailers such as trade supplies and furniture stores to establish/re-establish in appropriate locations, such as the identified homemaker centre on the corner of Cobains Road and the Princes Highway.

• Encourage future development/redevelopment on Cunningham Street (between York Street and Raymond Street) to occur in a manner that is conducive to pedestrian activity and the creation of a vibrant street atmosphere.

• Facilitate the establishment of small scale businesses and medium density housing north of Macalister Street, within the mixed use precinct identified in the Sale CBD Strategy Plan shown in this clause.

Design excellence

Objective

To promote excellence in building and landscape architecture, as well as urban design in order to enhance the image and amenity of Sale, Wurruk and Longford.

Strategies

• Recognise and protect buildings and landmarks of heritage and cultural value.

• Encourage well designed development on York Street and Foster Street to present an improved image of Sale to passing traffic.

• Encourage all buildings within the CBD to incorporate active frontages to street edges and mid block car parks to improve pedestrian safety and amenity.

• Encourage development within the CBD to:
  - Adopt a high standard of architectural design through the use of special design features, articulation within façades, varying materials and colours, scale, contextual design responses and like measures.
  - Incorporate high quality urban design and landscape architecture, where development applications involve more than architectural design.

• Encourage the development of buildings with 2-3 storeys in the CBD, or buildings with equivalent high parapets that are well articulated and create visual interest.

• Ensure appropriate sightlines are maintained/created to celebrate iconic structure and spaces.

• Ensure new development/redevelopment achieves a good relationship with surrounding land uses, buildings, physical features and public spaces.

• Require high quality open space provision and urban design in strategic locations within growth areas and large subdivisions.

• Encourage development which contributes to the rural character of Longford.
21.05-8

Community services and facilities

Objective
To ensure local residents have good access to community services and facilities including health, education, social, civic, cultural, recreation, sporting and leisure.

Strategies
- Support the expansion of existing education facilities, commensurate with the needs of the education sector.
- Support the establishment of a consolidated education precinct within the North Sale growth area to cater for long term education needs.
- Facilitate the northward expansion of the Central Gippsland Health Service to ensure long term viability and enhancement of health services/training.
- Facilitate the establishment an integrated health precinct in the vicinity of the Central Gippsland Health Service by encouraging medical services and retirement/aged care housing.
- Encourage the location of multi unit development and housing for senior citizens (including retirement homes and sheltered housing) in areas with good access to the City centre, hospital, transport, open space and community and recreational activities and facilities.
- Support and encourage appropriate development within the Port of Sale cultural precinct, especially development that supports or complements the arts, entertainment, culture, tourism and recreation.
- Support the establishment of Sale as the regional headquarters for greyhound racing in eastern Victoria.

21.05-9

Movement network

Objective
To provide an efficient access and movement network for vehicles, pedestrians and cyclists.

Strategies
- Ensure that major developments within the Sale CBD provide adequate access and car parking facilities.
- Require development within growth areas to provide safe and convenient access links and facilities for car, bus, pedestrian and cyclist movements.
- Ensure future roads and access ways meet legislative requirements and endeavour to achieve best practice standards in catering for disabled and impaired persons.
- Enhance connections between the Sale CBD and Sale Railway Station.

21.05-10

Industrial development

Objective
To facilitate high quality industrial development that is appropriate in terms of location, scale, appearance and nature of industry.

Strategies
- Facilitate development in accordance with the Sale and Wurruk Strategy Plan, West Sale and Wurruk Industrial Land Supply Strategy, and West Sale Industrial Strategy Plan shown in this clause.
- Facilitate the westward expansion of the existing Wurruk Industrial Estate to make provision for new industrial demand.

- Establish the West Sale Airport area as an industrial precinct, whilst ensuring that current and future aerodrome functions and environmentally significant features are not adversely affected.

- Facilitate the establishment of a multimodal interchange/transport and logistics hub at the West Sale Airport, commensurate with economic development initiatives and commercial interest.

- Support the establishment of an industrial area for large scale industry south of the West Sale Airport and Princes Highway in the long term, unless demand arises for this to occur sooner.

- Ensure future industrial development achieves high standards of design, affords appropriate buffers from sensitive uses and appropriately mitigates off-site impacts to both sensitive and non-sensitive surrounding uses.

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**21.05-11**

**Sensitive assets**

**Objective**

To protect sensitive assets from inappropriate urban encroachment.

**Strategies**

- Implement urban/settlement growth boundaries to protect natural assets, high quality agricultural land and the operation of the East Sale Royal Australian Airforce Base from inappropriate urban encroachment.

- Encourage the retention of native vegetation in new subdivisions and redevelopment proposals.

- Ensure new development incorporates water sensitive urban design and drainage treatments that improve stormwater quality prior to disposal in natural systems.

- Ensure new subdivisions and developments are appropriately designed to minimise potential impacts on irrigation infrastructure.

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**21.05-12**

**Implementation**

The strategies specified within this clause will be implemented through the planning scheme by:

**Policy guidelines**

- Require applications for development within the Longford growth area to be in accordance with the implementation requirements set out in the Longford Development Plan, November 2015.

- Require development within the Longford growth area to be in general accordance with the design requirements as set out in the Longford Development Plan, November 2015.

- Require that development plans are prepared prior to subdivision of greenfield sites that show the proposed layout of lots and road reservations and include infrastructure schemes that show where power, water, and sewerage will be located. These development plans will identify site advantages and constraints, main road networks and associated movement patterns, and social and community facilities.

- Planning must consider as relevant:
  - *Sale, Wurruk and Longford Structure Plan, 2010 and updates; Relocation of Sale Greyhound Racing Club Strategic Justification (NBA Group, 2014)*
  - *West Sale and Wurruk Industrial Land Supply Strategy (Urban Enterprise, 2018)*
  - *Sale CBD Precinct Plan, 2010*
  - *Longford Development Plan, November 2015*
- **Infrastructure Design Manual**
- **Wellington Open Space Strategy 2014-2024**
- Current Country Fire Authority guidelines on subdivision, group accommodation and recreation accommodation when assessing whether a development proposal adequately addresses fire safety issues.
- Healthy by Design guidelines to ensure development facilitates healthy communities through well planned networks of walking and cycling routes, streets with direct, safe and convenient access to local destinations within the Shire’s towns within easy walking distance from homes, public open space, public transport, shops and services.

**Application of policy, zones and overlays**

- Sequentially rezone land for residential and rural residential development within the growth areas of Sale, Wurruk and Longford.

- Rezone land on Raymond Street, south of Macalister Street to the Commercial 1 Zone in order to facilitate retail expansion, as shown on the Sale CBD Strategy Plan.

- Rezone land for industrial development to the west of the existing Wurruk industrial estate, subject to the provision of adequate infrastructure and access.

- Rezone land for industrial development in the vicinity of the West Sale Airport, commensurate with economic development initiatives and future demand.

- Rezone land for the northward expansion of the Commercial 2 Zone on the corner of Cobains Road and the Princes Highway, commensurate with demand.

- Apply development plan overlays to the Sale, Wurruk and Longford growth areas, where appropriate, to ensure development occurs in a manner that achieves the objectives and strategies articulated in this clause.

- Revise the design and development overlays that apply to the CBD and Princes Highway corridor in order to align development requirements with strategies specified within this clause.

- Applying appropriate zones and overlays.

  - Apply **Clause 22.02 Rural Policy** in considering applications in the Farming Zone and Rural Activity Zone to protect agriculture and agricultural land.

  - Apply **Clause 22.03 Heritage Policy** in considering applications covered by the Heritage Overlay or places included in the Victoria Heritage Inventory for direction as the most appropriate manner to undertake works in heritage places.

  - Apply **Clause 22.04 Car Parking Policy** in considering a permit to reduce the number of parking spaces required to be provided under Clause 52.05.

  - Apply **Clause 22.05 Aerodrome and Environs Policy** in considering applications on or in proximity of the East Sale RAAF Base and West Sale Airport to ensure that the safety and efficiency of aerodrome operations is not prejudiced or ensure that any detrimental effects of aircraft operations are taken into account.

  - Apply **Clause 22.06 Coal Resources Policy** in considering applications within a coal resource to recognise the need to conserve and utilise the coal resource.

**Other actions**

- Liaise with Gippsland Water to gazette Longford as a sewerage and water district to facilitate future service provision.

- Liaise with relevant transport authorities to investigate a bypass route for heavy vehicles, in order to overcome local infrastructure constraints and improve trade access to the east of Sale.
- Liaise with VicTrack to determine whether potentially excess railway land can be sold. Should this prove feasible, opportunity exists to utilise the land for a transport/transit based facilities and/or business uses.

- Support the establishment of a discount department store in accordance with the Sale CBD Precinct Plan shown in this clause, should demand and opportunity arise.

- Support the relevant water authority with identification and installation of appropriate effluent disposal and/or water supply systems for unsewered settlements, focusing on priority areas identified in the Municipal Domestic Wastewater Management Plan, following confirmation of the need (on environmental and health grounds).

**Undertaking further strategic work**

- Investigate the need for a developer contributions scheme to support the provision of required physical and social infrastructure within the North Sale growth area and other growth areas, as required.

- Develop and implement an updated master plan for the Port of Sale cultural precinct.

- Undertake the preparation of a parking strategy to cater for long term needs within CBD commercial areas. Investigate the establishment of a multi-storey car park (ideally with shop frontages to the street) on the car park on Cunninghame Street (between York Street and Raymond Street) and in the vicinity of the fuel station on the corner of Cunninghame Street and Reeve Street.

- Develop planning controls to prevent development in the vicinity of the West Sale Airport that may prejudice its operation or ability to expand.

- Prepare outline development plans for the future development of residential and industrial areas that have regard to potential impacts on the natural environment and include these in a development plan overlay.

- Ensure that an infrastructure scheme involving the provision of reticulated water, sewerage and drainage is put in place around the Sale-Maffra Road, Sale to facilitate urban development.

- Review the extent and future demand for land zoned Low Density Residential and Rural Living, subject to there being a demonstrated need for such reviews.
SALE CBD STRATEGY PLAN
WELLINGTON PLANNING SCHEME
LOCAL PLANNING POLICY
March 2012