MAFFRA STRATEGIC FRAMEWORK

Objective

To facilitate development in line with the Maffra Strategy Plan shown in this clause.

Strategies

- Ensure a sufficient supply of land is available in Maffra for residential, commercial, industrial, recreation and community uses.

- Encourage new development for residential and rural residential purposes in the Maffra district to establish in the existing residential, low density residential and rural living zoned areas adjoining and to the north and north east of the Maffra urban area.

- Ensure that detailed development plans are prepared for all future housing areas on an area wide basis not a single lot basis in order to achieve an integrated and logical pattern of uses and developments and efficient infrastructure use and provision in the areas.

- Encourage residential development in the preferred northern residential growth corridor, land(s) either side of Boisdale Street and extending northwards up to Sandy Creek Road, and, in the secondary north-east residential growth corridor, land either side of Powerscourt Street extending eastwards to Campbell Street and northwards to McAlister Street.

- Encourage and support streetscape improvement works in Johnson Street in the shopping centre area.

- Encourage development of existing industrial land as a priority.

- Encourage industrial development east of Fulton Road as noted on the strategy plan as a first phase.

- Investigate the most appropriate land use for Farming Zone land west of Fulton Road, including investigation of options for industrial uses on part of the land and retaining appropriate buffers between industrial and residential land uses.

- Ensure that detailed development plans are prepared for the future industrial areas. This must include a traffic study and drainage study resulting in an approach for Water Sensitive Urban Design (WSUD).

- Facilitate development and diversification of local vegetable processing industries where possible to ensure immediate opportunities for employment and output growth for the Maffra and Boisdale area.
Implementation

These Maffra strategies will be implemented by:

Using zones, overlays, policy and the exercise of discretion

- Applying appropriate zones and overlays.
- Applying the *Special Water Supply Catchment Areas* policy at Clause 22.01
- Applying the *Rural* policy at Clause 22.02
- Applying the *Heritage* policy at Clause 22.03
- Applying the *Car Parking* policy at Clause 22.04
- Applying the *Coal Resources* policy at Clause 22.06
- Applying the *Coal Buffers* policy at Clause 22.07
- Refer to the Country Fire Authority guidelines on subdivision, group accommodation and recreation accommodation when assessing whether a development proposal adequately addresses fire safety issues.

- Refer to the 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.

- Require that development plans are prepared prior to subdivision of green-field 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.

**Other actions**

- 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**

- 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.

- Investigate alternative cost effective drainage scheme options to address flooding issues in Maffra prior to any further major developments occurring that may impact upon existing and future drainage requirements for the area.

- Review the extent and future demand for land zoned Low Density Residential and Rural Living in particular areas, subject to there being a demonstrated need for such reviews.

- Investigate the existing supply and demand and locational opportunities for additional one and two bedroom households in the Maffra town centre area.

- Review the supply and demand of commercial land in Maffra on the south side of Queen Street, between Thomson Street and Foster Street, with a view to possibly rezoning some of the land to residential.

- Investigate the potential for a new road in Maffra to run north of Merry Street towards Sandy Creek Road, and for the extension of Roberts Court and Mc Adam Street to enable land to be effectively subdivided for housing purposes.


- Implement the land use planning recommendations from the “Industrial Land Strategy Yarram, Maffra and Stratford” May 2011.

- Investigate the zoning and development of industry on Public Transport Corporation land to the south of Maffra and land around the existing treatment plant.