

# MAFFRA STRUCTURE PLAN

APRIL 2022



mesh



PREPARED BY MESH ON BEHALF OF WELLINGTON SHIRE COUNCIL

# MAFFRA

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APRIL 2022

## Thank you!

To the Maffra community,  
key agencies and  
stakeholders for your  
thoughts, vision and input.

### TRADITIONAL OWNER ACKNOWLEDGEMENT

Wellington Shire Council acknowledges the Gunaikurnai People as the traditional owners of the land that is now Wellington Shire.



WELLINGTON  
SHIRE COUNCIL

PREPARED BY MESH ON BEHALF OF WELLINGTON SHIRE COUNCIL

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# EXECUTIVE SUMMARY

The *Maffra Structure Plan* (the Plan) has been developed to manage growth, facilitate change, and guide infrastructure provision in Maffra over the next 20 years. It is the first major strategic direction for Maffra since the *Wellington Residential & Rural Residential Strategy – Maffra & Environs* was adopted in July 2003. Since that time there has been considerable changes in Maffra, and several key policies introduced, which further triggers a need to prepare this Plan for a growing town.

The vision for the town to 2042 is for:

*Maffra to be a vibrant and growing township with a 'small country town feel', by **directing and unlocking growth** to provide people with a range of living opportunities.*

*Growing neighbourhoods will reinforce **Maffra's identity and character** as an enduring agricultural town, celebrating its rich cultural history recognised through its buildings, tree lined boulevards and the 'Green Spine' along Boisdale Street.*

*Maffra will have **meaningful and safe connections** that encourage walking and cycling for people of all abilities from the Macalister River into Boisdale Street 'Green Spine' and through to existing open spaces.*

*Maffra will be **a self-sustaining town** as a leader in agribusiness, food production and environmental sustainability, providing its community with more places to work and meeting their day to day needs through the vibrant town centre precinct and industrial areas.*

The Plan focuses on four key themes which have been refined from the strategic direction themes identified in the *Maffra Structure Plan – Discussion Paper & Emerging Directions* (March 2021).

The Plan provides clear guidance to the community and all stakeholders involved in the development process as set out in the Structure Plan actions, and identification of key infrastructure projects and funding. Successful implementation of the Plan will require strong commitment from Council and clear guidance to the community and all stakeholders involved to realise the vision for Maffra.

The four key Themes of the Plan are:



THEME 1

## Directing & Unlocking Growth

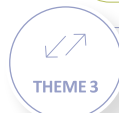
New residential, commercial and industrial areas will be **directed and unlocked** through proactive delivery of infrastructure and services, and more opportunities for sensitive infill development will be encouraged in Maffra's attractive, and well-served existing residential neighbourhoods. The Plan has adopted the *Maffra Drainage and Integrated Water Management Strategy* (Alluvium, 2020) and *65 Maffra–Sale Road Stormwater Management Strategy* (Alluvium, 2021) and provides direction to the future drainage and service provision required to unlock residential growth within key growth precincts.



THEME 2

## Maffra's Identity & Character

Growth, development, and public realm improvements will **reinforce Maffra's identity and character** as an agricultural town, with a rich cultural and settlement history and a 'small country town feel'. The Plan seeks to protect Maffra's valued character, and ensure new growth areas reflect the positive elements of the established areas, particularly the wide, tree lined streets. The town centre (within the south-eastern area) will be Maffra's primary meeting place and will create new opportunities within the northern growth area to deliver walkable open space to future communities.



THEME 3

## Meaningful & Safe connections

Maffra will have **meaningful and safe connections** that encourage walking and cycling for people of all abilities. New footpaths, cycling routes, and roads and intersection upgrades will safely connect people to open spaces, facilities and key destinations. The Plan will utilise the opportunity to redirect the heavy vehicle bypass route further north along Sandy Creek Road to improve the amenity and safety of its existing and future neighbourhoods.



THEME 4

## A self-sustaining town

Maffra will be **a self-sustaining town** as a leader in agribusiness, food production and environmental sustainability, providing its community with more places to work and meeting their day-to-day needs. The Plan will reinforce and strengthen its role as an agricultural hub by providing more opportunities for big businesses to locate within Maffra's industrial precincts. Johnson Street and surrounding streets will encourage a vibrant mix of activity and provide greater activation to Macalister Riverpark and The Island Reserve. The Plan will encourage implementation of best practice sustainability measures to ensure new developments in Maffra are ready and protected from future climate conditions. Streets and public spaces throughout Maffra will contribute to greener and cooler neighbourhoods through greater planting of canopy trees, and improved stormwater re-use and harvesting.

**DRAWING KEY**

- Township Boundary

**MOVEMENT NETWORK**

- Arterial Road
- Connector Road
- Key Local Road
- Possible Future Key Local Road
- Local Road
- Logical Connections
- Township Arrival Streetscape
- Green Spine Streetscape
- Character Streetscape
- Roundabout
- Possible Future Intersection Upgrade
- Shared Path
- Possible Future Shared Paths

**LAND USES**

- Commercial
- Employment
- Community Facilities
- Standard Residential
- Lifestyle Residential
- Rural Residential
- Open Space
- Public Use & Utilities
- Rural / Farming
- Future Investigation Area (potential future development capacity)
- Investigate Secondary Local Community Node to facilitate Northern Growth
- Existing Industrial Buffer
- Bushfire Management Buffer
- Sewerage Treatment Pond Buffer

**Map Labels:**

- CEMETERY
- SANDY CREEK RD
- MAFFRA NEWMARKET RD
- MAFFRA RECREATION RESERVE
- MAFFRA WETLANDS RESERVE
- TENNIS CLUB
- MAFFRA P.S.
- MAFFRA S.C.
- VICTORIA PARK HOSPITAL
- BOISDALE ST
- POWERCOURT ST
- CAMERON SPORTING COMPLEX
- MAFFRA GOLF COURSE
- SEWERAGE TREATMENT FACILITY
- STRATFORD-MAFFRA RD
- MAFFRA SALE RD
- MAFFRA RIVER PARK
- THE ISLAND RESERVE
- MAFFRA

**Scale:** 0 to 4 km

**North Arrow:** N



# PART 1. INTRODUCTION & PURPOSE

The *Maffra Structure Plan* (the Plan) seeks to harness growth opportunities by strategically guiding and supporting appropriate development for the overall benefit and liveability of Maffra.

*Part One – Introduction & Purpose* provides the purpose of the Plan, outlines the study area and existing context, identifies the Vision, the key drivers influencing Maffra, the process undertaken to prepare it and how the Plan is structured.

## 1.1 OVERVIEW

Maffra is widely known as a family orientated town with a vibrant and active community that offers easy access to a range of high-quality services, schools and recreation facilities.

The town has a thriving agribusiness and industrial base that provides quality produce and services to the region and offers local employment opportunities.

However, over recent years there has been an increasing demand for residential growth within Maffra, people are being drawn to the relaxed rural lifestyle, the high-quality open spaces, the charm of the main street and neighbourhoods and the proximity to services and local employment opportunities in Sale and other Latrobe regional hubs. While there appears at first to be ample zoned land supply to support this demand, drainage issues and development costs have presented challenges, resulting in a current shortage of residential land available to the market.

In response to demand for growth within Maffra, this Plan will capitalise on the town's competitive advantages and the benefits that growth can bring, to develop a positive long-term vision that reinforces Maffra's role as a desirable lifestyle location.

Maffra now needs to urgently respond to this land supply challenge by unlocking more opportunities and capitalise on a growing demand.

*Residential Property in Maffra*



## 1.2 PURPOSE

The central objective of the Plan is to ensure that the growth of Maffra is responsive to projected demands, identified community aspirations and makes a positive contribution to Maffra and the community.

The Plan will provide certainty and guidance with the form of staging of growth and development outcomes, and will be used:

- ✓ To define and strengthen Maffra's role within the Wellington Shire and Latrobe Valley;
- ✓ To identify, protect and enhance the features that makes Maffra special;
- ✓ To identify preconditions that will need to be satisfied before growth can occur – specifically, to ensure that growth is serviced by appropriate and timely infrastructure provision;
- ✓ To guide investment and funding decisions, both by government (including Council) and private industry, particularly in relation to servicing needs to unlock areas suitable for residential development; and
- ✓ To guide future plans, policies and decision-making by Council.

This Plan provides a spatial framework supported by a series of objectives, strategies and implementable actions to guide future land uses, infrastructure, built form and public open space over the next 20 years.

## 1.3 THE PROCESS

The Plan has been prepared by Wellington Shire Council and Mesh Planning.

With inputs from:

- Alluvium (Drainage);
- Spatial Economics (Residential Land Supply & Demand); and
- One Mile Grid (Transport).

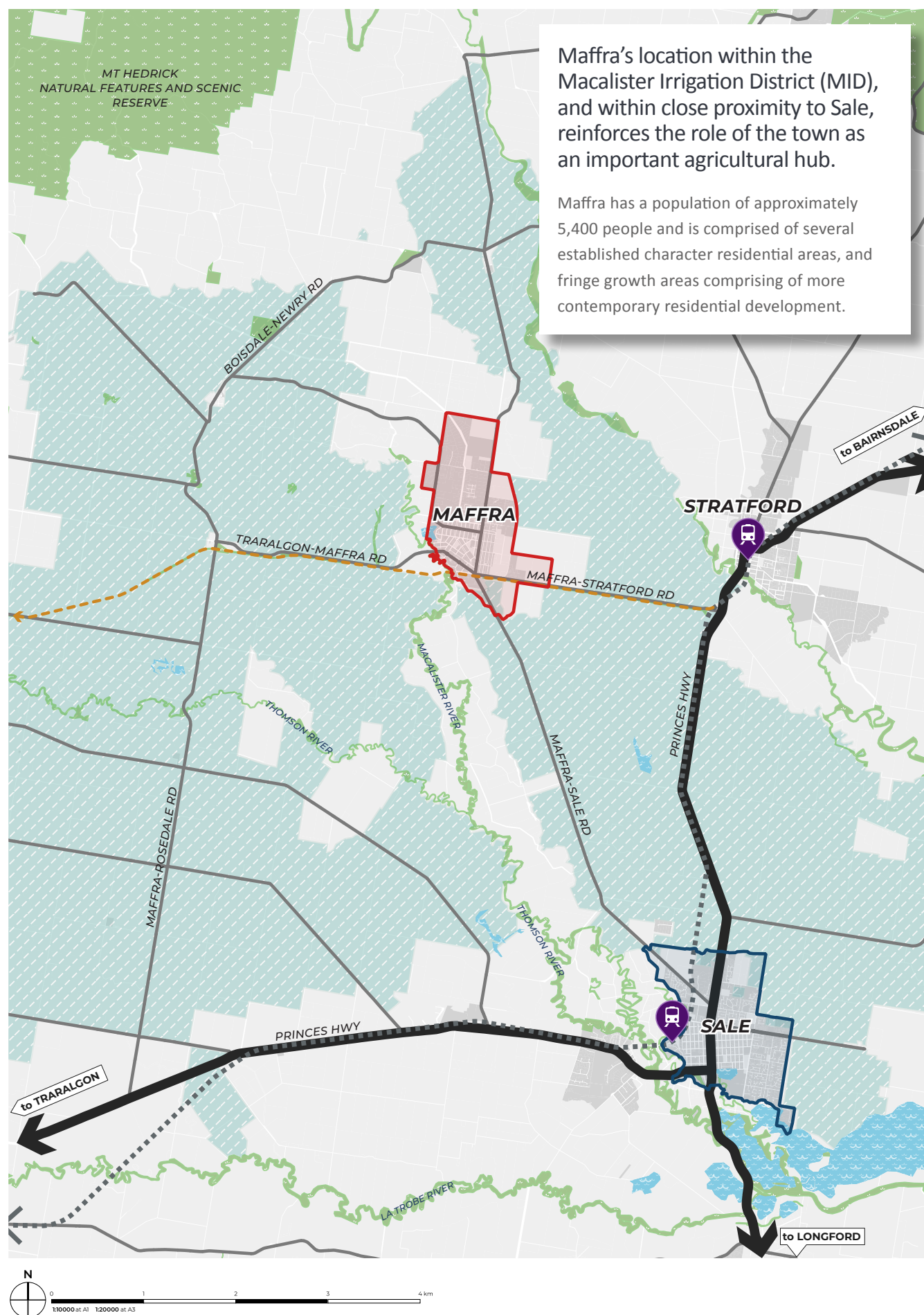
This has been done in four stages as follows:

*Maffra Structure Plan Process*





Figure 2. Maffra Structure Plan Context Plan



## 1.4 HOW TO READ THE PLAN

Supporting the vision for Maffra is a number of themes containing objectives and strategies relating to unlocking and directing growth, open space, recreation, streetscape improvements, transport and movement and sustainability.

The Plan includes an outline for implementing the identified key actions for each theme, a timeframe for completion and who will be responsible for completing the actions.

As set out below, this Plan is organised into four (4) parts:

### PART 1. INTRODUCTION & PURPOSE

Outlines the vision for Maffra and purpose of the Plan, and an overview of the Plan Area.

### PART 2. INFLUENCES

Sets out the key factors (spatial, community and policy) that have influenced how Maffra has grown to date, and issues and opportunities that shape how Maffra has been identified to grow and develop in the future.

### PART 3. A PLAN FOR MAFFRA

Contains four (4) key themes guiding future planning and development within Maffra. Each theme comprises objectives, strategies and actions that set out the strategic approach to future development in Maffra.

### PART 4. NEXT STEPS & IMPLEMENTATION

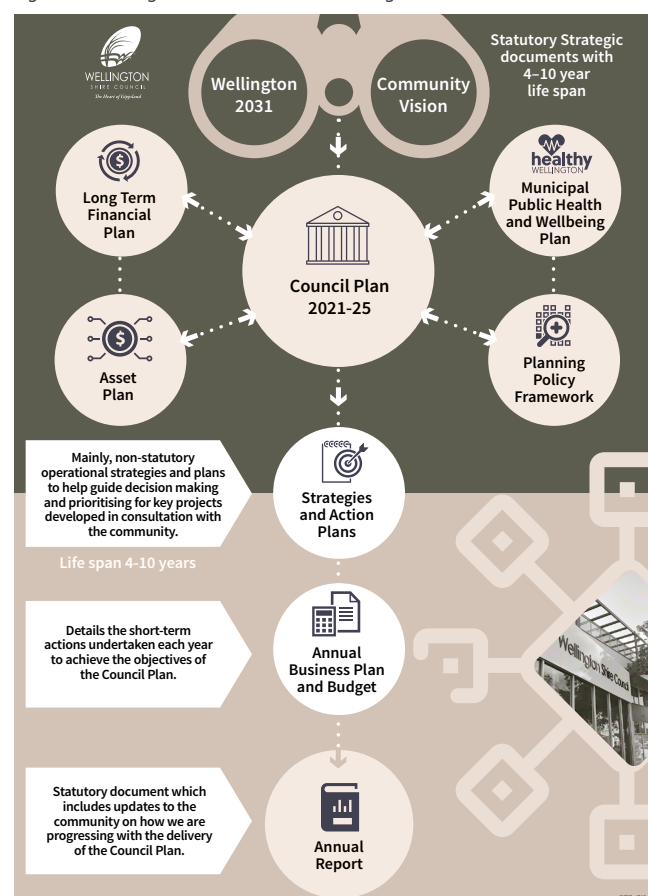
Collates and summarises the implementable actions for coordinated delivery of the four (4) themes across the Plan area.

## 1.5 WELLINGTON SHIRE COUNCIL'S PLANNING FRAMEWORK

The Plan sits under the Wellington Shire Council Plan and guides decision-making, particularly in terms of proposed rezonings within growth precincts and drainage staging (refer to Figure 13), in-so-far as it relates to the Wellington Planning Scheme.

Each of the four themes has a set of strategies and objectives, which have a number of actions for Council. These are dependent upon being resourced either in terms of staffing or capital commitment e.g. drainage upgrades. The review of the Council Plan occurs every four years and budgets are set annually. Resourcing for these actions have to be committed to through both processes.

Figure 3: Wellington Shire Council's Planning Framework



## 1.6 KEY DRIVERS FOR CHANGE

In 2003 the *Wellington Residential & Rural Residential Strategy – Maffra & Environs* was adopted and identified key issues and actions to guide Maffra's growth.

Many of these issues remain today. In the meantime, Maffra has continued to grow, mounting more pressure on housing choice and working opportunities for growing families and new residents.

The key issues and recent changes this new Plan now seeks to guide include the following:

### Unlocking Zoned Residential Land

Over recent years there has been a **growing demand** for residential land within Maffra. Despite the appearance of sufficient residential zoned land, significant drainage issues and development costs have stifled new residential development and land release opportunities. This situation has resulted in a current shortage of residential land available to the market. Unlocking zoned residential land is an urgent priority for the municipality.

### Capturing Regional Growth & Changing Trends

There is growing evidence that people are increasingly moving to regional areas for reasons such as housing affordability, greater flexibility of working arrangements (**i.e. more people working from home**), as a **lifestyle option**, or simply returning from the cities to where they grew up. This Plan seeks to ensure Maffra is well placed to capture this growth.

### Reinforcing Maffra's Role & Identity

Council has recognised the importance of strengthening Maffra's role within the Wellington Shire and Latrobe Valley and want to ensure growth contributes positively to the historical role and identity of the town.

### Recent undesirable development outcomes

Recent estate developments in Maffra's growth areas have produced mixed outcomes. There are examples of reduced connectivity for pedestrians and vehicles, poor integration with adjacent developments, little to no provision of canopy street trees, and housing types that do not necessarily reflect the rural character and 'small country town feel' of Maffra. Guidance for new residential growth is needed to ensure the important attributes of Maffra are retained and good design outcomes can be achieved through future developments.

### Entice more people to visit, or live in Maffra

Although there is a trend in rural towns towards an ageing population, in the context of Wellington Shire, Maffra had a slightly higher proportion of the 'young workforce' (aged between 25 to 34) many of whom will likely be seeking entry into the housing market. The needs of the young workforce demographic as well as the ageing population should be supported through diverse employment options, variety of housing types, a range of recreation options, improvements to commuting options (i.e. active and public transport routes) and lifestyle opportunities (i.e. a range of social and retail services and facilities).

### Develop a sustainable and liveable community

Council has undertaken several policy changes relating to the environment and sustainability, most recently adopting the Sustainability Strategy 2020–24. This strategy outlines commitment to several initiatives, including targeting a 30% canopy cover within township boundaries, and building awareness in communities on the impacts of climate change. Maffra will need to be more resilient to these impacts, and its streets and buildings can play a key role in cooling neighbourhoods and harvesting stormwater.

#### growing demand

*Maffra has limited housing choice, which is reflected in its relatively low population growth compared to other Shire towns, demonstrated by the recent trend of Maffra residents moving to Stratford to build a house. A way to ensure housing choice is to 'overzone' residential land so Maffra can grow sustainably and become developable.*

#### more people working from home

*The impacts of the COVID-19 pandemic have changed the way we can work and interact – you can live away from where you work, making the high quality lifestyle of a regional town an attractive alternative.*

#### lifestyle option

*More people are seeking wide open spaces, cleaner air and less hustle and bustle!*



## 1.7 A VISION FOR MAFFRA

THE VISION FOR MAFFRA TO 2042 IS FOR:

*Maffra to be a vibrant and growing township with a 'small country town feel', by **directing and unlocking growth** to provide people with a range of living opportunities.*

*Growing neighbourhoods will reinforce **Maffra's identity and character** as an enduring agricultural town, celebrating its rich cultural history recognised through its buildings, tree lined boulevards and the 'Green Spine' along Boisdale Street.*

*Maffra will have **meaningful and safe connections** that encourage walking and cycling for people of all abilities from the Macalister River into Boisdale Street 'Green Spine' and through to existing open spaces.*

*Maffra will be **a self-sustaining town** as a leader in agribusiness, food production and environmental sustainability, providing its community with more places to work and meeting their day to day needs through the vibrant town centre precinct and industrial areas.*



### How will Maffra's township grow?

By directing residential development to northern and southern growth areas where it will be supported by the staged delivery of essential infrastructure.



### How will Maffra reinforce its identity and character?

By celebrating traditional owners, its rich agricultural past, and the 'small country town feel' through its heritage sites, public realm, streetscapes and carried through to new development.



### How will Maffra be connected and safe?

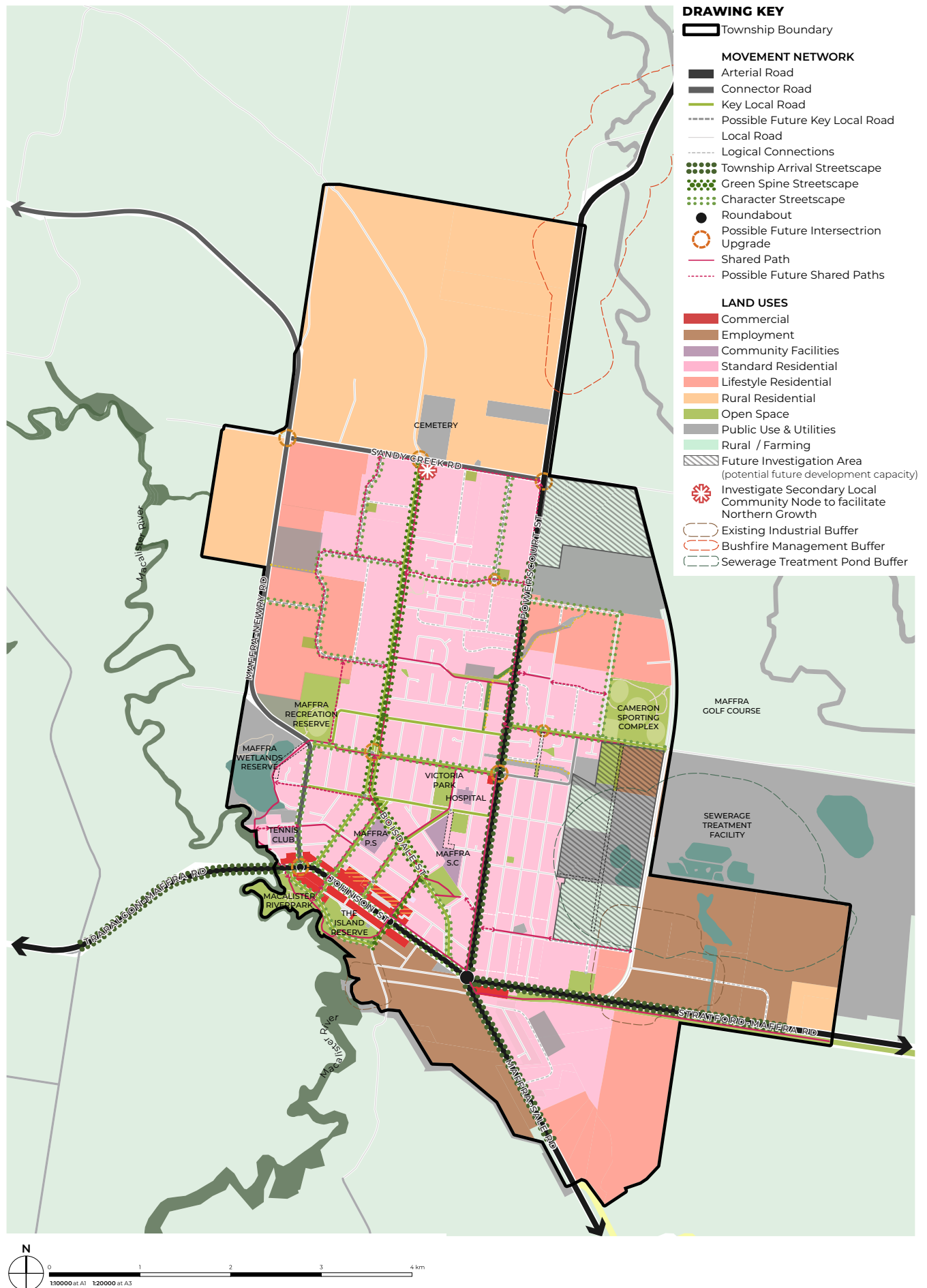
By establishing roads, footpaths and cycling routes in a meaningful way that connects people to open spaces, facilities, and key destinations



### How will Maffra be self-sustaining?

By attracting more employment opportunities and investment within Johnson Street and surrounds, promoting key attractions, and fostering new sustainable initiatives.

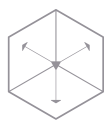
Figure 4. Maffra Structure Plan



# PART 2. INFLUENCES

## 2.0 OVERVIEW

The key influences shaping Maffra today, and that drive how Maffra may change in the future are:



Spatial influences

How the town has grown over time and responded to its physical conditions, and where there are opportunities or constraints on growth in the future.



Community influences

The existing community profile, how it is expected to change over time, and the community's aspirations for the future.



Policy influences

The current planning and policy conditions that shape what types of use and development can occur in Maffra, and where there may be opportunities to amend policy to support the vision for Maffra

Collectively, these influences shape the opportunities and constraints Maffra presents, and provide the context for the Maffra vision, and the objectives and strategies in this Plan.



## 2.1 SPATIAL INFLUENCES

### 2.1.1. STRUCTURAL ELEMENTS

The Macalister River and its floodplain presents a structural boundary to the western and southern parts of town. To the east, flooding issues and the Macalister Irrigation District (MID) present a limit to growth. As a result, new residential areas have expanded to the north.

Johnson Street is main arterial road through the town serving a dual role. It supports freight and primary traffic movements, but is also a key destination, comprising much of the town's retail and commercial focussed activity. McLean Street (north of Johnson Street) also carries freight movements. There is opportunity for this heavy vehicle bypass route to be shifted further north to the future urban edge (i.e. along Powerscourt Street to Sandy Creek Road).

Powerscourt Street is another main arterial road that creates conflict with access to future residential development and acts as a barrier to east–west connectivity, particularly to the north of George Street.

Maffra has a number of existing green corridors and open spaces. These are focussed around the Macalister River (including Gippsland Rail Trail), Maffra Wetlands & Recreation Reserve and along Boisdale Street. Victoria Park being central to the township, is a key District Open Space and within 1km accessibility to the majority of the surrounding residential areas.

A key feature of Maffra is Boisdale Street, which provides a north–south 'Green Spine' through the township, connecting more established neighbourhoods with the newer neighbourhoods to the north of town.

### 2.1.2. INTERFACES

The **Macalister River and its floodplain** and the **Macalister Irrigation District (MID)** are sensitive interfaces, that require careful consideration.

Planning for future residential growth in Maffra should have regard to possible impacts on valuable agricultural land. Rural and agricultural land surrounds the township, particularly to the north and south–east of the township. These areas are of significant agricultural value and should be protected.








Maffra–Briagolong Road on the eastern edge of the township comprises of dense roadside vegetation which adds to the local rural character of Maffra and provides some habitat values. Any future development around this interface should attempt to protect and incorporate this vegetation.



*Maffra Cameron Sporting Complex*

### 2.1.3. PRECINCTS

As Maffra has grown over time, distinctive character precincts have emerged. In total there are 7 distinct precincts.

- Precinct 1  Town Centre
- Precinct 2  Residential Character
- Precinct 3  Established Residential
- Precinct 4  Residential Growth
- Precinct 5  Lifestyle Residential
- Precinct 6  Industrial
- Precinct 7  Employment

Maffra is structured around the **Town Centre**, the ‘cultural heart’ for the community, and follows the alignment of the original railway that once serviced the town and its sugar beet industry. The town centre displays a traditional grid form, running perpendicular to the Macalister River, with its central corridor of Johnson Street being the primary focus for commercial, retail, hospitality, and civic uses. Although the town centre is located adjacent to the Macalister River, it is structured in a way that has effectively ‘turned it’s back’ on the river.

Maffra’s first industries established themselves within the **employment** area, making use of close proximity to the railway, the Macalister River and early access tracks. Significant agriculture and food production business helped establish Maffra as a key agricultural hub in Gippsland.

As Maffra’s industries grew, so did the **residential character** precinct. Located immediately adjacent to the town centre and key employers it is characterised by mature canopy trees, wide street reserves with little to no street kerbs, and a high concentration of early period buildings. It makes a significant contribution to Maffra’s character today and reflects its early beginnings as a pastoral agriculture settlement.

As Maffra’s population grew, the **established residential** precinct provided housing opportunities to the north of the centre of town. Key character elements seen in the Residential Character precinct, such as expansive roads flanked by period homes, are present, however, there are fewer large canopy trees, lending to a different character. Some growth has also occurred to the south-east of Maffra, opening a new growth front close to the town centre. A ridgeline to the south-east provides a natural boundary containing further expansion into high quality agricultural land.

The **residential growth** area comprises of modern urban development and builds off the grid layout established to the south of George Street. New residential developments north of George Street have occurred in a piecemeal manner resulting in several cul-de-sacs with limited and inconsistent use of canopy street trees. Many areas within this precinct are not suitable for redevelopment without resolving drainage issues. This is also the case for residential growth areas to the east of Powerscourt Street.

Historically the industrial areas of Maffra have been located closest to the railway within the south-eastern area, with some of the most significant businesses, such as Saputo (former Murray Goulburn Cooperative) located here. This establishes this area as the key employment and industrial precinct for Maffra, within close proximity to the town centre itself and readily accessible from key arterial roads and freight routes.

Maffra is surrounded by well established agricultural land, some of which is protected under the MID. The **lifestyle residential** precinct provides a transition from urban areas to agricultural uses. Larger lot sizes seek to provide an alternative lifestyle for Maffra’s residents and provide a buffer to protect surrounding agricultural land from urban development. These areas are now the primary focus for future growth for Maffra, given the township’s constraints at other interfaces.

**DRAWING KEY**

- Township Boundary**
- PRECINCTS**
  - Town Centre
  - Residential Character
  - Established Residential
  - Residential Growth
  - Lifestyle Residential
  - Industrial
  - Employment
  - Recreation Open Space
  - Utility & Low Amenity
- LAND USE**
  - Non-Residential Uses
  - Productive Agricultural Land
- TRANSPORT**
  - Arterial Road
  - Sub-Arterial Road
  - Green Spine / Key Road
- INTERFACES**
  - Macalister River / Flood Plain
  - Macalister Irrigation District
  - Rural / Agricultural Land
  - Dense Vegetation

**Map Labels:** RURAL / AGRICULTURAL LAND, VEGETATION, CEMETERY, SANDY CREEK RD, BOISDALE ST, POWERS COURT ST, MACALISTER IRRIGATION DISTRICT, CAMERON SPORTING COMPLEX, VICTORIA PARK HOSPITAL, MAFFRA S.C., MAFFRA P.S., TENNIS CLUB, MAFFRA WETLANDS RESERVE, MAFFRA RECREATION RESERVE, MACALISTER RIVER PARK, THE ISLAND RESERVE, JOHNSTON ST, STRATFORD-MAFFRA RD, MACALISTER IRRIGATION DISTRICT, MACALISTER RIVER, MACALISTER FLOODPLAIN, MAFFRA NEW RD, MAFFRA RD, MAFFRA GOLF COURSE.

**Scale:** 0 to 4 km. 1:100000 at A1, 1:200000 at A3.

## 2.2 COMMUNITY INFLUENCES

### 2.2.1. COMMUNITY PROFILE

Population and demographic projections are based on the report *Residential Land Supply & Demand Assessment, Maffra* prepared by Spatial Economics (October 2020) and the *Victoria in Future Population Projections 2016 to 2036* for Maffra Statistical Area Level 2 (SA2)<sup>3</sup>.

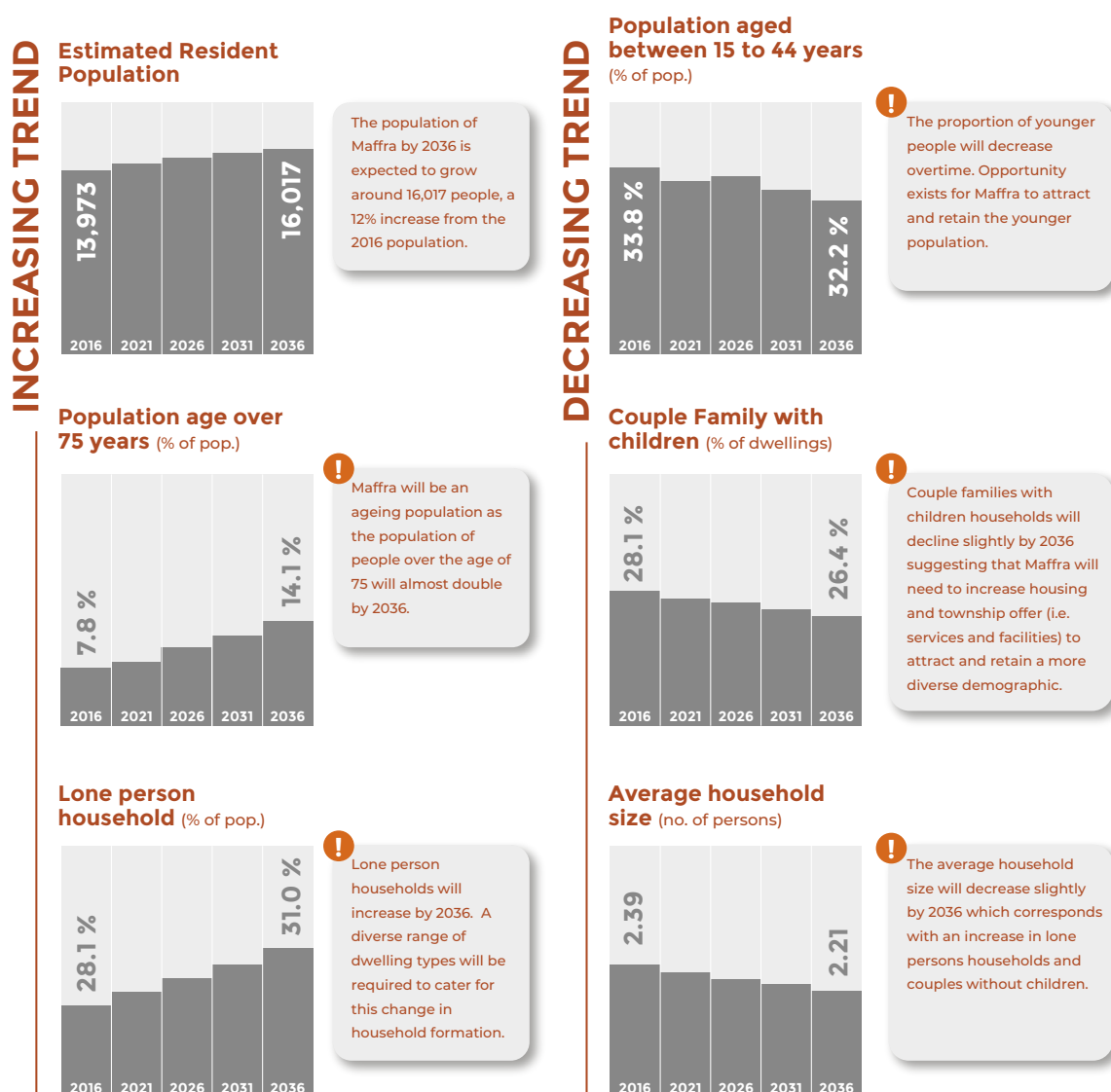
The estimated projections below provide an indication of the current and likely housing needs and necessary services and infrastructure improvements associated with future growth. This includes the consideration of population characteristics, household size and dwelling structure.

The key findings and projections can be summarised in the Figure 6 below.

Whilst the Wellington Shire experienced moderate growth in the last decade, it is Maffra and Sale that continue to experience the strongest population and housing growth (*Spatial Economics*).

The estimated population growth suggests an ongoing need to consider housing, services and facilities that can cater for a diverse age demographic (i.e. young and mature families) and an increasing need to cater for an ageing population to enable people to age-in-place.

Figure 6. Demographics and Population Projections



<sup>3</sup> It is important to note that the extent of the Maffra SA2 area is larger than the Township Boundary area.



## 2.2.2. COMMUNITY ASPIRATIONS

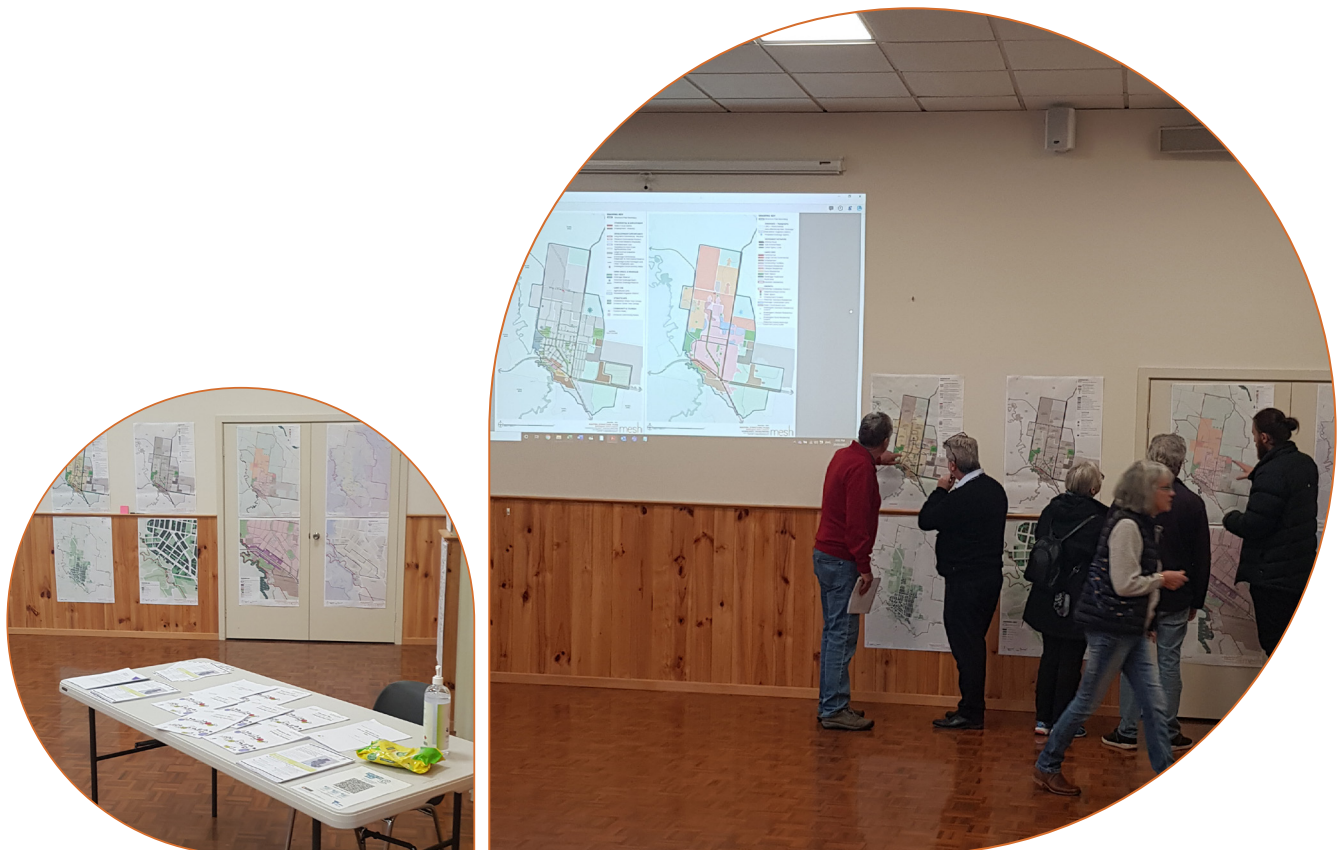
During community consultation on the *Maffra Structure Plan – Discussion Paper & Emerging Directions* (March 2021) (refer to *Appendix 3* for further information), the community and stakeholders provided feedback that generally outlined the following directions and issues that the Plan will seek to guide and resolve:

- Maffra should remain as a friendly small country town with a strong sense of community and ‘small country town feel’ – to continue to be a great place to live, grow up in and raise a family.
- There is an immediate need for more land development for housing and affordable living, and increased housing choice to allow residents to **‘age in place’**.
- Support for new development to be sustainable, to include wide roads, to incorporate extensive tree and other vegetation, to use water capture for local spaces, and to reinforce the identity and character of Maffra as a rural township.
- Demand for easy access to services and local amenities i.e. medical and allied health, recreational facilities, sporting clubs, walking areas, open spaces and parks.
- Desire for improved walking paths/trails, better public transport options and parks within Maffra, particularly on the north side of town.

A detailed summary of responses is included at *Appendix 3* and the *Maffra Structure Plan – Discussion Paper & Emerging Directions* Flyer is included at *Appendix 4*.

### **‘age in place’**

*‘Age in place’ is to ensure the community can remain in Maffra as they get older, whether that requires people to downsize their home or seek supported care, as well as being able to continue to explore and enjoy Maffra’s diverse amenities and services.*



*Community Consultation (March 2021)*

## 2.3 POLICY INFLUENCES

This section summaries key strategic and statutory context that influences the directions of the Plan. An extensive review was undertaken of state and local policy, Wellington's Planning Scheme, and various strategies and plans. A comprehensive list of relevant literature is provided in *Appendix 1*.

### 2.3.1 STATE & LOCAL POLICY

Maffra is a key secondary centre  
(district service centre).

The *Gippsland Regional Plan (2015–2020)* acknowledges Maffra and Stratford as secondary centres (or 'district service centres'), with Sale being the regional centre.

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Maffra is recognised as a food manufacturing hub and a key agriculture and horticulture town that is attractive to future residents.

The *Gippsland Regional Plan (2015–2020)* identifies Maffra as a food manufacturing hub that adds value to local agriculture products, and a key asset for horticulture and dairy products. The *Wellington Shire Rural Zones Review Vol 1 & 2 (2009)* recognised that Maffra is a key area of agricultural importance due to its ideal climatic conditions, generally reliable rainfall and soils, deregulation of the dairy industry and diversification opportunities.

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There is a need to increase the supply of general residential, rural living and industrial zoned land and resolve infrastructure service delivery issues in order to realise development potential of key sites.

The *Residential and Rural Residential Strategy, Maffra & Environs District Report (2003)* and later reinforced through consultation with the local development industry, emphasised that a major proportion of the land in existing General Residential Zone areas is not suitable for short term development, without first resolving major flooding issues.

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Limited infrastructure and services provision such as drainage and environmental impacts from flooding reduces opportunities to facilitate urban development.

As identified in *Clause 21.06 – Maffra Strategic Framework* of the Wellington Planning Scheme, flooding, rising water tables and salinity have caused increased difficulties and costs for residential and rural residential development in Maffra and there is an opportunity to invest in infrastructure to support economic development and population growth.

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Improvements to residential amenity and key sites should be considered to increase marketability and demand for housing.

The *Economic Development Strategy (2016–2022)* highlighted key residential amenity improvement opportunities for Maffra including diverse and affordable housing, access to recreation and hospitality services, high speed broadband and investment into renewal of Johnson Street. Consultation revealed that Johnson Street is full of vitality and presents as one of the best main streets in Wellington Shire.

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More open space, play spaces and pedestrian and cycle connections in the north and northeast areas of Maffra are needed.

The *Public Open Space Plan (2014–2024)* noted that there is a lack of local open space and play spaces in the north and northeast areas of Maffra, and a need for pedestrian paths to Victoria Park. Furthermore, Healthy Wellington 2021-2025 seeks to encourage active lifestyles for the community, by encouraging walkability and cycling within Wellington’s townships.

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There is a need for housing diversity (and allotments sizes, from small lots to 0.4ha/1acre lots) and affordable housing for families and an ageing population, that capitalises on proximity to existing services, open space and recreation facilities.

Council’s *Age Friendly Communities Strategy (2018–2022)* identified that significant growth is projected for families and the older population aged over 70 years, including within Maffra. This is likely to increase demand for affordable housing and retirement living, access to health and social services, access to leisure and cultural services; and increased transport options to key services.

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## 2.3.2 ZONING

Planning zones (as illustrated in Figure 7) determine how land is currently used and developed throughout Maffra.

A significant proportion of Maffra's current residential zoned land faces various development and infrastructure constraints including lack of motivation by landowners to develop, low developer margins, industrial activities to the south, flooding and drainage issues and the various interfaces around Maffra (i.e. Macalister River, rural and agricultural land and the Macalister Irrigation District).

A summary of existing zones and the proposed strategic direction for each zone is outlined below.

### General Residential Zone (GRZ)

Towards the north of Johnson Street and Sandy Creek Road, land is predominantly in the General Residential Zone (GRZ) with some GRZ land already subject to development namely around Hillcrest Drive.

In terms of existing zoned residential lots, the report *Residential Land Supply & Demand Assessment, 2020* prepared by Spatial Economics estimated that (based on the identified supply and projected demand scenarios) there is sufficient land stock to satisfy between 7 to 10 years of demand across the Maffra Study Area.

A key direction of this Plan will be to predominately direct residential growth to the north and to the south-east area of Maffra to ensure growth is contained within the township boundary and enable development to be serviced by the required infrastructure.

### Low-Density Residential Zone (LDRZ)

There are also small pockets of Low-Density Residential Zone (LDRZ) with a minimum subdivision lot size of 0.4ha where not connected to reticulated sewerage, and down to 0.2ha where connected to reticulated sewerage.

The Plan will provide additional LDRZ land south of Sandy Creek Road, to the East of Maffra-Newry Road and to the east of Powerscourt Street.

### Rural Living Zone (RLZ)

The current minimum subdivision lot sizes for Rural Living Zone (RLZ) land range between 2ha and 4ha and focusses on delivering large lifestyle lots.

There appears to be ample supply of Rural Living Zoned land in Maffra and there is known development interest in rezoning existing RLZ land to accommodate general/low-density residential expansion particularly to the south of Sandy Creek Road.

### Farming Zone (FZ)

Beyond the Township boundary is predominately Farming Zone (FZ) which has the minimum subdivision size at 40ha. Given this area contains high value agricultural land, this area will be retained to protect farming operations and to ensure existing agricultural use of the land can continue.

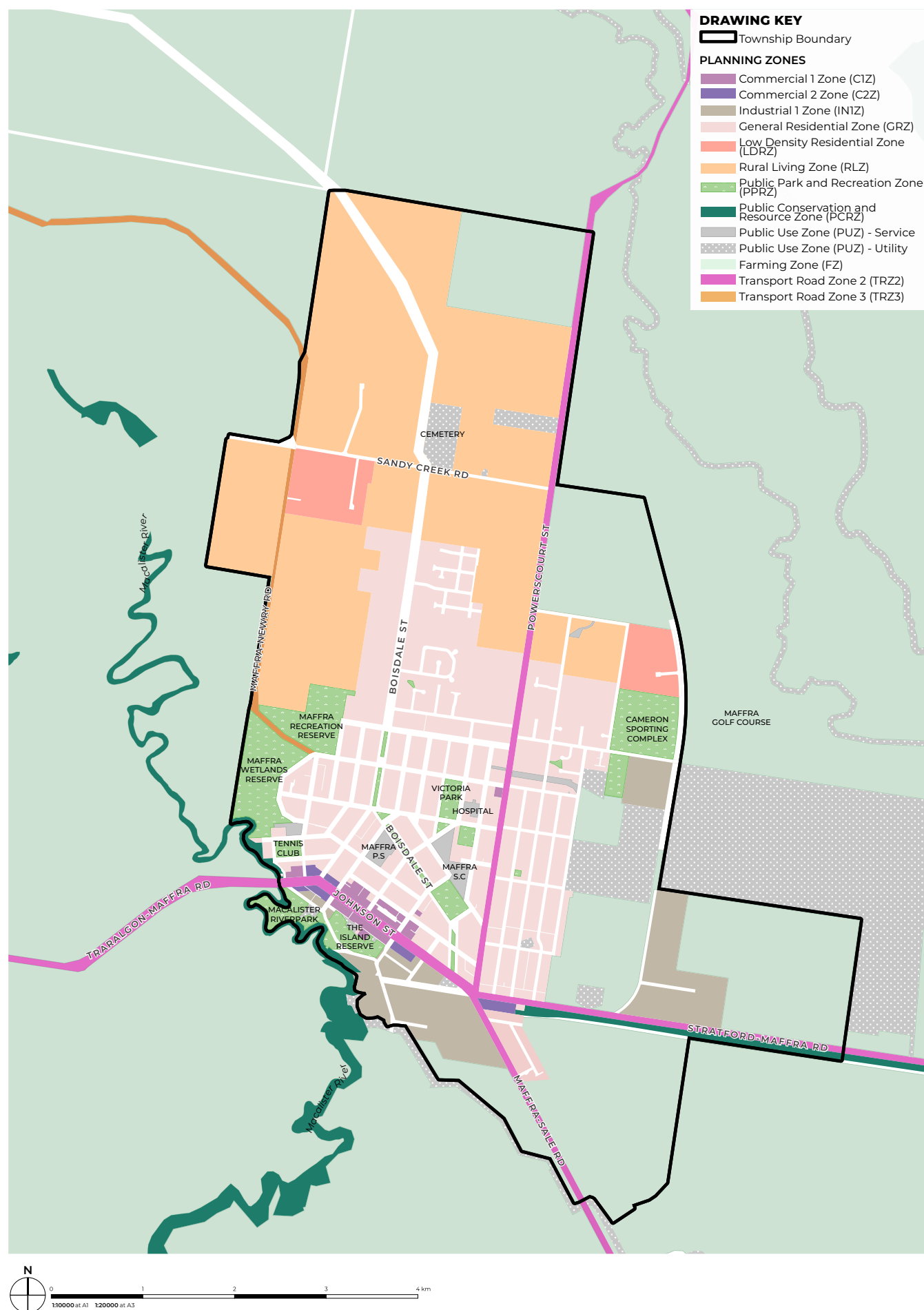
### Industrial and Commercial Zones

There are four main areas of industrial land (Industrial 1 Zone) in Maffra. These include land to the east of Fulton Road, a small section to the west of Fulton Road and south of Morison Street, a small pocket to the north of McMahon Drive, and land to the south of Johnson Street and east of Maffra-Sale Road (where the large Saputo processing plant is located).

The existing Town Centre and Commercial land uses (Commercial 1 Zone and Commercial 2 Zone) will remain in and around Johnson Street. Protecting these areas will play an important role in maximising local employment and the economic future of Maffra.



Figure 7. Existing Zoning Plan



## 2.3.3 OVERLAYS

Planning overlays are used to provide direction to specific design and development objectives for particular areas.

A range of **overlays** apply to the Maffra study area as follows:

### Land Subject to Inundation Overlay (LSIO)

Much of the LSIO is to identify land in a flood storage or flood fringe area affected by the 1 in 100-year flood or any other area determined by the floodplain management authority.

### Flooding Overlay (FO)

The FO identifies waterways, major flood paths, drainage and high hazard areas which have the greatest risk and frequency of being affected by flooding namely associated by the Macalister River and the Macalister Irrigation District (MID).

### Heritage Overlay (HO)

There are several sites subject to the Heritage Overlay within the Maffra study area including the Beet Sugar Factory Office (former) & Weighbridge, Macalister Hotel, Maffra Soldiers' Memorial and other notable shops, houses and community buildings important for understanding the history of the town.

A number of **Design Development Overlays** (DDO) apply to business and industrial areas to improve the appearance of these areas.

### Design Development Overlay Schedule 1 (DDO1) – Industrial Areas

This overlay applies to Maffra's industrial areas to the south (where the Saputo facility is located) and industrial zoned land along Fulton Road, to ensure quality development and practical and efficient use of land that is compatible with its surroundings.

### Design Development Overlay Schedule 2 (DDO2) – Industry Display Area

This overlay applies to key businesses on the western commercial precinct along Johnson Street to ensure land is developed in an orderly manner having regard to vehicle, movement, car parking, and the appearance of buildings and works.

### Development Plan Overlay 1 (DPO1)

A Development Plan Overlay 1 (DPO1) applies across the northern section of Maffra i.e. between George Street and McCubbins Road to minimise ad hoc development and allow for a coordinated approach to managing change within this area.

**DRAWING KEY**

- Township Boundary
- Arterial Roads
- Sub-Arterial Roads

**OVERLAYS**

- Flood Overlay (FO)
- Land Subject to Inundation Overlay (LSIO)
- Bushfire Management Overlay (BMO)
- Heritage Overlay (HO)
- Development Plan Overlay (DPO)
- Special Building Overlay (SBO)
- Design and Development Overlay Schedule 1 (DDO1)
- Design and Development Overlay Schedule 2 (DDO2)

The map displays the following features:

- Roads:** Arterial roads include Traralgon-Maffra Rd, Maffra-Sale Rd, and Stratford-Maffra Rd. Sub-arterial roads include Maffra-Newey Rd, Boisdale St, Powerscourt St, Johnston St, and Malcolme St.
- Overlays:** Various colored and patterned areas represent different planning overlays such as Flood Overlay (blue wavy), Land Subject to Inundation Overlay (light blue dashed), Bushfire Management Overlay (orange cross-hatch), Heritage Overlay (red solid), Development Plan Overlay (purple solid), Special Building Overlay (yellow diagonal lines), Design and Development Overlay Schedule 1 (green dotted), and Design and Development Overlay Schedule 2 (orange dotted).
- Landmarks:** Maffra Recreation Reserve, Maffra Wetlands Reserve, Victoria Park Hospital, Cameron Sporting Complex, Tennis Club, Maffra P.S., The Island Reserve, and Maffra Golf Course are labeled.
- Water Features:** Macolister River and Macolister Creek are shown flowing through the township.
- Other Labels:** HO75, BMO, DPO1, SBO, DDO1, DPO5, DDO2, HO314, HO322, HO309, and LSIO are used to identify specific zones and areas.

A scale bar at the bottom indicates distances from 0 to 4 km. A north arrow is located in the top left corner.

## 2.4 ISSUES & OPPORTUNITIES

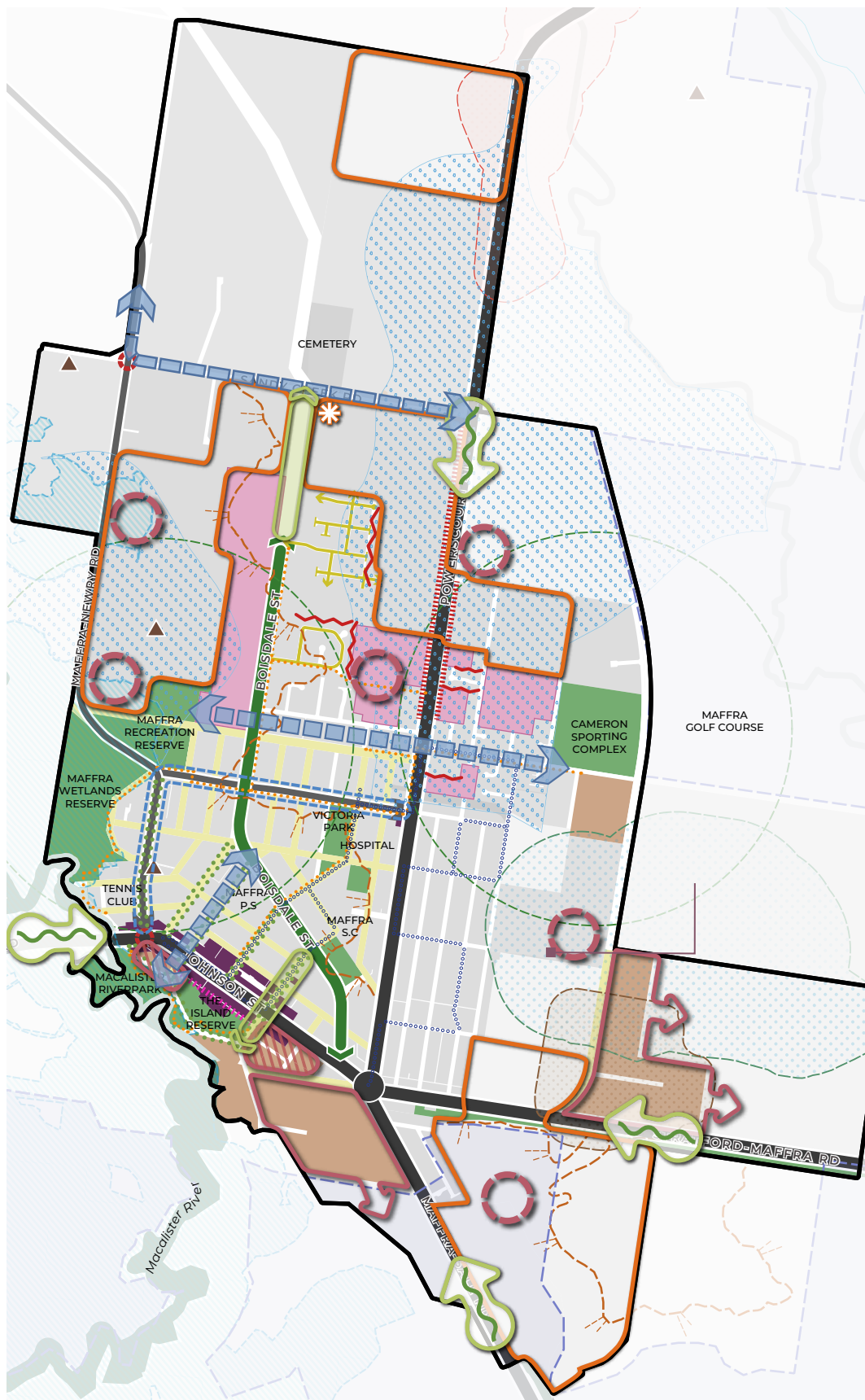
This section summarises the key issues and opportunities informing the objectives and strategies of the Plan.

Table 1: Issues Plan Drawing Key & Summary of Key issues & Considerations

| THEME 1   |  |
|---|--|
| Directing & unlocking growth  |  |
| DRAWING KEY ELEMENT   | KEY ISSUES / CONSIDERATIONS  |
|  Township Boundary                                       | Valuable agricultural land adjacent township boundary needs to be protected from residential land use encroachment.  |
|  Constrained Residential land with subdivision potential | Drainage issues and associated development costs have stifled new residential development and land release opportunities, resulting in a current shortage of residential land available to the market and forcing some residents to relocate from Maffra to other towns, such as nearby Stratford.   |
|  Macalister Irrigation District                          | Housing opportunities are constrained by the Macalister River, the Macalister Irrigation district, sewerage treatment and industrial buffers directing expansion of the township northward.  |
|  Sewer Treatment Buffer                                  |  |
|  Industrial Buffers                                      |  |
|  LSIO + Flood Overlay                                    | Environmental and land constraints such as drainage, development costs and feasibility, and landowner motivation, present barriers to development of otherwise suitable land.  |
|  Area affected by poor drainage                          |  |
|  Bushfire Management                                     | Greater exposure to bushfire risk, will need to be addressed through creation of buffers and/or edge roads.  |
|  Ridgeline   | Significant slope adjacent Boisdale Street (to the west) presents challenges to development potential of zoned general residential land.   |
| THEME 2   |  |
| Maffra's identity & character   |  |
|  Undefined Township Arrival                              | Experiences at town entries and key gateways from the west, south and east do not reinforce a sense of arrival in Maffra.  |
|  Green Spine /Link                                     | Boisdale Street is a key route for both pedestrians and cyclists and there is room to capitalise on this amenity and connection, by creating more paths for bikes and pedestrians, and improving spaces for people to sit and relax.   |
|  Culturally Sensitive Sites                            | Protect and celebrate cultural heritage and traditional owners.  |
|  Wide Canopy Tree Lined Street                         | Enable street planting of canopy trees.  |
| THEME 3   |  |
| Meaningful & safe connections   |  |
|  Arterial Road   | Primary movement network (arterial roads) support large freight vehicle movements as well local traffic movements, resulting in a poor sense of arrival into Maffra.   |
|  Sub-Arterial Road                                     | Sub-arterial roads carry unnecessary traffic and large freight vehicles through local residential neighbourhoods. McLean Street (a key local road within an established residential area) carries freight movements, and there is an opportunity for this heavy vehicle bypass route to be shifted further north to the future urban edge. |
|  Heavy Vehicle Bypass Route                            |  |
|  Recreation Open Space                                 | Experiences in walkability and accessibility throughout Maffra are varied, at times there are no paths, or sections of path which are not connected.   |
|  Catchment to recreation open space                    |  |
|  Internalised roads                                    | Internal roads in the northern residential area result in poor pedestrian and vehicle connectivity.  |
|  Restricted connectivity                               |  |
|  Pedestrian Connections                                | Lack of pedestrian and cycling connections to the town centre through to the Macalister River and between open spaces.   |
|  Limited Access Opportunity                            | Powerscourt Street is controlled by DoT which results in stringent requirements for creating new access points.  |
|  Intersection Upgrade                                  | Improve intersection with a focus on safety for all road users, at key locations.  |
|  Local Bus Route                                       | Limited accessibility to local bus route within the township.  |
| THEME 4   |  |
| A self-sustaining town  |  |
|  Commercial backing Public Realm                       | The structure of the town centre has been focused on Johnson Street as 'main street', creating 'back of house' to Macalister River environs and The Island Reserve.  |
|  Town Centre   | There is an increased demand for retail and commercial properties.   |
|  Industrial Land                                       | Increased demand for diverse industrial lot sizes, including larger lot sizes to the east of Fulton Road.  |



Figure 9: Issues and Opportunities Plan & Summary of Opportunities



#### Directing & unlocking growth



##### OPPORTUNITY 1

Facilitate growth through provision of community and activity node within northern growth area.



##### OPPORTUNITY 2

Unlock residential expansion into north and south-eastern identified growth areas through a wide range of housing types and sizes by taking a strategic approach to delivery of drainage infrastructure.

#### Maffra's identity & character



##### OPPORTUNITY 1

Improve the amenity and appearance of existing town entries, commercial and industrial areas along key roads, focusing on landscaping and design.



##### OPPORTUNITY 2

Extend Boisdale Street 'green spine' to the north, up to Sandy Creek Road integrating high quality green spaces that encourage walking and cycling.

#### Meaningful & Safe connections



##### OPPORTUNITY 1

Reduce heavy vehicle movement through the town centre and residential areas by establishing a heavy vehicle bypass route along Sandy Creek Road to Powerscourt Street.

##### OPPORTUNITY 2

Facilitate direct movement towards key community uses, open space and Macalister River environs.

#### A self-sustaining town



##### OPPORTUNITY 1

Encourage sustainable water initiatives and drainage responses including storm water re-use measures to be incorporated in new developments.



##### OPPORTUNITY 2

Rezone industrial land adjacent to town centre to include larger lot sizes and expand employment areas associated with agribusiness.

A detailed outline of the issues and opportunities was provided through the Maffra Structure Plan – Discussion Paper & Emerging Directions (March 2021).

# PART 3. A PLAN FOR MAFFRA

## OVERVIEW

Following feedback received from consultation of the *Maffra Structure Plan – Discussion Paper & Emerging Directions* (March 2021), the four (4) themes have been revised further to reflect the aspirations of Maffra.

Figure 10: How the Strategic Direction themes have informed the Revised Structure Plan Themes



Within this section, the objectives, strategies and actions which apply across the Plan area have been outlined under the relevant sub-headings of each theme.







## Directing & Unlocking Growth

Maffra will be a vibrant and growing township that services the surrounding district and provides a range of lifestyle and housing choices.

New residential, commercial and industrial areas will be **directed and unlocked** through proactive delivery of infrastructure and services, and more opportunities for sensitive infill development will be encouraged in Maffra's attractive, and well-serviced existing residential neighbourhoods.

Valuable agricultural land in the Macalister Irrigation District surrounding Maffra will be protected by establishment of a township boundary.

The Plan addresses the key issues that have hindered unlocking growth in the past – namely ensuring that there is ample supply of appropriately zoned land to accommodate growth and that there is associated supporting drainage infrastructure to service such growth.

Objectives and strategies to achieve this theme vision relate to:

Growth  
Directions

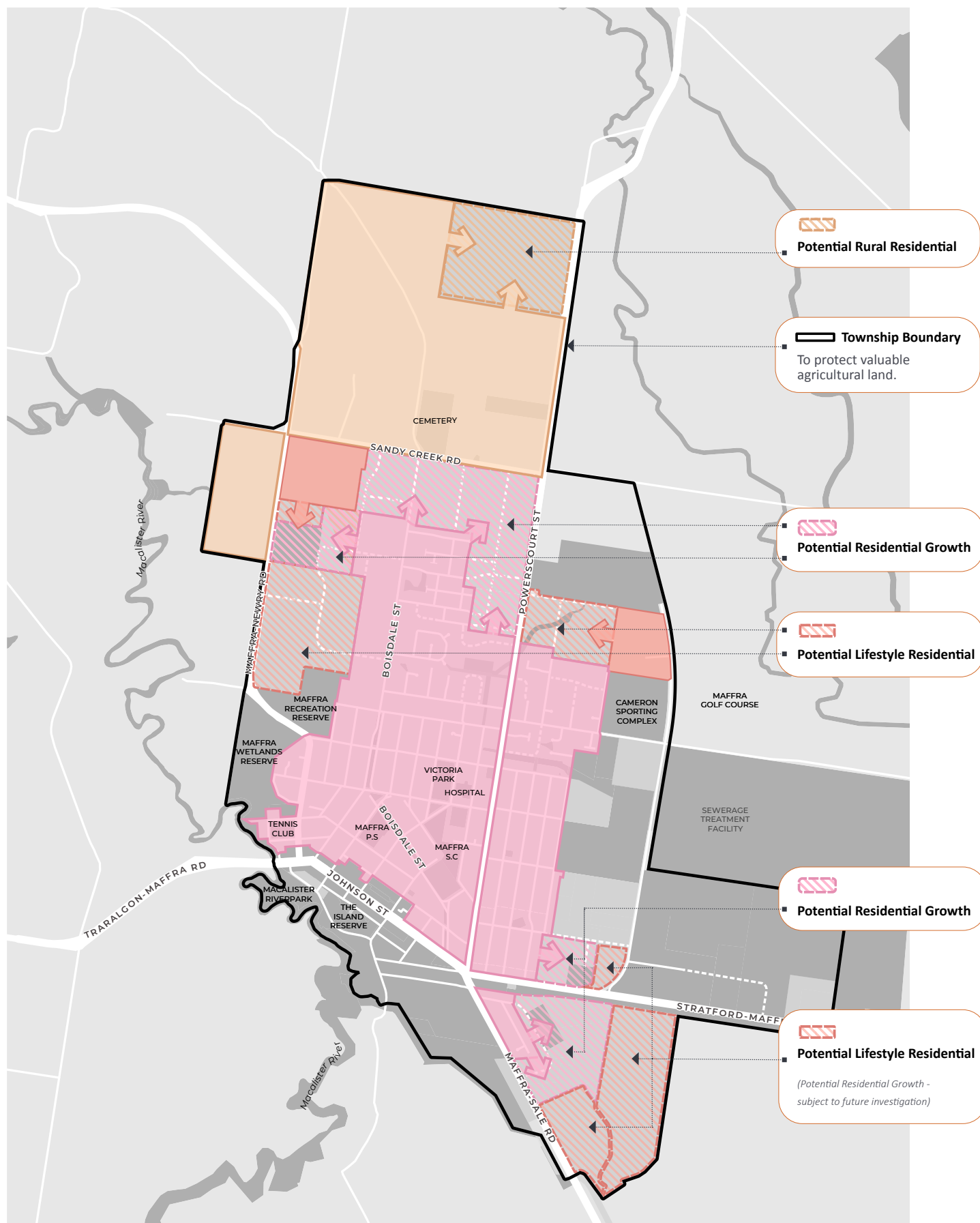
Growth Precincts,  
Staged Drainage  
& Servicing



Residential Property in Maffra



Figure 11: Highlights of Theme 1 – Directing & Unlocking Growth



## 3.1.1 GROWTH DIRECTIONS

The majority of new residential development will occur in Maffra's new neighbourhoods, primarily located to the north of town. The Plan identifies a diverse range of preferred lot sizes and lifestyle options, to cater to community needs, and to respond to specific site conditions. However, some growth will be encouraged within Maffra's inner areas, to provide opportunities for development that can benefit from proximity to the town centre.

The Plan identifies an ample supply of land to be rezoned for residential use to meet land supply that will overcome past inhibitors to development, such as land banking, fragmented ownership and land economics.

### Summary of Potential Residential Outcomes Existing and Proposed Zones and Lot Sizes

| #  | Potential Residential Outcome | Existing Zone              | Minimum Lot Size | Proposed Zone  |
|----|-------------------------------|----------------------------|------------------|--|
| 1  | Rural Residential             | Farming Zone (FZ)          | 40ha+            | Rural Living Zone ( <i>Schedule subject to further investigation</i> ) |
| 2  | Lifestyle Residential         | Rural Living Zone 4 (RLZ4) | 4ha+             | Low Density Residential Zone (LDRZ)                                    |
| 3  | Residential Growth**          | Rural Living Zone 4 (RLZ4) | 4ha+             | General Residential Zone (GRZ)   |
| 4  | Residential Growth**          | Rural Living Zone 2 (RLZ2) | 2ha+             | General Residential Zone (GRZ)   |
| 5  | Residential Growth**          | Rural Living Zone 4 (RLZ4) | 4ha+             | General Residential Zone (GRZ)   |
| 6  | Residential Growth**          | Farming Zone (FZ)          | 40ha+            | General Residential Zone (GRZ)   |
| 7  | Lifestyle Residential*        | Farming Zone (FZ)          | 40ha+            | General Residential Zone (GRZ)   |
| 8  | Residential Growth**          | Farming Zone (FZ)          | 25ha+            | General Residential Zone (GRZ)   |
| 9  | Lifestyle Residential*        | Farming Zone (FZ)          | 25ha+            | Low Density Residential Zone (LDRZ)                                    |
| 10 | Lifestyle Residential*        | Farming Zone (FZ)          | 40ha+            | Low Density Residential Zone (LDRZ)                                    |

\*Potential Residential Growth - subject to future investigation.

\*\*Refer to Part 4 – Next Steps and Implementation for additional information.

## OBJECTIVES & STRATEGIES

### OB1 TO STRENGTHEN MAFFRA'S ROLE AS A GROWING DISTRICT SERVICE CENTRE THAT PROVIDES A RANGE OF HOUSING AND LIFESTYLE CHOICES

- GD1** Facilitate new residential growth for a diverse range of housing outcomes in Maffra in appropriate locations (refer to Figure 12).
- GD2** Encourage new development to provide a diverse range of lot sizes and housing typologies.
- GD3** Direct growth to precincts that can be supported by strategic delivery of infrastructure (refer to Figure 13), and advocate for future technological improvements to Gippsland Water wastewater treatment facility infrastructure to help reduce odour buffer extents.
- GD4** Support residential growth on existing residentially zoned land as identified within Figure 12, specifically within the Northern Growth Precinct in the short–medium term.
- GD5** Ensure future rezoning of residential land reflects the role and preferred use of the residential precincts (refer to Figure 12).
- GD6** Investigate the potential for future residential development within the 'Future Investigation Areas' of Figure 13, in consideration of the following criteria:
  - Sensitive uses are located outside of the odour buffer of the sewerage treatment facility, unless an alternative treatment facility (such as mechanical) is in operation;
  - Land at 145 Fulton Road, Maffra is reviewed in terms of any potential contamination of land, based on the historical uses on the land; and
  - Sensitive uses are located outside of any relevant industrial use buffers of the 'Industrial Estate'.
- GD7** Avoid urban development to the north of Sandy Creek Road where it cannot be provided with potable water supply and reticulated sewerage.
- GD8** Enable and support the ample supply of residential zoned land in areas identified for future growth that is supported and serviced by the required infrastructure.
- GD9** Encourage larger lots interfacing Sandy Creek Road (subject to investigation relating to infrastructure capacity) and Powerscourt Street to limit direct access and to achieve a sympathetic gateway arrival experience.

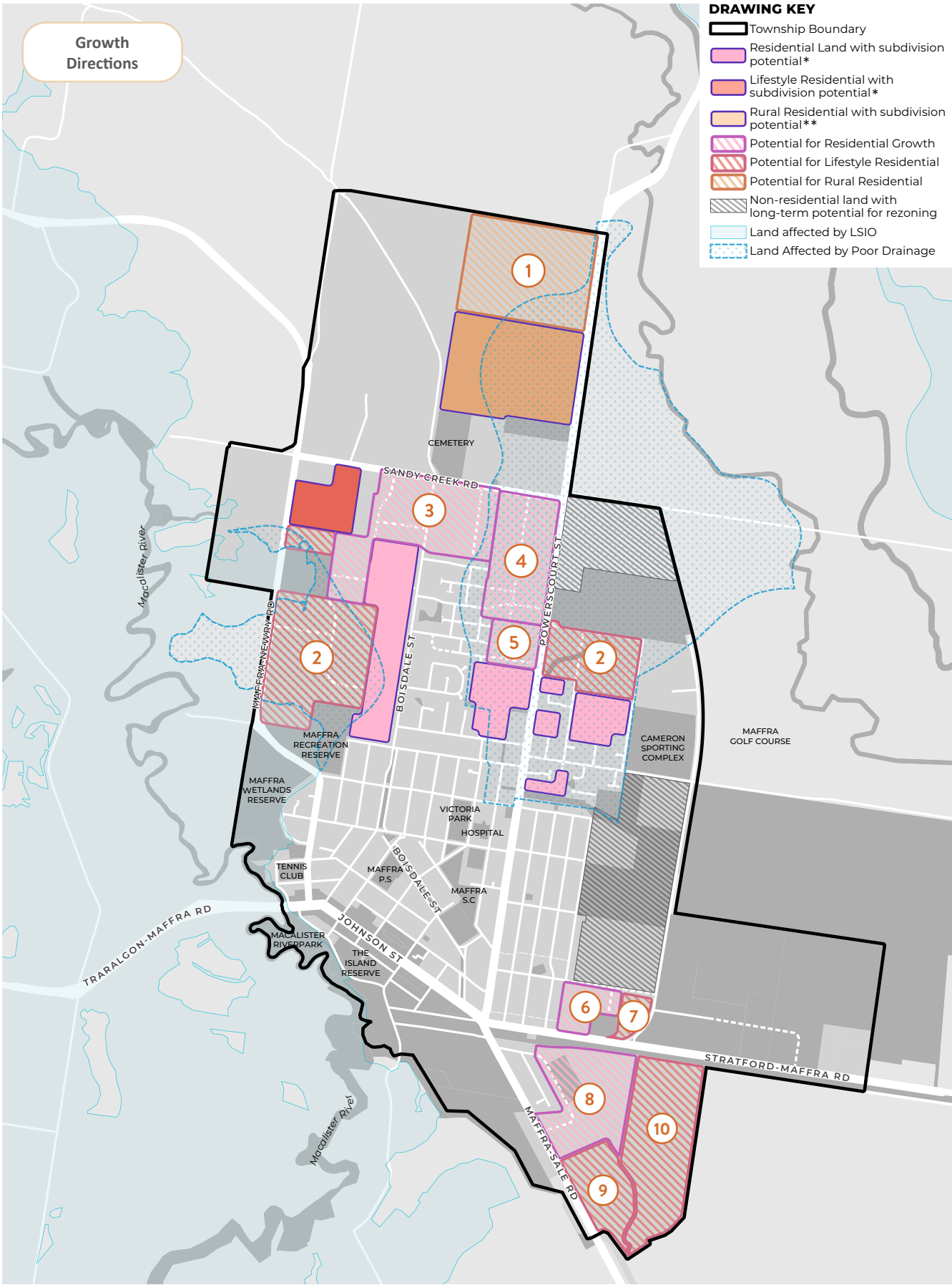
### OB2 TO BALANCE GROWTH IN MAFFRA WITH PROTECTION OF VALUABLE AGRICULTURAL LAND

- GD10** Implement a township boundary to contain growth in accordance with Figure 12.
- GD11** Ensure new development adjacent to the 'interfaces' within identified growth areas provide an edge road to surrounding rural and agricultural land and establishes suitable buffers to potential bushfire hazards and provide access for emergency services.

### OB3 TO ENCOURAGE DELIVERY OF APPROPRIATELY DESIGNED NEW HOUSING STOCK IN EXISTING RESIDENTIAL AREAS

- GD12** Support infill development within Residential Character, Residential Established and Residential Growth precincts where it contributes to the existing character of the precinct (refer to Figure 5.)

Figure 12: Theme 1 – Growth Directions Plan



\*Subject to detailed technical investigations

\*\*Potential to further investigate more intensive Rural Residential subdivision subject to detailed technical investigations



## 3.1.2 GROWTH PRECINCTS, STAGED DRAINAGE & SERVICING PROVISION

The key to unlocking residential growth within Maffra, including within existing residential zone areas, is through development of a holistic drainage strategy and agreed funding across the growth areas. A key challenge for Maffra is to locate and fund the required infrastructure in a manner where costs can be equitably shared, and where benefits to development can be maximised.

Of course, Maffra is not the only growth area in the Shire and it will have to compete for infrastructure funding (including drainage) with other growth areas within the Shire. Council will develop a policy framework that determines what role forward funding of infrastructure will play in stimulating residential growth and where the priority growth areas in the Shire are for this funding. In terms of Maffra, the share of funding for developers and what Council will pay, will have to be worked through separately.

The *Maffra Drainage and Integrated Water Management Strategy* (Alluvium, 2020) and *65 Maffra–Sale Rd Stormwater Management Strategy* (Alluvium, 2021) allocates potential drainage assets for Maffra and potential development precincts to unlock potential development.

Table 2: Northern Growth Precinct

|   | PROPOSED ZONING  | INFRASTRUCTURE REQUIRED  |
|---|--|--|
|  Preliminary Works Recommended | N/A  | <ul style="list-style-type: none"> <li>Maffra Retarding Basin (RB01) to be developed separate from precincts to alleviate downstream flooding issues.</li> </ul>   |
| <b>Precinct A</b>   | Predominantly LDRZ to the North, General Residential to the south  | <ul style="list-style-type: none"> <li>Waterway Channel (DR–WC01 and DR–WC02) to be formalised following RB01.</li> <li>Powerscourt Street (west) Wetland / Retarding Basin (WL–RB02) to enable development within Precinct A.</li> </ul>  |
| <b>Precinct B</b>   | GRZ along Boisdale Street, with LDRZ interfacing Maffra–Newry Road | <ul style="list-style-type: none"> <li>South–West Wetland / Retarding Basin (WL–RB03) to facilitate existing development, but will also facilitate subdivision on west of Boisdale Street.</li> <li>Potential Neighbourhood Park (OS04).</li> </ul>  |
| <b>Precinct C</b>   | GRZ along Boisdale Street, with LDRZ interfacing Maffra–Newry Road | <ul style="list-style-type: none"> <li>North–west Wetland Retarding Basin (WL–RB04) to enable development within Precinct C.</li> <li>Sewer pump station and pipes to direct towards Boisdale Street Main.</li> <li>Potential Neighbourhood Park / Community Node (OS01).</li> <li>Potential Neighbourhood Park (OS02).</li> </ul> |
| <b>Precinct D</b>   | Precinct is entirely GRZ   | <ul style="list-style-type: none"> <li>Powerscourt Street (west) Wetland / Retarding Basin (WL–RB02) to enable development within Precinct D.</li> <li>Potential Neighbourhood Park (OS03).</li> </ul>   |
|  FUTURE INVESTIGATION AREA     | GRZ to extend east of Powerscourt Street                           | <ul style="list-style-type: none"> <li>Drainage outcomes reliant on 'Preliminary Works Recommended' – Maffra Retarding Basin (RB01).</li> </ul>  |

The Plan has adopted this strategy and provides direction in Table 2 and Table 3 to the future drainage and service provision required to unlock residential growth in each precinct.

The growth precincts plan has been developed to ensure that growth is delivered in a co-ordinated and orderly manner (i.e. considering the availability of infrastructure and development pattern).

In order for development to occur in these development precincts, development must be generally in accordance with the following conditions:

- The development is consistent with the objectives and strategies outlined in this Structure Plan;
- The development can be serviced to required servicing infrastructure in a timely and efficient manner (and if required, the cost of extending infrastructure out of sequence is paid for by the developer); and
- The proposed development meets or exceeds best practice development standards.

Table 3: South–Eastern Growth Precinct


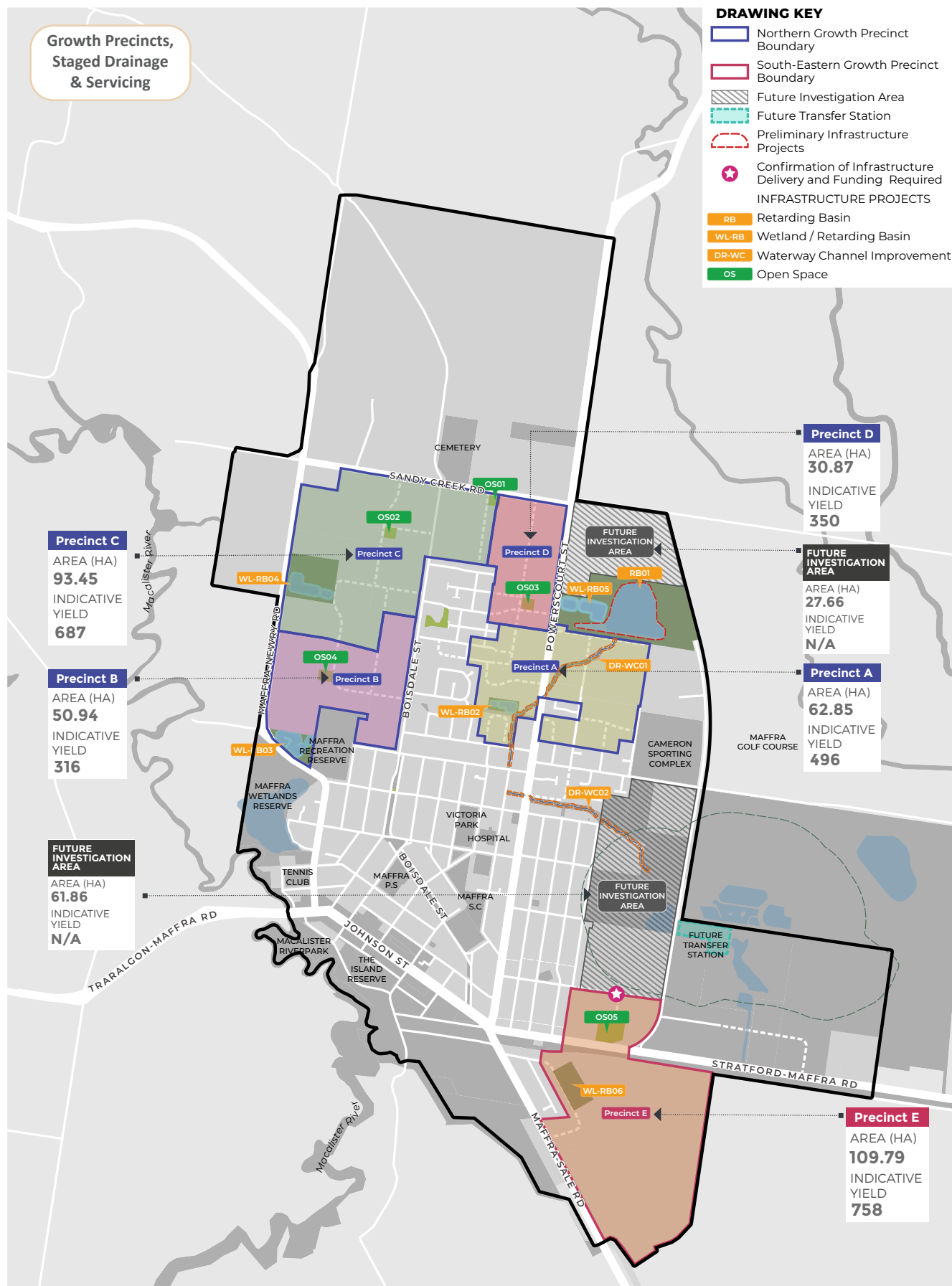
|   | PROPOSED ZONING   | INFRASTRUCTURE REQUIRED  |
|---|---|--|
| <b>Precinct E</b>   | GRZ extending from existing development (West), LDRZ interfacing Maffra–Sale Road, and LDRZ to the East as a transitioning of residential zones to agricultural land. | <ul style="list-style-type: none"> <li>South–East Wetland / Retarding Basin (WL–RB06) to facilitate development within Precinct E.</li> <li>Potential Neighbourhood Park (OS05).</li> <li>Potential Sewer pump station.</li> </ul>   |
|  FUTURE INVESTIGATION AREA | GRZ to extend from west, transitioning to LDRZ interfacing Fulton Road & Industrial Precinct  | <ul style="list-style-type: none"> <li>Wastewater treatment facility (west of Fulton Road) to be rehabilitated to facilitate possible future residential growth (TBC).</li> <li>Davis Street naturalisation (DR–WC02) to improve flooding conditions and general amenity of existing and potential future area.</li> <li>Only considered if population does not exceed 7,700 or if treatment facility was to be upgraded.</li> </ul> |



Figure 13: Theme 1 – Growth Precincts, Staged Drainage & Servicing Provision



\*Please note that indicative yield (dwellings) is subject to detailed site investigations.

## OBJECTIVES & STRATEGIES

### OB4 TO TAKE A HOLISTIC AND STRATEGIC APPROACH TO DELIVERY OF DRAINAGE AND SERVICING INFRASTRUCTURE TO UNLOCK RESIDENTIAL DEVELOPMENT

- .....
- D11** Facilitate new residential growth for a diverse range of housing outcomes in Maffra in appropriate locations (refer to Figure 12).
- .....
- D12** Require future development to deliver the relevant drainage and service infrastructure for the Northern Growth Precinct and the South–Eastern Growth Precinct generally in accordance with Figure 13, Table 2 and Table 3.
- .....
- D13** Ensure that future development of Maffra’s residential growth precincts can be serviced through the existing capacity of servicing infrastructure, or if required, identify upgrades to infrastructure in consultation with relevant service Authorities such as Gippsland Water and Southern Rural Water.
- .....
- D14** Ensure service infrastructure for new residential subdivisions, such as electrical kiosks and sewer pump stations, are identified early and sited and/or appropriately screened, whilst still allowing suitable access for maintenance.
- .....
- D15** Avoid site specific, ad–hoc and temporary stormwater systems which do not contribute to the overall drainage strategy for ‘Residential Growth’ areas.
- .....
- D16** Prior to rezoning of residential land, developers will need to confirm infrastructure delivery and funding required for the creation and construction of the road reserves in accordance with Figure 4 and Figure 12.
- .....
- D17** Drainage to be generally in accordance with *Maffra Drainage and Integrated Water Management Strategy* (Alluvium, 2020) and *65 Maffra–Sale Road Stormwater Management Strategy* (Alluvium, 2021) or as otherwise approved by Council.
- .....

### 3.1.3 THEME 1 ACTIONS

- A1** Review and amend Local Planning Policy of the *Wellington Planning Scheme* to reflect the objectives and strategies of the *Maffra Structure Plan 2022*, including updates to the 'Maffra Strategy Plan' and recognition of the need for proactive co-ordination and shared funding of infrastructure.
- A2** Review and update the *Maffra Drainage and Integrated Water Management Strategy* (Alluvium, 2020) and *65 Maffra–Sale Road Stormwater Management Strategy* (Alluvium, 2021), as required, prior to future rezoning.
- A3** Update existing sub-catchment wide drainage strategy (including costings) as part of the future rezoning of the north and south-eastern growth precincts identified in *Figure 13* and generally in accordance with *Table 2* and *Table 3*.
- A4** Prepare a high-level strategic Servicing Strategy for the Residential Growth Areas in consultation with Gippsland Water, Southern Rural Water and other service authorities based on the identified growth areas of the *Maffra Structure Plan 2022*.
- A5** Consider forward funding of key drainage infrastructure as outlined in the *Residential Stocktake and Facilitation Strategy (2022)*, *Maffra Drainage and Integrated Water Management Strategy* (Alluvium, 2020) and *65 Maffra–Sale Road Stormwater Management Strategy* (Alluvium, 2021), having regard to any future Shire-wide policy regarding procurement of public infrastructure.
- A6** Investigate and implement a development contributions mechanism that facilitates the funding and delivery of key infrastructure (land and construction) as identified within the proposed Northern Growth Precinct and South-Eastern Growth Precinct (*Table 2* and *Table 3*) and as outlined on the proposed Growth Precinct Plan (*Figure 13*).
- A7** Review and update zones and overlays once a development contributions mechanism has been prepared or an infrastructure funding agreement has been reached for the Northern Growth Precinct and the South-Eastern Growth Precinct, in accordance with the proposed planning controls plan shown in *Figure 27* and *Figure 28* of Part 4 – Next Steps and Implementation of the *Maffra Structure Plan 2022*.
- A8** Extend existing Development Plan Overlay 1 (DPO1) to include the area north of Sandy Creek Road (to be proposed Rural Living Zone 5 (RLZ5)) and remove DPO1 on areas within Precincts A–D of the Northern Growth Area and Precinct E of the South-Eastern Growth Precinct in accordance with the proposed planning controls plan shown in *Figure 27* and *Figure 28* of Part 4 – Next Steps and Implementation of the *Maffra Structure Plan 2022*.
- A9** Apply a new Development Plan Overlay to Precincts A–D of the Northern Growth Area and Precinct E of the South-Eastern Growth Precinct to manage the delivery of future potential residential growth, and to implement the relevant objectives and strategies of the *Maffra Structure Plan 2022*.

Maffra will be a vibrant and growing township that services the surrounding district and provides a range of lifestyle and housing choices.



*Residential property in Maffra*



## Maffra's Identity & Character

Growth, development, and public realm improvements will reinforce *Maffra's identity and character* as an agricultural town, with a rich cultural and settlement history and a 'small country town feel'.

Maffra will be distinct from nearby Sale and Stratford and reinforce its own identity and provide a 'sense of place', reflected in the character of new and established neighbourhoods, its wide, tree lined streets and the interface to the Macalister River.

Objectives and strategies to achieve this theme vision relate to:

Heritage & Culture

Public Realm &  
Open Space

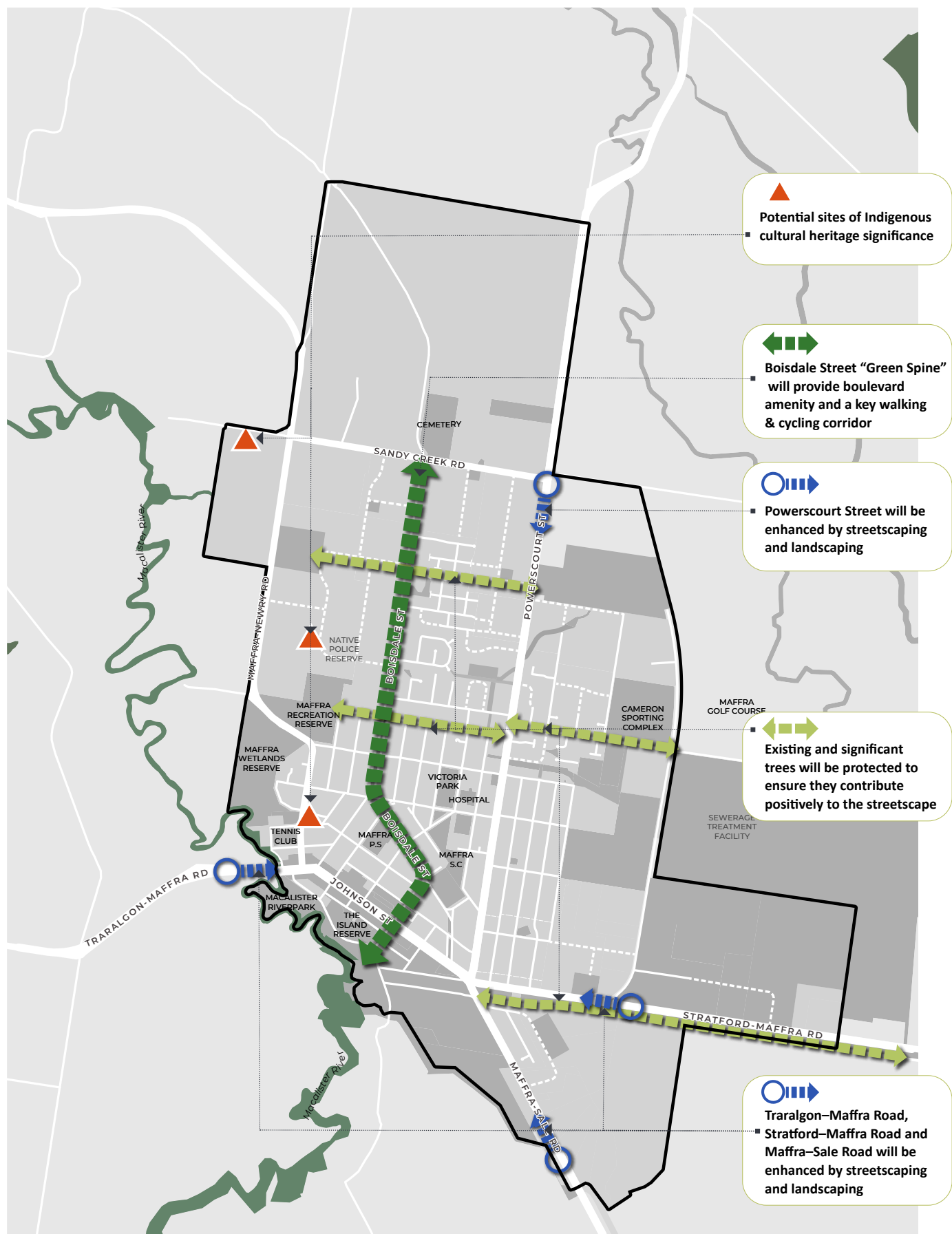
Built Form &  
Streetscapes



Maffra Beet Sugar Factory



Figure 14: Highlights of Theme 2 – Maffra's Identity & Character Plan





### 3.2.1 HERITAGE & CULTURE

As Maffra has grown over time and automation of its agricultural industries has occurred, a significant proportion of early period buildings have disappeared. Today, there are only a few remaining iconic buildings that identify Maffra's rich agricultural past and reinforce a 'sense of place'.

Maffra's established residential areas near to the town centre contain the most significant concentration of historic dwellings and wide tree lined streetscapes which contribute to the town's character and identity.

The Plan seeks to protect Maffra's valued character, and ensure new growth areas reflect the positive elements of the established areas, particularly the wide, tree lined streets.

### OBJECTIVES & STRATEGIES

#### OB5 TO IDENTIFY AND CELEBRATE MAFFRA'S CULTURAL AND HISTORIC PAST AS A PASTORAL SETTLEMENT

**HC1** Protect sites of Indigenous cultural heritage significance, such as the Green Hills Native Police Reserve located to the west of Boisdale Street and east of the Macalister River environs.

**HC2** Support adaptive re-use of heritage buildings provided it contributes to the character of the town centre precinct.

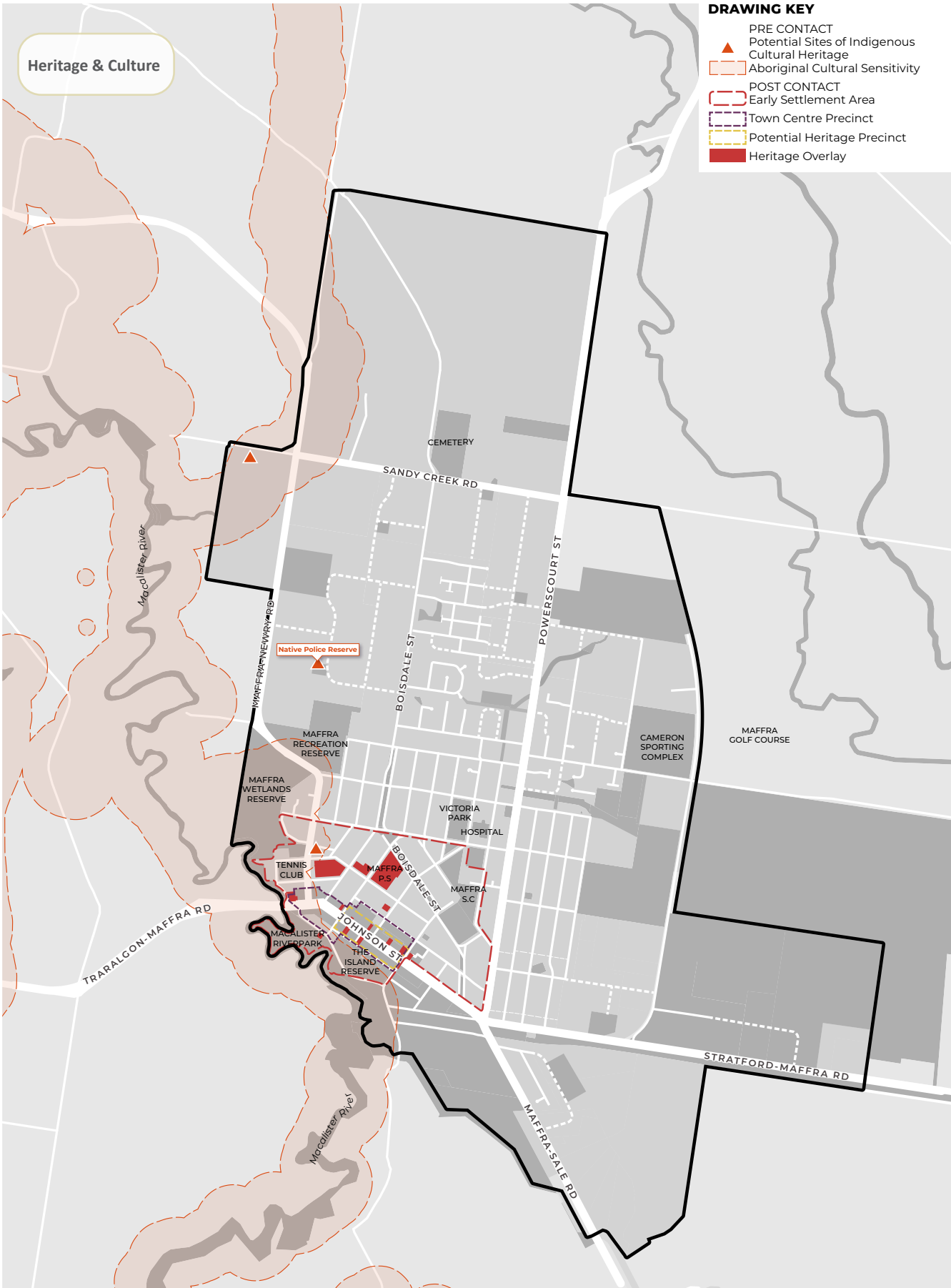
**HC3** Investigate suitable locations for commissioned public art and murals by local artists to represent Maffra's traditional owners and agricultural heritage i.e. adapting historic farm vehicles and machinery into sculptural pieces.

#### OB6 TO SUPPORT THE ROLES AND PROGRAMS OF LOCAL CULTURAL AND HERITAGE GROUPS THAT CONTRIBUTE TO THE COMMUNITY AWARENESS AND ACKNOWLEDGEMENT OF MAFFRA'S PAST

**HC4** Recognise the role and aspirations of traditional owners, represented through the Gunaikurnai Land and Waters Aboriginal Corporation, in future policy development.

**HC5** Preserve Maffra's post-settlement heritage through recognition of key local historic buildings and story telling groups, such as the Maffra Sugarbeet Museum and Maffra and District Historical Society respectively.

Figure 15: Theme 2 – Heritage & Culture Plan



## 3.2.2 PUBLIC REALM & OPEN SPACE

Maffra has access to several high-quality open spaces including natural reserves along the Macalister River, and more formalised active reserves. However, open space and enhanced public realm areas are concentrated within the town centre precinct and established residential areas, with little to no public open space delivered within new neighbourhoods.

Johnson Street has long been a primary meeting place and the 'cultural heart' of Maffra, adjacent to the Macalister River.

The Plan reinforces the town centre as Maffra's primary meeting place and creates new opportunities within the northern growth area to deliver walkable open space to future communities.

## OBJECTIVES & STRATEGIES

### OB7 TO REINFORCE JOHNSON STREET AS THE 'CULTURAL HEART' OF MAFFRA, WITH A DISTINCT RELATIONSHIP TO MACALISTER RIVER SUPPORTED BY A NETWORK OF CULTURAL COMMUNITY NODES

**PR01** Enhance opportunities for people to meet and dwell outside key civic places, including the rotunda near the Post Office through increased seating and landscaping upgrades.

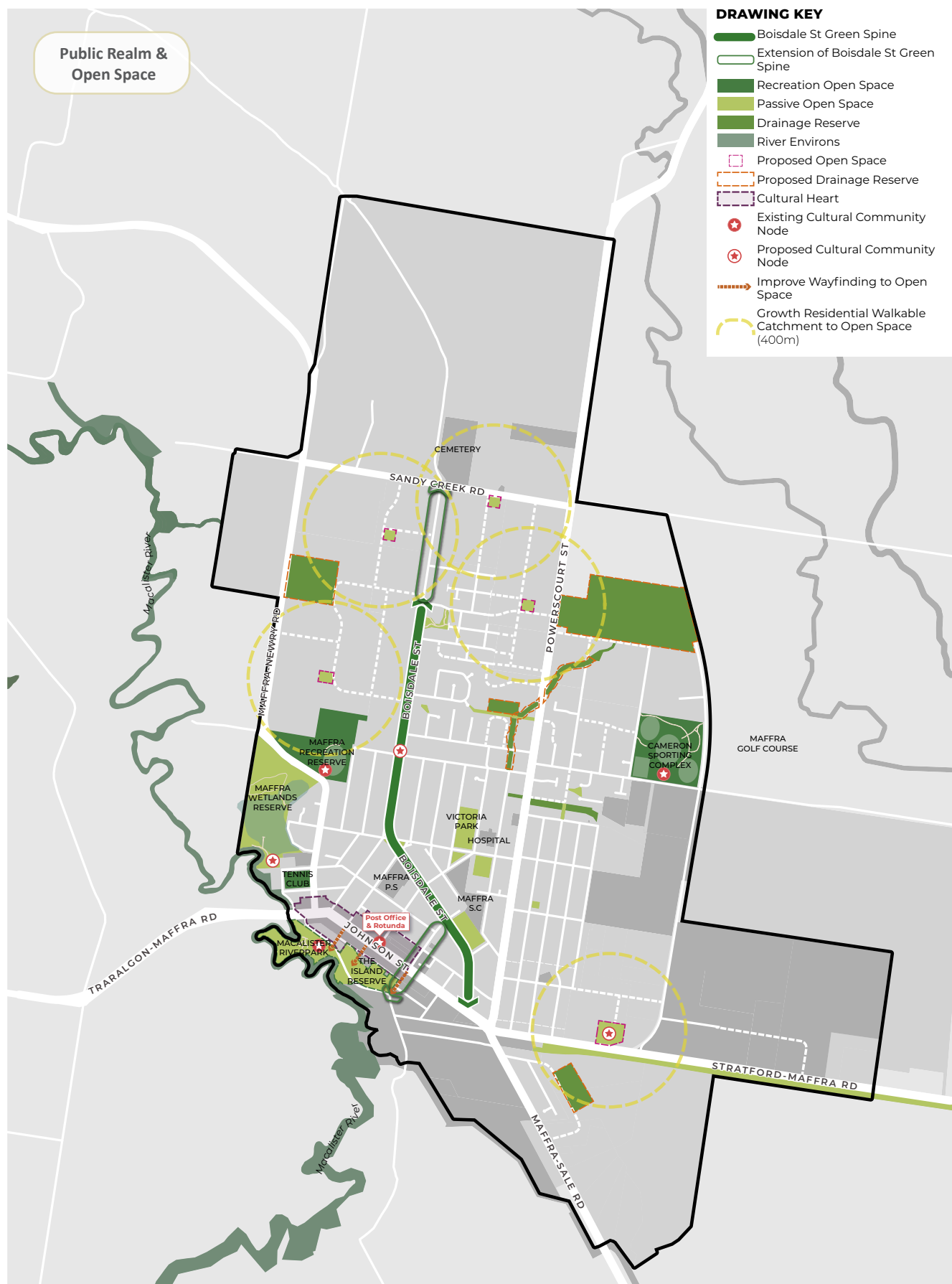
**PR02** Use theming and public art to highlight cultural community nodes (existing and proposed) throughout Maffra that reflect a 'small country town feel' and celebrate the rich history (refer to Figure 16).

**PR03** Encourage greater connectivity and wayfinding for pedestrians and cyclists to the Macalister Riverpark and 'The Island Reserve'.

### OB8 TO ENSURE NEW HIGH QUALITY OPEN SPACES WITHIN THE NORTHERN AND SOUTH-EAST GROWTH AREAS REFLECT THE IDENTITY AND CHARACTER OF MAFFRA

**PR04** Create new open spaces and parks within the 'Residential Growth Areas' that focus on providing high quality, connected green spaces within a walkable catchment to new residential estates (refer to Figure 16).

Figure 16: Theme 2 – Public Realm & Open Space



### 3.2.3 BUILT FORM & STREETSCAPES

Maffra has identifiable streetscapes that are characterised by wide pavements and large canopy trees, such as Boisdale, Thomson and McMillan Streets. In established residential precincts, Maffra is characterised as a lifestyle township through low scale dwellings with high quality landscaped front setbacks. Maffra's growth areas should seek to incorporate these characteristics and achieve a cohesive 'sense of place'.

Wellington Shire Council, the Department of Transport and the community will collaborate on the future planning, design and management of Johnson Street to ensure it continues to be a primary meeting place for people and a key movement corridor of Maffra.

At key entrances into Maffra, the Plan will reinforce a 'sense of arrival' through subtle and deliberate streetscape improvements.

### OBJECTIVES & STRATEGIES

#### OB9 TO ENHANCE MAFFRA'S SENSE OF PLACE WITHIN KEY STREETSCAPES

**BFS1** Improve the amenity and appearance of the Employment and Industrial areas, particularly along key arterial roads into Maffra, through increased landscaping and encouraging new development to adopt quality architectural design for building frontages, and where buildings address side streets or public spaces.

**BFS2** Protect existing significant avenue trees and significant canopy trees within the Boisdale 'Green Spine'.

**BFS3** Support realignment of Boisdale 'Green Spine' along Foster Street to improve connections to Macalister Riverpark and The Island Reserve as identified on Figure 17 and Figure 32 of Appendix 2.

**BFS4** Provide additional trees north of Hillcrest Drive and achieve significant canopy streetscapes along key streets as identified on Figure 17.

**BFS5** Support new residential subdivision that adopt features and characteristics of Maffra as a small town with a 'small country town feel' including wide verges, provision of space for canopy tree planting and increased building setbacks.

**BFS6** Require active frontages to Johnson Street, Boisdale Street "Green Spine" and open spaces.

#### OB10 TO REINFORCE JOHNSON STREET AS THE 'HEART' OF MAFFRA AND PRIMARY DESTINATION AND MEETING PLACE FOR THE COMMUNITY

**BFS7** Encourage building heights of up to three storeys along Johnson Street and between Thomson Street and Foster Street.

**BFS8** Support new fine grain developments along Johnson Street, particularly between Thomson Street and Foster Street, that encourage street level activation, such as retail shop fronts and outdoor dining.

**BFS9** Improve public realm outcomes such as pavements, seating, lighting, etc along Johnson Street (in particular between Pearson Street and Thomson Street) that promote community gathering.

#### OB11 TO ENHANCE SENSE OF ARRIVAL INTO MAFFRA AND DEFINE POINTS OF ENTRY

**BFS10** Plan for a consistent landscape theming, public art or signage along township arrival streetscapes as identified in Figure 17.

**BFS11** Promote high quality development outcomes within private land adjacent to township arrival streetscapes.



Figure 17: Theme 2 – Built Form & Streetscapes

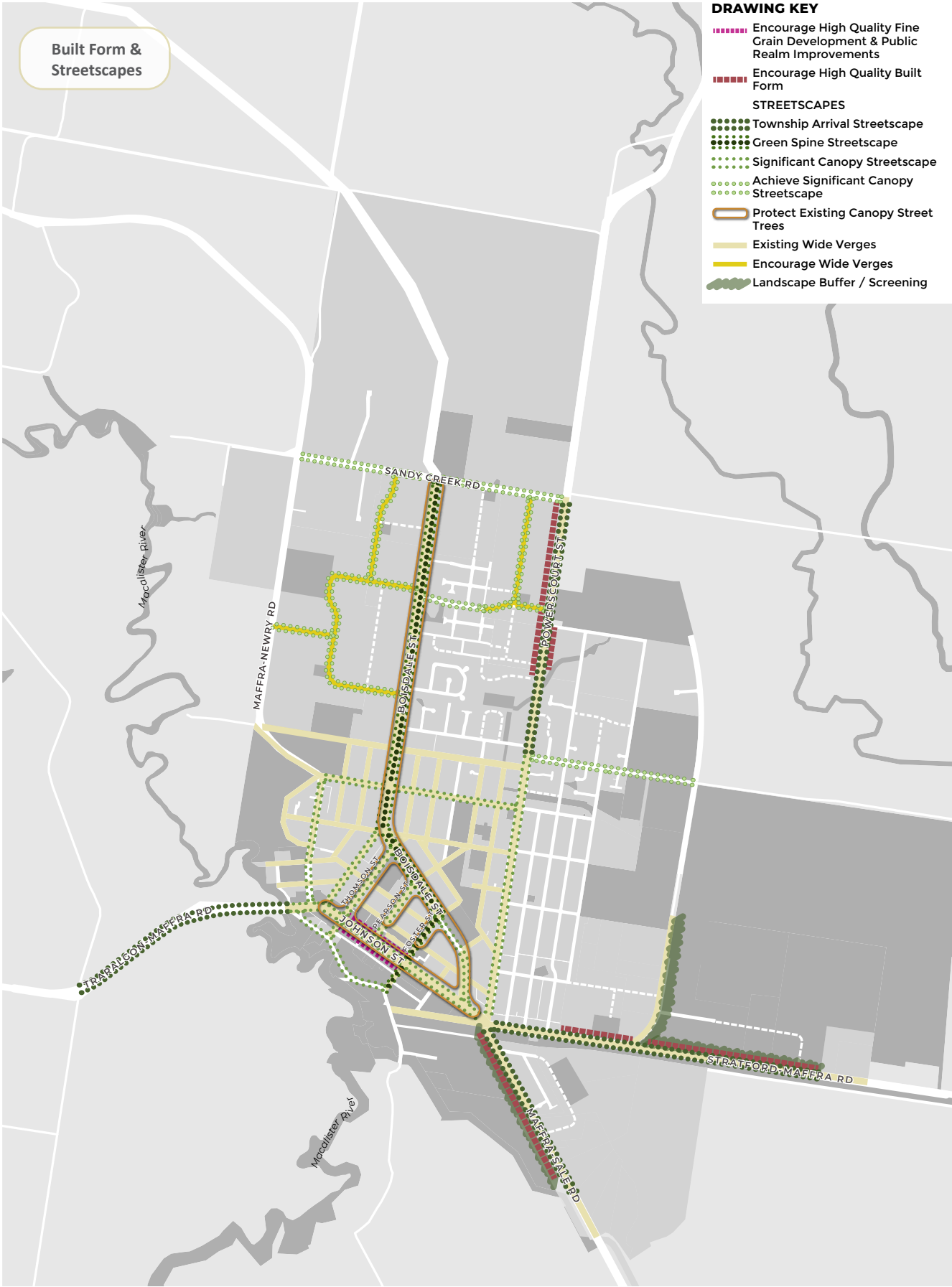
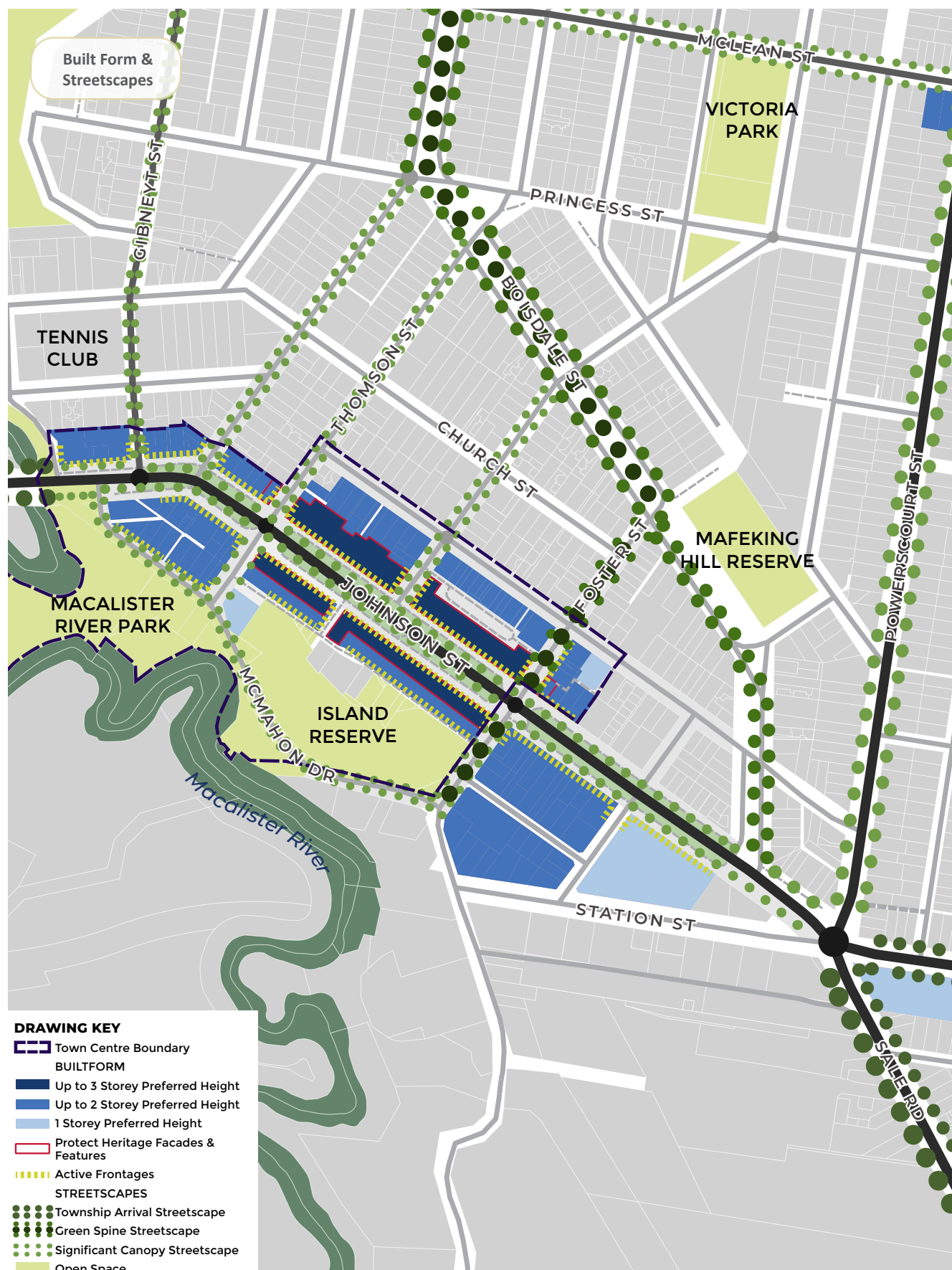


Figure 18: Theme 2 – Built Form & Streetscapes – Town Centre



### 3.2.4 THEME 2 ACTIONS

- A10** Prepare an Urban Design Framework for the Town Centre precinct that is generally in accordance with the objectives and strategies of the *Maffra Structure Plan 2022* and principles outlined in Figure 18.
- A11** Investigate the use of a Design and Development Overlay across the Town Centre Precinct to implement the Maffra Town Centre – Urban Design Framework.
- A12** Extend Design and Development Overlay – Schedule 1 to future ‘Employment’ and ‘Industrial’ growth areas, as identified in Figure 28 of Part 4 – Next Steps and Implementation.
- A13** Investigate and advocate for additional street upgrades along Johnson Street – between Foster Street and Thomson Street, with a focus on pedestrian shelter, places to rest and interact, and end of trip facilities.
- A14** Require large residential greenfield developments to prepare *Building and Design Guidelines*, that reflect preferred built form outcomes, theming, and landscaping.
- A15** Undertake a review of the existing Indigenous cultural heritage controls which apply to the former Green Hills Native Police Reserve site and the Macalister River Environs.
- A16** Prepare an engagement plan with the Gunaikurnai Land and Waters Aboriginal Corporation, Maffra and District Historical Society and other community groups in facilitation of various cultural programs.
- A17** Undertake a review and develop a ‘Significant Tree Register’ of key canopy lined street trees as identified on Figure 17 to protect any identified significant trees.
- A18** Undertake a tree planting program or strategy for streets and public spaces.
- A19** Engage with DoT and other stakeholders to support planning and delivery of the improvements to ‘Township Arrival Streetscapes’.
- A20** Review and implement wayfinding, shared path upgrades and signage opportunities from the Town Centre precinct through to the Macalister River.
- A21** Prepare a public art strategy for Maffra, with a focus on engaging with traditional owners and local artists.
- A22** Council to review and explore a potential heritage precinct overlay.

Growth, development, and public realm improvements will reinforce *Maffra's identity and character* as an agricultural town, with a rich cultural and settlement history and a ‘small country town feel’.





## Meaningful & Safe Connections

Maffra will have *meaningful and safe connections* that encourage walking and cycling for people of all abilities.

New footpaths, cycling routes and roads will connect people to open spaces, facilities and key destinations. A clear and complete movement network for cars and trucks will improve the amenity and safety of Maffra's existing and future neighbourhoods.

Objectives and strategies to achieve this theme vision relate to:

Vehicular Access  
& Movement

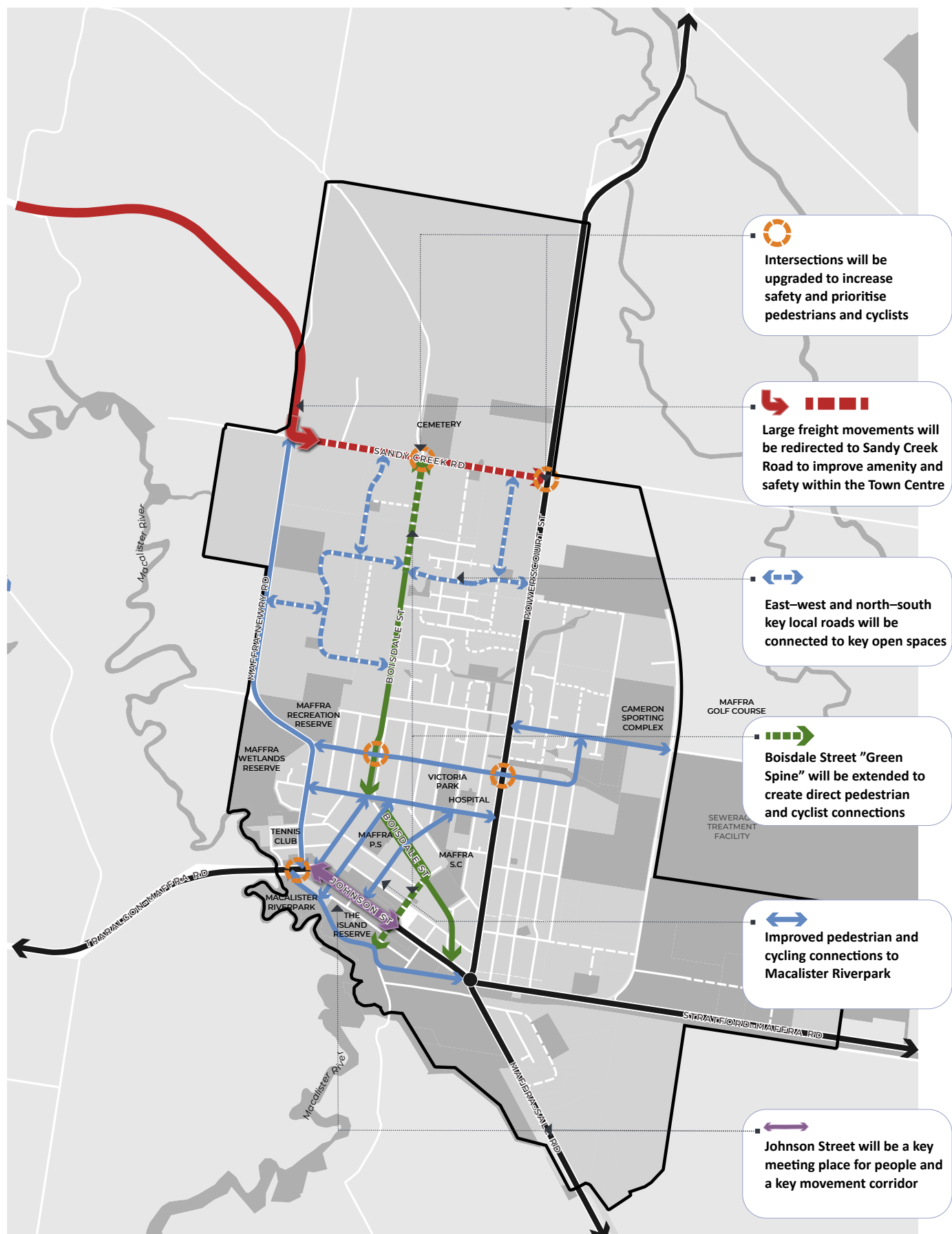
Active Transport &  
Public Transport



The Island Reserve



Figure 19: Theme 3 – Meaningful & Safe Connections Plan



### 3.3.1 VEHICULAR ACCESS & MOVEMENT

Residential development in the Northern Growth area has limited east–west connectivity through creation of cul–de–sacs, and lacks a consistent approach to safe and accessible pedestrian and cycling paths.

Johnson Street’s role as a commercial centre and freight route presents a conflict for pedestrians and cyclists. The Department of Transport’s Movement and Place Framework outlines that streets will have competing roles, and a key consideration for Maffra is how to balance these roles for Johnson Street and McLean Street (another freight route in town).

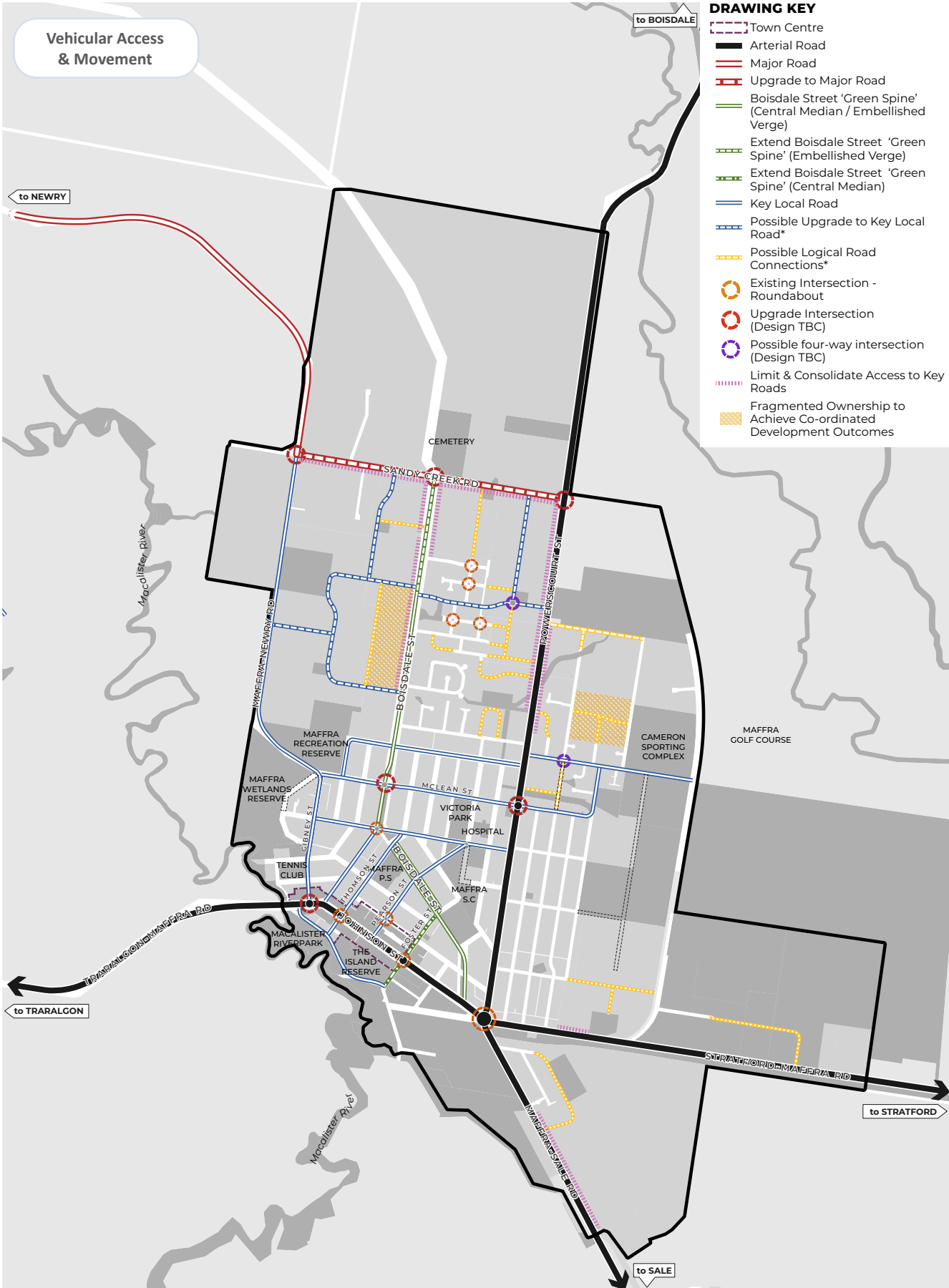
The Plan identifies the opportunity to redirect large freight movement via a heavy vehicle bypass further north (i.e. along Powerscourt Street to Sandy Creek Road), to improve the amenity and safety of its existing and future neighbourhoods. It identifies key intersections around Maffra that should be prioritised for upgrades with a focus on safety for pedestrians, cyclists and vehicles.

#### OBJECTIVES & STRATEGIES

##### OB12 TO PROVIDE A CLEAR HIERARCHY FOR VEHICLE MOVEMENT IN MAFFRA THROUGH A SAFE, ACCESSIBLE AND WELL-CONNECTED ROAD NETWORK

- 
- VM1** Ensure that new development considers connectivity and discourages creation of cul–de–sacs, generally in accordance with Figure 20, where ‘logical road connections’ through to surrounding land are future proofed.
- 
- VM2** Upgrade or establish key local roads that connect to open spaces and improve the movement network within the northern growth areas to provide east–west and north–south connections in accordance with Figure 20.
- 
- VM3** Extend Boisdale Street ‘Green Spine’ treatment to the north, consisting of an embellished tree lined verge (east), through to Sandy Creek Road as outlined in Figure 20, and generally in accordance with Figure 33 of Appendix 2.
- 
- VM4** Extend Boisdale Street ‘Green Spine’ to the south towards ‘The Island Reserve’ along Foster Street consisting of a tree lined street with a central median utilising existing canopy trees generally in accordance with Figure 32 of Appendix 2.
- 
- VM5** Upgrade intersection design and safety, to facilitate the movement network with a focus on prioritising pedestrians and cyclists, at the following locations:
1. McLean Street and Boisdale Street
  2. Maffra–Newry Road and Johnson Street
  3. Sandy Creek Road and Powerscourt Street
  4. Sandy Creek Road and Boisdale Street
  5. Sandy Creek Rd and Maffra–Newry Road
  6. McLean Street and Powerscourt Street
- 
- VM6** Redirect large freight movements away from Maffra–Newry Road to Powerscourt Street to improve the amenity and safety within the character residential area and town centre precinct in accordance with Figure 20.
- This can generally be undertaken as follows:
- Upgrade Sandy Creek Road to accommodate large freight vehicles (between Powerscourt Street and Maffra–Newry Road) generally in accordance with Figure 31 of Appendix 2.
  - Discouraging large freight vehicles by reducing carriageway widths or other streetscape treatments along McLean Street, Gibney Street and Maffra–Newry Road (between McLean Street and Sandy Creek Road)
  - Upgrade the relevant intersections identified within Strategy **VM5**.
  - Rezoning of Sandy Creek Road to a TRZ3 (and subsequent removal of TRZ3 from Maffra–Newry Road – south of Sandy Creek Road intersection)
- 
- VM7** Support the dual role of Johnson Street as a meeting place for people and a key movement corridor for vehicles through the town centre.
- 
- VM8** Limit the number of new intersections along Powerscourt Street between Morison Street and Brewers Hill Road.
-

Figure 20: Theme 3 – Vehicle Access & Movement Plan



\*The road network and road layout as depicted in the Maffra Structure Plan is indicative only, and subject to further review and discussion with relevant stakeholders.

### 3.3.2 ACTIVE & PUBLIC TRANSPORT

The *Urban Paths Plan* (prepared by Wellington Shire Council, 2019) identifies Boisdale Street as a key route for both pedestrians and cyclists. Boisdale Street will become the ‘Green Spine’ of Maffra, to create more paths for cyclists and pedestrians and connect the northern residential growth area to the town centre and employment areas.

The frequency and coverage of both local and regional bus services will be improved to connect Maffra’s residents to the town centre and nearby townships such as Sale or Stratford. By increasing the frequency and coverage of these bus services, coupled with improvements to intermodal connections, Maffra will encourage more people to utilise more sustainable and healthier transport alternatives to private vehicles.

### OBJECTIVES & STRATEGIES

#### OB13 TO PROVIDE HEALTHY AND SUSTAINABLE ACTIVE TRANSPORT OPTIONS FOR MAFFRA’S RESIDENTS AND VISITORS

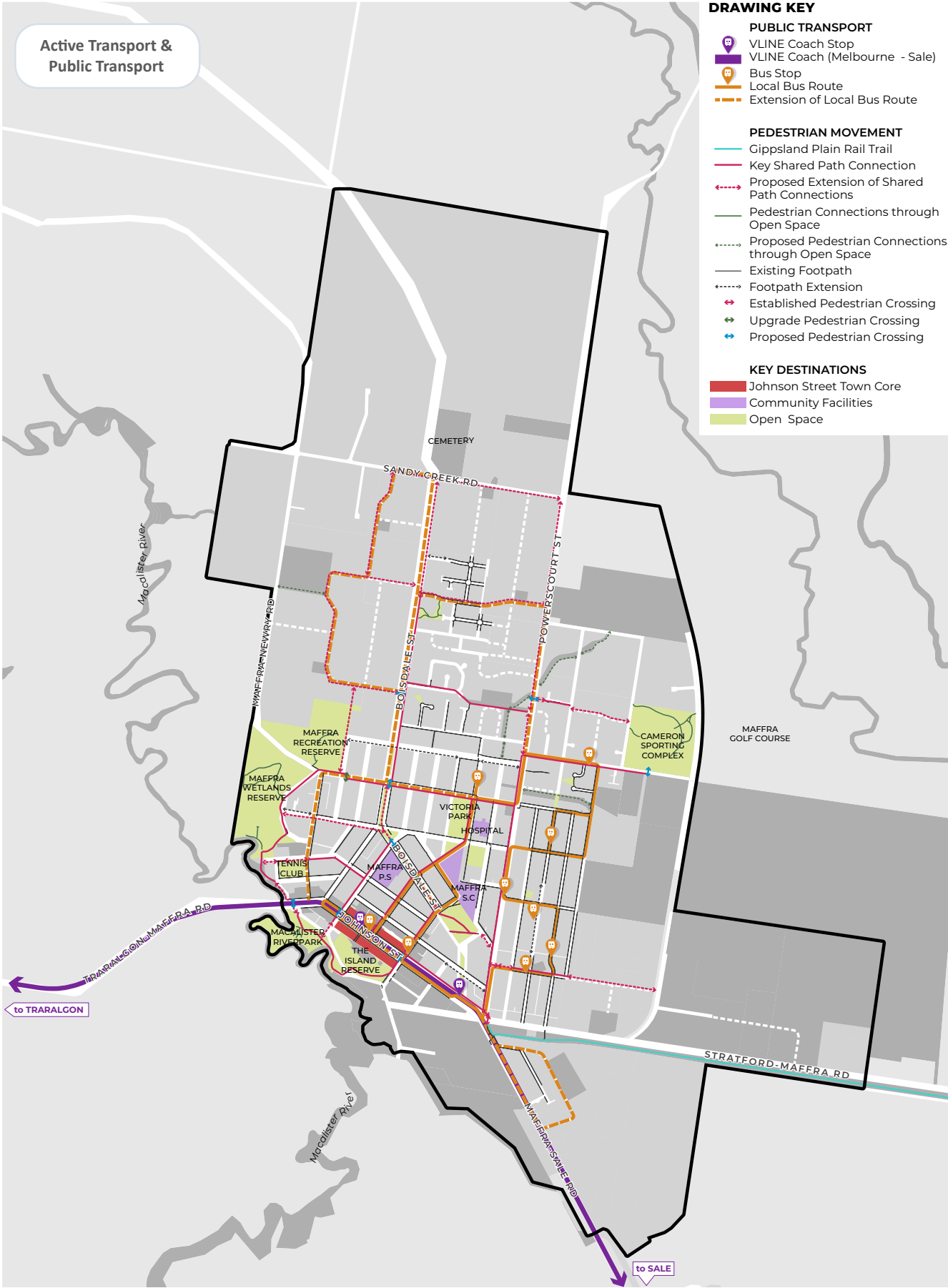
- 
- AT1** Ensure that new subdivisions provide accessible paths and infrastructure for pedestrians and cyclists, that are green and landscaped to encourage increased usage, comfort and amenity.
- 
- AT2** Plan for upgrades to existing shared paths where necessary to ensure safety for all users with appropriate lighting and tree canopy cover in accordance with Figure 21.
- 
- AT3** Support pedestrian and cyclist movement with end of trip facilities such as bike loops with shelter, drinking fountains etc. along key streets and at community nodes.
- 
- AT4** Establish key shared path connections (pedestrian and cycling) linking users to community facilities, Macalister Riverpark, open spaces and recreation facilities.
- 
- AT5** Plan to upgrade and establish new pedestrian crossings to include signage and kerb outstands or extensions across arterial or major roads with a focus on pedestrian safety and priority in accordance with Figure 21.
- 
- AT6** Require pedestrian connections through new open space and drainage reserves or other reserves to improve connectivity.
- 
- AT7** Prioritise pedestrian safety through reductions in speed limits along Johnson Street to 40km/hr (between Foster Street and Thomson Street) and along relevant sections of Powerscourt Street to 60km/hr.
- 
- AT8** Extend existing footpaths where it is not continuous to link to a shared path or community facilities /open space.
- 

#### OB14 TO SUPPORT ACTIVE FORMS OF TRANSPORT WITH AN INTEGRATED AND HIGH FREQUENCY PUBLIC TRANSPORT SYSTEM, CATERING FOR PEOPLE WITH DIFFERENT LEVELS OF MOBILITY

- 
- AT9** Ensure that new major or key local roads within growth areas and existing undeveloped areas are bus capable to facilitate future expansion of the local bus route.
- 
- AT10** Support more expansive and frequent bus services to new residential growth areas within Maffra and to regional hubs.
- 
- AT11** Upgrade the bus stops identified on Figure 21, to include the following potential provisions:
- Clear signage
  - Seating
  - Bus timetables and route information (both local and regional services)
  - Bins (including separate recycling and waste)
  - Solar powered lighting
  - Bike loops (located on hardstand)
-



Figure 21: Theme 3 – Active & Public Transport Plan



### 3.3.3 THEME 3 ACTIONS

- A23** Advocate for the redirection of the heavy vehicle bypass route to Sandy Creek Road to the Department of Transport (DoT) in accordance with Strategy **VM6** and outlined on Figure 20.
- A24** Undertake a Traffic Impact Assessment (or similar) based on the Maffra Structure Plan area to confirm transport infrastructure needs and upgrades in consultation with all relevant stakeholders.
- A25** Advocate for funding for the future extension of Boisdale Street 'Green Spine', to Sandy Creek Road.
- A26** Advocate for funding to undertake upgrades to improve the function and safety of intersections identified at **VM5**.
- A27** Advocate for a reduction in speed limits along relevant sections of Powerscourt Street to 60km/hr (as indicated in Figure 20) and along Johnson Street to 40km/hr (between Foster Street and Thomson Street).
- A28** Advocate to DoT for the expansion of Maffra's local and regional bus services, exploration of flexible, alternative transport services such as community buses and upgrades to existing and proposed bus stops identified in Figure 21.
- A29** Investigate funding options to complete new shared path connections as identified at **AT4**.



*McMahon Drive*



Maffra will have *meaningful  
and safe connections* that  
encourage walking and cycling  
for people of all abilities.



Johnson Street



## A Self-sustaining Town

Maffra will be a *self-sustaining town* as a key leader in agribusiness, food production and environmental sustainability, providing its community with more places to work and meeting their day-to-day needs.

In addition, recent modernisation of the nearby Macalister Irrigation District (MID) infrastructure has resulted in a highly automated and efficient water delivery system now making the MID the “go to” region for a range of high-value horticultural & dairy interests. Southern Rural Water is modernising the district through the MID2030 modernisation projects (\$62.7M) – a combination of pipe lining, channel automation and regulator upgrades to generate and provide a strengthened opportunity for agricultural investment.

The Plan will provide an integrated approach to water management to ensure open spaces and street trees can be sustainably irrigated all year. Streets, buildings and public spaces will adopt best practice sustainability principles to cool Maffra’s neighbourhoods as temperatures rise, and provide opportunities to capture and re-use water on site.

Objectives and strategies to achieve this theme vision relate to:

Economic  
Development &  
Employment

Recreation &  
Community

Environment &  
Sustainable Design



Johnson Street



**Maffra Growth Area**

**Community node to provide services for the northern growth area of Maffra**

**Existing and future planting of trees will provide cooler and attractive green spaces**

**Integrated stormwater management will provide drainage, biodiversity functions and celebrate water in the landscape**

**Key areas will be preserved to support industrial growth and create additional jobs**

**Maffra's Town Centre will provide a range of commercial and retail services to the community, workers and visitors**



## 3.4.1 ECONOMIC DEVELOPMENT & EMPLOYMENT

Maffra has a strong reputation as a hub for agribusiness and food production and is a major agricultural support centre for eastern Victoria and the south coast of NSW. This Plan will reinforce and strengthen its role as an agricultural hub and food precinct by providing more opportunities for big businesses to locate within Maffra's industrial precincts.

The town centre will continue its role as the primary meeting place and destination for a mixture of businesses, retail, community and food offerings. Johnson Street and surrounding streets will encourage a vibrant mix of activity and provide greater activation to Macalister Riverpark and The Island Reserve.

### OBJECTIVES & STRATEGIES

#### OB15 TO DEFINE AND GROW THE TOWN CENTRE OF MAFFRA TO SUPPORT A DIVERSE RANGE OF COMMERCIAL AND RETAIL BUSINESSES

**ED1** Encourage future expansion of commercial and retail uses within the Town Centre precinct to the south of Johnson Street and within Little Johnson Street, with future built form providing activation to 'The Island Reserve'.

**ED2** Facilitate a range of retail, hospitality, offices and civic uses within commercial areas.

**ED3** Facilitate a staged expansion of the commercial precinct along the south-west side of Queen Street (refer to Figure 23), by encouraging interim adaptable housing that can be later converted to commercial premises such as offices and medical services.

**ED4** Encourage finer grain agribusiness uses (i.e. small retail or commercial spaces providing street frontage and activation) within the established area of the 'employment precinct' (north of Station Street) to provide a transition from heavier industrial areas to the south.

**ED5** Discourage industrial uses within the Town Centre precinct, that have amenity impacts to nearby residential areas and other sensitive uses in accordance with Figure 23.

**ED6** Support the transformation of Purdy Lane into a key retail and food laneway, with fine grain uses, active frontages and outdoor dining.

#### OB16 TO CREATE CONVENIENT AND ACCESSIBLE LOCAL COMMERCIAL NODES THAT ACT AS SECONDARY CENTRES TO MAFFRA'S TOWN CENTRE

**ED7** Preserve and support amenity improvements around the secondary local commercial node at the corner of Powerscourt Street and McLean Street.

**ED8** Support the creation of a future local commercial node within the Northern Growth area, adjacent to Boisdale Street and Sandy Creek Road, that services surrounding future residential areas.

#### OB17 TO PROTECT HIGH QUALITY AND IRRIGATED AGRICULTURAL LAND SURROUNDING MAFFRA, FROM URBAN ENCROACHMENT

**ED9** Rezone land within the township boundary for residential or non-residential purposes to discourage encroachment within productive agricultural land.

**ED10** Protect agricultural land and leverage off the recent modernisation of the MID to unlock agribusiness growth, investment and employment opportunities particularly in the dairy and intensive horticulture sectors.

#### OB18 TO SUPPORT INDUSTRIAL GROWTH IN MAFFRA'S EXISTING EMPLOYMENT AND INDUSTRIAL PRECINCTS

**ED11** Preserve and support the continued use and development of established industrial uses (Saputo facility), located within the 'Employment' precinct, and confine future expansion within existing zoned land in accordance with Figure 23. Note that any development in this area will require SRW approval.

**ED12** Encourage and expand low intensity industrial uses (such as warehouses, stock distribution, etc) that do not have adverse impacts on adjacent sensitive uses and township arrival experience, in accordance with Figure 23.

**ED13** Direct high intensity industrial uses to the Fulton Road 'Industrial' precinct to ensure industrial uses do not create adverse amenity impacts on sensitive uses such as residential areas.

**ED14** Strengthen Maffra's existing employment base by facilitating large lot sizes through the expansion of the industrial precinct to the east of Fulton Road.

**Economic Development & Employment**

**DRAWING KEY**

- Township Boundary
- Town Centre Precinct
- Employment Precinct
- Industrial Precinct
- Commercial Uses
- Encourage Commercial uses to provide activation
- Retail & Food Laneway
- Long term commercial expansion with Interim adaptable housing
- Preserve Secondary Local Commercial Node
- Investigate Secondary Local Community Node to facilitate Northern Growth
- Encourage Finer Grain Agribusiness Uses
- Existing Industrial Buffer
- Discourage industrial uses within the Town Centre
- Preserve Key Established Industrial Uses
- Suitable for Low Intensity Industrial Uses / Potential Light Industrial
- Suitable for High Intensity Industrial Uses

Map labels include: Maffra P.S., Maffra S.C., Johnson St, Queen St, Station St, Sandy Creek Rd, Cemetery, Powerscourt St, Maffra Recreation Reserve, Maffra Wetlands Reserve, Tennis Club, Victoria Park Hospital, Maffra Golf Course, Stratford-Maffra Rd, Maffra-Sale Rd, Maffra New Ward Rd, Traralgon-Maffra Rd, Macclesfield River, Cameron Sporting Complex, Fulton Rd, The Island Reserve, Maffra River Park, Maffra P.S., Maffra S.C., Johnson St, Queen St, Station St.

## 3.4.2 TOURISM & COMMUNITY

Maffra will continue to service its residents and surrounding townships through its distinctive tourism and community assets. The Cameron Sporting Complex is a key attraction for sports and recreation and is a competitive advantage for Maffra in the region. Tourists are drawn to Maffra to attend a diverse range of events such as the Maffra Mardi Gras, Maffra Community Market and Maffra Lawn Tennis Club's Annual Easter Tournament. The Maffra Motor Museum is a key feature of the entry into Maffra and also provides for recreational vehicle parking.

The Plan will ensure that Maffra will provide a range of attractions and events to the community and visitors, through community spaces and facilities. As the township grows, additional community facilities may be required to support future populations and encourage more people to explore within Maffra.

## OBJECTIVES & STRATEGIES

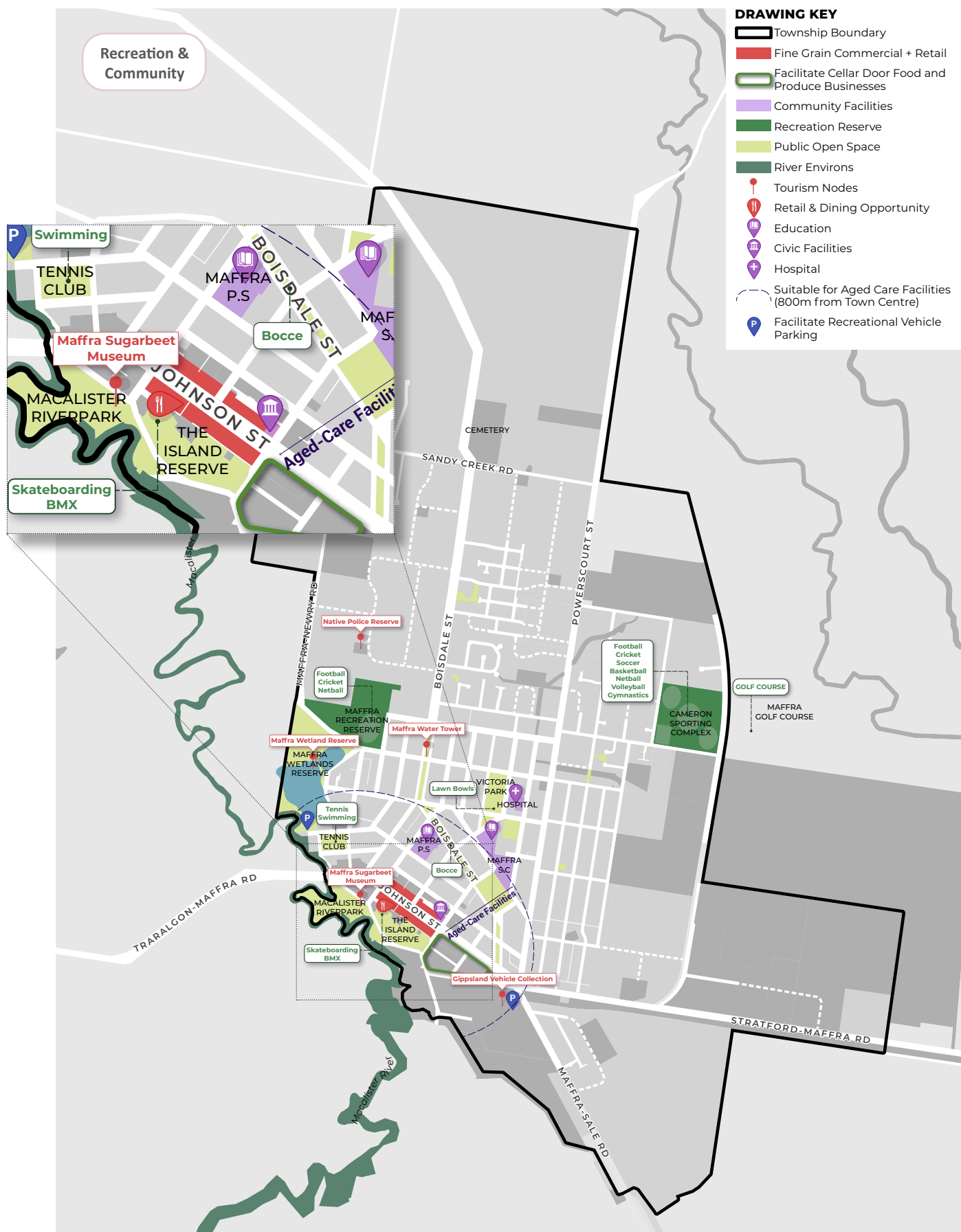
### OB19 TO ESTABLISH MAFFRA AS THE GATEWAY TO CENTRAL GIPPSLAND AND A DESTINATION TO VISIT FOR SHOPPING, EVENTS AND FOOD

- TC1** Define tourism nodes within Maffra that relate to its cultural or environmental heritage by improving wayfinding and signage.
- TC2** Encourage short stay accommodation and parking provision for recreational vehicles within proximity to Maffra 'tourism nodes', as identified on Figure 24.
- TC3** Celebrate local agriculture by facilitating cellar door experiences for food and produce based businesses as identified on Figure 24.
- TC4** Support community events and festivals that celebrate local food, culture and businesses of Maffra and the broader Gippsland Region.
- TC5** Support a dedicated space for the existing Maffra Community Market within 'The Island Reserve'

### OB20 TO ENSURE MAFFRA'S RECREATION AND COMMUNITY INFRASTRUCTURE SUPPORTS THE NEEDS OF A GROWING COMMUNITY

- TC6** Reinforce the ongoing role and value of existing recreational infrastructure, including Cameron Sporting Complex and Maffra Recreation Reserve.
- TC7** Plan for aged care facilities and retirement living within close proximity to the town centre and the South-Eastern Growth area, as identified on Figure 24.
- TC8** Consider the need for new community facilities to support the proposed growth and development, as part of any future rezoning.
- TC9** Ensure suitable provision for additional off-street car parking at community facilities such as Maffra Secondary College and consider formalising car parking to improve amenity and reduce vast paved areas in accordance with ESD3.

Figure 24: Theme 4 – Tourism & Community Plan



### 3.4.3 ENVIRONMENT & SUSTAINABLE DESIGN

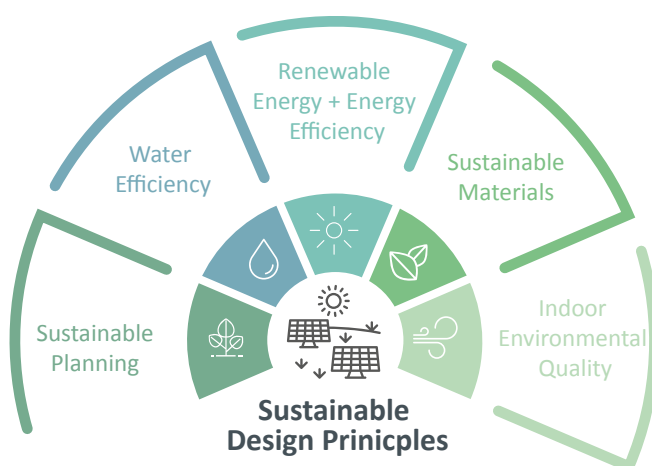
As temperatures rise and water becomes scarce, the change in climate will have significant impacts on buildings and public spaces. New developments and buildings within Maffra will be encouraged to adopt best practice sustainability measures to ensure Maffra is ready and protected from future climate conditions.

Streets and public spaces throughout Maffra will contribute to the greener and cooler neighbourhoods through greater planting of canopy trees, and improved stormwater re-use and harvesting. This will reduce **urban heat island effect** and lower the demand on other means of irrigation.

In addition, future developments (both residential and non-residential) within Maffra will need to consider bushfire risk planning (particularly north-east of the township boundary). As such, the Plan has been informed by State and local bushfire planning policy requirements to minimise bushfire risk and build better resilience within the Maffra community.

#### urban heat island effect

*Hard surfaces that are not provided with enough shade can contribute to extreme ground level temperatures, both during the day and at night. By reducing the amount of heat that can be stored in Maffra's streets, footpaths and buildings, the cooler our neighbourhoods will be during hot days and nights.*



### OBJECTIVES & STRATEGIES

#### OB21 TO ENSURE FUTURE DEVELOPMENTS STRENGTHEN MAFFRA'S RESILIENCE TO BUSHFIRE

**ESD1** Ensure new development has regard to the *Design Guidelines Settlement Planning at the Bushfire Interface* (Department of Environment, Land, Water and Planning, July 2020)

**ESD2** Ensure future rezoning proposals adequately assess bushfire risk in consultation with the Country Fire Authority (CFA) and Council.

#### OB22 TO GREEN AND COOL MAFFRA IN RESPONSE TO A CHANGE IN CLIMATE

**ESD3** Create cooler streets and attractive green spaces through the planting of canopy trees (targeting a 30% canopy cover within the town) along key streets as identified in Figure 25 and consider local species that are suitable for Maffra's change in climate.

**ESD4** Reduce the level of hard and paved surfaces in streets, car parks and public spaces, and use alternative materials that lower pavement temperatures and increase permeability as identified on Figure 26.

#### OB23 TO ENCOURAGE ENVIRONMENTALLY SUSTAINABLE DEVELOPMENT (ESD) IN EXISTING AND FUTURE RESIDENTIAL AREAS AND NON-RESIDENTIAL BUILDINGS

**ESD5** Encourage a holistic approach to sustainable water use and management with consideration for the future climate conditions of Maffra, by undertaking the following in future growth areas and developments:

- Require development in the Northern and South-East growth areas to provide drainage infrastructure in accordance with the drainage strategy outlined in Figure 13 and Table 2 and Table 3 of Theme 1 – Directing and Unlocking Growth.
- Investigate the ability to reuse excess stored water for irrigation on open spaces and reserves, at times when water is scarce.
- Support innovation and sustainable drainage solutions that achieve a net community benefit i.e. biodiversity improvements, pedestrian connection etc.

**ESD6** Ensure new residential and non-residential development achieve best practice integrated water management principles such as increasing the level of impervious surfaces to install equipment and installing equipment/ measures that recycle or harvest rainwater on site.

**ESD7** Encourage environmentally sustainable design within Maffra's commercial and industrial precincts, and both established and future residential neighbourhoods as outlined in the *Sustainable Subdivisions Framework*.

**ESD8** Achieve best practice waste management, including recycling, e-waste and re-use to new non-residential developments.

**ESD9** Encourage all future developments to adopt best practice ESD performance standards as outlined in the *Sustainable Subdivisions Framework*.

**ESD10** Incorporate sustainable design principles into established community buildings and ensure new buildings are site responsive, contemporary and achieve **sustainable design principles**.



Figure 25: Theme 4 – Environment & Sustainable Design Plan

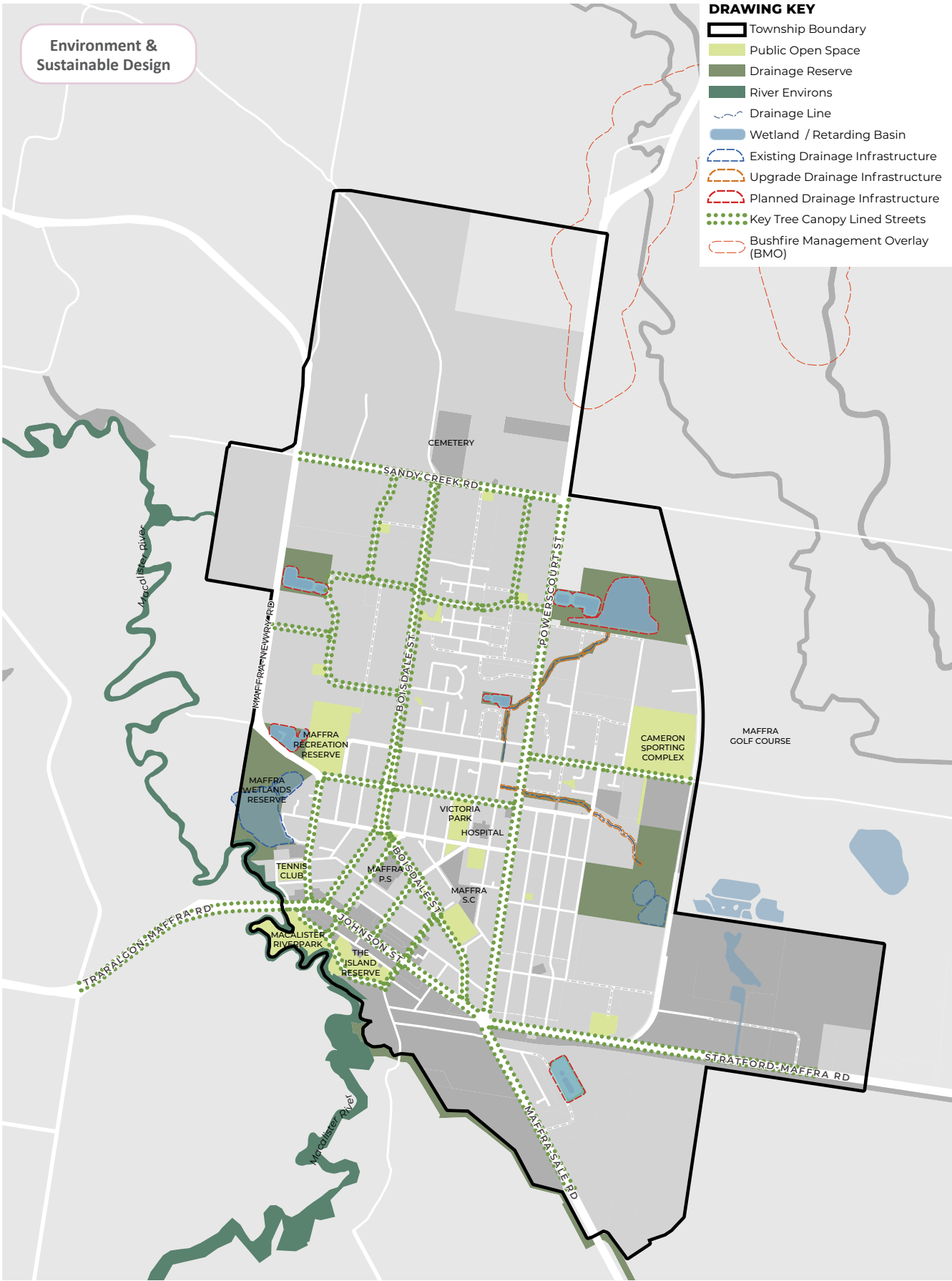
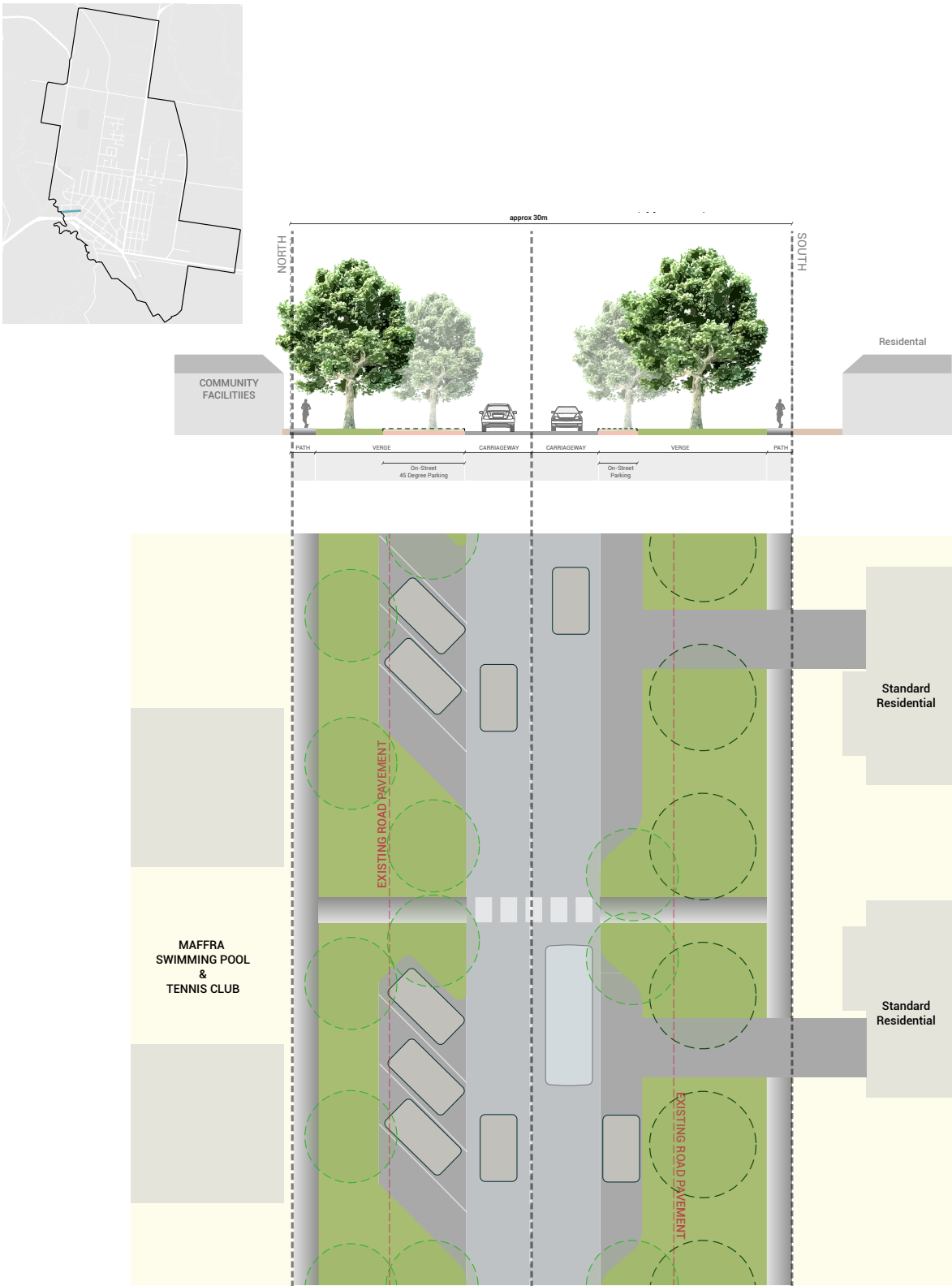


Figure 26: Reduced Pavement Diagram – Duke Street Cross Section – between River St & McMillan St



### 3.4.4 THEME 4 ACTIONS

- A30** Review Local Planning Policy of the *Wellington Planning Scheme* to explore new sustainability objectives and strategies relating to Environmentally Sustainable Design.
- A31** Review and update zones and overlays for the Town Centre, Employment and Industrial Precincts, in accordance with the proposed zoning and overlay plan shown in Figure 27 and Figure 28 of *Part 4 – Next Steps and Implementation*.
- A32** Review Local Planning Policy of the Wellington Planning Scheme to potentially explore implementing new sustainability objectives and strategies relating to Environmentally Sustainable Design.
- A33** Rezone and correct zoning anomalies within the town centre that do not reflect its role as a commercial centre for a range of retail, hospitality, offices and civic uses in accordance with Appendix 7 of the *Maffra Structure Plan 2022*.
- A34** Undertake a review of community infrastructure needs (including the provision of additional schools and childcare facilities) to meet the needs of the growing community.
- A35** Develop and promote a program for annual community, food and sporting events in collaboration with the 'Maffra Business & Tourism Association', the local community groups, businesses and sporting clubs.
- A36** Encourage implementing the *Sustainable Subdivisions Framework* to mitigate the impacts of climate change and ensure the delivery of sustainable developments.
- A37** Engage with Gippsland Water to review the feasibility of irrigating trees and open spaces with excess stored water in retarding basins and wetlands.
- A38** Council to consider applying the Environmental Audit Overlay (EAO) to 87 Powerscourt Street, Maffra in collaboration with EPA and landowner.
- A39** Investigate potential options for the redevelopment (Greenfield) of the Maffra District Hospital, including residential aged care and community rehabilitation.

Maffra will be a *self-sustaining town* as a key leader in agribusiness, food production and environmental sustainability, providing its community with more places to work and meeting their day-to-day needs.

# PART 4. NEXT STEPS & IMPLEMENTATION

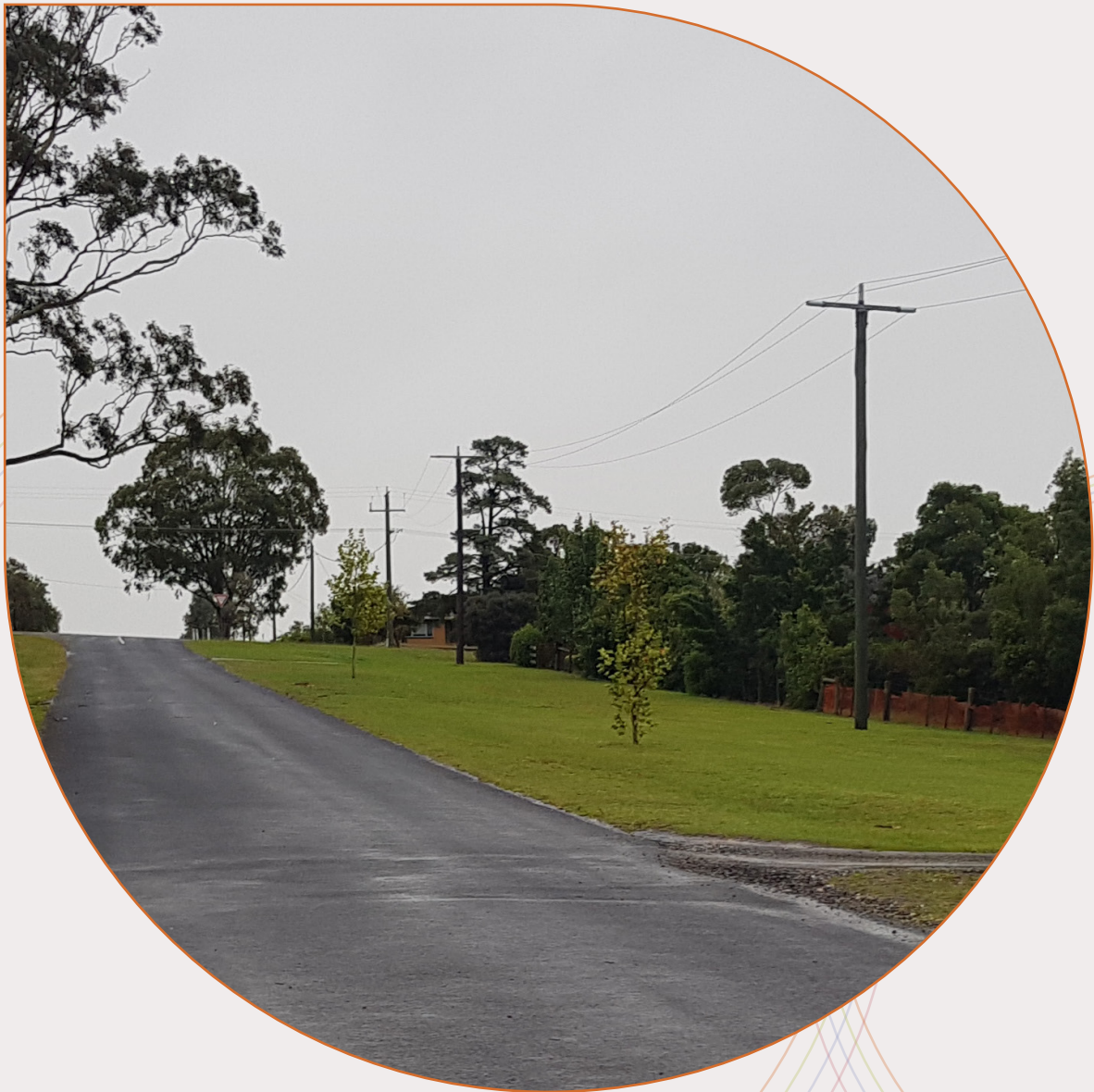
## OVERVIEW

The level of growth anticipated in the Plan will require significant investment from both the public and private sector. It is therefore important that the required short, medium and long-term investment set out in the Plan can be funded and delivered.

This section outlines an implementation plan that will be developed following the finalisation of the Plan. The implementation plan will outline the steps required to implement each of the identified actions.

Each of the four themes has a set of strategies and objectives, which have a number of actions for Council. These are dependent upon being resourced either in terms of staffing or capital commitment e.g. drainage upgrades. The review of the Council Plan occurs every four years and budgets are set annually. All implementation actions are subject to future resourcing and prioritisation to be determined by Council.

*Key Local Road*





## 4.1 COUNCIL ADOPTION OF THE PLAN

The Plan will be issued to Council for formal adoption.

### 4.1.1 MONITORING & REVIEW

It is recommended that the Plan initially be reviewed every 5 to 10 years. This will ensure the immediate actions outlined in the document are relevant and consistent with Council policies, the Wellington Planning Scheme and Council Plans.

### 4.1.2 IMPLEMENTATION SUMMARY

The implementation summary below sets out the implementation priorities and method to facilitate residential development.

In the short term, the implementation process will focus on three (3) key actions:

1. Adopt the Maffra Structure Plan
2. Prepare and confirm infrastructure requirements and agreements
3. Undertake Planning Scheme Amendment Process

## 4.1.3 PRE-CONDITIONS PRIOR TO REZONING

This Plan identifies a number of growth precincts (refer to *Theme 1 – Directing and Unlocking Growth*) to accommodate new residential development.

Table 4 below summarises the rationale for each potential residential outcome that are proposed to be applied within Maffra.

Table 4: Preconditions and justification for key growth precincts and areas.


| POTENTIAL RESIDENTIAL OUTCOME  | PROPOSED ZONE   | GROWTH PRECINCTS / AREAS   | ZONE INTENT AND PRE-CONDITIONS  |
|--|---|--|---|
|  <b>Residential Growth</b>      | General Residential Zone (GRZ)                                | Precincts A, B, C, D and E   | <ul style="list-style-type: none"> <li>A diverse range of lot sizes that provide for a range of housing choice.</li> <li>Encourage larger lots interfacing Powerscourt Street to limit direct access (Precincts A and D).</li> <li>Development to be generally in accordance with Figure 12 and Figure 13 of the <i>Maffra Structure Plan 2022</i>.</li> <li>Demonstrated ability to service the precinct with the required infrastructure in a timely and efficient manner without causing undesirable impacts on adjoining/nearby land.</li> <li>Development to be consistent with the objectives and strategies outlined in <i>Maffra Structure Plan 2022</i>.</li> <li>Apply new Development Plan Overlay to manage the delivery of future potential residential growth.</li> </ul> |
|  <b>Lifestyle Residential</b> | Low Density Residential Zone (LDRZ)                           | Precincts A, B and E   | <ul style="list-style-type: none"> <li>Ensure lot sizes reflect the established residential character, landscape and locality.</li> <li>Demonstrated ability to service the precinct with the required infrastructure in a timely and efficient manner without causing undesirable impacts on adjoining/nearby land.</li> <li>Encourage larger lots interfacing Powerscourt Street to limit direct access (Precinct A)</li> <li>Development to be consistent with the objectives and strategies outlined in <i>Maffra Structure Plan 2022</i>.</li> <li>Apply new Development Plan Overlay to manage the delivery of future potential lifestyle residential.</li> </ul>   |
|  <b>Rural Residential</b>     | Rural Living Zone (Schedule subject to further investigation) | Area north of Sandy Creek Road as identified in Figure 12 of the <i>Maffra Structure Plan 2022</i> | <ul style="list-style-type: none"> <li>Ensure lot sizes reflect lifestyle residential outcomes and provide a transition from urban areas to agricultural uses.</li> <li>Demonstrated ability to service the area with the required infrastructure in a timely and efficient manner without causing undesirable impacts on adjoining/nearby land.</li> <li>Extend existing Development Plan Overlay 1 (DPO1) to manage the delivery of future potential rural residential.</li> <li>Development to be consistent with the objectives and strategies outlined in <i>Maffra Structure Plan 2022</i>.</li> </ul>  |

## 4.1.4 STRUCTURE PLAN ACTIONS


Achieving the Vision and Objectives for Maffra will, amongst other things, require clear and logical planning controls. The implementation of planning tools including zones, overlays and local policies into the Wellington Planning Scheme are key components of any Structure Plan.

| <i>Key actions to achieve the preferred use and future built form outcomes for Maffra as outlined in this Plan</i> |        | <i>Priorities organised into high, medium or low</i> |   | <i>Identifies the key stakeholder (s) responsible for driving the action i.e. Council, key stakeholders or the community</i> |
|--|--------|--|---|--|
| NO.  | ACTION | PRIORITY   | IMPLEMENTATION TYPE   | RESPONSIBILITY   |
| <b>THEME 1 Directing &amp; Unlocking Growth</b>  |        |  | There are two implementation types.<br><b>1. Statutory implementation</b><br><i>Involves review of and potential changes to the Wellington Planning Scheme (i.e. changes to policy, zones and/or overlays), or actions that are undertaken as part of the planning permit application process.</i><br><b>2. Non-statutory implementation</b><br><i>Refers to measures such as master planning, further strategic work, studies, public works, relationship building and advocacy.</i> |  |

| NO.   | ACTION   | PRIORITY | IMPLEMENTATION TYPE | RESPONSIBILITY |
|---|--|----------|---------------------|----------------|
|  <b>THEME 1 Directing &amp; Unlocking Growth</b> |  |          |                     |                |
| A1  | Review and amend Local Planning Policy of the <i>Wellington Planning Scheme</i> to reflect the objectives and strategies of the <i>Maffra Structure Plan 2022</i> , including updates to the 'Maffra Strategy Plan' and recognition of the need for proactive co-ordination and shared funding of infrastructure.  | High     | Statutory           | Council        |
| A2  | Review and update the <i>Maffra Drainage and Integrated Water Management Strategy</i> (Alluvium, 2020) and <i>65 Maffra–Sale Road Stormwater Management Strategy</i> (Alluvium, 2021), as required, prior to future rezoning.  | High     | Non-Statutory       | Council        |
| A3  | Update existing sub-catchment wide drainage strategy (including costings) as part of the future rezoning of the north and south-eastern growth precincts identified in <i>Figure 13</i> and generally in accordance with <i>Table 2</i> and <i>Table 3</i> .   | High     | Non-Statutory       | Council        |
| A4  | Prepare a high-level strategic Servicing Strategy for the Residential Growth Areas in consultation with Gippsland Water, Southern Rural Water and other service authorities based on the identified growth areas of the <i>Maffra Structure Plan 2022</i> .  | High     | Non-Statutory       | Council        |
| A5  | Consider forward funding of key drainage infrastructure as outlined in the <i>Residential Stocktake and Facilitation Strategy (2022)</i> , <i>Maffra Drainage and Integrated Water Management Strategy</i> (Alluvium, 2020) and <i>65 Maffra–Sale Road Stormwater Management Strategy</i> (Alluvium, 2021), having regard to any future Shire-wide policy regarding procurement of public infrastructure.  | High     | Non-Statutory       | Council        |
| A6  | Investigate and implement a development contributions mechanism that facilitates the funding and delivery of key infrastructure (land and construction) as identified within the proposed Northern Growth Precinct and South-Eastern Growth Precinct ( <i>Table 2</i> and <i>Table 3</i> ) and as outlined on the proposed Growth Precinct Plan ( <i>Figure 13</i> ).  | High     | Non-Statutory       | Council        |
| A7  | Review and update zones and overlays once a development contributions mechanism has been prepared or an infrastructure funding agreement has been reached for the Northern Growth Precinct and the South-Eastern Growth Precinct, in accordance with the proposed planning controls plan shown in <i>Figure 27</i> and <i>Figure 28</i> of Part 4 – Next Steps and Implementation of the <i>Maffra Structure Plan 2022</i> .   | Medium   | Statutory           | Council        |
| A8  | Extend existing Development Plan Overlay 1 (DPO1) to include the area north of Sandy Creek Road (to be proposed Rural Living Zone 5 (RLZ5)) and remove DPO1 on areas within Precincts A–D of the Northern Growth Area and Precinct E of the South-Eastern Growth Precinct in accordance with the proposed planning controls plan shown in <i>Figure 27</i> and <i>Figure 28</i> of Part 4 – Next Steps and Implementation of the <i>Maffra Structure Plan 2022</i> . | Medium   | Statutory           | Council        |
| A9  | Apply a new Development Plan Overlay to Precincts A–D of the Northern Growth Area and Precinct E of the South-Eastern Growth Precinct to manage the delivery of future potential residential growth, and to implement the relevant objectives and strategies of the <i>Maffra Structure Plan 2022</i> .  | Medium   | Statutory           | Council        |

| NO.  | ACTION  | PRIORITY | IMPLEMENTATION TYPE | RESPONSIBILITY      |
|--|---|----------|---------------------|---------------------|
|  <b>THEME 2 Maffra's Identity &amp; Character</b> |   |          |                     |                     |
| A10  | Prepare an Urban Design Framework for the Town Centre precinct that is generally in accordance with the objectives and strategies of the <i>Maffra Structure Plan 2022</i> and principles outlined in Figure 18.      | High     | Non-Statutory       | Council & Community |
| A11  | Investigate the use of a Design and Development Overlay across the Town Centre Precinct to implement the Maffra Town Centre – Urban Design Framework.   | High     | Statutory           | Council             |
| A12  | Extend Design and Development Overlay – Schedule 1 to future ‘Employment’ and ‘Industrial’ growth areas, as identified in Figure 28 of Part 4 – Next Steps and Implementation.  | High     | Statutory           | Council             |
| A13  | Investigate and advocate for additional street upgrades along Johnson Street – between Foster Street and Thomson Street, with a focus on pedestrian shelter, places to rest and interact, and end of trip facilities. | Medium   | Non-Statutory       | Council & Community |
| A14  | Require large residential greenfield developments to prepare <i>Building and Design Guidelines</i> , that reflect preferred built form outcomes, theming, and landscaping.  | Medium   | Non-Statutory       | Council             |
| A15  | Undertake a review of the existing Indigenous cultural heritage controls which apply to the former Green Hills Native Police Reserve site and the Macalister River Environs.  | Medium   | Non-Statutory       | Council             |
| A16  | Prepare an engagement plan with the Gunaikurnai Land and Waters Aboriginal Corporation, Maffra and District Historical Society and other community groups in facilitation of various cultural programs.               | Medium   | Non-Statutory       | Council             |
| A17  | Undertake a review and develop a ‘Significant Tree Register’ of key canopy lined street trees as identified on Figure 17 to protect any identified significant trees.   | Medium   | Non-Statutory       | Council             |
| A18  | Undertake a tree planting program or strategy for streets and public spaces.  | Medium   | Non-Statutory       | Council             |
| A19  | Engage with DoT and other stakeholders to support planning and delivery of the improvements to ‘Township Arrival Streetscapes’.   | Medium   | Non-Statutory       | Council & DoT       |
| A20  | Review and implement wayfinding, shared path upgrades and signage opportunities from the Town Centre precinct through to the Macalister River.  | Low      | Non-Statutory       | Council             |
| A21  | Prepare a public art strategy for Maffra, with a focus on engaging with traditional owners and local artists.   | Low      | Non-Statutory       | Council             |
| A22  | Council to review and explore a potential heritage precinct overlay.  | Low      | Statutory           | Council             |



| NO.  | ACTION  | PRIORITY | IMPLEMENTATION TYPE | RESPONSIBILITY |
|--|---|----------|---------------------|----------------|
|  <b>THEME 3 Meaningful &amp; Safe Connections</b> |   |          |                     |                |
| A23  | Advocate for the redirection of the heavy vehicle bypass route to Sandy Creek Road to the Department of Transport (DoT) in accordance with Strategy <b>VM6</b> and outlined on Figure 20.   | High     | Non-Statutory       | Council & DoT  |
| A24  | Undertake a Traffic Impact Assessment (or similar) based on the Maffra Structure Plan area to confirm transport infrastructure needs and upgrades in consultation with all relevant stakeholders.                                       | Medium   | Non-Statutory       | Council        |
| A25  | Advocate for funding for the future extension of Boisdale Street 'Green Spine', to Sandy Creek Road.  | Medium   | Non-Statutory       | Council        |
| A26  | Advocate for funding to undertake upgrades to improve the function and safety of intersections identified at <b>VM5</b> .   | Medium   | Non-Statutory       | Council & DoT  |
| A27  | Advocate for a reduction in speed limits along relevant sections of Powerscourt Street to 60km/hr (as indicated in Figure 20) and along Johnson Street to 40km/hr (between Foster Street and Thomson Street).                           | High     | Non-Statutory       | Council        |
| A28  | Advocate to DoT for the expansion of Maffra's local and regional bus services, exploration of flexible, alternative transport services such as community buses and upgrades to existing and proposed bus stops identified in Figure 21. | Medium   | Non-Statutory       | Council        |
| A29  | Investigate funding options to complete new shared path connections as identified at <b>AT4</b> .   | Low      | Non-Statutory       | Council        |

| NO.   | ACTION   | PRIORITY | IMPLEMENTATION TYPE | RESPONSIBILITY            |
|---|--|----------|---------------------|---------------------------|
|  <b>THEME 4 A Self-sustaining Town</b> |  |          |                     |                           |
| A30   | Review Local Planning Policy of the <i>Wellington Planning Scheme</i> to explore new sustainability objectives and strategies relating to Environmentally Sustainable Design.  | High     | Statutory           | Council                   |
| A31   | Review and update zones and overlays for the Town Centre, Employment and Industrial Precincts, in accordance with the proposed zoning and overlay plan shown in Figure 27 and Figure 28 of <i>Part 4 – Next Steps and Implementation</i> .         | High     | Statutory           | Council                   |
| A32   | Review Local Planning Policy of the <i>Wellington Planning Scheme</i> to potentially explore implementing new sustainability objectives and strategies relating to Environmentally Sustainable Design.   | Medium   | Statutory           | Council                   |
| A33   | Rezone and correct zoning anomalies within the town centre that do not reflect its role as a commercial centre for a range of retail, hospitality, offices and civic uses in accordance with Appendix 7 of the <i>Maffra Structure Plan 2022</i> . | Medium   | Statutory           | Council                   |
| A34   | Undertake a review of community infrastructure needs (including the provision of additional schools and childcare facilities) to meet the needs of the growing community.  | Medium   | Non-Statutory       | Council                   |
| A35   | Develop and promote a program for annual community, food and sporting events in collaboration with the 'Maffra Business & Tourism Association', the local community groups, businesses and sporting clubs.   | Medium   | Non-Statutory       | Council                   |
| A36   | Encourage implementing the <i>Sustainable Subdivisions Framework</i> to mitigate the impacts of climate change and ensure the delivery of sustainable developments.  | Medium   | Non-Statutory       | Council                   |
| A37   | Engage with Gippsland Water to review the feasibility of irrigating trees and open spaces with excess stored water in retarding basins and wetlands.   | Low      | Non-Statutory       | Council & Gippsland Water |
| A38   | Council to consider applying the Environmental Audit Overlay (EAO) to 87 Powerscourt Street, Maffra in collaboration with EPA and landowner.   | Low      | Statutory           | Council & EPA             |
| A39   | Investigate potential options for the redevelopment (Greenfield) of the Maffra District Hospital, including residential aged care and community rehabilitation.  | Low      | Non-Statutory       | Council                   |

Figure 27: Proposed Zoning Plan

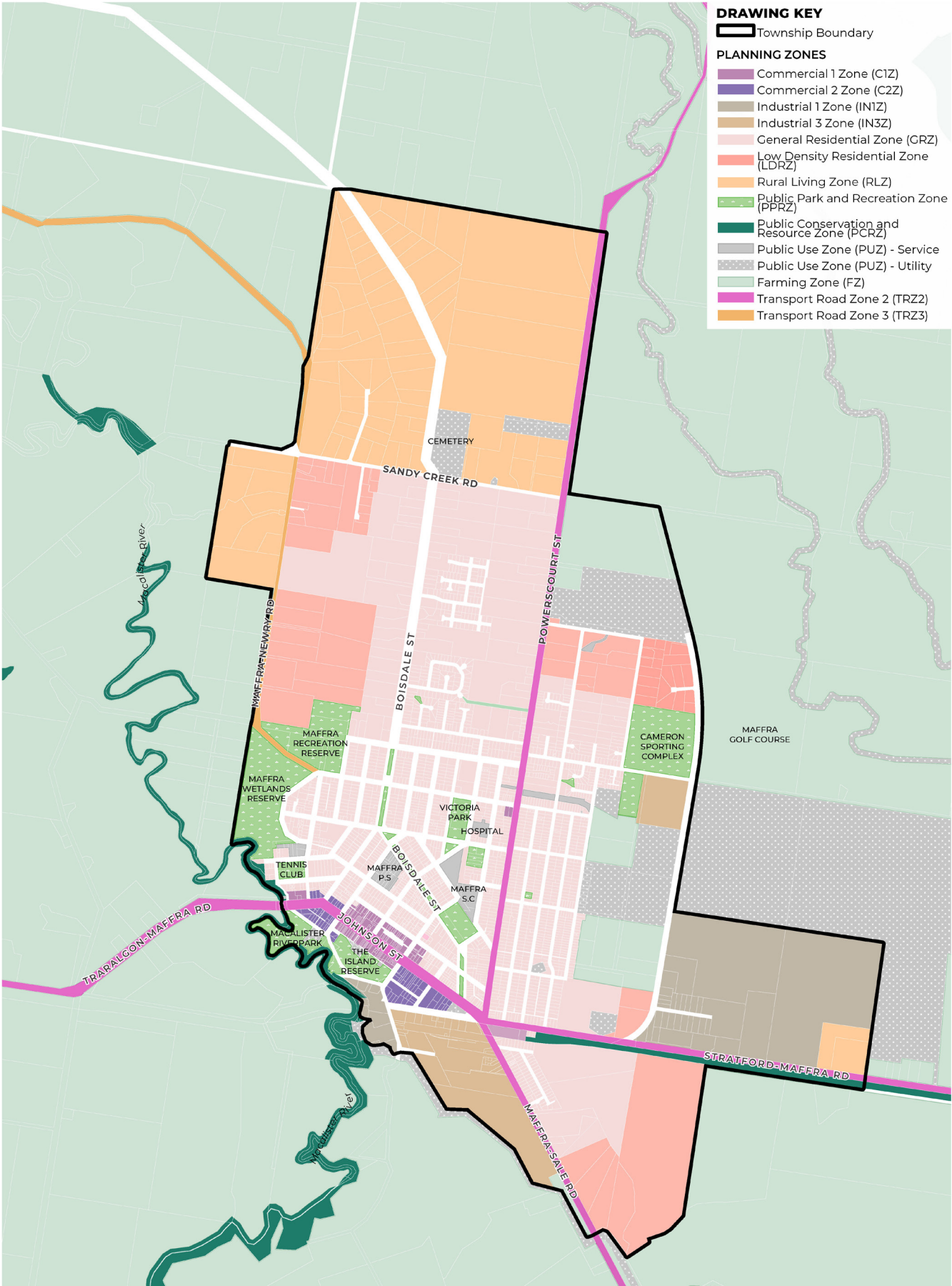
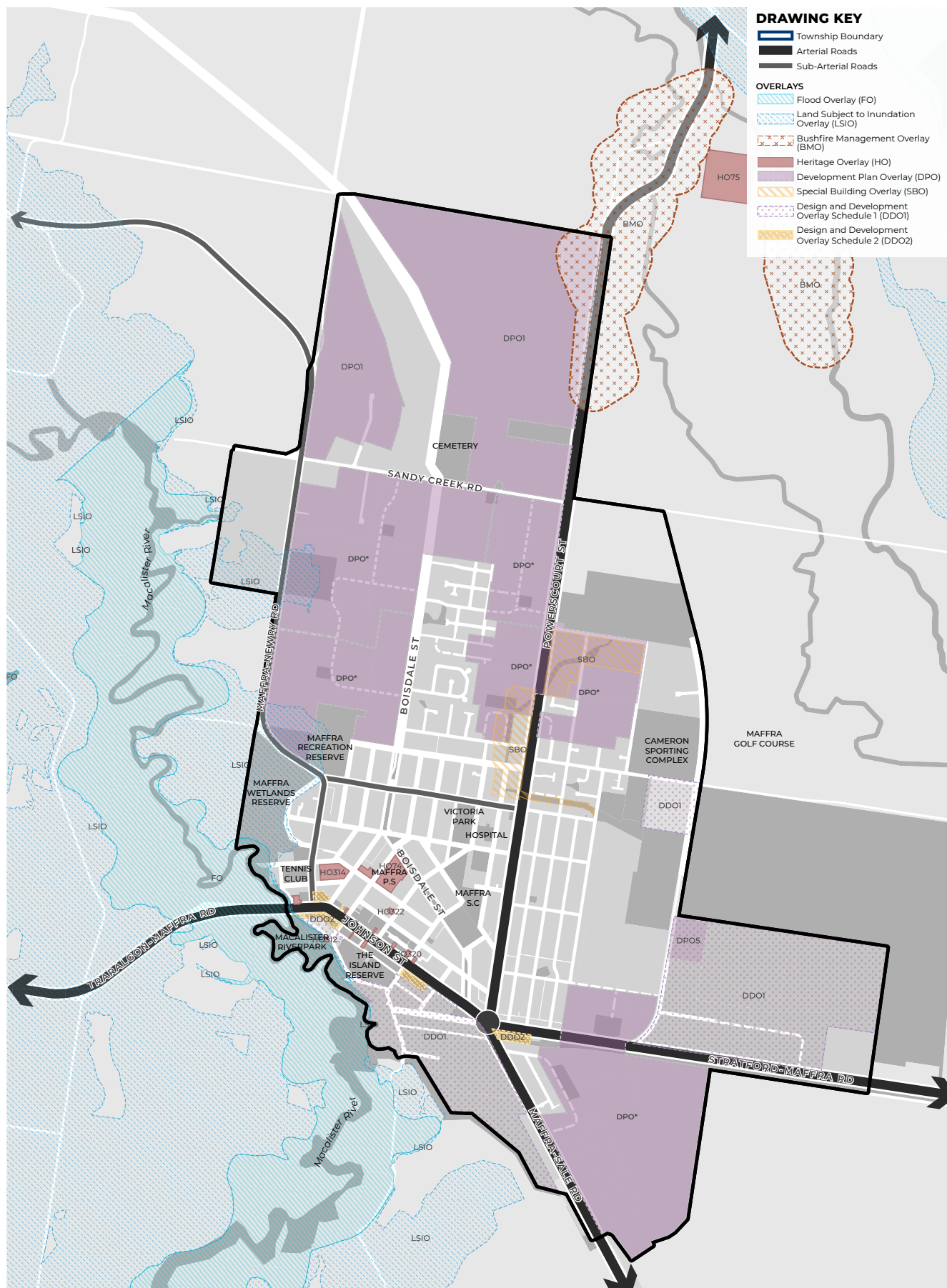


Figure 28: Proposed Overlay Plan



\*DPO number to be determined





*Corner of Pearson Street and Church Street*



## 4.2 KEY INFRASTRUCTURE PROJECTS & FUNDING

The Plan has identified the need to deliver new infrastructure to Maffra in order to facilitate new commercial and retail development, housing, recreation, and community services, over the next 20 years.

Implementation of the Plan will require a range of infrastructure to be funded and delivered. The majority of the infrastructure will need to be funded by developers however, other funding sources may also become available.

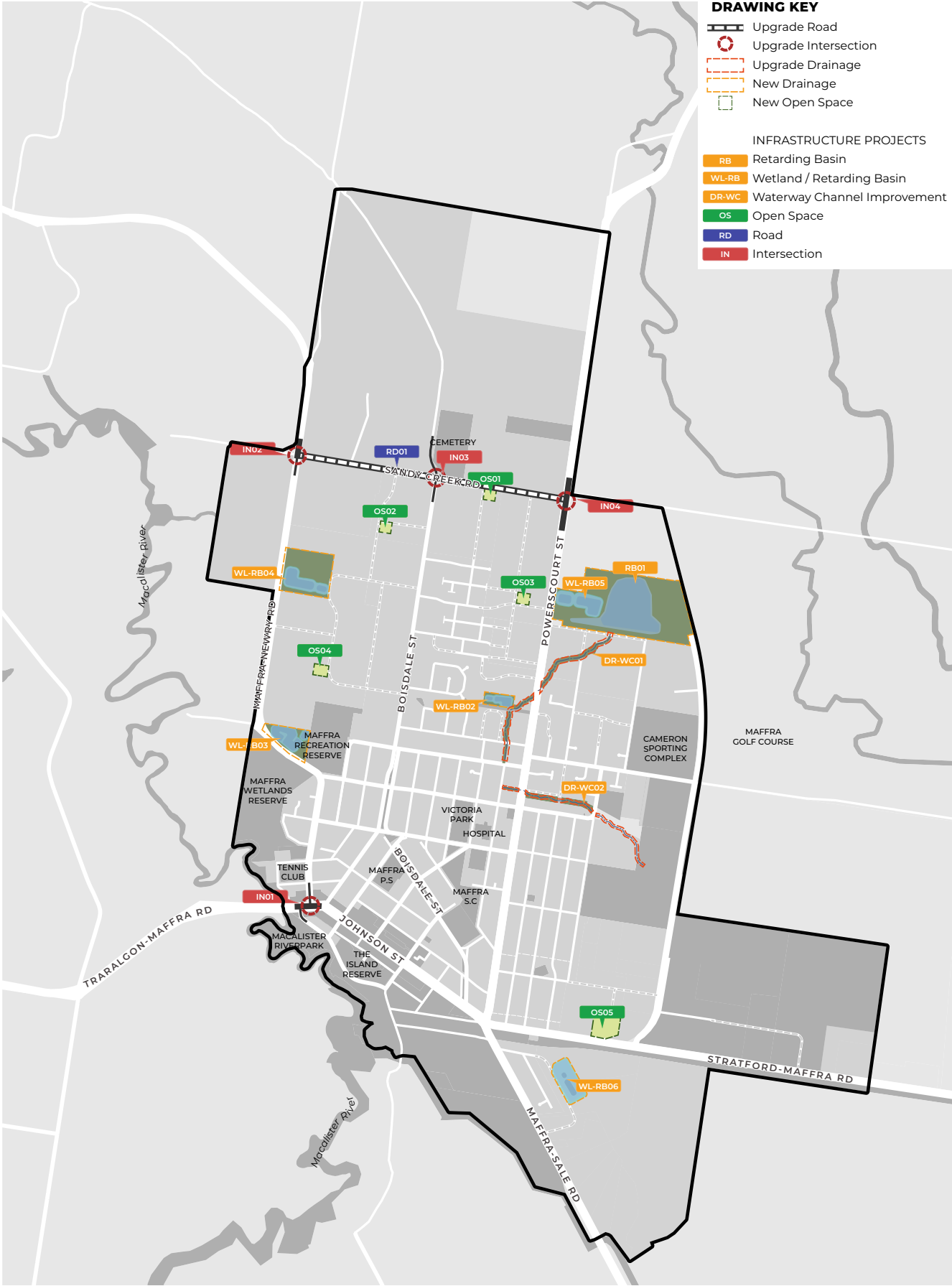
The projects identified by the Plan that will require funding are as follows:

Table 4 Potential Key Infrastructure Projects & Funding

| INFRASTRUCTURE PROJECTS      |               | POTENTIAL RESPONSIBILITY | POTENTIAL FUNDING MECHANISM | PRIORITY<br>(Low, Medium or High) |
|------------------------------|---------------|--------------------------|-----------------------------|-----------------------------------|
| TYPE                         | REFERENCE NO. |                          |                             |                                   |
| Retarding Basin              | RB01          | Council                  | Local Government Funding    | High                              |
|                              | WL-RB02       | Developer                | DCP or Agreement            | High                              |
|                              | WL-RB03       | Council / Developer      | DCP or Agreement            | High                              |
|                              | WL-RB04       | Developer                | DCP or Agreement            | Medium                            |
|                              | WL-RB05       | Developer                | DCP or Agreement            | Medium / Low                      |
|                              | WL-RB06       | Developer                | DCP or Agreement            | Low                               |
| Waterway Channel Improvement | DR-WC01       | Developer                | DCP or Agreement            | High                              |
|                              | DR-WC02       | Council / Developer      | Local Government Funding    | Low                               |
| Open Space                   | OS01          | Developer                | DCP or Agreement            | High                              |
|                              | OS02          | Developer                | DCP or Agreement            | Medium                            |
|                              | OS03          | Developer                | DCP or Agreement            | Medium                            |
|                              | OS04          | Developer                | DCP or Agreement            | Medium                            |
|                              | OS05          | Developer                | DCP or Agreement            | Low                               |
| Road                         | RD01          | Council                  | Local Government Funding    | Medium                            |
| Intersection*                | IN01          | Council                  | State Funding               | High                              |
|                              | IN02          | Council                  | Local Government Funding    | Medium                            |
|                              | IN03          | Council                  | Local Government Funding    | Medium                            |
|                              | IN04          | Council                  | State Funding               | Medium                            |

\*Intersections IN01 and IN04 may be eligible for State funding.

Figure 29: Potential Key Projects Plan



## 4.2.1 'PUBLIC INFRASTRUCTURE PROCUREMENT' MODEL

Maffra's existing infrastructure capacity is almost exhausted which has stifled new residential development and land release opportunities. As identified in the Maffra Structure Plan, the Plan requires coordinated efforts to fund and deliver infrastructure in order to unlock new residential, commercial and industrial areas.

Wellington Shire Council has recognised that infrastructure capacity limitations and other issues associated with the scale of development means that assistance is required to fund and deliver infrastructure, specifically drainage upgrades, to facilitate housing development (as identified in Theme 1 – Directing and Unlocking Growth).

Council has considered its role and has resolved to adopt a proactive approach to support development by adopting a policy position whereby developers can apply to obtain financial assistance to support delivery of infrastructure (land and/or construction) that is of shared benefit.

This forward funding approach of key infrastructure projects is designed to assist in overcoming 'pioneer' developer problems and will enable costs of infrastructure to be recovered from developers once development is underway.

Figure 30 provides an overview of how the 'public infrastructure procurement model' could be implemented. This model is based on the City of Greater Shepparton 'Procurement of Public Infrastructure Works Policy', which guides decisions relating to the funding and delivery of required infrastructure in key growth areas.



The *Residential Stocktake and Facilitation Strategy* (formally adopted at Council's meeting on 1 February 2022) identifies options for Wellington Shire Council to better facilitate and proactively assist with the release of residential land.

The strategy provides an overview of work undertaken, a summary of key implications, consultation findings, and the recommended approach.

It is important to note that Council is developing a potential 'Public Infrastructure Procurement' Model for Wellington Shire for future Council consideration.

Figure 30: Standard Pathway for Infrastructure Funding of Delivery, Key Challenges and Response



# PART 5. APPENDICES

## APPENDIX 1.

### LIST OF RELEVANT LITERATURE AND DOCUMENTS

The main sources of policy and strategic work that helped us understand the key messages and directions for Maffra included the following:

- Gippsland Regional Plan, 2015–2020
- Gippsland Regional Growth Plan, 2014
- Movement and Place in Victoria, 2019
- Urban Development Program – Regional Residential Report, 2013
- Wellington Planning Scheme (including Clause 21.06 Maffra Strategic Framework)

#### Municipal Documents

- Age Friendly Communities Strategy, 2018–2022
- Economic Development Strategy, 2016–2022
- Healthy Wellington, 2017–2021
- Public Open Space Plan, 2014–2024
- Urban Paths Plan, 2019
- Wellington 2030: Our Community Vision Document – Wellington Shire Council
- Wellington Shire Council Plan, 2017–21
- Wellington Shire Rural Zones Review Vol 1 & 2, 2009
- Wellington Shire Stage 2 Heritage Study Vol 1 & 2, 2016

#### Local Documents

- Residential and Rural Residential Strategy, Maffra and Environs District Report, 2003
- Residential Stocktake and Facilitation Strategy, 2022
- Significant Planning Permits and Development Plans
- Yarram, Maffra and Stratford Industrial Land Strategy, 2011

#### Technical Documents

- 65 Maffra–Sale Road Stormwater Management Strategy, Alluvium, June 2021
- Maffra Drainage and Integrated Water Management Strategy, Alluvium, September 2020
- Maffra Structure Plan – Discussion Paper & Emerging Directions, March 2021
- Residential Land Supply & Demand Assessment, Maffra, Spatial Economics, October 2020



## APPENDIX 2.

### INDICATIVE CROSS-SECTIONS

Figure 31: Sandy Creek Road Cross Section – between Maffra Newry Rd & Powerscourt St

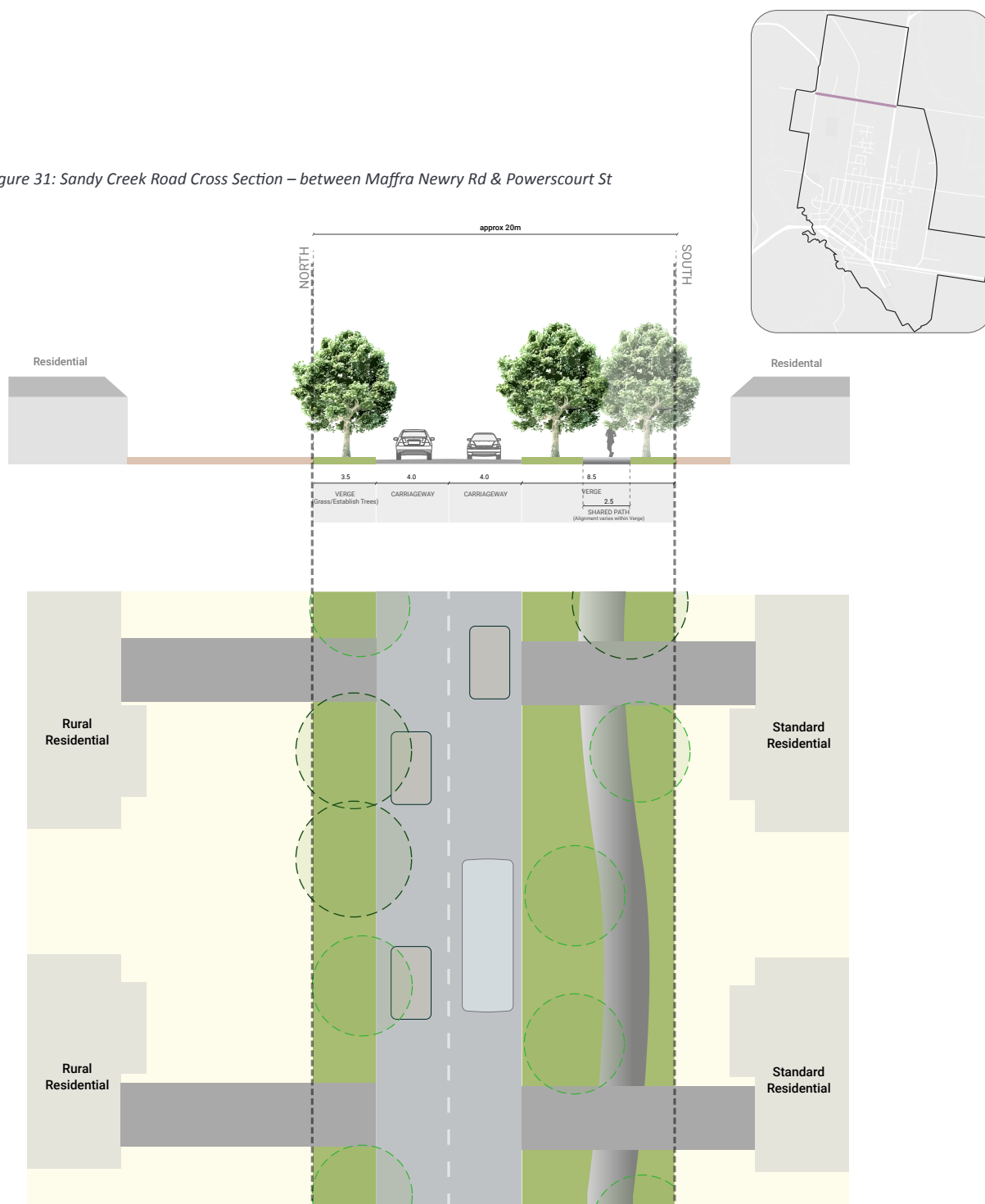
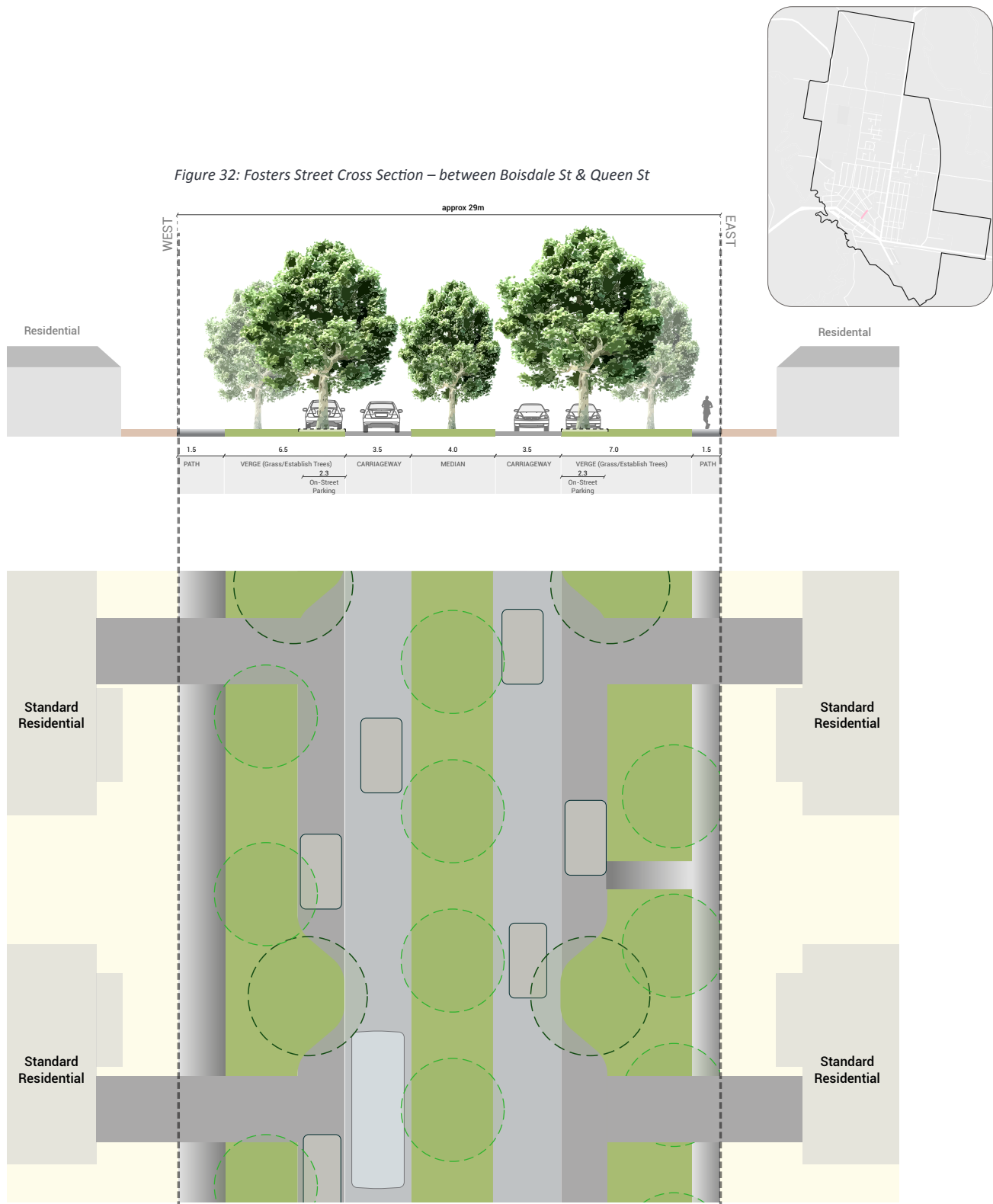


Figure 32: Fosters Street Cross Section – between Boisdale St & Queen St



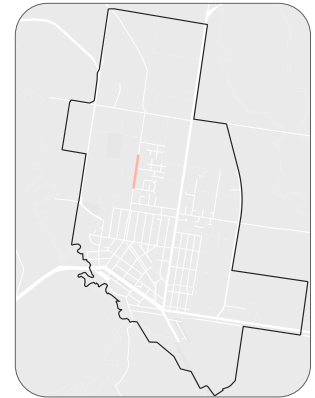


Figure 33: Boisdale Street Cross Section – between Hillcrest Drive & Cedarwood Drive

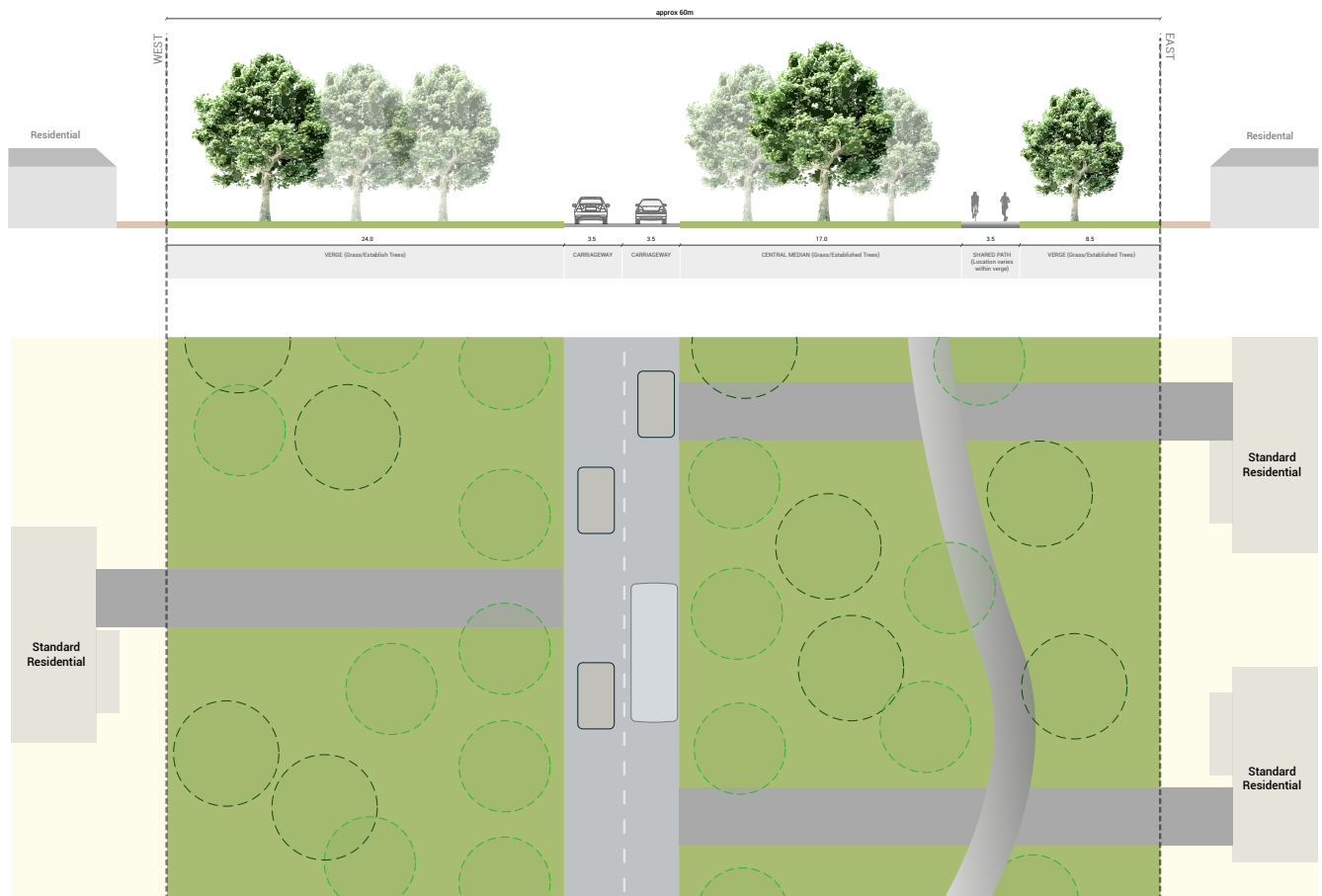


Figure 34: Existing Hillcrest Drive Cross Section

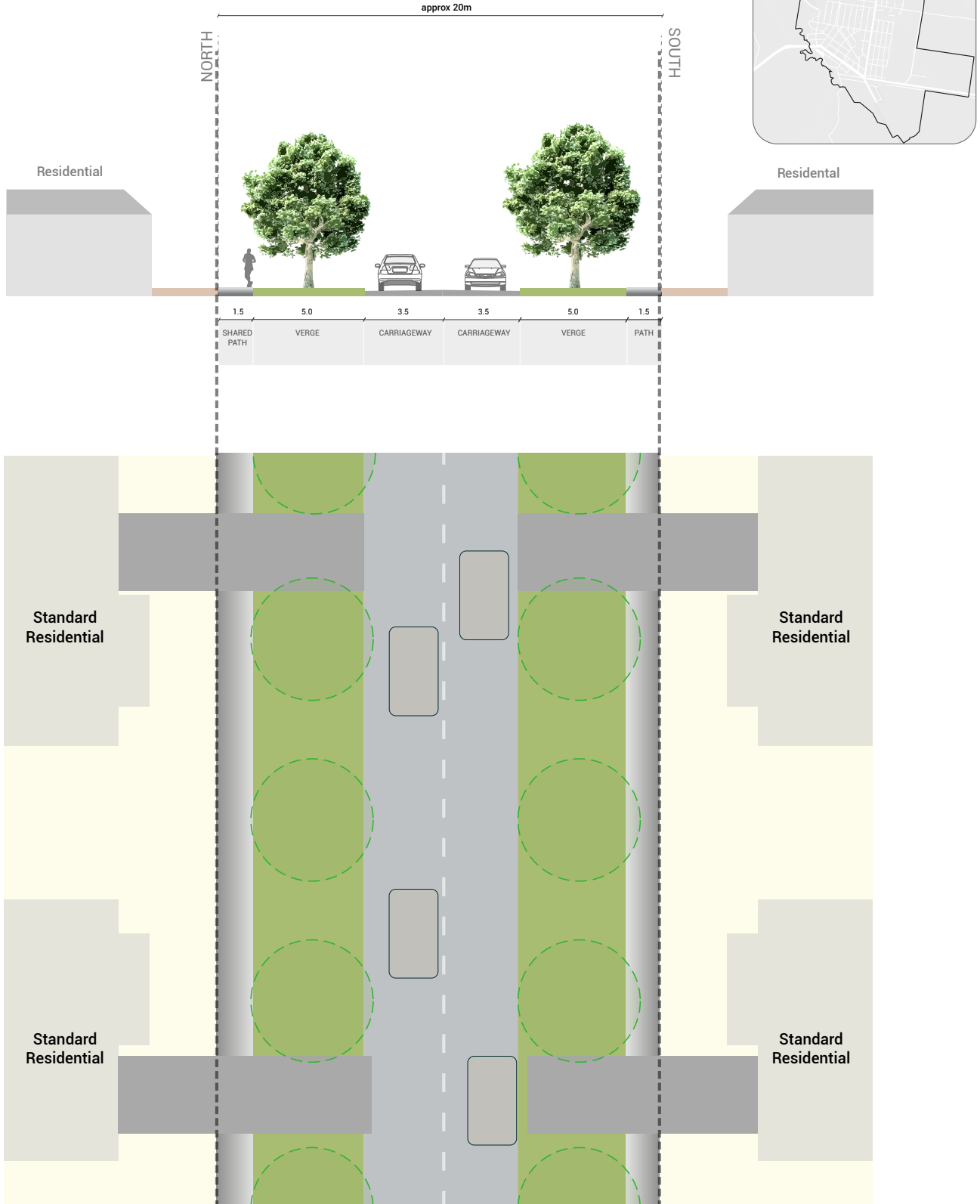


Figure 35: Proposed Key Local Road Cross Section

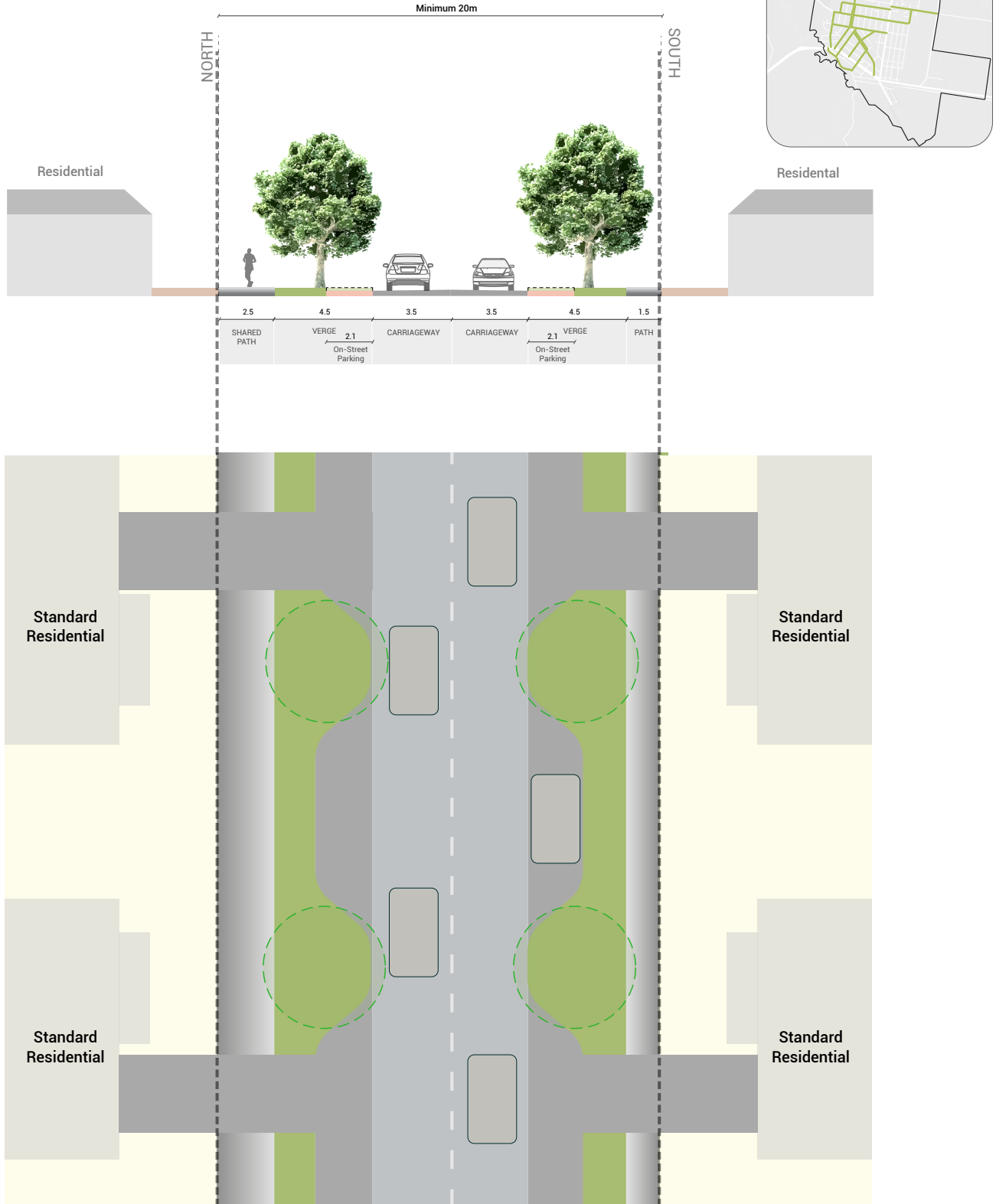
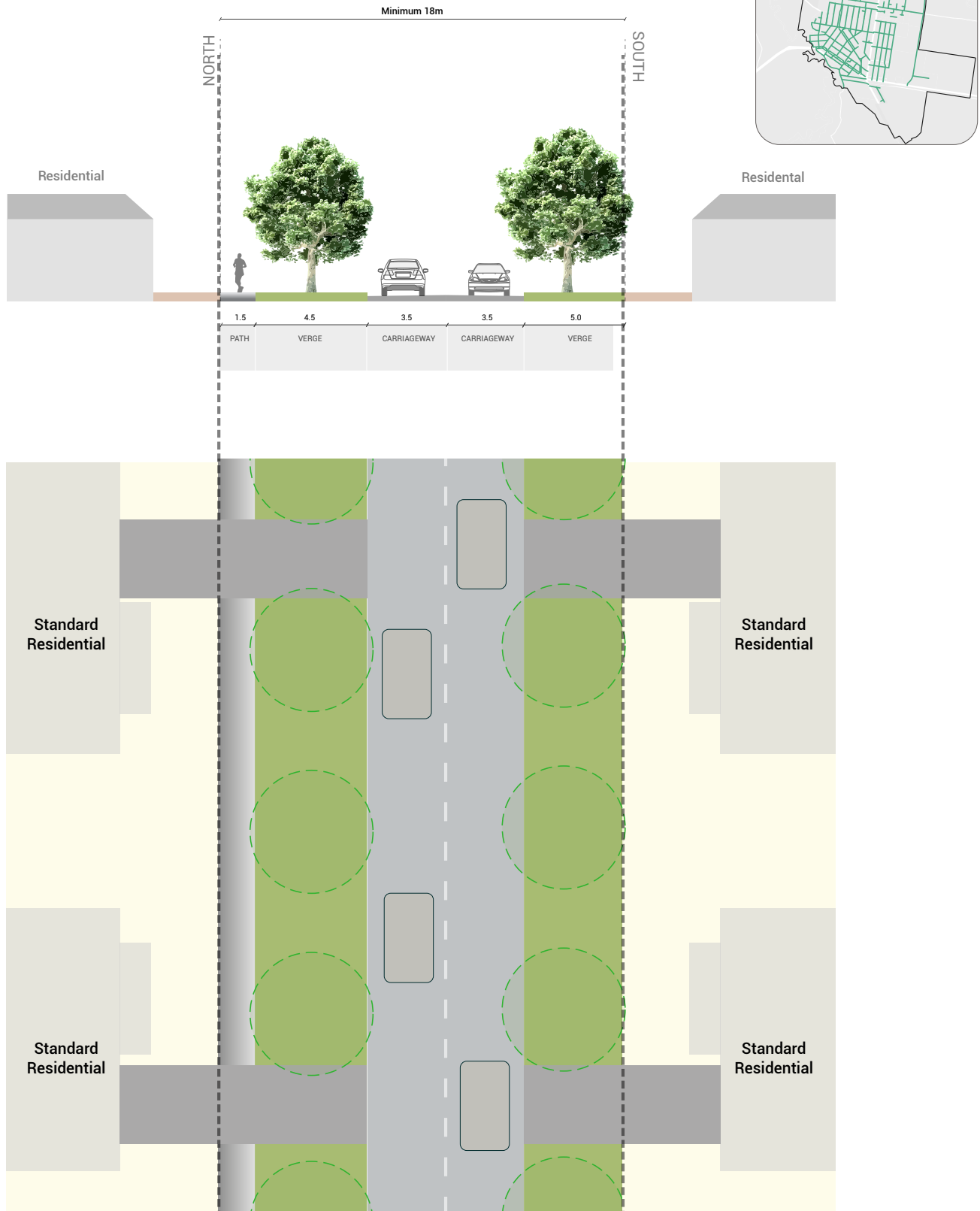




Figure 36: Proposed Local Road Cross Section





*Industrial Buildings and Saputo (former Murray Goulburn Cooperative)*

## APPENDIX 3.

### COMMUNITY & LOCAL INDUSTRY ENGAGEMENT OUTCOMES

The Plan has been developed in consultation with the Maffra community, Wellington Shire Council and other relevant stakeholders. Due to Covid-19 restrictions throughout most of 2020, early engagement activities were unable to be undertaken in person, such as workshops or round-table discussions. Online consultation was used up until a brief easing of restrictions in March 2021.

Consultation activities that have occurred as part of the Plan process include:

#### PRELIMINARY CONSULTATIONS

##### **Maffra Residential Growth Landowner Survey (2019):**

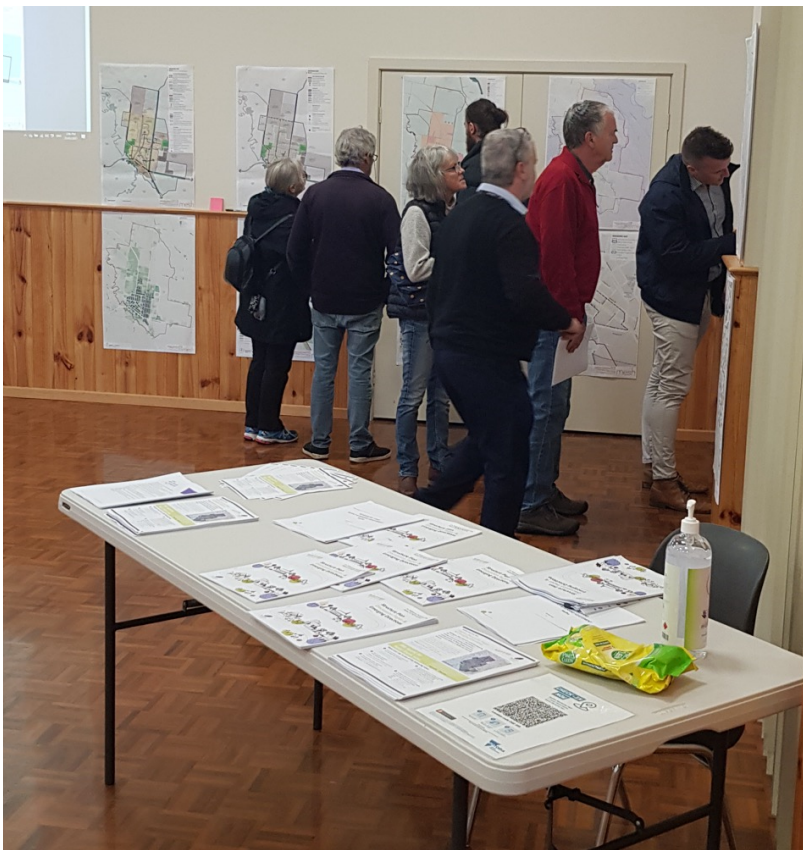
- Key landowners were invited to provide a response to a survey on considerations and general interest in redevelopment of their land and to understand the likelihood of residential zoned land being developed into the future.

*A summary of the **Landowner Survey** and targeted consultation can be found in the *Maffra Structure Plan – Discussion Paper & Emerging Directions (March 2021)* which was released during Consultation (Round 1).*

##### **Targeted online workshops (June 2020):**

- The objective of the targeted consultation to was gain existing knowledge, understand the range of issues, opportunities, and constraints within Maffra from the perspective of relevant internal stakeholders, external agencies and stakeholder groups.

Figure 37: Community Drop-in Session, 23 March 2021



## CONSULTATION ON MAFFRA STRUCTURE PLAN – DISCUSSION PAPER & EMERGING DIRECTIONS (MARCH 2021)

### A community drop-in session (23 March 2021):

- Wellington Shire Council held a 4-hour community drop-in session at the Maffra Memorial Hall to discuss issues and opportunities and gather feedback and further information from the community on the *Maffra Structure Plan – Discussion Paper & Emerging Directions* (March 2021).

### Submission on the *Maffra Structure Plan – Discussion Paper & Emerging Directions* (March 2021) (8 March 2021 to 19 April 2021):

- The community and key stakeholders were invited to make a submission on the *Maffra Structure Plan – Discussion Paper & Emerging Directions* (March 2021) over a 6-week period via the 'Your Wellington Your Say' page, email or letter.
- A total of 15 written submissions were received.

### Survey on the *Maffra Structure Plan – Discussion Paper & Emerging Directions* (March 2021) (8 March 2021 to 19 April 2021):

- The community was invited to undertake a survey to collect feedback on the *Maffra Structure Plan – Discussion Paper & Emerging Directions* (March 2021) over a 6-week period via the 'Your Wellington Your Say' page or collected from Council's Library (for those who did not have access to the internet).
- A total of 28 surveys (3 hard copies and 24 online) were completed.
- The survey was used as an engagement tool to provide the community with an opportunity to provide feedback on their priorities for Maffra. The survey comprised a variety of questions that focused on the future vision for Maffra and the four (4) Emerging Directions for Maffra.

## CONSULTATION ON THE DRAFT MAFFRA STRUCTURE PLAN (NOVEMBER 2021)

### Submission on the Draft *Maffra Structure Plan* (15 November 2021 to 17 January 2022):

- The community and key stakeholders were invited to make a submission on the Draft *Maffra Structure Plan* over a 9-week period via the 'Your Wellington Your Say' page, email or letter.
- A total of 33 submissions were received.

### Community information stand (6 December 2021 and 8 December 2021):

- Wellington Shire Council officers were available at an information stand in front of Woolworths (Maffra) to provide the community further information, and to gather feedback on, the Draft *Maffra Structure Plan*.

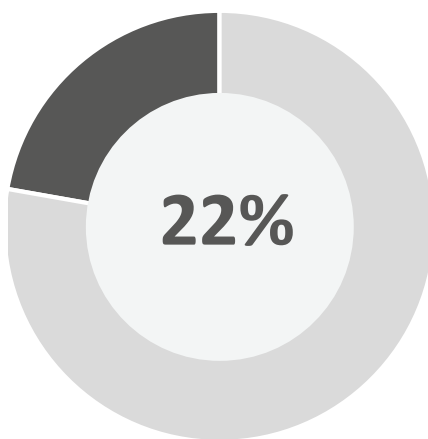
## APPENDIX 4.

### COMMUNITY CONSULTATION

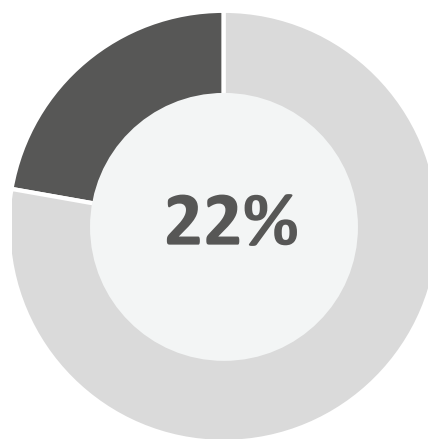
#### SUMMARY OF SURVEY RESPONSES

What you told us

Which of the following do you think are important in order to support the future growth of Maffra?



New and integrated residential growth supported by required infrastructure

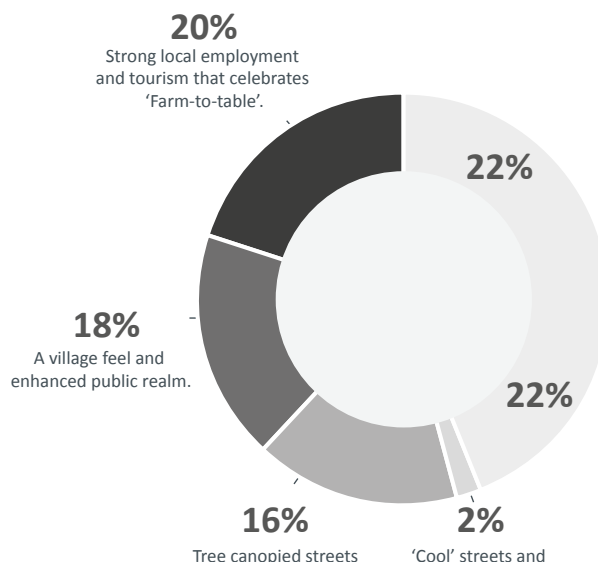


Green and accessible open spaces and streets.

#### EMERGING VISION FOR MAFFRA

There was wide recognition to ensure Maffra remains as a friendly small country town with a strong sense of community and small country town feel – a great place to live, grow up in and raise a family.

- ✓ The need for more land development for housing and affordable living including increased aged care facilities.
- ✓ There was support for new development to emphasise on sustainability, wide roads, planting of trees and other vegetation, water capture for local spaces.
- ✓ The need for easy access to services and local amenities i.e. medical and allied health, recreational facilities, sporting clubs, walking areas, open spaces and parks.
- ✓ There was consensus for more walking paths/trails, better public transportation options and parks within Maffra particularly on the north side of town.





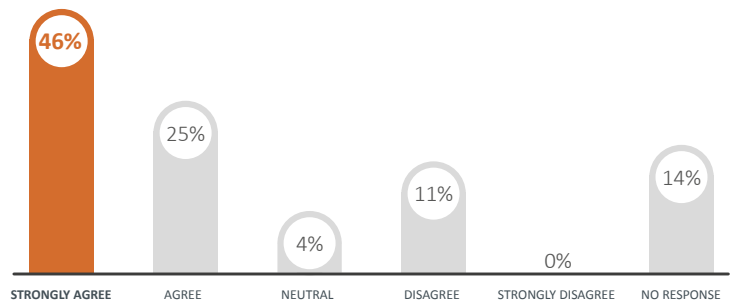


THEME 1

## Directing & Unlocking Growth

To create new residential development supported by infrastructure?

Do you generally agree with the aspirations of Theme 1?

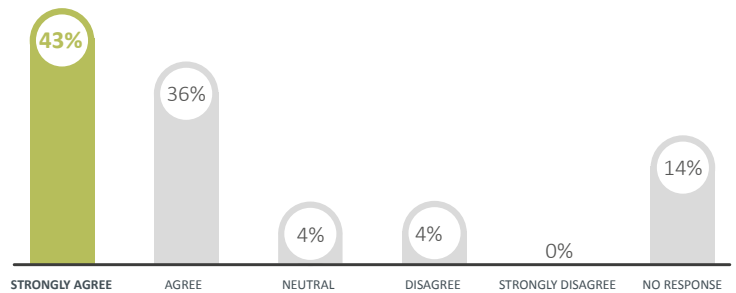


THEME 2

## Maffra's Identity & Character

Strengthen the sense of belonging and character through public spaces, streets and buildings?

Do you generally agree with the aspirations of Theme 2?

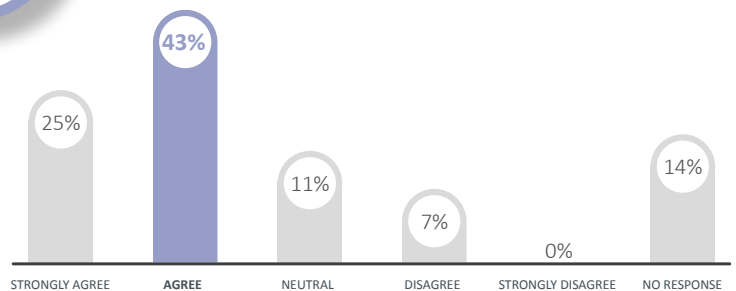


THEME 3

## Meaningful & Safe connections

To create accessible and green links to open space, facilities and key areas/ points within and across the town?

Do you generally agree with the aspirations of Theme 3?

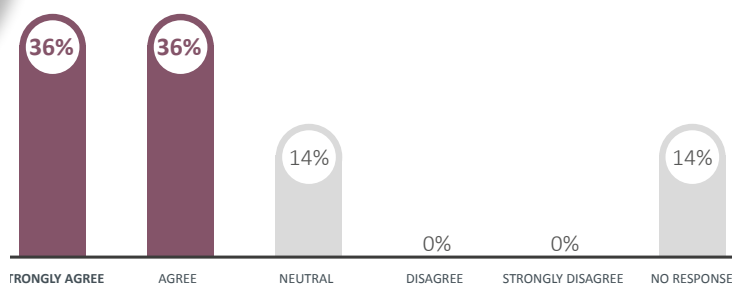


THEME 4

## A self-sustaining town

Enhance self-reliance to grow employment, create attractions and foster sustainable initiatives?

Do you generally agree with the aspirations of Theme 4?



# APPENDIX 5.

## MAFFRA STRUCTURE PLAN

### DISCUSSION PAPER & EMERGING DIRECTIONS (MARCH 2021) FLYER

#### Maffra Structure Plan

## Maffra Discussion Paper & Emerging Directions

Wellington Shire Council is currently preparing the **Maffra Structure Plan** that will be a strategic land use planning framework to manage growth, facilitate change and guide infrastructure delivery in Maffra over the next 20 years.

The **Maffra Discussion Paper & Emerging Directions** is the first step in the Maffra structure planning process that summarises the context of the Maffra study area, teases out key issues and opportunities that affect Maffra, and explores an emerging vision and a set of key emerging directions.

To find out more and view the **Maffra Discussion Paper & Emerging Directions**, please visit the 'Your Wellington Your Say' page (link shown below in blue):

<https://your.wellington.vic.gov.au/maffrastructureplan>



## We want to hear from you.

Wellington Shire Council invites the community and all stakeholders to make a submission on this Discussion Paper for the Maffra Structure Plan during the public consultation period from **8 March 2021 to 19 April 2021**.

### Have your say in one of the following ways:

- 1 Fill out the online submission form on the 'Your Wellington Your Say' page at:  
<https://your.wellington.vic.gov.au/maffrastructureplan>
- 2 Send a written submission to the following address:  
Strategic Planning Team, Wellington Shire Council  
18 Desailly St, PO Box 506, SALE Victoria 3850
- 3 If you would like to discuss the project in more detail, or ask any questions:  
Please contact the Strategic Planning Team via **1300 366 244** or email [planning@wellington.vic.gov.au](mailto:planning@wellington.vic.gov.au)

- 4 At the same time we are seeking community feedback on the emerging directions via an online survey. We want to further understand what Maffra means to the community as a place to live, work or visit.  
The **online survey** is located on the 'Your Wellington Your Say' page. Alternatively, please contact the Strategic Planning Team on **1300 366 244** to be sent a printed copy of the survey to complete.
- 5 Wellington Shire Council will host a **community drop-in session** about the **Maffra Discussion Paper & Emerging Directions**  
**When:** Tuesday, 23 March 2021\*  
**Time:** 2:00pm – 6:00pm\*  
**Where:** Maffra Memorial Hall,  
11 Foster St, Maffra VIC 3860

\*Please keep your eye on Council's website for any possible updates or changes to the drop-in session that may arise from changes in COVID restrictions.

# APPENDIX 6.

## MAFFRA STRUCTURE PLAN

### DRAFT MAFFRA STRUCTURE PLAN (NOVEMBER 2021) FLYER

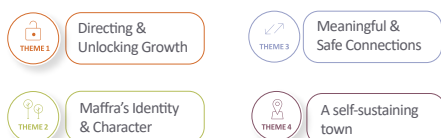
# MAFFRA

# STRUCTURE PLAN



Wellington Shire Council is currently preparing the *Maffra Structure Plan*. The Plan will provide a long-term strategic vision and a clear planning framework to ensure future development occurs in appropriate locations over the next 20 years.

The draft *Maffra Structure Plan* outlines four (4) key themes:



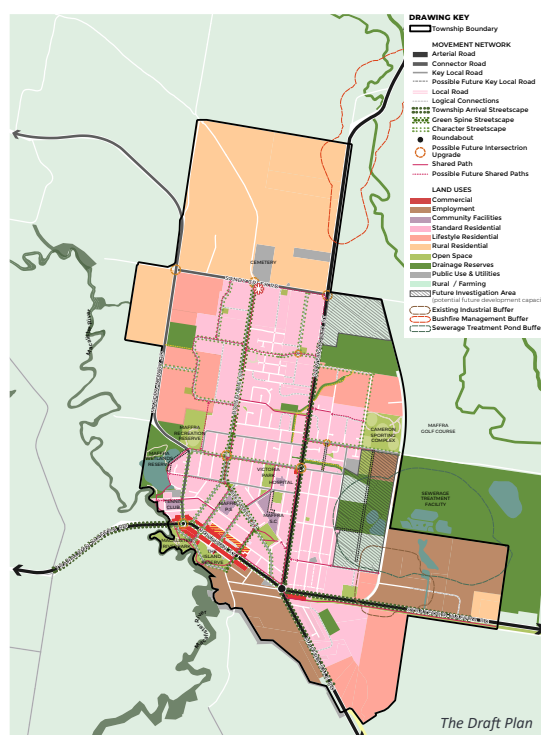
The draft *Maffra Structure Plan* is a draft version of the Plan for you to read and provide feedback.

Comments and feedback received for the draft *Maffra Structure Plan* will, where appropriate, be used to guide and inform the preparation of the final *Maffra Structure Plan*.

To find out more and view the copy of the draft *Maffra Structure Plan*, you can visit Council's website.

➔ **Council's website**

<https://www.wellington.vic.gov.au/planning-projects/maffra-structure-plan>



## We want to hear from you!

Wellington Shire Council invites the community and all stakeholders to make a submission on the *Maffra Structure Plan*.

Submissions will open  
**9am Monday 15 November 2021**  
and close  
**5pm Monday 17 January 2022**

If you would like to discuss the project in more detail, or ask any questions:

Please contact the Strategic Planning Team via  
**1300 366 244** or email [planning@wellington.vic.gov.au](mailto:planning@wellington.vic.gov.au)

Submissions can be made in the following ways:

📄 **Fill out the online submission form on Council's website**

<https://www.wellington.vic.gov.au/planning-projects/maffra-structure-plan>

✉ **Via email**

You can send your submission via email (titled 'Maffra Structure Plan Submission') to [planning@wellington.vic.gov.au](mailto:planning@wellington.vic.gov.au)

✉ **Send a written submission**

Strategic Planning Team, Wellington Shire Council  
18 Desailly St PO Box 506, SALE Victoria 3850

👤 **In person drop-in session**

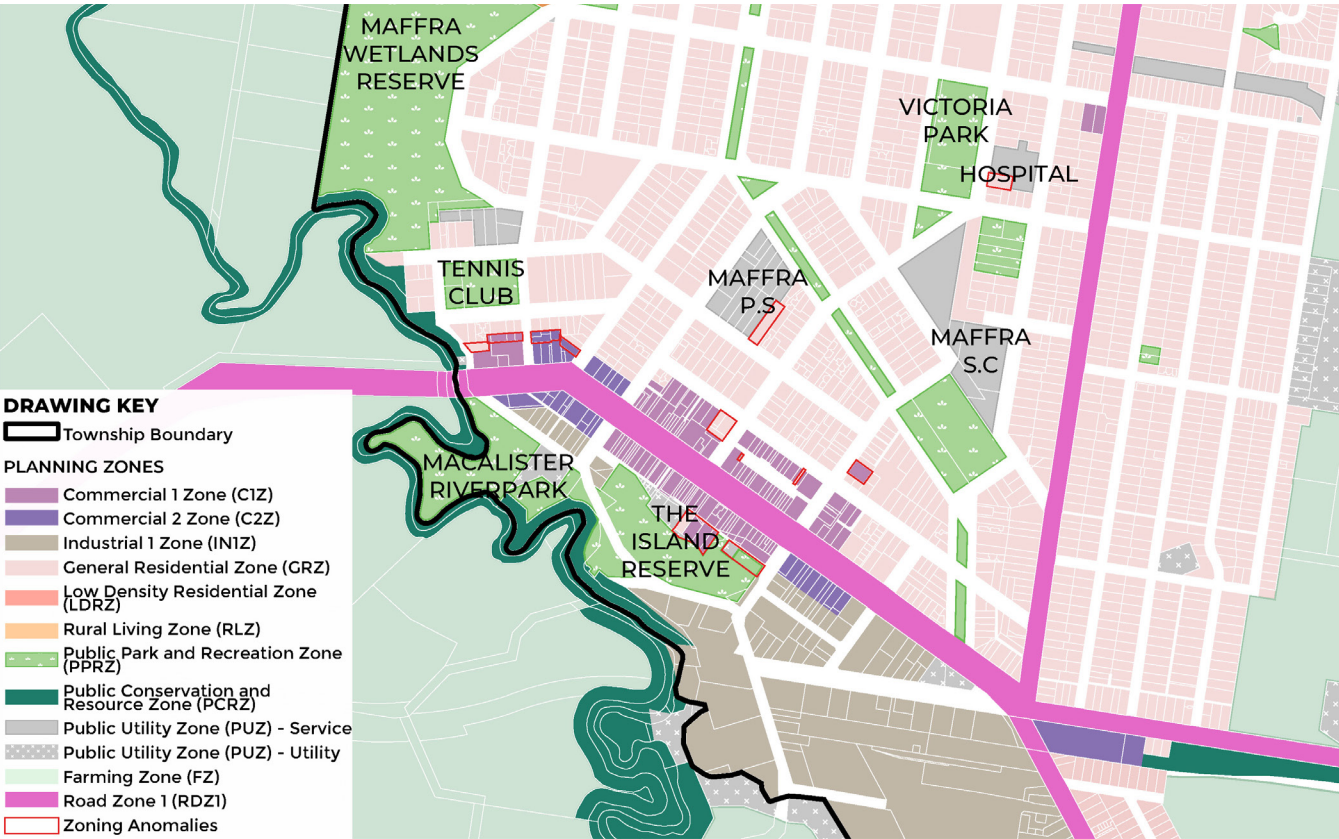
If health restrictions permit, Wellington Shire Council will host a in person drop-in session so you can speak to our project team directly to find out more. Details will be released on Council's website soon.

## APPENDIX 7.

### IDENTIFIED ZONING ANOMALIES

| ADDRESS   | CURRENT ZONE | REASONS FOR POTENTIAL ANOMALY   | PLAN ROLE                    | RECOMMENDATION            |
|---|--------------|---|------------------------------|---------------------------|
| Thomson Street (between Johnson and Queen Street) | GRZ & C1Z    | Inconsistent use of zoning down middle of street                        | Local Street                 | No change                 |
| 69 Mclean Street, Maffra                          | C1Z          | Currently used as a residence   | Local Convenience Centre     | No change                 |
| 49 Queen Street, Maffra                           | C1Z & PUZ    | Small strip of PUZ6   | Commercial (transition area) | Amend to be C1Z           |
| 3 Pearson Street, Maffra                          | PUZ6 & C1Z   | C1Z doesn't follow lot boundaries                                       | Commercial                   | Amend to be entirely C1Z  |
| 23–25 Queen Street, Maffra                        | GRZ1         | GRZ doesn't reflect the role of the street as commercial                | Commercial (transition area) | Amend to be entirely C1Z  |
| 102–106 Johnson Street, Maffra                    | PUZ6 & C1Z   | C1Z not covering entire lot   | Commercial                   | Amend to entire C1Z       |
| 35–47 Queen Street                                | C1Z          | Residential land uses under C1Z, street characterised by Residential    | Commercial (transition area) | No change                 |
| 7 Queen Street, Maffra                            | C1Z          | Residential land use  | Commercial (transition area) | No change                 |
| 28 Foster Street, Maffra                          | GRZ & C1Z    | 2 zones used across one lot – commercial use with communications tower  | Residential                  | Amend to be entirely GRZ1 |
| 1 Mcmillan Street, Maffra                         | C2Z          | Is this the appropriate zone for existing Residential area              | Commercial                   | Amend to be entirely GRZ1 |
| 42–48 Kent Street, Maffra                         | PUZ3 & GRZ   | Hospital not entirely under PUZ3  | Medical Centre               | Amend to be entirely PUZ3 |
| 22–28 Church Street, Maffra                       | PUZ2 & GRZ1  | Part of the school is located within the GRZ1                           | School/Education             | Amend to be entirely PUZ2 |
| 1d – 7 Duke Street, Maffra                        | C1Z & GRZ1   | The rear of these lots are partially zoned C1Z, however Residential use | Residential                  | Amend to be entirely GRZ1 |
| 9 – 13 Duke Street, Maffra                        | C2Z & GRZ1   | The rear of these lots are partially zoned C2Z, however Residential use | Residential                  | Amend to be entirely GRZ1 |
| 2 Johnson Street, Maffra                          | C1Z & GRZ1   | Macalister Hotel site – carpark partially within GRZ1                   | Commercial                   | Amend to be entirely C1Z  |
| 20 Little Johnson Street, Maffra                  | GRZ1 & C1Z   | Residential zone in a commercial area                                   | Public Reserve               | Amend to be entirely PPRZ |

Figure 38: Proposed Zoning Anomalies





MAFFRA

# STRUCTURE PLAN

APRIL 2022

mesh



PREPARED BY MESH ON BEHALF OF WELLINGTON SHIRE COUNCIL