

Sale, Wurruk and Longford Structure Plan (Final Report)

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Wellington Shire Council



1	INTRODUCTION	2
	What is the Sale, Wurruk and Longford Structure Plan?.....	2
	Why Prepare a Structure Plan?	2
	The Structure Plan Process.....	2
2	THE SALE, WURRUK AND LONGFORD AREA.....	3
	The Place	3
	The People	4
	The Economy	4
3	MAJOR OPPORTUNITIES AND CHALLENGES	5
	Key Opportunities	5
	Major Challenges	5
4	THE VISION.....	6
	Vision Statement.....	6
	Township Roles	7
	Guiding Principles.....	7
5	THE PLAN	8
	Strategic Directions.....	8
	Structure Plan Themes.....	8
	Residential Neighbourhoods and Homes	9
	Commercial Development	18
	Industry.....	19
	Community Services and Facilities	22
	The Built Environment and Amenity.....	23
	Natural Environment and Agriculture	24
	Access and Movement	25
6	SEQUENCING OF GROWTH	28
	Preferred Sequencing	28

1 INTRODUCTION

The communities of Sale, Wurruk and Longford are distinct in terms of geography, the residents who live there and the lifestyle choices they provide. Yet they are closely linked by their proximity to each other and share common services and amenities such as schools, shops, parks and friends. For this reason, the success of one community will be the success of the others, and equally, the failure of one community will be the failure of all.

Consequently, a Structure Plan has been prepared for the district as a whole - to ensure that the three communities work together in partnership to achieve common goals.

What is the Sale, Wurruk and Longford Structure Plan?

The Sale, Wurruk and Longford Structure Plan is a planning tool that sets out a long-term vision for the future growth and development of the district in a way that seeks to improve the physical settings within which people live, work and engage in recreation. It seeks to achieve three main objectives:

- to outline a broad framework for the growth and development of Sale, Wurruk and Longford as a socially, economically and environmentally vibrant region;
- to make recommendations for improving the urban, rural and natural environments; and
- to identify potential future projects that will be required.

The Structure Plan outlines an integrated strategy for achieving the vision for the area. It also makes recommendations that will influence local planning regulations, Council decisions and processes, and many other functions. Implementing the Structure Plan will be an incremental process that will occur over the next 15-20 years and beyond.

Why Prepare a Structure Plan?

The preparation of the Sale, Wurruk and Longford Structure Plan provides a unique opportunity to improve the conditions of these established communities and enhance the quality of life for current and future generations. There is a sense that the region is on the cusp of a period of substantial change, and that the time is right to prepare a plan to ensure that future opportunities can be realised in a way that benefits all members of the community.

The Structure Plan has been prepared within the context of Council's adopted Wellington 2030 Strategic Vision (refer to www.wellington.vic.gov.au), including the following visions articulated in the plan:

Development

"Wellington has encouraged growth in appropriate locations supported by levels of infrastructure in keeping with the needs of the community while retaining the amenity valued by the community..."

Economy

"Wellington has a diverse and sustainable economy. Existing industries have been supported and strengthened and we have actively sought and developed new business opportunities..."

Population

"Wellington's population has grown in a sustainable manner. We have used deliberate strategies to attract and retain more young families and young people while continuing to value the contributions of our older residents".

Culture and Liveability

"Wellington is a vibrant, inclusive and creative community that promotes, values and celebrates its culture and heritage".

"Wellington is a visually attractive and well serviced community that people enjoy living in".

The Structure Plan Process

The Structure Plan has been developed through a collaborative and inclusive process involving the Council, key stakeholders and community representatives. The process has included the formation of a Community Reference Group (CRG) and Property Development Focus Group (PDFG) who have provided input into the process.

As part of the development of the Structure Plan, an Issues and Options Paper was prepared in conjunction with the CRG and PDFG, and placed on public exhibition in late December 2009 / January 2010. The Paper was subsequently revised to respond to community submissions received during this period.

A copy of the Issues and Options Paper is available from Council's website at www.wellington.vic.gov.au.

Following the release of the Issues and Options Paper, a draft Structure Plan was prepared and released for community and stakeholder comment between 4 May and 18 June 2010. A variety of consultation methods were undertaken to obtain community and stakeholder feedback including:

- advertisements placed in the Gippsland Times on a weekly basis from 11 May to 9 June 2010;
- Structure Plan displayed on Council's website;
- hard copy structure plan displayed at Council's Civic Centre and at the Sale library;
- community information sessions held at the Gippsland Centre on 13, 14 & 15 May 2010;
- consultation with Youth Council on 12 May 2010;
- key authorities/agencies consulted;
- meeting with the PDFG and CRG on 13 May 2010;
- past submitters to Issues and Options Paper notified;
- public notice of release of draft Structure Plan displayed at various local venues including Longford Golf Course, Longford and Wurruk Primary School, Longford General Store, Wurruk BP, Aqua Energy and various other local venues in Sale (e.g. Cinema, shops etc.);
- newspaper story in Gippsland Times on 25 May 2010 and story on WIN Local News on 25 May 2010 etc.; and

This final updated version of the Structure Plan incorporates community and stakeholder feedback that has been supported by the project team.

2 THE SALE, WURRUK AND LONGFORD AREA

The Place

The area for which the Structure Plan has been prepared is comprised of the three communities of Sale, Wurruk and Longford (see Figure 1), bounded by Myrtlebank Rd (Sale) to the North, the West Sale Aerodrome to the West, and the rural living area of Longford to the South. These communities are linked by the Latrobe and Thomson waterways, and their riparian corridors, which provide a central and binding feature to geography of the region.

Some of the key features and assets of the area include:

- the presence of major employers such as RAAF and ESSO;
- a prosperous education sector;
- high-quality health care facilities;
- a viable agriculture sector;
- a vibrant shopping precinct in the Sale CBD;
- high-quality sporting facilities, including the aquatic centre and the Gippsland Regional Sports Complex (currently under construction);
- numerous high-quality open space areas, including the Lakes Guthridge and Guyatt, the Port of Sale, Victoria Park and the Sale Common wetland system; and
- good access to other regional centres via the major transport corridors of the Princes and South Gippsland Highways, and the Gippsland rail line.

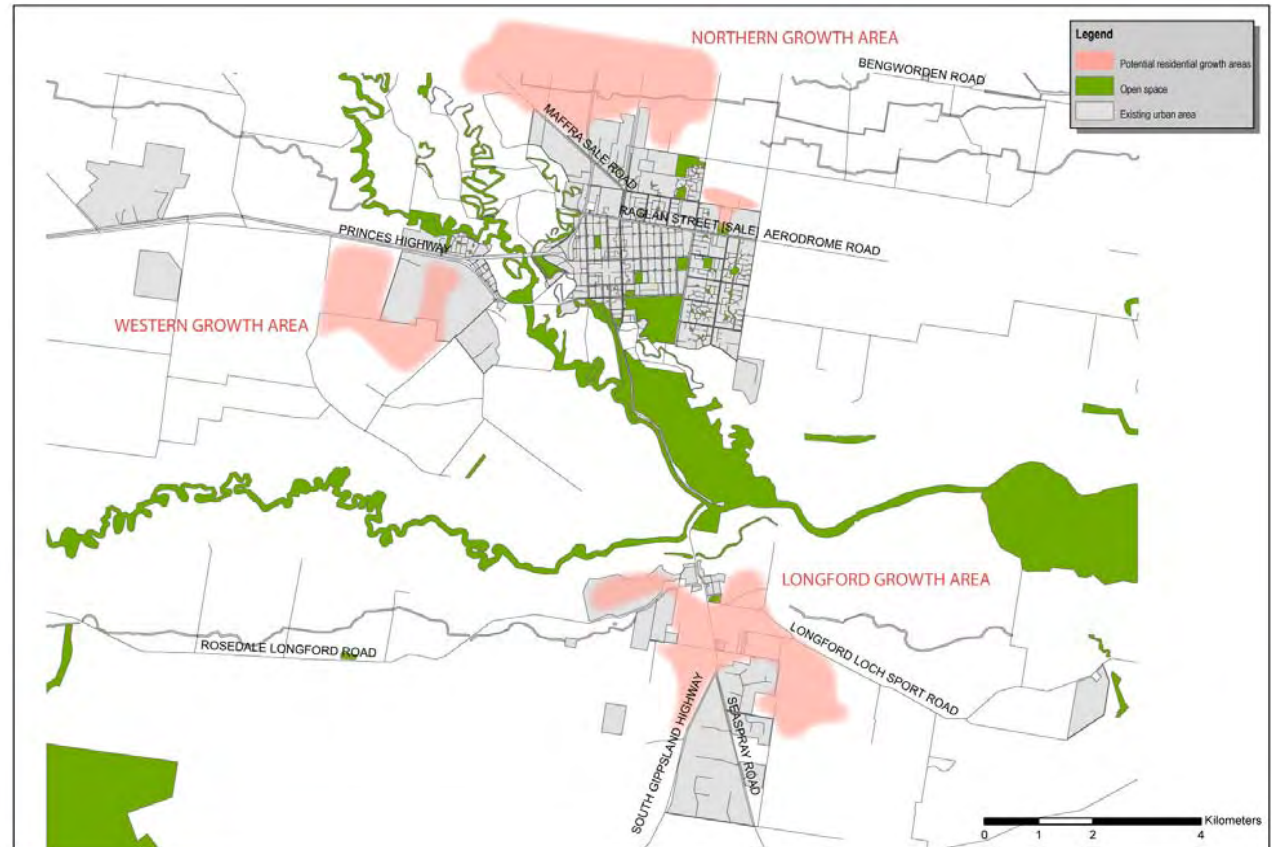
Figure 1 also identifies the potential residential growth areas as identified in the past Issues and Options Paper.

Sale is the primary population and service centre of the region and is comprised of older, traditional neighbourhoods as well as areas of newer, fully serviced development. Sale provides high-quality public and private education opportunities and offers a host of recreation and leisure services and facilities. At the heart of Sale is the Sale CBD which serves as the principal location for commercial, employment, entertainment and civic activity in the region, and acts as a vibrant community focal point.

Wurruk is located approximately 1.3km west of Sale and is effectively part of the Sale urban area, but is physically separated from Sale by the Thomson River. Wurruk contains a primary school, established residential development, limited commercial development and one of Sale's main industrial precincts on the northern side of the Princes Highway. Recently, land to the south of Wurruk (south of the Princes Highway) has seen strong levels of high-quality, lower density residential development.

Longford is located approximately 5km south of Sale and is the main rural residential catchment in the area. It is also the 'gateway' to the Ninety Mile Beach. Longford is heavily reliant on Sale as the main service centre and contains a limited range of commercial and community infrastructure, including a primary school and recreation reserve. Land in Longford is not currently serviced with reticulated water or sewerage, but potential exists for this to occur in the future. There are also a number of important businesses/ industries in close proximity to Longford (e.g. Gas Plant, Covino Farms etc.) that are integral to the wellbeing of the community.

Figure 1: The Study Area and Future Residential Growth Areas



The People

The estimated 2010 population of the Sale Statistical Local Area (SLA) is 14,432 people, growing from 13,336 in 2006. Population forecasts for the area predict that the population will grow to around 16,608 by 2025, a growth rate of approximately .8% per annum, or an additional 145 new people each year (see Table 1).

Table 1: Estimated Population Projections

2006	2010*	2015	2020	2025	Net Change 2010 - 2025	Avg. Annual Growth Rate
13,336	14,432	15,132	15,865	16,608	+2,176	.8 %

*2010 population estimated

Source: Vic in Future Data for Sale SLA, 2008

The above estimates however are largely based on previous rates of growth and are seen as conservative as they do not consider alternative growth scenarios under which significant investment in the public and private sectors drives strong population growth (see next section for details). Under alternative scenarios, the population forecasts for the area could be significantly greater than the most recent estimates. For example, work undertaken for Council by National Economics in 2004 estimated that a 'super employment' scenario would yield a population of 17,857 persons by 2031 in the Sale SLA.

In 2006, over 15% of the population was estimated to be over the age of 60. The high percentage of this group is the result of several factors including broader National population trends, in-migrations of retirees in search of a change in lifestyle, and the out-migrations of younger people to other areas. It is expected that this demographic segment will grow even higher into the future, creating the need to better plan for a large group of people with special needs and less mobility. Table 2 below shows the detailed age distribution of the Sale SLA.

Table 2: Age Distribution of the Sale Statistical Local Area

Age Groups	No of Persons	Percentage of Total Population	Population Groups
0-14	2855	21.41%	Dependent Youth: 21.41% of total population
15-24	1769	13.27%	
25-39	2443	18.32%	Population of Working Age: 63.05% of total population
40-59	3550	26.63%	
60-64	587	4.4%	
65-69	539	4.04%	Aged Population: 15.98% of total population
70-74	438	3.28%	
75+	1155	8.66%	
Total	13,336	100%	100%

Source: Adapted from 2006 ABS Census data – Age by Sex (based on place of usual residence)

From the above figures, it is worth noting that 63.05% of the total population of the area is aged 15-64 years and is considered to be of working age. In addition, 21.41% of the area's population is below 15 years of age, suggesting that opportunity exists to increase the population of the area by minimising the out-migration of young persons. As will be discussed in more detail later, education, employment and recreational opportunities can play a key part in stopping the out-migration of the area's youth and attracting additional young persons and families to the area.

In relation to education it is worth noting that 71.03% of all persons aged 15 years and above have completed Year 10 or higher, including¹:

- 21.93% who have completed Year 10 or equivalent;
- 18.04% who have completed Year 11 or equivalent; and
- 31.06% who have completed Year 12 or equivalent.

Additionally, 5156 persons aged 15 years and above in the Sale SLA have attained non-school educational qualifications, including:

- 2100 (or 40.73%) who have attained TAFE Certificates; and
- 937 (or 18.17%) who have attained a Bachelor Degree or higher.

In addition to the details presented above, it is also important to take note of the household structures in the Sale SLA, as shown in Table 3.

Table 3: Household Structures

Household Structure	No of Households	Percentage of Total Households
Couples with No Children	1348	25.85%
Couples with Children	1458	27.96%
One Parent Family	656	12.58%
Lone Person Households	1589	30.48%
Group Households	112	2.15%
Other	51	0.98%
Totals	5214	100%

Source: Adapted from 2006 ABS Census data – Dwelling Structure by Household Composition and Family Composition (based on place of usual residence)

The above breakdown of household structures can have significant implications for the types of residential development in the area, given the needs of each type of household are different. Lone person households, for example, are not likely to need a typical detached house on a large allotment as their place of residence. Analysis presented in Appendix A shows that the 9.76% of all dwellings used by lone person households consist of semi-detached, row, terrace or town houses, while 21.54% consist of flats,

units or apartments. There is potential for these proportions to be higher with the provision of an increased variety of housing choices in the district.

By contrast, the analysis shows that there is a strong preference for family households to occupy traditional detached houses, with 93.61% of persons in all family households living in detached houses. This trend is expected to continue and there is a need to continue the development of detached family homes in order to satisfy the needs of this segment of the community.

The Economy

The region has a strong and dynamic local economy, with key sectors ranging from agricultural to specialised oil and gas industries. The centre of economic activity in the region is Sale, containing the vast majority of higher order employment opportunities encompassing retail, education, business, health, Defence and professional services.

Statistical analysis shows that the industries that employ the largest number of persons in the Sale SLA are²:

- Retail trade, which employs 14.65% of all employed persons in the Sale SLA;
- Health care & social assistance, which employs 12.8% of all employed persons in the Sale SLA;
- Public administration & safety, which employs 11.66% of all employed persons in the Sale SLA;
- Education & training, which employs 8.64% of all employed persons in the Sale SLA;
- Accommodation & food services, which employs 7.54% of all employed persons in the Sale SLA;
- Construction, which employs 7.38% of all employed persons in the Sale SLA; and
- Manufacturing, which employs 6.76% of all employed persons in the Sale SLA.

The key employers that play a critical role in the local economy include the Department of Defence/Royal Australian Air Force (RAAF), Central Gippsland Health Service, Esso / BHP Billiton and the education sector. Many of these employers have significant potential to increase their investment in the region, generating new jobs, driving population growth and creating substantial associated economic benefits.

Some of these major opportunities include the potential location of an interim basic flight training school at the West Sale Aerodrome (this decision is currently pending) that would substantially increase the number of Defence-force personnel in the area, and increased investment in the oil and gas sectors. Both of these have significant potential to stimulate strong and quick population and economic growth.

The Structure Plan has been prepared to better position the region to capture and support these and other future opportunities. It does this by encouraging the area to become a highly liveable location that can attract residents and business investment, and ensuring that the future urban structure can accommodate future growth when it is required.

¹ Further details are provided in Appendix A

² Further details are provided in Appendix A

3 MAJOR OPPORTUNITIES AND CHALLENGES

There are a number of issues that will drive future change in the area. These issues are described in the previously completed Issues and Options Paper (refer to www.wellington.vic.gov.au).

Key Opportunities

A number of opportunities have been identified in the region that can contribute to the positive growth and development of the area. These can be summarised as follows:

- satisfying the latent demand for housing development in the region to include a wide range of living settings and lifestyle choices;
- providing a variety of shopping and entertainment choices to reduce escape expenditure to other competing regions;
- encouraging and supporting local economic opportunities such as investment in the Defence, health, oil and gas sectors that have the potential to generate significant economic growth;
- capitalising on the strategic location of the region along two major highways close to both the sea and the hills;
- building on existing strengths such as the Port of Sale and Lake Guthridge, and encouraging the development of tourism-related uses to establish the area as a premier tourist destination;
- facilitating the appropriate redevelopment of redundant or underutilised buildings and land within the existing urban structure to maximise the efficient use of space and catalyse future investment;
- reorganising the existing urban structure to enhance efficiency, improve functionality and maximise synergies between complementary uses;
- strengthening the role of the Sale CBD in providing a focal point for retail, office, entertainment and cultural activities; and
- improving accessibility to all members of the community by better connecting key destinations with where people live through the enhancement of public transport services and improvements to key pedestrian / cycle connections that provide for safe, convenient and direct movement.

Major Challenges

In realising the above opportunities, the Structure Plan will have to appropriately respond to a number of major challenges present in the region including:

- providing adequate protection of valued natural and cultural places and assets from the impacts of future development;
- minimising the potential impacts of environmental risks such as wildfire and flooding to the community
- balancing the need for growth with the protection of high-quality agricultural land, particularly to the north and east of Sale;
- protecting RAAF Base East Sale from the encroachment of future development and other activities;
- ensuring that new development can be serviced in a timely and cost-effective manner and that new facilities and services can be delivered;
- ensuring that the Sale CBD is competitive in terms of its retail offering and provides future development opportunities that are appropriately located;
- ensuring that large format and bulky goods retailing are located where they support key planning objectives;
- overcoming the poor connections that currently exist between Sale, Wurruk and Longford and addressing major barriers to movement such as the Princes and South Gippsland Highways, the existing rail corridor and other major transport routes; and
- ensuring adequate levels of investment to redevelop key sites and catalyse the creation of significant economic and community benefits.

4 THE VISION

Vision Statement

Sale, Wurruk and Longford each contribute to, and have a key role to play in the future success of the district as a whole. The futures of these three communities are inextricably linked - the future success and vitality of each is dependent on the success and vitality of the others. Each area has unique characteristics and opportunities to contribute to the success of the area as a whole.

Accordingly, the vision for the collective area is one of prosperous, inter-connected and mutually supportive urban and rural communities that will enjoy choice and diversity in housing, employment and recreation. The individual characteristics and identities of Sale, Wurruk and Longford will be protected and enhanced, as the three communities collaboratively achieve their aspirations of becoming a thriving regional centre. Together, Sale, Wurruk and Longford will offer a wide range of lifestyle options to meet the needs of the full cross-section of the community.

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

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

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

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

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

Township Roles

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

- Sale will build on its role as the prime service and activity node in the district, offering high-quality living, employment, shopping and recreational environments. It will be the focus for commerce, business, higher order education and tertiary employment and will provide a diversity of infill and greenfield housing opportunities.
- Wurruk will provide diversity and choice in urban and rural housing, opportunities for the establishment of new industry and an improved range of local services and facilities. It will act as a secondary settlement and activity node to complement Sale.
- Longford will be a key focus for rural residential growth and will also provide some urban growth opportunities in close proximity to recreation and education facilities and the redeveloped golf course. As growth occurs, Longford will see its identity as a desirable rural lifestyle area protected and enhanced.

Guiding Principles

A series of principles have been developed to guide the planning and development of the area. These principles also provide a framework for making future land use and development decisions in a way that protects the preferred, long-term future identified in this Structure Plan.

The principles underpinning the Sale, Wurruk and Longford Structure Plan are:

Neighbourhood Creation

- organise residential growth areas to form complete neighbourhoods, able to support a full range of local services and facilities, rather than simply housing estates;
- provide a diversity of housing choice in terms of location, size and type;
- focus more intensive housing development around the Sale CBD, convenience retail hubs and community facilities; and
- clearly define the eastward limits to preserve expansion options for RAAF Base East Sale.

Healthy and Sustainable Futures

- organise neighbourhoods around walkable catchments;
- ensure new growth can be efficiently serviced by public transport;
- retain areas of significant habitat and vegetation and design settlement around them;
- employ both adaptation and mitigation strategies to address climate change;
- reduce dependence on fossil fuels;
- promote healthy and active lifestyles in accordance with SEPA (Supportive Environments for Physical Activity) principles;
- protect economic and employment opportunities and support future investment and growth;
- protect valuable agricultural land and enhance the food growing capacity of established areas; and
- provide adequate recreation opportunities that capitalise on available assets.

Community Development

- develop a strong sense of local identity and community pride;
- facilitate the development of appropriate and accessible civic uses;
- ensure the efficient use of existing infrastructure and plan for the cost-effective delivery of future infrastructure needs;
- focus growth near to higher order civic and retail facilities; and
- plan for new facilities such as schools and community hubs close to where people live;

Employment and Prosperity

- ensure employment areas and retail and community services are close and accessible to residential areas
- acknowledge and strengthen the roles and functions of the Sale CBD as the primary location for retail, business, community and civic activity;
- allow for room to grow to better capture future economic opportunities;
- facilitate access to local tourism opportunities;
- improve the physical appearance of key gateways and visitor routes; and
- support the development of a civic / tourist precinct between the Port of Sale and Lake Guthridge.

Access and Linkages

- ensure school children are provided with safe, convenient and active linkages between home and school;
- promote the creation of jobs close to where people live to reduce the journey to work time;
- protect potential future transport corridors;
- improve local open space networks to enhance amenity and encourage physical activity;
- encourage pedestrian and cycling movements and facilitate their integration with key destinations such as schools, shops and community activities and facilities;
- provide adequate walking and cycling infrastructure;
- accommodate traffic and parking need in a safe and efficient manner;
- encourage the development of an accessible public transport network, including train, bus and taxi services; and
- provide for 'heavy vehicle' movements in appropriate locations.

It is important to note that in some instances, these principles may come in conflict with each other. In these cases, it will be necessary to find an appropriate balance that results in the highest possible net community benefit.

5 THE PLAN

Strategic Directions

Figure 2 shows the overall Structure Plan for the Sale, Wurruk and Longford region. The key directions provided for under the Plan include the:

- identification of three major growth areas - one to the north, one to the south and one to the west - that will be developed simultaneously to provide a broad array of options and opportunities;
- establishment of new neighbourhood centres within growth areas providing for a level of local services to contribute to the development of more self-contained, 'complete' neighbourhoods;
- establishment of a strong, vibrant heart in the Sale CBD with opportunities for expanded retail, commercial, social and entertainment activities on the periphery of the CBD and on the eastern side of York St;
- identification of infill development opportunities identifying key sites with potential for redevelopment to revitalise the inner areas of Sale and provide additional inner city housing or commercial activities;
- identification of new industrial estates to the west of Wurruk with direct access to highway, rail and air facilities;
- identification of a local and regional health precinct to support the hospital to expand and encourage a cluster of health related activities and facilities within close proximity of the Sale CBD;
- identification of a future public school education precinct on the north side of the Maffra-Sale Rd (preferred by the Department of Education and Early Childhood Development) and an alternative/ more accessible locality east of the Princes Highway (north of Cobains Rd) in close proximity to the Gippsland Regional Sports Complex;
- protection of the natural environmental features and floodplains of the Thomson River and Flooding Creek environments;
- protection of RAAF Base East Sale and surrounds enabling it to expand in the future;
- sustainable neighbourhoods providing local access to retailing, education, employment and community services and facilities;
- enhanced walking and cycling networks to ensure connectivity between key destinations; and
- development of a civic, cultural and community precinct adjacent to the Port of Sale; and enhancement of transport networks to better integrate the three communities.

Structure Plan Themes

The Structure Plan is organised under the following seven themes:

1. Residential Neighbourhoods and Homes
2. Retail and Commercial
3. Industry
4. Community Services and Facilities
5. The Built Environment and Amenity
6. Natural Environment and Agriculture
7. Access and Movement

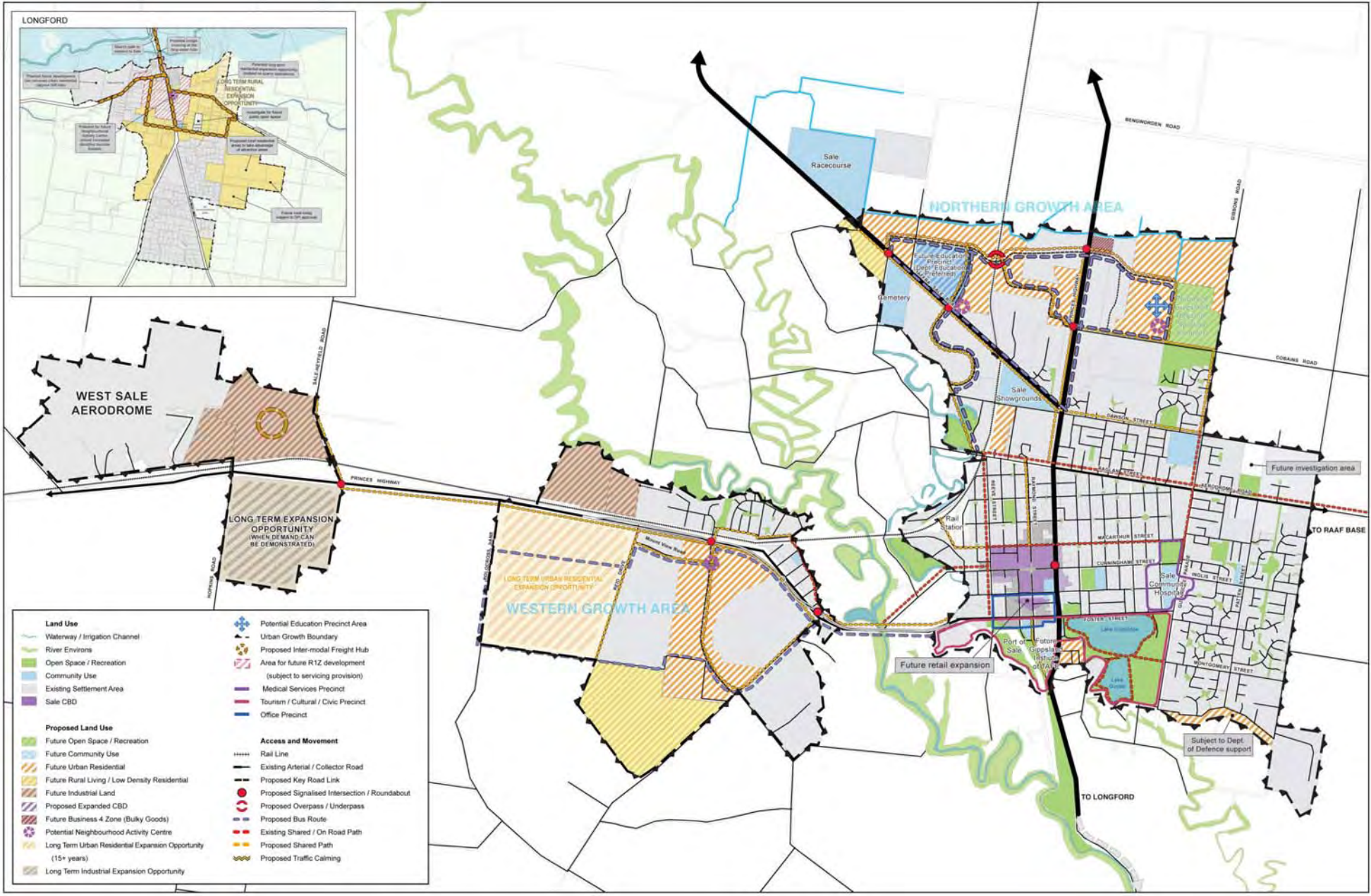


FIGURE 2: OVERALL STRUCTURE PLAN

Residential Neighbourhoods and Homes

It is conservatively projected that Sale, Wurruk and Longford will need to provide at least 1,700 new dwellings to meet the demand for housing to 2025 (this estimate does not account for latent demand or growth of the Defence and other industry sectors in the structure plan area)³.

The Issues and Options Paper outlined various options for the type of residential growth that could occur in the Structure Plan area (e.g. new growth areas, urban intensification etc) and where this growth could be located (Northern Growth Area, Southern Growth Area and/or Western Growth Area) in response to the current shortage of residential land.

The Structure Plan envisages that the vast majority of future residential development will be accommodated within these three designated growth areas simultaneously, yet in a staged manner. This approach will provide for a diverse range of housing choice across the Structure Plan area.

One of the Guiding Principles underpinning the Structure Plan is that of organising residential growth areas to form 'complete neighbourhoods', able to support a limited range of local services and facilities, rather than simply housing estates. Such 'complete neighbourhoods' are intrinsically more sustainable, equitable and resilient to the impacts of climate change and peak oil and better support an aging population.

It is considered that many existing Wellington communities flourish around community centres within populations of approximately 500-1000 people and the focus of complete neighbourhoods should be based on key elements such as multi-purpose centres and small scale commercial facilities, instead of attempting to replicate higher order services in each new growth area. In order to create 'complete neighbourhoods', it is important that provision be made for 'local level' services and facilities in the key growth areas.

The Structure Plan also identifies long term residential growth areas (beyond the life of this Plan) which require further investigation to determine their suitability to cater for long-term residential growth.

Objectives

1. To provide sufficient land to meet the future demand for inner urban living, urban residential and rural residential styles of housing.
2. To provide a wide variety of housing choice to:
 - a. maximise competition in the market place and contribute to housing affordability; and
 - b. cater to the needs of various age cohorts and household structures.
3. To provide housing opportunities in a variety of locations that can establish and function as sustainable neighbourhoods capable of satisfying the economic, social, transport, access and environmental needs and aspirations of their residents.
4. To encourage higher densities of development in areas that can capitalise on existing social and physical infrastructure provision.

5. To stage development appropriately.

Strategies

1. Ensure that at all times there is a sufficient supply of zoned residential land to provide for at least 15 years demand for inner urban, urban and rural residential style development.
2. Encourage higher density residential development (units, townhouses etc.) within a 400 metre radius of the Sale CBD, and adjoining existing and future neighbourhood centres and on transport routes.
3. Ensure that appropriate remediation procedures are followed when considering the redevelopment of brown field sites for residential purposes.
4. Require the development of an Outline Development Plan for new urban residential areas and ensure that they facilitate effective delivery and use of infrastructure, connectivity with adjacent areas, adequate and efficient open space, pedestrian and cycle linkages, and easy access to established or new community and commercial activities and employment.
5. Ensure the development of new rural residential areas provides sufficient connectivity to adjoining existing and potential urban areas to allow for a high level of integration.
6. Ensure that rural residential subdivisions are environmentally sustainable and serviceable in regards to infrastructure, services, drainage and waste disposal.
7. Ensure that new residential subdivision does not disrupt or restrict existing or potential future viable agricultural, industrial, defence and rural activities from operating and expanding, unless there is a clear and demonstrable reason for doing so.
8. Ensure that residential development occurs in a manner that protects existing natural environmental features, large stands of trees, native vegetation areas, native animal habitat and movement corridors, water courses and drainage areas and provides appropriate interfaces with public land and Farming Zones.
9. Ensure that residential development within flood prone land and identified wildfire areas appropriately mitigates environmental risks.
10. Ensure that the staging of residential development proceeds in a logical and efficient fashion with regard to access to existing community services and facilities, infrastructure, roads, pedestrian links, cycle ways, retail facilities, employment, public transport and public open space.
11. Encourage a range of lot sizes within new subdivisions to provide for a variety of dwelling sizes and types within the same residential areas and ensure that subdivisions are designed to support future public transport use.
12. To promote and facilitate 'aging in place' initiatives to support community wellbeing, particularly in locations with good access to critical social infrastructure.

13. To investigate a developer contribution scheme to support the provision of required social and physical infrastructure.

Key Implications

Growth Areas

The preferred residential growth areas (shown in Figure 3, 4 and 5) will become new neighbourhoods integrated with existing and planned future facilities and services that will in the long-term provide for sustainable and resilient future communities. Further detail on each of these growth areas is provided in the following sections.

Northern Growth Area

Figure 3 shows the plan for the Northern Growth Area (NGA). This growth area will be designed to provide a range of residential (approximately 1500 lots), commercial, educational, sporting and leisure activities. The growth area provides for the logical expansion in a northward direction of the existing urban area of Sale, forming 'complete neighbourhoods' to the east and west of the Princes Highway that are able to sustain local facilities.

Two new neighbourhoods are proposed to be created within the NGA. The first of these neighbourhoods comprises land to the east and west of the Princes Highway, with the eastern boundary being Gibsons Rd and the western boundary being the railway line that will be developed in the short to medium term. The development of this neighbourhood will align with the development of recently rezoned residential land (approximately 40 hectares in total), existing Business 4 zoned land (approximately 15 hectares for bulky goods retailing), and the development of the Gippsland Regional Sports Complex (GRSC).

The second new neighbourhood will be centred around the proposed Education Precinct north of Maffra-Sale Road (Department of Education and Early Childhood Development (DEECD) preferred site) and an adjoining new neighbourhood activity centre (NAC) providing local shops and community facilities. This neighbourhood is proposed to be developed in the medium-long term, with the exception of the Sale Specialist School which could be developed in the short term.

The Structure Plan also nominates an alternative locality for the future education precinct east of the Princes Highway (north of Cobains Rd). This area is strategically located in close proximity to the GRSC and the existing 'G-Tech' facility and is considered to provide safer and more direct access from the existing urban areas of Sale. However, it is recognised that this alternative locality will be subject to a greater level of aircraft noise than the Maffra-Sale Rd site and hence is not preferred by the DEECD.

It will be critical that the residential subdivision currently being developed south of Maffra Sale Road and the proposed residential growth area east of the rail line are well connected with the education precinct and NAC by foot, cycle, car and bus. The proposed movement network will provide both east-west connections across the NGA, and north-south connections to the existing urban area of Sale. A new signalised intersection on the Maffra Sale Road and an underpass (or overpass) across the Gippsland rail line will be required, as will a new road link through the Woondella Estate to Cemetery Rd to provide a more direct route into the Sale CBD via the Government Road level crossing. This will allow for the effective integration of sporting, commercial, education and other infrastructure across the NGA.

It is recommended that a precinct plan be developed which indicates the layout of these neighbourhoods and ensures the development of attractive and sustainable communities.

³ An analysis of residential land supply and demand is provided in Appendix B.

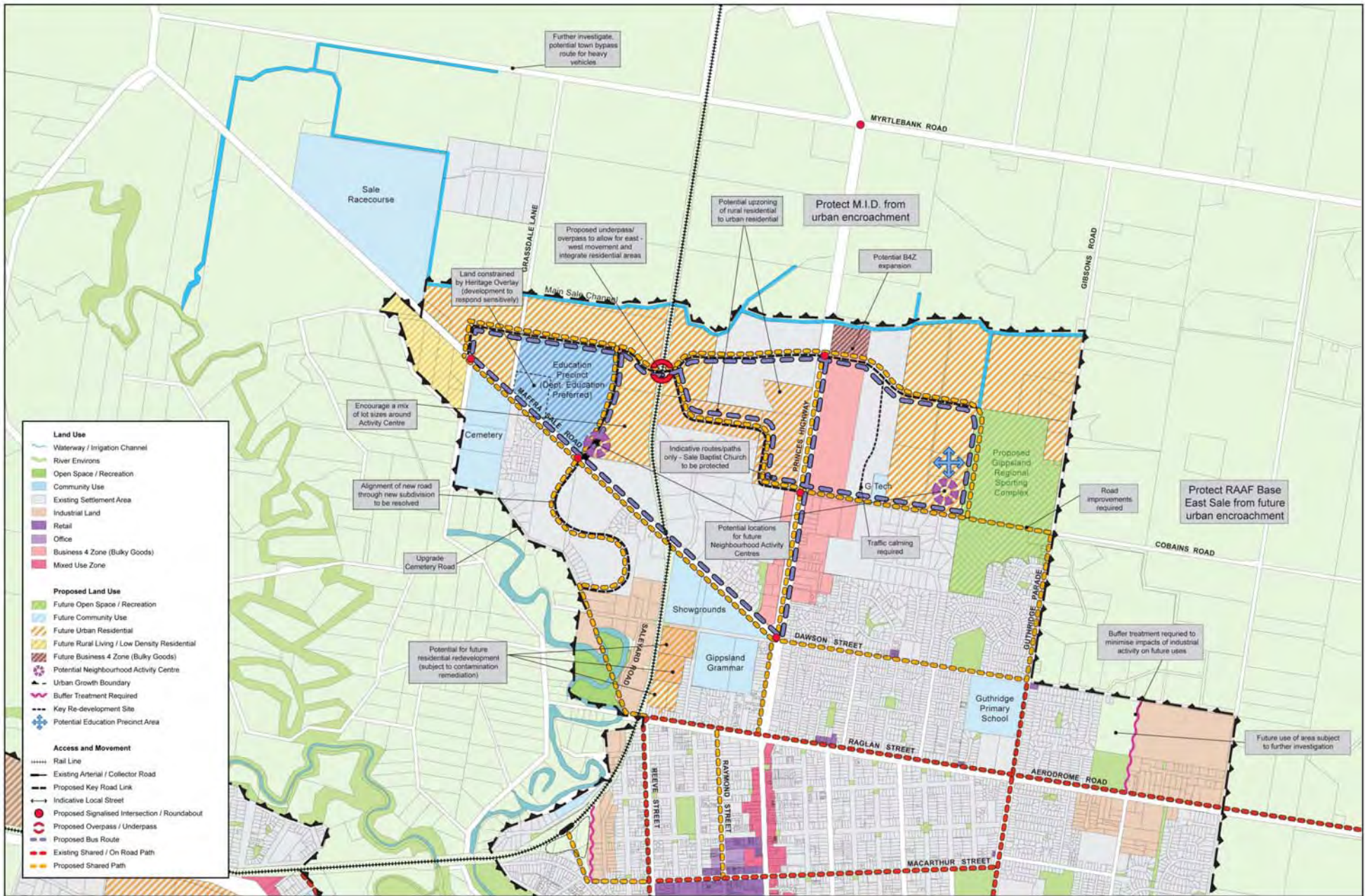


FIGURE 3: NORTHERN GROWTH AREA

Western Growth Area

Figure 4 shows the plan for the Western Growth Area in Wurruk. Opportunity exists for the establishment of urban residential and some rural residential development to form a 'complete' neighbourhood that is integrated with the existing urban area and local facilities. The new development areas will comprise:

- undeveloped Low Density Residential Zone (LDRZ) land south of the Highway (and 2 Farming Zone lots) 'up-zoned' to urban residential to yield up to approximately 630⁴ lots;
- approximately 70ha of land to the north and south of the Kilmany Park Estate suitable for low density/rural residential development (yielding 50 or more lots⁵), subject to consideration of the Heritage Overlay that currently applies to the land; and
- a long term urban expansion area west of Reid Drive to Polocross Lane (subject to water and sewerage infrastructure upgrades).

The Western Growth Area will be large enough to support new neighbourhood facilities including local shops, community facilities and open space. The ideal location for community/ commercial facilities is at the northern end of the land to be up-zoned from LDRZ, where it will be relatively easily accessed from both the existing and proposed new residential areas.

The intersection of Hunt Place with the Princes Highway should be signalised to provide better access to the existing and new urban areas, and enhanced connectivity across the Princes Highway by car, foot and cycle. A new street should be constructed through the up-zoned land to Settlement Road, ensuring direct access to the proposed new local facilities and a potential bus route.

A precinct plan should be prepared for the Western Growth Area to indicate how it should be laid out to ensure the creation of an attractive and sustainable community.

⁴ Assumes approx 90ha of land (excluding PAO on highway frontage) at 10 dwellings per hectare (assumes that 30 per cent of land will be taken up with roads, reserves, etc.)

⁵ Assumes that 30 per cent of land will be taken up with roads/reserves etc, with average lot sizes of 1ha.

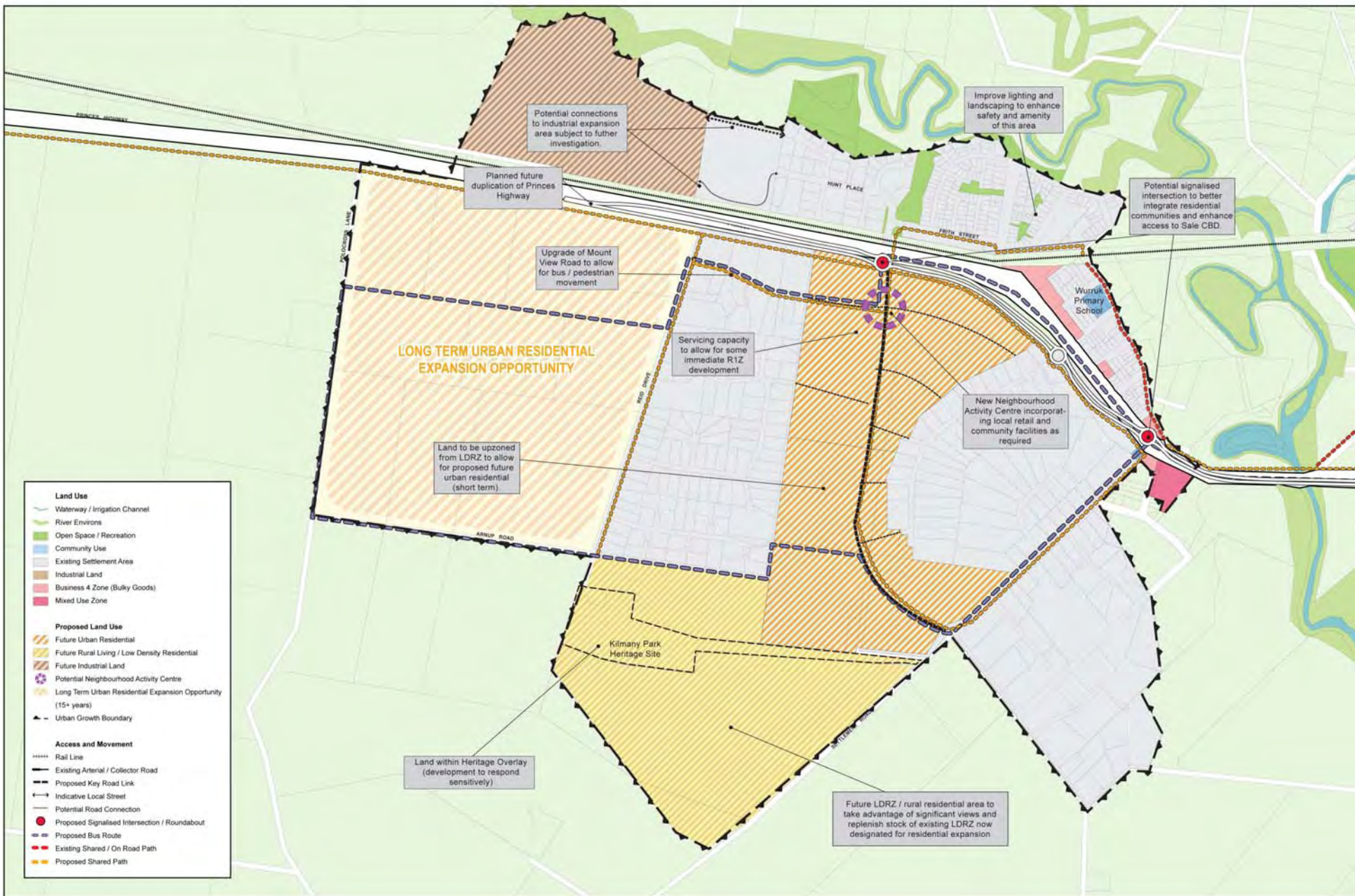


FIGURE 4: WESTERN GROWTH AREA

Southern Growth Area

Figure 5 shows the plan for the Southern Growth Area in Longford. A significant element of the residential growth opportunities in the Southern Growth area relates to the future redevelopment of the Longford/ Sale Golf Club. Plans have been prepared for the redevelopment of this area (currently included in a Comprehensive Development Zone) as an urban residential / golf course development comprising approximately 300 residential lots. The future development and servicing of the Golf Course could facilitate the servicing of surrounding areas of Longford to take better advantage of community assets such as the recreation reserve and primary school.

In relation to the future servicing of Longford (i.e. provision of reticulated water and sewerage), it is important that Longford is effectively seen as part of the broader Sale urban area (given its strong reliance on Sale for higher order community and commercial facilities) and is provided with like services available elsewhere in the Structure Plan area. It is also important that Longford is gazetted as a water and sewerage district to facilitate service provision and allow for the future development of the Residential 1 Zone area identified in the Structure Plan.

Subject to the resolution of water and sewerage provision (and potentially gas) in Longford, there is an opportunity for Longford to establish enough critical mass (approximately 800-1000 lots) in the future Residential 1 Zone area to better support further local level services and facilities (e.g. a multi-purpose community centre) and provide further diversity of housing choice across the Structure Plan area.

It is envisaged that future Rural Living areas nominated on the Structure Plan will be developed with 1 hectare lots (approximately) in a manner consistent with existing development patterns/ township character.

A precinct plan should be prepared for the Southern Growth Area to indicate how this may be best achieved.

Medium Density Housing / Infill Development

Figure 6 shows preferred areas for medium density housing development to take advantage of existing social and physical infrastructure close to the Sale CBD. Increased densities of development can assist in providing a greater range of housing choice (e.g. for lone person households) and over time, assist in minimising pressure for further outward urban expansion on the edge of Sale. It will be important that increased densities of development are carefully designed and managed to protect the character of Sale.

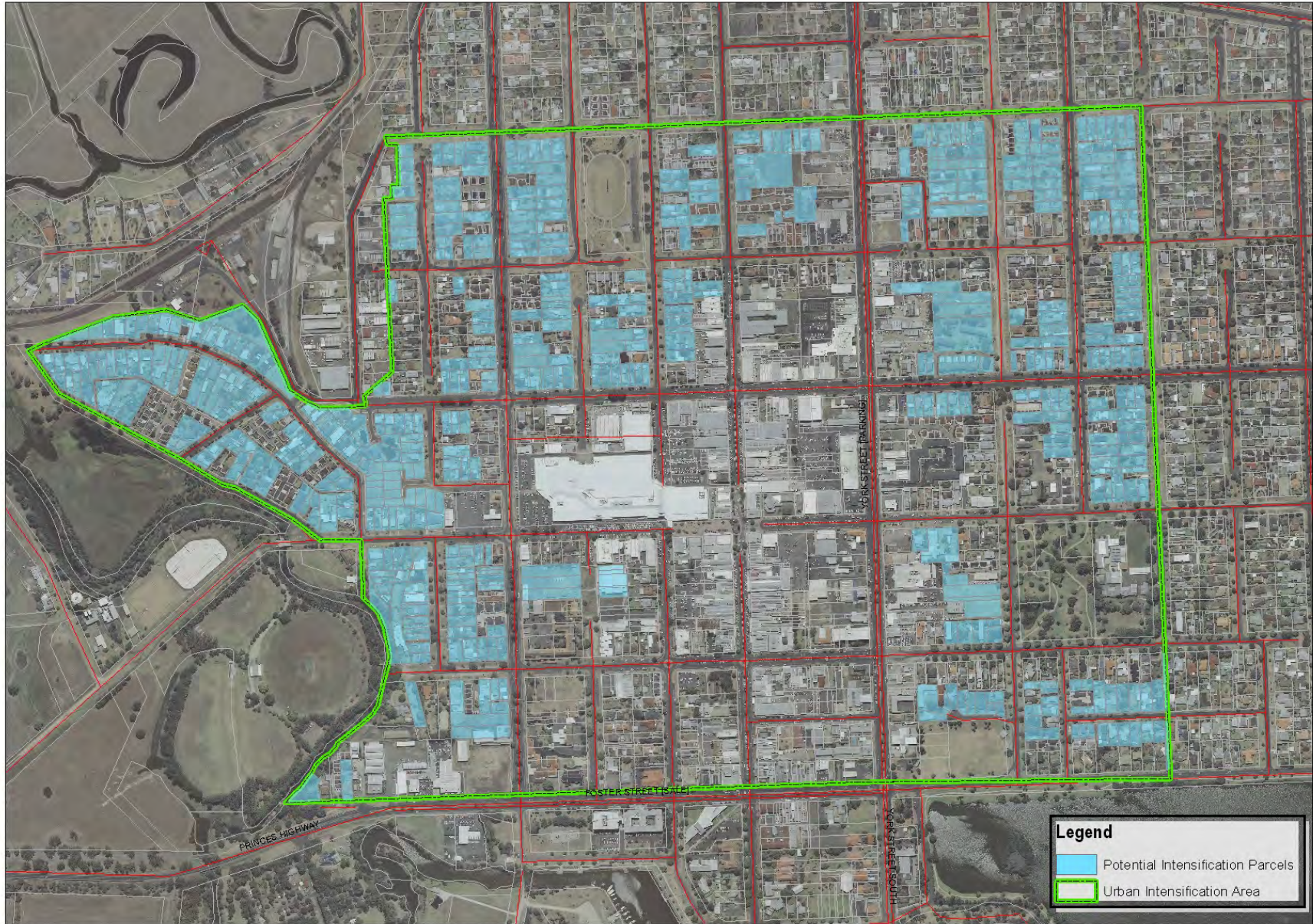


Figure 6: Potential Areas for Increased Housing Densities

Commercial Development

It is estimated that the future demand for retail and office space in the Sale CBD is in the order of 3ha to 2023. However, should significant population growth result from significant economic opportunities, this area could be greater. The Structure Plan has nominated a number of potential areas for the expansion of the CBD.

Figure 7 outlines some of the potential opportunities and improvements to the central areas of Sale, in and around the CBD.

Options for commercial growth can be classified into four broad types: (1) within the centre of the Sale CBD; (2) at the edge of the CBD; (3) at neighbourhood retail hubs; and (4) distant from the Sale CBD and neighbourhood hubs.

Commercial growth within the centre of the Sale CBD is considered preferable to growth at the edge of the CBD, which is in turn preferable to growth outside of the Sale CBD (not including growth at neighbourhood retail hubs). This is often referred to as the sequential test, the underlying principle being that in the first instance, commercial growth should be focused into commercial centres. If this is not achievable, growth should be directed to edge-of-centre locations, and if this is not achievable, only then should growth be allowed 'out-of-centre'.

The third classification (commercial growth at neighbourhood retail hubs) is encouraged to enhance lower order, convenience type growth within residential areas. This is seen to encourage the development of complete neighbourhoods, and facilitate walking and cycling trips.

Objectives

1. To ensure that the community has easy access to a comprehensive range of retail, commercial and business goods, services and facilities within easy access of homes, transport and workplaces.
2. To provide retail and commercial employment opportunities for the community in accessible locations.
3. To provide a sustainable business environment for existing retail and commercial businesses within the region and make the area attractive to facilitate further investment and expansion.
4. To strengthen the role and vibrancy of the Sale CBD as the main commercial focus for the area.
5. To encourage bulky goods retailers (e.g. trade supplies, furniture stores) to locate to appropriate locations such as the identified homemaker centre on the corner of Cobains Rd and the Princes Highway.
6. To develop the tourism industry and provide tourists and visitors with an attractive, memorable and enjoyable time in Sale.

Strategies

1. Maintain the primacy of the Sale CBD as the major and preferred location for higher order retailing, discount department stores, specialist retail, cafes, restaurants, entertainment, personal and professional services, cultural, civic and higher order community facilities.
2. Continue to focus commercial and government office development to the south of the Sale CBD (between Reeve St and York St), to build a coherent office precinct benefiting from good highway access and adjacency to CBD shops and services.
3. To encourage retail expansion from the CBD southward and eastward, across York Street as a means of capturing passing trade and enhancing the quality of the built environment in this area, as well as the experience provided to users.
4. Encourage and facilitate the consolidation and appropriate redevelopment of key sites within the CBD to provide opportunities for additional retail and commercial development.
5. Increase the number of persons using the CBD by encouraging development patterns that help attract visitors and capture trade from passing vehicles.
6. Discourage the development of out of centre retailing and commercial activities that could be accommodated within, and would enhance the overall operation of, the CBD.
7. Pursue an integrated approach to the management and operation of the Sale CBD recognising it as an entity in its own right and coordinating the delivery of physical, business development, social, community and environmental initiatives.
8. Develop a Tourism Precinct integrated with the Sale CBD that provides for the consolidated development of tourism uses.
9. Provide for the development of "Neighbourhood Activity Centres" providing access to essential food retail and local services throughout the area.
10. Provide appropriate sites to accommodate large format, bulky goods style activities north of Cobains Rd, Sale.
11. Develop and implement an updated Master Plan for the Port of Sale to create a tourism precinct that effectively links the CBD and Port of Sale with Lake Guthridge.
12. Develop a new high-quality caravan park in an appropriate location.

Key Implications

The Tourism Precinct

Sale has many advantages as a tourism location. It lies at a gateway to the Gippsland Lakes region, where the South Gippsland Highway meets the Princes Highway. In addition, it has attractive local destinations, including the Port of Sale, Lake Guthridge and adjoining wetlands, and a wide range of dining and accommodation opportunities. At just over two hours drive from Melbourne, it is also a good place for a stop-off on longer journeys.

However, the town does not fully capitalise on these attributes. The potential exists to develop a highly attractive tourism precinct around the Port of Sale. Such a precinct should be developed in a manner that builds on the recommendations of the previously prepared Sale Central Urban Design Framework (UDF) and an updated, more current version of the Port of Sale Master Plan.

In particular, attention needs to be given to the recommendations of these documents in relation to public realm improvements within the area to develop a coherent and functional Tourist Precinct that will be better able to capitalise on existing, and create new, tourism assets. Further development opportunities in this area potentially include the existing skate park north of the Port of Sale. However, prior to any potential relocation of the existing skate park, further consultation with the Youth Council and key stakeholders should be undertaken.

It is critical that views to the Port from the Princes Highway and good signage are provided to ensure its legibility.

The Sale CBD

It will be necessary to prepare a precinct plan for the Sale CBD, which will in part indicate how the CBD can accommodate increased retail and commercial floor space. There is some opportunity, for example, for the redevelopment of existing car parking areas (e.g. adjacent to Cunningham St) to make better use of valuable retail space within the CBD and contribute to the creation of a more vibrant 'activity centre' character.

In addition, some bulky and whitegoods retailers should be encouraged to relocate to more appropriate locations, either on the periphery of the CBD or preferably at the future home-maker centre on the corner of Cobains Rd and the Princes Highway, Sale. The relocation of these retailers is considered beneficial, given these require large amounts of car parking and large spaces for relatively little amounts of pedestrian activity.

The redevelopment of land currently occupied by these retailers in the CBD (especially on Cunningham St) would offer significant opportunities for creating a more vibrant, pedestrian friendly atmosphere that would likely help capture passing tourist trade.

Lower Order Commercial Facilities

In the interest of convenience, environmental sustainability and the creation of complete walkable/cycle-able neighbourhoods, it is recommended that appropriate lower order commercial facilities be provided at neighbourhood hubs. This includes the provision of new neighbourhood scale facilities in the Western, Northern and Southern Growth Areas.

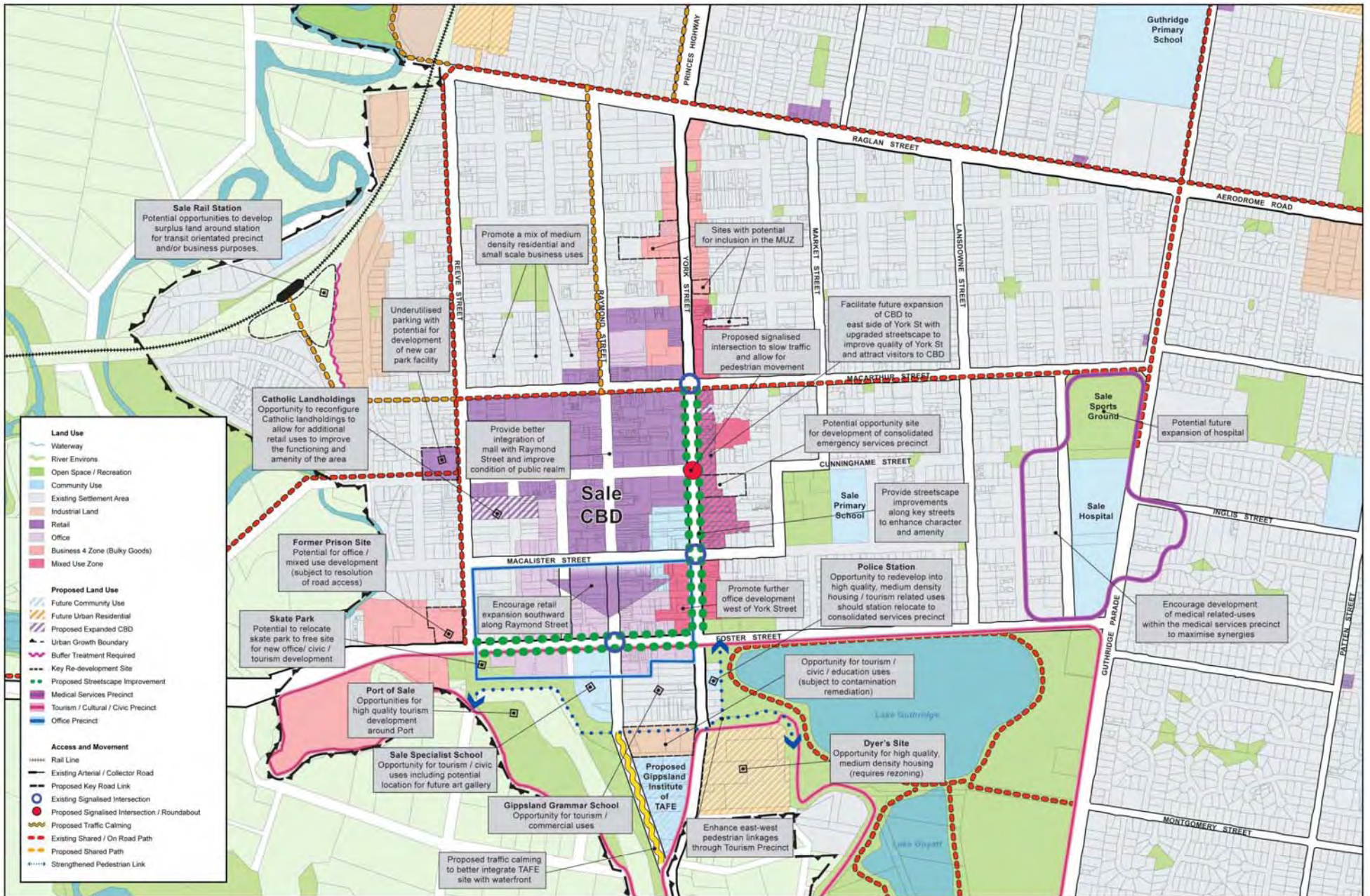


FIGURE 7: SALE CENTRAL

Industry

The 2006 Industrial Land and Retail Assessment estimated that approximately 50ha of additional industrial land is required to satisfy industrial demand into the future.

Viable options for industrial growth are generally limited to the area west of the existing Wurruk industrial estate, and within and around the West Sale Aerodrome. These areas provide good highway and rail access and will be far enough away from residential areas to limit any unreasonable off-site impacts. Furthermore, it is relatively easy to service these areas with water and sewerage, and existing infrastructure capacities can be taken advantage of. Areas east of Somerton Park Road (near the RAAF base) have been considered but have not been included to better protect the future expansion potential of the Defence sector in this area.

Objectives

1. To protect the ongoing operation of existing legitimate industrial activities in the area.
2. To provide economic development and local employment opportunities in industrial activity by ensuring that adequate zoned land is available to facilitate future industrial development in areas that are easily accessible from major transport routes.
3. To ensure future industrial development achieves high standards of design, affords appropriate buffers from sensitive uses and appropriately mitigates off-site impacts to both sensitive and non-sensitive surrounding uses.
4. To protect and enhance the capacity for RAAF Base East Sale and the West Sale Aerodrome to operate and develop as a major employment and technology base for the area.
5. To provide for a multi-modal freight exchange area for freight and logistics operators that capitalises on strategic locations with good road, rail and air connections
6. To maintain and enhance transport access to and from existing and future industrial areas.

Strategies

1. Develop new industrial areas to the west of Wurruk in locations in close proximity to the Princes Highway and the rail line.
2. Maintain urban service style industrial activity within the established area of Sale to provide easy access to goods, services, facilities and local employment opportunities.
3. Develop a new industrial area south of the Princes Highway to accommodate heavier uses and ensure adequate landscaping at the Highway interface to maintain an attractive entry to the area.
4. Develop guidance for the design of new industrial development.
5. Ensure that existing dwellings in or near future industrial areas are not unreasonably affected by off-site impacts from future industrial activities.
6. Ensure that industrial development in the vicinity of the West Sale aerodrome utilises appropriate lighting and height treatments to protect airfield operations.

Key Implications

Provision of Industrial Zoned Land

The Structure Plan has nominated three large, industrial growth areas west of Wurruk. These areas are comprised of the following:

- expansion of Wurruk industrial park – 36 ha. This area is suitable for light industrial 'urban services' given its proximity to existing and proposed residential communities;
- a new industrial area east of the West Sale Aerodrome, along Sale - Heyfield Road - 78.3 ha. Given its adjacency to the aerodrome and rail line, this area is suitable for an inter-modal freight hub and industrial development that would benefit from road, rail and air access; and
- land south of the Princes Highway, east of the existing prison – 104.5 ha. This area is suitable, when demand can be demonstrated, for larger operators and heavy industrial uses, given its size, distance from residential development and excellent highway access.

The amount of land proposed for rezoning exceeds the identified land demand for future industrial needs. Accordingly, industrial land will need to be released in a staged manner based on identified demand.

Figure 8 shows the plan for existing and future industrial areas in the region, and provides a broad indication as to when industrial land should be re-zoned in order to accommodate future demand.

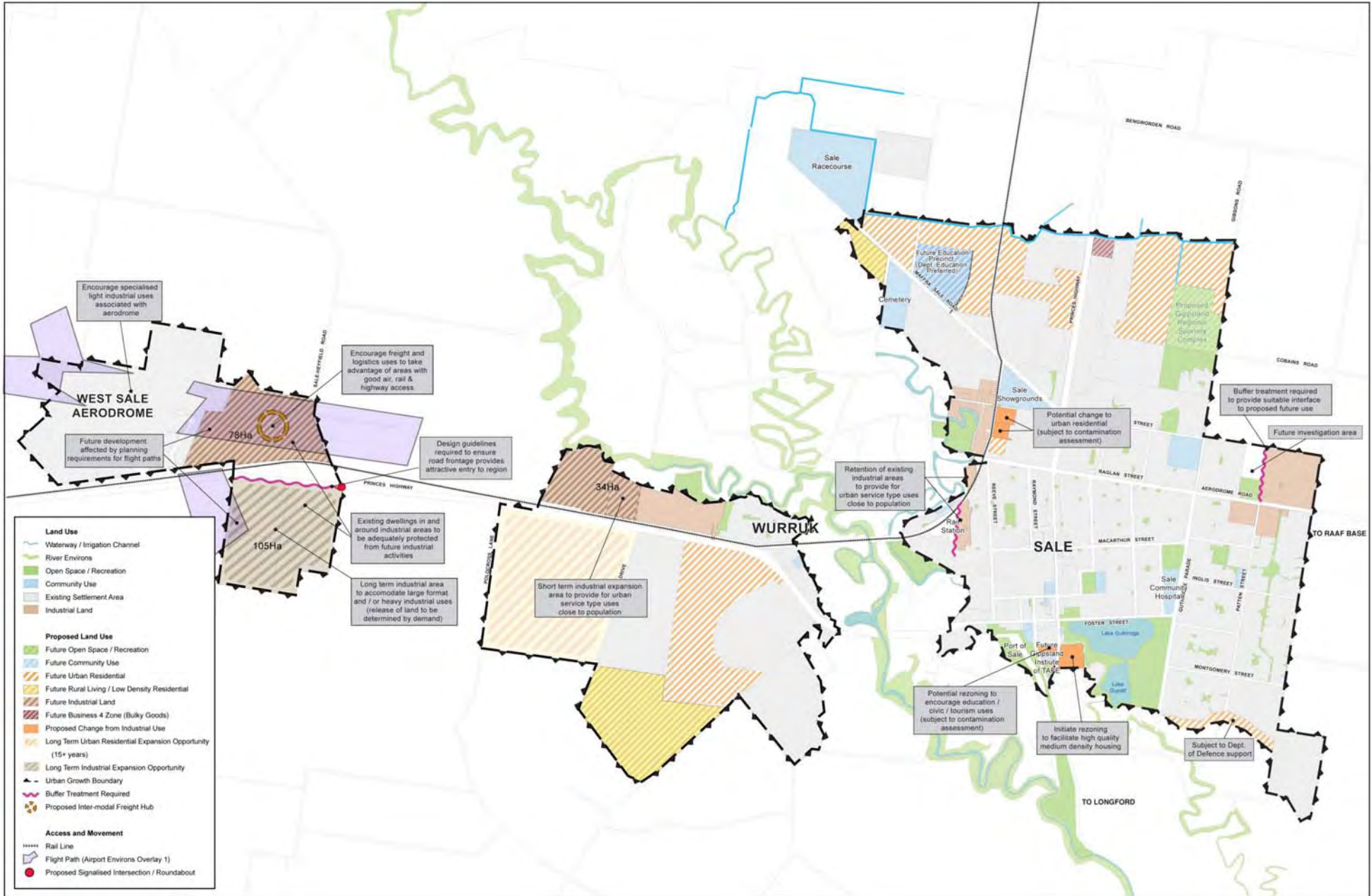


FIGURE 8: FUTURE INDUSTRIAL AREAS

Community Services and Facilities

The region contains a broad range of community services and facilities. These will be enhanced in the future to ensure that the diverse social, education, health and recreation needs of future communities are adequately met.

The Structure Plan supports the planned development of the Gippsland Regional Sporting Complex as a showpiece asset for the community, and aims to integrate this into future residential areas. The Structure Plan also recognises the important contribution that Central Gippsland Health Services plays in ensuring healthy communities, and supports the future development of health services in the area to cater to an ageing population.

New residential growth areas will be supported by a limited range of complementary local services that help these areas develop into complete neighbourhoods that allow residents to meet their daily needs close to home.

Objectives

1. To ensure that the communities of Sale, Wurruk and Longford have access to a quality range of community services and facilities including health, education, social, civic, cultural, recreation, sporting and leisure.
2. To ensure that community facilities are located where they will most effectively serve the community, are easily accessible by all forms of transport and where possible or appropriate, are co-located with other community facilities and business activities.

Strategies

Health

1. Establish an integrated Health Precinct in the vicinity of the Sale Hospital by:
 - consolidating medical services and facilities in this area;
 - facilitating the development of retirement and aged care housing in the areas surrounding the precinct;
 - facilitating the development of medical practices and consulting rooms in adjacent areas; and
 - expanding the health precinct into surplus recreation land and premises on the adjoining Sale Oval reserve should such activities be relocated to the Gippsland Regional Sports Complex site in the future.

Education

2. Facilitate the provision of education facilities where they are accessible, integrated with existing and emerging residential communities and can best serve the needs of current and future communities.
3. Ensure appropriate development patterns around the future East Gippsland Institute of TAFE to appropriately connect the facility to future surrounding land uses⁶.

4. Establish a new education precinct in the Northern Growth Area, either west of the rail line, along Maffra Sale Road or east of the Princes Highway near the Gippsland Regional Sports Complex.
5. Facilitate the appropriate redevelopment of education sites and/ or assets, such as south of the Gippsland Centre, if and when these uses become redundant.

Emergency Services

1. Facilitate the consolidation of emergency service activities on a single site with good access to the CBD.

Social, Civic and Cultural

7. Recognise and protect buildings and landmarks of heritage value.
8. Investigate the provision of new and upgraded civic facilities, including a new library and art gallery to better meet contemporary community standards.
9. Facilitate developments that support arts, entertainment and cultural activities.

Recreation, Sporting and Leisure

10. Ensure that the new Gippsland Regional Sports Complex is well integrated into the design of surrounding neighbourhoods (existing and future).
11. Ensure the provision of appropriate infrastructure to support the efficient functioning of the Gippsland Regional Sports Complex.
12. Provide appropriately located entertainment facilities within or close to the Sale CBD to cater to youth needs and encourage the use of the CBD.

Key Implications

Health Services

The Central Gippsland Health Service (CGHS) has indicated its intentions (in the longer term) to expand in the future in order to ensure efficient and on-going delivery of health services to the Wellington Shire community. In response to this, Council has indicated that it is committed to supporting any future expansion of the CGHS and wishes to have arrangements in place to support its expansion when the need arises. Accordingly, the current Sale Oval and O A Ruff Stadium site adjacent to the CGHS has been identified as the most suitable site, given it will allow for the hospital's expansion within a single precinct.

The Structure Plan supports this strategic direction and further recommends that smaller medical, aged-care, or similar practitioners be encouraged to establish within close proximity to the CGHS to create a consolidated and efficient medical precinct.

Education

As indicated in Chapter 2 of this document, the education and training sector is one of the largest employers in the Sale SLA, which generally enjoys good levels of education.

Given this is the case, it is expected that demand for education will continue to be strong in coming years and the education sector will continue to play an important role in the area's economy. Moreover, it is likely that the role of the education sector will be strengthened when the new TAFE facility⁷ is developed at the Port of Sale precinct, which is expected to attract increased numbers of young persons from the Sale, Wurruk and Longford area, as well as the wider region.

The Department of Education has indicated that it requires a large Greenfield site to develop new educational facilities to serve the long term needs of the community. Accordingly, the Structure Plan supports the development of an integrated education precinct in the Northern Growth Area. In the shorter term, this area could support the relocation of the Sale Specialist School and in the longer term could accommodate new primary and secondary level education.

Emergency Services Precinct

The imminent need for a new police station, ambulance station and CFA facilities has created the opportunity for them to be co-located. This would bring a number of benefits including reduced operating costs and reduced site acquisition costs.

For all three services, a location on the east side of York Street would offer the optimum combination of easy highway access to all parts of the region, including the urban growth areas, and proximity to shops and services in the CBD. A site in the order of 13,500 m² would be required in a well accessible location to accommodate such a facility (with approximately 4000 m² of space for the Police, 3500 m² for the ambulance service and 6000 m² for the CFA)⁸.

The Structure Plan identifies potential sites where the future development of this precinct may be possible, but further discussion and planning will be needed to refine the requirements of a consolidated emergency services precinct. Other potential sites for a consolidated precinct may become available in the future, and the suitability of these opportunities should be further investigated and pursued.

Sports Infrastructure

A study conducted in 2006 by HM Leisure Planning Pty Ltd found that the majority of sporting facilities in Sale were either at capacity or at an age where they need major upgrading. Since that time, Council has commenced construction of Stage 1 of the Gippsland Regional Sports Complex (GRSC) to address the deficiencies in sporting infrastructure.

In relation to the Sale Oval and O A Ruff Stadium site (the site for the potential CGHS expansion), the abovementioned study highlighted that its long term capacity is limited, which in turn is limiting the Shire's ability to attract high standard sporting events. The study also gave recognition to the long term expansion needs of the CGHS and accordingly recommended that the facilities be relocated to a new site. Given these considerations, Council is planning to develop an additional new site in the long term directly opposite the GRSC Stage 1 site.

The Structure Plan recommends that the development of this new site give appropriate recognition to surrounding future land uses. Specifically, the Structure Plan recommends the provision of: appropriate vehicular, pedestrian and cyclist connections; open space linkages; well-designed interfaces with future residential developments; and appropriate upgrades of existing road infrastructure.

⁷ Potential currently exists for the new TAFE to have university affiliations.

⁸ Proposed estimates are based on estimates of current areas occupied and discussions with Emergency Services representatives (through an 'Authorities Workshop', which was conducted as part of the Structure Plan process).

⁶ The relocation of the East Gippsland Institute of TAFE from West Sale to the Port of Sale precinct is also an important factor in attracting and retaining youth and to increase the opportunity for higher education and vocational training in accordance with Council's Wellington 2030 Strategic Vision.

The Built Environment and Amenity

The quality of the built environment* and the general public realm# can make a substantial contribution towards the character, identity and perceptions of the Sale, Wurruk and Longford area. High-quality buildings and public spaces can assist in attracting residents, visitors, businesses and investors to the area and can increase its competitiveness relative to other towns in the broader regional area. Accordingly, the Structure Plan promotes excellence in architecture, urban design and landscaping as a means of improving the image of Sale, Wurruk and Longford.

Key priority areas include York St and Foster St, the main gateways into the area, and the Sale CBD.

* The built environment consists of all man-made environs and structures (public and private) that are used for human activity.

The public realm consists of areas that are freely accessible to all members of the community, including parks and gardens, streetscapes, public squares and all elements of the built environment that connect the public and private realms.

Objectives

1. To improve the safety and attractiveness of the public realm.
2. To enhance the image and identity of Sale, Wurruk and Longford.
3. To improve the legibility of the Sale CBD from the Princes Highway and Foster St.
4. To promote a high standard of Environmentally Sustainable Development (ESD).
5. To protect significant heritage places.

Strategies

1. Ensure new development achieves high standards of urban design, architecture and landscape architecture.
2. Ensure new subdivisions adopt best practice in relation to walkable neighbourhoods, provision for bus routes, water sensitive urban design and other energy efficient/ sustainability initiatives.
3. Investigate the potential for a 'green' subdivision or 'green' suburb to be established as a model for future development in the region.
4. Ensure appropriate sightlines are maintained/ created to celebrate iconic structure and spaces.
5. Ensure appropriate recognition is given to areas/ sites of heritage value.
6. Ensure new developments have a good relationship with surrounding land uses, developments and public spaces.
7. Implement the Sale CBD Urban Design Framework, including an upgrade to the Cunninghame St Mall.

8. Prepare design guidelines for new development along York St and Foster St in Sale.
9. Prepare a precinct plan to guide development within the Sale CBD.
10. Upgrade the streetscapes in York St and Foster St adjoining the Sale CBD.

Key Implications

The General Public Realm

The public realm should be designed to be:

- aesthetically pleasing - to create a sense of place and foster community pride and stewardship;
- comfortable, safe and conducive to human activity - to create a sense of vibrancy and attract local residents and visitors to stop and engage in various social and economic activities;
- functional and adaptable - to encourage a range of activities such as on-street dining, markets, shows, displays and promotional activities;
- accessible and well linked - to allow users of all age cohorts, physical abilities and social backgrounds to conveniently access public spaces and the private realms they connect; and
- defined and legible - to enable 'way finding' and easy identification of areas for social interaction, informal leisure and economic activity.

The Princes Highway and the Sale CBD

The Princes Highway (encompassing York St and part of Foster St) carries thousands of visitors to the region directly past the Sale CBD every year. However, the highway's presentation and separation from the CBD fail to invite them to stop, costing potential tourist trade. In order to address this, the Structure Plan recommends the preparation of design guidelines for development along the Highway and upgrades to the streetscape (including tree planting, landscaping, public art and lighting). Several key opportunity development sites have also been identified, such as the former prison site, which present important opportunities to encourage high-quality, attractive development that encourages visitors to stop to have a look around, and provides them with a positive experience of what is special and unique about the area.

The Structure Plan identifies a number of improvements to enhance the visibility and perceptions of the Sale CBD from the highway, including the following:

- the extension of the CBD to the east side of York Street – to allow travellers along the Highway to journey through the heart of the region (the Sale CBD) where they will be more likely to stop, rather than driving past it. The success of this strategy will rely on the creation of an 'activity centre' character on York Street alongside the CBD. This will involve such elements as retail and commercial frontages, broad and sheltered footpaths, canopy street trees, kerbside parking and the potential provision of traffic lights at the Cunningham St junction to improve the visibility of the town centre and provide safe, convenient access for traffic and crossing pedestrians;

- urban design improvements at the Foster St/ Raymond St intersection to create an 'activity centre' character and more clearly signify the location of the Sale CBD; and
- improvements to the development pattern and urban design of Cunningham St (between York St and Raymond St) to create an active, pedestrian friendly atmosphere.

Gateways

In order to promote the image of Sale, Wurruk and Longford, the Structure Plan recommends improvements to the 'entry statements' into the district. Public art, landscaping and signage should be provided/ improved in order to better define the point of arrival into the district and to enhance its character, as perceived by persons travelling through the area.

Car Parking

The amenity of prominent areas within the CBD is currently affected by the location, design and condition of existing car parks. The quality of these areas can greatly impact the level of attractiveness of the CBD to current and prospective residents and visitors. Accordingly, the Structure Plan recommends the inclusion of car park design guidelines within a precinct plan for the Sale CBD. It also identifies the off-street car parking adjacent to Cunningham St as a potential site for redevelopment.

Views and Signage

The Structure Plan recommends improvements to signage and views of key features in order to market the image of the district and to facilitate 'way finding' and orientation. Key areas where views and signage need to be enhanced, protected, or provided include:

- the Port of Sale;
- Lake Guthridge;
- the Gippsland Regional Sports Complex;
- the Gippsland Shopping Centre;
- the town centre;
- the railway station; and
- the Longford Golf Course.

Natural Environment and Agriculture

There are numerous natural environmental assets in and around the region that offer habitat for flora and fauna, provide ecological services such as carbon sequestration (through surrounding forests, vegetation and street trees) and present numerous recreation and leisure areas. The Thomson River and its surrounds are the most significant of these areas, and is a defining feature of the region. Enhancing these and providing for rehabilitation of degraded areas will contribute to a healthier and more resilient natural environment.

Areas of high-quality agricultural land surround the three population centres, particularly to the north and east of Sale which forms part of the Macalister Irrigation District (MID). These areas provide valuable jobs to residents and present opportunities for locally grown food.

Objectives

1. To maintain and enhance the natural environmental assets including public land waterways, wildlife corridors, native vegetation and major stands of trees.
2. To ensure that development does not compromise local environmental values.
3. To protect the existing high-quality agricultural land to the north and east of Sale recognising their importance providing local access to food, agricultural employment and the viability of farms.
4. To protect natural resource deposits in the area.

Strategies

1. Ensure that development standards reduce environmental impacts associated with stormwater run-off and habitat loss and destruction.
2. Promote development patterns that reduce greenhouse gas emissions and the reliance on fossil fuel.
3. Protect communities from unforeseen environmental risks such as wildfire or flooding.
4. Prevent development in flood prone areas, particularly to the west and south of Sale.
5. Ensure the retention of native animal habitat areas and connect them where possible to provide movement corridors within new development areas.
6. Protect viable agricultural areas from the incursion of urban development by managing growth in a logical and consolidated manner and by utilising an urban growth boundary.
7. Protect the irrigation channels to the north and east of Sale.
8. Ensure that development does not impinge on the State Resources Overlay (Brown Coal) at Longford, yet advocate for the removal of this overlay where economically viable coal deposits are shown to not exist.

Key Implications

Urban Growth Boundary (UGB)

In order to protect valuable agricultural land from unnecessary urban encroachment, the Structure Plan proposes the application of an Urban Growth Boundary (UGB), which will limit where growth occurs in the longer term. This UGB will ensure that valuable agricultural land is not inappropriately developed for urban purposes unless there is a clear and demonstrable need for this to occur.

It is noted that the draft Structure Plan released for community and stakeholder comment identified land in North Sale (as far north as Myrtlebank Rd/ Bengworden Rd) as a long term expansion area. However, due to the need to better protect the MID, the updated Structure Plan identifies that urban growth in North Sale should extend no further north than the main Sale irrigation channel.

Drainage

In order to protect the ecological integrity of water bodies in proximity to urban areas, the Structure Plan recommends appropriate infrastructure provision to ensure that water discharged from man-made drainage basins is of a sufficiently high-quality to satisfy the discharge standards required by the relevant water authority.

Access and Movement

The Structure Plan area is serviced by major regional infrastructure including the Princes Highway, South Gippsland Highway and the Gippsland rail line. Planned highway improvement works (Princes Highway duplication and Cox's Bridge) will significantly improve access in the Structure Plan area. The previously completed Issues and Options Paper identified a clear need for other access and movement improvements in the area, including public transport and local road networks. Critically, the need to provide further pedestrian and cycle infrastructure between and within Sale, Wurruk and Longford is of fundamental importance to future community wellbeing.

Important upgrades, summarised in Figure 9, to the transport network should be made to facilitate access and movement. This includes improvements that will make more sustainable modes of travel such as public transport, walking and cycling more attractive, convenient and safe.

Objectives

1. To provide an efficient movement network for vehicles, pedestrians and cyclists within the growth areas.
2. To harness the benefits of imminent upgrades planned for the arterial road network (i.e. Princes Highway Duplication between Traralgon and Sale and Cox's Bridge upgrade) and identify significant upgrades required in the future.
3. To ensure adequate vehicular and pedestrian/ cycle connectivity is provided between the Sale CBD and North Sale, Wurruk and Longford.
4. To appropriately manage access and parking requirements and operational capacity requirements by implementing appropriate access strategies.
5. To cater for potential future public transport improvements and new services within the growth areas and along the arterial road network.

Strategies

1. Identify key roads within the growth areas to provide a high level of accessibility and cater for future traffic movements.
2. Identify upgrades required for the existing road network to accommodate future transport requirements.
3. Apply access management principles on the arterial road network (intersection spacing and treatments) to provide safe and efficient access for growth regions and manage impacts on the arterial road network.
4. Identify future on-road and off-road cycle networks and pedestrian infrastructure requirements within and between the towns of Wurruk, Longford and Sale and investigate the potential for a shared path link between Sale and Maffra.
5. Prevent future growth areas from precluding any potential future upgrade of routes used by heavy vehicles and establish a corridor for the provision of a potential truck bypass of Sale.
6. Promote sustainable transport initiatives such as the provision of bicycle parking facilities and implementation of programs such as the Walking School Bus.

7. Ensure that future roads and access ways are compliant with the requirements of the Disability Discrimination Act.
8. Ensure that future subdivisions are designed to provide for future public transport access in accordance with the Public Transport Guidelines for Land Use and Development (Department of Transport).

Key Implications

Vehicular Traffic

The road network within the study area comprises arterial roads managed by VicRoads and locally managed roads.

A high number of existing roads in the growth regions are currently formed (unsealed) rural roads. Traffic volumes in future will require formal construction of some existing (unsealed) roads and proposed roads.

Road networks within urban residential areas are to be suitable for an urban environment, in accordance with Council's subdivision guidelines. Higher order roads identified for potential future bus networks should be developed in accordance with Department of Transport requirements.

Key upgrades to the existing road network that are required are summarised in Appendix C.

Punt Lane, Port of Sale

Punt Lane provides a connection between the Princes Highway and the South Gippsland Highway and has an existing traffic volume in the order of 2,322 vehicles per day.

Punt Lane has a general north-south alignment and provides an important connection to and from the Sale CBD. The street changes name to Raymond St, which to the north of its signalised intersection with Princes Highway functions as the main street within the Sale CBD. At its intersection with South Gippsland Highway the Y-intersection formation provides northbound vehicles with priority. Punt Lane currently has a high vehicular focus.

The development of East Gippsland Institute of TAFE in Sale presents an opportunity to more fully utilise Punt Lane in creating an improved point of entry into the Port of Sale and the Sale CBD. Opportunity exists for the street to form part of a future revitalised precinct at the Port of Sale, consisting of civic, cultural, tourist and educational uses.

It is also envisaged that a pedestrian/ cycle desire line, the pathway which most people want to travel, will be created between the open space area adjacent to the Sale canal and the TAFE campus, and that the connectivity between the two should be strengthened.

To improve the safety of Punt Lane and create a shift towards an 'all user' environment (including public transport access), it is recommended that traffic calming measures be implemented along Punt Lane including:

- formalisation of on-street parking;
- bicycle and pedestrian provisions;
- reduced speed limit;
- physical traffic calming mechanisms; and

- provision of suitable pedestrian crossing facilities between the TAFE and the Port of Sale.

Heavy Vehicles

Sale

The Princes Highway forms part of the interstate highway network and also has a significant role in regional transport. Significant volumes of 'passing' traffic, including heavy vehicles, currently travel through the town centre of Sale. Growth in the surrounding region will increase the level of traffic activity to and from the Sale CBD.

The implementation of a 'potential Sale bypass route' will provide safety and operational benefits for the region in the longer term. The Alternate Truck Route Study-Sale prepared by GHD identifies that the 'Myrtle Bank Road / Myrtlebank-Fulham Road / Sale-Heyfield Road' route is currently used as a pseudo 'bypass route' of Sale and carries a significant proportion of heavy vehicles.

The future growth area identified within North Sale, and existing topographical constraints in the region, makes it difficult to provide a bypass route closer to town. It is considered that formalisation of the 'Myrtle Bank Road / Myrtlebank-Fulham Road / Sale-Heyfield Road' route should be further investigated as a potential truck bypass of Sale.

Industrial Growth Areas

The existing industrial area in Wurruk is bound by the existing residential estate to the east, Thomson River to the north and the Gippsland Railway/ Princes Highway to the South. The road network within the estate currently comprises a number of dead-end roads, constructed to an 'industrial road' standard.

The expansion of the existing area further to the west requires the creation of a suitable road link. Hunt Place and Riverside Drive provide options for potential connections, but both currently terminate in the form of a courtbowl. An assessment of the two options is presented in Table 4 below.

Table 4: Comparison of Potential Connection Options to Future Industrial Estate, Wurruk.

	Hunt Place Extension	Riverside Drive Extension
Pros	The existing carriageway width has adequate capacity to accommodate future traffic demands.	The extension of Riverside Drive impacts on currently undeveloped land.
	The current intersection arrangements and priorities within the industrial estate support extension of Hunt Place.	The existing carriageway width has adequate capacity to accommodate future traffic demands.
Cons	The extension of Hunt Place has the potential to impact on an existing industrial use.	The priority and intersection arrangement of Hunt Place/ Riverside Drive intersection may need to be reviewed. Thomson River is in close proximity and an appropriate alignment needs to have regard for the existing flood overlay.

It is recommended that the extension of Riverside Drive be further investigated, and options for its implementation such as negotiations with current owners be pursued.

A potential signalised intersection control at the Hunt Place/ Princes Highway intersection will provide improved access for the existing industrial estate in Wurruk. Immediately to the south of the estate, north of the Princes Highway is the Gippsland rail line. Feedback indicates that queuing of heavy vehicles occurs over the railway within estate.

The provision of traffic signals at this intersection will provide significant safety and access benefits for the estate by:

- allowing the operation of the railway line to be integrated with the traffic signals;
- providing additional intersection capacity; and
- supporting further expansion of the estate to the west.

Development of the Princes Highway duplication between Wurruk and Sale is well advanced and indicates that the Hunt Place intersection may be treated with a roundabout control. Any such treatment should have provision for an emergency 'run off' area on the north leg to address safety concerns associated with the railway line crossing.

Pedestrians and Cyclists

Increased access to facilities internal and external to the growth areas by modes other than motor vehicle will be realised by:

- providing bicycle and pedestrian provisions within the growth regions which provide suitable connections to external networks.
- developing cycle/ pedestrian paths and infrastructure within established areas that connect to the growth areas, including key facilities as follows:
 - a signalised pedestrian crossing facility on Princes Highway in Wurruk (an underpass at the Thompson River crossing may be an alternate option).
 - a bridge crossing at the Long Water Hole crossing in Longford.
 - pedestrian crossing facilities on Princes Highway in Sale at Cunninghame Street, Cobains Road, and north of Cobains Road.

Public Transport

To ensure that future growth regions can adequately accommodate bus routes, key road links are to be developed within Wurruk and North Sale in accordance with the Department of Transport Guidelines.

Any future services to Longford are expected to be primarily focused along arterial roads. Local roads in Longford are to be of a rural standard and will carry low traffic volumes, suitable for potential bus services, if required.

Parking

Sale CBD

The Sale CBD Traffic Management & Parking Study⁹ indicates that there is adequate parking available for use by the public for current uses in the CBD.

Growth in North Sale, Wurruk and Longford is expected to increase the level of commercial activity in the Sale CBD, and similarly increase the demand for parking.

Parking generation rates recorded by the Sale CBD Traffic Management & Parking Study show that the overall centre is generating parking at a rate lower than that typically displayed by activity centres. The uptake of the spare capacity within the Sale CBD will see parking demands within the periphery of the Sale CBD and the 'front door' parking culture diminish.

To ensure the existing ease of parking is sustained in the future, it is imperative that adequate levels of parking be provided for future developments within the Sale CBD. Long term expansion of the Sale commercial centre will be most efficiently catered for by a common, well integrated, public parking facility for use by customers to the town centre. The provision of customer parking in a 'piecemeal' fashion is inefficient particularly for common increase in speciality store uses. Provision of a future consolidated parking facility is likely to be required in the longer term and a 'cash-in-lieu' scheme to assist with funding of communal parking facilities may be appropriate.

Future bus/ public transport services should also be considered as a means of managing parking demand.

Community Uses

It is essential that on-site parking be provided for new community facilities to ensure overflow parking demands do not impact on nearby uses.

There will be opportunities with the development of the growth area precincts to provide parking on roadways or service roads nearby to community facilities.

In particular, relocation of the Sale netball courts will provide an opportunity to improve the management of parking in association with that use.

⁹ prepared by Traffix Group - 2010.

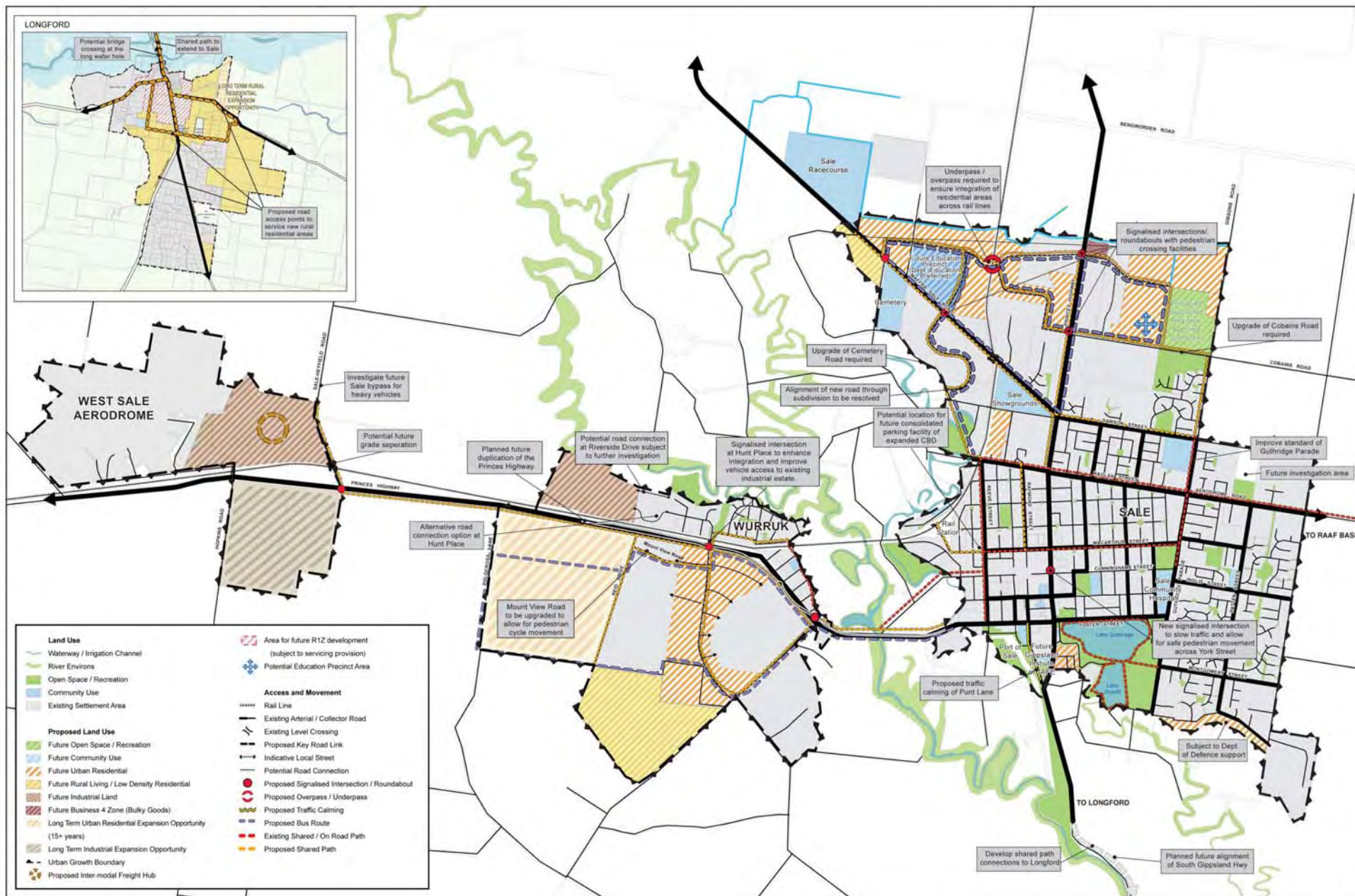


FIGURE 9: TRANSPORT AND MOVEMENT

6 SEQUENCING OF GROWTH

Preferred Sequencing

Figure 10 shows the preferred sequencing strategy for residential development in each of the designated growth areas. Development will occur in the growth areas in parallel, in order to provide competition in the market place and to provide a wide variety of housing choice across the Structure Plan area.

The sequencing strategy has been designed to provide general guidance in relation to the preferred staging of future development in order to ensure that growth is undertaken in a co-ordinated and orderly manner (e.g. considering the availability of infrastructure). This strategy is not intended to be a 'rigid' or stifling mechanism for growth.

It should be noted that there may be instances where the preferred staging of growth may not be achievable. In such cases, 'out of sequence' development may be appropriate provided that development satisfies the following conditions:

- there is a clear and demonstrable constriction in the available land supply that is impeding the release of saleable land;
- the proposal does not impede the objectives and strategies outlined in the Structure Plan;
- the development can be serviced and connected to required servicing infrastructure in a timely and efficient manner;
- 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.

Given that there is a clear desire for future development to be staged in an integrated and orderly manner, it is critical to note that all land identified for future growth will not be rezoned in the short/ immediate term. Rather, the identified land will be released incrementally over the next 15-20 years in accordance with measured demand and other statutory requirements.

More specific details of the preferred sequencing of growth across the Structure Plan area is provided below.

Northern Growth Area

After undertaking a preliminary analysis of servicing capability and infrastructure requirements, Gippsland Water (GW) has indicated a preference for residential growth in North Sale to commence east of the Princes Highway and to then be staged westward back towards the Sale Racecourse in the longer term. GW has also indicated, however, that some servicing capacity exists (in the short term) for land west of the railway line (north of the Maffra Sale Rd) which could be utilised to facilitate the potential relocation of the Sale Specialist School (with subsequent stages of the education precinct to be developed in the longer term).

Accordingly, the Structure Plan delineates land to the East and West of the Princes Highway (bounded by Gibson's Rd to the East and the Gippsland Railway line to the West) as a short-medium term growth area. It will be important that this land be developed as a complete community with provision for a local Neighbourhood Activity Centre (NAC) and good access to key nodes such as the Gippsland Regional Sports Complex, among other things.

Following the development of this land in 'the Princes Highway corridor' and the establishment of a 'complete neighbourhood', a new neighbourhood should be developed in the medium-long term surrounding the proposed Education Precinct (Department of Education and Early Childhood Development preferred site) and a new NAC. It will be critically important to link this land to the neighbourhood on 'the Princes Highway corridor' by means of a railway underpass or overpass structure. In addition, this new neighbourhood will also need to be connected to the residential development to the South (currently underway).

With regard to the collective Northern Growth Area (comprising both neighbourhoods proposed above), it will be essential that this be developed in an integrated manner. A key strategy for the area, therefore, is to provide good east-west connectivity (e.g. linking the longer term education precinct to the Gippsland Regional Sports Complex) and to also improve north-south connectivity to the Sale CBD.

Land to the north of the main Sale irrigation channel is identified as a long term expansion opportunity (beyond a 15-20 year time horizon), subject to drainage and servicing constraints being resolved in consultation with relevant authorities.

Western Growth Area

In the Western Growth Area, the land fronting the Princes Highway is proposed to be 'up-zoned' from the Low Density Residential Zone (LDRZ) to the Residential 1 Zone (R1Z). This land should be developed first (from north to south) to take advantage of existing infrastructure capacity and 'fill the hole' between the existing residential communities in Wurruk, thereby providing the opportunity to build a more complete neighbourhood.

Given that existing LDRZ land in Wurruk has seen strong development rates in the last 5 years, it will be important that the LDRZ land bank is replenished in the short/ medium term if existing LDRZ land is to be 'up-zoned' to the R1Z. Land surrounding the Kilmory Park Estate is considered an appropriate location for lower density /lifestyle type allotments on the basis that the existing heritage assets are adequately protected and development is located outside the flood plain.

Long term serviced residential land use opportunities have been identified to the west of Reid Drive. However, this land is not anticipated to be required for residential development in the next 15-20 year period.

Southern Growth Area

It is considered that the rezoning and future development of Rural Living land in Longford should be guided by market forces, rather than specifying a preferred sequencing strategy. Council will, however, be bound by statutory requirements such as Ministerial Direction Number 6 – Rural Residential Development, which includes the need for factors such as land supply and demand to be considered prior to rezoning. Some areas of land at the eastern end of Andrews Rd remain constrained by the existing State Resource Overlay (Gippsland Brown Coalfields) which precludes rezoning until this overlay is removed (Council is currently awaiting advice in this regard).

In relation to the proposed Residential 1 Zone area in the central area of Longford, the timing for rezoning will be dependent on the provision of reticulated water and sewerage infrastructure.

Other

In relation to land identified for future housing south of Stevens St in East Sale, this land has been identified as a medium term priority as it provides more limited community benefit when compared to other growth areas identified in the Structure Plan. It will also be important that drainage and servicing investigations and Department of Defence support is obtained prior to proceeding with the rezoning of any land in this locality.

Industrial Development

Figure 10 also identifies the preferred sequencing strategy for the orderly release of industrial land west of Wurruk.

Land to the west of the existing industrial estate is proposed to be developed in the short term, along with the development of land adjacent to the West Sale Aerodrome.

With regard to the new industrial land identified to the South of the Princes Highway, this land has been identified as a long term expansion opportunity when demand can be demonstrated. Should the demand arise, it is proposed that heavy industries be strategically accommodated in this location to take advantage of good highway access and close proximity to rail and air based transport.

It is intended that the release of industrial zoned land will be managed by Council on an 'as-needed' basis and that Council will work with relevant stakeholders to ensure new development is well designed and appropriately responds to the surrounding context of the local area.

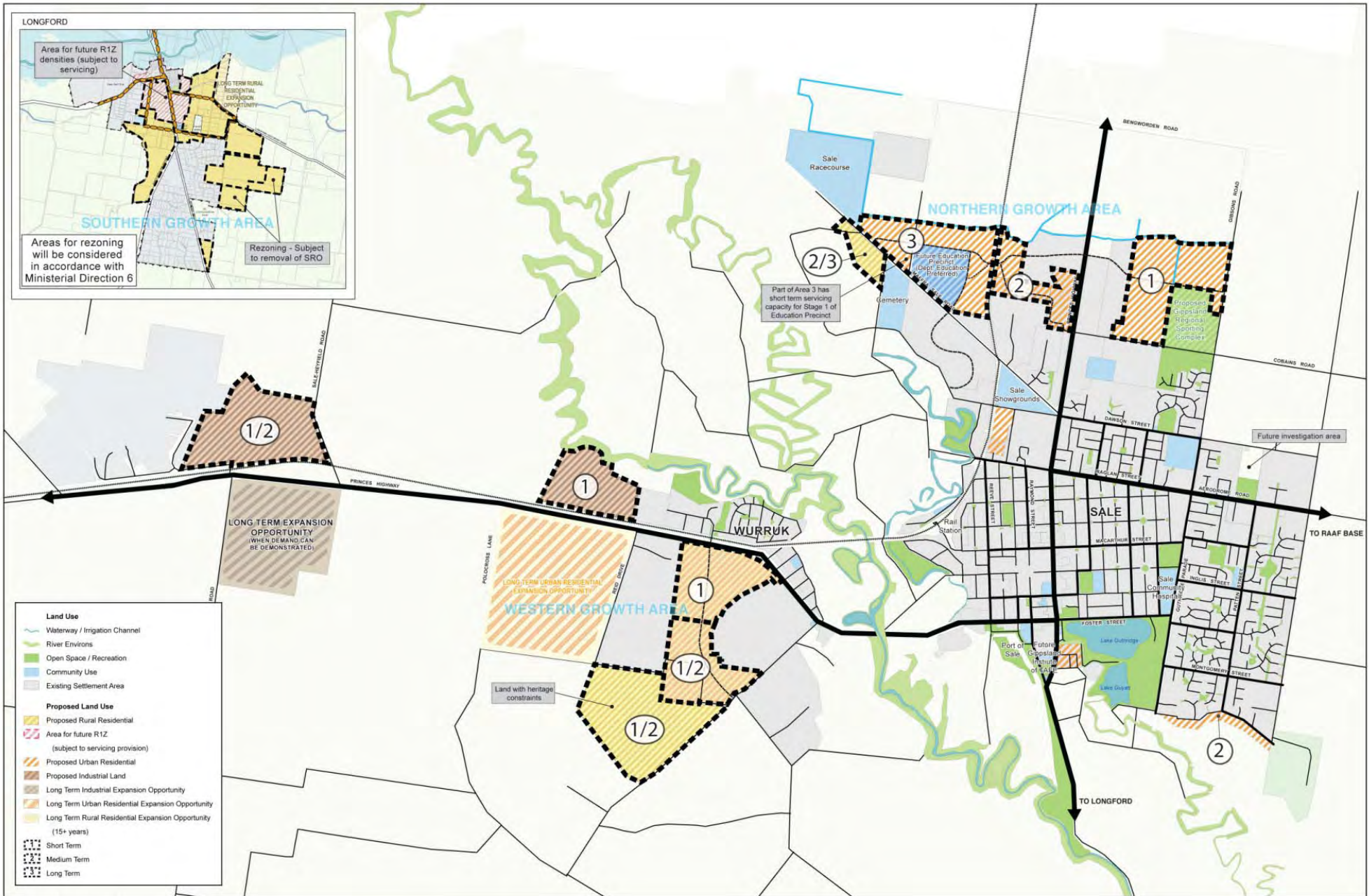
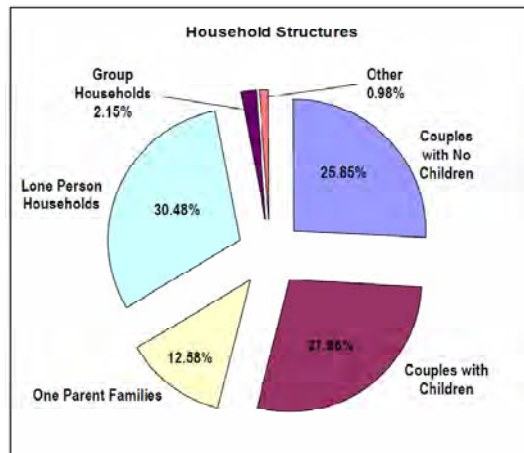


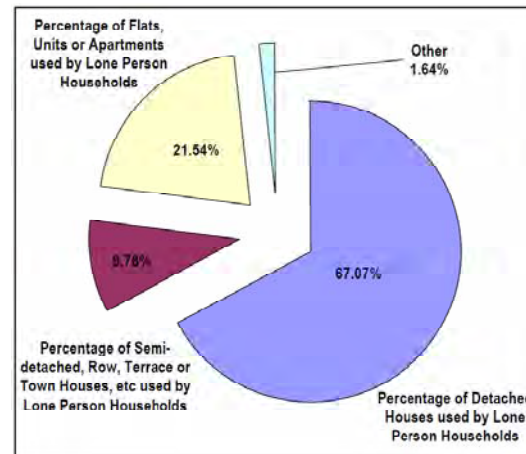
FIGURE 10: SEQUENCING PLAN

Appendix A: Demographic Details of the Sale SLA

Household Structures

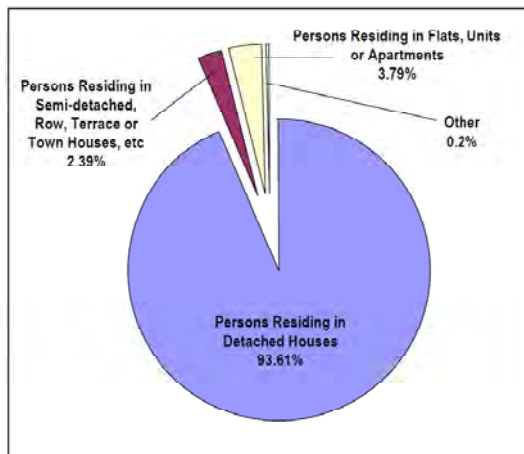


Adapted from 2006 ABS Census data – Dwelling Structure by Household Composition and Family Composition (based on place of usual residence)

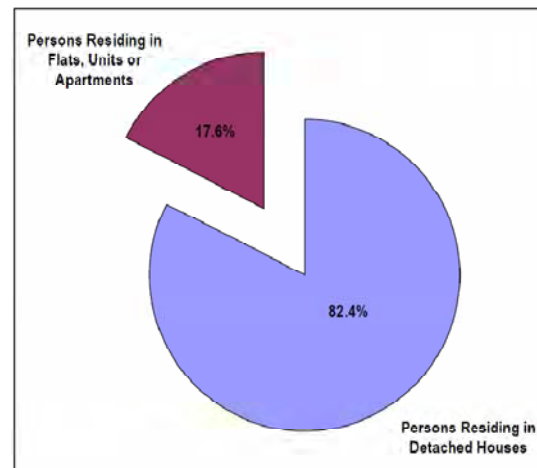


Adapted from 2006 ABS Census data – Dwelling Structure and Number of Bedrooms for Lone Person Households (based on place of usual residence)

Dwelling Preferences/Trends by Household Structure



Adapted from 2006 ABS Census data – Dwelling Structure and Number of Bedrooms by Number of Persons Usually Resident for Family Households (based on place of usual residence)



Adapted from 2006 ABS Census data – Dwelling Structure and Number of Bedrooms by Number of Persons Usually Resident for Group Households (based on place of usual residence)

Table 5: Persons Employed in the Sale SLA by Industry of Employment

Industry of Employment	Number of Persons Employed	Percentage of Total
Agriculture, forestry & fishing	115	2.04%
Mining	285	5.07%
Manufacturing	380	6.76%
Electricity, gas, water & waste services	72	1.28 %
Construction	415	7.38 %
Wholesale trade	104	1.85%
Retail trade	824	14.65%
Accommodation & food services	424	7.54%
Transport, postal & warehousing	150	2.67%
Information media & telecommunications	42	0.75%
Financial & insurance services	118	2.1%
Rental, hiring & real estate services	76	1.35%
Professional, scientific & technical services	193	3.43%
Administrative & support services	181	3.22%
Public administration & safety	656	11.66%
Education & training	486	8.64%
Health care & social assistance	720	12.8%
Arts & recreation services	45	0.8%
Other services	199	3.54%
Inadequately described/Not stated	139	2.47%
Total	5,624	100%

Adapted from 2006 ABS Census data – Industry of Employment by Occupation (based on place of usual residence)

Table 6: Education

Level of Schooling attained by person 15 Years of Age and Over	No of Persons	Percentage of Total
Year 12 or Equivalent	3257	31.06%
Year 11 or Equivalent	1891	18.04%
Year 10 or Equivalent	2299	21.93%
Year 9 or Equivalent	1014	9.67%
Year 8 or Below	945	9.01%
Did not Go to School	60	0.57%
Not Stated	1019	9.72%
Totals	10485	100%

Adapted from 2006 ABS Census data – Highest Year of School Completed by Age by Sex (based on place of usual residence)

Level of Non-School Education attained by person 15 Years of Age and Over	No of Persons	Percentage of Total
Postgraduate Degree	97	1.88%
Graduate Diploma and Graduate Certificate	120	2.33%
Bachelor Degree	840	16.29%
Advanced Diploma and Diploma	634	12.3%
Certificate:		
Certificate nfd	144	
Certificate III & IV(a)	1,799	
Certificate I & II(b)	157	
Total	2,100	40.73%
Level of education inadequately described	143	2.77%
Level of education not stated	1,222	23.7%
Total	5,156	100%

Excludes schooling up to Year 12.

Excludes persons with a qualification out of the scope of the Australian Standard Classification of Education (ASCED).

(a) Includes 'Certificate III & IV, nfd'.

(b) Includes 'Certificate I & II, nfd'.

Adapted from 2006 ABS Census data – Non-School Qualification: Level of Education by Age by Sex (based on place of usual residence)

Appendix B: Residential Land Supply and Demand

Residential Land Supply and Demand

It is estimated that in 2008¹⁰ there was approximately 570 undeveloped, residentially-zoned lots comprised of the following:

- 330 in the Residential 1 Zone in Sale;
- 210 in the Low Density Residential Zone in Wurruk; and
- 30 in the Rural Living Zone in Longford;

Since 2008, the available residential land has further diminished as the sale and development of residential land has continued (see Table 7) for details). It should be noted however that approximately 360 new lots have been added to the land bank through recent rezonings in North Sale.

Based on the above figures and a review of building permits issued to March 2010, it is estimated that the potential residential land bank for Sale has fallen to approximately 561 lots, or approximately 5 years land supply based on average dwelling take up rates of 113 dwellings per year (as per growth rates derived from Table 8).⁴⁴

Table 7: Building Permits Issued and Demand for Housing

Date Range	No. of Building Permits Issued					
	Sale		Wurruk		Longford	
	R1Z	LDRZ and RLZ	R1Z	LDRZ and RLZ	TZ	RLZ
2005 (1 Jan - 31Dec) 12 month period	64	6	1	7	0	7
2006 (1 Jan - 31Dec) 12 month period	71	10	1	24	1	7
2007 (1 Jan - 31Dec) 12 month period	72	11	3	22	1	6
2008 (1 Jan - 3 Oct) 9 month period	46	7	0	17	0	6
2008-2010 (3 Oct 2008 - 3 March 2010) 17 month period	129	3	17	29	1	15
Totals	382	37	22	99	3	41
Annual average (based on 62 month period)	73.9	7.16	4.3	19.2	0.6	7.9
Total Assumed Demand for Housing	81.06 dwellings per annum		23.5 dwellings per annum		8.5 dwellings per annum	
Total Assumed Demand for Housing Across Sale, Wurruk and Longford	113.06 dwellings per annum					

Source: Sale Wurruk and Longford Residential Land Supply Review (NBA Group 2008) and Wellington Shire Council Building Database.

Table 8: Estimated Land Bank

Location and Zone	Estimated Potential Lots (based on zoning in 2008)	Potential lots added to land bank (rezonings)	Building Permits Issued Between 3 October 2008 & 3 March 2010	Estimated lots Remaining
Sale (R1Z only)	330	+360	129	561
Wurruk (R1Z only)	60	0	17	43
Wurruk (RLZ + LDRZ only)	210 (202 LDRZ & 8 RLZ)	0	29 (28 LDRZ & 1 RLZ)	181
Longford (RLZ only)	30	0	15	15
Longford TZ	11	0	1	10
Totals	641	+360	-191	810

Source: Sale Wurruk and Longford Residential Land Supply Review (NBA Group 2008) and Wellington Shire Council Building Database

State Government and Council policy aims to maintain at least 15 years of zoned land for each zone type. Based on the average take up rate between 1 January 2005 and 3 March 2010 (as shown in Table 7), it is conservatively projected that Sale, Wurruk and Longford will need to provide approximately 1700 new dwellings to meet the 15 year demand (this estimate does not account for latent demand or growth of the Defence and other industry sectors in the structure plan area).

Given that an estimated 810 lots are available for development (see Table 7), the structure plan needs to conservatively provide an additional 890 dwellings to meet the projected demand to 2025. It is considered that the preferred areas for rezoning for Residential 1 Zone development (based on existing water and sewerage capacity) is in Wurruk and North Sale.

The Structure Plan designates additional residential land above and beyond the projected 15 year demand in a variety of zone types to encourage competition between development fronts, facilitate choice in variety in dwelling types and housing locations, and ensure that it can accommodate strong and rapid population growth should that scenario arise, e.g. the potential expansion of the Defence sector.

¹⁰ Sale, Wurruk and Longford Residential Land Supply Review 2008 – NBA Group

Appendix C: Proposed Upgrades to Existing Road Network

Table 9: Proposed Road Upgrades

Road	Existing Conditions	Existing Traffic Volume	Future Function
North Sale			
Cobains Road	Rural Collector Road B 20m Reservation 5.8m Carriageway (sealed) 80km/h speed limit	780 vpd (east of Princes Highway)	Urban Collector Road - adjacent major community facility Potential future bus route Bicycle/Pedestrian Network
Guthridge Parade	Rural Collector Road B 20m Reservation 5.8m Carriageway (sealed) 80km/h speed limit	Not available	Urban Collector Road - adjacent major community facility Potential future bus route Bicycle/Pedestrian Network
Longford			
Abels Road	Rural Collector Road B 20m reservation 7.3m carriageway (unsealed)	Not Available	Rural Collector Road – Sealed Carriageway Potential Future Rural Bus Route Pedestrian Network
Hobsons Road	Rural Collector Road B 20m reservation 7.3m carriageway (unsealed)	Not Available	Rural Collector Road – Sealed Carriageway Potential Future Rural Bus Route Pedestrian Network
Andrews Road	Rural Access Lane 24m reservation 5.0m carriageway (unsealed section)	Not Available	Rural Collector Road – Sealed Carriageway Potential Future Rural Bus Route Pedestrian Network
Cobb Road/ Cobb Court Road	Rural Access Lane 20m reservation 4.5m carriageway (unsealed)	Not Available	Rural Collector Road – Sealed Carriageway Potential Future Rural Bus Route Pedestrian Network
Zacher Road (east of Cobb Road)	Rural Access Lane 20m reservation 4.5m carriageway (unsealed)	Not Available	Rural Collector Road – Sealed Carriageway Potential Future Rural Bus Route Pedestrian Network
Wurruk			
Mount View Road	Rural Access Lane 20m reservation 4.0m carriageway (sealed)	Not Available	Urban Collector Road Bicycle/Pedestrian Network