
9 DEVELOPMENT AND INFRASTRUCTURE

9.1 FINAL SEYMOUR STRUCTURE PLAN

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Attachments: 1. *Seymour Structure Plan - Under Separate Cover*
2. *Submissions Table - Under Separate Cover*

SUMMARY

The purpose of this report is to seek Council adoption of the Seymour Structure Plan.

Seymour is identified in the Hume Regional Growth Plan as a town that has the potential to accommodate significant change and develop into a major regional centre over the next 30 years. Plan Melbourne (2017-2050) also support jobs and economic growth in regional Victoria. The Seymour Structure Plan will help identify what types of changes are required to strategically position Seymour in the region.

The Seymour Structure Plan sets directions and opportunities for change in Seymour. The strategies and actions within the Plan will be implemented by many stakeholders over the period of the Plan. Importantly, the Plan will guide future planning and development decisions and provide a framework that will facilitate future investment in the township.

It is recommended that the Seymour Structure Plan is adopted by Council, and that work commences to prepare a Planning Scheme Amendment to implement the Structure Plan into the Mitchell Planning Scheme.

RECOMMENDATION

THAT Council:

1. Adopt the Seymour Structure Plan.
2. Acknowledge and thank all stakeholders, members of the Community Liaison Group and members of the wider community for their significant contribution to the preparation of the Seymour Structure Plan.
3. Officers commence preparing the statutory documentation to implement the Seymour Structure Plan into the Mitchell Planning Scheme.
4. Endorse the Seymour Structure Plan as Council's primary policy to guide future use and development until the Planning Scheme Amendment is approved.

BACKGROUND

The purpose of this report is to seek Council adoption of the Seymour Structure Plan (Attachment 1 under separate cover).

The preparation of the Seymour Structure Plan has been overseen by a Project Steering Committee which consisted of Ward Councillors and project officers. The Plan has also been informed by a Community Liaison Group (CLG), which comprises of a

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number of community members who have met on a regular basis to discuss issues relating to the Plan.

Progression of the Seymour Structure Plan

The previous stages completed as part of the Structure Plan process are summarised below:

Consolidated Background Report (October 2015)

The Consolidated Background Report provided a discussion of the key issues and opportunities facing the future planning and design of the Structure Plan. This analysis has provided background for the development of the strategies and actions contained within the Structure Plan.

Stage 1 Consultation (December 2015 - March 2016)

This Stage involved a variety of participation methods and approaches. This enabled Council to acquire a range of inputs, suggestions and comments from all members of the local community.

Emerging Ideas Paper (May 2016)

The Emerging Ideas Paper outlined several preliminary thoughts and ideas for how Seymour could be planned in the future. The thoughts and ideas within the Emerging Ideas Paper were informed by the Consolidated Background Report and the findings of the Stage 1 Consultation.

Stage 2 Consultation (May 2016 - July 2016)

The second stage of consultation was a 6-week engagement program from May to July 2016. The purpose of this stage was to seek feedback and test ideas for the Structure Plan contained within the Emerging Ideas Paper.

Stage 3 Draft Seymour Structure Plan (July 2017 – September 2017)

The Draft Seymour Structure Plan was on public consultation for a six (6) week period from 31 July 2017 until 11 September 2017.

ISSUES AND DISCUSSION

The Seymour Structure Plan sets out the following Vision for Seymour,

‘Over the next twenty years, Seymour will grow in population size, strengthening its role as a major regional centre. Already home to a proud and well serviced community, the emphasis will be on attracting jobs, residential growth and quality services whilst retaining Seymour’s character, heritage and natural beauty’.

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The Structure Plan is a comprehensive document that is divided into the following sections;

- Introduction
- Context
- Vision and Guiding Principles
- The Plan
- Elements
- Implementation

Introduction

This section sets the scene for why the Structure Plan has been prepared and the purpose of the Plan. It also provides an overview of the work undertaken during the preparation of the Plan.

Context

This section provides an overview of the Structure Plan area, its history and the drivers for change considered during the development of the Structure Plan.

Vision and Guiding Principles

This section provides a vision for the future of Seymour. The vision is a statement of the preferred long-term future of Seymour.

This section also identifies key principles of the Structure Plan. The key principles will underpin the Structure Plan and will be at the core of all key decisions regarding the future planning of the town. The key principles will be used to direct future planning and development outcomes.

The Plan

This section contains the overall 'Plan' for Seymour. It is a spatial expression in relation to issues and opportunities, the vision and key principles identified within the Structure Plan.

The Structure Plan aims to provide a clear planning framework which addresses the future use and development of Seymour. It is intended this will provide a platform in which future land use, planning and development decisions will be made.

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Elements

The Structure Plan contains eight key elements. Each element is aligned to a key principle and several objectives, strategies and actions. The objectives describe the desired strategic outcomes to be achieved through the realisation of the key principle.

The eight key elements include;

- Character and Identity
- Activity Centres
- Employment and Economic Development
- Residential Development
- Natural Environment and Landscape
- Community Facilities and Open Space
- Movement and Access
- Services and Utilities

The Strategies for each key element will provide a method for meeting the objectives of the Structure Plan.

Implementation

This section provides a plan for the implementation of strategies and actions contained within the Structure Plan.

Fourteen Priority Projects (*See Table 5 of the Seymour Structure Plan*) have been identified which are critical to the success of the Seymour Structure Plan. This section provides an overview of each project, key outcomes to be achieved, responsibilities and advocacy opportunities.

A major priority project of the Structure Plan is to proceed, in the short term, with a Planning Scheme Amendment to facilitate its implementation within the Mitchell Planning Scheme.

CONSULTATION

The preparation of the Seymour Structure Plan involved extensive consultation with the community and stakeholders.

Council officers coordinated a wide range of engagement activities to ensure that a wide cross section of the community was made aware of the preparation of the Plan and had the opportunity to participate. These activities included;

- Online forums
- Short interviews of businesses and residents
- Drop-in information sessions
- Market and community event stalls
- Community Liaison Group meetings

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A total of sixty-two (62) written submissions were received in relation to the Draft Seymour Structure Plan. Alongside the written submissions, considerable verbal feedback has also been provided.

An outline of issues raised in each submission to the Draft Seymour Structure Plan and the associated Council officer response is provided within Attachment 2 (under separate cover).

Summary of changes

There have been several changes from the Draft Seymour Structure Plan to the Final Structure Plan. A summary is provided below;

Issue	Final Structure Plan Response
Location and extent to employment land	<p>The plan proposes to leverage off the strategic location of the township and significant road infrastructure to be a catalyst for future investment within the township. As a result of these strengths, the plan has deliberately supported employment opportunities near the existing freeway interchanges at both Goulburn Valley Highway area and Seymour Tooborac Road.</p> <p>The Draft Structure Plan identified land along the Goulburn Valley Highway, both north and south of the Hume Freeway, as industrial land. As a result of a number of submissions with regard to the extent of industrial land designated on the plan, the land to the north of the Hume Freeway/Goulburn Valley Highway interchange has been amended to show a potential long-term employment opportunity. The remaining land to the south of the Hume Freeway corridor, on the Goulburn Valley Highway, will be termed 'employment land' rather than 'industrial land'. Additional guidance has been incorporated within the structure plan with regard to the design and development outcomes for future development on this land. Council expects any future development in this area will be of a high-quality standard that will address the gateway into the Seymour Township through appropriate design controls such as setbacks, landscape, environmental and built form objectives. This will assist in facilitating a quality employment precinct with high amenity value.</p>
Heavy Goods Route	<p>A Heavy Goods Route was originally shown in the Draft Structure Plan. However, further detailed investigations are required to determine a preferred heavy vehicle route within Seymour. Therefore, a route will not be shown within the Final Structure Plan.</p> <p>A key strategy of the Final Structure Plan (Strategy 7.36) will be to facilitate the development of a Heavy Goods Route in Seymour.</p>
Granite Park	Granite Park is considered to have environmental and recreational values by the community.

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	Strategy S5.11 will be included which seeks to <i>‘investigate the environmental and recreational qualities of Granite Park to determine if and how it should be incorporated as part of the broader open space network for Seymour’</i> .
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FINANCIAL, RESOURCE AND ASSET MANAGEMENT IMPLICATIONS

The implementation of the Seymour Structure Plan requires its incorporation into the Mitchell Planning Scheme. This requires the allocation of financial and staff resources. The 2017-2018 budget has allocated financial resources for the progression of the Seymour Structure Plan and includes resources to cover the costs of a future planning scheme amendment process. The process will be managed by the Strategic Planning Department.

POLICY AND LEGISLATIVE IMPLICATIONS

Preparation of the Seymour Structure Plan is consistent with the Mitchell Shire Council Plan 2017-2021 strategic objective of responsible planning which seeks to *“consult with the community in developing and implementing a Structure plan for Seymour”* as well as the strategic objective of community participation which seeks to *“promote and support community participation in programs across Council services”*.

The Seymour Structure Plan has been prepared in accordance with the community engagement principles outlined within the Mitchell Shire Community Engagement Framework 2014.

A Planning Scheme Amendment will be prepared to incorporate the Seymour Structure Plan into the Mitchell Planning Scheme.

SUSTAINABILITY IMPLICATIONS (SOCIAL AND ENVIRONMENTAL)

The Seymour Structure Plan supports a sustainable Seymour and includes strategies and actions with well-intended outcomes to improve the social and environmental landscape of the township.

CHARTER OF HUMAN RIGHTS IMPLICATIONS

The rights protected in the *Charter of Human Rights and Responsibilities Act 2006* were considered in preparing this report and it's determined that the subject matter does not raise any human rights issues.

OFFICER DECLARATION OF CONFLICT OF INTEREST

No officers involved in the preparation of this report have any direct or indirect interest in this matter.

CONCLUSION

The Seymour Structure Plan provides a long-term vision that will guide the future planning of the township. It will help identify the types of changes that are required to strategically position Seymour in the region over the next 10 – 20 years.

As a result of significant consultation and engagement over the past 3 years, it is now recommended the Seymour Structure Plan is adopted by Council, and that work

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commences to prepare a future Planning Scheme Amendment to implement the Structure Plan into the Mitchell Planning Scheme.