

Shelford Structure Plan

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*'A lovely historic country
village nestled in
a panoramic valley.'*

1 Introduction

This Structure Plan has been prepared by the Golden Plains Shire Council with input from the local community, key stakeholders, government agencies and service providers. The Shelford Structure Plan sets out the vision to guide future development to 2028.

Shelford township is nestled in a valley on the Leigh River. Its strong landscape character is influenced by a rich heritage in early pastoral settlement, community and sporting activities. Shelford is particularly attractive for residents seeking properties with views and a quiet rural atmosphere.

The Shelford township offers scenic vistas and a country lifestyle close to the regional centres of Geelong and Ballarat. Shelford is located approximately 26 kilometres east of Rokewood and 21 kilometres west of Bannockburn.

The Shelford Structure Plan study area is shown on Figure 1. The study area covers a 1.5km circumference from the corner of Cunningham Street and Shelford-Rokewood Road.

Figure 1



The Structure Plan responds to forecasted growth, housing land supply and provides strategic planning direction for the future. Currently there is very little land available for residential development.

Growth is limited due to the lack of reticulated sewerage. There were 11 new dwellings constructed for the period 2002 – 2012 in the greater Shelford district. Fifty-one (51) dwellings are located within the Shelford study area.



*‘ Picturesque setting between
Hills in a lovely valley’*

2 The Structure Plan

2.1 Function

The purpose and function of the Shelford Structure Plan is to provide a strategic framework and establish a basis for future land use planning decisions. The Structure Plan indicates a preferred layout of residential, commercial and other land uses based on a 10-15 year outlook.

Council has prepared the Shelford Structure Plan with input and assistance from community, key stakeholders and government. A steering committee has overseen the development of the plan.

The Structure Plan embodies the objectives of the G21 Regional Growth Plan, 1997 Shelford Structure Plan and the Golden Plains Municipal Strategic Statement.

Key outputs of the plan include:

- A physical vision for the Shelford township to 2028
- Strategies to guide change that reflect community values and aspirations for the growth of Shelford
- A set of actions to deliver the strategies
- Integration of the town's assets and unique qualities into a vision to enhance the appearance, useability and liveability of Shelford

2.2 Objectives

The Plan defines the specific policy and objectives for the future of Shelford. It identifies opportunities and strategies to realise those objectives. The town boundary reflects the need to accommodate the projected growth and change for a 10-15 year period and takes into account the longer term 30 year planning horizon.



*'The township is situated
in a pretty valley and
great care should be taken
to preserve the ambience
of the village.'*

2.3 Implementation

The implementation program outlines the priorities, actions and processes required to activate the Structure Plan. The actions include amendments to the local planning policy framework and zoning controls within the township.

A major consideration in the completion of the plan has been the need to recognise the existing capability of Shelford and the key influences on growth. The projected growth within Geelong and the anticipated development of Bannockburn will substantially determine the growth rate of Shelford.

The Structure Plan is informed by comprehensive research drawn from the following documents:

- State Planning Policy Framework
- Council's Municipal Strategic Statement
- Shelford Structure Plan 1997
- Shelford Community Plan 2011
- Golden Plains Environment Strategy
- Golden Plains Recreation Strategy
- Golden Plains Paths and Trails Strategy
- Golden Plains Shire Economic Development Plan 2007
- Golden Plains Recreation Strategy 2008-2012
- Golden Plains Municipal Public Health Strategy
- Golden Plains Early Years Infrastructure Plan 2011-15
- ABS Census Data
- DSE 'Towns in time' and 'Know your place'
- G21 Regional Growth Plan 2012
- Golden Plains Shire Council Plan 2012-2016
- Golden Plains Strategic Planning Framework

Copies of these studies and information are available upon request. Most are available on Council website.



Retain Shelford's attractive, green leafy look with some contrasting tourist shops or local produce. Opportunity for a local market space.'

3. Community and Stakeholder

Consultation for the Shelford Structure Plan involved discussions with key stakeholders and community to identify strengths, opportunities and constraints. Outcomes from these discussions helped develop an overall vision for the area.

Consultation for the preparation of the Structure Plan was undertaken in the following manner:

- One-on-one meeting with Council Strategy Managers.
- Meeting with integrated infrastructure agencies and key government agencies.
- Consultation with Shelford Community Co-ordinators.
- Community Survey sent to landholders and occupiers within the wider Shelford district.
- Community drop-in session held Saturday 13 October 2013.
- Public exhibition of Draft Shelford Structure Plan in February 2013.

A draft Structure Plan was presented at the February 2013 Shelford Duck Race. Feedback from the community was recorded and considered in the preparation of the final Structure Plan.

4. Shelford's Regional Role

There are a number of key trends influencing growth in the Shire which have been considered as part of this Structure Plan. These are as follows:

- Increasing demand for land as pressure arises following the construction of the Geelong Ring Road. This is primarily in regard to better access to key infrastructure and locations, such as Geelong and Ballarat.



*'We just love the town as
it is'*

- Steady population growth over the last 15 years, with the majority of the population concentrated in the south-east within existing townships such as Bannockburn, Batesford and Inverleigh. With population growth comes community requirements and expectations in regards to access to suitable services and facilities in close proximity.
- Increasing demand for residential and rural living development in the areas surrounding Shelford, particularly Bannockburn and Inverleigh. While there is an increasing demand for affordable housing development, there is a general desire by local residents and the community to maintain the 'town in the valley' character which is reflected in the proposed supply of land for future growth.
- Traditionally, the economic strengths of the Golden Plains Shire has been based on the agricultural market, mainly sheep, grazing and broad acre cropping. Over recent years however, the area has seen growth in the intensive farming sector, particularly poultry and pigs, as well as in the wine making and tourism sectors.

5. Shelford Local Contexts

5.1 Community Profile

The greater Shelford district as defined by the Australian Bureau of Statistics (ABS) 2011 Census (Figure 1) is comprised of 132 dwellings (113 occupied – 19 unoccupied) and a population of 316. The greater number of persons in the district are aged between 50-54 years (11.4%) closely followed by the 10-14 age group (10.8%).

Of the families in the Shelford district 56.6% were couple families with children, 34.9% were couple families without children and 8.4% were one parent families. Persons in the workforce are predominately employed in the agricultural industry whilst other areas of employment include health services. Of the 113 occupied dwellings, 82 have access to internet services, 24 dwellings have no connection whilst the remainder have dial-up or other connection to internet service.



*'Shelford should have a shop
and more residential
development.
An attractive coffee/café
shop would attract weekend
drivers.'*

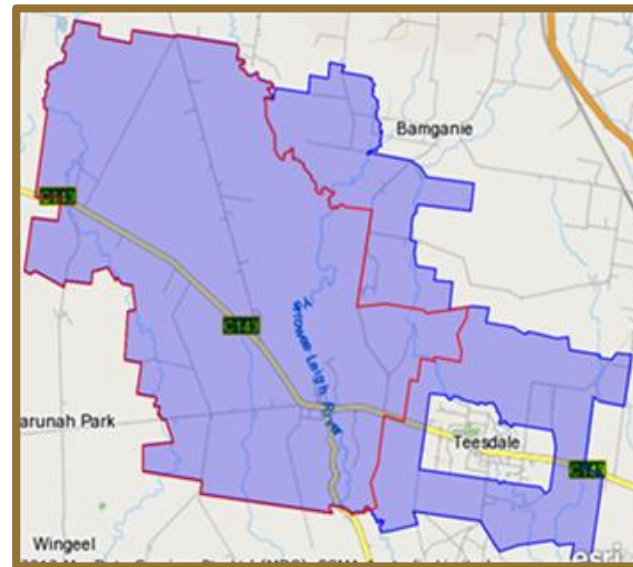


Figure 2 – ABS Census Data Greater Shelford District

Additional land has been identified as the 'longer term growth area' for future residential development once the zoned land has been taken up. Beyond the land identified in the Structure Plan additional residential development, once required, should be directed towards the land bound by South Street, Beaton Lane and the Rokewood-Shelford Road. This area is the logical extension of the Shelford township. The development of this land will not impact on the amenity of the town, particularly the Valley which is of considerable importance.

5.2 Land Tenure

Lot sizes vary within the township study area; many of the small parcels cannot be developed individually due to flooding and lack of reticulated sewerage. There remain some larger land holdings within the township zone, providing potential infill opportunities.

There were 11 new dwellings constructed in the period 2002 – 2012. Based on these factors up to 15 new dwellings are expected over the next 10-15 years.

A key site for township expansion and long term residential consideration is located between Thomson Street and Beaton Lane, known as the Manse site. It is estimated that this area will provide a 10-15 year supply of residential land.



*'Shelford needs to
retain its
village atmosphere
and
historical linkages'*

5.3 Heritage

The township of Shelford, located on the Leigh River, was the centre of early pastoral settlement in the former Shire of Leigh. Golf Hill Station one of the oldest pastoral properties in Victoria, was established in 1836 on the River Leigh at Shelford. By 1865, Shelford had a court house, post office, Mechanics Institute, a library and two hotels, the 'Settlers Arms' and the 'Shelford'. The Shelford Hotel survives at the corner of Mercer Street and The Parade.

Most of the local squatters were Scottish and therefore Presbyterians or followers of the Established Church of Scotland. Two branches of the Presbyterian denomination were present at Shelford, the smaller Free Presbyterians and the large United Presbyterians. Early Presbyterian settlers played a major role in the development of the township's churches and schools. A Presbyterian church of coursed bluestone was erected in Shelford in 1859 at the entrance to the Golf Hill drive. Later (in 1871) the Presbyterian manse and two Methodist chapels were built. A mechanics' Institute with a library was listed in Shelford from 1865, then listed as a 'public hall' in 1980. The Shelford Bridge was completed in 1874 using iron transported from Liverpool to Geelong on the ship 'British Empire' and combined with local stone and girders produced on site.

Shelford township had a population of 127 and was described as a 'township and pastoral district' with two churches, a State School, Mechanics' Institute with a library and coffee palace, and rabbits, hares and foxes. The population figures stayed the same in 1931 and 1932. By 1938 the population had fallen to 120 and by the late 1940s the population was not listed in the Victorian Municipal Directories.

Following the Second World War, many of the Shire's large pastoral properties were subdivided for Soldier Settlement. This included 18 farms covering 13,450 acres in the Golf Hill Estate and 51 farms covering 32,500 acres within the Shelford Estate. In the 1950s and 1960s an influx of new young families provided a substantial boost to the social aspects of the town's development.

The Shelford Heritage Precinct is located on either side of main Street, bound to the west by Tolson Street and to the east by the Shelford Primary School and Presbyterian Church. The former Shelford Hotel acts as the keystone to the streetscape.

Shelford Heritage Precinct Citation Report, HERMES



*'Beautiful setting
with so
much potential.'*

5.4 Topography, Natural & Landscape Features

The greater Shelford district enjoys a temperate climate and a rainfall of 500m – 700m per year. Landscapes are characterised by undulating hills and broad valleys formed on folded sedimentary rocks and granite plutons formed around 450-350 million years ago (CCM Soil Health Strategy 06-12 P4)

The Leigh River contains Riparian Woodland with its River Red-gums the most prominent feature. Shrubs include Blackwoods, Black and Silver Wattles and the ground layer, where intact, is characterised by Common Tussock-grass. This woodland is generally confined to the bed and banks, although a few River Red-gums are present on billabongs and old anabranches.

The volcanic plain extends to the edge of the escarpment on the western side of the town. Only very small patches of the original, endangered, Plains Grassland remain, although the Mt Mercer-Shelford Road just out of town, is one of the most significant remnants in the entire Victorian Volcanic Plain bioregion, which extends from north of Melbourne to beyond Hamilton.

Marking the edge of the basalt flow in places are large column-shaped boulders. In between the rocks grow Tree Violets, a spiny shrub with a wonderful fragrance when flowering and an important habitat plant for nesting of small birds. Below this narrow band of Stony Knoll Shrubland, the escarpment once contained Grassy Woodland, a mix of Drooping Sheoaks, Sweet Bursaria and wattles.

To the east of the river, there is a large tract of Damp Sands Herb-rich Woodland with smaller patches of Grassy Woodland interspersed, as the depth of sand varies. The former, contains large old Rough-bark Manna Gums and the latter, Swamp Gums and Drooping Sheoaks. Remnants can readily be seen along the Meredith-Shelford Road (from the Shelford-Bannockburn Road corner), on the roadside, within farmland (e.g. Golf Hill) and in the Shelford-Teesdale Timber Reserve (just off the Meredith-Shelford Road). Silver Banksia was once more common on these sandy soils.

Tree planting has been carried out to restore the Riparian Woodland in the township in the vicinity of the bridge.



*'Promote country living,
affordable,
relaxing
family friendly
attractive
place to live.'*

5.5 Activities & Land Use

Shelford is a country town with a primary school, Presbyterian Church, sports facilities including an oval, cricket pitch and tennis court and a public hall.

Land in the study area (see Figure 1) is generally zoned Township and Low Density Residential. Lot sizes vary within the residential core of Shelford from approximately 2000 sqm to 2 hectares. Many of the smaller parcels of land cannot be developed individually due to the lack of reticulated sewerage.

While predominantly residential, the Township Zone provides a range of uses including opportunity for the central area to develop a small local business within the local community.

There are two parcels of land in Shelford strategically identified as 'Long Term Rural Residential'. The ownership is the Presbyterian Church and if zoned Low Density Residential Zone there is potential for subdivision and an increase in the supply of residential land.

Additional land has been identified as the 'longer term growth area' for future residential development once the zoned land has been taken up. Beyond the land identified in the Structure Plan additional residential development, once required, should be directed towards the land bound by South Street, Beaton Lane and the Rokewood-Shelford Road. This area is the logical extension of the Shelford township. The development of this land will not impact on the amenity of the town, particularly the Valley which is of considerable importance.



*'Better utilise existing
facilities
and build a
dynamic community.'*

5.6 Open Space, Civic, Recreation, Cultural and Educational Facilities

Shelford is blessed with a beautiful valley landscape and has expanses of open space in the flood plains adjacent to the Leigh River. The western side of the Leigh, north of the Shelford-Bannockburn Road, is designated public open space as too is the eastern side of the Leigh on the southern side of the Shelford-Bannockburn Road.

The natural landscape of the river environs is enjoyed for its informal fishing, walking, and exploring opportunities. The Recreation Reserve is well placed adjacent to the river environs and provides a complementary extension to the informal recreation space with some picnic tables, toilets and a playground between the river and the town's built environment on the western side of the Leigh.

The population of the Shelford district is expected to remain relatively small at around 300, potentially reaching 350-400 by 2028. For a township of this size, the community is well serviced with a range of facilities including the Shelford Hall, tennis courts, playground, primary school, Presbyterian Church, post boxes, public toilets, bus stop and Recreation Reserve with an enviable oval and pavilion used for district cricket.

These facilities are fundamental resources providing opportunity for the community to connect, engage and be part of the town's social fabric. Over the years, different generations have built, maintained and enjoyed these facilities. They remain relevant, yet adaptable to meeting the changing interests that naturally occur through communities. The community is keen to utilise its current facilities for a range of activities. For example, the tennis courts are used for a variety of activities including wheel based sports by younger children. The community would like to see some of the courts double as basketball or netball courts. The tennis club room is hoped to be used as a youth meeting space. A new pavilion is also on the drawing board.



*'Shelford needs
well planned development
that provides for
social &
commercial cohesion.'*

Despite having a stable population with a strong proportion of young families, the primary school is declining in student numbers and needs more enrolments for its long term future. Residential development in the town would potentially aid this by bringing additional families to the town. Provision should be made for safe walkability between any future subdivisions and the primary school.

5.7 Housing

Fifty-one (51) dwellings are located within the Shelford township study area. This figure is based on Council's garbage collection data within a 1.5km radius from the intersection of Rokewood-Shelford Road and Cunningham Street. There is an estimated population of 126 persons. This figure is based 2.47 people per household. Whilst limited growth is projected for the Shelford district based on DSE figures of 1.2% (2016 – 2021 period) this figure may be influenced by projected growth rates for Geelong and Bannockburn.

Housing in Shelford is characterised by classic weatherboard and brick veneer homes, heritage cottages and bluestone homesteads. Modern style dwellings surrounded by landscaped gardens are nestled within the township.

New development will be encouraged to integrate with the existing township character and enhance and complement the local neighbourhood. Development design will respect the scale and height of surrounding buildings and reflect local topographical characteristics and environmental integrity of the area.



*'Broadband would be desirable.
Access to public transport might
assist both the teenagers
and the elderly residents.
Traffic issues pertaining to speed
must also be addressed.'*

5.8 Movement and Transport

Shelford is located on the Bannockburn-Shelford Road, a two lane VicRoads Highway which runs east west between the townships of Bannockburn and Shelford. VicRoads traffic volumes were recorded at 1700 vehicles per day through the township in 2011. Approximately 240 of these were trucks. Shelford is at a junction of roads connecting north-west to Rokewood, west to Cressy and south to Inverleigh. The Hamilton Highway runs parallel to the Bannockburn-Shelford Road, with a connection available via the Shelford-Inverleigh Road. VicRoads has no current plans for upgrades or future road works in the township of Shelford.

Local roads within the town are narrow bitumen with gravel edges and wide treed reserves, contributing to the natural country landscape character of the town. Traffic volumes through the local streets are low and this encourages shared use by pedestrians and cyclists. There are some local paths adjacent to the highway which connect the Shelford Hall to the post boxes and also to the Recreation Reserve. Navigating the street network through the township at night is difficult given the lack of lighting through the town.

Public Transport:

There is limited public transport available in Shelford. A bus stop is provided on the Rokewood-Shelford Road but there is no bus service for the township. Residents of Shelford rely heavily on vehicles for access to convenience shops and services found in nearby towns including Teesdale, Inverleigh, Bannockburn and Geelong.

Off-road access to facilities in Teesdale is a key ambition for the Shelford community. The centre of Teesdale is approximately 6km east of Shelford. A wider range of recreation facilities is available in Teesdale and the closest shop for Shelford residents is also in Teesdale. Options for off-road access between Shelford and Teesdale are thwarted by construction costs associated with the difficult topography and terrain.



'Great community spirit'

Further investigations are required to pursue this goal including a land survey to confirm the alignment of the road reserve and determine if sufficient area is available within the reserve to accommodate a path. Progressing the path is dependent on a feasibility assessment.

Walking and cycling:

Progressing a path between Shelford and Teesdale is neither straightforward nor inexpensive. Pursuing alternative options such as community transport or initiatives within the town may prove more worthwhile. For example, a project which creates an island or hub around the post boxes and notice board and improves lighting and the appearance of this area; delineating a community precinct between the Shelford Hall, tennis courts, Recreation Reserve and post boxes to create a focus and provide opportunities for commercial ventures such as food vans, community based markets and events for locals to share produce and attract visitors may have greater benefits than a path between Shelford and Teesdale.

An existing, alternative path between Shelford and Teesdale was put forward during the community consultation. The path runs between the Inverleigh-Shelford Road and the Teesdale-Inverleigh Road using Delahunty Road, across the two bridges at Teesdale-Inverleigh Road and joins with Common Road and Bakers Lane. This is a 16km route, which is 4 times the distance between Shelford and Teesdale using the Shelford-Bannockburn Road.

5.9 Urban & Built Form

Shelford is a valley town, bounded by well-defined topographic contours and surrounded by a dispersed agricultural community. Existing development is located predominantly on the western slopes. The physical restraint of flood prone land on the eastern boundary of the Leigh River makes it unsuitable for township extension.



*'Lovely town with a great valley
setting'*

The township has a strong landscape character influenced by the Leigh River, the former Shelford Hotel, the Gothic Revival bluestone school and Presbyterian Church and manse, scattered cottages, the community public hall and the stone and iron bridge crossing the Leigh River.

The majority of activity within the town occurs on the sporting oval and public notice board around the Corner of Rokewood – Shelford Road and The Parade. In this area there is potential to develop an open meeting place or a focal point for the township through seating facilities, street lighting and a small commercial/general store.

5.10 Infrastructure

Barwon Water advises that Shelford is currently supplied with potable water via the Teesdale water supply system. Approximately 4.5km of small diameter (100 and 150mm) water mains pipe supplies Shelford. Of the 130 houses in the Shelford district around 60 are connected to water supply. Whilst a small additional number of lots could be connected to the existing system (below the 130 AHD contour line) the existing system is largely at the limit of its supply capabilities.

Single phase power is available in the Shelford township area; however this service is reduced to single wire earth-return (SWER) to areas west of Shelford. Three phase power terminates at Teesdale (Geelong supply line) and Rokewood (Ballarat supply line). There is no natural gas supplied to the Shelford township and district.

Shelford is not connected to reticulated sewerage. Housing and development is constrained by the lack of reticulated sewerage systems and in some places poor soil condition for disposal of septic tank effluent.



*'In England and Europe they
are proud of their villages,
hopefully in 10 years Shelford
will still be a village.'*

The Septic Tank Code of Practice limits new residential lots to a minimum of 1 hectare in the absence of reticulated sewerage, unless a land capability assessment demonstrates that the soil can treat and retain waste water to appropriate levels.

There are no plans for reticulated sewerage in Shelford. Waste water treatment systems are required in elevated areas.

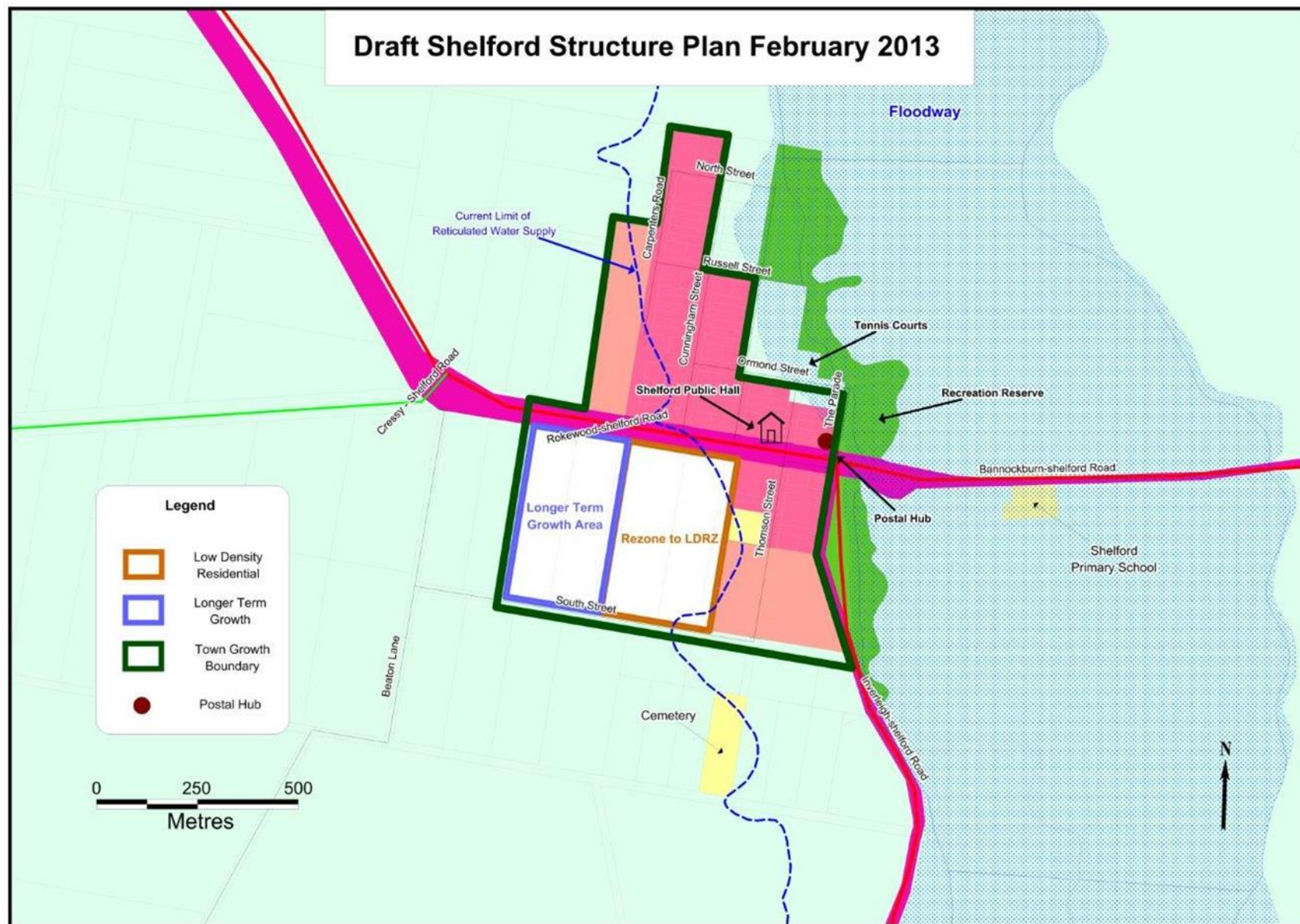
Internet connection, television reception and mobile phone coverage is currently poor with the town. The National Broadband Network is a 10 year plan which will see all homes and businesses connected to broadband. Improved mobile coverage and television reception would require a telecommunications tower within the district. There is opportunity for telecommunications to co-locate on a single tower facility.

6. Vision

A vision as to how Shelford should be seen in 10-15 years' time has been developed through the structure plan process. The vision reflects the aims and aspiration's of the Council and the local community and can be used as a basis to guide decisions for the township.

Shelford will be a town in the valley where:

- residents can enjoy a relaxed country lifestyle in a safe environment
- the community is connected through active living and participation in structured and unstructured recreational activities
- the heritage character is celebrated
- the environmental landscape is enhanced



Shelford Pedestrian Circuit





'Peaceful community setting'

8. Implementation

The Structure Plan must include or be accompanied by an Implementation Program, which articulates the necessary actions and strategies required to implement the aims and objectives described in the Development Framework. The implementation program should be adopted by Council and be linked to the Council's corporate plan. A detailed implementation program defines the actions, timeframes, costs, priority and key stakeholders, community engagement processes and the parties responsible for implementing action.

The implementation program should identify Council's budget requirements and other possible funding sources. The initiatives identified in the Structure Plan will be implemented by a range of key stakeholders from both the public and private sectors. Council and Government agencies will use the agreed Structure Plan to set budget and priorities and the timing and delivery of infrastructure in the study area. Private sector interests will use the Structure Plan to guide their actions and development.

RECOMMENDED ACTIONS FOR THE SHELFORD STRUCTURE PLAN REVIEW

1. Identify a town boundary which retains the settlement of Shelford within the valley.
2. Identify the Manse site for rezoning from Farming Zone to Low Density Residential Zone.
3. Identify the area directly north of the Manse site, bounded by the Rokewood-Shelford Road, for future residential development.
4. Identify the area around the post boxes and information board as a community island with design elements to improve the visual amenity and useability of the area so that it is recognised as a community hub.
5. Utilise a pedestrian circuit between the Shelford Hall, post boxes, Recreation Reserve and Tennis courts to create and define a community precinct.

Action	Commence	Duration	Lead Agency & Responsible Project Manager	Involved	Stakeholder & Community Engagement	Cost	Priority
1. Amend the Golden Plains Planning Scheme to replace the Shelford Structure Plan with the new Structure Plan	Late 2013	12 months	Golden Plains Shire	Officers and DPCD	Formal amendment process	\$10K	Dependant on funds
2. Rezone land at the Manse site from Farming Zone to LDRZ/TZ	Late 2013	12 months	Golden Plains Shire	Officers and DPCD	Formal amendment process	\$5K	
3. Community hub			Golden Plains Shire/Community	Golden Plains Shire/Community		Grant Opportunities	
4. Pedestrian circuit			Golden Plains Shire/Community	Golden Plains Shire/Community		Grant Opportunities	

Note: Actions 1 and 2 should be undertaken as a single amendment, which will result in cost efficiencies.



9. Monitoring and Review

Council regularly undertakes a review of the residential land supply across the Shire to determine the timing for Structure Plan reviews.

The implementation program will be integrated into Council's budget, subject to adoption by Council. This will ensure progress of actions identified in the Shelford Structure Plan.