



**MURRAY BRIDGE**

# **DRAFT STRUCTURE PLAN**

Prepared for: Rural City of Murray Bridge

Date: 16.11.2023

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BRIDGE  
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## NGARRINDJERI ACKNOWLEDGEMENT

We acknowledge the Ngarrindjeri people as the traditional owners of this land on which we meet and work. We respect and acknowledge their spiritual connection as the custodians of this land and that their cultural heritage beliefs are still important to the living people today. We recognise the living culture and combined energies of the Ngarrindjeri people our global pioneers and community members today for their unique contribution to the life of our region.

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## 1 - INTRODUCTION

# 1. Introduction

## 1.1. Purpose of the Structure Plan

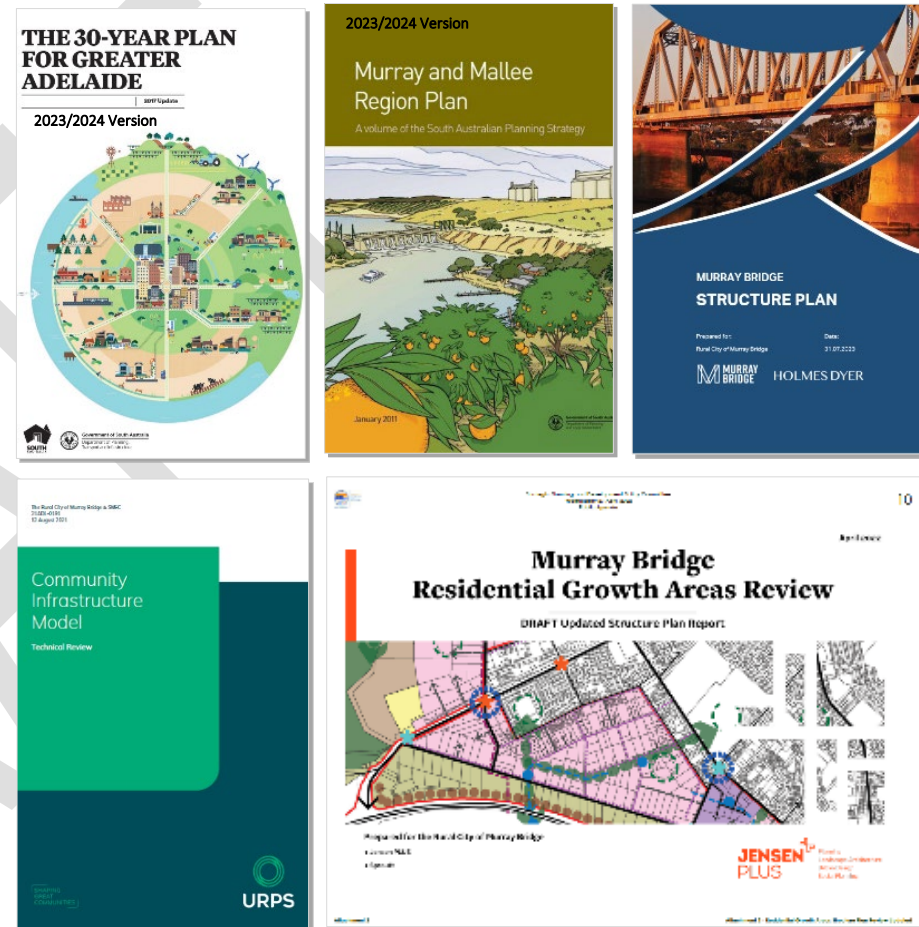
The role of this Structure Plan is to establish a shared vision and framework for the future development of Murray Bridge to accommodate projected population growth. The need for a Structure Plan has been identified as a key priority for the Rural City of Murray Bridge as the level of investment in Murray Bridge continues to increase.

The Structure Plan reflects the desires of the community and the elected member body and highlights potential areas for future development in Murray Bridge, taking into consideration other strategic work currently being undertaken. In doing so, the Structure Plan provides direction on the desired mix of future development precincts of residential, retail, commercial, education, industrial and community land uses, and the accompanying infrastructure provisions.

The Structure Plan has been informed by a suite of documents prepared as part of Council’s Future Cities Program and will form part of this suite when finalised. The Plan will deliver the next level of planning detail beneath the overarching Murray Mallee Regional Plan and Greater Adelaide Regional Plan that are currently underway; and builds on the findings and forecasts of the Murray Bridge Community Infrastructure Model and the Residential Growth Areas Structure Plan Review.

The Structure Plan represents a whole-of-government approach to planning for Murray Bridge and provides a Planning Framework for the whole area to ensure a coordinated approach in delivery as well as inform the preferred planning policy framework across the city, providing a basis for future Code Amendments to deliver that policy. It is not a statutory planning document and has no legal status as a planning instrument to formally guide or control development in the Structure Plan area.

Figure 1. Documents relevant to the Future Cities Program

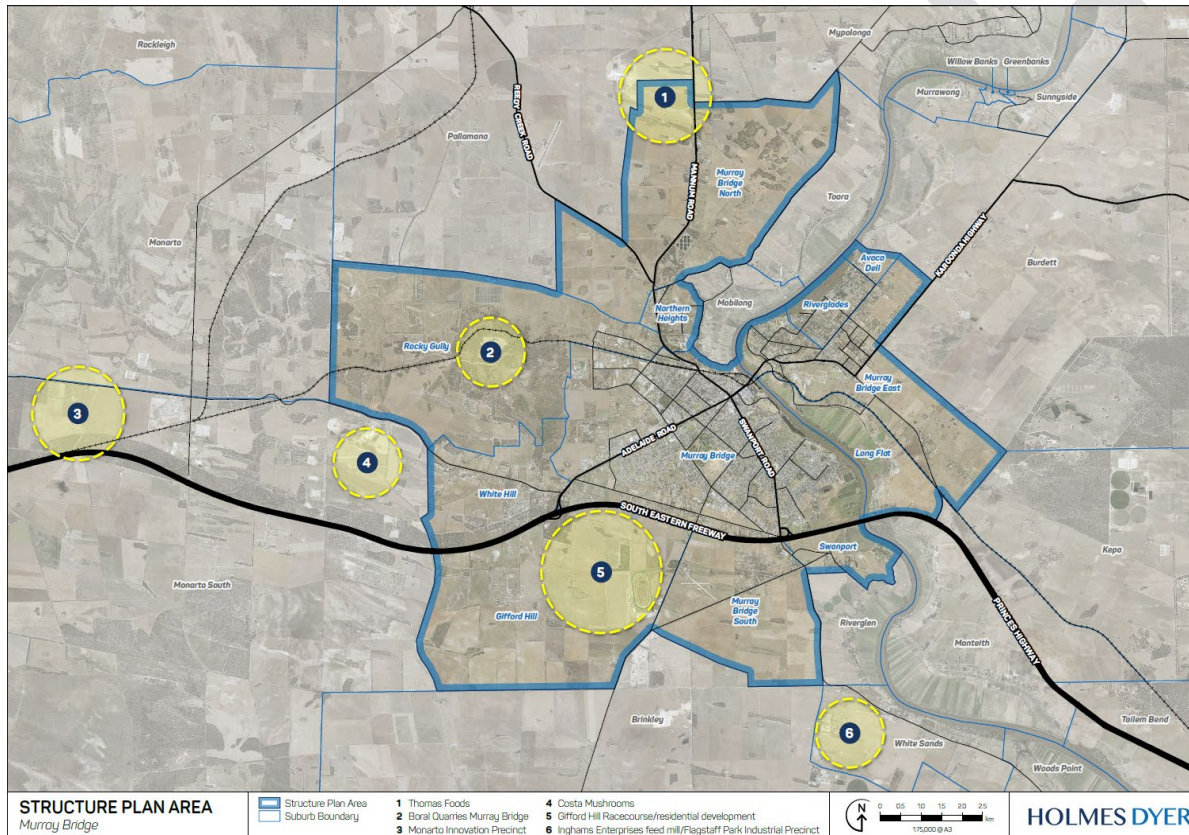


## 1.2. The Structure Plan Area

The Structure Plan is specific to the “urban area” of Murray Bridge (SA2) and the functional area around the city centre from which people travel to access services. This Plan considers any immediately associated semi-urban development, and likely growth areas. The Structure Plan Area is exclusive of the outer townships, however, acknowledges the significance of these localities and other identified areas of employment, agriculture, industry, and tourism.

Figure 2 outlines the Structure Plan Area. *Enlarged A3 versions of all plans in this document can be viewed in Appendix 1.*

Figure 2. Structure Plan Area



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## 2 – REGIONAL CONTEXT

## 2. Regional Context

This section provides available information on the role and function of the Murray Bridge Structure Plan area based on policy drivers, population characteristics and projected growth, current zoning, and land use analysis; and draws on existing and parallel investigations being undertaken to inform the Structure Plan.

### 2.1. Existing Plans and Strategies

To inform the Murray Bridge Structure Plan a review of relevant literature was completed, including:

- 30 Year Plan for Greater Adelaide (2017 Update)
- Murray and Mallee Region Plan (2011)
- RC Murray Bridge Community Plan (2016 – 2032)
- Community Infrastructure Model – Technical Review (2021)
- Murray Bridge Community Infrastructure Model (2022)
- Murray Bridge Residential Growth Areas Review (Updated Structure Plan Report April 2022)
- Murray Bridge Network Planning Assessment Report (Draft, 1 November 2023)

#### 2.1.1. 30 Year Plan for Greater Adelaide – 2017 Update

The 30 Year Plan for Greater Adelaide (the 30 Year Plan) outlines how the Greater Adelaide region should grow to become more liveable, competitive and sustainable.

A number of targets and high-level policies were developed within the 30 Year Plan to provide strategic directions that will guide land use across the Greater Adelaide region until 2045, which include:

- 90% of all new housing in Outer Greater Adelaide will be built in established townships and designated urban development areas.
- Increase housing choice by 25% to meet changing household needs in Greater Adelaide by 2045.

- Ensure heritage places and areas of heritage value are appropriately identified and the conservation promoted.
- Ensure there are suitable land supplies for the retail, commercial and industrial sectors.
- Enable major new primary production and agri-business development across the Northern Adelaide and Barossa regions and in the Mount Barker – Murray Bridge corridor and prevent ad hoc land use changes that may compromise those investments.



## 2.1.2. Murray and Mallee Region Plan 2011

The intention of the Murray and Mallee Region Plan (the Plan) is to provide guidance and resources to the councils within the region to assist them in undertaking council-specific Strategic Plans and amendments to zoning.

Along with the Rural City of Murray Bridge, the Plan also covers the following local government areas:

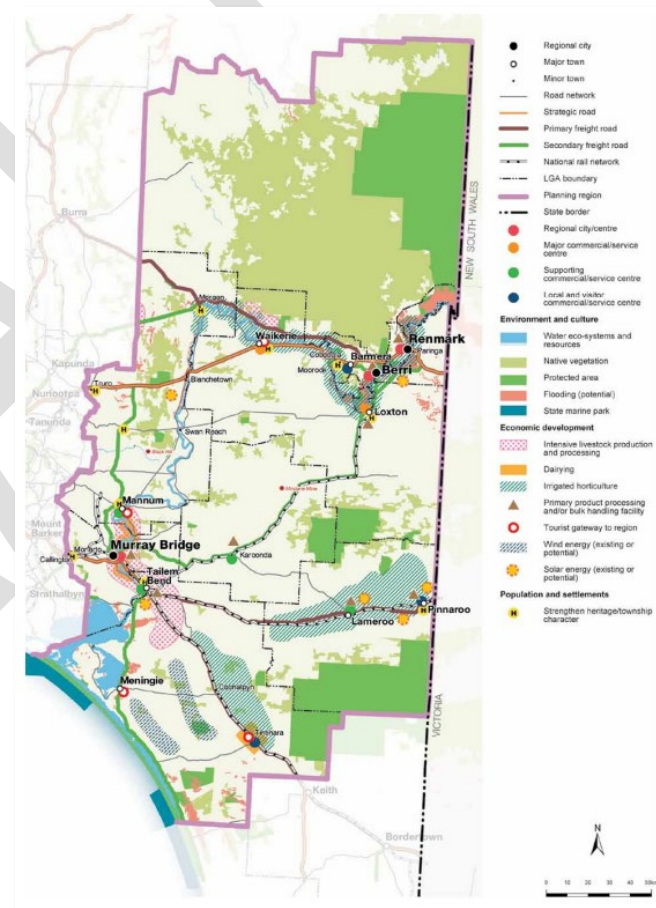
- Renmark Paringa Council
- District Council of Loxton Waikerie
- Berri Barmera Council
- Mid Murray Council
- District Council of Karoonda East Murray
- Southern Mallee District Council
- Coorong District Council

Some of the aims to come out of the Plan are:

- Promote industrial growth
- Encourage industrial and commercial development opportunities
- Assist primary production industries to adapt to variations in climate and water availability and become more sustainable
- Recognise and promote the region's strong, vibrant, and healthy communities and their attachment to the region
- Strengthen the roles and functions of towns
- Support regional communities through the effective provision of physical and social infrastructure
- Manage town growth to protect the environment and industry
- Expand and strengthen nature-based and eco-tourism
- Retain built heritage, promote cultural heritage, and link these through tourism

## 2.1.3. Regional Plans Review

It is important to note that both the 30 Year Plan for Greater Adelaide and the Murray and Mallee Region Plan are currently under review. The State government has recently released a discussion paper for the Greater Adelaide Regional Plan (replacing the 30 Year Plan) for consultation; the Murray Mallee Regional Plan (replacing the Murray and Mallee Region Plan) is currently being drafted following initial vision workshops with the relevant councils earlier in 2023.





## 2.1.4. Rural City of Murray Bridge Community Plan 2016 - 2032

The Rural City of Murray Bridge Community Plan identifies the community needs, priorities and aspirations, and is focused around the four themes of Valued Environment, Great People and Lifestyle, Dynamic Economy, and Connected Communities.

Relevant items identified within the Community Plan include:

- Ensure infrastructure meets future demand and stimulates economic development.
- Ensure housing growth that retains the rural and lifestyle charm of the region, and which provides a range of housing options.
- Value, celebrate and protect our heritage and cultural diversity.
- Enable appealing and affordable housing appropriate to incomes, aspirations and cultures to attract and retain new residents.
- Develop and strengthen effective partnerships with local business and industry associations.



## 2.1.5. Community Infrastructure Model – Technical Review (2021)

The Community Infrastructure Model – Technical Review was prepared by URPS to provide an understanding of the community infrastructure that may be required to support the continued growth in population occurring within Murray Bridge.

The report found that Murray Bridge is relatively well-serviced by community infrastructure, however noted that several community infrastructure assets and services were either not addressing current demand, will be detrimentally impacted as the population expands, or have emerging themes which remain unaddressed and will be exacerbated as the population grows.

In particular, the report identified the following future community needs:

- R-6 catholic schooling
- R-12 catholic schooling
- Child-care provision
- Provision of soccer facilities
- Multi-purpose indoor recreation facility
- Large community centre

### 2.1.6. Murray Bridge Community Infrastructure Model Stage 1 (2022)

The Murray Bridge Community Infrastructure Model Stage 1 was prepared by SMEC and was developed to identify what service and social infrastructure would be required in the future to accommodate for projected future growth within Murray Bridge.

The report found that future daily vehicle trips within Murray Bridge are forecasted to progressively increase until 2032, and subsequently an increase in traffic on highway networks was also expected.

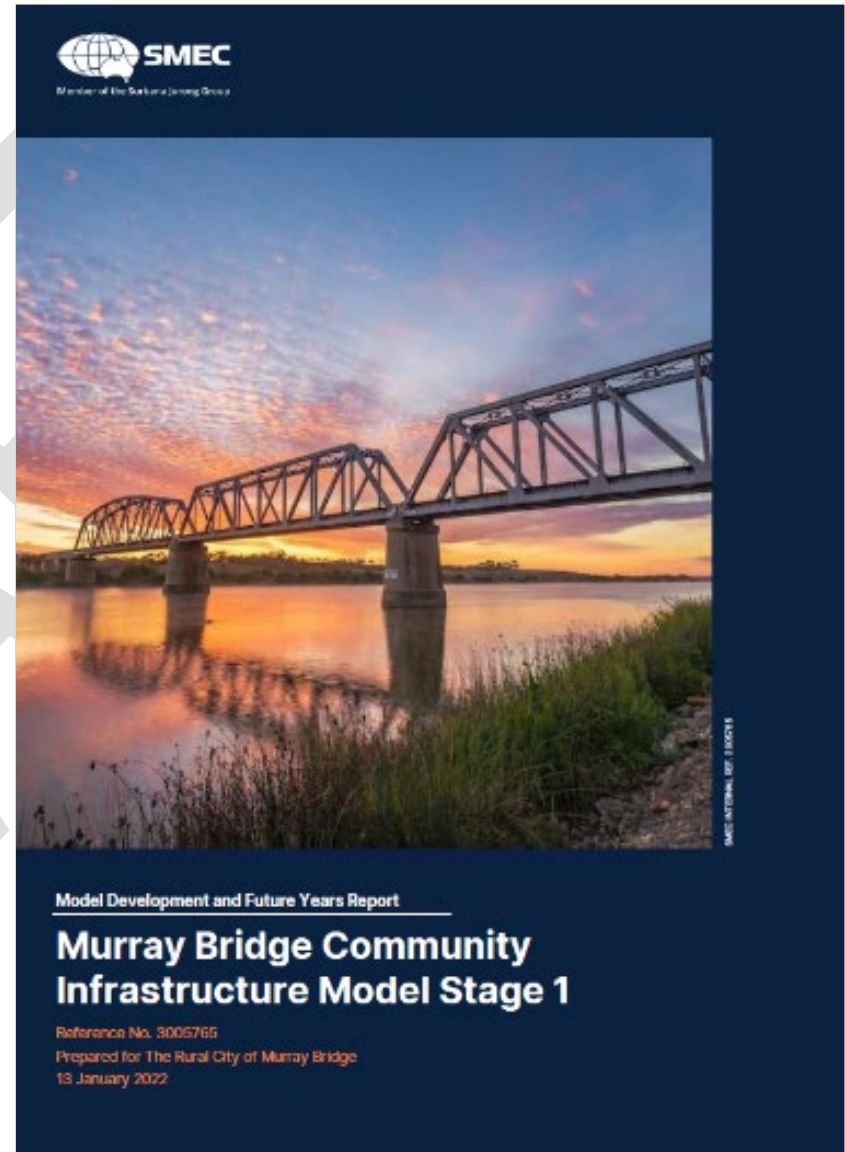
Modelling undertaken indicated that the existing traffic network was suitable, even under a high-scenario population growth.

### 2.1.7. Murray Bridge Residential Growth Areas Review (Updated Structure Plan Report April 2022)

The Murray Bridge Residential Growth Areas Review was prepared by Jensen Plus in 2015 to provide strategic rationale for growth to support future rezoning, and identified three key areas which could accommodate residential growth. The implementation of the Structure Plan was postponed pending finalisation of the Planning and Design Code which was implemented in March 2021.

An update to the Structure Plan was prepared in April 2022 to capture changes that have since occurred that affect previous recommendations (such as the introduction of the new planning system and release of the Planning and Design Code), to establish a revised set of structure plans as well as infrastructure and planning requirements needed to support the orderly and strategic growth of Murray Bridge.

The introduction of the Environment and Food Production Areas (EFPA) within the *Planning, Development and Infrastructure Act 2016* resulted in restrictions being put in place to prevent further land division for residential purposes. The EFPA has impacted the Rural City of Murray Bridge by encroaching on the township and two key growth areas, being the western portion of Area 2 and the entirety of Area 3.

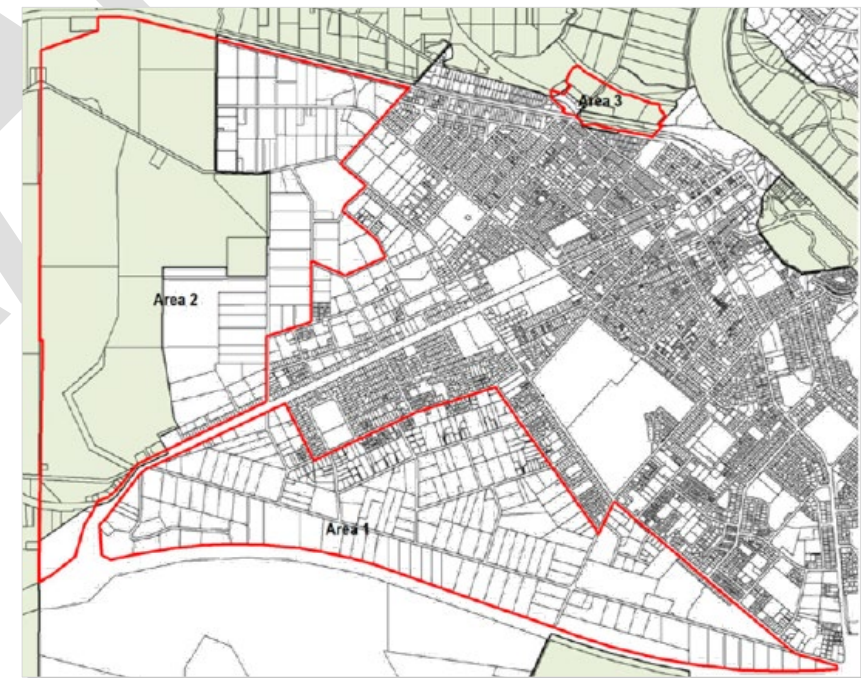
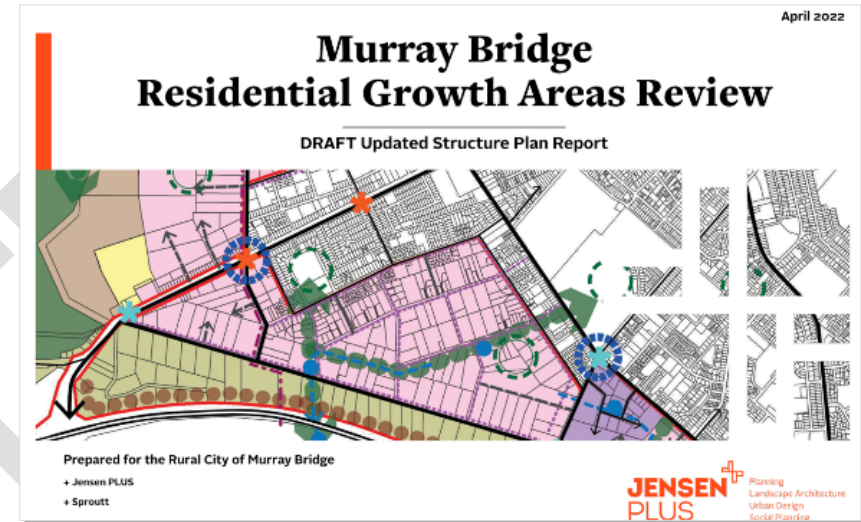


Furthermore, the implementation of the Planning and Design Code provides significantly reduced opportunities for Councils to adopt local policy for specific scenarios, with local content limited to Technical and Numeric Variations (TNVs). Whilst the transition to the Code was intended to be policy neutral, there were some notable policy changes which impacted identified growth areas:

- Area 2
  - » The Community Zone which covered the prison and planned prison expansion area to the west of Bremer Road has been transitioned across to the Infrastructure Zone, which is less accommodating toward broader community facilities.
  - » A portion of Deferred Urban land that runs along the ridge of Whites Hill has been rezoned to Conservation Zone. This is arguably a reflection of the application of the EFPA, as well as previous recommendations within the 2015 Study which recommended this land be retained as part of a Landscape Protection Area.
- Area 3
  - » The River Murray Fringe Zone was replaced with the Rural Zone, which limits further land division, but does provide for a single dwelling on existing allotments and greater flexibility for tourism and other complementary land uses to primary production.
  - » The Regional Town Centre Zone which covered the rail corridor and silos has been transitioned to Recreation Zone.

Overall, the 2022 update resulted in the following key findings:

- Residential Population Growth Forecasting
  - » A revised average annual growth rate target of 1.5% (reduced from 2015 rate of 1.65%).
  - » Forecasted growth of an additional 7,128 people residing in Murray Bridge by 2041.
- Housing Demand and Supply
  - » The township needs to provide an additional 3,099 dwellings to meet the population target, with a 15-year rolling supply equating to 2,214 dwellings.



- Land Supply

- » The Land Supply Report for Greater Adelaide – Greenfield (PlanSA 2021) indicates that Murray Bridge currently has 49 hectares of development ready land, 543 hectares of residentially zoned but undeveloped land, and 441 hectares of future urban growth land. Assuming the existing yields for residential development (10.5 dwellings per hectare) continue to be achieved, there would need to be 210.9 hectares of residential broadhectare land to provide for future housing needs.
- » Current broadhectare housing supply is still largely in the ownership of one or two owners / developers.
- » There is sufficient vacant land for employment activities available within the Murray Bridge region.

- Infrastructure Delivery

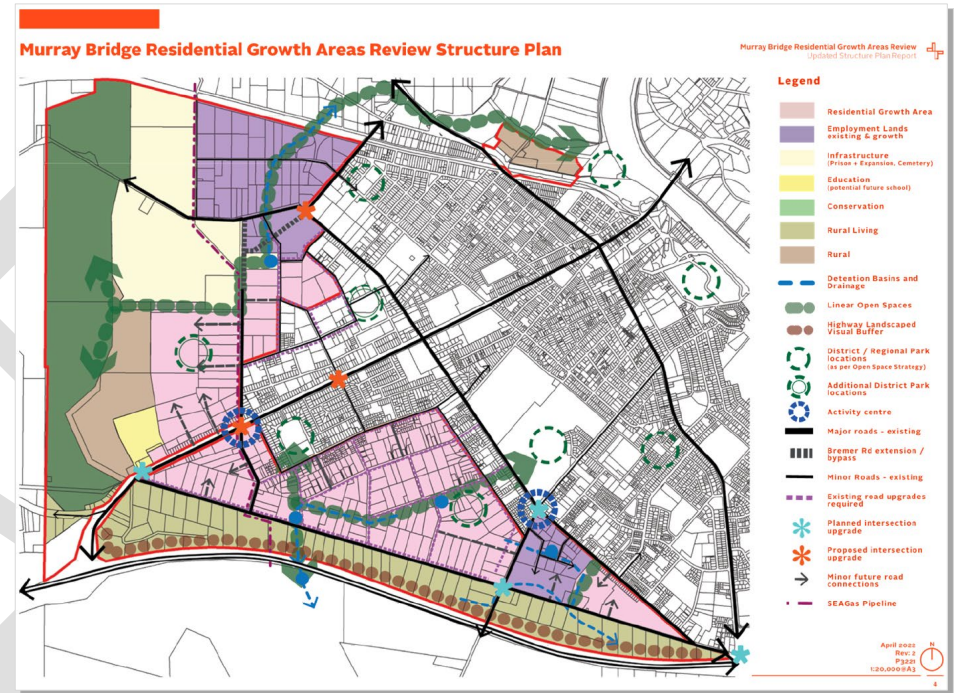
- » Infrastructure delivery and cost recovery mechanisms identified within the 2015 report remain available for Council to pursue.
- » The implementation of the *Planning Development and Infrastructure Act 2016* and associated regulations have opened up additional options which may be worthy of pursuing for the identified residential growth areas. However, these do come with some complications – notably the need for extensive investigations to be completed upfront.

- Implementation of Planning and Design Code

- » The recommended zone for identified growth areas is the Suburban Neighbourhood Zone due to:
  - More contextual policy to the desired rural township character desired by the community;
  - Ability to integrate a Concept Plan Map;
  - Coverage relating to infrastructure and staging.

- Suitability of 2015 Identified Key Residential Growth Areas

- » Area 1 remains suitable for future residential growth.
- » The application of the EFPA over Area 2 significantly reduces the extent of area available for future urban growth.
- » Area 3 has a number of significant constraints (slope, lack of easy access, proximity to operating silos, lack of infrastructure, and presence of Aboriginal Heritage Agreement with the Ngarrindjeri People) which have been exacerbated by the application of the EFPA and effectively rules out any potential opportunities for land division for additional residential allotment.



### 2.1.8. Murray Bridge Network Planning Assessment Report

The Murray Bridge Network Planning Assessment Report details how the forecast development and growth in population identified in the CIM (discussed above in 2.1.5 and 2.1.6) has been used to model the priorities for social and physical infrastructure upgrades, i.e., community centres, education facilities, roads, stormwater etc. The model has been used to forecast infrastructure demands for three growth scenarios (low, medium and high) for the years 2024, 2028 and 2032, which has determined priority upgrades for key road intersections and community facilities to meet the projected population growth.

The report identifies triggers for the timing of delivery of this infrastructure and identifies cost responsibilities, which will assist in future discussions regarding cost distribution for future growth scenarios and allows Council and the Developer to gain a clearer understanding of what infrastructure is required.

The following types of assets and services have been a key focus of the CIM and Network Planning Assessment Report:

- Transport infrastructure (e.g. roads, footpaths)
- Sporting facilities (e.g. football ovals, multi-sport courts, indoor sporting facility)
- Community facilities (e.g. multi-use community hubs, stand-alone halls, libraries)
- Educational facilities (e.g. public and private primary schools, high schools and higher education such as TAFE and Universities)
- Health and aged care (e.g. hospitals, GP clinics, nursing homes)
- Government Services (e.g. service centres).

The report provides recommended priorities to be delivered over the next 10-15 years.

## 2.2. Summary of Reports

Based on the review conducted of the aforementioned reports and supporting data, the following key points relating to the future growth of Murray Bridge have been identified.

Key Point 1: Housing growth should ensure that the rural and lifestyle charm of the region is retained while providing a range of appealing and affordable housing options.

Key Point 2: The heritage and cultural diversity of Murray Bridge should be protected and celebrated.

Key Point 3: Infrastructure needs to be carefully planned and implemented to meet future demands and stimulate economic development.

Key Point 4: Existing community infrastructure assets and services require upgrading and augmenting to meet the demands and expectations of the future population.

Key Point 5: The existing traffic network has the capacity to meet the forecast population growth.

Key Point 6: An additional 3,099 dwellings are required to meet the population target, with a 15-year rolling supply equating to 2,214 dwellings.

Key Point 7: Suitable land supply for the retail, commercial and industrial sectors needs to be identified.

## 2.3. Population and Demographic Review and Forecasting

### 2.3.1. Population Size

As of the 2021 Census, 22,348 people resided within the Rural City of Murray Bridge, with a population growth of 0.18% from the previous year. Since 2016 the region has experienced a slight increase in population of 786 persons, based on a 2016 Census population of 21,562.

### 2.3.2. Population Projections

The Rural City of Murray Bridge is forecasted to undergo significant population growth, with an expected population change of 20.3% from 2023 – 2041. It is anticipated that the region’s population will increase to 27,733 (+ 4,696 persons) by 2041, from a 2023 population of 23,037.

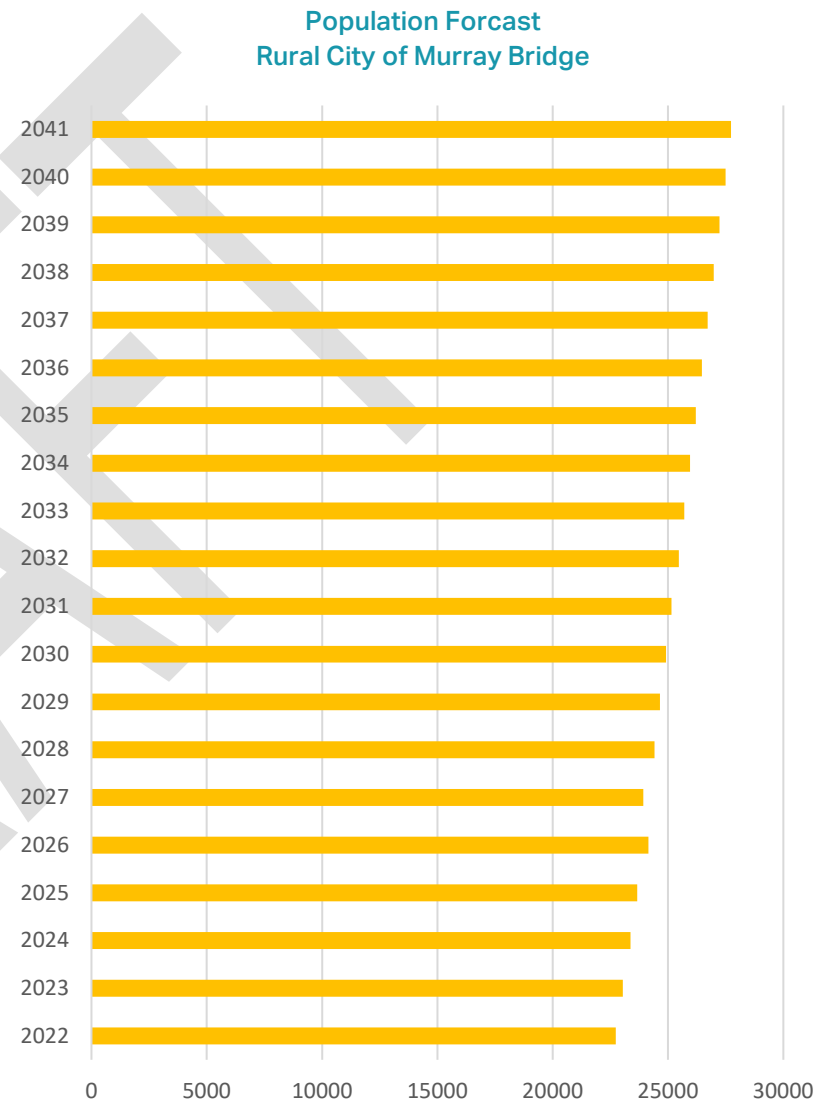
It is notable that growth projections for Murray Bridge have been adjusted downwards over time. At the time of the preparation of the 2015 Structure Plan, the forecast growth rate was 1.65% p.a., while the 2022 review of this plan reduced that figure to 1.50% p.a. The latest .id profile report of March 2023 is now anticipating growth rates declining from 1.39% p.a. in 2026 to 0.94% p.a. by 2041.

The reliability of these projections will be heavily influenced by decisions pertaining to the availability of residential land in other locations (especially Mt Barker and the Adelaide Hills towns east of Mt Barker) and a range of macro-economic and political factors that influence the performance of the State and its attractiveness to migrants (interstate and overseas). It is conceivable that under certain circumstances, the rate of population growth and the consequential need for land, employment and services could expand.

Additionally, a structure plan should not plan for an end state, indeed, growth can be expected to continue beyond 2041 and higher population levels and land and service demands generated beyond that date.

Accordingly, it is appropriate that a higher level of growth is planned for in the Murray Bridge Structure Plan.

Figure 3. Forecasted Population Growth (2022 – 2041)



### 2.3.3. Cultural Diversity

Most residents in the Rural City of Murray Bridge are of European descent, with 40.6% (8,793 persons) of English descent and 38.0% (8,233 persons) of Australian descent. Other notable ancestries within the region included German (12.9% / 2,793 persons), Scottish (8.1% / 1,757 persons), and Irish (6.1% / 1,322 persons).

### 2.3.4. Migration

In Murray Bridge a higher rate of people did not change address (54.9%), while a lower rate (33.6%) moved from elsewhere in Australia, and a lower rate (2.0%) moved from overseas. A total of 3,499 people, or 50.7% of those who moved within Australia, moved within Murray Bridge.

Table 1. Migration Patterns, 2021

State / Territory	In Migration	Out Migration	Net Migration
New South Wales	58	94	-36
Victoria	93	184	-91
Queensland	126	213	-87
South Australia	2,462	2,266	196
Western Australia	23	52	-29
Tasmania	12	7	5
Northern Territory	47	48	-1
Australian Capital Territory	4	4	0
From Overseas	420	--	--

Source: profile.id (2021 Census Data)

### 2.3.5. Service Age Groups

Murray Bridge has a large workforce base, with the highest service age group consisting of parents and homebuilders (35 to 59) which make up 16.7% (3,621 persons) of the population. This is followed by older workers and pre-retirees (50 to 59) at 13.7% (2,969 persons), seniors (70 to 84) at 13.4% (2,899 persons), and empty nesters and retirees (60 to 69) at 13.0% (2,804 persons).

From 2016 to 2021, Rural City of Murray Bridge's population increased by 784 people (3.8%). This represents an average annual population change of 0.74% per year over the period. Since 2016, Murray Bridge has seen a 4.2% increase (+1,216 persons) in those aged 50 and over – with the majority of this growth within the senior (2%) and empty nesters and pre-retirees (1.2%) service age groups.

Table 2. Services Age Groups

Service Age Group	2021 Census			2016 Census		
	Number	Percentage	Greater Adelaide %	Number	Percentage	Greater Adelaide %
Babies and Pre-schoolers (5 to 11)	1,146	5.3	5.4	1,171	5.6	5.9
Primary Schoolers (5 to 11)	1,718	7.9	8.2	1,765	8.5	8.2
Secondary Schoolers (12 to 17)	1,567	7.2	6.9	1,480	7.1	6.9
Tertiary Education & Independence (18 to 24)	1,659	7.7	8.8	1,935	9.3	9.5



Service Age Group	2021 Census			2016 Census		
	Number	Percentage	Greater Adelaide %	Number	Percentage	Greater Adelaide %
Young Workforce (25 to 34)	2,642	12.2	14.0	2,685	12.9	13.8
Parents & Homebuilders (35 to 49)	3,621	16.7	19.6	3,749	18.0	19.7
Older Workers & Pre-Retirees (50 to 59)	2,969	13.7	12.6	2,728	13.1	13.1
Empty Nesters & Retirees (60 to 69)	2,804	13.0	11.2	2,470	11.8	11.1
Seniors (70 to 84)	2,899	13.4	10.7	2,370	11.4	9.3
Elderly Aged (85 and over)	615	2.8	2.6	503	2.4	2.6
<b>Total</b>	<b>21,640</b>	<b>100.0</b>	<b>100.0</b>	<b>20,856</b>	<b>100.0</b>	<b>100.0</b>

Source: profile.id (2021 Census Data)

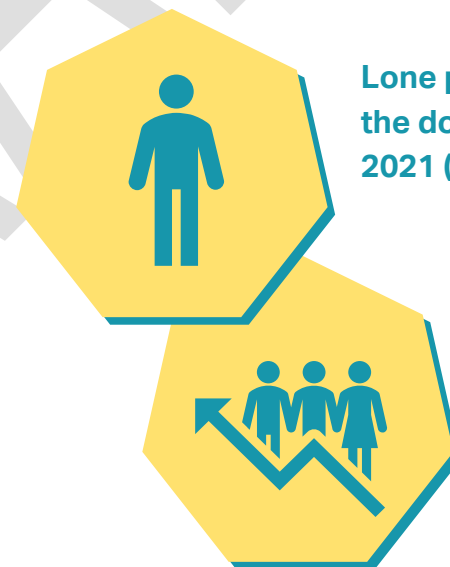
### 2.3.6. Household Composition

Murray Bridge has experienced substantial change in its household composition structure. The total number of households has increased from 8,393 in 2016 to 8,930 in 2021. At the time of the 2016 Census lone person households were the third largest household type and has since experienced growth of 2% (+ 331 households) resulting in this group becoming the dominant household type.

Slight decreases have been experienced within the couples without children (-0.8%), and couples with children (-1.2%) compositions. Despite these changes in proportion these household typologies remain the second and third largest household composition by total number within Murray Bridge respectively.

This is then followed by one parent families (11.8%), group households (2.7%), visitor only households (1.5%) and other family households (1.0%), each of which have experienced little-to-no change since the 2016 Census period. It is noted that 4.2% of Murray Bridge households consisted of a non-classifiable composition.

Household composition in Murray Bridge varies from the overall composition of households in Greater Adelaide. Murray Bridge has a significantly smaller proportion of couples with children than Greater Adelaide and a slightly higher proportion of lone person households.



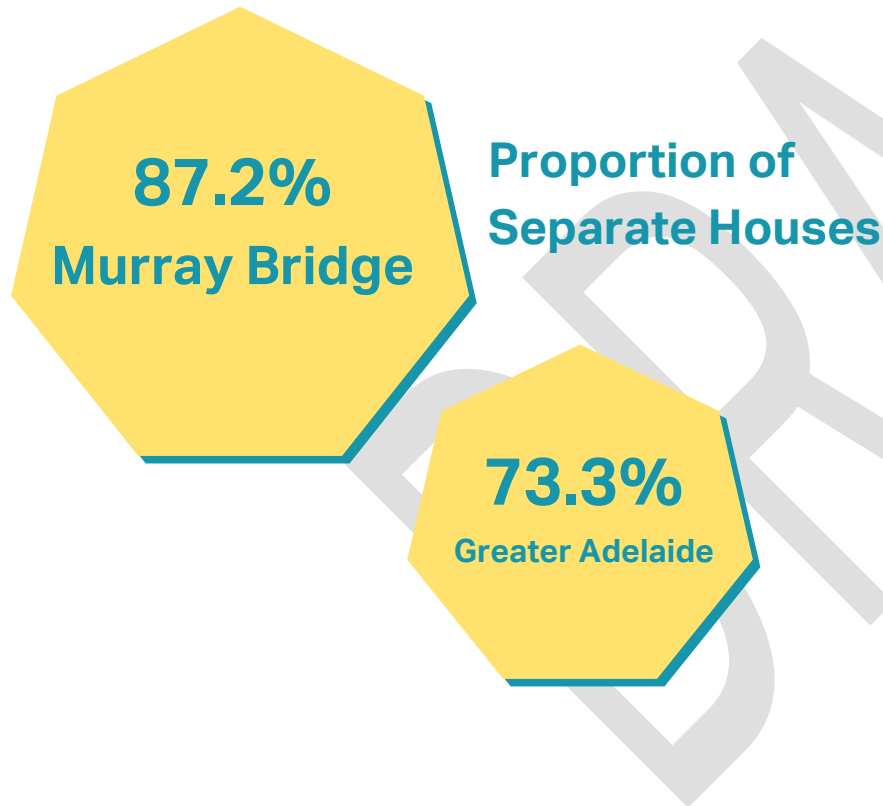
**Lone person households are the dominant composition in 2021 (29.5%)**

**The total number of households in Murray Bridge increased by 537 between 2016 and 2021**

### 2.3.7. Dwelling Structure

Dwelling structure within Murray Bridge has remained fairly consistent, with separate houses the predominant structure type (87.2%), followed by medium density (10.9%) dwellings. Despite the high proportion of lone person households, there are currently no high-density residential options such as blocks of flats or apartments within Murray Bridge.

A small segment of dwellings (1.2%) within Murray Bridge consists of either caravans, cabins or houseboats, whilst 0.3% of dwellings consist of a structure classified as 'other'.



### 2.3.8. Dwelling Type

Between 2016 and 2021 the number of dwellings in Murray Bridge increased by 1.05% or a total of 514 new dwellings. At the time of the 2021 Census, 87.9% of dwellings within Murray Bridge were occupied and 12.0% were unoccupied. A small portion (0.1%) of dwellings within Murray Bridge were identified as non-private in nature.

### 2.3.9. Household Tenure

Since the 2016 Census, Murray Bridge has experienced a shift in the nature of housing tenure, which at the time was characterised by renting (31.4%), fully owned (29.3%) and mortgage (28.9%) tenure.

Over the past five years fully owned tenure has increased by 1.8% (314 households) to 31.1% and is now the predominate tenure type within Murray Bridge. This is closely followed by renting (30.4%), albeit this tenure has experienced a slight decline of 1.0%. Of those who rented, 23.8% consisted of private rentals and 6.3% social housing.

Mortgage tenure has remained fairly consistent with a slight increase of 0.5% (191 households) and remains the third largest tenure type.

Approximately 2.7% of Murray Bridge's tenure type was classified as 'other', which captures dwellings being occupied under a life tenure scheme or occupied rent-free.

Table 3. Household Tenure

Tenure Type	2021 Census			2016 Census		
	Number	Percentage	Greater Adelaide %	Number	Percentage	Greater Adelaide %
Fully Owned	2,776	31.1	30.1	2,462	29.3	29.6
Mortgage	2,622	29.4	36.0	2,431	28.9	35.1
Renting – Total	2,711	30.4	27.8	2,642	31.4	27.4
Renting – Social Housing	564	6.3	5.5	630	7.5	6.2
Renting – Private	2,122	23.8	22.4	1,975	23.5	21.1
Renting – Not Stated	25	0.3	0.2	37	0.4	0.2
Other Tenure Type	244	2.7	2.4	238	2.8	2.2
Not Stated	573	6.4	3.7	631	7.5	5.7
<b>Total Households</b>	<b>8,926</b>	<b>100.0</b>	<b>100.0</b>	<b>8,484</b>	<b>100.0</b>	<b>100.0</b>

Source: profile.id (2021 Census Data)

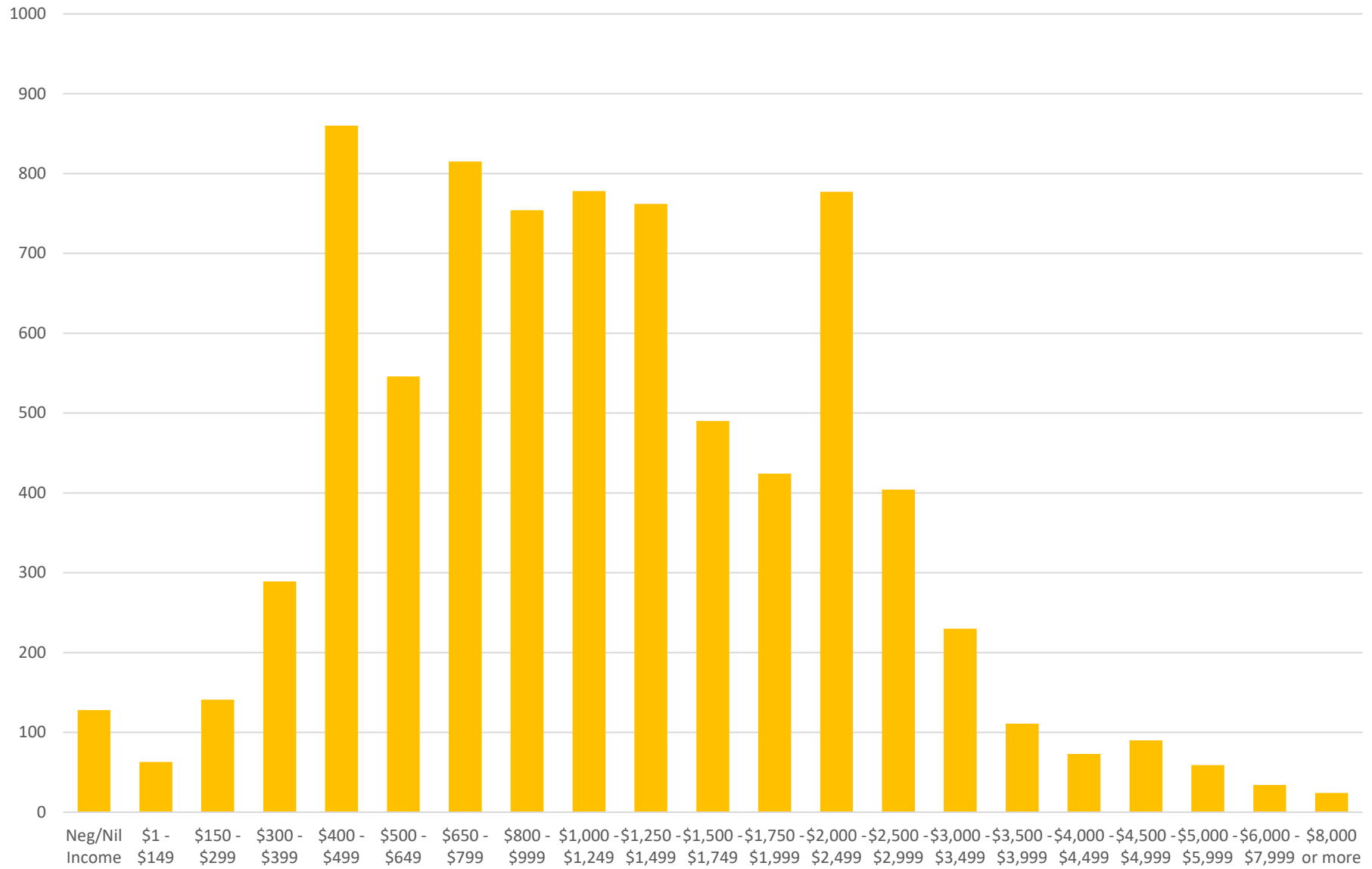
### 2.3.10. Household Income

Analysis of weekly household incomes within Murray Bridge indicates that most households (51.3%) earn a moderate weekly income of between \$801 - \$2,999 a week, whilst 31.8% were low-income households (\$800 or less per week), and 7.3% of households were of a high-income nature (\$3,000 + per week).

The most common weekly household income is \$400 - \$499 (10.1%), followed by \$650 - \$799 (9.5%), \$1,000 - \$1,249 (9.1%), and \$2,000 - \$2,499 (9.1%).

It is noted that 1.5% had a weekly household income listed as nil, whilst 8.1% did not state their income.

Figure 4. Murray Bridge Household Income Ranges



Source: profile.id (2021 Census Data)

## 2.5. Economic Review and Forecasting

### 2.5.1. Education

Analysis of the highest level of schooling attained by the population of Murray Bridge found that 38.5% (6,800 people) of the population left school at Year 10 or below, followed by 35.1% (6,307 people) completing Year 12 or equivalent, and 18.8% (3,380 people) completing Year 11 as their highest level of schooling.

Further analysis of the highest form of qualification achieved by the Murray Bridge population found that 51.4% (9,235) held no formal qualifications, 24.8% (4,463 people) held a vocational qualification, 8.4% (1,511 people) held a bachelor or higher degree, and 6.1% (1,105 people) had an advanced diploma or diploma.

## 2.6. Employment Characteristics

### 2.6.1. Industry of Employment

The largest industry of employment within Murray Bridge is Health Care and Social Assistance, which contributes 14.8% (1,289 people) of the area's total employment sector. This is then followed by Retail Trade at 11.0% (963 people) and Manufacturing at 10.6% (922 people).

Over the past five years Murray Bridge has experienced notable change in the following employment sectors:

- A 4.4% decrease in Wholesale Trade (-359 people)
- A 3.1% increase in Health Care and Social Assistance (+297 people)
- A 1.7% increase in Agriculture, Forestry and Fishing (+173 people)
- A 1.9% decrease in Retail Trade (-125 people)

Table 4. Top 5 Employment Sector within the Region – 2016 and 2021  
Census Comparison

Industry	2021 Census			2016 Census		
	Number	Percentage	Greater Adelaide %	Number	Percentage	Greater Adelaide %
Health Care and Social Assistance	1,289	14.8	17.1	992	11.7	15.6
Retail Trade	963	11	9.7	1,088	12.9	10.8
Manufacturing	922	10.6	6.8	1,025	12.1	7.6
Agriculture, Forestry and Fishing	907	10.4	1.2	734	8.7	1.2
Construction	705	8.1	8.4	605	7.2	7.8

Source: profile.id (2021 Census Data)

### 2.6.1.1. Occupation

Labourer is the predominate occupation type within Murray Bridge (20.4%), despite experiencing a 3.8% decline (-270 people) since the 2016 Census. The second largest occupation consists of Community and Personal Services Workers at 14.5% (1,263 people), which has experienced a growth of 2.5% (+248 people). This is then followed by Technicians and Trade Workers at 13.8% (1,067 people).

Table 5. Top 5 Occupation – Top Responses

Occupation	2021 Census			2016 Census		
	Number	Percentage	Greater Adelaide %	Number	Percentage	Greater Adelaide %
Labourers	1,782	20.4	9.3	2,052	24.2	9.8
Community and Personal Service Workers	1,263	14.5	13.2	1,015	12	12.3
Technicians and Trade Workers	1,205	13.8	12.9	1,132	13.4	13.2
Managers	1,067	12.2	12.1	947	11.2	11.5
Clerical and Administrative Workers	875	10	13.2	854	10.1	14.1

Source: profile.id (2021 Census Data)

### 2.6.1.2. Commuting Patterns

Employment for residents was predominantly located within Murray Bridge (71.8%), with only 23.2% employed elsewhere. Of those who worked outside of Murray Bridge, employment was mainly located within Mount Barker (4.1%) and the Coorong (3.4%).

The main travel method to access employment was by car (76.4%), with 69.6% travelling as the driver and 6.8% as a passenger. This was then followed by working from home (6.3%), which saw an increase of 2.1% (+189 people) likely attributed to the COVID-19 pandemic. Only 0.4% of residents used public transport to access employment.

## 2.7. Key Findings

The most recent population projections suggest that Murray Bridge will undergo significant population growth of 20.3% between 2023 and 2041. Whilst this is a slight decrease in the forecast growth from 2015, the actual growth that Murray Bridge experiences will be dependent on availability of land in other areas, such as Mount Barker and adjacent Adelaide Hills townships, and the increasing cost of living and shortage of affordable housing across the state.

Murray Bridge is noted as having a particularly youthful demographic, with 40.3% of the population aged 34 years or younger. Lone person households are the dominant form of household composition and detached dwellings of 3 or more bedrooms are the most common form of residence. The majority of Murray Bridge residents own their own home.

Whilst 50% of Murray Bridge residents earn a moderate income (>\$800 per week), 31.8% are low-income earners (<\$800 per week). The most common form of employment is labouring at 20%, followed closely by community and personal service work at 14%. Notably, there has been a 3.1% increase in the field of health care and social assistance and a 1.7% increase in agriculture, forestry and fishing since the 2016 Census.

The overwhelming majority of Murray Bridge residents are employed locally, with only 23.3% employed outside Murray Bridge.

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### 3 – TECHNICAL INVESTIGATIONS

## 3. Technical Investigation

### 3.1. Environmental Risks and Strengths Profile

#### 3.1.1. Bushfire Risk

Land located within the outskirts of the Murray Bridge township is subject to the Hazards (Bushfire – Urban Interface) Overlay to reflect its proximity to land considered to have a higher bushfire risk by virtue of its more rural, open nature. This overlay is also present across the majority of Murray Bridge East, the Thomas Foods International factory, and Suburban Neighbourhood zoned land located between Guerin Road, Mannum Road and Bigmore Road.

Land considered to have a ‘general bushfire risk’ is located to the north and south of Murray Bridge, east of Murray Bridge East, and along the banks of the Murray River (with the exception of Hume Reserve). Land considered to have a ‘medium risk of bushfire’ is located directly west of Murray Bridge. Refer to Figure 6.

#### 3.1.2. Flood Risk

Based upon the 1956 flood level, properties adjacent the banks of the River Murray are prone to inundation, along with a small proportion of properties located within the vicinity of the Murray Bridge Lagoon / Rocky Gully Wetlands. The entirety of Murray Bridge is subject to the Hazards (Flooding – Evidence Required) Overlay, which requires development to adopt a precautionary approach to mitigate potential flood risk impacts. Refer to Figure 6.

A draft River Murray Flood Resilience Code Amendment is currently being prepared by the Chief Executive of the Department for Trade and Investment, which intends to improve the planning requirements for development in flood prone areas. These amendments have been informed by the extent and levels of floodwaters experienced during the recent flood event in the region. Consultation on the draft Code Amendment concluded on 25 August 2023.

#### 3.1.3. Natural Assets

Murray Bridge is situated on the banks of the River Murray, which provides significant environmental, cultural and tourism value to the area.

The River Murray supports several wetlands within the local area, including the Rocky Gully Wetlands, Swanport Wetlands and Riverglades Wetlands.

There are a number of conservation parks within the region, most notably Kinchina Conservation Park and the Monarto Woodlands, which abut the northern side of the South Eastern Freeway. Both conservation parks are identified as containing State Significant Native Vegetation, along with vegetation surrounding the Costa Adelaide Mushrooms facility. Monarto Woodlands is further subject to the Significant Landscape Protection Overlay, which seeks to conserve the natural and rural character, and scenic and cultural qualities of significant landscapes.

#### 3.1.4. Indigenous Cultural Heritage

The Ngarrindjeri people are the traditional owners of the land within the Rural City of Murray Bridge. There is substantial Indigenous Cultural Heritage within the council area, with over 100 gazetted sites identified within the Taa Wika Aboriginal heritage register. Areas containing Indigenous Cultural Heritage are primarily concentrated along the banks of the River Murray, as shown in the figure below.

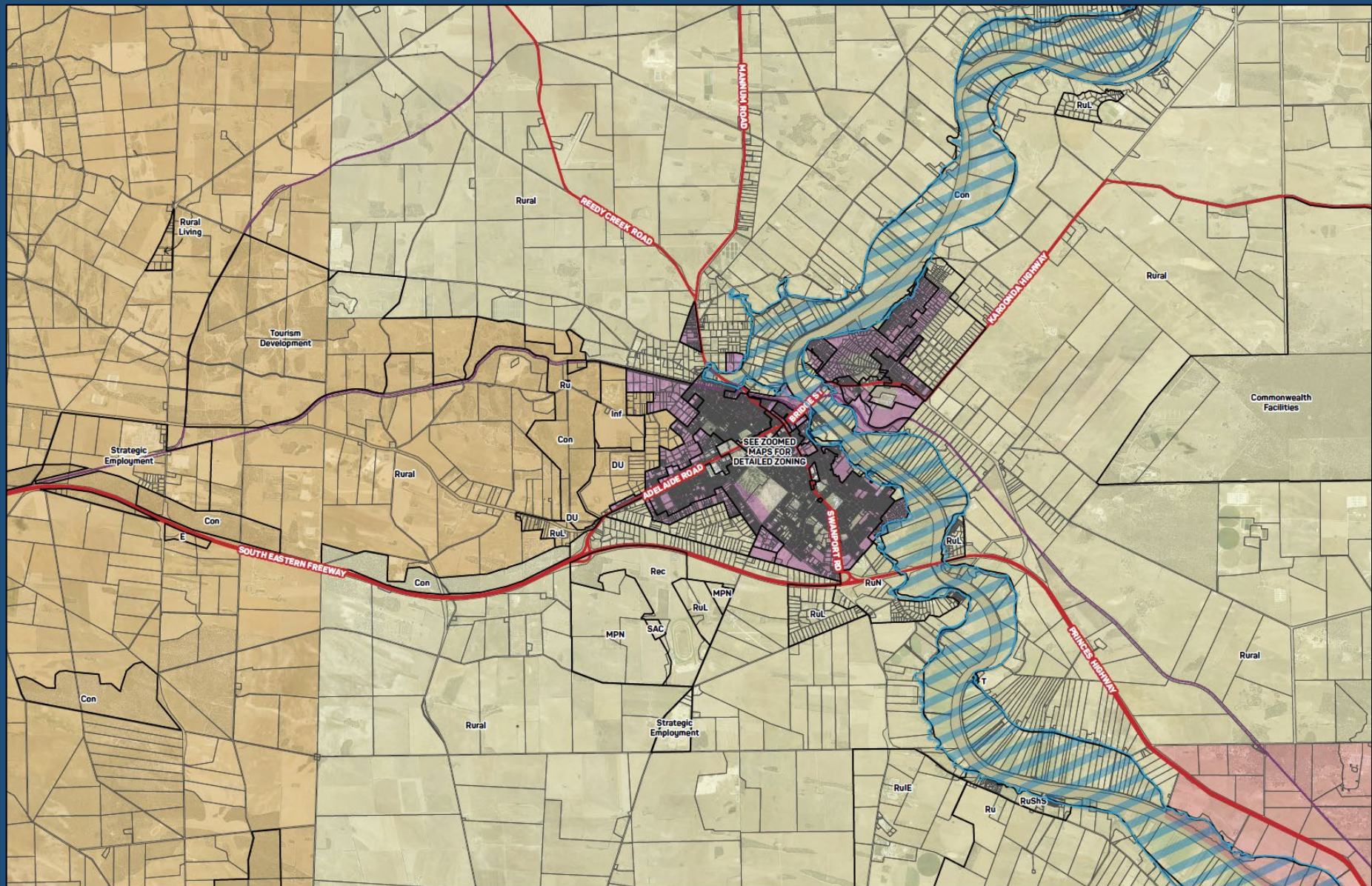
Figure 5. Aboriginal Heritage (Gazetteer Sites)



Source: Taa Wikki – Cultural Heritage Database



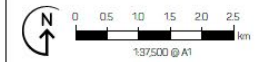
Figure 6. Hazards and Risks



**HAZARDS AND RISKS**

Murray Bridge

- Hazards (Bushfire - General)
- Hazards (Bushfire - Medium Risk)
- Hazards (Bushfire - Regional)
- Hazards (Bushfire - Urban Interface)
- 1956 Flood Level



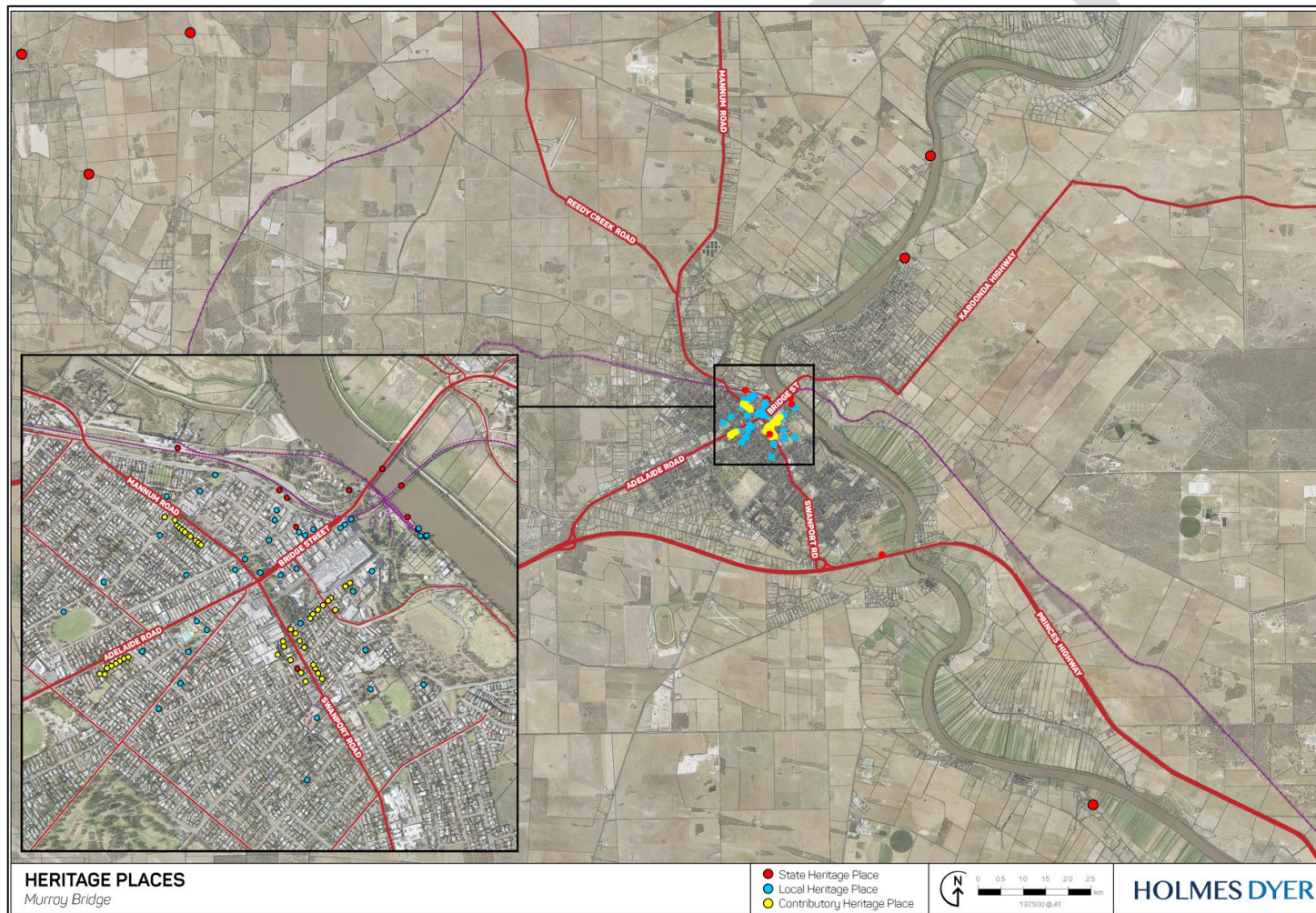
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### 3.1.5. European Cultural Heritage

Murray Bridge has a rich European Cultural Heritage, with 55 heritage listed properties identified in the council area, consisting of 35 local heritage-listed and 20 State heritage-listed properties, as indicated in the figure below.

Approximately 59 properties are further subject to the Historic Area Overlay contained within three precincts which capture properties along Adelaide Road, Mannum Road, Swanport Road, Mary Terrace, Maslin Street and Mill Lane. Although not listed as a local or State heritage building, 42 of these properties are listed as a Representative Building, which recognises the important contributory influence these properties have on the character of the area.

Figure 7. Heritage Places



### 3.3. Infrastructure

The nature of infrastructure capacity and recent upgrades within Murray Bridge were identified within the Jensen Plus 'Murray Bridge Residential Growth Areas Review' report and are reiterated within the following sections.

#### 3.3.1. Water

There have been recent upgrades to the area's water network, including:

- A new water main between Mulgundawah Road and Joyce Street (2018)
- Upgrades to the main pipe which provides drinking water to Murray Bridge (2019)
- New pipes along sections of Verdun Road and Edwards Street (2019)
- Installation of around 8,000 metres of new water main under Brinkley Road was commenced in 2021.

It was recommended within the Jensen Plus report that additional storage at Whites Hill may be needed to cater for the residential growth areas.

#### 3.3.2. Wastewater

A new wastewater treatment plant was installed in 2018 – 2020, including 18km of new underground pipe to connect the plant to the existing sewerage network.

The new plant treats an additional two million litres of sewerage a day and incorporates odour control facilities and enhanced treatment processes.

The wastewater pump station on Jervois Road in Murray Bridge was installed in 2020. Around 420 ground-mounted solar panels contribute to powering the plant, and it incorporates an odour control unit as well as an advanced biological treatment process to help break down sewage into sludge in a more compact and efficient way.

#### 3.3.3. Stormwater

Murray Bridge has variable stormwater capacity with the town being subject to seasonal localised flooding events.

The Southfront stormwater review (2013) details much of what has been recommended for this network in terms of new pipes and stormwater basin to better manage stormwater.

Much of this 2013 report is still valid to the ongoing development and growth of Murray Bridge.

Since 2015, the stormwater management and reuse scheme has installed a distribution pipeline along the golf courses' south-eastern boundary and a 10m deep submersible pump at Gifford Hill. This enables harvested stormwater to be pumped from the lagoon to the Old Swanport Road site for treatment and distribution. The duplication of Gifford Hill lagoon is under consideration at present and could aid in the management of future stormwater capacities arising from the growth areas.

Pipes along Maurice Road and Adelaide Road have also been installed along with a submersible pump at the Rural Wetland.

The stormwater works previously identified to manage the proposed growth areas in 2015 remains largely unchanged:

- West of Brinkley Road – New drainage infrastructure directed into the existing system which is to be upgraded to convey the additional flow to the existing basin and the intersection of Rural Avenue and Old Swanport Road.
- Hindmarsh Estate – Basins are still planned as the residential development is built (these are reflected in the Concept Plan in the Code for this area).
- Murray Bridge West requires no augmentation works with new drainage infrastructure to flow towards the basin on Greenlands Drive.
- All future basin upgrades or new basins will be undertaken and paid for by developers.

### 3.3.5. Electricity

There are currently two substations located at Murray Bridge North and Murray Bridge South. The town is supplied from SA Power Networks' distribution system via 33kV sub-transmission lines and 11kV primary distribution feeders.

SAPN currently do not have any plans to construct new 33kV sub-transmission lines or zone substations.

All future augmentation would need to be met by future developers.

SAPN confirmed there is 12.79MVA spare capacity (N) in 2021/22 at the Murray Bridge North Substation and 12.31MVA spare capacity (N) in 2021/22 at the Murray Bridge South Substation. Thus, there is sufficient capacity within the network to absorb any future demand. However, any high energy usage development (e.g. large scale or intensive industry) will have to be raised by the developer directly to SAPN.

### 3.3.6. Telecommunications

There have been no major upgrades to the telecommunications network. The current network capacity is for a population of 30,000. Which is less than the forecasted 2041 population. Therefore, there are no forecast infrastructure requirements for telecommunication.

### 3.3.7. Gas

There is sufficient capacity in the existing network to accommodate residential and small industrial and commercial consumers for the foreseeable future. However, proposed large industrial consumers (within the Strategic Employment Zones) would need to be assessed on a case-by-case basis to determine whether the existing systems have sufficient capacity to accommodate large demands.

### 3.3.8. Roads and Active Transport Network

The three identified sites are bound by DIT Arterial roads, a Council Arterial Road, and local roads. The DIT Arterial Roads include the South Eastern Freeway, Adelaide Road and Mannum Road. The Council Arterial Road is the Old Swanport Road.

SMEC's CIM Assessment (2021) was based on a high growth rate of 1.9% and found the current network capable of supplying this increased demand.

However, the following upgrades were identified:

- Mannum Road
- The Brinkley / Hindmarsh / Mulgundawah / Maurice junction
- Adelaide Road and Swanport Road junction

Since the 2015 study, the following walking and cycling projects have been completed:

- Hindmarsh Road – Shared path is 80% complete and is scheduled to be completed by the end of the current financial year 2021/22.
- Swanport Road – Shared path is complete between Owl Drive and the freeway on / off ramp (Northern side of the freeway).
- Adelaide Road – Shared path is complete from Zerna Avenue to Maurice Road.

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# 4 – ZONING

## 4. Zoning

The following zones are relevant to the discussion regarding the supply of and demand for non-residential land in Murray Bridge. Each zone is described in terms of its Desired Outcomes and key land use targets.

### Employment Zone

The Employment Zone contains the following Desired Outcomes:

- A diverse range of low-impact industrial, commercial and business activities that complement the role of other zones accommodating significant industrial, shopping and business activities.
- Distinctive building, landscape and streetscape design to achieve high visual and environmental amenity particularly along arterial roads, zone boundaries and public open spaces.

Envisaged land uses within the Employment Zone should comprise of a range of employment-generating light industrial, service trade, motor repair and other compatible businesses servicing the local community that do not produce emissions that would detrimentally affect local amenity.

### Strategic Employment Zone

The Strategic Employment Zone contains the following Desired Outcomes:

- A range of industrial, logistical, warehousing, storage, research and training land uses together with compatible business activities generating wealth and employment for the state.
- Employment-generating uses are arranged to:
  - » Support the efficient movement of goods and materials on land in the vicinity of major transport infrastructure such as ports and intermodal freight facilities;
  - » Maintain access to waterfront areas for uses that benefit from direct water access including harbour facilities, port related industry and warehousing, ship buildings and related support industries;
  - » Create new and enhanced existing business clusters;
  - » Support opportunities for the convenient co-location of rural related industries and allied businesses that may detract from scenic rural landscapes;

- » Be compatible with its location and setting to manage adverse impacts on the amenity of land in adjacent zones.

- A pleasant visual amenity from adjacent arterial roads, adjoining zones and entrance ways to cities, towns and settlements.

Envisaged land uses within the Strategic Employment Zone should comprise of development primarily for a range of higher-impacting land uses including general industry, warehouse, and transport distribution uses. Where development within the Strategic Employment Zone is adjacent to a sensitive zone used for residential purposes, development must incorporate a range of low-impact, non-residential uses to mitigate adverse amenity and safety impacts on the adjoining zone.

### Infrastructure Zone

The Infrastructure Zone contains the following Desired Outcomes:

- The protection, provision, maintenance and expansion of infrastructure services and facilities that support orderly development and vehicular movements.
- Infrastructure services and facilities manage environmental impacts.

Land uses within the Infrastructure Zone are envisaged to comprise of utility and infrastructure facilities, along with other services which support the orderly development of land and assist in managing the impacts on the environment and the community.

### Rural Intensive Enterprise Zone

The Desired Outcome of the Rural Intensive Enterprise Zone is for multi-purpose intensive agricultural production, processing facilities and supporting ancillary industries that are important economic and employment assets to the state.

Envisaged land uses within the Rural Intensive Enterprise Zone should assist in the productive value of the land and consist of intensive rural activities (such as intensive animal husbandry) and associated value-adding processing, process of animal and food products (including stock slaughter works), washing and packing of produce, bulk commodity storage, feed and hay processing, and storage, warehousing and distribution activities which are supported, protected and maintained.

Residential development within the Rural Intensive Enterprise Zone is not supported, unless in regard to a replacement dwelling or manager's residence, in order to protect the long-term continuation of intensive rural industries and activities.

## Suburban Main Street Zone

The Suburban Main Street Zone contains the following Desired Outcomes:

- A mix of land uses including retail, office, commercial, community, civic and medium density residential development that supports the local area.
- A high degree of pedestrian activity and main street activity with well-lit and visually engaging shop fronts and business displays including alfresco seating and dining facilities.
- An intimate public realm with active streets created by integrated mixed use buildings.

Envisaged land uses within the Suburban Main Street Zone consist of retail, office, entertainment and recreation uses that are supplemented by other businesses that provide a range of goods and services to the local community.

## Urban Activity Centre Zone

The Urban Activity Centre Zone contains the following Desired Outcomes:

- A cohesive and legible environment supporting a broad spectrum of regional level business, shopping, entertainment and recreational facilities that can cater for large crowds, smaller social gatherings and events over extended hours.
- Primary business, shopping and entertaining areas are integrated with public transport facilities, pedestrian and cycling networks, and community transport infrastructure, and designed to enhance the quality of the public realm.

Land uses within the Urban Activity Centre Zone should consist of shops, offices, entertainment, health, education and recreation related uses, along with other businesses that provide a comprehensive range of goods and services to the region.

## Rural Zone

The Rural Zone contains the following Desired Outcomes:

- A zone supporting the economic prosperity of South Australia primarily through the production, processing, storage and distribution of primary produce, forestry and the generation of energy from renewable sources.
- A zone supporting diversification of existing businesses that promote value-adding such as industry, storage and warehousing activities, the sale and consumption of primary produce, tourist development and accommodation.

Land uses envisaged to occur within the Rural Zone consist of a range of primary production activities and associated value adding, processing, warehousing and distribution uses such as a brewery, horticulture, low-intensive and intensive animal husbandry, tourist accommodation, and renewable energy facilities.

## Rural Living Zone

Whilst the Rural Living Zone facilitates residential uses, this zone also provides opportunities for a range of low-intensity rural activities and home-based business activities which are compatible with a secluded semi-rural or semi-natural residential character, and which do not place additional demands on services and infrastructure.

The Desired Outcome of this zone is for a spacious and secluded residential lifestyle within semi-rural or semi-natural environments, providing opportunities for a range of low-intensity rural activities and home-based business activities that complement that lifestyle choice.

Non-residential development within the Rural Living Zone may comprise of animal keeping, consulting rooms, farming, horse keeping, kennels, light industry, office, shelter / stables, or shop uses on the provision that the use is ancillary to and in association with the residential use of the land. In addition, uses in association with a shop, consulting room, office, or light industry must ensure that interface conflicts with other land uses are avoided.

## Deferred Urban Zone

The Deferred Urban Zone is used to safeguard non-residential land for future urban growth. The zone is typically applied to rural land that forms a logical extension to an existing urban area. The Deferred Urban Zone allows the land to continue to be used for low-intensity rural purposes until such time as the land is required for urban development.

## Suburban Neighbourhood Zone

The Suburban Neighbourhood Zone caters for a variety of residential, service, commercial and community facility uses, with the Desired Outcome for this zone seeking low density housing consistent with the existing local context and development pattern; along with services and community facilities which contribute to making the neighbourhood a convenient place to live without compromising residential amenity and character.

Envisaged non-residential land uses within the Suburban Neighbourhood Zone may comprise of the following:

- Small scale commercial uses such as offices, shops and consulting rooms
- Community services such as educational establishments, community centres, places of worship, pre-schools, childcare, and other health and welfare services
- Services and facilities ancillary to the function or operation of supported accommodation or retirement facilities
- Open space and recreation facilities

### 4.1. Environment and Food Production Areas

Portions of non-residential zoned land within Murray Bridge are covered by the Environment and Food Production Areas (EFPA) Overlay, which seeks to protect valuable rural, landscape, environmental and food production areas from urban encroachment.

The EFPA Overlay applies to land division applications only. An application for land division within the EFPA would need to meet the minimum lot size for the zone, and the proposed allotments must not be for residential purposes.

Under Section 7 of the PDI Act, a land division within the EFPA intended for residential purposes must be refused by the relevant authority.

Land division applications for non-residential uses within the EFPA, if the relevant authority resolves to approve the application, must first obtain concurrence from either the Council (if the relevant authority is the State Planning Commission via SCAP) or from the State Planning Commission (via SCAP) if Council is the relevant authority.

In regard to the potential expansion of logistics and food production activities within Murray Bridge (e.g. an expansion of Thomas Foods), the EFPA would not have a role to play, as the expansion of these uses is not urban in nature and therefore does not offend the Desired Outcome of the EFPA Overlay.

Figure 8. EFPA Overlay Extent





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**5 – COMMUNITY SERVICES AND FACILITIES**

## 5. Community Services and Facilities

The Community Infrastructure Model (CIM) Technical Report gives a comprehensive overview and analysis of the provision of community services and facilities in the Murray Bridge Region and the expected growth and demand on them. The CIM report investigated assets under the following categories:

- Sporting facilities (e.g., football ovals, multi-sport courts)
- Community facilities (e.g., multi-use community hubs, stand-alone halls, libraries)
- Educational facilities (e.g., public and private primary schools, high schools and higher education such as TAFE and Universities)
- Health and aged care (e.g., hospitals, GP clinics, nursing homes)
- Government Services (e.g., service centres).

The following section summarises relevant key findings and points of interest from the CIM technical report to inform the development of this Structure Plan, however, is not a full catalogue of all community services and facilities in Murray Bridge. The following tables provide summaries of the service and facility categories, and recommendations for how Council may wish to address identified community needs.

These use-specific findings have informed the development of strategically significant priorities which are outlined in Section 10 Structure Plan.

### 5.1. Sporting Facilities

The Murray Bridge region is well serviced by a mix of outdoor active recreation spaces, including grassed ovals and associated clubrooms. Although most facility's floor space and total playing areas are of adequate size in relation to national sporting benchmarks, the standard, asset age and ability to support growth - such as increases in female participation - is severely lacking at many faculties.

The CIM Technical report identified there is sufficient provision of space for AFL, tennis, parks and reserves. The report identified that conversely, there is an undersupply of soccer facilities, dedicated athletics facilities and indoor sports courts based on national benchmarking standards. The current soccer, athletics and indoor court facilities are also noted as being of varying build qualities and predominantly aging infrastructure.

Similarly, the swimming centre is a well utilised asset but has seasonal limitations. Should future demand dictate, year-round use should be supported through a range of measures including making the facility enclosed or covered.

The initial action to addressing these shortfalls is to identify opportunities for redevelopment of these existing facilities in a manner that will address increased future demand or the co-location of sports and multiuse facilities that can share resources and space. This could be achieved through redevelopment of existing facilities or the development of greenfield sites.

The co-location of sports facilities as well as other community services and assets has several benefits including:

- A reduction in the duplication of facilities
- Increased viability of clubs and facilities
- Provide greater access to capital to develop a larger fit-for-purpose facility which addresses the current shortcomings of all sites
- Shared costs, resources and expertise.









### 5.2. Regional Sports Stadium

The delivery of a Regional Sports Stadium has been a key focus for Council since it was identified as a priority in Council's Strategic Plan and Sport and Recreation Strategy in 2013. Work commenced on a Master Plan for the project in 2019 and a feasibility study in January 2021. In 2021, Federal Government allocated \$1.98 million in funding to the Rural City of Murray Bridge for this project as part of the Building Better Regions Fund.

The scale of the project meant that it required staging, however tender bids for Stage 1 far exceeded the construction budget available. It was anticipated that the shortfall in funding would be received through the Building Better Regions Fund, however, this funding opportunity has now been cancelled by the Federal Government. As such, the original funding was unable to be utilised within the required timeframes and the project has now been placed on hold.

The provision of a Regional Stadium remains a key project for Council to support both the local and broader community particularly as it continues to grow.

Table 6. Murray Bridge Sporting Facilities

<p><b>Murray Bridge Show Grounds</b></p>	<p><b>Johnstone Park</b></p>	<p><b>Murray Bridge Swimming Centre</b></p>	<p><b>Golf Course</b></p>
			
<p>Indoor stadium with 3 basketball courts and limited multipurpose use. Oval space for a pony club and rugby and ancillary shed used by community groups.</p>	<p>Multipurpose clubrooms and oval space used for predominantly AFL and cricket, 3 adjacent netball hard courts and associated clubroom.</p>	<p>An outdoor heated 50m pool. Water slide park and 2 paddling pools. Associated parking at rear of facility.</p>	<p>A par-71 championship course with associated clubroom and function space for hire.</p>
<p><b>Christian Reserve</b></p>	<p><b>LeMessurier Oval</b></p>	<p><b>Murray Bridge Lawn Tennis Association</b></p>	<p><b>Jaensch Oval</b></p>
			
<p>A multipurpose outdoor court facility used for both netball and tennis with associated clubroom and hall space.</p>	<p>Oval space used for AFL and Cricket with associated clubroom facilities. 2 outdoor hard courts for tennis and netball and 3 cricket training nets.</p>	<p>A large outdoor tennis facility with 22 grassed courts and associated clubrooms. Dedicated parking facilities.</p>	<p>An outdoor soccer pitch and an adjacent dedicated croquet oval with shed structures acting as clubrooms and wash amenities.</p>

### 5.3. Community Facilities

With increased popularity for remote working, there is current and increasing demand for community services such as meeting spaces, co-working locations, outreach programs and education and business support services. These activities, often provided by Council, can be found in community centres, libraries and civic centres as well as in facilities run by private providers. Locations such as the Council Library and Town Hall are well utilised and of high quality, serving a range of needs.


The Murray Bridge Community Centre is currently identified as undersized which limits the frequency and scale of the services it can provide. Whilst the facility provides a diverse range of highly attended programs and services, the facility gross floor area falls short of the established requirements. Given the current and increasing demand for services such as playgroups, kinder gym, self-development, and adult education programs, the CIM report outlines the need to develop a new or expanded facility.

Similarly, there are a range of additional community support services which are considered as either deficient or not suitable as the population expands, including mental health services, homeless support programs and drug and alcohol services which often rely on community spaces to operate. There may be opportunity to work with other program/service providers to co-locate programming at a new facility, or to work with others to redevelop the existing site to ensure service provision remains optimal.

Table 7. Murray Bridge Community Facilities


Performing Arts & Function Centre	Murray Bridge Community Centre
 <p>The Performing Arts and Function Centre (Town Hall) is operated by Council and hosts events and runs programs from its multi-room spaces.</p>	 <p>A small aging facility with community garden space. Operated by a management committee as a not-for-profit facility.</p>

**Council Civic Centre**



The Civic Centre is Council's primary administration space and offers general community services such as rates, fees, and charges.

**Council Library**




The Council library is a modern facility with function and activity spaces, computing and printing services and an extensive book collection.

**Murray Bridge Regional Gallery**



The gallery is located at the rear of the Town Hall and has a permanent exhibition, hosts events and temporary showings. The gallery is operated by the Council.

**Sturt Reserve**



Sturt Reserve is a large river front recreation space that features a children's playground, skate park, lawn tennis courts, community club, dining, jetties and is a haven for local wildlife.



## 5.4. Educational Facilities

It was identified in the CIM technical report that Catholic education is a popular choice for primary schooling, to the extent that it is the preferred choice among independent school options.

Population triggers would suggest that there is already a shortfall in the provision of Catholic schooling in Murray Bridge for secondary years and future demand will only be exacerbated by all growth scenarios. The identification of land for the development of a new school has been an item of note within the Murray Bridge Residential Growth Areas Review and keen topic of discussion within Council's strategic planning process. The CIM outlined that the approximate land required to facilitate a new Catholic school providing educational services from preschool through to completion of the SA Certificate of Education would be 6-10 hectares depending on additional facilities (e.g., ovals).

Childcare is also an important community infrastructure service that providers care and education to children from birth to aged 4. Murray Bridge is currently serviced by four centres offering a combined capacity of 297 spaces. Although generally provided by the private and not for profit sector there is a critical role for Council to play in accommodating increased childcare capacity and services.

Table 8. Murray Bridge Educational Facilities

Murray Bridge High School	St Joseph's
	
<p>A Year 7 to 12 school with approximately 1230 enrolled students and new constructed \$20.68m facility upgrades.</p>	<p>St Joseph's is a Catholic R-7 Primary School that is part of the Hills-Murray Catholic Schools Partnership.</p>

Tyndale Christian School	Unity College
	
<p>A Christian R-12 School with approximately 246 students enrolled.</p>	<p>A Christian R-12 School with approximately 650 students.</p>
Flinders University	TAFE SA
	
<p>The Flinders University Rural and Remote Health SA campus supports the delivery of a range of inter-professional and discipline-specific educational experiences.</p>	<p>The TAFE SA facility offers courses in aged and disability services, agriculture, automotive, beauty services, building trades among others.</p>

## 5.5. Health and Aged Care

Local general practice information confirms that Murray Bridge is currently serviced by 38 general practitioners (GPs) across three clinics. It is anticipated that a number of these GPs also provide services to the Murray Bridge Soldiers Memorial Hospital and the growing aged care sector. The CIM report stated that based on threshold triggers, there was no identified need for additional GPs to support population growth, however discussion with community members indicated that there is a felt strain on the availability of and access to general health services.

The Rural City of Murray Bridge is emerging as a regional destination for aged care services, notably in the lifestyle/retirement village market. The high-growth scenario predicts a population aged 55 years and over of 7,803 people (32%) by 2032 and therefore an increased demand on aged care services and aged living arrangements is anticipated.

It is important for Council to build and maintain relationships (where appropriate) with Government and non-Government service providers to ensure local needs are being adequately addressed.

Table 9. Murray Bridge Health and Aged Care

### Murray Bridge Soldiers Memorial Hospital



Bulk billed practice with Clinpath Pathology collection centre and 7 GP's.

### Lerwin Aged Care



Council operated aged care facility that includes respite and residential aged care and recently underwent refurbishment.

### Bridge Clinic (GP)



A general practitioner's clinic with 27 registered GPs including placement students.

### Murray Bridge Day and Night Surgery



Mixed billing practice which supports 10 GPs and a range of nurses, dietician and podiatry services.

### Bridgeview Family Practice



Hospitals provide acute services ranging from in-hospital care to specialist surgical, obstetrics and outpatients. The hospital also offers emergency service facilities.

## 5.6. Government Services

There are currently multiple support agencies located in Murray Bridge. They are spatially dispersed and generally operate from a shared but not fit-for-purpose facility. It is recommended that these services are co-located with other district level multi-purpose facilities to enable the sharing of resources and ease of accessibility for the community. These services might include:

- Murraylands and Riverland Landscapes Board
- Murray Bridge District Education Office
- Services SA
- Murray Bridge Magistrates Court

Although the majority are State Government run or funded services, land should be identified and allocated by the local Council for such purpose.

**6 – RESIDENTIAL PROPERTY**



## 6. Residential Property

Residential properties in Murray Bridge (LGA) are dominated by detached dwellings with 3 or more bedrooms and lone person households. This indicates that despite the largest proportion of dwellings only having 1 person residing in them, they are generally low-density houses on large allotments.

### 6.1. Residential Sales Activity

Over a ten-year period, there have been 3,502 residential dwelling sales in the Murray Bridge Council area. There is a clear preference for dwellings between 500 and 1000 square metres. Dwellings in this land size category have a median of three bedrooms and \$235,000 sale price, significantly less than the non-metropolitan quarterly (June) median house price of \$365,000. Murray Bridge has a residential turnover rate of 15 years. This means that it would take 15 years for the total sales of properties to match the total properties in the area. The turnover rate can also indicate the average length of homeownership in the area. The absorption rate from the same period is 6.8% which reflects percent of homeowners in the area who are likely going to be buying and/or selling within the next year.

Lifestyle and hobby farm properties are still popular in the Murray Bridge area, with 37% of all sales over the previous 10 years, greater than 1,500 square metres in allotment size. These larger properties generally have four bedrooms and a significantly higher median sale price than those less than 1,500 square metres. Larger allotments sizes, generally greater than 1,000 square metres, are popular in rural and semi-rural communities as they accommodate outdoor space, lifestyle or hobby farms, garage space for vehicles, boats, or work-related equipment. Larger properties are commonly located on the fringe of the city and areas zoned for rural living and rural land uses. In Murray Bridge, the eastern side of the river is made up of both Rural Living and Rural Neighbourhood Zones, with minimum site areas of 1 hectare and 2,000 square metres respectively.

Table 10. Residential Dwelling Sales by Land Size 2012 – 2023

Residential Dwelling Sales by Land Size 2012 – 2023 (February)					
Land Size Category (m2)	Count	Median Bedrooms	Median Bathrooms	Median Land Size (m2)	Median Sale Price
<500	667	3	1	403	\$225,000
500 - 999	1603	3	1	743	\$235,000
1,000 - 1,499	458	3	1	1,113	\$250,000
1,500 - 1,999	116	3	1	1,696	\$290,750
2,000 - 4,999	279	4	2	2,522	\$340,000
5,000 - 9,999	113	4	2	6,628	\$405,000
10,000 - 99,999	282	4	2	20,200	\$380,000
100,000 +	97	4	2	312,200	\$427,000
All Sales	3615	3	1	845	\$252,000

Source: CoreLogic, 2023 (Calculations by Holmes Dyer 2023)

In comparing residential dwellings sale by year, it is clear there has been an upwards trend of both total number of sales and median sale price, particularly since 2021. Despite the increase in sale price the type of dwelling and allotment size has generally stayed the same, with majority of sales separate houses between 700 and 900 square metres.

Table 12. Residential Dwelling Sales 2020 – 2023

Residential Dwelling Sales by Year 2020 – 2023 (February)			
Sale Year	Count	Median Land Size (m2)	Median Sale Price
2012	192	885	\$ 223,750
2013	264	810	\$215,000
2014	281	836	\$230,000
2015	255	885	\$230,000
2016	276	826	\$225,000
2017	330	859	\$227,750
2018	118	883	\$257,500
2019	264	907	\$226,500
2020	375	878	\$235,000
2021	546	836	\$275,500
2022	540	809	\$340,000
2023 <sup>(1)</sup>	61	713	\$395,000

Source: CoreLogic, 2023 (Calculations by Holmes Dyer 2023)

(1) February 2023

### 6.1.1. Residential Land Sales Activity

There has been a total of 989 residential land sale since 2012 in Murray Bridge. There have been significantly fewer land sales in Murray Bridge compared to dwelling sales, however, sale have generally been of significantly larger allotment sizes.

Table 13. Residential Land Sales 2012 - 2023

Land Sales in 2012 – 2023 (February)			
Location	Count	Median Land Size	Median Sale Price
<500	96	403	\$91,500
500 - 999	321	660	\$110,000
1,000 - 1,999	259	1,012	\$130,000
2,000 - 9,999	148	3,284	\$170,000
10,000 - 19,000	78	11,800	\$267,500
20,000 - 99,999	27	40,400	\$170,000
100,000 +	60	400,000	\$176,500

Source: CoreLogic, 2023 (Calculations by Holmes Dyer 2023)

## 6.2. Residential Growth Capacity

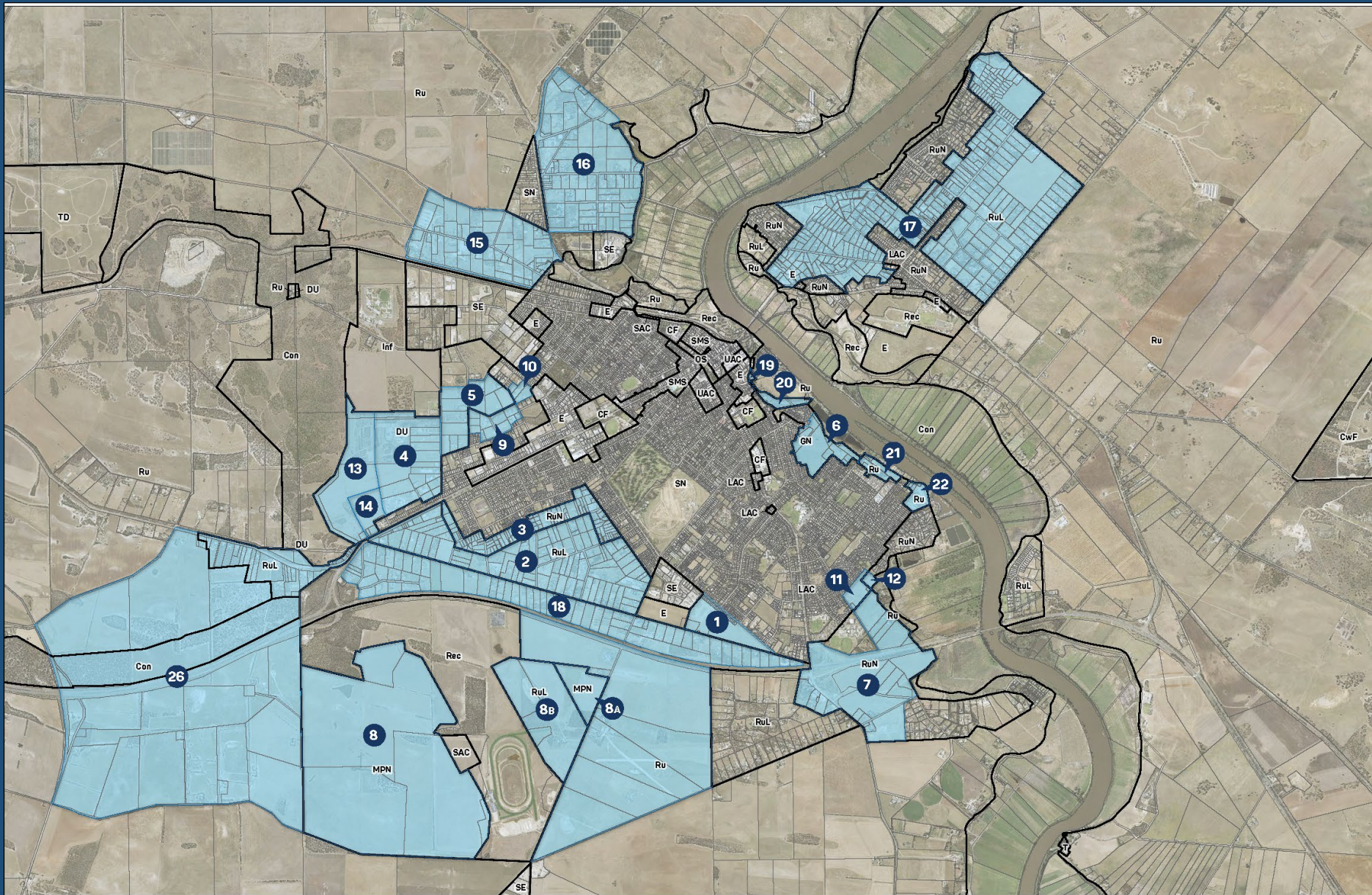
Previous population growth predictions provided by .id were around 5,000 persons over the next 20 years, and the addition of around 2,000 dwellings. Growth can be expected to continue beyond 20 years, albeit (according to .id) at a diminishing rate of growth.

The new population forecast based upon the 2021 Census data shows a modest growth rate compared to previous calculations. These forecasts identified the need for Murray Bridge to accommodate an additional 7,128 people by 2041. This means that the township will be required to provide an additional 3,099 dwellings to meet this population target and provide a rolling supply over 15 years of approximately 2,214 dwellings.

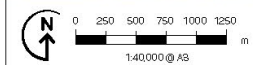
Many factors could change this growth rate; hence it is appropriate to consider larger population and housing outcomes.

A key factor in determining this growth potential is to understand the capacity of Murray Bridge to deliver the land supply required to underpin growth. The following map and table highlight the spatial potential of Murray Bridge to grow under current and likely future zoning scenarios.

Figure 9. Residential Growth Potential



**RESIDENTIAL GROWTH POTENTIAL**  
Murray Bridge



**HOLMES DYER**

Table 14. Residential Yield Potential from Current and Future Zones

Area	Size (ha)	Yield per Hectare	Total Dwellings	Currently Zoned
1	25.60	12	307	307
2	164.81	8	1,318	-
3	46.42	2	93	-
4	75.57	12	907	-
5	40.08	12	481	-
6	24.24	10	242	242
7	134.95	2	270	270
8	392.21	10	3,922	3,922
9	15.17	12	182	182
10	4.49	12	53	53
11	6.73	12	81	81
12	1.95	2	4	4
13	58.87	Nil	Nil	-
14	13.88	Nil	Nil	-
15	116.89	2	234	-
16	164.60	2	329	-
17	383.79	2	1,151	-
18	160.42	2	321	-
19	0.63	15	9	-
20	5.97	15	90	-
21	6.85	15	103	-
22	6.90	15	104	-
23	20.83	10	208	208
24	77.98	10	780	-
25	322.86	10	3,229	-
26	798.94	6	4,794	-
<b>Total</b>			<b>19,334</b>	<b>5,269</b>

Source: Holmes Dyer Calculations, 2023

In addition to the above, there are potential opportunities for infill and intensification of development in parts of the existing urban area. This form of development has so far been a relatively minor contributor to residential capacity but nevertheless represents a potential for some additional growth, particularly in and around the City Centre and near the waterfront.

Table 14 demonstrates a current residential capacity of more than 5,000 dwellings and a possible future capacity of around 19,000 dwellings as a consequence of initiatives both underway and now proposed by this structure plan.

Of particular relevance is the fact that nearly 4,000 of the 5,000+ current dwelling potential is located at Gifford Hill, which can only be expected to develop over a long period of time. Council is addressing this by progressing a residential Code Amendment over portions of Areas 1-5, providing expanded choice of opportunities into the future.

Other sites, including the possible intensification of Rural Living and Rural Zones (Areas 15-22) will be subject to support from the Minister and expansion of the extent and capacity of CWMS infrastructure (especially for Area 17).

The conclusion reached from the foregoing is that there is substantial land supply capacity for Murray Bridge to grow and that it is unlikely to be a constraint on population growth. On the assumption that these areas eventually reach their optimum residential capacity, provision for retailing, employment and community services will need to meet that capacity. In broad terms a 5,000 dwelling / 12,000-person expansion can be expected to require around 288,000m<sup>2</sup> of retail, commercial, community and employment floorspace and 48 hectares of Activity Centre-type zoning and 85 hectares of Employment / Strategic Employment-type zoning. Some of this is already provided and some will be delivered by way of intensification of activity in existing areas, however, Activity Centres will need to be zoned to serve the south, west and east.

## 7 – EMPLOYMENT, COMMERCIAL AND RETAIL LAND

## 7. Employment, Commercial and Retail Lands

### 7.1. Current Employment Land Provision

Employment lands are typically associated with the following zones:

- Employment Zone
- Strategic Employment Zone
- Infrastructure Zone
- Rural Intensive Enterprise Zone
- Suburban Main Street Zone
- Urban Activity Centre Zone
- Rural Zone.

Small scale activities might even occur in the Suburban Neighbourhood Zone or elsewhere as a result of historic out-of-zone developments.

For the purpose of this analysis, it is logical to concentrate on the Employment, Strategic Employment, Infrastructure and Rural Intensive Enterprise zones, where the majority of non-retail and non-office employment occurs; and those parts of the Rural Zone where major food processing is occurring. The other zones will be picked up in the Commercial and Retail lands assessments.

Current Strategic Employment, Employment, Infrastructure, and Rural Intensive Enterprise Zones are located at:

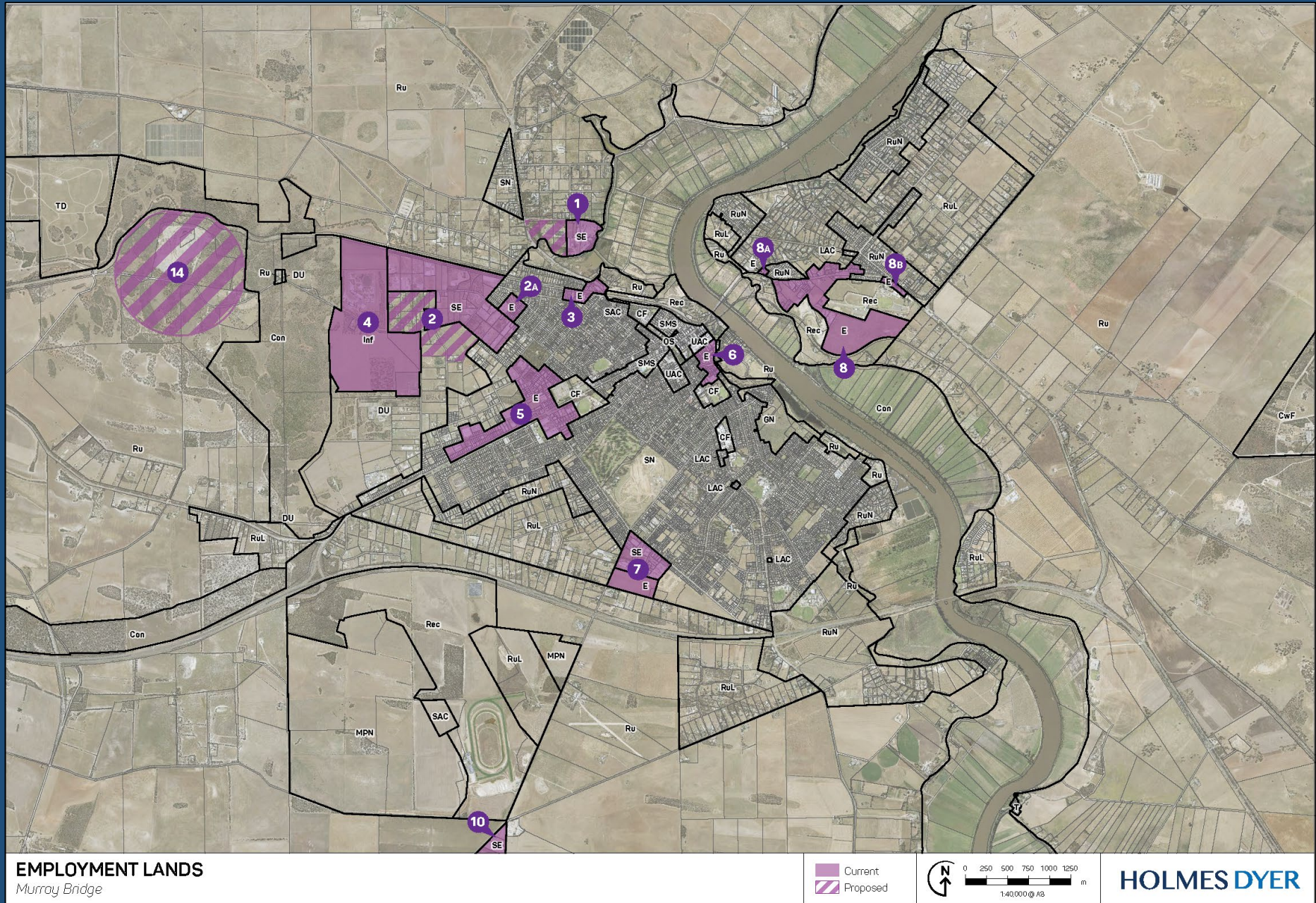
- Nilpena Road (old Thomas Foods Site) (1)
- Cypress Terrace / Thomas Street (2)
- East Terrace / Alma Avenue (3)
- Maurice Road (Mobilong Prison) (4)
- Adelaide Road (5)
- Mary Terrace / Jaensch Road (6)
- Hindmarsh Road / Brinkley Road (7)
- Old Princes Highway, Murray Bridge East (8 / 8A / 8B)
- Old Prince Highway, Monarto (9)
- Brinkley Road, Brinkley (10)
- Flagstaff Road, Brinkley (11)

Major facilities located in the Rural Zone include:

- Old Princes Highway (Costa Mushrooms) (12)
- Mannum Road (Thomas Foods) (13)
- Maurice Road (Boral Quarries) (14)

These precincts are identified on the Employment Lands plan in the figure below (provided in enlarged form in *Appendix 1: A3 Plans*).

Figure 10. Employment Lands



## 7.2. Current Employment Land Supply

The Land Supply Report for Greater Adelaide (June 2021) identifies a supply of zoned employment land of 664 hectares in Murray Bridge, with 591 hectares occupied and 73 hectares unoccupied, as of June 2020. It is reasonable to anticipate that a small amount of the unoccupied land as of June 2020 would now be used. Based upon historical take up rates, we estimate a current supply of vacant employment land to be approximately 70 hectares. This take up would not include out-of-zone development, such as the delivery of the new Thomas Foods facility off Mannum Road. This new development occupies a sizable portion of a c. 150 hectare site.

The Land Supply Report further identified that only 18 hectares of employment land was consumed in the Adelaide Hills region over the 2009 – 2018 period and only 67 hectares State-wide. It is noted that this is around half the rate of State-wide consumption from that occurring in the previous 10 years. Moreover, recent studies (Greater Edinburgh Parks Strategic Plan and City of Salisbury Strategic Growth Framework) demonstrate the sizable uplift in employment land sales activity and consumption in subsequent years (2019 – 2022), confirming the cyclical nature of the market and the need to recognise both high and low growth periods in any forward projection of employment land consumption.

While Murray Bridge has substantial areas of vacant employment land, the availability of land to the market to serve an incoming or expanding enterprise is a far more limiting factor than the theoretical availability of broadhectare land supplies. In this regard, additional zoned land would provide for more land supply options and more competition in the market place and is therefore supported and encouraged as a priority.

Murray Bridge has a substantial cross-section of industrial land uses, including food processing, automotive machinery and repairs, and distribution and logistics for agricultural businesses. Its greatest strategic significance is in transport / warehousing / logistics, given its proximity to the Adelaide – Melbourne artery, and in food production services reflecting proximity to transport services and to productive agricultural regions (Fleurieu, Murray Lands, Riverland and South East). Critically, many of these users require large land holdings outside of the township boundaries and have established at Monarto, Monarto South, Brinkley and Pallamana. Given the locational advantages for these key user groups, large scale land consumption may continue to occur in Rural and Rural Intensive Enterprise Zones rather than in traditional Employment and Strategic Employment Zones.

The amount of additional vacant, zoned land required to serve a market is regularly stated to be 15 years of supply. If consumption is estimated at, say, 2 hectares per annum, then a supply of 30 hectares at any given point in time should be ample to meet future industry demand. However, understanding of what constitutes industrial land generally and the distinctive circumstances of the Murray Bridge industrial market in particular, make this benchmark somewhat dubious.

Industrial land is often vacant or sparingly utilised by existing businesses (e.g. occasional parking of commercial vehicles or storing of surplus materials) but this does not mean that the land is or will ever be available to the market. The relatively low cost of industrial land often encourages larger site purchases than required at a point in time to accommodate possible future growth in the business, which may or may not ever occur. It is evident that very little vacant industrial land is put to the market in Murray Bridge and the zoning of additional land at least widens the potential supply pool to meet future demands.

As previously discussed, Murray Bridge is also distinctive for major industrial holdings associated with food production being located in Rural and Rural Intensive Enterprise Zones well outside the township boundaries. These developments are typically of a very large scale but do not occupy traditional industrial zones. These precincts can be specifically zoned for this purpose and, indeed, the Rural Intensive Enterprise Zone at Flagstaff Road, Brinkley, is a good example of this. Demand for such land is typically 'lumpy', for example, there might only be one new occupant over an extended timeframe, but that operation could occupy many tens of hectares.

There is therefore a need to zone large areas for these purposes, typically in locations with access to good roads for heavy vehicles, power and water supplies. This report identifies later in this document a number of precincts suitable for this type of rezoning.

### 7.2.1. Industry Property Sales Activity

Over the previous decade there has been considerable private investment commitments in Murray Bridge. This demonstrates the appeal and confidence of Murray Bridge as a business location. There is over \$1 billion of proposed, under construction or recently completed major investment projects in or near Murray Bridge including:

- The Bend Motorsport Park
- Construction of Ingham's feedmills
- Expansion of Costa Mushrooms



- Expansion of Beston Global Food Company’s cheese and dairy factory
- Expansion of Big River Pork processing facility
- Thomas Foods rebuild

Table 15. Industrial Property Sales 2012-2023 (February)

Industrial Property Sales 2012-2023 (February)			
Land Size Category (m2)	Count	Median Land Size	Median Sale Price
<1000	15	940	\$385,000
1000 - 2,999	22	1,723	\$468,000
3,000 - 9,999	13	4,908	\$580,000
10,000 - 49,999	9	18,200	\$704,000
50,000 +	5	400,000	\$342,000

Source: CoreLogic, 2023 (Calculations by Holmes Dyer 2023)

The sale of existing industrial properties and land has been low since 2012, with a total of 64 sales. However, the introduction of new industrial, employment and activity-based zones has seen the development of new industrial properties and precincts which may not be represented in the above sales data. Industrial sales include production and processing facilities, automotive related activities, logistics and distribution and land located in the relevant zones. Industrial sales exclude primary production and farming land.

Sales were predominantly between 1,000 and 9,999m<sup>2</sup> in size. Smaller allotments were generally fronting main road localities such as Adelaide Road and Maurice Road.

## 7.2.2. Agricultural Property Sales Activity

Murray Bridge large quantities of flat, fertile land and necessary infrastructure to support future growth. The City’s proximity to the South Eastern Freeway has resulted in a surge in intensive animal production and processing industries with significant investment currently underway to expand poultry, pork, lamb, beef and sheep facilities.

Table 16. Agricultural Property Sales 2012-2023 (February)

Agricultural Property Sales 2012-2023 (February)			
Land Size Category (hectares)	Count	Median Land Size (hectares)	Median Sale Price
<10	76	40.5	\$ 191,500
10 - 29.9	71	193.4	\$ 200,000
30 - 49.9	72	40.14	\$ 235,500
50 - 99.9	53	71.69	\$ 325,000
100 - 499.9	81	167.30	\$ 480,000
500 ha +	12	628.65	\$ 1,287,179

Source: CoreLogic, 2023 (Calculations by Holmes Dyer 2023)

## 7.3. Employment Land Supply Growth

### Opportunities

There are numerous opportunities to expand the provision of employment land. These include the following:

- Expansion of Nilpena Road to include all of the land between Mannum Road and the old Thomas Foods buildings (1)
- Expansion of the Cypress Terrace / Thomas Street precinct as per the Jensen Report (2)
- Capture of the Costa Mushroom site in an appropriate zone (12) together with an enlarged surrounding area that builds on the vertical and horizontal linkage opportunities provided by Thomas Foods – Costa Mushrooms.
- Creation of an appropriate zone for the Thomas Foods site, which facilitates expansion of related industries.

On the other hand, we believe that there is a higher and better use for Mary Terrace / Jaensch Road (6) precinct and that this should transition to a mixed commercial and residential zone, reflecting its key location adjacent to the City Centre and on rising ground overlooking Strut Reserve and the river.

Other areas, notably surplus land associated with the Prison, should continue to be monitored in terms of its long-term use requirements, however, its future capabilities should not be compromised or altered at this time.

Additionally, long term township growth precincts such as the area west of Gifford Hill (Area 26 on the Residential Growth Potential Figure 9) might include light industrial / Commercial activities which support the expanding local population.

## 7.4. Current Commercial and Retail Land

### Provision

Commercial and retail lands are typically associated with the following zones:

- Urban Activity Centre
- Suburban Activity Centre
- Local Activity Centre
- Suburban Main Street

There is also considerable retailing, commercial and bulky goods development which has occurred along the Adelaide Road frontage within the Employment Zone, reflecting the need to access larger sites with good exposure and accessibility. Other Employment Zones do not have the same locational advantages offered by Adelaide Road and therefore tend to perform a more traditional industrial role.

Current Urban Activity Centre, Suburban Activity Centre, Local Activity Centre, and Suburban Main Street Zones are located at:

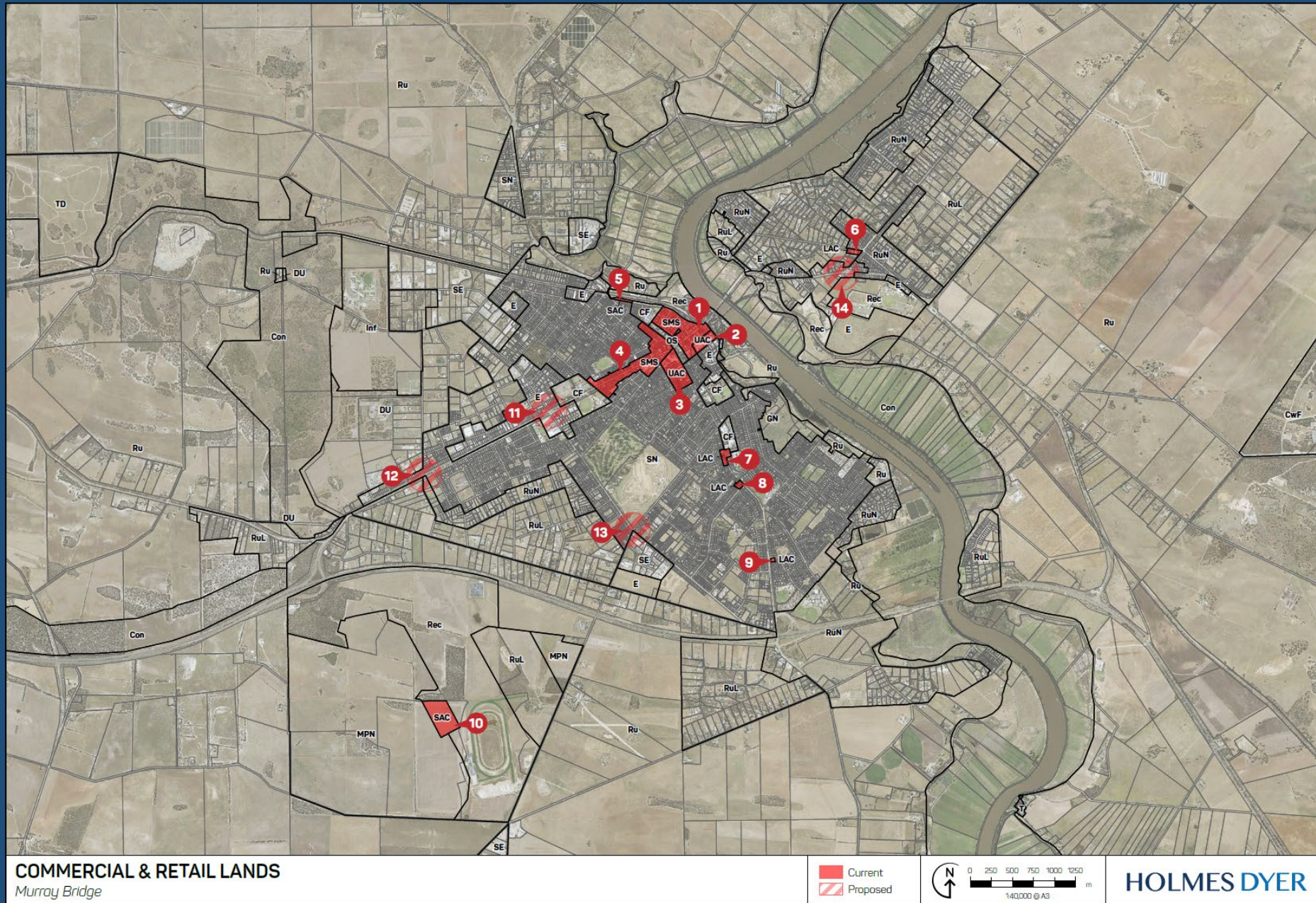
- Bridge Street (traditional main street) (1);
- Murray Bridge Market Place Shopping Centre (2);
- Murray Bridge Green / Coles Murray Bridge (3);
- Adelaide Road Main Street (west of Mannum Road) (4);
- Railway Terrace (5);
- Mitchell Avenue / Thiele Road (6);
- Swanport Road / Joyce Street (7);
- Swanport Road / Hamburg Road (8);
- Swanport Road / Owl Road (9);
- Gifford Hill (10).

Outside of these zones are the following areas of particular interest:

- Adelaide Road Employment Zone (11);
- Adelaide Road / Bremer Road / Agricultural Drive (12);
- Hindmarsh Road / Maurice Road / Brinkley Road / Mulgundawah Road (13).

These precincts are identified on the Commercial and Retail Lands plan below (an enlarged copy of the plan is provided in *Appendix 1: A3 Plans*).

Figure 11. Commercial and Retail Lands



## 7.5. Current Commercial and Retail Activities

The key land uses and activities occurring within each of the previously identified commercial and retail lands are summarised in the following paragraphs:

### Bridge Main Street

The traditional main street precinct of Murray Bridge is centred upon the dual lane divided carriageway of Bridge Street, which was originally part of the main road from Adelaide to Melbourne and still represents a key access to Murray Bridge East on the opposite side of the River Murray. The street is well landscaped and provides pedestrian canopy shelter along much of both sides of the road.

The development of major shopping facilities outside of the Bridge Street frontage has impacted the vibrancy of the street, which continues to struggle with high vacancies along the street, however, the close proximity of the key shopping centres of Market Place, Murray Bridge Green, and Coles means that there remain many shoppers in the immediate vicinity, if not in the main street itself.

Council has sought to create a key connection between Market Place Shopping Centre and the main street through the urban streetscape improvement to Sixth Street. This is hampered by the lack of people generating land uses along the southern leg of Sixth Street and might be aided by Council acquisition and activation of one or two key sites to draw people northward along the street.

The northern leg of Sixth Street is populated with heritage listed buildings and includes a number of people attractors including the gallery / community centre / hall and the Murray Bridge Hotel.

Bridge Street's attraction has been enhanced by the Bridgeport Hotel, a recent 4-star hotel development overlooking the River and now the major meeting place for the City.

The precinct also includes the following key activities:

- State Government Offices
- Courts
- Council offices (Bridge Street)
- Specialty retailing
- Banks
- Cafés / restaurants
- Real estate agents
- Legal offices and professional services
- Employment services
- Community services
- Health and dental services
- Hotels and motels
- Support services
- Infrastructure provider offices (Telstra)
- Hair and beauty
- All day car parking
- Churches
- Cinema
- Radio station

The precinct provides a comprehensive cross-section of commercial, retail and community uses and remains the principal business centre for Murray Bridge and the surrounding region. The small scale of land ownership tends to limit the opportunity for large scale redevelopment but, in doing so, provides opportunity for small businesses to locate in the town centre.

### Market Place Shopping Centre

This is a large internal mall anchored by Woolworths and Big W and providing semi-basement car parking. It includes the Murray Bridge Library and a range of specialty shops. There are some vacancies within the mall. It occupies the whole zone.

The centre provides for little street engagement.

### **Murray Bridge Green / Coles**

This precinct contains two shopping centres, Murray Bridge Green and the Coles Shopping Centre. It includes a range of small scale commercial offices and medical facilities in converted dwellings and purpose built premises. It also includes a number of character dwellings that remain residential as well as a recent residential subdivision containing new housing development. It has key frontage to Swanport Road and provides limited scope for small scale retail, commercial, medical and community facilities.

Key activities in the precinct include:

- Specialty retailing
- Cafés
- Health services
- Hair and beauty

### **Adelaide Road Main Street**

The Adelaide Road Main Street is the entry precinct into the Bridge Street precinct and provides for a range of small scale commercial, office, medical and retail facilities in purpose built or converted residential premises. Much of the western section of this precinct remains residential in nature and includes many character residences.

It includes an empty shopping centre fronting Mannum Road and the Aquatic Complex. Other activities include:

- Cafes / restaurants (including chain restaurants)
- Car dealerships
- Health and dental services
- Professional services
- Recreational
- Specialty retailing

The remaining residential properties fronting Adelaide Road provide considerable future opportunities for conversion for small scale commercial use.

### **Railway Terrace**

Railway Terrace is zoned Suburban Activity Centre but with no apparent reason for this. It is of narrow dimensions and occupied by a cul-de-sac that serves no apparent purpose. It should be rezoned.

### **Mitchell Avenue / Thiele Road**

This precinct was built as a small shopping complex but is now occupied by a church. It does not perform its Local Activity Centre function, which should be relocated to the Old Princes Road frontage, where its exposure to increased passing trade would improve its propensity to serve Murray Bridge East with basic retail facilities.

### **Swanport Road / Joyce Street**

This Local Activity Centre is anchored by a small IGA supermarket and includes a petrol filling station, bottle shop and a minor range of retailing, offices and personal services. It includes an assisted living facility. It has limited propensity for expansion.

### **Swanport Road / Homburg Road**

This Local Activity Centre is anchored by Southside Village Shopping Centre, with a small array of retail outlets, and a petrol filling station. It has limited propensity for expansion.

### **Swanport Road / Owl Drive**

This Local Activity Centre is anchored by Swanport Plaza Shopping Centre with a small array of retail outlets and limited propensity for expansion.

### **Gifford Hill**

This Suburban Activity Centre is anchored by the racing club but is otherwise undeveloped. Its development will occur as part of the progression of the Gifford Hill project.

### **Adelaide Road Employment Zone**

While this precinct is also considered under the 'Employment Lands' Section, it performs a significant retail and commercial function, being a focus of activities taking advantage of the high exposure and accessibility offered by an Adelaide Road frontage. It includes major retailers / bulky goods outlets, such as Bunnings and Aldi. It also includes a number of petrol filling stations, car yards, boat showrooms, tyre and automotive outlets. It also includes fast food outlets, chemists, markets, cafes and other retail outlets, as well as rural supply and distribution centres.

The Employment Zone does contemplate retailing and particularly bulky goods development. Accordingly, higher value retailing uses can be expected to progressively displace lower value employment and light industry uses along the

Adelaide Road frontage. This is unlikely to occur away from the main road frontage, ensuring the continued use of much of the precinct for lower order land uses.

Nevertheless, retail and bulky goods might be appropriately grouped around the Adelaide Road / Maurice Road intersection, where Bunnings and Aldi have already located. Consolidation of development sites is likely to be easier in this locality because typical allotment sizes are much larger in this precinct than around the City Centre.

#### Adelaide Road / Bremer Road / Agricultural Drive

This site has been identified as a future Suburban Activity Centre as part of the expansion of residential zoning in this locality. This proposal is supported and should make provision for a neighbourhood level centre (supermarket led) and could provide another focus for bulky goods. The vegetation along the southern side of Adelaide Road creates a visual barrier to future development to the south, however, the consolidated land holdings in this area provide potential for an integrated development outcome.

#### Hindmarsh Road / Maurice Road / Brinkley Road / Mulgunadawah Road

This site has been identified as a future Suburban Activity Centre as part of the expansion of residential zoning in this locality. This proposal is supported and should make provision for a neighbourhood level centre (supermarket led). Land in the north western quadrant is currently vacant and could be developed for this purpose.

### 7.5.1. Commercial and Retail Property Sales Activity

There has been a total of 104 commercial and retail property sales since 2012. Premises providing personal services including health, accounting and consulting saw a greater number of sales, whereas, hospitality, most notably in the last three years, saw almost no sales. This figure goes in hand with the high main street vacancy rate and anecdotal evidence by the community on the lack of formal dining, eateries and café options in Murray Bridge.

Other current land uses for commercial and retail property sales include:

- Accounting, Auditing and Bookkeeping
- Legal Services
- Retail Trade, Shops, Shopping Centre
- Warehouse
- Office

- Construction Services N.E.C.
- Plumbing, Heating and Air-Conditioning Services
- Physiotherapist
- Office/Warehouse
- Furniture and Fixtures (Except Primarily Metal)
- Physicians and Surgeons
- Professional Services N.E.C.

Table 17. Commercial and Retail Sales Activity 2012-2023

Commercial and Retail Property Sales Activity 2012-2023 (February)			
Location	Count	Median Land Size	Median Sale Price
<500	15	235	\$311,000
500 - 999	23	885	\$350,000
1,000 - 1,499	24	1,193	\$445,000
1,500 - 1,999	10	1,854	\$808,750
2,000 - 2,999	9	2,249	\$450,000
3,000 - 9,999	15	5,800	\$880,000
10,000 +	8	20,300	\$750,000

Source: CoreLogic, 2023 (Calculations by Holmes Dyer 2023)

## 7.7. Floorspace Growth Potential

Retail and population serving commercial floorspace growth is typically a function of population growth. Given the predicted growth of the Murray Bridge population by around 7,500 over the next 20 years (7,128 to 2014), retail floorspace expansion can be expected to be around 15,750m<sup>2</sup> to serve that population growth. This represents 2.1m<sup>2</sup> per person, which is the Australian average retail floorspace per person. This provision can be expected to be impacted by a range of factors, including the current performance of existing retail floorspace, the growth of online sales, the growth of space extensive bulky goods outlets and the performance of the economy. Nevertheless, it represents a reasonable guide as to the area required to be available for future growth. Additionally, growth is unlikely to end in 20 years' time and further floorspace can be expected to be required for subsequent growth. This may warrant the identification of additional land in key locations to support that growth.

Retail floorspace has typically been delivered at a site ratio of around three times the gross floor area, where development occurs at grade. This suggests a need for around 5 hectares of additional land for retailing.

Some of this floorspace growth could occur in existing zoned precincts, through the conversion or demolition and redevelopment of existing built form.

Long term population growth will be impacted by a range of factors, with the supply of residential land being a key determinant of population capacity. Land currently zoned for residential growth or anticipated as part of future Code Amendments (including the land in the Murray Bridge Residential Growth Areas Review of April 2022), as well as infill of existing urban areas and intensification of Murray Bridge East and a number of Rural Living precincts could support more than 10,000 additional dwellings and 24,000 additional people. Such population growth could underpin a retail floorspace expansion of around 50,000m<sup>2</sup>, distributed across growth areas and within the City Centre and existing Activity Centres.

## 7.8. Land and Floorspace Supply

### 7.8.1. Retail, Commercial and Industrial

The prediction of future requirements for retail, commercial, industrial and community floorspace can be assisted by the analysis of existing floorspace provision relative to the population it serves, which can then provide an average floor area per person for different types of land use. From there, prediction of the spatial extent of zones to accommodate that floorspace can be made.

The limitation of this approach is the lack of comprehensive data available for the city, region, or township under review and, hence, the difficulty of any employment and land use nuances pertinent to that particular locality.

Our research suggests that the 2015 / 2017 Perth and Peel Land Use and Employment Survey, probably represents the most comprehensive study of land use floorspace in the country. Because of Perth's isolation, the findings are likely to represent the land use requirements of a highly self-contained urban area and therefore represents a good benchmark for use elsewhere.

Murray Bridge will have its own nuances, notably its significant links to agriculture-based industries, including land uses that are not linked to population size, and its reliance on external areas (notably Greater Adelaide) for the highest order of goods and services provision. Nevertheless, at the broad level of predictions sought for a long term Structure Plan, the order of magnitude of floorspace and land requirements generated by the Perth study provides an acceptable benchmark for this analysis.

The following table represents the floorspace per person delivered in Perth based upon the 2016 Census population figure for a range of land use types.

Table 18. Floorspace Per Person (Perth)

Land Use Type (1)	Floorspace per Person (m2)
Entertainment / Recreation / Cultural	1.40
Health / Welfare / Community Services	3.80
Manufacturing / Processing / Fabrication	2.05
Office / Business	3.59
Primary / Rural	0.23
Residential	1.66
Retail - Other	0.68
Service Industry	1.45
Shop / Retail	1.92
Storage / Distribution	4.29
Utilities / Communications	1.15
Vacant Floor Area	2.04
<b>Total</b>	<b>24.07</b>

(1) These land use categories are described in further detail as follows.



### Primary – Rural (PRI)

Land use activities which usually involve the use of large areas of land, including mining, agriculture, fishing, and nature conservation. The function of many of these activities is to make use of, or extract from, the land in its natural state. Since such activities are the first step in the production process, they are quite distinct from the other categories.

### Manufacturing / Processing / Fabrication (MAN)

This category includes land use activities involving the manufacture, processing and fabrication of all general goods. Both the scale and associated environmental impact of these activities separate them from other land use categories.

### Storage / Distribution (STO)

Any land use activity which involves the storage, warehousing or wholesaling of goods usually conducted from large structures, or involving large bulk goods, but does not include activities that attract the general retail trade activities.

### Service Industry (SER)

This category includes service industries offering a range of services. The scale and environmental impact of such activities require their separation from other land uses. These services include film processing, cleaning, motor vehicle and other repair services, and other servicing activities, including some construction activities.

### Shop / Retail (SHP)

Any activity which involves the sale of goods from a shop located separate to, and / or in, a shopping centre other than those included in Other Retail.

### Other Retail (RET)

Many of these activities are not normally accommodated in a shopping centre. By virtue of their scale and special nature the goods of these activities separate them from the Shop/Retail category (for example car sales yard or carpet showroom).

### Office / Business (OFF)

Administrative, clerical, professional and medical offices are activities which do not necessarily require the land area/floor space or exposure of other land uses. Although offices require building and parking facilities, these needs are quite distinct from those of commercial uses and service industries.

### Health / Welfare / Community Services (HEL)

Government, government-subsidised and non-government activities that provide the community with a specific service, including hospitals, schools, personal services and religious activities.

### Entertainment / Recreational / Cultural (ENT)

Activities which provide entertainment, recreation, and culture for the community and which occur in buildings and/or on land, such as passive and active sports venues, museums, amusements and gambling services.

### Residential (RES)

Includes all types of residential land use ranging from single housing to nursing homes for the aged, residential hotels, motels, other holiday housing, institutions, and religious housing.

### Utilities / Communications (UTE)

All forms of local, state, national and international communication, transportation, and other utilities (for example, electricity, gas, water, sewerage, roads, parking and other transport or communications related activities) covering the public and private sectors.

### Vacant Floor Area (VFA)

This category accounts for vacant floor areas of buildings, including both non-residential and residential.

### Vacant Land Area (VLA)

Includes land that has not been improved by development and remains unused.

By applying these floorspace requirements to a range of population growth scenarios, an amount of land for future development can be predicted. The following table identifies the floorspace required to serve a range of population growth scenarios and, by applying a land area ratio to each land use type, an area required to be zoned for a particular land use can be determined.

Table 19. Required Floorspace Per Population Growth Scenario

Land Use Type	Floorspace per Person	Population Growth (pax)	Floorspace Growth (m <sup>2</sup> )	Site Area Requirement <sup>(1)</sup>	Site Area (ha)	Zoning Typology <sup>(2)</sup>
ENT	1.40	5,000	7,000	5.0	3.5	AC
HEL	3.80	5,000	19,000	3.0	5.7	AC
MAN	2.05	5,000	10,000	6.0	6.0	E / SE
OFF	3.59	5,000	18,000	3.0	6.4	AC
PRI	0.23	5,000	1,000	n/a	n/a	RU
RES	1.66	5,000	8,000	3.0	2.4	N
RET	0.68	5,000	3,000	5.0	1.5	E / SE
SER	1.45	5,000	7,000	5.0	3.5	E / SE
SHP	1.92	5,000	10,000	4.0	4.0	AC
STO	4.29	5,000	21,000	8.0	16.8	E / SE
UTE	1.15	5,000	6,000	8.0	4.8	E / SE
VFA	2.04	5,000	5,000	3.0	1.5	AC
			5,000 <sup>(3)</sup>	6.0	3.0	E / SE
<b>Total</b>	<b>24.07</b>	<b>5,000</b>	<b>120,000</b>	<b>4.8</b>	<b>58.1</b>	

(1) This factor allows for car parking, open space, pedestrian areas, floorspace and public roads.

(2) AC – Activity Centre

E / SE – Employment / Strategic Employment

RU – Rural

N - Neighbourhood

(3) Vacant space is divided into Activity Centre type uses and Employment / Strategic Employment type uses.

Based upon the adjacent table, Activity Centre-type zones require expansion (or redevelopment within existing zones) of some 20.1 hectares to support population growth of 5,000 persons and Employment / Strategic Employment-type zones need to expand (or redevelop) by some 35.6 hectares.

We would suggest that major agriculture-based industries or vertically linked industries are likely to fall outside of this prediction, since they are not reliant upon the growth of the Murray Bridge population per se. These uses can consume large areas of land, often in the Rural and Rural Enterprise Zones.

On the other hand, the sourcing of some goods and services from outside of Murray Bridge may result in a slightly lower rate of consumption of Activity Centre based land.

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## 8 – COMMUNICATION AND ENGAGEMENT PLAN

## 8. Communication and Engagement Plan

The Communication and Engagement Plan has been prepared to guide engagement and communication between the community, stakeholders, and council to inform the Murray Bridge Structure Plan. The Communication and Engagement Plan highlights the methods and actions that will be used to ensure clear and consistent messaging and a wide cross section of stakeholders are engaged in the project.

The following section provides a summary of the key communication objectives of the Plan, the identified activities that will be undertaken as part of the first stage of engagement, and the stakeholders who will be involved.

### 8.1. Objectives of the Communication and Engagement Plan

The objectives of the Communication and Engagement Plan centre around the provision of clear direction and strategy for the successful facilitation of engagement activities and conversations as part of the Murray Bridge Structure Plan. The objectives identified below were developed with consideration for the IAP2 Engagement Design Principles (IAP2).

**Communication Objective 1:** Accessibility of information and inclusivity in engagement methods.

**Communication Objective 2:** Engagement generates a sense of ownership in the project and transparency in the decision-making process.

**Communication Objective 3:** Build a reputation and identity through consistent, accurate and timely messaging.

### 8.2. Key Messaging in Engagement

The following paragraphs represent a suitable introduction for communicating the intention and status of the Structure Plan with the Murray Bridge community. The following paragraphs were used across various information and consultation material.

“The Rural City of Murray Bridge is preparing a Structure Plan to help guide the future growth and development of the city. As an identified growth region in South Australia, we need to identify what land, services and infrastructure will be required to support this growth.

A Structure Plan is a document that identifies the location of potential future land use precincts needed to support a growing region and the infrastructure that is required to service these precincts. For example, a Structure Plan might identify the optimal locations where new housing, tourism opportunities, schools and industry expansion might be appropriate.

The Structure Plan will include high level plans that identify where future land use precincts could be located, as well as details about the investigations that have been undertaken to determine the priority level and need for each land use.

Importantly, the Structure Plan is not a commitment to proceed with the development of particular land uses. Instead, it provides a list of recommended actions and tasks and their level of priority for Council to use as a guide for future planning. These recommendations will also help inform future Code Amendments (re-zonings) that may be required to facilitate growth in the city.”

### 8.3. Community and Stakeholders

Community engagement is considered invaluable in the way it enhances Council’s capacity to partner with the community, to make well-informed, accepted, and sustainable decisions. Communication with the community and stakeholders should make clear that, engagement does not substitute the final decision-making power of Councillors or the identified Council staff and that the results of community engagement activities are to be balanced against the evidence provided by professional staff to provide a well-rounded and highly informed outcome. The following table outlines identified stakeholders, their level of interest, level of influence, the purpose of engaging them in this consultation stage and the engagement technique that was employed.

Table 21. Stakeholder Interest, Influence and Engagement

Stakeholder Group	Individual Stakeholder	Level of interest in the project	Level of influence/power in the project	Engagement Purpose	Level of engagement and proposed technique
Owner	Murray Bridge Council (Elected Members)	High	High	Elected Members are owner/driver/decision maker for the Murray Bridge Structure Plan and as such will play a core role in the process and outcomes of this project.	<b>Empower</b> – Elected Members at all stages of the project development. Ultimate project decision maker. <ul style="list-style-type: none"> <li>– Workshops with EM</li> <li>– Invitation to attend drop-in sessions</li> <li>– Ongoing communication with key staff</li> </ul>
Owner	Murray Bridge Council (Staff)	High	High	Council is the owner/driver/decision maker for the Murray Bridge Structure Plan and as such will play a core role in the process and outcomes of this project.	<b>Empower</b> – Staff at all stages of the project development. Ultimate project decision maker. <ul style="list-style-type: none"> <li>– Workshops with Council staff</li> <li>– Ongoing communication with key staff</li> </ul>
Advisory Group	Strategic Planning & Development Policy Committee	High	Medium	To be made aware of the project and provided opportunity to advise Council on elements relating to planning policy	<b>Consult</b> – with the SPDC about the project, intended outcomes and process in a workshop session and allow for feedback and recommendations for consideration in the final plan by Council.
Local Community	Owners and occupiers of residential land within Murray Bridge	Medium	Medium	To be made aware of the Murray Bridge Structure Plan and encouraged to participate through a range of different techniques to attract as much interest and support as possible.	<b>Consult</b> – the landowners-occupiers of the residential land in Murray Bridge LGA and invite participation and sharing of ideas through a survey, written feedback and community drop-in sessions.
Local Community	Owners and occupiers of retail, industrial, commercial land within Murray Bridge	Medium	Medium	To be made aware of the Murray Bridge Structure Plan and encouraged to participate through a range of different techniques to attract as much interest and support as possible.	<b>Consult</b> – the landowners-occupiers-business operators of the retail, industrial, commercial land or business operations of Murray Bridge LGA and invite participation and sharing of ideas through a survey, written feedback and community drop-in sessions.

Stakeholder Group	Individual Stakeholder	Level of interest in the project	Level of influence/power in the project	Engagement Purpose	Level of engagement and proposed technique
Agencies/Authorities General	DIT , DPIR, DHW SATC & DEW	Low	Low	To be made aware of the project and provided an opportunity to comment.	<b>Inform</b> – notified in writing via dual signed letter (Council CEO and Holmes Dyer) or via email of the proposal and invited to comment during the consultation period.
Planning & Land Use Services	Department of Trade and Investment Planning and Land Use	Low	Low	To be made aware of the project and provided an opportunity to comment.	<b>Inform</b> – notified in writing via dual signed letter (Council CEO and Holmes Dyer) or via email of the proposal and invited to comment during the formal consultation period.
Community Groups	All community groups and associations as identified by Murray Bridge Council	Medium	Medium	To be made aware of the Murray Bridge Structure Plan and encouraged to participate through a range of different techniques to attract as much interest and support as possible.	<b>Consult</b> – interested community groups are invite participation and sharing of ideas through a survey, written feedback, and community drop-in sessions.
Nominated Community Representatives	Community representatives identified by Council who may provide specialized knowledge to the project	Medium	Medium	To be made aware of the Murray Bridge Structure Plan and encouraged to participate through a range of different techniques to attract as much interest and support as possible.	<b>Consult</b> – Community Representatives are invited to participation and share ideas through a survey, written feedback, and community drop-in sessions. A pre-drop-in session time frame will be allocated to allow for small group conversation and one on one feedback.

## 8.5. Engagement Techniques

The project's engagement techniques align with the Strategic Plan 2020-2024 commitment to community informed decision making and the IAP2 Engagement Design Principles (IAP2). The following minimum engagement techniques were used for the Murray Bridge Structure Plan.

## 8.6. Informational Material

A collection of engagement material and advertisements were prepared to provide the community with basic information on the purpose of the Structure Plan and details of the engagement activities. This material included 'Key Messaging' outlined earlier in this document. The informational material that was produced and distributed included:

- Newspaper advertisement
- Council run webpage
- Let's Talk consultation portal
- Social Media posts (Instagram, Facebook & Linked-In)
- Print fact sheet for distribution at Council facilities
- Detail FAQ sheet
- Council media release or public notice post

## 8.7. Survey

A survey, both hard copy and on-line, was distributed through key community facilities, Council offices and online to capture feedback and ideas from those unable to attend a drop-in session in person or those wishing to provide further detail. A QR code to the survey was included in informational and advertisement material as an additional means of generating responses.

## 8.8. Workshops

Holmes Dyer prepared and facilitated a structured workshop session for select Council staff members. The workshop outlined key areas of interest and was interactive, involving a range of discussion topics for the group and consultant team to better understand the current needs and future requirements of facilities, services, infrastructure, and governance in the Murray Bridge region.

A second workshop, involving members from the SPDPC followed a similar structure to the staff workshop. The SPDPC workshop took key questions and findings from the staff workshop and utilised them to direct group conversations and test ideas.

As part of the consultation process, a workshop was held with Council Elected Members that identified the following aspirations to facilitate the future growth of Murray Bridge:

- Review of policy requirements and roadblocks to development
- Increased housing to meet the changing demographic, including public housing
- Improved transport systems, including public transport and active transport
- Upgrades to social infrastructure, such as sports and recreation facilities
- Review of employment lands and potential impacts of these land uses
- Identification of ways to promote economic growth
- Augmentation of health, wellbeing and education facilities and services
- Climate-ready, green and connected city that respects the environment
- Focus on what makes Murray Bridge unique.

## 8.9. Drop-in Sessions

Holmes Dyer prepared and facilitated the equivalent of two (2) 2-hour drop-in sessions that were attended by the public. The drop-in sessions hosted in Murray Bridge were opportunities for the local community and community groups to ask questions about the Structure Plan, provide their own thoughts and identify needs for consideration in the next steps of the project. Ideas and discussions from these sessions will influence the decision-making stage in terms of future facility planning, service needs, locational decisions among many others. Holmes Dyer prepared drop-in session material (both hard copy and digital), facilitated the sessions, and prepared an engagement outcome report and key recommendations. The drop-in sessions were interactive, involving a range of engagement methods that were developed in consultation with the Murray Bridge Council. These methods were targeted towards a broad group of stakeholders and included opportunities for people to verbally share ideas, provide written notes and highlight ideas through visual aids.

## 8.10. Staging the Engagement

The following considerations were considered in the preparation of this Community and Engagement Plan, relating to the availability of community members, key stakeholders, preferred locations, and other external factors that may have influenced the success of the above-mentioned engagement activities.

- Council Staff Workshop – Council staff from diverse roles/fields attended the workshop to ensure specialised knowledge could be shared and a range of opinions were heard.
- SPDPC Workshop – Hosted post the staff workshop to include staff feedback and validate key ideas.
- Community Representatives – Council nominated any community members or groups they wished to be separately notified about the Structure Plan consultation by formal letter, encouraging them to share the engagement with their local networks and attend a pre-drop-in session to provide their feedback.
- Drop-in Session Venues – Venues were recognisable community locations with clear access and high foot traffic.
- Weekday and Weekend – One community drop-in session was held during the week and one over the weekend to ensure a variety of times were offered.
- Events and Consultation Dates – Drop-in sessions were aligned with pre-existing events or frequented locations in the community to capture people during their daily activities.

Considering the above, the recommended and accepted engagement period for the Murray Bridge Structure Plan was four (4) weeks, commencing on 22 May 2023 and concluding on 19 June 2023 (NB: some submissions were accepted after the close of consultation).

Key dates of the consultation period were as follows:

- |   |               |
|---|---------------|
| • Staff Project Workshop                          | 6 April 2023  |
| • SPDPC Workshop                                  | 19 April 2023 |
| • Communication and Engagement Plan reviewed      | 17 May 2023   |
| • Consultation material approved by Council       | 17 May 2023   |
| • Consultation material submitted to publications | 19 May 2023   |
| • Consultation material goes live                 | 29 May 2023   |
| • 4-week public consultation period starts        | 29 May 2023   |
| • Community Drop-in Session 1                     | 8 June 2023   |
| • Community Drop-in Session 2                     | 24 June 2023  |
| • 4-week public consultation period ends          | 26 June 2023  |
| • Summary of engagement outcomes                  | 18 July 2023  |



## 8.11. Assumptions/Limitations

There are many barriers to conducting effective community engagement, including digital capabilities of the community and council, time and location limitations, clarity of communication and other external influences. Holmes Dyer attempted to mitigate some of the known barriers and provided the following assumptions.

- All aspects of the engagement period, including informational material and in person sessions will reiterate the key aim of this engagement period:
  - » Engagement with the community and stakeholders is the first step of this Plan to share ideas, opinions, and feedback.
  - » The first phase of this Plan, including engagement, is not about decision making, rather exploring community ideas.
  - » There is a rigorous process that the Structure Plan will follow into the next phases to ensure the community is appropriately consulted and that the feedback received critically influences any future decision making.
- Co-attendance by Murray Bridge Council staff at the community drop-in sessions to support Holmes Dyer staff is encouraged as some community members may feel more comfortable talking to the local community staff members.
- All opportunities to provide feedback and share ideas will be adaptable to written, verbal, in-person, or digital methods.

## 8.12. Evaluation Approach & Closing the Loop

An engagement outcome summary of all meetings, responses, and outcomes of the four-week engagement period was prepared by Holmes Dyer and presented to Council to inform decision making and serve as a record of issues raised on the project.

Holmes Dyer will retain a record of all participants who lodge formal submissions, attend a community drop-in session, or make telephone or email enquiries during the engagement period. Participants were asked if they wish to be kept informed of the Plan's outcomes and contact details were recorded for distribution of a "Closing the Loop" email/letter once the project is complete. At this time the project website page should be updated.

## 9 – COMMUNITY AND STAKEHOLDER ENGAGEMENT STAGE 1

## 9. Community and Stakeholder

### Engagement - Stage 1

The initial engagement program including workshops with Council staff and the SPDPC, drop-in sessions and online material, was undertaken from April to June 2023, with community consultation activities running for a period of four (4) weeks from 29 May to 26 June 2023.

The engagement program focused on gathering information and experiences about the Structure Plan area and identifying ideas, concerns, priorities, and a vision for Murray Bridge. Consultations sessions and workshops sought to harness the existing knowledge of key groups involved in the administration of, or with a special interest in, the Structure Plan area.

This consultation process helped to generate a sense of ownership in the project and a level of transparency in how ideas and discussions may influence the decision-making process. An overview of engagement activities is outlined below.

Table 22. Overview of engagement activities

Engagement Activity	Date	Stakeholders	No. Participants
Council Staff Workshop	6 April 2023	Murray Bridge Council	15
SPDPC Workshop	19 April 2023	Nominated advisory group	9
Drop-In Session 1	8 June 2023	Community & Stakeholders	8
Drop-In Session 2	24 June 2023	Community & Stakeholders	14
Community Survey	29 May – 26 June 2023	Community & Stakeholders	89
Written Submissions	29 May – 26 June 2023	Community & Stakeholders	7

Figure 12. Murray Bridge Structure Plan Drop-in Sessions



## 9.1. Engagement Activities

### 9.1.1. Workshops

An in-person workshop with Council staff from various departments and levels of management was held in April 2023, as the first engagement activity. An additional workshop was held with the Strategic Planning & Development Policy Committee (SPDPC).

The purpose of these workshops was to:

- Share the work completed to date
  - » Analysis of relevant documents
  - » Conclusions and ideas generated so far
- Test ideas and spatial locations
- Harness existing knowledge and local context
- Identify key areas of concern or consideration
- Generate ideas and feedback from participants
- Outline the engagement process to follow

#### Key Findings

The key findings from the workshops fell into categories of challenges, opportunities and influences and considerations.

#### Challenges

- Main street high vacancy rates
- Limited Council presence in Bridge Street
- Lack of accommodation for seasonal workers
- Lack of higher density, smaller scale housing
- Heavy vehicle movement
- Limited-service infrastructure on east riverside
- Low order commercial, retail and industrial activity along Adelaide Road
- Limited accommodation and tourism opportunities close to the river
- Intensification of activity/living on the east side is limited by infrastructure servicing capacity

- Few accommodation/housing options for single people or people preferring small scale housing
- Zoning of Sturt Reserve does not support the recommendations of the Sturt Reserve Master Plan

#### Opportunities

- Protect Suburban Neighbourhood (SN) open space (vacant bushland) by transitioning to Conservation zone
- Expand existing industry precincts to encourage co-location of activities
- Tourism activity zoning along riverfront
- Character area opportunity in Suburban Neighbourhood
- Mixed used area opportunity (Mary Terrace)
- Council presence in main street to support activity
- Alternative parking solution in town centre
- Higher order commercial, retail and industrial activity on key road.
- Relocation of Murray Bridge East Local Activity Centre
- The former Mill is an opportunity for accommodation or to rezone for mixed use development
- Expansion of Thomas Food opportunity for industrial activities in a precinct

#### Influences and Considerations

- DIT control of Bridge Street, opportunities for partnership
- Land adjacent the Prison for future expansion
- Northern freight route study
- Community engagement - Consultation fatigue, timing and variety
- CIM identified spatial needs but there also need to maintain facility quality
- CBD Activation Plan to influence city centre land use
- Stage two of the stormwater harvesting scheme is ongoing
- DIT Northern freight route study has an idea to redirect all traffic through to Monarto

## 9.1.2. Drop-in Sessions

Two (2) drop-in sessions were held during the 4-week community consultation period. The drop-in sessions hosted at Council’s offices and the Murray Bridge Library saw a total of 22 attendees, ranging from school aged children to retirees. The sessions were promoted through the Council’s social media networks, physical displays such as posters and fact sheets at the Council’s office, a formal media release, Let’s Talk consultation portal, dedicated webpage on Council’s website, and direct email correspondence with local community groups and business owners. A full transcript of responses from the drop-in session can be viewed in *Appendix 3: Engagement Summary Data*

Figure 13. Drop-in Session Promotional Material

**MURRAY BRIDGE**  
THRIVING COMMUNITIES

**FACT SHEET**  
MURRAY BRIDGE STRUCTURE PLAN

**WHAT IS THE MURRAY BRIDGE STRUCTURE PLAN?**

The Rural City of Murray Bridge (together with Holmes Dyer Planning Consultants) is preparing a Structure Plan to help guide the future growth and development of the city, as an identified growth region in South Australia, we need to identify what land, services and infrastructure will be required to support this growth.

The development of a Structure Plan has been identified as a key priority for the Rural City of Murray Bridge. The Structure Plan will form part of a suite of documents informing Council’s Future Cities Program, which is aimed at ensuring growth in Murray Bridge is appropriately managed and the necessary infrastructure is available to support this growth.

A Structure Plan includes high level plans that identify where future land use precincts could be located, as well as details about the investigations that have been undertaken to determine the priority level and need for each land use.

Importantly, a Structure Plan is not a commitment to proceed with the development of particular land uses. Instead, it provides a list of recommended actions and tasks and their level of priority for Council to use as a guide for future planning. These recommendations will also help inform future Code Amendments (re-zonings) that may be required to facilitate growth in the city.

**HOW CAN I HAVE A SAY?**

To assist us in drafting the Structure Plan, we are seeking your initial feedback on where the future growth of Murray Bridge might occur to meet retail, commercial, employment, housing, community, tourism and recreational needs.

Holmes Dyer will be hosting two community drop-in sessions. These drop-in sessions are an informal opportunity for you to speak with someone in person, find out more information about the project and provide verbal feedback.

You can also provide your feedback and ideas by completing the online survey on Councils website or by scanning the QR Code on your phone.

**Drop-In Session 1**  
Thursday 8th June 2023  
Murray Bridge  
Council Office  
2 Seventh Street  
4pm – 6pm

**Drop-In Session 2**  
Saturday 24th June 2023  
Murray Bridge Library  
2/51 South Terrace  
10am – 12pm

If you have any questions about this project, or the consultation process, please contact Holmes Dyer directly.

Phone: (08) 7231 1889  
Email: [Engagement@holmesdyer.com.au](mailto:Engagement@holmesdyer.com.au)



The drop-in sessions were an in-person opportunity for the community to engage with the project team and Council staff and to understand the role of the Structure Plan.

The purpose of these drop-in sessions was to:

- Identify the major challenges and opportunities facing Murray Bridge
  - » Identify spatially where relevant
- Generate ideas and feedback regarding the future direction of the City;
- To disseminate and share information about the Structure Plan through key community networks and contacts to encourage participation in other activities in stage 1 of engagement.
- Inform stakeholders and the community about the impact of the engagement and outcome of the Structure Plan; and
- Test ideas and information shared during the Council staff and SPDPC workshops.

The engagement activities utilised during these sessions acted as conversation starters and simple metrics to generate and gather ideas. The engagement activities included:

- Describe Murray Bridge in one word – People wrote a word they felt best described the Murray Bridge area or community.

- Identify the land use and planning changes you agree with – Several ideas/statements from the online survey were displayed and drop-in session attendees could use a sticky dot to show if they support the idea/statement.
- Idea Maps – Large maps of the Structure Plan area where attendees could share ideas on a sticky note and place over a specific/desired location. Questions were provided to help direct attendees thinking, including:
  - » Where should Murray Bridge grow?
  - » How should Murray Bridge grow?

### Describe Murray Bridge in One Word

Community members were asked to write a word (or phrase) they felt best describes Murray Bridge on a post-it note and share it on the display board.

Figure 14. Murray Bridge in One Word Responses



Responses to the question “What is one word to describe Murray Bridge?” were reflective of Council’s shared vision of a diverse, welcoming, and attractive place to live and work. Most respondents communicated a positive description about Murray Bridge. There were several distinctive words identified by respondents, but the recurring theme of a city with lots of potential resonated strongly.

### Identify the Land Use and Planning Changes

Community members identified with a sticky dot which ideas shared by other community members through the online survey they believe are important/agree with and should be investigated as part of the Structure Plan. The chosen feedback displayed at the drop-in session were selected to provide a diverse range of ideas and themes. The top 5 ideas/feedback identified as important by drop-in session attendees included:

1. Swimming Centre that can be used year-round. Shelter/enclose existing swimming facilities to promote safe swimming.
2. Lots of land that requires rezoning on the eastside entrance of Murray bridge for quality lifestyle living and residential.
3. Upmarket wining and dining further improve venues that utilise the potential of the river side.
4. Bus services that allow residents to travel to Adelaide at reasonable rates for daily commuting for study or work.
5. Main street, pop up shops with artists working inside. Fill empty shops with historic photos in windows so there is something to see.

Figure 15. Voting activity

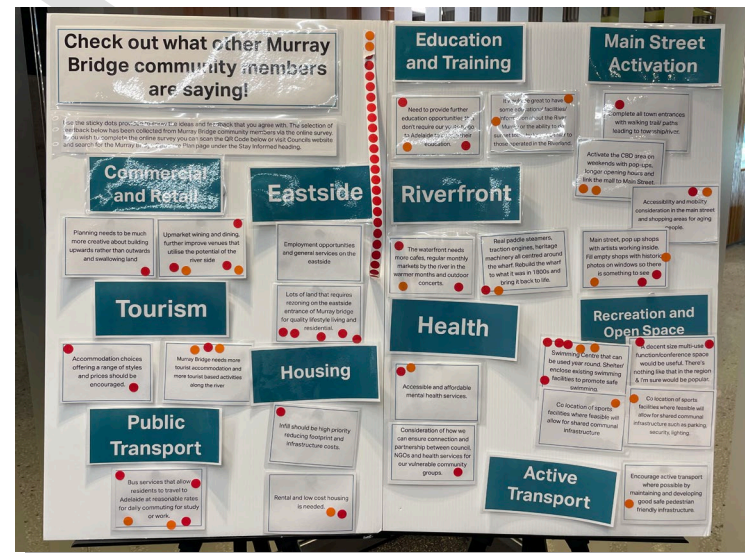
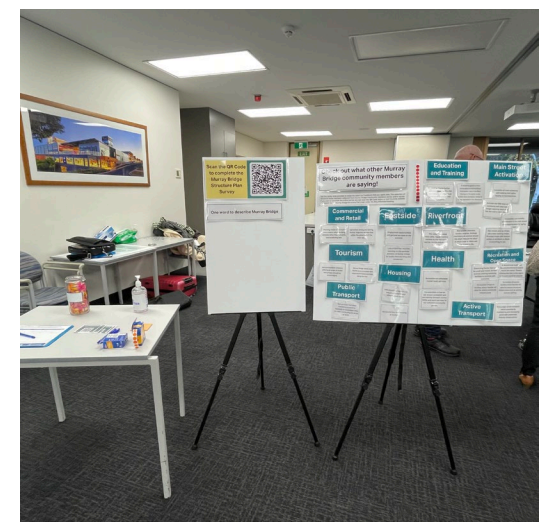
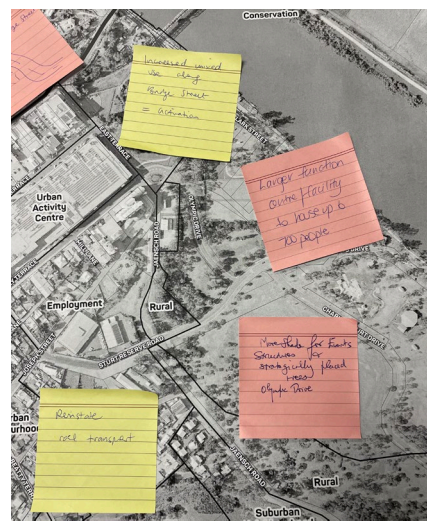
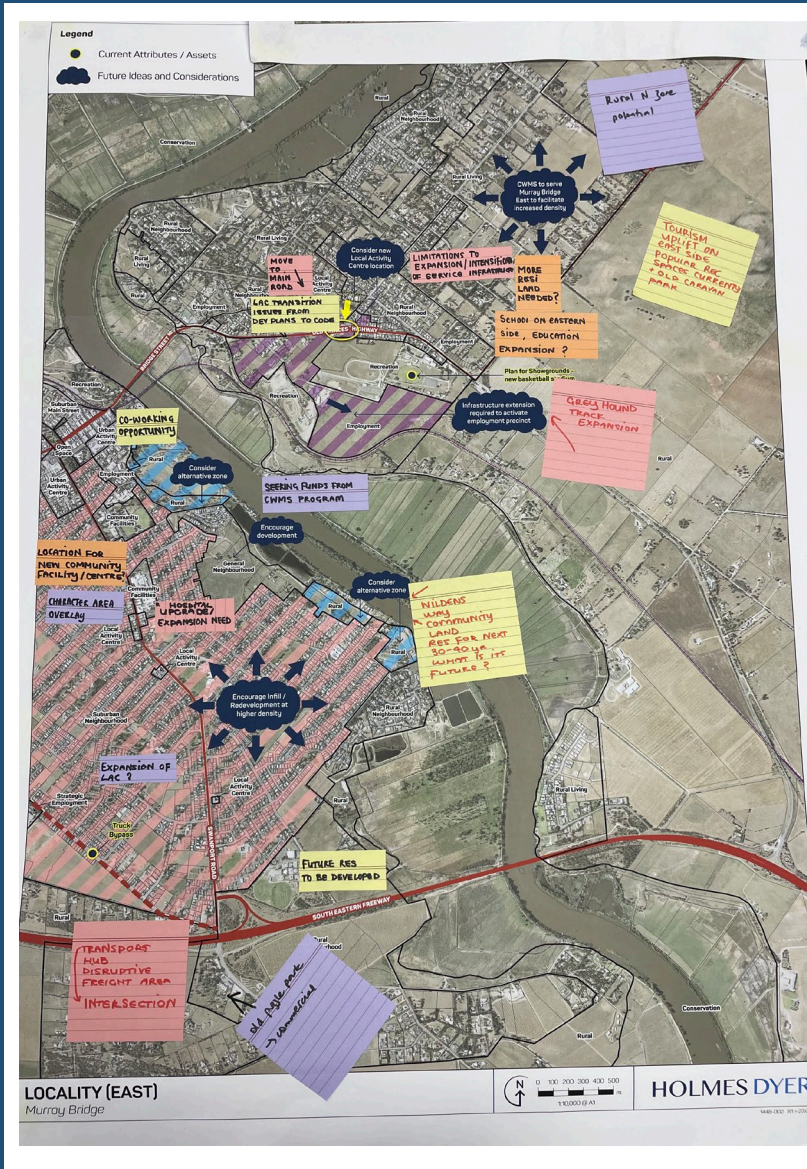


Figure 16. Drop-in Session Engagement Activities



## 9.2. Key Findings

Key findings from the drop-in sessions include both written ideas and feedback from the plans and notes made from discussions with attendees.

### Housing and Accommodation

- Infill development should be considered before expanding the City's footprint
  - » Possible multi-storey housing in areas around existing residential developments
- Rural Living zoned land on the east side of the river should be rezoned to allow for slightly smaller allotments (1000-1500m<sup>2</sup>) such as Rural Neighbourhood
- Seasonal workers accommodation needed in city centre
- Accommodation opportunity at former Cole site

### Recreation and Sport

- Expand gymnasium floor space and find opportunities for shared space and shared resources
  - » Larger footprint for a gymnastics facility as part of the basketball stadium development
- Need to correct zoning to allow for water sports park north of Bridge Street
- Enclosed 50 metre pool that is opened all year around
  - » Car parking expansion need at Aquatic centre
- Bike track and learning space

### Streetscape and Main Street Activation

- There needs to be key pathways for mobility scooters around the city
  - » Maurice Road and Adelaide Road crossing is difficult for people with mobility issues and should be made safer
- Increase outdoor dining and review council policy
- Move east side main street activity onto Old Princess highway.

### Industry and Farming

- Rural zoning around boral Quarry not suitable for its current usage
- Create zone around the established Costa Adelaide Mushrooms for food processing and food related industrial activity

### Education and Childcare

- Co- location of education, training and recreation land uses
- Opportunity for R-12 school (Life Church) in Gilford Hill

### Open Space, Conservation and Greening

- Addition of bike and walking trails around the city
- Wilden's Way (currently community land with housing) should reassess its future use as open space
- Transition reserve between Adelaide Road and Maurice Road to recreation or conservation to preserve open space in the City

### Community Activities, Events and Services

- New community centre in the centre of town
- Co-working opportunities at the library and in vacant floorspace fronting Bridge Street
- Character area overlay over old suburbs south of the city

### Health and Wellbeing

- Need to expand and upgrade hospital
- More medical facilities around the current/existing provision



## Transport and Service Infrastructure

- Opportunity for angled parking around main street area to create parklets and street greening (requiring road reducing to one lane in each direction)
- Future bypass to Adelaide along the Northern boundary of the Deferred Urban zone to the north of Adelaide Road
- Intercity shuttle between major towns such as Murray Bridge and Adelaide
- Truck access/bypass to freeway from Thomas Road to Maurice Road with a roundabout at the Caravan Park junction

### 9.2.1. Survey

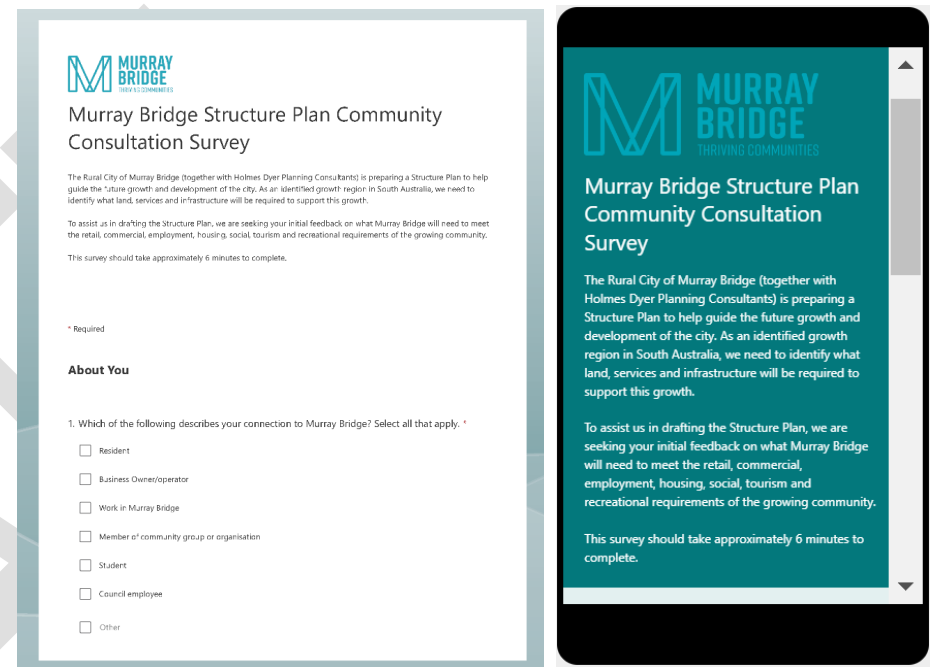
The Murray Bridge Structure Plan Survey was made available to the public online via the Council's website through a dedicated landing page and Let's Talk portal. The survey was advertised through similar channels as the drop-in sessions, including social media posts, fact sheets and direct email correspondence. All promotional engagement material was accompanied by a QR code that could be scanned on an individual's mobile phone and take them directly to the online survey.

The survey asked 12 questions, including several demographic questions including connection to Murray Bridge; long answer questions which gave the respondent an opportunity to share ideas and concerns with detail; and a Likert scale to rate levels of importance against key topics. The 89 responses received as part of the survey is representative of a small segment of the Murray Bridge community from diverse backgrounds. This information combined with the findings from the workshops and drop-in session can give a clearer picture of the community's priorities and needs.

There were a number of long answer questions as part of the community survey to give respondents the opportunity to give background, context and detail to their ideas and feedback and expand upon their sections in the Likert scale ratings.

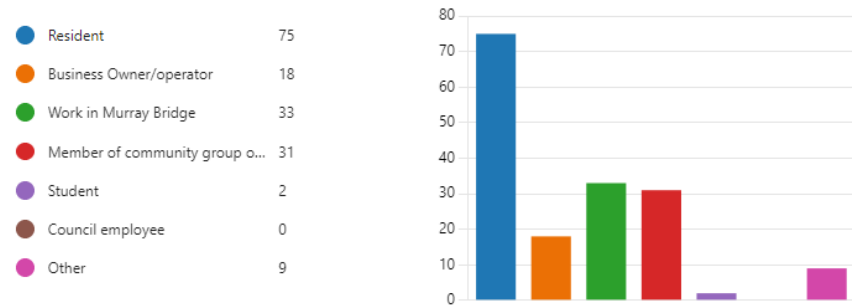
A full transcript of survey responses can be seen in *Appendix 3: Engagement Summary Data*

Figure 17. Mobile and website survey



## Question 1: Which of the following describes your connection to Murray Bridge?

Figure 18. Question 1 - Which of the following describes your connection to Murray Bridge?



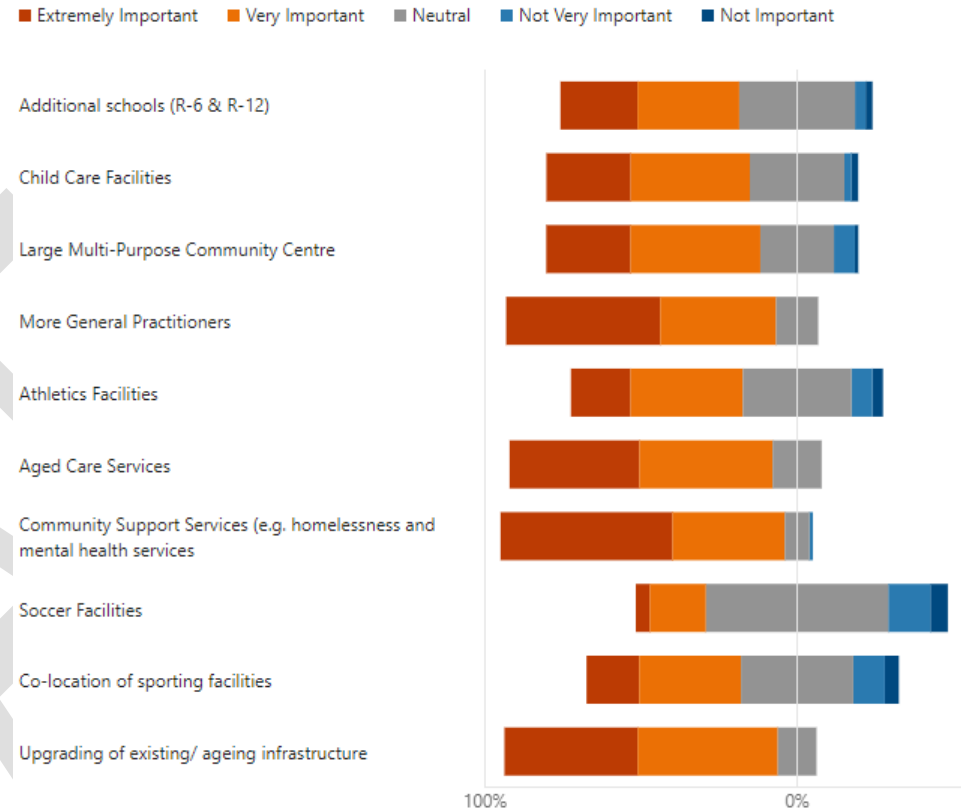
The first survey question asked respondents to best describe their connection with Murray Bridge. Respondents were instructed to select all options that applied. The majority stated that they were a resident (84%, 75), worked in Murray Bridge (37%, 33), or were a member of community group or organisation in Murray Bridge (35%, 31).

## Question 2: How important do you consider the following to be?

Question 2 tested the community infrastructure recommendations identified in the Community Infrastructure Model Technical Review, including:

- Additional schools (R-6 & R-12)
- Child Care Facilities
- Large Multi-Purpose Community Centre
- More General Practitioners
- Athletics Facilities
- Aged Care Services
- Community Support Services (e.g. homelessness and mental health services)
- Soccer Facilities
- Co-location of sporting facilities
- Upgrading of existing/ ageing infrastructure

Figure 19. Question 2 Responses



Testing the above community infrastructure elements is an opportunity to determine priority levels within the community. Community support services had the highest overall importance rating, with 55.1% of respondents identifying this element as extremely important. This was closely followed by the need for more general practitioners (49.4%). The top responses were predominantly elements of service provision such as mental health services and aged care provisions, whereas built infrastructure and land use related elements such as a large multi-purpose community centre, co-location of sporting facilities and a new athletics facility were of the lowest importance ranking. This demonstrates that although there may be an undersupply against population forecasts and benchmarking requirements for all the above elements there is a stronger felt need within the community for a select few services that predominantly related to health and wellbeing.

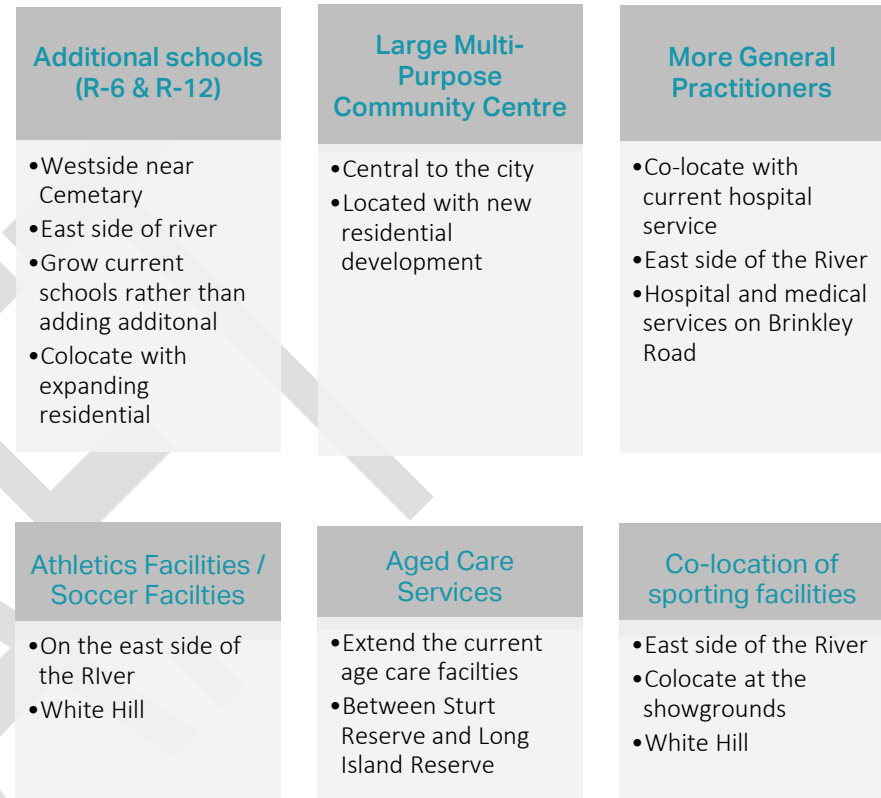
**Question 3: Are there any other facilities, services or community spaces that you think might be needed?**

Question 3 looked to capture respondents initial thoughts on what additional or expanded services, facilities or community spaces are needed in Murray Bridge. There were large variations in types and themes of responses, however, the need for improved quality and quantity of public transport both around the city and to and from Adelaide was a recurring statement shared by several survey participants. Other frequent responses included:

- Indoor swimming centre
- Amenities on the east site of the river
- A larger hospital/more health care
- Accessible and affordable mental health
- Enhanced green space e.g., more shade, seating and planting
- Tourist accommodation
- More high quality housing
- Greater selection of commercial and retail shopping
- Some additional responses from question 3 were:
- Community hub that's a one stop shop for community services
- Removal of heavy vehicle traffic from Maurice Road
- Fixing up the old railway for tourism and cultural connections
- Multi-use function/conference space

**Question 4: Reflecting on the list above, are there any particular areas of Murray Bridge where you think these services and facilities should be located?**

Question 4 asks respondents to reflect on the list of services and facilities outlined in Question 2 (CIM recommendations) and identify spatially where these elements would best be located. This question required survey respondents to think about the current distribution of services and facilities and identify where they believe there are gaps in provision, poor access, or key development opportunities.



Not all facilities or services received feedback, however there was a clear desire for many facilities to be located on the eastern side of the Murray River, where there is currently a lack in many services and facilities. There was additionally a distinct opinion that co-location of services in the form of a hub or within a new residential area would be favourable.

**Question 5: What kind of tourist attractions and facilities do you think are needed to expand the tourism offerings in Murray Bridge, including accommodation, events or activities?**

Response generated from Question 5 could be separated into two categories, a broad identified need to enhance and support tourism or an identified location for a specific tourism element. The river, river based activities and tourism elements associated with the river were the most common response from Question 5. There was an evident demand for tourism accommodation in the form of a caravan park, RV parking and affordable river based accommodation. Additionally, there was a strong link to indigenous culture, education, and heritage reflection as tourism opportunities. Table 18 provides a collection of responses to Question 5.

*Table 23. Question 5 Response Table*

Question 5: Tourism, Culture and Heritage			
#	Identified Needs	#	Location or Specific Change
1	Tourism activities along the River e.g., kayak tours, mini golf, park run, markets, Sounds by the river, floating café, sunrise & sunset cruises, guided walking or cycling tours	1	The Captains Cottage Museum should create linkages between a wharf historical precinct, interpretive walking tour/path
2	Produce festival or show to celebrate locally sourced and produced food and materials	2	Paint the old Noske's Silos with an old riverboat theme or an artwork throughout the ages, from 1st Aboriginal to current day history
3	Installation of plaques and an interpretive trail along the river, dual signage in Ngarrandjeri and English	3	Improving the Kinchina CP to be a destination for nature-based recreation, picnicking a link to the zoo
4	Venues for children's activities e.g., Latitude, Bounce, indoor rock climbing	4	Development of the Railway Heritage track and precinct from Sturt Reserve to the Rail Station through to the Mural painted Silos
5	Riverlife Zoo/Nature Park where people can learn about the river	5	Eliminate shacks along Wildens way to have long stretch of river activities.
6	Agritourism to support the importance, integrity, and continuation of Primary Production	6	Mark the existing history trail around the CBD with a painted line along the footpath

Question 5: Tourism, Culture and Heritage			
#	Identified Needs	#	Location or Specific Change
7	Real paddle steamers, traction engines and heritage machinery all centred around the wharf	7	Demolition of the old house across the road from the Railway Station carpark, and build either Tourist accommodation, or Rental properties
8	Allowing lifestyle properties to host 1 to 5 self-contained caravans/RVs to lower the need for another Caravan Park.	8	Towns entrance coming in from the Riverland, Victoria or the Eastern States looks rundown & very unsightly and in need of upgrading.
9	Turn underutilised train carriages into food or coffee vans, bookable spaces	9	Paint a mural on the water tank at White Hill, depicting First nation people and Pioneers
10	Tourist accommodation offerings need to be central to shopping and riverfront	10	The old railway line should have an engine or carriage on it so when you drive over the old bridge the railway heritage is obvious.
11	Hiking, walking and bike paths all up the river and in the conservation parks and wetlands	11	Water sports park north of Bridge Street along the river front
12	More connection to Ngarrindjeri use of the land and names for places	12	Longer opening hours and variety of shops along Bridge Street
13	More high quality, immersive tourist accommodation offerings	13	Reactivate the train and outbuilding as a passenger/tourist activity
14	Information to help users share the space on the river with nature	14	Complete all town entrances with walking trails or paths leading to town
15	Better signage around town pointing to attractions	15	Have indigenous interpretive centre at Pomberuk
16	Large mini golf	16	Outdoor cinema at Sturt Reserve
17	Fishing events and competitions	17	Have a caravan Park at Sturt Reserve
18	Glam Tents Park with stationery Glam House Boats.	18	Have concerts and festivals at Sturt Reserve
19	Upmarket wining and dining		

Question 5: Tourism, Culture and Heritage			
#	Identified Needs	#	Location or Specific Change
20	LED coloured lighting on both bridges		
21	Indoor swimming centre		

**Question 6: What improvements could be made to the waterfront area and main streets of Murray Bridge to make them more inviting for the community and visitors to the area?**

Ideas and feedback in regard to the activation and feel of the main street and river front was focused on elements of beautification, greening, sightline improvements and retail and commercial operations.

Table 24. Question 6 Response Table

Question 6: Main Street and Riverfront Activation			
#	Identified Needs	#	Location or Specific Change
1	Fill empty shops with historic photos on windows so there is something to see as you walk down the street.	1	No more mall or shopping centres such as the Woolworths, focus on business and activity in the existing town centre such as Bridge Street.
2	Not to modernise, but to upgrade buildings in the main Street.	2	Increase accessibility to the River front from town centre and outside of the main Sturt Reserve access points.
3	Longer opening hours for commercial, retail and hospitality.	3	Use the empty main street shops for pop up shops for local producers, arts and craft.
4	Main streets should be greener and cooler to encourage more walkability.	4	East side needs a main street/general services centre.
5	On pavement dining, raised garden beds with colour along the street.	5	Do the Christmas Main Street late night shopping and family night again.
6	Street art, more trees, lighting for ambience and safety.	6	Lower rents in the main street such as Bridge Street to attract business back.

Question 6: Main Street and Riverfront Activation			
#	Identified Needs	#	Location or Specific Change
7	Shopping hubs should be developed in areas where there are no current services or facilities.	7	Incentives to fill vacancies along Bridge Street.
8	Better street lighting.	8	Creating a 'linear' park along the waterfront Sturt Reserve.
9	More shade and trees.	9	Council take control or Riverscape for public and open space.
10	Cafes etc near parks and open space.		
11	More restaurants.		

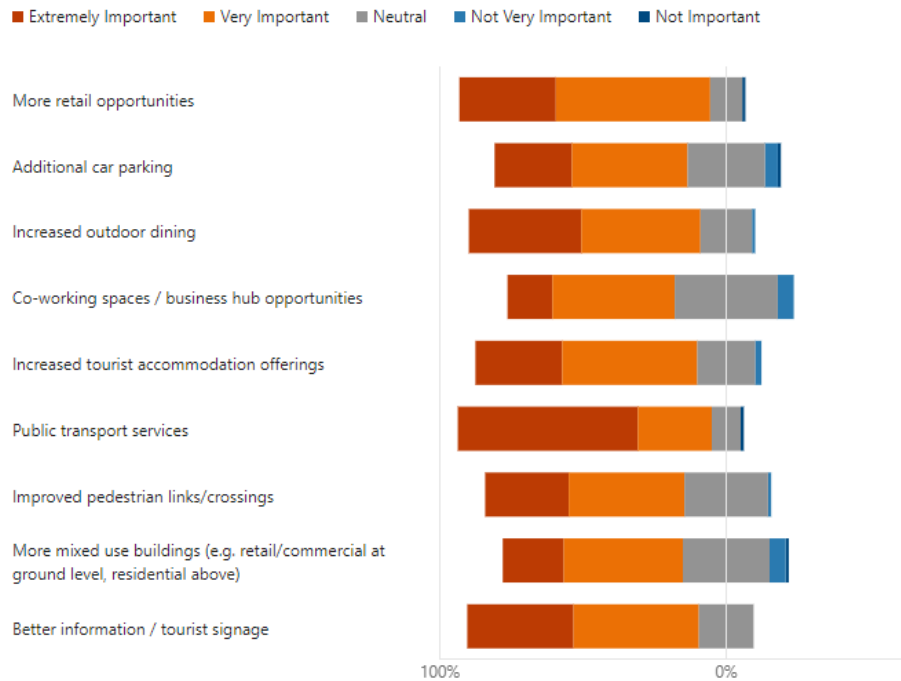
**Question 7: Are there any improvements you would like to see to enhance the understanding of the history, heritage, and culture of Murray Bridge?**

To enhance the understanding of Murray Bridge's heritage and culture, survey respondents highlighted the importance of encouraging deeper connections with Ngarrindjeri elders and representatives. Education and information in areas such as the riverfront were suggested as ways to offer a cultural experience. Other recurring topics included:

- Revitalisation of the railway precinct
- Marking/signposting the existing history trail around the CBD
- Rebuild the wharf to what it was in 1800s
- Captain's cottage open every weekend, and as an extension to the Round House
- Dual signage in Ngarrandjeri and English

**Question 8: How important do you consider the following to be in creating a thriving, accessible city centre?**

Figure 20. Question 8 Responses



All selections in Question 8 had an overall rating of high importance including extremely and very important. Elements listed under Question 8 were a mix of services and land use conditions that would influence the function and feel of the Murray Bridge City centre. The overall responses demonstrated a positive attitude for investment in and around the city centre to attract business activity and support pedestrian usage. There is a clear demand for improved quality and quantity of public transport services, with 62.9% of respondents rating it with extreme importance.

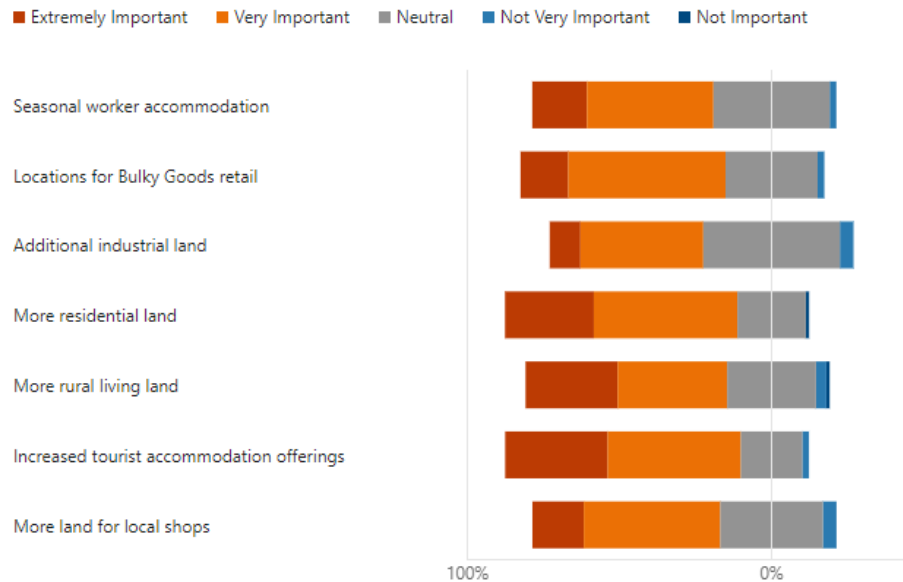
**Question 9: Reflecting on the above, is there anything else you think is missing from the city centre that would help to make it a better place to live, work and play in?**

Respondents were asked to reflect on the selection of services and land use conditions discussed in Question 8 and identify any additional elements they believe would enhance the liveability of Murray Bridge. The key topics identified included:

- Increased public transport
- Main street activation
  - » Increased/greater range of shopping and retail
  - » More dining options on Bridge Street and around the riverfront
  - » Longer opening hours
  - » Linkages from main street to shopping complex
  - » Open up big shopping centre to connect to surrounding area
- Streetscape and beautification
  - » Public art
  - » Street trees and planting
  - » Nature strips

**Question 10: How important do you consider the following to be to support the continued growth of Murray Bridge?**

Figure 21. Question 10 Responses



The selection of rating options outlined in Question 10 were related to key land use needs. Unlike similar Likert scale questions in the survey, Question 10 had less extremely important responses and a wider range of very important and neutral responses. “Increased tourist accommodation offerings” received the highest level of extremely important responses (33.7%). The very low numbers of “not very important”, and no “not important” responses demonstrate an impartial feeling towards or support of increased residential, industrial, commercial and tourism activity land in Murray Bridge.

**Question 11: Reflecting on your selections above, have you got any thoughts on where these uses could be accommodated and/or where they are most needed?**

Question 11 asked respondents to reflect on the land use and housing considerations outlined in Question 10 and consider where housing, tourist

accommodation, seasonal workers accommodation, industrial land and commercial land could be accommodated.

**Opportunities for residential land and residential development**

- East side of the river in Neighbourhood Living zone
- Around Brinkley Road
- Gifford Hill
- Across Bremer Road, along Old Swanport Road
- Infill north of the Narooma wetland
- Rural living along the corridor to Callington
- Infill around the riverfront
- Higher density living in CBD
- Shops having residential accommodation above

**Aged Care**

- Extend the existing aged care facilities
- Between Sturt Reserve and Long Island Reserve
- Land at Hume Reserve Road
- Murray Bridge east

**Tourist Accommodation**

- Around the riverfront and Sturt Reserve
- Caravan Park at Long Island
- Land at Hume Reserve Road
- Allowing tourism accommodation on local lifestyle and hobby farms

**Industrial Land**

- Along Old Princess Highway
- Bulky goods, handling, and transfer between north of the CBD and South of the railway line

**Question 12: Do you have any additional ideas or comments you wish to provide?**

The final survey question was an opportunity for respondents to highlight any points that may have been missed, add additional information and thoughts, and share general feedback. Responses ranged from identified housing opportunities, locations for open space and greening, land use considerations and needed community services.

Several responses focused on the perception of Murray Bridge, its rural feel, connected community, but ties to unsavoury behaviours, homelessness and mental health issues. It was the opinion of these respondents that increased health and wellbeing services, a greater offer of affordable housing and generally beautification of the city could combat these challenges.

There were a number of other frequent responses including:

- Increasing commercial and retail activity around the city centre, river front and established precincts.
- Maximizing residential opportunities in pre-existing residential areas, infill sites and underutilised locations in the city centre.
- Increasing health and wellbeing service.

**9.2.2. Written Submissions**

Several written submissions were completed and sent to the engagement email as part of the community consultation. The written submissions had a significant focus on housing and accommodation. The key matters raised are tabulated below, divided into identified needs and identified changes/locations.

*Table 25. Written Submissions Summary*

Written Submissions Summary			
#	Identified Needs	#	Identified Changes/Locations
1	Any new residential development should take into consideration the need for affordable housing.	1	Opportunity for development of housing at the south-east corner of the main Murray Bridge and Karoonda Roads.
2	Caravan parks could accept permanent leases as an affordable housing option.	2	Opportunity for development of housing on the north-western side of Murray Bridge.
3	Caravan Parks could be set up for modular housing as a part of responding to homelessness.	3	Opportunity for accommodation adjacent the Bridge Event Centre at the racetrack.
4	More accommodation adjacent to the river including mooring for on river accommodation like Bill's Boathouse.	4	Strong support for the proposed rezoning of land on the western boundary of the city for residential development.



Written Submissions Summary			
#	Identified Needs	#	Identified Changes/Locations
5	Higher density residential should be encouraged in the city centre, including multistorey buildings and high-rise apartments.	5	Rural-zoned land at 114 Brinkley Road, Gifford Hill, and adjacent land to the east (bound by Brinkley Road, Martin Road, the South Eastern Freeway, and the Rural Living Zone) should be earmarked as suitable for future residential growth and considered for rezoning to the Deferred Urban Zone.
6	Higher density residential should be considered for newly developed areas and be accompanied by a high level of amenity.	6	Land identified as 41 Hume Reserve Road (Lots 51-53) should be identified as a suitable location for residential growth or for a mix of value-adding land uses such as tourist accommodation, residential park or mixed-use development.
7	The Structure Plan should identify new areas of Deferred Urban zoned land at the periphery of the township as a land bank.	7	Identify alternative zoning, e.g. Urban Activity Centre Zone, for the former Mill site to provide greater flexibility for future land use.
8	Infill development should be considered as the next step in residential development.	8	Transition the Rural Zone along Jaensch Road to a more suitable zone for commercial, retail and tourism-based activity.
9	A large shopping centre is needed on the eastern side of the river to meet the needs of the growing population.	9	Land identified as Deferred Urban (175-227 Maurice Road) should be considered for residential zoning as an orderly extension of the

Written Submissions Summary			
#	Identified Needs	#	Identified Changes/Locations
			Suburban Neighbourhood Zone to southeast of the site.
10	Support funding of Bridge water sports park.	10	Amend the Rural Intensive Enterprise Zone that applies to the Flagstaff Park Industrial Precinct to allow for additional land uses and better reflect the policy that applied under the Development Plan (Precinct 23 Flagstaff Road).
11	Upgrade the interface and link the redevelopment of the Riverfront and Sturt Reserve to the activation of the town centre, former Mill site and shopping centre.	11	A dual carriageway needs to be built over the river to accommodate more traffic (Swanport Bridge).
12	Council should continue to investigate the EFPA Overlay as it applies to Murray Bridge and seek to reduce its extent where it suppresses identified growth areas.	12	Increase tourism accommodation offerings along the riverfront and town centre zone such as the former Mill site.
		13	Big box retail opportunity at the former Coles site on Mannum Road.

## 9.3. Summary of Findings

In analysing the outcomes from the Council staff workshop, SPDPDC workshop, drop-in sessions, survey and written feedback, there was a significant alignment in respect to priorities between the different stakeholder groups. In our analysis we identified a collection of common, repeating, planning and land use themes that are recommended to form a key input and focus for the Structure Plan. The themes are identified as:

1. Housing and Accommodation
  - » More housing for workers.
  - » Affordable and small scale and higher density housing options around the CBD and riverfront.
  - » Infill housing in key inner city locations.
  - » Identification of fringe locations for future growth.
2. Recreation and Sport
  - » Encourage water-based activities along the river including a water sports park.
  - » Co-locate sports at recreation hub.
  - » Expand or new gymnastics centre.
  - » Provide squash or other multi-use courts.
  - » Consider indoor swimming pool or enclosed outdoor pool.
3. Streetscape and Main Street Activation
  - » Encourage reuse of vacant Bridge Street shops with pop-up uses, start-up enterprises, co-working spaces and small-scale shops.
  - » Develop linkages between Bridge Street and existing shopping centres.
  - » Continue process of streetscape improvements along and linking to Bridge Street.
  - » Conduct discussions with DIT regarding removal of one lane of traffic in each direction along Bridge Street and the introduction of angled parking and parklets, outdoor dining and market space.
4. Industry and Farming
  - » Council seeking of new business opportunities utilising the expanded pedestrian space.
5. Education and Childcare
  - » Increase zoned industrial land to encourage more investment and employment.
  - » Create new employment precincts around Thomas Foods and Costa Mushrooms.
6. Open Space, Conservation and Greening
  - » Further development of cycleways/pedestrian linkages throughout the city.
  - » Increase shade, seating, lighting and signage in recreation spaces and increase street tree planting.
  - » Conserve large, vegetated areas remaining within the Suburban Neighbourhood Zone (e.g., Thomas Street, Eleanor Terrace and Jose Street and Cornwall Street).
7. Community Activities, Events and Services
  - » Council to deliver community facilities in Bridge Street frontage.
  - » Increase events and use of Sturt Reserve.
8. Health and Wellbeing
  - » Increase opportunities for aged care facilities.
  - » Expand hospital and GP services.
  - » Increase accessibility to mental health and wellbeing support service.
9. Culture and Heritage
  - » Revitalise the railway, carriages and other rail infrastructure for events and tourism opportunities.

- » Dual signage in Ngarrindjeri and English to provide information around walking trails and the river front.

#### 10. Transport and Service Infrastructure

- » Bus services to and from Adelaide.
- » Bus services between and around key Murray Bridge precincts.
- » Reducing or diverting heavy vehicle movement away from residential areas, including promoting rural located bypass.

#### 11. Tourism

- » Encourage more accommodation options especially overlooking or in close proximity to the river.
- » Facilitate caravan park expansion and new development of short term accommodation.
- » Encourage bed 'n' breakfast and farm stay opportunities.

### 9.3.1. Spatial Suggestions

Several ideas and considerations shared by the community during consultation translate into land use, zoning or site-specific changes and development ideas. The follow plans spatially outline these suggestions.

These findings and themes can be translated into a collection of short-, medium- and long-term actions for Council, some of which will be tied to third party decisions on land ownership, grant funding availability and other decisions outside Council and the community's direct control.

Note that the consultants will bring further ideas and recommendations that extend beyond those identified in the community and stakeholder engagement process.

#### City Wide Community Consultation Feedback (Figure 22)

1. Creating a dedicated and expansive industry and food production zone around the newly established Thomas Foods.
  - » Sharing resources at a combined facility
  - » Directing intensive land uses away from city fringe
2. Clustering food related industry around the Costa Mushrooms facility.

- » Promote Murray Bridge as a food processing, logistics and transport location

#### 3. Opportunity identified by Life Church for future R-12 school.

- » Informal discussions between Life Church representatives and landowners have identified the potential to set aside land for future education purposes.

#### 4. Deferred Urban (DU) land identified as a potential site for future R-12 school.

- » Community members share support for the identification of DU land for future educational purposes as outlined in the Residential Growths Areas Structure Plan

#### 5. Existing Rural-zoned land directly south of Southeastern Freeway should be considered for rezoning to residential land or deferred urban land for future housing opportunities.

#### 6. Clear opportunity for expansion of the existing Strategic Employment zone on Hindmarsh Road to cover the Employment zone to the south.

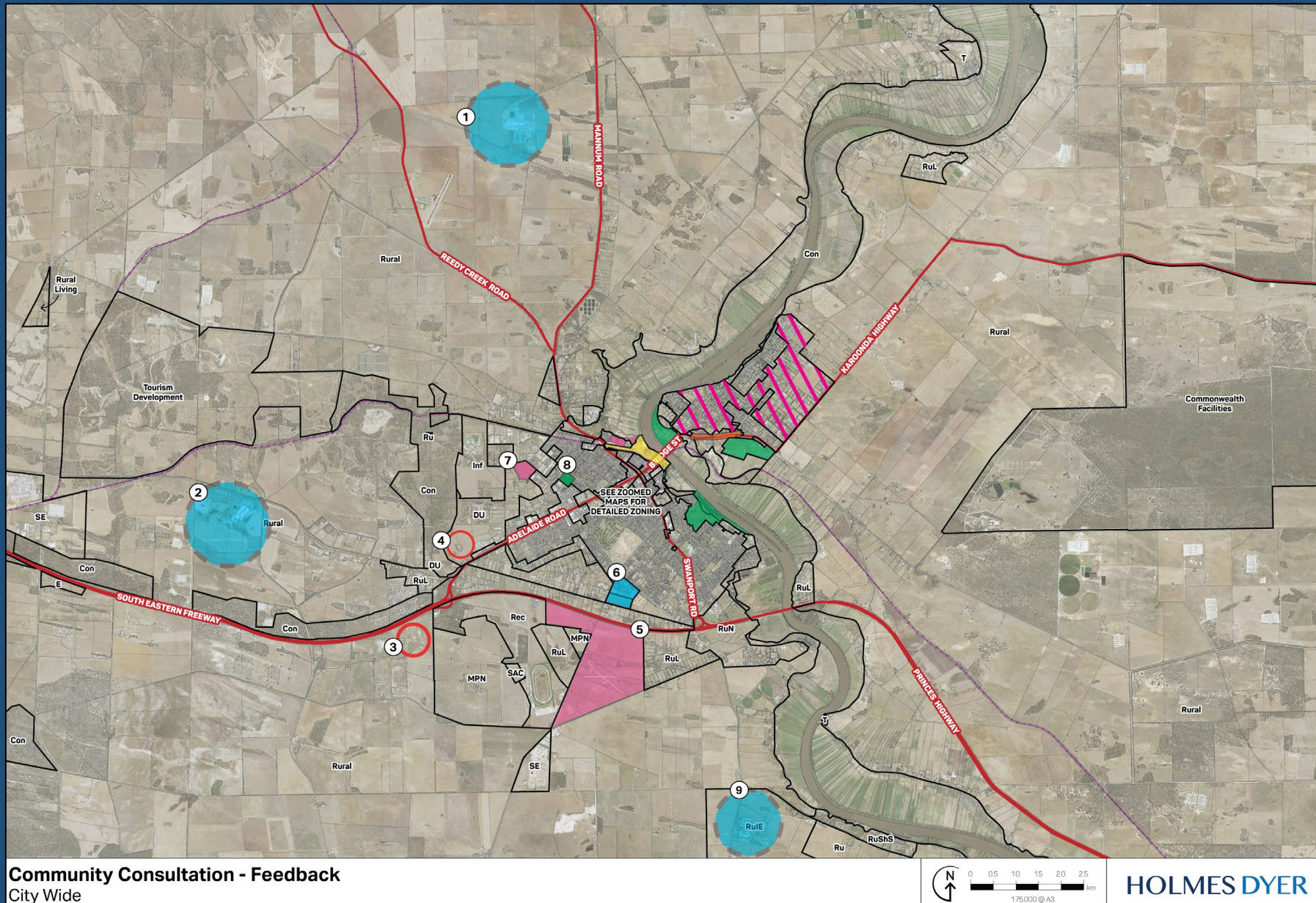
- » Expansion of current activities onto the vacant land.

#### 7. Land identified as Deferred Urban (175-227 Maurice Road) should transition to Suburban Neighbourhood Zone as an extension of the Suburban Neighbourhood-zoned land directly southeast of the site.

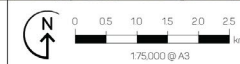
#### 8. Vegetated land at Lot 100 Thomas Street and potentially Lot 305 Ashbrook Road should be zoned recreation or conservation to maintain open space in the expanding industrial and residential areas.

#### 9. The Rural Intensive Enterprise Zone that applies over the Flagstaff Park Industrial Precinct should be amended to better reflect the policy that applied under the Development Plan, which was less restrictive and allowed for more extensive land use opportunities.

Figure 22. Community Consultation Feedback – City Wide



**Community Consultation - Feedback**  
City Wide

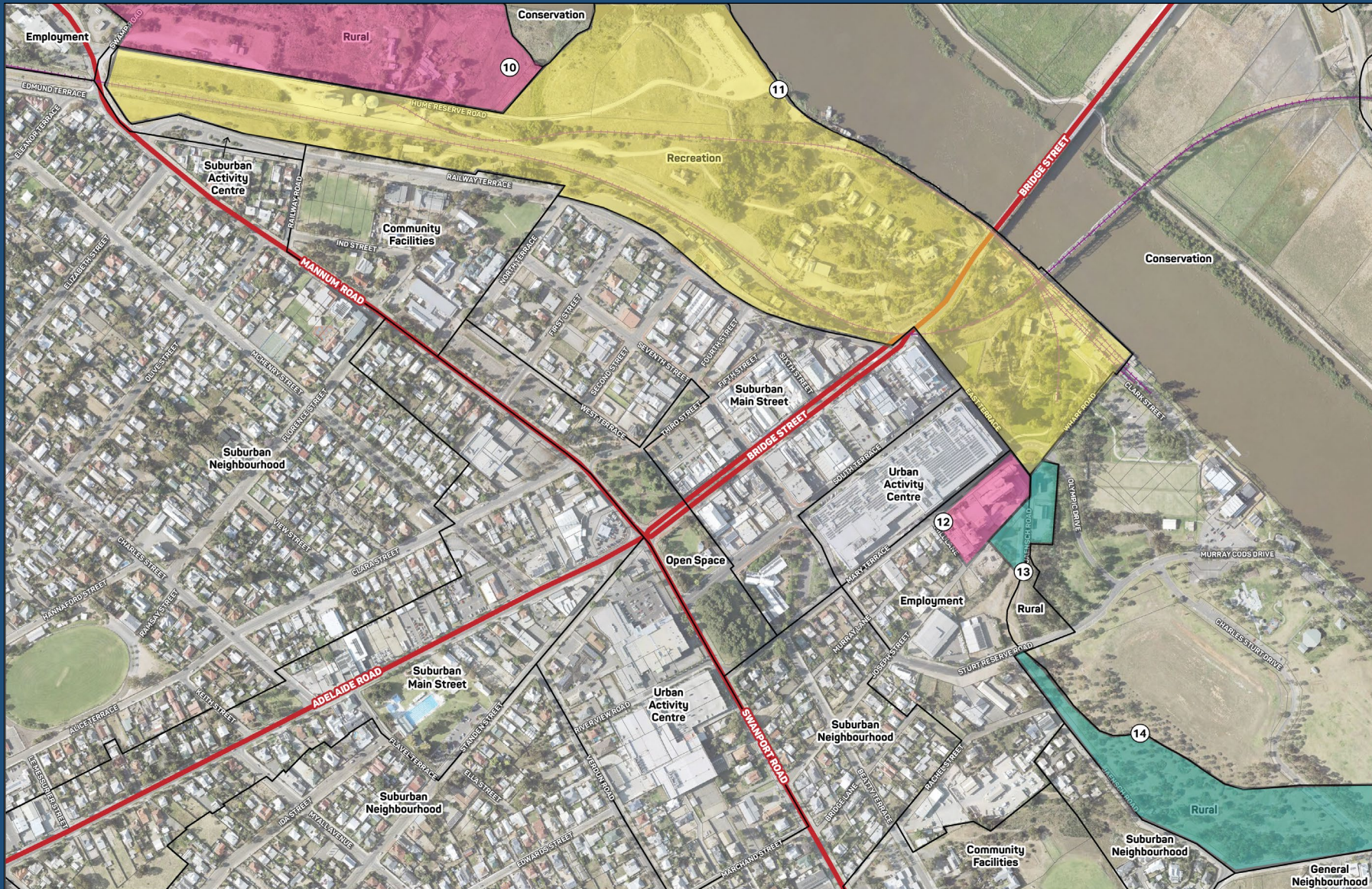


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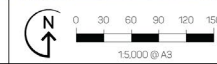
### 9.3.3. City Centre Community Consultation Feedback (Figure 23)

10. Land at 41 Hume Reserve Road should transition from the Rural Zone and be considered for urban land uses including residential, tourist accommodation or residential park
  - » The Structure Plan should continue to identify the site as a suitable location for residential growth as highlighted in the Residential Growths Areas Structure Plan and look to transition from Rural to a more appropriate zoning.
11. Revitalisation of the railway precinct for tourism purposes
  - » Renewal of disused rail tracks and carriages
12. Identify alternative zoning for the former Ridley Mill site to provide greater flexibility for future land use and opportunities for adaptive reuse of the local heritage buildings.
13. Transition the Rural Zone along Jaensch Road to a more suitable zone to promote commercial, retail and/or tourism-based activities.
14. Replace the Rural Zone with more appropriate zoning that is consistent with the Sturt Reserve Master Plan and desired uses for this area.

Figure 23. Community Consultation Feedback – City Centre



**Community Consultation - Feedback**  
City Centre

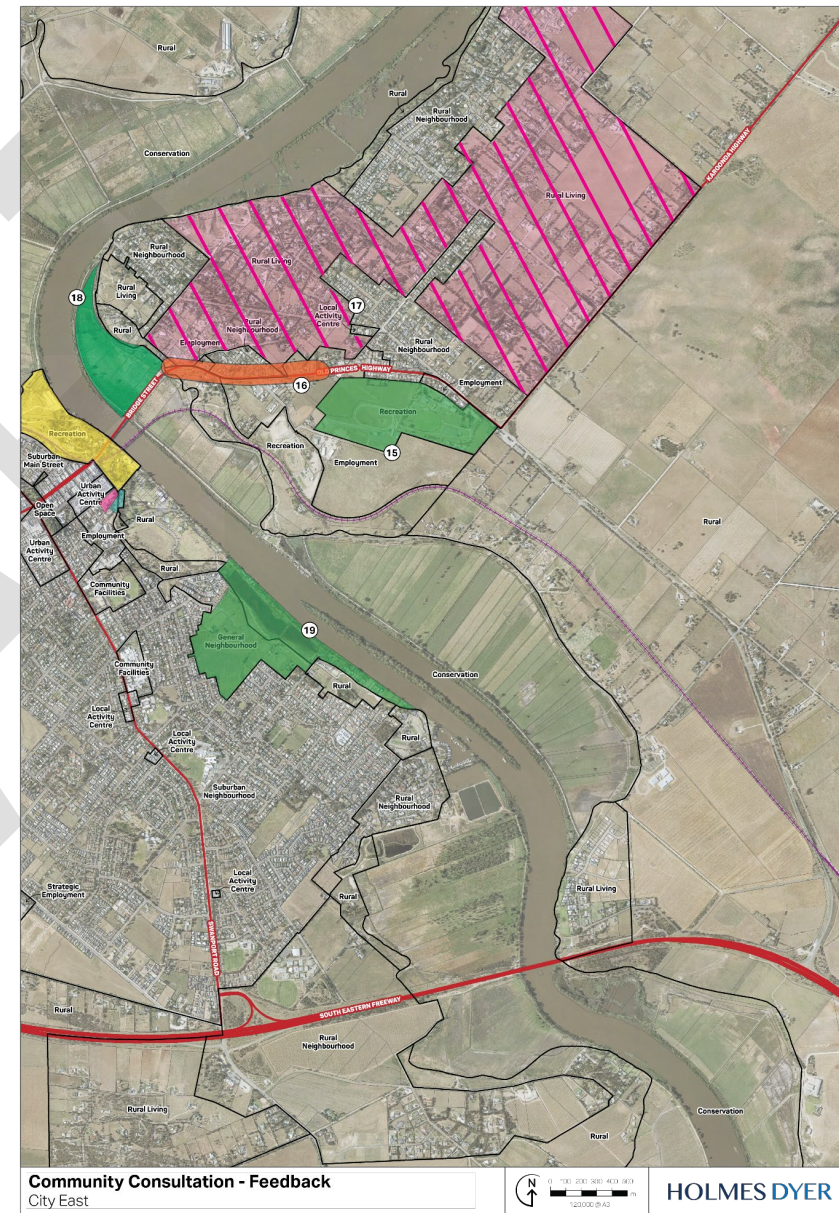


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### 9.3.4. City East Community Consultation Feedback (Figure 24)

15. The new Murray Bridge Showground and Stadium upgrade should be considered as an opportunity to co-locate a number of other sporting facilities and services.
16. Old Princes Highway in East Murray Bridge should have a concentration of retail, service and commercial uses to service the surrounding neighbourhood.
  - » Main road has more activity and would make for a clearly defined commercial precinct
  - » The east of Murray Bridge ('east side') is underserved by commercial, retail and essential services.
17. Some land in the Rural Living zone in Murray Bridge East (and some of the adjacent suburbs) should transition to Rural Neighbourhood to allow for the development of smaller allotments, more affordable housing, and greater diversity in housing type.
18. Proposal for Bridge Water Sport Park on the banks of the Murray River should move forward and the opening of cable and aqua park should be supported by council and the community.
19. Council should review the current agreement/policy for the dwellings along the river on Wilden's Way.
  - » Some community members shared the view that the riverfront adjacent the main street, shopping, and recreation precincts should be always open for public use and access.

Figure 24. Community Consultation Feedback – City East



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## 10 – STRUCTURE PLANS



## 10. Structure Plans

The following Structure Plans have been prepared taking into consideration policy drivers, existing and parallel studies, analysis of the role and function of the Structure Plan area, and feedback and considerations from the consultation period.

From these activities the following planning themes were identified:

1. Residential Growth and Residential Infill
2. Employment Lands
3. Commercial and Retail Lands
4. Recreation, Community and Tourism
5. Key Infrastructure
6. Key Industrial Linkages

### 10.1. How to read the Structure Plans

Each Structure Plan identifies the spatial location where potential growth can occur and should be read in conjunction with the associated Site Identifier Table, which provides a brief overview of each site and the rationale for any land use, policy, or development recommendations; and the Development Opportunities Matrix, which identifies the performance of each site against the following list of simplified assessment criteria using the key shown in Table 21.

- Zoning suitability
- Physical characteristics & development suitability
- Accessibility / Connectivity
- Service infrastructure availability
- Cultural characteristics
- Environmental characteristics
- Market considerations
- Consolidate ownership
- Delivery cost implications
- Code Amendment priority

Table 27. Simplified Assessment Criteria Key

Site	Numerical Identifier Map
Proposal Description	Brief summary of proposed action
Various Assessment Metrics	
✓	Proposal meets / achieves described metric
O	Proposal partially meets / achieves described metric
X	Proposal does not meet / achieve described metric
L	Metric is of low significance
M	Metric is of moderate significance
H	Metric is of higher significance
NAR	No (Code) Amendment required
S, M, L	Short, medium or long term delivery timeframe
Other Comments	Any noteworthy observation

## 10.2. Delivery Timeframes

The series of plans contained within this chapter illustrate indicative timeframes in which each identified development opportunity should be addressed or pursued by Council and the suggested timing for key infrastructure and regional links to be considered.

The timeframes for each development opportunity were based upon feedback from community and stakeholders during the Stage 1 consultation period; and have regard to the priority ranking assigned to each development opportunity by Council, Elected Members, and Council's Strategic Planning and Development Policy Committee (SPDPC). The timeframes endeavour to balance priorities against the need for additional research, analysis and consultation that might be required; and changing levels of demand, budget allocation, further engagement with the community and stakeholders and funding availability.

### 10.2.1. Short-term (0-5 years)

Sites identified as offering a short-term development opportunity are typically those that are appropriately zoned and can be delivered reasonably easily and cost-effectively for maximum gain, e.g., revitalising Bridge Street; encouraging the development of Suburban Neighbourhood-zoned land for infill housing; undertaking upgrades to the community swimming pool.

Suggested key infrastructure that could be delivered within the short-term include the upgrade of a number of intersections, such as the Cromwell Road / Adelaide Road / Lincoln Road intersection.

Regional industry links that require consideration within this timeframe include the connection between the city and the new Thomas Foods site.

### 10.2.2. Medium-term (5-10 years)

Sites identified as offering a medium-term development opportunity are those that require additional research, analysis or consultation, or are dependent on other development occurring first, i.e., opportunities to expand the Murray Bridge Speedway track; expansion of existing Local Activity Centres to meet the demand of adjoining residential areas.

Regional industry links that require consideration within this timeframe include the connection between the South Eastern Freeway and the land earmarked as a future Strategic Employment Zone to the south.

### 10.2.3. Long-term (10+ years)

Sites identified as offering a long-term development opportunity are those that generally do not require any immediate action but remain important from a strategic perspective, i.e., earmarking land for future residential development; future expansion of the Mobilong Prison; the rezoning of the Boral site to reflect its current use and facilitate future expansion.

Suggested key infrastructure that could be delivered within the long-term include opportunities for additional district/regional-level parks in Murray Bridge East and west of the city.

### 10.2.4. Timeframes for Code Amendments

The delivery timeframes identified in this chapter are indicative only and were based upon available data at the time of reporting. Generally, rezoning of land can take anywhere from one to two years depending on procedural timing and complexity of the site. Therefore, it is recommended that Council investigate land supply demand prior to the completion of any Code Amendments that are underway. If additional demand for a particular land type is identified, it is recommended that a new Code Amendment process is initiated at the immediate completion of the previous Code Amendment.

## 10.3. Residential Growth

We have identified a large number of areas for potential future residential development, some of which have previously been identified for rezoning and some that do not require rezoning but may need other incentives to encourage their development.

*Figure 25: Residential Growth Potential – Timing* identifies the spatial extent of these land parcels along with the intended short, medium and long term delivery timeframe, while *Table 28: Residential Development Site Identifier* provides a brief overview of the sites and the rationale for any land use, policy, or development recommendations; and *Table 29: Residential Development Opportunities Assessment Matrix* summarises the performance of each site against the simplified assessment criteria. An enlarged copy of the structure plan can be found in *Appendix 4: Structure Plans*.

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Figure 25. Residential Growth Potential - Timing

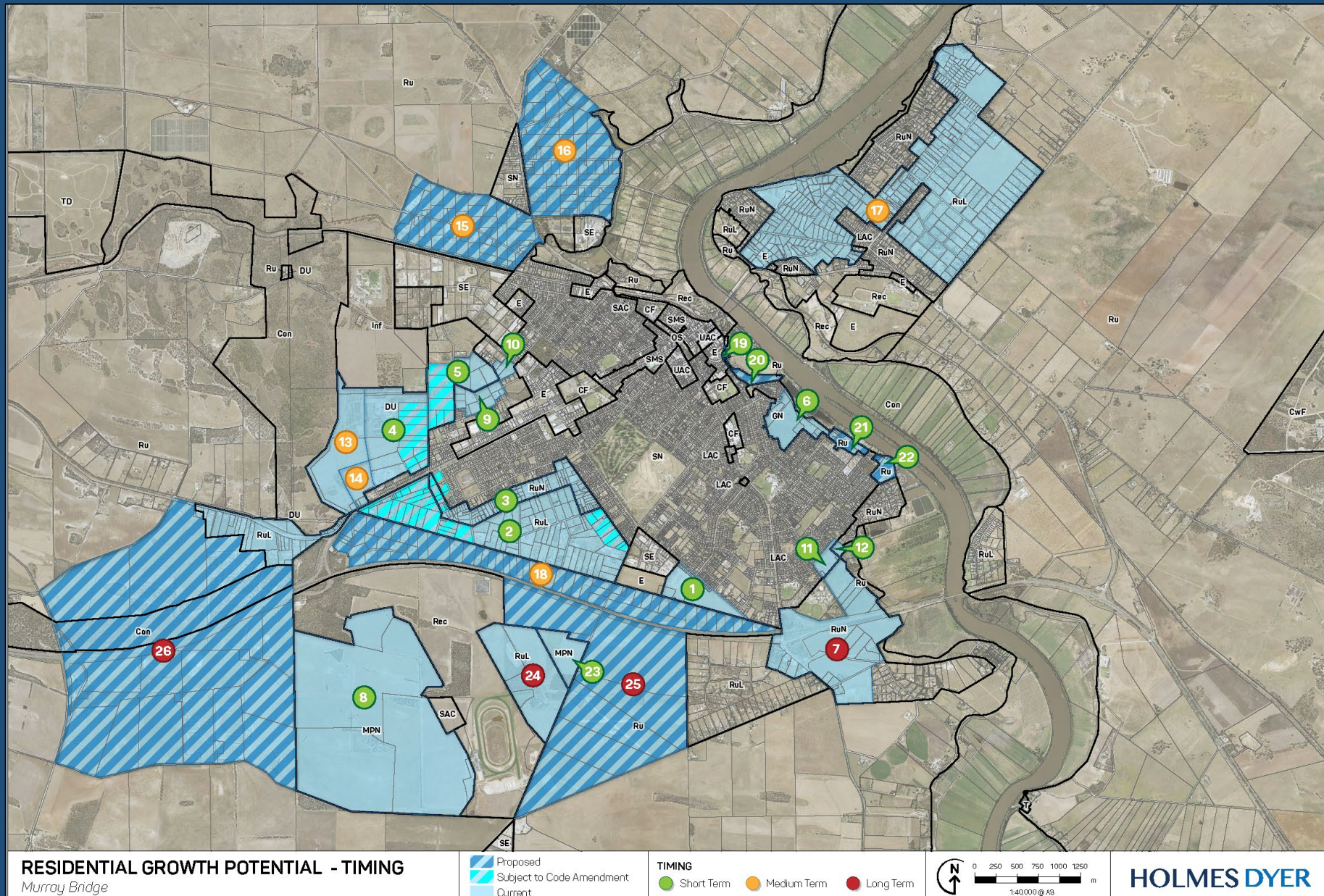


Table 28. Residential Development Site Identifier Table

Site 1	Site 1 was identified by the Murray Bridge Residential Growth Areas Review (MBRGAR), is now zoned for residential development and construction in the locality has commenced.
Site 2, 3 4 & 5	Sites 2, 3, 4 and 5 were identified by MBRGAR and are the subject of a current Code Amendment to rezone the land to Master Planned Township Zone. Outstanding balance land should now be considered for new Code Amendment.
Site 6	Site 6 does not require rezoning as an infill location close to the River and the Town Centre. An application for a residential land division has been lodged over this site.
Site 7	Site 7 is in the Rural Neighbourhood Zone and represents land that can be more intensively developed, similar to the land to the immediate south-east, providing a large lot option to the market.
Site 8	Site 8 is a large long term residential zoning (Master Planned Neighbourhood) that is appropriately zoned but is currently remote from service infrastructure and therefore likely to involve high expenditure to deliver the initial stages of development.
Site 9 & 10	Sites 9 and 10 are zoned for residential development (Suburban Neighbourhood) and should involve incremental service infrastructure expansion from adjacent existing residential areas. The fragmented land ownership may reduce the development viability of individual land parcels.
Site 11	Site 11 is a small undeveloped parcel that is zoned for infill residential development (Suburban Neighbourhood).
Site 12	Site 12 is a very small parcel in the Rural Neighbourhood Zone that could be divided for large lot residential development.
Site 13	Site 13 is currently identified as future rural land by the MBRGAR despite being zoned Deferred Urban. Its proposed rural status reflects its location adjacent to the Conservation Zone and coverage by the Environment and Food Productions Areas Overlay (EFPA). However, given the large area involved, a more fine-grained assessment might determine that part of the site away from the Conservation Zone boundary might be suitable for residential development. The land is particularly attractive topographically and could represent a future 'dress circle' for western Murray Bridge. This would be dependent on the State Planning Commission agreeing to remove the EFPA Overlay.

Site 14	Site 14 has been identified by MBRGAR as a future school site. While this land use is supported, the land could be zoned for residential purposes to provide flexibility in the definition of the school and surrounding residential development. This land is, however, also covered by the EFPA Overlay and therefore future rezoning for residential purposes would be dependent on the State Planning Commission agreeing to remove the overlay. Alternatively, consider for recreational use.
Site 15 & 16	Sites 15 and 16 have been transitioned into the Rural Zone at the time of the introduction of the Code, despite their prior development for Rural Living purposes. The land should be zoned Rural Living and a suitable minimum lot size determined to facilitate limited additional subdivision of the larger lots in these areas. Current EFPA designation will complicate the process of achieving this.
Site 17	Site 17 is in the Rural Living Zone in Murray Bridge East. As part of the consideration of the extension of the CWMS scheme to this area, the opportunity exists to consider an increase in the intensity of development in this area, for example, by a rezoning to Rural Neighbourhood or to Suburban Neighbourhood subject to CWMS connection to the area.
Site 18	Site 18 is the strip of rural land which backs onto the South Eastern Freeway. Some intensification of activity, through reduced allotments should be contemplated, provided any new housing is set back a suitable distance from the Freeway.
Site 19 & 20	Sites 19 and 20 are key sites close to the Town Centre and overlooking the River and Sturt Reserve. The land is sloping but its prime location should be the basis for medium to high density residential development, mixed use and / or tourist accommodation.
Site 21 & 22	Sites 21 and 22 also overlook the River but are further removed from the Town Centre. Their development for lower-scale residential or tourist accommodation would be appropriate.
Site 23	Site 23 is suitably zoned for residential development (Master Planned Neighbourhood) but is likely to form part of a broader push into the Gifford Hill area sometime in the future.
Site 24	Site 24 is currently zoned Rural Living and might perform a future function for horse agistment associated with the adjacent racecourse but could be considered for more intensive development including future residential land.
Site 25	Site 25 is zoned Rural but represents a long-term opportunity to expand the residential precinct of Gifford Hill. Larger lots will be required adjacent to the South Eastern Freeway and a need to ensure that dwellings are not constructed in close proximity to the Freeway.
Site 26	Site 26 is zoned Rural, Rural Living and Conservation and has the South Eastern Freeway running through the site. It was identified as a long term growth opportunity in the 2012 Structure Plan. The Conservation Zone and the requirement for setbacks to the Freeway will restrict development over part of the site.

Table 29. Residential Development Opportunities Matrix

Site	Proposal Description	Zoning Suitability	Physical Characteristics & Development Suitability	Accessibility / Connectivity	Service Infrastructure Availability	Cultural Characteristics	Environmental Characteristics	Market Considerations	Consolidated Ownership	Delivery Cost Implications	Code Amendment Priority	Delivery Timeframe based	Other Comments
1	Residential Development	✓	✓	✓	✓	L	L	H	✓	M	NAR	S	
2	Residential Development	X	✓	O	O	L	L	M	X	H	H	S	Land subject to current Code Amendment – balance land to be considered
3	Residential Development	X	✓	✓	✓	L	L	M	X	H	H	S	Land subject to current Code Amendment – balance land to be considered
4	Residential Development	X	✓	O	O	M	M	H	O	H	H	S	Land subject to current Code Amendment – balance land to be considered
5	Residential Development	X	✓	O	O	L	L	M	O	M	H	S	Land subject to current Code Amendment – balance land to be considered
6	Residential Development	✓	O	✓	✓	M	M	H	✓	M	NAR	S	Land may be subject to inundation
7	Lower Density Residential Development	✓	O	O	O	L	M	M	O	M	NAR	L	Impact on Freeway
8	Residential Development	✓	✓	X	X	L	L	M	✓	H	NAR	S	
9	Residential Development	✓	✓	✓	✓	L	L	M	O	M	NAR	S	
10	Residential Development	✓	✓	✓	✓	L	L	M	O	M	NAR	S	

Site	Proposal Description	Zoning Suitability	Physical Characteristics & Development Suitability	Accessibility / Connectivity	Service Infrastructure Availability	Cultural Characteristics	Environmental Characteristics	Market Considerations	Consolidated Ownership	Delivery Cost Implications	Code Amendment Priority	Delivery Timeframe based	Other Comments
11	Residential Development	✓	✓	✓	✓	L	L	M	✓	M	NAR	S	
12	Lower Density Residential Development	✓	✓	✓	✓	L	L	L	✓	L	NAR	S	
13	Residential Development	X	✓	X	X	M	H	M	✓	H	NAR	M	In EFPA therefore low probability of conversion
14	Possible School Site	X	✓	O	X	L	L	M	✓	M	L	M	In EFPA. Also consider for recreational use
15	Rural Living Development	X	✓	✓	O	L	L	L	X	L	M	M	Current EFPA limitations
16	Rural Living Development	X	✓	✓	O	L	L	L	X	L	M	M	Current EFPA limitations
17	Lower Density Residential Development	X	✓	O	X	L	L	L	X	M	H	M	Has propensity for residential development subject to CWMS connectivity
18	Lower Density Residential Development	X	✓	✓	O	L	M	M	X	L	L	M	No dwellings near Freeway
19	Residential / Tourist Development	X	O	✓	✓	M	H	H	✓	H	H	S	High profile sensitive site. Consider 19, 20, 21 & 22 simultaneously with Recreation Area 1



Site	Proposal Description	Zoning Suitability	Physical Characteristics & Development Suitability	Accessibility / Connectivity	Service Infrastructure Availability	Cultural Characteristics	Environmental Characteristics	Market Considerations	Consolidated Ownership	Delivery Cost Implications	Code Amendment Priority	Delivery Timeframe based	Other Comments
20	Residential / Tourist Development	X	O	✓	✓	M	H	H	✓	H	H	S	High profile sensitive site. Consider 19, 20, 21 & 22 simultaneously with Recreation Area 1
21	Residential / Tourist Development	X	O	✓	✓	M	M	M	O	H	H	S	High profile sensitive site. Consider 19, 20, 21 & 22 simultaneously with Recreation Area 1
22	Residential / Tourist Development	X	O	✓	✓	M	M	M	O	H	H	S	High profile sensitive site. Consider 19, 20, 21 & 22 simultaneously with Recreation Area 1
23	Residential Development	✓	✓	X	X	L	L	M	✓	H	NAR	S	
24	Residential Development	X	✓	X	X	L	L	M	✓	H	H	L	Encourage developer led Code Amendment and no dwellings near freeway
25	Residential Development	X	✓	X	X	L	L	M	✓	H	H	L	Encourage developer led Code Amendment and no dwellings near freeway
26	Residential Development	X	✓	O	X	L	M	M	X	H	L	L	Major new precinct requiring comprehensive investigations
27	Character Area	X	✓	✓	✓	H	L	M	X	L	M	S	Amend TNVs
28	Infill Area	✓	✓	✓	✓	L	L	M	X	H	NAR	S	Amend TNVs

## 10.4. Employment Lands

We have identified key areas for employment lands expansion, locations where traditional industries can be expected to be challenged by higher order land uses and some locations where the employment zoning should transition to a higher and better use.

Figure 26: *Employment Lands (Broad) – Timing* and Figure 27: *Employment Lands – Timing* identifies the spatial extent of these areas and delivery timeframes while Table 30 provides a brief overview of the sites and the rationale for any land use, policy, or development recommendations; and Table 31 summarises the performance of each site against the simplified assessment criteria. An enlarged copy of the structure plan can be found in *Appendix 4: Structure Plans*.

Figure 26. *Employment Lands (Broad) – Timing*

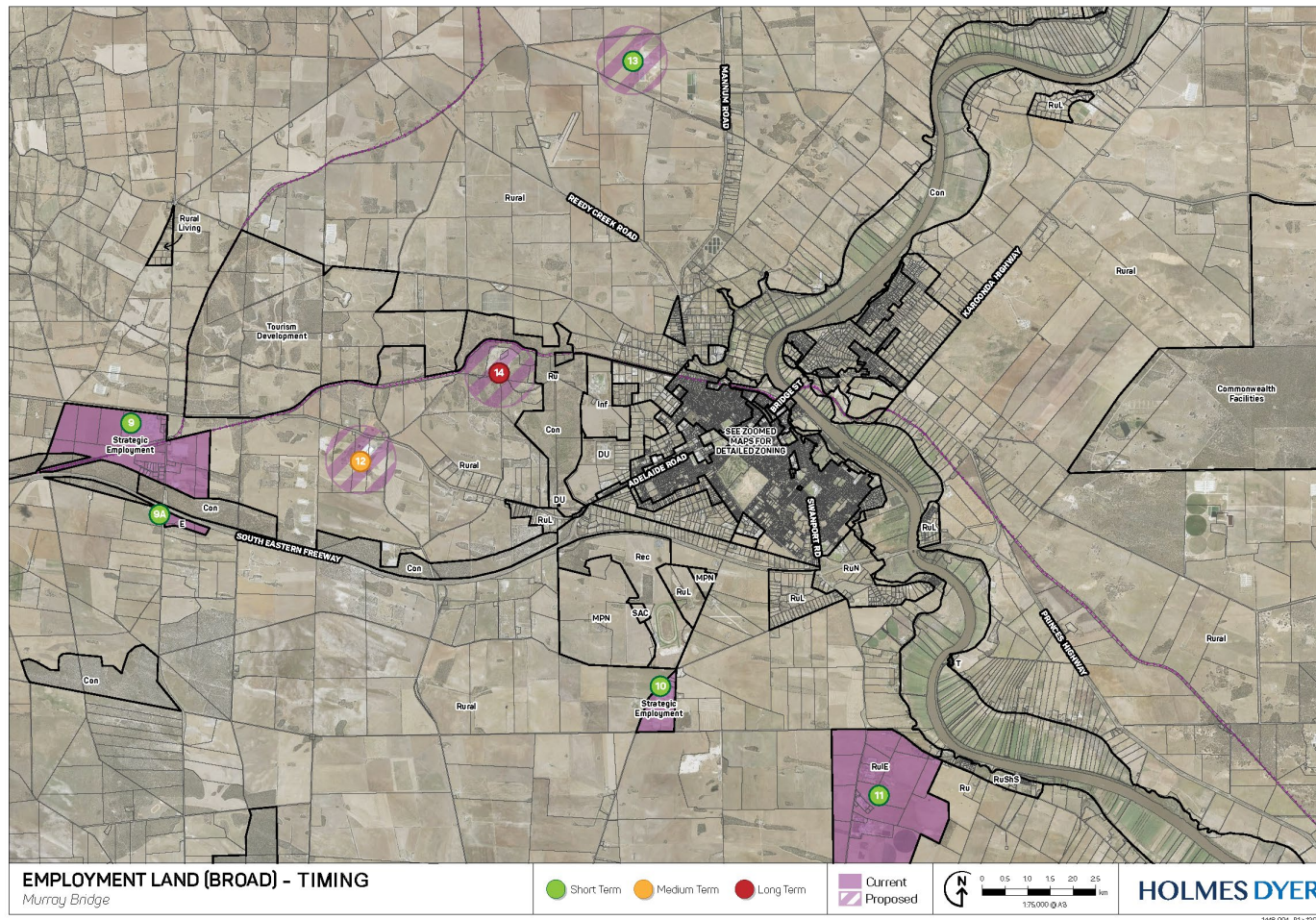
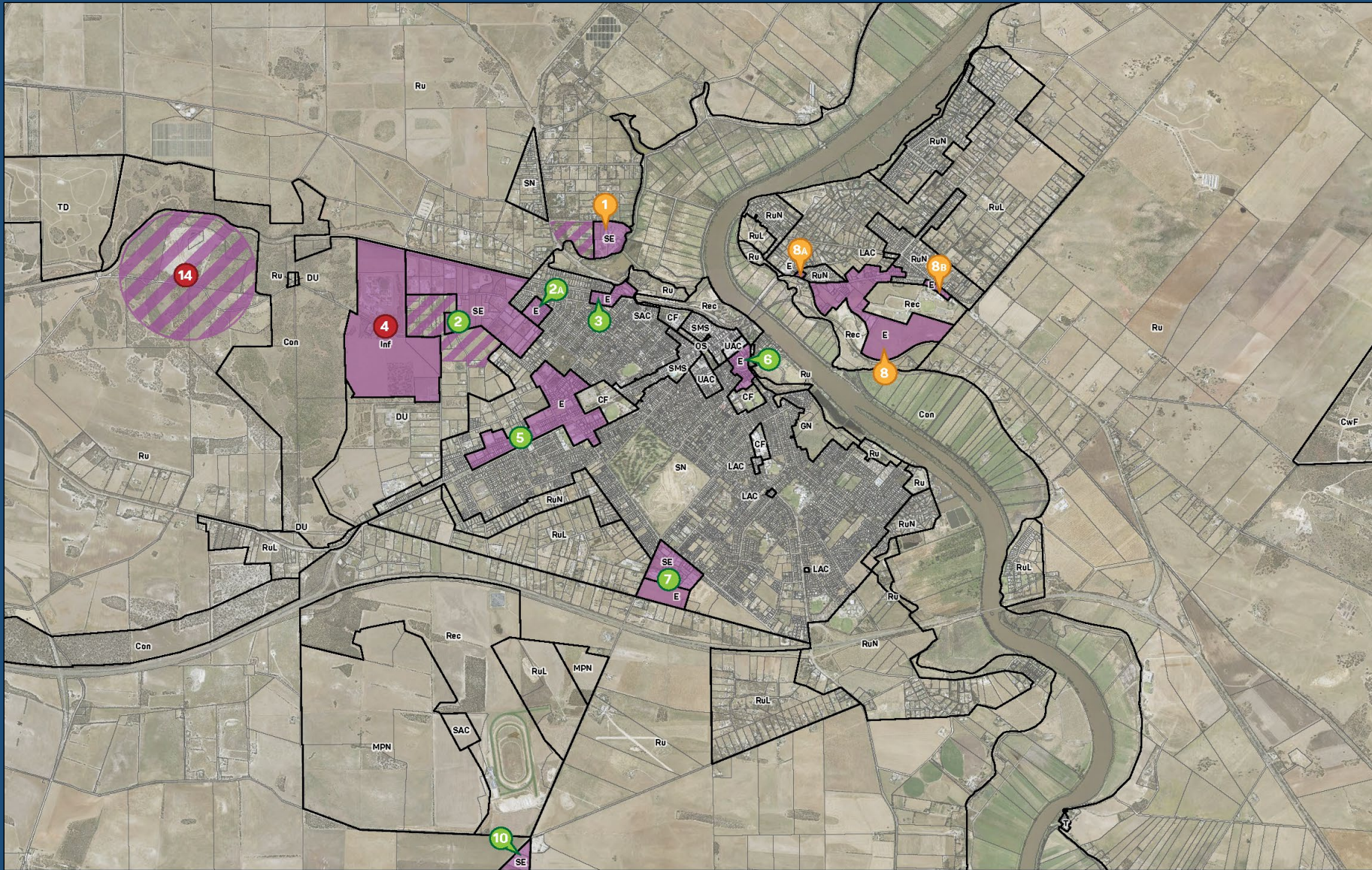


Figure 27. Employment Lands – Timing

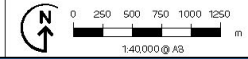


**EMPLOYMENT LANDS - TIMING**

Murray Bridge

- Short Term
- Medium Term
- Long Term

- Current
- Proposed



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Table 30. Employment Lands Site Identifier Table

<b>Site 1</b>	Site 1 is the old Thomas Foods site. It would be logical to expand this Strategic Employment Zone to include the land between Mannum Road and the Thomas Foods site to facilitate future development.
<b>Site 2</b>	Site 2 represents an opportunity for significant expansion of the adjacent Strategic Employment Zone to cater for short to medium-term growth in a range of commercial and industrial land uses. It includes Deferred Urban land that requires rezoning to Strategic Employment. This is consistent with the MBRGA Review.
<b>Site 2A, 3 &amp; 5</b>	Sites 2A, 3 and 5 are retained existing Employment Zones. It should be noted that frontages to Adelaide Road within Site 5 will be under increasing pressure for retailing and bulky goods development (which is permissible within the Zone).
<b>Site 4</b>	Site 4 is the site of the existing Mobilong Prison and the area set aside for its future expansion. No change is proposed to the current Infrastructure Zone, however, the long-term needs of the prison should be monitored to determine whether all of the land will be needed for this purpose in the future or whether surplus land could be freed up for alternative land uses.
<b>Site 6</b>	Site 6 should be rezoned away from its current Employment Zone and made available for higher and better uses, notably, medium-high density residential, tourism, retailing and town centre related activities which take advantage of its adjacency to the Town Centre and Sturt Reserve and its reuse of land mark heritage buildings.
<b>Site 7</b>	Site 7 will continue to provide employment opportunities. The intersection of Hindmarsh Road / Maurice Road / Brinkley Road / Mulgunadawah Road can be expected to come under future pressure for rezoning to Suburban Activity Centre, as identified on the MBRGA Review.
<b>Site 8, 8A &amp; 8B</b>	Sites 8, 8A and 8B are likely to remain as employment lands, however, there is potential for a Local Activity Centre to be developed along the Old Princes Highway frontage and there could be future expansion of the adjoining recreational uses into the Employment Zone.
<b>Site 9 &amp; 10</b>	The Strategic Employment Zones at Monarto (Site 9) and Brinkley (Site 10) should continue to be developed as employment lands.
<b>Site 9A</b>	Site 9A is located in the Employment Zone and was formerly recognised as suitable for an integrated service centre under the Murray Bridge Development Plan. This kind of development continues to be appropriate and is envisaged by the current zoning.
<b>Site 11</b>	Site 11 is zoned Rural Intensive Enterprise. It could have its land use capabilities expanded by becoming a Strategic Employment Zone and minimum lot sizes should be investigated to provide increased flexibility for future development.
<b>Site 12 &amp; 13</b>	Site 12 and 13 should be investigated in terms of their suitability as a Rural Intensive Enterprise or Strategic Employment Zone. Both locations have major food processors located within them (Thomas Foods and Costa Mushrooms) and should be considered for the horizontal and vertical linkage opportunities generated by these major enterprises.
<b>Site 14</b>	Site 14 is the Boral Quarry. Consideration should be given to its rezoning to reflect its extractive industry function.

Table 31. Employment Lands Development Opportunities Matrix

Site	Proposal Description	Zoning Suitability	Physical Characteristics & Development Suitability	Accessibility / Connectivity	Service Infrastructure Availability	Cultural Characteristics	Environmental Characteristics	Market Considerations	Consolidated Ownership	Delivery Cost Implications	Code Amendment Priority	Delivery Timeframe	Other Comments
1	Expand Strategic Employment	X	O	✓	✓	L	M	M	✓	L	L	M	Land failed to transition at time of Code introduction. Developer led Code Amendment appropriate.
2	Expand Strategic Employment	X	✓	✓	O	L	L	M	X	H	H	S	Key location to cater for small and medium scale enterprises. Expanded zoning to 'Deferred Urban' area.
3	Maintain Employment	✓	✓	✓	✓	L	L	M	X	L	NAR	S	
4	Maintain Infrastructure	✓	✓	O	O	M	M	M	✓	H	NAR	L	
5	Maintain Employment	✓	✓	✓	✓	L	L	H	X	L	NAR	S	Subject to demand for residential use
6	Remove Employment	X	O	✓	✓	M	M	H	X	L	L	S	Utilise for higher density mixed use. Developer led Code Amendment appropriate.
7	Maintain Employment	✓	✓	✓	✓	L	L	M	✓	H	NAR	S	
8	Modify Employment	✓/X	O	✓	✓	L	L	L	O	H	L	M	Parts of zone suitable for alternative use (Local Activity Centre) subject to growth of Murray Bridge East.

Site	Proposal Description	Zoning Suitability	Physical Characteristics & Development Suitability	Accessibility / Connectivity	Service Infrastructure Availability	Cultural Characteristics	Environmental Characteristics	Market Considerations	Consolidated Ownership	Delivery Cost Implications	Code Amendment Priority	Delivery Timeframe	Other Comments
9	Maintain Strategic Employment	✓	✓	✓	✓	L	L	M	O	H	NAR	S	Strategic Employment Zone could be expanded in the future.
9A	Maintain Employment	✓	✓	✓	✓	L	L	M	✓	M	NAR	S	
10	Maintain Strategic Employment	✓	✓	✓	O	L	L	M	O	M	NAR	S	
11	Maintain Rural Enterprise / Strategic Employment	✓	✓	✓	O	L	L	M	O	H	NAR	S	Investigate allotment rezoning
12	Introduce Rural Enterprise / Strategic Employment	X	✓	✓	O	L	L	M	✓	L	H	M	Encourage ancillary uses to Costa Mushrooms operation.
13	Introduce Rural Enterprise / Strategic Employment	X	✓	✓	O	L	L	H	✓	H	H	S	Encourage ancillary uses to Thomas Foods operation.
14	Introduce Resource Extraction	X	O	O	O	L	M	M	O	L	L	L	Developer led Code Amendment appropriate.

## 10.5. Commercial and Retail Development

We have identified all existing Activity Centres as well as new opportunities for activity centre growth. These sites are identified in *Figure 28: Commercial and Retail Lands* while Table 32 provides a brief overview of the sites and the rationale for any land use, policy, or development recommendations; and Table 33 summarises the performance of each site against the simplified assessment criteria. An enlarged copy of the structure plan can be found in *Appendix 4: Structure Plans*.

Figure 28. Commercial & Retail Lands Structure Plan

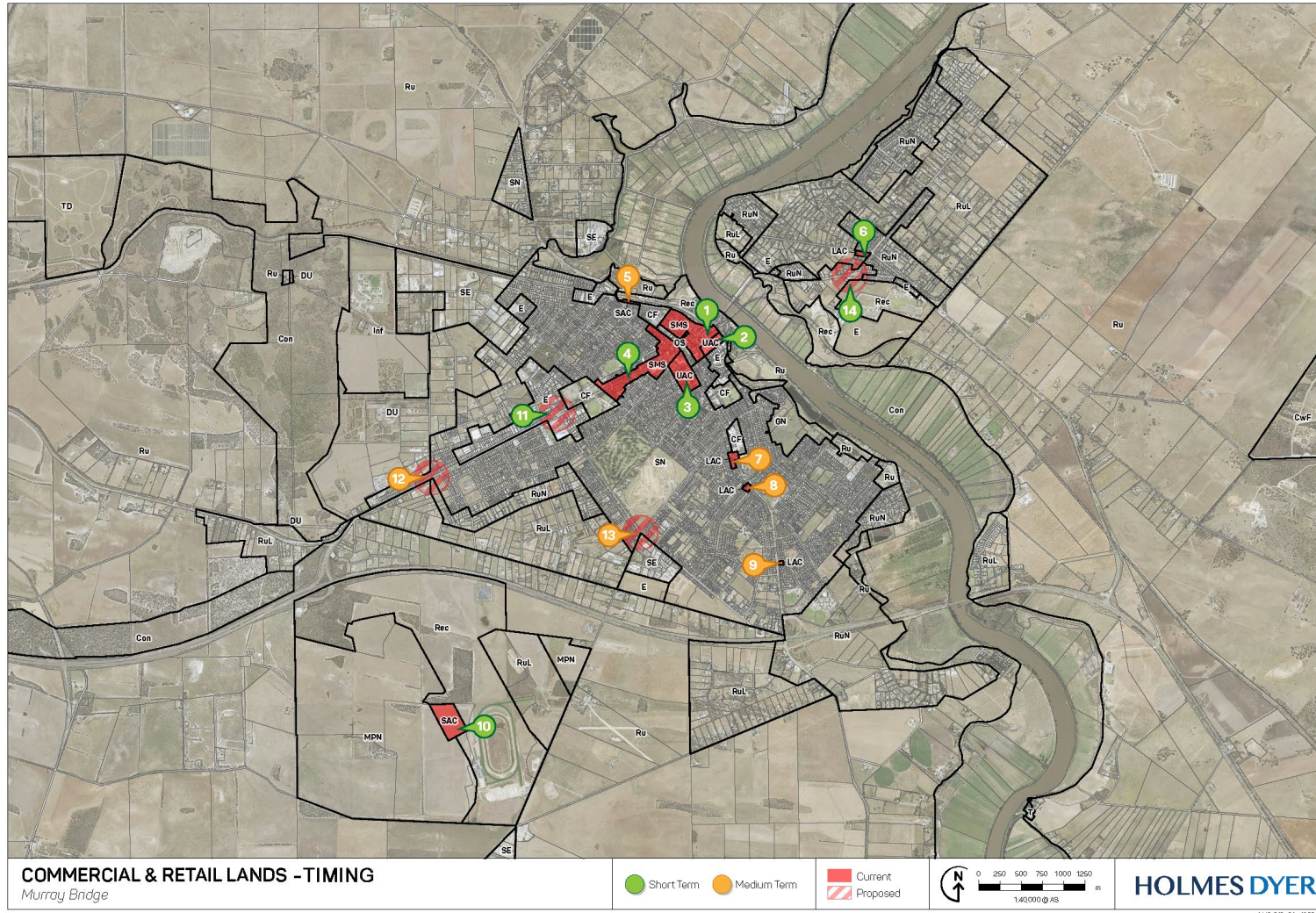


Table 32. Commercial & Retail Lands Site Identifier Table

<p><b>Site 1</b></p>	<p>Site 1 is the traditional town centre around Bridge Street and includes the smaller scale commercial precinct to the northwest of Bridge Street. This is the historical hub and retains many independent and family-owned businesses. It requires Council intervention and investment to revitalise the precinct with a range of land use opportunities and streetscape interventions. The idea of turning Bridge Street into a single lane of traffic in each direction and providing an increase in parking through angled bays and additional on-street activation spaces is worthy of further investigation.</p>
<p><b>Site 2</b></p>	<p>Site 2 is the Market Place Shopping Centre. The site is fully developed. Ideally, the centre would be renovated to provide for increased interaction with the surrounding street system and businesses.</p>
<p><b>Site 3</b></p>	<p>Site 3 is focused upon the Murray Bridge Green Shopping Centre and the Coles Shopping Centre and includes a number of smaller scale developments and dwellings. The precinct offers potential for intensification of development activity.</p>
<p><b>Site 4 &amp; 5</b></p>	<p>Site 4 is focused upon Adelaide Road, providing small scale commercial premises but also includes a number of character dwellings worthy of retention through adaptation rather than demolition. Site 5 is inappropriate for retail / commercial activity and should be rezoned to Suburban Neighbourhood.</p>
<p><b>Site 6</b></p>	<p>Site 6 is not used for retail / commercial activity and should be rezoned to Rural Neighbourhood. Murray Bridge East should be served by an Activity Centre and, hence, a location near the corner of Old Princes Highway and Mitchell Avenue.</p>
<p><b>Site 7, 8 &amp; 9</b></p>	<p>Sites 7, 8 and 9 are small Local Activity Centres which should be permitted to expand (while remaining lower order centres) as population growth and housing infill occurs in the surrounding areas.</p>
<p><b>Site 10</b></p>	<p>The Gifford Hill Suburban Activity Centre (Site 10) is only likely to develop in response to the residential development of the surrounding area. It is appropriate for its intended purpose.</p>



### Site 11

Site 11 is in the Employment Zone. This zone allows for a range of retail and bulky goods uses and has already been extensively developed with such land uses, given the highly trafficked and visible exposure provided by Adelaide Road. Ideally, further bulky goods development might be encouraged around the Adelaide Road / Maurice Road intersection. The ability to amalgamate sites to form larger development parcels is likely to be the driver of further growth.

### Site 12 & 13

Sites 12 and 13 are zoned Suburban Neighbourhood but have been identified by the MBRGA Review as suitable future Activity Centre locations to serve the expansion of residential land in surrounding areas. They are appropriate sites for this purpose and should be zoned as part of the residential Code Amendment now underway to ensure that they are not lost to residential development. The prime main road frontages should be utilised for retail and commercial purposes. Site 12 has further potential to deliver bulky goods retailing on sites that are sufficiently large to accommodate a bulky goods precinct. Further investigation of the scale and location of Site 13 is warranted.

### Site 14

Site 14 is in the Employment Zone. The zone allows for a range of retail and bulky goods uses that provide convenient day-to-day services and amenities to local business and workers. The prime location of this site and recommended rezoning of adjacent Site 6 from Local Activity Centre Zone to Rural Neighbourhood opens up the potential for this site to be rezoned and developed as a centre.

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Table 33. Commercial & Retail Lands Development Opportunities Matrix

Site	Proposal Description	Zoning Suitability	Physical Characteristics & Development Suitability	Accessibility / Connectivity	Service Infrastructure Availability	Cultural Characteristics	Environmental Characteristics	Market Considerations	Consolidated Ownership	Delivery Cost Implications	Code Amendment Priority	Delivery Timeframe	Other Comments
1	Encourage Main Street Development	✓	✓	✓	✓	M	L	M	X	L	NAR	S	
2	Shopping Centre	✓	O	✓	✓	L	L	H	✓	L	NAR	S	
3	Intensify Development	✓	✓	✓	✓	M	L	H	O	L	NAR	S	
4	Encourage Main Street Commercial	✓	✓	✓	✓	M	L	M	X	L	NAR	S	
5	Remove Zone	X	O	O	✓	L	L	L	✓	L	H	M	Inappropriate zoning applied at transition to the Code.
6	Relocate Centre	X	O	✓	✓	L	L	M	O	M	H	S	Move (via rezoning) to Old Princes Highway to enable small scale shops.
7	Intensify Development	✓	✓	✓	✓	L	L	L	X	NAR	L	M	Centre zone could be expanded. Review Sites 7, 8 & 9 together.
8	Intensify Development	✓	✓	✓	✓	L	L	L	O	NAR	L	M	Centre zone could be expanded. Review Sites 7, 8 & 9 together.

Site	Proposal Description	Zoning Suitability	Physical Characteristics & Development Suitability	Accessibility / Connectivity	Service Infrastructure Availability	Cultural Characteristics	Environmental Characteristics	Market Considerations	Consolidated Ownership	Delivery Cost Implications	Code Amendment Priority	Delivery Timeframe	Other Comments
9	Intensify Development	✓	✓	✓	✓	L	L	L	O	NAR	L	M	Centre zone could be expanded. Review Sites 7, 8 & 9 together.
10	Develop Centre	✓	✓	O	O	L	L	H	O	M	NAR	S	
11	Bulky Goods Precinct	✓	✓	✓	✓	L	L	H	O	M	NAR	S	
12	Develop Centre	X	✓	✓	✓	L	L	M	O	H	M	M	Part of current Code Amendment. Identify for small scale shops but bulky goods might be considered in the future.
13	Develop Centre	X	✓	✓	✓	L	L	M	O	H	L	M	Further investigation required.
14	Develop Centre	X/✓	✓	✓	✓	L	L	H	O	M	NAR	S	Some potential for centre-type development under the existing zone.

## 10.6. Recreation, Community & Tourism Development

We have identified key community, recreation and tourism activities in the study area that could be expanded to meet future population demands and usage needs. These sites are identified in *Figure 29: Recreation, Community and Tourism Lands - Timing*, with Table 34 providing a brief overview of the sites and the rationale for any land use, policy, or development recommendations; and Table 35 providing a summary of the performance of each site against the simplified assessment criteria.

Figure 29. Recreation, Community & Tourism – Timing

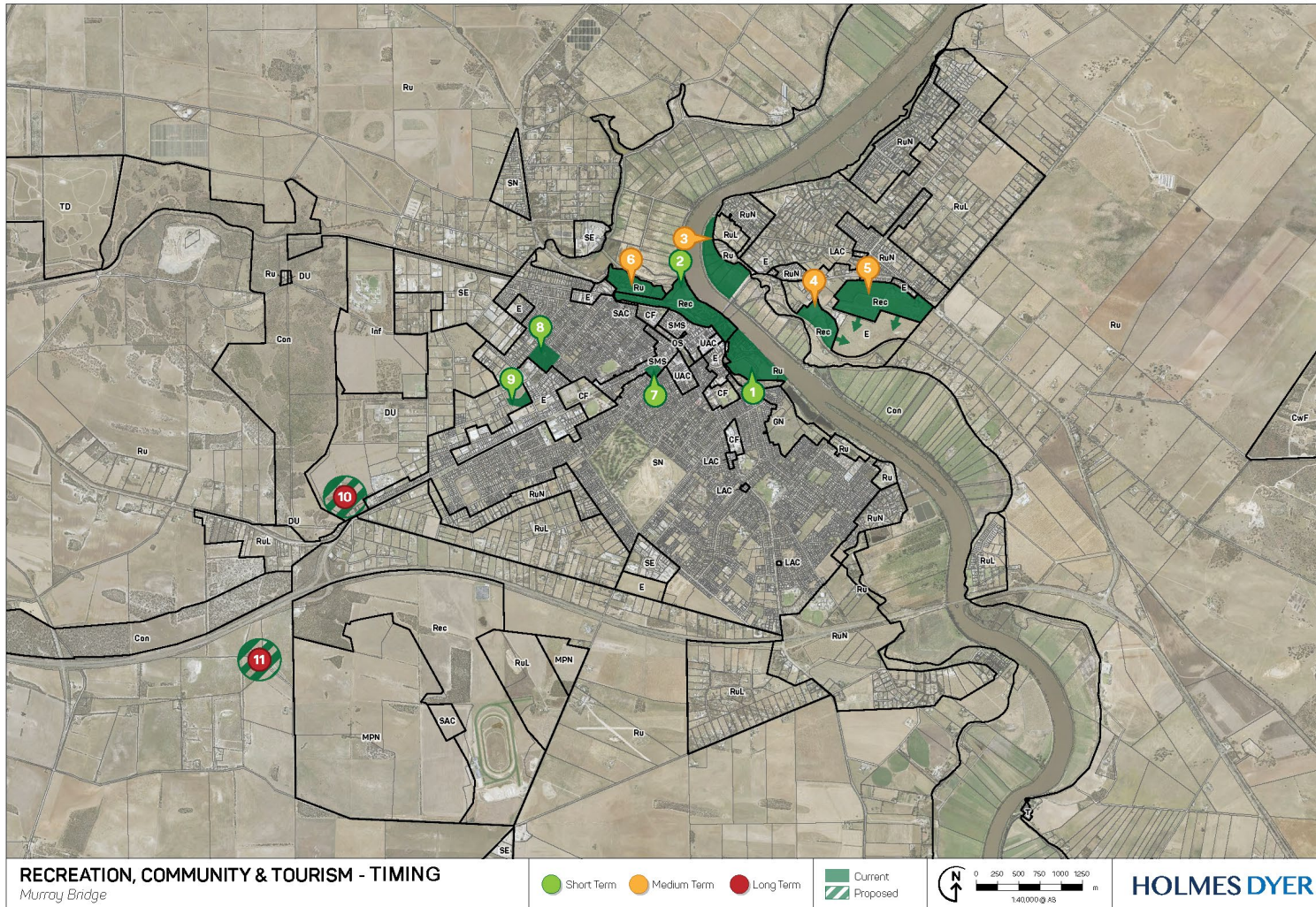


Table 34. Recreation, Community & Tourism Lands Site Identifier Table

<p><b>Site 1</b></p>	<p>Site 1 covers a large portion of Sturt Reserve and is currently zoned Conservation. The Sturt Reserve Master Plan identifies the site as encompassing the Recreation, Play, and Accommodation / Events Precincts. Significant progress has been made on developing the Recreation Precinct. The site is a prominent recreation and river front space that will benefit from continued enhancements and linkages to the town centre. The impact of historic landfill should be investigated so future land uses can be defined. The interface with proposed urban and residential expansion associated with Residential Areas 19, 20, 21 and 22 should be considered simultaneously.</p>
<p><b>Site 2</b></p>	<p>Site 2 encompasses the Tourism and History Precinct of the Sturt Reserve Master Plan. This precinct is the next in line to be redeveloped in accordance with the Master Plan.</p>
<p><b>Site 3</b></p>	<p>Site 3 is the location of a proposed cable and aqua park. There is strong community support for the project to move ahead and therefore we suggest Council consult with landowners to progress any existing applications, funding opportunities and design briefs.</p>
<p><b>Site 4</b></p>	<p>Site 4 is the location of the Murray Bridge Speedway Track. There could be an opportunity to expand the current operations into the vacant land to the southeast if demand dictates.</p>
<p><b>Site 5</b></p>	<p>Site 5 encompasses the current showgrounds and basketball stadium. Proposed upgrades to the site should consider the merits of co-locating other sporting clubs on the site to enable costs and facilities to be shared. Consideration should be given to expanding the existing recreational use into the adjacent employment precinct with the view to creating a multi-sport hub as a response to the undersupply of athletics, soccer, gymnastics, and other recreation facilities. Note that the slope of the land may be a limiting factor for some expansive recreation and sporting uses.</p>
<p><b>Site 6</b></p>	<p>Site 6 is Rural zoned land that has been identified as a potential site for tourism accommodation, however there are some site limitations including adjacent industrial activities and the steep slope. Council should further define the potential of this land to accommodate short term accommodation, caravan park or RV parking and amenities in consultation with the landowner.</p>
<p><b>Site 7</b></p>	<p>Site 7 is the community swimming pool. Usage numbers, projections, demand, and high-level costings should be explored for the potential to enclose and heat the pool. The site is highly utilised during summer months and swimming season and enclosing the facility would allow for year-round competition and recreational use.</p>
<p><b>Site 8 &amp; 9</b></p>	<p>Sites 8 and 9 are vegetated allotments zoned Suburban Neighborhood. Council should look to rezoning these allotments to recreation or conservation in anticipation of future residential infill and open space requirements.</p>
<p><b>Site 10 &amp; 11</b></p>	<p>Site 10 and 11 have been identified as potential locations for a future R-12 school to accommodate the anticipated growth from new residential developments and population scenarios.</p>

Table 35. Recreation, Community & Tourism Lands Development Opportunities Matrix

Site	Proposal Description	Zoning Suitability	Physical Characteristics & Development Suitability	Accessibility / Connectivity	Service Infrastructure Availability	Cultural Characteristics	Environmental Characteristics	Market Considerations	Consolidated Ownership	Delivery Cost Implications	Code Amendment Priority	Delivery Timeframe	Other Comments
1	Sports & Events Space	X	✓	✓	✓	H	H	L	✓	H	H	S	Premier gathering space. Review in association with Residential Areas 19, 20, 21 & 22.
2	Tourism and Recreation	X	O	O	O	H	H	M	✓	H	H	S	
3	Water Sports	X	O	O	O	H	H	M	✓	M	L	M	Developer led Code Amendment appropriate.
4	Motor Sports	✓	✓	✓	✓	L	L	L	✓	L	NAR	M	Could be expanded
5	Showgrounds and Trots	✓	✓	✓	✓	M	M	L	✓	M	NAR	M	Could be expanded, including basketball stadium
6	Tourism	X	X	X	X	M	M	M	✓	H	L	M	Developer led Code Amendment appropriate.
7	Swimming Complex	✓	✓	✓	✓	M	M	L	✓	H	NAR	S	Cover, heat pool
8	Protect Vegetation	X	✓	✓	✓	M	H	L	✓	L	NAR	S	Council controlled land therefore low risk
9	Protect Vegetation	X	✓	✓	✓	M	H	L	✓	L	NAR	S	Council controlled land therefore low risk
10	Future School	X	✓	O	O	L	L	L	O	H	L	L	Developer led Code Amendment appropriate
11	Future School	X	✓	O	O	L	L	L	✓	H	L	L	Developer led Code Amendment appropriate

## 10.7. Key Infrastructure

There remains a strong role for Council to lead the delivery of key infrastructure, particularly for growth areas, in a coordinated and staged manner. The infrastructure investigations and recommendations from the Residential Growth Areas Structure Plan (Review & Update, 2022) remain applicable to the findings of this Structure Plan and have been highlighted in *Figure 30: Key Infrastructure – Short Term* and *Figure 31: Key Infrastructure – Long Term*.

### 10.7.1. Stormwater

The Review & Update identified several opportunities for future residential infill and broad hectare development to tap into existing stormwater detention basins as a way of reducing construction costs and maximising usable land. Open space, parks and active recreation grounds remain an effective visual buffer, while also providing for stormwater requirements, and have been frequently grouped with detention basins in the development of these concept plans. Open space corridors are recommended generally along the existing drainage lines and infrastructure alignments required by the Stormwater Management and Reuse Scheme. They provide an opportunity to buffer existing residential areas from uncomplimentary activities such industrial activities and major roads, to break up large urban areas and to create pleasant amenity.

### 10.7.2. Intersection Upgrades

Intersection upgrades are recognized to create a more permeable road network between existing urban areas and future growth areas, relieve trigger points in traffic movement and improve access to isolated locales. Intersection upgrades are proposed at the site of several activity centres including:

- Cromwell Road / Adelaide Road / Lincoln Road
- Bremer Road / Adelaide Road / Agricultural Drive
- Woodlands Road / Maurice Road
- Brinkley Road / Hindmarsh Road / Mulgundawah Road / Maurice Road
- Adelaide Road / Swanport Road
- Maurice Road / Cypress Terrace

These intersection upgrades will support increased traffic movement generated by further population and employment growth and will play a particularly important role in the nature and design of Activity Centre development around the intersections of Bremer Road / Adelaide Road / Agricultural Drive and at Brinkley Road / Hindmarsh Road / Mulgundawah Road / Maurice Road.

### 10.7.3. Gas

The location of the SEAGas Transmission Pipeline along Agricultural Drive, Bremer Road and Netley Road remains a challenge to development densities and land uses in the vicinity. Restrictions on adjacent development will require policy controls such as limiting medium density dwellings, childcare centres, schools and aged care accommodation. More complimentary land uses that should be considered in this local, as outlined in the Residential Growth Areas Structure Plan, including a combination of employment lands, recreation corridor (running along the SEAGas pipeline route) and a green corridor along the western hill slopes.

### 10.7.4. Road Connections

The Community Infrastructure Model identified that the existing road network has the capacity to support the projected growth of Murray Bridge under several different traffic scenarios. The network generally facilitates easy connections and permeability, however, newly constructed or planned residential developments will require new internal road networks and should consider provisions for cyclists and pedestrian linkages.

### 10.7.5. Additional Feedback

Community feedback generated during the Structure Plan consultation period, highlighted concern for the capacity of key infrastructure on the east side of the river, particularly, the residential suburbs of Murray Bridge East, Riverglades and Avoca Dell. It is recommended that Council undertake further investigations east of the river to understand future infrastructure requirements and funding mechanisms that would be required to support commercial and residential growth.

Figure 30. Key Infrastructure – Short Term

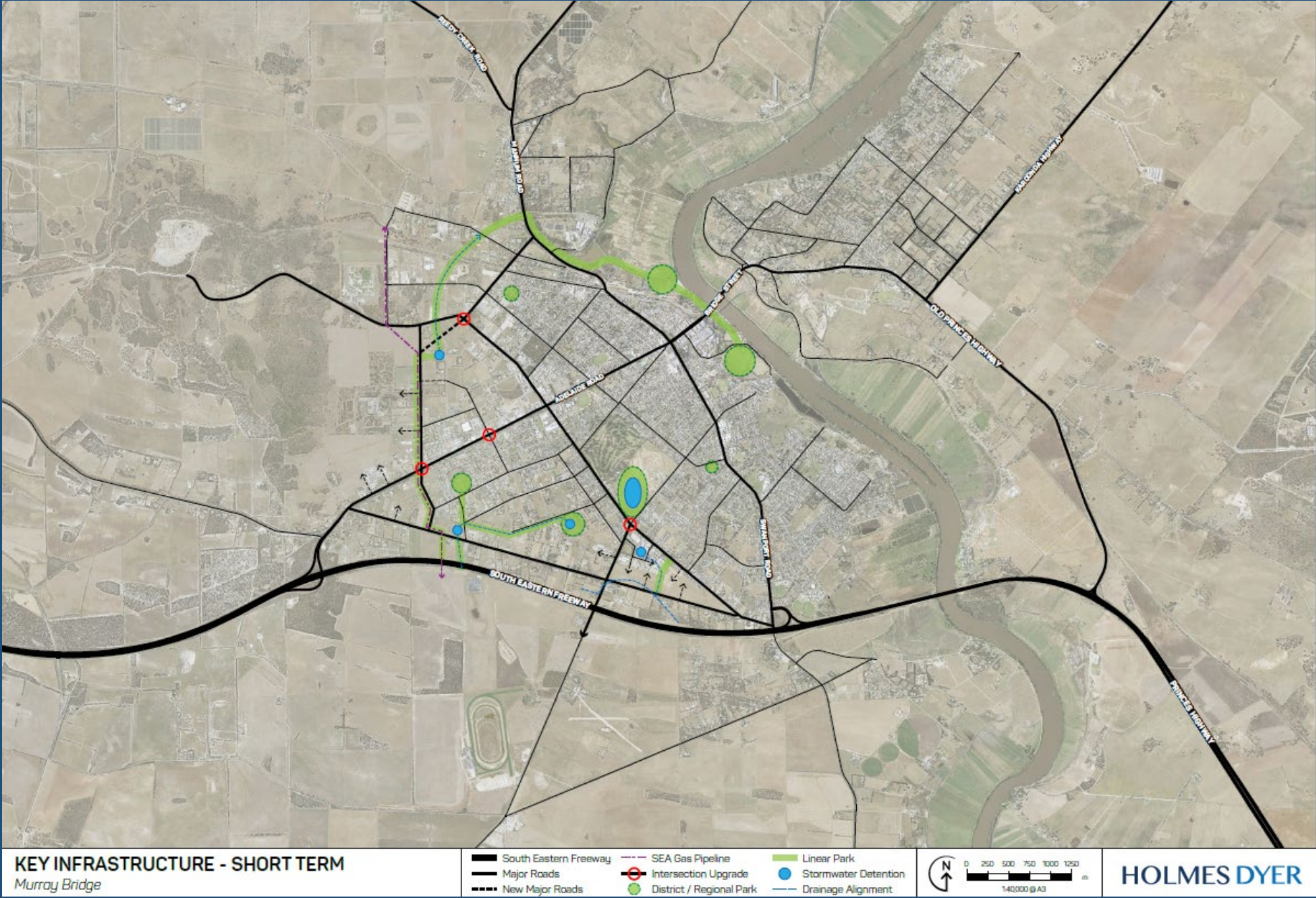
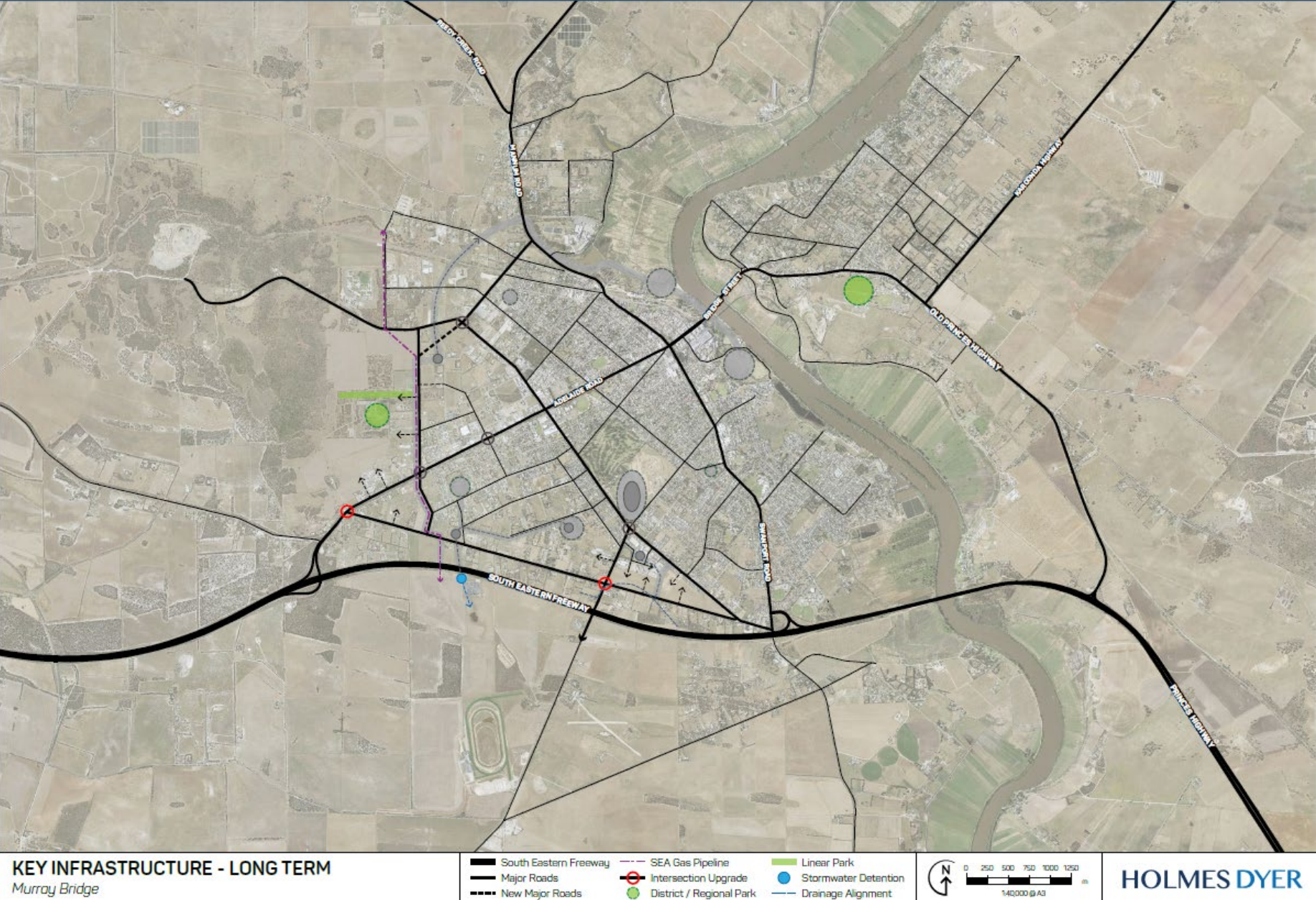




Figure 31. Key Infrastructure – Long Term



## 10.8. Regional Industry Links

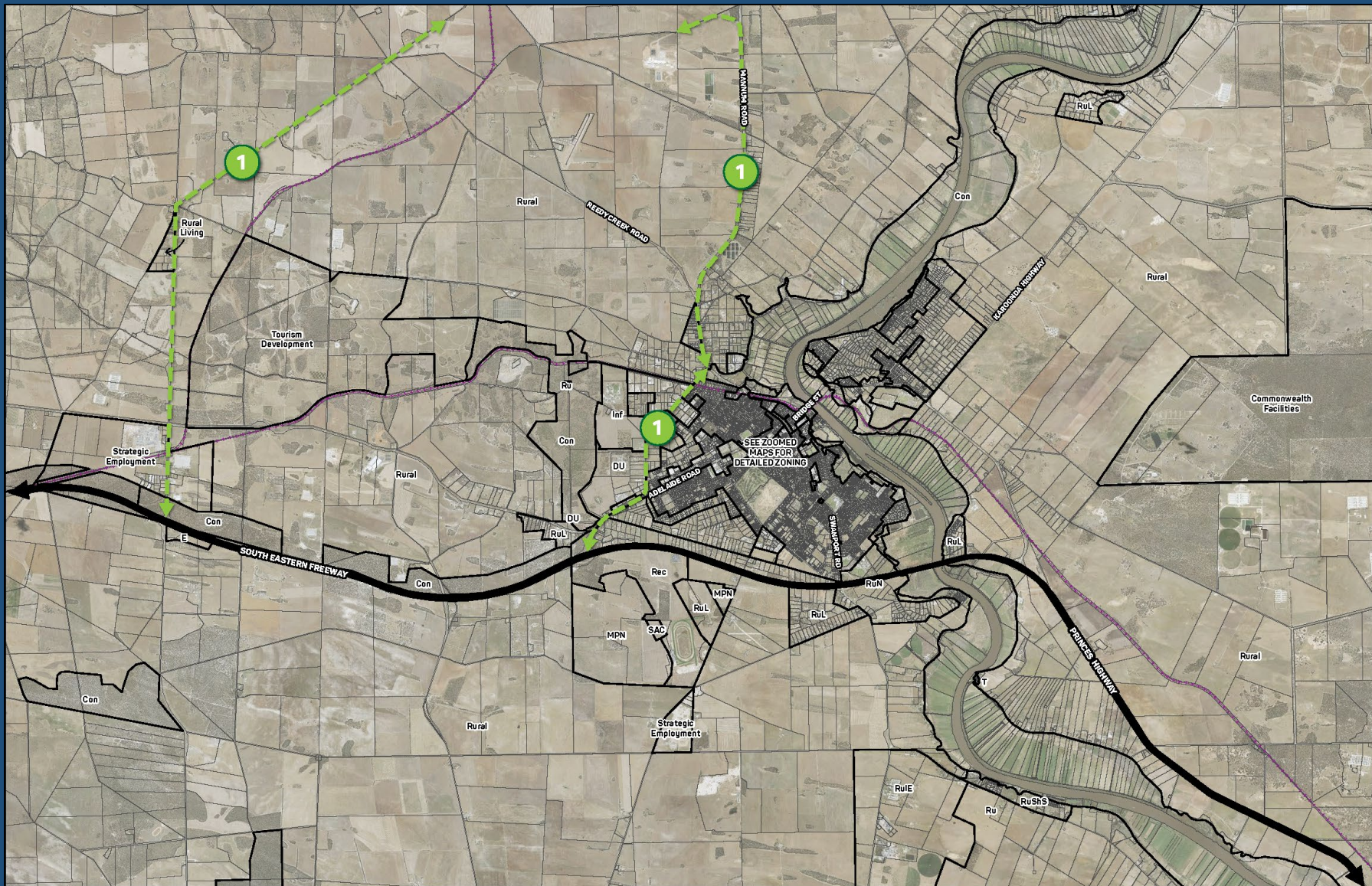
The proposal to extend the existing Bremer Road northward to intersect with the existing Maurice Road at Cypress Terrace remains a key element of the Structure Plan. However, given the ongoing uncertainty around a potential future Heavy Vehicle Route/bypass location, the Structure Plan considered the various identified improvements, additions and alterations to the existing road infrastructure and public transport systems from the following reports:

- 2012 Murray Bridge Structure Plan
- Murray Bridge Integrated Traffic and Transport Plan
- Residential Growth Areas Structure Plan (Review & Update, 2022)
- Murray Bridge Community Infrastructure Model Stage 1
- Some key figures produced by the CIM that have significant influence on heavy vehicle movement include:
- Thomas Foods has the largest increase in travel demand (5,400 trips per day);
- Over 500 trips (an increase of over 100% over current volumes) may choose to access Thomas Foods via Monarto interchange (Schenscher Road / Pallamana Road);
- Manufacturing and transport (warehousing) job growth is focused in Monarto.

As Thomas Foods is a major generator of truck trips and the main production facility has moved from the former Lagoon Road site north to Temora Way, a position on site access, heavy vehicle routes and road upgrade will need to be formed by Council, notably whether it uses Bremer Road through the urban area or bypasses Murray Bridge altogether by using Schenscher Road and Pallamana Road.

Feedback generated during the community consultation identified a preference for heavy vehicle movement, where possible, to be relocated from Mannum Road and Adelaide Road (urban/residential portion of these roads) and redirected along Schenscher Road and Pallamana Road to the Thomas Food site. Additionally, the potential extension of Bremer Road to Cypress Terrace and Maurice Road in order to link with industrial activities north of the city received largely positive response.

Figure 32. Regional Industry Links - Timing



**REGIONAL INDUSTRY LINKS - TIMING**

Murray Bridge

1 Short Term



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**APPENDICES**

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## Appendix 1. A3 Context Plans

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Appendix 2. A3 Development Opportunities Matrix

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Appendix 3.

Engagement Summary Data

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Appendix 4.

Structure Plans