RURAL CITY OF MURRAY BRIDGE - OUR PLACE OUR FUTURE
OVERVIEW

- Our Approach
- Murray Bridge Growth Outlook
- Partnership Approach
- Gifford Hill project
- Murray Bridge Structure Plan
- Key Innovations and Issues for State Agencies
- Next Steps
What makes Murray Bridge special?
Our Aim

- Open up the lines of communication from now and into the future
- To work with the community, including various industry groups and rural centres
- To ensure Murray Bridge and the surrounding towns have a sense of place history and vibrancy and become an increasingly attractive place for people to live, work, play, prosper and visit
Murray Bridge Growth Outlook

- Current population 18,000
- Significant major projects in pipeline
- Sound platform for growth (employment, identify, community)
- 30 year plan anticipates 32,500 by 2036
- Council planning for 38,000
The Partnership Approach

- Council working with key partners
  - RDA Murraylands and Riverland
  - Burke Urban
- Community Engagement
  - Place Making “Imagine Your Rural City”
  - Unprecedented involvement.
- Regional approach
  - Major projects in context
  - Township and rural communities
  - Greater Adelaide and Murraylands/Riverlands roles
Partnerships for Growth
Gifford Hill Project

- 853 ha release area
- Immediately south of township
- Joint venture between Burke Urban and Murray Bridge Racing Club/TRSA
- Rezoned by Ministerial DPA June 2010
  - 3,500 lots (10,000 people)
Gifford Hill Project

Gifford Hill Project – Master Plan
- Residential and Equine Rural Living as a master planned extension to the Rural City of Murray Bridge
- Mixed Use Village Centre and Racecourse as the Jewel in Crown.
Murray Bridge Structure Plan

- Putting major projects into integrated regional context
- Framework for long term growth
- Key Issues
  - Integration across freeway
  - Competitive land supply
  - Road network
  - Local employment (Monarto)
  - New effluent treatment plant
  - Infill –v- expansion
- Available 2012
Related/Supporting Plans

- Placemaking Plans ("Imagine.... ")
- Integrated Transport and Traffic Management Plan
- Town Centre Master Plan
- Council Strategic Plan
- Strategic Directions (Section 30 Review)
- Development Plan Amendments
Key Issues for Agencies - Innovations

- Upfront zoning as enabler for detailed planning
- Design excellence
- Two-stage approach to infrastructure arrangements
- Partnership approach (governance, engagement)
- Community Support
- Regional employment base
- Integration (town centre support)
Key Issues for Agencies – Structure Plan

- Regional – v- Greater Adelaide growth role
- Planning scenarios –v-v infrastructure trigger points
- Transport infrastructure
  - Connections across/to freeway, heavy vehicle routes
- New effluent treatment plant
  - Location (land supply strategy)
- Local employment
  - Who will champion Monarto?
- Zoning
  - Gifford Hill Master Plan DPA, others DPAs
- Population growth
Next Steps

- Council/DTEI Steering group formed to progress transport issues
- Structure Plan 2012
  - Specific growth and infrastructure proposals
Our Place – Our Future