21.07 LOCAL AREAS

21.07-1 Ararat

Ararat is the principal service centre containing the widest range and highest level of retail, commercial, community and recreational facilities and services; and the highest population of any settlement. Ararat has been designated as an important Regional Centre for the Central Highlands Region.

Objectives

- To encourage Ararat to develop as the major residential, service and business centre in the municipality.

Strategies

- Encourage appropriate medium density development in close proximity to Ararat’s town centre.
- Identify and protect residential neighbourhoods with heritage and/or environmental constraints as area of minimal change.
- Seek to diversify the range of housing choices available in Ararat through the provision of medium density and affordable housing opportunities.
- Provide further rural residential opportunities to the north and north-west of the township in the long term, subject to the final alignment of the Western Highway Ararat Bypass.
- Ensure rural residential growth occurs in areas where it will not impact on the viability of productive agricultural land, and minimises potential land use conflict.
- Ensure that residential development around Green Hill Lake is sympathetic to the natural environment.
- Continue to enhance the visual appearance of the township through streetscape greening initiatives particularly in the retail and commercial centre.

21.07-2 Lake Bolac

Lake Bolac has been identified as a growing agricultural services hub, and is designated as an important Small Town in the Central Highlands Regional Growth Plan. The township plays an important service role to surrounding smaller townships and agricultural areas, and is particularly celebrated for its significant cultural and environmental values.

Objectives

- To encourage Lake Bolac to develop as a service centre, a lake-side settlement and focus for recreation opportunities.

Strategies

- Support residential uses in close proximity to the town centre and existing community infrastructure and services.
• Ensure rural residential growth occurs in areas where it will not impact on the viability of productive agricultural land, minimises potential land use conflict, and does not compromise the water quality of Lake Bolac.

• Support the ongoing growth and development of rural industry to the north of the township.

• Ensure a suitable buffer distance is provided between industrial and residential land uses, and utilise landscaping to screen industrial uses.

21.07-3 Willaura

Willaura is designated as an important Small Town in the Central Highlands Regional Growth Plan. The township is particularly celebrated for its heritage values and plays an important service role to the surrounding smaller townships and agricultural areas.

Objective

• To encourage Willaura to develop as a key service centre for the local community and surrounding rural hinterland.

Strategies

• Encourage the development of existing vacant lots in Willaura to maximise the use of existing infrastructure and facilities.

• Support residential uses in close proximity to the town centre and existing community infrastructure and services.

• Ensure residential growth occurs in areas where it will not impact on the viability of productive agricultural land, and minimises potential land use conflict.

• Encourage a more diverse range of housing choices including low density residential development in close proximity to the services in the town.

• Encourage rural industry outside the township, ensuring suitable buffer distance is maintained to the town.

• Support and enhance existing community facilities as a key asset of the township.

21.07-4 Pomonal

Pomonal is a small township located to the north-west of the municipality. Nestled at the foothills of the Grampians National Park, the township offers significant opportunity for rural residential lifestyle and has experienced consistent population growth over the last 10 years.

Objective

• To encourage Pomonal to continue to develop as having a village character and take advantage of the towns location as a gateway town to the Grampians National Park and Halls Gap.

Strategies

• Support residential uses in close proximity to the town centre and existing community infrastructure and services.
- Encourage a wider range of businesses, services and activities to locate within the township of Pomonal.
- Encourage residential development that supports the existing semi-rural character of the township.
- Ensure rural residential growth occurs in areas where it will not impact on the viability of productive agricultural land, and minimises potential land use conflict.
- Encourage subdivision of vacant and undeveloped parcels zoned Rural Living Zone to their minimum lot size to optimise the supply of rural residential lots.
- Discourage further rural living development to the west of the town towards the Grampians National Park.
- Ensure the future growth of Pomonal makes best use of existing infrastructure assets, services and facilities.

**21.07-5 Moyston**

Moyston, located to the west of Ararat, functions as an important rural residential ‘commuter’ community with easy access to employment, shopping, health services and education in Ararat and Stawell. The natural bush setting of the town makes it an attractive destination for ‘tree-changers’.

**Objective**

- To encourage Moyston to attract people who enjoy a rural living experience with convenient access to employment, shopping, schooling and health services in Ararat.

**Strategies**

- Support residential uses in close proximity to the town centre and existing community infrastructure and services.
- Ensure rural residential growth occurs in areas where it will not impact on the viability of productive agricultural land, and minimises potential land use conflict.
- Encourage development which takes advantage of the proximity of the Grampians National Park to Moyston as a key environmental and recreational asset to the township.

**21.07-6 Elmhurst**

Elmhurst, located to the north-east of Ararat, is a small township set within an attractive rural landscape. Elmhurst attracts people seeking a rural residential lifestyle given its affordable housing prices and short commuting distance from Ararat.

**Objective**

- To encourage Elmhurst to attract people who enjoy a rural lifestyle or ‘tree change’.

**Strategies**

- Strengthen connections to the Wimmera River as an environmental and recreational asset.
Encourage development that takes advantage of Elmhurst’s location and proximity to the Pyrenees Ranges.

Support residential uses in close proximity to the town centre and existing community infrastructure and services.

Ensure rural residential growth occurs in areas where it will not impact on the viability of productive agricultural land, and minimises potential land use conflict.

Ensure future growth of Elmhurst makes best use of existing infrastructure assets, services and facilities.

Support the development of facilities and services that allow for ageing in place.

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**Buangor**

Buangor located to the east of Ararat on the Western Highway, is a small township which serves as an important gateway to Mount Cole State Forest, Mount Buangor State Park and Langi Ghiran State Park. The township’s historic Cobb & Co Changing Station, now used for community functions and gatherings, provides a key focus for those travelling along the highway.

**Objective**

- To encourage Buangor to attract people who enjoy a rural lifestyle.

**Strategies**

- Support residential uses in close proximity to the town centre and existing community infrastructure and services.
- Investigate potential for rural living opportunities to the north and north-east of the township boundary in the longer term, once the bypass is in operation.
- Ensure rural residential growth occurs in areas where it will not impact on the viability of productive agricultural land, and minimises potential land use conflict.
- Encourage a wider range of businesses, services and activities that take advantage of Buangor’s Heritage assets, nearby wineries and proximity to Mount Buangor and Mount Langi Ghiran.

**Implementation**

- Define a township boundary for all towns that reflects the current extent of the township and allows for future growth as identified by the *Ararat Sustainable Growth Future Strategy (2014).*
- Reduce the Rural Living Zone minimum lot size to 2 hectares within the Moyston township boundary.
- Rezone lots fronting Challicum Road in Buangor (south of the railway line) from Farming Zone to Township Zone to better reflect their existing use and subdivision size.
- Rezone lots to the west of the township of Buangor (between the railway line and the Western Highway) from Township Zone to Rural Living Zone and investigate application of a Restructure Overlay.
- Rezone land surrounding the major intersection of Pomonal from Rural Living to Township Zone to create a defined centre for the town and a focus for future development.
retail/commercial activity, in line with the recommendations of the Stawell – Ararat – Halls Gap Triangle Rural Zone Review (2012).

- Rezone the existing Commercial 1 Zone (Business 2 Zone) in Ararat situated along the Western Highway and Barkly Street (to the east of Princes Street) to Commercial 2 Zone; taking into account considerations such as adjoining sensitive land uses and heritage buildings.

- Rezone the small triangle of Residential 1 Zone land in Ararat bounded by Baird and Wilson Street to Commercial 2 Zone, to provide further opportunity for large format retailing on the periphery of the town centre; taking into account considerations such as adjoining sensitive land uses and heritage buildings.

- Consider rezoning existing Farming Zone land to the south-east of the Ararat town centre to Industrial 1 Zone in the short to medium term. Ensure appropriate access is provided to the arterial road network prior to rezoning, including undertaking a review of the capacity of Gordon Street.

**21.07-9 Further Work**

- Investigate opportunity to rezone the area of land to the north-west of Ararat from Farming Zone to Rural Living Zone, applying an 8 hectare minimum lot size.

- Investigate potential to provide rural residential opportunities in Lake Bolac around the Lake (to the east and south of the township boundary), with a minimum lot size of 1 hectare.

- Investigate further rural residential opportunities to the north-east of the township of Pomonal in the longer term to better reflect the extent of existing property boundaries.

- Investigate rural residential opportunities to the west of the Elmhurst township boundary in the longer term.

- Investigate potential for rural living opportunities to the north and north-east of the Ararat township boundary in the longer term, once the bypass is in operation. The suitability of new residential development in these areas must be fully considered before any rezoning proceeds, including an assessment of environmental assets and hazards; mainly native vegetation, cultural heritage, topography, flood, and bushfire risk. Future development should be directed outside the Bushfire Management Overlay (BMO) area in the first instance.

- Prepare an Urban Design Framework for Buangor to provide direction on the potential improvements to design of the streetscape following the construction of the bypass.

- Investigate the protection and enhancement of neighbourhood character in Ararat.

- Investigate the potential opportunity to provide more residential/commercial development around the Ararat Railway station.

- Prepare Domestic Waste Water Management Plans and undertake land capability investigations particularly for the small towns of Moyston and Pomonal.

- Undertake Urban Design study of Ararat and the small towns to support town identity, heritage values, support streetscape and infrastructure works and inform future development.
Ararat Framework Plan (outer city area)
Ararat Framework Plan (inner city area)
Lake Bolac Framework Plan
Willaura Framework Plan