

**21.04 ECONOMIC DEVELOPMENT**14/05/2015  
C18

This Clause provides local content to support Clause 17 (Economic Development) of the State Planning Policy Framework.

**Overview**

The key to achieving a vibrant community is the provision of a strong employment base. Although agriculture is the economic foundation of the municipality, primary production areas such as cropping and grazing are limited in their capacity to provide direct employment to members of the community. Greater efficiencies within agriculture can contribute to increased municipal wide productivity outputs, but other opportunities such as value adding to local produce and manufacturing (particularly rural dependent enterprises) need to be supported to provide employment opportunities outside of agriculture.

Successful retailing will have a positive impact on the retention of population in the towns and contribute to the economic prosperity of the municipality. There is also the potential for quality tourism development based on the municipality's natural and built features and its location relative to surrounding attractions such as the Murray River and the Goldfields. The annual duck shoot at Donald attracts significant numbers of visitors to the municipality as do other local events such as Country Racing and the Mallee Rally.

Service industries, including legal, finance, accounting, business and personal services have become increasingly important to support the primary production industry. This sector is also becoming more important as contracting out for such services, professional support, equipment and asset maintenance becomes the business trend.

Whilst the industrial base of the municipality is small, the creation of increased industrial development opportunities and diversity in the municipality are critical to the creation of employment opportunities. Many of the main towns within the municipality contain vacant land that is zoned for industrial purposes. Traditional industries that support the agricultural sector (such as the repair and servicing of agricultural machinery) could be strengthened, along with the creation of opportunities for new industries that process raw materials and agricultural by-products. Access to infrastructure, affordable and serviced land, incentives, raw materials and markets are key considerations for the establishment and operation of successful industrial development.

Buloke Shire has several areas of industrial development and intends to ensure new industrial use and development proceeds in a manner that is consistent with the township and landscape character of the area, existing standard of amenity, infrastructure capacity and environmental standards.

In order to maintain and enhance the use of the municipality's natural resources, including agricultural land, there needs to be a planning framework that allows for sustainable use and development of land. Management of this most important economic asset needs to be a high priority.

**Key issues**

- Encouraging and managing sustainable agriculture as the economic foundation of the municipality.
- Protecting valuable agricultural land from inappropriate development.
- Preserving the value of agricultural land.
- Encouraging economic development and activity in the municipality that increases income and opportunities for members of the community.

**21.04-1 Commercial development**

14/05/2015  
C18

**Objective 1**

To encourage sustainable commercial activity in the municipality that increases employment choices, income and opportunities for the community.

**Strategies**

- Provide a broad range of services and facilities that is consistent with the role of the town in the settlement hierarchy.
- Improve the presentation of the whole municipality by strengthening the role, function and presentation of the commercial centres, streetscapes, and facilities in the townships to create a vibrant commercial environment and encourage development.
- Encourage the preparation of economic development strategies in conjunction with other municipalities.
- Encourage the promotion of tourism products and experiences, including natural and cultural heritage, landscapes, events and culinary products with a local focus, protecting the assets that contribute to those experiences.
- Encourage the development of a diverse range of accommodation options.
- Encourage growth and infill development in business areas including the re-use of key vacant commercial buildings.

**21.04-2 Industrial development**

14/05/2015  
C18

**Objective 1**

To facilitate the provision of an adequate supply of industrial land in appropriate locations with a range of lot sizes to meet the future requirements of local industry and business.

**Strategies**

- Provide an adequate supply of serviced industrial land, including the rezoning of appropriate land for the development of industrial estates.
- Locate industrial development in appropriate locations within the municipality where reticulated water, sewerage, power and storm water facilities can be provided.
- Encourage development to maximise use of existing infrastructure.
- Encourage the development of new and long standing vacant industrial lots.
- Encourage industrial use and development to locate where conflict with sensitive land uses will be minimised.

**Objective 2**

To achieve a high standard of siting, design and landscaping to improve the functionality, amenity and appearance of industrial areas.

### **Strategies**

- Design lots with frontages of sufficient width to enable heavy articulated vehicles to enter and exit the site in a forward direction and accommodate loading and unloading within the property boundaries.
- Use land within 10.0 metres of the front boundary and other setback areas for car parking, vehicle access, pedestrian access and landscaping, and require the maintenance of these areas to the satisfaction of the responsible authority.
- Encourage the provision of a landscaping area of at least 2.0 metres in width along the frontage of allotments and along the side boundary of corner allotments.
- Construct driveways, car parking areas and external storage areas of an impervious all weather surface as a minimum standard.
- Encourage planning applications to proactively address amenity issues.
- Encourage the design of low maintenance landscape areas to:
  - Retain existing vegetation where practicable.
  - Use locally indigenous vegetation as much as possible.
  - Provide visual screening where visibility is not essential for safety.

Include trees or other forms of landscaping to provide shade and reduce the visual impact of hard surface areas where car parking areas consist of more than 10 car spaces.

- Encourage development to incorporate water sensitive urban design principles.

### **Objective 3**

To facilitate industrial use and development which promotes economic prosperity and adds value to local produce.

### **Strategies**

- Support rural dependent enterprises that complement the agricultural production base of the municipality and are appropriately located.
- Encourage the development of local enterprises based on processing of local products, particularly those with business plans that demonstrate benefits to the local economy.

### **Implementation**

The strategies in relation to commercial development and industrial development will be implemented through the planning scheme by:

### **Policy guidelines**

- When deciding on applications for agricultural, commercial and industrial use and development, consider, as appropriate:
  - The use of any relevant Rural Land Use Policy to provide guidance for subdivision, value adding production and intensive agriculture.
  - Requiring detailed site analysis, where appropriate, in support of industrial and processing applications in rural areas.
  - Preventing the loss of important cultural and natural landscapes and heritage places that contribute to the tourism product of the municipality.

- When considering applications for use and development, applicants will be required to provide a plan or plans showing the following:
  - Proposed building dimensions with distances to site boundaries.
  - An indication of proposed uses within the building such as office area, production area, storage area, etc.
  - Proposed building materials.
  - Proposed parking areas, including location and number of spaces.
  - Details of proposed signs, including location, colours and illumination.
  - Elevations.
  - Proposed storage and service areas, including storage of hazardous chemicals and flammable liquids.
  - Proposed landscaping and fencing.
  - Proposed access and internal vehicle circulation.
  - Total lot area.
  - Total proposed building area.
  - Total proposed landscape area.
  - Proposed external lighting.
  - Chemicals and any chemical processes to be used in any proposed industrial use.
  - Any other relevant aspects of the proposal.
  - Distance to residential uses (where applicable) and proposed measures to minimise adverse impacts on residential amenity.
  - Connections to reticulated water, sewerage, power and stormwater facilities.
- Strongly encourage industrial development to locate in sewered areas to mitigate the impact of effluent disposal septic on groundwater.
- When considering applications for rural industrial development, the following matters will be considered as appropriate:
  - The nature of the rural industry, including the hours and seasons of operation and the number of workers associated with the industry.
  - Anticipated off site impacts including truck frequency and movements; buffer requirements; impacts on adjoining and nearby rural and residential uses; impacts on the rural landscape; and the need for the proponent to address these impacts.
  - The need for seasonal worker accommodation, water, effluent disposal, electricity, external and internal road access, drainage and telecommunications.
  - Access to external physical and community infrastructure and services.
- When considering applications for industrial subdivisions, the following matters will be considered as appropriate:
  - The need to provide lots of sufficient size to accommodate onsite use and development, including vehicle parking, storage, loading, unloading and landscaping.

### **Application of zones and overlays**

- Applying the Township Zone in towns to provide flexibility for non-residential development while maintaining residential amenity.
- Applying the Industrial 3 Zone to established industrial areas within the towns.

- Applying the Commercial 1 Zone to established commercial centres, and to areas for potential town centre expansion.
- Applying the Commercial 2 Zone to commercial areas on the fringe of towns with highway access, which are appropriate for large scale bulky goods retailing.

**Further strategic work**

- Identifying and protecting existing industrial areas; potential extensions to existing industrial areas; and potential new industrial areas in the five main townships.
- Contributing to the preparation of tourism strategies in association with tourism boards.
- Working with the relevant road authority VicRoads to facilitate improvements to visitor signage.
- Identifying and protecting areas with mining or extractive industry potential.
- Working with the tourism industry to continuously identify emerging tourism products and markets.
- Contributing to the development of a comprehensive database of existing and potential industrial and commercial properties and promotion of the availability of serviced land.
- Encouraging the investigation of options for re-use of key buildings in urban areas.
- Identifying options for water resources to facilitate new agricultural industry.
- Undertaking land suitability studies to provide a basis for planning and facilitation of development in conjunction with the Department of Environment, Land, Water and Planning.
- Contributing to the strengthening of work by forums and chambers of commerce in providing support to retailers.
- Assisting the economic development officer to encourage retailers to diversify their market presence and continuously up skill.