

21.07 ECONOMIC DEVELOPMENT

04/05/2017
C224

21.07-1 Economic growth

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Overview

The Greater Bendigo economy has proven to be resilient and innovative with a diverse economy. In addition to a significant retail and industrial base, tourism, education, agriculture, and earth and energy resources industries are important elements of the economy. Commercial development in Bendigo is based around retailing and financial institutions. Bendigo Bank is a major national and regional bank. In transitioning into a regional city, Bendigo has taken a lead role in health, further strengthened by a redevelopment of the Bendigo Hospital. Arts and culture have put Bendigo on the international stage with the success of the Bendigo Art Gallery.

The estimated annual economic output for Greater Bendigo is \$10.8 billion at April 2016. The manufacturing sector contributes \$2.1 billion, the financial and insurance sector contributes over \$1 billion, and the construction industry contributes over \$1 billion of the total output. The health care and social assistance sector is the municipality's largest employment sector with 6,511 workers. The retail sector employs 5,170 workers and the education and training sector employs 3,700 workers (Remplan 2016).

Greater Bendigo is a key regional city and major population and economic growth hub for the Loddon Mallee South region. Fundamental to the economic prosperity of Greater Bendigo will be facilitating new industries including supporting and developing emerging and potential growth sectors such as tourism, new manufacturing and food processing industries, renewable energy, resource recovery and other green industries.

Objective 1

To facilitate a strong and diverse economy that fosters innovation, learning, jobs, development and productivity in Greater Bendigo.

Strategies

- Ensure there is an appropriate supply of suitably located and zoned land.
- Support development which offers economic growth opportunities.

Objective 2

To continue to grow Bendigo as the key regional city and economic growth hub for the Loddon Mallee South region.

Strategy

- Support development which maintains Bendigo as the key regional city and economic growth hub for the Loddon Mallee South region.

21.07-2 Activity centres

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Overview

Activity centres provide a range of functions including retail, commercial, residential, accommodation, community, cultural, transport, education, social, entertainment, leisure

and civic services. These roles are vital to community and business development and to the growth and diversification of local employment.

The *Commercial Land and Activity Centre Strategy, 2015* has been prepared by council to provide a framework for how the activity centres are planned and developed over the next two decades. Council supports a strong and diverse network of activity centres providing vibrant, sustainable and accessible centres throughout the city and the municipality.

The activity centre hierarchy

The activity centre hierarchy establishes the order of one centre compared to another and is based on the existing well established hierarchy of centres. The hierarchy defines the role and function of each level of activity centre and it identifies the range of activities that need to be provided if it is to meet the needs of the community.

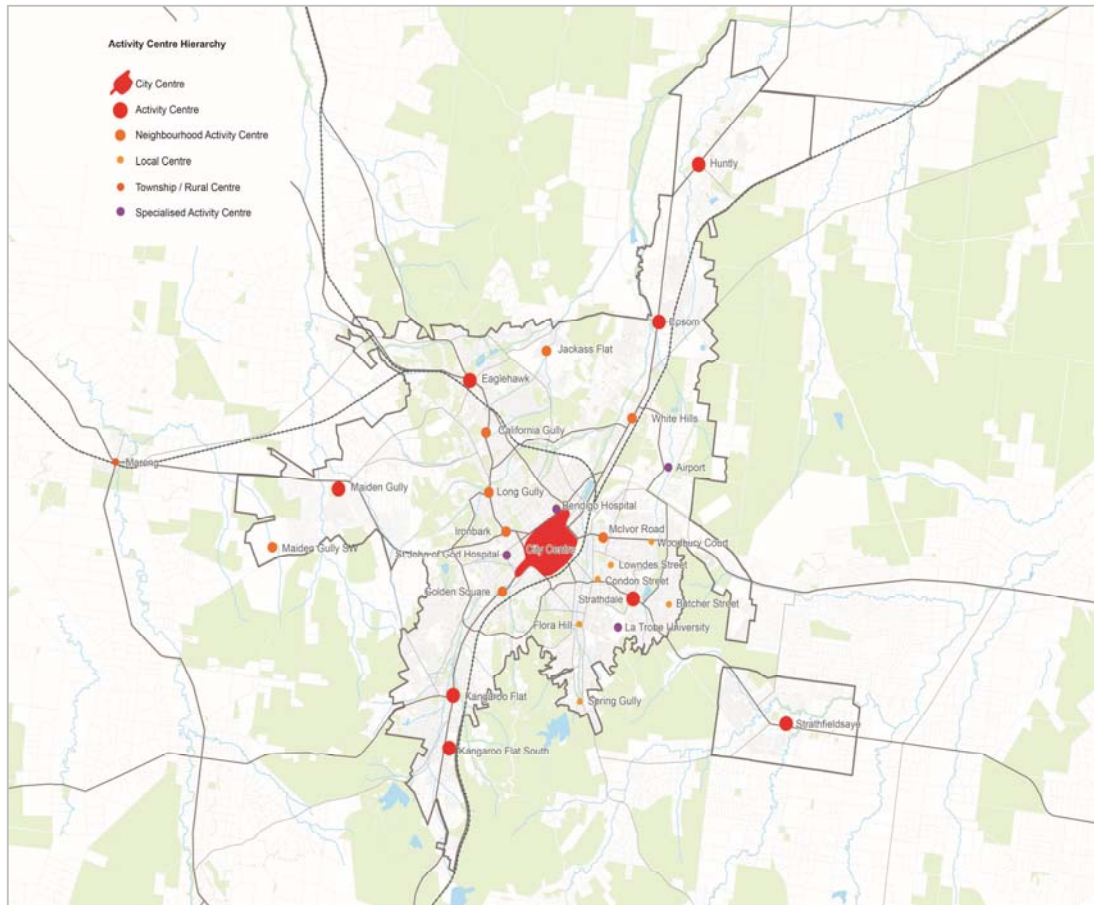
Undermining the hierarchy by allowing out-of-centre developments could have serious implications for the viability of existing centres, together with implications for ongoing business viability, jobs and future investment. The commercial activity centre hierarchy is shown in descending order in Table 1 and spatially in the Activity Centre Hierarchy Framework Plan.

Table 1 - Greater Bendigo activity centres

Hierarchy	Centre name	Role and function in hierarchy
City centre	Bendigo City Centre	This is the most important retail and commercial centre for northern and central Victoria. It is Greater Bendigo's primary employment area, providing a full range of higher order commercial, retail, visitor, social, civic, cultural, tourist and entertainment activities.
Activity centre	Eaglehawk Epsom Heathcote Kangaroo Flat Kangaroo Flat South Strathdale Strathfieldsaye Maiden Gully (Future) Huntly (Future)	These centres provide a range of economic, social and some civic activities, together with goods and services to meet the daily and weekly needs of their suburban catchments. Some are town centres while others are larger suburban centres.
Neighbourhood activity centre	California Gully Maiden Gully SW (Future) Golden Square Ironbark Jackass Flat (Future) Long Gully Mclvor Road White Hills	These centres primarily service their surrounding neighbourhood much of which is within walking distance. They are relatively small centres, with a small number of shops and a mix of activities that meet common day-to-day needs.
Local centre	Butcher Street Condon Street Lowndes Street Flora Hill	These centres are of smaller scale to neighbourhood activity centres and are often comprised of only two or three shops. They are not planned to expand but their continued evolution is encouraged.

Hierarchy	Centre name	Role and function in hierarchy
	Spring Gully	
Township / rural centre	Axedale Elmore Goornong Marong Raywood Redesdale	Of similar scale to neighbourhood activity centres, but service a larger rural community and potentially travellers passing through.
Specialised activity centre	St John of God Hospital Precinct Bendigo Airport Bendigo Hospital Precinct La Trobe University	These centres are not anchored by retail but are service oriented with complementary businesses and uses required to support them.

Activity Centre Hierarchy Framework Plan



Demand for commercial floor area

The *Commercial Land and Activity Centre Strategy*, 2015 estimates that an additional 249,221 square metres of commercial floor area could be supported by 2031. This demand will comprise:

- Speciality retail 145,300sqm

- Office 45,700sqm
- Supermarket 36,200sqm
- Department stores 16,400sqm
- Hospitality 3,600sqm

A summary of the projected demand for new commercial floor area and insights and directions for the larger activity centres is provided in the following table:

Table 2 - Projected demand for new commercial floor area through to 2031

Centre name	Additional floor area projected	Insights and directions
Bendigo City Centre	+ 44,400sqm office +96,800sqm speciality retail and hospitality +10,500sqm department store +2,900sqm supermarket	Significant growth in all types of retailing is expected given the long term population and employment growth that is expected to occur in the city and the region. There is a need to shift emphasis from selling products to a more service oriented model. Significant office development will be required to accommodate growth in the health, education and professional service sectors.
Eaglehawk	+8,100sqm speciality retail +3,200sqm supermarket +700sqm office	Expansion of the supermarket is required. Additional speciality retail and shops are supported.
Epsom	+4,700sqm speciality retail +1,700sqm supermarket +800sqm hospitality	This centre will continue to grow and its development is supported as its catchment population grows.
Golden Square	+1,400sqm special shops +1,700sqm supermarket	The development of a variety of speciality shops is supported. Development of new speciality retail at the front of the Woolworths site is encouraged. Expansion of supermarket floor area may be required by 2031 to serve infill housing demand.
Kangaroo Flat	+6,500 speciality retail +1,800sqm hospitality +1,500sqm supermarket	Development of speciality shops and hospitality is supported to provide a key point of difference to the Kangaroo Flat South centre (Lansell Square).
Kangaroo Flat South	+15,700sqm speciality retail +5,900sqm department store +300sqm office +4,000sqm supermarket	There are plenty of retail anchors in this centre, but few specialty shops and synergies with broader community needs. Prioritise the establishment of specialty shops. The centre is well placed to expand significantly and capitalise on its ability to draw trade from a wider catchment. The core of this centre is a suburban shopping mall which does not directly compete with other main street centres.
Strathdale	+3,800 speciality retail +900sqm hospitality +4,100sqm supermarket +300sqm office	This centre is trading strongly and additional specialty shops are likely to trade well if they are properly targeted to the demographic of the area. Significant retail demand will still be drawn from the Strathfieldsaye and Junortoun catchments.
Strathfield-saye	+5,100sqm speciality retail +2,500sqm supermarket	Improvements to the supermarket anchor may help redirect some demand from Strathdale. There is underlying demand for specialty shops. Higher levels of demand

Centre name	Additional floor area projected	Insights and directions
		should be utilised to add more shops to the centre, however the attractiveness of the shops and their offer will be critical in preventing excess expenditure leakage to Strathdale.
Maiden Gully	+5,100sqm supermarket +1,000sqm speciality retail)	Establish a medium sized supermarket early in the activity centre's development phase. Other types of floor area will take longer to evolve. A full line supermarket will be viable by 2031, along with a selection of specialty shops.
Huntly	+3,800sqm of supermarket +800sqm speciality retail	Additional supermarket floor area should be encouraged to establish shopping patterns early in the centre's expansion. Other types of retail floor area will take longer to evolve.
Marong	+4,100sqm supermarket +800sqm speciality retail	The establishment of a small to medium sized supermarket is supported in the activity centre. By 2031 expansion to a medium sized supermarket may be viable.

Objective 1

To support the development of a network of activity centres which satisfy a range of retail, commercial, community and residential needs which are responsive to market demand.

Strategy

- Facilitate a mix of retail, office, commercial, entertainment, leisure and community uses, and higher density housing to locate within activity centres.

Objective 2

To ensure the development of centres is in accordance with the municipality's activity centre hierarchy.

Strategies

- Require the location, scale and type of commercial development to align with the hierarchy of activity centres in Table 1.
- Utilise retail activity and especially retail anchors as the basic 'building block' and economic driver of activity centres.
- Support community, health and education facilities in the suburban activity centres, acting as non-supermarket anchors and stimulating related commercial development.
- Facilitate the development of specialised activity centres and appropriate commercial development required to support them.
- Facilitate the development of new activity centres in Maiden Gully and Huntly, and an expanded township centre in Marong to support new growth areas where and when there is sufficient catchment to support new centres.
- Facilitate the expansion of existing centres in line with population growth, particularly in Strathfieldsaye, Epsom and Eaglehawk.

- Support the expansion of existing supermarkets and new supermarkets in the Bendigo City Centre, in activity centres and in township / rural centres (as identified in the activity centre hierarchy).
- Support small scale supermarkets in neighbourhood activity centres where there is a sufficient catchment to support them. Supermarkets in local centres are not supported.
- Support convenience restaurants to locate adjacent to or within existing commercial centres.

Objective 3

To establish Greater Bendigo's activity centres as thriving, attractive and well-connected places for people and for doing business.

Strategies

- Require dedicated walking and cycling facilities into centres and into their catchment areas to facilitate development of more accessible community hubs that focus on people, walking, cycling, connection to place and quality of life.
- Support development within activity centres to improve built form quality, and provide the opportunity to redesign the spaces as highly accessible, people focussed hubs for the local community.
- Require that new development addresses the street and has active frontages.
- Create mid-block links where possible in new developments to improve pedestrian access and create additional development frontages.
- Encourage Kangaroo Flat Bunnings to develop a new active retail frontage that addresses the Calder Highway.

Objective 4

To ensure the most equitable distribution of retail and commercial floor area across the municipality.

Strategies

- Distribute commercial floor area in the municipality in accordance with the projected demand for additional commercial floor area and according to the activity centre hierarchy.
- Facilitate the construction of additional retail and commercial floor area needed to cater for projected demand.
- Support some commercial floor area and business services in rural centres to help service the industrial precincts. In particular, Marong Business Park may generate moderate levels of demand for some service businesses in Marong.
- Support supermarkets which are consistent with Tables 1 and 2 across the municipality to perform the role of primary food convenience centres for communities.
- Support new supermarket developments to provide floor area for ancillary uses including specialty shops, delis, hospitality, small showrooms, entertainment and small offices where appropriate.
- Avoid the development of new supermarkets outside of designated centres and in industrial areas.
- Support the continued use of the existing number of small scale commercial developments scattered throughout the urban area.

- Avoid the further expansion and encroachment of small scale commercial developments into adjoining residential areas.
- Require the preparation of an economic impact assessment for commercial planning applications or rezonings which are outside of a defined activity centre or exceed the projected floor area demand in Table 2.
- Limit retail proposals located within an industrial zone to providing for the daily needs of people employed in the area.

21.07-3 Bendigo city centre

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Overview

The Bendigo City Centre is the most important retail and commercial centre for northern and central Victoria. It is Greater Bendigo's primary employment area, providing a full range of higher order commercial, retail, visitor, social, civic, cultural, tourist and entertainment activities.

The Bendigo City Centre is forecast to continue to experience significant jobs growth, particularly in knowledge intensive business, activities in the health sector, financial and insurance services, retail operations, professional services and education and training.

The Bendigo City Centre has recently been expanded to the north west to include the Bridge Street Activity Area as a key connection to the Bendigo Hospital Precinct. The Bendigo City Centre has also been expanded to the south west to include the area in the vicinity of High Street, Bendigo between Short Street, Bendigo and Shamrock Street, Golden Square as a key boulevard entrance into the city centre.

The *Bendigo CBD Plan*, 2005 has been prepared to ensure that the needs of Bendigo's community are met and clear directions are provided to owners, investors, government bodies, business operators and the council about the preferred locations for investment and redevelopment and areas to be retained and enhanced.

The *Bendigo CBD Plan* articulates a vision of creating a colourful, vibrant and exciting place. To achieve the vision for the Bendigo City Centre, four key themes and eleven precincts have been identified. These themes are:

- Reinforcing the Bendigo City Centre as the centre of activity;
- Celebrating cultural and heritage identity;
- Creating an accessible place; and
- Designing a high quality urban environment.

The area in the vicinity of High Street, Bendigo between Short Street, Bendigo and Shamrock Street, Golden Square is a key boulevard entrance into the Bendigo City Centre. It is characterised by an established avenue of street trees, the tramway, and views to the Central Deborah Poppet Head and the Sacred Heart Cathedral. This area has potential for more intensive and well designed mixed use development which actively integrates with the boulevard, respects its character, and respects views to the Central Deborah Poppet Head and the Sacred Heart Cathedral and adjacent heritage and residential buildings.

Objective 1

To strengthen the principal and diverse roles of the Bendigo City Centre within the activity centre hierarchy by providing regional level commercial, retail, visitor, social, civic, cultural, tourist and entertainment activities.

Strategies

- Facilitate developments which enhance the prominent role of the city centre as the focus for higher order commercial, retail, visitor, social, civic, cultural and tourist activities.
- Ensure the development of other activity centres does not compromise the primacy of the Bendigo City Centre.
- Consolidate and link together the anchor elements of the Bendigo City Centre (railway station, hospital, cultural precinct, library, retail core) through:
 - housing infill
 - public domain improvements, such as improved walking and cycling infrastructure
 - encouragement of 'urban manufacturing'
 - cultural retailing
 - strategic investment in community facilities.

Objective 2

To facilitate development in the Bendigo City Centre which creates a colourful, vibrant and exciting place.

Strategy

- Support office, residential and tourist accommodation in appropriate locations within the Bendigo City Centre.
- Facilitate the adaption and re-use of existing buildings for residential use, particularly at upper levels.
- Require new development to be physically and visually integrated with surrounding development.
- Support the development of active frontages at street level.
- Improve the pedestrian environment and connection and integration within the Bendigo City Centre.
- Create a safe and secure environment in the Bendigo City Centre.

Objective 3

To identify opportunities for further development and facilitate new types of development in the Bendigo City Centre.

Strategies

- Encourage head business and government offices to locate in the Bendigo City Centre.
- Consolidate commercial sites within the Bendigo City Centre to facilitate large commercial developments.
- Focus all knowledge intensive business service employment in the Bendigo City Centre to maximise co-location opportunities.

Objective 4

To promote more intensive, well-designed and complementary forms of mixed use development along the High Street Boulevard between Shamrock Street, Golden Square and Short Street, Bendigo.

Strategy

- Support developments which provide intensive, well-designed and complementary forms of mixed use retail, commercial and residential development along the High Street Boulevard.

21.07-404/05/2017
C224**Specialised activity centre – Bendigo hospital precinct****Overview**

Health care is a large and vital employment sector in the Greater Bendigo municipality. Within this sector, the Bendigo Hospital Campus provides the primary base of employment, investment, and related economic activity and so is a crucial economic driver of the city.

The long term presence of the Bendigo Hospital on the fringe of Bendigo's City Centre has strongly influenced the surrounding land use and development. Many nearby residential and commercial sites around the hospital campus and, to a lesser degree, within the Bridge Street Activity Area, have been converted to health care uses.

In contrast, the remainder of the Bendigo Hospital Precinct consists predominantly of established residential neighbourhoods, some of which are characterised by strong heritage values, and otherwise are experiencing a slow rate of change.

The Hospital Precinct Structure Plan, September 2014 provides a vision and strategic direction for the precinct around the hospital, key elements of which include revitalising the Bridge Street Activity Area as a vibrant living and working destination, and establishing a health precinct providing health care, patient and family support services, and health-related education and training in the immediate vicinity of the hospital.

Objective 1

To establish a park like setting around the Bendigo Hospital Campus and for the wider Bendigo Hospital Precinct.

Strategies

- Protect and reinforce the Rosalind Park Recreation Reserve Precinct as a high quality public parkland servicing the working and residential population of the Bendigo City Centre, as well as visitors.
- Improve accessibility by walking, cycling and public transport in the Bendigo Hospital Precinct.
- Facilitate an urban environment in the Bendigo Hospital Precinct that proactively supports community health and wellbeing.
- Develop Barnard Street and Lucan Street to complement Rosalind Park and the Bendigo Hospital Campus.

Objective 2

To develop the Bridge Street Activity Area as a main street destination between the Bendigo City Centre and the Bendigo Hospital Precinct.

Strategy

- Recognise the Bridge Street Activity Area and Bendigo Hospital Campus as an extension of the Bendigo City Centre.
- Promote an intensive, diverse and complementary mix of retail, commercial and residential development in the Bridge Street Activity Area.

Objective 3

To recognise the community health and wellbeing role of the Bendigo Hospital Campus and associated institutions, including the Monash University and La Trobe University health schools.

Strategy

- Support the development of and investment in the Bendigo Hospital Campus and associated institutions, including the Monash University and La Trobe University health schools.

Objective 4

To maintain Arnold Street as a predominantly low rise residential corridor with identifiable, small scale centres.

Strategies

- Support and enhance identifiable, small scale local centres on Arnold Street.
- Support appropriately scaled residential infill along Arnold Street.

Objective 5

To optimise the use of the Rosalind Park Recreation Reserve Precinct as the city's major urban parkland.

Strategy

- Maintain the presence of a residential address to the Rosalind Park Recreation Reserve.

Objective 6

To recognise the tourism role of the Golden Dragon Museum, and the unique features of the site in its location as a link between the Hospital Precinct, surrounding urban parkland and the Bendigo City Centre.

Strategy

- Recognise the cultural and economic development significance of the Chinese Precinct within the context of the Bridge Street Activity Centre, Rosalind Park Recreation Reserve Precinct and the Bendigo Hospital Precinct.

Objective 7

To strengthen opportunities for inner city living with a diversity of new housing in the Bendigo Hospital Precinct.

Strategies

- Integrate higher density housing in the Bridge Street Activity Area and residential infill in other locations.
- Support new residential development above ground level as part of mixed use developments, especially on sites addressing Bridge Street.

Objective 8

To direct and concentrate new development in targeted locations in the Bendigo Hospital Precinct.

Strategies

- Support residential development as part of mixed use developments, or dedicated medium/high density housing along Water Street between Bridge Street and Uley Street except for sites on the corner of Bridge and Water Streets being 51 Bridge Street and 2/124 Water Street where mixed use development with commercial activity on the ground floor is encouraged.

Objective 9

To preserve the heritage and neighbourhood character of the Bendigo Hospital Precinct.

Strategy

- Retain a surrounding residential area with capacity for infill and compatible uses taking account of factors such as heritage, neighbourhood character and location.

Objective 10

To create a defined health precinct around the Bendigo Hospital Campus with supporting medical uses.

Strategies

- Encourage health care uses to locate in the health precinct and the Bridge Street Activity Area in preference to surrounding residential areas.
- Support the establishment of health care uses in the Bridge Street Activity Area where integrated as part of mixed use developments.

Objective 11

To provide efficient parking and manage parking impacts in the Bendigo Hospital Precinct.

Strategy

- Progress the consolidation of parking provision in multi-deck formats on at least one of two potential sites at Water Street and in the Rosalind Park Recreation Reserve.

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Gaming

Overview

It is recognised that licensed venues which contain electronic gaming machines may have a considerable impact on their surrounding communities and amenity. These venues should be located appropriately and their impacts minimised.

Objective 1

To ensure entertainment and recreation uses, including gaming machines, are located to meet local needs and minimise any potential harm to the community.

Strategies

- Encourage the location of gaming machines, which are associated with other complementary recreation and entertainment uses and established in venues that:
 - have a range of entertainment and leisure options
 - offer social and recreational opportunities other than gaming as the primary purpose of the venue.
- Discourage the location of gaming machines:
 - in areas of above average socio-economic disadvantage as defined by the Socio Economic Index For Areas (SEIFA) index of relative disadvantage and shown on the Greater Bendigo Discouraged Gaming Areas Plan
 - in areas that have high levels of pedestrians that can lead to "convenience gaming" where the location of electronic gaming machines increases the likelihood of spontaneous decisions to play
 - in a rural township unless there is an alternative club or hotel without gaming machines in the township.

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Industrial

Overview

The discovery and exploitation of rich deep gold deposits in quartz reefs in the late nineteenth century led to the formation of large companies operating mines which then gave rise to the development of the region's manufacturing industry. In recent years, the municipality has relied less on the manufacturing industry however economic development through secondary industries remains an important asset and one that the municipality will need to continue to foster. Manufacturing remains the largest employer of full time employees.

There are areas set aside for industrial development, particularly in the Bendigo urban area. Many of these areas are not available for development for industry because of a combination of factors including the availability of large lots, the ownership of large parcels resting with the Crown, the availability of immediate access to reticulated services, direct access to major transport networks and the proximity of existing housing. Council has addressed these issues in preparing the Bendigo Industrial Land Strategy in 2002.

All industrial areas and estates contribute to the overall presentation of the municipality. It is therefore important to maintain well designed and landscaped quality public areas and buildings throughout the industrial areas.

East Bendigo will be the focus of immediate industrial activity now and in the future. The Wellsford Estate will provide for well designed and economically competitive industrial developments that will enhance the industrial image and economic attractiveness of the municipality.

Council is also promoting the Goornong Industrial Estate for the location of rural based industries and the Bendigo Airport Business Park for airport compatible businesses.

Council has developed a definitive strategy for the use of existing industrial areas, and for new areas. Structure planning will provide a local response to the strategy in achieving the strategy objectives.

Objective 1

To encourage diversification and expansion of the municipality's industrial base.

Strategies

- Implement the recommendations of the Bendigo Industrial Land Review 2002, the East Bendigo Structure Plan, the Industrial Local Planning Policy and the Industrial Strategic Framework Plan.
- Ensure that an adequate supply of serviced, industrial land is available.
- Ensure that existing and future industrial land is adequately protected from non-industrial areas.
- Promote key industrial areas in order to improve the diversification of the municipality's industrial base.

Objective 2

To attract new industries to appropriate locations, particularly in East Bendigo, including the Wellsford Estate and the Goornong Industrial Estate.

Strategy

- Encourage rural based industries at the Goornong Industrial Estate.

Objective 3

To encourage development with good design principles, environmental standards and amenity.

Strategy

- Encourage developments to incorporate good quality design, built form, landscaping and environmental standards which will promote the visual amenity and attractiveness of industrial land in Bendigo.

Objective 4

To encourage development to incorporate energy efficient practices into the design and operation of industries.

Strategy

- Encourage developments to incorporate energy efficient practices into the design and operation of industries.

Objective 5

To establish a range of new industries at the Bendigo Airport Business Park that are compatible with airport operations.

Strategy

- Encourage new industries at the Bendigo Airport Business Park that are compatible with airport operations.

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04/05/2017
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Tourism

Overview

The region’s heritage and natural attractions form the basis of the municipality’s capacity to attract domestic and international tourists. Our public amenity and protection of heritage assets are essential in ensuring the municipality presents an inviting image to our visitors. Major tourism initiatives aim to develop tourism precincts enabling visitors to explore and enjoy social, cultural and environmentally significant areas of the city.

The location and infrastructure of Greater Bendigo enhances the municipality’s attraction. The municipality is at the boundary of the Goldfields Region, and forms a gateway to the Murray River and its attractions. The transport routes, attractions and facilities in the municipality reinforce this gateway. The restoration of the Capital Theatre gives Bendigo a major performing arts facility within an outstanding heritage setting. Similar urban design projects will further improve the municipality’s tourism attraction.

The municipality’s unique natural environment is also an attraction for tourism. The significant forest system provides important added opportunities, and the attractions vary throughout the seasons. The natural environment has much potential for sensitive and compatible activities.

Objective 1

To develop Greater Bendigo’s tourism potential as Australia’s leading cultural heritage destination.

Strategies

- Identify and create opportunities for tourism to continue to be a leading contributor to the economic and social growth of the municipality.
- Identify strategic sites for tourism related uses such as hotels, conference and dining facilities.
- Recognise the site of the Golden Dragon Museum as a strategic site suitable for tourism development/redevelopment as part of the changing Hospital Precinct.

Objective 2

To protect the heritage streetscapes and public amenity of the municipality to encourage visitors.

Strategy

- Ensure tourism development respects and facilitates the reuse and adaption of heritage places.

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Agriculture

Overview

Greater Bendigo is a part of the Murray-Darling basin, Australia's largest and most productive agricultural area. It is also a fragile catchment where, increasingly, a range of environmental pressures impact on social and economic activities. These pressures affect both urban and non-urban areas through impact on water quality, agricultural productivity and the maintenance of remnant vegetation and habitat values. On a regional level, salinity, soil health, bio-diversity and water resources are seen as priority land management issues.

Much of the municipality does not contain highly productive agricultural land, although the Campaspe River, the Bendigo Creek and Bullock Creek areas provide an important agricultural resource. Despite these limitations rural Bendigo produces a rural product worth about \$183.5 million, mainly through cropping, grazing, viticulture and through more intensive rural industry such as poultry and pigs. The protection of assets including land, water and transport infrastructure is vital in ensuring continued production and development.

Intensive agricultural industries and rural dependent industries are important to the future of Greater Bendigo. The environmental impacts of intensive animal industries and the potential for competing land use to inappropriately limit these activities needs to be effectively managed. The municipality's strategic location on key transport corridors and within a region with strong cropping and grazing as its base, assist in ensuring that the processing and enhancing of these products will remain important. The area has also seen the growth of new and diverse rural based industries. The infrastructure and assets, which support these enterprises, including the land and the Bendigo Livestock Exchange, need to be protected.

Objective 1

To identify and protect productive agricultural land from competing inappropriate land uses.

Strategy

- Identify key rural industry areas and assets.

Objective 2

To protect rural industry from residential encroachment.

Strategies

- Protect existing and potential rural industry from detrimental impacts, including residential settlement.
- Prevent land use conflicts with rural industries.

Objective 3

To ensure protection of productive rural assets including land and water.

Strategy

- Encourage farm management practices and land use activities which are sustainable and reflect the optimal use of land.

Objective 4

To maintain potential for agricultural production.

Strategies

- Ensure that sustainable development is based on land capability.
- Encourage agricultural diversity and promote new opportunities for farming enterprises.

Objective 5

To minimise the fragmentation of productive agricultural land units.

Strategy

- Discourage the subdivision of agricultural land and dwellings not associated with agricultural activities within rural areas.

Objective 6

To minimise noise, odour, effluent and visual impact created by intensive agricultural industries.

Strategies

- Ensure that the design and location of intensive rural industries creates minimal impacts on important environmental assets, and the amenity of residents.
- Ensure that intensive agricultural industries comprehensively address the potential impact on land and water, effluent disposal, the impact of noise, odour and visual impact.
- Encourage intensive agricultural industries to establish within the preferred locations for intensive agricultural industries as identified on the Strategic Framework Plan - Rural Industries.
- Ensure that all effluent is treated on-site and/or managed and disposed of to the satisfaction of responsible authority and the relevant water authority.

Objective 7

To ensure the sustainable development of intensive animal husbandry uses such as broiler and poultry farms and piggeries.

Strategies

- Maintain buffer distances as outlined in the Piggeries Code of Practice, Cattle Feedlots Code of Practice and Broiler Farms Code of Practice.

21.07-9 Earth and energy resources industry04/05/2017
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Greater Bendigo straddles an historic goldfield and the wealth created by mining was the foundation of the municipality's development. Although not of the same scale today, the mining and extractive industry is still a significant economic industry in Greater Bendigo.

The protection of future extractive resources, particularly potential clay and stone resources is significant to local industry, and local infrastructure. Potential sites need to be managed to protect their use, and to prevent pressures from other land uses, including residential development.

Objective 1

To support existing mineral and extractive industry sites in Greater Bendigo.

Strategy

- Ensure mineral resource exploitation occurs where there is economic benefit and the environment, health and amenity of the community is protected.

Objective 2

To reduce conflict between future sites and adjacent land uses.

Strategies

- Protect existing mining and extractive industry operations from inappropriate and conflicting adjacent land uses.
- Provide ongoing protection for potential sites from conflicting land uses, particularly through appropriate zone selection.

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The objectives and strategies will be implemented by:

Policy guidelines

- Using local policy to protect the operation of rural enterprises from the encroachment of residential activities (Rural Dwellings Policy at Clause 22.02).
- Using local policy to discourage the fragmentation of rural land or land with significant environmental values (Rural Subdivision Policy at Clause 22.03).
- Using local policy to facilitate new investment and re-development of Bendigo's existing industrial areas in accordance with the Bendigo Industrial Land Strategy, 2002 (Industrial Policy at Clause 22.05).
- Using local policy to manage the amenity impacts of animal keeping and training establishments (Animal Keeping and Training Policy at Clause 22.07).
- Using local policy to ensure gaming machines are located in accordance with the criteria set out in the Gaming Policy at Clause 22.28.
- Using local policy to manage amenity impacts of signage and advertising to enable improved public presentation of the municipality. (Advertising and Signage Policy at Clause 22.29).

- Using local policy to guide decision making in relation to medical centre applications within the Bendigo Hospital Precinct (Hospital Precinct Medical Centres at Clause 22.30).
- Using Schedule 1 to Clause 45.09 (Parking Overlay) to assess, provide and manage sustainable transport initiatives in the Bendigo City Centre.
- Applying the provisions of Clause 52.28 (Gaming) to prohibit the installation and use of gaming machines in shopping complexes and strip shopping centres.

Decision guidelines

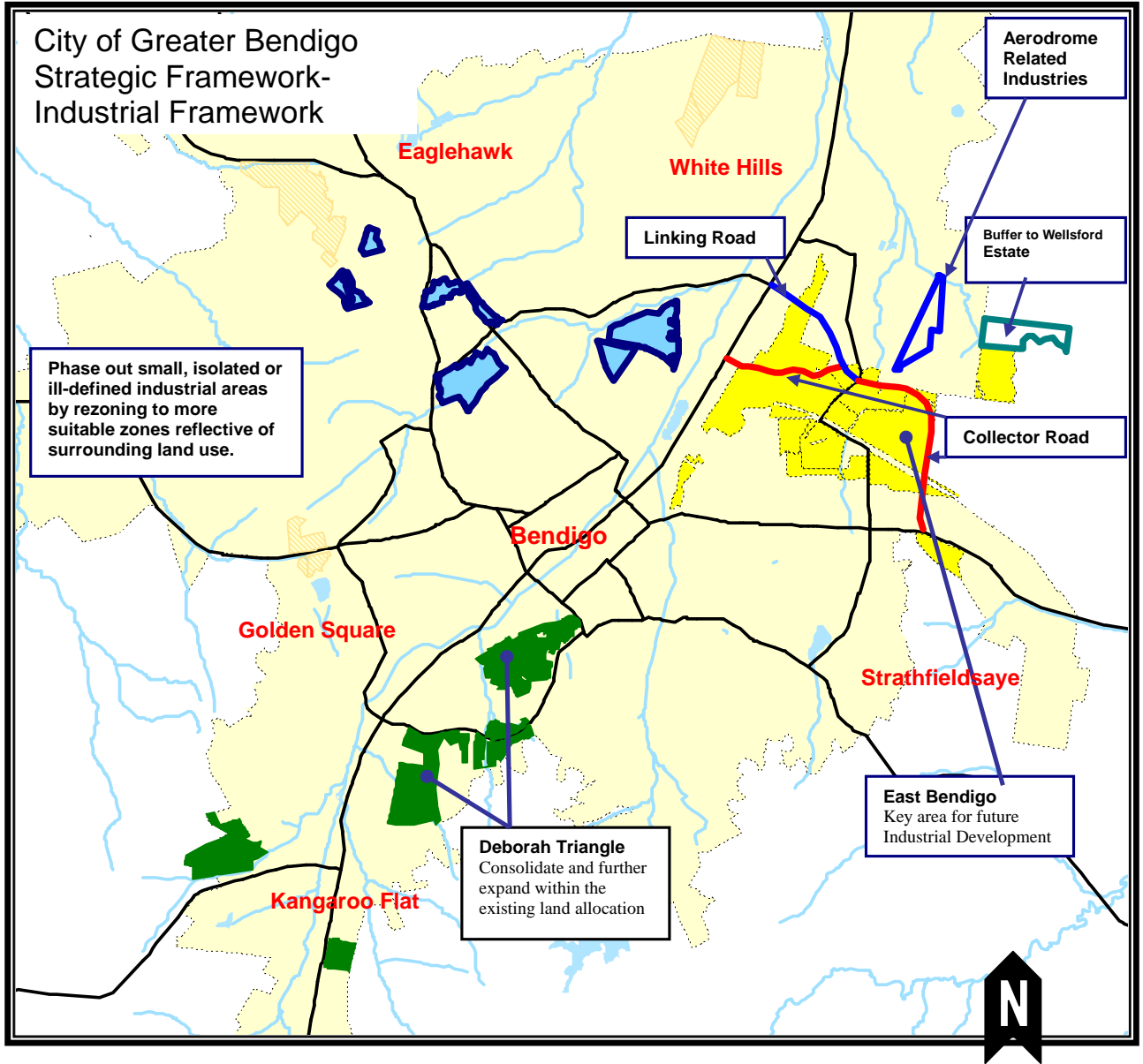
- When deciding on an application or rezoning request to exceed the projected demand for commercial floor area figures in the table to Clause 21.07-2, the responsible authority must consider, as appropriate:
 - consistency with the objectives and strategies of this clause
 - the net community benefit
 - the effect on nearby activity centres, in terms of impacts on trade levels, viability and shopper amenity
 - the effect on the amenity of the local area, including traffic generation, noise and visual impact
 - the effect on existing infrastructure
 - consistency with any adopted structure plan or development plan.

Scheme implementation

- Applying the Farming Zone to rural areas to protect and support agricultural activities within the municipality.
- Applying the Commercial 1 Zone to existing and proposed activity centres including the Bendigo City Centre, Bendigo Marketplace, Strath Village, Lansell Square and the centres of Eaglehawk, Golden Square, Kangaroo Flat, Strathfieldsaye and Heathcote to create vibrant mixed use commercial centres for retail, office, business, entertainment and community uses. Also to provide for residential uses at densities complementary to the role and scale of the commercial centre.
- Applying the Commercial 2 Zone to areas containing offices, appropriate manufacturing and industries, bulky goods retailing, other retail uses, and associated business and commercial services including areas along the Midland Highway at Epsom, areas along Harpin and Murphy Streets in East Bendigo, and land within the Deborah Triangle in Golden Square.
- Applying the Industrial 1 Zone to the main industrial areas containing manufacturing industry, the storage and distribution of goods and associated uses.
- Applying the Industrial 3 Zone to industrial areas in order to provide a buffer between the Industrial 1 Zone and residential zones.
- Applying the Design and Development Overlay to areas requiring specific design solutions.
- Applying the Development Plan Overlay to areas requiring detailed planning.
- Applying the Development Contributions Plan Overlay to areas requiring developer contributions.
- Applying the Parking Overlay to areas requiring parking management.

Further strategic work

- Prepare urban design frameworks for activity centres as recommended by the *Commercial Land and Activity Centre Strategy, 2015* to attract investment and to guide development.
- Prepare a structure plan for the St John of God Hospital Specialised Activity Centre.
- Reviewing the Rural Dwellings Policy at Clause 22.02, and the Rural Subdivision Policy at Clause 22.03 and the Industrial Policy at Clause 22.05.
- Completing parking precinct plans for higher order activity centres.
- Reviewing the appropriateness of zoning land within Precinct I (Mixed Use) of the Bendigo CBD Plan to the Mixed Use Zone.
- Undertaking a parking review within the area around the Bendigo Hospital Campus once the expanded Bendigo Hospital is operational.



Strategic Framework – Industrial Framework

- Areas suitable for new and expanding industrial activities, generally well serviced and in key locations.
- Small, isolated or ill defined industrial areas that may require ongoing management or gradual phase out of industrial activity/zoning to a more suitable use reflective of surrounding land use or the best re-use of existing structures on-site.
- Existing industrial areas suitable for consolidation within the existing land allocation.
- Existing industrial areas that are full or with very little expansion room. May be high or low profile but require on-site management. Redevelopment potential may exist in the longer term.

Rural industries strategic framework plan

