

**22.05**

31/08/2017  
C161(Part 1)

**INDUSTRIAL POLICY**

This policy applies to the use and development of land for industry.

**22.05-1**

31/08/2017  
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**General**

**Policy basis**

The MSS at Clause 21.07 notes that the City of Greater Bendigo plays an important role in the encouragement of economic development through the growth of its industrial sector. Industrial development, which includes manufacturing, transport/storage, wholesaling and construction, remains one of the strongest generators of economic growth and employment in the municipality.

Council is committed to ensuring high standards of industrial development and design, are achieved and this policy seeks to implement these standards.

Council also acknowledges that there is a need to promote effective use of land, services and resources to maximise the benefits of existing sites identified for industrial development.

**Objectives**

**Facilitating economic development**

To ensure that an adequate supply of land for industrial development is available and maintained to meet the changing needs of industry.

To provide a range of industrial land and buildings to meet the needs of a broad range of industries.

To facilitate new investment and redevelopment of Bendigo's existing industrial areas.

To promote the Marong Business Park and East Bendigo as the preferred location for industrial expansion, marketing and infrastructure.

To facilitate and promote innovation and leadership within the various industrial sectors located in the municipality.

To promote rural based industries to locate at identified sites such as the Goornong industrial precinct.

**The built environment**

To improve the image and quality of all industrial areas within the municipality.

To facilitate improved infrastructure and communication services to industry, through the co-location of like businesses.

To encourage new industrial development to be based on site responsive and sustainable design principles.

To protect the existing recycling centre at Eaglehawk and encourage recycling, waste minimisation and environmentally friendly processes for residential, commercial, and industrial activities.

**Amenity**

To ensure industrial development does not impact on the amenity and safety of adjoining land uses.

To provide a pleasant work place and surrounds for employees of industry located in Greater Bendigo.

To ensure appropriate standards of health, safety and amenity are provided by new and existing industries.

## Policy

### Facilitating economic development

It is policy to:

- Provide a diversity of industrial locations to accommodate a range of industrial activities.
- Promote the opportunities and advantages of Greater Bendigo's industrial areas.
- Encourage industrial subdivisions that provide a variety of minimum subdivision areas on all undeveloped land.
- Encourage the redevelopment of older and under utilised industrial areas for newer types of industry thereby making more effective use of existing infrastructure.
- Encourage the growth of existing industries and the attraction of new industries to the municipality, which have demonstrated they are environmentally compatible and ecologically sustainable.
- Protect existing industrial locations from encroachment by non-industrial uses.
- Encourage land in undeveloped areas to be retained in large holdings until it is required for development.
- Monitor industry and business investment trends to better understand and plan for changes in development and locational needs.
- Discourage industrial development in rural areas of the municipality, unless they can demonstrate they are a rural based enterprise, that value-adds to the agricultural base of the municipality.
- Encourage compatible industrial development in small towns.
- Limit industrial development other than rural industry in rural areas.

### The built environment

It is policy to:

- Assess industrial subdivisions and developments against the City of Greater Bendigo's Good Design Guide for Industry
- Work in partnership with landowners and other key agencies to improve access, parking, site layout, landscaping and building design in the municipality's existing industrial areas.
- Promote a high standard of subdivision layout, road access and design, car parking, loading provision, landscaping and building design in new industrial areas.
- Promote incentives for building and site maintenance and encourage the redevelopment of land and buildings in older industrial areas.
- Promote environmentally responsible development that minimises waste products and reuses and recycles materials or by-products.

### Amenity

It is policy to:

- Facilitate good design and landscaping outcomes for industrial developments that enhance the City's built form and provide amenable working environments.
- Prevent encroachment of residential development into industrial areas, as well as ensuring that new industrial developments are located an appropriate distance from existing residential areas.

## 22.05-2

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### East Bendigo Industrial Precinct

This policy applies to the industrially zoned land as identified on the East Bendigo Local Structure Plan 2006 (Amended 2013).

### Policy basis

The MSS identifies that the East Bendigo Industrial Precinct is the preferred location for industrial investment, marketing and industrial expansion for Bendigo. The East Bendigo Industrial Precinct provides for a range of industries with the opportunity to capitalise on existing and proposed transport links, infrastructure services and nearby support services. Significant investment has been undertaken in recent years further enhancing its status as one of regional Victoria's most prominent and expanding industrial precincts.

This policy implements the East Bendigo Local Structure Plan 2006 (Amended 2013), which articulates the future of the precinct.

### Objectives

To facilitate the growth and development of both new and existing local, regional and international industries to locate within the East Bendigo Industrial Precinct and in particular the Wellsford Estate.

To promote sustainable industrial development within the precinct.

To promote the clustering of specific industry types through the development of site specific precincts.

To promote the continued development of infrastructure to service the East Bendigo Industrial Precinct.

### Policy

It is policy to:

#### Amenity and Built Environment

- Require applications to be consistent with East Bendigo Local Structure Plan, 2006 (Amended 2013).
- Encourage new industrial activities to locate where possible within the following appropriate site specific precincts
  - food manufacturing/technology industries, and other industries that are compatible with the operations of food manufacturing;
  - aviation related activities;
  - light industrial precinct; and
  - transport logistics.
- Encourage industries which require large threshold buffer distances to locate in the core of site-specific precincts.
- Investigate opportunities for the location of a waste energy site within the precinct.
- Require the preparation of an on-site environmental management plan (EMP) for the construction of all new buildings.
- Encourage developments within the Wellsford Estate to incorporate energy efficient practices into the design and operation of industries that establish in the Estate.

#### Environmental

- Protect the heritage significance of the Chinese Diggings Historic Reserve and White Hills Geological Reserve from inappropriate development.
- Encourage the protection and management of any sites of cultural significance discovered during development.
- Protect the Bendigo Regional Park and other forested areas from inappropriate development.

- Ensure industries located within the Wellsford Estate are compatible with, and environmentally responsive to, the surrounding forest areas.

#### **Infrastructure**

- Protect the alignment identified for the proposed East Bendigo Link Road and possible Future Bendigo Link Road by ensuring that buildings and works do not encroach within the alignments.
- Protect the alignment identified for the proposed collector roads by ensuring that buildings and works do not encroach within the alignments.
- Encourage the redevelopment of the East Bendigo Railway Workshop for freight or transport related activities.

### **22.05-3**

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#### **Goornong Industrial Precinct**

This policy applies to land zoned Industrial 3 in Midland Highway, Goornong, herein described as the Goornong Industrial Precinct.

#### **Policy basis**

The Goornong Industrial Precinct has been identified as the preferred location for rural based industries. The Goornong Industrial Precinct has good highway frontage, large land holdings and proximity to the rural areas of the municipality. It is also located approximately 25 kilometres north-east of the Bendigo City Centre. These attributes provide a location that is suitable for rural based industries.

There are a number of significant rural based industries currently located within this precinct. The opportunity for rural based industries to co-locate has benefits for the industries / business they service. It also provides the opportunity for sustainable development that will support the small township of Goornong.

#### **Objectives**

To facilitate rural based industries to locate in the Goornong Industrial Precinct.

To promote sustainable industrial development within this precinct

To promote industrial development that is conducive to its rural setting.

To promote the clustering of specific industry types through promotion of the attributes of the Goornong Industrial Precinct.

#### **Policy**

It is policy to:

#### **Amenity and built environment**

- Encourage retention of large landholdings to assist in the attraction of rural based industries to the precinct.
- Encourage industries which require large threshold buffer distances to locate to the north of the precinct
- Enhance the rural setting of the precinct through approved landscaping plans for development in this precinct.
- Require the preparation of an EMP for the site to support all permit applications.

#### **Environmental**

- Ensure the protection of the surrounding rural environment from inappropriate development.
- Ensure the protection and enhancement of existing remnant vegetation as part of development in this precinct.

## GREATER BENDIGO PLANNING SCHEME

- Ensure local species are part of any approved landscaping plan.

### **Reference documents**

*Bendigo Industrial Land Strategy, 2002*

*East Bendigo Local Structure Plan, 2006 (Amended 2013)*

*Review of Demand and Supply for Industrial Land in Greater Bendigo, February 2012*