

**21.02**17/01/2013  
C38**KEY INFLUENCES**

The preparation and development of the planning scheme has been guided by Council's assessment and response to a range of critical land use planning and natural resource management issues. These issues have been summarised below under relevant SPPF headings. The objectives, strategies and implementation actions that respond to these issues are contained in Clauses 21.05 to 21.09.

**Settlement and housing (21.05)**

- Population growth is occurring on the periphery of key towns and areas within commuting distance of metropolitan Melbourne and Ballarat.
- Shire population is generally ageing and household sizes are declining in line with State trends. The specific needs of the elderly and other distinct age groups such as the youth need to be recognised and included in longer term planning strategies.
- Population growth rates vary across the Shire between urban and rural areas.
- Daylesford's proportion of the Shire's population is declining.
- Creswick and Clunes are experiencing the highest population growth rates of the five major towns.
- There is potential for loss of townscape, heritage and landscape character in the Shire's towns without a planned and managed approach to urban development.
- Population characteristics differ markedly across the Shire and are often linked to location/commuting choices.
- Some rural settlement areas are restricted in terms of future growth potential due to servicing constraints. Improved access to facilities in key towns from more remote rural settlements is an important issue.
- Understanding the urban fabric of townships and the need to maintain lifestyle and residential amenity is important.
- There is potential for the loss of some social and support services if viable permanent populations are not maintained.

**Infrastructure (21.06)**

- Reticulated water supply is available to larger towns. This will enable future development to be accommodated and directed to these areas. Water supply and storage capacity for Daylesford needs to be expanded.
- Limited access to public transport has the potential to restrict mobility, particularly for the old, young and disabled within the Shire. Reliance on private vehicles and local road networks is higher than the State average and has implications for the long-term maintenance of road networks across the Shire.
- Traffic management planning is necessary in key towns and other areas located on key tourism routes as traffic volumes resulting from day-trippers and tourists increase within the Shire.
- Provision of services to meet an ageing and more diverse population is a growing issue, particularly in key urban areas.

**Economic development (21.07)**

- The level of unemployment across the Shire indicates the need to provide for local employment opportunities, particularly for youth. There are only limited opportunities to

expand employment opportunities in existing industrial areas and new areas need to be identified.

- Poor presentation and access to industrial areas in some key towns needs to be addressed.
- Location of particular industrial uses in rural areas is becoming a significant planning issue in some parts of the Shire where rural land is under pressure from urban and rural residential expansion.
- The traditional agricultural employment base is declining. However there are increasing employment opportunities in new agricultural enterprises, tourism and hospitality industries.
- Tourism is a significant economic contributor to the local economy but requires development standards and guidelines. Day-trippers and overnight visitors need to be targeted by the tourism market.
- There is a need to promote, protect and encourage sustainable management of natural resources including mineral springs that attract local investment.
- Additional economic opportunities exist in developing and utilising forestry resources including wood lot and farm forestry on private land.

#### **Rural land use and agriculture (21.08)**

- Potential exists to provide for diversification in agricultural production as the value of traditional agriculture declines. There are also concerns regarding the limited potential to earn enough income to sustain traditional agricultural farm without using off-farm income.
- Areas of high quality agricultural land located around Creswick, Newlyn, Smeaton, Daylesford and Glenlyon should be protected. However a significant number of rural living type lots are located in these areas of high to very high agricultural quality. This creates the potential for future land use planning conflicts and should be discouraged.
- Conflict arises due to rural zoned land being used for purely residential purposes, leading to the fragmentation of productive rural land supply and an increased development density.

#### **Environment and heritage (21.09)**

- The Shire is located in proclaimed catchments. Future planning must accommodate the long-term protection of proclaimed water supply catchment areas across the Shire.
- Parts of the Shire are located in high fire-hazard areas. Future planning must accommodate the long-term protection of areas that are subject to the threat of wild fire.
- Ground water management and protection is very important to maintain the integrity and quality of the environment. Servicing of planned growth areas/settlements is essential to protect the integrity of the environment.
- The Shire contains significant landscape features, forest areas and views that should be protected from inappropriate development.
- Heritage assets including pre-contact places and cultural landscapes require identification, documentation and protection.
- Tourist developments need to be built with appropriate location and design standards and guidelines to maintain the integrity of the environment, residential amenity and rural lifestyle.