

## 21.03 VISION AND STRATEGIC FRAMEWORK

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### 21.03-1 Hepburn Shire Corporate Plan 1999- 2002

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The Shire of Hepburn Corporate Plan 1999-2002 establishes the directions for the Shire and provides a framework as to how the Council seeks to build on and improve the community, social, physical, environmental and economic attributes and well being of the Shire over the next three years.

The Hepburn MSS draws upon the principles and key actions within the Corporate Plan. The key objectives of the Corporate Plan are:

- Maintain and enhance the unique social, cultural, environmental and heritage characteristics of the Shire.
- Provide for effective economic management of the Shire's key resources and assets.
- Seek to maximize advantages for the community from the agricultural, forestry and tourism resources offered across the Shire.

An overview of the unique characteristics, opportunities and influences within the Shire is provided in the preceding sections of the MSS. Strategic directions outlined in Clause 21.03-2 emanate from the key objectives identified within the Corporate Plan and preparation of the Shire Land Use Strategy Plan

### 21.03-2

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#### Key land use themes

Hepburn's vision for future land use planning and development is to build a Shire based on the strength and character of the individual and valued lifestyle aspects of the towns, small communities and rural areas of the Shire. The Shire has an outstanding cultural and natural heritage including Australia's greatest concentration of mineral spring resources. This is a heritage for which the community has a long-term management responsibility. The future prosperity of the Shire will derive from protecting and effectively managing these assets and highlighting the locational advantages of the Shire for growth and development based on residents seeking new lifestyles, commuting opportunities and the growth of individual towns, tourism and recreational development and productive agricultural pursuits.

This vision will be achieved by pursuing:

- Development of sustainable strategies that support the Shire's natural resource assets.
- Protection, management and enhancement of the rural and urban environment and amenity that supports rather than detracts from the quality of life enjoyed by the Shire's residents and visitors.
- Improvement to the quality of the Shire's physical environment including watercourses and mineral spring resources.
- Support for local employment and investment that leads to value adding and processing opportunities.
- Support for local tourism-recreation opportunities that add to the local economic base and ensure long term sustainability of natural resources.

The major strategic directions of the vision are:

- Support future urban and residential development in townships that have local facilities and services including reticulated water and sewerage and provide a high level of amenity and community infrastructure.
- Support industrial and commercial in-fill opportunities and investigate the provision of new locations for industrial and commercial development that are compatible with the objectives and strategies of the MSS.

- Maintain productive agricultural land in production by avoiding fragmentation and uses likely to lead to loss of or limitations to production.
- Protect and conserve the natural and built heritage of the Shire's rural and urban areas from inappropriate development.
- Ensure that future development is compatible with the quality, character, amenity and lifestyle of rural and urban communities and the development of the Shire's tourism and recreational product.
- Ensure that the Shire's quality mineral water resources and reserves are effectively maintained and managed as a long-term community and economic resource.

Specific actions will include:

- Provision for urban development and growth in Clunes, Creswick, Daylesford, Hepburn Springs and Trentham as defined in the MSS Structure Plans, with more limited development in other smaller towns and rural settlements based on land capability and performance criteria.
- Emphasis on urban in-fill opportunities that utilize existing infrastructure.
- Prevention of further subdivision or non-agricultural land uses in areas of productive agriculture unless these are specifically focussed on assisting agricultural production.
- Application of specific environmental management provisions to protect mineral water resources, waterways and catchments.
- Identification and protection of the Shire's built heritage assets and significant cultural landscapes by listing individual buildings and significant places.

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### **Strategic land use structure plans**

Council's key features and strategic directions for future land use planning and development are set out in the Environmental Management Structure plan and the Economic Development Structure plan.

The Environmental Management Structure Plan shows the areas where environmental strategies are being implemented. The plan also shows the environmental factors that need to be considered when making land use determinations.

The Economic Development Structure Plan illustrates the service hierarchy of settlements and their infrastructure capacity. Also shown are industrial areas and indicative areas of high to very high quality agricultural land, derived from a regional study.

Structure Plans were also prepared for each of the key towns of Clunes, Creswick, Daylesford, Hepburn Springs and Trentham. The development of these plans resulted from input at various community workshops held across the Shire. In 2005 it was decided that these Structure Plans needed review.

Community workshops were held as part of the Hepburn Structure Plan Review, 2005-06. Workshops were held in Daylesford, Hepburn Springs, Creswick, Clunes and Trentham. Workshop outcomes for each of towns included a vision statement, sustainability definition and issues. A Vision statement, sustainability definition, and a list of key strategic and land use planning issues for each town are included in the report 'HEPBURN STRUCTURE PLAN REVIEW – Daylesford, Hepburn Springs, Creswick, Clunes and Trentham', a Reference Document to this Scheme.

Other Structure Plans were developed for areas that require direction in respect to traditional and emerging agriculture with rural living development, township development or environmental values. These plans include Allendale-Broomfield-Kingston, Coomoorra-Glenlyon Corridor and the Muskvale-Leonards Hill Corridor. These structure plans will be updated when land capability information becomes available, as part of the rural zones review.









