

21.08 ECONOMIC DEVELOPMENT

29/11/2018
C75

21.08-1 Industrial Land Development

29/11/2018
C75

There are a number of industrial areas established around Horsham catering for a range of industrial type uses. Provision is made for small scale light industrial and service premises to the south-east of the Central Activities District (CAD). An industrial estate for larger operations is located south of the Wimmera River close to wastewater treatment facilities. Industrial development is also located on several highway entrances to the city where good access is available to heavy vehicles.

Horsham is well supplied with vacant industrially zoned land. This land is available in a range of sizes that cater for small scale business to larger scale industry. Some of this land is not connected to suitable infrastructure and further strategic work is required to identify infrastructure needs for this land. The Wimmera Industrial Land Capability Study 2004 is the most recent study of industrial land. A great deal of development has occurred since its publication and a review of the document is now warranted.

Additional land for business and industry is also available in the Wimmera Intermodal Freight Terminal (WIFT) Precinct, and the Horsham Aerodrome. Council will continue to facilitate the development of the WIFT Precinct for a range of uses (see below). Council will also continue to facilitate the development of land adjacent the Horsham aerodrome for aviation related industries.

Residential land has been allowed to encroach on industrial land, which creates impediments to the establishment of industrial business that require buffer distances to sensitive uses. Some restructuring of industrial land has occurred in the vicinity of Golf Course Road and Plumpton Road to address this matter, however several other areas where residential development has encroached on industrial activity remain. Further strategic work is required to address this matter.

Objectives and Strategies

Objective 1 To facilitate the development of land for industrial purposes.

- | | |
|--------------|---|
| Strategy 1.1 | Encourage industrial development within the regional centre in established industrial zones serviced by infrastructure, including good road access. |
| Strategy 1.2 | Encourage light industrial activity north of Plumpton Road, ensuring an adequate buffer to the proposed Wimmera River South residential area. |
| Strategy 1.3 | Encourage the restructuring of industrial development impacted by encroachment of residential uses. |
| Strategy 1.4 | Ensure sensitive land uses are not permitted to encroach on land identified for industrial development. |
| Strategy 1.5 | Cluster industrial activities around the new saleyards to ensure development occurs in a way which minimises potential impacts from inundation from the nearby Burnt Creek. |

Scheme Implementation

- Apply the Industrial 1 Zone to core industrial areas.
- Apply the Industrial 3 Zone to fringe industrial areas.
- Apply the Commercial Development Policy in Clause 22.01.

Further Strategic Work

- Review the Wimmera Industrial Land Capability Study.

Prepare an Industrial Strategy for the municipality which considers infrastructure requirements and resolves interface issues with residential areas.

21.08-2 Wimmera Intermodal Freight Terminal Precinct

29/11/2018
C75

The WIFT Precinct will be developed as a major intermodal freight and logistics hub for the Wimmera-Mallee region. The agglomeration of freight related land uses on approximately 470 hectares around WIFT will ensure the continued efficient and effective transfer of goods into and out of the region.

The precinct is bordered by the Henty Highway, Wimmera Highway and the Melbourne-Adelaide Rail Corridor. Due to the large scale of the precinct, development is likely to occur over the next 20 to 25 years.

The precinct will diversify employment opportunities for the municipality and the wider Wimmera-Mallee region by establishing an industrial employment precinct providing a range of businesses and jobs relating to freight and logistics.

The precinct will be generally developed around the following 6 sub-precincts to assist in managing potential inter-industry conflict and to maximise the opportunities associated with the proximity of the precinct to the adjoining WIFT:

- Sub-precinct 1 Grain
- Sub-precinct 2 Mineral Sands
- Sub-precinct 3 Warehousing and Logistics
- Sub-precinct 4 Large Manufacturing:
- Sub-precinct 5 Warehousing Logistics and Small Manufacturing
- Sub-precinct 6 Highway Businesses

Objectives and Strategies

Objective 1	To provide for the staged development of the precinct as a major intermodal freight and logistics hub for the Wimmera-Mallee region over the next 20-25 years
Strategy 1.1	Ensure that development of the precinct does not prejudice the ongoing operation and expansion of the WIFT.
Strategy 1.2	Encourage freight, logistics and transport related uses, industry, warehousing, manufacturing, mineral sands processing and storage handling, and other supporting commercial activities that benefit from close and/or direct association with the WIFT.
Strategy 1.3	Encourage warehousing and industries involved in the storage and transfer of primary produce and raw materials from farm by-road and-rail, for eventual transport to national and international markets.
Strategy 1.4	Encourage uses that add-values to primary produce and raw materials through their manufacture, packaging and transportation.
Strategy 1.5	Encourage a range of complimentary activities and businesses, including container park facilities, large volume container packing, bulk loading and warehousing facilities that support the role of the Precinct as a major intermodal freight and logistics hub.
Strategy 1.6	Manage inter-industry conflict by developing the precinct having regard to the sub-precincts to provide appropriate separation between food based industries and uses with adverse amenity potential that may impact on food processing where required.
Strategy 1.7	Encourage flexibility in considering use and development applications, to respond to changing economic circumstances, and the needs of new and emerging businesses and industries.
Strategy 1.8	Ensure that permitted uses mitigate environmental risks.

- Objective 2 To develop a quality industrial precinct to attract industry investment and create jobs.**
- Strategy 2.1 Ensure principles of quality design and landscaping, environmentally sustainable development and water sensitive urban design are incorporated into new development.
- Strategy 2.2 Encourage an attractive and integrated development that establishes a cohesive built form along key routes with consistent and quality landscaping and setbacks.
- Strategy 2.3 Encourage quality building design and landscaping of gateway sites.
- Strategy 2.4 Develop a safe environment for workers and visitors.
- Objective 3 To provide infrastructure to service the use and development of the precinct.**
- Strategy 3.1 Establish standards for infrastructure that supports the establishment of the precinct and its ongoing operation.
- Strategy 3.2 Require subdivision applications to identify the provision of utilities and services including electricity, telecommunications, water supply and waste water treatment.
- Strategy 3.3 Encourage the provision of broadband services to the precinct.
- Strategy 3.4 Require subdivisions to provide sufficient space in road verge for future infrastructure provision.
- Strategy 3.5 Encourage the long term provision of reticulated potable water, sewerage and gas.
- Strategy 3.5 Develop a storm water management strategy to ensure that the existing 100 year Annual Exceedance Probability peak flow rate is no greater than current flows from the precinct.
- Objective 4 To protect and develop the road and rail transport networks.**
- Strategy 4.1 Provide principle road access to the precinct at the corner of Henty Highway and Freight Terminal Road.
- Strategy 4.2 Ensure that development does not prejudice the potential extension of the rail siding.
- Strategy 4.3 Ensure that development does not prejudice the future upgrade of key transport routes for B-Triple trucks access from Wimmera and Henty Highways to the WIFT and warehousing sub-precincts.
- Strategy 4.4 Design roads to facilitate large vehicle movements, including B-triple trucks, high productivity freight vehicles and oversize and overmass vehicles.
- Objective 5 To ensure uses with adverse amenity potential do not unreasonably impact on the Dooen Township and surrounding rural area.**
- Strategy 5.1 To ensure land uses with adverse amenity potential are appropriately located to avoid unreasonable offsite impacts.
- Objective 6 To ensure that sensitive uses do not impact on the development and operation of the precinct.**
- Strategy 6.1 Discourage the development of sensitive land uses within the buffer area of the Precinct shown in Schedule 7 to the Environmental Significance Overlay.

Scheme Implementation

Apply the Special Use Zone to the precinct to provide for the separation of incompatible industrial and warehousing uses.

Apply the Development Plan Overlay to ensure the integrated development of the precinct as a major intermodal freight and logistics hub for the Wimmera Mallee region.

Apply the Design and Development Overlay to ensure a high quality urban design and built form in the precinct.

Apply the Environmental Significance Overlay to protect the precinct from incompatible sensitive uses and provide a buffer to uses with adverse amenity potential in the precinct.

Implementation

When deciding on applications for use, development and subdivision it is policy that:

The precinct be developed having regard to the following six sub-precincts:

- **Sub-precinct 1 Grain:** To be developed with uses associated with the collection, storage and transfer of grain and other bulk agricultural produce. Uses associated with mineral sands will be discouraged in this precinct. Lots ranging in size from large (15-40 hectares) and super (40-80 hectares) are encouraged in this sub-precinct.
- **Sub-precinct 2 Mineral Sands:** To be developed with uses associated with mineral sand mining operations, including the collection, storage and transfer of mineral sands and other earth resources that may require separation from food related industries.
- **Sub-precinct 3 Warehousing and Logistics:** To be developed with uses associated with large scale warehousing and logistics, freight and industries that benefit from a location in close proximity to the WIFT. Lots ranging in size from large (15-40 hectares) and super (40-80 hectares) are encouraged in this sub-precinct.
- **Sub-precinct 4 Large Manufacturing:** To be developed with manufacturing and general industries that have potential amenity impacts and require large buffers from sensitive land uses (e.g. dwellings). Manufacturing industries with large footprints are encouraged to locate in this sub-precinct. Lots with an area of 40 to 80 hectares are encouraged in this sub-precinct.
- **Sub-precinct 5 Warehousing Logistics and Small Manufacturing:** To be developed with a mix of smaller-scale manufacturing, warehousing and logistics industries that require small buffers to sensitive uses. Lots ranging in size from small (1-5 hectares) and medium (5-15 hectares) are encouraged in this sub-precinct.
- **Sub-precinct 6 Highway Businesses:** To be developed with a range of ancillary uses and service industries that support the Precinct and benefit from increased exposure along the highway, such as convenience retail and fuel supply. No direct access to these uses will be provided from either the Henty or Wimmera Highways. Lots of 1-5 hectares are encouraged in this sub-precinct.

Reference document

Wimmera Intermodal Freight Terminal Structure Plan, 14 December 2012, AECOM.

21.08-3

Tourism

29/11/2018
C75

Horsham is located near to popular tourist attractions including the Grampians National Park, Mt Arapiles-Toooan State Park, Little Desert National Park, Black Range State Park and various lakes. A total of 1.5 million tourists are estimated to visit the region each year. The protection of these significant natural features is in the national interest and will further enhance opportunities for the local tourist industry. Tourist developments associated with these features must be sensitively designed and sited to protect the integrity of these places.

Significant development associated with the Grampians has been occurring in the Wartook area. The current planning controls that apply in the Wartook Valley do not facilitate tourism development. A strategy that provides guidance for the Wartook Valley is discussed in the next section.

Mt Arapiles is located in a productive farming area and it is considered appropriate that development associated with this outstanding feature should be located in nearby Natimuk to protect agricultural activity, the local environment, and support the sustainability of services in Natimuk.

The Grampians Peaks Trail will be a world-class, long distance walking experience, showcasing the beauty and majesty of Gariwerd’s natural and cultural landscapes. The Grampians Peaks Trail development will offer an opportunity for business and tourism operators within the Horsham Municipality to gain further business and visitation. The visitors to the trail will be looking for a range of different experiences from guided walks, catered tours with drop of and pick up services through to development of on park five star accommodations for evening recuperation.

The Grampians region sits strategically along the Western Highway, with the potential to attract existing Adelaide-Melbourne touring visitors. The Grampians is strategically located surrounding a number of major tourism routes including the Great Ocean Road, Limestone Coast, Goldfields and the Western Highway (a major Adelaide-Melbourne tourism linkage). The development of the Grampians Way as a complimentary and nearby tourism experience may further increase spill-over from surrounding tourism routes.

The Grampians Way would provide for a continuous sealed road route around the National Park, which itself could be developed as a scenic touring route. At present, there is considerable demand for a scenic touring route within the Grampians, with over 87% of visitors the region seeking an “opportunity to tour around and explore”.

The purposes of developing a ring road around the Grampians National Park are to:

- Promote increased dispersal of visitation in the region;
- Provide alternative ways to travel around the park, combating the impact of closures that have had a considerable impact on the tourism industry;
- Open up new areas and tourism nodes around the National Park to investment; and,
- Provide a new experience: the Grampians Way Ring Road should be considered a tourism product in its own right.

Objectives and Strategies

Objective 1 To facilitate the development of the tourism sector.

Strategy 1.1 Encourage the use and development of land for purposes that will encourage visitors to increase their length of stay within Horsham while protecting existing amenity.

Strategy 1.2 Encourage tourist related development associated with Mt Arapiles-Tooan State Park to be located in the nearby township of Natimuk.

Strategy 1.3 Encourage small scale environmentally sensitive tourist developments in the Wartook area adjacent to the Grampians National Park.

Objective 2 To support the creation of the Grampians Peaks Trail and associated tourist development.

Strategy 2.1 Support the implementation of the Grampians Peaks Trail Master Plan.

Objective 3 To support the creation of the Grampians Way.

Strategy 3.1 Support the implementation of the Grampians Way.

Scheme Implementation

Apply the Rural Activity Zone to areas suitable for tourism developments in non-urban areas.

Apply the Design and Development Overlay to enhance the design and built form of tourism developments.

Apply the Environmental Significance Overlay, Vegetation Protection Overlay or the Significant Landscape Overlay to identify significant natural assets that support tourism development.

21.08-4 Wartook Valley

29/11/2018
C75

The Wartook Valley area is an area of high landscape, environmental and rural values, which have combined to make the area an attractive place to live, work and recreate.

With the introduction of the Farming Zone, the area has been under the influence of several discordant planning controls, with the Wartook Tourist Area Policy in Clause 22.05 of the Horsham Planning Scheme seeking to encourage the establishment of small scale environmentally sensitive tourist related developments in the vicinity of the Grampians National Park, whilst the Farming Zone seeks to restrict such development in an attempt to protect land for agricultural activities. In addition to this, the Farm Zone also allows for subdivision within the Wartook Valley to create lots as small as 16ha, which has precipitated wide spread rural living residential development.

Further to this, numerous Trust for Nature, and other conservation oriented covenants have been placed on various properties, which in turn have an effect on future use and development of the land.

The future direction for the Wartook Valley must reconcile differing opinions on the need to:

- Protect the National Park and the most appropriate method to do so;
- Apply more conservation focused planning controls;
- Allow for greater tourism activity associated with the area; and
- Protect and retain farming land and other agricultural uses in the area.

Objectives and Strategies

Objective 1 To establish a set of Planning Scheme controls that provide guidance and direction for the use of land, the protection of environmental and scenic values, and design and development standards to be achieved by all new development.

Strategy 1.1 Support the implementation of the Wartook Valley Strategy.

Scheme Implementation

Implement the recommendations from the Wartook Valley Strategy.

Apply the Farming Zone in the Wartook area with a subdivision minimum of 16 hectares to assist to facilitate the establishment of tourist developments.

Apply the Wartook Tourist Area Policy which recognises tourism opportunities in the area.

Apply the Environmental Significance Overlay - Wartook Tourist Area to this locality adjacent to the Grampians National Park.

Reference Document

Wartook Valley Strategy, 2017