

21.13 OPEN SPACE AND TOURISM

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21.13-1 Overview

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Open space

Council's vision for open space is to provide a range of active and passive recreation opportunities in accordance with community needs, which is readily accessible, conserves and enhances natural and cultural resources, contributes to the local economy, and contributes to an amenable environment in which to live, work and visit for current and future generations.

The *Public Open Space Strategy* (2004) provides for the effective management of open space assets and provision of future open space opportunities, including sporting, conservation, community use and facility development. The extension and enhancement of the open space network and its linkages is also vital. The use and development of open space assets needs to respond to the cultural, interpretive and ecological values and changing needs of the community. Council will continue to expand the public open space network over time.

Refer to Open Space and Tourism Framework Plan 7 for key open space and tourism assets.

Tourism

Tourism in Manningham provides a diverse range of business and employment opportunities for residents and visitors to experience and to enjoy the natural and cultural environments.

Council supports tourism initiatives that maintain and enhance a valuable and sustainable tourism industry and which complement adjoining land uses. Development that protects local environmental features, landscape qualities, local character and cultural heritage will be encouraged. The development of physical and social infrastructure to support the tourism industry in Manningham is critical, including signage, transport linkages and community facilities.

Tourism will focus on project implementation at a local level while retaining marketing at a regional level. A key challenge is to further enhance tourism opportunities at a local level, which will involve working closely with local residents and local businesses.

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Key issues

- An adequate supply of land to meet the future needs of strategic open space links, natural areas and recreational facilities.
- Pressure for public access to open space areas with conservation values.
- Competing interests between adjoining land use and development on public open space and its user groups.
- Use of public open space and recreational resources for drainage purposes.
- Higher density residential development placing increased pressure on the demand for public open space.
- Developing public open space for more intensive leisure and sporting activities.

Objectives

- To identify existing and future active and passive recreation needs and social trends of residents and visitors.
- To provide a wide range of high quality and accessible public open space areas to encourage physical activity and social interaction to meet the existing and future needs of residents and visitors.
- To identify existing gaps in the public open space network and develop a program for how they can be addressed.
- To minimise the impact of adjoining land use and development on public open space and its users.
- To protect, enhance and increase biodiversity values of public open space.
- To minimise the impact of the use and development of public open space on the surrounding area.
- To protect, enhance and increase landscape values of public open space.
- To recognise the hierarchy of public open space assets, equitably distributing open space resources, access to facilities and a diverse range of opportunities.
- To develop and maintain public open space of regional or municipal significance for the benefit of the whole community.
- To provide and manage comprehensive pedestrian, bicycle and trail networks.
- To incorporate the drainage function in public open space areas without detriment to safety, environmental, visual and recreational values.

Strategies

Strategies to achieve these objectives include:

- Prepare and implement Management/Development Plans for public open space.
- Develop biolinks between open space and other areas with high conservation values.
- Develop and continue to consolidate the important recreation, education and conservation role of key public open space areas.
- Require public open space contributions for subdivision that increase the demand for open space and where the provision of a land contribution is not appropriate.
- Accept land as the open space contribution for subdivision if one of the following criteria applies:
 - It provides a link with other areas of public open space
 - It provides a pedestrian/cycle link to commercial areas, residential streets and/or activity centres
 - It contains significant remnant habitat
 - It provides opportunity for community development
 - It meets the planning criteria adopted for the provision of public open space
 - It is situated along a waterway identified within the *Public Open Space Strategy* (2004) as a major or other link
 - It is required for sporting or other community facility.
- Develop bike and pedestrian networks that are linked to the Yarra Valley Parklands and other major public open space areas.

- Require applicants to implement land management practices to limit adverse effects of pest plants and pest animals where appropriate.
- Provide a balance between open space requirements and the drainage function of land.
- Facilitate drainage proposals that are implemented in a manner, which enhances recreational resources and the environmental values of public open space.
- Require developments close to, adjoining or in public open space areas to be sympathetic to:
 - identified functions of linear parks
 - natural areas and reserves with flora and fauna values
 - sporting reserves
 - community/recreation reserves
 - neighbourhood parks.
- Require uses and developments to minimise negative impacts on public open space, including flora and fauna habitat, hydrology, water, visual and landscape qualities.
- Require developments close to, adjoining or in significant roadside areas to recognise the flora and fauna values as an important part of the public open space system, and the need to protect and enhance these values.
- Purchase strategic areas of land for the public open space network.
- Sell reserves of minimum open space value to fund the purchase and/or development of more strategic areas of public open space.

Implementation

These strategies will be implemented by:

Zones and overlays

- Applying the Public Park and Recreation Zone.
- Applying the Public Conservation and Resource Zone.
- Applying an Environmental Significance Overlay.
- Applying a Significant Landscape Overlay.

Policy and exercise of discretion

- Implementing the *Public Open Space Strategy* (2004) and relevant Management/Development Plans approved by Council.
- Implementing the *Manningham Bicycle Strategy* (2001) to integrate new development with existing and proposed bicycle and pedestrian networks.
- Implementing the *Manningham Green Wedge Strategy* (2004) that reiterates the importance and value of preserving and enhancing open space.
- Implementing *Manningham Biosites: Sites of (Biological) Significance Review* (2004).

Further strategic work

- Reviewing zone and overlay provisions to achieve greater regional consistency and protection of the Yarra River, its environs and tributaries in conjunction with the

Department of Planning and Community Development and other municipalities along the Middle Yarra.

- Preparation of Management/Development Plans in accordance with the *Public Open Space Strategy* (2004).

Other actions

- Facilitating and improving communication regarding public open space planning, development and ongoing management between Council, government and statutory authorities, community groups, reserve users and local residents.
- Developing and implementing a system for planning development of public open space areas.
- Developing and implementing responsible and responsive financial planning for the continued development and management of public open space.
- Establishing a system for evaluating whether the objectives of the *Public Open Space Strategy* (2004) are being met through its ongoing implementation.
- Investigating the use of revolving funds, including Trust for Nature to purchase and on-sell strategic land parcels.
- Investigating the potential of land swap, community trust, buy back and sale of surplus Council Reserves, to purchase land of particular strategic or environmental significance required for the public open space system.
- Developing programs for the purchase of strategic private land in the priority identified in *Public Open Space Strategy* (2004), and the funding of either the purchase and/or development of areas of strategic public open space through the sale of Unclassified Reserves.
- Implementing the *Horse Riding Strategy* (2001).
- Implementing the *Playspace Strategy* (2003).

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Tourism

Key issues

- Identifying and developing appropriate tourism opportunities.
- Development of local tourism facilities that enhance local environmental features, landscape qualities, local character and cultural heritage.
- Providing diverse business opportunities.
- Development of appropriate infrastructure to enhance tourism product strengths of the region.
- Balancing visitor needs/demands and the pressure placed on natural resources and local communities.

Objectives

- To promote Manningham's competitive strengths including the attraction of investment capital in tourism in the following areas:
 - links to the Yarra Valley Region
 - historic and modern arts
 - arts/crafts enterprises

- heritage and cultural assets
- natural assets
- Aboriginal culture
- quality food and wines.
- To encourage accommodation that enhances regional and local tourism without causing detriment to scenic, landscape and environmental resources.
- To minimise any adverse impacts of tourism activities on local communities, surrounding land uses and natural resources.
- To ensure tourism development does not impact on the amenity of the area.
- To improve the quality, capacity and accessibility to key tourism assets.

Strategies

Strategies to achieve these objectives include:

- Encourage tourism opportunities that meet the needs of the local and business community.
- Promote, protect and enhance Melbourne's Valley of the Arts region as a tourist destination.
- Promote and enhance Manningham's tourism assets in Framework Plan 7.
- Require the development of tourist activities to respond to land capability (including environmental and servicing constraints).
- Encourage uses such as small-scale bed and breakfast accommodation, matched to land capability (including environmental and servicing constraints).
- Promote tourism developments that complement local communities, surrounding land uses and natural resources.
- Require development proposals to adopt best-practise design and construction techniques to ensure that the proposals have a neutral or positive impact on environmental characteristics and visual landscape quality of surrounding land uses and natural resources.
- Promote sustainable and high quality development of physical infrastructure.
- Promote environmentally sensitive road upgrades.
- Promote key tourism assets with appropriate signage.
- Require developments to demonstrate that traffic impacts will be minimised.

Implementation

These strategies will be implemented by:

Zones and overlays

Policy and exercise of discretion

- Implementing the *Public Open Space Strategy* (2004) to encourage development of appropriate infrastructure to enhance tourism product strengths and to balance visitor needs/demands and the pressure placed on natural resources and local communities.

- Implementing the *Manningham City Council 2003-2006 Economic Development Strategy* (2003).
- Using Local Policy to ensure that signage does not affect the amenity of the area (*Outdoor advertising signs policy, Clause 22.07*).

Further strategic work

- Preparation of a Local Tourism Strategy having regard to the Tourism Development Plan for Melbourne Riverlands (1997) and Melbourne's Valley of the Arts Regional Tourism Marketing Board, Marketing and Business Plan 2002-2004.

Other actions

- Promoting public transport links to key tourism assets.
- Implementing the *Arterial Road Improvement Strategy* (2004), *Tourist Signing Guidelines* (2001) and the *Manningham Integrated Transport Strategy* (2003), which promote the development of appropriate infrastructure to enhance tourism product strengths of the region.

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Reference documents

- KMPG (1997) *Tourism Development Plan for Melbourne Riverlands*, Tourism Victoria, Melbourne.
- Manningham City Council, Arup Transportation Planning (2001) *Manningham Bicycle Strategy*, Manningham City Council, Doncaster.
- Manningham City Council (2003) *Manningham Integrated Transport Strategy*, Manningham City Council, Doncaster.
- Manningham City Council (2004) *Arterial Road Improvement Strategy*, Manningham City Council, Doncaster.
- Manningham City Council (2004) *Drainage Strategy 2004-2014*, Manningham City Council, Doncaster.
- Manningham City Council (2004) *Public Open Space Strategy*, Manningham City Council, Doncaster.
- Manningham City Council (2004) *Manningham Green Wedge Strategy*, Manningham City Council, Doncaster.
- Manningham City Council (2004) *Manningham Biosites: Sites of (Biological) Significance Review*, Manningham City Council, Doncaster.
- Manningham City Council (2001) *Horse Riding Strategy*, Manningham City Council, Doncaster.
- Manningham City Council (2003) *Playspace Strategy*, Manningham City Council, Doncaster.
- Melbourne's Valley of the Arts Regional Tourism Marketing Board (2002), *Melbourne's Valley of the Arts Regional Tourism Marketing Board Business and Marketing Plan 2002-2004*, Doncaster.
- VicRoads (2001) *Tourist Signing Guidelines*, Victoria.

OPEN SPACE AND TOURISM FRAMEWORK PLAN 7

