

## 21.08 ECONOMIC DEVELOPMENT

17/11/2016  
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This Clause provides local content to support Clause 17 (Economic Development) of the State Planning Policy Framework.

The Council Plan 2009-2013 is committed to the following in terms of economic development issues:

*Ours will be a community with:*

- *Sustainable economic development that encourages and supports innovation in business and industry;*
- *A well-networked and coordinated business community that focuses on its unique assets and opportunities;*
- *Vibrant, active, viable and attractive industrial, commercial, tourism and retail precincts;*
- *Environmentally responsible economic development;*
- *A balanced employment skill base to meet business and industry needs;*
- *Appropriate infrastructure to support tourism and events development; and*
- *Access to quality education that meets our needs now and into the future.*

### 21.08-1

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## Agriculture

### Overview

Mildura Rural City is nationally and internationally significant in terms of its horticultural output. The local economy is mainly driven by horticultural industries and their value added activities, such as packaging and processing. Dryland farming provides economic diversity and important regional income.

There are two broad agricultural areas in the municipality. They are:

- Horticultural Areas Located in the northern irrigated areas (Mildura Older Irrigation Area and Newer Irrigation Areas) consisting mainly of dried vine fruit, wine grapes, table grapes, citrus and vegetable production.
- Dryland Agricultural Area Located to the south and north of the Murray Sunset National Park, consisting mainly of mixed cereal, sheep, some grain and pasture legumes, wool and beef production.

The total value of production from agricultural areas in the municipality in 2007 – 2008 was approximately \$345M. In 2008 the region contributed:

- 20% of the total Australian wine grape crush;
- 74% of the total Australian table grape pick;
- 98% of the total Australian dried grape pick; and
- 24% of the total Australian citrus crop.

In 2008 dryland farming areas contributed over \$300M in grain growing and \$7M in livestock.

There is potential to expand agricultural and horticultural production throughout the municipality. Realising this potential in a responsible manner by ensuring ecological and agricultural sustainability will bring added and continued wealth to the local economy and

residents of the municipality. The protection of agricultural land from urban encroachment including the small lot subdivision of horticultural properties is important.

### **Objective 1**

To support the continued development of sustainable agricultural and horticultural industries as the foundation of a strong and prosperous economy.

#### Strategies

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|--------------|--|
| Strategy 1.1 | Minimise unplanned urban intrusion into horticultural areas.   |
| Strategy 1.2 | Support the development of new horticultural areas.  |
| Strategy 1.3 | Support horticultural and agricultural diversification and value adding.   |
| Strategy 1.4 | Apply minimum subdivision lot sizes in rural areas to facilitate farm consolidation and reflect a viable unit of production.       |
| Strategy 1.5 | Protect rural and agricultural infrastructure such as roads, drainage and water supply.  |
| Strategy 1.6 | Support agricultural and horticultural production and transport that are environmentally responsible and “clean and green”.        |
| Strategy 1.7 | Ensure that future subdivision of agricultural land is based on sustainable farming methods and sustainable environmental grounds. |

### **Implementation**

The strategies in relation to agriculture will be implemented through the planning scheme by:

#### **Reference documents**

- Mildura Economic Profile, Mildura Development Corporation 2009
- Mildura Planning Taskforce Final Report, December 2009
- Review of Planning Controls for the Mildura Older Irrigated Areas, October 2014.

## **21.08-2**

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### **Tourism**

#### **Overview**

Mildura is a key attraction in the Mallee tourism sub-region, and is described as ‘a riverside oasis in the outback’. Located on the Murray River, Mildura has built upon the natural assets of Murray-Darling river system, which is one of the world’s largest river systems. Indigenous tourism, special events, arts-related industries and wineries are among the city’s key tourism assets.

The Mildura CBD is a draw-card for visitors to the Mallee sub-region. The CBD offers extensive facilities and services for all types of visitors, ranging from accommodation to shopping and restaurants, cafés and bars, as well as easy access to attractions such as golfing, houseboats and galleries; and it is also the main focus for business and civic functions. The major tourist attractions and assets of the region include significant national and state parks; the World Heritage listed Willandra Lakes System incorporating Mungo National Park in NSW; Murray and neighbouring Darling Rivers; rich Aboriginal and non-Aboriginal cultural heritage; climate; high quality recreation features; extensive accommodation opportunities; wineries and the horticultural industry in general; and major events and festivals.

The protection of residential amenity in the residential areas surrounding tourist areas from tourist accommodation uses such as backpackers' accommodation is an issue.

Mildura Airport supports the regional business and tourism economy. It is serviced by three national and regional airlines with connections to capital cities.

### **Objective 2**

To increase visitor numbers and length of stay.

#### Strategies

- Strategy 2.1 Support the development of new tourism enterprises throughout the municipality in appropriate locations.
- Strategy 2.2 Support tourism enterprises such as "bed and breakfast" accommodation in appropriate rural locations.
- Strategy 2.3 Support the development of the Mildura Marina in accordance with the Mildura Marina Resort Development Plan.

### **Implementation**

The strategies in relation to tourism will be implemented through the planning scheme by:

#### **Policy guidelines**

- Apply the Budget Accommodation policy at Clause 22.01 for any form of higher density commercial accommodation.

#### **Reference documents**

- Budget Accommodation in Mildura Rural City Council 2000
- Mildura Economic Profile, Mildura Development Corporation 2009

## **21.08-3**

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### **Retail/Commercial**

#### **Overview**

There is an established retail hierarchy in the municipality. Residents and visitors are served by three existing major retail concentrations, namely the Mildura CBD, City Gate Activity Centre and the Fifteenth Street Precinct. The Mildura CBD is the primary activity centre, encompassing retail, commercial, financial, community service, recreation and entertainment uses. City Gate Activity Centre is an important sub regional retail centre. The Fifteenth Street Precinct provides for bulky goods restricted retailing and trade supplies use.

In addition to these major retail concentrations, retailing needs of the population are served by small town centres at Irymple, Merbein, Red Cliffs, Ouyen and a range of small neighbourhood centres and local shops.

The *Review of the Mildura Retail Strategy 2000* identified that by 2021 it is anticipated that an amount of 35,280 – 58,070 square metres of additional retail floorspace could be sustained in Mildura.

The Mildura Retail Strategy 2010 states that within the Study Area (the urban area of Mildura and the nearby towns of Merbein, Irymple and Red Cliffs), there was a total of approximately 151,200 square metres of retail floorspace at February 2010. The retail strategy states that to 2025, potential exists for in the order of 48,000 to 67,000 square

metres of additional retail development in the study area. This development potential provides support for the following:

- Redevelopment of key CBD sites containing anchor tenants, with the potential to increase retail floorspace as part of these redevelopments.
- Consolidation of the sub-regional role currently being performed in the City Gate Activity Centre.
- Consolidation of the homemaker precinct in Fifteenth Street.
- Potential development of a town centre in Irymple.
- Potential future development of neighbourhood centre facilities in the Mildura South growth area.

The 2006 Mildura-Irymple Interface Study final report identifies land abutting Fifteenth Street between Benetook Avenue and Cowra Avenue as the preferred location for restricted retail expansion. This recommendation is supported by the 2006 Industrial Land Strategy Update.

### **Objective 3**

To achieve balanced and sustainable retailing facilities that serve the needs of, and are accessible to, residents and visitors.

#### Strategies

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|---------------|--|
| Strategy 3.1  | Provide adequate retail capacity in anticipation for future growth in accordance with the Mildura Retail Strategy 2010.  |
| Strategy 3.2  | Sustain the Mildura CBD as the primary activity centre, encompassing strong retail, commercial, financial, community service, recreation and entertainment components.   |
| Strategy 3.3  | Support the sub-regional retailing role of the existing and proposed expanded retail concentration in the vicinity of the City Gate Activity Centre, which complements the function of the Mildura CBD, and its development in accordance with the Fifteenth & Deakin Structure Plan (July 2012), including urban design guidelines. |
| Strategy 3.4  | Discourage expansion of the Mildura Centre Plaza beyond 21,000sq. m. leasable floor area for shop.   |
| Strategy 3.5  | Support the Fifteenth Street Precinct as a bulky goods location in accordance with the Fifteenth & Deakin Structure Plan (July 2012).  |
| Strategy 3.6  | Manage the use and development of land along Fifteenth Street in accordance with the Fifteenth & Deakin Structure Plan (July 2012).  |
| Strategy 3.7  | Ensure that commercial development along Fifteenth Street between Benetook Avenue and Cowra Avenue is consistent with adopted urban design guidelines for the area.  |
| Strategy 3.8  | Ensure that commercial development in Irymple is consistent with the Irymple Structure Plan (July 2012), including site specific urban design guidelines for key sites.  |
| Strategy 3.9  | Support further commercial development within the existing commercial areas in Irymple, Merbein, Red Cliffs and Ouyen.   |
| Strategy 3.10 | Support the development of local neighbourhood stores rather than new centres to serve the local retail needs of future residential development areas in Mildura.  |

## Implementation

The strategies in relation to retail/commercial will be implemented through the planning scheme by:

### Application of zones and overlays

- Applying the Commercial 1 zone to the Mildura CBD, land on and adjacent to the Mildura Centre Plaza on Fifteenth Street between Deakin Avenue and San Mateo Avenue and smaller commercial centres.
- Applying the Commercial 1 Zone to the land on the south east corner of Deakin Avenue and Tenth Street.

### Reference documents

- Mildura Retail Strategy 2010
- Mildura Economic Profile, Mildura Development Corporation 2009

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## Industrial

### Overview

While most towns in the municipality contain some industrial activity it is generally of a local service nature. The two major concentrations of industrial activity are located at the Mildura industrial estate and the Irymple industrial area.

In implementing the *Industrial Land Strategy Update 2006* and addressing the shortage of industrial land in Mildura, Council has:

- Rezoned approximately 70 hectares of land in Benetook Ave between Fourteenth and Fifteenth Streets for service industrial purposes (IN3Z) to satisfy the projected 2020 demand for service industry development in this part of the municipality.
- Rezoned additional land within the Thurla Structure Plan area and identified land abutting Kulkynne Way (the proposed link road to the Sturt Highway) to address the non urban industrial supply.
- Identified land at the intersection of Meridian Road / Sturt Highway intersection as a potential longer term non urban industrial development opportunity.

The *Update* also embraces the continued development of the Mildura Airport Special Use precinct, although it notes that the 59 hectares development site is not likely to attract Mildura's light industrial and commercial service businesses.

### Objective 4

To provide an adequate supply of industrial zoned land and direct future industrial development to appropriate locations.

#### Strategies

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|--------------|--|
| Strategy 4.1 | Focus local industrial development which services wine and horticultural industries and commercial activities in existing and planned industrial precincts in Mildura, Irymple, Red Cliffs and Kulkynne Way. |
| Strategy 4.2 | Concentrate industrial development in areas highly accessible to truck routes.   |

- Strategy 4.3 Encourage the short term development of land at Thurla (consistent with the Thurla Structure Plan) and Kulkyne Way for industrial land uses which may require significant land holdings and/or buffer distances to sensitive land uses.
- Strategy 4.4 Investigate in the longer term large lot non urban industrial development opportunities that may exist at the intersection of Meridian Road and Sturt Highway to determine whether the drainage constraints can be addressed.
- Strategy 4.5 Implement the strategic directions of the Thurla Structure Plan as shown in Figure 1.
- Strategy 4.6 Ensure that new industrial and service commercial development along Benetook Avenue between Fourteenth Street and Fifteenth Street is consistent with the adopted Mildura-Irymple Urban Transition Area, Urban Design Guidelines (April 2008).

### **Implementation**

The strategies in relation to industrial development will be implemented through the planning scheme by:

### **Reference documents**

- Mildura Industrial Land Use Strategy 2003
- Industrial Land Strategy Update 2006
- Mildura Economic Profile, Mildura Development Corporation 2009

Figure 1: Thurla Structure Plan

