

21.0819/05/2016
C108**ECONOMIC DEVELOPMENT**

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

Specific references to individual towns are also included in Clause 21.11 (Local Areas).

21.08-119/05/2016
C108**Economic growth**

Mitchell's future economic performance is likely to be influenced by a number of key economic drivers which are associated with its location, current economic profile and population growth prospects. These include population and household growth, liveability, land availability, infrastructure and service provision, business support and facilitation, and leadership and communication. A wide variety of external factors will also be important, including climate change and other environmental issues.

Key issues

- Ensuring sufficient land is available to attract investment and generate additional jobs.
- Ensuring the timely and efficient delivery of infrastructure and services.
- Improving the attractiveness of townships.
- Removing constraints to development to increase inward investment and visitation and to improve liveability.
- Providing a high level of support to the business community to nurture existing businesses and attract new operators to the Shire.

Objective 1

To facilitate new development and employment opportunities in business, industry and tourism.

Strategies

- Support potential growth industries including the equine industry, health and education sectors, transport, logistics, warehousing, value-added agriculture, viticulture, organic farming and new technologies.
- Encourage interim employment uses within the land identified in the Wallan Structure Plan designated for the Beveridge Interstate Freight Terminal (BIFT) as well as longer term uses on adjacent land that will have synergies with the BIFT.
- Encourage high quality residential and commercial development.
- Deliver infrastructure in a timely manner.
- Ensure adequate land availability.
- Protect and improve the attractiveness of towns, particularly their main streets.
- Enhance traffic circulation and car parking within towns.

21.08-219/05/2016
C108**Industry**

Industrial expansion within the various towns is vital to the economic wellbeing of the municipality. The overall appearance of industrial areas is important in attracting ongoing and new investment.

Council's *Economic Development and Tourism Strategy*, 2010 recommends targeting potential growth industries where the Shire has a competitive advantage, particularly in the equine industry, health and education sectors, transport, logistics and warehousing, value-adding agriculture, viticulture, organic farming and new technologies.

There is some interest in locating both offensive industries and poultry farms in the Shire and other regional areas partly as a consequence of continued pressure on these industries from urban expansion in Melbourne. Care needs to be taken in considering the approval of these industries.

The Beveridge Interstate Freight Terminal (BIFT) may provide long-term opportunities for freight and logistics uses around Wallan and Beveridge. Interim employment uses on and adjacent to the land in the Wallan Structure Plan designated for the BIFT should be encouraged. Potential future uses on this land are subject to appropriate flooding studies and mitigation measures, which must take account of the significant volume of flood storage in this area

Forestry is also an important employment sector in the Shire, with the timber and related industries employing in excess of 300 persons. The sustainable expansion of this industry is supported.

Key issues

- Providing sufficient land for industrial growth and expansion.

Objective 1

To encourage well planned and located industrial development.

Strategies

- Support the development of appropriate land in the southernmost part of the Shire as a major centre for freight and logistics.
- Support industrial and manufacturing development within Seymour, Kilmore and Broadford based on their proximity to available resources, availability and suitability of land, the existing labour force, provision of infrastructure and services, and the location of these centres along the Hume Freeway corridor.
- Discourage the location of industry in rural areas with exceptions only for those rural based industries that must by their nature be located within or close to the source of primary production.
- Protect existing industrial zones from encroachment by incompatible uses.

Policy guidelines

Application requirements

An application for industrial development must be accompanied by a site analysis explaining how the proposed development responds to the site and its context.

Criteria or performance measures

An application for development in an Industrial zone should meet the following criteria or performance measures:

Buildings

- Buildings should not occupy more than 50% of the site. Applications for buildings that occupy more than 50% of the site must show how matters such as car parking can be satisfactorily addressed.
- Buildings should be constructed in materials that are visually attractive such as brick, masonry or colorbond metal.

Setbacks

- Setbacks may vary depending on the nature of the site, existing development and the need to ensure safe traffic circulation.
- Buildings should have a front setback of a minimum of 10 metres from any existing or proposed road alignment. This area may be used for car parking in conjunction with landscaping.

- Buildings in new areas should be setback a minimum of 5 metres from at least one side boundary and a minimum of 5 metres from a rear boundary.

Access

- Common parking areas should be considered as part of any integrated development.
- Bicycle and pedestrian access should be considered as part of any integrated development.

Advertising

- Advertising signs should identify the name of the business occupying the premises and the service offered.
- Above roof signs are discouraged.
- Integrated projects involving a number of lots and buildings should include a directory sign indicating business names and services offered.

Landscaping

- Landscaping on each site should:
 - Retain existing vegetation where practical.
 - Use locally native vegetation.
 - Screen areas where visibility for safety is not essential.
 - Define areas of pedestrian and vehicular movement.
 - Use landscaping instead of fencing in areas such as the frontage of the site.

Industrial Development In Rural Areas

- Development sites in rural areas may be supported where they can:
 - Minimise impact on agricultural land and land management practices.
 - Have access to sealed roads.
 - Dispose of effluent properly.
 - Maintain the visual qualities of the rural landscape.
 - Minimise impact on residential amenity.

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C87

Tourism

ABS data collected for the year ended June 2009 indicates that 4.8% (850) of the Mitchell and Strathbogie workforce was employed in the tourism industry. While this is not significant in itself, many other businesses such as retail and transport businesses benefit greatly from tourism spending. Tourism assets that attract visitors to the region include:

- Natural attractions (Goulburn River, Tallarook State Forest, Goulburn River High Country Rail Trail etc).
- Historic attractions (historic buildings in Kilmore and Seymour).
- Sport, recreation and other activities (State Motorcycle Sports Centre, Hume International Raceway, Golf courses and Country race courses).
- Art (Old Post Office Seymour, Old Courthouse Gallery etc).
- Equine tours, and food and wine.

MITCHELL PLANNING SCHEME

Tourism generates employment through visitor spending and supports the local economy. In addition to the Shire's heritage assets, potential exists to promote and market the natural beauty of the Shire for recreational and leisure activities, scenic routes, events and festivals. The Shire has a number of unused railway lines that have the potential to be transformed into recreational 'rail-trails'. A long term strategy is to link these lines as part of an overall recreational network and to promote and protect the historical, architectural and landscape features throughout the Shire as a valuable tourist resource. The Goulburn River is one of Victoria's most important and scenic rivers. There is potential for the development of various parks and other areas of public land along the river as a further tourist resource.

Key issues

- Maximising the benefits derived from tourism.

Objective 1

To facilitate Mitchell becoming a recognised tourist destination.

Strategies

- Support and develop the tourism industry.
- Encourage new uses that promote or assist local tourist attractions and visitation.
- Support visitation and tourism based on Mitchell's heritage character.