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ECONOMIC DEVELOPMENT

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Tourism

Tourism is one of the principal industries supporting the local economy. It provides employment opportunities and ensures the continued retail and service viability of the Borough's two town centres.

The Borough's significant coastal landscape assets and distinctive heritage character are key visitor attractions. Proximity to Melbourne and the Mornington Peninsula make the Borough ideally located for day trips and short-term visits.

Key Issues

- The impact of tourist development on coastal landscape assets and the distinctive heritage character.
- Tourism currently experiences significant annual fluctuations.
- Tourism must exist alongside existing residential and commercial functions.

Objective 1

- To maintain, promote and develop the tourism industry as a key year-round economic activity within the local economy by maintaining and enhancing the diversity of tourism activities and experiences on offer.

Strategies

- Protect and enhance key tourism assets, in particular the Borough's built and natural environments.
- Facilitate the development of existing and new tourism oriented uses that are consistent with the character of the Borough and minimise negative impacts on the amenity of coastal and residential areas.
- Support a diversity of tourism attractions and activities appealing to the broad spectrum of age and socio-economic groups.
- Support the provision of high quality visitor accommodation and conferencing facilities in Point Lonsdale.
- Retain caravan parks as an important provider of low cost visitor accommodation in Point Lonsdale.

Objective 2

- To support sustainable tourism development that enhances the Borough's natural and built environments, and that respects the amenity of residential areas.

Strategies

- Support a range of tourist accommodation within areas which do not compromise identified natural, built heritage, cultural and landscape values.

- Minimise the adverse impact of tourist development on residential areas by supporting tourist development in designated tourism precincts, including in and around the commercial centres, the Queenscliff Harbour area and Queenscliff Ferry Terminal,.

Implementation

These strategies will be implemented by:

Policy Guidelines

- Apply Clause 22.02 (Heritage Policy) in considering all applications under the Heritage Overlay.
- Apply Clause 22.03 (Urban Character) in considering applications that trigger a Planning Permit.

Exercise of Discretion

It is policy to:

- Support applications for tourist developments that:
 - Reflect the character of the local area and the Borough;
 - Promote the key assets of the Borough;
 - Are located within designated tourist precincts; and
 - Will not detrimentally affect the amenity of the area and residential amenity.
- Support the provision of additional boating facilities with associated services and commercial and tourism activities within Queenscliff Harbour to promote its role as a boating destination within Port Phillip Bay;
- Allow a limited number of food premises and ancillary uses in selected foreshore locations; and
- Support proposals that develop 'year round' tourist activities.

Other Actions

- Support the retention and enhancement of the Bellarine Tourist Railway and examine the feasibility of redeveloping or relocating the workshop and other service improvements.
- Investigate the opportunity for the development of an indoor facility comprising a combination of heated sea baths, swimming, recreation and/or leisure facilities in an appropriate location.

Further Strategic Work

- Identify key infrastructure improvements that will complement the needs of the tourism industry and the local community.
- Prepare a local policy on tourism establishments, addressing the matters of accommodation and facilities.

21.05-2 Commercial And Retail Uses11/05/2017
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Commercial and retail opportunities are primarily located in the Queenscliff and Point Lonsdale town centres. There are also a number of neighbourhood convenience centres that provide opportunities for corner-store style shops. The retail centres provide a range of essential goods and services to meet the basic needs of the community and visitors. They also provide additional tourist and leisure services and facilities, and have an important role for social interaction.

Key Issues

- Retail and commercial enterprises provide significant levels of local employment and investment within the Borough.
- A healthy retail centre based on both local and visitor patronage allows the community to have a wide range of goods and services available.

Objective

- To encourage new retail and commercial development that meets the communities' needs for retail, entertainment, tourism, office and other commercial services, which complements the character and amenity of the Borough.

Strategies

- Support the further development of existing activity centres.
- Ensure that land is available for commercial and retail development, to meet the needs of the local and temporary populations and tourists.
- Support a broader range of activities and uses to establish in and around the Hesse Street, Queenscliff commercial area.
- Allow for a modest and incremental increase in retail floor space in the Hesse Street, Queenscliff commercial centre.
- Retain the existing compact area of the Point Lonsdale commercial centre and consolidate retail uses at ground floor level.
- Avoid new commercial development in residential neighbourhoods, unless designated for tourist accommodation or neighbourhood retail.
- Provide limited opportunities for the development of food premises and ancillary uses in foreshore areas.
- Focus commercial and retail development in the existing Point Lonsdale commercial centre and retain the neighbourhood role of this centre, to provide basic services and retail shops for the local community.

Implementation

These strategies will be implemented by:

Policy Guidelines

- Apply Clause 22.02 (Heritage Policy) in considering all applications under the Heritage Overlay.

- Apply Clause 22.03 (Urban Character) in considering applications that trigger a Planning Permit.

Exercise of Discretion

- Require that economic impact assessments and (where appropriate) traffic appraisals are carried out for all major retail developments and retail developments proposed outside established retail and commercial areas or mixed use areas; and
- Discourage use and development that is inconsistent with the character of the local area and existing development patterns within the Borough.

21.05-3 Maritime Precinct And Other Businesses

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Overview

Industrial, commercial, marine, transport, defence, research, training, health services and education establishments contribute significantly to the local economy by providing substantial employment, and encourage investment and spending within the Borough.

Key Issues

- The Borough has limited employment opportunities within its boundaries.
- The vitality of the Borough's economy and improved employment opportunities is important to retain and develop a thriving non-retail and commercial sector.

Objective

- To maintain a multi-faceted local economy, retain and encourage a diversity of employment opportunities, and encourage economic development that responds to the key attributes of the Borough.

Strategies

- Support the consolidation of the Queenscliff Harbour area as a focus of marine and tourism related uses that complement its role and proximity with the Queenscliff activity centre.
- Develop and support existing and new marine industries within the Queenscliff Harbour area.
- Maintain and develop quality research, training and education facilities, including the defence facilities and schools.
- Promote the Borough as an attractive location for research, training and education facilities.
- Maintain and develop community health services.
- Promote and support the establishment of appropriate home-based employment.

Implementation

These strategies will be implemented by:

Policy Guidelines

- Apply Clause 22.02 (Heritage Policy) in considering all applications under the Heritage Overlay.
- Apply Clause 22.03 (Urban Character) in considering applications that trigger a Planning Permit.

Exercise of Discretion

- Support and encourage the establishment of 'home occupations' in mixed use areas, and elsewhere, where it can be demonstrated that residential amenity will not be adversely impacted;
- Encourage and enable the establishment of new marine industries within the Queenscliff Harbour area, subject to such uses being compatible with the adjacent area, including the residential area of Fisherman's Flat, and the tourism and recreation objectives within the Harbour area.

Other Implementation

- Prepare a municipal Business Development Strategy.
- Facilitate the retention and further development of existing industries and institutions that make a positive contribution to the Borough, including the retention of the defence establishments and schools.
- Promote the Borough as a location for new educational, research and training facilities, particularly if large sites or facilities are vacated.
- Ensure physical infrastructure is maintained and upgraded as necessary to service the needs of industries and institutions.