

21.07 ECONOMIC DEVELOPMENT01/08/2013
C25

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

Specific references to individual towns are also included in Clause 21.10 (Local Areas).

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Hamilton has a strong industrial base centred on processing and value adding of agricultural produce and has local strengths in manufacturing including tool cutting and joinery. A large area has been set aside for this to the south west of the urban area. Part of this area has been zoned to provide for heavy industry.

The Shire is also a base for processing mineral sands, with the Iluka plant 5 kilometres south west of Hamilton on the railway line enabling transport by rail or road to the Port of Portland for export.

The provision of land for industrial uses poses challenges, the most significant being the need to provide adequate buffers to residential areas to ensure it does not compromise the residential amenity of Hamilton and surrounds. Apart from Hamilton and Coleraine, there is no industrially zoned land in the townships limiting opportunities for industrial growth in these settlements.

Not all future industrial development may be able to be accommodated within areas zoned industrial. It is essential that proposals outside designated industrial zones satisfy criteria designed to address considerations relating to the site and locality.

Key issues

- Generating employment opportunities.
- Providing suitable sites for industry, especially noxious industry.
- Providing industrial infrastructure.
- Protecting residential amenity.
- Facilitating the expansion of mineral sands processing.
- Supporting continued development of manufacturing industry in Hamilton.
- Providing opportunities for business and industry growth in settlements beyond Hamilton.
- Addressing the impacts of mining, quarrying, timber harvesting and wind farm development on existing road infrastructure.

Objective 1

To strengthen Hamilton's capacity to compete as a regional centre and capture local and regional economic opportunities.

Strategies

- Support value adding to local primary products through processing, distribution, research and marketing, particularly in the sheep/wool, beef, horticulture and timber industries.
- Develop a major industrial enterprise area focussed on the processing of locally and regionally grown products.

- Encourage industrial land uses to locate within industrial zones rather than other zones.
- Encourage complementary industries to be located adjacent to one another where possible to provide efficient use of infrastructure and co-ordination of activities.
- Support the development of industrial uses at the Hamilton Airport where such uses complement the use of the airfield.

Objective 2

To protect residential amenity and landscape character.

Strategies

- Ensure that new industrial development meets environmental controls, is suitably buffered from residential zoned land and is presented in an attractive landscaped setting.
- Protect the amenity of the residential areas of Hamilton.
- Ensure that the siting, design and construction of industrial development minimise impacts on the surrounding area.
- Ensure that the siting and design of industrial development improve and enhance town entrances, by utilising landscaping and other screening.
- Ensure that the siting of industrial uses and developments provide a coordinated, planned and efficient approach to the provision of buffers.
- Require a high standard of presentation including landscaping of the site, minimising advertising signs and the use of appropriate building materials to assist the development to blend in with the surrounding area.

Objective 3

To provide for limited industrial use and development in the Farming Zone.

Strategies

- Ensure that industrial use and development in the Farming Zone only occur where:
 - produce; and/or
 - the location would be justified on the grounds of accessibility to raw materials or produce.
 - the industry would generally involve the processing or value adding of agricultural
- Ensure that industry located in the Farming Zone does not negatively impact on the viability and the productivity of agriculture in the area.
- Ensure that industry is only located in the Farming Zone where there are no suitable sites within the existing industrial zoned areas.

Objective 4

To preserve land zoned Industrial 2 in Hamilton for noxious or offensive industry, and those industries that are unable to locate in other zones because they are unable to meet buffer distances.

Strategies

- Plan the location of industry within the Industrial 2 zoned land so that the land with the greatest buffer distance from the residential areas is preserved for those industries requiring the greatest buffers, pursuant to Clause 52.10.
- Avoid inappropriate or incompatible land uses surrounding Industrial 1 and 2 zoned land that will compromise the viability of the industrial area, especially in relation to required buffer distances.
- Ensure that development of the Industrial 2 zoned land (described as Ormandy's Land) is generally in accordance with an Outline Development Plan prepared to the satisfaction of the responsible authority.

Objective 5

To encourage industrial uses of land which can take advantage of proximity to the road and rail infrastructure and access to the sewerage treatment works, water and natural gas.

Strategies

- Support the development of a high quality industrial estate south west of Hamilton in accordance with an agreed concept plan, taking advantage of:
 - the road and rail network;
 - the natural gas pipeline; and
 - proximity to the sewerage treatment works.
- Support the siting and design of industrial development that maximises full and efficient use of infrastructure (roads, rail, water, gas, power and sewerage).
- Support co-location of complementary industries to provide for efficient use of infrastructure and coordination of activities.

Implementation

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

Policy guidelines

When deciding on an application for use and development of land for industry the responsible authority will consider as appropriate:

General

- Whether the application is in accordance with any adopted outline development plan or concept plan for an industrial area.
- Whether a financial contributions to the upgrade of roads is required so that the costs of mining, quarrying, timber harvesting and wind farm development are not unfairly imposed on the community.

Use and development in Farming Zone

- Whether an alternative suitable site is available in an industrial zone.
- Whether the use and development will be detrimental to any resident or environmental feature including the quality of water in any river or stream or the agricultural use of surrounding land.
- Whether all effluent from the use or development can be disposed of within the site, or by connection to facilities operated by the Wannon Regional Water Authority or disposed of to the satisfaction of the responsible authority.

- Whether the site is serviced with adequate road infrastructure.
- Whether the proposed use and development minimises the amount of land lost to agricultural.
- Whether the proposed use and development compromises existing rural uses.

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Tourism is a significant economic generator for the Shire which is known for its cultural assets, such as heritage buildings, art gallery and aboriginal rock art as well as the wide range of natural and recreational features including, the Wannon and Nigretta Waterfalls, the Coleraine Points Arboretum, Byaduk Caves, Rocklands Reservoir and the Grampians National Park. These attractions draw domestic and international tourists to the Shire and it is essential that tourism development does not lessen the values and integrity of these assets.

Tourism is a growing industry in the Shire and much of the future investment is likely to be related to natural, built and cultural heritage features. Dunkeld has the capacity to support high quality tourist related development to capitalise on its location as the southeast gateway to the Grampians National Park. The accessibility of the Shire to other significant tourist attractions, such as the South Coast and the Great Ocean Road, provide opportunities for linkages to be developed.

Key Issues

- Maximising the economic potential of tourism.
- Protecting natural tourism resources, such as the Grampians.
- Protecting heritage buildings and places for their tourism potential.
- The limitations of the Farming Zone to develop larger tourism businesses in the rural areas.

Objective 1

To support the development of a quality tourist and recreation product based on regional linkages, cultural heritage, natural features and quality of experience.

Strategies

- Facilitate access to the following features and attractions:
 - the Grampians National Park;
 - major environmental features, including volcanic features and waterfalls, the rural landscape, the red gum country, roadside vegetation and Rocklands Reservoir;
 - cultural heritage features including the Hamilton Art Gallery;
 - built heritage particularly in Hamilton, the townships and in rural areas;
 - the Hamilton Botanical Gardens and the association of Hamilton with the development of Australia's airlines and the role of Sir Reginald Ansett; and
 - the strategic position of Dunkeld, Cavendish, Glenthompson and Balmoral in respect to the Grampians National Park and the opportunities provided by Dunkeld's dramatic location at the south eastern entrance to the Grampians and on the highway between Melbourne and South Australia.

- Support the extension of existing farm tourism industry, quality heritage accommodation and private and public gardens.
- Support quality tourist uses, developments and experiences in rural areas which link to the sustainable natural environment and the conservation of natural features.
- Support tourist or recreation use or development that enhances the appeal, presentation and natural attributes of the volcanic peaks and landscape features.
- Support opportunities to extend existing farm tourism industry, quality heritage accommodation and private and public gardens.
- Protect and promote the natural and cultural assets of the Shire.