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ECONOMIC ACTIVITY

This Clause provides local policy to support Clause 21.05, Economic activity, of the Municipal Strategic Statement.

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Tourist use and development

This policy applies to use and development:

- For tourist purposes; or
- Those which may affect the natural, built and cultural resources of the Shire which contribute to its tourism appeal.

Policy basis

Tourism is a major contributor to the Shire's economy. Due to the Alpine Shire's popularity as a tourist destination it is important to protect the values that attract people to the Shire both in the townships and the rural areas.

Objectives

- Support quality tourist development in association with the environmental, landscape, and the heritage values of rural and urban areas.
- Maintain existing character of towns by ensuring that township boundaries are not compromised and that linear development along major traffic routes is avoided.
- Ensure tourist facilities provide infrastructure appropriate with the scale and function of the development.
- Encourage tourist facilities to locate in areas with an adequate level of support services and facilities.
- Encourage tourism development related to agricultural and other rural based industries, while minimising the loss of rural land and potential for land use conflicts with current or potential agricultural production.
- Ensure tourist facilities are designed to complement the surrounding environment in terms of character and amenity.
- Support nature based tourism in appropriate locations across the Shire.
- Discourage linear development of tourist facilities along the major traffic routes including the Great Alpine Road, the Kiewa Valley Highway and the alpine approaches.

Policy

It is local policy that:

- The design and siting of buildings and works will have regard to:
 - The natural and built environment;
 - Its location relative to transport routes;
 - The landscape features of the immediate environs;
 - Integration with existing commercial use and development;
 - The use of landscaping treatment to assist in the presentation of the development;
 - Height, scale, mass and colour to reflect building forms and types that are compatible with the environment;
 - Native vegetation, watercourses and other natural features;
 - The capability of the site to accommodate the proposed use and development; and

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- Access from roads, both internal and external to the site and the provision of car parking areas for patrons.
- Advertising signs for tourism uses should relate to the land on which the sign is located. When deciding on applications in a rural zone, the responsible authority will consider:
 - Tourism use and development should be located in areas that are highly accessible and preferably serviced with sealed road access;
 - Tourism development in rural areas should demonstrate compatibility with surrounding agricultural or nature based uses. Generally these activities will be restricted to bed and breakfasts, host farms or tourist uses undertaken in conjunction with the agricultural or recreational use of the land;
 - Tourism development should be of a type, designed and sited to avoid conflict with landscape and environmental values;
 - Tourism development should where appropriate, enhance the environmental condition of the land through protection and re-establishment of native vegetation and control of pest plants and animals, erosion, salinity, stormwater and nutrient runoff. This should be demonstrated through the development and implementation of a management plan;
 - Discouraging tourism development from locating in prime productive farming areas, particularly in areas with an open rural landscape;
 - Access to tourism sites must be provided via an all-weather two wheel drive road (this applies to the government and internal road) with dimensions adequate to accommodate emergency vehicles and constructed in a manner which minimises any negative impact on the environment;
 - Tourism development should be avoided in areas prone to high bushfire risk, flooding and erosion.
- Discourage tourism development in close proximity to wastewater treatment plants.
- That an application for a tourist facility include a report, prepared by a suitably qualified person, that:
 - Addresses this policy and other relevant provisions of the Alpine Planning Scheme;
 - Justifies the chosen location;
 - Assesses the demand for the type of tourist facility proposed;
 - Specifies a timeframe within which the development will be commenced and completed;
 - Outlines the operational details including hours of operation, numbers of staff, numbers of patrons, maintenance procedures for landscaping;
 - Assesses the character of the area and how the proposal addresses that character;
 - Assesses the impact of the proposal on the agricultural productivity of the site and the general area;
 - Establishes that the proposal will not create a conflict with the surrounding rural land use;
 - Provides full specifications of the proposed means of potable water supply, effluent disposal and stormwater drainage;
 - Analyses the bushfire risk created by the proposal and details of the fire prevention and management measures to be employed;
 - Includes a detailed set of plans, drawn to scale, showing:
 - Site layout;
 - Floor plans;

- Elevations;
 - Building materials;
 - Car parking areas, loading facilities and access;
 - Open space;
 - Recreational facilities; and
 - Landscaping.
- A Transport Impact Assessment Report is to be submitted with applications for tourism developments.

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Agriculture

This policy applies to all land in the rural zones.

Policy basis

Agriculture is a key industry in the Shire, its protection and enhancement is linked to the environmental and economic well-being of the Shire.

Objectives

- Protect the natural and physical resources upon which agricultural industries rely.
- Promote agricultural industries which are ecologically sustainable and incorporate best management practices.
- Prevent land use conflicts between agricultural uses and sensitive uses and ensure that use and development in the Shire is not prejudicial to agricultural industries or the productive capacity of the land.
- Support the diversification of agriculture, the development of rural dependent enterprises in appropriate locations and value adding through the processing of agricultural products grown within the municipality.
- Ensure that dwellings do not adversely impact on the rural activities carried out on the land and the general area.
- Ensure that the agricultural capability of the land is not threatened or reduced by inappropriate subdivision or fragmentation of landholdings.
- Ensure that the subdivision results in a clear improvement to farm efficiency and land management.

Policy

It is local policy that:

Agricultural Resources:

- Land capability and land suitability will be taken into account in the assessment of use and development proposals. Where relevant the findings of the Rural Land Mapping Project for the Shires of Myrtleford and Bright will be relied upon.
- Agricultural land will be protected as an economic and environmentally valuable resource. Conversion of land to non-soil based use and development will be strongly discouraged unless there is clear public benefit associated with the establishment of the proposed use such as a rural dependent enterprise that complements the agricultural production base of the Shire.
- The retention of the resource of agricultural land in productive units will be preferred and further fragmentation of land will be strongly discouraged.

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- Use and development which alienates agricultural resources, is sensitive to off-site effects, lessens the capacity of essential infrastructure or in any other way may prejudice agricultural resources and agricultural production will be strongly discouraged.

Agricultural Practices:

- Sustainable agricultural industries which incorporate best management practice will be strongly supported.
- Intensive agricultural industries will be located and managed having regard to soil and water quality, the adequacy of infrastructure services and the location of sensitive use and development.

Agricultural Development:

- Use and development of agricultural lands will ensure the long term sustainable management of the natural resources and environment that support the agricultural use of land.
- Use, development and subdivision, which is in support of sustainable agriculture and improved land management will be strongly supported.
- Applications related to alternative and/or intensive agricultural activities will be carefully assessed to ensure that conflict will not be created with traditional forms of agriculture or nearby residential areas.
- A subdivision to create a lot less than 40 hectares in the Farming Zone demonstrate that:
 - The lot size is necessary for genuine agricultural and/or rural production that can be substantiated by a 'whole farm plan' or is associated with a legitimate rural based enterprise;
 - The balance of the land will comply with the minimum lot size specified in the Zone;
 - Appropriate rural infrastructure has been established on the land to support the rural activity conducted on the land;
 - The use of the lot will be compatible with the surrounding rural activities and will not create a conflict between land uses;
 - The lot will not be used solely for the purpose of a dwelling or provision for a future dwelling;
 - There is no other available land for the proposed land use and the lot cannot be created by a means of restructuring existing lots;
 - The balance of the landholding is consolidated; and
 - The subdivision does not fragment or further fragment a farm or land holding.

Application requirements:

- An application for use, development and subdivision in a rural area shall include:
 - A report, prepared by a suitably qualified person, that addresses:
 - This policy;
 - The findings and recommendations of the Alpine Shire Rural Land Strategy, Alpine Shire Council, 2015;
 - The decision guidelines of the relevant zone;
 - The relevant matters outlined in Clause 65.02; and
 - The objectives of any relevant strategies and policies including regional catchment strategies.
- An application for use and development including a dwelling in a rural area shall include:

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- A site analysis outlining notable features of the site and surrounding area including topography, orientation, slope, vegetation, existing buildings and works, roads (made and unmade), utility services, easements, prevailing wind direction, soil type and other relevant features.
- An environmental assessment detailing:
 - Full specifications of the proposed means of potable water supply, effluent disposal and stormwater drainage;
 - Evidence that the proposed means of effluent disposal will have no net detrimental impact on the environment and provides the highest possible environmental performance;
 - The bushfire risk created by the proposal and details of the fire prevention and management measures to be employed;
 - The impacts of the proposal on the environment including any impacts on native vegetation; and
 - A detailed set of plans, drawn to scale, showing site layout; floor plans; elevations; building materials; and proposed access arrangements.
- An application for subdivision in a rural area shall include:
 - A detailed set of plans, drawn to scale, showing:
 - Existing and proposed property boundaries;
 - Existing site features including contours, land forms, slopes, soil conditions, vegetation, creeks, gullies, drainage lines, dams, ridge lines, views;
 - Existing buildings and fences;
 - Existing and proposed roads and access ways (including unmade roads);
 - Utility service locations; and
 - Existing and proposed easements.
 - When the lot to be created contains a dwelling:
 - Evidence that the land is capable of containing an appropriate waste water treatment system in accordance with relevant legislation, policies and codes of practice;
 - Full specifications of the proposed means of potable water supply for the dwelling; and
 - Details of the fire prevention and management measures available to the dwelling.

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Timber and timber processing industries

This policy applies to the establishment of new timber plantations and timber industries.

Policy basis

The timber industry is a major industry that offers the Shire with substantial opportunities for new investment and job creation. Sustainable timber production and the development of timber industries to process product are supported where they are undertaken so as to minimise any adverse impacts.

Objectives

- Ensure that processing and value adding industries are located within the Shire.
- Ensure that timber production is developed in accordance with the Code of Practice for Timber Production.
- Ensure that water quality is not affected during planting and harvesting of timber.

- Ensure that adequate road infrastructure is provided to all sites.
- Ensure that adequate fire safety measures for all plantations are implemented and maintained.

Policy

It is policy that:

- All applications for timber production will be accompanied by the following:
 - A report demonstrating compliance with the Code of Practice for Timber Production;
 - A Management Plan(s) endorsed by an independent qualified forester or where appropriate a Consultative Committee of Council consisting of timber representatives for harvesting and planting of plantations coupes will be provided addressing the issues of stormwater runoff, erosion and sediment control and expected changes to catchment water yield during both planting and harvesting;
 - Road infrastructure report which has examined issues relating to existing and future access, tonnage of timber to be harvested and impacts on road, drainage and bridge infrastructure;
 - Environmental Effects report on the location of timber processing industries on the surrounding natural and built environment.
- A Transport Impact Assessment Report is to be submitted with applications for timber plantations.
- Further timber plantations are discouraged from areas designated as National Trust classified landscapes and other significant landscape areas (within the Significant Landscape Overlay), the environs of towns, or within close proximity to tourist roads.
- Applications for timber plantations will be assessed by Council for impact on:
 - Landscape and heritage values;
 - Existing and likely future agricultural uses;
 - The present and future use and development of high quality agricultural land;
 - Existing tourist and recreation uses and development;
 - The local road network.

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Industrial areas policy

This policy applies to all land in the Industrial Zones, the Mixed Use Zone and other areas identified for industrial use.

Policy basis

The existing industrial precincts are close to full capacity. In order for the Shire to facilitate new industrial uses these precincts should be retained for industrial uses and not be taken up by other uses.

There are also a number of industrial precincts located in close proximity to residential areas including land in Nelse Street, Mount Beauty and land within the Industrial 3 Zone on the northern edge of Myrtleford.

It is important that any new development and redevelopment of land in the industrial zones of the Shire enhance the amenity of the area.

Objectives

- Ensure that development allows for functional layouts and use of land.

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- Ensure that the use and development and redevelopment of sites within the industrial precincts are for industrial uses.
- Ensure that new development and redevelopment within the industrial precincts positively contributes to the visual amenity of the area.
- Minimise the impact of industrial uses on the amenity of surrounding residential areas from factors such as traffic, noise and air emissions.

Policy

It is policy that:

- Access to a lot should be suitable and unobstructed for all types of vehicles likely to be associated with the intended use including emergency vehicles.
- That industrial uses be discouraged from the Mixed Use Zone particularly where there is conflict with other landuses.
- Loading/unloading facilities should not be used for external storage or long term parking of vehicles.
- Stormwater disposal arrangements are considered at the planning stage of a development.
- Non-industrial uses, not appurtenant to an industrial use will be strongly discouraged in the industrial precincts.
- Landscaping should be provided along common property boundaries and within frontage setbacks and areas. Landscaping should use suitable native indigenous species. In designing landscaping consideration should be given to management of fire risk.
- Buildings should be of a high quality design and construction. The use of materials and colours of muted tones that blend in with the surrounding environment is encouraged.
- Building heights, setbacks and form should have regard to and seek to be compatible with the surrounding development and the character of the locality in which the development is situated.