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ECONOMIC DEVELOPMENT

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

Specific references to the towns are also contained in Clause 21.08 (Local Areas).

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Industry

Council plays an important role in facilitating industrial development. As a regulator of industrial land Council is in a strong position to meet the needs of the market. Enterprise Park will continue to provide the bulk of industrial opportunities while Council has the capacity to accommodate larger industry that requires buffers to the north of town. The *Industrial Land Review, Benalla Rural City Council*, October 2009, has confirmed the need for the provision and protection of industrial land to the northeast of Benalla. This land provides a long term land resource for manufacturing and other industries that require substantial threshold distances from residential and other sensitive uses.

The ability to attract and supply water to new industries and where they should be located is a significant planning issue. The municipality has taken a leading role in attracting industries, and in particular major industries to the region such as Munitions Australia (formerly ADI), Schneider Electric and D & R Hendersons.

Key issues

Supply of land for large industries requiring significant buffers from residential and other sensitive uses to the northeast of Benalla.

Objective 1

To meet the demand for industry in appropriate locations that do not compromise existing assets and uses.

Strategies

- Encourage large industries requiring significant buffers to locate in the Benalla Yarrawonga Road/Link Road Industrial 2 Zone precinct to the north of Benalla.
- Use the *Industrial Land Review, Benalla Rural City Council*, October 2009, to identify and protect industrial land to the northeast of Benalla for manufacturing and other industries that require substantial threshold distances from residential and other sensitive uses.
- Ensure industrial development only occurs where appropriate infrastructure is available or can be provided.
- Encourage the establishment of industries with small water requirements.
- Encourage the expansion of existing industries.
- Discourage industry where off site impacts will affect the amenity of the area or cannot be managed.
- Promote innovative wastewater management practices and waste management industries.
- Require the treatment of the external appearance of industrial developments to minimise the effect on visual amenity.
- Maintain the municipality's ability to accommodate most types of industrial proposals.
- Provide for new industrial areas only when demand and supply dictate.
- Provide a variety of lot size and a choice in location for industrial areas.
- Ensure industry is located away from town entrances or has requirements to provide for significant landscaped setbacks and suitable building materials.

- Actively seek assistance to gain appropriate infrastructure support to develop new industries.
- Locate transport dependent industry in areas that have good access to National and State freight networks.

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Retail and Commercial

The Benalla Central Business District (CBD) is the focus for retail activity and the retail trade employs 12.2% (2011) of the local workforce. While Benalla has attracted some national retailers, there remains significant leakage to other centres for higher order goods. To address this Council has investigated the potential of attracting more national retailers.

The Benalla CBD consists of a traditional strip shopping centre along a main road. The exposure offered by the major road meant that commercial growth tended to occur along the road rather than radiating out from a central node. This has resulted in a 'strip centre' that is inefficient from a user's perspective and usually results in conflicts between local pedestrian and vehicular traffic and through traffic. Some fragmentation has already occurred to commercial activities with some larger stores locating on the city fringes. While this trend is not confined to Benalla, lower land values on the urban fringe may continue to influence location decisions for major retail developments and place pressure on Council's strategic planning policies that seek to strengthen and confine retail development in the core areas.

Benalla needs to investigate raising its profile for attracting regional offices for government departments because of its central geographic location in servicing north east Victoria. The town also boasts state of the art Education Facilities including Goulburn Ovens Institute of TAFE.

Key Issues

- Attraction of national brand retailers.
- Reducing leakage to other centres.
- Attract more government offices.

Objective 1

To provide for retail and commercial development that meets the needs of the community.

Strategies

- Reinforce the structure and function of the Benalla Central Business District.
- Protect and enhance the existing character of commercial centres.
- Encourage infill retail and business development prior to expanding the CBD or rezoning further business areas along the Old Hume Highway.
- Maintain a high visual standard for main road approaches to Benalla.
- Limit the eastwards expansion of the Commercial 1 Zone.
- Discourage small scale retailing in peripheral areas and highway entrances of Benalla.
- Encourage retail or restricted retail developments in appropriate locations to reduce escape expenditure to centres outside the municipality.
- Encourage redevelopment of commercial areas to an active business at ground level and explore accommodation and other uses above.
- Develop gateways to nominate entry/exit into the commercial area from industrial areas.

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Tourism

Tourism is one of the economic influences in Benalla and focuses on the theme of “Legends, Wine and High Country”. However it is a relatively under-developed sector with great potential. The *Benalla Economic Development and Tourism Strategy 2013-2018* develops an action plan and sets priorities for its competitive strengths of arts and heritage, adventure, food and wine and nature and touring.

Tourism is a relatively under-developed sector with great potential. The municipality has a diverse range of natural attractions and events. Significant attractions include the Winton Motor Raceway and the Benalla Aerodrome, home to the Gliding Club of Victoria. Both venues are utilised for conducting events on a national and international scale. Cultural attractions include the Benalla Art Gallery, Benalla Performing Arts and Conference Centre and events such as the Benalla Festival and the World Gliding Championships 2016-2017. These events support the needs of work force communities in Benalla.

The Winton Wetlands (formerly Lake Mokoan) has significant potential to increase nature tourism in Benalla. Strategies to link the Winton Wetlands with Benalla will be important.

Key Issues

Continuing development of the tourism sector.

Objective 1

To promote event based and lifestyle tourism opportunities.

Strategies

- Implement Economic Development and Tourism Strategy 2013-2018.
- Encourage new tourism developments and expansion of existing activities, including wineries.
- Ensure that appropriate infrastructure is available to service tourist developments.
- Support development of a Recreation Aviation Centre in Benalla.
- Promote the municipality’s heritage for tourism.
- Support cultural tourism based on bushranger legends, explorers, aboriginal heritage and the visual and performing arts.
- Protect environmentally sensitive tourism areas such as the foothills of the Warby Ranges from unsustainable uses.
- Identify and capitalise on competitive advantages, such as outdoor education and adventure type activities.
- Support the growth of nature based tourism surrounding our major lakes and wetlands, including the Winton Wetlands.
- Leverage opportunity from World Gliding Championships 2016/2017.

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Scheme implementation

The objectives and strategies will be implemented by applying the following **zones**:

- *Commercial 1 Zone (C1Z)* to all land within the Benalla Central Business Area.
- *Commercial 2 Zone (C2Z)* to land along the Old Hume Highway.
- *Industrial 1 Zone (IN1Z)* to all general industrial land.
- *Industrial 2 Zone (IN2Z)* to land north of Benalla to provide for large industry requiring significant buffers.

Other implementation

Council will undertake **further strategic work** as follows:

- Develop a strategic plan for the future development, tenancy and use of commercial and industrial areas suitable to cater for growing the local economy and attraction of new industries and businesses to Benalla. This should include a strategy for the long-term development of Enterprise Park.
- Finalise the Benalla CBD Strategy.

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Reference Documents

- *Benalla RCC Economic Development Strategy*, BRCC, 2010-2013
- *Benalla Tourism Strategy*, BRCC, 2005
- *Winton Wetlands Master Plan*, BRCC, 2012