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C30**21.08-1**12/11/2015
C30**ECONOMIC DEVELOPMENT****Commercial development****Overview**

Retailing and commercial attractions are the life-blood of any town. The central retail core of Kerang, Cohuna and Koondrook attract residents and visitors to shop there. Retail and commercial enterprises are key employers in the municipality.

Key issues

- Accommodating new retail, office and commercial opportunities in consolidated town centres.
- Accommodating low-intensity retail and service business premises on the edge of core retail areas and on highway sites identified by strategy.

Objective 1

To provide for planned development and physical improvement in the retail centres of Kerang, Cohuna and Koondrook, which is integrated with existing retailing and is based on good urban design principles, to maximise levels of service, tourist visitation and trade.

Strategies

- Accommodate new retail and commercial development in or abutting existing commercial areas.
- Ensure that large industrial uses do not locate in business zoned areas.
- Ensure that peripheral sales uses requiring large floor areas with good road access and visibility do not lead to traffic generation problems and create secondary commercial areas that compete with those services provided in core retail areas.
- Improve the appearance of town gateways and entrances and encourage development along highways that is consistent with agreed concept designs.
- Encourage the use and development of land which, because of good design and presentation, is able to utilise the economic opportunities provided by road exposure and locations at town entrances.

Implementation

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

Application of zones and overlays

- Applying the Commercial 1 Zone to the central retail core of Kerang, Cohuna and Koondrook.
- Applying the Commercial 2 Zone to other commercial areas including locations identified for highway-oriented businesses.

Further strategic work

- Investigating whether more land should be identified for highway-oriented business use along the Murray Valley Highway at the southern entrance to Kerang.

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Industrial development

Overview

The farming enterprises in Gannawarra Shire offer significant opportunities for value adding to rural produce. Industrial development is important for widening the range of employment opportunities in the municipality. New industries are encouraged to locate in existing industrial areas. Large-scale rural industries could be considered for sites in rural areas where large sites are required well away from urban areas.

Key issues

- Recognising that industrial development in the municipality will promote new economic opportunities and employment growth.
- Recognising that farm production provides industrial opportunities in the processing of primary products.
- Recognising that farm servicing provides industrial as well as business opportunities.

Objective 1

To encourage and facilitate industrial development, especially industries which process products of the municipality and region, and those which provide goods and services relevant to farming or town businesses.

Strategies

- Promote the development of existing industrial estates in Kerang, Cohuna and Koondrook.
- Provide industrial land in major towns at locations with good road access, drainage and reticulated services, including large industrial sites to meet longer term requirements and facilitate major industrial development opportunities.
- Ensure adequate provision of industrial land to meet the existing and future demand of industry and to respond efficiently to major industrial development proposals, especially those that value add to agricultural produce.
- Establish industrial areas where industry will not conflict with sensitive uses.
- Encourage well designed industrial areas that provide a good level of amenity for workers and visitors and minimise visual and acoustic impacts on surrounding land.
- Encourage the use of solar and other alternative energy sources for industries.

Implementation

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

Application of zones and overlays

- Applying the Industrial 1 Zone to land designated for general industry.
- Applying the Industrial 3 Zone to land designated for industrial uses where special consideration of potential impacts is required, or to avoid conflicts with other land uses.

Further strategic work

- Investigating whether additional industrial land should be identified for very large-scale industrial developments in rural areas well away from residential and other sensitive uses.

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Tourism

Overview

Tourism development is linked to the municipality's natural and cultural attractions. The management of the municipality's lakes and wetlands and the Murray River environs is important to the continuing development of tourism in the region. In Cohuna, the new Gateway to Gannawarra Cultural Heritage Centre provides tourist information and an introduction to the natural and built assets of the municipality.

The natural, built and historic assets of the municipality provide opportunities for innovative and experiential tourism based on understanding and experiencing local heritage, natural assets, farming and industrial history.

Key issues

- Recognising the potential of tourism development to promote new economic opportunities and employment growth.
- Encouraging tourism based on the municipality's forests, lakes and rivers, heritage assets, early settlement, farming history and industrial heritage.

Objective 1

To develop and expand tourist facilities, recreational activities and accommodation facilities, while protecting and enhancing natural and built assets and strengthening the role and return from tourism development (particularly based on the area's natural and cultural heritage).

Strategies

- Develop an integrated approach to tourism based on the municipality's natural and built assets, in association with partner organisations.
- Facilitate sensitive waterfront development surrounding lakes, rivers and wetlands, which is in accordance with strategy and meets visual and environmental standards.

Implementation

The strategies for tourism will be implemented by:

Policy guidelines

- When deciding on applications for tourism related development, considering, as appropriate:
 - Whether to require applications to be accompanied by a site context plan and design response that includes an explanation of how the proposal will protect and enhance relevant natural, rural, recreational and heritage assets.