

**21.04**06/12/2018  
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C81**ECONOMIC DEVELOPMENT AND EMPLOYMENT****Key issues and influences****Agriculture and horticulture**

The diversity in agricultural production and potential across the Shire is an economically valuable resource. Extensive grazing and cropping dominate large areas of the Shire. Where irrigation water or higher rainfall combines with highly productive soil types, the Shire supports intensive horticultural pursuits. The protection of agricultural and horticultural production is an important planning outcome.

The Shire's agricultural base and attractive rural setting are important drivers in attracting people to live in Moorabool. Council supports rural living development where it does not compromise the long term productive use of rural land for agriculture and horticulture, maintains the Shire's environmental qualities, and provides services and infrastructure to support such development.

Land fragmentation can occur when residential development takes place in rural areas with no link to the rural activities of the area. It is important that planning solutions are implemented that reduce the off-site impacts of rural living on the farming activities within the Shire. Farm businesses need to be able to retain the capacity to operate as agricultural enterprises. Unplanned or ad hoc rural residential development on existing titles is often inappropriate due to the lack of necessary services including sustainable road infrastructure. The Shire's rural setting provides an important social, cultural, and economic resource that needs to be protected.

The Shire's horticultural land resources are important economically in supporting tourism and the lifestyle appeal of the area. The highly productive irrigated horticultural areas adjoining Bacchus Marsh are a major asset for the Shire and the township and are to be protected from the encroachment of residential development.

**Commercial**

There is a need to retain the benefits of a consolidated commercial centre in Bacchus Marsh and Ballan. The relatively high commuter population also results in trade leakage. Council recognises that centrally-located, attractive mixed-use activity centres with a densely developed inner core, will assist in reducing trade leakage and will ensure a vibrant community and cultural hub. Bacchus Marsh has attractive commercial elements such as magnificent approach roads, historic buildings and a village like Main Street.

Further consolidation of the Bacchus Marsh Main Street activity centre will ensure that it develops into a vibrant and regionally competitive commercial centre. It is also important to ensure that the Main Street activity centre, is supported by a network of lower order activity centres sufficient to meet local needs.

There is a need to facilitate bulky goods retail (restricted retail) investment in Bacchus Marsh, to reduce escape expenditure and to fill an identified gap in local retail services.

**Industry**

There are a number of state-significant natural resources and export-based industries that make significant employment and economic contributions to Bacchus Marsh, including:

- Bacchus Marsh Irrigation District
- Darley/Coimadai sand quarries
- Maddingley Waste and Resource Recovery Hub (including coal mine)

While these businesses provide a huge opportunity for Bacchus Marsh and the shire more broadly, there are off-site impacts that need to be managed.

Moorabool Shire contains industrial land stocks in Bacchus Marsh and Ballan that have good access to transport infrastructure and are in close proximity to metropolitan Melbourne and the regional centres of Ballarat and Geelong. In Bacchus Marsh the industrial land is located south of the Werribee River. In Ballan the area to the southeast is zoned for industrial activity. Large tracts of industrial land in Bacchus Marsh remain undeveloped due to the lack of supporting physical infrastructure and, in some cases, due to the encroachment of sensitive residential uses.

Maddingley industrial precincts to the north of Kerrs Road are constrained by residential encroachment. These precincts are therefore best suited to service industries, rather than manufacturing and other heavy industries.

A key requirement is to provide adequate supplies of fully-serviced industrial land to accommodate development opportunities and create local employment.

### **Local employment**

Moorabool Shire residents are employed in a diverse range of industries that are characterised by its rural environment and proximity to urban centres. The Shire has significant location advantages for business including its proximity to ports and major population centres and access to road and rail infrastructure that provides transport links across Victoria and into South Australia. There is a distinct commuter labour force that travels outside of the municipal boundaries to places of employment. A primary goal is to facilitate economic development that reduces the reliance on employment opportunities outside of Moorabool Shire.

The clustering of employment generating land uses is a high priority within the Parwan Employment Precinct to the south of Bacchus Marsh, in order to provide for an increasing level of local employment. This precinct benefits from accessibility to the Western Freeway, the Melbourne-Ballarat rail corridor, significant separation from sensitive uses and larger landholdings. The Parwan Employment Precinct provides a range of opportunities for industrial and agribusiness investment, particularly value adding enterprises that are vertically or horizontally integrated with the local agricultural sector, and which export products beyond the Shire.

A network of master-planned and transport-oriented activity centres throughout Bacchus Marsh will assist in reducing the high rate of escape expenditure currently experienced, enhance the township character and amenity, and will create a critical mass of people living and working in the town.

Tourism is a growing industry and important economic driver in the Shire that presents opportunities for economic development and diversification of the local economy and workforce. The Shire and the Spa Region to the north have tourism links with the Goldfields region to the west and north of the Shire. Tourism development draws on many aspects of the Shire including recreation, leisure activities, environment, wineries, mineral springs, heritage and landscape features. Council recognises that economic prosperity is dependent on its natural resources and seeks to promote economic activity that is consistent with protecting and enhancing the Shire's natural resource assets.

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### **Objectives—Agriculture**

To protect good quality agricultural land and support the productivity and sustainability of existing and future agricultural and horticultural activities.

To increase productivity and investment associated with the Bacchus Marsh Irrigation District.

### **Strategies**

- Maintain productive farm sizes by discouraging fragmentation of land for non-rural use and development.
- Direct rural residential and rural living developments to strategic growth areas where they will not impact on agricultural and horticultural production.

- Encourage and support best practice water use efficiency, including the use of recycled water use, in existing and planned new agricultural land use and development.
- Require land use changes and new developments in productive agricultural areas to demonstrate that they do not impact detrimentally on existing agricultural activities.
- Encourage the use and development of land for small-scale tourist activities that are associated with, or enhance the use of the land for agricultural purposes.
- Ensure that incompatible land use and development does not encroach upon productive agricultural land, particularly the Bacchus Marsh Irrigation District.
- Facilitate value-adding enterprises associated with the Bacchus Marsh Irrigation District, by working with landowners to achieve vertical or horizontal integration.

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**Objectives—Commercial**

To reinforce the role of Bacchus Marsh and Ballan as regional centres for employment, shopping, tourism, industry, business, and cultural services.

To provide a diverse range of retail and community services in Bacchus Marsh to meet the needs of Moorabool residents, increase local jobs and limit escape expenditure.

To maintain the primacy of the Bacchus Marsh Main Street Activity Centre and provide a network of supporting activity centres sufficient to meet local needs.

To facilitate a bulky goods (restricted retail) precinct convenient to the Bacchus Marsh community, to accommodate large footprint retail uses.

**Strategies**

- Facilitate appropriate investment attraction and development of the core activity centres shown on the Bacchus Marsh Urban Growth Framework Plan, in accordance with the following hierarchy:
  - Major Activity Centre - Bacchus Marsh (Main Street)
  - Neighbourhood Activity Centres - Darley Plaza, West Maddingley
  - Local Activity Centres - Maddingley (Grant Street)
- Require sound economic analysis and strategic justification, to facilitate consideration of potential additional activity centres to service local needs in growth precincts, as shown on the Bacchus Marsh Urban Growth Framework Plan.
- Ensure that growth precinct planning delivers any new activity centres in the early stages, and that new activity centres are co-located with community facilities.
- Encourage and facilitate redevelopment and expansion of Darley Plaza as the basis for a modern, high amenity neighbourhood activity centre for local residents in Darley.
- Plan for an out-of-centre bulky goods retail (restricted retail) precinct in Bacchus Marsh, sufficient to accommodate the long term needs for such uses.
- Enhance the Ballan commercial centre streetscape as well as wider pedestrian movement, signage and landscaping improvements.
- Encourage an appropriate mix of commercial and residential land uses which complement the mixed-use function of activity centres.

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**Objective—Industry**

To provide for a range of industrial development and activities in proximity to transport networks and existing infrastructure and avoid off-site impacts on residential amenity, environmental quality, or agricultural values.

To provide for service industries on industrial zoned land in Maddingley (north of Kerrs Road) and Ballan.

To provide for manufacturing and other heavy industries on industrial zoned and serviced land, with large separation distances to sensitive uses, in Maddingley (south of Kerrs Road).

To provide for an appropriate mix of agribusiness and industrial uses, which require large separation distances to sensitive uses, on appropriately zoned and serviced land in the Parwan Employment Precinct.

To protect the ongoing extraction of State-significant sand resources located on the border of Darley and Coimadai, and plan for the staged rehabilitation and appropriate reuse of the land.

To protect the ongoing operation of the Maddingley Waste and Resource Recovery Hub (including coal mine, landfill and associated activities).

### Strategies

- Ensure that industrial land supply in the Shire's major urban centres can readily meet the needs of new industries and land use planning identifies suitably located sites for new industries.
- Encourage service industries to establish in Maddingley (north of Kerrs Road) and Ballan.
- Encourage manufacturing and other heavy industries to establish in Maddingley (south of Kerrs Road) or Parwan.
- Facilitate the activation of Parwan Employment Precinct, by preparing a precinct structure plan, a development/infrastructure contributions plan and a clear funding model.
- Support new industries in appropriate locations with the potential to utilize the existing road and rail infrastructure along the Western Highway corridor, or the proposed Eastern Link Road which will provide a north-south bypass to the east of Bacchus Marsh.
- Plan for future transport infrastructure needs of business including roads, rail and air.
- Recognise and protect the long-term potential of stone and mineral resources.
- Avoid sensitive land uses within recommended separation distances from existing industrial uses, such as the Maddingley Waste and Resource Recovery Hub, the Darley/Coimadai sand quarries and the Bacchus Marsh Recycled Water Plant.
- Support best practice management of industrial uses, to minimise offsite amenity impacts.
- Support the development of solutions and systems to increase the recovery of priority materials at Maddingley Waste and Resource Recovery Hub.
- Avoid incompatible land use conflicts by preparing a land use amenity plan for the Parwan Employment Precinct, to ensure that future land uses within the precinct are adequately separated from sensitive uses.
- Manage off-site impacts and avoid conflict with sensitive uses to realise economic development opportunities.
- Discourage any open pit areas to be used as putrescible waste dumps.
- Focus agribusiness related industries in the Moorabool Agribusiness Industrial Area in Parwan.

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### Objective—Local employment

To increase local employment opportunities in activity centres, industrial precincts and the agricultural/agribusiness sector.

### Strategies

- Facilitate development of the tourism sector by protecting the natural environment, heritage and town character.

- Promote tourist-related industries (wineries, art, festivals), and strengthen tourism links with surrounding municipalities.
- Encourage home-based occupations and facilitate relocation for enterprises with a demand for out-of-home business accommodation.
- Facilitate the establishment of a regionally significant Parwan Employment Precinct, incorporating a mix of agribusiness and industrial uses on appropriately zoned land.
- Work with State government and relevant agencies to facilitate and attract potential business and investment to the Parwan Employment Precinct.

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#### Implementation

##### Zones and overlays

Specific application of zones and overlays to achieve the strategic objectives includes:

- Apply the Farming Zone and specification of minimum subdivision sizes in zone schedules that encourage appropriate lot sizes to ensure the productive capacity of agricultural and horticultural land.
- Apply zones to encourage suitable locations for horticultural enterprises and prevent the location of other land uses with the potential to create conflict with adjacent horticultural activities.
- Apply a Development Plan Overlay to the area contained within the Kennedy Place Industrial Estate to address amenity issues and establish buffers to residential areas.
- Apply a Design and Development Overlay to the obstacle limitation surface protection area applicable to the environs of the Bacchus Marsh aerodrome.

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#### Further strategic work

- Prepare a review of zones, overlays and policy statements associated with the Bacchus Marsh Irrigation District, with the aim of protecting and facilitating investment in the agricultural sector.
- Undertake a strategic assessment to identify a preferred bulky goods (restricted retail) precinct.
- Prepare a precinct plan to guide growth of a bulky goods retail precinct, including design and landscape guidelines to create a sense of place.
- Investigate rezoning the Park Street, Maddingley industrial precinct from Industrial 2 Zone to Industrial 3 Zone or Mixed Use Zone, to limit manufacturing and facilitate service industry and other compatible uses.
- Investigate rezoning the Griffith Street, Maddingley industrial precinct from Industrial 2 Zone to Industrial 3 Zone.
- Investigate rezoning industrial land to the north of Kerrs Road, Maddingley from Industrial 2 Zone to Industrial 3 Zone.
- Undertake a study of the State-significant sand quarries, located on the border of Darley and Coimadai, to identify the sequencing and form of rehabilitation as sand resources are progressively exhausted, and to identify potential future uses, having regard to separation distances required for remaining sand extraction and associated activities.
- Identify the obstacle limitation surface protection area applicable to the environs of the Bacchus Marsh aerodrome.
- Develop a rural strategy including a review of minimum lot sizes.
- Identify potential uses in and around Wallace township, where there is a full diamond interchange on the Western Highway and access to natural gas, to facilitate the growth of agricultural and related industry.