

**PLEASANT CREEK ESTATE**

This policy applies to an application to use land in the Pleasant Creek Estate (as defined by Schedule 3 to the Design and Development Overlay).

**Policy basis**

The Pleasant Creek Estate is appropriately located for the establishment of commercial and industry uses. Its frontage to the Western Highway forms part of the western “gateway entrance” to Stawell. It is important that land use in the Pleasant Creek Estate is sensitive to the heritage values of the site and the significance its location in Stawell. It is also important that land use within the Estate is compatible with established uses so that adverse amenity impacts are minimised.

**Objectives**

To maximise the potential for development by industrial or warehousing uses that require large areas of land in Precinct 1.

To encourage the establishment of uses that are compatible with the Norwellan Textiles Mill and Frewstal Abattoir in Precinct 2.

To encourage industrial uses and associated workshops and offices in Precinct 3.

To encourage uses that are compatible with the heritage values of Precinct 4.

To encourage uses in Precinct 5 that will support the improved visual amenity of the Western Highway.

**Policy**

It is policy to:

- Encourage a use to locate within a preferred precinct in accordance with Table 1 and Map 1 Pleasant Creek Estate Precincts.

**Table 1**

Precinct	Preferred Use
Precinct 1 Larger Industrial Uses	Suitable for major industries, for manufacturing or storing and distribution facilities that require a large buffer distance from residential and other sensitive uses.
Precinct 2 Commercial Industrial Uses	Existing small buildings suited to offices and workshops. Generally suited to uses that are not sensitive to neighbouring textile manufacturer and abattoir.
Precinct 3 Multi use	Suitable for industrial uses that require a buffer distance from residential uses, and office uses within existing buildings.
Precinct 4 Heritage	Suitable for small scale light industrial uses, with associated offices, places of assembly, accommodation and food premises compatible with the heritage values of the precinct.
Precinct 5 Highway Frontage	Suitable for office and other commercial uses that promote the amenity of the Western Highway.

Map1 Pleasant Creek Estate Precincts

