

21.08

17/07/2014
C44

ECONOMIC DEVELOPMENT

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

The Council Plan 2009-2013 is committed to the following in terms of economic development:

- Supporting the development of a prosperous, growing, vibrant and diverse economy.
- Encouraging development and new business establishment based on the region’s comparative and competitive advantages.
- Promoting an economy that consists of a number of diverse sustainable small and medium industries.
- Providing infrastructure and a range of services that makes us a “region of choice”.
- Supporting existing businesses to be sustainable and expand.
- Actively engaging in economic development through council’s own practices.
- Supporting local employment opportunities.

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12/07/2012
C39

Business

Overview

Business and commerce play an important role at different levels in all towns in providing retailing, services and facilities and reducing escape expenditure. The Swan Hill CBD is the dominant business location and plays an important regional role. Local shops and services provided in small towns play a local convenience role and are an important part of the local community.

Key issues

- Providing for highway commercial development in Swan Hill on the basis infrastructure and access issues is addressed and it does not compete with the role of the Swan Hill CBD.

Objective 1

To provide for the growth of business and commerce.

Strategies

- Strategy 1.1 Encourage growth and infill development in business areas.
- Strategy 1.2 Provide a broad range of services and facilities that is consistent with the role of the town in the settlement hierarchy.

Implementation

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

Application of zones and overlays

- Applying the Business 1 Zone to the Swan Hill CBD and smaller shopping centres to support the retail hierarchy.
- Applying the Business 2 Zone to the northern area of the Swan Hill CBD in the Nyah Road-Curlewis Street area and the southern highway entrance to encourage the development of offices and other commercial uses.
- Applying the Business 5 Zone on the west side of Beveridge Street, north of McCallum Street to encourage the development of offices and the conversion of housing stock for commercial purposes.

Further strategic work

- Prepare a highway business strategy for Swan Hill to investigate the potential of further opportunities south and north of the town on the Murray Valley Highway.

Reference documents

Swan Hill Business Zones Review 2005

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22/11/2012
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Industry

Overview

The municipality's industrial base is supported by food processing and rural services industries. Future prospects for the food processing industry are growing with continued growth of horticulture in the municipality. Land use opportunities need to be made available for value added processing of local product.

There are opportunities for new industrial development within Swan Hill's major industrial area at Karinie Street. There are substantial opportunities for infill and consolidation within the Moore Street industrial area in Robinvale. Visual amenity issues need to be addressed in the Moore Street industrial area.

Increasing importance is now being placed on well sited and well designed industrial areas as a key component of local economic development strategies. Industrial areas should provide a good level of amenity for workers and visitors, and have minimal visual, acoustic or other off-site effects on surrounding land uses.

The municipality has large deposits of mineral sands and gravel which have economic, social and environmental significance for the region. A large mineral sand mining operation has been established at Wemen. Another emerging industry is solar power generation.

The municipality is well suited to the food processing industry because of its large agricultural base. The food-processing sector has consistently been identified as a growth area, with expanding markets in Asia. Opportunities are available to set up industries which will add value to products. A substantial amount of agricultural products are transported out of the municipality.

Key issues

- Significant potential exists for adding value to agricultural product, including horticulture.
- Manufacturing industries are an important component of the Swan Hill economy.
- Facilitating the growth of the mineral sands and solar industry.

Objective 2

To encourage the consolidation of industrial areas.

Strategies

- Strategy 2.1 Encourage growth and infill industrial development in existing industrial areas.
- Strategy 2.2 Discourage industrial uses from prominent highway locations.

Objective 3

To ensure a supply of industrial land with a range of lot sizes to meet the changing requirements of industry and business.

Strategies

- Strategy 3.1 Provide a continuing supply of well located and appropriately sized serviced industrial land able to meet immediate and longer term needs.
- Strategy 3.2 Strengthen the rural service role of Swan Hill and Robinvale by making land available for industry and business.

Objective 4

To facilitate the establishment of rural service and food processing industries.

Strategies

- Strategy 4.1 Ensure that any industry in rural areas is associated with rural industry and production on the land and relates to the handling, treating, processing or packing of agricultural produce, or the servicing or repairing of plant or equipment used in agriculture.
- Strategy 4.2 Ensure that rural industrial use and development has access to physical and community infrastructure and services, including roads that are accessible at all times of the year.
- Strategy 4.3 Ensure that any rural industry can house or make new provision for the housing of seasonal workers associated with the industry.
- Strategy 4.4 Ensure that rural industry protects the amenity of the existing rural and residential use of the land, nearby land and the general area.
- Strategy 4.5 Ensure that rural industry is compatible with and maintains agricultural and rural uses and production on adjoining and nearby land.
- Strategy 4.6 Assist the establishment of food processing industries with site management and design guidelines that address issues such as nutrient management, road infrastructure and amenity of surrounding area.

Objective 5

To support new and emerging industries such as mineral sands and the solar industry.

Strategies

- Strategy 5.1 Encourage environmentally sustainable mining and value adding opportunities for mineral sands and extractive industry in non urban areas.
- Strategy 5.2 Encourage small and large scale solar power generating plants and other forms of renewable energy in non urban areas.

Implementation

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

Policy guidelines

- When considering an application for industrial development, require a design report as appropriate, demonstrating that:
 - Building mass, scale and form have been considered having regard to the local urban character.
 - Streetscape character has been identified and considered.
- When considering an application for industrial development, consider whether the application meets the following criteria or performance measures:
 - Development should be connected to reticulated water, sewerage, power and storm water facilities.
 - Development should incorporate water sensitive urban design principles and re-use from rainwater tanks for industrial purposes.
 - Setback areas should be used for landscaping, vehicle and pedestrian access and car parking.
 - Landscaping areas should be designed to:
 - Retain existing vegetation where practicable.
 - Use local native vegetation as much as possible.
 - Screen areas where visibility for safety is not essential.
 - Be low maintenance.
 - Achieve high quality and consistent landscape themes with adjoining and nearby properties and the adjacent road reserve.

SWAN HILL PLANNING SCHEME

- Car parking areas consisting of more than ten car spaces should include trees or some other form of landscaping to reduce the visual impact of large hard surface areas and to provide shade.
- All loading and unloading should be carried out within property boundaries.
- Sites should have a minimum frontage of 28 metres to enable loading and unloading to be undertaken within the site boundaries and to enable heavy articulated vehicles to enter and exit the site in a forward direction.
- Driveways, car parking areas and external storage areas should be constructed of an impervious all-weather surface as a minimum standard.
- The façade of all buildings facing an external road should be constructed of brick, glass, or painted/treated concrete, or colorbond steel cladding, to enhance the appearance of the development. Colorbond steel or any other material which will not detract from the appearance of the building may be used for walls not fronting a street.
- There should be the following minimum setback distances:
 - 10.0 metres from external walls to front boundary.
 - 5.0 metres to side street boundary for corner allotments.
 - 3.0 metres for steel framed structures and metal cladding, or on boundary for brick or concrete walls.
- Land within 10.0 metres of the front boundary should be used for car parking, access and landscaping and maintained to the satisfaction of the responsible authority.
- There should be a minimum setback of 3.0 metres for offices and amenity buildings where car parking is not in front of industrial buildings.
- There should be a minimum 2.0 metres wide strip for landscaping along the frontage of allotments and the sideage of corner allotments.
- When deciding on applications for industrial development, the following matters will be considered, as appropriate:
 - The impact of the development on the amenity and streetscape of the area.
 - The appearance of the proposed development.
 - Buffers prescribed under clause 52.10.
 - The design and layout of the proposed development including setbacks from property boundaries.
 - The type and colour of building materials.
 - The standards of any proposed landscape treatment.
- When deciding on applications for rural industrial development, the following matters will be considered, as appropriate:
 - The nature of the rural industry, including the hours and seasons for operation and the number of workers associated with the industry.
 - The anticipated off site effects associated with the rural industry, including truck movements and frequency, buffer requirements of the industry, impacts on adjoining and nearby rural and residential uses and impact on the rural landscape and the need for the developer to address these impacts.
 - Servicing requirements for the rural industry, including seasonal worker housing, water, effluent disposal, power, external and internal road access, drainage, and telecommunications.

- Accessibility to external physical and community infrastructure and services.
- When deciding on applications for industrial subdivisions, the following matters will be considered, as appropriate:
 - The EPA publication 960 Guideline for Environmental Management Doing It Right on Subdivisions.

Application of zones and overlays

- Applying the Industrial 1 Zone for Karinie Street Industrial area and other industrial areas to identify areas suitable for industrial uses.
- Applying the Special Use Zone Schedule 1 to the Swan Hill abattoir to enable the ongoing use of the land for an abattoir.
- Applying the Development Plan Overlay Schedule 3 to land zoned Industrial 1 Zone to guide the form and condition of land zoned Industrial 1 Zone.

Further strategic work

- Prepare a strategic assessment report for a new serviced industrial area west of Murray Valley Highway and south of Pethard Road as identified on the Robinvale Framework Plan.
- Investigate an inter-modal freight transport facility to support industries, including the mineral sands industry.
- Review the potential of Blackwire Reserve as a location for solar power generation.

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Tourism

Overview

Tourism is founded on natural assets, pre and post contact history and cultural heritage of the Mallee and Murray River. The municipality's location in relation to the Murray River and being midway between Echuca and Mildura should be promoted to attract more tourists to stopover and encourage longer stays.

Tourism attractions based on the Murray River, the river towns, recreational opportunities at places like Lake Boga and the Swan Hill Pioneer Settlement are important components of the municipality's tourism role. Horticultural industries and product and special regional events are becoming important components of local and regional tourism.

Key issues

- Recognising that there are significant tourism opportunities in Swan Hill with the redevelopment of the riverside precinct and linking it to the CBD, the Pioneer Settlement and the new Murray River bridge crossing.
- Recognising that the Murray River corridor outside Swan Hill has significant potential for tourism, of which the Riverside precinct in Robinvale is one example.

Objective 6

To strengthen the role and return from tourism development particularly based on the area's natural and cultural heritage base.

Strategies

- Strategy 6.1 Support tourism opportunities, particularly those based on the agricultural output of the region.
- Strategy 6.2 Support accommodation uses aligned with tourism uses.

Implementation

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

Application of zones and overlays

- Applying the Special Use Zone Schedule 3 to the Big Hill resort to provide for the establishment and growth of an education centre and accommodation.
- Applying the Special Use Zone Schedule 4 to the Two Bays caravan park to provide for camping, a caravan park, service station and convenience restaurant.
- Applying the Special Use Zone Schedule 5 to the Jack Chisholm Reserve Motor Sports Facility to facilitate its expansion and redevelopment as a significant regional facility capable of attracting large race meetings.
- Applying the Design and Development Overlay Schedule 2 to the Swan Hill river precinct to establish a primary public open space area for Swan Hill, which encourages leisure, cultural and tourism opportunities.

Further strategic work

- Continue the staged development of the Swan Hill Riverside Precinct Concept.

Reference documents

Swan Hill River Precinct Project.