

21.0710/11/2016
C105**ECONOMIC DEVELOPMENT**

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

This clause implements the following core themes of the Council Plan:

- *The strength and diversity of the agricultural sector. (p. 9)*
- *Ensure central business districts of towns remain consolidated. (p. 14)*

Specific references to individual towns are also included in Clause 21.09 (Local Areas).

21.07-110/11/2016
C105**Economic growth**

Campaspe is a vibrant rural community located at the heart of one of the richest and most diverse agricultural and food processing regions in Victoria. Campaspe is recognised as a thriving community, with many opportunities for growth and prosperity, and which:

- has a growing labour force and low unemployment rate, reflecting a healthy economy;
- has a growing economy driven by growth industry value adding for the agriculture; forestry; fishing; manufacturing; and health and social assistance sectors.
- has a growing number of tourism visitors, due mainly to the growth of the domestic visitor market to the region.

Objective 1

To facilitate a vibrant and dynamic economic environment.

Strategies

- 1.1 Provide a balanced approach to economic development, taking into account economic, social and environmental values.
- 1.2 Facilitate new development and employment opportunities in the Shire of Campaspe.
- 1.3 Ensure adequate land availability for industrial and commercial growth.
- 1.4 Ensure that industrial and commercial development is of the highest quality, especially at the interface with residential land.

21.07-210/11/2016
C105**Commercial**

The development of commercial centres within the existing towns is essential, so that the community is provided with a comprehensive range of goods and services. This issue is also discussed on a town by town basis at Clause 21.09.

Objective 2

To consolidate the development of commercial centres within existing towns.

Strategies

- 2.1 Develop a commercial hierarchy for the shire based on:
 - Echuca as a regional centre.

- Rochester and Kyabram as key community centres.
 - Tongala, Rushworth, Stanhope, Lockington, Gunbower, Girgarre and Colbinabbin as local centres providing convenience shopping.
- 2.2 Accommodate new commercial development in (or abutting) existing commercial centres.
- 2.3 Provide opportunities for growth that ensure that new development is integrated with, and does not fragment, existing commercial centres.

Objective 3

To ensure that the supply of restricted retail land is adequate to accommodate projected demand, based on population growth and population projections.

Strategies

- 3.1 Ensure that restricted retail and other business uses in out of centre locations do not undermine the primary role of traditional town centres.
- 3.2 Discourage industrial uses from locating in areas zoned Commercial 2 Zone along main roads and state highways.
- 3.3 Ensure that the development of commercial and peripheral retail activities in highly accessible locations does not lead to the generation of traffic problems; the fragmentation of existing town centres; or elongated entrances to towns.
- 3.4 Consolidate large format restricted retail development in the south-east of Echuca on Ogilvie Avenue between Sturt Street and Cornelia Creek Road.
- 3.5 Ensure that restricted retail and other business uses in the south-east industrial growth corridor do not undermine the long term role of the central business district as the main business area in Echuca.
- 3.6 Encourage high quality and innovative architectural forms and materials on landmark sites on Ogilvie Avenue, Echuca.
- 3.7 Discourage 'out of centre' retail developments.

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Industrial

According to the state government, there was a total of approximately 474 hectares of zoned industrial land stock in the shire. 209 hectares of this land was assessed as available supply for industrial development, with a vacancy rate of 44 per cent. The consumption of land for industrial purposes averaged 3.9 hectares per annum between 2006 and 2012. In total, there is well in excess of 15 years' supply of industrial zoned land within the municipality based on the average annual rate of land consumption in the period 2006 to 2012.

Industry in Campaspe is diverse, but primarily derives from the shire's strong agricultural, food processing and light industrial enterprises. Industry and large-scale businesses are also key contributors to the shire's employment base. It is therefore essential that adequate direction is provided to existing and new industry to improve the international, national and state competitiveness of the shire's industrial base, especially in the Echuca South East Industrial Growth Area.

Objective 4

To ensure that an adequate supply and range of land for industrial development is available and maintained to meet the changing needs of industry.

Strategies

- 4.1 Ensure that a sufficient supply and adequate choice of industrial land exists to accommodate the varying needs of different types of industry that are likely to emerge in the future.
- 4.2 Support the establishment of industry, especially that which value adds to the local community and meets current and anticipated employment needs.

Objective 5

To provide for comprehensively planned, well presented and landscaped industrial estates in the Echuca South East industrial growth area.

Strategies

- 5.1 Promote the Echuca South East industrial growth corridor as the primary industrial area in Echuca.
- 5.2 Protect land to the South East of Echuca that has potential for long-term industrial development from sensitive uses or other incompatible uses.
- 5.3 Encourage a mix of lot sizes, generally in accordance with the preferred minimum lot sizes shown on the Echuca South East Industrial and Commercial Growth Corridor Structure Plan.

Objective 6

To ensure that new industrial development generally occurs in a staged manner, to enable the appropriate provision of infrastructure and minimise infrastructure costs.

Strategies

- 6.1 Protect opportunities to expand the food manufacturing precinct in Echuca.
- 6.2 Provide appropriately sited and serviced land to suit a range of industry requirements.
- 6.3 Support waste minimisation and the re-use of industrial wastes and by-products.
- 6.4 Support the development of extractive industries.
- 6.5 Establish industrial areas where infrastructure can be provided cost effectively and in an environmentally sound manner.
- 6.6 Establish industrial areas where industries are not likely to conflict with other land uses, particularly residential and agricultural uses.
- 6.7 Locate any offensive industries on land zoned Industrial 2 Zone and as indicated on the Tongala Town Structure Plan.

- 6.8 Support small-scale industrial development in the Township Zone that is compatible with nearby land uses.
- 6.9 Encourage the redevelopment of older and underutilised industrial areas for industry, thereby making more efficient use of existing infrastructure.
- 6.10 Promote the retention of land in undeveloped areas in large holdings until it is required for development.

Objective 7

To ensure that industry and sensitive uses are planned and designed to minimise any potential detriment or loss of amenity.

Strategies

- 7.1 Discourage industrial development in rural areas of the municipality, unless it can demonstrate they are a rural based enterprise that value-adds to the agricultural base of the shire.
- 7.2 Discourage the development of non-food related uses and small lot subdivisions on land identified on the Echuca South East Industrial and Commercial Growth Corridor Structure Plan for the future development of the food precinct.
- 7.3 Protect the operations of the saleyards, pound and waste transfer station from encroachment by sensitive land uses in the Echuca South East Industrial and Commercial Growth Corridor Structure Plan.
- 7.4 Accommodate major industries that require large buffers to sensitive uses in appropriate new greenfield locations to the south of the existing Echuca urban area.
- 7.5 Investigate and provide for the release of industrial land in Echuca, generally in a north-south direction and in accordance with the Echuca South East Industrial and Commercial Growth Corridor Structure Plan.
- 7.6 Maintain buffers of at least 100 metres between existing rural living development and any new industrial lots, with roads, drainage and the like allowed within the buffer.
- 7.7 Protect existing and potential industrial locations from encroachment by non-industrial uses.
- 7.8 Discourage new dwellings in the Farming Zone to the south-east of Echuca to protect the Echuca Aerodrome and long-term potential industrial uses.

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Tourism

The key tourism assets of the shire are based on the Murray River, the Port of Echuca, river boats, native forests, historic buildings, the Kyabram Fauna Park and local tourist attractions. The estimated annual turnover associated with the tourism industry is \$100 million, not including the multiplier effects associated with tourism activity. The tourism industry in the shire employs approximately 1,500 people. Council encourages the development of new tourist attractions and services throughout the shire.

Council supports rural based tourism that builds on existing tourism activities and takes advantage of the natural attributes of the region, such as the Murray River, the agricultural landscape and produce. The Echuca Heritage Precinct Master Plan has been adopted, which seeks to protect the heritage character of the port and environs. An area to the west of Echuca is included within the Rural Activity Zone, where accommodation uses such as

bed and breakfast and farm stays are encouraged, and where recreational and leisure activities that complement existing uses such as boating, ecotourism and nature retreats will also be encouraged.

Objective 8

To provide for growth in rural based tourism that complements existing agricultural production.

Strategies

- 8.1 Recognise redgum and box ironbark forests on private and public land as potential tourism attractions.
- 8.2 Promote heritage related tourism for Rushworth and environs.
- 8.3 Promote natural features such as the Murray River and other water courses as tourist destinations in an environmentally sustainable manner.
- 8.4 Promote Kyabram Fauna Park as a significant tourism destination.
- 8.5 Promote tourism use and development in the Rural Activity Zone that is compatible with agricultural production and the environmental attributes of the area.
- 8.6 Discourage tourism use and development in the Farming Zone, Schedule 1.

Objective 9

To enhance the Port of Echuca as a nationally significant heritage tourism precinct.

Strategies

- 9.1 Protect the heritage character and integrity of the historic port and environs, having regard to the Echuca Heritage Precinct Master Plan.
- 9.2 Consolidate the port precinct as a well serviced tourism centre, including alternative accommodation types and improved entertainment and services.
- 9.3 Identify key development sites in the Port of Echuca for preferred uses.

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Gaming

Research has concluded that there are links between social vulnerability, problem gambling and accessibility to gaming venues. Although gaming machines may be accessible to the community as a form of entertainment, it is also desirable that they should not be convenient to places of every day activity such as shops, so that a pre-determined decision is required to gamble.

Given the settlement structure and characteristics of Campaspe Shire, it is desirable to focus gaming machines away from small towns that merely service the local community, as well as those communities which might be most vulnerable to the negative effects of gaming. A further key local issue is that Echuca has a very high density of gaming machines, due to its proximity to gaming venues in New South Wales.

Objective 10

To encourage gaming machines to be located where they will both minimise the risk of potential harm and provide benefits to the community.

Strategies

- 10.1 Locate gaming machines in venues that:
- Do not facilitate convenience gaming for the local community;
 - Are accessible to large towns, or integrated with tourist facilities;
 - Are not within areas of high relative socio-economic disadvantage;
 - Will not exacerbate an existing high density of gaming machines in the local area or town; and
 - Will not have a net negative social and economic impact.

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Implementation

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

Policy guidelines

- Using local policy at Clause 22.01 Agricultural Policy to determine appropriate rural subdivision and rural dwelling outcomes.
- Using local policy at Clause 22.03 Port of Echuca Heritage Policy to maintain and protect the Port of Echuca heritage assets as a nationally significant heritage tourism precinct.
- Using local policy at Clause 22.05 Gaming Policy and the Schedule to Clause 52.28 to identify appropriate and inappropriate locations for gaming machines.

Application of zones and overlays

- Applying the Township Zone to urban areas of small towns within the shire.
- Applying the Commercial 1 Zone to existing and proposed retail/business centres.
- Applying the Commercial 2 Zone to areas along major roads containing a mix of bulky goods retailing and manufacturing industry.
- Applying the Industrial 1 Zone to industrial areas containing manufacturing industry and the storage and distribution of goods and associated uses.
- Applying the Industrial 2 Zone to industrial areas that contain more offensive industrial activities.
- Applying the Industrial 3 Zone to industrial areas in close proximity to residential areas, to encourage compatible industrial uses and enable consideration of amenity impacts.
- Applying the Special Use Zone to the Echuca Aerodrome site, to land affected by the aerodrome's Obstacle Limitation Surfaces Plan.
- Applying the Design and Development Overlay, Schedule 3 to land affected by the Northern and Murray Valley Highway Precinct, Echuca.

- Applying the Design and Development Overlay, Schedule 4 to land affected by the Echuca Town Entrance Gateway.
- Applying the Design and Development Overlay, Schedules 5, 6 and 7 to land affected by the Echuca Aerodrome's Obstacle Limitation Surfaces Plan.
- Applying the Design and Development Overlay, Schedule 8 to land in the Commercial 2 Zone along the Northern Highway, Rochester.
- Applying the Design and Development Overlay, Schedule 9 to land in McEwen and McCormick Roads and Albion Street, Kyabram.
- Applying the Design and Development Overlay, Schedules 10 and 11 to land along Sturt Street, the Murray Valley Highway and Cornelia Creek Road, Echuca.
- Applying the Development Plan Overlay, Schedule 9 to land in the Echuca South East Industrial Growth Area.
- Applying the Parking Overlay to identify areas where local car parking rates apply.

Further strategic work

- Undertaking a Lockington Commercial Precinct Development Project.
- Investigating the appropriate buffer treatment around intensive agriculture at Patho Plains, including an Environmental Significance Overlay or Design and Development Overlay.
- Investigating the expansion of industrial zoned land south-east of Echuca.
- Developing a Commercial/Retail Strategy for Echuca to guide the future supply of commercial land.
- Investigating noise and odour issues at the Echuca Saleyards.
- Preparing a drainage masterplan for the northern part of the industrial precinct around Ogilvie Avenue.
- Investigating the potential for part or all of the land at 495 McKenzie Road, Echuca, to be developed for industries with buffer requirements of 500 metres or more from sensitive land uses.
- Reviewing the list of discretionary uses in commercial and industrial areas, in light of the modified state industrial and commercial zones.
- Assessing the implications of an ageing population and the expansion of the health sector.
- Undertaking an Echuca Central Business District Strategy.
- Undertaking an Echuca Hospital Environs Strategy/Precinct Plan.
- Preparing industrial guidelines for industrial and commercial precincts, including policy consideration for building design, landscaping, siting, parking and sustainability.

Reference documents

Business Signage Guidelines for Historic Areas, 2011

Campaspe Shire Gaming Policy Framework, 2011

Echuca South East Industrial and Commercial Growth Corridor Land Strategy, 2011

Echuca Aerodrome Master Plan, 2010

Infrastructure Design Manual – Local Government Infrastructure Design Association
Council Plan, 2013-2017
Parking Strategy for Echuca CBD and Historic Port Precinct, 2008