

21.09 ECONOMIC DEVELOPMENT

28/04/2016
C61

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

21.09-1 Commercial

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The Castlemaine Commercial Centre is the main activity centre in the Shire. It operates within a regional network defined by Bendigo as the Major Regional City.

The retail sector is constantly changing in response to consumer demands, technologies and other influences. Responding to the land use and development consequences of these changes is a key planning challenge for the Shire.

The planning scheme seeks to reinforce the role of Castlemaine Commercial Centre as the primary local service centre in the Shire, whilst building on its historic features and improving activity mix, functionality and amenity. Council's vision is that the Castlemaine Commercial Centre will offer more retail and commercial services, with a focus on food for home, personal services, clothing and household goods, local business services, dining, entertainment, art and cultural activities.

Key issues

- Preventing out-of-centre development that would undermine the viability of existing retail areas and entrench car based travel.
- Acknowledging that the traditional retail areas in Castlemaine and Maldon have limited sites for new commercial development, especially larger sites.
- Stimulating the further redevelopment of under-utilised sites in the retail core of Castlemaine.
- Maintaining the viability of existing commercial businesses in the small towns of the Shire.
- Encouraging the re-use and improvement of under-utilised commercial buildings in the small towns in the Shire.
- Recognising that entertainment uses, including late night venues and licensed premises, have the potential to affect the amenity of residents and the community and need to be carefully managed.

Objective 1

To reinforce the role of the Castlemaine Commercial Centre as the primary commercial centre in the Shire.

Strategies

Strategy 1.1 Strongly discourage major office or major retail (over 1500 square metres) developments outside the Castlemaine Commercial Centre.

Objective 2

To ensure that the commercial areas in the small towns in the Shire are attractive and viable.

Strategies

- Strategy 2.1 Consolidate the existing commercial and community centres in accordance with the framework plans in Clause 21.12.
- Strategy 2.2 Encourage local convenience shopping and tourism uses in the commercial areas.
- Strategy 2.3 Encourage the re-use or improvement of under-utilised commercial sites or buildings.
- Strategy 2.4 Contain the existing commercial centre in the core area of Chewton between Fryers Road and Angus Street on the Pyrenees Highway.

Implementation

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

Policy guidelines

- Applying Council's local heritage policies Clause 22.01 (Heritage) and Clause 22.02 (Maldon) for all new commercial development within a Heritage Overlay.

Application of zones and overlays

- Applying the Commercial 1 Zone to land for retail, office, business, entertainment and community uses.
- Applying the Commercial 2 Zone to land for offices and appropriate manufacturing and industrial and limited retail uses.

Further strategic work

- Investigating the preferred location and extent of commercial uses as part of structure planning work for Harcourt and Campbells Creek.

Reference documents

- Maldon Economic Design Strategy, 1998
- Castlemaine Central Area Urban Design Framework, 2002
- Maldon Economic Futures Project, Final Report, 2008
- Castlemaine Commercial Centre Study, 2012

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Industry

The manufacturing sector accounts for 35 percent of all jobs in the Shire (ABS, 2011). Meat processing, in particular, is a key employment sector. Other important sectors are construction, machinery and equipment manufacturing and automotive/specialised vehicles. Mount Alexander's economy is transitioning towards service sectors and its industrial areas are being used for a greater diversity of uses than in the past. Some traditional manufacturing industries are declining, but the Shire remains an excellent location for highly efficient food manufacturing operations and other industries.

Industrial land in the Shire is concentrated in Castlemaine. There is limited land available for expansion in each of the four major industrial areas in Castlemaine, although additional land has recently been released in Wesley Hill. Industrial areas are also located in Harcourt and Maldon, which have the potential for further development. Harcourt, in particular, has opportunities for industrial development due to its strategic location near the Calder Highway. Long-term opportunities also exist in Elphinstone, subject to servicing upgrades and additional strategic planning.

Whilst Castlemaine's industrial base and employment needs to be reinforced, new industrial locations at Harcourt and Elphinstone will reduce the amount of industry related traffic travelling through Castlemaine which is creating amenity issues in some residential areas and the town centre.

Key issues

- Ensuring that industries have access to electricity, water and sewerage infrastructure with appropriate capacity.
- Preserving existing industrial land and buffers to safeguard opportunities for the expansion of existing industries or establishment of new industries.
- Identifying the preferred future use of under-utilised industrial sites that have potential for alternative uses.
- Recognising that there is a lack of serviced industrial land available for immediate development for a range of industries.
- Acknowledging the close proximity of industrial land to residential uses in some areas.

Objective 1

To facilitate the establishment and further development of industry in the Shire.

Strategy

Strategy 1.1 Encourage new and existing industries to locate within existing and planned industrial estates where all physical infrastructure is available and which are readily accessible to transport networks.

Objective 2

To protect the amenity of residential areas from uses with adverse amenity potential.

Strategies

Strategy 2.1 Provide locations for new industrial development adjacent to a highway or major road and away from existing or proposed residential areas.

Strategy 2.2 Strongly discourage the establishment of industry that may have offsite amenity impacts on land outside of existing and planned industrial estates.

Strategy 2.3 Encourage the relocation of industrial activities from predominantly residential areas to industrial estates.

Implementation

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

Policy guidelines

- Applying the policy guidelines in Clause 22.03 to facilitate well planned and designed industrial areas.

Application of zones and overlays

- Applying the Township Zone in smaller townships to provide opportunities for industrial and commercial development.
- Applying the Industrial 1 Zone to areas for general industrial and manufacturing.
- Applying the Industrial 3 Zone where special consideration of the nature and impacts of industrial uses is required or to avoid inter-industry conflict.
- Applying the Development Plan Overlay to major new industrial areas, major development sites or sites where complex planning issues need to be addressed.

Other actions

- Using township framework plans to identify opportunities for industrial development.

Further strategic work

- Preparing an industrial strategy for the Shire, with a focus on Castlemaine.

Reference documents

- Mount Alexander Urban Living Strategy –Stage One and Two Reports
- Castlemaine Industrial Strategy, 2001
- Castlemaine Land Use Strategy, 2004
- Mount Alexander Shire Council Economic Development Strategy 2013-2017

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Tourism is a growing industry in the Shire. Visitors to Mount Alexander Shire make a very important contribution to the local economy as well as supporting the viability of a large range of businesses that are patronised by local residents.

The tourism industry is built around the Shire's goldfields heritage including the Castlemaine Diggings National Heritage Park, the arts, gardens, festivals and events. Key drawcards to the Shire include the culinary, arts and cultural attractions and events of Castlemaine, as well as the 'village' offerings of Maldon, Guildford and Newstead.

Wineries and cideries are located in the Harcourt Valley, supported by several annual events that celebrate the area's local produce. There are also heritage attractions, bushwalks and other visitor experiences in the 'hamlets' of Taradale, Vaughan, Fryerstown and others. Events are an important source of visitors for all of the Shire's communities.

Nature-based tourism is also important with water pursuits associated with Lake Cairn Curran and the Loddon River. Horse riding, fishing, camping and mountain biking opportunities exist throughout the Shire. The Goldfields Track is an important regional walking and cycling track that highlights the Shire's natural features and cultural heritage.

Tourism activity in the Shire is influenced by visitation to adjoining municipalities such as Greater Bendigo and tourism initiatives that relate to the broader goldfields region.

Regional initiatives are underway for the significance of this region to be identified nationally and internationally.

Key issues

- Capitalising on the potential for increased tourist visitation following the upgrade of the Calder Highway and improved rail connections with Melbourne and Bendigo.
- Managing the further development of tourism assets, which are often located in areas of environmental or heritage sensitivity.
- Maximising opportunities for the future development of boutique accommodation associated with heritage, culture, arts and food and wine products.

Objective 1

To encourage new tourism-related development in appropriate locations.

Strategies

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| Strategy 1.1 | Encourage tourist facilities and services that are compatible with and add value to the existing built and natural attractions of the municipality. |
| Strategy 1.2 | Encourage new tourist development to be sited and designed to minimise its impact on the natural environment and landscapes or productive agricultural land. |
| Strategy 1.3 | Ensure tourism related developments are planned, located and integrated with existing settlements consistent within the settlement planning vision in Clause 21.03 and commercial vision in Clause 21.09-1. |
| Strategy 1.4 | Encourage tourist, recreational activities, primary produce sales and tasting, linked with or dependent upon agricultural activities, to establish in appropriately zoned rural areas. |
| Strategy 1.5 | Encourage tourism retailing and other tourism related uses in Templeton Street, Castlemaine, and in the vicinity of the Castlemaine Railway Station. |
| Strategy 1.6 | Support the continued development of the Goldfields Track and associated infrastructure developments that enhance tourism opportunities. |

Implementation

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

Other actions

- Using framework structure plans to identify tourism opportunities.

Reference documents

- Mount Alexander Shire Council Economic Development Strategy, 2013-2017
- Mount Alexander Shire Council Rural Land Study, 2014