

21.04 ECONOMIC DEVELOPMENT

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

21.04-1 Agriculture

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Overview

Agriculture is the dominant land use and industry in the shire, with key activities being sheep grazing in the south and cropping (especially wheat) in the north west. The shire has a temperate climate ideal for wool, grain and wine production with an average rainfall of 450 mm per year ranging from 850 mm along the Grampians fringe to 600 mm per year in the Teddington area and 400 mm in the northern plains.

Key Issues

- The importance of agriculture to the shire's economy.
- Protecting high quality agricultural land.
- Intensive animal industries including piggeries and poultry are important to the shire's economy and need to be located where amenity impacts on sensitive uses are limited.
- Viticulture is an established industry in and around Great Western and is establishing in the foothills of the Pyrenees.
- Supporting sheep, cattle and cropping as the dominant agricultural activities of the shire and encourage the continued growth of intensive agricultural industry such as viticulture, poultry and pigs.
- Supporting the diversification of rural land use through expansion of renewable energy generation in appropriate locations.

Objective 1 To support the development of sustainable agriculture and horticultural industries, as the foundation to a strong and prosperous economy.

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| Strategy 1.1 | Protect productive agricultural land for the purposes of agricultural production and value-adding industries. |
| Strategy 1.2 | Ensuring agricultural land is managed in an environmentally sustainable and responsible manner in order to protect its productive use. |
| Strategy 1.3 | Supporting sheep, cattle and cropping as the dominant agricultural activities of the shire and encourage the continued growth of intensive agricultural industry such as viticulture, poultry and pigs. |
| Strategy 1.4 | Ensure that future subdivision of agricultural land is based on sustainable and viable farming methods and on sustainable environmental grounds. |
| Strategy 1.5 | Support existing and emerging agricultural activities such as viticulture, intensive horticulture and animal industries in locations, and on land that is suited to such enterprises. |
| Strategy 1.6 | Discourage the creation of small rural lots outside of areas not zoned for rural residential purposes. |
| Strategy 1.7 | Protect rural and agricultural infrastructure such as roads, drainage channels and water supply. |

Strategy 1.8 Support the clustering of agricultural functions and associated rural industries in appropriate locations.

Objective 2 To encourage intensive animal industries in areas of the shire where the potential for conflict with surrounding land uses, such as odour, waste disposal, protection of water quality and supply, vermin (mice and flies), traffic and noise can be minimised.

Strategy 2.1 Encourage intensive animal industries and associated industries in appropriate locations that are conducted in a manner that fosters positive environmental sustainability, utilising modern technology, especially with regard to waste treatment and disposal.

Implementation

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

Policy guidelines

- Require development for intensive animal industries to provide appropriate buffers to sensitive uses.

Application of zones and overlays

- Applying the Farming Zone to protect and support agricultural uses in rural areas.
- Applying the Rural Activity Zone to provide a balanced

Further strategic work

- Prepare a Rural Strategy to identify locations and provide guidance for specific forms of agriculture and agribusiness (including intensive agriculture) and include a land capability assessment and identification and assessment of biodiversity values for protection.
- Prepare a local policy for intensive agriculture to protect strategically important agricultural land.

Reference documents

Northern Grampians Shire Economic Development Strategy 2013-2014

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Resource exploration and extraction

Overview

The Stawell gold mine is Victoria's largest operating gold mine. Earth and energy resources are continuing to be developed and extracted throughout the shire and are of regional significance.

Key Issues

- Extractive industry is important to the shire's economy.

- Facilitating extractive industry whilst providing appropriate buffers to sensitive land uses.

Objective 1 To promote and facilitate mining and extractive industry in the shire in a responsible manner.

Strategy 1.1 Encourage mining and extractive industry activities provided that the proposals adequately address environmental, amenity, health and rehabilitation issues to ensure the long term impacts of mining and extractive industry on the surrounding environment and community are minimised.

Strategy 1.2 Provide adequate separation, buffer zones and biosecurity areas between sensitive land uses and mining and extractive industry to ensure that adverse environmental effects, health, nuisance, amenity or exposure to hazards does not affect existing and future residents.

Implementation

The strategies in relation to resource exploration and extraction will be implemented through the planning scheme by:

Policy guidelines

- Require any development of mining and extractive industry to provide appropriate separation, biosecurity areas and buffer zones to sensitive land use.

Application of zones and overlays

- Applying the Special Use Zone to facilitate the use and development of the Stawell gold mine.

Reference documents

Stawell Gold Mine Future Possibilities Business Case, 2014

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Industrial development

Overview

Industry is generally concentrated in the towns of Stawell and St Arnaud and includes activities such as brick making, meat processing, steel fabrication, feed production, supply and service of farm machinery and small service industry. The inappropriate siting of industry next to sensitive land uses such as residential is an issue in the shire.

Key Issues

- Encouraging new industry to locate in Stawell or St Arnaud to build the capacity of these towns.
- Impacts on sensitive land uses from inappropriately located industrial uses.
- Protecting industrial uses from the encroachment of sensitive uses.
- Strengthening the rural service role of St Arnaud.
- Directing industrial use to areas that are serviced by power, water and gas.

Objective 1 To encourage and facilitate sustainable industrial development in appropriate locations.

Strategy 1.1 New industry is encouraged in appropriate locations around Stawell and St Arnaud in order to build the capacity of these towns.

Strategy 1.2 Encourage industry associated with viticulture and food to locate in Great Western, to promote development of the town and of the wine and food industry.

Strategy 1.3 Accommodate rural based industries adjacent to, or outside the two main urban centres provided they can demonstrate access to physical (including roads, water and effluent disposal) and business services without imposing greater infrastructure costs on the local community.

Strategy 1.4 Determine appropriate sites for major new industries, and potentially noxious industries (such as abattoirs) based on an assessment of the individual needs of the business, and the potential impacts of the industry on existing urban and rural land uses. In “one off” instances, where there is an identified need to accommodate significantly large scale new development, it may be more appropriate to locate the industry in a rural zone, close to a major urban centre (Stawell or St Arnaud) where access to roads and reticulated services can be provided, whilst minimising any impact on urban uses by maintaining buffer distances within the site. Consideration of such development and use of rural land should also consider the impacts on an area’s land capability and environmental land management. (Stawell West).

Strategy 1.5 Protect existing industries and facilitate their expansion.

Strategy 1.6 Industrial and intensive commercial development in Stawell is directed towards the west of the town, or to the north east of the town, including near the current Stawell Gold Mine area where appropriate.

Strategy 1.7 Industrial and commercial development that offers services and goods for rural industry will be encouraged in St Arnaud, capitalising on the existing rural service role of the town.

Strategy 1.8 Industrial and intensive commercial development will be encouraged at locations that are already serviced, or can be readily serviced by essential services such as power, water, gas, where appropriate.

Objective 2 To determine and provide for land requirements that will be sufficient to cater for 15 years growth of existing and new industry development.

Strategy 2.1 Carry out strategic analysis in conjunction with existing industrial land uses to determine requirements for industrial land in the shire’s towns over the next 15 year period.

Strategy 2.2 Having identified future industrial land requirements, apply appropriate zoning controls to areas for long term industrial development.

Implementation

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

Policy guidelines

- Applying local policy to ensure new industrial use and development is compatible with established uses to minimise amenity impacts and respects the heritage values of Pleasant Creek Estate, Stawell.

- Require any industrial development to provide adequate buffers to protect the amenity of sensitive uses.

Application of zones and overlays

- Applying the Industrial Zones to facilitate industrial development in the shire in appropriate locations.

Further strategic work

- Prepare an Industrial Strategy for the municipality which considers infrastructure requirements, interface with residential areas and land capability.
- Investigate the shire's requirements to provide a 15 year supply of industrial land.
- Investigate opportunities to utilise industrial land in Stawell and St Arnaud.

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Commercial and retail uses

Overview

The shire's main retail and commercial concentrations are of a local service nature and are located in Stawell and St Arnaud.

The shire's residents obtain higher order goods and services from Melbourne and / or the regional cities of Bendigo, Ballarat and Horsham.

Key Issues

- Strengthening access to regional cities for access to higher order goods and services for the shire's residents.
- Providing a sufficient land supply for bulky goods retail development.
- Consolidating the retail and service functions in Stawell and St Arnaud.
- Capturing local and tourist spending within the shire.
- Maintaining services in small townships where postal services and convenient shopping centres (general stores and fuel stations) are provided, with community halls and sporting complexes providing the setting for community events and open space entertainment.

Objective 1 To maintain and strengthen the functioning of retail centres throughout the shire.

Strategy 1.1 Concentrate retail and professional service activities in Stawell and St Arnaud, within the defined retail core of the towns.

Strategy 1.2 Enhance existing retail shopping precincts.

Strategy 1.3 Develop bulky goods retailing, general retail and rural supplies and services along major roads including the Western Highway.

Strategy 1.4 Ensure an adequate land supply for bulky goods retail in both Stawell and St Arnaud.

Strategy 1.5 Retain and encourage convenience shopping in smaller rural settlements.

Strategy 1.6 Encourage new commercial and retail development to meet best practice environmentally development principles from the design stage through to

construction and operation, particularly in the areas of waste reduction and management.

Objective 2 To encourage compatibility between similar tourist and retail uses.

Strategy 2.1 Integrate tourist and retail services as a means of maximising marketing and purchasing impact and promoting a greater retention of local and tourist expenditure within the shire.

Strategy 2.2 Facilitate integrated tourist and retail investment at the major tourist destinations of Halls Gap, Great Western, Stawell and St Arnaud.

Implementation

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

Application of zones and overlays

- Applying the Commercial Zones, Industrial Zones, Township Zones, Rural Activity Zone and the Heritage Overlay, Design and Development Overlay and Development Plan Overlay where appropriate to enhance commercial development opportunities within the shire.

Further strategic work

- Investigate the provision of commercial services adjacent to the Western Highway, that will not impact on the function of the highway.

Reference documents

Halls Gap Master-Plan for Commercial, Investment and Public Land Development, Northern Grampians Shire, 2015

Northern Grampians Shire Economic Development Strategy 2013-2014

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Tourism

Overview

The shire has a vibrant and expanding tourism industry, particularly in the settlements of Great Western (tourism based on the wine industry) and Halls Gap (tourism based on the Grampians National Park). Stawell is developing its tourist infrastructure in an attempt to capitalise on its gateway location to the Grampians.

St Arnaud has potential as a tourist destination associated with the wine industry in the foothills of the Pyrenees and recognition and enhancement of the heritage values in the town. Stawell hosts the annual Easter Gift, over the Easter weekend, which is an internationally famous sporting festival.

Key Issues

- The importance of tourism to the local economy.
- The need to protect the natural environment as an asset for tourism.
- The opportunity to diversify tourism in the Ararat- Stawell-Halls Gap Triangle.

- The need to develop integrated tourism infrastructure.

Objective 1 To increase visitor numbers, expenditure and length of stay in the shire.

- Strategy 1.1 Capitalise on the shire’s tourist industry based on the Grampians National Park, historic buildings and places, the ironbark forests, the lakes, events such as the Stawell Easter Gift and wineries and gourmet and boutique foods.
- Strategy 1.2 Encourage the development of a variety of tourist experiences throughout the shire with supporting and complementary infrastructure.
- Strategy 1.3 Promote the development of a variety tourist accommodation and facilities in appropriate locations throughout the shire, including adventure holiday accommodation, cabin and farm stays, motels, caravan parks, RV friendly facilities and conference and business facilities.
- Strategy 1.4 Facilitate tourism enterprises such as bed and breakfasts in rural areas.
- Strategy 1.5 Support development within the Ararat-Stawell-Halls Gap Triangle that enhances the diversity of tourism use of the Grampians region.
- Strategy 1.6 Support development that enhances tourism infrastructure associated with the Grampians Peaks Trail.
- Strategy 1.5 Support development that enhances the role of Great Western as a wine village and tourist destination.
- Strategy 1.6 Encourage the development of tourism infrastructure, including boutique accommodation, restaurants and cafes in Great Western.
- Strategy 1.7 Support development in Stawell that enhances its aesthetic appearance and heritage assets as the gateway to the Grampians.
- Strategy 1.8 Support the expansion of wineries in the foothills of the Pyrenees mountain range.
- Strategy 1.9 Support development in St Arnaud that enhances its scenic appearance and winery/heritage qualities as a destination for arts and culture.
- Strategy 1.10 Support development surrounding Lake Fyans that enhances its tourism and recreational qualities.
- Strategy 1.11 Ensure that the shire’s natural and built heritage is enhanced and protected, as it is these assets that tourists come to see and experience.
- Strategy 1.12 Tourist attractions, particularly the natural features of the Grampians, Kara Kara National Park, and other areas of significant flora and fauna, such as the ironbark forests need to be protected and enhanced as non-renewable resources essential to the long term sustainability of tourism as an industry in the shire.
- Strategy 1.13 Encourage tourism development and investment in Halls Gap and surrounding area.
- Strategy 1.14 Support an increase in the diversity of indoor and outdoor experiences including opportunities to allow visitors to enjoy luxury and comfort whilst retaining natural values and iconic attractions and experiences unique to the Halls Gap area.
- Strategy 1.15 Infrastructure for tourists including accommodation, restaurants, entertainment facilities and recreation facilities will be encouraged to integrate where possible with town centre functions to maximise use of this infrastructure and enhance town centre activity.

Objective 2 To encourage tourism in the municipality based on the heritage and culture of the shire.

- Strategy 2.1 Encourage better interpretative signage and fixed heritage information to aid in the interpretation and awareness of the shire’s heritage.
- Strategy 2.2 Support retail and tourism development that capitalises on Stawell’s proximity to the Grampians National Park.
- Strategy 2.3 Conserve and use unused road and rail reserves and stream reserves to establish walking, cycling and “all ability” networks to link tourist precincts across the municipality and to adjoining municipalities as an alternate way to experience these attractions.

Implementation

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

Application of zones and overlays

- Applying the Commercial Zones, Industrial Zones, Township Zones, Rural Activity Zone and the Heritage Overlay, Design and Development Overlay and Development Plan Overlay where appropriate to enhance tourism development opportunities within the shire.
- Applying the Rural Activity Zone to achieve a balanced mix of agriculture, environmental and tourism uses in the Halls Gap Valley.

Further Strategic Work

- Review the Design and Development Overlay in Halls Gap to support new development that enhances the diversity and quality of tourism uses.
- Review zoning in the Halls Gap township to encourage tourism development and economic development.

Reference Documents

Halls Gap Master-Plan for Commercial, Investment and Public Land Development, Northern Grampians Shire, 2015

Northern Grampians Shire Economic Development Strategy 2013-2014

Ararat – Stawell- Halls Gap Triangle Rural Zone Review, Final Report (August 2012)