

21.09 ECONOMIC DEVELOPMENT

15/06/2017
C135

The Council will continue to play an important role in developing the region's economy. We will encourage businesses to invest in niche commercial markets and will encourage industry to locate (or relocate) to strategic locations close to major towns. We will encourage our traditional industries to remain competitive and to source new markets thereby expanding the number and range of jobs on offer. A major part of our work will be building on our claim to be a 'clean, green and beautiful' region by developing and promoting East Gippsland as a major tourist destination.

This Clause provides local content to support Clause 17 of the State Planning Policy Framework.

21.09-1 Commercial

31/03/2016
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Objective 1

To ensure that future development contributes to and enhances East Gippsland's identity, aesthetic quality, and economic diversity.

Strategy 1.1

Encourage development of recreational and personal services, 'lifestyle' industries and other niche market opportunities targeting active retirees.

Strategy 1.2

Facilitate development of administrative, cultural, recreational and community services within the Bairnsdale CBD.

Strategy 1.3

Support development that incorporates upper level apartments and shop top housing throughout the Bairnsdale CBD.

Strategy 1.4

Support applications for bulky and white goods retailers such as trade supplies and furniture stores to establish/re-establish in area 8 identified in the Bairnsdale Growth Strategy, November (2009) and at Plan 2 Retail and Commercial Hierarchy.

Strategy 1.5

Support the development of a specialised employment centre located within the north east growth area. Industry/manufacturing, bulky goods retailing, and supermarket/retail up to 1,000 square metres of retail floor space will be supported within the centre and will be located within close proximity to Patties Food along the northern and southern side of the Princes Highway identified in the Bairnsdale Growth Strategy, November (2009) and at Plan 2 Retail and Commercial Hierarchy.

Strategy 1.6

Support the development of a specialised community centre around the Bairnsdale Aquatic Recreation C activity area identified in the Bairnsdale Growth Strategy, November (2009) and at Plan 2 Retail and Commercial Hierarchy. The centre will contain a mix of community, recreation, education and health related activities. Medium density housing and supermarket/retail up to 1,000 square metres of retail floor space will be supported within the centre.

Strategy 1.7

Support the development of local centres within the growth areas of east and west Bairnsdale and the south-west industrial area of Bairnsdale identified in the Bairnsdale Growth Strategy, November (2009) and at Plan 2 Retail and Commercial Hierarchy. The local centres should facilitate convenience retailing/shop activities with a retail floor space of 300 – 500 square metres.

Strategy 1.8

Support development of retail and commercial office activities along connecting streets between the Bairnsdale Railway Station and Bairnsdale CBD.

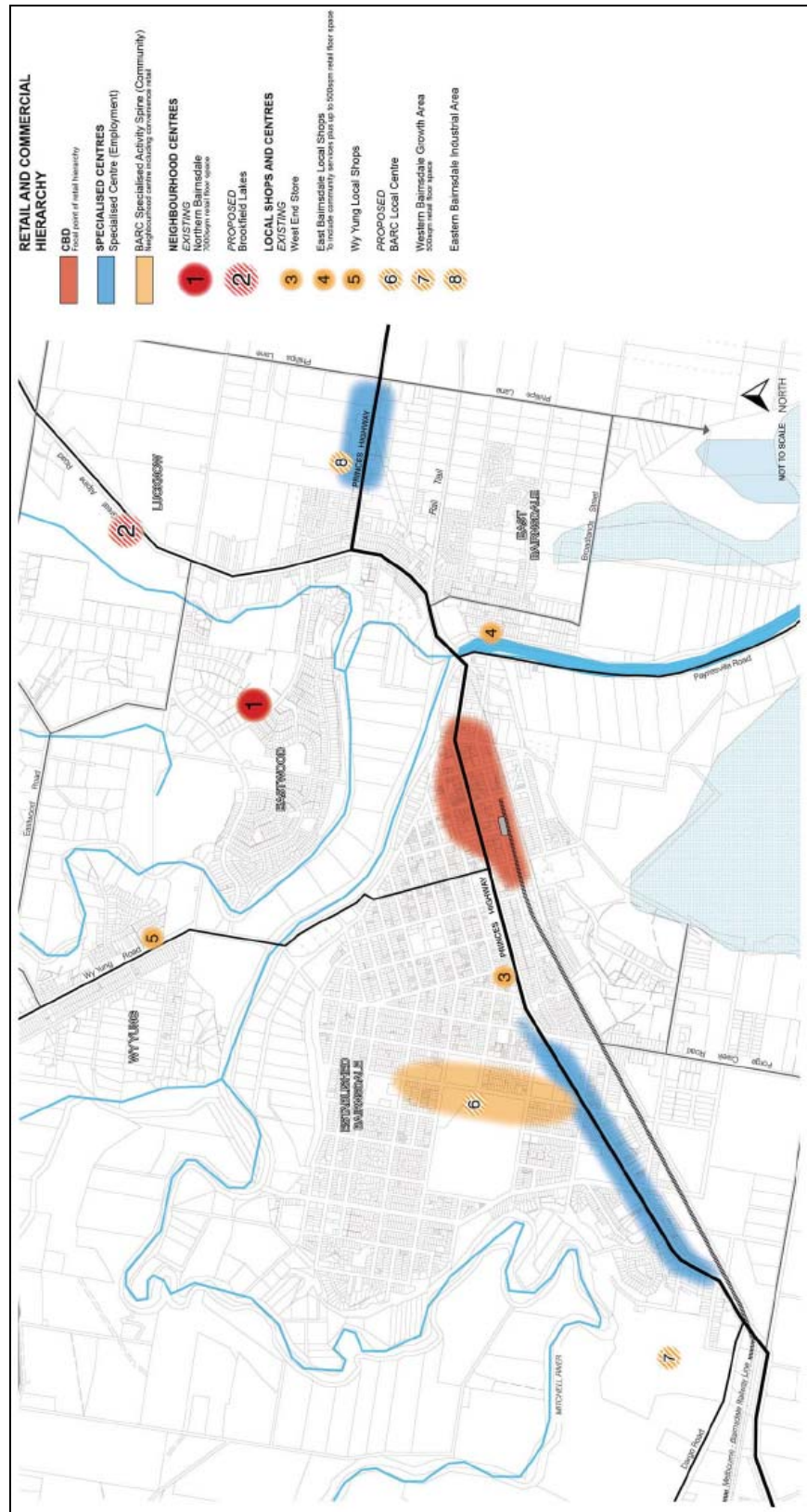
Strategy 1.9

Require applications for commercial and retail development within new residential growth areas to undertake an economic impact assessment to confirm the appropriate size and type of facilities to be provided in each centre.

Strategy 1.10

Avoid unsustainable or unjustified expansion of the local activity centre in Eastwood, based upon an economic impact assessment of the retail catchment.

Plan 2 Retail and Commercial Hierarchy



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To encourage the development of a range of industries, including service industries, in appropriate locations or adjacent to all major towns.

Strategy 1.1

Encourage industry to locate in areas zoned for industrial use and identify new sites that are accessible, readily serviceable and adjacent to major towns.

Strategy 1.2

Facilitate the expansion of the industrial estate at Mallacoota.

Strategy 1.3

Encourage development of an area to the west of Bairnsdale for major industrial enterprises.

Strategy 1.4

Encourage development of an area in the vicinity of the Shire landfill site in Rosherville Road, Metung for development for marine-related and other local service industries.

Strategy 1.5

Require sewerage connections to be provided at the developer's cost, in areas where industrial zones have been applied to land that is not currently sewered.

Strategy 1.6

Minimise the effects of residual air and noise emissions from industry on more sensitive land use areas by separating industrial operations from residential zones, hospitals and schools by a buffer of appropriate width.

Strategy 1.7

Ensure that land developed for industrial uses provides an attractive and efficient location for businesses and does not detract from the appearance and amenity of the surrounding area.

Strategy 1.8

Facilitate the development of a gas-fired power station at Bairnsdale and encourage biomass power generation projects in appropriate locations.

Strategy 1.9

Facilitate the development of an industrial estate on the Old Rifle Range site at Orbost and investigate incentives to encourage businesses currently on inappropriate township sites to relocate.

Strategy 1.10

Require industry development applications south of the Princes Highway in East Bairnsdale to apply the provisions and threshold distances contained within Clause 52.10 in order to protect sensitive land uses.

Objective 2

To expand the number and range of employment opportunities in rural industries.

Strategy 2.1

Ensure that high quality agricultural land (identified through land capability mapping and other studies) is protected from inappropriate subdivision or development.

Strategy 2.2

Support the development of alternative agricultural and horticultural crops and pastoral industries to include organic farming.

Strategy 2.3

Support value-adding and primary produce/ resource processing industries.

Strategy 2.4

Support the existing offshore fishing industry and encourage its expansion on an ecologically sustainable basis.

Support 2.5

Support the abalone fishery off Mallacoota and encourage development of an ecologically sustainable sea urchin industry based in the area.

Strategy 2.6

Support new investment in timber processing and value adding.

Strategy 2.7

Support furniture manufacturers locating in East Gippsland.

Strategy 2.8

Encourage exploration for and development of mineral resources.

Strategy 2.9

Identify areas of importance as resources for future extractive industries and ensure they are not sterilised by inappropriate development, including of adjoining land.

Strategy 2.10

Encourage development of tourist-oriented facilities or small scale retail outlets in association with horticultural or pastoral activities, such as vineyards.

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Tourism

Objective 1

To develop and promote East Gippsland as a major tourist destination.

Strategy 1.1

Encourage development of new accommodation and camping facilities on appropriate sites adjacent to Errinundra and Snowy River National Parks.

Strategy 1.2

Encourage nature based tourism.

Strategy 1.3

Encourage the tourism potential of public land - including National Parks and reserves - in the region and facilitate appropriate access to a wide range of natural attractions for visitors.

Strategy 1.4

Support the upgrade management of visitor impact on river frontages used extensively for recreation, particularly fishing and boating.

Strategy 1.5

Encourage provision of tourism facilities, such as toilets, picnic facilities and barbecues, jetties and launching ramps, interpretive signage, and public art in appropriate locations.

Strategy 1.6

Encourage development of a range of types and scales of tourist accommodation options in the region, including 'bed and breakfast', self-contained units or cottages, farm stay accommodation.

Strategy 1.7

Encourage development of year-round attractions.

Strategy 1.8

Encourage the tourist operators to design facilities and services to meet the needs of people with a disability.

Strategy 1.9

Encourage tourist facilities to be designed in keeping with the quality of the landscape and environment and the character the particular locality.

Strategy 1.10

Support new 'freestanding' tourist resorts or developments, at a variety of scales, on undeveloped land that is environmentally and aesthetically capable of supporting development and able to be serviced appropriately.

Strategy 1.11

Avoid a major component of private residential (especially where this involves subdivision of land for detached dwellings) in tourist developments outside existing urban areas.

Strategy 1.12

Support staged development of some sites currently or formerly proposed as resorts, for primarily residential use - where these adjoin existing urban areas, are capable of being serviced appropriately at an acceptable cost, and form a logical extension of a town.

Implementation

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

Other Actions

Work with the State Government and regional agencies to investigate the feasibility and environmental sustainability of commercial proposals for utilisation of marine/estuarine resources.

Work with the State Government and regional agencies to identify opportunities for aquaculture and mariculture, in accordance with Government policy and which minimise impacts on estuarine and marine ecosystems.

Identify progressively any potentially contaminated land in the Shire (land used previously for industry, mining, abattoirs, or the storage of chemicals, gas, wastes or liquid fuel) and apply an Environmental Audit Overlay, requiring an environmental audit before such land can be rezoned for residential, education, childcare or other sensitive purposes.

Further Strategic Work

Implement the Cycle Tourism Action Plan.

Implement the Trails Strategy.

Complete and implement the Industrial Land Study.

Update the Economic and Tourism Strategy.

Investigate the application of a Design and Development Overlay or appropriate Planning Scheme mechanisms for the East Bairnsdale Industrial Precinct.

Investigate opportunities for industrial growth in the northern portion of the Industrial estate located within McMillan Street.

Reference Documents

Bairnsdale Growth Strategy, (November 2009)

East Bairnsdale - Lucknow Precinct Structure Plan, November 2013