

## 21.08 Major initiatives and principles of implementation

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C52(Part 1)

### Major initiatives

The key issues referred to in 21.07 will be addressed by the objectives and strategies outlined in 21.09 which are based on the following major initiatives:

- Facilitating the further development of the port and other transport infrastructure.
- Securing more local jobs through supporting local service industries, processing and value adding of local product in Portland and elsewhere.
- Conserving, managing, and marketing the Shire's outstanding built and natural heritage and capitalising on Portland's role as Victoria's birthplace.
- Protecting and conserving the Shire's biodiversity in terms of maintaining a diversity of habitats and conserving the Shire's flora and fauna.
- Ensuring the sustainable use of the Shire's natural resources.
- Fully realising the capacity and productivity of the Shire's rural areas for both agricultural and horticultural product, the promotion of the timber industry as potentially the most significant sector in the Shire's economy and encouraging the further growth of other industries such as fishing and marine industries.
- Strengthening the network of towns and services and the diversification of land uses as a basis for local wealth creation
- Protecting and conserving the Shire's significant and sensitive coastal landscapes.

### Principles of implementation

The MSS will be implemented through a wide range of initiatives and actions by Council and the community. Many of these initiatives and actions can be assisted in their implementation through the planning process or conditions on permits. Implementation is to be based on the following principles:

#### Rural land and natural resource management

Managing rural land and the natural resource base so as to ensure:

- The retention of high quality agricultural land in productive use.
- The provision of rural residential development only where it is linked to an existing urban area, where it does not impact on land capability, productive agricultural land use or water quality and where it can be serviced by infrastructure and make a positive contribution to the use of facilities and services within nearby towns.
- The long term maintenance and enhancement of the Shire's natural resource base.
- The use of performance based criteria for rural land use and development proposals and initiatives.
- The protection of coastal areas, significant waterways and wetlands and Red Gum woodlands.
- The protection of the character and significance of sensitive coastal landscapes.

#### Urban areas & development

Facilitating urban growth in and around existing urban areas in order to ensure:-

- Efficient use of land, maximisation of existing infrastructure and investment and access to services and facilities.
- Use of growth boundaries which encompass existing and projected residential, industrial and rural residential development for the next 10 to 15 years.
- Focusing new retail facilities within existing commercial precincts.
- Providing for new industrial and port related development.
- Enhancing the entrances to townships and main street presentation so as to improve presentation and facilitate tourism.
- Protecting heritage buildings, precincts, landscapes and areas of cultural significance through the consistent application of conservation policies.