

**22.03 ECONOMIC DEVELOPMENT**

19/01/2006  
VC37

**22.03-1 Primary Industries**

19/01/2006  
VC37

This policy applies to new primary industries in the Shire.

**Policy Basis**

The primary industries of the Shire are the major economic basis of the Shire and will continue to be so in the foreseeable future. The protection, management and sustainable development of these industries is critical.

**Objectives**

- To ensure that changes to the use of land are not prejudicial to the continued production and operation of the agricultural, horticultural, timber, and fishing industries or to the productive capacity of the land.
- To encourage opportunities for the expansion of agriculture, horticulture and timber production where compatible with adjoining land uses.
- To support the continuing development of the fishing industry.

**Implementation**

It is policy that:

- Changes to the use of land and new developments should be compatible with sustainable agriculture and rural resource management. Advice from the Department of Natural Resources and Environment and reference to the Glenelg Catchment and Land Protection Board's regional catchment strategy may be required for land uses and developments that may be considered incompatible with the continuing use of land for agriculture, horticulture or timber production or which may prejudice the capacity of these areas to grow recognised produce.
- The development of the fishing industry including the processing of product and the servicing of the fishing industry will be supported.
- Council should undertake a process of community consultation in relation to proposals for changes of use or new developments likely to impact on existing primary industries.

**22.03-2 Industrial Development**

19/01/2006  
VC37

**Policy Basis**

Industrial development is critical to the long term economic future of the Shire.

**Objectives**

- To encourage industrial development which increases and adds value to local product.
- To ensure that industrial development does not prejudice the amenity of residential areas.

## Implementation

It is policy that:

- Long term industrial development areas should be set aside in Portland, Casterton and Heywood.
- Development sites in rural areas are supported where they can access sealed roads, minimise impact on rural and residential areas, can demonstrate that they are environmentally sound and can adequately dispose of effluent.

**22.03-3**  
19/01/2006  
VC37

## Port of Portland

### Policy Basis

The long term development of the Shire is linked to the use, development and expansion of the Port.

### Objective

- To ensure that the port's development is not limited by other land uses and developments in nearby areas either onshore or offshore.

## Implementation

It is policy that:

- Development in and near the port should not prejudice the expansion and operation of the port.
- Easy road and rail access to the port shall be maintained.
- The fishing industry and the servicing of the fishing industry is supported.

**22.03-4**  
19/01/2006  
VC37

## Tourist Development

This policy applies throughout the Shire.

### Policy Basis

Tourism is an important industry in the Shire economy and has potential for further growth and employment.

### Objectives

- To attract increased tourist numbers and high quality tourist development that is conducive to the environmental attributes of the area. Development needs to ensure that current environmental and aesthetic values are enhanced.
- To encourage tourism development based on facilities and attributes which recognise the area's cultural and natural heritage.
- To build on the strengths of the Shire and the region and expand tourist facilities, recreational activities and accommodation facilities.
- To strengthen and benefit the local economy by improving linkages between tourism facilities, commercial operators and service providers.
- To prevent unplanned linear development along major highways, roads and the coast.

- To recognise that the coastline and coastal features are major assets to the development of the tourist industry. Proposals for new developments in these areas are to be undertaken within the context of a comprehensive planning process and an agreed outline development and management plan.
- To support quality tourist development in association with the landscape quality of Bridgewater Bay and Nelson and in association with the heritage values and presentation of Casterton, Warrock and Portland.
- To develop the Maritime Museum at Portland as a major tourist facility.

### **Implementation**

It is policy that building design have regard to:-

- the natural environment, particularly in coastal areas;
- its location relative to roads;
- the landscape features of the immediate environs;
- the use of landscaping treatment to assist in the presentation of the development;
- height, scale, mass and colour to reflect building forms and types that are compatible with the environment.

Works and layout of the site should have regard to:

- native vegetation, watercourses and other natural features;
- the capability of the site to accommodate the proposed development;
- the treatment and containment of all wastes on site;
- access from roads, both internal and external to the site and the provision of car parking areas;
- fire, flooding and erosion hazards and the implementation of measures to alleviate these constraints.

### **22.03-5**

19/01/2006  
VC37

### **Portland Business Areas**

This policy applies to all land zoned in Business Zones in Portland and to all proposals for new retail development.

### **Policy Basis**

The Portland central business district is the major retail and commercial centre in Glenelg Shire. The design and presentation of the overall area and of individual buildings and works is important for the economic development of the Shire, the encouragement and support of retailing, the attraction of tourists and the preservation and conservation of Portland's heritage.

### **Objectives**

- To ensure that new uses and developments reinforce and support the primacy of the role of the central business district.
- To encourage well designed buildings and works.
- To support the private and public investment which has been made in the central business district.

## Implementation

It is policy that:-

- major retail uses and developments are encouraged to locate in the central business district. Proposals for free standing retail uses and developments on the periphery of the central business district or on the edges of Portland will not be supported.
- The design of new development will ensure that it enhances the character and presentation of the central business district and in particular contributes to the preservation and conservation of Portland's heritage.

**22.03-6**  
19/01/2006  
VC37

## Portland Central City

This policy applies to the Portland Central Business District shown as Business 1 Zone.

## Policy Basis

Portland offers a wide range of economic and social activities and opportunities to the regional community. Its future development and prosperity is fundamental to Portland's continuing role as a major regional centre of South Western Victoria. The Shire aims to strengthen Portland's role in the regional economy by facilitating economic development opportunities and job creation.

The city centre will be retained and consolidated as the municipality's major focus for investment in retail and commercial activity.

## Objectives

- To provide greater flexibility and diversity in land use and development opportunities.
- To promote job creation by establishing a development climate conducive to encouraging more small businesses, offices and mixed uses in the city centre.
- To optimise land use and commercial development by encouraging the relocation of land uses which are inappropriate to the city centre or which are wasteful of central land and servicing resources.
- To encourage a wide range of housing opportunities through shop top housing and new innovations in medium density housing.
- To encourage a range of commercial, cultural, recreational and residential uses and developments which complement the mixed use function of the area.
- To facilitate activities that will contribute to the economic, social and physical integration and consolidation of the city centre.
- To encourage a high standard of community amenity, services and facilities in the city centre.

## Implementation

It is policy that:-

- Before deciding on an application to use, develop or subdivide land, the responsible authority will consider the following relevant matters:-
  - promoting economic development and job creation opportunities;
  - complementing the desired structure of the central area as a focal point for existing and future commercial and community activities;
  - optimising land use and servicing capabilities;

- encouraging community development through special character and identity;
- protecting environmental assets;
- providing a wider choice of commercial and housing opportunities;
- providing a good standard of physical amenity and urban design;
- protecting the amenity and integrity of nearby land uses;
- providing efficient pedestrian and vehicular traffic movements and linkages.