21.05 04/12/2014

LAND USE AND DEVELOPMENT

Residential Land Use 21.05-1

04/12/2014

Over time the Golden Plains Shire's towns will become more urbanised. There is substantial supply of residential land in all urban centres and towns in the shirewhich means new demands for residential development can be accommodated within the existing areas of towns.

In addition, significant scope exists for the consolidation of sites and intensification of development in existing towns without altering the character or quality of these areas.

With moderate growth, and considering the existing areas of vacant land, no significant new areas of land need to be provided for residential development through zoning. In recent years, Bannockburn, which is the largest urban centre within the shire, has experienced steady population growth. Such growth will require the prudent management of land use and development in order to maintain and enhance the town's features, assets and the community's vision.

Smythesdale has been identified as the northern growth centre for the Shire, providing a range of residential opportunities and services for the north west district. Inverleigh is also experiencing pressure for increased residential development. However, there is limited opportunity for new residential development within the established historic township area due to potential flooding and limited land sizes for effluent disposal.

Limited amounts of medium density housing are provided currently in the Golden Plains Shire. With changing housing needs there is a necessity to promote a wider range of housing types and set clear direction for the form and design of this development.

Objectives and strategies

Objective 1	To cater for changing housing needs.
Strategy 1.1	Encourage a range of housing styles and types within urban areas.
Objective 2	To accommodate medium density development adjacent to community services and facilities and within proximity to commercial centres.
Strategy 2.1	Discourage medium density housing that is not within walking distance of business areas and community facilities.

Strategy 2.2 Support medium density housing located in urban areas that have reticulated water and sewerage systems.

Guidelines for decision makers

Consider pedestrian and transport facilities within the urban area and the standard of access to shopping and community service areas.

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Agriculture

Agricultural industries in the shire generate approximately \$69.5 million worth of product. 14% of the workforce are employed in the agriculture, forestry and aquaculture industries.

Agriculture and rural employment is gradually declining in common with Statewide trends in the restructuring of primary industries.

Wool is a major farm type in the shire with 213 establishments representing 57% of the total number of establishments. This represents approximately 8% of the total for Victoria.

The location of the shire on the edge of the Western District represents an important critical mass of agricultural productivity particularly in terms of wool production and cropping.

Other significant farm types are sheep and lamb slaughtering, egg production, poultry, pastures, grasses and horticulture.

A critical element in the planning for agricultural uses in the Golden Plains Shire is to maintain farm size.

There has been a growth of intensive agricultural activities within the shire, particularly in the wine and specialist livestock industries.

The opportunities for agricultural diversity are limited, however, by the shire's climate, the availability of water and, in the northern portion of the shire, fragmentation of land for rural residential development.

An important land use management issue for Council and the community is the potential for conflict between sensitive uses and agricultural practices.

Forestry and timber production are increasingly significant local industries, given the climate, topography and the proximity to the Port of Geelong.

The establishment of plantations across the shire will have both positive and negative impacts which need to be managed in a sensitive manner. The positive benefits will be the revegetation of areas cleared of vegetation that are subject to erosion and salinity which have resulted in declining water quality across the catchment. The negative impacts are associated with the capacity of road and bridge infrastructure to accommodate harvesting of the timber resource.

Objectives and strategies

Objective 1	To ensure agricultural land is protected and used as an economically valuable resource.
Strategy 1.1	Encourage agricultural diversity and promote opportunities for new farming enterprises.
Strategy 1.2	Avoid sensitive uses near agricultural operations where there may be conflict.
Strategy 1.3	Ensure that the use and development of rural land is both compatible and complementary to agricultural activities.
Strategy 1.4	Facilitate more intensive use and diversified use of rural land for higher value products, including agroforestry, which are compatible with surrounding farming practice.
Strategy 1.5	Promote sustainable horticulture production that recognises the natural and physical resource requirements and manages the potential for off-site effects such as spraydrift.
Objective 2	To maintain farm size to allow for viable agriculture.
Strategy 2.2	Avoid fragmentation of land for non-agricultural purposes, including rural residential development.
Objective 3	To facilitate more intensive use and diversified use of rural land for higher value products, including timber plantations and agroforestry.
Strategy 3.1	Identify areas to accommodate the proposed future timber plantations.

- Strategy 3.2 Encourage the expansion of timber production and agroforestry within areas that are capable of providing road infrastructure to both plant and harvest such crops.
- Strategy 3.3 Support the expansion of timber production on cropping and grazing land, in locations with the environmental capacity to support the use constraints.
- Strategy 3.4 Encourage the development of timber plantations and agroforestry as a means of reducing environmental problems.

Agriculture strategies will be implemented by applying:

- Farming Zone to the majority of broad acre agricultural land
- Farming Zone to all agricultural land developed for plantations
- Farming Zone schedule with a 100 hectare minimum subdivision size, to prevent the fragmentation of agricultural land and ensure that lots that are created are suited to broad scale agriculture
- Rural Activity Zone to designated areas in the Moorabool Valley
- Rural Activity Zone to designated areas around Haddon in the North West
- Local Planning Policy 22.03 Intensive Animal Husbandry

References

Golden Plains Rural Land Use Strategy (January 2008) (PB)

21.05-3 Industry

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The Golden Plains Shire has a moderate manufacturing base with employment in the manufacturing industry representing 16.1% (note a significant proportion of this employment would be based outside the shire).

A number of industrial sites throughout the shire established to provide for land for industrial use and development remain vacant.

This reveals that:

- a significant proportion of small scale industrial uses are located within town areas either on individual sites or as part of a residential land use largely due to historic reasons and operator preference;
- existing developable industrial zoned land has been mostly taken up; remaining existing
 industrial zoned land is within inappropriate or located in non-preferred areas, or may
 lack necessary infrastructure;
- there is competition for industrial land provided by the larger urban areas of Geelong,
 Ballarat and the Melbourne Metropolitan area

The completion of the Geelong Ring Road is expected to place increased pressure for industrial land, particularly in the south-eastern area of the Shire.

The introduction of the Farming Zone has limited the scope for considering potential industrial uses in rural areas.

Geelong, Ballarat and Metropolitan Melbourne have an effect on the location of industrial development

Objectives and strategies

Objective 1	To ensure a sufficient supply of land suitable for industrial use.
Strategy 1.1	Support locations for new industrial development in areas that are strategically sound and/or identified.
Strategy 1.2	Encourage use of vacant industrial land within urban areas
Strategy 1.3	Support rezoning of vacant industrial land where it can be demonstrated it is not suitable for industrial use within urban areas
Objective 2	To encourage the development of value-adding industries within the shire and the servicing of industry by local enterprises.
Objective 2 Strategy 2.1	•

Industrial strategies will be implemented by applying:

Industrial 1 Zone to existing industrial precincts