

## 21.07 ECONOMIC DEVELOPMENT

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### Overview

Hepburn's economic base has been traditionally linked to retailing, tourism, local services and primary production. Tourism and urban-based service industries are becoming more significant contributors to the local economy and will continue to provide important local employment opportunities. The Council is also keen to support a range of local employment opportunities within both urban and rural areas of the Shire. Council is also participating in studies investigating further investment opportunities in forestry.

During the preparation of the 1999 Land Use Planning Strategy, some participants at community workshops raised concerns that unplanned tourism development and some serviced-based industrial enterprises in rural areas have the potential to create land use conflict in urban and rural environments. The provisions of this Scheme offer substantial flexibility to consider a range of uses in rural areas. The responsible authority will need to evaluate these opportunities and their potential impacts against planning guidelines and performance criteria

The provision of effective infrastructure is also a fundamental component of economic development. The identification of new areas for industrial and commercial development, including the expansion of existing areas according to proper infrastructure provision is an important economic development strategy for the Shire.

The Ballarat Supply Area - Extractive Industry Areas 1997 Report has identified some potential extractive interest areas within the Shire. The SPPF sets out objectives for the identification and protection of stone resources through the concept of Extractive Industry Interest Areas. The purpose of such identification is to create awareness that extractive industry is a possible land use in these areas. Identification does not imply that future extractive industry operations will be confined to these areas, or that they will be automatically approved. Nor does it imply that other uses will be precluded from these areas. Proponents of extractive industry must comply with all planning requirements of the planning scheme and obtain all necessary approvals under the Planning and Environment Act 1987 and the Extractive Industries Development Act 1995. Further exploration work will be required to identify both stone and minerals resource potential within the Shire. Any exploration must be conducted in the most environmentally sensitive manner.

### Key Issues

- Recognising existing limitations and needs of industrial and commercial development in terms of infrastructure and location and making provision for new employment opportunities.
- The maintenance and promotion of rural industry, forestry and associated local value adding.
- The need to understand changing dynamics in agriculture and the land use requirements of new and emerging enterprises.
- Understanding the requirements of the tourism industry, and the potential for land use conflict in rural and urban areas.
- Provision of timely and efficient infrastructure to encourage development and growth.
- The identification of areas having extractive material or mineral resource potential.

### Objective 1

To encourage well-designed and locally appropriate industrial development, optimising the use of infrastructure and services.

### **Strategies**

- Support industrial and commercial development in existing industrial and commercial areas and provide opportunities for expansion in accordance with approved structure plans.
- Encourage high quality design of industrial buildings, landscaping and transport access to minimise impacts on surrounding industrial and non-industrial land uses.
- Provide for appropriate industrial development in rural areas, particularly where these have a focus on agricultural value adding and are in accordance with development guidelines, approved structure plans and land capability.

### **Objective 2**

To promote traditional and new rural enterprises that provide for local value-adding opportunities while recognising the need to support existing enterprises.

### **Strategies**

- Support rural industry development where local impacts and environmental effects can be addressed and local amenity can be protected.
- Encourage development in accordance with land capability criteria and performance standards for design and off-site impacts.

### **Objective 3**

To improve local prosperity and quality of local environments within the Shire as identified in the MSS and other strategic reports.

### **Strategies**

- Encourage high-quality and locally appropriate commercial and tourism development.
- Promote urban and building design that complements significant streetscapes and rural landscapes.
- Promote and protect the tourism values of urban residential areas with valued neighbourhood character.
- Encourage the consolidation of commercial activity in existing commercial areas.
- Support high quality development in mixed use and residential areas where local amenity impacts can be adequately addressed.

### **Objective 4**

Encourage a greater diversity of economic activity in towns.

### **Strategies**

- Investigate options for establishment of new industry and business in Clunes, particularly the establishment of value-added businesses based on sustainable agriculture, education and heritage.
- Review industrial zoning of land in Creswick between Ascot Road and Ring Road.

- Encourage the establishment of value-added industry and business in Daylesford based on agriculture, heritage and lifestyle.
- Encourage the establishment of value-added business in Hepburn Springs based on heritage and rural town lifestyle.
- Encourage the establishment of value-added industry and business in Trentham based on sustainable agriculture, heritage, townscape and rural town lifestyle
- Encourage sustainable tourism development based on Clunes's gold heritage and lifestyle attributes.

## **Implementation**

### **Through the application of Zones and Overlays**

- Applying the Business 1 Zone to delineate key commercial areas in urban centres.
- Applying the Industrial 1 Zone to delineate key industrial areas in established towns.
- Applying the Township Zone to delineate areas where mixed residential, commercial and appropriate industrial uses can be considered.
- Applying the Farming Zone to enable an appropriate mix of traditional and new productive agricultural activity.
- Applying the Development Plan Overlay to require development objectives for key industrial facilities according to their localities including urban and rural areas.
- Applying the Design and Development Overlay over the main road entrances to Daylesford, Daylesford Lake and surrounds and the Hepburn-Newstead Road to Breakneck Gorge to reinforce streetscape character, significant views and residential amenity.
- Applying the Neighbourhood Character Overlay to areas in Daylesford with demonstrated strong neighbourhood character.

### **Through the use of policy and discretion in decision making**

- Using structure and streetscape plans to identify the economic characteristics and potential of precincts and localities, with reference to potential land use conflicts, environmental constraints and infrastructure opportunities.
- Using the Rural Land Policy to provide guidelines for assessing applications for rural industries.
- Using the relevant urban streetscape and neighbourhood character studies to provide guidance in design decisions in urban centres.
- Using the Daylesford Neighbourhood Character Study: Character Precinct Brochures in addition to the decision guidelines in clauses 54, 55 & 65.
- Using Extractive Industry Interest Areas to identify potential areas of extractive material within the Shire.

### **Further strategic work and other actions**

- Development of an industry strategy and industrial inventory to provide direction on the locational needs of existing local industry and potential industries.
- Development of a tourism strategy that addresses conflicts between tourism and other rural and urban land uses.

- Encouraging environmentally sensitive exploration activity and mapping of areas identified as having extractive materials or mineral resource potential across the Shire.
- Development of a Hepburn Springs streetscape plan to identify the characteristics of these urban areas with respect to tourism, commercial development and residential land use.
- Investigate areas suitable for farm forestry and preparation of a forestry policy

### **Reference Documents**

Ballarat Supply Area – Extractive Industry Interest Areas 1997 report, DNRE, 1997

Checklist of requirements of Applicants in provision of Supporting Documentation for Plantation Development Proposals, DNRE 1997

Daylesford Neighbourhood Character Study and Precinct Brochures, October 2002

Midlands F.M.A. Forest Management Plan, DNRE December 1996

Mineral Springs Tourist Development Strategy

Statement of Management Practices within State Forests in the Bendigo FMA, DNRE July 1997.