

21.10 ECONOMIC DEVELOPMENT AND TOURISM

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

Overview

Retail, commerce, industry and tourism are important to the Shire’s economy. Economic diversity, incorporating agriculture, tourism, commercial centres and industrial areas is facilitated through the Shire’s proximity to metropolitan Melbourne, transport advantages, suitability for a range of agricultural enterprises, and significant landscapes and lifestyle offering. The natural environs, high quality wineries, historic gardens and heritage precincts are acknowledged as significant attractions for tourism. Economic development within the Shire, including equine and tourism development, is encouraged provided it does not compromise environmental values, particularly in Special Water Supply Catchment areas.

21.10-1 Commercial and industry

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Overview

As a growing municipality in Melbourne’s hinterland, many residents are employed outside the municipality, with only 44 per cent of employed persons working in the Shire (Macedon Ranges Economic Profile 2009). Many residents commute to the greater Melbourne region, resulting in lost ‘quality of life’, time, and increased pollutants from fuel emissions. Increasing fuel prices and the heavy reliance on motor vehicles are likely to impact the sustainability of work outside the Shire in the future. There are inadequate employment opportunities, particularly for ‘knowledge workers’ in the Shire.

Improved services and facilities would be expected to lead to increased employment opportunities in growing towns and agricultural areas. These local jobs would deliver more sustainable employment into the future as well as reducing escape expenditure. This may include technological changes that allow knowledge workers to work locally in the future.

The Shire’s industrial areas are often located along township entries, gateways and adjoining major roads. It is important the appearance of development in these prominent areas complements the Shire’s rural character and high landscape values.

Objective 1

To increase local commercial and industrial employment opportunities within the Shire.

Strategies

- Strategy 1.1 Maintain Kyneton and Gisborne as the main industrial centres in the Shire.
- Strategy 1.2 Support the development of business clusters.
- Strategy 1.3 Encourage home-based occupations compatible with the surrounding amenity.
- Strategy 1.4 Promote a physical environment that is conducive to innovation and to creative activities.

- Strategy 1.5 Encourage the provision of infrastructure in activity centres that helps people to be innovative and creative, learn new skills, and start new businesses.
- Strategy 1.6 Encourage new transport related industries that can maximise benefit from the Calder Freeway and access to Melbourne.
- Strategy 1.7 Locate larger, heavier industries in the Kyneton Industrial Estate and confine development in other urban centres to light industrial.
- Strategy 1.8 Provide sufficient commercial and industrial land to enable an increase in job containment in the Shire and to facilitate economic development.
- Strategy 1.9 Address the future land requirements of existing major industries and identify suitable sites for new industries with large land requirements.
- Strategy 1.10 Facilitate adequate industrial land supply in the Shire's major urban centres to readily meet the needs of new industries. This land supply should comprise appropriate lot size, location, quality and services with sufficient stocks of large sites for strategic investment.
- Strategy 1.11 Avoid approving non-industrial land uses, which will prejudice the availability of land for future industrial requirements, in identified industrial areas.
- Strategy 1.12 Protect and carefully plan existing industrial areas to, where possible, further facilitate industrial development.
- Strategy 1.13 Protect industrial and commercial zoned land, industries or other activities with significant off site impacts from encroachment from commercial, residential and other sensitive uses which would adversely affect business viability.
- Strategy 1.14 Ensure industrial uses locate within industrial centres and meet appropriate standards of safety and amenity.
- Strategy 1.15 Ensure industrial land can be appropriately serviced and has direct access to the major road network which avoids residential areas.
- Strategy 1.16 Facilitate best practice standards of commercial and industrial development.

Objective 2

To maintain the amenity of the areas interfacing with industrial and commercial uses and the quality of the rural environment.

Strategies

- Strategy 2.1 Discourage industrial activities in the unsewered portions of Special Water Supply Catchment areas.
- Strategy 2.2 Ensure the treatment of industrial and commercial development interfaces and business operations appropriately respond to the reasonable amenity expectations of adjoining sensitive land uses.
- Strategy 2.3 Ensure industrial and commercial development is designed to complement and enhance local township character.
- Strategy 2.4 Minimise negative impacts of industrial and commercial development on residential amenity.
- Strategy 2.5 Ensure industrial and commercial development at township gateways and along major roads does not detract from the valued elements of the surrounding landscape.

Specific implementation

- Apply the commercial zones in appropriate areas of townships to facilitate economic development, reduce escape expenditure and facilitate sustainable local employment opportunities within the Shire.
- Apply the industrial zones in appropriate areas of the Shire, particularly Kyneton and Gisborne to provide for increased employment opportunities within the Shire.
- Apply Schedule 19 to the Design and Development Overlay (Romsey South Business Industrial Park) to facilitate industrial development with high amenity frontage to the Melbourne-Lancefield Road in Romsey.
- Apply Schedule 3 to the Development Plan Overlay (Land bounded by Robertson, Prince, Hamilton & Goode Streets, Gisborne) to provide inter linked commercial development in Gisborne that is attractive, functional and compatible with proposed uses and existing and proposed uses in already established commercial areas.
- Apply Schedule 15 to the Development Plan Overlay (Business development in Pohlam Street, Romsey) to facilitate integrated development and a compact, walkable, high amenity area on land in the Commercial 1 Zone on the western side of Pohlam Street, Romsey.
- Implement Township Structure Plans for Gisborne, Woodend, Kyneton and Riddells Creek that allow for limited expansion of their central business areas, and provide adequate land to meet future industrial land requirements.
- Implement Clause 22.06 (Design of industrial and commercial development) local planning policy when considering applications for industrial and commercial development to facilitate functional and attractive development that respects the existing character of the local area.
- Implement the incorporated document titled *Design Guidelines for Industrial & Commercial Development for the Macedon Ranges Shire, 2012*.
- Review previous land demand and supply analysis to determine future commercial and industrial land supply needs.

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Tourism

Overview

Tourism is an important sector in the Shire's economy. There were over 1 million visitors in 2009 with almost half of these staying at least one night in the region. Tourism accounts for 7 per cent of all jobs in the Shire (Macedon Ranges Economic Profile, 2009).

Tourism capitalises on the Shire's environmental values and is consistent with community expectations for the management of the area. The attractions of the region include Hanging Rock, Macedon Regional Park, gourmet food and award winning wine, art, major events, the gardens of Mount Macedon, nurseries, farmers markets, historic townships and boutique accommodation.

There is an acknowledged shortage of accommodation in the Macedon Ranges Shire. An increase in the supply of appropriate accommodation would be required to deliver increased potential for the region to capitalise on the tourist market.

Objective 1

To enhance the tourism potential of towns within the municipality.

Strategies

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| Strategy 1.1 | Facilitate appropriate economic development in areas of the Shire that have tourism, recreation or environmental attractions. |
| Strategy 1.2 | Facilitate improvements to the function, design and presentation of town centres and entrances to enhance the area's tourism appeal. |
| Strategy 1.3 | Encourage extended retail and hospitality opening hours to coincide with events, festivals and public holidays. |
| Strategy 1.4 | Facilitate provision of some 200 guest rooms out to 2021. |
| Strategy 1.5 | Encourage accommodation facilities within Kyneton and Woodend. |
| Strategy 1.6 | Encourage development of a range of well-designed and sited tourist facilities including integrated resorts, motel accommodation and smaller scale operations such as host farm, bed and breakfast and retail opportunities which have regard for environmental and character constraints. |
| Strategy 1.7 | Encourage tourism developments related to food and wine, holistic well-being, arts and crafts, viticulture and other agricultural based tourism. |

Objective 2

To encourage sustainable tourism growth compatible with the cultural and natural values of the Shire.

Strategies

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| Strategy 2.1 | Ensure tourism facilities are compatible with and build upon the assets and qualities of surrounding urban or rural activities and natural attractions. |
| Strategy 2.2 | Ensure tourism development does not adversely impact on water quality in Special Water Supply Catchments. |
| Strategy 2.3 | Encourage accommodation, tourism developments tourist related industries that protect the natural environment, heritage and town character. |
| Strategy 2.4 | Enable accommodation and tourism developments outside settlement that enhance environmental values, protect significant landscapes and support the achievement of the visions for non-urban areas in Clause 21.03-3. |

Specific implementation

- Apply Clause 22.01 (Macedon Ranges and surrounds) local planning policy to take account of environmental values of the land when when considering applications for tourism ventures.
- Implement the Economic Development Strategy: The Way Forward, 2009-2019.

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Retail and services

Overview

The retail offer in Macedon Ranges Shire has the dual purpose of serving the local residents and the visitor market. Retail accounts for 14 per cent of jobs within the Shire.

While retail trade is the largest employer by industry sector, work trips to Melbourne by residents in the south of the Shire are often combined with shopping. This reduces overall local shopping demand. There is potential to reduce escape expenditure through the provision of additional retail development, particularly that which offers higher order goods.

The existing retail offer is considered sufficient to service current demand, however growth of the retail offer is expected to meet future demand. Retail activity should be principally directed to the regional centres and towns as identified in the Shire's Strategic Framework Plan (Clause 21.03-3). The development of these centres requires careful management to avoid inappropriate out of centre retail development.

Objective 1

To meet the needs of residents and visitors and reduce the leakage of economic activity to nearby areas, particularly in terms of basic grocery supply, medical provision and education.

Strategies

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| Strategy 1.1 | Encourage retail development within activity centres consistent with the settlement hierarchy. |
| Strategy 1.2 | Protect from fragmentation land expected to be required for commercial purposes. |
| Strategy 1.3 | Avoid residential development in commercial zones, except in association with business. |
| Strategy 1.4 | Facilitate improvements to the function, design and presentation of town centres and entrances. |
| Strategy 1.5 | Ensure active frontages in commercial centres. |
| Strategy 1.6 | Direct commercial facilities to existing centres to minimise out of centre development. |
| Strategy 1.7 | Provide retail facilities to provide for the needs of the local population and tourists within or immediately adjacent to, existing retail development. |

Specific implementation

- Apply the commercial zones in accordance with relevant structure plans and outline development plans in regional centres and towns as shown on the Strategic Framework Plan at Clause 21.03-3, particularly in the south of the Shire, to discourage potential retail escape expenditure.
- Apply Clause 22.06 (Design of industrial and commercial development) local planning policy when considering applications for new commercial development to facilitate functional, well serviced, amenable and attractive commercial development in the Shire's towns.
- Implement the incorporated document titled *Design Guidelines for Industrial & Commercial Development for the Macedon Ranges Shire, 2012*.

Reference Documents

Macedon Ranges Equine Strategy, 2012

Macedon Ranges Economic Development Strategy 'The Way Forward' 2009-2019

Macedon Ranges Shire Council Economic Profile, 2009

Macedon Ranges Business Survey, 2009/10

Macedon Ranges Visitor Accommodation Opportunities Study, 2010

Macedon Ranges Tourism Impact Study, 2009

Brantome Street, Gisborne Study, 1991