

## 21.08 ECONOMIC DEVELOPMENT

16/08/2018  
C75

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

### 21.08-1 Commercial

16/08/2018  
C75

#### Context and Issues

- Wangaratta is a vibrant commercial centre offering a large range of commercial and office functions.
- Wangaratta serves a large regional retail catchment, extending into southern New South Wales.
- The Wangaratta Central Activities Area is a significant business area, its performance enhanced through a range of retail, office, recreation, educational and other functions.
- South Wangaratta Urban Renewal Area has been identified as an appropriate location for a mix of land uses including bulky goods sales, accommodation, civic precinct and recreation.

#### Objectives and strategies

**Objective 1 To have a strong and vibrant business community consisting of a diverse range of small, medium and large enterprises that will capitalise on the key competitive strengths of the region**

- Strategy 1.1 Support sustainable business growth and economic development appropriate to their location throughout the municipality
- Strategy 1.2 Support sustainable growth and development of existing local enterprises.
- Strategy 1.3 Support development of a thriving retail sector that meets the expectations of consumers in the catchment area
- Strategy 1.4 Facilitate a range of diverse business enterprises.
- Strategy 1.5 Protect main road locations outside the Wangaratta Central Activities Area for bulky goods, service business, warehousing and peripheral sales.

#### Implementation

#### Further strategic work

- Undertake a study to investigate the role, possible locations and design guidelines for bulky goods sales.

### 21.08-2 Industry

16/08/2018  
C75

#### Context and Issues

- Wangaratta is a strategically located regional commercial, service and manufacturing centre with strengths in metal fabrication and engineering, trade and technical services, wine industry, textiles and timber processing.
- There is lack of clear direction for future industrial development in Wangaratta in the absence of an industrial land use strategy and structure planning.
- South Wangaratta has many small to medium size industries, many taking advantage of good transport linkages in the area.
- There is a shortage of industrial land in Wangaratta due to a surge in demand since 2003.

- A large amount of Goulburn Ovens TAFE land is incorrectly zoned as Industrial and should be rezoned to Public Use Zone. This artificially inflates the industrial land supply.
- Land along the Three Mile Creek zoned Industrial is constrained by flooding.
- The availability of zoned and serviced industrial land is important for investment certainty.
- Land in North Wangaratta has potential for industrial zoning, use and development to cater for a range of large and medium scale industrial uses.
- Although the traditional strength of textiles manufacturing is still of economic significance, this strength has weakened.
- There are two small pockets of land zoned Industrial 1, located south of Roy Street West and between Tone Road and the railway line, which could be investigated for residential and mixed uses.

### **Objectives and strategies**

**Objective 1 To strengthen Wangaratta as a strategically located regional commercial, service and manufacturing centre that has economic and social significance.**

- Strategy 1.1 Facilitate development of ‘investment ready’ industrial land supported by high standard infrastructure
- Strategy 1.2 Develop an adequate supply of appropriately serviced industrial land.
- Strategy 1.3 Facilitate a range of diverse major industries.
- Strategy 1.4 Strengthen Wangaratta as a strategically located source of local and regional labour resources.
- Strategy 1.5 Facilitate infill industrial development in south Wangaratta to facilitate the efficient use of existing infrastructure.
- Strategy 1.6 Require adequate separation of industrial and non-industrial uses to avoid land use and amenity conflicts.

**Objective 2 To develop a wine industry cluster servicing the needs of the regional wine industry.**

- Strategy 2.1 Develop a wine industry cluster.

**Objective 3 To protect agricultural and rural land from inappropriate and incompatible industrial land uses.**

- Strategy 3.1 Avoid use and development of rural land for non-ancillary industry, warehousing and trade supplies.
- Strategy 3.2 Avoid industrial, warehouse and trade supply use and development that adversely affects rural land uses.
- Strategy 3.3 Avoid locating industrial uses in Declared Special Water Supply Catchment Areas.

**Objective 4 To support rural industry in appropriate locations.**

- Strategy 4.1 Direct rural industrial uses, warehousing and trade supplies to appropriate locations in Wangaratta, townships and locations well connected with road, power supply and necessary infrastructure.

**Objective 4 To minimise the impact of industrial development on the environment and sensitive uses.**

- Strategy 4.1 Balance industry and adjoining rural and residential development.
- Strategy 4.2 Protect the biodiversity and water quality of declared catchments and watercourses.
- Strategy 4.3 Protect the presence and diversity of any remnant native vegetation and native fauna within and adjacent to industrial land.

Strategy 4.4 Require new industrial development is be compatible with the aesthetic character of the surrounding land.

### Implementation

#### Policy guidance

- Encourage industrial land use that requires a buffer distance of 300 metres or less to locate in south Wangaratta industrial areas, unless the land use is connected with an existing industry through business association.

Applications for planning permits must demonstrate:

- Noise emissions will not exceed EPA guidelines.
- All buildings, structures and carparks will be screened by landscaping within the site.
- Lighting will be directed within the site and light spillage outside the site is minimal.
- Building height will be below the mature tree height line where practicable.
- Specified vehicle access routes will be used.
- External building cladding colours are in muted tones with no 'white' colour or 'reflective' type material used.

In deciding on an application, Council will:

- Consider the effect of the industry on surrounding uses.
- Consider the effect of the industry on the Ovens River floodplain.

Applications must contain the following information when lodged:

- A statement demonstrating how the proposed development meets the required buffer distances shown at Clause 52.10 of the *Victoria Planning Provisions*.
- A schedule of all external building cladding colours.
- The anticipated staging and timing of the development.
- A report explaining how the land use and development has been sited to address:
  - The topography of the site.
  - The visual amenity effects of all works on the rural landscape.
  - All required onsite vehicle manoeuvring, noting that vehicles are required to enter and leave the site in a forward direction.
  - The most efficient use of infrastructure, particularly reticulated water infrastructure using water saving and/or reuse technology or processes.
  - Any impacts on nearby watercourses, drainage lines, or land subject to flooding.
- Provide a landscaping plan showing the following information, where relevant to the application:
  - The location of all landscaping and fencing, including fencing construction details and heights.
  - A planting schedule showing species and mature heights.
  - Consideration of the following with regards the retention of remnant trees:
    - Avoid clearing native vegetation,
    - Identify appropriate off-sets (to achieve net gain), and
    - Mature remnant native trees are to be retained in road reserves (widened) or open space, with tree canopy drip zones protected from services trenching, roads and general construction.
- A report prepared by a qualified acoustic engineer, where considered relevant by Council, providing:

- The predicted noise levels and relevant noise criteria based on EPA standards for the dwelling assessed to be the most affected in each compass direction quadrant within the circumference formed by the radius of the threshold distance listed in the table to Clause 52.10 of the *Victoria Planning Provisions*.
- An assessment of the cumulative effects of noise considering noise emissions from adjoining industry.

#### **Planning scheme application**

- Rezone incorrectly zoned industrial land in south Wangaratta used by Goulburn Ovens TAFE to public use zone.

#### **Further strategic work**

- Provide clear direction for future industrial development by undertaking an industrial land use strategy and structure planning for industrial areas.
- Investigate the relocation of the existing abattoir in the Wangaratta area.
- Investigate rezoning Industrial 1 Zoning located south of Roy Street West and between Tone Road and the railway line for residential and mixed uses.

### **21.08-3**

#### **Tourism**

16/08/2018  
C75

#### **Context and issues**

- Tourism is a significant economic strength of the municipality.
- The municipality has an important role as an accommodation and touring base for tourist attractions in the region.
- There has been rapid growth in tourism and allied support industries in the region and there are opportunities to grow tourism destinations and support services in Wangaratta, townships and rural areas. Key tourism attractions are:
  - Viticultural and wine industries in the King Valley and Milawa areas
  - Fine food trails centred in the Milawa area
  - The Wangaratta Jazz and Blues Festival
  - Bushranger heritage in Glenrowan.
  - The historic gold dredge at Eldorado.
  - The Murray to Mountains Rail Trail, extending from Wangaratta to Beechworth and Bright.
- The Wangaratta Central Activities Area is of tourism significance, including the Ford Street arts and cultural precinct and the Ovens River / Faithfull Street precinct.

#### **Objectives and strategies**

##### **Objective 1 To support sustainable tourism development throughout the municipality**

- Strategy 1.1 Provide a diverse range of tourist opportunities and facilities
- Strategy 1.2 Strengthen the municipality as a significant hub for the Legends, Wine and High Country Region and for its eco-tourism experiences
- Strategy 1.3 Support an expanded range of festivals and community events
- Strategy 1.4 Reinforce Glenrowan as a significant tourist destination of national and international significance in association with the Ned Kelly story

- Strategy 1.5 Maintain the area as an outstanding destination for wineries and gourmet food experience, particularly in the Milawa/Oxley and the King Valley gourmet region
- Strategy 1.6 Promote a wide range of accommodation facilities catering for large numbers of visitors
- Strategy 1.7 Promote and develop tourism attractions and opportunities based on local economic, geographic and community strengths
- Objective 2 To enhance touring route options.**
- Strategy 2.1 Complete the Milawa gourmet loop and the trail to the northeast of Wangaratta to link with the Murray River (Bowser to Wahgunyah section) of the Murray to Mountains trail.
- Strategy 2.2 Extend the Murray to Mountains Trail from Wangaratta to Whitfield.