

22.02 INDUSTRIAL DEVELOPMENT

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This policy applies to all industrial use and development that requires a permit.

Policy basis

Clause 21.11-1 of the Municipal Strategic Statement refers to the need to improve the appearance and overall amenity of industrial areas to make these areas more attractive to new industries seeking to establish within the Shire. The appearance and function of industrial areas can be improved by applying particular attention to the layout of the site, building materials, proximity of complementary uses and landscaping. All industrial development is encouraged to incorporate responsive environmental design standards for improved energy efficiency. Clause 21.11-1 also encourages the need to locate industrial uses within existing industrial precincts.

Clause 21.08-1 of the Municipal Strategic Statement identifies agriculture as the major industry within the Shire and the related need to protect high quality agricultural land. The encroachment of non-agricultural uses, including non 'Rural industry' related industrial uses, into rural areas is strongly discouraged and should only be considered when the use or development cannot be catered for in an industrial zone and there are unique circumstances that may exist to justify a rural location.

Industrial uses should be strongly discouraged on non urban zoned land surrounding townships where such uses may hinder long term urban expansion of townships .

Objectives

- To encourage well designed industrial development, which is safe and functional in its layout
- To encourage industrial development that does not detract from the amenity of surrounding area
- To ensure that industrial development is designed and constructed to responsive environmental design standards
- To discourage Industrial uses in the Farming Zone that could reasonably be located in an Industrial Zone or Special Use Zone.
- Support the location of Rural industry in the Farming Zone where it minimises landscape, amenity and infrastructure impacts on surrounding areas, especially in key tourism areas, adjoining scenic routes and in the Significant Landscape Overlay.

Policy

It is policy to:

- Encourage Industrial use and developments to locate on land zoned for Industry, or on Special Use Zone land where the purpose of the zone is Industry.
- Encourage all new buildings and building additions to incorporate passive solar and energy efficient design principles in their siting and design
- Ensure that new buildings and building additions are designed so that their height and bulk enhances the visual amenity of the surrounding area
- Ensure that new industrial development is provided with adequate parking, loading, servicing and storage facilities
- Ensure that new industrial development responds to the environmental context and addresses drainage, waste management and all forms of pollution

- Ensure that new industrial development considers infrastructure and any adverse impacts on existing neighbouring uses, **including uses in the Farming Zone.**
- Ensure new industrial development considers freight connections and other important transport networks
- Consider the standards and design as set out in the Infrastructure Design Manual (vers 4, March 2013, as amended)

Application Requirements

An application for **use and** development must be accompanied by the following information, as appropriate:

- **For uses proposed to be located in the Farming Zone, how it responds to the decision guideines of the Farming Zone particularly in relation to impacts on rural amenity, infrastructure, landscape and the loss of agricultural land. The application must also address why the use and development cannot be reasonably located in an Industrial Zone or Special Use Zone.**
- A site analysis indicating:
 - built form and scale of development on adjoining land
 - variation in ground levels between the site and adjoining land
 - location and height of walls built to the boundary on adjoining sites
 - solar access enjoyed by surrounding developments

Performance measures

It is policy to assess proposals against the following criteria:

- External finishes of walls and roofs of buildings should be brick, stone, concrete, colour impregnated steel cladding or other non-reflective material
- A minimum two metre wide strip of landscaping should be provided along the front title boundary (principal road frontage) of the site
- The area of the site between the landscaping strip and building envelope should be designated for customer car parking
- Staff car parking areas should be located at the rear of the site
- External storage areas should be located at the rear of the site
- Car parking and access areas, including loading & unloading areas, should be sealed with an all weather surface, such as asphalt, concrete, brick pavement or other similar treatment
- Car parking areas should be designed so that vehicles are able to enter and exit the site in a forward motion
- External storage areas should be surfaced in either a gravel or all-weather surface such as asphalt, concrete or other similar treatment
- External storage areas should be screened from view from adjoining sites or nearby roads through the use of landscaping or fencing
- Fencing along the frontage of the site should be a minimum of fifty percent (50%) transparent, not exceed 1.8 metres in height and be constructed out of non -reflective materials

- Landscaping should be provided on each site which:
 - is used in place of fencing along the frontage
 - is low maintenance
 - uses indigenous vegetation
 - screens areas where visibility for safety is not essential
 - defines areas of pedestrian and vehicular movement
- On-site infiltration trenches, incorporated into landscaping areas, should be used to minimise stormwater run-off from the site
- Stockpiles should be located at least 10 metres away from drainage lines and surrounded by batter(s) and silt fences
- Buildings should be setback from the frontage generally in line with the setback of buildings on adjoining properties
- Where no adjoining buildings exist, buildings should be setback no closer than seven metres to the frontage of the site
- Buildings should be designed and sited to maximise the use of natural light and solar energy
- North-facing windows should be maximised to improve solar efficiency
- Sites adjacent a General Residential or Township Zone containing residential development should be landscaped along the boundaries to screen the activities on the site
- **Industry located in the Farming Zone should be:**
 - **sited, designed and colour finished to minimise visual impacts when viewed from both near and distant vantage points**
 - **appropriately setback from road frontages to minimise roadside views especially adjoining main roads, key tourism routes and roads in the Significant Landscape Overlay**
 - **located, designed and equipped to minimise amenity impacts on adjoining and surrounding sensitive land uses**
 - **located in areas with appropriate servicing infrastructure (especially roads) to support the proposed use.**
 - **located, designed and equipped to avoid impacts on the natural environment especially impacts on waterways and Special Water Supply Catchment Areas.**

Proposals that do not meet these criteria may still meet the objectives of the policy

Decision guidelines

Before deciding on an application, the responsible authority will consider, as appropriate:

- any adopted outline development or concept plan that applies to the subject land
- the layout of the development and building materials proposed to be used
- whether the development incorporates energy efficient principles in its siting and design
- the impact of the development on the solar access enjoyed by adjoining development
- the design and treatment of car parking, access and loading areas

- the type and extent of landscaping proposed
- the findings and recommendations of the Leongatha Industrial Land Supply Study, 2013 (as amended)
- The matters setout in the Performance measures
- For applications in the Farming Zone, the potential to location the proposal in an Industrial Zone or Special Use Zone supporting Industry.

21.11 ECONOMIC DEVELOPMENT

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21.11-1 Processing and manufacturing

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Overview

Value adding manufacturing and processing plays an important part in the future economic growth opportunities in the Shire. The lower operational costs for businesses and the unique lifestyle that the Shire offers should be promoted to attract new employment opportunities and population growth.

Objectives and strategies

Objective 1 To attract and develop value adding opportunities to diversify the industry base and maximise employment opportunities

- Strategy 1.1 Encourage the development of meat processing facilities as vital industries supporting the local agricultural sector
- Strategy 1.2 Promote the Leongatha, Korumburra, Foster and Mirboo North industrial precincts as locations for new manufacturing industries
- Strategy 1.3 Encourage opportunities for the expansion of industry and the provision of related infrastructure
- Strategy 1.4 Maximise the economic benefits of timber production to the municipality by supporting value adding opportunities within the Shire
- Strategy 1.5 Encourage the location of industries within existing industrial precincts

Objective 2 To ensure that industries in rural areas specifically support the agricultural sector

- Strategy 2.1 Encourage and facilitate limited value adding of primary produce at the source
- Strategy 2.2 Encourage industries in rural areas that add value to primary produce and/or provide a necessary service to the local agricultural sector
- Strategy 2.3 Encourage the development of equine and horse racing related industries around Stony Creek

Strategy 2.4 Discourage non-farming industrial uses in the Farming Zone

Strategy 2.5 Encourage agricultural service related uses that support the local economy in the Koonwarra Agricultural Services Precinct.

Objective 3 To promote emerging natural resource-based industries

- Strategy 3.1 Encourage the use of wind, tidal, solar and methane as alternative energy sources
- Strategy 3.2 Encourage industries that develop products from the reuse and recycling of industrial waste
- Strategy 3.3 Encourage and promote niche industries such as the packaging and export of natural spring water

Objective 4 To encourage well designed, sustainable industrial development that enhances the visual amenity of the neighbourhood

- Strategy 4.1 Ensure new development is designed and constructed to be responsive to environmental standards, is safe and functional in its layout, and improves the appearance and amenity of industrial areas
- Strategy 4.2 Promote the use of passive and active energy efficient systems for commercial/industrial development
- Strategy 4.3 Encourage the provision of shared infrastructure such as car parking, power and telecommunications
- Strategy 4.4 Ensure adequate car parking, at a rate appropriate for rural and regional areas, is provided for all new industrial development

Implementation

Strategies relating to processing and manufacturing will be implemented by:

Policy guidelines

- Using the Industrial Development local policy at clause 22.02 to ensure that new industrial **uses and** developments are designed and sited to improve visual amenity, **avoid potential land use conflict if located outside of an industrial zone,** ~~and~~ solar efficiency and to provide adequate on site car parking and vehicular access.

Application of zones and overlays

- Applying the Industrial 1 and 3 zones to existing and serviced industrial areas to accommodate existing and future industrial development.

Further strategic work

- Investigating the potential for development of industries within the industrial zoned land at Barry Point that will support the proposed deepwater port facility
- Investigate a development contribution framework to support industry related infrastructure provision in Leongatha and other townships as required
- Identify appropriate zones to support specific industry-related development at the Leongatha Airport, ~~and land north of the Koonwarra Saleyards east of the Great Southern Rail Trail to the South Gippsland Highway.~~

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Technology and service industry

Overview

The beauty of the Shire and its proximity to Melbourne makes it attractive to those who can telecommute or have transportable businesses in the information technology, consulting and business services sectors. The promotion of the Shire to these groups and to those seeking improved lifestyle will lead to population and economic growth.

Objectives and strategies

Objective 1 To encourage the location of service industries in towns to support the local population and provide employment opportunities

- Strategy 1.1 Encourage the expansion of regional services in the main towns of Leongatha, Korumburra, Foster and Mirboo North

Implementation

Strategies for technology and service industry will be by:

Policy guidelines

- Applying the particular provisions of clause 52.11 Home Occupation

Further strategic work

- Investigating the feasibility of establishing a Technology Park within the Shire

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Office and commercial uses

Overview

Vibrant and functional town centres are integral to local economic development as well as servicing the needs of the business sector and the community. New commercial and industrial developments should be located within appropriate areas of the town centres to ensure that town viability is retained. There is also a need to retain a high level of services within the region to meet the needs of the community and provide employment opportunities.

Objectives and strategies

Objective 1 To encourage businesses which generate employment opportunities and provide goods and services to meet the needs of the community

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| Strategy 1.1 | Encourage the establishment of new offices to service the region |
| Strategy 1.2 | Encourage retail facilities offering higher order goods within Korumburra and Leongatha |

Objective 2 To strengthen the commercial capacity of existing town centres

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| Strategy 2.1 | Encourage retail and office activities to locate in precincts identified in the local area structure and framework plans at clause 21.15 for each town |
| Strategy 2.2 | Discourage the establishment of office and retail developments outside existing business precincts |
| Strategy 2.3 | Encourage and support new investment through the redevelopment of existing retail facilities within town centres identified on the township structure and framework plans at clause 21.15 and the promotion of new retail facilities on key redevelopment sites within established town centres |
| Strategy 2.4 | Encourage the visual improvement of town centre business precincts to attract new commercial development |
| Strategy 2.5 | Support commercial development that enhances the amenity of the towns and is safe and functional in its layout |

Implementation

Strategies relating to office and commercial uses will be implemented by:

Policy guidelines

- Using the Advertising Sign local policy at clause 22.01 to ensure that the design and siting of advertising signs complements the streetscape and individual building lines, particularly in heritage places and precincts

Application of zones and overlays

- Applying the ~~Commercial~~ **Commercial** 1 Zone to the existing commercial areas of the major towns to concentrate office, retail and other commercial activities within the existing commercial centres
- Applying the Township Zone to the existing commercial areas of the small towns to concentrate commercial and retail activities within and adjacent to the existing town centres
- Applying the Design and Development Overlay to the Leongatha town entrance to provide an attractive and distinctive town approach

Further strategic work

- Investigating the need to apply a Design and Development Overlay to the entrances to all towns within the Shire
- Developing a commercial development policy to ensure that the design and siting of commercial development is of a high standard and enhances the amenity of the surrounding area

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Tourism

Overview

Tourism is fast becoming a significant employer and generator of economic activity within the Shire. The region boasts one of the State's major icons, Wilson's Promontory National Park, and borders the internationally recognised Phillip Island. The quality of the Shire's rural landscapes, spectacular coastal areas and environmental features, and numerous historic and culturally significant sites are major tourism attractions. The South Gippsland region provides a diverse range of recreational and tourism related experiences, such as festivals, Coal Creek Heritage Village, Grand Ridge Road scenic drive, Grand Ridge Brewery and the Nyora Speedway. Growth opportunities exist in eco-tourism and various types of agricultural and farming activities can also provide services to the tourism industry through the development of agri tourism.

Objectives and strategies

Objective 1 To encourage a diverse range of tourism opportunities

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| Strategy 1.1 | Encourage the development of eco-tourism and agri-tourism, building on the Shire's natural assets and agricultural land use |
| Strategy 1.2 | Promote the development of new or expanding tourism enterprises that are ecologically sustainable |
| Strategy 1.3 | Encourage outdoor education and adventure type tourism activities |
| Strategy 1.4 | Encourage the development of tourism and education packages based on sustainable energy projects |

- Strategy 1.5 Encourage the development of a major tourist accommodation facility within reasonable proximity of Wilson’s Promontory
- Strategy 1.6 Encourage the development of bed and breakfast, cabin, homestead and motel accommodation in appropriate locations
- Objective 2 To recognise the importance of the Shire's natural environment and built form to the tourism industry**
- Strategy 2.1 Protect and promote the Shire’s heritage assets, coastline, environmental qualities, rural landscape and agricultural produce for their tourism value
- Strategy 2.2 Encourage a high standard of streetscape amenity for residential and commercial centres within the Shire
- Objective 3 To promote and encourage tourism use and development in the Rural Activity Zone that is compatible with agricultural production and the environmental attributes of the area**
- Strategy 3.1 Implement the policy contained in the *Rural Tourism Development Strategy* 2010 and those aspects of the *Rural Land Use Strategy* 2011 related to tourism

Implementation

Strategies relating to tourism will be implemented by:

Further strategic work

- Developing and implementing a tourism strategy for the Shire