22.05 ECONOMIC DEVELOPMENT

Agriculture, Agroforestry and Processing

This policy applies to all land in the Rural Zones.

Policy Basis

Agriculture is a significant industry with over $25 million worth or production annually and substantial flow on to the region’s economy. There is a need to ensure that the viability of agriculture and farming operations is not lost to the local and State economies.

The Shire’s agricultural areas have potential to be used for a wide range of agricultural industries and produce high quality products. They also have the potential to foster and develop new agricultural and agroforestry industries.

Objectives

- To protect the natural and physical resources upon which agricultural industries rely.
- To promote agricultural industries which are ecologically sustainable and incorporate best management practices.
- To support the diversification of agriculture, the development of agroforestry and the processing of agricultural products grown within the municipality.
- To ensure that the use and development of land within Mitchell is not prejudicial to agricultural industries or to the productive capacity of the land.

Implementation

It is policy that:

Agricultural Resources

- Agricultural land will be protected as an economic and environmentally valuable resource. Conversion of land to non-soil based use and development will be strongly discouraged unless there is no other suitable site for the proposed use and development and overwhelming public benefit is demonstrated.
- The retention of the resource of agricultural land in productive units will be preferred and the fragmentation of land will be strongly discouraged.

Agricultural Practices

- Sustainable agricultural industries which incorporate best management practice will be strongly supported.

General

- Agroforestry which has the potential to assist in rectifying current landcare issues in relation to vegetation/habitat loss, soil erosion and soil salinity will be encouraged.
- Use of the rural areas for agriculture and associated rural activities will continue to be encouraged as the most appropriate management technique, while recognising that
the future of agriculture is changing and that planning must be responsive to alternative and diversified uses in the future.

- Expansion of urban uses and development into high quality agricultural areas will be discouraged.

### 22.05-2 Industrial Development

This policy applies to all development in the Industrial Zones.

#### Policy Basis

Industrial expansion within the various towns across the Shire is vital to the economic well being of the municipality. The overall appearance of industrial areas provides an incentive for ongoing and new investment opportunity. This policy establishes the basis for ongoing improvement in the industrial areas of the Shire.

#### Objectives

To encourage well planned industrial development throughout the Shire setting out clear requirements for industrial development and dealing efficiently with proposals that meet with these requirements.

#### Performance Standards

It is policy that development should seek to achieve the following performance standards:

##### Buildings

- Buildings should not occupy more than 50% of the site. Applications for buildings that do occupy more than 50% of the site must show how matters such as car parking can be satisfactorily addressed.
- Buildings should be constructed in materials that are visually attractive such as brick, masonry or colorbond metal.

##### Setbacks

- Setbacks may vary depending on the nature of the site, existing development and the need to ensure safe traffic circulation.
- Frontage setbacks - buildings in new areas should be setback a minimum of 10 metres from any existing or proposed road alignment. This area may be used for car parking in conjunction with landscaping.
- Side and rear boundaries - buildings in new areas should be setback a minimum of 5 metres from at least one side boundary and a minimum of 5 metres from a rear boundary.

##### Car Parking

- Common parking areas should be considered as part of any integrated development.
Advertising

- Advertising signs should identify the name of the business occupying the premises and the service offered.
- Above roof signs are discouraged.
- Integrated projects involving a number of lots and buildings should include a directory sign indicating business names and services offered.

Landscaping

Landscaping on each site will be encouraged to:

- Retain existing vegetation where practical.
- Use locally native vegetation.
- Screen areas where visibility for safety is not essential.
- Define areas of pedestrian and vehicular movement.
- Use landscaping instead of fencing in areas such as the frontage of the site.

Industrial Development In Rural Areas

Development sites in rural areas may be supported where they can:

- Minimise impact on agriculture land and land management practices.
- Have access to sealed roads.
- Dispose of effluent properly.
- Maintain the visual qualities of the rural landscape.
- Minimise impact on residential amenity.

Design Quality

All permit applications for industrial development must be accompanied by a site analysis and a descriptive statement explaining how the proposed development responds to the site and its context. In assessing applications, the responsible authority will have regard to the design principles set out in Clause 19.03-2.

22.05-3 Townscape Policy

This policy applies to the entrances and streetscapes of all urban settlements and townships.

Policy Basis

The presentation of all towns within the Shire from the highways, major roads and pedestrian level is important in reinforcing the character, protecting existing heritage values and supporting tourism development. Presentation of development to the street and the way it addresses and assists in streetscape presentation is an important strategy in both attracting tourism, development and reinforcing civic pride and town character. This policy provides a range of decision guidelines to encourage this strategy.
Objectives

- To ensure that all development has regard to design, siting and landscaping issues.
- To ensure that development enhances the presentation of main road entrances into townships and the immediate environment.

General Implementation

It is policy that the following issues be taken into account when considering applications for use and development of urban settlements and townships.

Design

Development of land should consider the character and local heritage values of towns when designing and siting development. The design of buildings, their mass and scale is important in preserving the character and historical attributes of towns. Design of buildings and works will demonstrate that these factors have been considered.

Streetscape issues are important to the character of each town. Identified streetscape character should be taken into account in the consideration of new use and development.

Township entrances

Development along highways and main roads is important for the character and streetscape presentation of the Shire’s towns. Development at township entrances should be designed with respect to the built environment and sited and finished in such a way that it enhances the overall appearance and character of the town and the town entrance.

Landscaping of entrances and township boundaries

Street trees are important in creating of areas that offer shade and protection from the elements and are conducive in assisting people to stop and use the town. Development located along entrances to all towns should be landscaped with species consistent with the landscape assessment or plan for the township.

Developments located on the edge of township area should be landscaped to assist in absorbing the development within the surrounding landscape and to provide a delineated edge to the town. Attention should also be paid to any opportunities to landscape railway station areas that have a significant impact on the townscapes of Wandong, Broadford, Tallarook and Seymour.