22.17 TOURISM DEVELOPMENT

This policy applies to the use and development of land for tourism.

Policy Basis

Wodonga’s reliance on the natural environment is significant for both agriculture and tourism. The natural setting, Murray River, Lake Hume, commercial and community infrastructure of Albury/Wodonga offers significant opportunities for tourism development.

The location of Wodonga and its proximity to the Victorian ski fields, wineries and heritage of North East Victoria also reinforces the potential of the area for further tourist development.

Wodonga seeks to attract high quality tourism development that is conducive to the environmental attributes of the area. Development should be designed to be unobtrusive and ensure that current environmental and aesthetic values are retained and not degraded. The landscape features and environment are important to the function of the tourism industry.

Development should be concentrated around the existing urban areas in order to benefit the local economy by improving linkages between development, commercial operators and service providers within these centres. Tourism development on Gateway Island will be actively encouraged to complement the recreational and environmental themes of the island.

Bonegilla will be the desired location for the tourism development associated with Lake Hume, ribbon development along the lakes foreshore will not be encouraged.

Objectives

- To ensure that tourism development is located in areas supported by the Municipal Strategy and appropriate infrastructure.
- To ensure that building design and location has taken into account the attributes of the natural environment.
- To ensure that building mass, scale and proportions do not impact upon the landscape attributes of the surrounding area.
- To ensure that infrastructure is supplied to the site to treat and contain all wastes, provide potable water and have access to appropriate on site fire fighting facilities.
- To ensure that the use of land for tourism purposes is complementary to the intent of the Zone and compatible with surrounding uses.

Implementation

It is policy that:

- Tourism development take into account the landscape features of the surrounding area and be sited and designed in a manner which complements the landscape character of the area.
- The landscaping treatments be used to assist in the presentation of development and complement the objectives of the City Landscape Plan where applicable.
- Tourism development in rural areas demonstrate compatibility with surrounding agricultural uses. Generally these activities will include Bed and Breakfasts, host farms or tourist uses related to the natural setting and/or the agricultural use of the land.
- Tourism use and development should be located in areas that are highly accessible and preferably serviced with sealed road access.

- Internal access to sites should be all weather and constructed in a manner which minimises any negative impact on the environment.

- Tourism development should be avoided in areas prone to high fire risk, flooding and erosion. The comments of North East Catchment Management Authority will be taken into account for applications to develop or use land affected by the Rural Flood Overlay.

- Ribbon Tourism development along the foreshore of Lake Hume will not be encouraged. Tourism development associated with Lake Hume will be encouraged to concentrate in Bonegilla.

- Advertising signs for Tourism uses should relate to the land on which the sign is located. Directional signs will be allowed in accordance with the Vicroads/Tourism Victoria guidelines for Tourism Signs.