

22.06 INDUSTRIAL LAND POLICY

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

22.06-1 General**Policy Basis**

The City of Greater Bendigo plays an important role in the encouragement of economic development through the growth of its industrial sector. Industrial development, which includes manufacturing, transport/storage, wholesaling and construction, remains one of the strongest generators of economic growth and employment in the municipality. Council is committed to ensuring high standards of industrial development and design, are achieved.

Through the work undertaken as part of the Bendigo Industrial Land Strategy 2002, Council is well placed to assist existing business and new industries to locate in Bendigo. As a consequence of the development of the municipality around mine sites, historical development patterns for industry have been sporadic and ad-hoc. Many of these existing sites have a number of constraints on their future development due to the proximity of existing sensitive uses.

The Bendigo Industrial Land Strategy 2002 makes a number of recommendations regarding the future management and development of these sites. Future industrial development will be promoted within the East Bendigo industrial precinct. This precinct will be developed to ensure industrial land availability is maximised and industrial expansion will be encouraged and promoted. Food-based industries will be encouraged to locate in the East Bendigo Food Manufacturing Precinct.

A number of other sites within the municipality offer further development potential, and this will be encouraged in areas such as the Deborah Triangle precinct. Rural-based industries will be encouraged to locate in the Goornong industrial precinct.

There is a need to promote effective use of land, services and resources to maximise the benefits of existing sites identified for industrial development.

Objectives*Facilitating Economic Development*

- To ensure that an adequate supply of land for industrial development is available and maintained to meet the changing needs of industry.
- To provide a range of industrial land and buildings to meet the needs of a broad range of industries.
- To facilitate new investment and redevelopment of Bendigo's existing industrial areas.
- To promote East Bendigo as the preferred location for industrial expansion, marketing and infrastructure.
- To facilitate and promote innovation and leadership within the various industrial sectors located in the municipality.
- To promote rural based industries to locate at identified sites such as the Goornong industrial precinct.

The Built Environment

- To improve the image and quality of all industrial areas within the municipality.

- To facilitate improved infrastructure and communication services to industry, through the co-location of like businesses.
- To encourage new industrial development to be based on site responsive and sustainable design principles.

Amenity

- To ensure industrial development does not impact on the amenity and safety of adjoining land uses.
- To provide a pleasant work place and surrounds for employees of industry located in Bendigo.
- To ensure appropriate standards of health, safety and amenity are provided by new and existing industries.

Policy

Facilitating Economic Development:

It is policy to:

- Provide a diversity of industrial locations to accommodate a range of industrial activities.
- Promote the opportunities and advantages of Greater Bendigo's industrial areas.
- Encourage industrial subdivisions that provide a variety of lot sizes on all undeveloped land.
- Encourage the redevelopment of older and under utilised industrial areas for newer types of industry thereby making more effective use of existing infrastructure.
- Encourage the growth of existing industries and the attraction of new industries to the municipality, which have demonstrated they are environmentally compatible and ecologically sustainable.
- Protect existing industrial locations from encroachment by non-industrial uses.
- Encourage land in undeveloped areas to be retained in large holdings until it is required for development.
- Monitor industry and business investment trends to better understand and plan for changes in development and locational needs.
- Discourage industrial development in rural areas of the municipality, unless they can demonstrate they are a rural based enterprise, that value-adds to the agricultural base of the municipality.
- Encourage compatible industrial development in small towns.
- Limit industrial development other than rural industry in rural areas.

The Built Environment

It is policy to:

- Assess industrial subdivisions and developments against the City of Greater Bendigo's Good Design Guide for Industry
- Work in partnership with landowners and other key agencies to improve access, parking, site layout, landscaping and building design in the municipality's existing industrial areas.

- Promote a high standard of subdivision layout, road access and design, car parking, loading provision, landscaping and building design in new industrial areas.
- Promote incentives for building and site maintenance and encourage the redevelopment of land and buildings in older industrial areas.

Amenity

It is policy to:

- Facilitate good design and landscaping outcomes for industrial developments that enhance the City's built form and provide amenable working environments.
- Prevent encroachment of residential development into industrial areas, as well as ensuring that new industrial developments are located an appropriate distance from existing residential areas.

Policy Reference Documents

City of Greater Bendigo, *City of Greater Bendigo Good Design Guide For Industry, 1997*

Gutteridge Haskins and Davey, *Bendigo Industrial Land Strategy, 2002*

TBA Planners, *Bendigo 2020 Industrial Development Strategy, 1992*

22.06-2 East Bendigo Food Manufacturing Precinct

This policy applies to Lot 1 & 2, PS LP 68117 and CA 92L, No Section, Parish of Wellsford, in Victa Road, Wellsford, herein described as the East Bendigo Food Manufacturing Precinct.

Policy Basis

The East Bendigo Food Manufacturing Precinct has been identified as the preferred location for secondary and tertiary food processing and ancillary packaging industry in the East Bendigo Local Structure Plan (LSP).

The East Bendigo Food Manufacturing Precinct provides for a range of food processing based industries to capitalise on co-location and take advantage of shared infrastructure, packaging and distribution within the Greater Bendigo East Industrial Precinct.

Co-location enhances the opportunity for like industries to limit potential adverse impact from non-compatible industry.

Objectives

- To facilitate the growth and development of both existing and new food processing industries within a specialised precinct.
- To promote the clustering of specific industry types through the development of site specific precincts.
- To protect the Bendigo Regional Park and other adjacent forested areas from inappropriate development.
- To ensure industries located within the precinct are compatible with, and environmentally responsive to, the surrounding forest areas.
- To ensure compliance with Development Plan Overlay Schedule 13 for the East Bendigo Food Manufacturing Precinct.
- To ensure that in considering planning permit applications, the responsible authority has regard to the East Bendigo Local Structure Plan (LSP).

Policy

It is policy to:

Amenity & Built Environment

- Require submitted permit applications to be consistent with the objectives of the East Bendigo Food Manufacturing Precinct, East Bendigo Local Structure Plan and the East Bendigo Food Manufacturing Precinct Development Plan.
- Encourage new food processing and ancillary industries to locate where possible in the East Bendigo Food Manufacturing Precinct.
- Protect the East Bendigo Food Manufacturing Precinct from encroachment by non-industrial uses (particularly residential development).
- Discourage non-food processing related industries from locating in the precinct.
- Require the submission of an on-site Environmental Management Plan (EMP) for all planning permit applications.

Environmental

- Encourage the development of 'clean and green' industry within the precinct to complement the uses on site in accessing export markets.
- Encourage development that is sensitive to the environmental values of the Bendigo Regional Park.

Infrastructure

- Encourage the shared use of infrastructure where possible.
- Ensure that infrastructure development is consistent with the East Bendigo Local Structure Plan.
- Ensure access to the site is confined to one primary access.
- Ensure that realignment of Victa Road immediately adjacent to the southern boundary of the site will be contained within the site. The redundant part of the Victa Road alignment will be re-vegetated with native species.

Policy Reference Documents

Maunsell Australia, *East Bendigo Local Structure Plan (LSP), 2003*.
Gutteridge Haskins and Davey, *Bendigo Industrial Land Strategy, 2002*

22.06-3 Goornong Industrial Precinct

This policy applies to land zoned Industrial 3 in Midland Highway Goornong, herein described as the Goornong Industrial Precinct.

Policy Basis

The Goornong Industrial Precinct has been identified as the preferred location for rural based industries.

The Goornong Industrial Precinct has good highway frontage, large land holdings and proximity to the rural areas of the municipality. It is also located approximately 20 minutes

north of Bendigo's Central Business District. These attributes provide a location that is suitable for rural based industries.

There are a number of significant rural based industries currently located within this precinct. The opportunity for rural based industries to co-locate has benefits for the industries/business they service. It also provides the opportunity for sustainable development that will support the small township of Goornong.

Objectives

- To facilitate rural based industries to locate in the Goornong Industrial Precinct.
- To promote sustainable industrial development within this precinct
- To promote industrial development that is conducive to its rural setting.
- To promote the clustering of specific industry types through promotion of the attributes of the Goornong Industrial Precinct.

Policy

It is policy to:

Amenity and Built Environment

- Encourage retention of large landholdings to assist in the attraction of rural based industries to the precinct.
- Encourage industries which require large threshold buffer distances to locate to the north of the precinct.
- Enhance the rural setting of the precinct through approved landscaping plans for development in this precinct.
- Require the preparation of an Environmental Management Plan (EMP) for the site to support all permit applications.

Environmental

- Ensure the protection of the surrounding rural environment from inappropriate development.
- Ensure the protection and enhancement of existing remnant vegetation as part of development in this precinct.
- Ensure local species are part of any approved landscaping plan.

Policy Reference Documents

Gutteridge Haskins and Davey, *Bendigo Industrial Land Strategy, 2002*

City of Greater Bendigo, *City of Greater Bendigo Good Design Guide For Industry, 1997*