

21.0708/12/2016
C37**ECONOMIC DEVELOPMENT**

This clause provides local content to support Clause 17 (Economic development).

The Council Plan 2013-2017 is committed to the following environmental and natural resource management issues:

- *Identify opportunities to focus economic development in outlying communities*
- *Prepare a thematic history of Mansfield in accordance with Guidelines of Funding received from State Government*

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~~Retail expenditure per resident~~ Commercial and industrial land use in Mansfield Shire is notably higher than regional Victorian averages. The data estimated that on average, over \$13,010 is spent per resident, compared to the average regional Victorian resident of \$11,754 influenced by population growth, economic growth, the breadth of recreational opportunities attracting high numbers of visitors, climate change, socio-economic change and the physical expansion and urbanisation of the Mansfield township.

~~The data shows that residents spend a higher proportion of income on bulky goods; apparel; homeware and leisure; and groceries and liquor.~~

~~It is estimated that over \$79.1 million of retail expenditure has been undertaken in Mansfield Shire in 2011; 60% attributed to local resident's food expenditure (or \$47.7 million), with the remaining 40% attributed to local resident's non-food expenditure (\$31.4 million).~~

~~Accounting for impact of tourism visitor expenditure reveals that an estimated \$86 million can be attributed to visitor expenditure which would give a total retail spend of approximately \$165 million.~~

Industrial development

~~Mansfield Township is the only location that provides significant industrial development opportunities. There are 90 hectares of industrial zoned land. The industrial areas are relatively fragmented and are poorly connected via suitable heavy vehicle routes~~ To effectively respond to the changing context of the municipality, a range of land use issues that have the potential to limit and/or impact negatively on the Shire's capacity to manage and direct future commercial change and growth must be addressed.

~~There has been very little recent activity in Mansfield Township's industrial land sector, reflecting the existing situation in which any latent demand cannot be realised because of the lack of available land for sale or lease.~~

~~The situation has not changed significantly since 2007 when the *Mansfield Commercial and Industrial Land Use Strategy 2021* forms the basis for strategic directions for commercial *Audit of Industrial Land in Provincial Victoria* identified just two vacant properties~~ and industrial use and development in the Mansfield township.

~~Council supports the development of land at Lakins Road to provide new industrial land.~~

Key Issues

- Potential land use conflict: The way in which the township's physical expansion interacts with commercial/industrial areas is a potential risk to the sustainability and growth of the Shire's commercial industrial sector.
- ~~The need to increase the supply of industrial land~~ Land supply: The Shire's commercial and industrial sector faces significant issues related to land supply.

- ~~Reinforcing Mansfield as the main centre for retail and commercial opportunities~~ Office and service space: There is a lack of dedicated contemporary office space to accommodate the provision and growth of professional and personal services in the Shire.
- Business attraction: The combination of labour shortages (resulting from healthy employment growth) and a lack of commercial and industrial floor space has the potential to impede the ability of the local economy to respond to increasing demand and to attract new enterprises to the Shire.

Objective 1

To ensure there is sufficient retail/commercial and industrial land to meet demand.

Strategies

- Strategy 1.1 Plan for the release of more industrial land to service existing demand.
- Strategy 1.2 Consolidate the retail/commercial shopping centre core of Mansfield Township.

Objective 2

To support a growing economy for Mansfield Shire that is attractive to new and diverse industries, facilitates the ongoing expansion of its tourism sector and delivers an array of retail, commercial, household and personal services to its growing population and visitors

Strategies	
Strategy 2.1	Strengthen and grow the capacity of the Shire to service the commercial, retail and industrial needs of its growing population by providing clear land use directions for current and future commercial and industrial uses.
Strategy 2.2	Create investment certainty by detailing enduring land use directions for commercial and industrial land.
Strategy 2.3	Support the growth of service-based industries within the Shire by encouraging the development of appropriate office and service facilities.
Strategy 2.4	Support the diversification and growth of the Shire’s industries and trades by supporting the development of a new and contemporary industrial / commercial precinct.
Strategy 2.5	Support the rejuvenation and strengthening of the Shire’s key commercial areas including the Mansfield Town Centre and the Mount Buller Road large format and trades precinct by providing clear land use directions and planning certainty
Strategy 2.6	Support the capacity of the Shire to attract new industries via the establishment of a new and accessible commercial and industrial precinct.
Strategy 2.7	Reduce the potential for land use conflict by minimising the incidence of incompatible land uses and by ensuring buffering between growing residential uses and established industrial areas.

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Agriculture

Overview

Agriculture remains a significant contributor to the local economy with the major agricultural pursuits being timber processing, pasture seed production, wool production, prime lamb and beef production. In 2011 Mansfield Shire contributed over \$43.7 million in total gross value of agriculture; this represents 2.4% of total gross value of agriculture in the Hume Region.

It is essential that productive agricultural land be maintained and remains agriculturally viable to ensure the ongoing ability to farm is protected. It is equally important that only marginal rural land, in areas with a minimal visual impact on the rural amenity of the Shire, be developed for small scale rural or rural living style development.

Most agricultural land has a moderate agricultural land capability rating which is best suited to grazing and crop production.

Key Issues

Supporting the continued growth of the agricultural sector.

Objective 1

To diversify the agricultural base to include the development of viticulture, horticulture, and more intensified agricultural pursuits.

Strategies

Strategy 1.1 Ensure rural planning can facilitate the diversification of the agricultural sector.

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Tourism

Overview

Mansfield Shire has a number of drivers for tourist visitation. These include:

- Lake Eildon and rivers
- Mount Buller/Stirling
- Food and wine tourism
- Nature-based tourism
- On and off road bicycle tourism.

Diversifying the tourism base is an important goal of creating a year-round tourism destination.

Key Issues

- Maximising tourism visitation while maintaining the attributes that attract tourists.

Objective 1

- To attract high quality tourism development that is conducive to the environmental attributes of the area and is empathetic to the character of the Shire.
- To minimise the negative impact that tourism can have on the built and natural environment.

Strategies

Strategy 1.1 Development should be designed to be unobtrusive and ensure that current environmental and aesthetic values are retained and not degraded.

Strategy 1.2 Support Mount Buller as Victoria's premier snow skiing destination.

Strategy 1.3 Tourism development should be avoided in areas prone to high fire risk, flooding and erosion.

Strategy 1.4 Discourage ribbon tourism development along the foreshore of Lake Eildon and Lake Nillahcootie as well as the Alpine Approaches. Tourism development associated with these areas will be encouraged to locate in existing settlements.

Strategy 1.5 Encourage the development of quality affordable short and long term accommodation for visitors and temporary staff.

Strategy 1.6 Investigate a designated large vehicle parking area for peak periods in the Mansfield township.

Implementation

The strategies for tourism development will be implemented through the planning scheme by:

Policy guidance

- Development should benefit the local economy by improving linkages between development, commercial operators and service providers.
- Tourism development should 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.
- Tourism development in rural areas should demonstrate compatibility with surrounding agricultural uses. Generally these activities will include bed and breakfasts, host farms or tourist uses related to the agricultural use of the land, and/or natural setting.
- Tourism use and development should be located in areas that are highly accessible and preferably serviced with sealed road access.

MANSFIELD PLANNING SCHEME

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