

17.04

31/07/2018
VC148

TOURISM

17.04-1S

31/07/2018
VC148

Facilitating tourism

Objective

To encourage tourism development to maximise the economic, social and cultural benefits of developing the state as a competitive domestic and international tourist destination.

Strategies

Encourage the development of a range of well-designed and sited tourist facilities, including integrated resorts, accommodation, host farm, bed and breakfast and retail opportunities.

Seek to ensure that tourism facilities have access to suitable transport.

Promote tourism facilities that preserve, are compatible with and build on the assets and qualities of surrounding activities and attractions.

Create innovative tourism experiences.

Encourage investment that meets demand and supports growth in tourism.

Policy guidelines

Consider as relevant:

- Any applicable regional tourism development strategy.

Policy documents

Consider as relevant:

- *Tourism Investment Guidelines – Your Guide to Tourism Investment in Victoria* (Tourism Victoria, 2008)

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Tourism - Great South Coast

Strategies

Provide flexibility and opportunities for a diverse range of tourism development, including an increase in the supply of appropriate accommodation and tourism infrastructure.

Provide for the sustainable management of regionally significant tourism attractions such as the Great Ocean Road, Great Southern Touring Route, national parks, major inland waterways such as Lake Corangamite, key coastal assets including Discovery Bay, and cultural heritage sites.

17.04-1L-01 Facilitating tourism

Proposed C106gelg

Strategies

Support tourism use and development along tourist routes, in particular coastal roads via the Princes Highway and Penola-Casterton Road.

Support tourist facilities at Nelson and Casterton.

Support the use and development of eco-based tourism, Aboriginal based tourist facilities and accommodation in Tyrendarra.

Encourage nature-based tourism focussed on the World Heritage listed Budj Bim Cultural Landscape, Cape Bridgewater / Discovery Bay Coast and the Lower Glenelg River and the Great South West Walk.

Encourage tourist use and development that enhances local environmental and aesthetic values.

Support music, food and wine and agricultural festivals.

Encourage cellar door and local produce tourism experiences.

17.04-1L-02 Facilitating tourism in the Farming Zone and Rural Conservation Zone

Proposed C106gelg

Policy application

This policy applies to all land within the Farming Zone and Rural Conservation Zone.

Objectives

To encourage tourism development consistent with precinct land use and development outcomes, landscape and environmental values, and land use and settlement patterns.

Strategies

Limit large-scale tourism development to circumstances where:

- A rural location is required.
- The development will not contribute to the urbanisation of the area.
- The land use is compatible with the use of adjoining and surrounding land for agriculture or forestry and is complimentary to the rural setting.
- There is a regionally demonstrated demand for such a facility.
- The facility will contribute to the tourism economy of the region, increasing accommodation options, especially high end and luxury markets, and is consistent with tourism strategies for the area.
- The site is strategically located with respect to tourist routes, tourist attractions and other infrastructure.
- The site has access to all relevant servicing infrastructure and the development will meet all costs for infrastructure provision to the site.
- The tourism development is not located within buffers established under an industry code of practice, the Industrial Land Strategy or the EPA guidelines.

Support the use and development of rural land for low-scale tourism activities where:

- The activities will be ancillary to and associated with an existing farming activity on the land.
- The primary land use will remain farming in nature.
- The mix of uses will not be out of balance with, nor change the character and nature of the land use or result in an unreasonable loss of productive agricultural land.

GLENELG PLANNING SCHEME

- The scale of the enterprise will respect the rural nature of the area, and be small, unobtrusive, and not detract from the farmed rural landscape of the area.
- The design and siting of buildings will complement existing farm structure and landscape settings.
- Existing agricultural activity on adjoining land will not be compromised.
- The proportion of the property used for the development and ancillary infrastructure is minimised, and non-agricultural development is facilitated in the area of lowest agricultural quality/productivity.
- The productive capacity of the land will be preserved and where possible enhanced.
- The activities include small scale, agricultural or nature-based activities such as bed and breakfasts, cabins, glamping, farm stays, pick-your-own, cellar door and restaurants.

Discourage tourism uses that are more appropriately located in or adjacent to an urban location and that are not related to or that would introduce conflict with commercial agriculture including, camping and caravan park, backpacker hostel, market, residential hotel.

Policy guidelines

Consider as relevant:

Encourage the rezoning of land to the Rural Activity Zone to facilitate the use and development of large-scale tourism developments where the above criteria can be met and a rezoning proposal is accompanied by:

- A planning permit application for the proposed use and development.
- A submission that:
 - Provides a description of the nature and scale of the tourism development including anticipated number of daily visitors.
 - Explains why the proposed land use cannot be located within a town, why a rural location is required, and why the site selected is suitable for a tourist development with respect to proximity and access to tourism features and infrastructure.
 - Demonstrates how the development is to be sited and designed so that it will not compromise the precinct objectives identified in the Rural Land Strategy.
 - Explains how the land use is consistent with tourism strategies for the area, serves the region, and enhances the regional tourism economy.

Low-scale tourism development should:

- Include a description of the nature and scale of the tourism development including anticipated number of daily visitors and why it needs to be in the Farming or Rural Conservation Zone rather than in a commercial or residential area.
- Include a description of the servicing requirements including water, effluent disposal, power, external, road access, drainage, and telecommunications.
- Include a description of how the development will enhance the environmental and landscape values of the area.
- Provide details of road upgrades and traffic management measures commensurate with the scale of activity and cumulative impacts on the road network.
- Demonstrate that the development will not negatively impact current and prospective commercial agriculture and other rural industries.

Policy documents

Consider as relevant:

- Rural Land Strategy (RMCG, 2019)

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Coastal and maritime tourism and recreation

Objective

To encourage a diverse range of strategically located and well-designed coastal and maritime tourism and recreational opportunities that strengthen people's connection with the marine and coastal environment.

Strategies

Support safe and sustainable recreation and tourism development including ecotourism, tourism and major maritime events that:

- Responds to identified demand.
- Minimises impact on environmental and cultural values.
- Minimises impact on other users.
- Minimises direct and cumulative impacts.
- Maintains public safety.
- Responds to the carrying capacity of the site.
- Minimises exposure to coastal hazard risks and risks posed by climate change.

Ensure a diverse range of accommodation options and coastal experiences are provided for and maintained.

Ensure sites and facilities are accessible to all.

Ensure tourism development, within non-urban areas, demonstrates a tourist accommodation need and supports a nature-based approach.

Ensure development is of an appropriate scale, use and intensity relative to its location and minimises impacts on the surrounding natural, visual, environmental and coastal character.

Develop a network of maritime precincts around Port Phillip and Western Port that serve both local communities and visitors.

Maintain and expand boating and recreational infrastructure around the bays in maritime precincts at Frankston, Geelong, Hastings, Hobsons Bay, Mordialloc, Mornington, Patterson River, Portarlington, Queenscliff, St Kilda, Stony Point/Cowes and Wyndham.

Support a sustainable network of facilities for recreational boating and water-based activities that respond to:

- Identified demand.
- Use and safety considerations.
- The carrying capacity of the location.
- Coastal processes.
- Environmental values.

Strategically plan and operate ports to complement each other in the context of the broader economy, transport networks and the maritime and coastal environments within which they are regulated.

Provide public access to recreational facilities and activities on land and water.

Policy guidelines

Consider as relevant:

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- *Coastal Spaces Landscape Assessment Study* (Department of Sustainability and Environment, 2006)
Recreational Boating Facilities Framework July 2014 - Central Coastal Board
- *Gippsland Boating Coastal Action Plan 2013 - Gippsland Coastal Board*
- *Western Boating Coastal Action Plan 2010 - Western Coastal Board*

Policy documents

Consider as relevant:

- *Marine and Coastal Policy* (Department of Environment, Land, Water and Planning, 2020)
- *Siting and Design Guidelines on the Victorian Coast* (Department of Environment, Land, Water and Planning, 2020)
- *Victorian Coastal Strategy* (Victorian Coastal Council, 2014)

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C102gelg

Coastal and maritime tourism

Strategies

Support offshore tourism including access to ship wrecks and whale watching.

Encourage coastal tourism development to respond to the sensitive nature of coastal features and assets.

Encourage the development of the Portland foreshore as a major tourist asset including the establishment of a maritime museum.