

22.64 DISCRETIONARY USES IN RURAL AREAS

DD/MM/YYYY
Proposed C347

This policy applies to the consideration of use and development applications within the Farming and Rural Conservation Zones. This policy does not apply to agricultural, tourism, function centre or accommodation land uses.

Policy Basis

The rural areas of Geelong and its many attractions are highly valued for their contribution to the economy, liveability and amenity of the whole municipality.

Non agricultural uses in rural areas must be carefully managed to ensure that the ongoing use of land for agriculture is supported and the rural landscape character of the rural area is preserved.

Non-agricultural uses that would attract a significant numbers of visitors, accommodate large numbers of people or generate significant volumes of traffic and car parking demand are generally incompatible with farming activities and are not appropriate in the rural area. These uses should be directed to urban areas where there is an appropriate level of municipal infrastructure services and good transport connectivity. To ensure that development is planned in the right locations an adequate supply of land is zoned for industrial, commercial and community purposes in urban areas. The encroachment of non-agricultural uses into rural areas is discouraged and should only be considered when the use or development cannot be catered for in an urban area and there are unique circumstances to justify a rural location.

Objective

- To discourage discretionary non-agricultural uses in rural areas that could reasonably be located in an urban zone.
- To discourage discretionary non-agricultural uses in rural areas that attract a significant number of visitors to a site or are necessary to service the urban community.
- To preserve the productive agricultural capacity of the land and where possible enhance the environmental condition of the land.
- To maintain the unique rural landscape character of rural areas.

Policy

It is policy that the responsible authority would only support an application for a discretionary non-agricultural use where the following can be met:

- The use requires a rural location because it can be demonstrated that all urban location options have been fully exhausted.
- The use is of an appropriate scale to support the local rural population.
- The use will not result in an unreasonable loss of productive agricultural land.
- Existing agricultural activity on adjoining land will not be compromised.
- The scale of the development will complement and respect the rural landscape character.
- Buildings and structures are designed and sited to not be visually dominant and can blend into the surrounding landscape and natural environment. Visual impacts should be mitigated or minimised through appropriate design, landscaping, materials and colours.
- The site has access to an appropriately constructed or sealed road that is capable of accommodating anticipated traffic levels or has convenient access to a major road.

- The site has access to all necessary servicing infrastructure. Where infrastructure is required or needs upgrading the applicant will meet all costs.
- The environmental condition of the land could be enhanced by fencing off remnant vegetation and revegetating strategic areas to develop wildlife corridors and along waterways.

References

City of Greater Geelong Rural Land Use Strategy, City of Greater Geelong, 2007.

Managing Development in Rural Areas, Planning Policy Review, City of Greater Geelong, 2015.