

Consistency of the proposal with the Statement of Planning Policy (SOPP):

Objective number	Objective in the SoPP (Direct quote)	Strategies to deliver the objective (Direct quote)	Meets	Does not meet	N/A	Planner's Comment
1	To ensure the declared area's natural and cultural landscapes are conserved and enhanced.			X		Although the proposed development is located within a Commercial 2 Zone area the site is located directly adjacent to the Protected Settlement Boundary (PSB) for Kyneton and does not address the rural and natural landscape values of the rural zoned land to the east side of the PSB. The proposal is a generic and highly urbanised development format with a large bulky building with dominant signage set amidst a large car park with minimal landscaping that does not address the local context of the subject land.
		Manage land use, development and infrastructure to ensure that significant landscapes, views and vantage points are conserved and enhanced.		X		The proposal does not represent an appropriate design for the site and is not responsive to the context of site in terms of character and surrounding landscape including the adjacent rural landscape to the east. The development would not facilitate an appropriate transition from urban to rural at the PSB for Kyneton and would be visually dominant to the nearby rural landscape area.
		Encourage retention of native vegetation and revegetation that contributes to significant landscapes, particularly on escarpments and ridgelines and along riparian areas.		X		The removal rather than retention of native vegetation is not consistent with this strategy. Proposed landscaping is minimal and does not utilise locally native plant species.
		Manage development around significant landscapes of visual, scientific or education value, including along ridgelines and at vantage points.			N/A	The site is not located in proximity of individually significant landscape areas.
		Manage development and infrastructure provision to ensure sequences of views from key road and rail corridors are maintained for current and future users.		X		The site is located within the viewshed of the Calder Freeway along the northern side of Kyneton and the proposal would represent a visually dominant outcome where the conservation and enhancement of landscape values are promoted by the objective that this strategy seeks to implement. The large and bulky building form and visually dominant signage along with the broad area of pavement within the site frontages and minimal landscaping would ensure that this

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						development would be highly prominent to the freeway.
2	To ensure the significant biodiversity, ecological and environmental values of the declared area are conserved and enhanced			X		The proposed removal of native vegetation does not represent the conservation and enhancement of biodiversity, ecology and environmental values. The retention of the few remaining trees on the subject land could easily be incorporated into the development as part of the broader landscaping layout.
		Conserve and enhance high-value native vegetation and biodiversity and their ecological integrity by undertaking responsible environmental management, planning, procedures and practices.		X		See above.
		Utilise appropriate historical ecological knowledge and practices from Traditional custodians of the land in the management of biodiversity and ecological and environmental values.			N/A	
		Encourage ecological restoration works in areas of identified state, regional and locally significant biodiversity value		X		The landscaping scheme for this proposal proposes minimal landscaping with non-indigenous and exotic planting in addition to the removal of the existing native vegetation.
		Establish and improve bio links to connect high-value ecological areas, including areas along waterways and areas within and between towns.		X		Landscaping within the subject land and particularly along the perimeters of the site avoids the opportunity to provide for effective corridor planting with locally native species that would represent a positive ecological outcome.
		Minimise the effects of weeds and pest animals on biodiversity values by establishing and implementing best practice land management plans.			N/A	
3.	To prioritise the conservation and use of the declared area's water catchments to ensure a sustainable local, regional and state water supply, and healthy environment.			X		The subject site is located within a Special Water Supply Catchment Area being the Eppalock Proclaimed Catchment. Although the development would be serviced with reticulated sewerage and stormwater would be treated satisfactorily, the removal of native vegetation which provides beneficial water quality function within this catchment would not be a positive outcome. It is noted that the local water authorities have provided consent to the proposal.

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		Protect water quality and natural systems by discouraging development that contributes to the degradation of water quality and quantity.		X		The removal of native vegetation which provides a natural water quality function within the subject land to the benefit of the water catchment is not consistent with this strategy.
		Manage land use and development, including dams, in Declared Water Supply Catchments to retain and improve water quality and improve yield to support regional water needs and to increase system-wide capacity to Respond to demand.		X		See above.
		Reinforce the role of waterways as biodiversity Linkages and as corridors for native plants and animals.			N/A	No waterway within the development area subject to this application.
		Ensure water supply and land use planning policies are integrated, to realise efficiencies in regional catchment management and best practice, water-sensitive urban design.		X		The protection of native vegetation as part of natural water quality systems is incorporated into best practice catchment management. The proposal includes the removal rather than retention of native vegetation.
		Address the expected impacts of climate change, including changes in the duration and frequency of rainfall events and changes in the intensity and frequency of bushfire events.			N/A	
		Review and improve regulation and monitoring of groundwater licences and surface water diversions.			N/A	
4.	To recognise, protect, conserve and enhance the declared area's Aboriginal cultural and spiritual heritage values and work in partnership with Traditional Owners in caring for Country.		✓			The subject site is located within area of Aboriginal cultural sensitivity. The applicant has provided an approved Cultural Heritage Management Plan as part of the application process.
		With Traditional Owners, identify, protect, conserve and enhance sites, landscapes and views of Aboriginal cultural significance, consistent with the Aboriginal Heritage Act 2006 and Cultural Heritage Management Plans.	✓			
		With Traditional Owners, acknowledge, protect, promote and interpret tangible and intangible Aboriginal cultural values, heritage and knowledge when planning and managing land use and development, water and other environmental resources.	✓			

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5.	To recognise, conserve and enhance the declared area's significant post-contact cultural heritage values.				N/A	
		Conserve and enhance the character of state and/or nationally significant post-contact cultural heritage values (including aesthetic, historic, scientific, social and spiritual values) in the declared area's heritage places, precincts and landscapes, including sequences of views along main road and rail routes.			N/A	
		Acknowledge, promote and interpret significant post-contact cultural heritage values in the planning, design, development and management of land uses, including infrastructure.			N/A	
6.	To support and encourage agricultural land uses that strengthen the declared area's economy and contribute to the rural landscape.				N/A	
		Encourage the use of rural-zoned land for agricultural purposes and encourage the use of high-quality soils for soil-based agriculture.			N/A	
		Encourage and support innovations in agricultural practices (such as sustainable farming, water reuse, technologies to enable farming to adapt and respond to emerging and niche markets).			N/A	
		Support agricultural practices that improve soil health and respond to and encourage adaptation to climate change.			N/A	
		Encourage measures to ensure agricultural practices protect and enhance soil quality, water quality, biodiversity and native plants and animals.			N/A	
		Manage the effects of rural land use and development on important environmental and cultural values.			N/A	
		Restrict the supply of rural-living-zoned land to conserve and protect agricultural practices.			N/A	
		Protect strategic extractive resource areas and existing quarry operations from encroachment from inappropriate development.			N/A	

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		Proposals to establish an extractive industry must adhere to best practice measures to avoid and minimise impacts on significant environments and landscapes.			N/A	
7.	To provide for a diverse and sustainable visitor economy compatible with the natural and cultural values of the area.				N/A	
		Support and facilitate sustainable and responsible tourism and recreation-related land uses and developments (such as agritourism) in keeping with the declared area's significant landscapes, environmental and cultural values.			N/A	
		Facilitate tourism-related land use and development that encourages people to recognise and understand Aboriginal and post-contact cultural heritage.			N/A	
		Ensure the conservation and enhancement of Declared Water Supply Catchment Areas of regional or state significance in the planning of tourism and recreational land uses.			N/A	
		Protect the unique rural character of towns in the declared area.			N/A	
8.	To plan and manage growth of settlements in the declared area consistent with protection of the area's significant landscapes, protection of catchments, biodiversity, ecological and environmental values, and consistent with the unique character, role and function of each settlement.			X		The proposed development is not consistent with the township character values of Kyneton including its interface with rural landscape as part of its broader context. The development would be visually dominant and stark within its context and would be detrimental to landscape, catchment, environmental and settlement values of the site and surrounds.
		Direct urban development to a hierarchy of settlements identified for growth, through clearly defining long-term settlement boundaries.		X		Whilst it is acknowledged that the site is zoned commercial and is located within the township boundary, it is located directly adjacent to the PSB for Kyneton and rural landscape areas that form part of the setting for the township. Furthermore the proposed development is a generic format that does not respond to the existing and preferred character attributes for

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						the Kyneton township and for commercial development within the Macedon Ranges.
		Direct rural residential development to rural-living-zoned land as provided for in the Macedon Ranges Council's rural living strategy, In the Rural Living Zone – Strategic Direction (2015).			N/A	
		Encourage infill development that respects the townships' character.		X		The proposed development does not respond to the existing and preferred character of the Kyneton township including its commercial design, its interface to major transport routes and township entries, and its interface with adjacent rural landscape areas.
		Limit the expansion of settlements in high risk locations, actively reducing the risks associated with natural hazards.			N/A	
		Encourage a range of housing types within settlement boundaries to support a diverse range of housing needs.			N/A	
		Encourage provision of an adequate supply of well-serviced employment land within settlement boundaries to support local and regional jobs and services.	✓			It is noted that the proposal would represent an economic activity within an area zoned for such, which is consistent with this strategy, however the proposed development format would be detrimental and non-compliant with other aspects of the Macedon Ranges Statement of Planning Policy.
		Encourage the use of voluntary Cultural Heritage Management Plans.	✓			An approved Cultural Heritage Management Plan has been submitted as part of the application.
9.	To manage the provision of infrastructure consistent with protection of the area's significant landscapes and protection of environmental values to support the social and economic needs of communities and increase resilience to climate change effects.			X		The proposed development is not appropriately responsive to the sequences of views for the Calder Freeway as a state significant transport corridor. The development would be highly dominant within its viewing corridor by its large and bulky built form and signage within a large car park with minimal landscaping. The large scale illuminated signage would result in this outcome occurring 24 hours per day. The lack of landscaping within the site is also an unacceptable outcome from an infrastructure perspective.

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		Provide timely infrastructure and services to meet community needs in sequence with development.			N/A	
		Maintain and enhance transport connections that provide links between and within regional communities and to major cities.			N/A	
		Reduce use of fossil fuels and reduce greenhouse gas emissions by prioritising active transport and public transport modes.		X		The lack of bicycle parking proposed and prioritisation of vehicles ahead of pedestrians within the car park layout encourages rather than seeks to reduce vehicle use.
		Maintain view lines of state-significant landscape features from the main road and rail transport corridors.		X		The development would be highly visually dominant from the Calder Freeway and within its sequences of views where local policies seek to minimise visual impact of new development along the edges of the freeway alignment. The development would introduce a highly urbanised visual impact to its interface with the freeway.
		Ensure the future operation and development of major transport linkages and rail corridors and upgrading and improved management of freight routes are considered when managing the growth of settlements.			N/A	
		Ensure equitable access to community infrastructure.			N/A	
		Encourage the use of active and public transport by planning infrastructure and facilities in accessible locations, and improve walking and cycling routes.		X		See commentary above in respect to prioritising active transport and public transport modes.
10.	Respond to the challenges and threats of climate change and natural hazards with careful planning and mitigation strategies.				N/A	
		Support community and government planning for disaster preparedness and climate resilience.			N/A	
		Manage bushfire risks while also retaining valued biodiversity and landscape character.			N/A	
		Plan for more renewable energy generation and distribution.			N/A	

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		Ensure proposals to establish renewable energy facilities adhere to best practice measures to avoid and minimise impacts on significant environments and landscapes.			N/A	
		Ensure planning for future use and development of land prone to flooding minimises the consequences of inundation.			N/A	