

22.04-2

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C26(Part 1)

WINERIES AND CELLAR DOOR SALES

This policy applies to all applications for the establishment of a winery and to the establishment of a cellar door sales facility.

Policy Basis

The development of the wine industry is an integral part of the Council's tourism and agriculture strategy, with wineries providing a significant tourism destination.

This policy aims to provide guidance to Council in assessing applications for wineries and cellar door sales facilities to achieve high quality design and the provision of suitable tourist amenities.

For the purposes of definition (refer to Clause 74 of the *Victoria Planning Provisions*), 'winery' means:

- § Land used to display, and sell by retail, vineyard products, in association with the growing of grape vines and the manufacture of the vineyard products. It may include the preparation and sale of food and drink for consumption on the premises.

Objectives

- § Ensure that wineries and their cellar door sales facilities are compatible with the rural character of the area, and compatible with the environmental and aesthetic character of surrounding rural land.
- § Ensure that cellar door sales operations do not adversely affect surrounding land uses and residents.
- § Ensure that wineries can be provided with adequate infrastructure.
- § Ensure that adequate car and bus parking is provided on-site.

Policy

Exercising discretion

It is policy to:

- § Ensure that any proposed winery development can meet the standard zone infrastructure requirements of the planning scheme.
- § Ensure that wineries provide appropriate on-site car and bus access and parking to meet the needs of customers and tour operators.
- § Ensure the provision of appropriate signage for business identification and car and bus parking areas.
- § Ensure that any proposed driveways are constructed to an all weather two-wheel-drive standard.
- § Ensure that any proposal will not be detrimental traffic safety.

Decision guidelines

It is policy for Council to consider:

- § How the proposal relates to the rural use of surrounding land.
- § The location and siting of proposed buildings and facilities.
- § Evidence that the land is of sufficient size and location to be separated from off-site effects of adjoining land uses.
- § The relevant environmental conditions of the land including flora, fauna, salinity and erosion protection.
- § The standard of road access to the property.

§ The planning history of the land, including any previous permit applications for the winery.

Application information requirements

It is policy that permit applications contain the following information when lodged with Council:

- § A site plan drawn to scale, with a north point, that shows or records (where applicable):
- Ø All existing and proposed development.
 - Ø Abutting roads, and a description of the standards of public access roads to the site.
 - Ø The location of existing buildings on adjoining land within 200m of the proposed development.
 - Ø The location of the access roadway/s, car and bus parking and manoeuvring areas.
 - Ø Adequacy and location of toilet facilities and amenities.
 - Ø Disabled access for persons with disabilities.
- § A report detailing/explaining:
- Ø The days and hours of operation.
 - Ø The number of anticipated car and bus movements per day.
 - Ø Proposed signage.
 - Ø Details and locations of water supply and effluent disposal management systems.
 - Ø Rubbish and waste disposal areas and management.