	Integrated Transport Study (April 2011); and 2. Commence investigations aimed at identifying a suitable site for a new Regional airport to be established.

4.7 A Strong, Diverse and Resilient Economy

4.7.1 Rural Lands Strategy

4.7.1.1 Purpose

The purpose of the Rural Lands Strategy is to protect rural lands as an essential building block for the future economic prosperity and community well-being of the Fraser Coast, its liveability and contribution to achieving the region's economic, natural environment and quality of life objectives.

The strategy is intended to provide overarching guidance for:

1. the sustainable use of rural resources;
2. fostering economically viable rural production and ancillary activities;
3. the future development of rural townships and communities;
4. providing essential services to rural landowners and communities; and
5. the sustainable management of rural landscapes, scenic and environmental amenities.

4.7.1.2 Strategy Overview

The Rural Lands Strategy addresses the land located in the Regional Landscape and Rural Production Area of the draft WBB Regional Plan, which constitutes more than 90% of the land area of the Fraser Coast. It seeks to deliver a range of rural land use, economic, social, and environmental outcomes that:

1. accord with the policy objectives and outcomes of the WBB Regional Plan in a manner that supports and is consistent with the planning vision for the Fraser Coast's rural sector as significant and prosperous;
2. are based on the specific physical characteristics, geographic locations, land use capability, land ownership and subdivision patterns of rural lands, current forms of land use, and their future economic viability and productive potential;
3. avoid a continuation of rural land fragmentation;
4. retain the dominant existing rural character, landscape and natural values of the Fraser Coast, by maintaining rural productivity, supported where necessary by supplementary incomes;
5. support rural land owners as stewards of the many natural and scenic qualities present in the Fraser Coast, through their continued farming activities; and
6. support rural towns, townships and communities which provide essential services to rural areas, by maintaining and capitalising on their distinctive characters, lifestyle values and economic potential, and their strong linkages to rural landscape and environmental amenities.

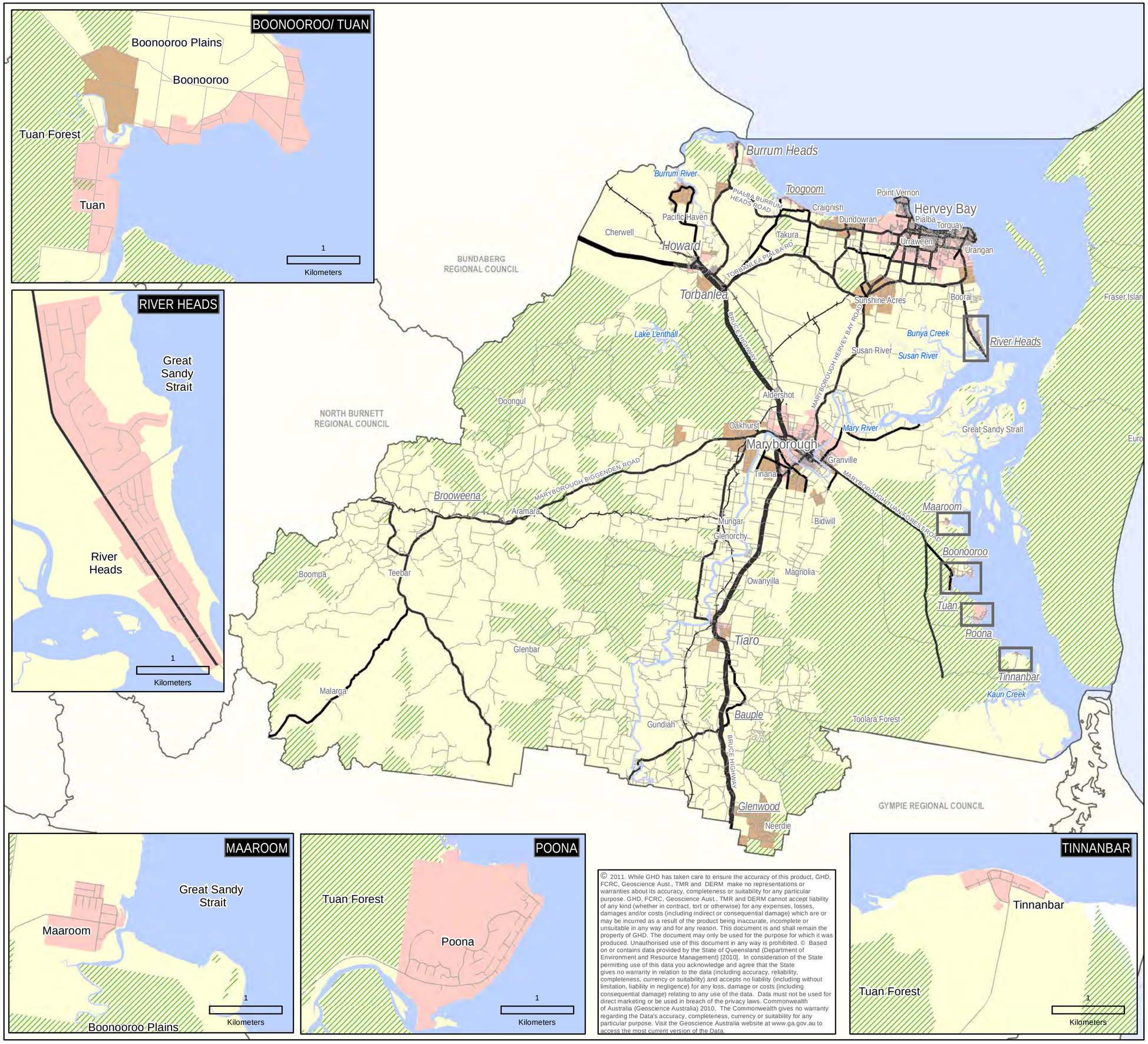
4.7.1.3 Mapping

Figure 1 – Regional Settlement Pattern – Fraser Coast

Figure 28 – Employment Regional Overview – Fraser Coast

Figure 29 – Employment - Maryborough

Figure 30 – Employment – Hervey Bay



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LEGEND

Road

- Highway
- Arterial & Sub Arterial
- Collector Street & Local Street
- Railway
- Local Government Boundary
- Watercourse/body
- Protected Area

Fraser Coast Regional Council Proposed Settlement Pattern

- Urban Footprint
- Regional Landscape & Rural Production Area
- Rural Living Area

N

0 2 4 8 12 16 20

Kilometres

1:450,000 (at A3)

Map Projection: Transverse Mercator
Horizontal Datum: Geocentric Datum of Australia
Grid: Map Grid of Australia 1994, Zone 56

Fraser Coast REGIONAL COUNCIL

GHD CLIENTS | PEOPLE | PERFORMANCE

Buckley Vann TOWN PLANNING CONSULTANTS

Date : 11 July 2011 Rev: D

Fraser Coast Regional Council
Sustainable Growth Strategy 2031

Regional Settlement Pattern - Fraser Coast

Figure 1