



# Maribyrnong Economic and Industrial Development Strategy

## Part 2 - Industrial Land Strategy *Maribyrnong City Council*

October 2011

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## Acknowledgements

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# 1. Introduction

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This document presents an Industrial Land Strategy (ILS) for the City of Maribyrnong and is Part Two of the Maribyrnong Economic and Industrial Development Strategy (MEIDS).

Part One of MEIDS is the Economic Development Strategy (EDS) which sets the overall direction for development of the Maribyrnong economy and provides the basis for demand and supply of industrial land within the City.

The ILS provides for the categorisation of industrial land, core strategic directives, actions and implementation plans and precinct analysis and strategy to achieve the Maribyrnong industrial land vision.

Supporting research & analysis is contained within the Appendices which details all key research and analysis and consultation undertaken to inform the development of the Strategy.

## 1.1 History of Maribyrnong

The extensive industrial development of Maribyrnong is in large part a legacy of the west's grazing past. Low rainfall rendered intensive agriculture impractical, while its extensive grasslands were attractive to graziers who required large holdings. Livestock and wool processing activities emerged along the banks of the Maribyrnong River to process the graziers' product. The Kensington stockyards were located directly across the river and Maribyrnong formed part of the stock route. The settlement's first industry was a boiling down works.

Early industry was closely associated with and served by the shipping and primary industry. William Angliss operated a slaughter house and freezing works for mutton and lamb export. At the start of the twentieth century the region was a principal producer of canned meats for the British Empire (Ratio 2007). Other plants included woollen mills, the former Geo Kinnear rope works on Ballarat Road and the CSR plant in Yarraville, which dates back to at least 1887.

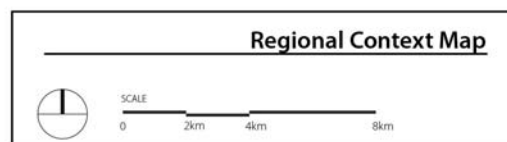
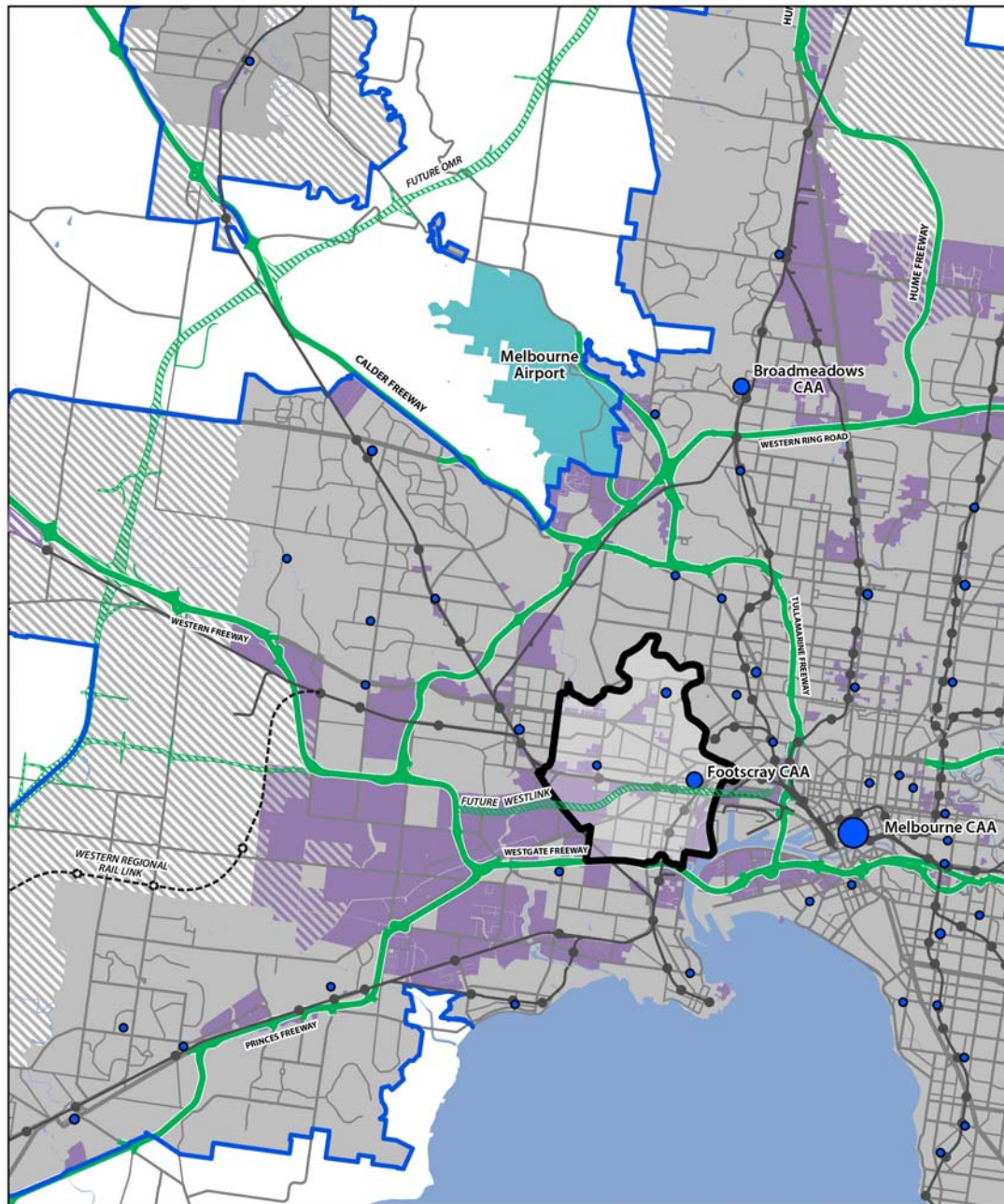
The municipality's comparatively sparse settlement, large lots and established workforce (based in and around Footscray) suited the requirements of manufacturers and defence industries establishing in the first half of the twentieth century. Parts of the suburbs of Maribyrnong and Maidstone were dominated by heavy industry, quarries and Commonwealth uses, notably the explosives and ordnance factories developed as defence infrastructure for both World Wars. The explosive nature of the industry required dispersed plant on safety grounds. Following the Second World War the Commonwealth Government established the Maribyrnong Migrant Hostel on Hampstead Road.

As recently as 1990, the Commonwealth and its agencies held about 360 hectares of land (or 11.5% of the municipality) (Maribyrnong City Council, 1999). The large employment base, comprising some 20,000 jobs, in turn attracted a significant population to the area, resulting in population increases and establishing the land-use geography of the City.

Australian manufacturing began to decline from the mid-1970s onwards as a result of a sharp increases in labour costs, an over-valued exchange rate, the cumulative effect of the failure to match the productivity gains achieved by manufacturers in other countries, and an abrupt 25% across the board reduction in tariffs introduced in 1973 (Eslake, 2007).

The opening of the West Gate Bridge in 1978 and Western Ring Road in the 1990s, spurred a wave of logistics-based industry on greenfield sites to the west of the municipality and led to the development of the Western Industrial Node (Laverton-North through Sunshine West, Deer Park to Derrimut).

Figure 1.1: Map of the City of Maribyrnong, Regional Context



Source: Tract

From the mid-1980s, government policies towards the manufacturing industry began to change. Quotas were replaced by tariffs, and tariffs were gradually reduced: the average rate of protection for Australian manufacturing fell from 25% in the early 1980s to 5% by 2000. Structural adjustment plans were implemented for most industries, including clothing, although most of these formal arrangements were discontinued in the 1990s. National employment in manufacturing fell from 1.4 million to 1.1 million between 1971-2 and 1991-92. At the same time employment in non-manufacturing industries increased by 2.5 million (James, 1993). Manufacturing employment was also impacted by a severe recession in the early 1990s.



Much of the municipality's former Commonwealth defence land was cleared and remediated in the 1990s, becoming available for other, predominantly residential uses.

The City of Maribyrnong is undergoing a period of significant change. A number of large redevelopment opportunities have emerged from changes in land use as result of the restructuring of manufacturing industries and the almost wholesale relocation of the Commonwealth defence industries.

## 1.2 Objectives for the Industrial Land Strategy

Given the changing social and economic nature of Maribyrnong and the external influences acting upon it, the Maribyrnong City Council (MCC) and the Victorian Department of Planning and Community Development (DPCD) have formed a partnership to jointly develop the Maribyrnong Economic and Industrial Development Strategy (MEIDS) to guide future sustainable economic development and the role of land uses of the key industrial and commercial precincts.

### **the ILS seeks to:**

- Provide a precinct based approach to industrial land within Maribyrnong;
- Provide an economic analysis of each industrial precinct and determine its economic future;
- Identify core industrial land that must be retained for current and future use;
- Identify underutilised industrial land that exceeds forecast business needs and can be developed and/or redeveloped for commercial and other land uses such as residential;
- Detail the elements and studies required for physical framework plans;
- Develop an action plan for each industrial precinct;
- Provide an implementation plan for actions that identify resources required, potential partners and timelines; and
- Develop a monitoring program for the implementation of the strategy.



### Change in Terminology

As the ILS progressed it became apparent that references to the terms “industrial land” and “industrial precinct” were outdated and that a change in terminology was required. The change in terminology highlights the employment role of the land and differentiates it from other employment land (e.g. activity centres) by recognising that the land has an industrial component or context but at the same time, this designation does not entirely restrict the definition to “industry”.

The new terminology is:

**Industry Related Employment Area (IREA):** Industrial precincts as identified in this study.

**Core Employment Area (CEA):** Areas which are highly suitable for employment are functioning relatively efficiently and where the employment role is to be protected and enhanced.

**Strategic Employment Investigation Area (SEIA):** Areas which have more significant limitations or issues which require investigation to determine if they can be addressed in order for them to retain or increase their employment role. If these limitations cannot be addressed, these areas are determined to be inherently/intrinsically unsuitable for an employment role. SEIAs are considered to be employment areas until such time as further investigation clearly demonstrates that this is not a viable option.

**Employment Intensification Areas (EIA):** SEIAs that have limitations and issues that need to be addressed through an EIA framework plan for them to retain or increase their employment role.

**Strategic Redevelopment Areas (SRA):** SEIAs that have limitations or issues that cannot be addressed to retain or increase their employment role and are more suited to mixed use or an alternative role, e.g. entirely residential.

The term “underutilised industrial land” is replaced by “vacant or undeveloped land” as underutilised industrial land within an identified CEA should be preserved for employment purposes. Similarly “underutilised industrial premises” should not be considered obsolete, but be regarded as needing adaption or modification in any initial consideration.

Maribyrnong is an established municipality with little vacant land for development. Any new development that occurs, whether it be residential, industrial, commercial, institutional or public open space, will involve the re-cycling of existing ‘brownfield’ sites and potentially involve a change from an established use.

Attempts by planning authorities to limit the decline of large scale industrial activities are rarely effective. Simply zoning land for a particular purpose does not mean that the desired activities will remain. Rather, such planning action may result in a site remaining either vacant or underutilised and comparatively unproductive (Productivity Commission, 2011). Therefore any decisions regarding land use must be considered against, and should contribute to, municipality wide economic outcomes such as those in the EDS.

There is a need for an integrated policy approach between economic development outcomes and land use decisions. The ILS is intended to guide the retention and development of Industry Related Employment Land (IREL) in Maribyrnong. The ILS will balance the need for continued employment areas with strong pressures for redevelopment to accommodate alternative land uses such as residential. Therefore **the ILS is informed by and assists with the EDS.**

## 1.3 How Much Industry Related Employment Land is Required?

Using employment projections and assuming no changes to labour used per hectare, and no change in the mix between the three industrial categories used in the analysis, demand for IREL out to 2030 has been estimated. The demand for IREL for industrial uses is estimated to reach 391.5ha by 2030, which is only 1.3% or 5.2ha below the

demand in 2010. This increases the % of industrial land unused in 2010 from 16% to 17.1% in 2030.

**Table 1.1: Maribyrnong Projected Industry Related Employment Land Demand v Supply**

	2010	2015	2020	2025	2030
Supply	472.18	472.18	472.18	472.18	472.18
Demand	396.79	362.84	364.12	376.38	391.55
% change in demand from 2010		-8.6%	-8.2%	-5.1%	-1.3%
Unoccupied	75.38	109.34	108.06	95.80	80.63
Unoccupied as % Supply	16.0%	23.2%	22.9%	20.3%	17.1%

Source: Department of Planning and Community Development, Maribyrnong City Council, AECgroup

The implications of the supply of, and demand for, IREL in Maribyrnong are:

- The City now and in the future will require similar amounts of IREL for traditional uses;
- Whilst demand for IREL in the medium term (5 to 10 years) may decline there will be an increase in the longer term. This implies that IREL needs to be preserved now;
- The excess of IREL supply over demand is not excessive at 16% in 2010. Indeed a reasonable supply of unoccupied and vacant land is beneficial for the economic development and transition of the City because new industry can more easily be attracted to suitable vacant premises, or can have new purpose built premises constructed, and therefore become catalysts for change;
- There is a need to provide IREL for a wider range of employment generating activities than just industrial. Given the changing profile of the population an increasing need will exist for office uses in the future. IREL that is well suited for office development should be used such purposes; and
- Those SEIA sub-precincts considered to be SRA and that are not well suited to long term employment use will not materially reduce the amount of IREL required into the future. Therefore SRAs can be allowed to transition to a higher and better use without impacting employment outcomes.



## 1.4 Industrial Land Vision

The vision for the future of Maribyrnong's industrial land was formulated after considerable consultation with local business, Local Government, State Government and other stakeholders.

### **Industrial Land Vision**

**The City of Maribyrnong has protected and improved the amenity and accessibility and attractiveness for business of core employment areas, as a means to delivering the City's economic vision**

### **Achieving the Vision...**

Over time the City of Maribyrnong will actively manage its stock of Industrial Related Employment Land (IREL) to transition from its industrial past to Core Employment Area (CEA) precincts that continue to provide important jobs. CEA precincts will be actively managed through Precinct Watch committees to ensure that uses of CEA precincts are complementary to the location of Maribyrnong in proximity to the CBD and the Port of Melbourne. CEA precincts are characterised with high levels of amenity in areas such as cycleways, footpaths, streetscaping, lighting, car and truck parking.

Transport links to and within CEA precincts will become efficient and effective and minimise the impacts on residential areas. Council has assisted landowners with development and attracting tenants to ensure CEA precincts are fully utilised in line with the City's EDS.

This transformation will be assisted by Council working with State and Commonwealth departments and agencies to grow the City's transport infrastructure to improve access and mitigate many of the issues associated with increased transport activity on the residential population.

Job retention and attraction in CEA precincts will be achieved and employment density in all precincts increased. Most CEA precincts will have effective and safe public transport linkages to assist the efficient transport of employees to and from work thus reducing traffic congestion.

## 1.5 Industrial Land Strategy

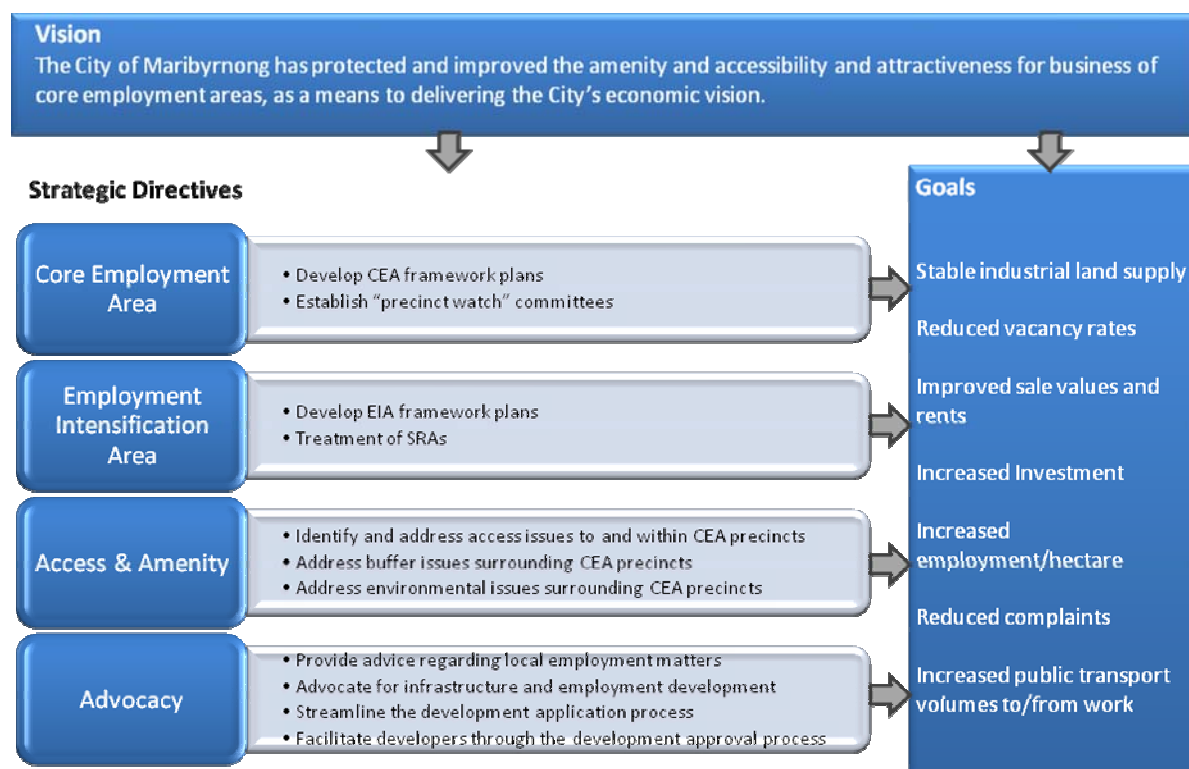
The ILS provides direction to Council decision makers that will support local businesses and industry. The ILS provides a framework for Council and the broader community as to which land will be retained for employment use into the future.

It is acknowledged that a number of small isolated industrial parcels were not contained within this strategy, due to their remote location from the main nine precincts. These areas are not considered consequential to the strategy as a whole, but their future should be considered in relation to the extent of their surrounds. Issues including amenity, appropriate access, contamination, heritage, surrounding uses, reuse of the site and buffer issues must be assessed before Council should consider any spot rezoning request.

## 1.6 The Planning & Policy Context

MEIDS and the future economic development of Maribyrnong are formed in the context of a variety of existing National, State, Regional and local policies and planning documents. A brief overview of these policies is outlined in **Appendix D**. Where possible, and appropriate, MEIDS should align with current policies and planning in and surrounding Maribyrnong.

Figure 1.2: Maribyrnong Industrial Land Strategy Overview



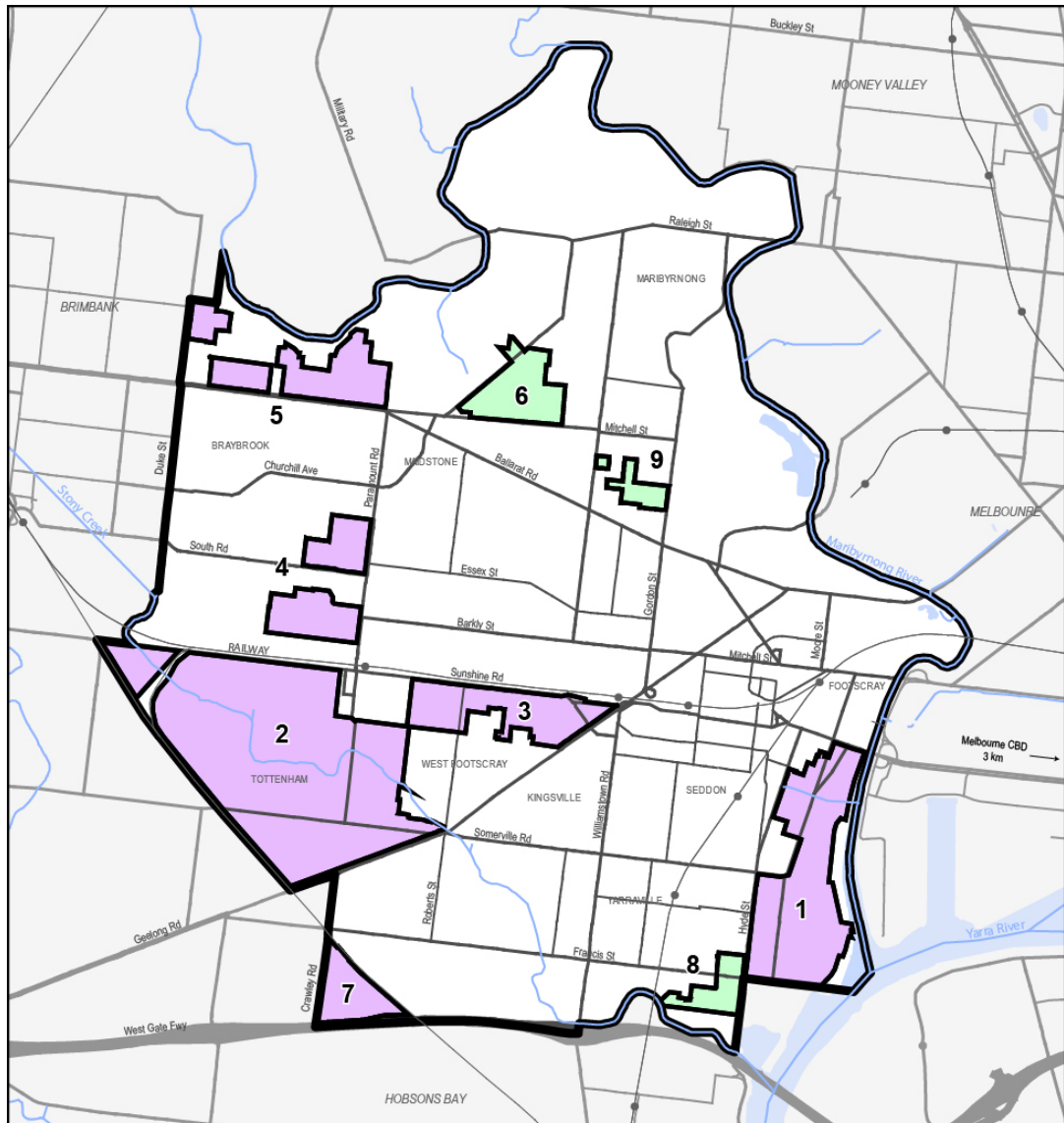
Source: AECgroup

The ILS is expected to support and contribute to the long term goals for Maribyrnong outlined in the EDS. In addition to those outcomes in the EDS, specific outcomes to be delivered from the ILS are:

- **Stable employment land supply:** Maribyrnong has a stable and preserved amount of Industry Related Employment Land (IREL) available in the future to deliver jobs and economic prosperity as the City transforms from its industrial past to a modern economy.
- **Reduced vacancy rates:** Core Employment Area (CEA) precincts are viable and vibrant places that are actively managed through Precinct Watch committees that have participated in addressing access and amenity issues.
- **Improved sale values and rents:** Sales values are buoyant reflecting demand for well located and attractive employment land in proximity to the Port of Melbourne and the CBD.
- **Increased investment:** Improved sales values, access and amenity have attracted increased investment into Maribyrnong’s Core Employment Area (CEA) precincts.
- **Increased employment/hectare:** the increased investment has attracted new industries which in turn has increased employment and employment per hectare resulting in economic diversification, increased incomes and a decrease in socio-economic disadvantage.
- **Reduced complaints:** By addressing access, amenity, buffer and environmental issues residential complaints have been reduced and the community place a high value on Core Employment Area (CEA) precincts and the wealth they create.
- **Increased public transport volumes to/from work:** Attention to public transport infrastructure and improved access for pedestrians to and within Core Employment Area (CEA) precincts has resulted in more employees using public transport to and from work hence reducing traffic congestion.

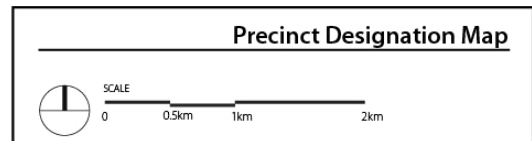
Achieving these goals will in some part assist in addressing many of the weakness and threats identified in the EDS whilst building on the City’s strengths and pursuing its opportunities.

Figure 1.3: Industry Related Employment Land Precinct Designation



**Legend**

- Municipal Boundary
- Precinct Boundary
- Core Employment Area
- Strategic Employment Investigation Area



**Precinct Designation**

- Precinct 1:** Yarraville Port
- Precinct 2:** Tottenham
- Precinct 3:** West Footscray
- Precinct 4:** Braybrook Ashley Street
- Precinct 5:** Braybrook Ballarat Road
- Precinct 6:** Maidstone Hampstead Road
- Precinct 7:** Yarraville Cawley
- Precinct 8:** Yarraville Mobil Terminal
- Precinct 9:** Gordon & Mephen Street & Rosamond Road



## 2. Categorising Industrial Related Employment Land

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Industry Related Employment Land (IREL) is a key input to economic development. This section explains the approach and outcomes to categorising Maribyrnong's IREL. An overview and analysis of Maribyrnong's IREL and that of the wider regional area is contained in **Appendix A**.

### 2.1 Categorisation Approach

The identification and protection of Core Employment Areas (CEAs) is fundamental to the economic development of Maribyrnong and the ILS. CEAs are identified from the stock of Industry Related Employment Land (IREL) at the precinct level.

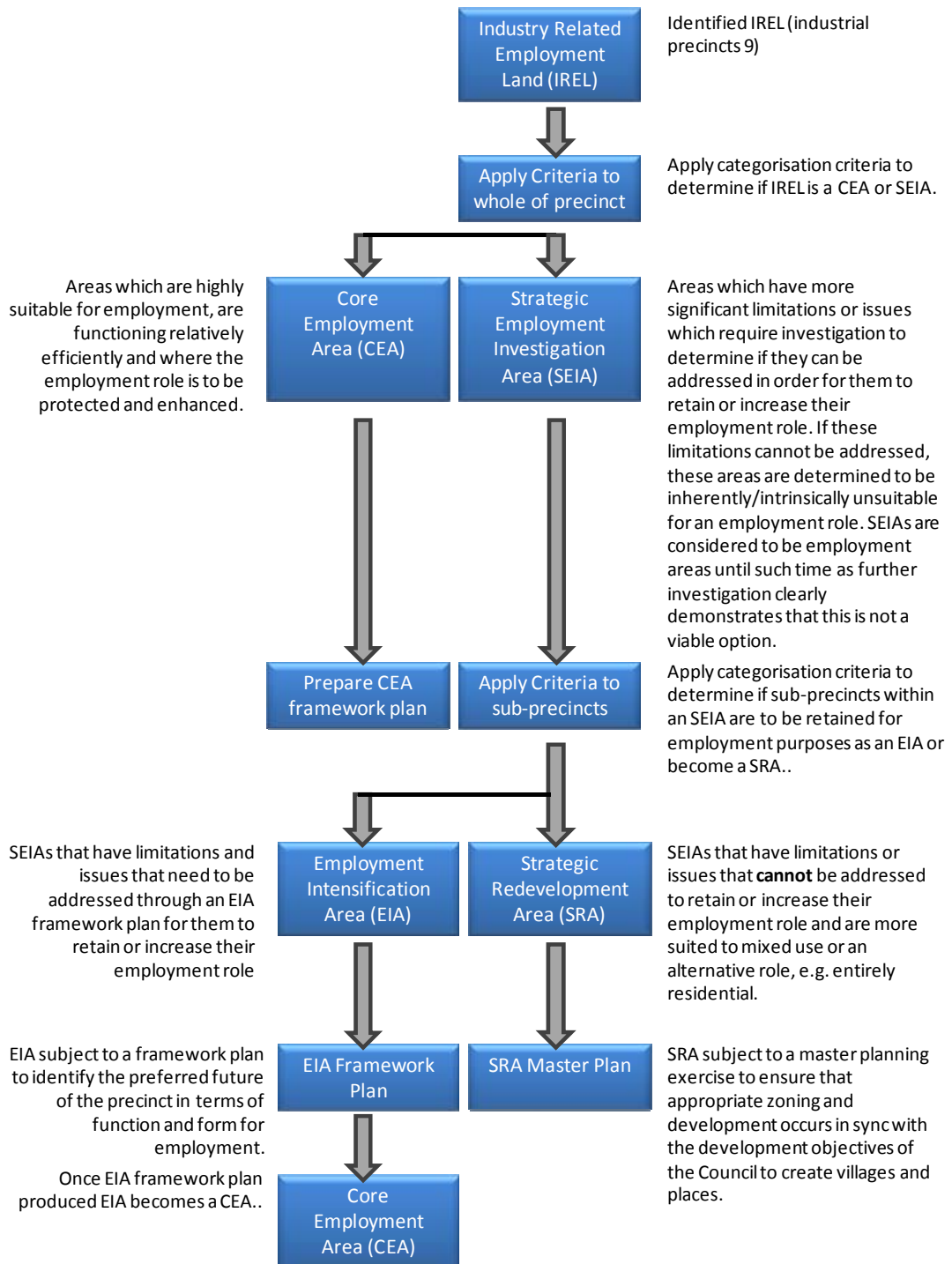
#### 2.1.1 Overall Process

The approach to categorising IREL precincts is based on applying a range of performance criteria to determine if the IREL precinct is a Core Employment Area (CEA) or not, in which case it is categorised as a Strategic Employment Investigation Area (SEIA).

If an IREL precinct is categorised as a SEIA the same criteria are applied to sub-precincts of the SEIA to determine if sub-precincts could be retained for employment purposes thereby categorised as an Employment Intensification Area (EIA). EIAs are subject to an EIA framework plan and are then re-categorised as a CEA. If a sub-precinct is not determined to have a future for employment purposes it is categorised as a Strategic Redevelopment Area (SRA) and is subject to a master planning process as an alternative use. SRAs are not considered further in the ILS.

The entire process is illustrated in Figure 2.1.

Figure 2.1: Industrial Related Employment Land Categorisation Process



Source: Tract, AECgroup



### 2.1.2 Performance Criteria

Eight performance criteria have been developed for categorising IREL as CEA.

Table 2.1 describes the criteria and the measures or indicators used to assess an IREL precinct's or sub-precinct's performance against the criteria.

**Table 2.1: IREL Precinct and Sub-Precinct Performance Criteria**

	Criterion	Description	Measures/Indicators
1	Use/Purpose	Current use is predominantly employment based, including industrial and/or commercial	Proportion of land devoted to uses which may provide employment e.g. factory, warehouse, retail, office, service industry is significantly greater than proportion of land which is vacant, residential or other non-employment generating land use.
2	Transition Buffer Role	Currently forms a transition buffer between heavier industrial and sensitive uses or high amenity areas.	Provides a separation between Industrial 1 zoned land, special purpose facilities such as oil and chemical storage and sensitive uses and/or provides for a higher amenity edge to prominent roads or activity centre precincts.
3	Statutory Buffer	Land is located within a statutory, legislated or recommended buffer of a nearby use.	EPA recommended threshold buffers as contained in Clause 52.10 and/or Worksafe Major Hazard Facility buffers.
4	Co-Location	Within an area of similar, related or dependent industrial/commercial activities.	Example: <ul style="list-style-type: none"> <li>Businesses relying on the Port of Melbourne or other freight handling facilities which are located together for this reason.</li> </ul>
5	Capital Investment	There is significant sunk capital in the precinct, or recent levels of reinvestment.	Examples: <ul style="list-style-type: none"> <li>presence of one or more large scale manufacturing plants in the precinct.</li> <li>recent refurbishment/investment in businesses in the precinct.</li> </ul>
6	Employment	Precinct has a significant number of employees.	More than 200 employees or in line with State employment density benchmarks.
7	Access	Existing or planned direct (i.e. not through residential areas) access to key transport networks.	Direct connection to the Principal Freight Network (PFN) or connected to PFN road or rail by a sealed local road providing direct access of sufficient quality for heavy freight vehicle use and HPFV accessibility in some instances
8	Legislative/ Policy Framework	The precinct is recognised for its economic and/or employment role in the planning scheme or other policy/legislative /strategic frameworks.	National or State Planning Policy National or State Economic Policies Regional Economic Policies/Strategies Local Planning Policy Port Environs Boundary

Source: Tract, AECgroup

### 2.1.3 Core Employment Areas

Categorisation of IREL to a CEA needs to recognise the:

- Importance of maintaining the employment/economic development role of industrial precincts;
- Changing nature of industry;
- Need for flexibility to respond to these changes; and
- Commercial element (rather than industrial) of many uses/zones in industrial precincts.

Buffers are considered important in protecting industrial operations. Where there are no physical buffers such as major roads or railway lines or other separation between Industrial 1 zoned land and sensitive uses or high amenity areas, employment land is often beneficial to provide a transitional buffer to these areas.

A precinct is judged to be a CEA if it complies with a clear majority of the performance criteria (over 60%). Where CEAs were found to not comply or partially comply with relevant criteria, this points towards issues in the precinct which could be addressed to

improve the performance of the precinct. Actions to improve the performance of a precinct could be framework planning, master planning, zone amendments to encourage employment, street or streetscape works.

#### 2.1.4 Strategic Employment Investigation Areas

IREL categorised as SEIAs need to be examined in a greater level of detail (i.e. sub-precinct) to determine if their limitations can be addressed in order for them to retain or intensify their employment role or, if these areas are more suited to mixed use or an alternative role e.g. entirely residential. Those identified as the former are categorised as an Employment Intensification Area (EIA) and the latter as a Strategic Redevelopment Area (SRA).

The approach taken is to apply the performance criteria to sub-precincts within the SEIA. Those SEIA sub-precincts that achieve over 60% are categorised as EIA and those that do not as SRAs. Additional considerations can also be taken into account including:

- The degree of residential interface;
- The status of the local road network;
- Proximity to schools and other community facilities;
- Ability of existing uses in the precinct to maintain their operations if they desire; and
- Strategic land use context e.g. the land:
  - is on a major road which is strategically suited to providing a very high amenity impression of the municipality;
  - is at a key gateway which requires high amenity; or
  - is in proximity to an activity centre.

EIAs are then subject to an EIA framework plan prior to re-categorisation as a CEA. Those that are SRA are subject to a master planning exercise to ensure that appropriate zoning and development occurs in sync with the development objectives of the Council. SRAs are not considered further in the ILS.



## 2.2 Application to Precincts

The IREL categorisation approach has been applied to each of Maribyrnong's nine Industry Related Employment Land (IREL) precincts:

1. Yarraville Port Industrial;
2. Tottenham;
3. West Footscray;
4. Braybrook Ashley Street;
5. Braybrook Ballarat Road;
6. Maidstone Hampstead Road;
7. Yarraville Cawley;
8. Yarraville Mobil Terminal; and
9. Gordon & Mephan Street & Rosamond Road.

### 2.2.1 Core Employment Areas

Table 2.2 provides the results of the assessment of the IREL precincts against the performance criteria. IREL precincts categorised as CEAs are:

- Precinct 1 Yarraville Port;
- Precinct 2 Tottenham;
- Precinct 3 West Footscray;
- Precinct 4 Braybrook Ashley Street;
- Precinct 5 Braybrook Ballarat Road; and
- Precinct 7 Yarraville Cawley.

### 2.2.2 Strategic Employment Investigation Areas

IREL precincts which were found to be SEIAs were:

- Precinct 6 Maidstone Hampstead Road;
- Precinct 8 Yarraville Mobile Terminal; and
- Precinct 9 Gordon and Mephan Streets and Rosamond Road.

The sub-precincts in the above SEIAs were subject to the performance criteria. The outcomes were that three sub-precincts (6.2, 8.4 and 9.2) were categorised as SRAs (see Table 2.3 – note only SEIA sub-precincts that did not reach a 60% performance criteria are shown).

**Table 2.2: Assessment to Identify Core Employment Areas and Strategic Employment Investigation Areas**

Criteria/Precinct	Precinct 1	Precinct 2	Precinct 3	Precinct 4	Precinct 5	Precinct 6	Precinct 7	Precinct 8	Precinct 9
<b>1. Use/Purpose of Precinct</b>									
Current use is predominantly employment based, including industrial and/or commercial	Current Role – Port Related  Precinct is within the proposed Port Environs Boundary which reflects its role is as port infrastructure and port related uses.  % of land within precinct: Warehousing 53% Factory 22%	Current Role – Logistics and Manufacturing  Forms part of a larger contiguous area of industrial development extending outside the municipality.  % of land within precinct: Warehousing 52% Container Storage 21% Factory 15%	Current Role – Manufacturing  % of land within precinct: Factory 66% Warehousing 19%.	Current Role - Mixed employment area  % of land within precinct: Warehousing 62% Factory 18%	Current Role – Mixed employment  % of land within precinct: Factory 40% Warehouses 18% Retail 14%.  Peerless – significant portion	Current Role – Manufacturing and Logistics  % of land within precinct: Factory 44% Warehouse 39%.	Current Role – Manufacturing and Logistics  % of land within precinct: Factory 71%. Warehouse 25%	Current Role – Mixed employment/ Residential  % of land within precinct: Factory 56% Warehousing 30% Residential 12%  Yarraville Terminal Station - significant proportion	Current Role - Logistics and Service Industry  % of land within precinct: Warehousing 91% Service Industry 5%
<b>Meets Criteria</b>	✓	✓	✓	✓	✓	✓	✓	Partially	✓
<b>2. Transition Buffer Role</b>									
Currently forms a transition buffer between heavier industrial/adverse amenity industry and sensitive uses or high amenity areas	Much of the precinct forms a transition buffer to residential uses.	Eastern edges required as transition buffer to residential area.	Some areas provide a transition buffer between manufacturing and residential.	No heavy/adverse amenity industry so no transition role	Does not provide a transition buffer for heavy /adverse amenity industry.	Does not provide a transition buffer for heavy /adverse amenity industry.	Does not provide a transition buffer for heavy /adverse amenity industry.	Does not provide a transition buffer for heavy /adverse amenity industry.	Does not provide a transition buffer for heavy /adverse amenity industry.
<b>Meets Criteria</b>	✓	✓	✓	✗	✗	✗	✗	✗	✗
<b>3. Statutory Buffer</b>									
Land is located within a statutory, legislated or recommended buffer of a nearby use	Much of precinct is within the Coode Island Major Hazard Facility buffer (Planning Advisory Area).  A portion is	Statutory 300m buffer around FBT Transwest is a Major Hazard Facility	No statutory buffers.	No statutory buffers.	Statutory 500m buffer around Peerless Plant contains approx. half of the precinct.	No statutory buffers (except potentially for concrete batching plant)?	No statutory buffers	Most of precinct within statutory buffer from Mobil Terminal Major Hazard Facility	No statutory buffers





Criteria/Precinct	Precinct 1	Precinct 2	Precinct 3	Precinct 4	Precinct 5	Precinct 6	Precinct 7	Precinct 8	Precinct 9
	within Mobil Yarraville Terminal Major Hazard Facility 300m buffer								
<b>Meets Criteria</b>	Partially	Partially	✘	✘	Partially	Partially	✘	Partially	✘
<b>4. Co-location</b>									
Within an area of similar, related or dependent industrial/commercial activities.	High degree of land use "conformity" with Warehouse comprising 53% of land use, Factory 22%.  Many uses are port uses (Port of Melbourne) or locate to be close to the Port	High degree of land use "conformity" with Warehousing comprising 52% followed by Container Storage 21%.	High degree of land use "conformity" Manufacturing 66%. Warehousing also significant 19%.	Moderate. Mixed uses. Service industry (32%), Factory (24%) and Retail (20%), Office (15%).	Moderate. Whilst some businesses related to Peerless, there is much vacant land in the area.	High degree of land use conformity with Factory comprising 44% and Warehouse 39%.	High degree of land use conformity (warehouse and factory)  Contiguous with a large industrial precinct in City of Brimbank forming part of the Western Industrial Node.	Moderate. Mixed use Factory/ Warehousing, Residential  Contiguous with Mobil Yarraville Terminal.	High degree of land use conformity – warehousing.
<b>Meets Criteria</b>	✓	✓	✓	Partially	Partially	✓	✓	Partially	✓
<b>5. Capital Investment</b>									
There is significant sunk capital in the precinct, or recent levels of reinvestment.	CSR, Orica and Albright and Wilson.	KSB Australia Pumps, Olex Cables	Pampas (Goodman Fielder), Uncle Toby's, Watty Paints, APEX Belting	Feltex Carpets	Peerless			Dudleys Corporation Yarraville Terminal Station	
<b>Meets Criteria</b>	✓	✓	✓	✓	✓	✘	✘	✓	✘
<b>6. Employment</b>									
Precinct has a significant number of employees.	Employs 2,300 people (8.1% jobs based in municipality)  25jobs/ha.	Employs 3,100 people (10.8% jobs based in municipality)  13jobs/ha	470 jobs (1.6% of jobs based in municipality).  12 jobs/ha	474 jobs (1.6% of jobs based in municipality)  14 jobs/ha	770 jobs (2.7% of jobs based in municipality)  21 jobs/ha	410 jobs (1.4% of jobs based in municipality)  16 jobs/ha	260 jobs (0.9% of jobs based in municipality)  12 jobs/ha	230 jobs. (0.8% of jobs based in municipality)  16 jobs/ha	260 jobs (0.9% of jobs based in municipality)  29 jobs/ha
<b>Meets Criteria</b>	✓	✓	✓	✓	✓	✓	✓	✓	✓
<b>7. Access</b>									
Existing or planned direct (i.e. not through	Direct Access to Napier St,	A portion of the area has direct	One boundary has direct access	Access to Secondary	No access to ODTRs.	No direct access to ODTR.	Direct access to ODTR.	A portion of the area has direct	No access to ODTR or arterial





Criteria/Precinct	Precinct 1	Precinct 2	Precinct 3	Precinct 4	Precinct 5	Precinct 6	Precinct 7	Precinct 8	Precinct 9
residential areas) access to key transport networks.	Whitehall St Somerville Road, Hyde Street which are ODTR's	access to ODTR (Geelong Road). NE portion needs to use lower order partially residential street (Indwe St).	to ODTR (Geelong Road).  Areas fronting Sunshine road have direct access to Primary Arterial.  Some areas at rear need to use local streets with residential interfaces.	arterial road – planned to be Principal Freight Route. Access to collector streets.	Part has direct access to a Primary arterial.  Other areas have access through more local streets which are partly residential.	Access to Primary or Secondary Arterial.  Access through residential streets.		access to ODTR. A portion needs to use lower order partially residential street.	roads.
<b>Meets Criteria</b>	✓	Partially	Partially	Partially	Partially	Partially	✓	Partially	✗
<b>8. Legislative/Policy Framework</b>									
The precinct is recognised for its economic and/or employment role in the planning scheme or other policy/legislative frameworks.	The port is recognised as a State and National economic asset. State/National - The area is within the proposed Port Environs Boundary.  Local – the current MSS recognises it as Industrial Core, Mixed Use, Major Activity Centre	Local – the current MSS recognises it as Industrial Core area (including some Industrial Buffer areas)	Local – the current MSS recognises it as Industrial Core area (including some Industrial Buffer Areas).	Local – the current MSS recognises it as Mixed Use and Major Activity Centre	Local – the current MSS recognises it as Mixed Use	Local – the current MSS identifies part of the north side as possible future residential and the south side as Mixed Use. DPO8 recognises the north side of Hampstead Road as a Mixed Use opportunity.	Local – the current MSS recognises it as Industrial Core	Local – the current MSS recognises it as Mixed Use including some Industrial buffer areas.	Local – the current MSS shows it as Mixed use.
<b>Meets Criteria</b>	✓	✓	✓	✓	✓	Partially	✓	✓	✓
<b>Outcome</b>									
Score (Max 8/8)	7.5	7	6.5	5	5.5	4.5	5	5	4
%	94	88	81	63	69	56	63	63	50
<b>Category</b>	<b>CEA</b>	<b>CEA</b>	<b>CEA</b>	<b>CEA</b>	<b>CEA</b>	<b>SEIA</b>	<b>CEA</b>	<b>CEA/SEIA</b>	<b>SEIA</b>

Note: ODTR = Over Dimension Truck Route  
Source: Tract, AECgroup



**Table 2.3: Assessment to Identify Employment Intensification Areas and Strategic Redevelopment Areas**

Criteria/Precinct	Sub-Precinct 6.2	Sub Precinct 8.4	Sub Precinct 9.2
<b>1. Use/Purpose of Precinct</b>			
Current use is predominantly employment based, including industrial and/or commercial	Current Role – Manufacturing and Logistics  % of land within precinct: Factory 47% Warehouse 44%.	Current Role – Warehousing  % of land within precinct: Warehouse 60% Vacant Land 40%	Current Role - Warehousing and Service Industry  % of land within precinct: Warehousing 80% Service Industry 13%
<b>Meets Criteria</b>	✓	Partially	✓
<b>2. Transition Buffer Role</b>			
Currently forms a transition buffer between heavier industrial/adverse amenity industry and sensitive uses or high amenity areas.	Does not provide a transition buffer for heavy /adverse amenity industry.	Does provide a transition buffer for heavy /adverse amenity industry.	Does not provide a transition buffer for heavy /adverse amenity industry.
<b>Meets Criteria</b>	✗	✓	✗
<b>3. Statutory Buffer</b>			
Land is located within a statutory, legislated or recommended buffer of a nearby use.	No statutory buffers (except potentially for concrete batching plant)	No statutory buffers	No statutory buffers
<b>Meets Criteria</b>	Partially	✗	✗
<b>4. Co-location</b>			
Within an area of similar, related or dependent industrial/commercial activities.	High degree of land use conformity with Factory comprising 47% and Warehouse 44%.	High degree of land use conformity – warehousing.	High degree of land use conformity – warehousing.
<b>Meets Criteria</b>	✓	✓	✓
<b>5. Capital Investment</b>			
There is significant sunk capital in the precinct, or recent levels of reinvestment.			
<b>Meets Criteria</b>	✗	✗	✗
<b>6. Employment</b>			
Precinct has a significant number of employees.	N/A	N/A	N/A
<b>Meets Criteria</b>			
<b>7. Access</b>			
Existing or planned direct (i.e. not through residential areas) access to key transport networks.	No direct access to ODTR. Access to Primary or Secondary Arterial. Access through residential streets.	No access to ODTR or arterial roads. Access through residential streets.	No access to ODTR or arterial roads. Access through residential streets.
<b>Meets Criteria</b>	Partially	✗	✗





Criteria/Precinct	Sub-Precinct 6.2	Sub Precinct 8.4	Sub Precinct 9.2
<b>8. Legislative/Policy Framework</b>			
The precinct is recognised for its economic and/or employment role in the planning scheme or other policy/legislative frameworks.	Local – the current MSS identifies as Mixed Use.	Local – the current MSS identifies as Mixed Use.	Local – the current MSS identifies as Mixed Use.
<b>Meets Criteria</b>	✓	✓	✓
<b>9. Strategic Land Use Context</b>			
Nearby uses would benefit from employment use	Potentially Highpoint Activity Centre would benefit from nearby business uses	No	No
<b>Meets Criteria</b>	Partially	✘	✘
<b>10. Existing Uses – Ability to Transition</b>			
Presence of operating industries will be affected by sensitive use	Potentially	Potentially	Potentially
<b>Meets Criteria</b>	Partially	Partially	Partially
<b>Outcome</b>			
Score (Max 10/10)	5	4	3.5
%	50	40	35
<b>Category</b>	<b>EIA/SRS</b>	<b>SRS</b>	<b>SRS</b>

Note: ODTR = Over Dimension Truck Route  
 Source: Tract, AECgroup



## 3. Strategic Directives

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Once Industrial Related Employment Land (IREL) has been categorised as either Core Employment Area (CEA) or Employment Intensification Area (EIA) strategies can be applied so that Council can deliver on the industrial land vision. These strategic directives utilise a number of tools contained in **Appendix C**.

### 3.1 Core Employment Area

**Objective:** To improve Core Employment Areas.

**Rationale:** Once identified and categorised, Core Employment Area (CEA) precincts need to be improved to attract investment and improve employment outcomes. This is best achieved through developing CEA framework plans that will identify the preferred future of the CEA precincts. Establishing Precinct Watch committees will also ensure that there is a strong communication mechanism back to Council on issues concerning the operation and development of CEA precincts.

Key actions concerning CEAs include:

- 1.1: Develop CEA framework plans:
  - Formulate set of CEA framework guidelines; and
  - Create and implement CEA framework plans for each CEA precinct.
- 1.2: Establish Precinct Watch committees:
  - Formulate a committee for the management of each CEA precinct;
  - Commence initial planning dialogue to improve access and amenity with each CEA precinct; and
  - Hold regular management meetings.

#### **1.1: Develop Core Employment Area framework plans**

Framework planning will be required for CEA precincts or for parts of CEA precincts. The role of framework planning is to identify the preferred future of the identified CEA precincts in terms of their function and form. Framework plans should have a high level of involvement by land owners and occupiers within and adjoining the precinct and other key stakeholders e.g. transport authorities.

Whilst the basic structure of a framework plan is fairly standard, they can be tailored to particular issues in an area. General components of a framework plan are included in **Appendix E**.

#### **1.2: Establish Precinct Watch committees**

Encouraging resident businesses to have involvement with the management of their immediate area will lead to improved amenity of the CEA precinct and relationships with Council and nearby residents.

The concept of Precinct Watch is similar to that of the Neighbourhood Watch. Whilst Neighbourhood Watch targets community safety and crime prevention there are strategies employed which can apply to CEA precincts such as:

- Providing a forum for discussions about issues in the local area;
- Keeping tenants informed;
- Increasing tenants' awareness and knowledge;
- Signposting areas.

In addition Precinct Watch can be extended as a planning, idea and consultation forum for formulating amenity improvements to the local area. Once established the concept of Precinct Watch could evolve towards a form of Business Improvement Districts (BIDS) which are successful local business area programs in the US, UK and Canada.



This strategy links directly to EDS: *Strategy 1.2: Placemaking in Activity Centres and Industrial Areas*.

### Business Improvement Districts

A business improvement district (BID) is a business and local authority partnership in which businesses in a defined area pay an additional tax or fee in order to fund improvements within the district's boundaries. BIDs may go by other names, such as business improvement area (BIA), business revitalisation zone, community improvement district, special services area, or special improvement district. BIDs provide services, such as cleaning streets, providing security, making capital improvements, and marketing the area. The services provided by BIDs are supplemental to those already provided by the municipality.

## 3.2 Employment Intensification Area

**Objective:** To identify and transform Employment Intensification Areas to Core Employment Areas.

**Rationale:** Employment Intensification Areas (EIA) are those precincts that will be subject to an EIA framework plan to improve employment outcomes. Once the EIA framework plan has been created and implemented the EIA becomes a CEA.

Key actions concerning EIAs include:

- 2.1: Develop EIA framework plans:
  - Formulate set of EIA framework guidelines; and
  - Create and implement EIA framework plans.

### 2.1: Develop Employment Intensification Area framework plans

Framework planning will be required for EIA sub-precincts. The role of framework planning is to identify the preferred future of the identified EIA precincts in terms of their function and form for employment. Framework plans should have a high level of involvement by land owners and occupiers within and adjoining the precinct and other key stakeholders e.g. transport authorities.

Whilst the basic structure of a framework plan is fairly standard, they can be tailored to particular issues in an area. General components of a framework plan are included in **Appendix E**.

Once an EIA framework plan has been implemented the EIA becomes a CEA.

## 3.3 Access & Amenity

**Objective:** To identify and address access and amenity issues within and surrounding Core Employment Areas.

**Rationale:** The performance of Core Employment Areas (CEA) in Maribyrnong could be improved by addressing a number of access and amenity issues. At the same time improving access and amenity will remove some of the barriers to development and encourage investment.

Key actions regarding access and amenity are:

- 3.1: Identify and address access issues to and within CEAs:
  - Develop a set of aspirational standards for access infrastructure
  - Describe and assess known access issues
  - Identify new access issues through consultation with Precinct Watch committees
  - Develop a response to access issues
  - Consider a signage strategy for industrial precincts
- 3.2: Address buffer issues surrounding CEAs:

- Describe and assess known buffer issues
- Develop a response to buffer issues
- 3.3: Address environmental issues surrounding CEAs:
  - Describe and assess known environmental issues
  - Develop a response to environmental issues

### **3.1: Identify and address access issues to and within Core Employment Areas**

Access issues relate to all forms of access to a CEA including trucks, commercial vehicles, passenger vehicles, cyclists and pedestrians. Particulars include: intersections, road widths, curbing and channelling, drainage, cycle paths and footpaths, vehicle parking (on street and off street), streetscape, signage, lighting and public transport.

A set of aspirational standards for access infrastructure to and within CEAs should be created. These standards should cover the following:

- Entry statements and signage – form and size, theme, visibility, legibility;
- Intersections – volume of traffic, turning lanes, traffic control and timing;
- Roads – standard, width, lanes, kerbing and channelling, turning areas if no through road;
- Parking – on street, metered, car parks, truck parks;
- Cycleways and footpaths – provision, size, standard, connectivity with existing network;
- Streetscape – landscaping, furniture, lighting; and
- Public transport – bus, train, tram, stop location, frequency, fares, connectivity with existing network.

Once standards have been developed they should be used in consultation with Precinct Watch committees to develop an access improvement plan for each CEA precinct.

The CEA precincts covered in **Section 5** contain a range of recommendations for improving access and amenity.

### **3.2: Address buffer issues surrounding Core Employment Areas**

Buffer issues are already of concern to a number of residential areas that are adjacent or surround CEAs. Whilst some of the issues are already known there may be other issues that can only be discovered through consultation with residents and tenants. It is important that these buffer issues are documented and where possible actions taken to mitigate them.

The CEA precincts covered in **Section 5** contain a range of recommendations for improving buffer issues.

### **3.3: Address environmental issues surrounding Core Employment Areas**

Similar to buffer issues there are a number of environmental issues surrounding CEA precincts. These can include noise, odours, dust, water and soil contamination. Most environmental issues in relation to industry are the responsibility of EPA Victoria, however, Council can act as the ears and eyes for the compliance issues as Council officers are likely to be in industrial areas more frequently than EPA compliance officers. Council can also advocate for business or residents if there is an environmental issue that needs resolution.

## **3.4 Advocacy**

**Objective:** To advocate together with and on behalf of Council/business/developers.

**Rationale:** Building a stronger employment base will assist the economy to grow. Council can advocate on behalf of business/developers for major developments and to support major infrastructure improvements and other government policies both internal to Council and external (State and Commonwealth Government).

In order to advocate on behalf of Maribyrnong, key actions will include:

- 4.1: Provide advice to stakeholders regarding local employment matters
- 4.2: Advocate for infrastructure and employment development
- 4.3: Streamline the development approval process
- 4.4: Facilitate developers through the development approval process

#### **4.1: Provide advice to stakeholders regarding local employment matters**

Through its interaction with industry, businesses, prospective investors and other stakeholders and allies, Council has the ability to gather considerable knowledge and information relating to CEA matters within the City.

This information should be leveraged and shared within Council and especially with economic development. Through the activities highlighted in the ILS, Council will be able to enhance its economic development efforts within the City. This advice would be helpful when assessing many planning applications, redevelopment plans, major infrastructure initiatives and in many other situations.

#### **4.2: Advocate for infrastructure and employment development**

Due to various relationships between local government and higher levels of government local government is in constant discussion regarding areas that will benefit their communities. Much infrastructure planning has been undertaken for Melbourne's West and it is Council's mandate to continue to advocate turning that planning into action.

Council should continue to advocate externally on behalf of Council for infrastructure provision and funding. These efforts should be conducted in close cooperating with LeadWest, the regional development organisation for Melbourne's West.

At the same time identified investors and developers need to be targeted for the City especially as the outcomes of the ILS and EDS come to light. For example visual improvements in the access and amenity of CEA precincts, or new companies attracted to the City.

#### **4.3: Streamline the development approval process**

Council will continue to work proactively with developers to facilitate appropriate development that meet the objectives of the ILS. In addition Council will seek to improve approval timeframes by establishing internal benchmarks.

#### **4.4: Facilitate developers through the development approval process**

Nothing impedes development more than lengthy and costly development approval processes. It is therefore suggested that Council provides a resource to facilitate an investor or developer through the entire development approval process. The facilitation concept is not to represent or advocate a project or influence the decision making process but to:

- Ensure the correct information is provided in the correct format, in a timely manner and to the correct decision makers;
- Forms are filled in correctly;
- Translate information requests to the proponent ensuring that requirements are understood;
- To act as an intermediary between approval agencies and the proponent;
- To follow up commitments that have been made by various parties; and
- To navigate through legitimate roadblocks as they occur.

Such a facilitation role will need to be carried out by a person intimately experienced with the development application process at the Council and State level.

## 4. Action & Implementation Program

Effective implementation of the ILS is critical to its success. This section provides an action and implementation program for implementing the ILS, including specific precinct actions identified in section 5. Inclusions for the Maribyrnong Planning Scheme are also included as is a framework for monitoring the program.

### 4.1 Implementation Program

#### 4.1.1 Strategy Program

The following table contains actions of a general or non-precinct nature which are required to operationalise the ILS. Priorities are given from A to D where A has the highest priority.

**Table 4.1: General Program**

Activity/Action	Priority	Responsibility
<b>Planning Actions</b>		
Prepare information sheet outlining procedure and requirements for rezoning land	D	Council
Prepare planning scheme amendment to update MSS and local policies	A	Council
Prepare planning scheme amendment to include framework plans at Clause 21.11 Local Areas	C	Council
Prepare siting and design guidelines for Core Employment Areas	D	Council
<b>Strategic Direction 1. Core Employment Areas</b>		
<b>1.1: Develop Core Employment Areas framework plans</b>		
Formulate set of CEA framework guidelines	A	Council
Create and implement CEA framework plans for each CEA precinct	A	Council
<b>1.2: Establish Precinct Watch committees</b>		
Formulate a committee for the management of each precinct	C	Council/Landowners/Tenants
Commence initial planning dialogue to improve access and amenity	C	Council/Landowners/Tenants
Hold regular management meetings	C	Council/Landowners/Tenants
<b>Strategic Direction 2. Employment Intensification Area</b>		
<b>2.1: Develop Employment Investigation Area framework plans</b>		
Formulate set of EIA framework guidelines	B	Council
Create and implement EIA framework plans	C	Council
<b>Strategic Direction 3: Access &amp; Amenity</b>		
<b>3.1: Identify and address access issues to and within Core Employment Areas</b>		
See Precinct program		
<b>3.2: Address buffer issues surrounding Core Employment Areas</b>		
See Precinct program		
<b>3.3: Address environmental issues surrounding Core Employment Areas</b>		
See Precinct program		
<b>Strategic Direction 4: Advocacy</b>		
<b>4.1: Provide advice to stakeholders regarding local industry matters</b>		
Establish with economic development, mechanism for providing timely advice to stakeholders	B	Council
<b>4.2: Advocate for infrastructure and employment development</b>		
Establish with economic development and other local stakeholders (e.g. Precinct Watch committees) the key infrastructure and employment	C	Council/State Government/Precinct Watch

Activity/Action	Priority	Responsibility
issues that require action		
For each substantial issue develop a plan of action	D	Council
<b>4.3: Streamline the development application process</b>		
Establish internal benchmarks for assessment timeframes	B	Council
<b>4.4: Facilitate developers through the development approval process</b>		
Establish with economic development types of development that support the EDS and employment intensification	B	Council
For each development type document the information required, formats and timelines	C	Council
Develop a process to assist applicants for identified development types	C	Council

#### 4.1.2 Precinct Program

The following table contains the combined actions (from **Section 5**) for each precinct and also prioritises each precinct.

**Table 4.2: Precinct Program**

##### Precinct 1: Yarraville Port

Recommended Action	Priority	Responsibility
<b>Strategic Direction 1: Core Employment Land</b>		
Prepare CEA framework plan	A	Council
Establish Precinct Watch committee	B	Council/Landlords/Tenants
<b>Strategic Direction 2: Employment Intensification Area</b>		
N/A		
<b>Strategic Direction 3: Access &amp; Amenity</b>		
Prepare local area traffic and parking management plan	B	Council
Prepare public realm plan	C	Council
Undertake sample soil testing of derelict sites to ascertain geotechnical conditions and determine contamination levels and extent	D	Landowners
Investigate the potential for rezoning of land in sub-precinct 1.1 to ensure use and development does not comprise nearby port operations	A	Council
<b>Strategic Direction 4: Advocacy</b>		
Maintain MOU with PoMC	A	Council/PoMC

##### Precinct 2: Tottenham

Recommended Action	Priority	Responsibility
<b>Strategic Direction 1: Core Employment Land</b>		
Prepare CEA framework plan	A	Council
Establish Precinct Watch committee	B	Council/Landlords/Tenants
<b>Strategic Direction 2: Employment Intensification Area</b>		
N/A		
<b>Strategic Direction 3: Access &amp; Amenity</b>		
Prepare local area traffic and parking management plan	A	Council
Investigate the potential for rezoning of land east of Paramount Road to encourage employment uses compatible with nearby residential uses	B	Council
Ensure planning permits include appropriate amenity conditions (e.g. dust mitigation etc)	C	Council
Ensure ongoing enforcement of planning permit conditions	D	Council
Improve internal precinct access by connecting Quarry and Justin Roads, Victoria Drive and Olympia Streets with new creek crossings	B	Council
<b>Strategic Direction 4: Advocacy</b>		
Maintain watching brief on Westlink	A	Council/PoMC

**Precinct 3: West Footscray**

Recommended Action	Priority	Responsibility
<b>Strategic Direction 1: Core Employment Land</b>		
Prepare CEA framework plan	A	Council
Establish Precinct Watch committee	B	Council/Landlords/Tenants
<b>Strategic Direction 2. Employment Intensification Area</b>		
N/A		
<b>Strategic Direction 3: Access &amp; Amenity</b>		
Investigate the potential for rezoning of land abutting Sunshine Road between West Footscray Station and Cala Street to encourage office/warehouse uses	B	Council
Encourage the adaptive re-use of the Australian Estate Wool Store (47-61 Sunshine Road) and Goldsborough Mort Wool Store (63 Sunshine Road) for employment purposes	A	Council
<b>Strategic Direction 4: Advocacy</b>		
Maintain watching brief on Westlink	A	Council/PoMC

**Precinct 4: Braybrook Ashley Street**

Recommended Action	Priority	Responsibility
<b>Strategic Direction 1: Core Employment Land</b>		
Prepare CEA framework plan	A	Council
Establish Precinct Watch committee	B	Council/Landlords/Tenants
<b>Strategic Direction 2. Employment Intensification Area</b>		
N/A		
<b>Strategic Direction 3: Access &amp; Amenity</b>		
Prepare local area traffic and parking management plan	A	Council
Prepare public realm improvement plan	B	Council
<b>Strategic Direction 4: Advocacy</b>		
N/A		

**Precinct 5: Braybrook Ballarat Road**

Recommended Action	Priority	Responsibility
<b>Strategic Direction 1: Core Employment Land</b>		
N/A		
<b>Strategic Direction 2. Employment Intensification Area</b>		
Prepare EIA Framework Plan	A	Council
Rezone land in accordance with EIA Framework Plan	B	Council
<b>Strategic Direction 3: Access &amp; Amenity</b>		
N/A		
<b>Strategic Direction 4: Advocacy</b>		
N/A		

**Precinct 6: Maidstone Hampstead Road**

Recommended Action	Priority	Responsibility
<b>Strategic Direction 1: Core Employment Land</b>		
N/A		
<b>Strategic Direction 2. Employment Intensification Area</b>		
Prepare EIA Framework Plan	A	Council
Rezone land in accordance with EIA Framework Plan	B	Council
<b>Strategic Direction 3: Access &amp; Amenity</b>		
N/A		
<b>Strategic Direction 4: Advocacy</b>		
N/A		

**Precinct 7: Yarraville Cawley**

Recommended Action	Priority	Responsibility
<b>Strategic Direction 1: Core Employment Land</b>		
Prepare CEA framework plan	A	Council
Establish Precinct Watch committee	B	Council/Landlords/Tenants
<b>Strategic Direction 2: Employment Intensification Area</b>		
N/A		
<b>Strategic Direction 3: Access &amp; Amenity</b>		
Prepare public realm improvement plan	B	Council
Prepare local area traffic and parking management plan	A	Council
<b>Strategic Direction 4: Advocacy</b>		
N/A		

**Precinct 8: Yarraville Mobil Terminal**

Recommended Action	Priority	Responsibility
<b>Strategic Direction 1: Core Employment Land</b>		
N/A		
<b>Strategic Direction 2: Employment Intensification Area</b>		
Prepare EIA Framework Plan	A	Council
Rezone land in accordance with EIA Framework Plan	B	Council
<b>Strategic Direction 3: Access &amp; Amenity</b>		
N/A		
<b>Strategic Direction 4: Advocacy</b>		
N/A		

**Precinct 9: Gordon & Mephan Street & Rosamond Road**

Recommended Action	Priority	Responsibility
<b>Strategic Direction 1: Core Employment Land</b>		
N/A		
<b>Strategic Direction 2: Employment Intensification Area</b>		
Prepare EIA Framework Plan	A	Council
Rezone land in accordance with EIA Framework Plan	B	Council
<b>Strategic Direction 3: Access &amp; Amenity</b>		
N/A		
<b>Strategic Direction 4: Advocacy</b>		
N/A		



## 4.2 Maribyrnong Planning Scheme Inclusions

In relation to planning actions, the following table provides a summary of potential implementation measures for inclusion in the Maribyrnong Planning Scheme.

**Table 4.3: Inclusions in the Maribyrnong Planning Scheme**

Clause		Amendment
21.02	Municipal Profile Economic Development	Add text to reflect findings and recommendations of MEIDS, particularly the significance of the identified Core Employment Areas
21.04	Settlement	Add new clause regarding Core Employment Areas
21.04-5	Strategic Investigation Areas	Add reference to newly identified SEIAs; change reference to SEIAs identified currently (if required)
21.04	Settlement Framework Plan	Modify to reflect recommendations of MEIDS regarding CEAs and SEIAs
21.05	ESD Framework Plan	Modify to reflect recommendations of MEIDS regarding CEAs and SEIAs
21.06-1	Urban Design	Include objective regarding well designed industrial/commercial development
21.07	Housing Framework Plan	Modify to reflect recommendations of MEIDS regarding CEAs and SEIAs
21.08-3	Industry	Update text to reflect findings and recommendations of MEIDS, particularly the significance of the identified Core Employment Areas
	Industrial Framework Plan	Modify to reflect recommendations of MEIDS regarding CEAs and SEIAs
21.11	Local Areas	Add Framework Plans once completed
21.12	Reference documents	Add EDS and ILS to list of reference documents
21.14	Further strategic work	Delete reference to preparation of MEIDS Add reference to preparation of Framework Plans for CEAs

Source: Tract

## 4.3 Monitoring & Measuring Success

As with any program, it will be important to monitor and measure the success of the ILS and program. The annual targets/goals, highlighted below, have been established as targets for each action. It will be necessary to measure the actual targets/goals achieved for each task, together with the resources (both human and financial) dedicated to each task. In such a way, the performance of Council in regard to the ILS can be measured.

### 4.3.1 KPIs vs. Outcomes

It is important to understand the difference between the key performance indicators (KPIs) and economic indicators, highlighted below in Table 4.4. In the context of the program, the KPIs are the annual targets /goals and will represent Council's activities for Industry Related Employment Land. These indicators can also be an indication of the effectiveness of the ILS and EDS.

The Program (i.e. Council's activities) can be measured by the actual achievement of the established annual targets and goals. Council has control over these activities and if they are pursued and achieved. By contrast, Council cannot control numerous economic indicators. However, if Council can achieve the performance measures of the Program, they should be able to positively influence the economic indicators. The achievement of the program should then contribute directly to the realisation of the goals of the EDS, which should eventually lead to the achievement of the future vision.

The ILS should also be reviewed after a five year period to ensure that it is still geared toward tackling relevant issues and working towards a valuable economic future.

Table 4.4: ILS Performance Indicators

Indicator	What it tracks	Frequency
<b>Industrial land supply</b>		
Amount of Core Employment Area land	Retention rate of Industrial Related Employment Land	Annual
Amount of undeveloped Industrial Related Employment Land	Land stock available for potential investors	Annual
Vacancy rates	Amount of vacant or undeveloped Industrial Related Employment Land available for business	Annual
<b>Industrial land demand</b>		
Sale values	Demand for Industrial Related Employment Land & buildings	Quarterly
Rents	Demand for Industrial Related Employment Land & buildings	Quarterly
No of industrial leases	Turnover of businesses on Industrial Related Employment Land	Quarterly
<b>Investment</b>		
Number of Non-dwelling approvals	Amount of business/commercial projects (tracks new developments) on Industrial Related Employment Land	Quarterly
Value of Non-dwelling building approvals	Amount of investment occurring on Industrial Related Employment Land	Quarterly
<b>Employment</b>		
Employment per hectare	Employment densification on Industrial Related Employment Land	Census
Journey to work	Attractiveness/labour demand of Maribyrnong as place to work Self-reliance on own labour	Census
<b>Access &amp; Amenity</b>		
Number of complaints	Improvements to access and amenity of Industrial Related Employment Land precincts	Quarterly
Public transport volumes	Improvements to public transport to/from work	Quarterly

Source: AECgroup

#### 4.3.2 Reporting Protocol

In contrast to the EDS, the ILS is a less intensive program of activity on a year to year basis. For example once a number of suggested improvements to access and amenity are in place little is required except for a monitoring role.

At yearly intervals an assessment should be carried out to understand what progress has been made on the Program and to assign actions for the following year. By recording specific progress toward these goals/targets, Council will also be able to quantify achievements at the end of the year.

## 5. Precinct Analysis & Strategy

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This section provides analysis and rationale for the local area land use strategy in each of Maribyrnong's nine Industry Related Employment Land (IREL) precincts. Each precinct is profiled in terms of:

- Location and access;
- Land use and economic activity;
- Precinct structure;
- Land use controls;
- Constraints, issues and opportunities;
- Most appropriate use analysis;
- Vision and objectives; and
- Recommended actions.

The recommendations are made within the overall structure of the industrial land use strategy contained in **Section 1**. Required actions to implement the recommendations are contained in **Section 4**.

## 5.1 Precinct 1: Yarraville Port

### 5.1.1 Location & Access

The Yarraville Port Precinct is situated in the south east corner of the municipality adjacent to its boundary with the City of Melbourne and immediately south of the Footscray Central Activities District. To its immediate east it adjoins the Port of Melbourne and Yarraville and Seddon residential areas to the immediate west.

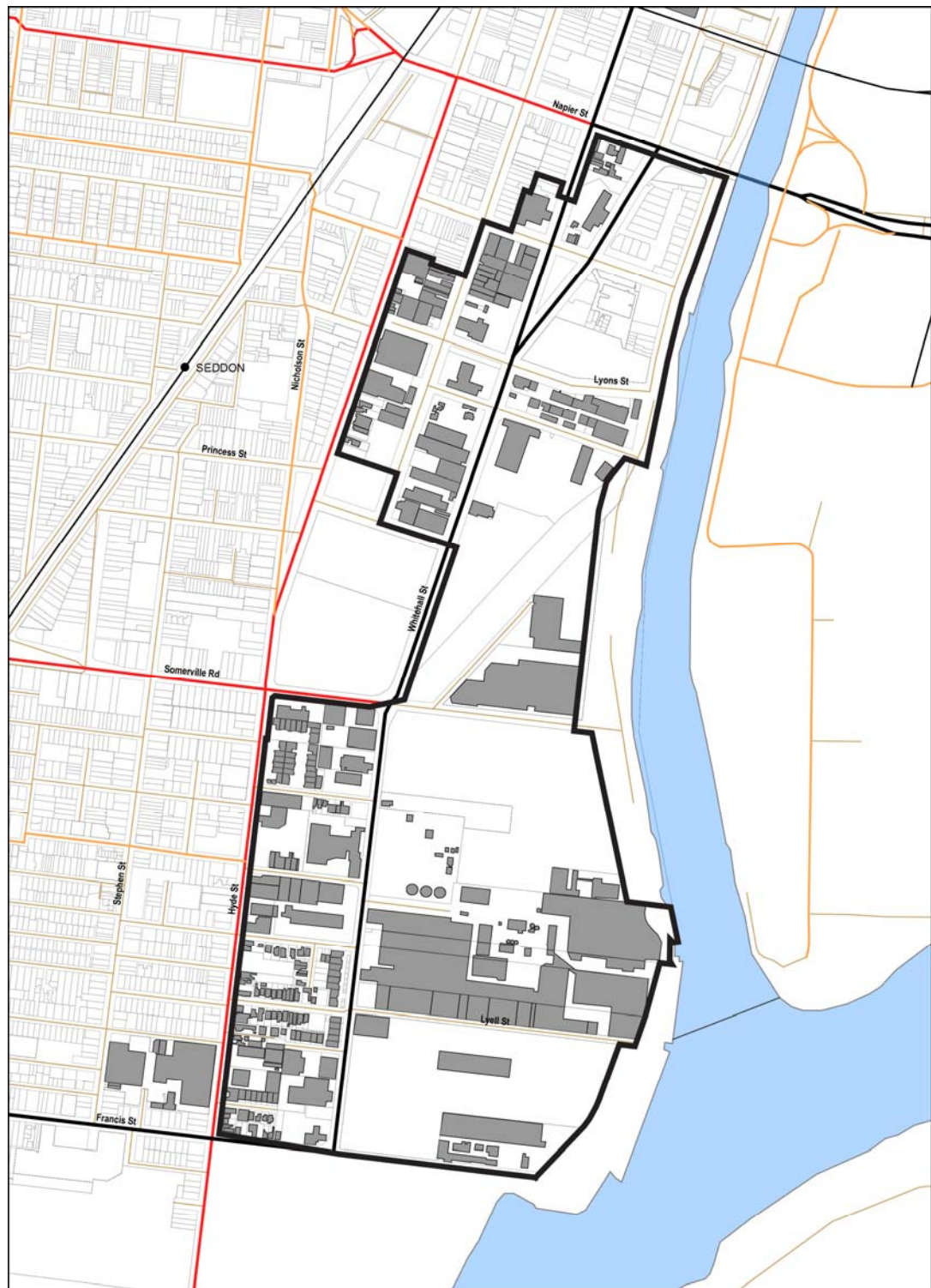
Hyde and Whitehall Streets provide a north-south axis connecting with Napier Street - Footscray Road axis to the north of the precinct, a major link to the Port of Melbourne and CBD. Francis Street and Somerville Road provide connections to the west, and via Williamstown Road through to the Westgate Freeway. Francis and Hyde Streets and Somerville Road are designated by VicRoads as Over-Dimensional Routes for oversize and over mass vehicles.

The precinct faces the Coode Island Major Hazard Facility across the Maribyrnong River and abuts the Mobile Yarraville Terminal located to its immediate south with implications as to the intensity and type of development that may be entertained within the precinct.

The alignment of the proposed WestLink road tunnel is immediately north of Napier Street. Preferred plans provide for tunnel access to be located on the east side of the Maribyrnong River and south west of Indwe Street in Tottenham.

Public transport services include the Route 409 Bus along Hyde Street and passenger rail service on the Werribee/Williamstown line, with stations at Seddon and Yarraville (within approximately 500 metres of the precinct's western boundary).

Figure 5.1: Precinct 1 Location & Access



- Legend**
- Freeway
  - Primary Arterial Road
  - Secondary Arterial Road
  - Collector Road
  - Local Road
  - Railway & Station
  - - - Non-Commuter Railway
  - River / Creek



Source: Tract



### 5.1.2 Land Use & Economic Activity

Comprising an area of approximately 82.70 hectares, the precinct is the second largest of Maribyrnong's nine industrial precincts, accounting for approximately 14% of all industrial zoned land within the municipality. Place of Work data from the 2006 census indicate that the precinct was the workplace of approximately 2,300 staff or 8.1% of jobs based within the municipality. Employment density averaged 25.2 jobs/hectare, the second highest of any industrial precinct within Maribyrnong.

The main industries of employment included manufacturing (1,014 staff or 44% of the precinct workforce), wholesale trade (330 staff, 14%), retail trade and transport and storage, equal on approximately 160 staff (7%), and property and business services (150) or 6%.

The precinct is developed with a mix of warehousing, factories, container storage, service industry, residential, office and retail uses. It comprises 292 discrete parcels of land ranging in area from less than 67m<sup>2</sup> up to 12.9 hectares, with a median area of 403 m<sup>2</sup>.

A survey of the building footprint undertaken by the DPCD<sup>1</sup> in the latter part of 2010 found that the precinct's existing buildings had a combined footprint of approximately 296,000 square metres, ranking third overall. The average building footprint was a comparatively modest 949m<sup>2</sup>, as was the mean site coverage, at 47.6%. The building footprint has contracted following site acquisition and clearance by the Port of Melbourne to accommodate port related uses.

Consistent with its location adjacent to the Port of Melbourne and within the port environs, transport and logistics uses including warehousing and container storage dominate. Port -related uses have in recent years replaced some heavier industry.

**Table 5.1: Precinct 1 Land Use**

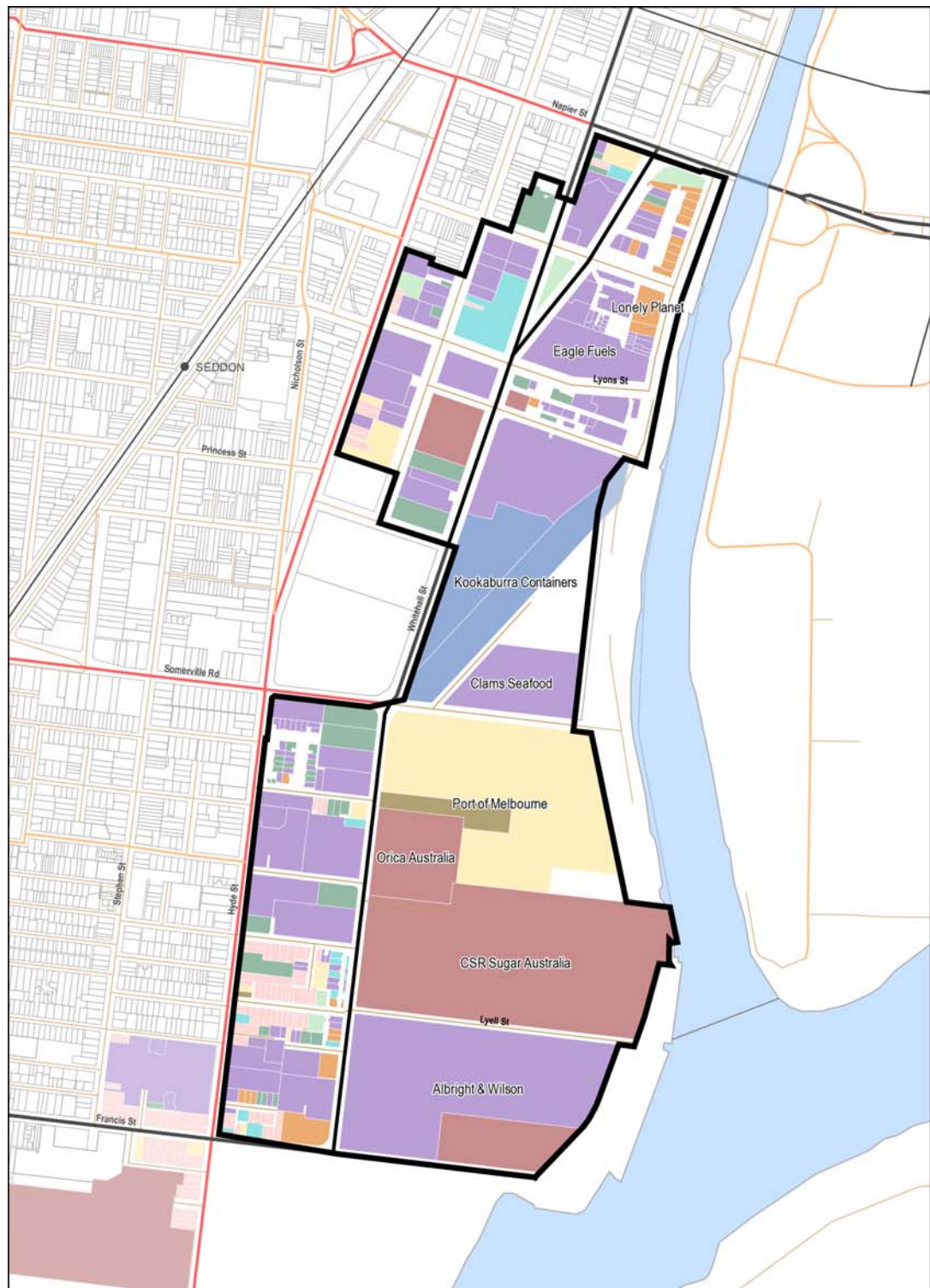
Land Use	Lots	% of Lots	Area (ha)	% of Total Area
Container Storage	2	0.7%	5.81	7.0%
Factory	5	1.7%	18.37	22.2%
Office	25	8.5%	1.83	2.2%
Other	5	1.7%	0.80	1.0%
Partial Vacant Site	2	0.7%	0.92	1.1%
Residential	63	21.5%	2.35	2.8%
Retail	12	4.1%	1.59	1.9%
Service Industry	36	12.3%	3.59	4.3%
Vacant Land	13	4.4%	3.14	3.8%
Warehouse	127	43.3%	44.12	53.4%
Not specified	3	1.0%	0.18	0.2%
<b>Total</b>	<b>293</b>	<b>100.0%</b>	<b>82.70</b>	<b>100.0%</b>

Source: Maribyrnong City Council, AECgroup

<sup>1</sup> Supplemented by further work by AECgroup in respect of Sub-precinct A



Figure 5.2: Precinct 1 Land Use & Economic Activity



- Legend**
- Container Storage
  - Factory
  - Warehouse
  - Service Industry
  - Retail
  - Office
  - Other
  - Residential
  - Partially Vacant Site
  - Vacant Land

**Precinct 1**  
Land Use & Economic Activity Map

Source: Tract





### 5.1.3 Precinct Structure

The Yarraville Port precinct comprises four sub-precincts, differentiated by zoning and land use. For the purposes of the ILS they are identified respectively as sub-precinct 1.1 (zoned Business 2), sub-precinct 1.2 (Industrial 3), sub-precinct 1.3 (Industrial 3) and sub-precinct 1.4 (Industrial 1).

**Figure 5.3: Precinct 1 Structure**



Source: Tract



### 5.1.3.1 Sub-precinct 1.1

Sub-precinct 1.1, located to the north of the precinct, bounded by Whitehall, Maribyrnong and Napier Streets, is the smallest, comprising an area of approximately 4 hectares of land currently zoned Business 2. Warehousing is the dominant land use (2.56 hectares/64% of area), followed by Office uses (0.99 hectare/25%). Office users include the 10,000m<sup>2</sup> world head offices of publisher, Lonely Planet.

The sub-precinct is the most densely occupied of the four, estimated at in excess of 400 employees per hectare, or approximately 1,700 in total, including 363 staff at Lonely Planet. Other major employers include soil consultants, Environmental Earth Sciences and road transport firm, Egans.

The sub-precinct adjoins the Footscray Wharves, which is being redeveloped by the PoMC for port use and short term mooring. A disused rail freight line runs along Maribyrnong, limiting access to the river front.

### 5.1.3.2 Sub-precincts 1.2

Sub-precincts 1.2 comprises the area to the west of Whitehall Street, north of Yarraville Gardens, and east of Hyde Street. Its Industrial 3 zoning is intended to act as a buffer between more intensive industrial and business uses and neighbouring sensitive, predominantly residential areas. The sub-precinct borders a long established residential area located to the west of Hyde Street, which has become a sought after location for its older style workers cottages, tree lined streets and strong community identity.

The industrial uses contained within the precinct are a mix of warehousing, mixed of service industry and factory.

### 5.1.3.3 Sub-precinct 1.3

Sub-precincts 1.3 comprises the area to the west of Whitehall Street, south of the Yarraville Gardens, north of Francis Street and east of Hyde Street. Its Industrial 3 zoning is intended to act as a buffer between more intensive industrial and business uses and neighbouring sensitive, predominantly residential areas to the west.

The sub-precinct is dominated by warehouse uses with the remainder occupied by a mix of service industry, retail, factory and (non-conforming) residential use. The sub-precinct encompasses 63 dwellings in Hyde, Hall, Francis, Frederick, Aston, Taylor and Earsdon Streets.

Nine out of ten respondents to AECgroup's survey of industrial occupants who indicated they anticipated relocating out of the Yarraville Port Precincts within five years were based within this sub-precinct and Sub-precinct 1.2. The main reasons given were: anticipated change of land use, cost, compulsory acquisition, (inadequate) premises size, obsolescence and the relocation of the wholesale markets (to Epping). Aspects they most disliked about the precinct included traffic, inadequate parking, poor amenity, neighbouring industry and residential encroachment.

### 5.1.3.4 Sub-precinct 1.4

Sub-precinct 1.4, bounded by Maribyrnong Street to the north, Whitehall Street to the west, Francis Street to the South and River to the east, is the largest sub-precinct, with an area of 48.5 hectares, zoned Industrial 1. It is located directly opposite the Coode Island facility and falls within the *Outer Planning Advisory Area* for that facility. Within this area WorkSafe (2010) generally advises against residential, business or other land uses or developments *where people likely to be present are not able to safely respond to a potential emergency situation*. Warehouse and factory uses dominate, between them accounting for just under two thirds of area. Container storage accounts for 5.9 hectares spread over two sites (2A Somerville Road and 133-151 Whitehall Street). An estimated 1,100 staff work within the sub-precinct, which has the lowest occupational density of the four, estimated at approximately 22 persons per hectare.

The Port of Melbourne Corporation has acquired several sites within Sub-precinct 1.4 south of Lyons Street with a combined area of 20.9 hectares for intended port use. Some of this land (including a 9.22 hectare site at 221A Whitehall Street) has been cleared of

buildings. The Whitehall Street site accounts for 89% of all vacant land within the Precinct. A further 0.90 hectares is partially vacant. The Port of Melbourne Land Use Plan calls for an increase capacity of liquid bulk berthing on the Maribyrnong River in the Yarraville Sub-precinct 1 and an upgrade of berths and berth capacity. It notes the potential for port-related cargo areas in Yarraville, immediately west of the Maribyrnong River.

Other major land holders include CSR Ltd (13.5 hectares), Orica and Albright and Wilson. In 2007 CSR invested \$150 million to develop a 30,000m<sup>2</sup> premises for the manufacture of plasterboard on its land at 257 Whitehall Street demonstrating its ongoing commitment to the Yarraville site which is favoured for its immediate port access, aiding distribution.

#### 5.1.4 Land Use Controls

Land to the north east of the intersection of Lyons and Moreland Streets (sub-precinct 1.1) is presently zoned Business 2, a legacy of an earlier council initiative to reposition the area, together with the area to the immediate north of Footscray Road as a commercial precinct. Sub-precinct 1.4 is zoned Industrial 1 and is identified as a core industrial precinct within the MSS Physical Framework Plan. Sub-precincts 1.2 and 1.3 are zoned Industrial 3 (a buffer zone) and is identified as a mixed use area in the MSS.

Parts of the precinct fall within the buffer areas of two major hazard facilities: the Mobil Oil Yarraville tank farm and Coode Island. Much of the area south east of Parker and Whitehall Streets falls within outer planning advisory area for Coode Island.

A Memorandum of Understanding between the Port of Melbourne Corporation and Council acknowledges that the industrial area will be retained for industrial purposes, including port and logistics activities. In sub-precinct 1.1 the two authorities have agreed to new local planning policy based on the following principles:

- Residential uses will not be supported in the area;
- A preference for development of similar scale to existing developments within the area;
- All future development acknowledges the proximity of the port and port related uses and the need for the ongoing efficient operations of the port;
- (Acknowledgement of) the potential risk and amenity impacts of port operations on the area and the interface role of the precinct given its proximity to the port; and
- Appropriate management of historic contamination.

The new local policy will:

- Require the consideration of risk and amenity issues in the assessment of planning applications within the area;
- Develop an appropriate planning framework for considering public health, safety and amenity with particular reference and consideration of the sensitivity of proposed developments and its proximity/exposure to the port, supporting infrastructure and impact on the efficient operations of the port.
- Determine the preferred use and scale of development for the precinct.

Amendment C82 to the Maribyrnong Planning Scheme and the report of Port Environs Committee, currently being considered by the new planning minister provide specific policy directions for this precinct to address these and other land use considerations.

Council favours rezoning sub-precinct 1.1 to Business 3. The PoMC's position, as articulated in the Port Environs Planning Framework (PEPF), is that the land should be rezoned to Industrial 3 to address amenity interface issues with the port, particularly major hazardous facilities.

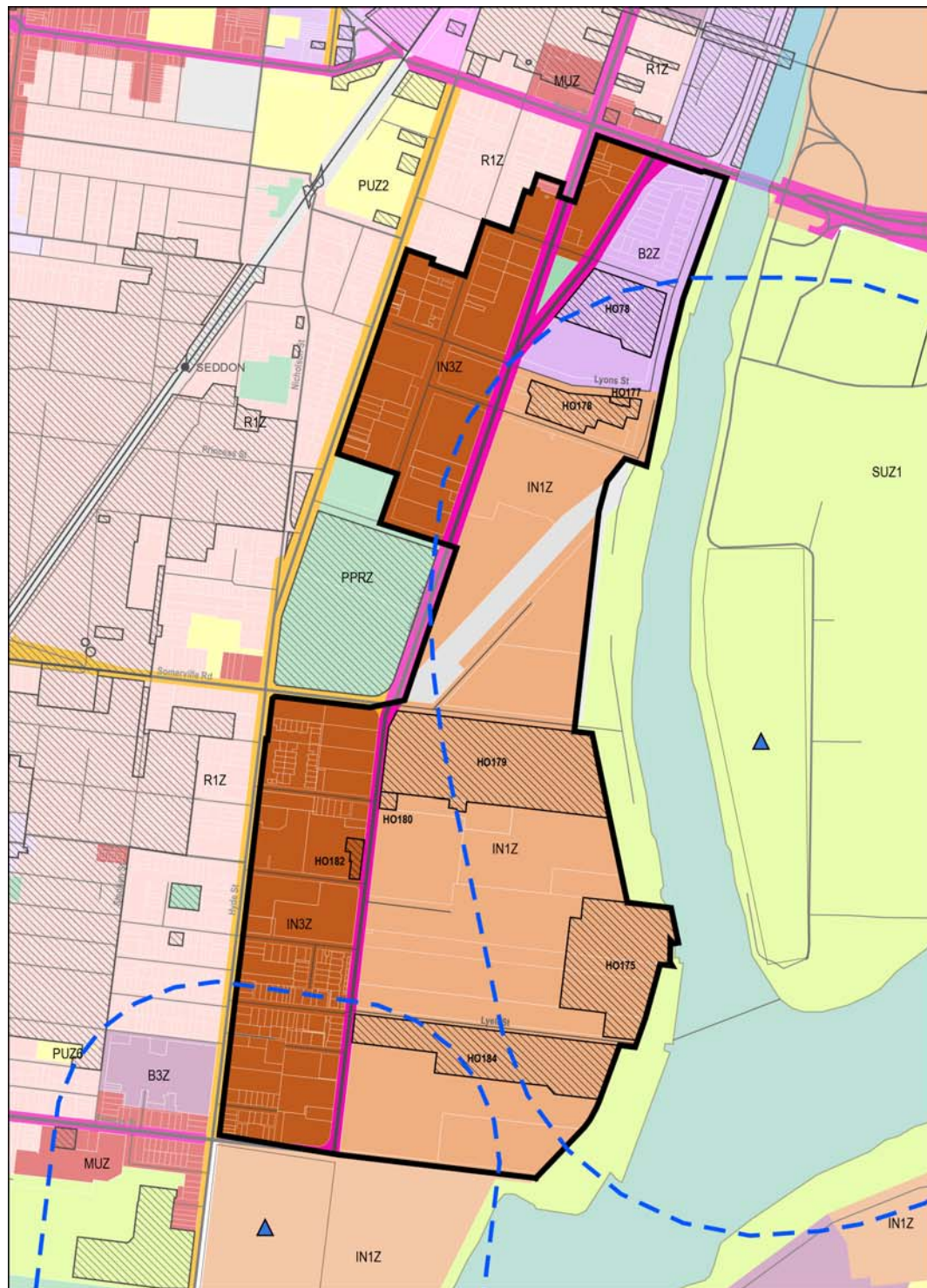
The MoU states the agreement of the POMC and Council that sub-precincts 1.2, 1.3 and 1.4 be retained for industrial purposes including port and logistics activities. It is Council's preference that the Maribyrnong Goods railway line be phased out.

The following properties (indicated by hashing on the zoning map) are subject to a heritage overlay under the planning scheme:

- Powder Magazine, Lot 4, 107-109 Whitehall Street, Footscray;
- Mowlings Soap and Candle, 105-109 Whitehall Street, Yarraville;
- Murphy's Transport, 248 Whitehall Street, Yarraville;
- Colonial Sugar Refinery (CSR), 265 Whitehall Street, Yarraville (included in the Victorian Heritage Register); and
- Former Mt Lyell site, 295 Whitehall Street, Yarraville (subject to an incorporated plan).



Figure 5.4: Precinct 1 Zoning, Heritage and Buffer Overlay



Legend

- Industrial 1 Zone (IN1Z)
- Industrial 3 Zone (IN3Z)
- Business 2 Zone (B2Z)
- Business 3 Zone (B3Z)
- Business 4 Zone (B4Z)
- Mixed Use Zone (MUZ)
- Residential 1 Zone (R1Z)
- Public Use Zone (PUZ)
- Public Park & Recreation Zone (PPRZ)
- Special Use Zone (SUZ)
- Road Zone 1 (RDZ1)
- Road Zone 2 (RDZ2)
- Heritage Overlay
- Major Hazard Facility
- Buffer

**Precinct 1**  
Zoning, Heritage Overlay & Buffer Map

Note - other overlays may apply

Source: Tract



## 5.1.5 Constraints, Issues & Opportunities

### 5.1.5.1 Constraints & Issues

- The Precinct has a high incidence of older style industrial buildings which are expensive to maintain and typically difficult to relet due to inadequate truck access, limited on-site parking and building obsolescence. Building obsolescence limits occupier and investor appeal to firms considering the location, resulting in extended vacancy and marketing campaigns.
- Soil contamination & instability<sup>2</sup> (associated with river sediments), high land values and limited development potential under current Industrial 1 zoning limits developer appeal.
- The incidence of heavy truck traffic along Hyde & Whitehall Streets, both designated metropolitan Over Dimensional Transport Routes linking Geelong and Footscray Roads and the Port. Truck traffic on Whitehall Street is anticipated to grow with the Truck Action Plan initiative to develop new feeder off-ramps from the West Gate Freeway as an alternative to Williamstown Road.
- The Port of Melbourne Corporation has acquired and cleared several sites for intended port-related use, such as container or vehicle freight storage. Such uses generate freight traffic and provide very limited on-site employment.
- A proposal to zone Sub-precinct 1.1 from Business 2 Zone to Industrial 3, favoured by the Port of Melbourne Corporation, which would be anticipated to have adverse impacts on the development potential of the precinct and land values.
- Parts of the precinct fall within the buffer areas of two major hazard facilities: the Mobil Oil Yarraville tank farm and Coode Island, which limits the intensity of development which may be permitted on safety grounds.
- Council is aware of recent attempts to introduce residential development into the precinct under the guise of warehouse or caretakers' units.
- A Memorandum of Understanding between Council and the POMC agrees that new development in Sub-precinct 1.1 should be of similar scale to existing development. Residential development is not supported. Only uses and development not likely to be affected by the intensification of port activities and not having high amenity expectations are to be permitted within it. Preferred uses within the precinct include industry, logistics and office/distribution and mixed use. The inclusion of design measures to respond to and minimise risk from Coode Island in the Design and Development Overlay is suggested.

### 5.1.5.2 Opportunities

- The precinct is characterised by good views to the City Skyline to the east and Westgate Bridge to the South; many sites east of Whitehall and Maribyrnong Street enjoy unobstructed city views across Maribyrnong River. The illuminated port and industrial activity of the Port of Melbourne activities provide spectacular night time views.
- The precinct enjoys close proximity to Melbourne CBD and Footscray Central Activities District (CAD);
- The northern part of the precinct, base to the headquarters of Lonely Planet, has existing commercial character.
- The Precinct has some underutilised areas potentially available for more intensive development (outside the Planning Advisory Area).

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<sup>2</sup> Arsenic poisoning of ground water was detected by the EPA on a Whitehall Street property acquired by the Port of Melbourne Authority and the EPA has concerns about potential soil contamination on the Albright and Wilson, Orica and CSR Sugar Australia sites. The EPA is reported as finding that the arsenic detected was within safe levels (Fyfe, 2005).

- The Footscray Wharf, owned by the Port of Melbourne, is to be redeveloped as a commercial (non-residential) marina with some (limited) public access to improve public amenity. Completion is anticipated for 2012.
- A shared path linking the Maribyrnong Trail and Bay Trail south of Footscray Wharf has been constructed through the precinct along Hyde Street/Francis Street/Moreland Street to Footscray Road. It links to the river trail from Moreland Street at Lyon Street and Parker Street.
- There is potentially scope for adaptive re-use of selected existing buildings outside the Planning Advisory Area for studios, 'high tech' (i.e. higher office content) uses with internal parking.

### 5.1.6 Most Appropriate Use Analysis

The precinct is categorised as a Core Employment Area.

Located entirely within the proposed Port Environs boundary and substantially within the buffers of two major hazard facilities limits the intensity of use which may be entertained by planning authorities. Uses complementary to the ongoing efficient operations of the port, such as office-warehousing, freight and logistics are preferred and can be accommodated within the current land use zoning settings, but may yield limited employment density. Future development within the precinct should be of similar scale to existing development.

### 5.1.7 Vision & Objectives

To retain the Yarraville Port precinct as a core employment area that leverages its attractive riverside location and close proximity to the Port of Melbourne to accommodate freight, logistics and other port-related operations in addition to its established major industries.

Future objectives include:

- To create a favourable initial impression of the municipality to those entering it from the east across Shepherd Bridge through an appropriate Entry Statement and sensitive landscaping along Napier Street.
- To create a vibrant, rejuvenated business corridor between Hyde and Whitehall Streets comprising a mix of contemporary low to medium rise office-warehouse units and older style buildings refurbished and re-purposed to accommodate self-contained office-warehouse uses.
- To ensure that development and activity is mindful of the buffer areas of the Mobil Oil Yarraville tank farm and Coode Island.

### 5.1.8 Recommended Actions

To achieve the vision & objectives the following actions are recommended:

Recommended Action	Priority	Responsibility
<b>Strategic Direction 1: Core Employment Land</b>		
Prepare CEA framework plan	A	Council
Establish Precinct Watch committee	B	Council/Landlords/Tenants
<b>Strategic Direction 2. Employment Intensification Area</b>		
N/A		
<b>Strategic Direction 3: Access &amp; Amenity</b>		
Prepare local area traffic and parking management plan	B	Council
Prepare public realm plan	C	Council
Undertake sample soil testing of derelict sites to ascertain geotechnical conditions and determine contamination levels and extent	D	Council/Landowners
Investigate the potential for rezoning of land in sub-precinct 1.1 to ensure use and development does not comprise nearby port operations	A	Council
<b>Strategic Direction 4: Advocacy</b>		
Maintain MOU with PoMC	A	Council/PoMC

## 5.2 Precinct 2: Tottenham

### 5.2.1 Location & Access

The Tottenham precinct is flanked by Sunshine Road to the north, Geelong Road to the south, the Newport-Sunshine rail line to the west and Indwe and Cala Street to the north east.

Principal access routes to the precinct include Sunshine, Somerville, Geelong and Paramount Roads. Geelong Road is part of the metropolitan network of over-dimension routes for oversize and over-mass vehicles. Sunshine and Somerville Roads provide important east-west road transport corridors.

Paramount Road is the only north-south axis through the precinct, connecting Geelong Road to the south with Sunshine Road. North of Sunshine Road, Paramount Road becomes Ashley Street, providing a connection through to Ballarat Road. The Transportation Framework Plan contained within the MSS calls for the development of new industrial collector roads to improve circulation within the precinct and for a widening and/or deepening of the Ashley Street railway underpass immediately north of Sunshine Road. A duplication of and realignment of Paramount Road is proposed in the context of the WestLink proposed works.

Stony Creek diagonally dissects the precinct from the north west to the south east limiting internal connectivity. Paramount Road presently provides the only roadway crossing the creek. A *Plan for Stony Creek* (Planisphere, 2010) nominates the development of a network of shared pathways, predominantly along the northern bank of the Creek as a short to medium term priority. Currently a shared pathway extends along the northern bank of Stony Creek from Cala Street towards Paramount Road. Completion of the connection to Paramount Road is as a short term priority action. The Plan proposes the extension of the pathway, between Cala Street and Geelong Road in the medium term.

A shared path along the Paramount Road alignment between Stony Creek and Ashley Street (Tottenham Station) is proposed under the *Maribyrnong Strategic Bicycle Strategy 2004* and *Footscray to Sunshine Bicycle Route Study 2008*.

Public transport to the precinct includes passenger rail (via Tottenham Station), immediately north east of the Paramount and Sunshine Road intersection and three bus routes along Geelong Road.

### 5.2.2 Land Uses & Economic Activity

Comprising a wedge area of approximately 227.23 hectares situated between Sunshine and Geelong Roads, Precinct 2 is the largest industrial precinct within the municipality, accounting for just under half of all industrial land. Place of Work data from the 2006 census indicates the precinct encompassed 3,100 jobs or 10.8% of the city's total. Employment density averaged 12.6 jobs/hectare across the precinct, which is marginally below the average for the city's industrial precincts (14.9).

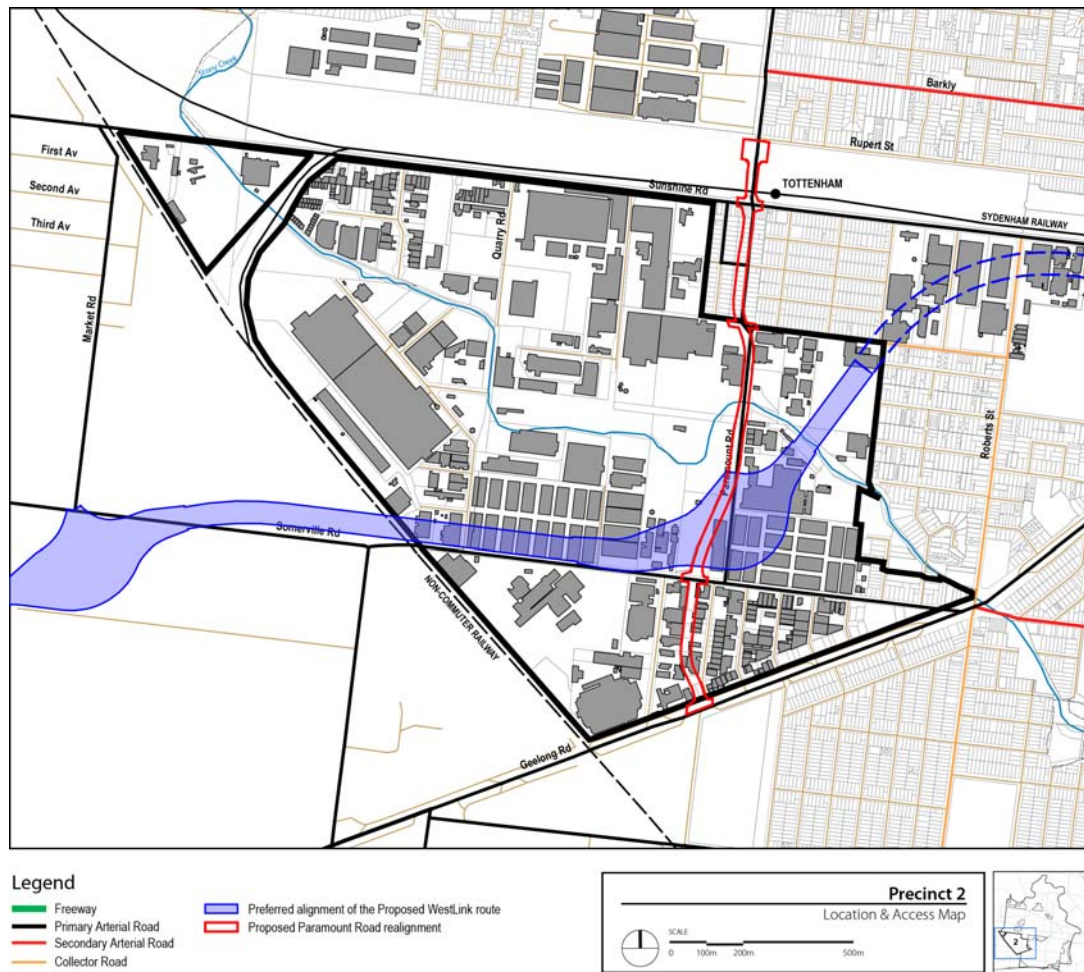
Predominant land uses include warehousing (51.7% of area), container storage (20.8%) and factories (14.9%).

The precinct has a significant degree of space underutilisation, including twenty three parcels of vacant. A further 37 improved parcels (predominantly warehouses on Industrial 1 zoned land) with an aggregate area of 29 hectares were unoccupied at date of survey. Large vacant premises included the former Feltex carpet warehouse in Paramount Road (occupying a 8.3 hectare site) and several warehouses at 201 Sunshine Road. The council survey identified a cluster of vacant premises in the wedge between Somerville and Geelong Roads, including parcels affected by the proposed Paramount Road realignment.

The DPCD's building footprint survey identified a building footprint of approximately 853,000 m<sup>2</sup>, the highest of any precinct. The average individual building footprint was 3,079m<sup>2</sup>. Mean site coverage of 42.3% was the lowest of any precinct, indicating scope for more intensive development.



Figure 5.5: Precinct 2 Location & Access



Source: Tract

Major individual space users within the precinct included Victorian Container Management and Flexible Storage on Somerville Road, KSB Australia Pumps at 25 Indwe Street, Olex Cables and Campbells Cash and Carry on Sunshine Road, and Amcor on Geelong Road.

Smaller sites were typically occupied by service industries (such as panel beaters, vehicle parts or trade supplies/services) or retail uses. Service industry uses are largely clustered south of Somerville Road east of the proposed new Paramount Road alignment or in the north west corner of the precinct, south of Sunshine Road.

FBT Transwest at 1 Amanda Road, Tottenham is recognised as a major hazard facility. Bulk dangerous goods are stored, handled and transported on site.

AECgroup surveyed 60 firms based in the precinct. A majority (58%) of respondents were small, employing fewer than 10 staff. A quarter of respondents employed only 1 or 2 staff. Respondent businesses had been operating for a weighted average 19 years. Only 6% were established in the last five years. They had been operating within the Tottenham area for a weighted average 17.4 years. 38% of respondent firms had been operating from Tottenham for over 20 years.

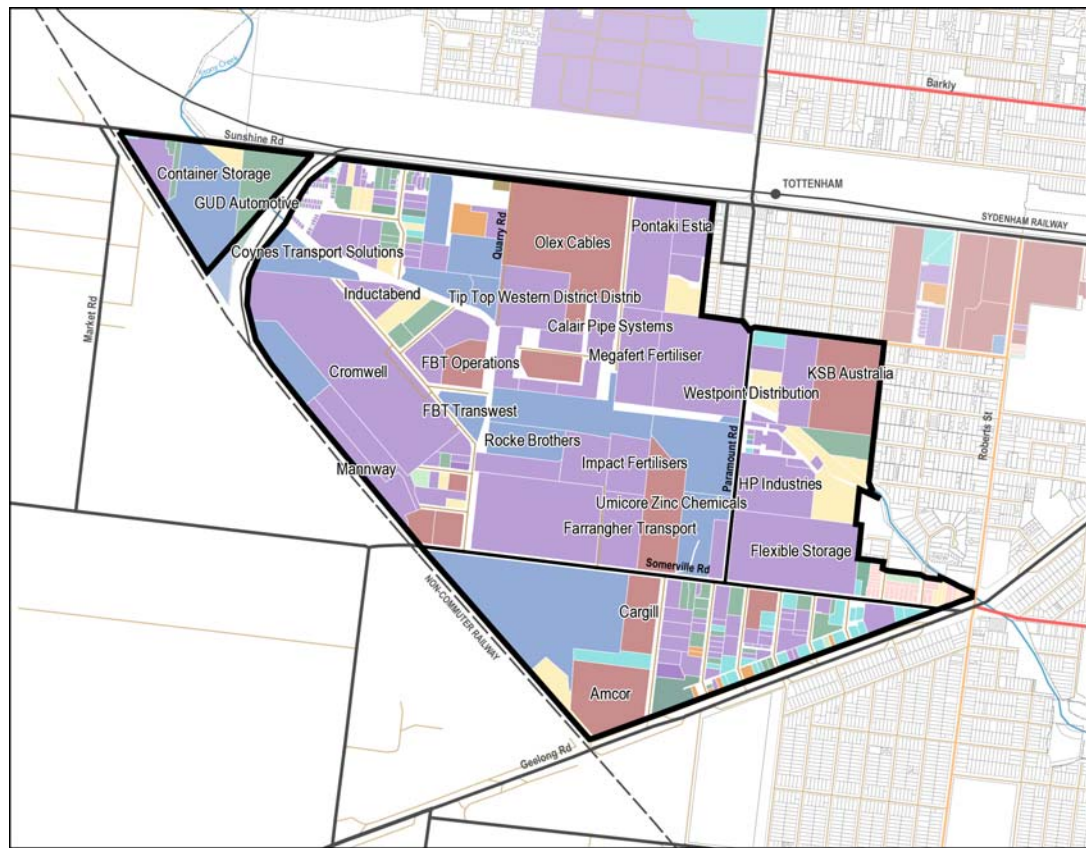
Owner occupiers dominated (57% of respondents). Of the 43% of respondents who leased, the weighted average remaining lease term was 4.1 years. 21% had less than a year to run on their leases. 77% of tenants had no intention of expanding, although almost two thirds (65%) considered it more likely than not that they would be operating at this location in five years' time. 58% considered highly likely or almost certain that they would still be operating at this location in five years' time.

**Table 5.2: Precinct 2 Land Use**

Land Use	Lots	% Total Lots	Area (ha)	% of Total Area
Container Storage	15	4.7%	47.31	20.8%
Factory	10	3.1%	33.87	14.9%
Office	8	2.5%	1.42	0.6%
Other	4	1.2%	0.67	0.3%
Partial Vacant Site	1	0.3%	0.20	0.1%
Residential	30	9.3%	1.67	0.7%
Retail	32	9.9%	9.59	4.2%
Service Industry	48	14.9%	12.67	5.6%
Vacant Land	23	7.1%	2.28	1.0%
Warehouse	150	46.6%	117.54	51.7%
Not specified	1	0.3%	0.01	0.0%
<b>Total</b>	<b>322</b>	<b>100.0%</b>	<b>227.23</b>	<b>100.0%</b>

Source: Maribyrnong City Council, AECgroup

**Figure 5.6: Precinct 2 Land Use & Economic Activity**



- Legend**
- Container Storage
  - Factory
  - Warehouse
  - Service Industry
  - Retail
  - Office
  - Other
  - Residential
  - Partially Vacant Site
  - Vacant Land



Source: Tract

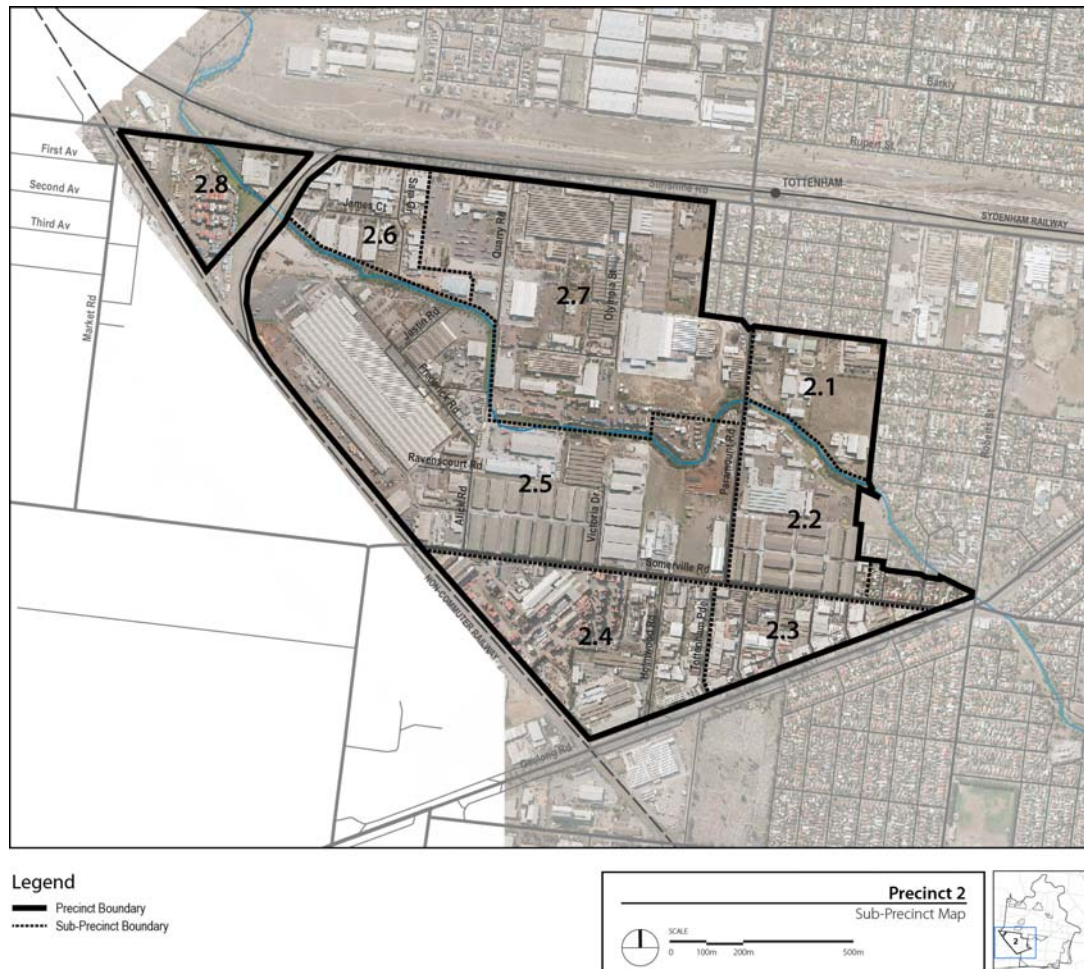




### 5.2.3 Precinct Structure

The Tottenham precinct comprises eight sub-precincts, differentiated by geographic features, roads, lot size and buffer issues. For the purposes of the ILS they are identified respectively as sub-precincts 2.1 to 2.8.

Figure 5.7: Precinct 2 Structure



Source: Tract

#### 5.2.3.1 Sub-precinct 2.1

Sub-precinct 2.1 is located on the north east of the precinct and is bounded by Indwe Street to the north, Cala Street to the east, Paramount Road to the west and Stony Creek to the South. Zoning is a mix of Industrial 1 and Industrial 3 with the latter bounding the north and east of the sub-precinct as a residential buffer. The sub-precinct has a high level of vacancy (former KSB Australia site) and will be impacted by the proposed entrance to the Westlink tunnel and proposed Paramount Road re-alignment.

#### 5.2.3.2 Sub-precinct 2.2

Sub-precinct 2.2 is located at the eastern end of the Precinct and is bounded by Paramount Road to the west, Somerville Road to the south and Stony Creek to the north. Zoning is a mix of Industrial 1 and Industrial 3 with the latter bounding the east of the sub-precinct as a residential buffer. The site comprises mostly warehousing with low employment density. The sub-precinct will be impacted by the Westlink tunnel and proposed Paramount Road re-alignment.

#### 5.2.3.3 Sub-precinct 2.3

Sub-precinct 2.3 is triangular in shape at the south east end of the precinct bound by Somerville and Geelong Roads, and Tottenham Parade. Zoning is mainly Industrial 1 with Business 4 along Geelong Road. The sub-precinct is occupied by a large cluster of industrial uses on typically small parcels with high employment density and has good access. The sub-precinct will be impacted by the proposed Paramount Road re-alignment.

#### 5.2.3.4 Sub-precinct 2.4

Sub-precinct 2.4 is located at the southern point of the precinct and is bound by Somerville Road to the north, Tottenham Parade to the east, Geelong Road to the south and the railway to the west. Zoning is all Industrial 1 with no interfaces to sensitive uses and is part of the larger western industrial node spanning over to Brimbank. Two significant employers are located in the Sub-Precinct: Cargill and Amcor. The remainder of the area is mainly container storage. The eastern end will be impacted by the Paramount Road re-alignment.

#### 5.2.3.5 Sub-precinct 2.5

Sub-precinct 2.5 is the largest within the precinct covering an area from Paramount Road in the east, Somerville Road in the south, the railway to the west and Stoney Creek to the north. The entire sub-precinct is zoned Industrial 1 with no residential buffer issues but is impacted by the Major Hazard Facility in Amanda Road. Industrial uses are largely warehousing (Cromwell) and container storage with some factories. The eastern end will be impacted by the Paramount Road re-alignment.

#### 5.2.3.6 Sub-precinct 2.6

Sub-precinct 2.6 is located to the north west of the precinct and is accessed via Sara Grove from Sunshine Rd. The entire sub-precinct is zoned Industrial 1 with no residential buffer issues but is impacted by the Major Hazard Facility in Amanda Road. The sub-precinct is occupied by a large cluster of industrial uses on typically small parcels with high employment density and has good access.

#### 5.2.3.7 Sub-precinct 2.7

Sub-precinct 2.7 is located in the middle of the precinct to the north. It is bounded by Sunshine Road and Tottenham Road to the east and Stony Creek to the south. The majority of the sub-precinct is zoned Industrial 1 although there is a Industrial 3 zone at the eastern end acting as a residential buffer. The area is impacted by the Major Hazard Facility in Amanda Road. The sub-precinct contains three heritage overlay properties (see below). Olex cables is the largest site and employer in the sub-precinct with the remainder being largely warehouses.

#### 5.2.3.8 Sub-precinct 2.8

Sub-precinct 2.8 is triangular in shape at the far north west of the precinct and is bounded on two sides by railway lines and to the north by Sunshine Road. This sub-precinct, all zoned Industrial 1, is mainly used for container storage with some warehousing and service industry.

### 5.2.4 Land Use Controls

Approximately 90% of the precinct is zoned Industrial 1. Some 20 hectares between Industrial 1 and neighbouring residential areas is zoned Industrial 3 as an intended buffer in the east. A small triangle wedged between Somerville and Geelong Roads is zoned Business 4.

A narrow corridor of land on the south side of Sunshine Road west of Olympia Street, together with land on the western side of Paramount Road is subject to a public acquisition overlay to provide for the future widening of Sunshine Road and re-alignment of Paramount Road.

Amendment C82 identifies the north side of Geelong Road between Cromwell Parade and Somerville Road (currently zoned Business 4) as an area of marginal and declining bulky goods activity. Development of restricted retail premises as standalone centres remote from Activity Centres is not supported.

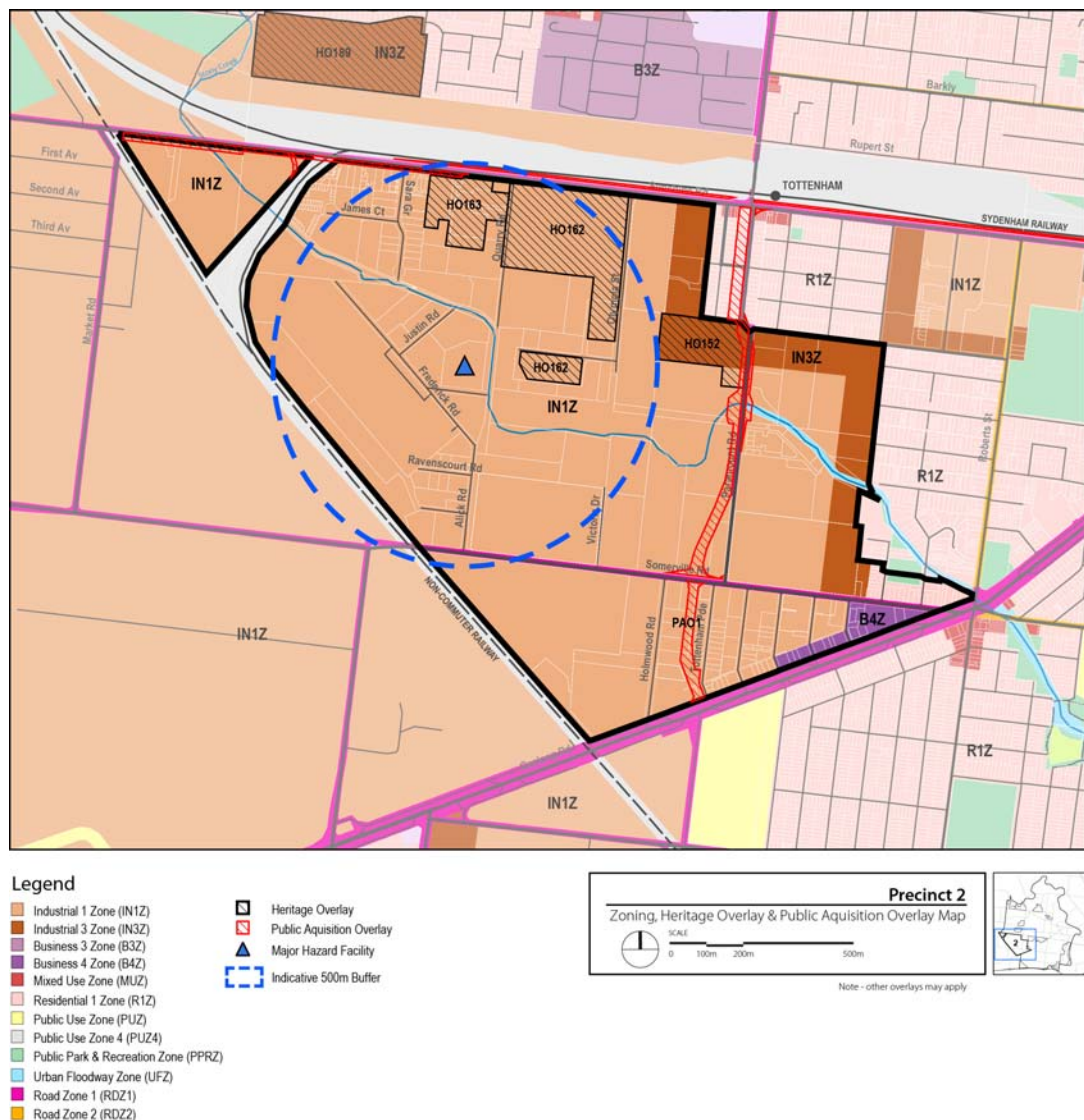
The policy outlines the intention to protect and improve the Stony Creek corridor. Development is encouraged to be setback from Stony Creek and designed to address the creek frontage.

Land in Cala Street West Footscray is ear marked for rezoning.

The following properties are presently subject to a heritage overlay:

- Olex Cables, 207 Sunshine Road, Tottenham;
- Wiltshire Files, 213 Sunshine Road, Tottenham;
- Pacific Carpets, 35-65 Paramount Road, Tottenham (Corner Indwe Street).

**Figure 5.8: Precinct 2 Zoning, Heritage and Buffer Overlay**



Source: Tract

### 5.2.5 Constraints, Issues & Opportunities

Following are precinct-specific constraints, issues and opportunities raised during the project consultation phase and identified during inspection.



### 5.2.5.1 Constraints and Issues

- Internal traffic circulation impeded by limited road connectivity associated with Stony Creek, which diagonally dissects the precinct. Paramount Road provides the only roadway creek crossing;
- Access difficulties compounded by narrow internal roads, many of which are in a comparatively poor state of repair;
- Difficulty in stopping along Somerville Road associated with its heavy truck traffic and on-street restrictions;
- Insufficient off street parking (particularly for properties fronting Geelong Road);
- Lack of footpaths;
- Presence of a major hazard facility in Amanda Road (FBT Transwest – bulk dangerous good storage and transport) and need for restrictive buffers around this use;
- Building obsolescence and associated vacancy. Under-investment in building refurbishment associated with past uncertainty as to the preferred alignment of WestLink;
- Odour and raised dust associated with land use and unsealed hardstand areas;
- Suspected site contamination discouraging new investment activity;
- A lack of cafes impinging on the convenience and amenity of the precinct as a workplace;
- Interface between industry and residential development along Indwe and Cala Streets; associated truck traffic impinging on residential amenity;

### 5.2.5.2 Opportunities

- The Stony Creek corridor is recognised as an important major source of amenity and potential pedestrian connectivity. Assembled over time through negotiations with adjoining land owners, council has developed a pedestrian walkway along the scenic Stony Creek corridor between Cala Street and Paramount Road. The corridor provides an attractive linear open space and passive recreation area in an area otherwise lacking in public open space.
- The precinct enjoys close proximity to the CBD and the port, providing an opportunity for time sensitive logistical uses. It abuts the large Brooklyn industrial precinct.
- Occupants surveyed generally consider the precinct's existing premises a good fit for current operations.
- Main road connections provide ease of access to staff, city and the airport, main road access, and exposure to passing trade;
- The proposed WestLink highway link, which includes a tunnel under Footscray CAD, would improve access and reduce travel times between the precinct and the port of Melbourne.
- The proposed WestLink and Paramount Road upgrade works provides an opportunity to improve internal road circulation.
- Low average site coverage (42.3%) indicates scope for more intensive site development.

### 5.2.6 Most Appropriate Use Analysis

The precinct is categorised as a Core Employment Area.

The Tottenham industrial precinct is Maribyrnong's largest and is recognised within the MSS as a 'core' industrial area. It forms part of a larger contiguous area of industrial development extending westward to the Western Ring Road and beyond. The precinct is internally divided by the Paramount Road-Dempster Street axis, Somerville Road and Stony Creek.



A majority of the Tottenham precinct, including the triangular wedge bound by Geelong and Somerville Roads and Tottenham Parade scored highly in terms of suitability for continued industrial/employment land use, suggesting that current land use zoning settings should continue. Contributory factors included the large scale of the industrial cluster, direct arterial road access, and limited or negligible residential interface.

The exceptions were those parts of the precinct east of Paramount Road, whose suitability for industrial use was diminished by direct residential interface or high incidence of older style obsolete premises. Comparatively low existing employment density also renders them less critical for retention. Stakeholders consulted favoured the transition of this land east of Paramount Road to residential use, leveraging the amenity afforded by the Stony Creek linear park. A corridor of Business 3 zoned land along the east side of Paramount Road and north side of Somerville Road is favoured as a buffer between these arterial roads and the proposed new residential development.

### **Westlink**

The eastern and central part of the Tottenham precinct is materially impacted by the preferred alignment of the proposed WestLink road development: the entrance to the proposed road tunnel under Footscray and Footscray West is located to the immediate south west of the intersection of Indwe and Cala Streets, from which the proposed road would emerge heading in a south westerly direction towards Paramount Road, with which it would intersect. Construction of the first stage of proposed road (route shown in green) would necessitate the clearance of existing industrial building to the immediate south west of Stony Creek.

#### **Preferred alignment of the proposed WestLink and ParamountRoad works.**



Source: Linking Melbourne Authority (2010)

The second stage of WestLink (route shown in blue above) involves an overpass over the re-aligned Paramount Road continuing at grade westward along the northern side north of Somerville Road across the city boundary (with Brimbank) to connect with the Western Ring Road. Its construction would involve the clearance of existing warehouse development fronting the north side of Somerville Road.

While both stages of the WestLink project are presently uncommitted and, as a consequence, subject to uncertainty as timing, public notice of the preferred alignment discounts the likelihood of improvements being made to the affected land in the interim.

### 5.2.7 Vision & Objectives

Tottenham is a major core employment area embracing manufacturing, logistics and storage (but not container storage).

Future objectives include:

- A corridor of modern two-three level office/warehouses and office/showroom premises along the east side of Paramount Road (south of Indwe Street) and north side of Somerville Road east of Paramount Road leveraging off the exposure afforded by these arterial roads and providing a buffer between them and proposed residential development to the rear.
- Transition of the area north east of the intersection of Paramount and Somerville Roads, to the rear of the new L-shaped business corridor to residential use, leveraging the amenity of the existing Stony Creek linear park.

### 5.2.8 Recommended Actions

To achieve the vision & objectives the following actions are recommended:

Recommended Action	Priority	Responsibility
<b>Strategic Direction 1: Core Employment Land</b>		
Prepare CEA framework plan	A	Council
Establish Precinct Watch committee	B	Council/Landlords/Tenants
<b>Strategic Direction 2: Employment Intensification Area</b>		
N/A		
<b>Strategic Direction 3: Access &amp; Amenity</b>		
Prepare local area traffic and parking management plan	A	Council
Investigate the potential for rezoning of land east of Paramount Road to encourage employment uses compatible with nearby residential uses	B	Council
Ensure planning permits include appropriate amenity conditions (e.g. dust mitigation etc)	C	Council
Ensure ongoing enforcement of planning permit conditions	D	Council
Improve internal precinct access by connecting Quarry and Justin Roads, Victoria Drive and Olympia Streets with new creek crossings	B	Council
<b>Strategic Direction 4: Advocacy</b>		
Maintain watching brief on Westlink	A	Council/PoMC



## 5.3 Precinct 3: West Footscray

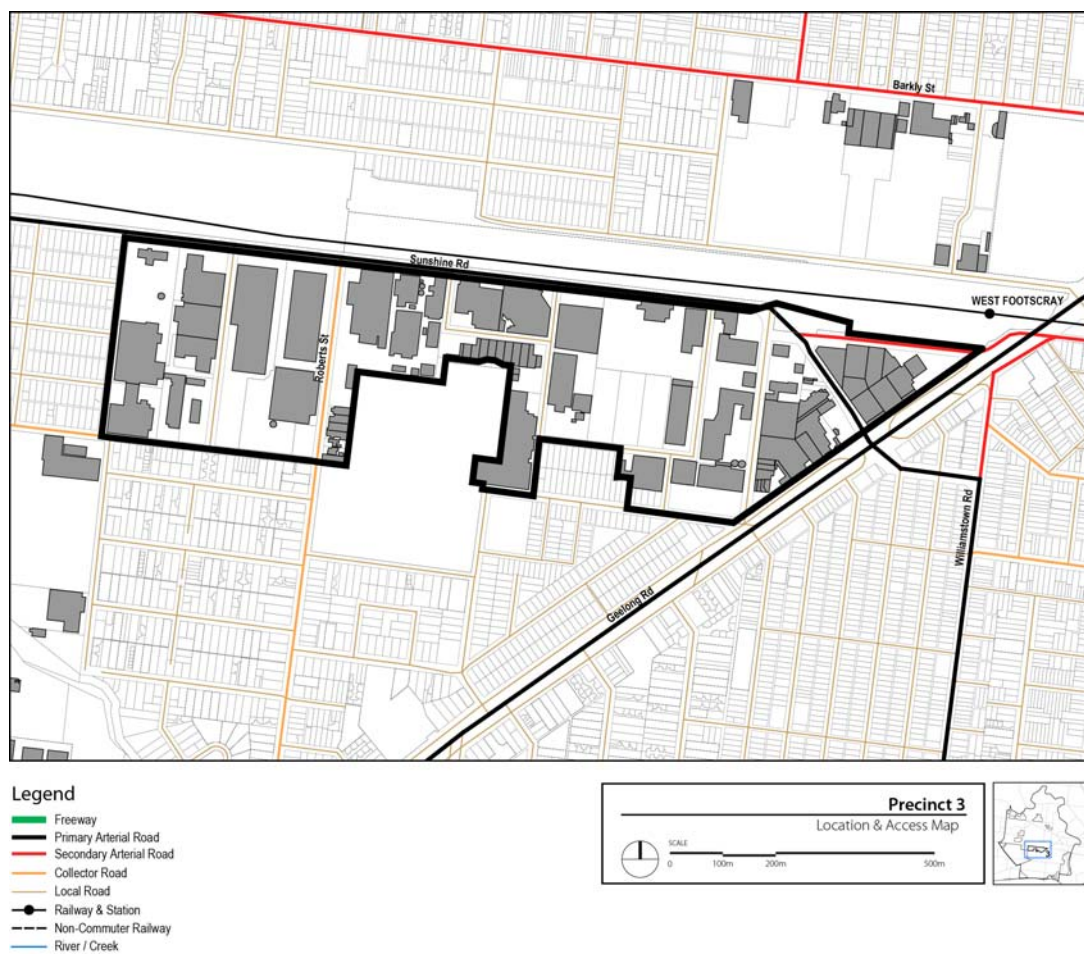
### 5.3.1 Location & Access

The West Footscray Precinct is a linear precinct comprises approximately 39.68 hectares situated on the south side of Sunshine Road, between Geelong and Paramount Roads, extending southwards approximately 300-400 metres.

Arterial road access to the precinct is provided by Sunshine and Geelong Roads. Local traffic roads such as Indwe, Currajong Streets and Roberts Street, and Grainger Road penetrate the precinct.

Public transport to the precinct includes rail (Footscray West and Tottenham stations) and bus routes along Geelong Road, Roberts Street and Sunshine Road.

Figure 5.9: Precinct 3 Location & Access



Source: Tract

### 5.3.2 Land Use & Economic Activity

The precinct is dominated by manufacturing uses which occupy 26.14 hectares or 65.9% of all land. Food manufacturers Pampas (Goodman Fielder) and Uncle Toby's, together with Wattyl Paints, and APEX Belting (a manufacturer and distributor of conveyor belts) have a major presence. Other major uses include warehousing (7.39 hectares) At time of writing a 2.6 ha site with 8,725 m<sup>2</sup> of warehouse space situated on the corner of Sunshine Road and Cala Street was vacant and available for lease.

Place of Work data from the 2006 census indicate that the precinct provided approximately 470 jobs, representing about 1.6% of the City's total.

The precinct's building footprint of 356,000m<sup>2</sup> (as at end-2010) ranks second only to the Tottenham precinct. Mean site coverage was a substantially more intensive 67.3% and individual buildings were typically larger, averaging 4,811m<sup>2</sup>.

The area is characterised by long established businesses. West Footscray business respondents had been in operation for an average 15 years. Only 3 had been in operation for 3 years or less, while 8 had been in business for more than 20 years. Respondents had been in operation at this site or in the immediate vicinity for an average 12 years. As many respondent firms had been at this site for over 20 years as had been here for 3 years or less.

A majority of respondents (59%) owner occupied, while 35% leased their premises. Tenants had a weighted average 4.5 years remaining on their leases. Only one respondent was facing lease expiry within twelve months and two within the next 1 to 3 years.

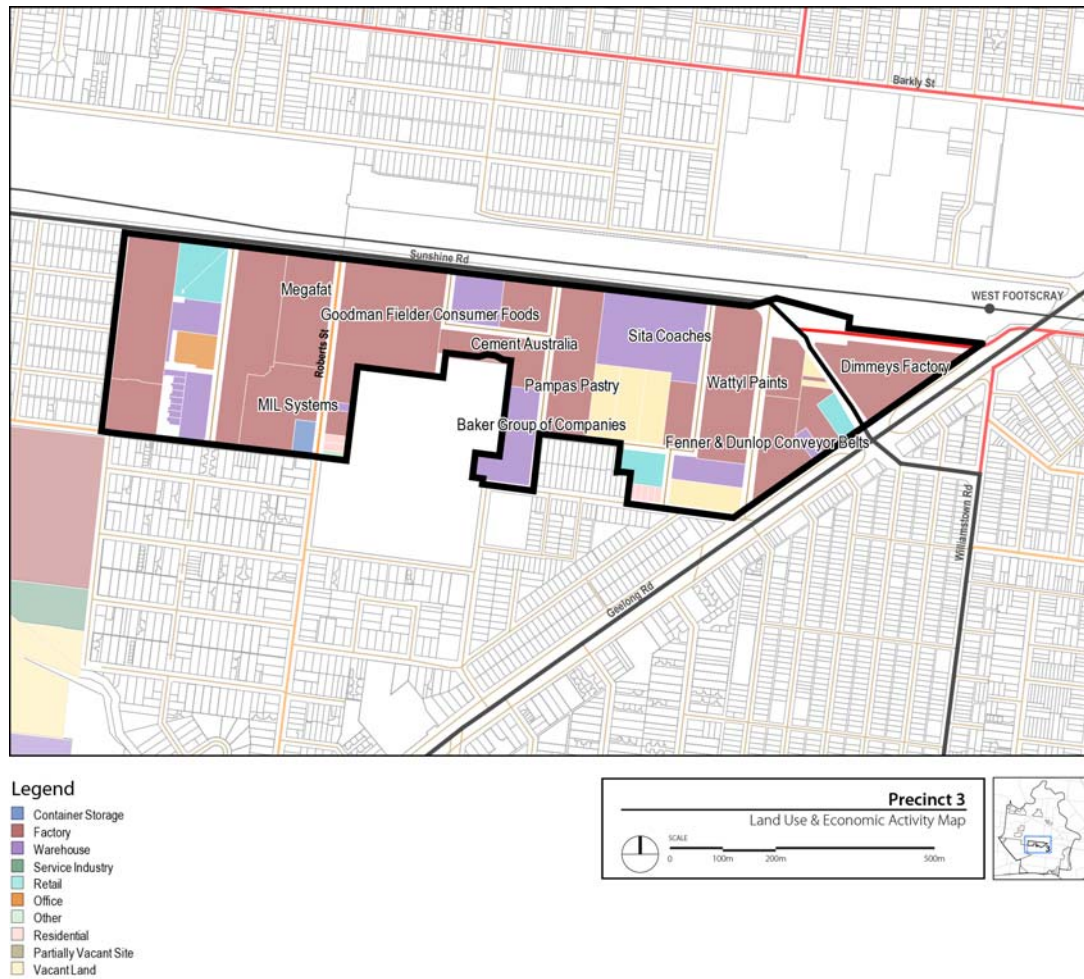
Just under half of respondents intended to expand their operations within the next five years. Over three quarters anticipated still being in operation at this location at the end of that period. Of the respondents that considered more likely than not that they would not be operating at this location in five years' time, the reasons cited were: position, contracting, compulsory acquisition and redevelopment.

**Table 5.3: Precinct 3 Land Use**

Land Use	Count of lots	% Total Lots	Area (ha)	% of Total Area
Container Storage	1	2.0%	0.23	0.6%
Factory	15	30.0%	26.14	65.9%
Office	1	2.0%	0.48	1.2%
Other	1	2.0%	0.08	0.2%
Partial Vacant Site	0	0.0%	0.00	0.0%
Residential	7	14.0%	0.33	0.8%
Retail	3	6.0%	1.83	4.6%
Service Industry	0	0.0%	0.00	0.0%
Vacant Land	5	10.0%	1.28	3.2%
Warehouse	16	32.0%	7.39	18.6%
Not specified	1	2.0%	1.92	4.8%
<b>Total</b>	<b>50</b>	<b>100.0%</b>	<b>39.68</b>	<b>100.0%</b>

Source: Maribyrnong City Council, AECgroup

Figure 5.10: Precinct 3 Land Use & Economic Activity



Source: Tract

### 5.3.3 Precinct Structure

The West Footscray precinct comprises three sub-precincts split by Roberts Street and Geelong Street. For the purposes of the ILS they are identified respectively as sub-precincts 3.1 to 3.3.

#### 5.3.3.1 Sub-precinct 3.1

Sub-precinct 3.1 is bound by Cala Street to the west, Sunshine Road to the north, Roberts street to the east and Indwe Street to the south. Zoning is Industrial 1 with Industrial 3 to the south and west to act as buffers to residential. Land use is mainly factory with some container storage, office and retail. There are two heritage overlays in the sub-precinct. Some factory use is on the residential boundaries.

#### 5.3.3.2 Sub-precinct 3.2

Sub-precinct 3.2 is in the middle of the Precinct with Roberts Street to the west, Sunshine Road to the north, Geelong Street and Road to the east and various residential streets to the south. The south side also contains Hansen Reserve used for recreational purposes and there is an unsafe mix of truck traffic and children crossing Roberts Street associated with the Swim School. Usage is mainly factory (Goodman Fielder, Cement Australia, Watty Paints and Fenner & Dunlop) with some warehousing. The sub-precinct has three heritage overlays.

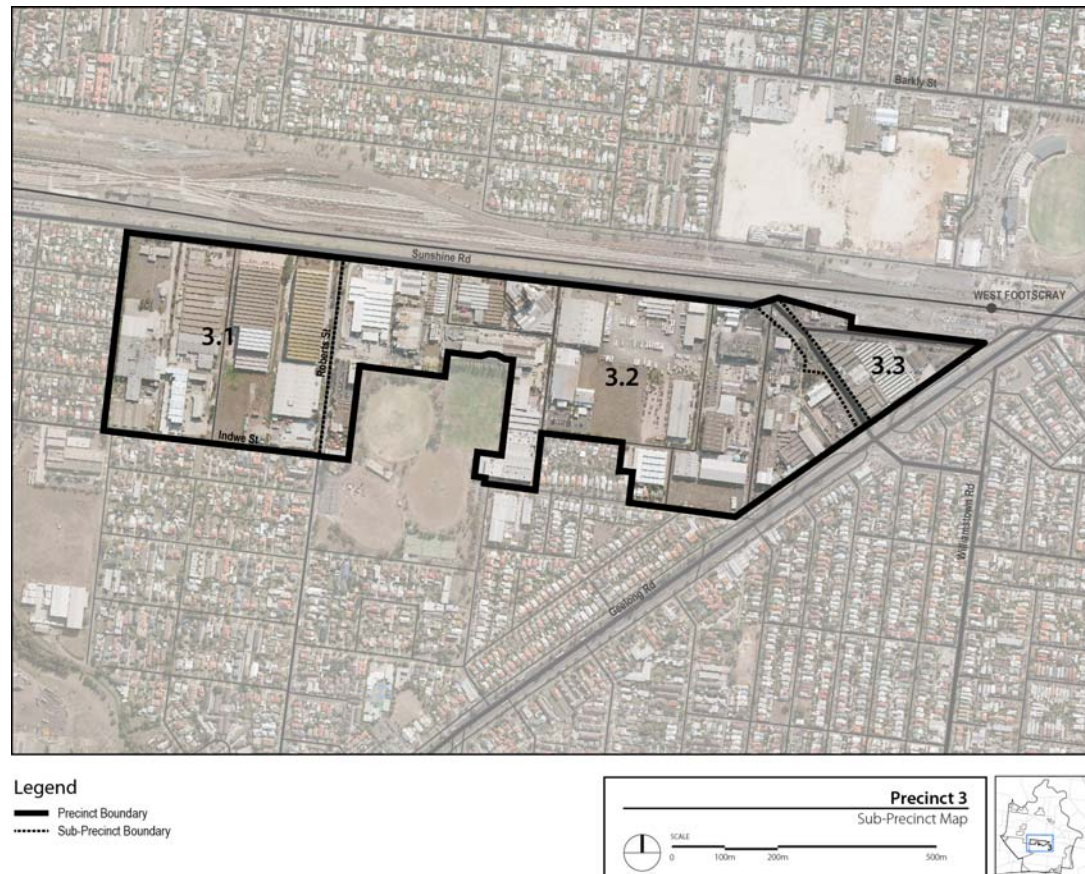




### 5.3.3.3 Sub-precinct 3.3

Sub-precinct 3.3 is a triangular shaped area bound by Geelong Street and Road and Sunshine Road. The entire sub-precinct is Industry 1 with some heritage overlay along Geelong Road. There is potential for excellent public transport connectivity with the development of West Footscray Railway Station to the north.

**Figure 5.11: Precinct 3 Structure**



Source: Tract

### 5.3.4 Land Use Controls

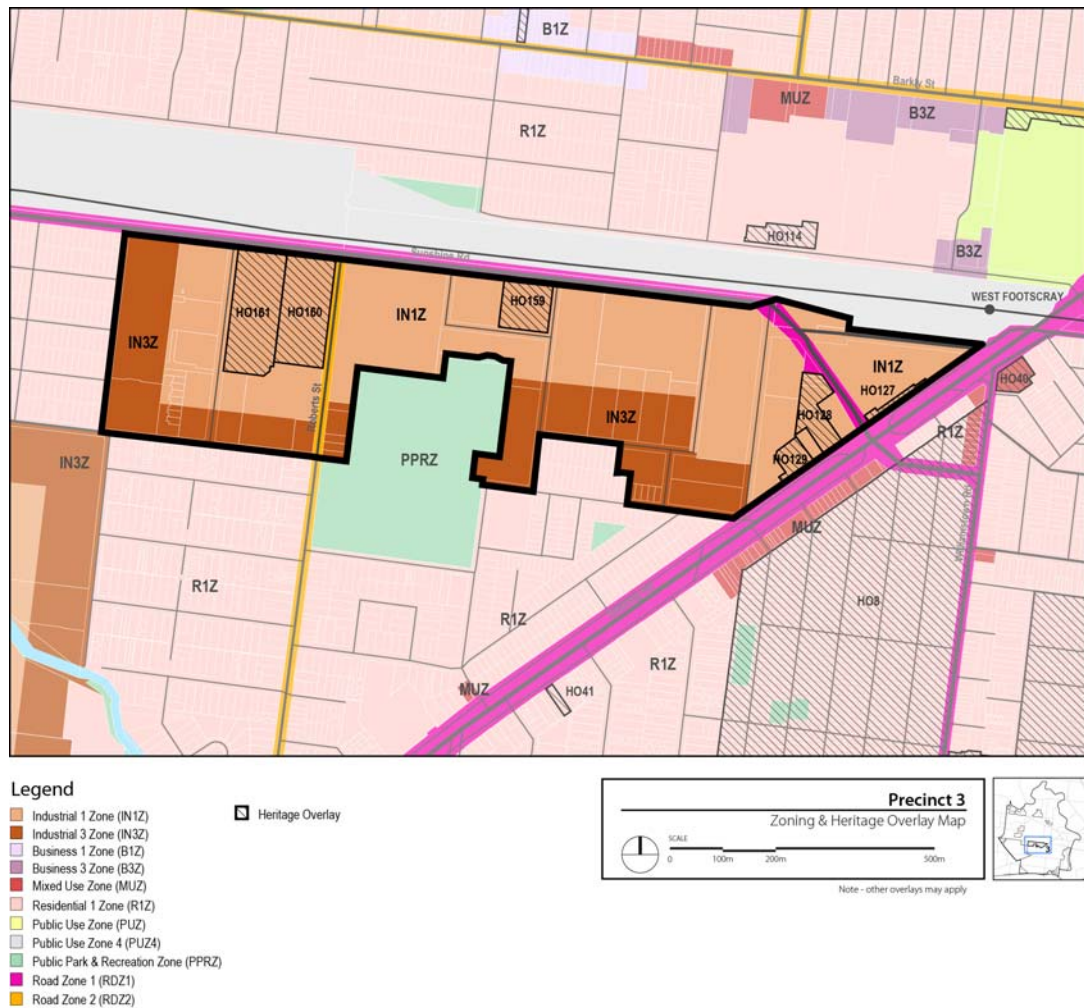
The West Footscray precinct is predominantly zoned Industrial 1. This zone is edged by a corridor approximately 100 metre wide zoned Industrial 3 to the west and south, providing a buffer between Industrial 1 and Residential zoned land.

A narrow corridor along the south side of Geelong Street is subject to a public acquisition overlay to provide for future road widening.

The following properties are subject to a heritage overlay under the Maribyrnong Planning Scheme:

- Creamota, 19 Sunshine Road, West Footscray.
- The Australian Estate Wool Store, 47-61 Sunshine Road, West Footscray;
- Goldsborough Mort Wool Store, 63 Sunshine Road, West Footscray;
- Southern Can Company, 240 Geelong Road and
- Graham Campbell Ferrum, 260 Geelong Road, West Footscray.

Figure 5.12: Precinct 3 Zoning



Source: Tract

### 5.3.5 Constraints, Issues & Opportunities

#### 5.3.5.1 Constraints & Issues

A number of concerns and issues were raised by respondents during the consultation phase. Aspects least liked about the precinct included:

- Amenity issues including odour, pollution, unattractive surrounding development and heavy truck traffic particularly along Sunshine Road and in Roberts Street.
- Interface between industrial uses and sensitive recreational/leisure facilities (including Swim School) on Roberts Road, exposing children to the hazard of truck traffic.
- The WattyI Paints plant has the potential to give rise to adverse amenity impacts to residential uses in the near vicinity.
- Inadequacies of the precinct's existing stock of industrial premises associated with the age of the building, poor or inefficient configuration, inadequate size or lack of on-site parking.
- Residential encroachment impinging on industrial operational efficiency.
- Uncertainty associated with the route of the proposed WestLink road project; much of the precinct's existing building stock lay directly in the path of the WestLink Blue route option. Linking Melbourne Authority has since indicated its preference for the

Aqua option, which involves a tunnel under the precinct and no property acquisitions within the zone<sup>3</sup>.

#### 5.3.5.2 Opportunities

- Potential for the adaptive re-use of the historic Woolstore Building on the northwest corner of Robert Street and Sunshine Road.
- Development opportunities associated with the proposed redevelopment of West Footscray Station near Geelong Road.
- Improved transport access associated with proposed new railway station north of the intersection of Sunshine Road and Roberts Street with access from the north (MSS: Transportation Framework Plan).

#### 5.3.6 Most Appropriate Use Analysis

The precinct is categorised as a Core Employment Area.

The West Footscray industrial precinct is acknowledged as core industrial within the MSS and is an area of moderate to high employment density.

#### 5.3.7 Vision & Objectives

West Footscray is a core employment area with long established manufacturing operations and good access.

Future objectives include:

- The rejuvenation of the south side of Sunshine Road between the redeveloped West Footscray Station and Cala Street as a corridor of compact modern office/warehouse style development.
- The adaptive re-use of the historic Australian Estate Wool Store (at 47-61 Sunshine Road) and Goldsborough Mort Wool Store (at 63 Sunshine Road) as office premises or other employment purpose.
- Improve amenity along Sunshine Road and where there are residential interfaces on the south and west sides of the precinct.

#### 5.3.8 Recommended Actions

To achieve the vision & objectives the following actions are recommended:

Recommended Action	Priority	Responsibility
<b>Strategic Direction 1: Core Employment Land</b>		
Prepare CEA framework plan	A	Council
Establish Precinct Watch committee	B	Council/Landlords/Tenants
<b>Strategic Direction 2. Employment Intensification Area</b>		
N/A		
<b>Strategic Direction 3: Access &amp; Amenity</b>		
Investigate the potential for rezoning of land abutting Sunshine Road between West Footscray Station and Cala Street to encourage office/warehouse uses	B	Council
Encourage the adaptive re-use of the Australian Estate Wool Store (47-61 Sunshine Road) and Goldsborough Mort Wool Store (63 Sunshine Road) for employment purposes	A	Council
<b>Strategic Direction 4: Advocacy</b>		
Maintain watching brief on Westlink	A	Council/PoMC

<sup>3</sup> It should be noted that WestLink is presently an unfunded project.

## 5.4 Precinct 4: Braybrook Ashley Street

### 5.4.1 Location & Access

The Braybrook Ashley Street precinct comprises an area of approximately 34.6 hectares located on the western side of Ashley Street, Braybrook, between Sunshine and Ballarat Roads. The precinct extends north from the Sunshine Railway line to Hampden Street, flanking South Road and the Central West Shopping Centre. Nearest neighbouring precincts are the Tottenham and Braybrook Ballarat Road precincts.

Ashley Street and Paramount Road form Maribyrnong's principal north-south arterial road axis, linking Princes Highway, Somerville Road, Sunshine Road and Ballarat Road. The precinct is penetrated by South Road, a major local road, Marsden Parade and Hampden Street.

Public transport to the precinct includes Tottenham Railway station, located 200 metres to the south east and bus routes along Ashley Street and South Road, connecting to Sunshine and Footscray Stations.

A shared path to the south of the precinct, connecting Sunshine Station through to Ashley Street and beyond is proposed under the *Maribyrnong Strategic Bicycle Strategy 2004* and *Footscray to Sunshine Bicycle Route Study 2008* and would enhance the area's pedestrian linkages.



Figure 5.13: Precinct 4 Location & Access



Source: Tract

### 5.4.2 Land Use & Economic Activity

Service industry uses dominate the precinct, followed by factories, retail and office uses. There are a number of office suites accommodated within a three level office building to the immediate north of the Central West Shopping Centre. The availability of office accommodation complements the function of the shopping centre. However at time of writing a several suites were available for lease.

The precinct has a building footprint of approximately 176,000 m<sup>2</sup> (ranking 4<sup>th</sup>) with a mean site coverage of a comparatively high 56%. Building footprints range from 76m<sup>2</sup> to 57,441m<sup>2</sup> with an average area of 2,846m<sup>2</sup>.



The land south of South Road, including Central West Shopping Centre was formerly owned by the RAAF and has been redeveloped over the last 10-12 years. The site was acquired by ISPT for \$137 million in late 2007.

Place of Work data from the 2006 census indicates that the Braybrook Ashley Street precinct was work place to approximately 475 staff.

**Table 5.4: Precinct 4 Land Use**

Land Use	Lots	% Total Lots	Area (ha)	% of Total Area
Container Storage	0	0.0%	0.00	0.0%
Factory	6	8.7%	6.25	18.1%
Office	5	7.2%	1.64	4.7%
Other	2	2.9%	1.06	3.1%
Partial Vacant Site	0	0.0%	0.00	0.0%
Residential	2	2.9%	0.09	0.3%
Retail	10	14.5%	2.61	7.6%
Service Industry	6	8.7%	0.67	1.9%
Vacant Land	3	4.3%	0.84	2.4%
Warehouse	34	49.3%	21.42	61.9%
Not specified	1	1.4%	0.01	0.0%
<b>Total</b>	<b>69</b>	<b>100.0%</b>	<b>34.60</b>	<b>100.0%</b>

Source: Maribyrnong City Council, AECgroup

AECgroup surveyed eight firms based within the precinct. Respondents were predominantly smaller firms comprising fewer than ten staff although the sample also included a medium firm employing between 10-19 staff and a larger enterprise with between 75 and 99 staff.

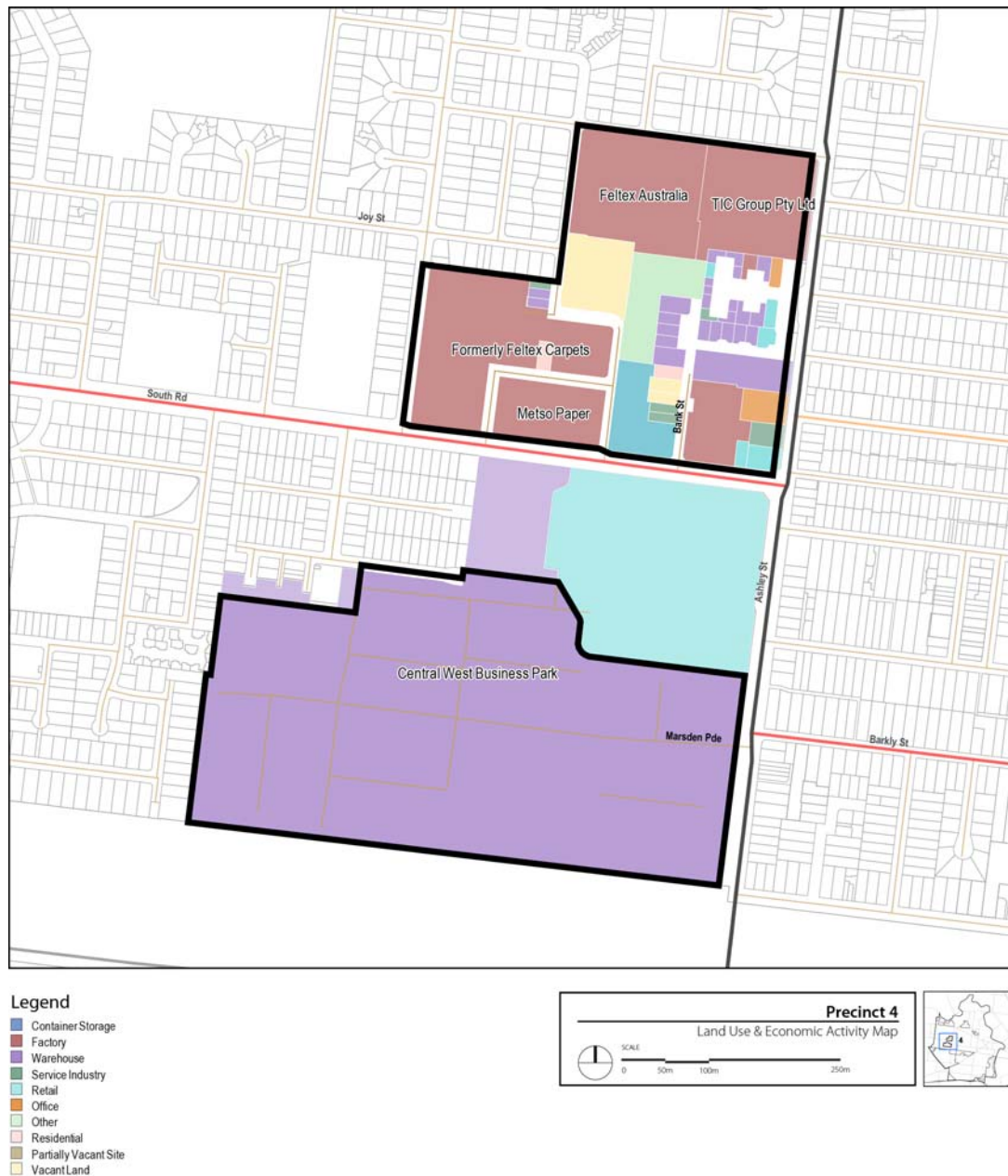
Three of the eight respondents expected to grow staff numbers over the next few years while the remaining five expected no change.

Half of the respondents were well established in the precinct, having been there for more than ten years. While seven of eight respondents anticipated their business still operating at this address in five years time, only one firm was contemplating an expansion of its current operations at its present premises.

Respondents favoured the precinct for its location and proximity to the CBD, port and airport, main road exposure, ease of access and good parking. Proximity to a shopping centre was also considered advantageous.

ISPT is a major institutional landlord within the precinct. The organisation considers its land holdings to the south of the precinct, comprising single level warehouses to be under-developed, however is reticent about further development due to the questionable development viability and concern at the infrastructure levies that would be incurred in the event of redevelopment.

Figure 5.14: Precinct 4 Land Use & Economic Activity



Source: Tract

### 5.4.3 Precinct Structure

The Braybrook Ashley St precinct comprises two sub-precincts split by Residential, Mixed Use and Business 1 zoning. For the purposes of the ILS they are identified respectively as sub-precincts 4.1 and 4.2.

#### 5.4.3.1 Sub-precinct 4.1

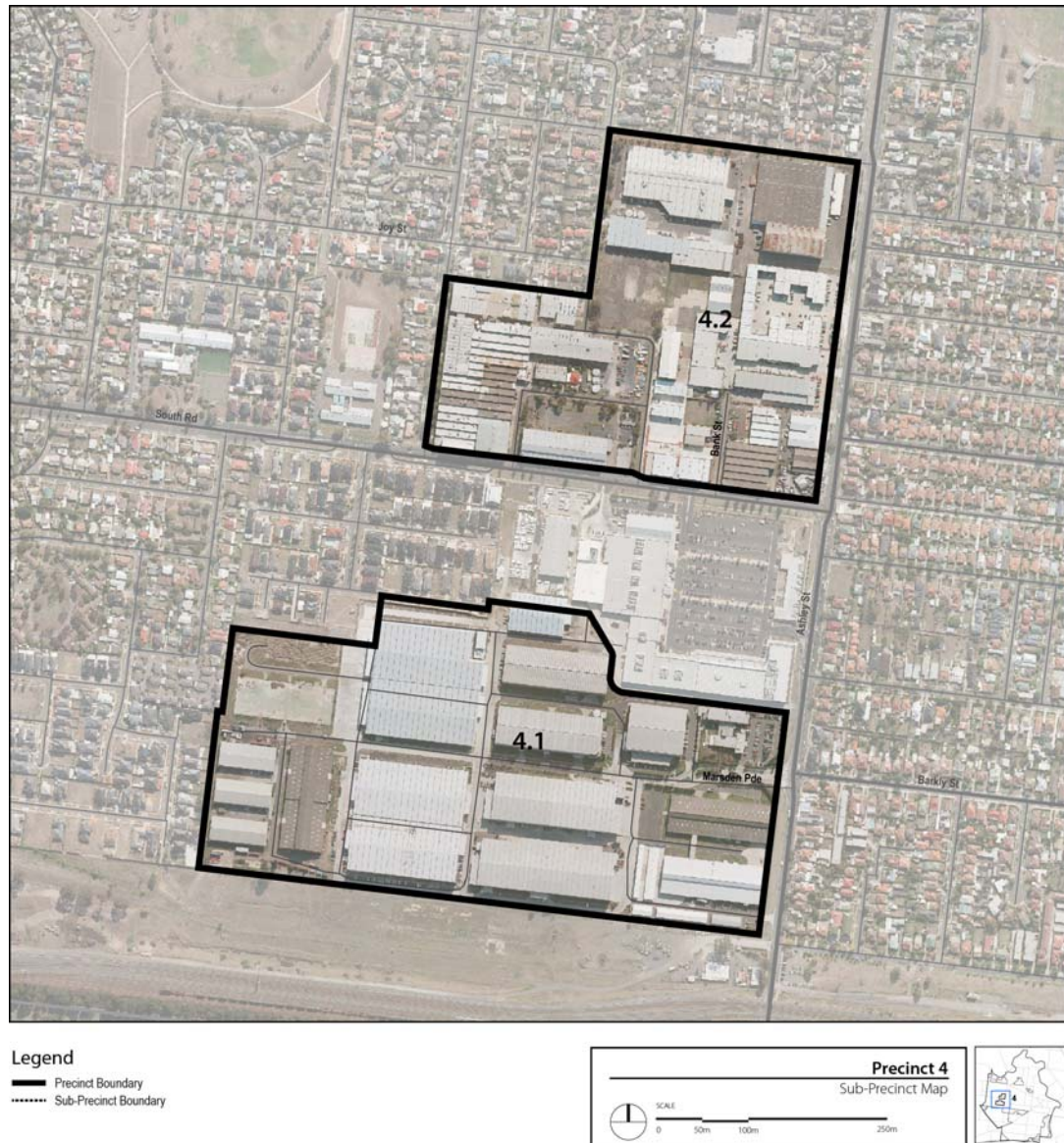
Sub-precinct 4.1 is located on the west side of Ashley Street and north of Sunshine Road. It is entirely zoned Business 3 and is known as the Central West Business Park. Land use is entirely warehousing. The sub-precinct is adjacent to Residential on its west, north west and east sides.



5.4.3.2 Sub-precinct 4.2

Sub-precinct 4.2 is west of Ashley Street and north of South Road. It is entirely zoned Business 3 and is mainly occupied by factories (Feltex) with the remainder a mix of service industry, storage, office and retail. The sub-precinct is adjacent to Residential on all sides except south.

Figure 5.15: Precinct 4 Structure



Source: Tract

5.4.4 Land Use Controls

The Braybrook Ashley Street Precinct is entirely zoned Business 3. The precinct is contained within the Central West Major Activity Centre.

The Central West Major Activity Centre Activity Centre Structure Plan, developed during 2007-2008 articulates a vision of part of Braybrook becoming ‘a vibrant and prosperous centre where people come to work, shop and meet, in a safe, pleasant and high amenity environment’. The Plan seeks to build on the precinct’s existing role as a regional employment and retail node through intensifying employment and retail activity and attracting complimentary uses and community services. It seeks to improve connections between the activity centre and Tottenham railway station.

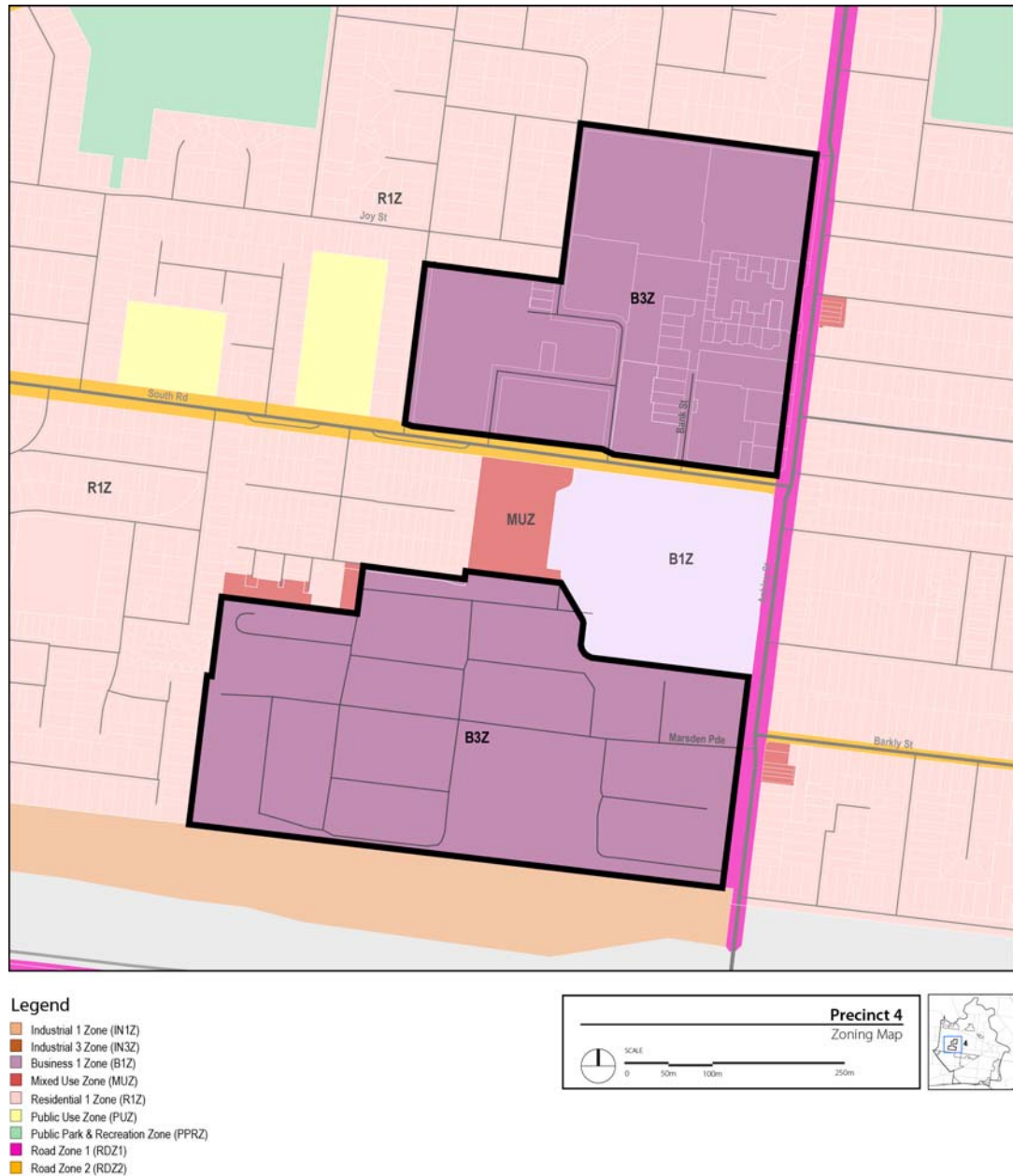




Amendment C82, introduced in the second half of 2010 recognises that central West Major Activity Centre may have some capacity for office development. The amendment favours the rezoning of the small parcel of land north west of the Business Park, currently zoned mixed use to Residential 1.

The precinct abuts VicTrack land to the immediate south (zoned Industrial 1). Amendment C82 favours rezoning of this land to Public Use Zone 4.

**Figure 5.16: Precinct 4 Zoning**



Source: Tract

### 5.4.5 Constraints, Issues and Opportunities

#### 5.4.5.1 Constraints & Issues

- A lack of separation between industrial uses and neighbouring residential development.
- The precinct is surrounded by residential development on three sides.



#### 5.4.5.2 Opportunities

- The Central West Business Park is recognised as the only prime business estate within Maribyrnong. Boom gate-secured business park access is considered part of its appeal to occupiers.
- Single ownership of the estate (by ISPT) provides unified control;
- The estate comprises a number of modern buildings of comparatively recent construction offering large expanses of column free space suitable to contemporary requirements.
- Central West Shopping Centre, located in the centre of the precinct, is an important sub-regional retail destination and potentially enhances the appeal of the precinct as a convenient, multi-faceted work environment.
- Amendment C82 recognises the potential for office development within the Central West Major Activity Centre.

#### 5.4.6 Most Appropriate Use Analysis

The precinct is categorised as a Core Employment Area.

Surrounded by residential development and flanking the Central West Activity Centre, with a predominant built form of modern, marketable business premises, the Braybrook Ashley Street precinct is well suited to smaller scale commercial and related uses that do not generate significant truck traffic.

The close proximity of residential development limits the intensity of industrial activity that is appropriate within this precinct.

The precinct is largely built out with buildings of comparatively recent construction, limiting the scope for further near term development. Further development should be of similar scale and intensity of recent development. There is scope for further office development fronting Ashley Street south of Marsden Parade.

#### 5.4.7 Vision & Objectives

The Braybrook Ashley Street precinct is an employment-intensive precinct comprising contemporary low to medium rise office warehouse buildings in a business park setting flanking and complementing the function of the Central West Activity Centre.

Future objectives include:

- Office development along the Ashley Street frontage of the Central West Business Park echoing the development pattern to the immediate north of the Central West Shopping Centre.
- Ashley Street as an attractive tree lined boulevard.

#### 5.4.8 Recommended Actions

To achieve the vision & objectives the following actions are recommended:

Recommended Action	Priority	Responsibility
<b>Strategic Direction 1: Core Employment Land</b>		
Prepare CEA framework plan	A	Council
Establish Precinct Watch committee	B	Council/Landlords/Tenants
<b>Strategic Direction 2: Employment Intensification Area</b>		
N/A		
<b>Strategic Direction 3: Access &amp; Amenity</b>		
Prepare local area traffic and parking management plan	A	Council
Prepare public realm improvement plan	B	Council
<b>Strategic Direction 4: Advocacy</b>		
N/A		

## 5.5 Precinct 5: Braybrook Ballarat Road

### 5.5.1 Location & Access

The Braybrook Ballarat Road precinct is located in the north west corner of the municipality on the northern side of Ballarat Road (Western Highway). The Western Highway is the principal and most direct highway link between Melbourne and Adelaide, passing through Ballarat and Western Victoria. Five kilometres due west of the precinct it intersects with the Western Ring Road providing connections to Melbourne Airport (to the north) and Princes Freeway and Geelong (to the south). Ashley Street, forming the eastern boundary of the precinct, connects the precinct with the middle and southern section of the municipality, providing a direct link to Sunshine Road, and via Paramount Road, through to Geelong Road.

Cranwell Street, a local traffic street running parallel with Ballarat Road, is the principal internal traffic circulation route within the precinct.

The Maribyrnong River, located to the immediate north of the precinct, impedes access to localities to the north. The closest river crossing is the Cordite Avenue-Canning Street Bridge, 3.6 kilometres north (via Hampstead Road). The planning scheme includes a public acquisition overlay over part of the Medway Golf Course to provide for the future connection of Ashley Street across Maribyrnong River to Military Road in Avondale Heights.

Public transport includes bus services along Ballarat Road, connecting Highpoint Shopping Centre to Caroline Springs (route 215), Sunshine Station to the CBD (route 220) and Sunshine Station to Footscray Station.

Figure 5.17: Precinct 5 Location & Access



Source: Tract



### 5.5.2 Land Use & Economic Activity

The 36.97 hectare precinct is fragmented, interspersed with public open space and schools. It comprises numerous small allotments improved by predominantly older style warehousing and a mix of low-grade industrial and retail service. Manufacturing, warehousing, retailing and service industry are the main land uses (by area). Peerless Foods a manufacturer of edible oils and fats is a major occupier and employer.

Place of work data from the last census found the precinct was base to 770 jobs in 2006, or about 2.7% of the city's total.

Existing buildings have an aggregate footprint of approximately 176,000m<sup>2</sup> and range broadly from 25m<sup>2</sup> to 11,896m<sup>2</sup>. The average building area of 849m<sup>2</sup> is the lowest of all nine precincts. Site coverage average 49.2%, slightly above the mean for industrial precincts (48.1%).

Woolworths recently purchased a four hectare site at 330 Ballarat Road on which it proposes to construct one of its soon to be launched big box hardware stores. Site works were underway in mid-December 2010.

Precinct amenity is marred by the derelict shell of the partly demolished former ETA Factory at 254 Ballarat Road. The 1.6 hectare rectangular site, which has a frontage of more than 150 metres to Ballarat Road, had been acquired by Binks Ford in 2004 for intended redevelopment into a car showroom but the development failed to proceed and the site was returned to the market in 2008. The property is included on the Victorian Heritage Register.

AECgroup surveyed 25 firms based in the precinct. A high proportion (80%) considered it more likely than not that they would still be operating at their current location in five years' time. More than half (52%) thought it was at least highly likely. Factors most liked by respondents about their current premises included proximity to other amenities, main road exposure, ability to undertake manufacturing (by virtue of operating licence).

While intending to stay put, 84% of respondents have no intention of expanding their current operations on this site within the next five years. Half of the 16% (4 firms) that indicated an intention to expand, were owner occupants, the other half tenants.

A substantial minority (36%) of respondents expected an increase in staff levels in the next few years. Just under half (48%) expected no change; 8% expected a decrease.

**Table 5.5: Precinct 5 Land Use**

Land Use	Lots	% Total Lots	Area (ha)	% of Total Area
Container Storage	0	0.0%	0.00	0.0%
Factory	11	6.9%	14.89	40.3%
Office	1	0.6%	0.04	0.1%
Other	6	3.8%	2.02	5.5%
Partial Vacant Site	5	3.1%	0.95	2.6%
Residential	8	5.0%	0.54	1.5%
Retail	28	17.5%	5.24	14.2%
Service Industry	29	18.1%	3.58	9.7%
Vacant Land	12	7.5%	0.95	2.6%
Warehouse	52	32.5%	6.49	17.6%
Not specified	8	5.0%	2.27	6.1%
<b>Total</b>	<b>160</b>	<b>100.0%</b>	<b>36.97</b>	<b>100.0%</b>

Source: Maribyrnong City Council



Figure 5.18: Precinct 5 Land Use & Economic Activity



Source: Tract

### 5.5.3 Precinct Structure

The Braybrook Ballarat Road precinct comprises three separated sub-precincts. For the purposes of the ILS they are identified respectively as sub-precincts 5.1 to 5.3.

#### 5.5.3.1 Sub-precinct 5.1

Sub-precinct 5.1 is the largest and most easterly located east of Ashley Road and north of Ballarat Road. It is zoned entirely Business 3 and contains four heritage overlays. The sub-precinct is a mixture of factory (Peerless, Kipsringer), warehouse, retail and service industry. The largest factory site is occupied by the Peerless factory which has an EPA buffer surrounding it. The Maribyrnong Planning Scheme allows for a potential upgrade of Ashley Street and river crossing to connect to Military Road.

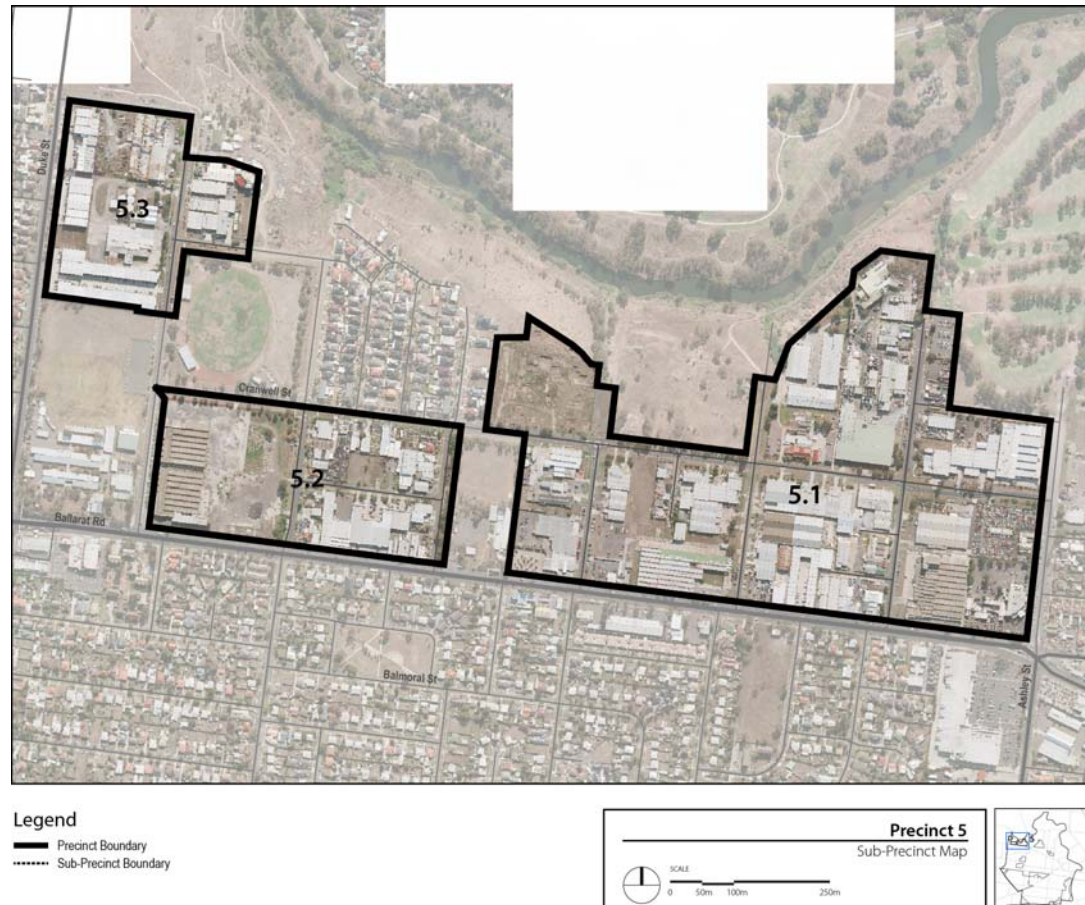
#### 5.5.3.2 Sub-precinct 5.2

Sub-precinct 5.2 is situated between Cranwell Street to the north, Errol Street to the east, Ballarat Road to the south and Burke Street to the west. It is zoned entirely Business 3. There are Residential areas to the north and schools adjacent to the west and east. The right hand side is a mixed use of mainly retail along Ballarat Road but also warehouse and service industry. A large site to the west (half the sub-precinct is vacant and is a proposed Woolworths Hardware site).

### 5.5.3.3 Sub-precinct 5.3

Sub-precinct 5.3 is the smallest and most westerly of the Precinct and faces west onto Duke Street. It is zoned entirely Business 3. Predominant use is factory with service industries adjacent to Duke Street and warehousing to the east.

**Figure 5.19: Precinct 5 Structure**



Source: Tract

### 5.5.4 Land Use Controls

The Braybrook Ballarat Road precinct is entirely zoned Business 3. The schedule to this zone limits office floor area to no more than 1,500m<sup>2</sup> per site. Lighting shops must have a floor area of at least 500m<sup>2</sup> while other restricted retail premises must have a floor area of at least 1,000m<sup>2</sup>. The precinct is fragmented by land zoned for (and used as) residential, education and public recreation. The precinct is bounded to the north east by the Medway Golf Club.

The Environmental Protection Authority has nominated a buffer of 500 metres around the Peerless plant to exclude sensitive uses, particularly residential development from exposure to potential odour nuisance. Buffers reflect the reality that even with good pollution control technology and practice, there may still be unintended or accidental emissions which must be anticipated and allowed for.

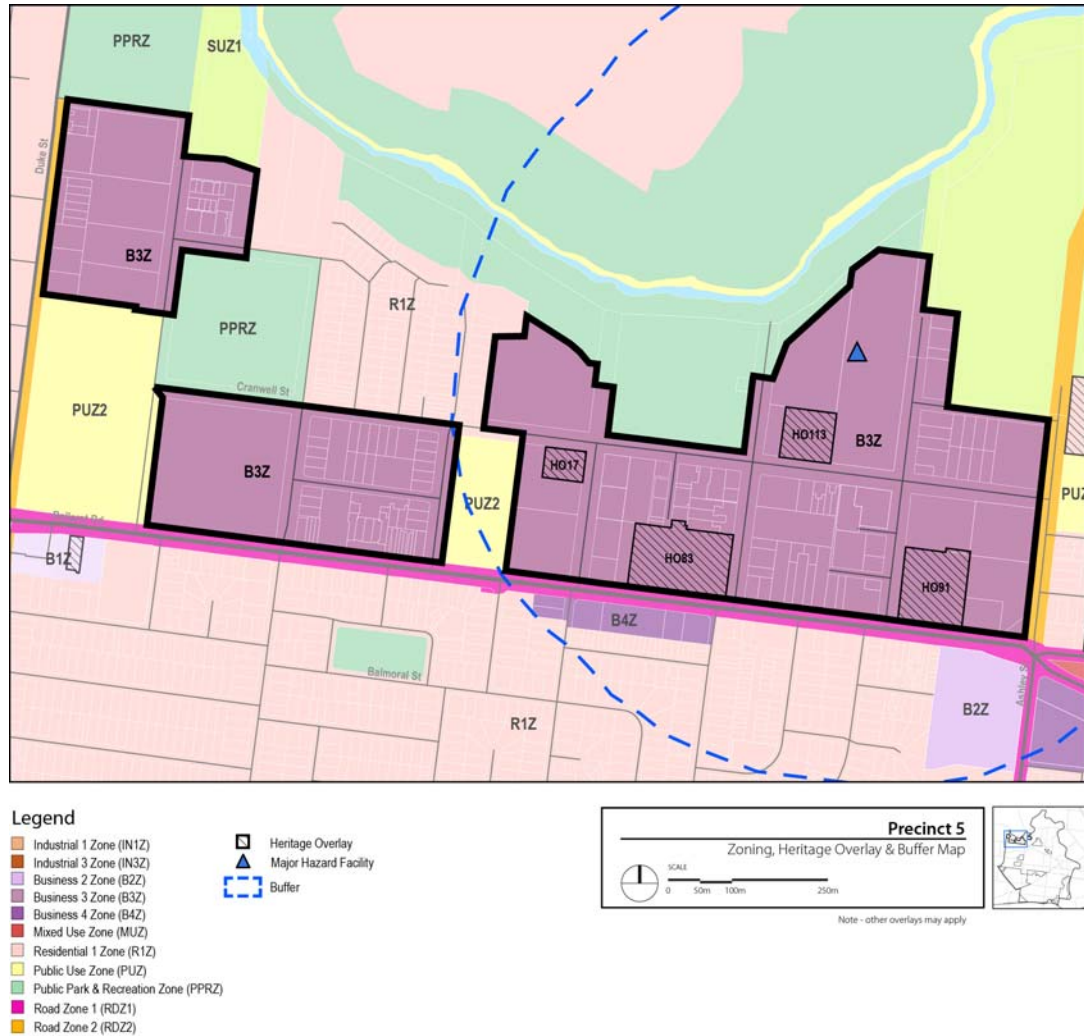
The following properties (indicated by the blue triangle on the zoning map) are subject to a heritage overlay under the planning scheme:

- F.T.Wimble & Co, 13-21 Annesley Street, Braybrook;
- The former ETA Factory, 254 Ballarat Road, Braybrook (also included on the Victorian Heritage Register);
- The Klipspringer plant, 40-54 Cranwell Street, Braybrook; and

- The Pilkington ACI plant, 234 Ballarat Road, Braybrook.

A recent planning scheme amendment, C99, rezoned land at 170 and 180 Ashley Street, Braybrook, to Industrial 3 Zone. These two sites adjoin the eastern end of the precinct, but were not considered in the analysis.

**Figure 5.20: Precinct 5 Zoning, Heritage and Buffer Overlay**



Source: Tract

## 5.5.5 Constraints, Issues and Opportunities

### 5.5.5.1 Constraints & Issues

- The Peerless Plant is the source of occasional odour emissions. The EPA has expressed the view that industry needs to conform to twenty first century performance and environmental standards in containing negative externalities at source.
- A five hundred metre buffer around the Peerless plant restricts sensitive land uses, particularly residential development, within its perimeter – and is impediment to potential redevelopment of the precinct for non-industrial purposes.
- Inadequate off street parking along Cranwell Street.
- The precinct is fragmented by parkland and school sites and immediately abuts residential development.
- Recent businesses closures and derelict sites detract from the precinct’s appeal.



- The precinct has a number of derelict, underutilised or otherwise unsightly or poorly maintained sites (such as car wreckers), which discourage more image-conscious tenants from establishing or remaining within the precinct. The partially demolished former ETA factory site at 254 Ballarat Road is listed on the Victorian Heritage Register for the architectural and historical significance. Designed by Architects Grounds, Romberg Boyd, the building was considered an excellent example of 1950s structural rationalism, modernist design and the application of the glass curtain wall.
- The schedule to the zone imposes minimum floor areas for restricted retail premises and caps office floor space at 1,500m<sup>2</sup> per site.
- There has been a progressive loss of businesses from the precinct to alternative industrial locations (mostly outside the municipality), which has eroded business linkages and the appeal of remaining for those businesses left behind.

#### 5.5.5.2 Opportunities

- The development of new Woolworths home improvements store may provide an impetus for the renewal of the north side of Ballarat Road as a homemaker precinct. Restricted retail premises are a Column 2 use in the zone. The typical store layout will generally consist a total floor area of approximately 13,000 m<sup>2</sup> with associated car parking. It is Woolworths' intention to roll-out approximately 30 of the new stores in Victoria over a period of 3 to 5 years. Each store will employ approximately 130 to 150 staff (full time, part time and casual) and is estimated to generate approximately 377 employment multipliers (including 186 direct jobs per store during construction).
- The reconstruction of the former ETA building, repurposed as an office or office/showroom. It is understood that the façade is presently in storage for safe keeping. Such a use would be consistent with the Business 3 zoning.
- Ballarat Road is a major arterial road providing a high level of exposure which is attractive for showroom uses. Developers and industrial land owners consulted consider the north side of Ballarat Road well suited to big box and homemaker/trade supplies retailing. These are discretionary uses within the current Business 3 zoning.
- Selected sites fronting the south side of Cranwell Street enjoy spectacular views to the north across parkland and the river escarpment.

#### 5.5.6 Most Appropriate Use Analysis

The precinct is categorised as a Core Employment Area.

Flanking the northern side of Ballarat Road and extending several hundred metres eastward from the municipal boundary with Brimbank, the Braybrook Ballarat Road precinct is an important source of initial impressions of the municipality for motorists entering Maribyrnong from the west. Its Business 3 zoning is intended to encourage the integrated development of offices and manufacturing industries, together with associated commercial and industrial uses. The precinct is fragmented by the encroachment of two schools, parkland and residential development.

The large format Woolworths hardware store under construction at 330 Ballarat Road is anticipated to activate that section of Ballarat Road and become a significant retail destination for residents of the surrounding suburbs, serving as a catalyst for the renewal of peripheral sales retailing along the adjoining strip (between Butler and Errol Street) as complementary retailers position to leverage the new customer flows attracted. Peripheral retailing is permissible under the current Business 3 zoning, although the MSS favours aggregation of this type of retailing near Highpoint.

The buffer around the Peerless plant excludes residential and other sensitive development within 500 metres of the plant, which includes that part of the precinct east of Errol Street. Uses allowed under the Business 3 zoning are not considered sensitive.

#### 5.5.7 Vision & Objectives

The Braybrook Ballarat precinct is a vibrant employment precinct comprising a mix of well-presented peripheral sales, showrooms, office-warehouse and light industrial uses.

Future objectives include:



- An attractive and thriving peripheral sales and trade supplies strip along the northern side of Ballarat Road characterised by active street frontages and consistent building setbacks.
- The former ETA building refurbished and repurposed as an office or office/showroom. The continued use or adaptive re-use of the precincts other heritage assets for light industrial or commercial business purposes.
- The redevelopment of 84-110 Cranwell Street as a low rise business park designed to minimise impact on adjoining residential and oriented to take maximum advantage of views to the river and adjoining parkland.
- Peerless continued presence as a major source of local employment, operating in accordance with current EPA standards as to containment of emissions at source.
- A continuous shared cycle/pedestrian pathway along the southern bank of the Maribyrnong River linking existing cycle paths at Burke Street, with a connection to the existing pedestrian footbridge north of the Medway Golf Club.
- Expand the precinct to encompass 170 and 180 Ashley Street, Braybrook, to ensure the redevelopment of the land is consistent with the precinct vision.

### 5.5.8 Recommended Actions

To achieve the vision & objectives the following actions are recommended:

Recommended Action	Priority	Responsibility
<b>Strategic Direction 1: Core Employment Land</b>		
Prepare CEA framework plan	A	Council
Establish Precinct Watch committee	B	Council/Landlords/Tenants
<b>Strategic Direction 2: Employment Intensification Area</b>		
N/A		
<b>Strategic Direction 3: Access &amp; Amenity</b>		
Prepare public realm improvement plan	A	Council
Encourage the adaptive re-use of heritage buildings for employment purposes	C	Council
Investigate the potential for removal of the office floor space cap from land within the heritage overlay to encourage its ongoing use	B	Council
Limit building heights along Cranwell Street to match existing (include in Siting and Design Guidelines)	D	Council
Standardise building setbacks along north side of Ballarat Road between Butler and Errol Streets (include in Siting and Design Guidelines)	D	Council
<b>Strategic Direction 4: Advocacy</b>		
N/A		

## 5.6 Precinct 6: Maidstone Hampstead Road

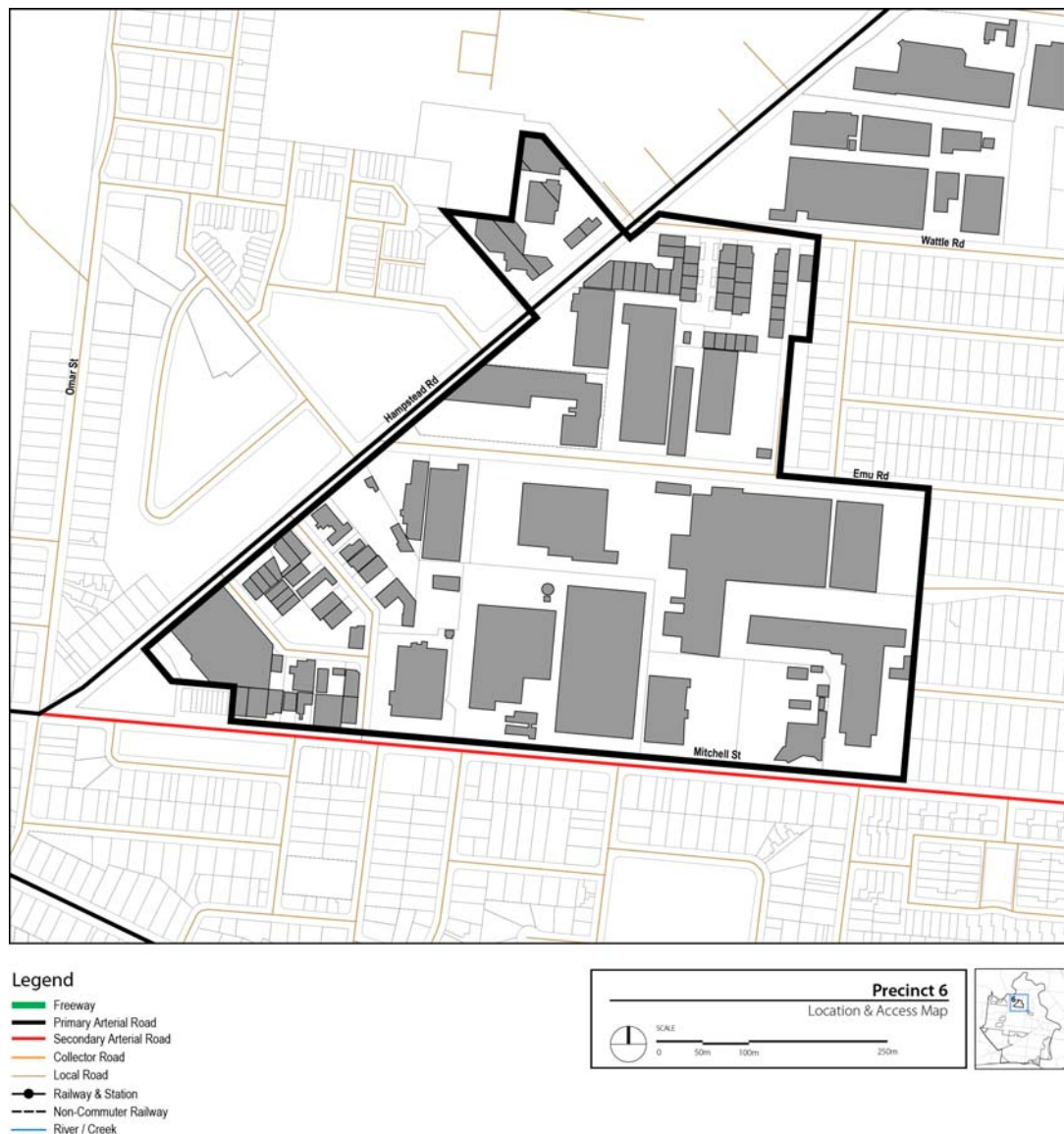
### 5.6.1 Location & Access

The Maidstone Hampstead Road precinct is located on the south east corner of Hampstead Road and Mitchell Street, immediately south west of the Highpoint Principal Activity Centre.

The precinct is surrounded by residential development on three sides and faces new medium density residential development on the opposite (north-west) side of Hampstead Road. The Maribyrnong Migrant Detention Centre and adjoining Student Village, a student accommodation owned by Victoria University, are situated to the immediate north west of the precinct.

Public transport services to the precinct include bus routes along Hampstead and Emu Roads and the Route 82 tram along Rosamond Road.

Figure 5.21: Precinct 6 Location & Access



Source: Tract





### 5.6.2 Land Use & Economic Activity

The Maidstone Hampstead Road Precinct comprises 29.13 hectares of Industrial 3 zoned land substantially built out with a mix of warehousing, light industrial, trade/service industry and peripheral retail uses. The precinct is dominated by a few large occupiers operating from warehouse, hardstand and cold storage space. These include FBA Imports, Kenmark Industrial, Versa Cold Logistics, Firefly Express Coaches and Warren and Brown Technologies.

There are a number of non-industrial uses, particularly on the Hampstead Road frontage, including gymnasium, baby accessory store, and large format chemist.

Place of work data from the last census indicate the precinct was in 2006 base to 410 jobs (1.4% of the city's total) and reflecting an average 15.8 jobs/hectare.

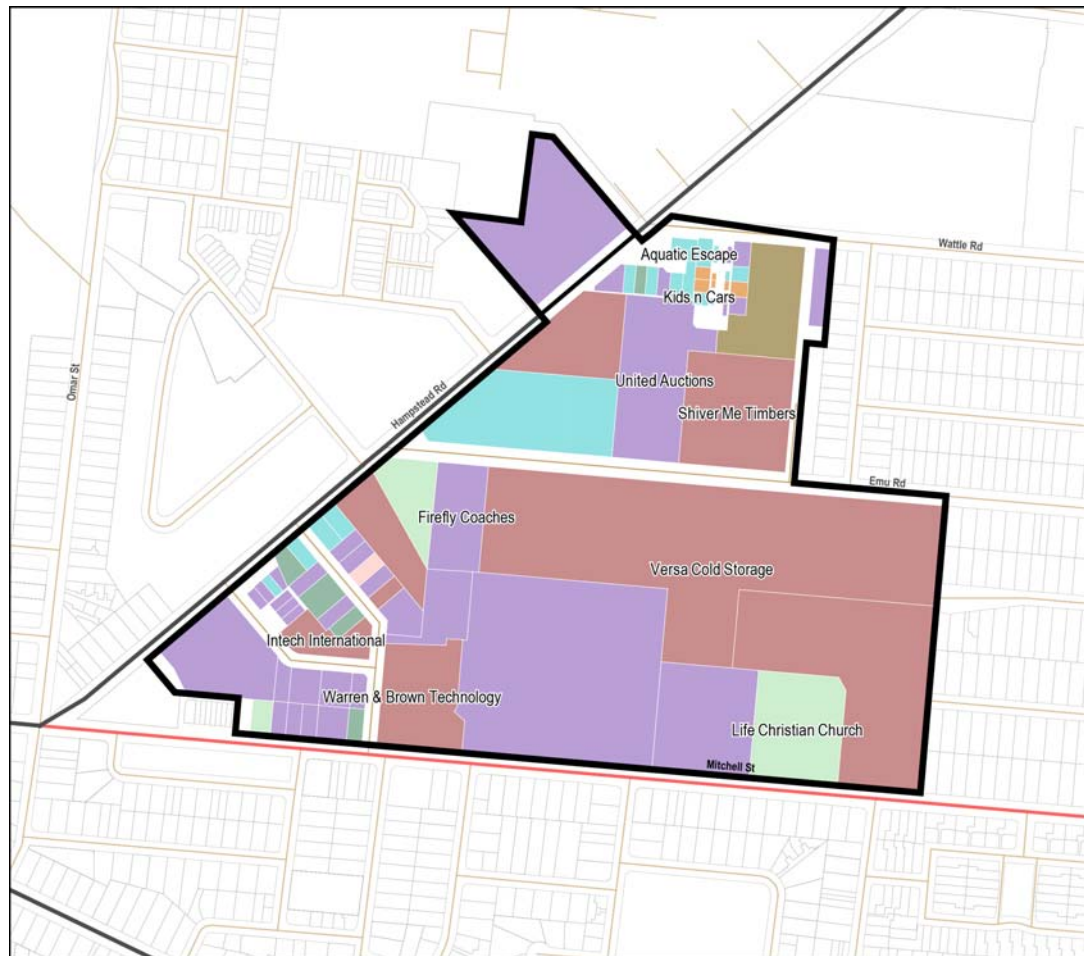
Buildings ranged widely in area, from 88m<sup>2</sup> to 30,636m<sup>2</sup> with mean area of 1,657 m<sup>2</sup>. The precinct's aggregate building footprint totalled 136,000m<sup>2</sup>. Mean site coverage was a middling 48.7%.

**Table 5.6: Precinct 6 Land Use**

Land Use	lots	% Total Lots	Area (ha)	% of Total Area
Container Storage	0	0.0%	0.00	0.0%
Factory	8	11.9%	12.76	43.8%
Office	3	4.5%	0.09	0.3%
Other	3	4.5%	1.58	5.4%
Partial Vacant Site	1	1.5%	0.78	2.7%
Residential	1	1.5%	0.06	0.2%
Retail	14	20.9%	1.99	6.8%
Service Industry	5	7.5%	0.36	1.2%
Vacant Land	0	0.0%	0.03	0.1%
Warehouse	32	47.8%	11.47	39.4%
Not specified	0	0.0%	0.00	0.0%
<b>Total</b>	<b>67</b>	<b>100.0%</b>	<b>29.13</b>	<b>100.0%</b>

Source: City of Maribyrnong, AECgroup

Figure 5.22: Precinct 6 Land Use & Economic Activity



- Legend**
- Container Storage
  - Factory
  - Warehouse
  - Service Industry
  - Retail
  - Office
  - Other
  - Residential
  - Partially Vacant Site
  - Vacant Land



Source: Tract

### 5.6.3 Precinct Structure

Sub-precincts are determined as those north and south of Hampstead Road. The vast majority of the precinct is located south of Hampstead Road as sub-precinct 6.1 and a small area sub-precinct 6.2 north of Hampstead Road.

#### 5.6.3.1 Sub-precinct 6.1

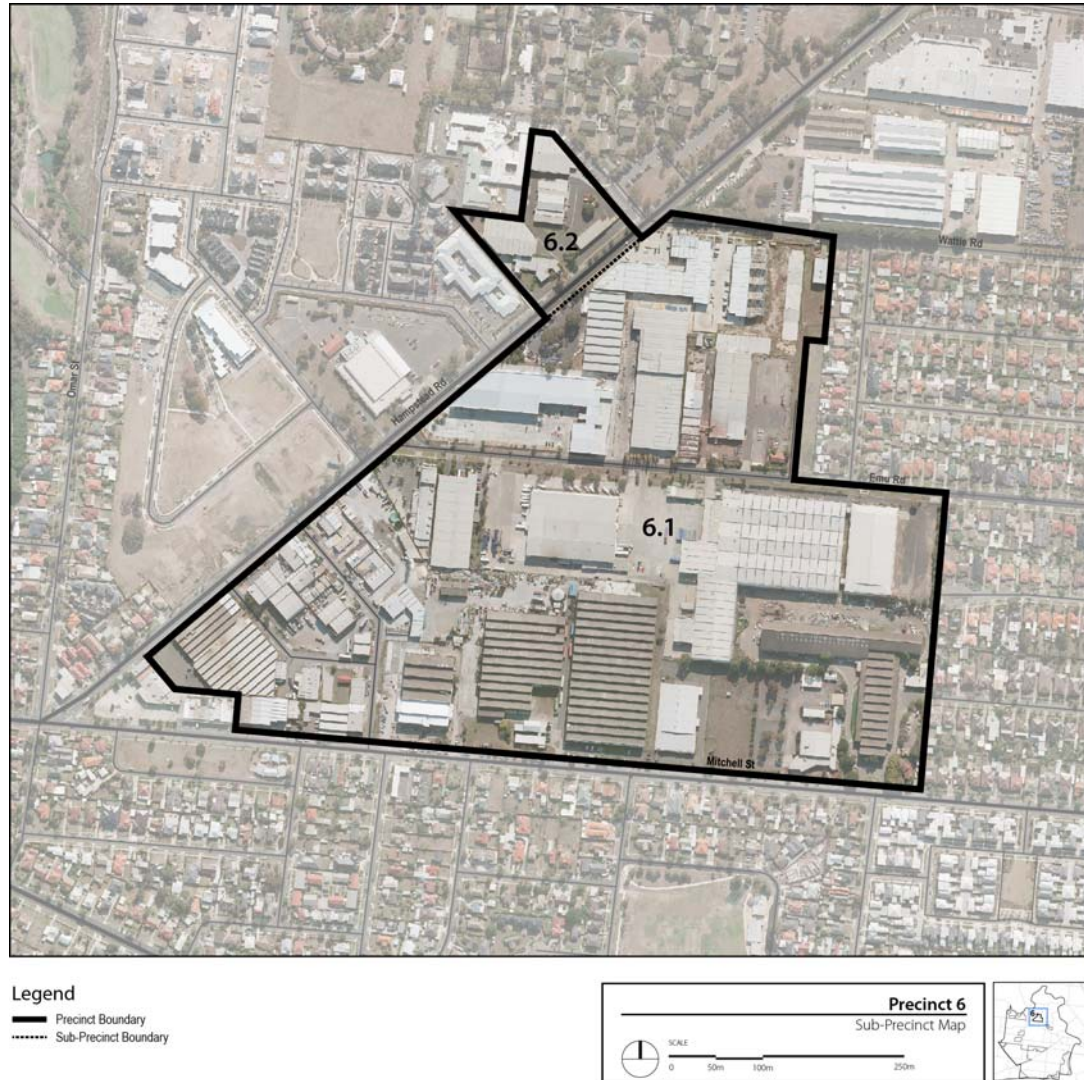
Sub-precinct 6.1 comprises one large contiguous area south east of Hampstead Road and north of Mitchell Street. The sub-precinct is zoned Industrial 3 and comprises a range of uses including warehousing, factory and retailing. Lot sizes vary: with small lots of 500-700 m<sup>2</sup> located near the Hampstead Road frontage and larger internal allotments – typically in excess of one hectare and several of between three and five hectares - flanking Mitchell and Street and Emu Road. There are some external issues arising from a concrete batching plant and close interface between industrial and residential uses in side streets.



5.6.3.2 Sub-precinct 6.2

Sub-precinct 6.2 is located on to the north of Hampstead Road. It is zoned Industrial 3 but is surrounded by Special Use, Mixed Use and Commonwealth Use zones. Land use is all warehousing.

Figure 5.23: Precinct 6 Structure



Source: Tract

5.6.4 Land Use Controls

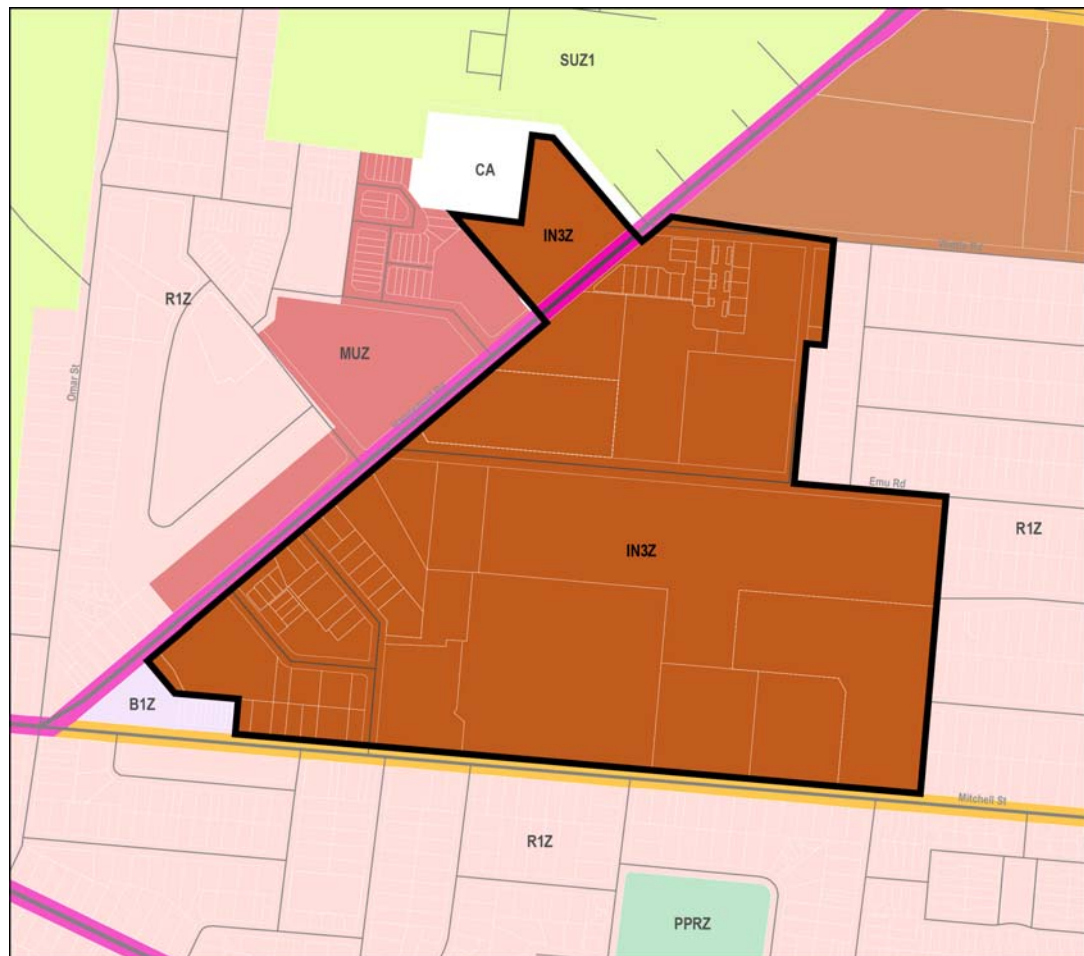
The Maidstone Hampstead Road precinct is entirely zoned Industrial 3. Land to the immediate north of the precinct, north of Wattle Road, is also zoned Industrial 3.

The precinct is south west of the Highpoint Principal Activity Centre, which was recently the subject of a structure plan directing an improved community focus with more mixed use development including higher density housing and some office development.

The Maribyrnong Planning Scheme anticipates that light industrial areas in the southern and western part of the neighbouring Highpoint Principal Activity Centre will transition into mixed use.

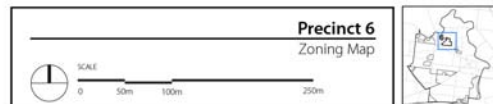


Figure 5.24: Precinct 6 Zoning



Legend

- Industrial 1 Zone (IN1Z)
- Industrial 3 Zone (IN3Z)
- Business 1 Zone (B1Z)
- Mixed Use Zone (MUZ)
- Residential 1 Zone (R1Z)
- Commonwealth Land (CA)
- Public Park & Recreation Zone (PPRZ)
- Special Use Zone (SUZ)
- Road Zone 1 (RDZ1)
- Road Zone 2 (RDZ2)



Source: Tract

### 5.6.5 Constraints, Issues and Opportunities

#### 5.6.5.1 Constraints & Issues

- The comparatively small precinct is essentially surrounded by residential use, including recent medium density development. Access and egress by heavy commercial traffic raises potential amenity concerns.
- It enjoys good road access via Hampstead Road, although capacity is constrained at peak times.
- Emu and Wattle Road and Mitchell Street provide access to both residential and industrial properties, potentially giving rise to truck traffic encroachment into residential areas.
- The precinct is substantially built out with no vacant sites.
- Raised dust generated by a concrete batching plant located at 38-48 Hampstead Road.





- The potential upgrade of an existing cool store at 35-77 Emu Road (Versa Cold Logistics), recently raised with council, is anticipated to generate B double truck movements in the immediate vicinity and occasional ammonia discharges incidental to operations.
- The precinct has been the subject of a number of rezoning requests, particularly south of Emu Road.

#### 5.6.5.2 Opportunities

- The Precinct has large sites with redevelopment potential.
- Its close proximity to Highpoint Shopping Centre provides scope for intensifying activities.
- Victoria University may potentially dispose of the 11.6 hectare Student Village site (currently zoned Special Use 1) located adjacent to the precinct to the immediate north of the Maribyrnong Detention Centre site providing redevelopment potential.

#### 5.6.6 Most Appropriate Use Analysis

The precinct is categorised as a Strategic Employment Investigation Area. Further investigation of sub-precincts designated sub-precinct 6.2 as borderline between EIA/SRA.

Close interface with neighbouring residential development, lack of critical mass as an industrial precinct, existing restrictions on truck movements and lack of vacant or underutilised sites available for development detract from the Maidstone Hampstead Road precinct's intrinsic suitability for industrial uses.

Hampstead Road is a key approach route to the Highpoint Principal Activity Centre, situated several hundred metres to the north east. Given this proximity and recent medium density residential development on its northern side, the arterial road is well suited to accommodating commercial uses that complement Highpoint. As noted earlier, the south western corner of the precinct has an existing peripheral sales/trade supplies character.

The small pocket of Industrial 3 zoned land on the west side of Hampstead Road is surrounded on three sides by residential use. Its present use and surrounding land use pattern is residential/institutional residential use in character.

#### 5.6.7 Vision & Objectives

A vision and objectives will be determined during the EIA framework plan exercise.

#### 5.6.8 Recommended Actions

To achieve the vision & objectives the following actions are recommended:

Recommended Action	Priority	Responsibility
<b>Strategic Direction 1: Core Employment Land</b>		
N/A		
<b>Strategic Direction 2: Employment Intensification Area</b>		
Prepare EIA Framework Plan	A	Council
Rezone land in accordance with EIA Framework Plan	B	Council
<b>Strategic Direction 3: Access &amp; Amenity</b>		
N/A		
<b>Strategic Direction 4: Advocacy</b>		
N/A		



## 5.7 Precinct 7: Yarraville Cawley

### 5.7.1 Location & Access

The triangular shaped Cawley Industrial Precinct is situated in the south west corner of the municipality, bounded to the north by the Newport Goods railway line, to the south by the Westgate Freeway and the municipal boundary with Brimbank to the west.

Hardie Road, running off Francis Street, and its extension, Cawley Roads provides the only means of vehicular access to the precinct. Both are classed as local traffic roads. Cawley Road is presently in a poor condition. Hardie Road intersects with Francis Street at a 45 degree angle to the immediate west of a railway crossing, presenting truck traffic approaching the precinct from the east with an awkward left hand turn.

The precinct enjoys high visibility from (although no direct access to) the West Gate Freeway, which forms its southern boundary. The nearest on-ramp to the Westgate Freeway is off Millers Road, which connects with Francis Street. There is no public transport service within the immediate vicinity. Buses are available along Geelong Road to the north and Millers Road to the west.

Figure 5.25: Precinct 7 Location & Access



Source: Tract

### 5.7.2 Land Use & Economic Activity

The majority of the precinct is used as a logistics hub and for container storage. A number of the logistics businesses currently operated 24 hours per day. Major occupiers include Jotun (Paints) Australia, Total Logistics and Elite Cranes. Place of work data from the last census indicated an estimated 260 staff worked within the precinct in 2006 (not including the Bradmill land).

The precinct is contiguous with a large industrial precinct in the neighbouring City of Hobsons Bay. Stockland’s Brooklyn Industrial estate (in neighbouring Brimbank) is located approximately 400 metres to the west. Presently zoned Industrial 1 and part Industrial 3.

The precinct’s eight individual parcels range in area from 4,000m<sup>2</sup> to 13.2 hectares (median area 1.3 hectares). Dominant uses include factory (15.2 hectares), warehousing (5.3 hectares) and container storage (1.1 hectares).



The precinct's buildings range in area from 1,008m<sup>2</sup> to 31,192m<sup>2</sup> with an average 8,458m<sup>2</sup>. The aggregate building footprint was approximately 59,000m<sup>2</sup>. Site coverage was a modest 30.6%, the lowest of all nine precincts.

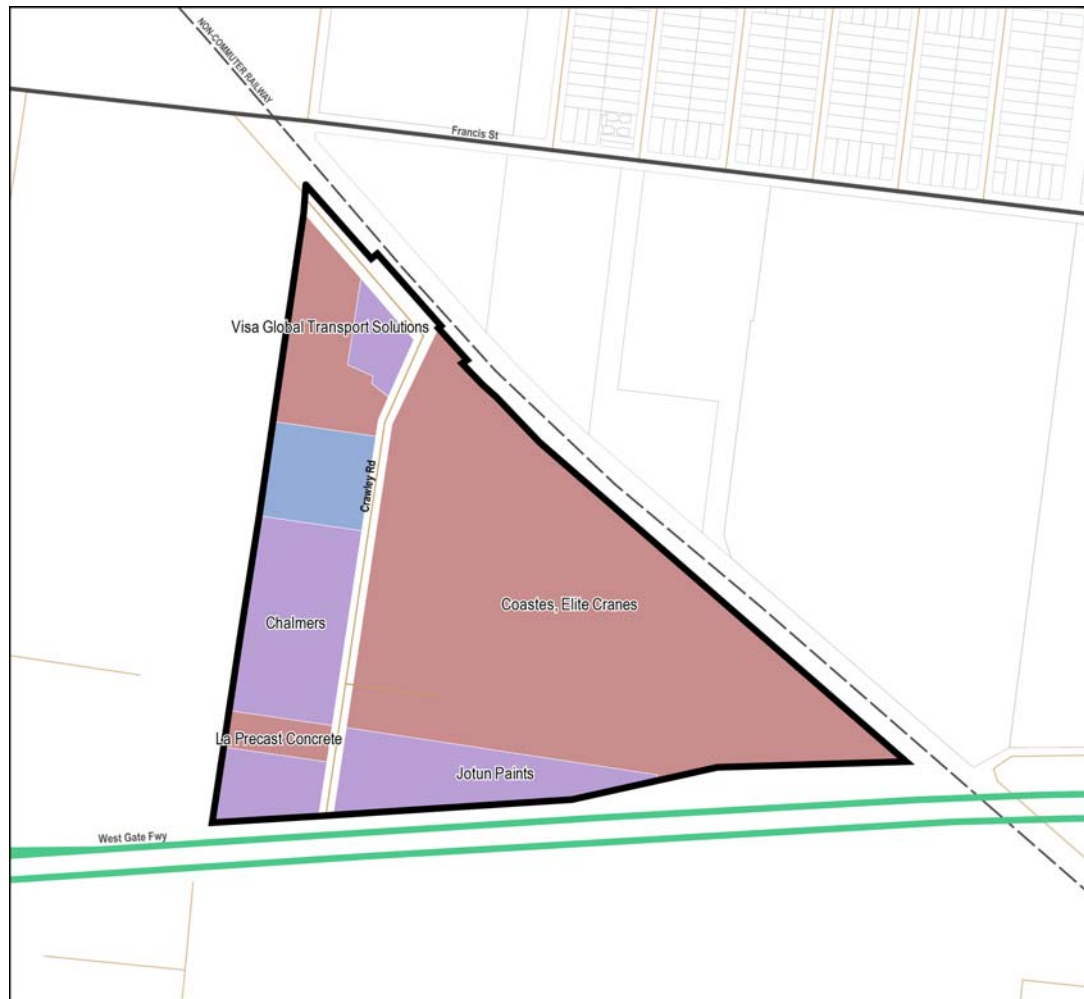
The precinct borders the south-western boundary of the Bradmill site. The 26 hectare former textile factory site is the subject of a development proposal to construct a medium density urban village comprising in excess of 1,500 dwellings, a library, pedestrian and bike paths, and a new road between Francis Street, and Fogarty Road. It will also include a new neighbourhood shopping centre. The development is subject to a rezoning of the land from Industrial 1 and Industrial 3 to Residential 1 and part Business 1.

**Table 5.7: Precinct 7 Land Use**

Land Use	Lots	% Total Lots	Area (ha)	% of Total Area
Container Storage	1	12.5%	1.09	5.0%
Factory	3	37.5%	15.24	70.5%
Office	0	0.0%	0.00	0.0%
Other	0	0.0%	0.00	0.0%
Partial Vacant Site	0	0.0%	0.00	0.0%
Residential	0	0.0%	0.00	0.0%
Retail	0	0.0%	0.00	0.0%
Service Industry	0	0.0%	0.00	0.0%
Vacant Land	0	0.0%	0.00	0.0%
Warehouse	4	50.0%	5.29	24.5%
Not specified	0	0.0%	0.00	0.0%
<b>Total</b>	<b>8</b>	<b>100.0%</b>	<b>21.61</b>	<b>100.0%</b>

Source: City of Maribyrnong, AECgroup

Figure 5.26 Precinct 7 Land Use & Economic Activity



- Legend**
- Container Storage
  - Factory
  - Warehouse
  - Service Industry
  - Retail
  - Office
  - Other
  - Residential
  - Partially Vacant Site
  - Vacant Land



Source: Tract

### 5.7.3 Precinct Structure

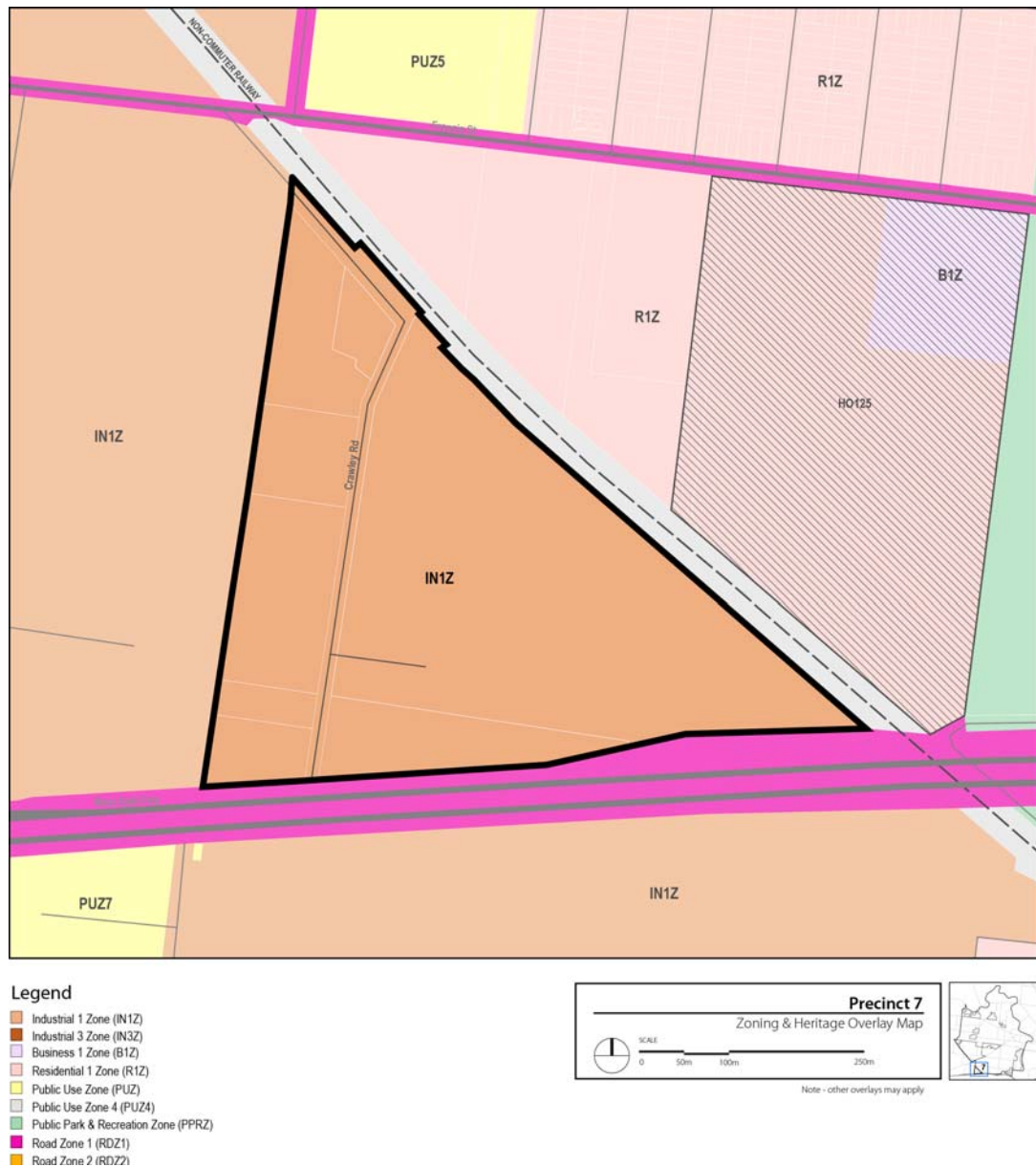
There are no sub-precincts in the precinct.

### 5.7.4 Land Use Controls

The precinct is entirely zoned Industrial 1.



Figure 5.27: Precinct 7 Zoning Map



Source: Tract

### 5.7.5 Constraints, Issues & Opportunities

#### 5.7.5.1 Constraints & Issues

- During consultation a landlord expressed concern that future residents of the proposed redevelopment of the neighbouring Bradmill site may seek to impose restrictions on current 24 hour site operations, impinging on operational efficiency.
- The nearby Brooklyn estate has been the source of a number of complaints relating to odour emissions.
- The single access point to the precinct poses the potential for traffic congestion at peak times.
- The angle of the intersection of Hardie Road to Francis Street and its close proximity to a railway level crossing presents challenges for large vehicles approaching the precinct from the east.
- The surface of Cawley Road is in a poor condition.





- The land formerly occupied by Hardies is understood to potentially be contaminated, a legacy of past asbestos storage.

#### 5.7.5.2 Opportunities

- The precinct is contiguous with a large industrial precinct in the neighbouring City of Brimbank, forming part of the Western Industrial Node.

#### 5.7.6 Most Appropriate Use Analysis

The precinct is categorised as a Core Employment Area.

The Yarraville Cawley precinct is zoned Industrial 1 (general industrial). Direct access from a designated truck route (Francis Street), physical separation from residential development (by railway line), a critical mass of existing industrial development and being contiguous to the larger Brooklyn industrial precinct are factors supporting Yarraville Cawley's continued suitability as an industrial precinct.

#### 5.7.7 Vision & Objectives

The Yarraville Cawley precinct is a core employment area accommodating transport, logistics and storage but with improved precinct access from Francis Street through an intersection upgrade.

Future objectives include:

- Cawley Road as an attractive tree lined boulevard.

#### 5.7.8 Recommended Actions

To achieve the vision & objectives the following actions are recommended:

Recommended Action	Priority	Responsibility
<b>Strategic Direction 1: Core Employment Land</b>		
Prepare CEA framework plan	A	Council
Establish Precinct Watch committee	B	Council/Landlords/Tenants
<b>Strategic Direction 2: Employment Intensification Area</b>		
N/A		
<b>Strategic Direction 3: Access &amp; Amenity</b>		
Prepare public realm improvement plan	B	Council
Prepare local area traffic and parking management plan	A	Council
<b>Strategic Direction 4: Advocacy</b>		
N/A		

## 5.8 Precinct 8: Yarraville Mobil Terminal

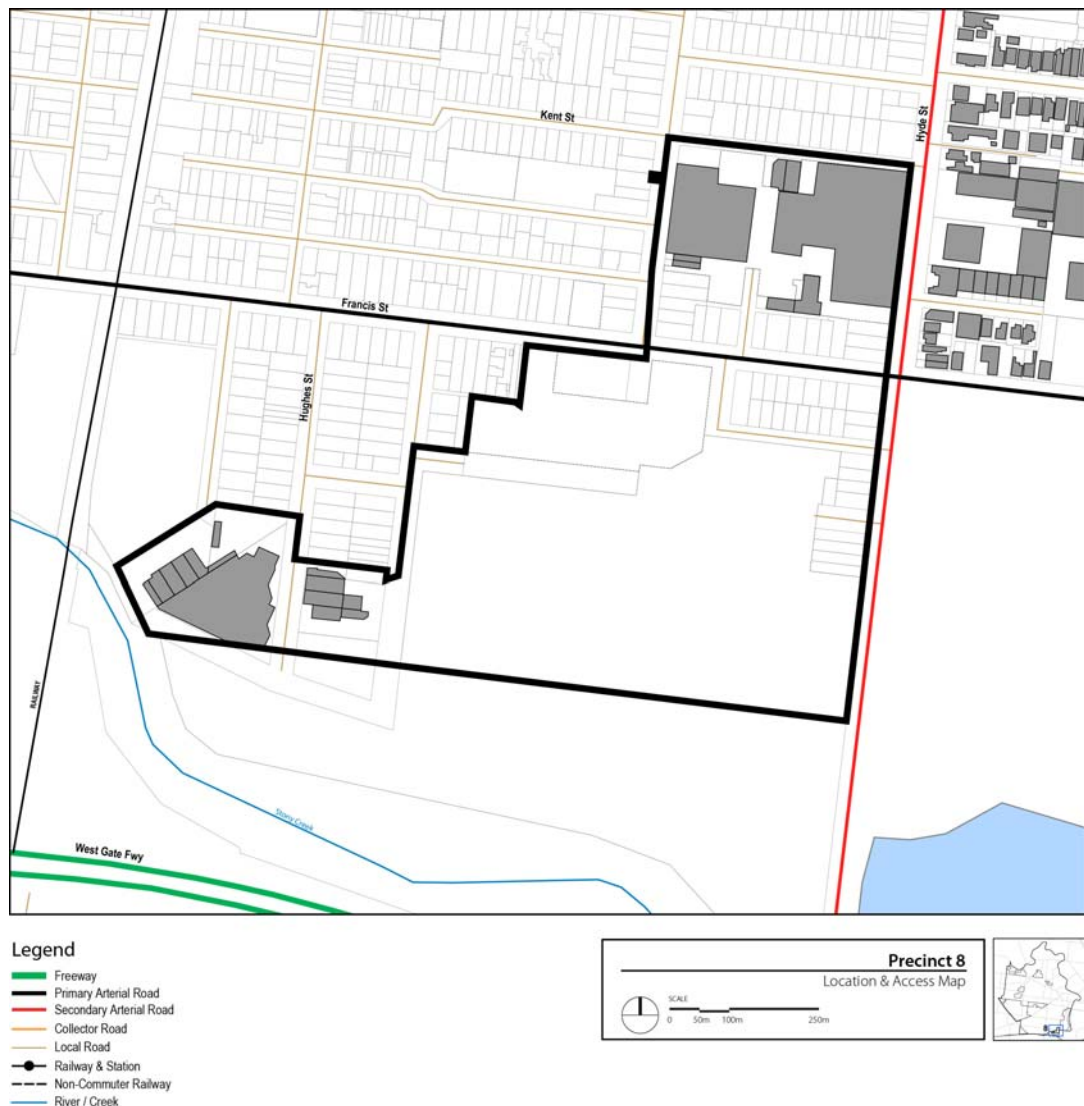
### 5.8.1 Location & Access

Precinct 8 is a small industrial pocket comprising an area of approximately 14.85 hectares located in the south east corner of the municipality, straddling the intersection of Hyde and Francis Streets, and directly opposite the Mobil Yarraville Terminal, a recognised major hazard facility situated in neighbouring City of Hobsons Bay. The precinct abuts the south western corner of Precinct 1, located across Hyde Street. Stony Creek Reserve, a parkland area managed by Maribyrnong City Council, forms its southern boundary.

Francis and Hyde Streets provide arterial road access to the precinct and connections onto Footscray Road and the Westgate Freeway. *Under A Plan for Stony Creek* (Planisphere, 2010) a shared cyclist/pedestrian pathway is proposed through this reserve in the short term.

Passenger rail service is accessible via Yarraville Railway Station situated approximately 600 metres to the immediate north-west of the precinct. Buses are available along Francis and Hyde Streets.

Figure 5.28: Precinct 8 Location & Access



Source: Tract



### 5.8.2 Land Use & Economic Activity

Warehousing is the dominant use by area, followed by residential. Land parcels range widely in size; the Mixed Use zoned area is substantially built out as residential on lots of 230-400 m<sup>2</sup>. The Business 3 and Industrial zoned land comprises larger lots of 4,000m<sup>2</sup> up to 2 hectares.

Place of Work data from the last census indicate that approximately 230 staff worked within the precinct in 2006. The building footprint totalled 15,600 m<sup>2</sup>, the lowest of all nine precincts. Employment density averaged 15.7 jobs/hectare, slightly above the nine precinct mean.

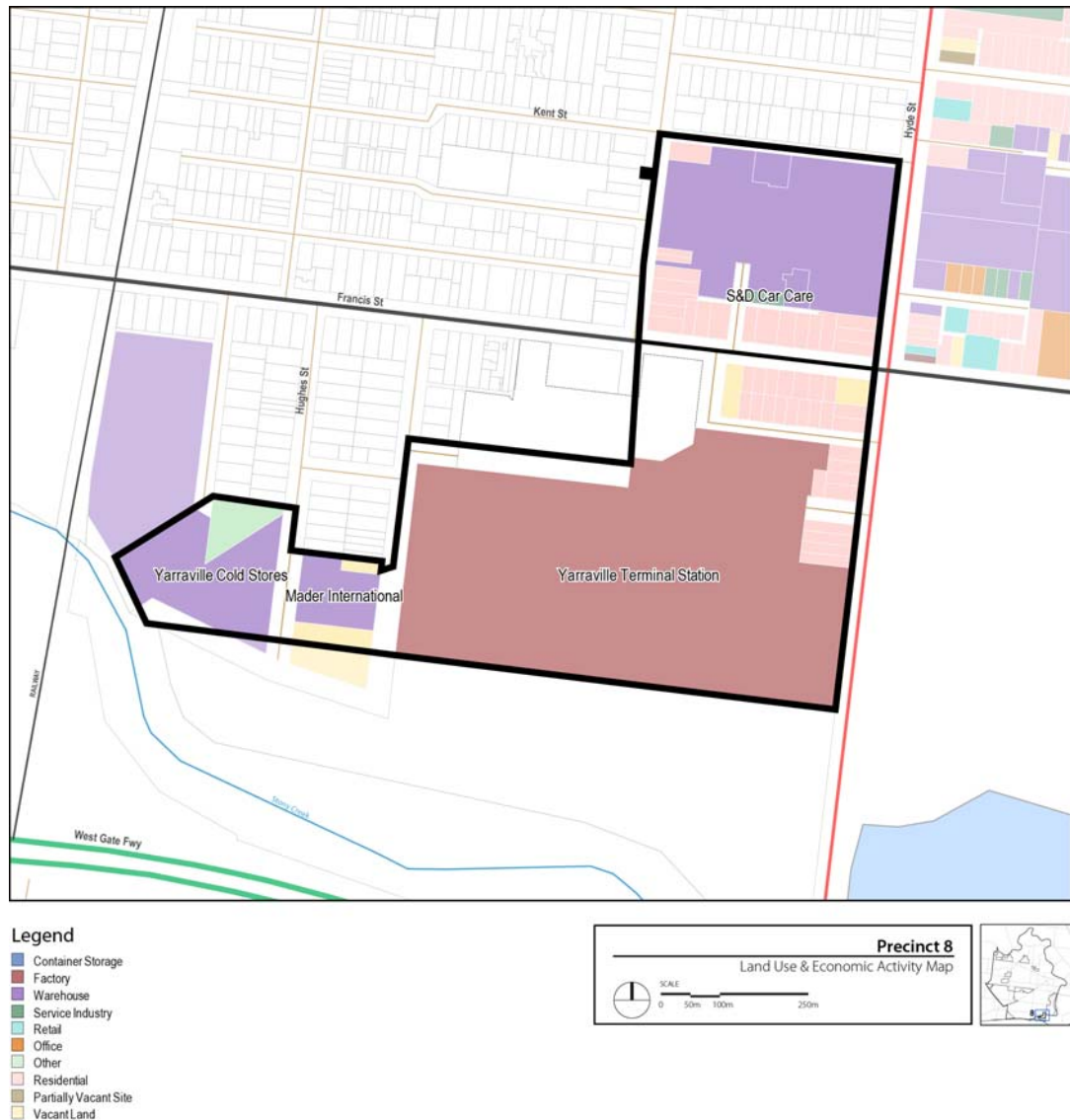
Major businesses based within the precinct include Coyne's Freight Management and Dudley's Corporation (a commercial cleaning firm).

**Table 5.8: Precinct 8 Land Use**

Land Use	Lots	% Total Lots	Area (ha)	% of Total Area
Container Storage	0	0.0%	0.00	0.0%
Factory	1	1.8%	8.30	55.9%
Office	0	0.0%	0.00	0.0%
Other	1	1.8%	0.23	1.6%
Partial Vacant Site	0	0.0%	0.00	0.0%
Residential	46	80.7%	1.86	12.5%
Retail	0	0.0%	0.00	0.0%
Service Industry	1	1.8%	0.04	0.3%
Vacant Land	3	5.3%	0.04	0.3%
Warehouse	5	8.8%	4.37	29.4%
Not specified	0	0.0%	0.00	0.0%
<b>Total</b>	<b>57</b>	<b>100.0%</b>	<b>14.85</b>	<b>100.0%</b>

Source: City of Maribyrnong, AECgroup

Figure 5.29: Precinct 8 Land Use & Economic Activity



Source: Tract

### 5.8.3 Precinct Structure

The Yarraville Mobil Terminal precinct comprises three separated sub-precincts. For the purposes of the ILS they are identified respectively as sub-precincts 8.1 to 8.4.

#### 5.8.3.1 Sub-precinct 8.1

Sub-precinct 8.1 is bounded to the north by Kent Street, to the east by Hyde Street, to the west by and a Mixed Use zone to the south along Francis Street which is mainly residential. The sub-precinct is zoned Business 3 and is surrounded on three sides by Residential. It is fully covered by the buffer zone around the Mobil Yarraville Major Hazard Facility. Land usage is predominately warehousing.

#### 5.8.3.2 Sub-precinct 8.2

Sub-precinct 8.2 is a Mixed Use zone either side of Francis Street and west of Hyde Street. It is fully covered by the buffer zone around the Mobil Yarraville Major Hazard Facility. Land usage is mainly residential.



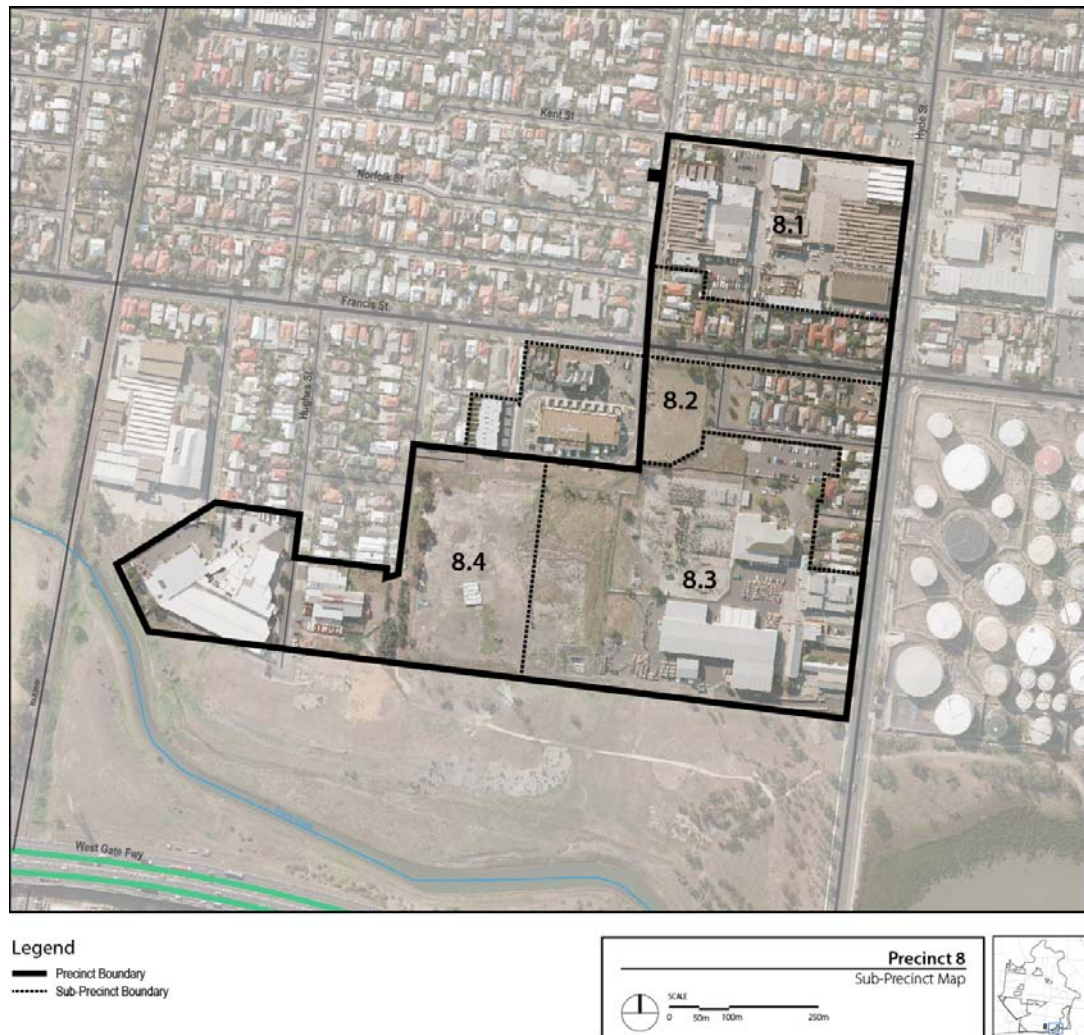
5.8.3.3 Sub-precinct 8.3

Sub-precinct 8.3 makes up the southern part of the precinct that is within the buffer zone around the Mobil Yarraville Major Hazard Facility. The sub-precinct is mainly occupied by Yarraville Terminal Station Special Use zone, which has a heritage overlay.

5.8.3.4 Sub-precinct 8.4

Sub-precinct 8.4 makes up the southern part of the precinct to the west of the buffer zone around the Mobil Yarraville Major Hazard Facility. The sub-precinct is mainly warehousing and adjoins residential areas to its north.

Figure 5.30: Precinct 8 Structure



Source: Tract

5.8.4 Land Use Controls

The precinct is presently subject to an eclectic mix of land use zonings, including Business 3 north of Francis Street, Mixed Use area flanking Francis Street, a Special Use Zone encompassing the Yarraville Terminal Station facility and Industrial 3 to the south west.





The Industrial 3 zoned land to the west of the precinct is subject to a council proposal to rezone to Residential 1.

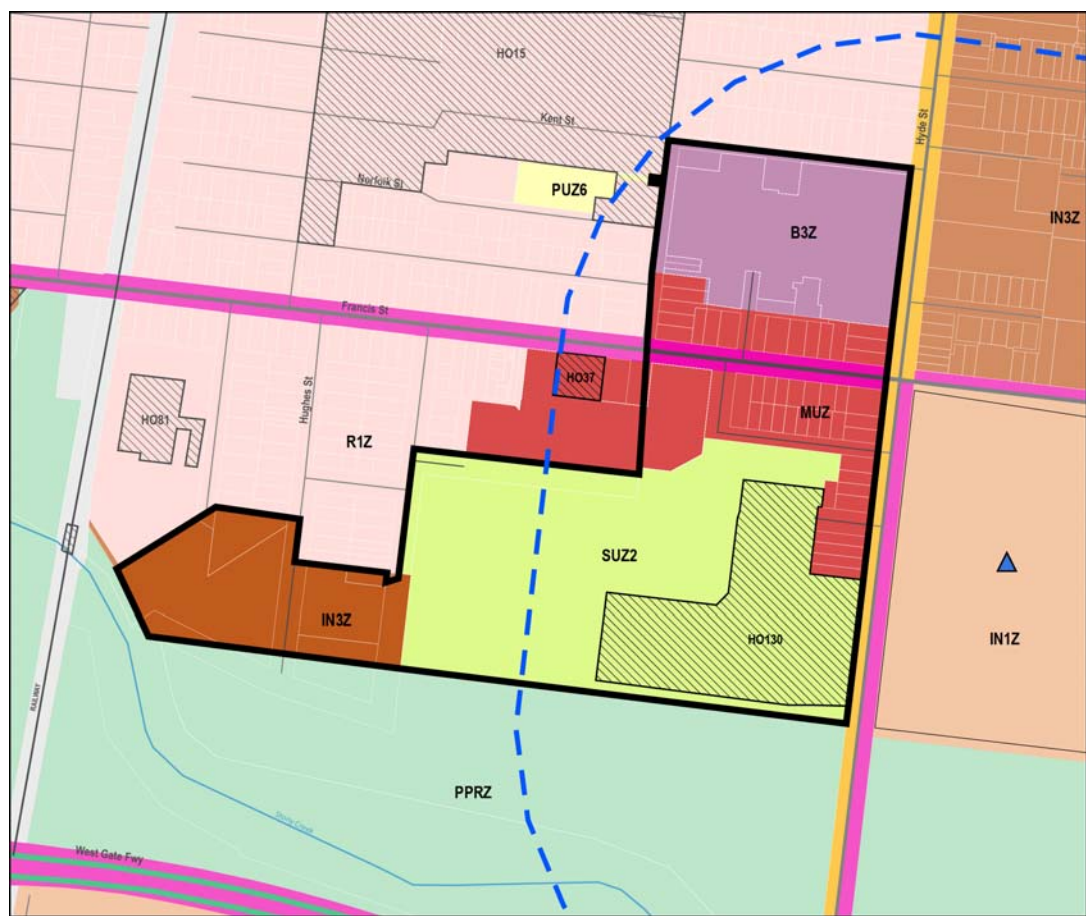
Amendment C82 introduces changes to the planning scheme to better recognise the amenity and risk issues of the locality associated with the neighbouring Mobil major hazard facility located to the immediate east of the precinct (evident in Figure 5.31 below) and introduces decision guidelines regarding risk and amenity.

Proposed initiatives under the Truck Action Plan include the construction of off-ramps from the West Gate Freeway connecting to Hyde Street, with the potential to increase traffic through the precinct.

The following properties (indicated hashing on the zoning map) are subject to a heritage overlay under the planning scheme:

- Yarraville SEC Terminal Terminal Station, 308 Hyde Street, Yarraville; and
- Old Yarraville Primary School, 59-61 Francis Street, Yarraville.

Figure 5.31: Precinct 8 Zoning



**Legend**

	Industrial 1 Zone (IN1Z)		Heritage Overlay
	Industrial 3 Zone (IN3Z)		Major Hazard Facility
	Business 3 Zone (B3Z)		Buffer
	Mixed Use Zone (MUZ)		
	Residential 1 Zone (R1Z)		
	Public Use Zone (PUZ)		
	Public Use Zone 4 (PUZ4)		
	Public Park & Recreation Zone (PPRZ)		
	Special Use Zone (SUZ)		
	Road Zone 1 (RDZ1)		
	Road Zone 2 (RDZ2)		

**Precinct 8**  
Zoning & Heritage Overlay Map

Note - other overlays may apply

Source: Tract



## 5.8.5 Constraints, Issues and Opportunities

### 5.8.5.1 Constraints & Issues

- Close proximity of residential development on Francis and Hyde Streets to the Mobil Terminal, a recognised Major Hazard Facility.
- Site consolidation within the Mixed Use zone is complicated by the multiplicity of small residential allotments.
- Existing residential uses is problematic given the close proximity to the Mobil Yarraville Terminal, which poses an intensive fire risk. Further intensive uses in this precinct are unlikely to be countenanced given the need for an appropriate safety buffer from this recognised Major Hazard Facility.

## 5.8.6 Most Appropriate Use Analysis

The precinct is categorised as a Strategic Employment Investigation Area. Further investigation of sub-precincts designated sub-precinct 8.4 as an EIA.

## 5.8.7 Vision & Objectives

A vision and objectives will be determined during the EIA framework plan exercise.

## 5.8.8 Recommended Actions

To achieve the vision & objectives the following actions are recommended:

Recommended Action	Priority	Responsibility
<b>Strategic Direction 1: Core Employment Land</b>		
N/A		
<b>Strategic Direction 2. Employment Intensification Area</b>		
Prepare EIA Framework Plan	A	Council
Rezone land in accordance with EIA Framework Plan	B	Council
<b>Strategic Direction 3: Access &amp; Amenity</b>		
N/A		
<b>Strategic Direction 4: Advocacy</b>		
N/A		

## 5.9 Precinct 9: Gordon & Mephan Street & Rosamond Road

### 5.9.1 Location & Access

Precinct 9 is predominantly situated on the south side of Mephan Road between Rosamond Road and Gordon Street, in Maidstone, opposite the Edgewater Estate housing development. The precinct borders a new medium density housing estate to the immediate north of Mephan Road.

The precinct has frontage to Gordon Street, an arterial road, connecting the precinct with Raleigh Road to the north and Ballarat Road to the south. Mephan Street, a local access road, provides internal access.

Public transport services include the Route 82 tram along Gordon Street and buses along Rosamond and Ballarat Roads.

Figure 5.32: Precinct 9 Location & Access



Source: Tract

### 5.9.2 Land Use & Economic Activity

Precinct 9 comprises 17 sites with an aggregate area of approximately 9.12 hectares, zoned Industrial 3. The area is dominated by warehouse and service industry. Major occupiers include Action Indoor Cricket Centre (on Gordon Street), an Indoor Play Centre and panel beaters.

Place of Work data from the last census indicated that the precinct was base to approximately 260 jobs in 2006 representing 0.9% of the city's employment. Employment density was a comparatively high 29.4 jobs per hectare. The precinct had a building footprint of approximately 59,600m<sup>2</sup>. Individual building ranged from 593m<sup>2</sup> to 18,860m<sup>2</sup> with a mean area of 3,120m<sup>2</sup>. Site coverage averaged a comparatively high 68.8%.

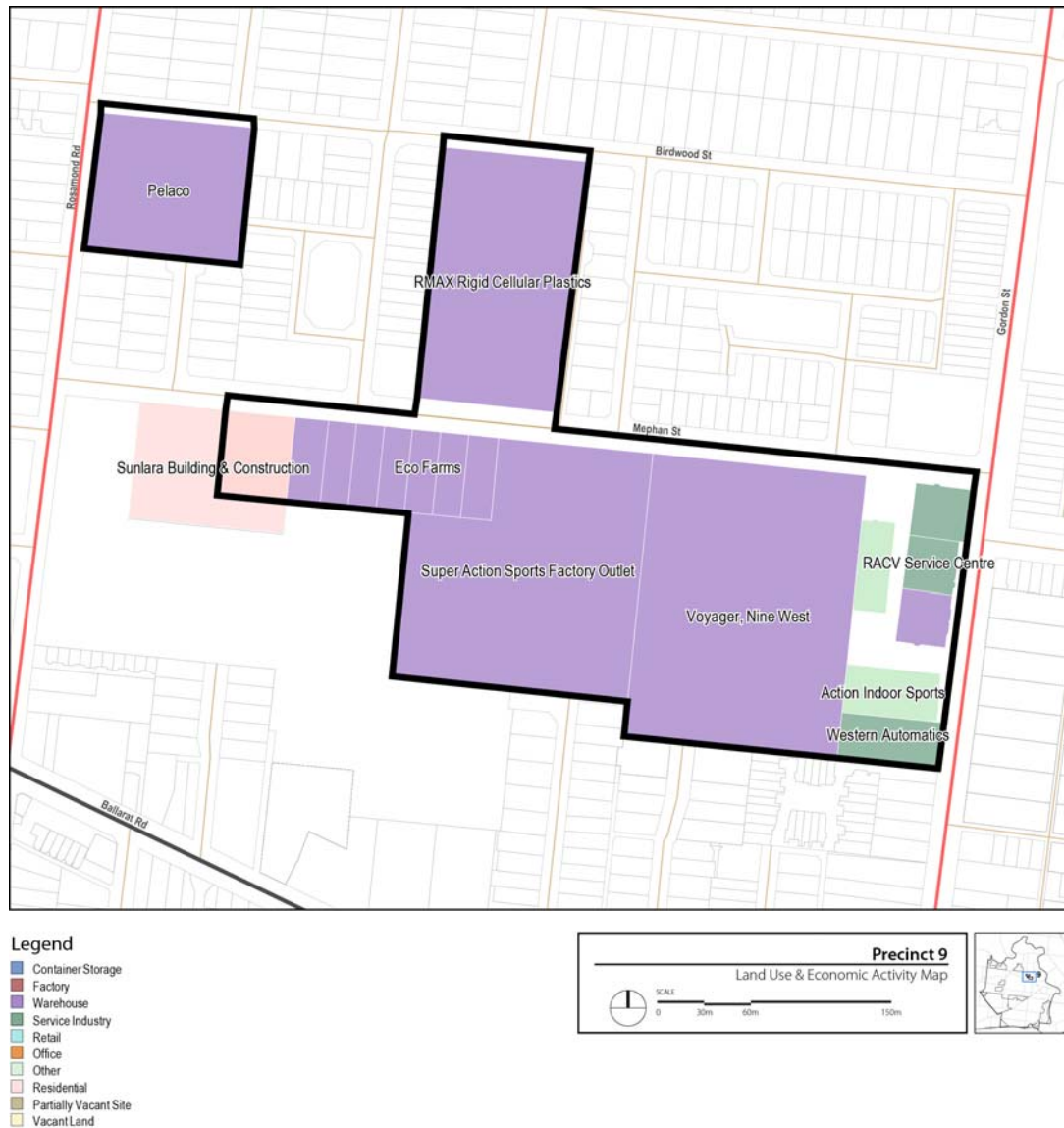
Precinct industrial occupants consulted by AECgroup were typically long established in the precinct and expressed a high level of satisfaction with the precinct and an intention to remain for the foreseeable future. No specific concerns were raised.

**Table 5.9: Precinct 9 Land Use**

Land Use	Lots	% Total Lots	Site Area (ha)	% of Total Area
Container Storage	0	0.0%	0.00	0.0%
Factory	0	0.0%	0.00	0.0%
Office	0	0.0%	0.00	0.0%
Other	2	11.8%	0.34	3.7%
Partial Vacant Site	0	0.0%	0.00	0.0%
Residential	0	0.0%	0.00	0.0%
Retail	0	0.0%	0.00	0.0%
Service Industry	3	17.6%	0.45	5.0%
Vacant Land	0	0.0%	0.00	0.0%
Warehouse	12	70.6%	8.33	91.3%
Not specified	0	0.0%	0.00	0.0%
<b>Total</b>	<b>17</b>	<b>100.0%</b>	<b>9.12</b>	<b>100.0%</b>

Source: City of Maribyrnong, AECgroup

Figure 5.33: Precinct 9 Land Use & Activity



Source: Tract

### 5.9.3 Precinct Structure

The Gordon & Mephan Street & Rosamond Road precinct comprises two separated sub-precincts. For the purposes of the ILS they are identified respectively as sub-precincts 9.1 and 9.2.

#### 5.9.3.1 Sub-precinct 9.1

Sub-precinct 9.1 is known as the Pelaco site and has been fragmented from the balance of the precinct by the rezoning of the intervening land to residential use over the last decade. The Pelaco site is itself presently the subject of a proposed rezoning to residential. Its land use is warehousing and it is surrounded on four sides by Residential.

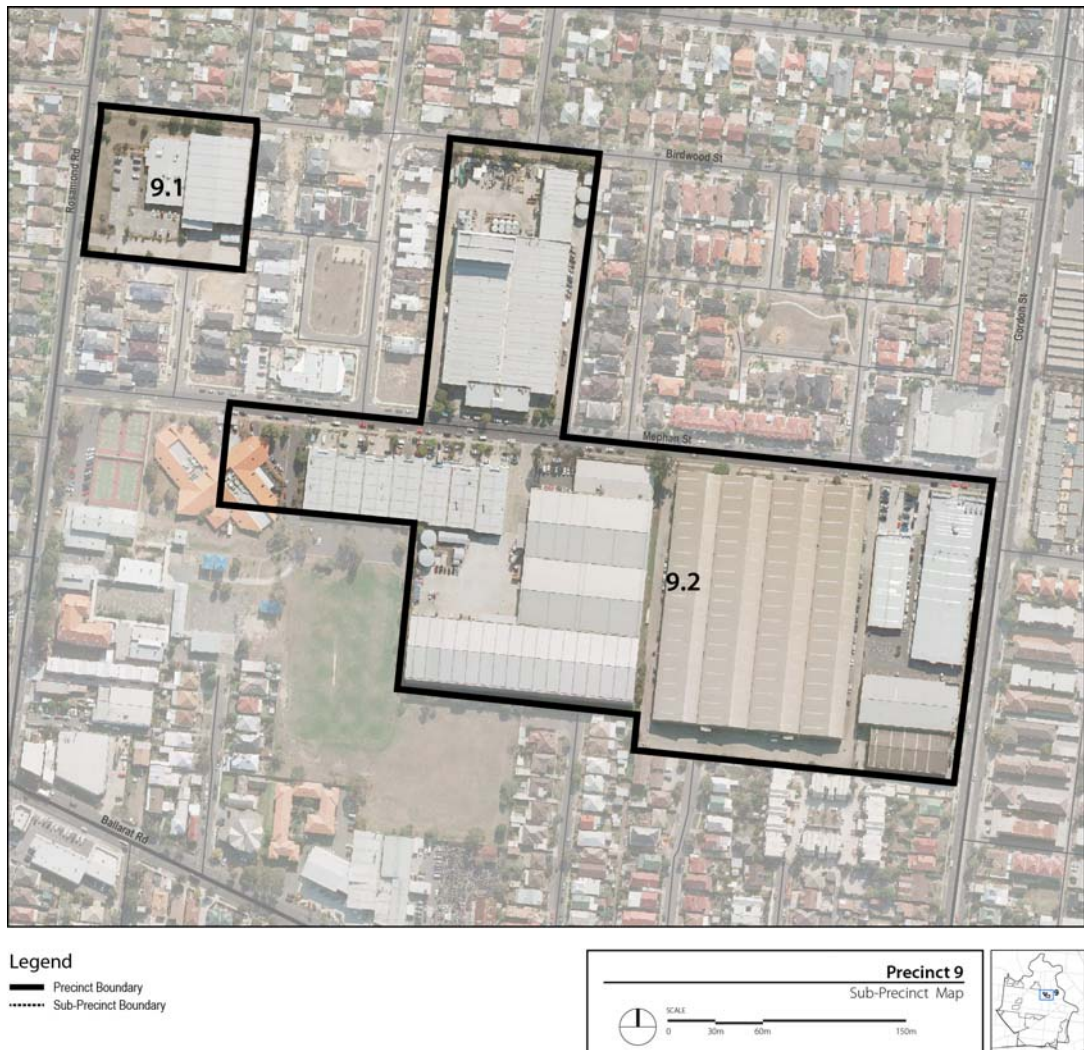
#### 5.9.3.2 Sub-precinct 9.2

The main part of the precinct is sub-precinct 9.2 to mostly to the south of Mephan St but with one parcel to the north. The entire sub-precinct is zoned Industrial 3 and comprises mainly warehousing but with some service industry along Gordon St. The western end is adjoined by a Public Use zone whilst north and south is mainly Residential with some Mixed Use.





Figure 5.34: Precinct 9 Structure



Source: Tract

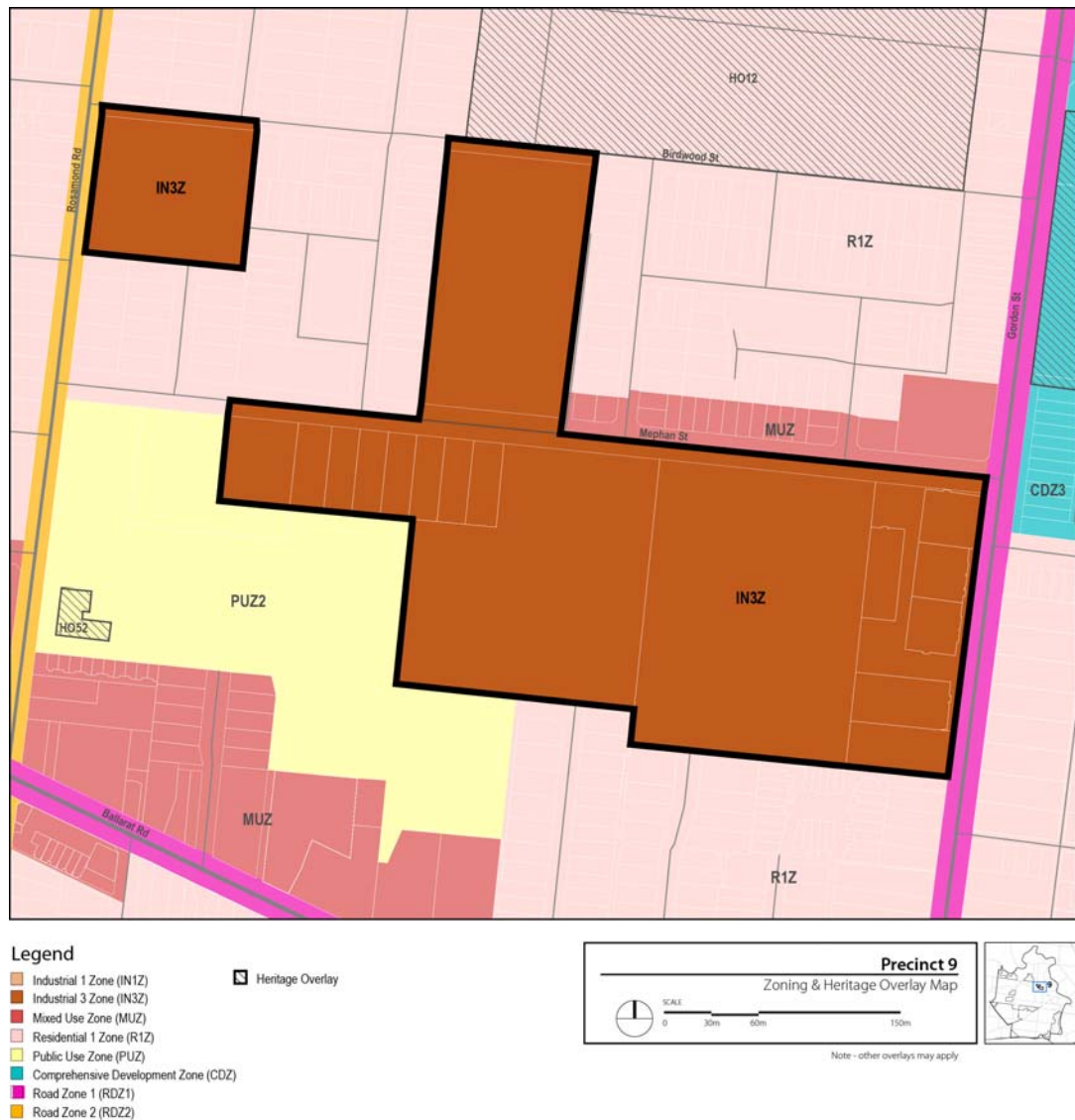
#### 5.9.4 Land Use Controls

The precinct is entirely zoned Industrial 3. The Pelaco site, on the south east corner of Birdwood and Rosamond Roads is presently the subject of a proposed rezoning to Residential use. The site is surrounded by existing and recent residential development.

Birdwood and Mephan Street are both presently subject to truck bans.



Figure 5.35: Precinct 9 Zoning



Source: Tract

### 5.9.5 Constraints, Issues & Opportunities

#### 5.9.5.1 Constraints & Issues

- The close proximity of new residential development to existing industrial space uses potentially gives rise to amenity issues at the interface, including heavy vehicle usage of partially residential streets, industry noise and visual impact.
- The industrial sites tend to be large (greater than 1.5 hectares), making attractive potential redevelopment sites.
- The precinct is currently built out, with no vacant land.
- Truck bans on Birdwood and Mephan Streets constrains movement of goods to and from industries accommodated on those streets.
- The Pelaco site (30 Rosamond Road, Maribyrnong) is currently the subject of a proposed planning scheme amendment to rezone the land from Industrial 3 zone to Residential 1. The 8,342 m<sup>2</sup> site is currently occupied by a two level office with ancillary warehouse and is surrounded on all sides with conventional residential uses. Pelaco proposes to relocate to smaller premises in the general area, with a preference

for activity centre or business-park based accommodation. Eleven staff are currently employed on site, which is anticipated to fall to eight on relocation.

#### 5.9.5.2 Opportunities

- The precinct is served by a tram route along Gordon Street. The intensification of land use development along fixed rail routes (included tram) is gaining favour in planning circles.

#### 5.9.6 Most Appropriate Use Analysis

The precinct is categorised as a Strategic Employment Investigation Area. Further investigation of sub-precincts designated sub-precinct 9.1 as an SRA.

#### 5.9.7 Vision & Objectives

A vision and objectives will be determined during the EIA framework plan exercise.

#### 5.9.8 Recommended Actions

To achieve the vision & objectives the following actions are recommended:

Recommended Action	Priority	Responsibility
<b>Strategic Direction 1: Core Employment Land</b>		
N/A		
<b>Strategic Direction 2. Employment Intensification Area</b>		
Prepare EIA Framework Plan	A	Council
Rezone land in accordance with EIA Framework Plan	B	Council
<b>Strategic Direction 3: Access &amp; Amenity</b>		
N/A		
<b>Strategic Direction 4: Advocacy</b>		
N/A		

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## 7. Appendix A: Industrial Land Analysis

### Key Point Summary

- Maribyrnong has 532.9 hectares of industrial zoned land, of which all but 5.5% was improved (i.e. built upon).
- The nine precincts under study in the ILS represent 495.89 hectares of land, which 473.18 hectares would be described as industrial in use. Building footprints cover 48.1% of the net land area in the 9 precincts. It is estimated that the 9 precincts employ 10,160 persons resulting in an employment density of 16.8 emp/ha.
- Half of the Maribyrnong's unimproved industrial lots (by number) have an area less than 1,000m<sup>2</sup>. Further industrial development within Maribyrnong is constrained by the limited availability of unimproved industrial land, relative to the comparatively plentiful supply in the West Industrial Node and Melbourne's West.
- New industrial supply has been limited over the last few years which has enabled the oversupply created prior to the GFC to be absorbed. Some pent up demand is likely to emerge in 2011 and this is reflected in upward movement of industrial land values. The Port of Melbourne has the highest land values in the vicinity of \$585/m<sup>2</sup>.
- Most industrial construction in Melbourne's West is dominated around Laverton North, Deer Park, Derrimut and Truganinia. This is being driven by more affordable land values (\$100m<sup>2</sup> to \$200/m<sup>2</sup>) and rents, significant supply of land and strong transport infrastructure connections to the port and airport. Most of the tenant take-up over 5,000m<sup>2</sup> has been by manufacturing, whilst wholesale and retail trade, transport and storage shares have been reducing.
- Interest in Maribyrnong from industrial tenants has waned with consumption and enquiry levels decreasing. Many industrial companies are attracted to industrial lands further west that are more affordable, accessible and provide a more appropriate setting for industrial activities (without residential encroachment).
- Some local industrial tenants have invested recently, motivated likely by proximity to port facilities or existing investments in the area (which could not be replicated if relocated). However, it is expected that additional industrial users are likely to leave in the future due to intense competition from overseas (business shutting down) or having a need for expansion and moving further west.
- Constraints to industrial development have been identified as land availability, general amenity, development complexity, operational issues and economic/feasibility.

## Industrial Related Employment Land

### Maribyrnong

Figure 7.1 shows the location of land zoned Industrial 1 and 3, Business 3 and 4 or Mixed Use Zones within Maribyrnong<sup>4</sup>. Maribyrnong's IREL is substantially concentrated in nine main precincts (Table 7.1):

1. Yarraville Port Industrial;
2. Tottenham;
3. West Footscray;
4. Braybrook Ashley Street;
5. Braybrook Ballarat Road;
6. Maidstone Hampstead Road;
7. Yarraville Cawley;
8. Yarraville Mobil Terminal; and
9. Gordon & Mephan Street & Rosamond Road.

In total these nine precincts areas contain 496 hectares<sup>5</sup> of IREL representing about 93.2% of all IREL in Maribyrnong.

Employment density across the IREL precincts ranged from a low of 11.8 jobs/ha in Precinct 7 to a high of 28.7 jobs/ha in Precincts 1 and 9, with an overall average of 16.8 jobs/ha.

A survey of the building footprint within the precincts undertaken by DPCD in the latter part of 2010 found that existing buildings had a footprint of over 2.1 million m<sup>2</sup> with mean site coverage of 43.4%. The greatest development (853,000 m<sup>2</sup> or 40.4% of the total) was in the largest precinct (Tottenham). Yarraville Mobil Terminal had the smallest building footprint (15,610 m<sup>2</sup>).

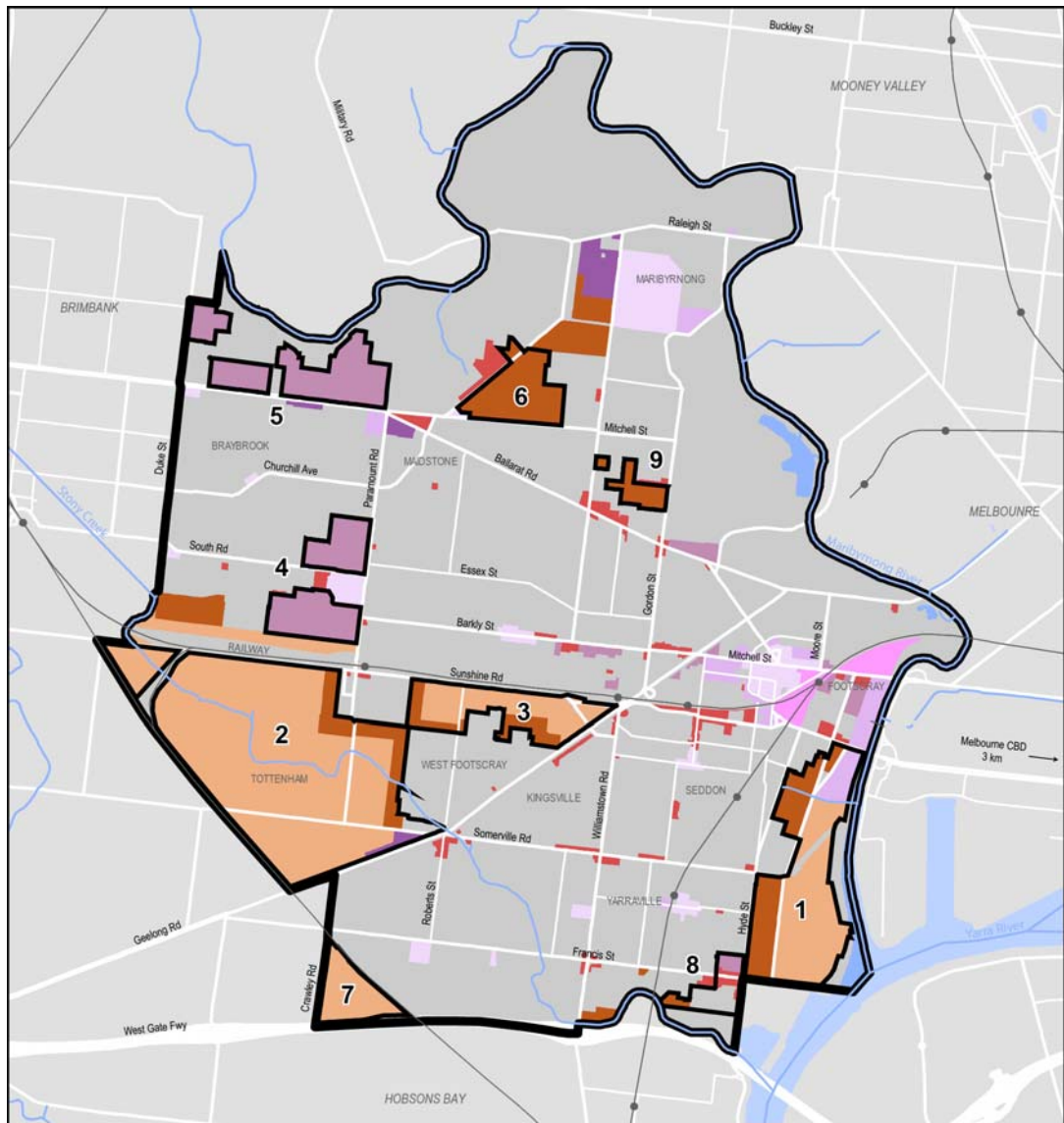
In terms of land use (Table 7.2), the largest land use is warehouse (43%), followed by factory (25.9%). Overall 5.5% of land is vacant (i.e. built upon) and 0.5% is partially vacant. Most of this is outside the nine precincts.

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<sup>4</sup> An explanation of these zones and their application to Maribyrnong is given in **Appendix B**.

<sup>5</sup> This figure excludes the 7.8 hectares zoned Business 2 located within the Yarraville Port Industrial Precinct.

Figure 7.1: Maribyrnong Industry Related Employment Land Precincts



**Legend**

- Industrial 1 Zone (IN1Z)
- Industrial 3 Zone (IN3Z)
- Business 1 Zone (B1Z)
- Business 2 Zone (B2Z)
- Business 3 Zone (B3Z)
- Business 4 Zone (B4Z)
- Mixed Use Zone (MUZ)
- Priority Development Zone (PDZ)
- Municipal Boundary
- Precinct Boundary

**Key Map**

Industrial Land Strategy Employment Precincts

SCALE

0    0.5km    1km    2km

Source: Tract



**Table 7.1: Maribyrnong's Industry Related Employment Land**

Precinct	Lots	Area (ha)	Undeveloped		Developed		Emp	Emp/Ha Developed	Bldg Footprint	% Area	Floorspace Per Emp
			No.	Area	No.	Area					
1. Yarraville Port Industrial <sup>(a)</sup>	293	82.70	16	3.14	277	79.56	2,286	28.7	296,108	37.2%	129.53
2. Tottenham	322	227.23	9	2.28	313	224.95	3,056	13.6	852,928	37.9%	279.09
3. West Footscray	50	39.68	2	1.28	48	38.40	468	12.2	355,978	92.7%	761.08
4. Braybrook Ashley Street	69	34.60	2	0.84	67	33.76	474	14.1	176,475	52.3%	372.00
5. Braybrook Ballarat Road	160	36.97	8	0.95	152	36.02	767	21.3	161,392	44.8%	210.42
6. Maidstone Hampstead Road	67	29.13	3	0.03	64	29.09	408	14.0	135,870	46.7%	333.21
7. Yarraville Cawley	8	21.61	0	0.00	8	21.61	256	11.8	59,209	27.4%	231.25
8. Yarraville Mobil Terminal	57	14.85	1	0.04	56	14.81	234	15.8	15,610	10.5%	66.76
9. Gordon & Mephan Street & Rosamond Road	17	9.12	0	0.00	17	9.12	262	28.7	59,574	65.3%	227.38
<b>Total Precincts</b>	<b>1,043</b>	<b>495.89</b>	<b>41</b>	<b>8.56</b>	<b>1,002</b>	<b>487.33</b>	<b>8,211</b>	<b>16.8</b>	<b>2,113,144</b>	<b>43.4%</b>	<b>257.36</b>
Not in Precincts		36.20		20.64		15.56					
<b>Total</b>		<b>532.09</b>		<b>29.21</b>		<b>502.89</b>					

Note: (a) Precinct 1 includes land zoned Business 2

Sources: Department of Planning and Community Development, , Maribyrnong City Council, Australian Bureau of Statistics

**Table 7.2: Maribyrnong's Industry Related Employment Land Use (ha)**

Land Use/Precinct	1	2	3	4	5	6	7	8	9	Total in Precincts	Not in Precincts	Total	%
Container Storage	5.81	47.31	0.23	-	-	-	1.09	-	-	<b>54.43</b>	-	<b>54.43</b>	10.2%
Factory	18.37	33.87	26.14	6.25	14.89	12.76	15.24	8.30	-	<b>135.83</b>	2.03	<b>137.86</b>	25.9%
Office	1.83	1.42	0.48	1.64	0.04	0.09	-	-	-	<b>5.50</b>	-	<b>5.50</b>	1.0%
Other	0.80	0.67	0.08	1.06	2.02	1.58	-	0.23	0.34	<b>6.78</b>	-	<b>6.78</b>	1.3%
Partial Vacant Site	0.92	0.20	-	-	0.95	0.78	-	-	-	<b>2.86</b>	-	<b>2.86</b>	0.5%
Residential	2.35	1.67	0.33	0.09	0.54	0.06	-	1.86	-	<b>6.88</b>	1.19	<b>8.07</b>	1.5%
Retail	1.59	9.59	1.83	2.61	5.24	1.99	-	-	-	<b>22.87</b>	9.87	<b>32.73</b>	6.2%
Service Industry	3.59	12.67	-	0.67	3.58	0.36	-	0.04	0.45	<b>21.36</b>	-	<b>21.36</b>	4.0%
Vacant Land	3.14	2.28	1.28	0.84	0.95	0.03	-	0.04	-	<b>8.56</b>	20.64	<b>29.21</b>	5.5%
Warehouse	44.12	117.54	7.39	21.42	6.49	11.47	5.29	4.37	8.33	<b>226.43</b>	2.35	<b>228.77</b>	43.0%
Not Specified	0.18	0.01	1.92	0.01	2.27	-	-	-	-	<b>4.39</b>	0.13	<b>4.52</b>	0.8%
<b>Total</b>	<b>82.70</b>	<b>227.23</b>	<b>39.68</b>	<b>34.60</b>	<b>36.97</b>	<b>29.13</b>	<b>21.61</b>	<b>14.85</b>	<b>9.12</b>	<b>495.89</b>	<b>36.20</b>	<b>532.09</b>	<b>100.0%</b>

Sources: Department of Planning and Community Development, Maribyrnong City Council



## Regional Context

Across metropolitan Melbourne there are approximately 23,798 gross hectares of Industry Related Employment Land (IREL), of which 6,782.4 hectares (or 28.5%) were unimproved in 2009 (i.e. not built upon). The City of Maribyrnong's total stock of unimproved IREL comprised 47 lots with a modest aggregate area of 29.2 hectares, representing a mere 0.4% of the metropolitan total. This compares with 1,400.1 hectares of unimproved land in the West Industrial Node and 2,265.9 hectares across Melbourne's West.

Maribyrnong is outside the West Industrial node and its stock of IREL is substantially built out. As described above, the City has 532.9 hectares of IREL, of which all but 5.5% was improved (i.e. built upon). This spare land capacity is dwarfed by rates of 36.8% in the West Industrial Node, 32.6% for the Western region and a metropolitan mean 28.6%. The City of Maribyrnong's undeveloped Industry Related Employment Land is predominantly zoned Industrial 1.

Half of the City of Maribyrnong's unimproved industrial lots (by number) had an area less than 1,000m<sup>2</sup>. Further industrial development within Maribyrnong is constrained by the limited availability of unimproved Industry Related Employment Land, relative to the comparatively plentiful supply in the West Industrial Node and Melbourne's West. Its remaining undeveloped sites tend to be small.

**Table 7.3: Industry Related Employment Land Stocks (ha)**

	I1Z	I2Z	I3Z	B3Z	Special Use	Total
<b>Unimproved Land</b>						
Maribyrnong City	20.2	0	7.2	1.8	0	29.2
West Industrial Node (a)	349.0	413.6	240.8	69.2	327.5	1,400.1
Melbourne's West	743.0	416.8	720.8	80.2	327.7	2,265.9
Metropolitan Melbourne	2,434.3	445.9	1,110.7	666.2	1,343.0	6,782.4
Maribyrnong as % Melb's West	2.7%	0%	1.0%	2.2%	0%	1.3%
Maribyrnong as % Metro	0.8%	0%	0.6%	0.3%	0%	0.4%
<b>Improved Land</b>						
Maribyrnong City	314.2	0	110.2	78.5	0	502.9
West Industrial Node (a)	173.0	1,530.8	161.2	0	542.1	2,407.1
Melbourne's West	1,744	1,533.4	720.7	90.4	669.0	4,692.1
Metropolitan Melbourne	8,667.4	1,754.6	1,830.1	1,927.7	2,525.6	16,927.1
Maribyrnong as % Melb's West	18.0%	0%	15.3%	86.8%	0%	10.7%
Maribyrnong as % Metro	3.6%	0%	6.0%	4.1%	0%	3.0%
<b>Proportion Unimproved</b>						
Maribyrnong City	6.0%	0%	6.1%	2.2%	0%	5.5%
West Industrial Node (a)	66.9%	21.3%	59.9%	100%	37.7%	36.8%
Melbourne's West	29.9%	21.4%	50.0%	47%	32.9%	32.6%
Metropolitan Melbourne	21.9%	20.3%	37.8%	25.7%	34.7%	28.6%

Notes: (a) The West Industrial Node includes Laverton-North through Sunshine West, Deer Park to Derrimut.

Source: Department of Planning and Community Development



Table 7.4: Stocks of Industry Related Employment Land by Lot Area (No. of Lots)

	< 1,000m <sup>2</sup>	1,000-5,000m <sup>2</sup>	0.5 – 1.0 ha	1 to 5 ha	> 5 ha	Total
<b>Unimproved Land</b>						
Maribyrnong City	24	14	4	4	1	47
West Industrial Node	529	236	98	121	45	1,029
Melbourne's West	1,259	511	149	175	76	2,170
Metropolitan Melbourne	2,630	2,493	429	498	220	6,270
Maribyrnong as % Melb's West	1.9%	2.7%	2.7%	2.3%	1.3%	2.2%
Maribyrnong as % Metro Melbourne	0.9%	0.6%	0.9%	0.8%	0.5%	0.7%
<b>Improved Land</b>						
Maribyrnong City	893	283	72	98	15	1,361
West Industrial Node	525	645	207	365	89	1,831
Melbourne's West	5,297	2609	473	689	172	9,240
Metropolitan Melbourne	34,959	14,140	2209	2385	498	54,191
Maribyrnong as % Melb's West	16.9%	10.8%	15.2%	14.2%	8.7%	14.7%
Maribyrnong as % Metro Melbourne	2.6%	2.0%	3.3%	4.1%	3.0%	2.5%
<b>Proportion Unimproved</b>						
Maribyrnong City	2.6%	4.7%	5.3%	3.9%	6.3%	3.3%
West Industrial Node	50.2%	26.8%	32.1%	24.9%	33.6%	36.0%
Melbourne's West	19.2%	16.4%	24.0%	20.3%	30.6%	19.0%
Metropolitan Melbourne	7.0%	15.0%	16.3%	17.3%	30.6%	10.4%

Source: Department of Planning and Community Development

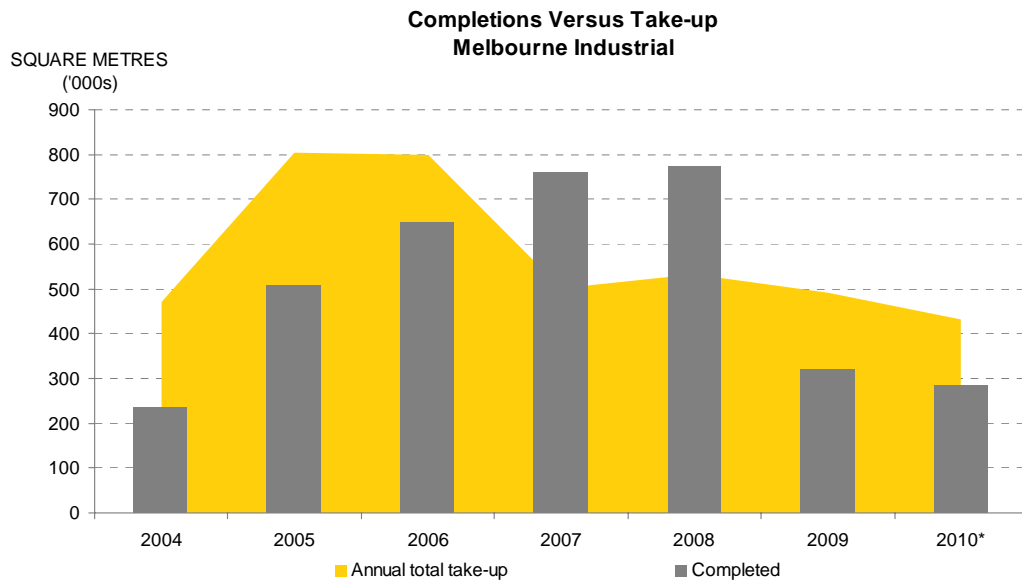
## Land Market Trends

### Melbourne

Melbourne's Industrial land market has showed continued signs of growing stabilisation throughout 2010 with the worst of the global financial crisis (GFC) appearing to be over. While volatility remains in the global outlook, there has been a steady improvement in the domestic and developing Asian economies with increasing confidence in these regions moving forward. The industrial land market is one indicator of economic activity, and should be considered with other indicators.

Not unlike other Australian commercial property markets, the Melbourne Industrial property market took a hit as the full effects of the GFC were felt between late 2008 and 2009. As demand weakened and the ability to secure development finance was constrained, new supply was limited. This rapid slowdown saw just 321,000m<sup>2</sup> of new supply completed in 2009 – the lowest level since 2004 and around 120,000 m<sup>2</sup> below the long term average annual supply. New supply in 2010 to date (Q3) has been also been at very low levels, with only 285,700 m<sup>2</sup> completed. Importantly, the slowdown assisted in restoring a level of balance following a period of record new supply in 2007 and 2008. The strong supply outcome was a market response to the three prior years of demand outstripping available supply.

Figure 7.2: Melbourne Industrial Market Completions v Take-up



(1) Figures include buildings with GLA of 5,000m<sup>2</sup> or more

Jones Lang LaSalle Research

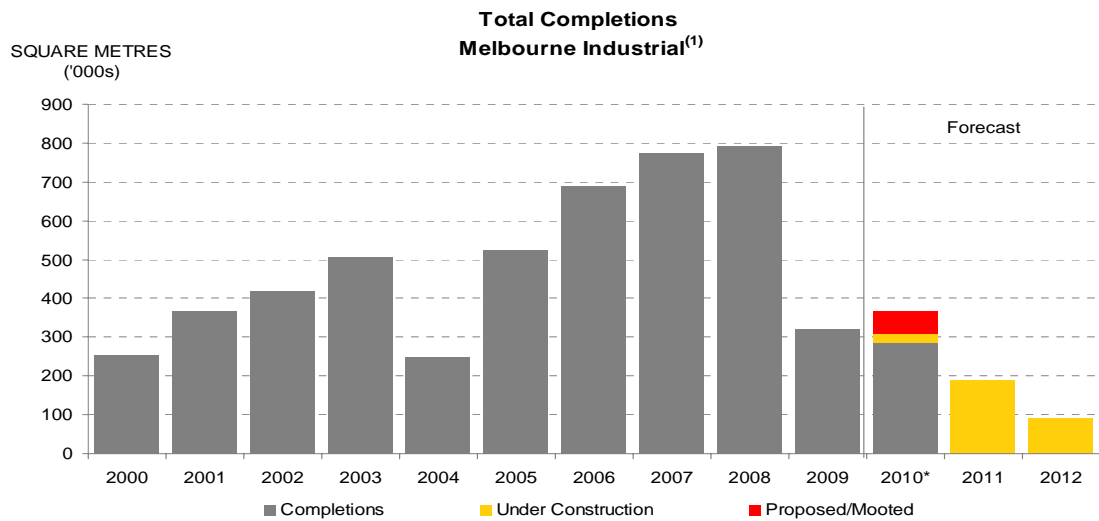
Note: \* as at Q3 2010  
 Source: Jones Lang LaSalle Research

Ironically, this sustained and dramatic reduction in supply has now had the effect of constraining demand with the market having a limited availability of quality options. With such low levels of supply and demand conditions showing a steady recovery, the market has seen demand exceed supply for both 2009 and 2010. Annual take up for 2009 overall was relatively strong at 491,900m<sup>2</sup> and in the three quarters to September 2010, take up (431,900m<sup>2</sup>) was also significantly higher than completed stock (285,700m<sup>2</sup>). These conditions will be important pre-cursors to an increase in new supply in 2011, particularly speculative development, as the market begins to respond to pent-up demand.

Further to this recent improvement in conditions, leading demand drivers are indicating a more sustained recovery with a positive rebound in core container volumes through Port Melbourne. Trade volumes have shown strong and steady increases since August 2009. October 2010 was a stand-out performer whereby the Port of Melbourne handled the equivalent of 7,000 twenty-foot-equivalent units (TEUs) each day (or 217,000 TEUs for the calendar month). This is the first time an Australian port has recorded such figures. It also represents a 10.4% increase from the October 2009 figure and a 2.9% increase from August 2010 (holder of the previous highest monthly volume record – 210,985 TEUs). This shows businesses are re-stocking inventories and is a precursor for increased industrial property leasing activity.

Despite early signs of a pick-up in demand conditions, the supply pipeline has yet to respond, with financiers still reluctant to provide lending to all but the lowest risk projects. This can be seen in the current outlook for new supply with a fraction of previous years supply expected to be delivered.

Figure 7.3: Melbourne Industrial Property Market, Completions & Take-up



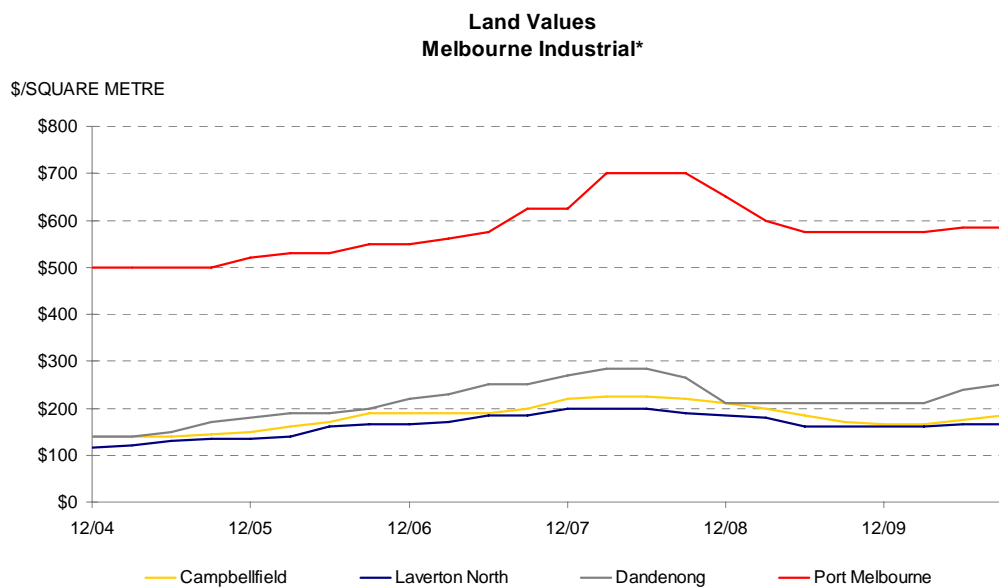
(1) Includes Traditional & High Tech buildings with GLA of 5,000m<sup>2</sup> or more

Jones Lang LaSalle Research

Note: \*2010 is the sum of the three quarters to September.  
Source: Jones Lang LaSalle Research

Land prices across the Melbourne industrial market followed a strong surge in increases over the 2004 to 2007 period, with values increasing on average by 17% per annum. Between the market peak (mid 2008) and mid 2010, values dropped by around 10% per annum. While the industrial precincts have given back some of the gains made over the upswing they have still remained in positive territory with values on average showing strong annualised growth of 7% over 2004-2009. The latter half of 2009 and first quarter of 2010 showed a stabilising in values across most precincts. The June 2010 quarter witnessed the first increases in land values since the GFC across all precincts. On a precinct basis, values in Port Melbourne are the highest and currently average \$585/m<sup>2</sup> on an assumed 2,000m<sup>2</sup> parcel.

Figure 7.4: Melbourne Industrial Property Market, Land Values



\* Based on a 2,000m<sup>2</sup> serviced lot

Jones Lang LaSalle Research

Source: Jones Lang LaSalle Research



## Melbourne's West

Since 1985, almost 3.05 million m<sup>2</sup> of industrial space has been developed across the Melbourne west industrial market<sup>6</sup>. A large majority of this (68.1%) has been developed in the middle region LGAs of Brimbank and Wyndham, approximately 12km from the CBD. In contrast to other Melbourne markets, particularly the South East, a very small amount of space has been built in the outer region (Melton).

**Table 7.5: Melbourne's West Industrial Construction, 1985-2009**

	Total Construction (m <sup>2</sup> )	% of Total
Inner	918,479	30.1%
Middle	2,077,225	68.1%
Outer	53,290	1.7%
<b>Total</b>	<b>3,048,994</b>	<b>100.0%</b>

Source: Jones Lang LaSalle Research

Since 2000, this focus on the middle region has become more pronounced. Whereas approximately 52% of industrial development was in the inner region in the 1990s, this declined to just 6.7% between 2000 and 2004, before picking up again between 2005 and 2009 to account for almost a third of all development. This has come about as the supply of developable land in the Inner region declined (although more recently the availability of land in Hobsons Bay has improved construction levels in the inner region), and greater supply of land was made available in the middle region LGAs. The development of the Deer Park Bypass has also encouraged development in the middle region in recent years.

**Table 7.6: Melbourne's West Industrial Construction by LGA, 1980-2009**

	1980 – 89	1990 – 99	2000-04	2005-09
Inner	87.7%	52.0%	6.7%	30.1%
Middle	12.3%	45.9%	91.5%	68.1%
Outer	0.0%	2.1%	1.8%	1.7%
<b>Total</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

Source: Jones Lang LaSalle Research

By suburb, Hobsons Bay has seen the majority of development in the inner region, with the exception of 2000 to 2004, where development in the inner region was particularly low. Wyndham has consistently been the focus of development in the middle region. Melton has seen very little development throughout the past three decades, as there has been sufficient availability of land in more well established and major industrial precincts with strong transport linkages and closer proximity to workforce and the Port.

**Table 7.7: Melbourne's West Industrial Construction by LGA, 1980-2009**

LGA	1980-89	1990-99	2000-04	2005-09	Total
Hobsons Bay	87.7%	43.8%	1.8%	19.5%	24.6%
Maribyrnong	0.0%	8.2%	4.9%	6.3%	6.2%
Wyndham	12.3%	36.3%	50.3%	32.8%	38.3%
Brimbank	0.0%	9.6%	41.2%	41.3%	29.2%
Melton	0.0%	2.1%	1.8%	0.0%	1.7%
<b>Total</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

Source: Jones Lang LaSalle Research (2010)

More recently, over the first three quarters of 2010 there has been a clear and continued strong shift toward the West with new supply. Key suburbs such as Laverton North, Deer Park, Derrimut, and Truganina continue to dominate supply in the West and indeed across wider Melbourne. These suburbs have accounted for over 45% of total industrial completions for the year to date (Q3 2010).

<sup>6</sup> Jones Lang LaSalle track construction and tenant moves over 5,000m<sup>2</sup>.

Looking forward this trend is even more heavily focused on the West with this precinct accounting for around 63% of the 301,700sqm currently under construction. This is being driven by more affordable land values and rents, significant supply of land and strong transport infrastructure connections to key nodes such as the Port and airport.

All of the supply currently under construction in the West is within the middle ring Western suburbs, reflecting the lack of interest by most industrial occupiers in the older inner city industrial locations such as Maribyrnong. Jones Lang LaSalle note that industrial occupier enquiries to locate within Maribyrnong is generally sporadic and isolated to very specific uses such as those users that wish to be in very close proximity to the Port. Residential encroachment, outdated industrial facilities and constrained access and operations are all key factors for the low levels of demand within Maribyrnong. Industrial demand from medium and larger occupiers (5,000m<sup>2</sup> and above) is primarily focused on dedicated unconstrained and low cost purpose-built modern industrial estates with good transport access, of which the middle ring Western precincts cater to well.

### Occupier Demand

In the Melbourne industrial market Jones Lang LaSalle track tenant moves over 5,000m<sup>2</sup> and have done so since 1995. Although this threshold size does not capture all moves, it captures a significant proportion of tenant moves and provides an indication as to how the types of users have changed over time.

Recent years have witnessed an increase in proportionate demand from manufacturers<sup>7</sup>, accounting for 60% of take up over the five years to 2009, offsetting a decline in the share of take up by wholesalers and retailers, who have shifted their focus to Melbourne's South and Eastern suburbs.

**Table 7.8: Melbourne's West Industrial Take Up by Line of Business (% of known tenant moves), 1995-2009**

Line of Business	1995-2000	2001-05	2006-09
Manufacturing	32.5%	41.9%	60.1%
Wholesale & Retail Trade	14.9%	18.8%	4.2%
Transport & Storage	30.7%	25.8%	21.2%
Other	21.9%	13.5%	14.5%

Source: Jones Lang LaSalle Research

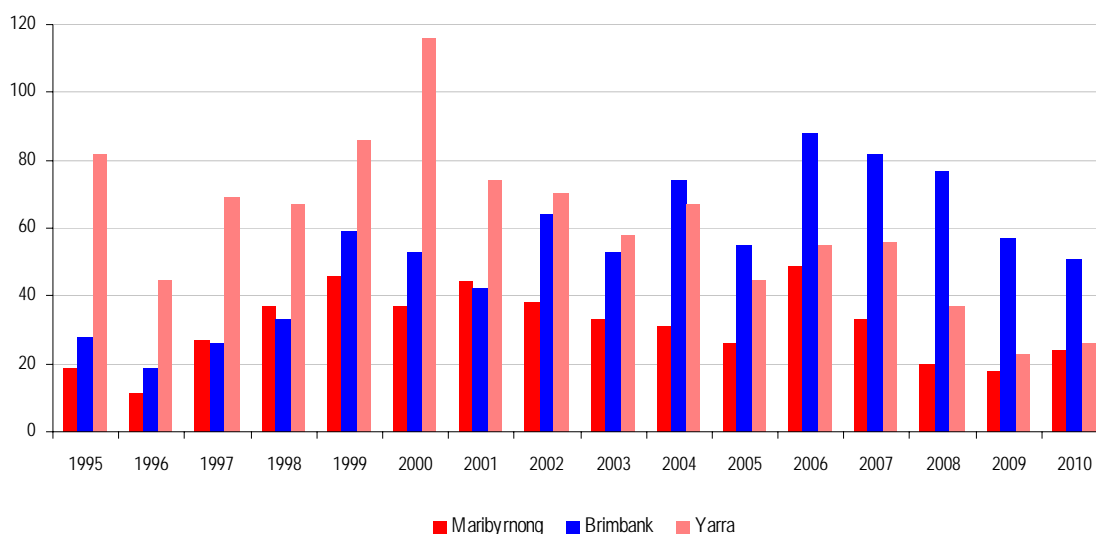
### Maribyrnong

Maribyrnong's nine precincts are all well established, with low levels of turnover in transaction volumes over the past fifteen years in comparison to the neighbouring LGA of Brimbank more recently, and the inner industrial areas of the Yarra LGA (earlier) (Figure 7.5). Precinct 9 has recorded no sales over the past five years.

<sup>7</sup> It should be noted that Jones Lang LaSalle codes tenants by the Company's main line of business as opposed to the specific activity conducted on site.



Figure 7.5: Selected Industrial Property Market, Land Values



Source: Jones Lang LaSalle Research

In comparison to the other West Region LGAs, Maribyrnong has very limited supply of vacant industrial land lots available, with a total vacancy rate of 4.4% (Table 7.9). Approximately 59% of this supply is in lot sizes of 0–0.1 Ha, and only 15.5% of vacancy is greater than 1 Ha. Therefore there appears to be very limited scope for any further major industrial development in Maribyrnong without substantial redevelopment of existing uses. A number of established larger occupiers, however, continue to invest in their Maribyrnong based sites, including CSR (Precinct 1), Peerless Holdings (Precinct 5) and Warren & Brown Technologies (Precinct 6), who have all made investments in their premises over the past three years.

Table 7.9: Zoned Vacant Supply by LGA, 2008

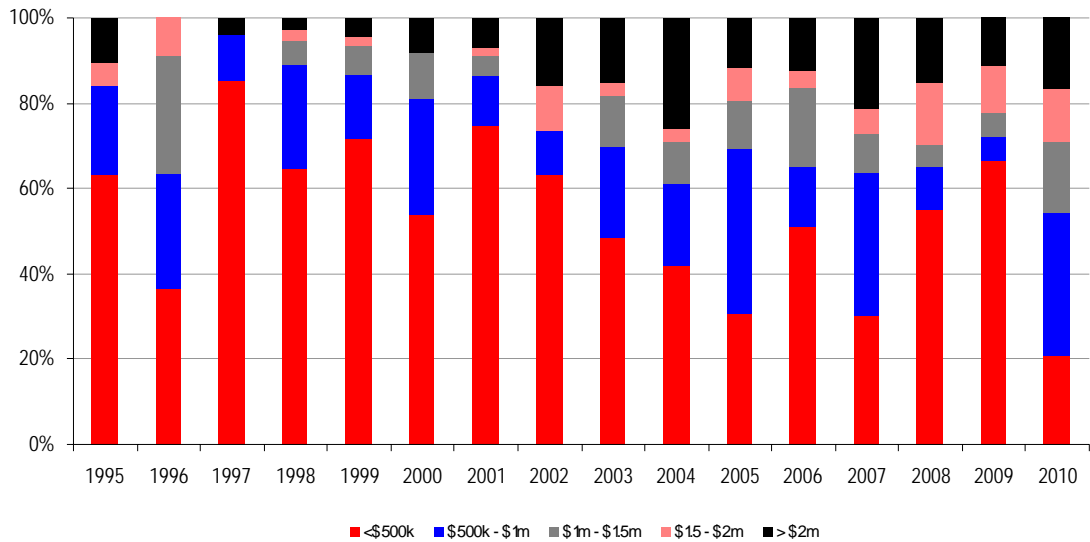
LGA	Vacant (supply)
Brimbank	20.5%
Hobsons Bay	47.1%
Maribyrnong	4.4%
Melton	26.5%
Moonee Valley	2.5%
Wyndham	11.6%

Note: Data is older than that in Table 2.2.  
Source: Jones Lang LaSalle Research

Sales of industrial property in Maribyrnong are considerably skewed to the less than \$500,000 range (Figure 2.6), which is indicative of the smaller lot sizes that are changing hands. There is no noticeable trend of sales in this price range easing, however, sales above \$2 million have increased since 2002, albeit erratically.

In contrast, Brimbank has recorded a relatively smooth increase in sales priced between \$500,000 and \$1,000,000, due to the release of subdivided lots to the market over the last five years. Since 1995, Yarra has recorded a very small portion of sales in the sub \$500,000 range even as total industrial sales were as much as 30 times higher than those in Maribyrnong. This is indicative of the strength of land values in the gentrified inner east.

Figure 7.6: Maribyrnong Industrial Sales by Price Cohort, 1995 – 2010



Source: Jones Lang LaSalle Research

In terms of price by precinct, Precinct 1 has the highest median industrial property values (per sqm) in Maribyrnong (Table 7.10). The precinct has a large amount of smaller sites, and there are a number of competing uses in the area, such as retail, public storage, office and residential. Precinct 4 (Central West Business Park), a modern industrial estate owned by one of Australia’s largest property institutions, is the second highest valued precinct in Maribyrnong. Precinct 2 (Tottenham) is the largest precinct by area, and has the highest turnover in Maribyrnong.

Precinct 5 has the lowest median sales price and some of the lowest asking rents in the LGA, due to the constraints of the precinct in terms of lot size and residential encroachment, as well as the general quality of the facilities, which for the most part is low.



**Table 7.10: Property Profile Matrix**

	Precinct 1	Precinct 2	Precinct 3	Precinct 4	Precinct 5	Precinct 6	Precinct 7	Precinct 8	Precinct 9
Zoning (major)	Industrial 1 & Industrial 3	Industrial 1 & Industrial 3	Industrial 1 & Industrial 3	Business 3	Business 3	Industrial 3	Industrial 1	Business 3	Industrial 3
Vacancy (%)	32%	16%	10%	4%	36%	10%	5%	0%	-
Number of sites	511	476	70	125	226	128	10	10	20
Average site size (m2)	3,113	7,203	7,197	7,084	2,510	3,782	22,171	2,380	4,562
Asking Rents (\$/m2)	\$65 - \$120	\$50 – \$70 (warehouse)	\$40-\$55	\$50-\$100	\$55-\$85	\$80-\$100	n/a	n/a	\$65 - \$120
Median Sales price, (2009) \$/m2	\$3,333	\$1,317 hardstand (approx \$150/m2)	\$156	\$1,652	\$378	\$469	n/a	n/a	n/a
No of recorded sales 2004- 2009	18	25	6	13	11	4	0	0	0
No. of recorded sales of vacant lots less than 5,000m <sup>2</sup> (2005-09)	8	7	1	0	0	0	0	3	0
Median Sale Price (2005-09) (vacant lots <5,000m <sup>2</sup> )	\$429	\$208	\$1,155	n/a	n/a	n/a	n/a	\$376	n/a
No. of recorded sales of vacant lots greater than 5,000m <sup>2</sup> (2005-09)	2	3	2	0	0	1	0	0	0
Median Sale Price (2005-09) (vacant lots >5,000m <sup>2</sup> )	\$278	\$50	\$113	n/a	n/a	\$203	n/a	n/a	n/a

Source: Jones Lang LaSalle Research



## Constraints to Development

The attraction of new industrial activity to Maribyrnong is constrained by a range of factors, including:

### Land availability:

- *Limited undeveloped sites:* As highlighted in Section 2.1 Maribyrnong has only 47 lots of undeveloped land with half of these being less than 1,000m<sup>2</sup>

### General amenity:

- *Infrastructure:* Run down or unsightly infrastructure including rail line, roads, footpaths, drainage, lighting and green space is a detraction for development.
- *Landscaping:* Lack of landscaping in particular on access roads (median and verges), residential interfaces and waterways.
- *Parking:* Lack of sufficient parking in well lit, easily accessible and safe areas.
- *Vacant buildings:* Vacant buildings create an atmosphere of decline resulting in safety concerns.

### Development complexity:

- *Residential interfaces:* Residential proximity means that many sites are next to residential areas potentially resulting in development approval objections and restrictions on operations.
- *Contaminated land:* Residual contamination associated with historic land uses and attendant testing and remediation costs.
- *Heritage considerations:* Issues surrounding need to incorporate heritage buildings within designs or inflexibility in regard to adaptive reuse.

### Operational issues:

- *Access:* Potentially constrained physical and time access for trucks.
- *Environment:* Proximity to residential areas may result in stringent environmental considerations (e.g. noise, odour, dust) that may be costly to mitigate.

### Economic/feasibility issues:

- *Cost of land:* From the little sales evidence available, the median sales price of undeveloped land is higher in Maribyrnong relative to green field sites further west.
- *Approvals and holding costs:* The development complexity factors outlined above typically result in higher development costs and a more protracted and uncertain development approval process than encountered in green field locations.

### Consultation Notes

Consultation indicated a feeling of poorly maintained business and industrial areas, including median and nature strips, derelict properties, illegal median parking, an unsightly rail corridor. These factors give rise to negative perceptions of parts the municipality and discouraging new inward investment and occupancy in existing precincts. Odour was also raised by some stakeholders in certain industrial precincts.

Stakeholders felt that opportunities to correct these amenity issues are likely to encourage future investment in these areas and similarly a lack of improvement would continue to prevent investment.

The greater development complexity and higher costs associated with redeveloping Maribyrnong's brown field sites dictate that new development be of greater usage intensity so as to attract rentals and end-values sufficient to justify to renewal cost. This could be achieved through higher proportional office content.

## Economic Development & Demand for Industrial Land

The economic modelling projections of employment undertaken for the EDS have been used to determine what the demand for IREL might be in the future should the intervention scenario be successful.

To convert employment to land demand, industry sectors were categorised as either, heavy industry, modern/ light industry or transport, warehousing & storage.

The land area occupied for each of these industrial categories (i.e. excluding land used for commercial, retail and other purposes) was then calculated. The amount of land used for these industrial purposes amounts to 472.2ha which is 88% of the 532.9ha of total industrial zoned land in Maribyrnong. Of this:

- 396.8ha (84%) was developed and occupied;
- 48.5ha (10.3%) was developed and unoccupied; and
- 26.9ha (5.7%) was undeveloped (vacant land allocated for industrial use).

In total unoccupied and undeveloped land totalled 16.0%.

**Table 7.11: Maribyrnong Industry Related Employment Land Use, 2010 (ha)**

Industrial Land Uses	Developed			Undeveloped (vacant)	Total
	Occupied	Unoccupied	Total		
Heavy Industry	41.68	1.29	42.97	2.60	45.57
Modern/ Light Industry	112.76	3.49	116.24	7.02	123.26
Transport, Warehousing & Storage	242.35	43.71	286.07	17.28	303.35
<b>Total Industry</b>	<b>396.79</b>	<b>48.49</b>	<b>445.28</b>	<b>26.90</b>	<b>472.18</b>
%	84.0%	10.3%	94.3%	5.7%	100.0%
Other usage	56.35	1.26	57.60	2.31	59.91
<b>Total</b>	<b>453.14</b>	<b>49.75</b>	<b>502.89</b>	<b>29.21</b>	<b>532.09</b>

Source: Department of Planning and Community Development, AECgroup

An employee per hectare measure was developed using the estimated employment as at 2010 and the occupied land area. These figures were then rounded and are used to convert employee projections back to land demand (see Table 7.13).

**Table 7.12: Maribyrnong Industrial Employment to Land Use Conversion, 2010**

Industry	Employment	Occupied (ha)	Emp/ha	Emp/ha Used
Heavy Industry	851	41.68	20.4	20
Modern/ Light Industry	5,180	112.76	45.9	45
Transport, Warehousing & Storage	4,128	242.35	17.0	17
<b>Total Developed Industrial</b>	<b>10,160</b>	<b>396.79</b>	<b>25.6</b>	

Source: Department of Planning and Community Development, Maribyrnong City Council, AECgroup

Using the employment projections and assuming no changes to labour used per hectare, and no change in the mix between the three industrial categories used in the analysis, demand for IREL out to 2030 has been estimated. The demand for IREL for industrial uses is estimated to reach 391.5ha by 2030, which is only 1.3% or 5.2ha below the demand in 2010. This increases the % of industrial land unused in 2010 from 16% to 17.1% in 2030.

**Table 7.13: Maribyrnong Industrial Related Land Supply v Projected Demand (ha)**

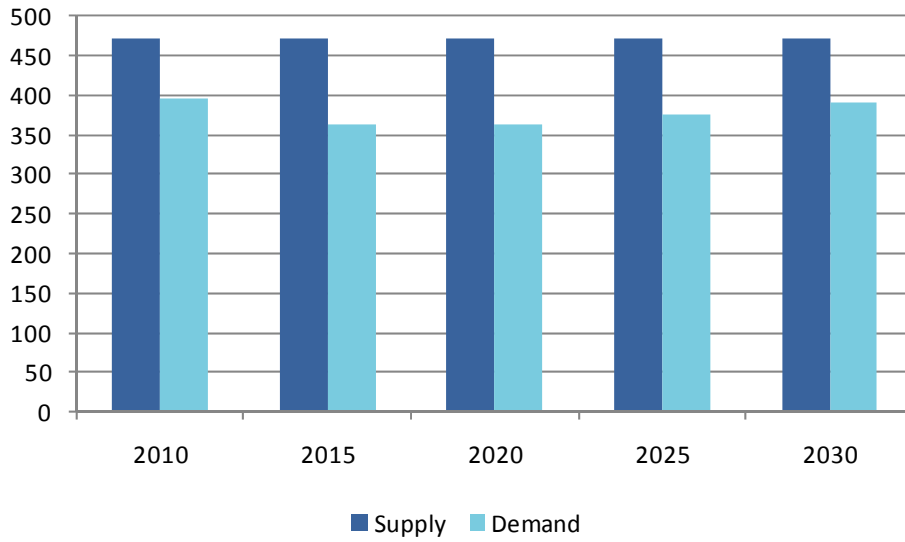
	2010	2015	2020	2025	2030
Supply	472.18	472.18	472.18	472.18	472.18
Demand	396.79	362.84	364.12	376.38	391.55
% change in demand from 2010		-8.6%	-8.2%	-5.1%	-1.3%
Unoccupied	75.38	109.34	108.06	95.80	80.63



	2010	2015	2020	2025	2030
Unoccupied as % Supply	16.0%	23.2%	22.9%	20.3%	17.1%

Source: Department of Planning and Community Development, Maribyrnong City Council, AECgroup

**Figure 7.7: Maribyrnong Projected Industry Related Employment Land Demand v Supply**



Source: Department of Planning and Community Development, Maribyrnong City Council, AECgroup

## 8. Appendix B: Industrial & Business Zoning

Following is a summary of the relevant zones and overlays that exist within the Victoria Planning Provisions (VPP) and their appropriateness for application within Maribyrnong.

**Table A.1: Industrial/ Permissible Uses by Zone**

Zone	As of right	Permit Required	Purpose
Industrial 1 (IN1Z)	<ul style="list-style-type: none"> <li>• Container Storage</li> <li>• Industry</li> <li>• Warehouse</li> <li>• Mail centre</li> <li>• Minor utility installation</li> <li>• Service station</li> </ul>	<ul style="list-style-type: none"> <li>• Retail Premises (not shop)</li> <li>• Trade supplies</li> <li>• Materials recycling</li> <li>• Office (&lt;500m<sup>2</sup>)</li> </ul>	<ul style="list-style-type: none"> <li>• Used for light industry including manufacturing and storage.</li> </ul>
Industrial 3 (IN3Z)	<ul style="list-style-type: none"> <li>• Minerals exploration</li> </ul>	<ul style="list-style-type: none"> <li>• Industry</li> <li>• Agriculture</li> <li>• Office</li> </ul>	<ul style="list-style-type: none"> <li>• Used to provide a buffer between IN1Z and more sensitive uses.</li> </ul>
Business 3 (B3Z)	<ul style="list-style-type: none"> <li>• Industry</li> <li>• Office</li> <li>• Warehousing</li> </ul>	<ul style="list-style-type: none"> <li>• Materials recycling</li> <li>• Retail Premises</li> </ul>	<ul style="list-style-type: none"> <li>• Used to encourage the integrated development of offices &amp; manufacturing industries.</li> </ul>
Business 4 (B4Z)	<ul style="list-style-type: none"> <li>• Industry</li> <li>• Trade Supplies</li> <li>• Warehousing</li> </ul>	<ul style="list-style-type: none"> <li>• Retail Premises</li> <li>• Office</li> </ul>	<ul style="list-style-type: none"> <li>• Used to encourage the development of a mix of bulky goods retailing and manufacturing industry.</li> </ul>
Mixed use (MUZ)	<ul style="list-style-type: none"> <li>• Dwelling</li> <li>• Minor utility installation</li> <li>• Telecommunications facility</li> </ul>	<ul style="list-style-type: none"> <li>• Office</li> <li>• Industry</li> <li>• Accommodation</li> <li>• Industry</li> <li>• Shop</li> <li>• Trade supplies</li> <li>• Warehouse</li> </ul>	<ul style="list-style-type: none"> <li>• To provide for a range of residential, commercial, industrial &amp; other uses.</li> </ul>

Source: Victorian Planning Provisions

### Industrial 1 Zone

This zone is presently applied to all core industrial areas in Maribyrnong and to a few other clusters of industrial land throughout the municipality.

The use 'industry' is allowed in this zone without the need for a planning permit, provided the activities are not listed in Clause 52.10 of the scheme. Clause 52.10 generally applies to activities with the potential to cause adverse off-site impacts (see discussion below).

Freestanding office development is allowed within this 1 zone subject to a permit and a maximum floor area of 500m<sup>2</sup>. This limits the opportunity for larger office developments.

#### Application in Maribyrnong

The Industrial 1 Zone is appropriate to apply to core industrial areas and to other locations that are sufficiently separated from residential properties and where special controls are not required over the types of businesses that locate. The opportunity exists for 'non-industrial' employment use in this zone, but is restricted by the 500m<sup>2</sup> limit on freestanding offices. This zone would not be appropriate to apply where Council is seeking a transition from industrial to a wider range of employment uses.

## Industrial 3 Zone

This zone is generally applied to industrial sites land directly abutting residential zoned land and around the perimeter of core industrial areas and is intended to form a buffer.

Its key distinction from Industrial 1 zone is that the uses 'industry', 'warehouse' and like require a planning permit where as such uses are as of right on land zoned Industrial 1. Provisions for office use are as per the Industrial 1 Zone. A planning permit is required to reuse a building that has been vacant, thereby extinguishing existing use rights it may have enjoyed, or to change from an industrial use to a warehousing storage use or the similar.

### Application in Maribyrnong

This zone is appropriate to apply to areas intended to be used for industrial purposes and small scale offices (subject to size limits), and which adjoin residential areas.

### Section 52.10 of the Scheme

Whilst the Industrial 1 Zone allows industry to establish without a permit, Section 52.10 of the scheme specifies a number of types of industrial activity "which if not appropriately designed and located may cause offence or unacceptable risk to the neighbourhood. This clause has two functions:

- It necessitates the need for a planning permit for any industry listed in the table to that clause, which has a 'note' adjacent to it.
- It requires a planning permit if any of the industrial activities listed are proposed to be located closer to a residential zone or other sensitive use than the threshold distance stated in the table.

This clause does not affect the potential to locate new residential development close to industrial areas. However, it does provide additional restrictions (i.e. by requiring a permit) on listed uses if they seek to be located within industrial zones. If rezoning to residential use occurs close to the boundaries of existing industrial zones it will affectively extend the degree to which the threshold distance protrudes into industrial areas.

It should be noted that the distances specified in 52.10 are threshold distance not buffer distances. They do suggest that certain industries should be located that distance from sensitive uses. Rather they are a mechanism that requires a permit application, which allows a proper assessment of the suitability of the use for the site, and the imposition of conditions if considered necessary.

The operation of the Clause in relation to the Industrial 3 Zone is not relevant, as all industry requires a planning permit, and a change from an existing use to a use listed in Clause 52.10 would necessitate a planning permit.

## Business 2 Zone

The Business 2 zone encourages the development of a mix of office and associated commercial uses. Offices are permitted as of right and residential uses are subject to a permit. No size limit applies for offices, unless specified in the schedule to the zone.

### Application in Maribyrnong

This zone is appropriate to apply where a mix of office and residential activities is appropriate and Council is not concerned that office uses may predominate in the future. Because residential uses are subject to a permit, Council can exercise discretion and assess the proposed uses against policy. It would not be appropriate to apply in places where existing industry intends to remain and where these locations are identified as appropriate to remain for industry in the longer term.

## Business 3 Zone

The Business 3 zone allows for a mix of industrial and office uses. Both uses are permitted subject to a permit. No size limit applies for offices, unless specified in the schedule to the zone. Residential uses are prohibited.

### Application in Maribyrnong



This zone is appropriate to apply where a mix of industrial and office uses is appropriate and Council is not concerned that office uses may predominate in the future or may prejudice the ongoing operation of nearby industrial activities.

Residential uses are prohibited in this zone. Accordingly it would not be appropriate to apply where a mixed use development that includes a residential component is contemplated.

## Business 4 Zone

This zone is designed to accommodate bulk goods retailing outlets. Both restricted retailing and industry are permitted without a permit. Residential uses are prohibited.

### Application in Maribyrnong

The Industrial 1 and Business 4 Zones provide the opportunity for restricted retailing, subject to obtaining a planning permit. Unless a specific development proposal is presented to Council for a multi tenancy peripheral sales or warehouse sales complex, there would seem little reason for Council to take the initiative and rezone industrial land to a Business 4 Zone. However, development of restricted retail premises as stand alone centres remote from Activity Centres is not supported by Council.

## Mixed Use Zone

The stated purpose of this the zone is to provide for "... a range of residential, commercial, industrial and other uses". Its name is misleading in that it provides greater rights for residential uses than for commercial or industrial activities. Residential uses are permitted as-of-right, whereas a permit is required for both industrial and office uses. In practice it is regarded by land owners and developers as a defacto residential zone.

### Application in Maribyrnong

The zone is appropriate to apply where there may be a mix of existing industrial, business and residential uses, and where Council does not oppose the gradual transition to an essentially residential area.

The zone is not appropriate to apply where Council is seeking to maintain employment uses in the long term, even if a residential component may also be appropriate, unless a legal agreement is also entered into that specifies the mix of land uses to be maintained. This would need to be done prior to the land being rezoned, otherwise the matter may be taken out of Council's hands by application to the Victorian Civil Administrative Tribunal.

## Comprehensive Development Zone

The Comprehensive Development Zone (CDZ) provides for a range of uses and the development of land in accordance with a comprehensive development plan incorporated in the planning scheme.

### Application in Maribyrnong

In Maribyrnong the CDZ applies to the Waterford Green and Edgewater residential and mixed use areas. Whilst the zone may be applied to other large scale redevelopment sites, other controls (e.g. Development Plan Overlay) may be more appropriately used to manage the ongoing use and development of such sites without the requirement for an incorporated plan (which can only be varied by amending the planning scheme).

## Special Use Zone

The Special Use Zone (SUZ) provides for the use and development of land for specific purposes. The application of this zone is limited and not appropriate for the use and development of land contemplated by other zones (such as Residential, Industrial or Business zones).

### Application in Maribyrnong

In Maribyrnong the SUZ applies to Sportsgrounds and Religious Establishments, and Utility Installations.

## Overlays

Overlays provide the opportunity for additional controls over matters such as buildings, works, demolition, tree clearing and related matters.

Only two overlays provide the opportunity to address the 'use' of the land as distinct from buildings and works, they are the Incorporated Plan Overlay (IPO) and the Development Plan Overlay (DPO). The difference between these overlays is that an IPO requires a development plan to be incorporated into the planning scheme. This means that the development concept itself is subject to public exhibition, to third party submission, and to a panel hearing etc. The responsibility for approving a development plan for land affected by a DPO rests with the responsible authority and a planning scheme amendment is not required.

Whilst these two overlays can address land use, they are only effective in controlling the use of land in situations where the underlying zoning necessitates a planning permit for the use being controlled. If the use is either as-of-right or prohibited, the overlay cannot control the use. In a Mixed Use Zone the use 'accommodation' is an as-of-right use. Whilst a planning permit is required for a residential unit development, the permit is only required for buildings and works and not for land use. Accordingly, these overlays cannot apply additional restrictions over the residential component of a future development if the underlying zoning is Mixed Use.

### Application in Maribyrnong

IPO's and DPO's would may be appropriate to apply to control use and development of land where either:

- the use of land did not need to be controlled but controls were required over buildings and works etc; or
- where the mix of uses that were to be controlled were all permit required uses rather than as-of-right uses in the underlying zoning.

In situations where Council is encouraging mixed use developments but is concerned to prevent a wholly residential use, application of these overlays will remain limited for the reasons for the following reasons:

In a Mixed Use Zone 'accommodation' is an as-of-right use, so the overlays would have no effect in controlling the proportion of residential use on a site. A CDZ could be considered

In other industrial and business zone 'accommodation' is prohibited and again the overlays cannot allow the opportunity for a use that is prohibited by the underlying zoning. The exception is the Business 5 Zone, but that zone prohibits industry, which limits its suitability on different sites.

## Major Hazard Facilities

One Major Hazard Facility is located within the City of Maribyrnong (FBT Operations (Vic) Pty Ltd at 1 Amanda Road, Footscray West) and a further two directly abut it (Marstel Terminals Coode Island and the Mobil Yarraville Terminal on the south east corner of Hyde and Francis Streets in Yarraville). A Major Hazard Facility (MHF) is an industrial facility where significant quantities of certain types of dangerous goods (as defined in Occupational Health and Safety Regulations 2007) may be present. It is a statutory obligation that such facilities are required to be licensed and registered with WorkSafe Victoria. Through the licensing process WorkSafe collates information about the nature and extent of risks that may potentially affect the surrounding land and is able to provide advice to the responsible planning authority.

Operators of MHFs are obliged to reduce risk to the surrounding area so far as is reasonably practicable to do so. WorkSafe presents the extent of risk areas around an MHF as planning advisory areas:

- **Inner Planning Advisory Area** is where the individual risk of fatality from potential foreseeable incidents is greater than or equal to one chance in 10 million years; and



- **Outer Planning Advisory Area** is where the consequence of a credible incident is not likely to cause a fatality but persons present may suffer some adverse effects or have difficulty responding to an emergency that may result in injury or harm.

WorkSafe contends that it is safe to live or work close to an MHF because stringent design, operation and regulation of such facilities mean that a serious incident with effects outside the site is unlikely.

WorkSafe generally advises against the following land use or developments:

- Land use or developments within the inner area, apart from low density industrial uses such as non-retail warehousing or other low employee density business or industrial use in order to minimise the number of people that might be affected by a low frequency-high consequence incident.
- Residential or business land use or development within the outer area where people likely to be present are not able to safely respond to a potential emergency situation or the proposal may result in an unacceptable societal risk (e.g. a large number of people being present).

## Agreements

Planning authorities can enter two types of agreements with owners and / or developers:

- legal agreements under Section 173 of the Act; and
- other forms of legal agreement.

Section 173 Agreements can:

- prohibit, restrict or regulate the use or development of land;
- impose conditions subject to which the land may be used or developed for specified purposes.

The *Planning and Environment Act* sets out procedures for entering into a Section 173 Agreement and for resolving disputes about the removal and modification of agreements. Section 173 Agreements can be exhibited as part of planning scheme amendments and generally provide a transparent process for entering a legal agreement. However they do provide the opportunity for review by the Minister and / or the Tribunal. For this reason they provide less certainty to Council in situations where it seeks to impose strong control over the proportion of different land uses that may comprise a development.

## 9. Appendix C: Strategic Considerations & Tools

This appendix presents a number of strategic considerations for the ILS based on the findings from research and consultation carried out for MEIDS. The strategic considerations are presented in response to strengths, weaknesses, opportunities and threats to Maribyrnong.

### Social & Community Considerations

Table 9.1: Social & Community SWOT and Strategic Considerations for the ILS

Social & Community SWOT	Strategic Considerations for ILS
<p><u>Key Strengths</u></p> <ul style="list-style-type: none"> <li>• <b>Population growth.</b></li> <li>• <b>Cultural diversity.</b></li> <li>• <b>Community infrastructure (health and education).</b></li> <li>• <b>Redevelopment/renewal sites to accommodate population growth.</b></li> </ul> <p><u>Other Strengths</u></p> <ul style="list-style-type: none"> <li>• A comparatively strong representation of young adults.</li> <li>• Higher educational attainment of Maribyrnong residents exceeds the metropolitan average.</li> <li>• The level of higher educational attainment has grown strongly over the last five years.</li> <li>• Maribyrnong Secondary College – Victoria's first designated sports college.</li> <li>• Community assets including Arts centre, and Living museum of the West.</li> <li>• A significant student population attracted by Victoria University.</li> <li>• Future population growth is expected to drive demand for housing and increase local spending.</li> </ul>	<p>Population growth means an increasing volume of household consumption and increased demand for local job generation. Therefore given Council's economic vision to deliver meaningful employment, IRELS should not be rezoned to a residential or an alternative zone that does not facilitate employment generating uses, unless Council has first satisfied itself that no opportunity exists for industrial or other employment opportunities under current zoning settings.</p>
<p><u>Key Weaknesses</u></p> <ul style="list-style-type: none"> <li>• <b>Limited amount of social and community infrastructure in some areas (parks, community centres, libraries).</b></li> <li>• <b>Pockets of significant disadvantage.</b></li> </ul> <p><u>Other Weaknesses</u></p> <ul style="list-style-type: none"> <li>• Comparatively low income profile.</li> <li>• Perceived lack of independent schools and secondary schools in the south of the municipality.</li> <li>• The City has significant concentrations of households and individuals lacking in qualifications and skills.</li> <li>• Negative perceptions regarding amenity and safety.</li> <li>• Some immigrants lacks skills (particularly English language skills).</li> <li>• Future aging of the regional population can strain economic and social conditions.</li> </ul>	<p>IREL could be rezoned for social and community infrastructure provided that any environmental and buffer issues are easily resolved.</p> <p>There are benefits of continuing to provide local jobs in the industrial and manufacturing sectors, to provide local employment opportunities for those residents (especially those on lower incomes and with lesser skills and levels of education) who are presently engaged, and who will continue to be engaged, in the industrial sector of the economy.</p>
<p><u>Key Opportunities</u></p> <ul style="list-style-type: none"> <li>• <b>Transitioning nature of the City (can assist to grow communities and employment).</b></li> <li>• <b>Improving disadvantaged areas.</b></li> <li>• <b>Providing more community buildings and infrastructure.</b></li> <li>• <b>Improving specialty health services.</b></li> </ul> <p><u>Other Opportunities</u></p> <ul style="list-style-type: none"> <li>• Large redevelopment sites such as the former MDS site provide opportunity for developments of new</li> </ul>	<p>As the socio-economic characteristics of the local population change, so does the type of jobs in which residents are employed. The rise in the proportion of tertiary educated residents with professional skills increases the opportunity for small professional service businesses to locate throughout the municipality. However the demand for offices generated through this source is likely to be slow to emerge and limited in volume.</p> <p>Demand for IREL in the municipality is likely to continue</p>

Social & Community SWOT	Strategic Considerations for ILS
<p>communities and social infrastructure.</p> <ul style="list-style-type: none"> <li>• Strong demand for housing within the area providing opportunity for a variety of housing types.</li> <li>• Strong population growth creates opportunities for housing and residential development.</li> <li>• Expanding trade links with overseas markets through existing ties.</li> <li>• Aging population will generate opportunities in healthcare.</li> </ul>	<p>to decline, and that some opportunities will exist for the rezoning of industrial zoned land, either for other employment uses, for a mix of uses, for community purposes, or for residential use.</p>
<p><u>Key Threats</u></p> <ul style="list-style-type: none"> <li>• <b>Inability to deliver land for residential development could constrain economic growth.</b></li> </ul> <p><u>Other Threats</u></p> <ul style="list-style-type: none"> <li>• Significant population growth may outpace community infrastructure capacity.</li> <li>• Inability of migrants to assimilate into society may cause tension.</li> <li>• Economic and social divide amongst local residents can create friction (e.g. a Tale of Two Cities).</li> </ul>	<p>Given the economic imperative to retain and attract local employment opportunities, no IREL should be rezoned to a residential zone unless Council is satisfied that the land is which have more significant limitations or issues which require investigation to determine if they can be addressed in order for them to retain or increase their employment role.</p> <p>If retention of IREL results in excess demand for residential use and there is no IREL suitable for rezoning to residential, then the City should consider redevelopment of residential areas to higher density rather than consuming IREL.</p>

Source: AECgroup



## Economic & Employment

**Table 9.2: Economic & Employment SWOT and Strategic Considerations for the ILS**

Economic & Employment SWOT	Strategic Considerations for ILS
<p><u>Key Strengths</u></p> <ul style="list-style-type: none"> <li>• <b>Proximity to the CBD.</b></li> <li>• <b>Regional employment hub/net job generator.</b></li> <li>• <b>Access and proximity to the Port.</b></li> </ul> <p><u>Other Strengths</u></p> <ul style="list-style-type: none"> <li>• The City of Maribyrnong's economy has existing strength in the manufacturing sector, particularly in many advanced manufacturing industry sectors. This strength is supported by extensive supply chains and a large pool of workers in Melbourne's West.</li> <li>• The municipality has current strength in high growth industries such as Retail, Transport and Storage, Health and Community Services, Education and Food and Beverage Manufacture.</li> <li>• Municipality is home to strategic regional infrastructure including the Western Hospital and the main campus of Victoria University.</li> <li>• Major regional destination shopping centre (Highpoint) with further significant retail expansion potential.</li> <li>• More economical location than other inner city alternatives (e.g. Port Melbourne).</li> <li>• Average income levels exceed Melbourne's West.</li> <li>• Footscray CAD planned developments.</li> <li>• Highly skilled workforce that leaves the City everyday for work.</li> </ul>	<p>The strengths of existing industry and employment located in Maribyrnong is an indication that existing IREL must be preserved.</p> <p>Proximity to the CBD is a prime driver for residential development in Maribyrnong and is a key cause of pressure on IREL.</p> <p>Locations suited to office concentrations are those with high amenity, good road access and exposure, proximity to public transport and to retail and commercial nodes. These include Highpoint Principal Activity Centre and Footscray Central Activity District. Major arterials such as Geelong and Ballarat Roads have potential for such uses.</p> <p>Urban village strategies prepared for commercial centres along these routes should review industrial zonings in these areas in more detail, with a focus on providing opportunities for employment generally, rather than focussing on industrial or residential uses only.</p> <p>Proximity to the Port should be a key reason for retaining IREL although associated employment density of certain activities are low and conflicts with residential areas need to be addressed.</p>
<p><u>Key Weaknesses</u></p> <ul style="list-style-type: none"> <li>• <b>High levels of persistent unemployment in some areas.</b></li> <li>• <b>Low levels of skills and qualification in some areas.</b></li> <li>• <b>Low levels of income in some areas.</b></li> <li>• <b>Market perceptions regarding area (seen as 'dirty' industrial area, not considered for commercial development).</b></li> <li>• <b>Limited employment diversity.</b></li> </ul> <p><u>Other Weaknesses</u></p> <ul style="list-style-type: none"> <li>• The City's most significant economic sector by value (manufacturing) is one of the weakest sectors in terms of growth and has experienced significant job shedding in recent years.</li> <li>• Container parks occupy large areas, generating freight movements but yielding limited employment but are important.</li> <li>• Footscray currently has underutilised commercial and retail space.</li> </ul>	<p>There are benefits of continuing to providing local jobs in the industrial and manufacturing sectors for those residents (especially those on lower incomes and with lesser skills and levels of education) who are presently engaged, and who will continue to be engaged, in the industrial sector of the economy.</p> <p>Perception issues of IREL can be addressed through improvements to access and amenity.</p> <p>Employment diversity can be provided through attracting new and different types of jobs. This is part of the transitioning process from Maribyrnong's past, however, land is also a key component of the production process and therefore sufficient and correctly zoned land is required to deliver diverse business and employment opportunities.</p>
<p><u>Key Opportunities</u></p> <ul style="list-style-type: none"> <li>• <b>Development opportunities associated with the CAD.</b></li> <li>• <b>Redeveloping underutilised land to provide more value and jobs to economy.</b></li> <li>• <b>Increasing profession business services sector.</b></li> <li>• <b>Growing the economy and increasing jobs.</b></li> </ul> <p><u>Other Opportunities</u></p> <ul style="list-style-type: none"> <li>• Growing visitation through arts and culture.</li> <li>• Further develop professional services, logistics and</li> </ul>	<p>Office activities provide an alternative employment generating use that may be appropriate in some industrial areas throughout Maribyrnong, especially those that are constrained by residential interface issues. However the demand for offices in Melbourne's West has traditionally been limited and is unlikely to be sufficient for wide spread application to redundant industrial land throughout the municipality. In the absence of a major public-sector lead pre-commitment, such as occurred in the Footscray CAD in the station precinct, opportunities are likely to be restricted to relatively small scale professional suites and service</p>

Economic & Employment SWOT	Strategic Considerations for ILS
<p>health care leveraging off current strengths in health services, transport and logistics and wholesale trade.</p> <ul style="list-style-type: none"> <li>• Enhanced manufacturing capability through efficiency gains and supply chain development.</li> <li>• Distribution centres for large national retail chains, capitalising off port access.</li> <li>• Laboratory and diagnostic facilities and allied health/super clinics to support and complement the hospital.</li> <li>• Food and beverage manufacturing, medical device and equipment manufacturing, leveraging off existing strength.</li> </ul>	<p>businesses.</p> <p>As the socio-economic characteristics of the local population change, so does the type of jobs in which residents are employed. The rise in the proportion of tertiary educated residents with professional skills increases the opportunity for small professional service businesses to locate throughout the municipality. However the demand for offices generated through this source is likely to be slow to emerge and limited in volume.</p>
<p><u>Key Threats</u></p> <ul style="list-style-type: none"> <li>• <b>Underutilised land remains either not used at all or underutilised – current trends could see a void of activity.</b></li> </ul> <p><u>Other Threats</u></p> <ul style="list-style-type: none"> <li>• Maribyrnong's economy is highly exposed to low employment growth sectors including many manufacturing sectors.</li> <li>• Dislocation associated with relocation of the Footscray Wholesale Fruit and Vegetable Market to Epping.</li> <li>• Competition from other Activity Centres within the Region and from the Melbourne CBD.</li> <li>• Lack of infrastructure development can impair economic growth.</li> </ul>	<p>The entire intent behind the Maribyrnong Economic and Industrial Development Strategy is to mitigate threats associated with declining manufacturing and resultant underutilised land and competition from new emerging industrial areas.</p> <p>The vision of the EDS and ILS will capitalise on the opportunities available to transition the City.</p>

Source: AECgroup



## Land Use, Development & Amenity

Table 9.3: Land Use, Development & Amenity SWOT and Strategic Considerations for the ILS

Land Use, Environment & Amenity SWOT	Strategic Considerations for ILS
<p><u>Key Strengths</u></p> <ul style="list-style-type: none"> <li>• <b>Underutilised land that can be used for redevelopment.</b></li> <li>• <b>Maribyrnong River.</b></li> <li>• <b>Proximity to the CBD, Flemington Racecourse and other amenities</b></li> <li>• <b>Highpoint shopping centre.</b></li> <li>• <b>Changing nature of the City through new developments and urban renewal projects.</b></li> </ul> <p><u>Other Strengths</u></p> <ul style="list-style-type: none"> <li>• Environmental amenity of the Maribyrnong River banks north of Footscray Road.</li> <li>• Attractive new residential development.</li> <li>• Generally large lots provide development flexibility.</li> <li>• Strong policy support from Victorian Government for improvements to Footscray CAD.</li> </ul>	<p>The City needs to play to its strengths to improve all facets of everyday life for its residents. This requires taking advantage of all assets available to it. Underutilised land is a key asset and can largely be used for any purpose, e.g. residential, employment generating or community purposes. The key to this determination is highest and best use, although a focus on best use is potential a better approach than that of value.</p> <p>The large industrial sites that may be considered underutilised provide good opportunities for large scale catalyst developments that can assist in transitioning an area towards becoming vibrant and successful for the community.</p>
<p><u>Key Weaknesses</u></p> <ul style="list-style-type: none"> <li>• <b>Market perceptions regarding area (seen as 'dirty' industrial area, not considered for commercial development).</b></li> <li>• <b>Lack of available land for greenfield development.</b></li> </ul> <p><u>Other Weaknesses</u></p> <ul style="list-style-type: none"> <li>• Maribyrnong falls outside Melbourne's West Industrial Node.</li> <li>• Industrial precincts are fragmented &amp; generally present poorly, lack amenity, detracting from the area's image and appeal.</li> <li>• 'Hotch-potch' of land uses and industries.</li> <li>• High incidence of under-utilised industrial space.</li> <li>• Container parks detract from amenity, generate freight movements and yield comparatively few jobs.</li> <li>• Unightly underutilised or obsolete industrial development detracts from the visual amenity of the rail corridor, impairing initial impressions of the municipality for prospective visitors or investors.</li> <li>• Lack of institutional investor involvement within the municipality.</li> <li>• Absence of new industrial stock constrains ability to satisfy potential occupier demand.</li> <li>• Air quality (odour) issues relating to heavy traffic.</li> <li>• Potential site contamination in selected locations (Eastern Riverside).</li> <li>• Risks posed by proximity of heavy and hazardous industry (e.g. Coode Island, Mobil tank farms).</li> <li>• Perceived safety issues, including in Footscray.</li> </ul>	<p>It is the intent of the ILS is to begin to address many of the land use, environmental and amenity weakness of Maribyrnong and to transition the City to where it wants to be given its proximity to the Melbourne CBD and the Port of Melbourne as well as the gateway to Melbourne's West.</p> <p>To achieve this transition requires strategies and actions to identify and preserve IREL for employment generation as well as IREL that may be considered underutilised or isolated and that can change towards a use more in keeping with their surroundings.</p> <p>There is also a need to improve access and amenity of IREL to make them more attractive to investors and less unsightly to residents and visitors. That having been said there are parts of the City that will always remain industrial in nature.</p> <p>The successful identification and development of catalyst projects (e.g. McNab Avenue, Bradmill) will demonstrate how areas can change and will attract further investment provided demand and returns are there for investors.</p> <p>Potential exists for the active management of industrial precincts by the City to address many weaknesses.</p>
<p><u>Key Opportunities</u></p> <ul style="list-style-type: none"> <li>• <b>Increase amenity in natural areas</b></li> <li>• <b>Change negative perceptions regarding the area.</b></li> </ul> <p><u>Other Opportunities</u></p> <ul style="list-style-type: none"> <li>• Underutilised industrial land represents an opportunity for redevelopment for alternative employment or residential purposes.</li> <li>• Scope for improved utilisation of the Maribyrnong River.</li> <li>• Tourism (amenity) leveraging off existing cultural</li> </ul>	<p>As mentioned above in addressing weaknesses of the City and its industrial areas there are many opportunities to consider in other parts of the City whilst maintaining and improving the traditional industrial base during the transition period.</p> <p>Many opportunities for addressing negative perceptions particularly around industrial areas include: signage and entry statements, landscaping, parking provision, lighting, improved vehicular access, improved public transport and pedestrian access and active management.</p>

Land Use, Environment & Amenity SWOT	Strategic Considerations for ILS
<p>assets, social diversity and areas of high amenity.</p> <ul style="list-style-type: none"> <li>• Victoria University is a strategic resource for launching further innovative industry collaboration.</li> <li>• Opportunities for additional development around the Woolworths Hardware stores in Maribyrnong.</li> <li>• Footscray CAD provides catalyst for further property development and redevelopment.</li> </ul>	
<p><u>Key Threats</u></p> <ul style="list-style-type: none"> <li>• <b>Increased levels of pollution through increased levels of truck traffic.</b></li> <li>• <b>Industrial amenity remains poor, impairing growth and development.</b></li> <li>• <b>Negative construction impacts during infrastructure building.</b></li> <li>• <b>Increased issues from truck traffic.</b></li> </ul> <p><u>Other Threats</u></p> <ul style="list-style-type: none"> <li>• Delays in implementation of proposed transport upgrades would result in a worsening of current transport congestion problems.</li> <li>• Potential pressure for more container storage within the municipality.</li> <li>• Routing of proposed infrastructure works may potentially sever existing routes.</li> <li>• Inability to deliver land for residential development could thwart growth.</li> </ul>	<p>Many attempts to address key amenity threats are in the planning phase but are yet to progress to implementation. There is therefore a need for a strong advocacy component of the strategy to ensure that plans reach implementation within the foreseeable future.</p> <p>If these plans are not progressed then community agitation will increase. This is particularly the case given that freight volumes through the port of Melbourne are likely to increase.</p> <p>Consideration also needs to be given to improving public transport to industrial precincts.</p> <p>The inability to deliver land for residential development should not be regarded as a threat. There are still significant areas of Maribyrnong yet to be developed for residential purposes (e.g. MDS) and these will soak up residential demand for some time. This will allow IREL to adjust and transform.</p>

Source: AECgroup

## Accessibility & Infrastructure

Table 9.4: Accessibility & Infrastructure SWOT and Strategic Considerations for the ILS

Accessibility & Infrastructure	Strategic Considerations for ILS
<p><u>Key Strengths</u></p> <ul style="list-style-type: none"> <li>• <b>Public transport.</b></li> <li>• <b>Access to the West through good arterial network.</b></li> </ul> <p><u>Other Strengths</u></p> <ul style="list-style-type: none"> <li>• A highly accessible municipality with strong transport links.</li> <li>• Close proximity to Melbourne CBD and excellent access to Melbourne's sea and air ports.</li> <li>• Off peak capacity on Francis Street and other main roads.</li> <li>• Significant and well developed rail infrastructure through central corridor.</li> <li>• The capacity to service several of the established industrial precincts by rail.</li> <li>• The disused Maribyrnong River rail line has rail freight potential.</li> <li>• Policy support for and budget commitments to major transport infrastructure initiatives and investment.</li> <li>• Unique character of some villages.</li> <li>• Planned infrastructure projects (i.e. Westlink, Regional Rail Link and MM1).</li> </ul>	<p>The location of Maribyrnong's IREL adjacent to the Port of Melbourne and west of Melbourne's CBD, make the area ideal for the location of industry with the ability to take advantage of the transport infrastructure in place.</p> <p>Much planning has already been undertaken to improve the accessibility and linkages of Maribyrnong's industrial areas to the east and west.</p>
<p><u>Key Weaknesses</u></p> <ul style="list-style-type: none"> <li>• <b>Maribyrnong River acts as a barrier.</b></li> <li>• <b>Lack of north-south connection.</b></li> <li>• <b>Truck traffic.</b></li> </ul> <p><u>Other Weaknesses</u></p> <ul style="list-style-type: none"> <li>• North-south connections substantially severed by Sunshine railway corridor.</li> <li>• Poor public transport to employment areas in south west of municipality.</li> <li>• Lack of capacity on existing east-west traffic route at peak times (congestion).</li> <li>• Inadequate highway connection between the Port and Geelong Road.</li> <li>• Traffic congestion on Francis Street.</li> <li>• Freight traffic encroachment into residential areas.</li> <li>• Lack of truck parking.</li> <li>• Truck movement is currently the subject of curfew.</li> <li>• The Maribyrnong River rail line is a barrier to opening up the Maribyrnong Riverfront to public access.</li> </ul>	<p>The identified accessibility and infrastructure weaknesses need to be addressed if IREL in Maribyrnong is to attract new investment.</p> <p>Solutions to these weaknesses will require significant infrastructure investment which are beyond the means of the City and therefore fall to the State and Australian governments. Much planning has been undertaken over the last five years to address accessibility and transport infrastructure issues and it will be a function of Council to continue advocacy in this respect.</p> <p>Council could address some of the truck parking issues by purchasing and converting underutilised industrial land for truck parking. This action would also ensure IREL is preserved for future industrial or other use.</p> <p>Public transport issues can be addressed by studying the existing supply of public transport to various IREL precincts and comparing this to the potential demand for public transport. Council could undertake this in partnership with the state government not just for IREL but for the whole City as an integrated approach would yield more benefits.</p>
<p><u>Key Opportunities</u></p> <ul style="list-style-type: none"> <li>• <b>Westlink.</b></li> <li>• <b>Regional rail project.</b></li> <li>• <b>Metro rail.</b></li> <li>• <b>River crossing (north-south)</b></li> </ul> <p><u>Other Opportunities</u></p> <ul style="list-style-type: none"> <li>• Major road and rail infrastructure upgrades within the municipality are proposed under the Victorian Transport Plan and related strategies.</li> <li>• Consideration by the Victorian government of the development of 'inland ports' at which containers would be loaded and unloaded and shifted to and from the port by rail.</li> <li>• Additional rail capacity provides scope for shifting an</li> </ul>	<p>Many opportunities to alleviate some of the accessibility and infrastructure issues have been investigated and planned. Council needs to continue advocating for their implementation.</p> <p>Council also has the opportunity to improve access near and within industrial areas through changes to local streets and improved connectivity within IREL.</p>

Accessibility & Infrastructure	Strategic Considerations for ILS
<p>increased proportion of the freight task from road to rail.</p> <ul style="list-style-type: none"> <li>• Improvements to north-south road connectivity to improve community cohesion across the municipality.</li> <li>• Increasing urban form and structure through new developments and redevelopment / renewal projects.</li> </ul>	
<p><u>Key Threats</u></p> <ul style="list-style-type: none"> <li>• <b>Port growth could lead to more truck traffic with negative impacts.</b></li> <li>• <b>Delays or cancellation of planned infrastructure projects.</b></li> </ul> <p><u>Other Threats</u></p> <ul style="list-style-type: none"> <li>• Amenity (Noise) issues arising from move to 24 hour road freight movement operations.</li> <li>• Increasing rail use for freight anticipated to generate increased noise nuisance for residents.</li> <li>• Outer-western industrial areas have superior freeway access and less development constraints.</li> </ul>	<p>The threats from increased truck traffic to the future of renewed investor interest in Maribyrnong's IREL are significant and must be mitigated by improvements to transport infrastructure.</p>

Source: AECgroup

## Tools & Levers for Effecting Change

The implementation of the ILS requires the use of tools and levers that the City and State have at their disposal. A discussion of these tools and examples of industrial land transitions that have occurred elsewhere are contained below.

### Economic Development Strategy

The EDS is the primary tool for influencing economic development in Maribyrnong. The EDS contains a number of key actions:

- 1.1 To take a proactive and strategic role in delivery of legislation and planning
- 1.2 Ensure that adequate provision of employment lands to support sustainable growth
- 2.1: Existing Business Expansion and Retention Program
- 2.2: Placemaking in activity centres and industrial areas
- 3.1: Marketing Maribyrnong
- 3.2: Business development program
- 3.3: Facilitating investment
- 4.1: Engagement and up-skilling program
- 4.2: Jobs for residents program

The key actions in the EDS are designed to deliver on the economic vision for the City. That is principally to become a *"leader in urban economic transition and renewal, embracing its traditional industrial past whilst delivering vibrant and successful urban places and meaningful employment"*.

### Planning Tools

A number of planning tools are available to Council and these are further reinforced through the ILS including:

#### **Categorisation of industry related employment land**

- Designation of Industry Related Employment Land as either a Core Employment Area or Strategic Employment Investigation Area and based on further investigation either a Employment Investigation Area or Strategic Redevelopment Area.

#### **Streamlined and consultative Development Assessment process**

- A concerted effort to ensure a quick turnaround for consultative and streamlined Development Assessment process will gain significant traction with the development community.
- This has been evidenced by numerous local and state government authorities such as the City of Salisbury (SA) and the Urban Land Development Authority (ULDA) and VicUrban (VIC). Market feedback on such improvements indicates that new investment is attracted to the region that would have not otherwise occurred.
- Set maximum development approval process timeframes (best practice 40 business days).
- Priority planning approvals processes with 'as of right' / 'code assessable' development more readily facilitated. Essential in an environment where footloose industries will look for locations not just within a city but across states.

#### **Framework planning Employment Intensification Areas**

- Framework planning of Employment Intensification Areas to facilitate change - actively done with land owners to understand all drivers/barriers for change.



### **Transitioning incompatible industrial uses**

- Consideration of tighter environmental controls on existing and future uses. This will enable transition for some non-compatible industrial occupiers to improve odour, dust, noise issues or relocate. This will provide opportunity for higher and better employment generating uses and transition to employment centres that are better matched to sensitive uses.

### **Provision of more flexible employment zonings to foster development of Business Parks**

- Business parks provide an important opportunity to retain and increase the utilisation of employment land that were previously occupied by older industrial uses.
- Such development provides strong employment growth and improved mix of employment opportunities which will assist greatly in employment containment as better job matching with the white collar workforce (e.g. the Baulkham Hills – Blacktown region, for example, has seen an increase in employment self-containment, rising from 36% in 1996 to 40% in 2006, largely due to the emergence of the Norwest Business Park).
- Transitioning industrial to business parks will help counter significant employment leakages and minimise congestion on road networks – every one job gained for a local is two vehicle trips inside and outside of the City saved.
- Allowance for some Employment Intensification Areas to be redeveloped to business park / hi-tech office nodes will need to ensure suitable flexibility for modern supporting amenity – e.g. retail uses (gymnasiums, cafes, child care).
- The rezoning of Employment Intensification Areas to allow for business parks should not be at the expense of office development in the Footscray CAD.
- Adjustments to car parking ratios where required to be competitive with other suburban employment precincts.

### **Increase development densities around transit nodes and in close proximity to Core Employment Areas**

- For transit oriented development zones – e.g. around Paramount Road in close proximity to Tottenham station - enabling higher density residential and commercial development. Also increases workforce catchment size for occupiers in business parks.

### **Infrastructure and physical / financial intervention**

- Facilitation of necessary infrastructure upgrades to support Core Employment Areas and facilitate transition of areas deemed as Strategic Redevelopment Areas.
- Improve amenity of key precincts, streetscape upgrades, public transport infrastructure upgrades, parks, bike paths, lighting etc. This will be necessary to attract new private sector investment as industry responds to Council's active commitment to an outcome other than a new urban design or planning process.
- Redirecting heavy traffic from Strategic Redevelopment Areas – the implementation of the Truck Action Plan and Westlink are important to realising full benefit of the ILS.
- Reduced fees, contributions levies, rates for specific forms of employment generating development.

### **Transition Examples**

To enhance the strategies contained in the ILS it is useful to illustrate established urban metropolitan areas that have gone through partial or substantial gentrification and gained or retained employment generating uses. In some examples this has included transition from older industrial development on underutilised land to higher employment generating uses including retail, office, and specialised/hi-tech industrial uses such as bio-technology and eco sciences. Such examples are included in Table 9.5.

Table 9.5: Example Industrial Transition Projects

Background	Key Points
<p><b>Macquarie Park, NSW</b></p> <ul style="list-style-type: none"> <li>• Located 12 kilometres from Sydney CBD and adjacent to Macquarie University</li> <li>• Agglomeration commenced a decade after University opened in 1964 and Green Belt bush land was rezoned</li> <li>• Modelled on industrial co-location with University and surrounds (largely unsuccessful linkages)</li> <li>• Zoning in the precinct ranges from 3(f) Business Special – Research &amp; Development, 3(g) Business Special – Employment and 3(h) Business Special – Mixed Activity, all allowing scientific research &amp; development.</li> <li>• Demand predominantly from hi-tech office/industrial tenants IT &amp; T, pharmaceuticals</li> <li>• The total office stock in the area is 534,000sqm as at March 2011</li> <li>• Macquarie Centre comprises in excess of 83,000sqm of retail space and is the major retail centre in the catchment.</li> <li>• Main developers have been public REITs and large wholesale funds</li> <li>• Rents are generally very affordable and major driver of demand</li> <li>• Around 60% of the area comprises office space and this percentage rises each year</li> <li>• Well-connected via M2 Hills Motorway and several train stations</li> </ul>	<ul style="list-style-type: none"> <li>• Proximity to university</li> <li>• Development has spanned several decades</li> <li>• Statutory support</li> <li>• Imitation of successful case studies</li> <li>• Private sector investment</li> <li>• Affordable rents</li> <li>• Excellent connectivity (recently improved with new rail connections)</li> </ul>
<p><b>Osborne, SA</b></p> <ul style="list-style-type: none"> <li>• Located 18 kilometres from Adelaide CBD on Gulf St Vincent</li> <li>• Specialises in production and maintenance of submarines</li> <li>• Facilities are purpose-built, accessible and easily expandable due to no planning constraints</li> <li>• A “supplier precinct” is forming comprising companies linked to defence industry</li> </ul>	<ul style="list-style-type: none"> <li>• Proximity to Gulf – important for area of specialisation</li> <li>• Contracts from Federal Government</li> <li>• No planning constraints</li> <li>• Encouragement of local “supplier precinct”</li> </ul>
<p><b>Bayside Industrial Area, Sandringham VIC</b></p> <ul style="list-style-type: none"> <li>• A concentrated area of industrially-zoned land within residential areas of Sandringham, Highett and Cheltenham</li> <li>• Not located on arterial road network</li> <li>• Caters to niche market</li> <li>• Land is relatively expensive</li> <li>• Land use changing from warehousing and logistics to clean industrial and office</li> </ul>	<ul style="list-style-type: none"> <li>• Statutory support</li> <li>• Limited opportunities for expansion however changing industrial land uses are apparent</li> <li>• Residential proximity good for attracting workers</li> </ul>
<p><b>Dutton Park, Brisbane, QLD</b></p> <ul style="list-style-type: none"> <li>• An inner city area is located some 4km south of the CBD and includes a mix of older light industrial businesses, character residential, major hospital (Princess Alexandra) and the heritage listed Boggo Road Gaol precinct.</li> <li>• Located in close proximity to major hospitals (Mater, PA), and universities (UQ, QUT)</li> <li>• The prime land around the gaol (9.5ha) is a strategic redevelopment area and includes the recently completed Ecosciences Precinct.</li> <li>• This precinct includes the largest cluster of eco-scientists working in one location in Australia with over 1,000 staff in a dedicated purpose built facility.</li> <li>• The balance of this redevelopment area will include offices, retail and residential development.</li> <li>• This will be supported by access to major public transport in close proximity including an existing rail station, a second new rail station (2018), busway and pedestrian/bus bridge linking to the University of Queensland at St Lucia.</li> </ul>	<ul style="list-style-type: none"> <li>• Strategic location in close proximity to CBD, hospitals and universities</li> <li>• Strong government led support (from land holdings)</li> <li>• Good public transport infrastructure and improving further</li> <li>• State and local government support to create hi-tech industries precinct</li> </ul>



Background	Key Points
<p><b>Mile End, Adelaide, SA</b></p> <ul style="list-style-type: none"> <li>• An inner western suburb located some two kilometres from the Adelaide CBD.</li> <li>• Mile End South was traditionally an industrial location, however, in recent years, this location has increasingly been redeveloped for bulky goods retailing and residential. Some older style industrial facilities are still in occupation.</li> <li>• This change was largely driven by the redevelopment of industrial land to support a Bunnings Warehouse hardware store on Sir Donald Bradman Drive. This was a catalyst to additional bulky goods retail development, and led to construction of the Mile End Homemaker Centre, built in three stages at the rear of the Bunnings complex between 2004 and 2007. The centre comprises nearly 30 tenancies and has a gross lettable area of over 32,000 square metres.</li> <li>• Accompanying the redevelopment of this area has been improvements to arterial road infrastructure ranging from the streetscape improvements to underpasses and light rail grade separations.</li> <li>• Major industrial occupiers in the area include a private sector bus depot, Le Cornu (warehouse for a furniture retailer), and City of Adelaide Council depot.</li> <li>• Traditional industrial land consumption has been high, with around 517,000sqm of land consumed over the period 2002-2008, from an original total of 832,000sqm.</li> </ul>	<ul style="list-style-type: none"> <li>• Good connectivity to arterial road networks</li> <li>• Proximity to CBD and airport</li> <li>• Bulky hardware retailing acted as catalyst for further bulky goods development</li> </ul>
<p><b>Thebarton, Adelaide, SA</b></p> <ul style="list-style-type: none"> <li>• An inner western suburb located some 2 kilometres from the Adelaide CBD.</li> <li>• The suburb was an industrial location throughout the early to mid 1900's due to its position between the City and Port Adelaide and location adjacent to the River Torrens.</li> <li>• Given its relative close proximity to the City of Adelaide, it has become an increasingly popular location for residential development and subsequently an increasing number of associated retail and commercial services.</li> <li>• As with other inner suburbs, there has been a shift from heavier industrial uses to service based industrial.</li> <li>• One of the most recent major industrial uses to emerge has been the high-tech Bioscience precinct north of West Thebarton Road, 3km from the CBD and 4km from the airport.</li> <li>• This was established as a joint state and local government initiative as a means to preserve employment lands in the inner city and foster the growth of a new higher value-add industry.</li> <li>• The Thebarton Bioscience Precinct is one of the largest clusters of bioscience companies in Australia. It is located over 7ha of land and is adjacent to the University of Adelaide's research facilities.</li> <li>• It forms part of a 12ha bioscience and advanced technology hub in collaboration with the adjacent University of Adelaide Research Park and the area houses more than 25 of South Australia's bioscience companies.</li> <li>• The nature of many of the companies within the Bioscience Precinct is not considered compatible with general office precincts. Laboratory space, the use of chemicals, the need for treatment of industrial waste, for example, are just some of the reasons a general industrial zoning is considered more compatible.</li> <li>• Accompanying the transition has been steady improvements to arterial road infrastructure including by-pass roads, and streetscape upgrades.</li> <li>• Major industrial occupiers in the area include Coca-Cola Amatil, SA Brewing Company.</li> <li>• Traditional industrial land consumption has been low, with just 12,000sqm of land consumed over the period 2002-2008, from an original total of 606,000sqm.</li> </ul>	<ul style="list-style-type: none"> <li>• Good connectivity and road infrastructure</li> <li>• Proximity to the CBD and airport</li> <li>• Retention of flexible industrial zonings</li> <li>• Govt fostering of hi-tech industrial development</li> </ul>





Background	Key Points
<p><b>University Hill, Bundoora VIC</b></p> <ul style="list-style-type: none"> <li>• Located 18 kilometres from Melbourne CBD on Metropolitan Ring and Plenty Roads</li> <li>• Adjacent to LaTrobe and RMIT Universities</li> <li>• Site used for community health until 1995. RMIT purchased site in 1997 however financial issues led to sale of site in 2003 to MAB Corporation.</li> <li>• A \$1 billion mixed-use development. Upon completion 3,000 residents and 2,000 local jobs.</li> <li>• Includes “Business Park North” and “Business Park South”</li> <li>• Total office across buildings one and two total is about 7,600 sqm</li> <li>• Office building three is 4,350 sqm (proposed)</li> <li>• MAB intends to build a total of 50,000 sqm of office space at Uni Hill</li> <li>• Other developers could build a further 20,000 sqm</li> </ul>	<ul style="list-style-type: none"> <li>• Excellent connectivity</li> <li>• Proximity to universities</li> <li>• Private sector investment</li> <li>• Mixed-use development including two small business parks</li> </ul>
<p><b>Norwest Business Park</b></p> <ul style="list-style-type: none"> <li>• The 377Ha business Park is a state-of-the-art commercial/industrial hub in the Hills District.</li> <li>• Norwest has developed as Sydney’s second largest suburban business park over the past 15 years (after Macquarie Park).</li> <li>• To date over 400 companies have relocated to Norwest Business Park and over 17,000 people work there. The North West Rail line completion will benefit further strong expansion.</li> <li>• Approximately 377,000m<sup>2</sup> of office space has been developed so far. A further 14Ha of land remains to be developed, which could provide an additional 140,000m<sup>2</sup> of floor area based on a 1:1 floor space ratio.</li> <li>• Provides a sophisticated masterplanned approach to business park concept with high levels of amenity including retail, medical, sporting, leisure, educational and childcare facilities to support the working environment.</li> <li>• Key drivers have been rental cost differentials, generous car parking ratios, larger floor plates at lower total occupancy costs, custom designed more sustainable buildings and access to a large workforce / customer base.</li> <li>• Norwest has been successful at attracting those firms seeking a fully integrated working environment at cheaper rents than the CBD and other established suburban office markets. Unlike Macquarie Park, where the focus has been on distinct industry groups (eg IT and Telecommunications and Pharmaceuticals), Norwest has a 10(a) Employment zoning and has attracted a broader range of tenants. Most have been manufacturing or retail/wholesale companies, with few traditional CBD occupiers (finance / insurance and business services).</li> <li>• ResMed is an example of a hi-tech office/industrial tenant who located there to combine their office, consulting rooms and warehousing facilities on one site, and the opportunity to move from leased space into a signature owned property.</li> <li>• Norwest Business Park has the most generous parking provision of the major commercial precincts in Sydney, which is one of the factors that have attracted tenants.</li> </ul>	<ul style="list-style-type: none"> <li>• Affordability – land, rents</li> <li>• Good and improving transport infrastructure</li> <li>• Access to employment workforce in rapidly growing catchment</li> <li>• Flexible employment land uses attracting a wide range of tenants</li> <li>• Masterplanned and high level of amenity</li> <li>• Ability to deliver large floor plates and customized accommodation solution with further room for expansion</li> <li>• Generous car parking provisions</li> </ul>

Source: Jones Lang Lasalle Research



## Guidelines for Rezoning Requests

The ILS requires various categories of land to be identified in Council strategies and/or the local planning policy framework as:

- Core Employment Areas;
- Strategic Employment Investigation Areas;
- Employment Intensification Areas; and
- Strategic Redevelopment Areas.

In Core Employment Areas, rezonings will only be considered when:

- A framework plan/outline development plan has been prepared for the precinct or sub-precinct in accordance with the framework planning principles of the ILS and recommends the rezoning;
- The rezoning is entirely for industrial or commercial purposes, and will not allow sensitive uses;
- The use will not adversely impact or restrict existing business/employment uses in the precinct; and
- The use will not increase adverse impacts on sensitive uses outside the precinct.

In Strategic Employment Investigation Areas, rezonings will only be considered when:

- A framework plan/outline development plan has been prepared for the precinct or sub-precinct in accordance with the framework planning principles of the ILS and recommends the rezoning of the site;
- The use will not adversely impact or restrict existing business/employment uses in the precinct; and
- The use will not increase adverse impacts on sensitive uses outside the Employment Intensification Area.

In Employment Intensification Areas, rezonings will only be considered when:

- A framework plan/outline development plan has been prepared for the precinct or sub-precinct, or Employment Intensification Area in accordance with the framework planning principles of the ILS and recommends the rezoning;
- The rezoning will result in solely employment generating uses;
- The use will not adversely impact or restrict existing business/employment uses in the precinct; and
- The use will not increase adverse impacts on sensitive uses outside the Employment Intensification Area.

In Strategic Redevelopment Areas, rezonings will only be considered when:

A framework plan/outline development plan has been prepared for the precinct or sub-precinct, or Strategic Redevelopment Area in accordance with the framework planning principles of the ILS and recommends the rezoning; and

- The rezoning will have a component of employment generating uses; and
- The use will not adversely impact or restrict existing business/employment uses in the precinct; and
- The use will not increase adverse impacts on sensitive uses outside the Strategic Redevelopment Area; and
- If a sensitive use is proposed, it can be demonstrated that prior environmental contamination can be addressed.



## 10. Appendix D: Policy & Planning Context

MEIDS and the future economic development of Maribyrnong are formed in the context of a variety of existing National, State, Regional and local policies and planning documents. A brief overview of these policies is outlined below (Table 10.1). Where possible, and appropriate, MEIDS should align with current policies and planning in and surrounding Maribyrnong.

**Table 10.1: Policy and Planning Context, Maribyrnong Industrial Land Strategy**

Policy/Plan	Description	Implications for Maribyrnong
<b>National</b>		
Infrastructure Australia (2009)	Infrastructure Australia has a national policy for infrastructure development. In 2009, Infrastructure Australia identified a Port of Melbourne Freight Terminal as a priority pipeline project.	As a municipality of the Melbourne region, Maribyrnong would have economic benefits from the use of the new port facility.
National Ports Strategy (2011)	The objectives of the national ports strategy, developed by Infrastructure Australia and the National Transport Commission, are to improve the efficiency of port related freight movements across infrastructure networks, minimise externalities associated with such freight movements and influence policy making in areas relevant to freight.	As a municipality in close geographic proximity to the Port of Melbourne, the strategy will impact the Port's own development strategy, including the expansion of port infrastructure, which is likely to directly impact on the trade and business community in the City of Maribyrnong.
<b>Metropolitan/State</b>		
Melbourne 2030 (2002)	The Melbourne 2030 plan was a planning document aimed at steering the growth and development of the Melbourne Metropolitan region. The policy was developed in 2002.  The State Government will develop a new Metropolitan Strategy between 2011-2013.	As part of the Metropolitan Melbourne region, the plans and strategies in the Melbourne 2030 document directly impact on the City of Maribyrnong.  The State Government has designated Footscray (within the City of Maribyrnong) as one of seven Central Activities Area (CAAs) within the Melbourne region. These CAAs are expected to provide employment, retail, housing and community opportunities for the broader area. The Victorian Government has also contributed funds to the development of Footscray.
Urban Development Program (2002 and 2008)	The Urban Development Program was implemented by the Melbourne 2030 plan and advises the Victorian Government of supply and demand for land in the Melbourne region.	As an LGA within the Melbourne region, Maribyrnong will be impacted by the changes stemming from increased information and planning about land in the region.
Freight Futures (2008)	The Freight Futures Plan provides for greater freight traffic routes in the Victorian region.	Freight is expected to continue to flow through Maribyrnong in the foreseeable future, providing an implication for the region of the Freight Policy.
Truck Optimisation Plan (2009)	The Truck Optimisation Plan recommended expanding container park operating hours.	Due to the large volumes of freight traversing the City of Maribyrnong, expansion of the container park operating hours could have a significant impact on the local region.
Truck Action Plan (2008)	The Truck Action Plan aims to reduce to use of trucks for freight purposes within the Inner-West Melbourne Streets.	The Plan recommends the construction of on and off ramps from the West Gate Freeway to Whitehall St, and other road upgrades to help alleviate freight vehicle impacts within the City of Maribyrnong.

Policy/Plan	Description	Implications for Maribyrnong
Western Region Employment and Industry Development Strategy (2007)	The Western Region Employment and Industry Development Strategy plan outlines a plan for sustainable economic development and employment growth for the Western Melbourne Region.	Several key recommendations from the plan would have a key impact on the City of Maribyrnong. These include: <ul style="list-style-type: none"> <li>• Identification of inter-modal freight hubs;</li> <li>• Recognition of an Inner West Activity Centre;</li> <li>• Identification of land for mixed, residential or commercial use within the municipality; and</li> <li>• Increased residential and commercial development.</li> </ul>
Port Futures (2009)	The Port Futures Plan is a plan for the ports of Melbourne.	The plan recommends new road and rail infrastructure to improve regional connectivity and alignment with the broader port community.
Port of Melbourne Land Use Plan (2009)	The Port of Melbourne Land Use Plan is a detailed plan for the ports of Melbourne.	As a region using the Melbourne port system, Maribyrnong will be impacted by the development of increased ports capacity.
Port Development Strategy 2035 Vision (2009)	The Port Development Strategy 2035 Vision was published in August 2009 and outlines the vision and strategy for the Melbourne Port to 2035.	As a municipality in close geographic proximity to the Port of Melbourne, the plan, including the expansion of port infrastructure, is likely to directly impact on the trade and business community in the City of Maribyrnong.
Victorian Ports Strategic Framework (2004)	The Victorian Ports Strategic Framework was published in November 2004 and provides guidance and recommendations for the development of the ports industry in Victoria.	The report's provision for increased infrastructure to and from the port and increased efficiencies of the Victorian ports industry are likely to impact on the road infrastructure in Maribyrnong as well as the local business community.
Western Melbourne Regional Development Australia Regional Plan (2010)	This Regional Plan provides a framework for collaborative action. The Committee has concluded that the number one priority for the region is to improve education outcomes to drive, better and more jobs, better incomes, better health and a better social environment.	Maribyrnong is included in RDA Western Melbourne. Where possible strategies in the Maribyrnong EDS should align with those of the Regional Plan framework: <ul style="list-style-type: none"> <li>• Jobs &amp; growth</li> <li>• Connectivity</li> <li>• Liveability</li> <li>• Sustainability</li> <li>• Building communities</li> </ul>
Westlink	A road tunnel and freeway system from the docklands to the Western Ring Road to provide an alternative to the West Gate Freeway.	The road tunnel will be constructed under Footscray and terminate in West Footscray, then become a freeway, to the Western Ring Road. It may or may not be built in stages. This project will impact significantly on Precinct 2.
<b>Municipal</b>		
City of Maribyrnong Municipal Strategic Statement (2009)	The City of Maribyrnong Municipal Strategic Statement was published in December 1999 and outlines the Council's vision for the region's land, use, planning and development over the next 10-15 years. The report was last reviewed in 2009.	As the overview of the Council's vision and goals for the City of Maribyrnong, this document has wide-sweeping implications for the economic development of the region. The report focuses on the retail environment, employment opportunities and housing supply. The current Statement acknowledges the declining industrial employment and reduction in land used for industrial purposes, however it notes that industry remains, and will always be, a very important feature of the city.
Maribyrnong Local Industrial Land Use Policy and Development Framework (2003)	The Maribyrnong Local Industrial Land Use Policy and Development Framework was published in 2003 and was aimed at improving the social, economic and environmental outcomes of industrial land use in Maribyrnong and to reduce the levels of land use conflicts experienced. Although not formally adopted by Council elements of the Framework have been incorporated into the Maribyrnong Planning Scheme.	As a plan and recommendation of land use within the City of Maribyrnong the plan has significant implications for the economic development of the region. The plan focussed on four industrial/employment precincts and aimed to reduce the impacts of trucks and container storage in the Yarraville area.

Policy/Plan	Description	Implications for Maribyrnong
Footscray Central Activity District (2008)	As part of metropolitan wide planning, Footscray has been identified as a Central Activity District, which is one of six designated metropolitan centres where housing and commercial development will take place, allowing Melbourne to move away from one centre (the Central Business District).	Significant investments (including an upgrade to the Nicholson Street Mall and the Footscray Train Station) are being made to act as a catalyst for future development. Future developments, including McNab Ave, a mixed used precinct, will drive investment and job growth in the Footscray CAD, transforming it into a residential and commercial hub.
Amendment C78 (2009)	Amendment C78 to the Maribyrnong Planning Scheme was approved on 23 April 2009. The amendment re-zoned the Joseph Road Precinct to a Priority Development Zone.	The Amendment will have direct implications for the ability to develop on the Joseph Road precinct and could provide for increased housing, offices, entertainment facilities and other developments in the area.
Highpoint Activity Centre Structure Plan (2008)	The highpoint Activity Centre Structure Plan was published in 2008 and provides for planned and managed growth of the centre over the next 25 years.	The plan has a direct impact on the development of the centre, including increased social infrastructure. The development is likely to result in increased provision of services to the Maribyrnong community.
Central West Major Activity Centre Structure Plan (2008)	The Central West Major Activity Centre Structure Plan was developed during 2007-08. The plan is a guide and vision for the Braybrook area.	The development and progress of the Braybrook suburb within Maribyrnong is likely to have implications for the region as a whole. Increased business activity and social infrastructure is likely to improve the business attractiveness and liveability of Maribyrnong LGA.
Amendment C63 (2009)	Amendment C63 allows for a re-zoning of the Bradmill site. The new zone will allow for a new residential community (approximately 1,300 dwellings) and a neighbourhood centre alongside retail and commercial property.	The Minister for Planning approved the Amendment C63 in April 2011. The redevelopment of the Bradmill site will deliver needed residential land to accommodate a growing population as well as embed employment opportunities in the neighbourhood activity centre.
Yarraville Port Environs Local Planning Policy (2008)	The Yarraville Port Environs Local Planning Policy was aimed at reviewing the planning controls of land in the Yarraville port environs area. The report recommended that the precinct be aligned with the uses and needs of the port.	The review of the land use strategy in the Yarraville Port Environs provides extra land to directly support the business activities of the port, and could allow for deepening of the port and trade supply chain within the City of Maribyrnong, improving the business efficiency in the region.
Amendment C82 (2010)	Amendment C82 would provide a revised local planning policy section of the Maribyrnong Planning Scheme, which is based upon extensive community consultation. In the revised MSS there will be eight policy themes (including housing, activity centres and industrial development) as well as the inclusion of four local policies (including Heritage, Francis Street Mixed Use Area and Yarraville Port Environs).	Council is scheduled to vote on the Amendment in April 2011. If approved, the amendment will have a significant impact on the future development of the City.
Footscray Retail Strategy (2009)	The purpose of the Footscray Retail Study is to understand the issues affecting the current retail performance of the Footscray CAD, to assess its future potential for growth, improvement and change and to establish a strategy for the revitalisation of the Footscray CAD.	The study found that the Footscray CAD has an oversupply of retail space for local spending levels and that other centres, most notably Highpoint, has grown and become the preferred retail destination of residents within the Footscray CAD. The study points towards regeneration to drive increased spending in the CAD in order to improve trading levels.

## 11. Appendix E: Framework Plans

The following table indicates the elements, items to address, outputs and skill sets required to create framework plans for areas.

**Table 11.1: Components for Framework Plans**

Elements	Items to Address	Plan Outputs	Skill Sets Required
Vision			Planner/Economic planner
Strategic Context			Planner/Economic planner
Site Analysis		Site Analysis Plan	Planner
Land Use Context	<ul style="list-style-type: none"> <li>• Current Business and Employment in Precinct</li> <li>• Nature of adjoining land uses</li> <li>• Nearby existing and proposed uses which provide opportunities for strategic linkages e.g. local activity centres.</li> <li>• Issues arising from current land use context.</li> </ul>	Context Plan	
Future Employment Opportunities in Precinct	<ul style="list-style-type: none"> <li>• Understanding of how existing precinct businesses are changing – their future needs.</li> <li>• Understanding of what types of future businesses would be attracted to the precinct.</li> <li>• Understand what lot and premises types they would be seeking compared with those available.</li> </ul>		Economic planner Property advisor/real estate
Supporting Uses	<ul style="list-style-type: none"> <li>• Identify what uses would support the operation of business in the precinct e.g. child care, community facilities, recreation facilities and whether there is benefit of them being located within the precinct.</li> </ul>		Planner Economic planner Social planner
Catalyst Sites	<ul style="list-style-type: none"> <li>• Identify whether there are any sites or nodes within the precinct which could set the pattern of or trigger future preferred development.</li> </ul>		Planner Economic planner Urban designer
Image and Character	<ul style="list-style-type: none"> <li>• Identify improvements to the private and public realms to enhance image.</li> <li>• Include consideration of matters such as: <ul style="list-style-type: none"> <li>○ signage</li> <li>○ entry features</li> <li>○ lighting</li> <li>○ safety</li> <li>○ Address interface measures</li> <li>○ Provide indication of the built form outcomes.</li> </ul> </li> </ul>	Image and character plan	Urban designer Landscape architect
Environment	<ul style="list-style-type: none"> <li>• Identify any significant environmental features.</li> <li>• Identify methods to address current amenity and safety issues and outline the expectations for the future in regard to: <ul style="list-style-type: none"> <li>○ Air quality</li> <li>○ Noise</li> <li>○ Statutory Buffers</li> <li>○ Land contamination</li> <li>○ Litter control</li> </ul> </li> <li>• Identify other Environmental Sustainability measures</li> </ul>	Site Analysis/Environmental Features Plan	Environmental consultants: <ul style="list-style-type: none"> <li>• soil</li> <li>• geotech</li> <li>• air</li> <li>• acoustic</li> <li>• ESD</li> </ul>
Open space	<ul style="list-style-type: none"> <li>• Identify opportunities for open space and/or linkages to open space to enhance the amenity of the precinct.</li> </ul>	Open Space Plan	Landscape architect
Transport and Movement	<ul style="list-style-type: none"> <li>• Address road access issues affecting the precinct and adjoining areas.</li> </ul>	Transport Plan	Transport planner

Elements	Items to Address	Plan Outputs	Skill Sets Required
	<ul style="list-style-type: none"> <li>• Provide a plan for enhancing public transport usage and bicycle and pedestrian transport.</li> <li>• Investigate opportunities for rail freight connections within the precincts.</li> <li>• Investigate opportunities to strengthen linkages to nearby rail stations.</li> <li>• Investigate land suitable for truck parking where there is an identified need in the precinct.</li> <li>• Address parking within the precinct on public and private land.</li> </ul>		
Heritage	<ul style="list-style-type: none"> <li>• Identify any significant sites/sensitive areas</li> <li>• Identify opportunities for heritage buildings and sites.</li> </ul>	Heritage plan	Cultural heritage advisor
Infrastructure	<ul style="list-style-type: none"> <li>• Identify what physical infrastructure is required for future development of the precinct.</li> </ul>	Infrastructure plan	Civil engineer
Future Urban Structure Plan	<ul style="list-style-type: none"> <li>• A summary plan showing the preferred uses of the precinct and the transport network.</li> </ul>	Future Urban Structure Plan	Planner/urban designer
Precinct Management Committee	<ul style="list-style-type: none"> <li>• Structure</li> <li>• Roles and responsibilities</li> <li>• Funding</li> </ul>	Precinct Management Plan	Management
Funding	<ul style="list-style-type: none"> <li>• Consideration of funding options.</li> </ul>		Economic planner
Implementation	<ul style="list-style-type: none"> <li>• Identify appropriate zones and overlays</li> <li>• Specify requirements for rezoning requests</li> <li>• Other implementation measures</li> </ul>	Indicative zone plan (if appropriate)	Planner
Action Plan	<ul style="list-style-type: none"> <li>• Overall action plan</li> <li>• Action plan for catalyst sites if relevant.</li> </ul>	Action Plan	Planner
Related Actions	<ul style="list-style-type: none"> <li>• Design and Development Guidelines</li> </ul>		Urban designer/planner

Source: Tract

## 12. Appendix F: Glossary

Business 2 Zone (B2Z)	This zone is intended to encourage the development of offices and associated commercial uses.
Business 3 Zone (B3Z)	This zone is intended to encourage the integrated development of offices and manufacturing industries and associated commercial and industrial uses.
Business 4 Zone (B4Z)	This zone is to provide for the development of a mix of bulky goods retailing, manufacturing and associated business services.
Comprehensive Development Zone (CDZ)	This zone is intended to provide for a range of uses and development of land in accordance with a comprehensive development plan incorporated into the planning scheme.
Core Employment Area (CEA)	Areas which are highly suitable for employment, are functioning relatively efficiently and where the employment role is to be protected and enhanced.
Economic Development Strategy (EDS)	The main deliverable of MEIDS.
Employment Intensification Area (EIA)	SEIAs that have limitations and issues that need to be addressed through an EIA framework plan for them to retain or increase their employment role.
Heritage Overlay (HO)	A planning scheme designation intended to conserve heritage places of natural or cultural significance and ensure no adverse effects from development. Planning permission is required all external changes.
Industrial 1 Zone (IN1Z)	This zone is intended to provide for manufacturing industry, the storage and distribution of goods and associated uses in a manner which does not affect the safety and amenity of local communities.
Industrial 3 Zone (IN3Z)	This zone is intended to provide for light industry and to provide a buffer between heavier industry and more sensitive uses (especially residential).
Industrial Land (IL)	Land zoned Industrial 1, Industrial 3, Business 3 and Business 4. Also called Industry related employment land.
Industrial Land Strategy (ILS)	This document. A strategy to guide the use of industrial land in Maribyrnong.
Industry Related Employment Land (IREL)	Land zoned Industrial 1, Industrial 3, Business 3 and Business 4. Also known as industrial land.
Major Hazard Facility (MHF)	Industrial site that store, handle or process large quantities of hazardous chemicals and dangerous goods, including petroleum products. Examples include: <ul style="list-style-type: none"> <li>• Oil refineries</li> <li>• Chemical manufacturing sites</li> <li>• Gas-processing plants</li> <li>• LPG facilities</li> <li>• Some warehouses and transport depots.</li> </ul>
Maribyrnong Economic and Industrial Development Strategy (MEIDS)	A strategy to guide future sustainable economic development and role of land uses in the key industrial and commercial precincts of Maribyrnong.
Maribyrnong Planning Scheme (MPS)	The Maribyrnong Planning Scheme is a set of land use and development controls made up of state and local planning policies, Council's Municipal Strategic Statement (MSS), and zoning maps and overlays.
Mixed Use Zone (MUZ)	This zone is intended provide for a range of residential, commercial, industrial and other uses which complement the mixed-use function of the locality.
Municipal Strategic Statement (MSS)	Outlines the Council's vision for the region's land, use, planning and development
Public Acquisition Overlay (PAO)	Land identified in the MPS as proposed to be acquired by an authority.
Public Parks and Recreation Zone (PPRZ)	Land identified in the MPS for open space and recreational use.
Public Use Zone (PUZ)	This zone recognises public land use for public utility and community services and facilities. It is intended to provide for associated uses.
Residential 1 Zone (R1Z)	This zone is intended to provide for residential development at a range of densities with a variety of dwelling types to meet the housing needs of all households. It is also intended to provide for a limited range of non-residential uses catering to local community needs such as churches, schools and recreational facilities.



Restricted Retail Premises (RRP)	Land used to sell or hire automotive parts and accessories, camping equipment, light fittings, equestrian supplies, floor and window furnishings, furniture, bedding and Manchester, household appliances, party supplies, swimming pools and office equipment and supplies.
Special Use Zone 1 (SUZ1)	This Zone provides for the use and development of land for specific purposes identified in a schedule.
Strategic Employment Investigation Area (SEIA)	Areas which have more significant limitations or issues which require investigation to determine if they can be addressed in order for them to retain or increase their employment role. If these limitations cannot be addressed, these areas are determined to be inherently/intrinsically unsuitable for an employment role. SEIAs are considered to be employment areas until such time as further investigation clearly demonstrates that this is not a viable option.
Strategic Redevelopment Area (SRA)	SEIAs that have limitations or issues that can not be addressed to retain or increase their employment role and are more suited to mixed use or an alternative role, e.g. entirely residential.



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