

MARIBYRNONG PLANNING SCHEME

AMENDMENT C108

EXPLANATORY REPORT

Who is the planning authority?

This amendment has been prepared by the Maribyrnong City Council, who is the planning authority for this amendment.

The amendment has been made at the request of Maribyrnong City Council.

Land affected by the amendment

The amendment applies to all land within the City of Maribyrnong.

What the amendment does

The amendment implements the *Maribyrnong Economic and Industrial Development Strategy (MEIDS)*, including Part 1 - *Economic Development Strategy* (2011) and Part 2 - *Industrial Land Strategy* (2011); and the *Maidstone Hampstead Road East Framework Plan* (2014) into the Maribyrnong Planning Scheme.

The amendment proposes to:

- Replace the following Clauses contained within the Municipal Strategic Statement (MSS) to update and reflect the findings of *MEIDS* (2011) and the *Maidstone Hampstead Road East Framework Plan* (2014):
 - Clause 21.01 Municipal Strategic Statement
 - Clause 21.02 Municipal Profile
 - Clause 21.03 Council Vision
 - Clause 21.04 Settlement
 - Clause 21.05 Environment and Landscape Values
 - Clause 21.07 Housing
 - Clause 21.08 Economic Development
 - Clause 21.09 Transport
 - Clause 21.11 Local Areas
 - Clause 21.12 Reference Document
 - Clause 21.14 Further Strategic Work
- Amend Clause 22.02 Francis Street Mixed Use Policy to update terminology to reflect the findings of the *Industrial Land Strategy* (2011) which identified the area as a *Core Employment Area* rather than *Industrial Precinct*.
- Amend Clause 22.04 Yarraville Port Industrial Precinct Policy to rename the policy; update terminology; and amend mapping to reflect the findings of the *Industrial Land Strategy* (2011) which identifies the area as a *Core Employment Area* rather than *Industrial Precinct*.

Strategic assessment of the amendment

Why is the amendment required?

The amendment is required to implement the recommendations of the Maribyrnong Economic and Industrial Development Strategy Part 1 – Economic Development Strategy (2011) and Part 2 – Industrial land Strategy (2011), into the Maribyrnong Planning Scheme.

The Amendment also implements the Maidstone Hampstead Road East Framework Plan (2014) into the Planning Scheme.

Maribyrnong Economic and Industrial Development Strategy

The Maribyrnong Economic and Industrial Development Strategy was developed to guide future sustainable economic, and comprises two documents, part 1 – the Economic Development Strategy (ESD) and part 2 – the Industrial Land Strategy (ILS). The ESD was adopted by Council in 2011 and the ILS was adopted in 2014. These documents provide an integrated policy approach between economic development outcomes and land use decisions.

The ILS guides the retention and development of Industry Related Employment Land in Maribyrnong, and balances the need for continued employment areas with strong pressure for redevelopment to accommodate alternative uses such as residential. The Strategy recommends actions for Council on industrial related employment land and gives direction to undertake further framework planning for the identified industrial precincts.

A significant feature of the ILS is the introduction of new terminology to categorise industrial and commercial land within the municipality, highlighting the employment role of the land, without limiting the definition to purely ‘industry’.

The new terminology being introduced is:

- *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 and 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.

Using the new terminology from the Industrial Land Strategy, and through the guidance of subsequently completed framework plans, nine (9) precincts across the municipality have been designated as follows:

Core Employment Areas (CEA):	
Yarraville Port	Tottenham
Maidstone Hampstead Road	Yarraville Cawley
Braybrook Ashley Street	Braybrook Ballarat Road
West Footscray	
Strategic Employment Investigation Area (SEIA):	
Yarraville Mobil Terminal	Gordon and Mephan Street

Maidstone Hampstead Road East Framework Plan

Since the completion of the *Industrial Land Strategy*, Framework Plans have been completed for three precincts.

The *Maidstone Hampstead Road East Framework Plan (2014)* provides analysis and planning to determine the direction of the precinct which was initially designated as a Strategic Employment Investigation Area in the *Industrial Land Strategy*.

The Framework Plan identified that part of the precinct is more suited to being classified as a Core Employment Area. The area, known as Maidstone Hampstead Road Core Employment Area will continue to support a mix of small service industries and

warehousing. The Framework Plan also concluded that the area known as the Maidstone Hampstead Road Strategic Redevelopment Area is potentially suitable to transition to mixed uses, including residential development subject to site specific rezoning. A new Local Area Policy at Clause 21.11-8 will be brought into the Planning Scheme to provide specific local guidance for the future development of the area.

How does the amendment implement the objectives of planning in Victoria?

The amendment implements the objectives of planning in Victoria pursuant to Section 4 of the *Planning and Environment Act 1987*, by:

- balancing the present and future interests of all Victorians via the orderly, economic and sustainable use and development of land;
- providing a secure, pleasant, efficient and safe working, living and recreational environment for all Victorians and visitors to Victoria; and
- facilitating development in accordance with the above objectives.

How does the amendment address any environmental, social and economic effects?

Social effects

The amendment will have a positive social effect through implementing a planning approach that supports the retention of suitable employment land within the municipality to ensure employment areas continue to be accessible for local residents and regional workers. The categorisation of areas within the municipality as Strategic Employment Investigation Areas recognises their limitations, including potential conflict with nearby residential areas in regard to traffic movement and other amenity impacts.

Economic effects

The amendment will have a positive economic impact by identifying and protecting core employment areas which are fundamental to the economic development and growth of Maribyrnong. The *Industrial Land Strategy* (2011) provides direction for Council decision makers and will help support local businesses and industry. The strategy provides a framework for Council and the broader community as to which land will be retained for employment uses into the future.

The categorisation of land as a Core Employment Area rather than an Industrial Precinct recognises the need for flexibility in planning and land-use policy to support economic growth and the changing nature of industry. Also encouraging new industrial and commercial development to achieve high quality design and built form outcomes provides another economic benefit of making industrial premises in Maribyrnong more desirable for potential tenants.

Environmental effects

It is considered that recognising under-performing industrial precincts as Strategic Employment Investigation Areas is an initial step in a process that may lead to these sites becoming strategic redevelopment areas. The potential reuse of “brownfield” sites, and their necessary “clean- up” for urban renewal is a positive environmental outcome.

Does the amendment address relevant bushfire risk?

The amendment does not impact on bushfire risk.

Does the amendment comply with the requirements of any Minister’s Direction applicable to the amendment?

The amendment complies with the requirements of the following Ministerial Directions:

- Ministerial Direction – The Form and Content of Planning Schemes;
- Ministerial Direction No. 1 – Potentially Contaminated Land;
- Ministerial Direction No. 9 – Metropolitan Strategy;

- Ministerial Direction No. 11 – Strategic Assessment of Amendments; and
- Ministerial Direction No. 15 – The Planning Scheme Amendment Process.

The amendment meets and supports the directives of the metropolitan strategy by seeking to protect state significant industrial land, deliver jobs and investment, create a more connected Melbourne and to create liveable communities and neighbourhoods.

The requirements of the Ministerial Directions have been followed in the course of preparing this amendment, and are embodied within this report.

How does the amendment support or implement the State Planning Policy Framework and any adopted State policy?

The amendment supports and implements the following Clauses contained within the State Planning Policy Framework:

- Clause 15 Built Environment and Heritage

The amendment seeks to encourage new industrial and commercial development to achieve high quality design and built form outcomes provides another economic benefit of making industrial premises in Maribyrnong more desirable for potential tenants (Clause 15.01-1).

- Clause 17 Economic Development

The amendment seeks to ensure the availability of land for industry and the provision of adequate supply of industrial land in appropriate locations. While also protecting industry activities in an industrial zone from the encroachment of unplanned commercial, residential and other sensitive uses, which would adversely affect industry viability, is also supported through this amendment (Clause 17.02-1).

The categorisation of land as a ‘core employment area’ rather than an ‘industrial precinct’ recognises the need for flexibility in planning and land-use policy to support the changing nature of industry and economic growth (Clause 17.02-4).

How does the amendment support or implement the Local Planning Policy Framework, and specifically the Municipal Strategic Statement?

The amendment seeks to replace a number of clauses contained in the Local Planning Policy Framework to reflect the findings of the *Maribyrnong Economic and Industrial Development Strategy* (2011) and the *Maidstone Hampstead Road East Framework Plan* (2014).

The undertaking of a new Industrial land-use strategy for Maribyrnong is supported by Clause 21.14 Further Strategic Work in the Local Planning Policy Framework which states under Economic Development to ‘prepare the *Maribyrnong Economic and Industrial Development Strategy*’.

Does the amendment make proper use of the Victoria Planning Provisions?

The amendment makes proper use of the Victoria Planning Provisions (VPP) by utilising the Local Planning Policy Framework (LPPF) to provide the long-term direction of industrial land use and development within the municipality.

The amendment does not impede the proper use of the full suite of industrial and commercial zones.

How does the amendment address the views of any relevant agency?

In preparing and developing of the Maribyrnong Economic and Industrial Development Strategy in 2011 consultation was undertaken with a number of Government agencies, infrastructure and utility providers, and surrounding Councils.

The views of relevant agencies will be sought during the public exhibition stage of the amendment process.

Does the amendment address relevant requirements of the Transport Integration Act 2010?

The amendment is not likely to have a significant impact on the transport system, and will not prevent the effective integration of transport and land-use in the municipality.

Resource and administrative costs

- **What impact will the new planning provisions have on the resource and administrative costs of the responsible authority?**

It is considered the amendment will have a minimal impact on the resource and administrative costs of the responsible authority.

Where you may inspect this Amendment

The amendment is available for public inspection, free of charge, during office hours at the following places:

Maribyrnong City Council
Reception Area – Town Hall
Corner Hyde and Napier Streets
Footscray VIC 3011

Footscray Library
56 Paisley Street
Footscray VIC 3011

West Footscray Learning
Centre (Library)
539 Barkly Street
West Footscray VIC 3012

Yarraville Library
32 Wembley Avenue
Yarraville VIC 3013

Braybrook Community Centre
107-139 Churchill Avenue
Braybrook VIC 3019

Maribyrnong Library
200 Rosamond Road
Maribyrnong VIC 3032

Maribyrnong City Council website: www.maribyrnong.vic.gov.au/amendmentc108

The amendment can also be inspected free of charge at the Department of Transport, Planning, and Local Infrastructure website at www.dtpli.vic.gov.au/publicinspection .

Submissions

Any person who may be affected by the amendment may make a submission to the planning authority. Submissions about the amendment must be received by

5pm on Tuesday 31 March 2015.

A submission must be sent to: Maribyrnong City Council, City Strategy Amendment C108, PO Box 58, FOOTSCRAY VIC 3011

Panel hearing dates

In accordance with clause 4(2) of Ministerial Direction No.15 the following panel hearing dates have been set for this amendment:

- directions hearing: To commence in the week of 1 June 2015
- panel hearing: To commence in the week of 29 June 2015