

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.

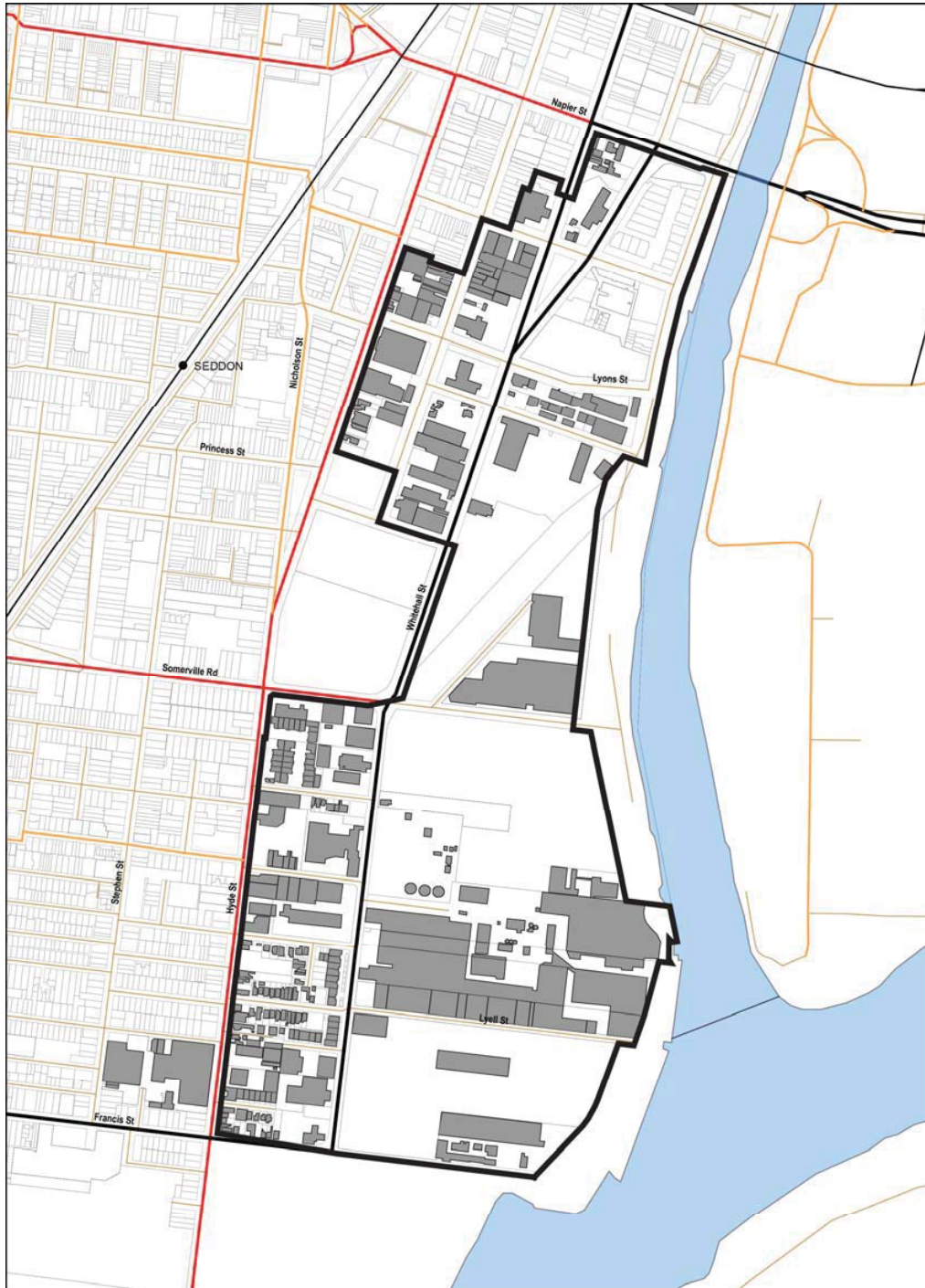
Hyde and Whitehall Streets provide a north-south axis connecting with Napier Street - Footscray Road axis to the north of the precinct, a major link to the Port of Melbourne and CBD. Francis Street and Somerville Road provide connections to the west, and via Williamstown Road through to the Westgate 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

Precinct 1
Location & Access Map

SCALE

0 50m 100m 250m

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 67m² up to 12.9 hectares, with a median area of 403 m².

A survey of the building footprint undertaken by the DPCD¹ 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 949m², 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.

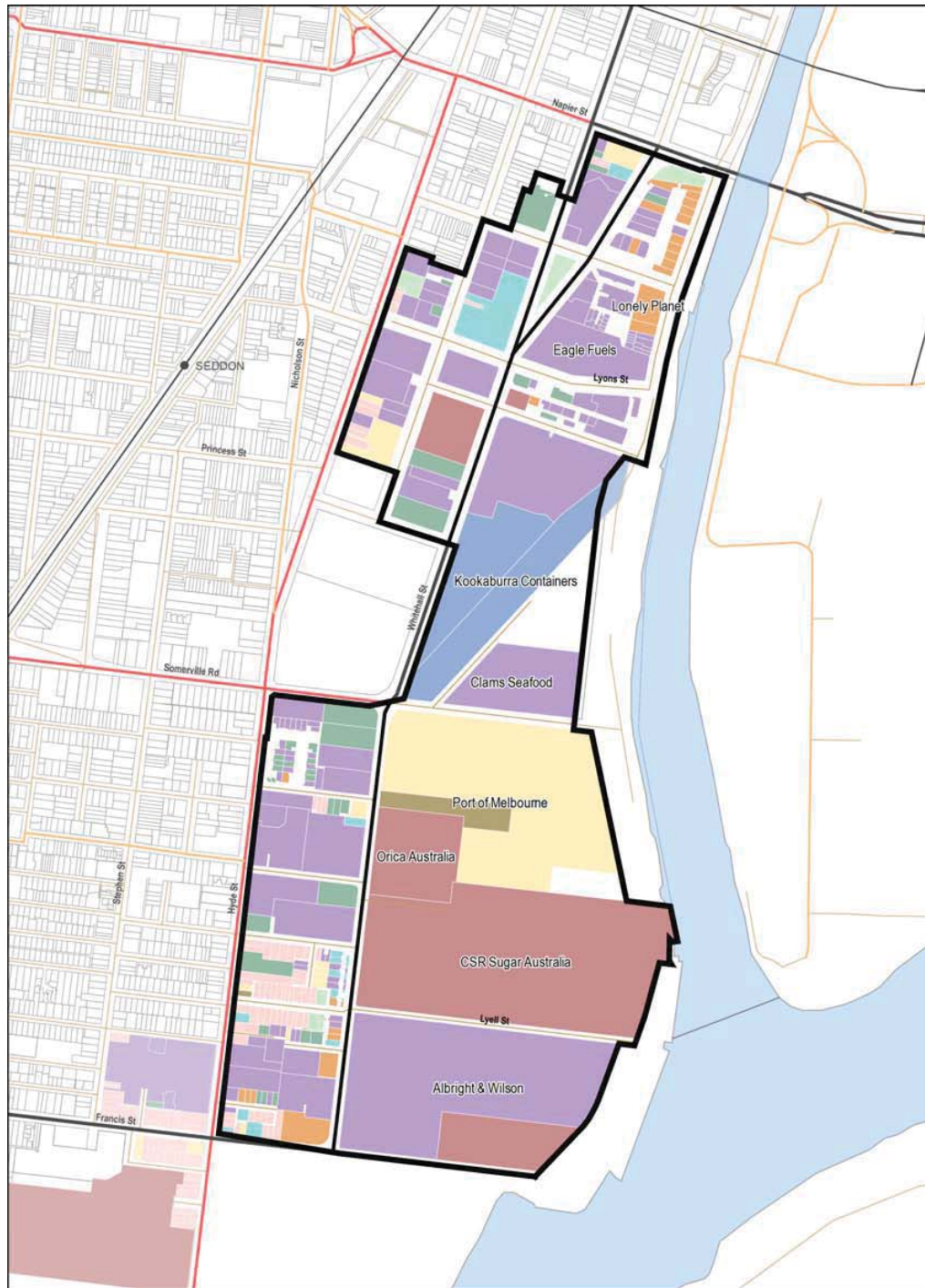
Table 5.1: Precinct 1 Land Use

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%
Total	293	100.0%	82.70	100.0%

Source: Maribyrnong City Council, AECgroup

¹ 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 10,000m² 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 30,000m² 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.

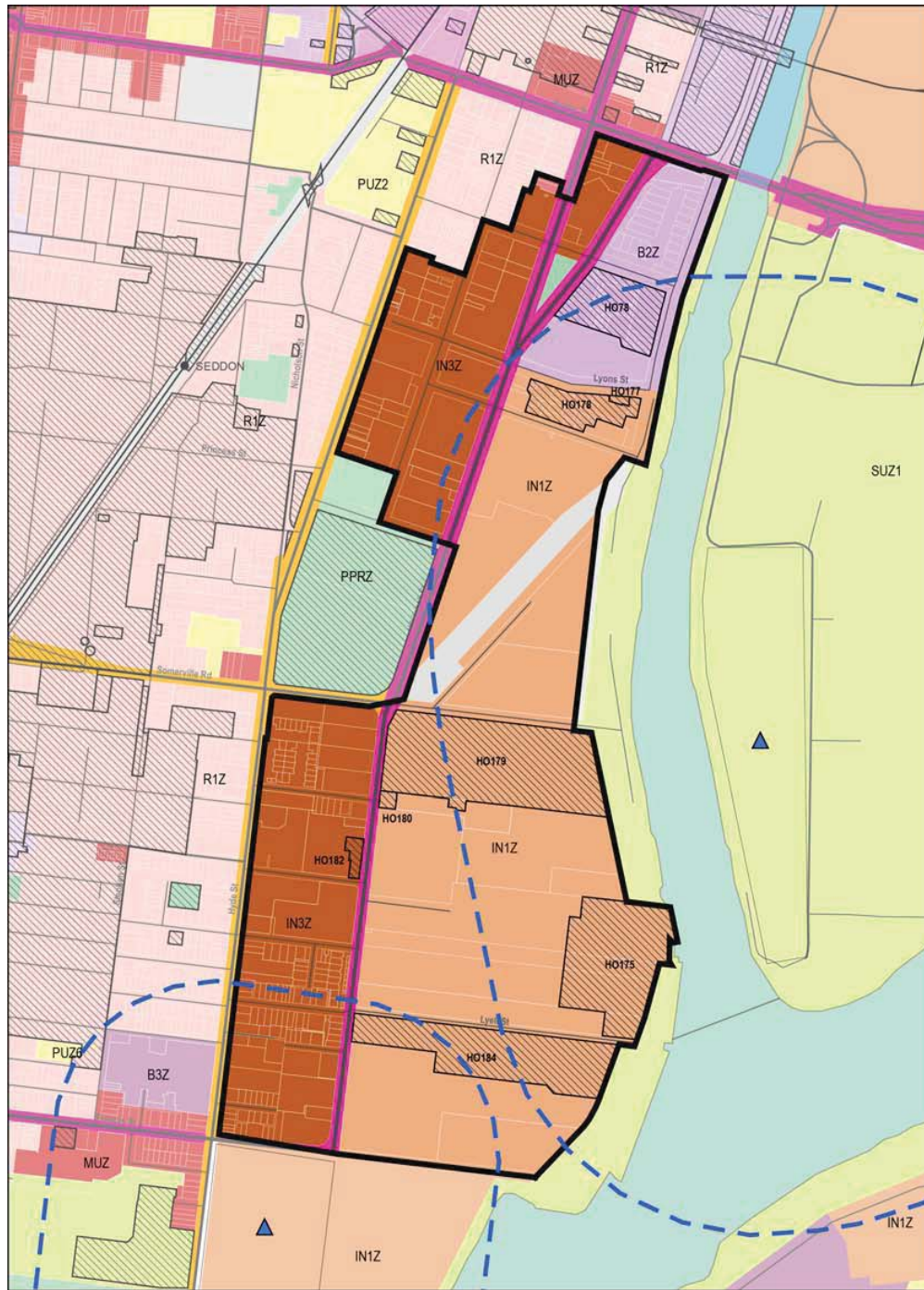
Council favours rezoning sub-precinct 1.1 to Business 3. The PoMC's position, as articulated in the Port Environs Planning Framework (PEPF), is that the land should be rezoned to Industrial 3 to address amenity interface issues with the port, particularly major hazardous facilities.

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

SCALE
0 50m 100m 250m

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 & instability² (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).

² 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
Strategic Direction 1: Core Employment Land		
Prepare CEA framework plan	A	Council
Establish Precinct Watch committee	B	Council/Landlords/Tenants
Strategic Direction 2: Employment Intensification Area		
N/A		
Strategic Direction 3: Access & Amenity		
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
Strategic Direction 4: Advocacy		
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

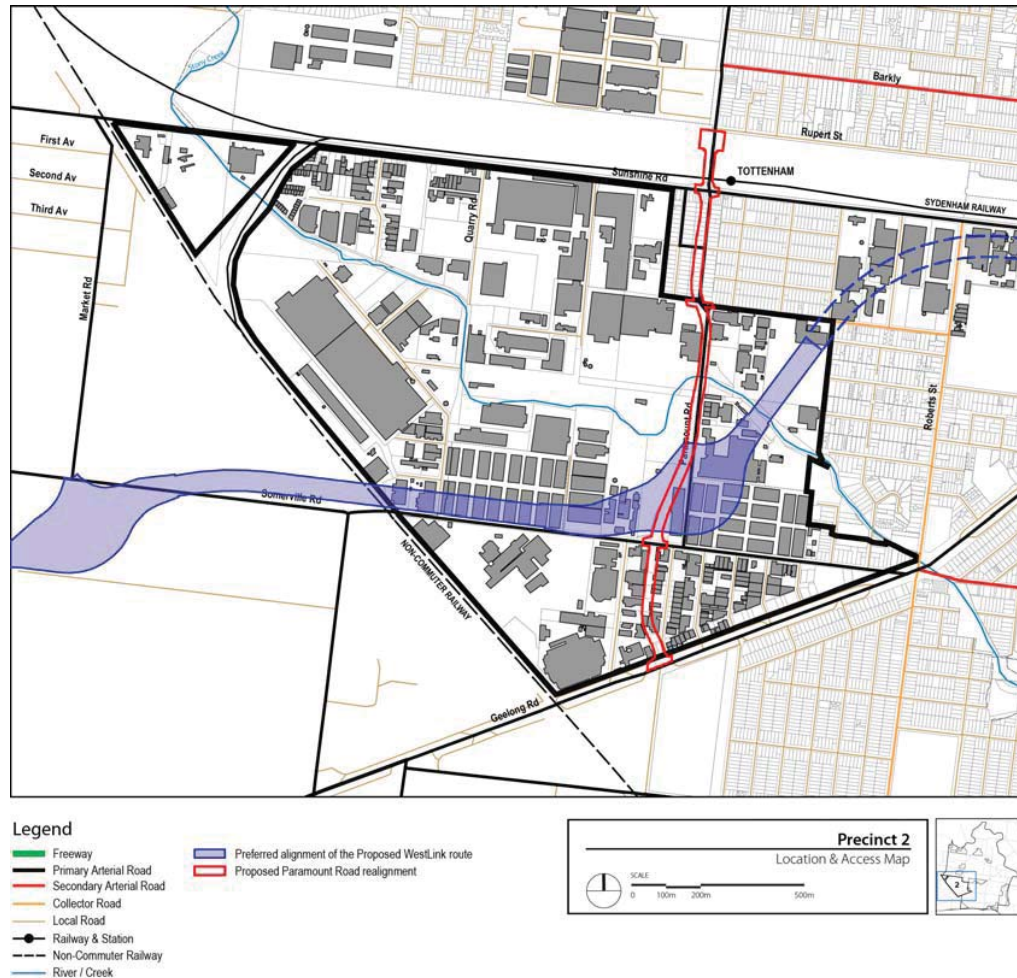
Comprising a wedge area of approximately 227.23 hectares situated between Sunshine and Geelong Roads, Precinct 2 is the largest industrial precinct within the municipality, accounting for just under half of all industrial land. Place of Work data from the 2006 census indicates the precinct encompassed 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 m², the highest of any precinct. The average individual building footprint was 3,079m². 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.

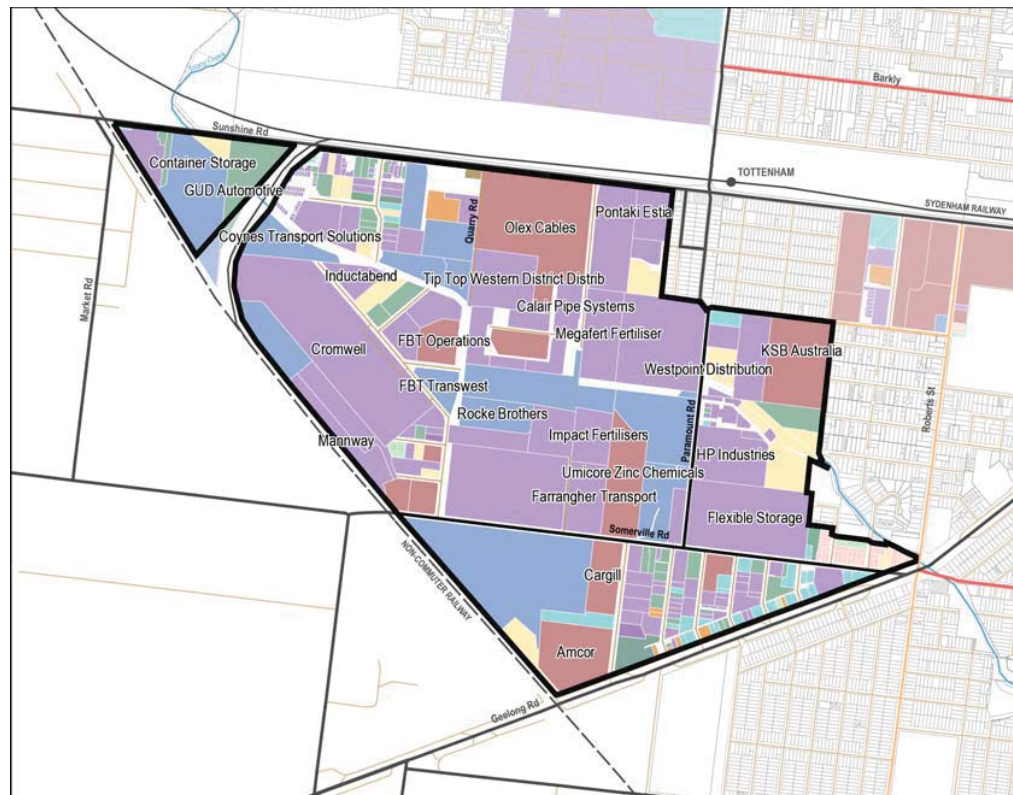
Owner occupiers dominated (57% of respondents). Of the 43% of respondents who leased, the weighted average remaining lease term was 4.1 years. 21% had less than a year to run on their leases. 77% of tenants had no intention of expanding, although almost two thirds (65%) considered it more likely than 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

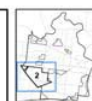
Land Use	Lots	% Total Lots	Area (ha)	% of Total Area
Container Storage	15	4.7%	47.31	20.8%
Factory	10	3.1%	33.87	14.9%
Office	8	2.5%	1.42	0.6%
Other	4	1.2%	0.67	0.3%
Partial Vacant Site	1	0.3%	0.20	0.1%
Residential	30	9.3%	1.67	0.7%
Retail	32	9.9%	9.59	4.2%
Service Industry	48	14.9%	12.67	5.6%
Vacant 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%
Total	322	100.0%	227.23	100.0%

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



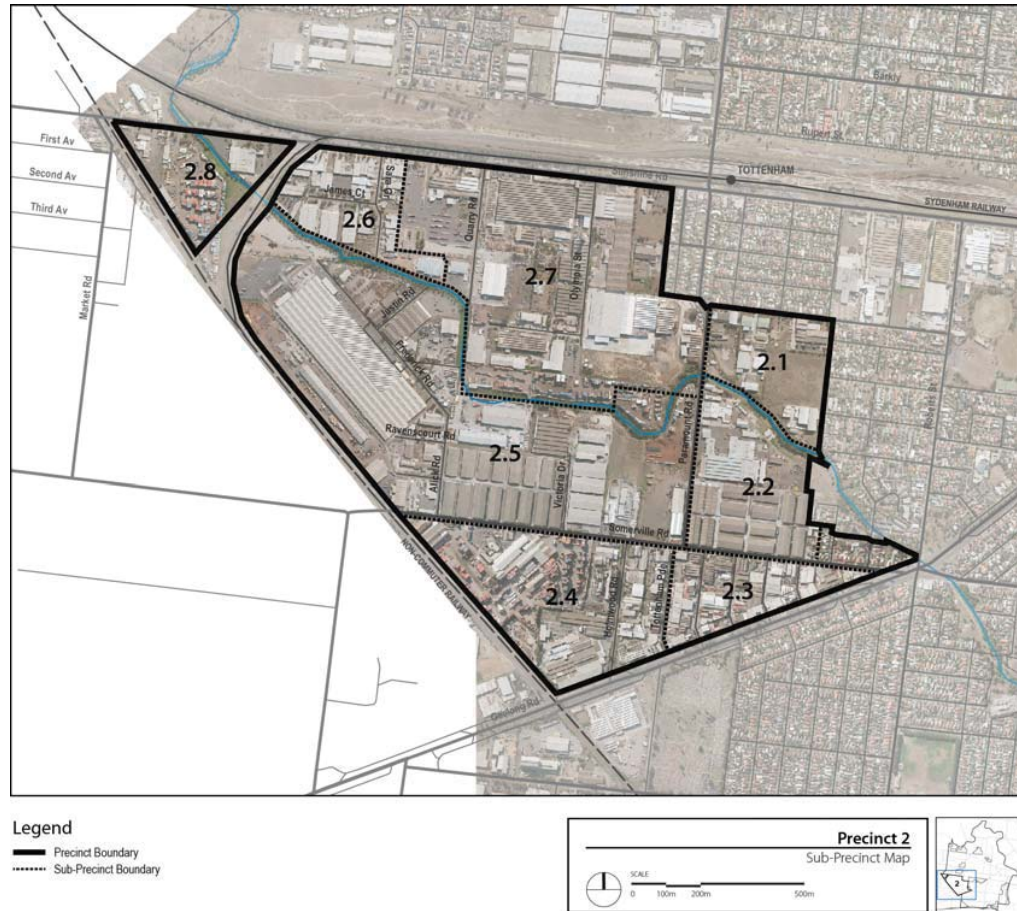
Source: Tract



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.

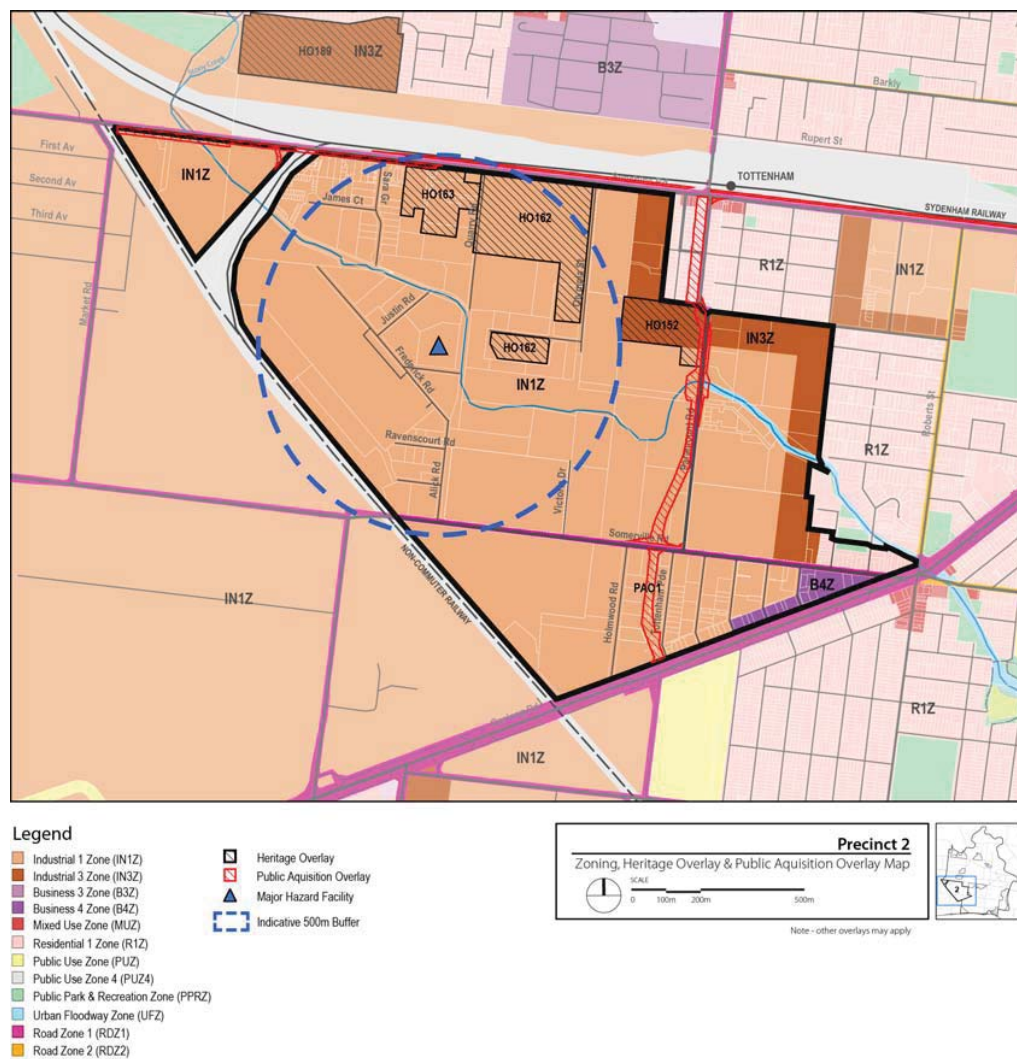
The policy outlines the intention to protect and improve the Stony Creek corridor. Development is encouraged to be setback from Stony Creek and designed to address the creek frontage.

Land in Cala Street West Footscray is earmarked 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 Paramount Road 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
Strategic Direction 1: Core Employment Land		
Prepare CEA framework plan	A	Council
Establish Precinct Watch committee	B	Council/Landlords/Tenants
Strategic Direction 2: Employment Intensification Area		
N/A		
Strategic Direction 3: Access & Amenity		
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
Strategic Direction 4: Advocacy		
Maintain watching brief on Westlink	A	Council/PoMC

Exert from MEIDS, Part 2, Industrial Land Strategy (Page 50-55)

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 Watty 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 m² 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 356,000m² (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 4,811m².

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.

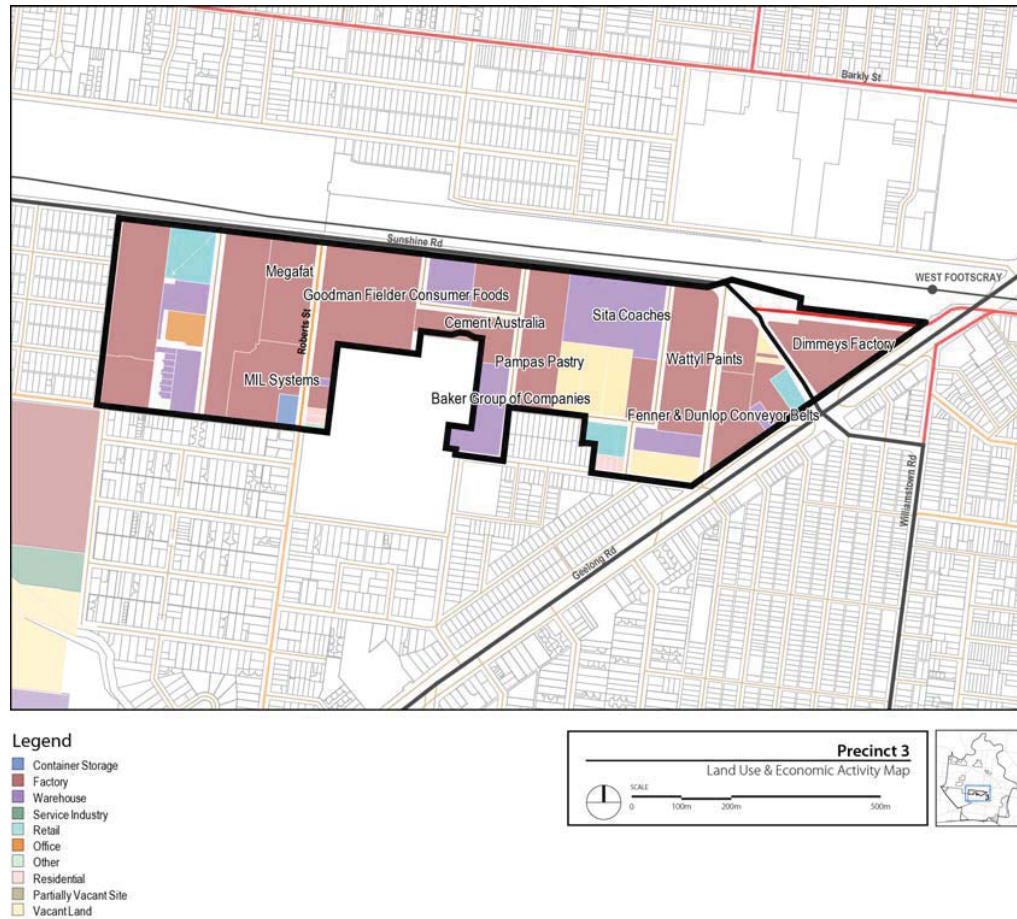
Just under half of respondents intended to expand their operations within the next five years. Over three quarters anticipated still being in operation at this location at the end of that period. Of the respondents that considered more likely than not that they would not be operating at this location 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%
Total	50	100.0%	39.68	100.0%

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.

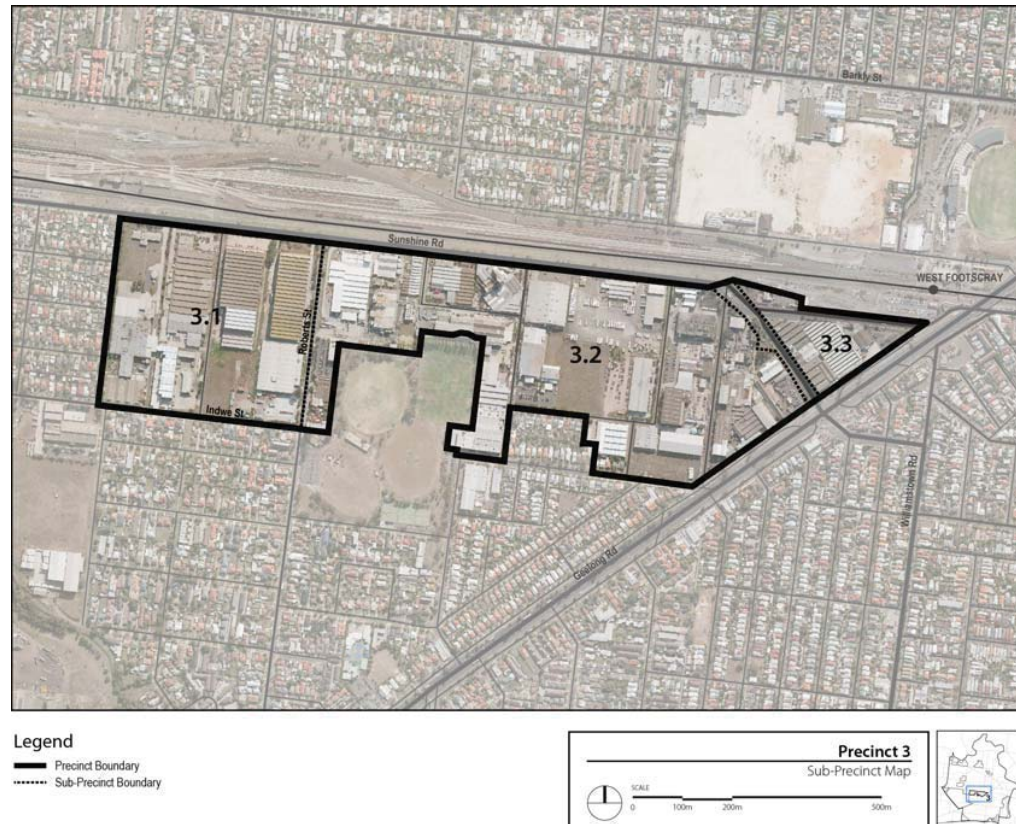
5.3.3.2 Sub-precinct 3.2

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

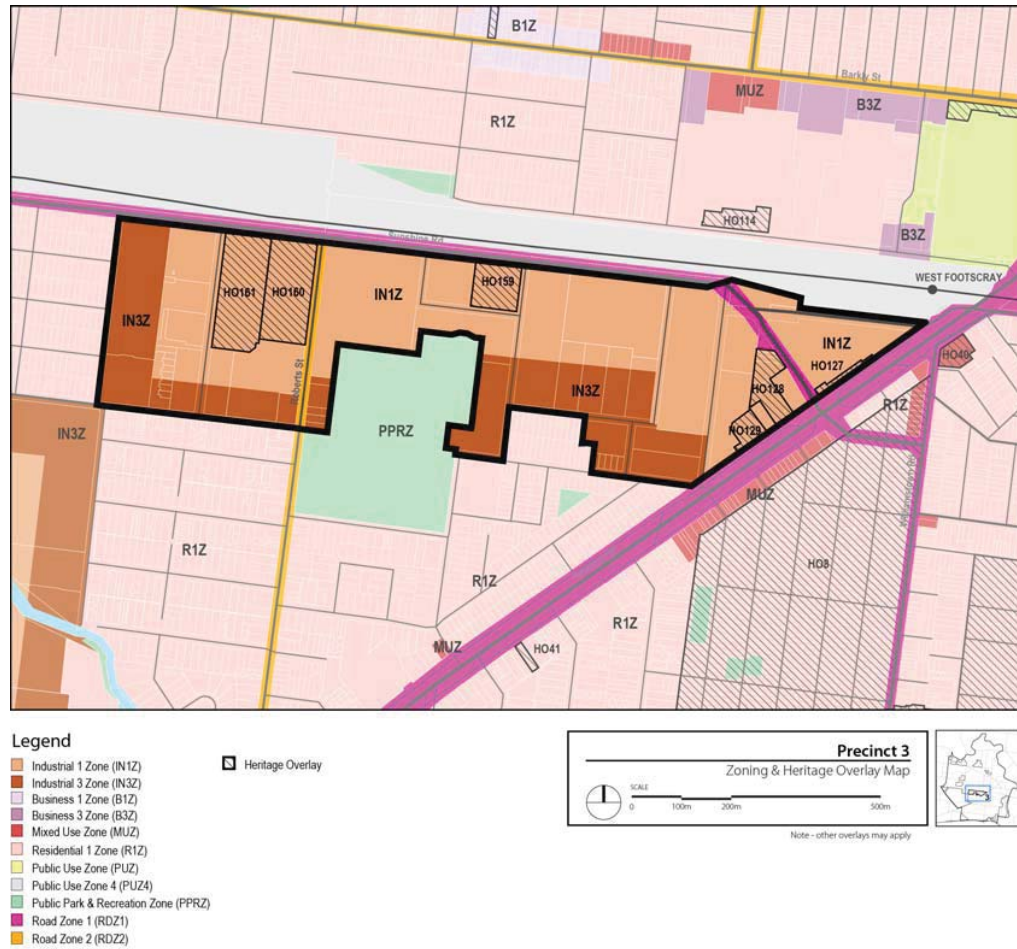
The West Footscray precinct is predominantly zoned Industrial 1. This zone is edged by a corridor approximately 100 metre wide zoned Industrial 3 to the west and south, providing a buffer between Industrial 1 and Residential zoned land.

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 Watty 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 zone³.

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
Strategic Direction 1: Core Employment Land		
Prepare CEA framework plan	A	Council
Establish Precinct Watch committee	B	Council/Landlords/Tenants
Strategic Direction 2: Employment Intensification Area		
N/A		
Strategic Direction 3: Access & Amenity		
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
Strategic Direction 4: Advocacy		
Maintain watching brief on Westlink	A	Council/PoMC

³ It should be noted that WestLink is presently an unfunded project.

Exert from MEIDS, Part 2, Industrial Land Strategy (Page 56-62)

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



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



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 m² (ranking 4th) with a mean site coverage of a comparatively high 56%. Building footprints range from 76m² to 57,441m² with an average area of 2,846m².

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%
Total	69	100.0%	34.60	100.0%

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.

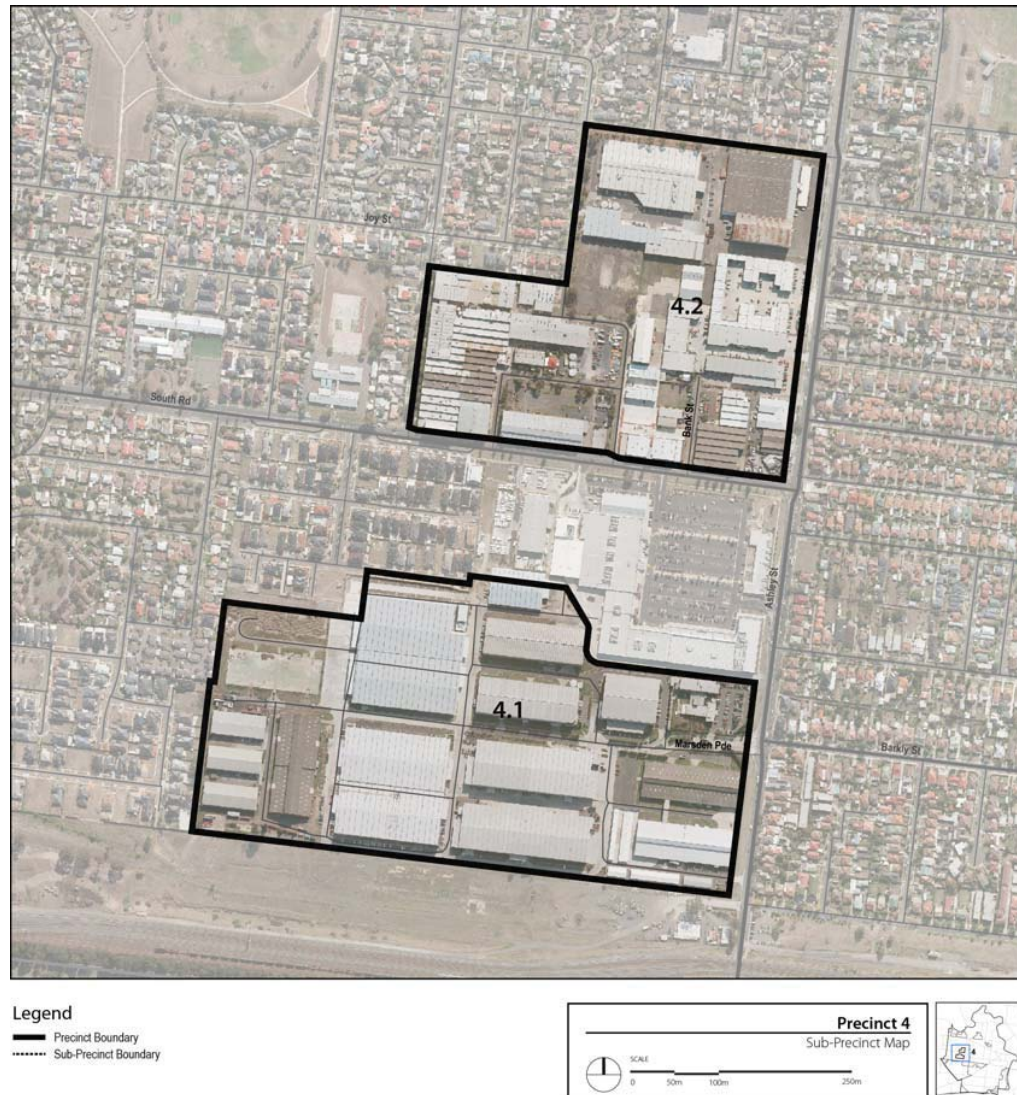
5.4.3.1 Sub-precinct 4.1

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

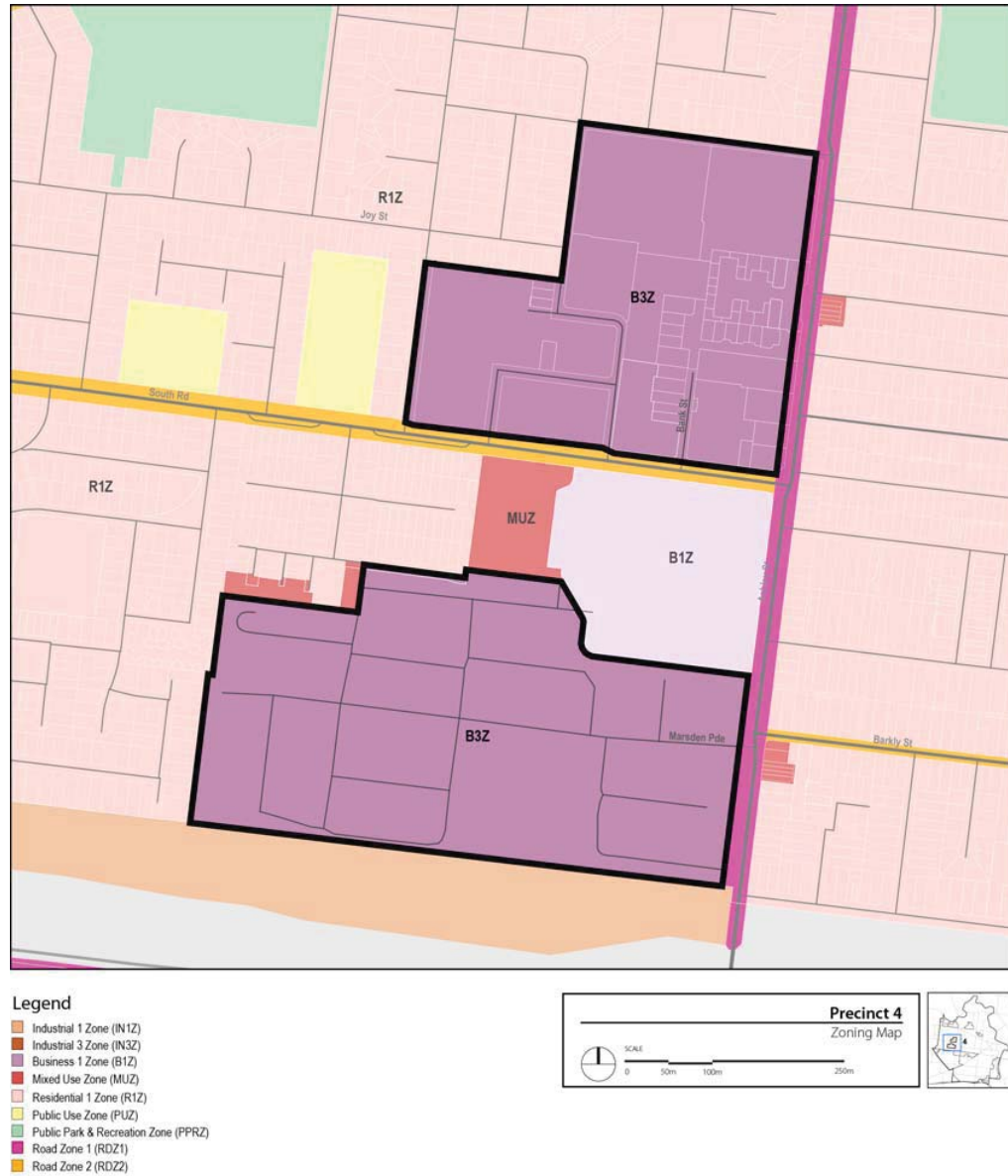
The Braybrook Ashley Street Precinct is entirely zoned Business 3. The precinct is contained within the Central West Major Activity Centre.

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

Exert from MEIDS, Part 2, Industrial Land Strategy (Page 63-69)

5.5 Precinct 5: Braybrook Ballarat Road

5.5.1 Location & Access

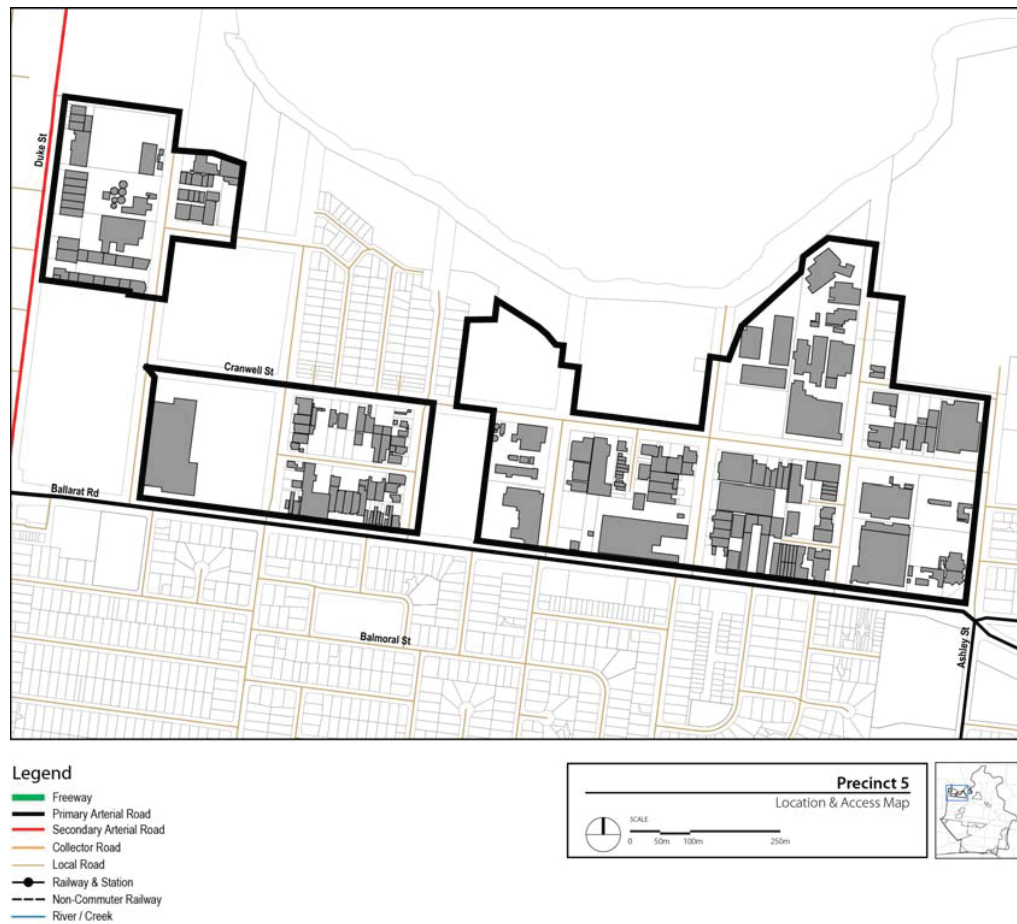
The Braybrook Ballarat Road precinct is located in the north west corner of the municipality on the northern side of Ballarat Road (Western Highway). The Western Highway is the principal and most direct highway link between Melbourne and Adelaide, passing through Ballarat and Western Victoria. Five kilometres 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 176,000m² and range broadly from 25m² to 11,896m². The average building area of 849m² 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%
Total	160	100.0%	36.97	100.0%

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.

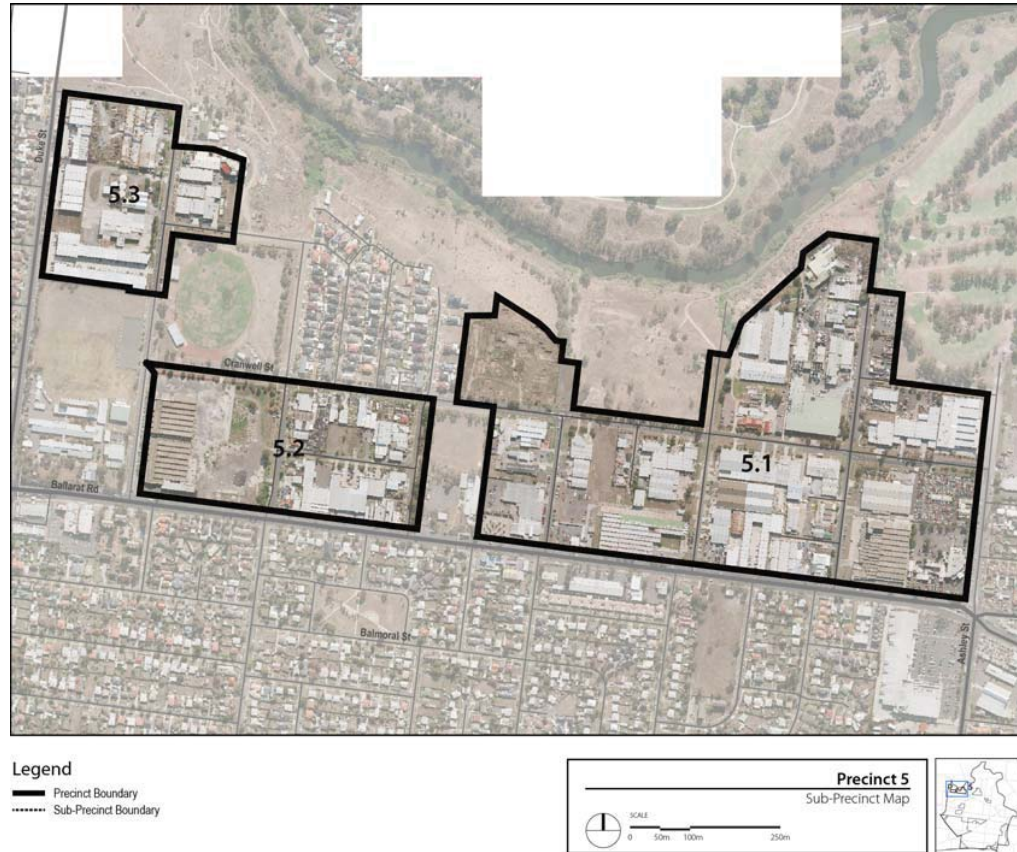
5.5.3.2 Sub-precinct 5.2

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 1,500m² per site. Lighting shops must have a floor area of at least 500m² while other restricted retail premises must have a floor area of at least 1,000m². 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.

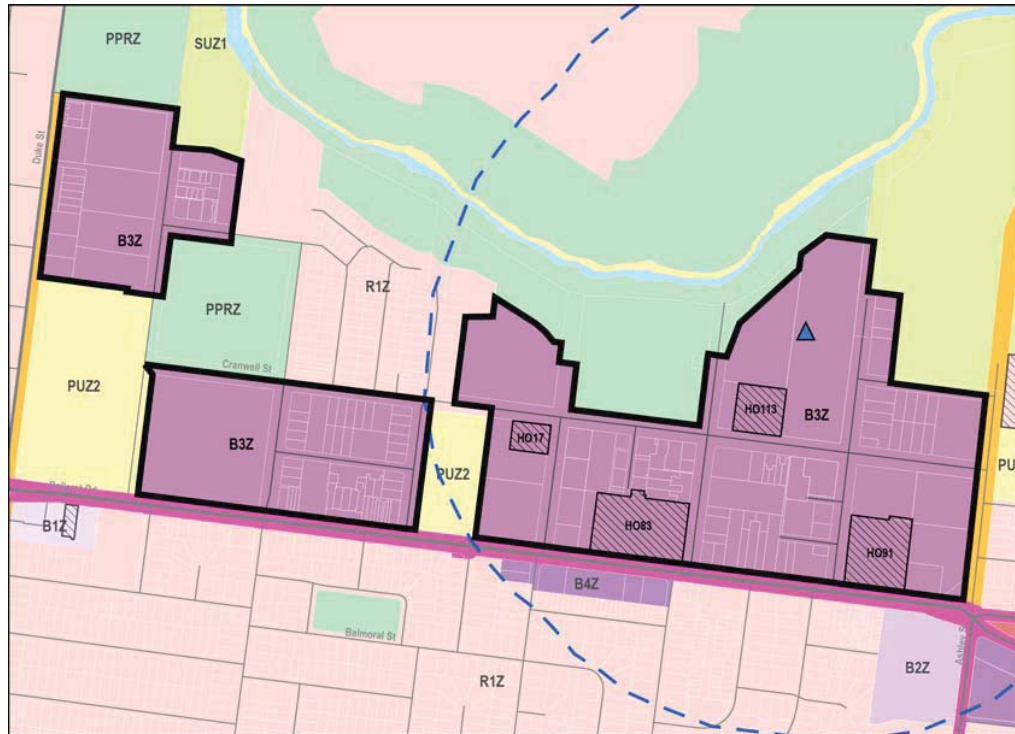
The following properties (indicated by the blue triangle on the zoning map) are subject to a heritage overlay under the planning scheme:

- 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, Braybook.

A recent planning scheme amendment, C99, rezoned land at 170 and 180 Ashley Street, Braybook, 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 1,500m² 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 m² 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
Strategic Direction 1: Core Employment Land		
Prepare CEA framework plan	A	Council
Establish Precinct Watch committee	B	Council/Landlords/Tenants
Strategic Direction 2: Employment Intensification Area		
N/A		
Strategic Direction 3: Access & Amenity		
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
Strategic Direction 4: Advocacy		
N/A		

Exert from MEIDS, Part 2, Industrial Land Strategy (Page 70-75)

5.6 Precinct 6: Maidstone Hampstead Road

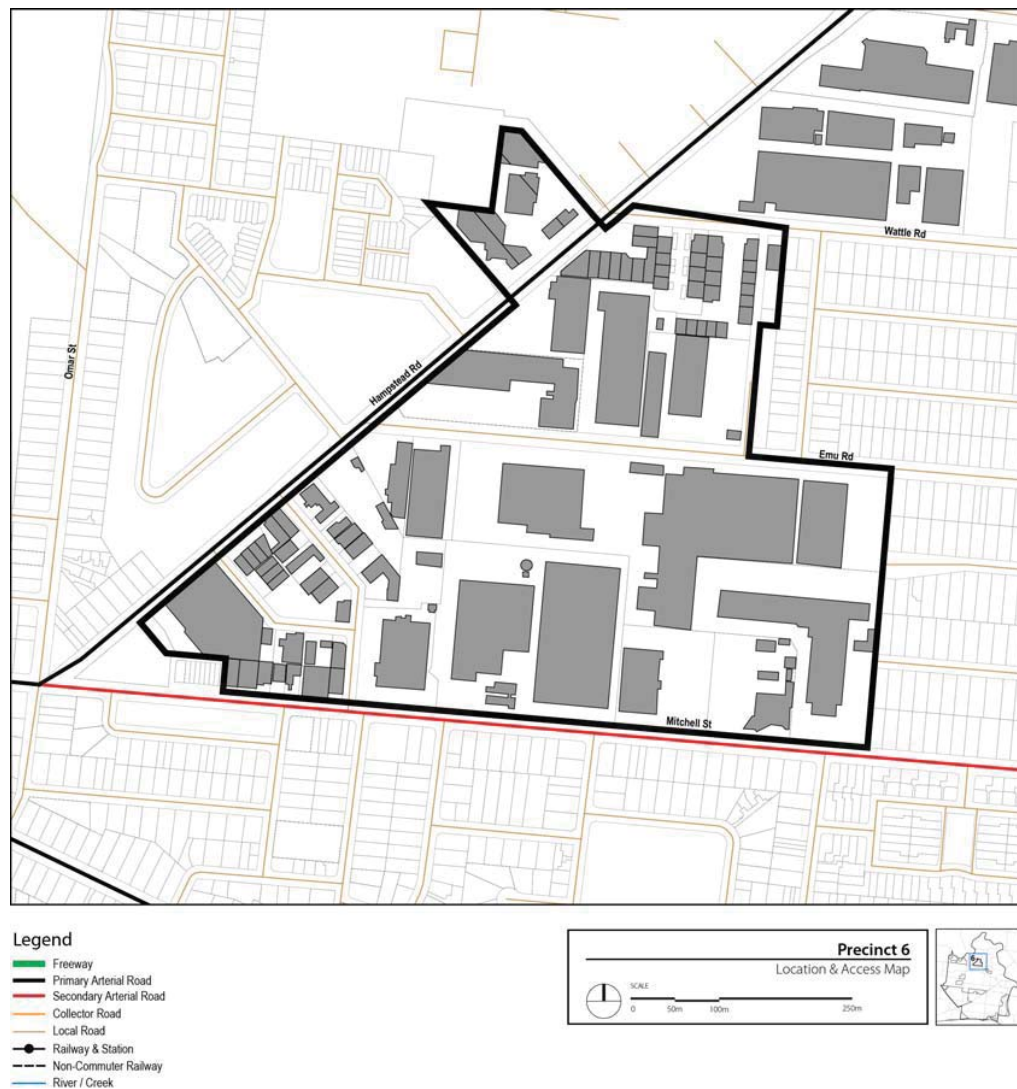
5.6.1 Location & Access

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.

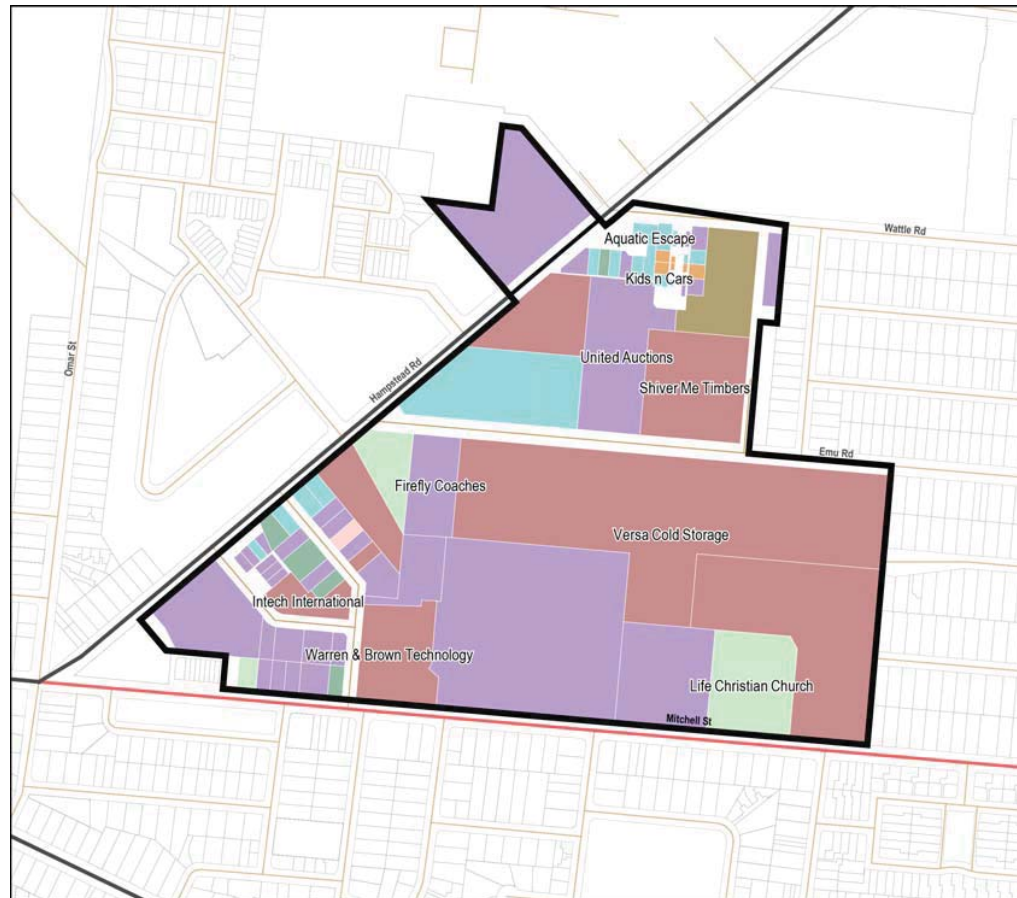
Buildings ranged widely in area, from 88m² to 30,636m² with mean area of 1,657 m². The precinct's aggregate building footprint totalled 136,000m². Mean site coverage was a middling 48.7%.

Table 5.6: Precinct 6 Land Use

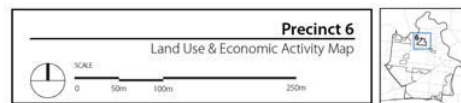
Land Use	lots	% Total Lots	Area (ha)	% of Total Area
Container Storage	0	0.0%	0.00	0.0%
Factory	8	11.9%	12.76	43.8%
Office	3	4.5%	0.09	0.3%
Other	3	4.5%	1.58	5.4%
Partial Vacant Site	1	1.5%	0.78	2.7%
Residential	1	1.5%	0.06	0.2%
Retail	14	20.9%	1.99	6.8%
Service Industry	5	7.5%	0.36	1.2%
Vacant Land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

Source: City of Maribyrnong, AECgroup

Figure 5.22: Precinct 6 Land Use & Economic Activity



- Legend**
- Container Storage
 - Factory
 - Warehouse
 - 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

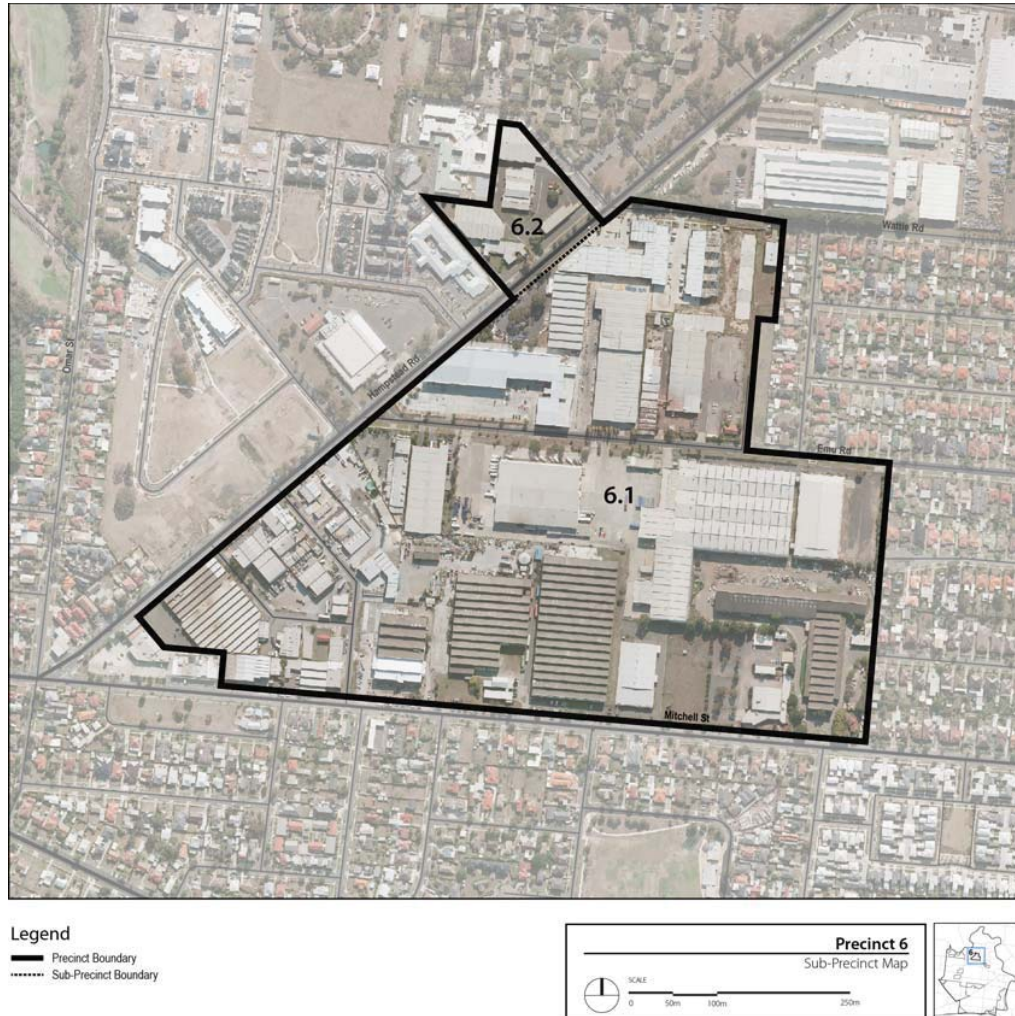
Sub-precinct 6.1 comprises one large contiguous area south east of Hampstead Road and north of Mitchell Street. The sub-precinct is zoned Industrial 3 and comprises a range of uses including warehousing, factory and retailing. Lot sizes vary: with small lots of 500-700 m² located near the Hampstead Road 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

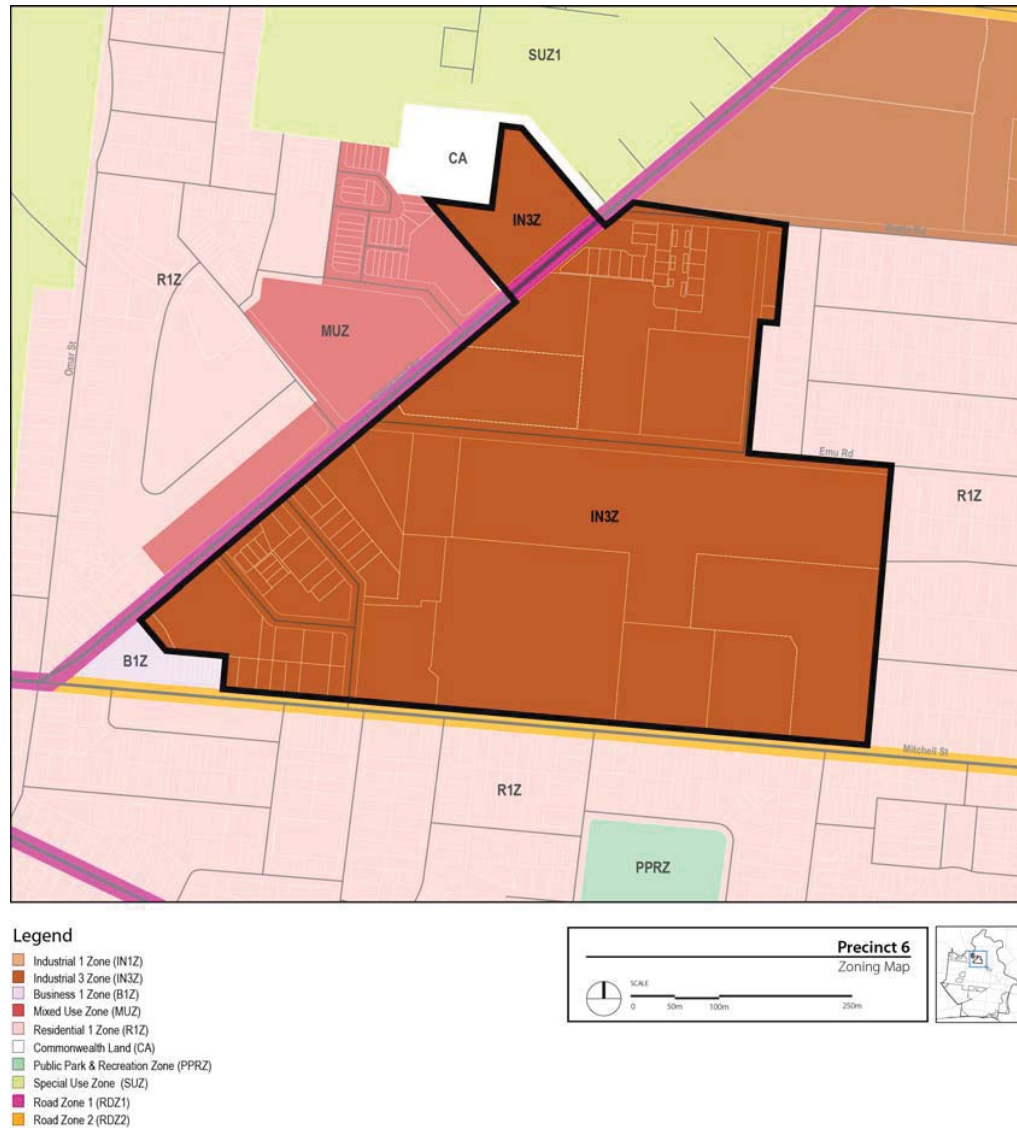
5.6.4 Land Use Controls

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



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
Strategic Direction 1: Core Employment Land		
N/A		
Strategic Direction 2: Employment Intensification Area		
Prepare EIA Framework Plan	A	Council
Rezone land in accordance with EIA Framework Plan	B	Council
Strategic Direction 3: Access & Amenity		
N/A		
Strategic Direction 4: Advocacy		
N/A		

Exert from MEIDS, Part 2, Industrial Land Strategy (Page 76-84)

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 4,000m² 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 1,008m² to 31,192m² with an average 8,458m². The aggregate building footprint was approximately 59,000m². 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

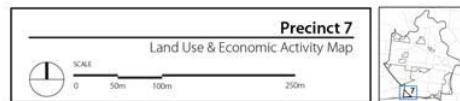
Land Use	Lots	% Total Lots	Area (ha)	% of Total Area
Container Storage	1	12.5%	1.09	5.0%
Factory	3	37.5%	15.24	70.5%
Office	0	0.0%	0.00	0.0%
Other	0	0.0%	0.00	0.0%
Partial Vacant Site	0	0.0%	0.00	0.0%
Residential	0	0.0%	0.00	0.0%
Retail	0	0.0%	0.00	0.0%
Service Industry	0	0.0%	0.00	0.0%
Vacant Land	0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

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

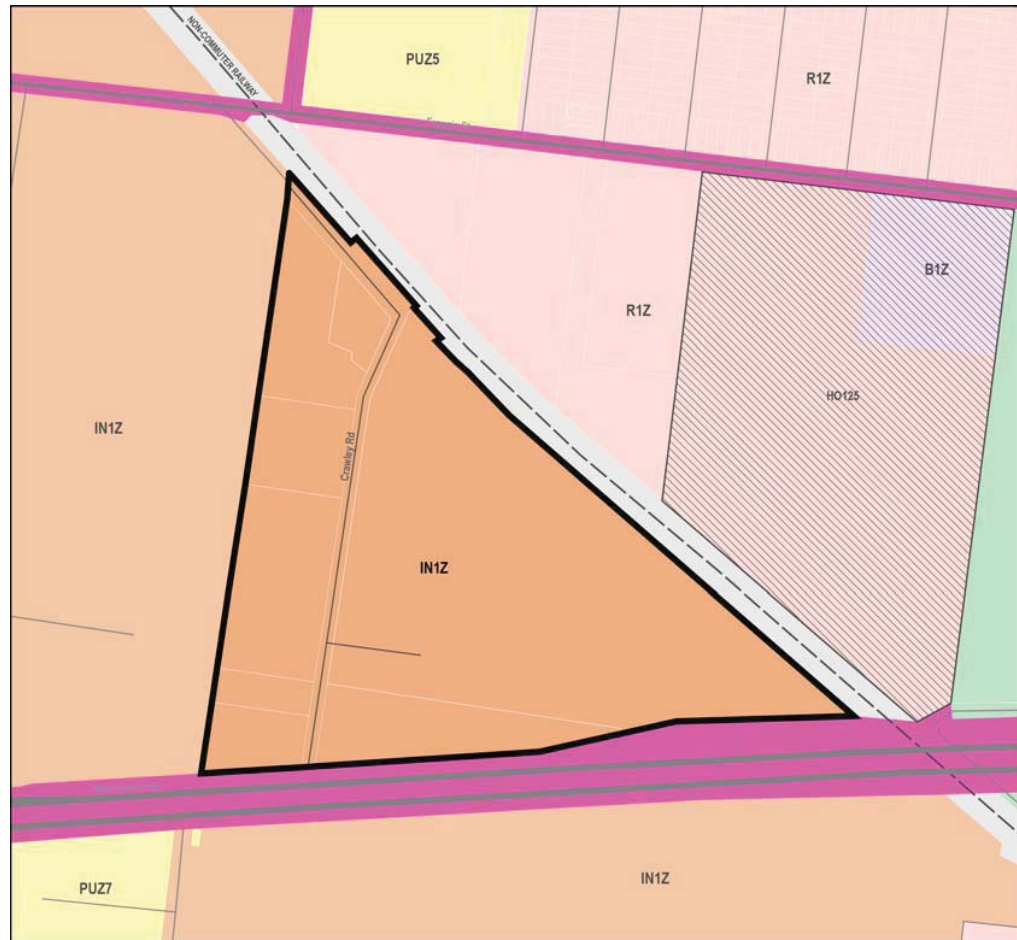
There are no sub-precincts in the precinct.

5.7.4 Land Use Controls

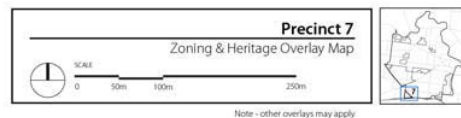
The precinct is entirely zoned Industrial 1.



Figure 5.27: Precinct 7 Zoning Map



- Legend**
- Industrial 1 Zone (IN1Z)
 - Industrial 3 Zone (IN3Z)
 - Business 1 Zone (B1Z)
 - Residential 1 Zone (R1Z)
 - Public Use Zone (PUZ)
 - Public Use Zone 4 (PUZ4)
 - Public Park & Recreation Zone (PPRZ)
 - Road Zone 1 (RDZ1)
 - Road Zone 2 (RDZ2)



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

Exert from MEIDS, Part 2, Industrial Land Strategy (Page 82-87)

5.8 Precinct 8: Yarraville Mobil Terminal

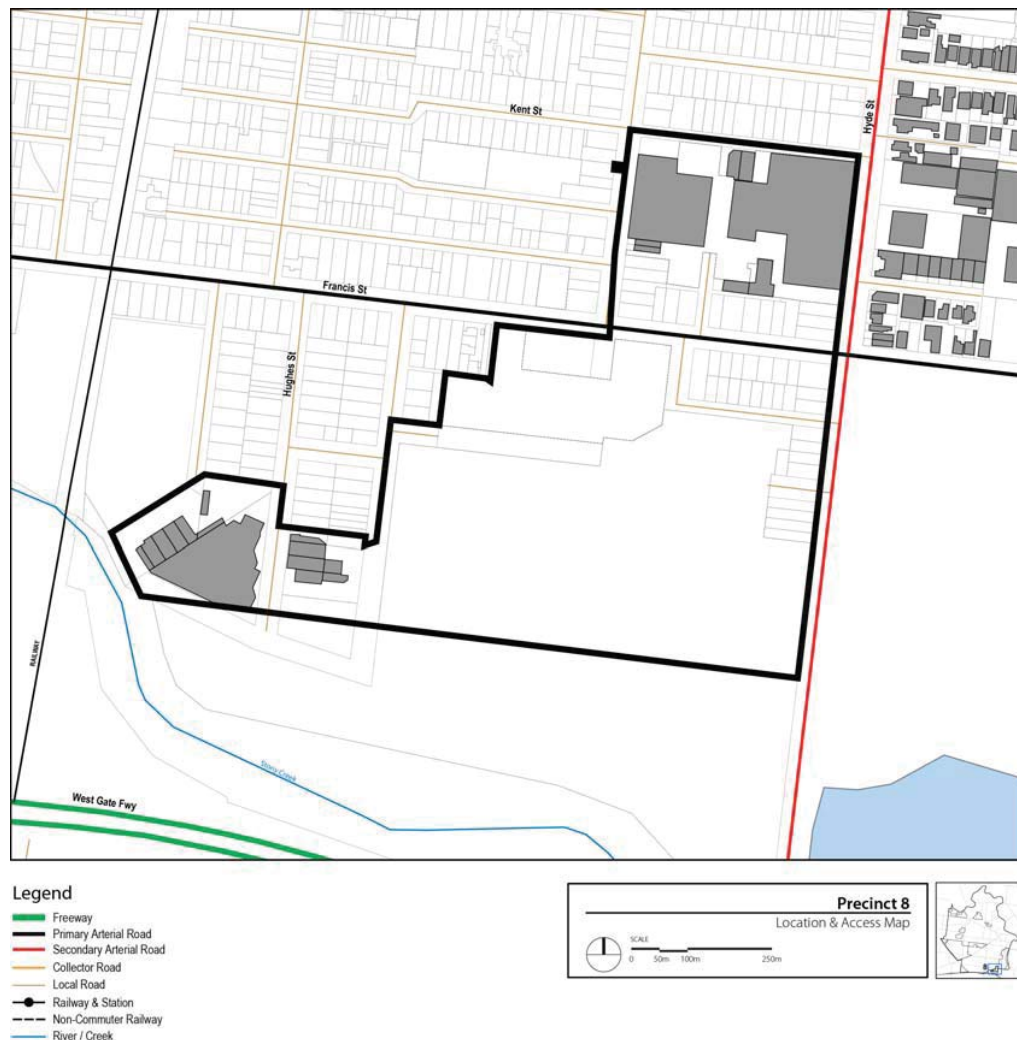
5.8.1 Location & Access

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 m². The Business 3 and Industrial zoned land comprises larger lots of 4,000m² 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 m², the lowest of all nine precincts. Employment density averaged 15.7 jobs/hectare, slightly above the nine precinct mean.

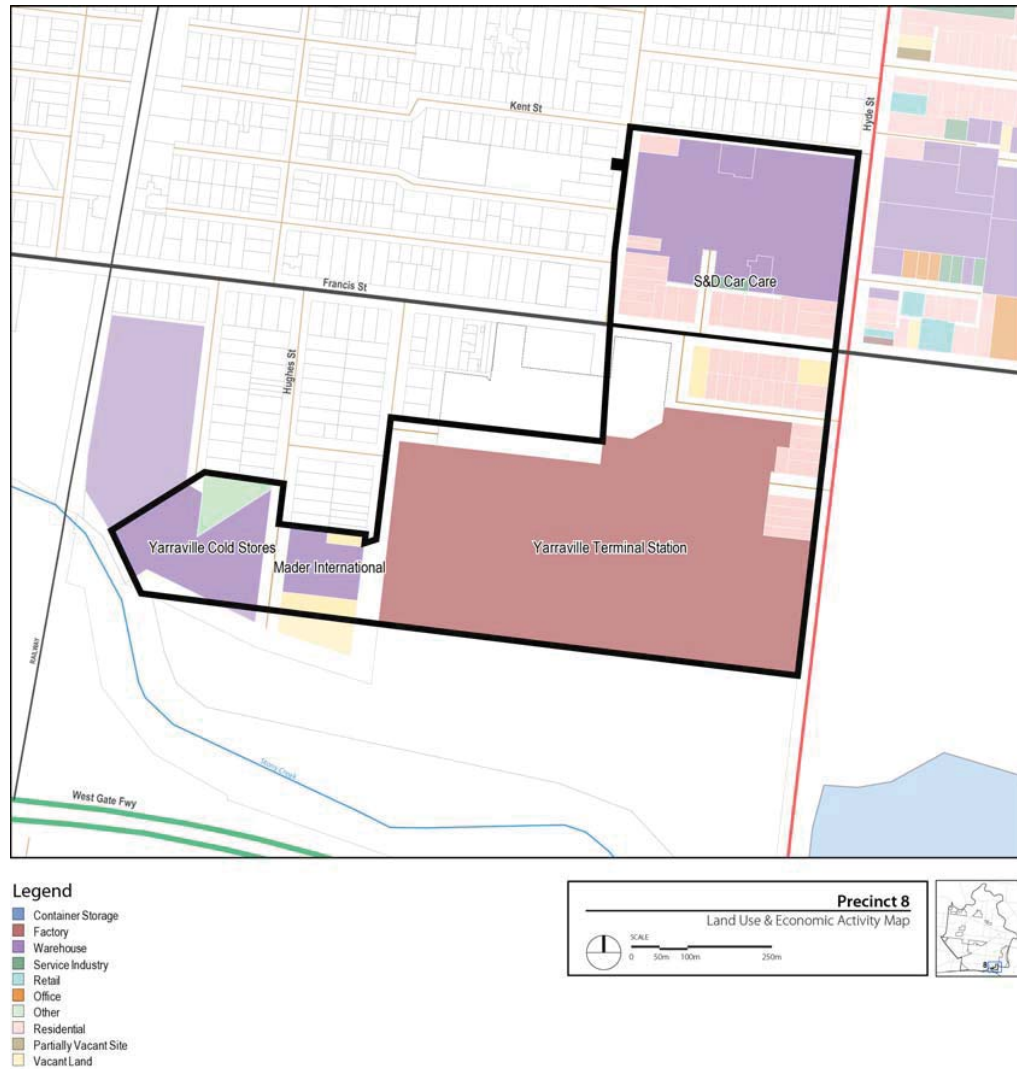
Major businesses based within the precinct include Coyne's Freight Management and Dudley's Corporation (a commercial cleaning firm).

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%
Total	57	100.0%	14.85	100.0%

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.

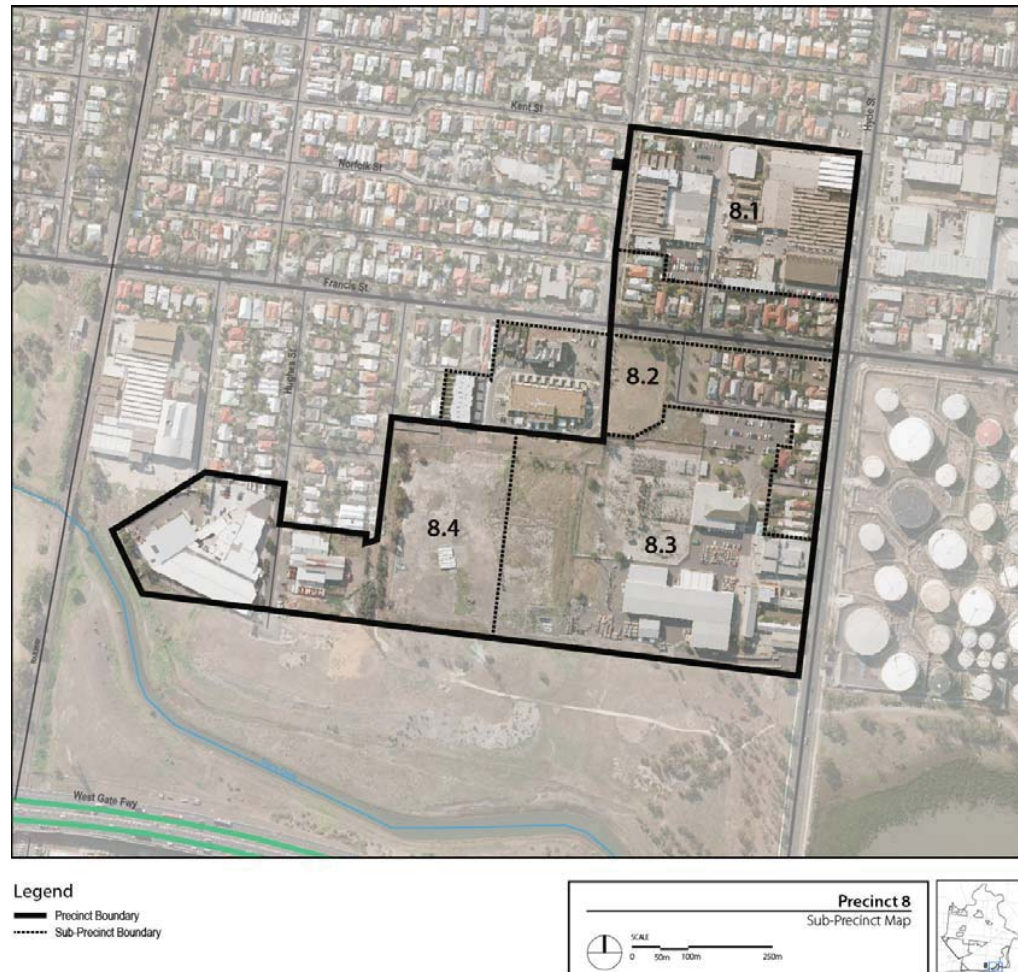
5.8.3.3 Sub-precinct 8.3

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.

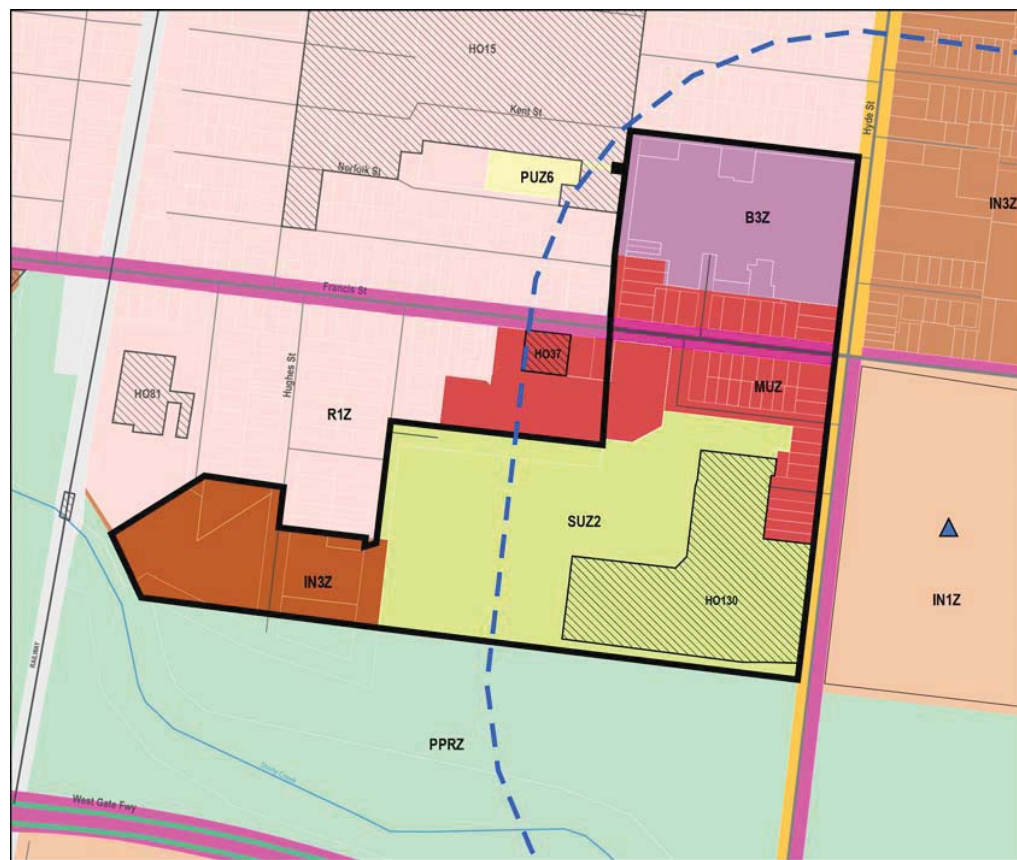
Amendment C82 introduces changes to the planning scheme to better recognise the amenity and risk issues of the locality associated with the neighbouring Mobil major hazard facility located to the immediate east of the precinct (evident in Figure 5.31 below) and introduces decision guidelines regarding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

SCALE 0 50m 100m 250m

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
Strategic Direction 1: Core Employment Land		
N/A		
Strategic Direction 2: Employment Intensification Area		
Prepare EIA Framework Plan	A	Council
Rezone land in accordance with EIA Framework Plan	B	Council
Strategic Direction 3: Access & Amenity		
N/A		
Strategic Direction 4: Advocacy		
N/A		

Exert from MEIDS, Part 2, Industrial Land Strategy (Page 88-93)

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 59,600m². Individual building ranged from 593m² to 18,860m² with a mean area of 3,120m². Site coverage averaged a comparatively high 68.8%.

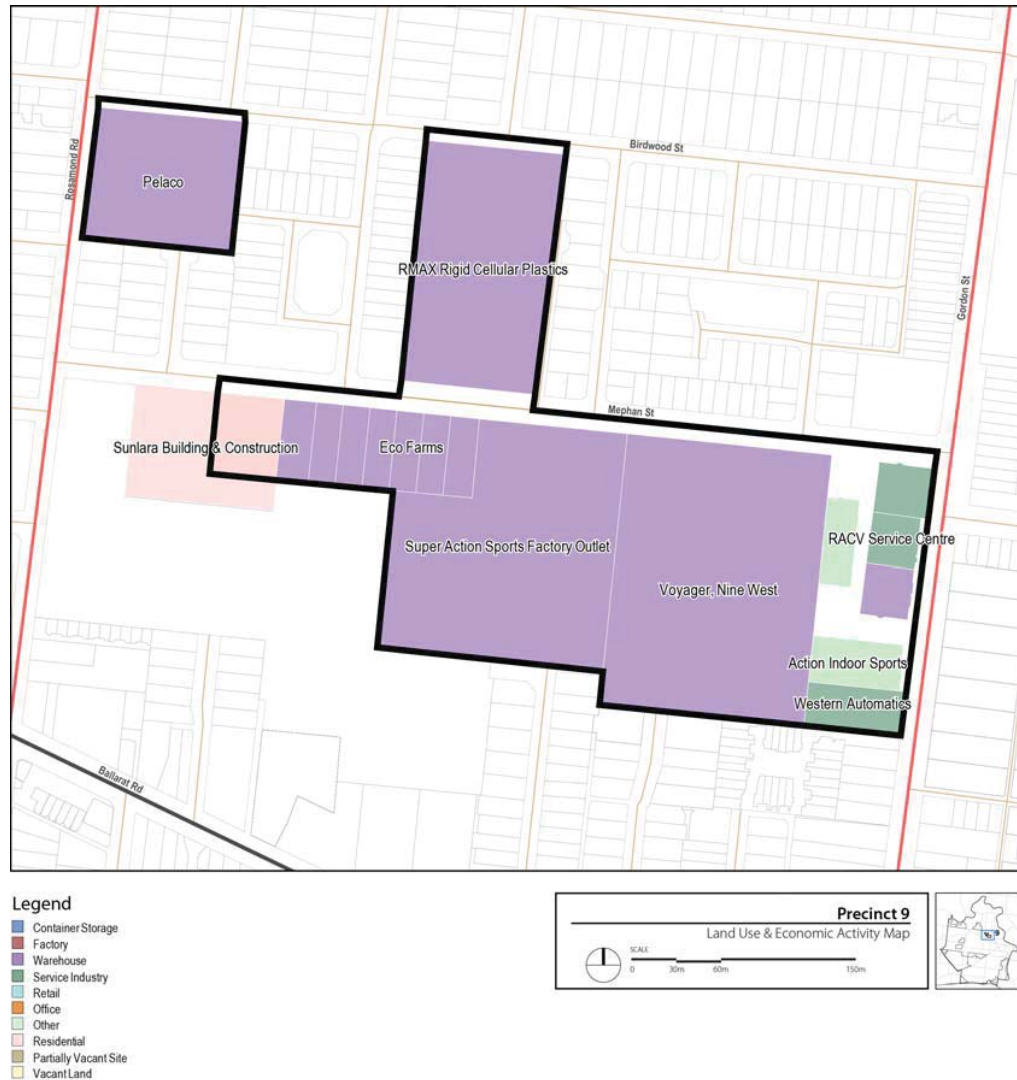
Precinct industrial occupants consulted by AECgroup were typically long established in the precinct and expressed a high level of satisfaction with the precinct and an intention to remain for the foreseeable future. No specific concerns were raised.

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%
Total	17	100.0%	9.12	100.0%

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

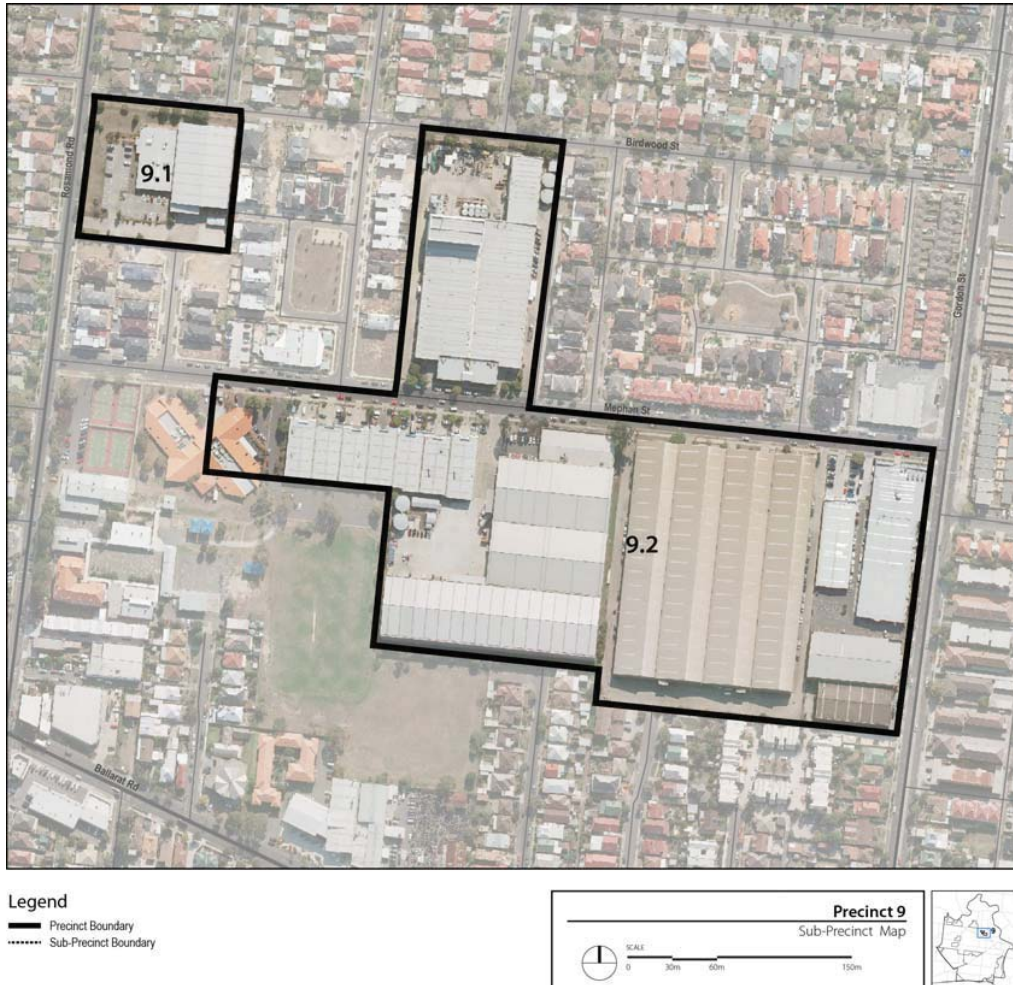
Sub-precinct 9.1 is known as the Pelaco site and has been fragmented from the balance of the precinct by the rezoning of the intervening land to residential use over the last decade. The Pelaco site is itself presently the subject of a proposed rezoning to residential. Its land use is warehousing and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



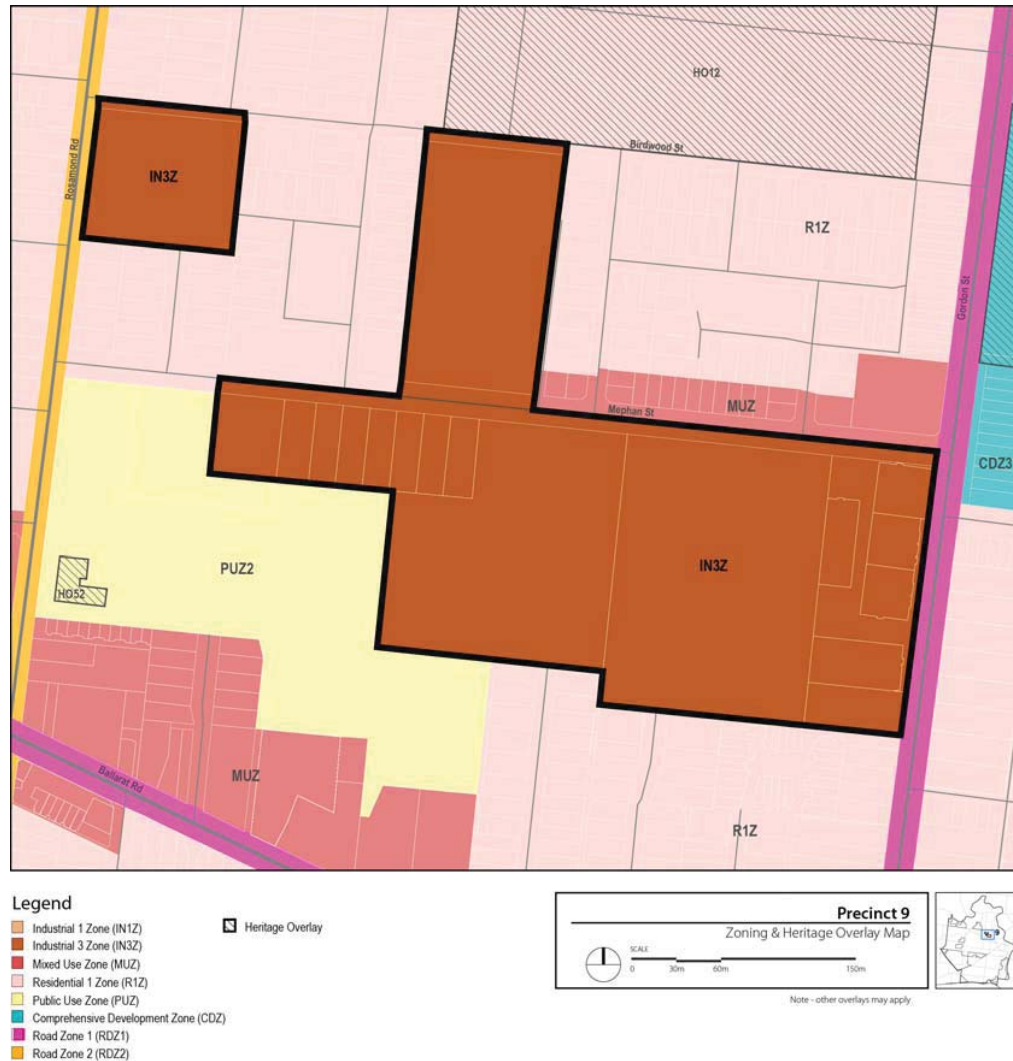
Source: Tract

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 m² 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
Strategic Direction 1: Core Employment Land		
N/A		
Strategic Direction 2. Employment Intensification Area		
Prepare EIA Framework Plan	A	Council
Rezone land in accordance with EIA Framework Plan	B	Council
Strategic Direction 3: Access & Amenity		
N/A		
Strategic Direction 4: Advocacy		
N/A		