

Gordon and Mephan Precinct Framework Plan



City of Maribyrnong
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Independent insight.



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1 INTRODUCTION

1.1 Purpose of this Framework Plan

The purpose of this framework plan is to guide the future use and development in the Gordon and Mephan Street Precinct.

1.2 Process

Gordon and Mephan Street Precinct was designated as a Strategic Employment Investigation Area (SEIA) in the Maribyrnong Economic and Industrial Development Strategy (MEIDS). As a result of this designation, further investigations are required to guide its future planning and development.

To complete these investigations, SGS Economics and Planning (SGSEP) has used a multi-layered approach to the analysis which includes:

- Examination of local and regional policy frameworks so that the relevance and contributions made by existing (and possible alternative uses) in the precinct can be viewed in light of existing policies.
- Analysis of local and regional employment data so that the economic conditions and drivers impacting on the subject site's use were considered. Importantly, how employment patterns in relevant industries and geographies have changed over time and how they are expected to evolve is discussed.
- A survey of businesses in the precinct to ascertain the value and sustainability of their operations to the local and regional economy. In conjunction with landowner surveys, there is also consideration of site operating issues, preferences and future business outlook.
- A workshop process with Council staff from Strategic Planning, Economic Development, Urban Planning, Transport, Infrastructure and Community Wellbeing.
- The framework plans draws on the findings of these various analyses, consultations and discussions.

1.3 Outline of this document

The structure of this document is as follows:

Section 2 provides an overview and analysis of the local and regional policy framework, and of relevant economics trends.

Section 3 contains an overview of the findings of the various local analysis and consultation tasks.

Section 4 is the Framework Plan itself.

Section 5 provides recommendations for how the Framework Plan might be implemented through local policy.

2 CONTEXT

This section initially provides an overview of existing planning and economic policy at the state and local level that is of relevance to the development of a Framework Plan for the Gordon and Mephan Street SEIA. The implications of the existing policy framework on future strategy for the site is also be assessed.

The section then provides some economic data and analysis on the key forces and trends impacting the broader region and municipality.

2.1 State planning policy

The *State Planning Policy Framework* (SPPF) outlines the key planning strategies that guide the planning and development of the greater metropolitan Melbourne region.

Housing

The SPPF identifies a need for an adequate supply of affordable and diverse housing at appropriate locations in metropolitan Melbourne. It asserts that new housing should have access to services and supporting infrastructure, including activity centres, public transport, schools and open spaces, and that an increase in housing supply needs to occur in existing urban areas on under-utilised land to alleviate the pressure for development in fringe areas. A key strategy to meet these objectives is to locate new housing in or within close proximity to activity centres and employment corridors that offer suitable access to services and transport.

Economic development

The need to promote the economic well-being of communities and the State is also identified in the SPPF. To achieve this the SPPF encourages commercial facilities to be located in existing or planned activity centres, and the promotion of development that suitably meets the needs of communities.

Industrial activity is also recognised as playing a significant role in the State's economy, and as such, the continued availability of land for industrial uses must be ensured. To this end, the need to both protect existing industrial areas and support further industrial development in identified areas are both highlighted. The encroachment of unplanned commercial, residential and other sensitive uses onto industrial land needs to be avoided in order to ensure the continued viability of industry in these areas. The document also asserts the importance of providing adequate buffers between sensitive land uses and offensive or dangerous industries, in order to ensure the protection of residents' safety and amenity.

2.2 Local planning context

The City of Maribyrnong's *Local Planning Policy Framework* (LPPF) and *Municipal Strategic Statement* (MSS) provide strategic planning direction at the local level.

Housing growth

The City of Maribyrnong's LPPF's housing policy directions are underpinned by dwelling forecasts. The forecasts show significant population growth is expected in the municipality over the next 20 years, with the City needing to accommodate between 14,000 and 16,000 additional households by 2031. There is an aspiration that this growth will be primarily directed towards substantial change areas, with incremental change areas also having some role to play in ensuring adequate dwelling supply. The LPPF

suggests an increase in the proportion of medium and higher density housing will be encouraged in the municipality, particularly in areas in close proximity to Activity Centres (ACs) and the Principal Public Transport Network (PPTN). In particular, significant densification is expected in around the key centres of Footscray and Highpoint.

Developing a diverse mix of housing types to suit varying community needs is recognised as vital. Where larger sites are to be developed, the provision of high amenity precincts with an identifiable sense of place will also be an important consideration.

Economic development and industry

Highpoint and Footscray are also identified as the principal centres for retailing within the municipality, with Highpoint also being an important location for bulky goods retailing. Retail development outside of identified Activity Centres is to be discouraged, with the development of restricted retail premises in particular to be confined to appropriate identified locations.

With the forecasted growth in population, as well as continued gentrification, the significance of the professional sector and the demand for offices in the municipality is also expected to increase. With its high-quality public transport links for office workers, new office development is to be directed to the Footscray Activity Centre.

High quality industrial development is also recognised as being vital. The City has three key core industrial precincts: Yarraville Port Industrial Precinct, Tottenham Precinct and West Footscray Sunshine Road Precinct. These locations are earmarked to accommodate the majority of ongoing industrial development, and to be a major source of local employment opportunities.

2.3 Maribyrnong Economic and Industrial Development Strategy

The *Maribyrnong Economic and Industrial Development Strategy* (MEIDS) aims to guide sustainable economic development, and outlines the role and land uses of the municipality's key industrial and commercial precincts. Its economic vision foresees the City of Maribyrnong as:

...a leader in urban economic transition and renewal, embracing its traditional industrial past whilst delivering vibrant and successful urban places and meaningful employment.

MEIDS consists of two parts: an Economics Development Strategy and an Industrial Land Strategy. MEIDS is being implemented via an amendment to the Maribyrnong Planning Scheme that will be made later this year. The following provides an overview of the key findings of this document.

MEIDS Part 1: Economic Development Strategy (EDS)

Part 1 of MEIDS was adopted by Council on 18 October 2011. It identifies several economic drivers shaping the City of Maribyrnong's economic opportunities and competitive advantages. These include:

- Population growth as a result of natural increase and migration. This is expected to increase labour supply, demand for housing, and retail expenditure.
- Population ageing that is likely to reduce workforce participation and increase the burden on fiscal budgets.
- Industry changes as a result of wider trends in the demand for goods and services, in particular transitions from manufacturing to greater levels of service, higher value-adding products and increased levels of knowledge and innovation. An expected increase in imports is also likely to increase demand for transport and logistics services.
- Redevelopment and renewal supported by federal, state and local government investment that will assist in the provision of denser, more liveable areas and accommodate for the City's forecast

- population growth. Footscray Central in particular is expected to become a major economic driver for growth in the City.
- Retail trade, manufacturing, transport and logistics, education and wholesale trade are expected to be key economic sectors for the City in the future. Maribyrnong’s industrial businesses are significant local employers.

Industry

Industrial land makes up 23% of total land supply in the City of Maribyrnong. While this is a relatively modest proportion when compared to some other industry-significant municipalities in Melbourne, industry still plays a key role in the economy of Maribyrnong.

In the years from 2004 and 2008, the municipality had a negative industrial land consumption with an average loss of 3.5 hectares per annum. Two key limiting factors in investment and growth in industry in Maribyrnong are the existing conditions of industrial areas, and a lack of greenfield land. In order to maintain the industrial and employment activities that are core components of the City’s economy, the EDS proposes that Maribyrnong’s industrial areas undergo appropriate planning and development. This will include the identification of those areas which are to remain industrial areas, so that these can be revitalised to accommodate future employment. To further promote revitalisation, it is also suggested that some industrial areas may need to be rezoned to allow for retail or other commercial use. While in some cases rezoning processes can also be used to meet forecasted housing needs, it is recommended that the planning of industrial areas retains a focus on supporting and generating jobs.

Conflicting land use, where development has occurred with insufficient separation between industrial and sensitive residential uses, is also a key concern. Future planning strategies will need to consider implementing buffer zones not only in existing sites, but also in the future allocation of industrial areas and residential development. In a similar vein, the EDS also advocates for a broader balance between population and industry, with sustainable levels of residential and industrial development.

Core economic development activities

Core activities for the promotion of economic development are also identified in the EDS. Key land-use strategies arising from these include: regulating development and assisting and retaining existing businesses. This will include taking a proactive and strategic role in the delivery of policy and planning, as well as ensuring the adequate provision of employment land, and engaging with the local employment sector to support the expansion and retention of existing businesses. Placemaking goals in Activity Centres and industrial areas are also to be achieved.

MEIDS Part 2: Industrial Land Strategy (ILS)

Part 2 of MEIDS was adopted by Council on 24 June 2014.

As an established municipality with few vacant sites, new development in Maribyrnong will predominantly involve the revitalisation or redevelopment of brownfield land, and in some cases, shifts from an established use to another use. The ILS seeks to balance the need for the retention of employment areas with the increasing need to redevelop land to accommodate alternative uses such as housing.

It has been estimated that the demand for Industry Related Employment Land (IREL) will reach approximately 391.5 hectares by 2030, which is a 5.2 hectare reduction of the land that was available in 2010. While it is thus likely that the City will require similar amounts of IREL for traditional uses in the medium-term, it is forecasted that the need for IREL will increase in the longer term. While the 2010 excess of IREL supply in terms of demand was at 16%, this has not been deemed excessive, and can serve as an attractor for new industries. The ILS therefore recommends that it is significant to the long-term economy of the City that the existing supply of IREL is, to a large extent, preserved into the future.

MEIDS (Part 2: ILS) classifies existing industrial land in the City into five categories of varying use and employment intensity for the purpose of guiding the future strategy for individual areas. These five categories are:

Category	Definition
Industry Related Employment Land (IREL)	Industrial precincts as identified in the study.
Core Employment Area (CEA)	Areas which are highly suitable for employment are functioning relatively efficiently and where the employment role is to be protected and enhanced.
Strategic Employment Investigation Area (SEIA)	Areas which have more significant limitations or issues which require investigation to determine if they can be addressed in order for them to retain or increase their employment role. If these limitations cannot be addressed these areas are determined to be inherently/intrinsically unsuitable for an employment role. SEIAs are considered to be employment areas until such time as further investigation clearly demonstrates that this is not a viable option.
Employment Intensification Area (EIA)	SEIAs that have limitations and issues that need to be addressed through an EIA framework plan for them to retain or increase their employment role.
Strategic Redevelopment Areas (SRA).	SEIAs that have limitations or issues that cannot be addressed to retain or increase their employment role and are more suited to mixed use or an alternative role, e.g. entirely residential.

Gordon and Mephan Street Precinct

The Gordon and Mephan Street Precinct is identified in the ILS as an SEIA, a classification which is given to areas that require further investigations to guide their future planning and development. The area largely comprises warehousing, but also some service industry on the lots that have a frontage to Gordon Street.

The ILS recognises that as an industrial area the sub-precinct is constrained by its close proximity to surrounding sensitive uses. Its parcels are quite large, making it attractive for redevelopment, and does not contain any vacant land. A truck ban on Mephan Street limits through-traffic but does not prevent trucks servicing sites in the precinct. The sub-precinct is served by a tram route on Gordon Street providing access to public transport and connections to both the Footscray and Highpoint Activity Centres.

Of particular significance is the policy guideline that if this precinct (as an SEIA) is not found to possess significant limitations or issues which cannot be addressed in order for it to retain or increase its employment role it should continue to play an employment role.

2.4 Traffic and transport policy

Transport Integration Act

The Transport Integration Act is Victoria’s principal transport statute and came into effect on 1 July 2010. According to the Act, any decisions affecting the transport system must be made within the same integrated decision-making framework and support the same objectives.

The purpose of the Act is largely to guide the provision of an integrated and sustainable transport system in Victoria, but does include a clause on land use planning.

It states that the transport system should provide for the effective integration of transport and land use to improve accessibility and transport efficiency, such that access to residences, employment, markets, services and recreation is maximised.

It also stipulates that the transport system and land use should be aligned, complementary and supportive. Transport decisions are to be made with consideration for the current and future impact on land use, and land use decisions are to be made with consideration for the current and future development and operation of the transport system.

Maribyrnong Integrated Transport Strategy

The Maribyrnong Integrated Transport Strategy (MITS) was adopted by the City of Maribyrnong in April 2012 to help guide the development of their transport system over the next decade. The strategy provides a range of recommended actions across all transport modes to help deliver the vision for the MITS. Any development project that may influence the transport system within Maribyrnong should consider the MITS with respect to achieving alignment with its recommended actions and overall vision.

PTV Bus and Tram Network Plans

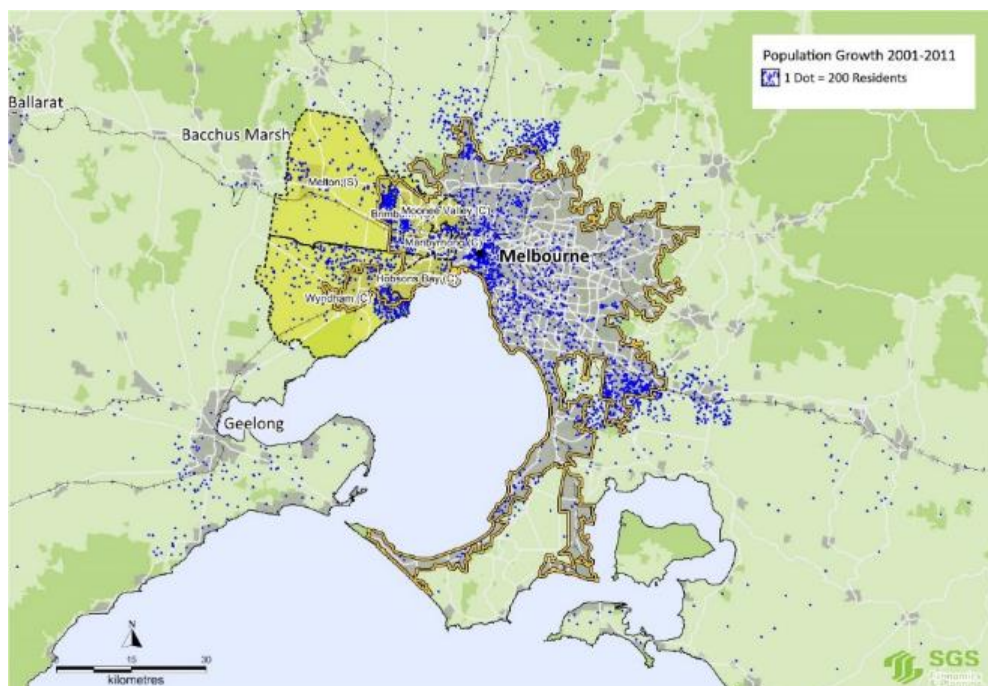
Public Transport Victoria (PTV) is also currently developing bus and tram network development plans to provide a guide to future tram and bus network and service improvements. Discussions with PTV in May 2014 revealed that the network development plans would not be released in time to inform the development of this framework plan.

2.5 Economic Trends

Western Melbourne

Melbourne’s West is a region of opportunity for Victoria and Australia. Over the past decade all the communities of the West, whether they be suburbs established in the 19th century, middle ring districts or growth areas, have experienced strong growth. At the same time, environmental constraints and increasing distances from the CBD are slowing Melbourne’s historic spread to the east (Figure 1).

FIGURE 1. POPULATION GROWTH – METROPOLITAN MELBOURNE 2001-2011



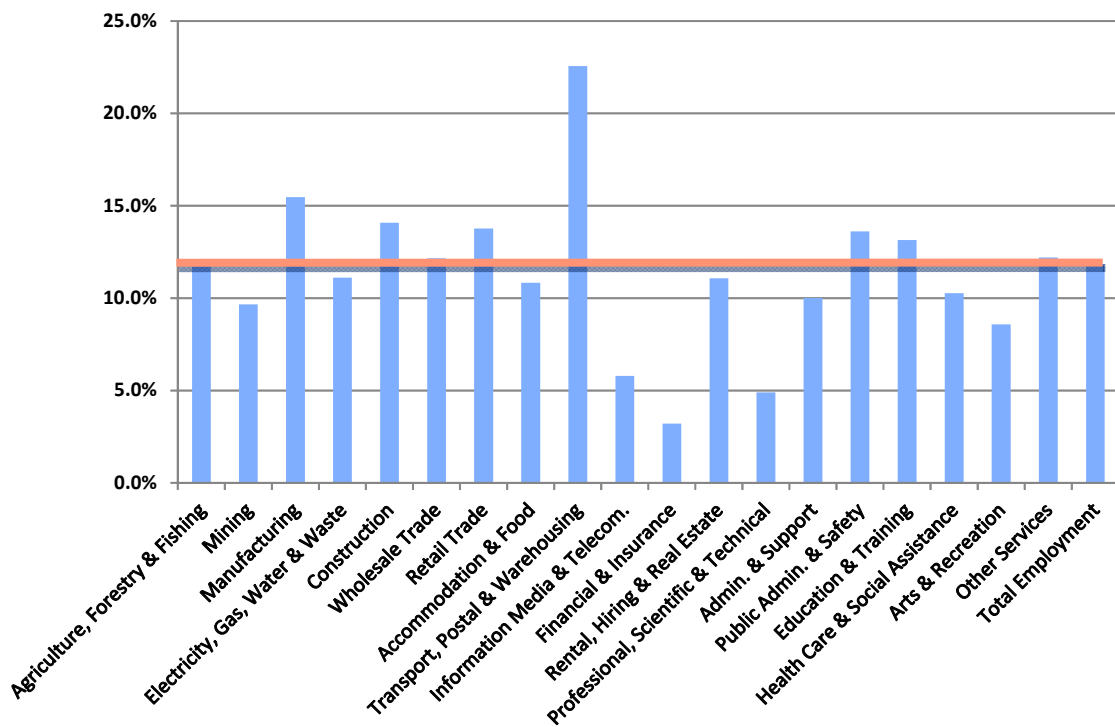
Source: SGS analysis, ABS data

The recent strong growth in employment in Melbourne’s West is projected to continue and even accelerate in the medium term.

The West will account for nearly 12 per cent of employment growth in the metropolitan area from 2006 to 2026, while it started this period with around 11 per cent of all of Melbourne’s jobs. In the years to 2046, this outside share of growth will have picked up further still, with the West attracting over 13 per cent of Melbourne’s new jobs. In other words, the West is set to command a disproportionate share of greater Melbourne’s economic expansion over the next 3 decades.

The West is widely known for its concentration of heavy industries and, more recently, its leading role in the transport and distribution of products and materials across the metropolitan area, the State and the nation generally. The dominance of these functions is borne out in the aggregate numbers for employment share by industry (Figure 2).

FIGURE 2. WESTERN REGION SHARE OF MELBOURNE’S EMPLOYMENT BY INDUSTRY (2011)



It also clear that the modern economy of the West is not just about ‘traditional’ industries, notwithstanding the vital continuing importance of these sectors. For example, net export sales from Education and Training at \$289 million per year, are very similar in magnitude as those of the petrochemicals industry (being the combination of Petroleum and Coal Product Manufacturing and Basic Chemical Manufacturing) at \$300 million.

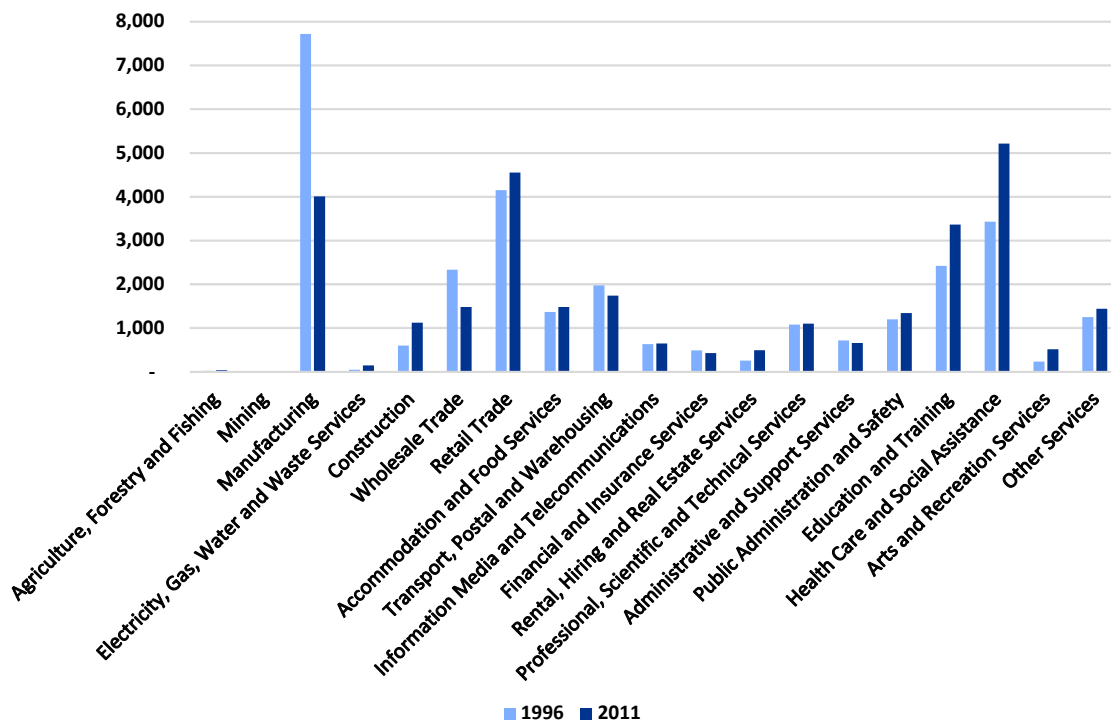
Variations in the composition of local economies is also evident. Manufacturing and transport/logistics related business clearly represent anchor activities for Brimbank, Hobsons Bay, Melton and Wyndham. But Moonee Valley and, to a lesser extent, Maribyrnong, reveal a different profile of net export earners, with an increasing orientation towards high value added services, for example, telecommunications medical services, engineers and other consults, software engineers, lawyers, accountants and so on.

Maribyrnong

The City of Maribyrnong is located directly west of the City of Melbourne and has a population of around 70,000 residents. Between 1996 and 2001, Maribyrnong experienced only a slight increase in population, however, between 2001 and 2006, the population increased by 5.3% to 63,137 residents. This growth can largely be attributed a demographic shift and to higher density housing developments. This trend is expected to continue with Maribyrnong forecast to accommodate a total population of around 103,000 residents by 2031.

Over the past 15 years there have been significant employment changes in selected industry sectors across the City of Maribyrnong. Manufacturing employment has almost halved between 1996 and 2011, whilst there has been growth in the number of jobs in both Education & Training and Health Care & Social Assistance (see Figure 3). Employment levels in wholesale trade have also fallen in the municipality. Overall employment levels have remained largely unchanged: there were 29,958 jobs in 1996 and 29,823 jobs in 2011.

FIGURE 3. CITY OF MARIBYRNONG EMPLOYMENT BY INDUSTRY 1996 – 2011



Residents of Maribyrnong predominantly work in the City of Melbourne (28.0%) and in Maribyrnong (18.5%), while workers in Maribyrnong generally come from Maribyrnong (17.5%), Brimbank (17.4%) or the surrounding western suburbs.

The employment offer in Maribyrnong is diverse within its activity centres and industrial areas. Within activity centres, most employment is limited to retail and local professional services. Industrial areas include light industry and larger manufacturing firms. Whilst industrial activity will remain a vital component of the economy, it is not expected to dominate employment share and there will likely be a transition to cleaner, greener technologies through a mixture of industrial/office business parks. It is also expected that some land designated exclusively to industry will decline and will include office/industrial parks.

The municipality also contains several regionally significant facilities, notably Victoria University, Western Hospital, Highpoint Shopping Centre, Footscray Community Arts Centre and Whitten Oval.

2.6 Implications

The need to provide infill residential development for a growing population while maintaining land for industry, employment and economic growth is a key theme in planning policy at both the state and local level policy.

Industry plays a significant role in the economic well-being of the City of Maribyrnong, and is expected to continue to do so into the future. While the provision of adequate and appropriate housing is a key policy objective, strategies to revitalise existing industrial land and limit the encroachment of other uses into such areas are fundamental to the City's economic development goals. The need for uses on industrial land to directly benefit the community, and moreover, not have negative implications for surrounding residents is also recognised.

The Gordon and Mephan Street precinct is identified in the *Maribyrnong Economic and Industrial Development Strategy (Part 2: ILS)* as an area needing further investigation to determine its employment potential and continued significance to Maribyrnong's economic development. While currently zoned industrial, the area is largely surrounded by residential or other sensitive uses, and is outside of the city's three key industrial precincts. With regard to relevant state and local planning policy, the area's contributions as an employment precinct must be assessed, along with the desirability and viability of alternative land uses (and commensurate zoning) for the precinct.

This chapter presents the regional and local economic context surrounding the activities on Gordon and Mephan Street. It draws from other relevant work and presents relevant data that forecasts the likely trends for the area's future.

3 ANALYSIS

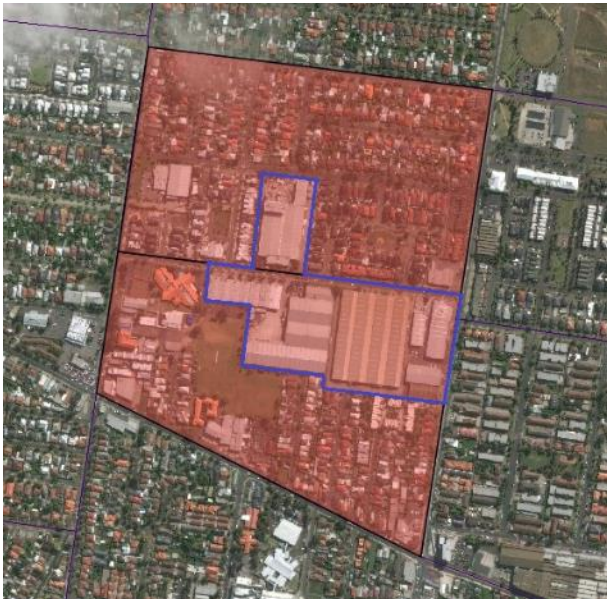
This section provides a summary of research and analysis that was focused at the precinct level for the Gordon and Mephan Street SEIA. It includes datasets, site analysis, planning policy governing the precinct, as well as summary material of the consultation process and results.

3.1 Employment

The Gordon and Mephan Street SEIA Precinct is located at the heart of the City of Maribyrnong, within close proximity to the Footscray Activity Area and Highpoint Shopping Centre. A relevant statistical area has been identified to assist with the analysis of employment data. This area is shaded red in Figure 4 below, and the precinct boundary is highlighted by the blue line.

Note that the statistical area contains more than just the businesses of the study area precinct. There is also a school as well as many residential dwellings surrounding the employment activities in the area.

FIGURE 4. PRECINCT STUDY AREA (BLUE) AND PRECINCT STATISTICAL AREA (RED)

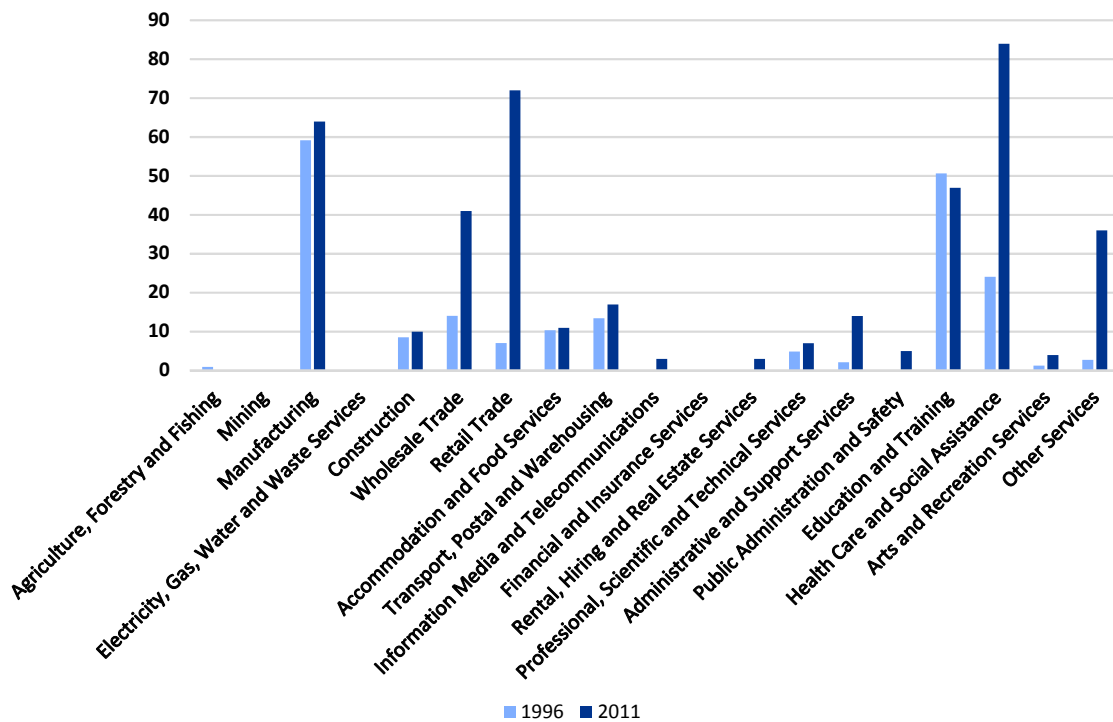


Although total employment across Maribyrnong remained somewhat unchanged between 1996 and 2011, the number of jobs in this precinct has increased substantially from 199 in 1996 to 418 by 2011. Figure 5 shows that most of this increase in employment can be attributed to increases in the industries of Wholesale Trade, Retail Trade and Health Care/Social Assistance.

No industry has recorded a decline in economic activity. Manufacturing employment in the precinct recorded a slight increase. The presence of 65 manufacturing jobs recorded in the 2011 ABS Census were largely confirmed through the consultation process which is discussed in further detail in Section 4.

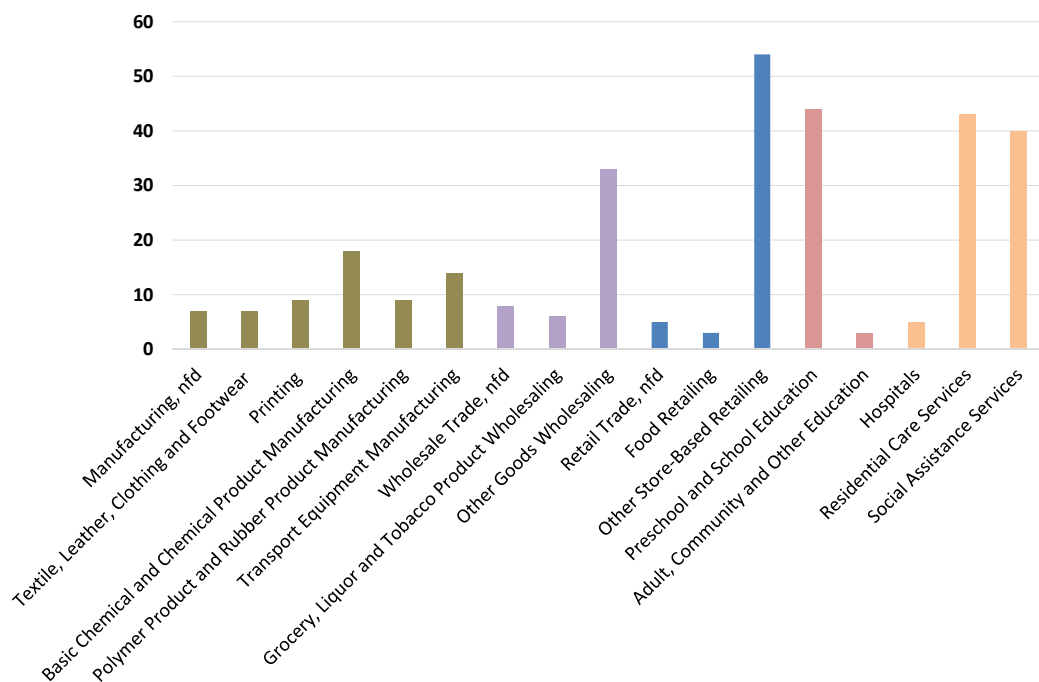
The constant Education and Training employment in these figures can largely be attributed to the presence of the local school in the statistical area.

FIGURE 5. PRECINCT EMPLOYMENT BY INDUSTRY 1996 – 2011



The employment figures at ANZSIC 2-digit categories for the five broad industries in the precinct are shown in Figure 6. (Note that there are other industry sub-categories at ANZSIC 2-digit level which are not shown as there were no persons employed in those sub-categories in the statistical area.) The data shows that there is a diverse range of manufacturing activity in this precinct, whilst wholesaling and retailing activity is largely unclassified. The analysis of the survey results in Chapter 4 provides for more detail on the nature of these jobs.

FIGURE 6. PRECINCT EMPLOYMENT LEVELS BY ANZSIC 2 DIGIT CATEGORIES 2011

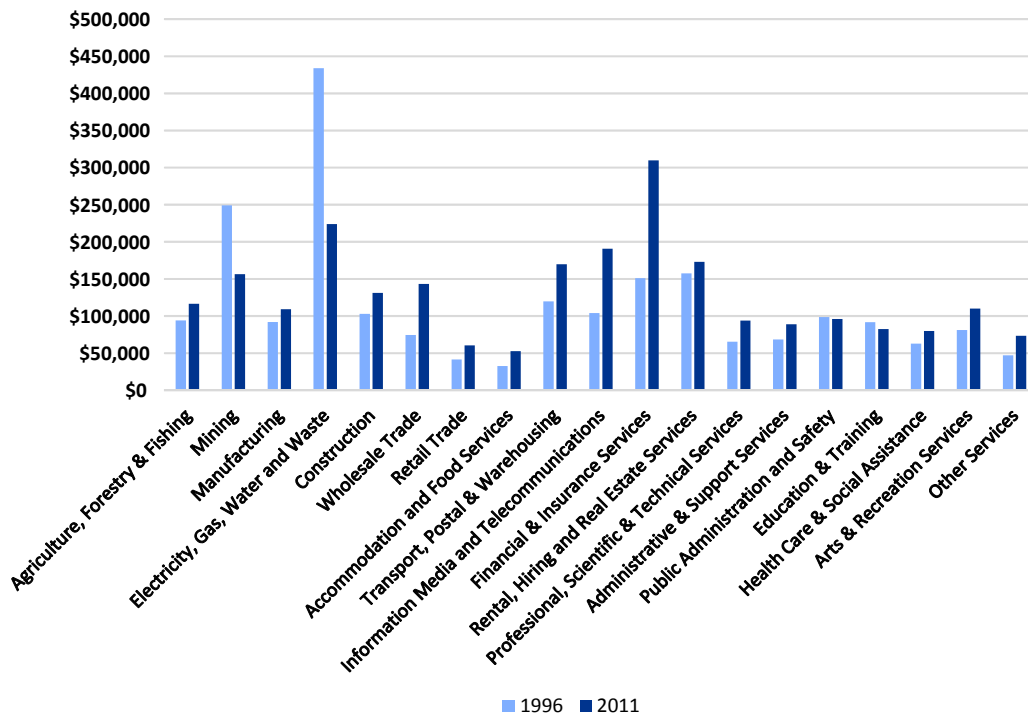


Maribyrnong Gross Value Add (GVA)

The economic value of these jobs to the local and regional economy can be expressed in terms of Gross Value Added (GVA). GVA is a measure of 'net output' and is akin to the 'profits and wages' of a company. It can also be considered as the net output (benefits minus costs; outputs minus inputs) that the stimulus has on the regional economy. When GVA per job is measured, it becomes an indicator of productivity.

Figure 7 shows the level of GVA generated per job for every industry in Maribyrnong in 2011, and how this has evolved since 1996. The data shows that GVA per job has improved significantly in Wholesale Trade and Retail Trade, with some minor improvements also visible for Manufacturing activity in the municipality. This data is expressed in 2011 dollars.

FIGURE 7. GROSS VALUE ADDED BY INDUSTRY PER JOB – CITY OF MARIBYRNONG 1996 - 2011

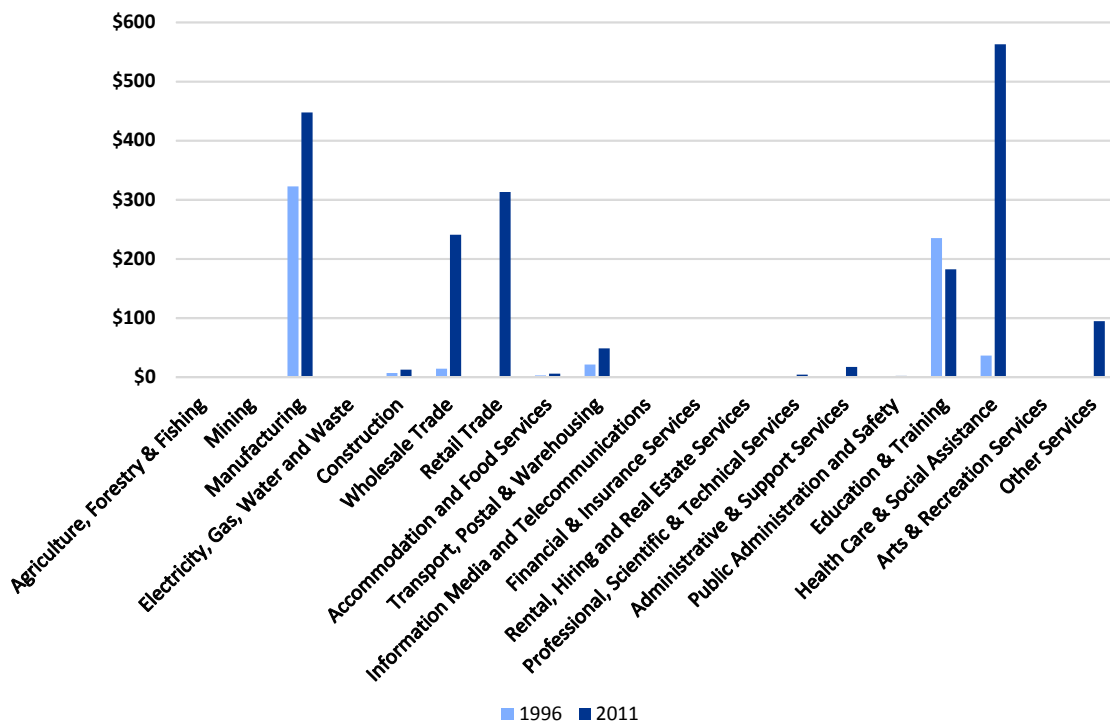


Precinct Gross Value Add

The GVA per job figures have been applied to activity in the Gordon and Mephan Street precinct. Figure 8 effectively measures the growth in economic value of employment activities in the precinct from 1996 to 2011. The data shows that there have been significant gains in GVA for many industries in this precinct – even for manufacturing activity.

Crucially, the total economic value of employment generating activities in this precinct has risen from \$16.6 million in 1996 to \$39.2 million in 2011. Note that this is a broad figure for the precinct based on ABS data – a more fine grain and accurate economic value for the businesses in this precinct is derived from the survey data in Sections 4 and 5 of this report.

FIGURE 8. PRECINCT GVA BY INDUSTRY (MILLIONS OF DOLLARS)



3.2 Existing zoning and planning overlays

Zoning

The study area is zoned Industrial 3 (IN3Z) and is adjoined by areas that are zoned Mixed Use, Public Use and Residential 1. It is understood that the Residential 1 zoned areas are proposed to be zoned General Residential (GRZ) under the new residential zones.

The key purposes of the Industrial 3 zone are to provide for industrial use in specific areas and ensure uses are suitable in terms of site surrounds. It allows limited retail opportunities, such as convenience shops and small scale supermarkets. Office use is also permitted, and no maximum leasable floor area is currently specified in the schedule to this zone.

FIGURE 9. CURRENT ZONING



Overlays

No overlays directly impact on the study area however some adjoining areas are subject to both Heritage and Environmental Audit overlays.

The Environmental Audit Overlay ensures that potentially contaminated land undergoes environmental assessment processes to ensure that any contamination from former uses does not adversely affect future sensitive uses. The Heritage Overlay that applies to the Mitchell Street site, adjoining the study area to the north, refers to the War Service Homes Heritage Area policy, which identifies the site as a historically significant example of a Residential War Service Estate, and ensures its preservation.

FIGURE 10. EXISTING OVERLAYS



3.3 Physical analysis

Lot size

Lots within the Gordon and Mephan Streets Precinct are generally mid to large lots. There are a number of sites in the order of 1,000 square metres – slightly larger or smaller - towards the western end of Mephan Street and fronting Gordon Street. In the middle of the precinct the sites are larger, in the order of 2 hectares or greater. Total land area of the precinct is approximately eight hectares.

Lots around the precinct are generally smaller – between 250 and 750 square metres – reflecting predominance of residential uses in adjoining areas.

FIGURE 11. EXISTING LOT SIZE



Existing uses and built form

Built form generally consists of warehouse type buildings, typically up to two storeys or around 8 metres in height. Most buildings feature both a large open warehousing space for storage and/or production and a component of office space, the latter which is usually adjacent to the street. Many premises feature large, flat areas for parking and loading at the front of the building.

The building at the corner of Gordon and Mephan Street – the Western General Body Works – provides a good precedent for a contemporary industrial building that makes a positive contribution to the streetscape. The building entry on Mephan Street is clearly identifiable with a small awning and signage.

The use of integrated signage and simple landscaping treatments soften the appearance of what might otherwise be relatively large and uninterrupted building facades on both streets.

Other buildings in the precinct, on both Gordon and Mephan Streets, generally make a positive contribution to the street by combining various elements such as clear building entries, windows (which provide opportunities for passive surveillance), soft landscaping and appropriate signage.

FIGURE 12. EXISTING BUILT FORM IN THE PRECINCT



Adjoining development

Land uses adjoining the precinct are generally residential, with typically older housing stock to the south of the precinct, older apartments to the east, and newer, small-lot detached and medium density development located on the northern side of Mephan Street, on land converted from former employment uses. The North Footscray Primary School is located to the immediate west of the precinct.

FIGURE 13. EXAMPLES OF RESIDENTIAL DEVELOPMENT ADJOINING THE PRECINCT



Public domain

The public domain quality of the precinct is reasonable, with continuous footpaths on both sides of the street facilitating easy pedestrian movement. New street trees have recently been planted on both sides of Mephan Street (part of Council's Tree Planting Strategy) which will improve the streetscape amenity over time. Although the buildings are older, their condition and the quality of interfaces with the public domain are reasonably good for an industrial area. The public domain looks run-down in some areas although generally serves its required functions.

FIGURE 14. PUBLIC DOMAIN ON GORDON (LEFT) AND MEPHAN STREETS (RIGHT)



Interface issues

Although the precinct is adjacent to residential development, the current land uses and built form appear to present no obvious issues with regard to land use conflicts at the interfaces of the industrial and residential zoned land. The typical interface treatments are relatively modest scale, blank walls, setback from property boundaries and, as such – with the exception of aesthetic considerations – these configurations do not present any issues to the residential development and school immediately adjacent the precinct.

FIGURE 15. EXAMPLES OF INTERFACES WITH ADJOINING AREAS



3.4 Existing uses

Business activity

Broadly speaking, three types of business activities operate in this precinct:

- Manufacturing (four businesses)
- Wholesale, Warehousing and Distribution (four businesses), and
- Services (five businesses).

The manufacturing and wholesale/distribution activities in this precinct are solely located along Mephan Street. Service based activities in this precinct are predominantly located along Gordon Street, where businesses identified the exposure and passing traffic as a significant advantage for their trading operations.

FIGURE 16. LAND USE SUB-PRECINCTS



Need for buffers

Most land uses identified in the land audit do not appear to trigger a buffer under Clause 52.10 of the Maribyrnong Planning Scheme. One exception would be motor vehicle services along Gordon Street, with panel beaters expected to have a 100 metre buffer distance from any residentially zoned land. This buffer requirement should not affect existing land uses (existing dwellings and existing businesses).

Contaminated land

The City of Maribyrnong's Municipal Strategic Statement (MSS) recognises the need to deal with Potentially Contaminated Land. Clause 22.03 of the City of Maribyrnong's Local Planning Policy Framework (LPPF) provides policy guidelines for dealing with land that is likely to be contaminated.

The business owner consultation process did not identify any sites that are known to have potentially contaminated land.

3.5 Civil infrastructure

In terms of existing infrastructure in and around the precinct, there is an established network of underground services including sewer, water, electricity, gas and telecommunications. To obtain further detail and clarify the extents of underground drainage, sewer and water assets, an existing services request was lodged with Dial Before You Dig to determine the coverage of these services adjacent to and within the site, and consultation has been initiated with Maribyrnong City Council's Infrastructure department as well as City West Water.

Drainage

Existing underground drainage data provided by Maribyrnong City Council's Infrastructure department indicates an extensive network in the area with drainage pipes of up to 750mm diameter running along Mephan Street. As the majority of the study area is impervious (rooftops/car parks/concrete hardstand areas), any changes in land use in this area would not likely have a significant impact on the existing drainage network. However, for any change in land use or proposed redevelopment, a drainage analysis would need to be undertaken to determine whether any upgrade or extension to existing assets is required.

It should also be noted that through our investigation a Melbourne Water drainage pipeline has been identified which runs from the intersection of Ballarat Road and Rosamond Road, to the south along Summerhill Road. For any changes in land use or development, we suggest liaison between Melbourne Water and Maribyrnong City Council to ensure that any changes to drainage strategy comply with Melbourne Water's current policies.

Sewer and water

City West Water is the responsible authority for the provision of water supply and sewer reticulation to the area. The site is well serviced in terms of existing sewer and water infrastructure. Changes to land use, for example a transition to residential or mixed use, would put a greater demand on the existing network and hence may require an upgrade. The number of additional dwellings will influence any required upgrades to sewer and water mains in terms of the size of the mains, whilst the layout of the dwellings will influence any extensions to mains that may be required to service a development. When a development plan has been progressed to preparation of a plan of subdivision, a Development Works Application can be submitted to City West Water, where liaison on a specific layout can be undertaken and City West Water will outline conditions on upgrade or extension works required to facilitate the new development.

Electricity, gas and telecommunications

The other significant infrastructure in the area consists of electricity, gas and telecommunications. Based on existing asset data, all three services appear to have good coverage across the greater area. Jemena is the responsible authority for provision of electricity to new development within this area, and SP Ausnet is the responsible authority for the provision of gas. In order to obtain further advice on future servicing strategies, electricity and gas providers typically require a formal application for supply to be made, which usually includes provision of a plan of subdivision, construction drawing cover sheets, general arrangement plans, etc. SP Ausnet, for example, offers a number of supply options, including full design and construction by SP Ausnet or preparation of design only by SP Ausnet (developer to construct).

Telstra is the responsible authority for the provision of telecommunication facilities in this area. Telstra states that, regardless of the conditions of the development, they are obliged under legislation to provide basic communication services. The developer is normally required to provide all civil works associated with Telstra cabling works. Telstra cables are able to be placed within the same trenches as electrical utilities which can significantly reduce costs of installation.

3.6 Traffic and transport

A high level discussion about the existing traffic and transport in the vicinity of the study area has been undertaken, with a focus on walking/cycling, public transport and roads. VicRoads and Public Transport Victoria were consulted with regard to any issues/opportunities in relation to the arterial road network and public transport in the vicinity of the study area.

Roads

Gordon Street is a 4 lane road with two travel lanes in each direction. The inside lanes are shared with a set of tram tracks, while the outside lanes allow on-street car parking. As an arterial road, Gordon Street is managed by VicRoads and has a 60 kilometre per hour speed limit.

Mephan Street is a Council owned road and is a 2 lane road with one travel lane in each direction. Each side of the road has marked kerbside car parking and a marked cycle lane. Mephan Street has a 40 kilometre per hour speed limit, as North Footscray Primary School backs onto Mephan Street.

VicRoads were contacted in relation to this project, however a response was not provided. In the absence of input from VicRoads, the following key issues relating to the existing operation of the arterial road network were noted from the surveys of the businesses operating in this area:

- Traffic congestion on Gordon Street, particularly on weekends with people travelling to/from Highpoint Shopping Centre
- Access issues turning out of Mephan Street onto Gordon Street, as there are no traffic signals at this intersection, and
- Car parking issues, including the lack of car parking in the area and also vehicles parking across driveways.

Further consultation is required with VicRoads in relation to site redevelopment that would increase traffic on the arterial road network, including the intersection of Gordon Street and Mephan Street. This consultation will also need to identify if VicRoads have any future plans for Gordon Street.

Walking and cycling

Gordon Street has no marked cycle lanes, however there is adequate road width between the travel lanes and the parked vehicles for cyclist use without riding in the travel lane. Mephan Street has line marked cycle lanes on both sides of the road. In May 2014 these line marking were updated with a view to making cycling safer on this route and also as a traffic calming measure (see Figure 17). Footpaths are provided on both sides of Mephan Street and Gordon Street.

The Maribyrnong Integrated Transport Strategy provides a range of walking and cycling actions for implementation over the next 10 years, however these recommendations are high level and therefore not specific to the Gordon Street and Mephan Street study area.

A review of the VicRoads Principal Bicycle Network map shows Gordon Street and Rosamond Road listed as north-south cycle routes.

FIGURE 17 RECENTLY UPDATED CYCLE LANE MARKING ON MEPHAN STREET



Public transport

The following public transport services operate in close proximity to the study area:

- Route 82 tram (Footscray Station to Moonee Ponds, via Gordon Street)
- Route 406 bus service (Keilor East to Footscray, via Gordon Street)
- Route 409 bus service (Yarraville to Highpoint Shopping Centre, via Edgewater Boulevard and Gordon Street), and
- Route 223 bus service (Yarraville to Highpoint Shopping Centre, via Ballarat Road and Rosamond Road).

See Figure 18 below.

These services provide bus-rail transfer opportunities at Footscray and Yarraville rail stations and also connect with key activity centres, including Highpoint Shopping Centre, Victoria University, Western Hospital, Moonee Ponds and Sunshine.

Discussions were held with PTV, the statutory authority responsible for managing Victoria’s train, tram and bus services, which highlighted that there are no existing issues with any of the tram or bus services operating in the vicinity of the study area.

PTV were unable to provide specific information about what was going to be included in the bus and tram network plans that are currently being developed, however they did say that they are reviewing all services with a view to improving frequencies.

In summary, the study area is expected to have adequate coverage and improved service frequency in the future through the existing bus and tram routes. Further detail relating to the existing bus and tram routes operating near the study area will be provided in the bus and tram network plans.

FIGURE 18 PUBLIC TRANSPORT ROUTES



3.7 Stakeholder consultation

During the preparation of this framework plan, a survey of the precinct’s business owners and land owners was undertaken. Collectively, the surveys identify the key employment trends and land use issues facing the area. These factors form the basis of an analysis that: (a) articulates the value of the precinct’s businesses to the local economy; and, (b) provide the basis for assessing future land use options.

The survey of local businesses determined that major advantages of the precinct included the size of sites available for business operations and accessibility to customers/consumers, particularly for businesses on Gordon Street. Businesses highlighted that some issues affecting the precinct were crime, theft and vandalism, and inadequate car parking, an issue which might impact on the expansion plans of businesses.

The survey also highlighted that the precinct had been successful in attracting some new businesses over the past five years. Otherwise, businesses had been in operation within the precinct for an average of 8 years. All business owners within the precinct expected to grow their business or remain the same size. No businesses were considering contraction or relocation.

The landowners survey identified a major advantages of the precinct as being the size of sites, and accessibility to customers and the city. Most landowners indicated that they had no intention of changing the existing use of their site.

3.8 Implications

- Significant growth and development is occurring right across the Western Region of Melbourne. The City of Maribyrnong is no exception, as the municipality’s proximity to the Melbourne CBD has increasingly become a significant source of demand for residential development and densification. Demand is increasing for a range of economic industries to service this population growth, namely health care, education and retail services.
- Employment patterns in the Gordon and Mephan Street precinct has reflected these trends. There has been significant growth in jobs for Wholesale Trade, Retail Trade and Health Care/Social Assistance. Intriguingly these new activities do not appear to have compromised the precinct’s traditional role for manufacturing activities. The result is an area that has seen its overall employment numbers more than double between 1996 and 2011.
- Residential developments have also occurred in the area; there do not appear to be any significant interface issues or land use conflicts associated with the co-location of factories and dwellings in this area.
- The amenity of the area is also of a reasonable standard given its light industrial status. Recent initiatives by Council (street tree planting and marking of the cycle lanes on Mephan Street) have already improved the quality of the streetscape and encourage cycling through the precinct.
- Preliminary infrastructure analysis undertaken has identified a number of issues which would require further investigation including drainage, water and telecommunications as development intensifies within the precinct.
- Stakeholder consultation indicated that economic activity in this precinct is diverse for a small area, generally resilient, and sustains a reasonable level of employment. The business operations in this precinct are adjudged to be stable. There is no evidence to suggest that the precinct is an unviable employment area, and, in line with the guidance on Strategic Employment Investigation Areas in the MEIDS (Part 2: ILS), the precinct should be retained for employment uses

3.9 Planning strategy for the Gordon and Mephan Precinct

Options assessment process

To confirm the directions for the precinct three future land use options were described and presented at a workshop with key Council staff. The workshop included staff from Strategic Planning, Economic Development, Urban Planning, Transport, Infrastructure and Community Wellbeing. The three options presented were:

1. Protection and enhancement of the precinct's employment role
2. Facilitate the conversion of the precinct to residential uses
3. Facilitate the conversion of the precinct to a mix of residential and employment uses.

As a result of the analysis of current economic activity in the precinct and the workshop process, a decision was reached to protect and enhance the precinct's employment role (Option 1). The main reasons for this decision were:

- Significant employment numbers which appeared to only be increasing despite difficult macroeconomic conditions
- A number of promising start-up businesses had established in the precinct. The owners of the businesses had expressed the desire to remain in the precinct and expand their operations over time
- The fact that Maribyrnong is not presently under pressure to find additional housing capacity as strategic work identifies the long term supply of housing sites within Activity Areas and key sites as listed in Clause 21.07 of Council's MSS
- The precinct is currently under serviced by community infrastructure and so is not considered a priority area for new housing.

Employment

The City of Maribyrnong's LPPF and MSS, and the recently completed MEIDS, all identify the need to protect local employment. The Gordon and Mephan Street precinct had been categorised as a Strategic Employment Investigation Area (SEIA), the future of which was to be determined through further investigation.

The analysis summarised in this report¹ finds that presently the precinct supports a healthy and diverse economy. Most sites in the precinct are productively utilised by manufacturing, warehousing or service oriented businesses. Collectively, the businesses in the precinct employ approximately 180 staff. This amounts to a direct economic contribution (in terms of value add) of \$22.6 million to the Victorian economy.

Analysis also found that whilst Mephan Street is a reasonable location for manufacturing and warehousing activities, there is no reason to believe it is superior to other core industrial precincts in other parts of the municipality. The service industries on Gordon Street benefit from exposure and passing traffic, but are not significant generators of economic activity or jobs for the local community.

Housing needs

State and local planning policy identify the need for housing development in appropriate locations to accommodate population growth. The Gordon and Mephan Street precinct is close to Footscray, Highpoint, schools and services and therefore might be considered for potential residential development. Conversion of industrial land to housing has been a significant trend in the surrounding area.

¹ Full analysis is to be found in the Issues and Options Paper.

There are however significant opportunities for new housing in many other locations in Maribyrnong. These include the Footscray and Highpoint Activity Centres, and key redevelopment sites, such as the Maribyrnong Defence site in Maribyrnong, the Bradmills site in Yarraville, and the Kinnears site in Footscray. Council would prefer to see additional housing realised in these locations in the short to medium term and therefore identification of additional opportunities for future housing along Gordon and Mephan Street is not required. Given the health of the precinct for employment uses a change of use to residential does not seem appropriate.

Clause 21.07 (Housing) of the City of Maribyrnong’s Municipal Strategic Statement (MSS) clearly defines a ‘Housing growth area framework’:

Designation	Description
Substantial change Areas:	Significant redevelopments are proposed for the Maribyrnong Defence Site (MDS), Kinnears site in Footscray, the former Defence site in Beachley Street, Braybrook and the Bradmill Precinct in Yarraville. Other smaller sites across the municipality will also contribute to the supply of new housing.
Substantial change Activity Centres:	In the future the Highpoint and Footscray will assume a stronger role and greater capacity for substantial medium and higher density housing developments.
Incremental change Areas:	All other residential areas without heritage significance or an identified residential character that warrants planning protection through specific overlays.
Incremental change activity centres:	The mixed use and residential developments occurring in activity centres will continue and increase.
Limited change areas:	Existing residential areas with heritage significance or an identified residential character that warrants planning protection through specific overlays, and areas with an identified constraint, such as inundation, that necessitate protection through an overlay. The majority of these areas have been identified in Council’s Heritage Study (2001) and neighbourhood character studies.

Source: Maribyrnong Planning Scheme

Transport/Traffic

The site has adequate public transport coverage through the existing tram and bus routes, which are likely to be enhanced as part of the PTV’s tram and bus network plans. Gordon Street currently experiences traffic congestion during peak periods, due to it being a key north-south arterial road that provides access to Highpoint Shopping Centre and also a connection between Ballarat Road, Geelong Road and Maribyrnong Road. Intensification of development in the precinct is likely to contribute further to peak period congestion.

Retaining the existing zoning and land use mix will likely avoid exacerbating road congestion, and is therefore the preferred strategy from a Transport/Traffic perspective.

Recommendation

On the basis of the findings outlined above this framework plan recommends the retention of the Gordon and Mephan Street precinct for employment uses, as current employment activities are both viable and desirable in this location, and therefore this employment role should be protected and enhanced. The precinct should be classified as a Core Employment Area.

A strategy of retaining the existing type and mix of employment uses – with the potential for intensification of employment in the future – is proposed. This approach achieves policy objectives to retain and encourage the growth of local employment in Maribyrnong. It also maintains the potential for a wide range of future uses, including more intensive and/or alternative land use, should the precinct be required to support such uses in the longer term.

4 FRAMEWORK PLAN

4.1 Introduction

The Precinct Framework Plan (PFP) for the Gordon and Mephan Street Core Employment Area (CEA) provides the long term strategic framework for future use and development in the precinct.

The PFP builds on the overarching vision and strategic directions of the Maribyrnong Economic and Industrial Development Strategy (MEIDS, Part 1). The preparation of a framework plan for this precinct is a key implementation outcome of the Industrial Land Strategy (MEIDS, Part 2).

MEIDS identified the Gordon and Mephan Street precinct as a Strategic Employment Investigation Area (SEIA), meaning it is to remain an employment area until a further investigation clearly demonstrates that employment uses are not a viable land use option. The analysis and consultation undertaken in the preparation of this framework plan concluded that the employment uses in this precinct are viable and should continue and be protected and enhanced through elevation to the status of a Core Employment Area.

This chapter sets out the key directions and the vision for the precinct, and a series of principles, objectives, guidelines and strategies under three themes: land use and economic development, character and urban structure, and movement and accessibility. An illustrated framework plan document highlights these key elements to the extent that they can be represented diagrammatically.

4.2 Key directions

The following are the key planning directions for the Gordon and Mephan Precinct:

- To protect and enhance the role of the precinct as a Core Employment Area (CEA)
- Improve the amenity within the precinct through streetscape improvements and positive relationships between buildings, the public domain and sensitive interfaces
- Ensure new development does not adversely impact on adjoining residential development or Footscray North Primary School
- Allow for subdivisions of larger lots should new or existing businesses require alternative lot configurations

4.3 Vision

The draft vision for the Gordon and Mephan Street Core Employment Area is as follows:

The Gordon and Mephan Street Precinct will continue to develop as a significant local Core Employment Area. The precinct's employment activities will incrementally intensify and approach an employment density of 50 jobs per hectare.

The precinct will continue to offer a range of lot sizes to accommodate new business investments. New business start-ups will be attracted to the precinct's smaller lots, whilst the larger sites provide significant opportunities for a range of potential employment generating activities.

The impact of freight movements on the nearby community will be minimised, whilst the parking requirements of businesses, residents and the local school will be carefully managed.

Land uses with potential amenity impacts will be directed away from boundaries with sensitive uses. In such cases redevelopment sites will be directed to accommodate setbacks for buildings.

Significant out-of-centre retailing is not encouraged as indicated by the retention of the precinct’s industrial zoning.

4.4 Land use and economic development

Objectives

- Strengthen the economic role of the precinct as a local employment area
- Support the long term operations and upgrade of existing businesses
- Attract new businesses to the precinct
- Facilitate redevelopment opportunities that would increase employment densities in the precinct
- Capitalise on the advantages offered by exposure to Gordon Street
- Capitalise on the variety of lot sizes.

Guidelines and strategies

Category	Guideline/strategy	Area applicable	Responsibility
Business activities and uses	Encourage greater employment densities through attracting higher density uses such as office/warehouse and small office	Entire Precinct	Council
Business activities and uses	Consider potential contamination and impacts on new uses in accordance with Council’s Potentially Contaminated Land Policy (Clause 22.03)	Entire Precinct	Council
Business activities and uses	Direct uses with potential adverse amenity impacts away from boundaries with sensitive uses	Mephan Street	Council
Business activities and uses	Carefully consider the individual merits of applications proposing community uses including child care, community facilities, and recreational facilities. These may be sensitive to existing industrial operations within the precinct	Entire Precinct	Council
Business activities and uses	Limit the extent of out-of-centre retailing and other activity centre related uses from developing in this precinct	Entire Precinct	Council
Subdivision and lot design	Redevelopment of sites that have an interface with residential areas should include suitable setbacks, landscaping or other measures to protect the amenity to established residential areas	Mephan Street	Council & Proponent
Business activities and uses	A wide range of employment uses should be supported in the precinct including office/warehousing/distribution, small-scale urban manufacturing, and a wide range of services that are appropriate to this out-of-centre location, while avoiding adverse amenity impacts to adjoining residential development and Footscray North Primary School	Entire Precinct	Council
Land Use	Protect the employment role of the precinct by prohibiting residential rezonings	Entire Precinct	Council

4.5 Movement and accessibility

Objectives

- Promote walking, cycling, and public transport as suitable transport options
- Provide safe and accessible pedestrian paths (including road crossings)
- Increase accessibility to, and capacity of, public transport to key destinations
- Provide acceptable levels of service for vehicles accessing the road network
- Balance the car parking requirements of businesses and residences within the precinct
- Minimise the exposure and impact of the nearby community to freight movements, and
- Consider any complaints from the community regarding freight movements in a consistent and expedient manner.

Guidelines and strategies

Sub-category	Guideline/strategy	Area applicable	Responsibility
Cycling and pedestrian movement	Maintain and improve pedestrian and cycle facilities as appropriate and direct cyclists to designated cycleways as safely and efficiently as possible	Gordon Street	VicRoads & Council
Cycling and pedestrian movement	Encourage the provision of end of trip facilities for cyclists in new developments, to help make cycling an attractive and viable mode of transport for journey to work, and reduce the need for on-site parking for employees and customers	Entire Precinct	Council
Parking	Monitor and analyse car parking demand, utilisation, turnover and complaints within the precinct to determine adequacy of existing parking controls and to identify improvements	Entire Precinct	Council
Vehicle access	Assess the impact of proposed redevelopment on the performance of the Gordon Street/Mephan Street intersection	Entire Precinct	VicRoads
Vehicle access	No vehicular connections from sites to Maddock, Steet or Birdwood Streets	Entire Precinct	Council
Road safety	Analyse road safety crash statistics within the precinct to identify any negative road safety trends that may be resulting from the activities within the precinct and explore options to address any issues	Entire Precinct	Council
Public transport	Maintain adequate public transport (bus and tram) service to the precinct and enhance service frequency to improve attractiveness	Entire Precinct	Public Transport Victoria
Infrastructure – Drainage	Maintain existing drainage system (such as kerb and channel, drainage pits and underground pipe network)	Entire Precinct	Council
Infrastructure – Sewer/Water	Assess the demand that any potential redevelopment or increase of employment densities places on sewer and water networks, and upgrade as required	Entire Precinct	Proponent in consultation with City West Water

4.6 Character and identity

Objectives

- Ensure buildings have a positive interface with the street
- Improve amenity through public domain interventions
- Encourage passive surveillance and avoid inactive building facades
- Manage interfaces between employment uses, residential areas and Footscray North Primary School.

Guidelines and strategies

Sub-category	Guideline/Strategy	Area Applicable	Responsibility
Future built form outcomes	New buildings should provide a positive address to the street, encourage passive surveillance and avoid large areas of blank building facades	Entire Precinct	Council and Proponent
Streetscape and amenity	New buildings and modifications to existing buildings, should make a positive contribution to the street through design elements such as clearly located building entries, window glass (which provides opportunities for passive surveillance), appropriate architectural elements and building materials, soft landscaping and appropriate signage	Entire Precinct	Council & Proponent
Streetscape and amenity	New buildings and modifications to existing buildings should avoid blank facades and provide variation in building materials or otherwise achieve facade articulation	Entire Precinct	Council & Proponent
Streetscape and amenity	Maintain street trees in Mephan Street to ensure they make a positive contribution to the streetscape over time.	Mephan Street	Council
Landscaping and vegetation	New development should provide appropriate landscaping and vegetation that provides a positive interface with the public domain. Consideration should be given to the types and species of plants so as to ensure they do not screen buildings from the street, and thereby prevent opportunities for passive surveillance. Low-water use and low maintenance species are better suited to this context	Entire Precinct	Council & Proponent
Signage	Where possible business signage should be integrated into the design of buildings to minimise visual clutter, and to acknowledge that the precinct is adjacent to residential uses	Entire Precinct	Council & Proponent
Interfaces	Redevelopment of sites that have a 'sensitive interface' should employ suitable setbacks, landscaping or other measures to ensure new development does not adversely impact on the amenity of adjoining residential areas and Footscray North Primary School	Mephan Street	Council & Proponent

4.7 Specific guidance for key sites

Guidance provided in the following section applies to three key sites in the precinct which are identified with the numbers 1, 2 and 3 in the Framework Plan diagram at 4.8 below.

The aim of this sections to provide further guidance for the redevelopment of these larger sites to ensure the precinct can accommodate a range of employment uses, support higher employment densities and adapt to changing employment trends over time. Future uses on these sites might include offices, smaller-scale warehousing/distribution and small-scale urban manufacturing.

Improving the precinct and surrounding area's structure, character and amenity should be a priority in any future redevelopment of these sites.

Objectives

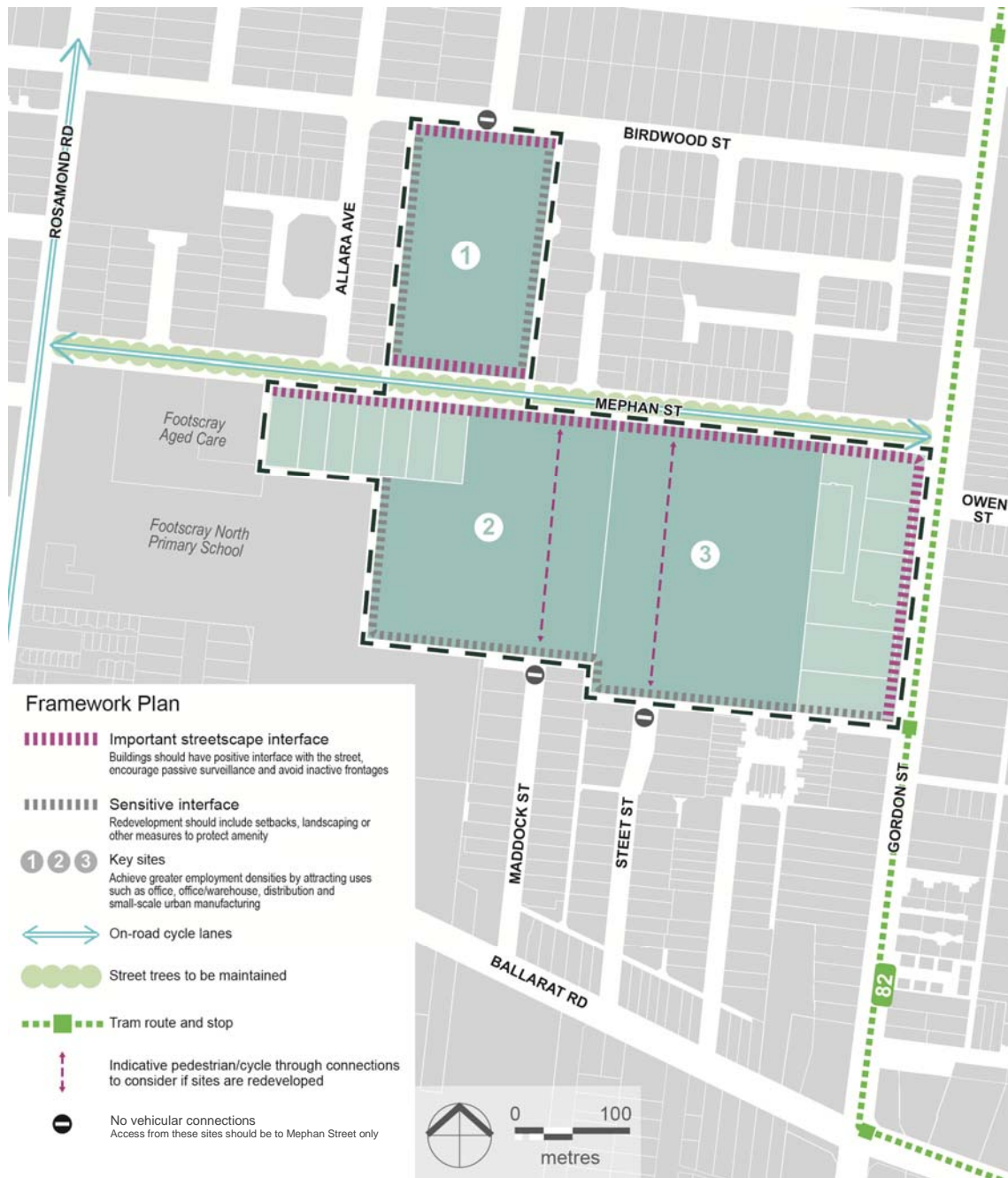
- Ensure the design and layout of subdivisions on key sites provides cost effective and attractive sites for employment generating uses and activities
- Demonstrate that development, landscaping and signage contribute to and enhance the amenity and character of the area
- Minimise impacts of new development on the adjoining residential areas and Footscray North Primary School
- Provide the potential for through site links (pedestrian/cycle connections or streets) that might be desirable to improve permeability and amenity for adjoining residential areas.

Guidelines and strategies

Sub-category	Guideline/strategy	Area applicable	Responsibility
Subdivision and lot design	<p>Sub-division of larger lots should be permitted to allow intensification of employment activities in the precinct. The design of such sub-division, and the resulting configuration of lots, must take into consideration the following:</p> <ul style="list-style-type: none"> - Lots should be regular in shape to provide for efficient use of land and enable a range of industrial and business uses to be accommodated on the lot - The orientation of new lots with regard to adjoining residential development and Footscray North Primary School - Loading and servicing should be undertaken internally to each site and be separated from visitor/staff car parking. Loading and servicing should be screened from the street - The need for new public streets to facilitate access. - Proposals for small-lot subdivisions (e.g. lots less than 1,000 sqm) should be discouraged. 	All key sites	Proponent and Council
Cycling and pedestrian movement	<p>Subdivision of larger sites should provide opportunities for future north-south through-site connections for pedestrians and cyclists from Maddock and/or Steet Streets through the Mephan Street.</p> <p><i>Note: The guideline does not conflict with the specific prohibitions on vehicular connections as outlined previously.</i></p>	All key sites	Proponent and Council
Future built form outcomes	<p>Development should provide end of trip facilities for cyclists.</p> <p>Services, storage areas, plant and roof-top equipment should be located to minimise its impact on the public domain and be designed as an integral part of the building.</p> <p>Lighting should be designed to minimise light spill onto surrounding residential areas.</p> <p>Where possible, sites should include outdoor amenity areas for workers that incorporate seating, tables, water supply and rubbish disposal and which are suitably located to provide shade and weather protection and a reasonable level of amenity (e.g. located away from noisy or unpleasant activities).</p>	All key sites	Proponent and Council
Interface treatments	<p>Redevelopment of key sites with identified sensitive interfaces must take into consideration the following:</p> <ul style="list-style-type: none"> - Buildings with long facades should be broken up with variation in wall articulation, building materials, colours and windows - Landscaping treatments should be used to screen the rear and side of industrial and business sites adjacent to Footscray North Primary School. 	All key sites	Proponent and Council
Signage	<p>The location and design of signage must not result in visual clutter.</p> <p>Freestanding signs may include multiple panels with one panel per occupancy. Multiple freestanding signs for a single property will be discouraged.</p> <p>All signage should complement the streetscape and contribute to the creation of an identifiable character and consistent theme for the Precinct.</p>	All key sites	Proponent and Council

4.8 Framework plan diagram

FIGURE 19. GORDON AND MEPHAN PRECINCT FRAMEWORK PLAN



5 IMPLEMENTATION

5.1 Draft Local Planning Policy Framework changes

This Framework Plan should be implemented via a Planning Scheme Amendment that:

- Introduces this Framework Plan for the Gordon and Mephan Core Employment Area as a reference document to the Maribyrnong Planning Scheme
- Changes the designation of the precinct from a SEIA to a CEA on the Industrial Related Employment Land Framework Plan in the MSS, and
- Introduces a Local Area Policy at Clause 21.11, based on the key elements of the Framework Plan.

5.2 Zones

The recent introduction of new industrial zones, which have in general made the IN3 more flexible are in keeping with the current land use mix found in the precinct.

The realisation of the vision, strategies and objectives describe in this framework plan should not require any changes to the Industrial 3 Zone for those sites which are currently occupied by businesses and for vacant sites. However, Council may consider rezoning Industrial 3 zoned land outside the precinct boundary which is currently occupied by an aged care facility.

5.3 Overlays

As the Issues and Options Paper did not (a) find any major impediments to the precinct's existing operations or its potential to develop a stronger mix of employment uses or (b) recommend any significant changes to land use in the precinct, it is assessed that there is no significant need to apply any overlays to the land within the precinct.

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