Hi planning.implementation@delwp.vic.gov.au

There has been a submission on Planning for Melbourne’s Industrial and Commercial Land through Engage Victoria

A copy of the submission is provided as below:

Planning principles and strategies for employment land.

The draft Melbourne industrial and commercial land use plan includes principles and strategies to guide planning for industrial and commercial land. (page 32).

Do you think the principles and strategies provide enough clarity and guidance to assist planning for industrial and commercial land?

If no, please let us know why and how they could be improved.
Criteria to identify regionally-significant industrial precincts.

Plan Melbourne identifies state-significant industrial precincts. The draft Melbourne industrial and commercial land use plan identifies regionally-significant industrial precincts and includes criteria used as the basis to identify these locations (page 34).

Do you support the criteria developed to identify regionally-significant industrial precincts?

If no, please let us know why and how they could be improved.

Purpose for regionally-significant industrial precincts and local industrial precincts.

Plan Melbourne outlines a purpose for state-significant industrial precincts. The draft Melbourne industrial and commercial land use plan identifies a purpose for regionally-significant industrial precincts and local industrial precincts (page 35).

Do you support the purpose developed for regionally-significant industrial precincts and local industrial precincts?

If no, please let us know why and how they could be improved.

Developing local industrial land use strategies.
Appendix 2 of the draft Melbourne industrial and commercial land use plan proposes guidance for developing local industrial land use strategies.

Do you have any comments or suggestions to improve the guidance for developing local industrial land use strategies?

**Key industrial and commercial areas.**

The draft Melbourne industrial and commercial land use plan identifies and describes key industrial and commercial areas for each of the six metropolitan regions (refer to Part B of the plan).

Have the key industrial and commercial areas been adequately identified and described across the regions?

If no, please let us know which other area we should identify or how the areas can be better described.

Would you like to comment on any other aspects of the plan?

If you would like to upload a submission, please do so here.

I am making this submission:
on behalf of a land owner

Email address (Optional)

I agree to receive emails about my submission if required or project updates.
Yes

Privacy Statement - Draft Melbourne Industrial and Commercial Land Use Plan

What we will do with your submission

The Department of Environment, Land, Water and Planning (DELWP) is committed to protecting personal information provided by you in accordance with the principles of the Victorian privacy laws. The submission you provide to DELWP will be used to inform the finalisation of the Melbourne Industrial and Commercial Land Use Plan.

The information you provide will be made available to DELWP to develop a consultation report. This report will be uploaded to the Melbourne Industrial and Commercial Land Use Plan page on the DELWP website.

The contact information you provide may be used to contact you should we need to clarify your submission or to provide you with project updates.

The submission you provide will be published on the DELWP website. To protect individual privacy, DELWP will remove your name and address from your submission when we receive it.

If you do not wish to be identified, please ensure there is no other information in your submission that could identify you or other individuals.
If you are making comment as an organisation, then your comments may be published, including the name of your organisation. De-identified submissions may be used by DELWP, or its contracted service providers under confidentiality agreements, in preparing its recommendations to government.

Please note, if you do not provide your name/email address we will not be able to identify your submission if you wish to access it, make a correction, or require technical support.

Should you need to correct the information you provided or gain access to your submission, please contact us via email at planning.implementation@delwp.vic.gov.au

I agree to the privacy statement

yes

To view all of the form's submissions, visit:


Regards,
The Engage Victoria Team

This is not SPAM. You are receiving this message because you have submitted feedback or signed up to Engage Victoria. If you think you have been sent this by mistake please contact us at contact@engage.vic.gov.au

Privacy Policy Log In to Site
Dear Sir/Madam,

DRAFT MELBOURNE INDUSTRIAL & COMMERCIAL LAND USE PLAN

We write in respect of the ongoing exhibition of the draft Melbourne Industrial and Commercial Land Use Plan. As a key landowner in the Bayswater North Industrial Precinct (Eastern Region), we wish to make a submission to the draft plan to ensure it acknowledges the role of key strategic sites within Regionally-significant precincts.

We understand that the draft plan proposes a revised framework to guide industrial and commercial land use. Consequently, the draft plan must be strategic in its thinking to ensure that land within key industrial precincts are afforded adequate scope to maximise development potential from an industrial and/or commercial perspective, in line with key market trends and emerging industries and business activities.

OUR SITE

Located at 250-254 Canterbury Road, Bayswater North, our landholdings comprise the former Fibremakers works, which has occupied the land since the 1950’s. The fibre making operations have now ceased and the works site is currently being decommissioned. The broader site also holds a number of other industrial buildings, which are currently occupied by small-scale light industrial businesses. The site is also home to Clarke Rubber’s head office.

The site is some 19.5ha and is positioned on the western peripheral edge of the Bayswater North Industrial precinct. It adjoins the significant and established restricted retail (bulky goods) uses on the corner of Bayswater Road and Canterbury Road. Whilst the site is largely developed for industrial purposes, it does contain undeveloped land adjoining the Bungalow creek to the north of the site, which provides a sensitive buffer between the industrial activities and the established residential neighbourhood on the north side of the creek.

The site is noticeably distinguishable from the core industrial precinct to the east and offers significant potential, by virtue of its size of landholding, to reignite its historical position as a key employment node and to align with emerging trends in the industrial and commercial markets.

In summary, as identified in the Zone plan below, the site is surrounding by a diverse mix of land uses and Zones, which reflects its edge of industrial precinct location and the opportunity for the site to accommodate a broad range of complementary land uses.
DRAFT MELBOURNE INDUSTRIAL & COMMERCIAL LAND USE PLAN

The traditional use of industrial of land is transforming from one of manufacturing to production and delivery of services. We consider that historical industrial precincts, including our strategic landholdings, are changing and that we are now finding a much broader mix of uses within these precincts beyond traditional activities.

There is clearly a demand for industrial and commercial land within the Eastern Region based on the limited stocks available. Consequently, we support the approach to acknowledge the specific business needs of developers, landowners and end users and their operating environment needs to better inform policy development. Furthermore, we consider that the planning framework for industrial and commercial land needs to enable new business models to be accommodated and employment areas over time. This allows for innovative new employment-generating land uses to be accommodated.

Historically, the operational nature of traditional industrial uses do not provide for high job densities. With the emerging trends in the use of industrial land, there is the ability to provide for a higher rate of jobs growth in these locations through repurposing of redundant sites to accommodate market demand.

To facilitate the transition of historical industrial sites to accommodate emerging industrial/commercial business models, the planning system can play a significant role. We consider that land use zoning directly affects the ability of industrial zoned land to keep-up with changing times. Reviewing the appropriateness or otherwise of the commercial zones as potential alternatives to supporting emerging business trends in historical industrial areas must be explored. This should be undertaken on a strategic basis and where sites of a strategic scale can provide for industrial land uses in concert with more commercially focused land uses utilising the suite of commercial zones, where appropriate.
We consider that to maintain the economic viability of strategic sites within regionally-significant industrial precincts that new improved commercial zones must be investigated beyond the traditional land use zones (Industrial 1 and 3 Zone and Commercial 2 Zone). Moreover, we encourage the investigation of the use of the Commercial 3 Zone in Regionally-significant precincts, particularly for peripheral strategic sites of a scale whereby they could provide for a range of integrated uses appropriately and sensitively located as part of a site-specific masterplanning exercise.

The Commercial 3 Zone (C3Z) provides for an additional element of land use flexibility, particularly in relation to accommodation uses. We consider that our site, particularly the area of undeveloped land to the rear of the, adjacent to Bungalong Creek, would be a logical location for the application of the Commercial 3 Zone, offering a land use transition between industrial uses and the residential land on the north side of the creek. We also note that providing for accommodation in employment precincts has advantages in terms of providing for affordable housing options, meeting a demand whereby key workers can locate proximate to their work, and also contribute to Maroondah Council’s Housing Strategy 2016.

We recognise the need for industry and businesses to be supported to innovate and operate efficiently in key locations and to ensure the highest and best use of land is facilitated, by way of appropriate land use zoning.

With our landholdings located in a Regionally-significant industrial precinct, we respect the economic role these locations play in meeting local and regional demand. Given the significance of these precincts, we state that consideration must be given to strategic locations within such precincts insofar as their ability to transition providing for a broader range of employment opportunities.

Where strategic sites exist, particularly on the periphery of historical industrial areas and proximate to a broader mix of uses, including sensitive uses, there is scope to not only to continue to provide for industrial type uses but to provide for a range of business type uses and consideration of some form of accommodation type uses, where appropriate and justified.

The Eastern Region has limited stocks of vacant land as noted by the draft Plan. We consider that this provides a significant opportunity to support the revitalisation of historical strategic sites, such as our landholdings, to contribute to the continued important role and function of the Eastern Region but also, to logically free-up land that has the scale to provide significant employment opportunities.

**SUMMARY**

We acknowledge the role the Eastern Region plays in the Melbourne economy but we also acknowledge that land supply in this region is limited, particularly within key industrial precincts.

We consider that to support the ongoing role and function of Regionally-significant precincts within the Eastern Region, there is a need to facilitate sites of strategic scale to provide for needs of the growing and emerging economy. In doing so, we consider that strategic sites, which have the scale to provide for a range of industry and business type uses, should be acknowledged and supported by the draft Plan and broader planning framework to enable a highest and best land use and economic outcome.

Careful planning will be required, which means acknowledging the market trends in relation to industry and business uses and ensuring that existing planning provisions affecting key strategic sites are flexible enough to allow for the transformation of such sites into the emerging economy. Investigation work should be supported to determine the appropriate land use zoning or mix of zones to facilitate not only a higher and better use of strategic landholdings but to ensure the economic viability of Regionally-significant precincts are maintained into the future.

To ensure clarity and certainty around the ability of key strategic sites within regionally-significant industrial areas are afforded the ability to contribute to the overall economic viability of the area, we recommend that the first and second objectives outlined in the draft Land Use Plan relating to *Planning for the region should* (Page 80) should be reworded as follows:
• Retain regionally-significant industrial precincts as identified on the future directions map for the region and ensure that where sensitive uses are proposed they do not compromise development and efficient operation of existing businesses in these locations.

• Retain industrial zoned land at Clayton-Mulgrave, Scoresby-Rowville and Bayswater-Kilsyth predominantly for industrial uses, ensuring that strategic sites are investigated for their ability to contribute to the overall economic viability of Regionally-significant precincts through a mix of employment uses and appropriate land use zones.

As a key landholder within a Regionally-significant precinct in the Eastern Region, we respectfully request that DELWP has regard to this submission and would request the opportunity to meet with DELWP officers to discuss the merits of our strategic landholdings.

Yours sincerely,

[Signature]

General Manager
Cowes Bay