New Form submission on Planning for Melbourne’s Industrial and Commercial Land

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.
Project Summary
Land surrounding the Campbellfield Activity Centre has been poorly planned over the years with a wide range of conflicting zones and land uses. The site is considered a prime opportunity to be considered as a strategic commercial location for the following sets of reasons:

1. It has critical mass (75 hectares of land).
2. It is predominantly vacant.
3. Minimal number of owners i.e. low fragmentation.
4. It forms part of a Regionally Significant Activity Centre destination.
5. It is 200 metres from the proposed Campbellfield Train Station.
6. It is surrounded by significant tracts of parkland and recreational opportunities including the Merri Creek corridor.
7. It has excellent transport connectivity being located on the Metropolitan Ring Road.

It is suggested there is enough net community benefit and strategic support to warrant further investigation of the subject site for future rezoning to Commercial 2 or similar. A Commercial zoning will stimulate the following:

1. Significant job opportunities in Melbourne’s middle north.
2. Expansion of a constrained Regionally Significant Activity Node with major retailers seeking investment opportunity.
3. Leveraging the significant investment of the Camp Road grade separation by the State Government which is adjacent to the site.
4. Stimulating demand and investment to justify the creation of the new train station on the existing line in Melbourne’s north via the reinstatement of the Campbellfield Train Station that was closed in the late 1950’s.

Maps 1 to 4 on the following pages provide a visual reference of the project and highlight the justification of the significant opportunity to reinvigorate a derelict infil area to become a showcase for the expansion of a Regionally Significant Activity Centre within 13km from Melbourne’s CBD.
1. Subject Site
The site is located 13km north of the Melbourne CBD.
The site is bounded by the Ring Road to the south, Sydney Road to the west, Bolinda Road and Horne Street to the North and Merri Creek to the East.
2. Existing Zones and Uses
The entire 75 hectares is controlled by 8 owners with Hume CC being the largest land owner controlling 38 hectares. The major uses on the site is a recreational area (refer Bolinda Road Open Space MasterPlan), the Campbellfield transfer station and the Campbellfield Quarry. There are a number of small older showrooms along the Sydney Road frontage.
3. Surrounding Uses
There are a broad range of surrounding uses that abut the subject site including light industrial buildings, residential and the Campbellfield Plaza Shopping Centre including a Coles Aldi and 24 hour Kmart, Officeworks and over 20 specialty shops.
A very large area to the West of the subject site has been designated as an ‘area of change’ within the VPA’s recently approved - Greater Broadmeadows Framework Plan (refer Area D Campbellfield: Providing a business hub for major employment areas).
4. Potential / Proposed Uses
Given the Regionally Significant Activity Centre and proposed Campbellfield Train Station, the site is strategically positioned to accommodate a wide range of mixed uses and employment opportunities.

The Campbellfield Plaza is constrained and there are opportunities to expand the centre to the north within a mixed use development outcome. Ikea has been planning to build a significant store on the former Pipeworks Market site since it gained approval from Minister Madden in 2012. The Campbellfield Quarry is reaching the end of its life cycle and the site offers another significant opportunity for a residential conversion similar to the Niddrie Quarry redevelopment and other quarry redevelopments around Melbourne.