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

Produced by The State Government of Victoria. All rights reserved.
Engage Victoria
Department of Environment, Land, Water and Planning
PO Box 500
EAST MELBOURNE VIC 3002

Submitted via online portal

Dear DELWP

Draft Melbourne Industrial and Commercial Land Use Plan (‘MCLUP’)
Submission on behalf of The Hermal Group for 1-7 Wells Road, Mordialloc

Tract acts for The Hermal Group, the owners of 1-7 Wells Road, Mordialloc (‘Site’) in this matter.

Background

In March 2018 Tract met with officers at Kingston City Council to discuss the strategic future of the Site and its surrounding industrial land west of Boundary Road (‘Precinct’) (see Attachment 1).

At that meeting Council advised Tract to provide a summary of the opportunity for consideration as part of Kingston’s Housing Strategy and Neighbourhood Character Review (‘Strategy’).

The Strategy (Final Draft Report, March 2019) stated the following (Page 44):

Council has received a submission from Tract Consultants on behalf of the landowner to advocate for rezoning of this Industrial 1 zoned land. The submission proposes that the site, and the precinct that it sits within (bounded by Boundary Road to the east, Governor Road to the north and Wells Road to the south), would be suited to the application of a Mixed Use Zone with a skin of Commercial 2 Zone fronting Boundary Road. As noted above, any proposed rezoning of industrial precincts would need to be further investigated to establish whether the land is no longer required for industrial purposes, including undertaking an Employment Land Study.

An Employment Land Study has not yet been undertaken for the Precinct.

The Site

The Site presents approximately 1.5ha in single ownership and our client owns several smaller lots within the Precinct. The Precinct is approximately 10.5ha.

When viewed in the context of the surrounding land use configuration the Precinct is located between residential zoned land to the north and community, open space, and residential uses to the south (see Attachment 2).

In regard to the Precinct’s interfaces, to the north is established residential development; to the east is Boundary Road, a major north-south arterial road; to the south is Mordialloc Creek; and to the west is Jack Grut Reserve.
North-west of the Site across Jack Grut Reserve is an isolated pocket of industrial land bordered by Governor Road, Percy Street, Crown Avenue and Lamana Road. This pocket is the subject of ‘A Call to Action’ which seeks to rezone the precinct (see Attachment 3).

The Precinct is well-serviced by public transport options (see Attachment 4) being approximately 1km from Mordialloc Activity Centre and is connected to the Mordialloc Train Station by two bus routes.

There are two primary schools and one secondary school within 800m of the Precinct.

Draft MCLUP

The MCLUP establishes a broad planning framework to enable state and local governments to better plan for future employment and industry needs.

Within the MCLUP (Map 12) the Precinct is included within an area which is proposed to be nominated as “Regionally Significant Industrial Land – Existing” (refer extract in Figure 1 below).

Page 94 of the MCLUP seeks to “Retain regionally-significant industrial precincts as identified on the future directions map for the region and protect them from encroachment from sensitive uses that may compromise development and efficient operation of businesses in these locations.”

With respect to the ‘Mordialloc-Braeside industrial precincts’, Page 86 of the MCLUP states that planning for the region should (emphasis added), “Investigate and identify areas within regionally-significant industrial precincts that could support other employment uses, including offices, creative industries and start-ups, that support or are well connected to adjacent employment uses or transport connections.”

---

Figure 1 – Edited extract of Map 12 – Precinct approximately located by red square.
Strategic Recommendation for the Precinct and Submission to the MCLUP

Our client has a vision to achieve apartments above modern warehouse business facilities similar to Prospect Place in Warragul (refer Figure 2 below).

Consistent with Page 86 of the MCLUP which seeks to investigate and identify areas that could support other employment uses, in our view the Precinct is appropriate for Mixed Use or Commercial 3 zoning to enable its partial transition to a mix of commercial and residential uses including live-work opportunities. This view is based on the Precinct’s proximity to Mordialloc Train Station, significant open space assets, schools, and existing residential development and the need to better utilise well-serviced land in line with the direction of the Kingston Planning Scheme and Plan Melbourne.

Providing for live-work product in Mordialloc presents a unique opportunity to achieve housing diversity in the form of a product that is largely absent in the metropolitan context that would maintain employment uses in the Precinct.

Boundary Road establishes the suburb boundary between Braeside and Mordialloc. It presents a logical boundary between industrial and employment uses to the east and more sensitive and predominantly residential uses to the west. Boundary Road should preserve the Braeside Industrial Precinct for perpetual employment uses, enabling the southern portion of Mordialloc to flourish as a well-serviced, predominantly residential neighbourhood.

The Commercial 2 Zone is appropriate at the Precinct’s eastern interface with Boundary Road as this would continue to function as a commercial area to buffer the Precinct from surrounding industrial uses (see Attachment 5).

Page 94 of the MCLUP seeks to “Retain regionally-significant industrial precincts as identified on the future directions map for the region and protect them from encroachment from sensitive uses that may compromise development and efficient operation of businesses in these locations.”

It is our client’s submission that the Precinct should not be included within an area which is proposed to be nominated as ‘Regionally Significant Industrial Land’ given the above direction at Page 94 would not support the transition of this land to a use which is more fitting to its highly serviced locale.

Figure 2 – Example of apartment above modern warehouse development [Acuity Development Group]
The redevelopment of the Precinct as a ‘live-work’ environ, and in particularly the Site as a large and unfragmented land holding, presents a major opportunity to activate the edges of its adjacent regionally significant open spaces and better utilise well-serviced land consistent with competing strategic planning directions.

We look forward to the Department’s consideration of this matter and would be happy to discuss our submission with you.

Please do not hesitate to contact [redacted] on (03) 9429 6133.

Yours sincerely

Attached:
- Attachment 1: The Site, Precinct, and surrounding context.
- Attachment 2: The Precinct in the context of the broader industrial estate.
- Attachment 3: ‘Call to Action’ to rezone industrial land to the northwest of the Precinct.
- Attachment 4: Public Transport Plan.
- Attachment 5: Strategic Recommendation for the Precinct.
BACKGROUND

The City of Kingston of which Mordialloc is a central part of, is currently going through a Housing Strategy and Neighbourhood Character review. These street by street broader reviews happen once every 4-5 years and are conducted by external consultants engaged by the council. Kingston has engaged Ethos Urban to do the review and come back with recommendations on where to direct housing growth, the style of development, how to encourage local jobs, protect the environment etc. This should all be finalized approximately within 12 months. Together they have already held ward level public meetings.

Between 2011 and 2016 Kingston grew by 10,719 people with 4011 new dwellings. They forecast an addition 26,191 people and 13,409 more dwellings in the next 20 years! So it’s sensible for them to plan and plan wisely for the sake of neighbourhood character, employment, the environment, public safety etc.

A FORGOTTEN MORDIALLOC INDUSTRIAL BLOCK

Since early 2017 a group of local residents have been petitioning the council to do something about the remnant, disused, eyesore, that is the light industrial block smack in the middle of Mordialloc’s residential area and parks. The block, bordered by Governor Rd, Percy St, Crown Ave and Lamana Road, is poorly lit, has no footpaths or public amenities and has become a dump for unregistered cars and garbage, plus over half the warehouses there are unused. Take a drive down and have a look, but be prepared to be depressed and disgusted at what has been left in the heart of our great suburb. It may have had a place in the 60’s but not now.

The whole of Mordialloc’s house prices are affected by this disused 1km square light industrial area in the middle of your residential area. It affects

- House prices
- Public safety
- Employment
- Neighbourhood character

VISION

Imagine if the block were turned into an Arts and Technology industry precinct. A simple change from Light Industrial zoning to Mixed Use means

- Safe, pedestrian friendly block with footpaths and proper lighting
- Lots of new trees to blend warehouses into surrounding parkland
- Artist studios, cafes and galleries
- New technology focused businesses like web marketing and design companies
- Parking to suit on premises
- Warehouse style apartments
- Existing business can stay but clean their act up

Over 600 local residents have signed a petition to change the zoning from the underutilized light industrial to mixed use. We have further presented council with a vision of an Arts and Technology industry precinct. A safe, leafy, pedestrian friendly area utilizing the existing disused industrial warehouses and transforming them into studio’s, galleries, small eateries, plus work and living spaces for more workers.
A CALL TO ACTION

This is a list of all the people you should ideally be contacting. Remember the planning review is current so it has to be soon. Put together an email or call them. If they don’t hear or read your views then they will not act, after all it is easier to do nothing. Be noisy! Be heard! Help turn this part of Mordialloc into the polished diamond it should be.

EXTERNAL CONSULTANTS DOING COUNCILS CURRENT HOUSING STRATEGY AND NEIGHBOURHOOD CHARACTER STUDY:

Director | Melbourne
Ethos Urban Pty Ltd
Phone 9419 7226

KINGSTON CITY COUNCIL PLANNING AND STRATEGY
General Manager Planning & Development

MANAGER CITY STRATEGY

MORDIALLOC CHELSEA LEADER NEWSPAPER
Email
mordialloc.chelsea@leadernewspapers.com.au

ANY RECOMMENDATIONS ULTIMATELY NEED SIGN OFF AT STATE LEVEL:
State Government Minister for Planning
The Hon. Richard Wynne MP

Thank you for your help