

Planning Implementation (DELWP)

From: contact@engage.vic.gov.au
Sent: Tuesday, 31 December 2019 10:13 AM
To: Planning Implementation (DELWP)
Subject: New Form submission on Planning for Melbourne's Industrial and Commercial Land



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?

No

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

Principal 1 - presents as strong focus on greenfield sites. Strengthen supply to include protection

of existing or underutilised industrial land to support the transition of existing manufacturing to intelligent manufacturing in areas with significant local supply chains and employment.

Principal 2 - strengthen protection of industrial land to avoid encroaching commercial use on existing industrial zones - strong controls on industrial land are needed at all levels of planning control to avoid land loss as industry continue to transition to maximise use of new technologies and supply chains, generating employment growthy Clear boundaries for industrial & commercial areas.

Principal 3 - provide greater clarity in growth for commercial versus growth for industrial and appropriate land use. Protect all industrial areas - state, region and local. Strengthen the tests to convert industrial to mixed use at a local level with emphasis on long term projections of industry (including transformation) and potential employment and supply chain impacts as well as transport and amenity.

Principle 4 - Separate industrial from commercial land to avoid loss of industrial land, especially for State and Regionally significant areas.

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?

No

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

Strengthen the Regional Industrial precinct to be identified by both State and Councils. Especially in areas where industrial land and the precinct crosses borders - for example the Bayswater Business Precinct.

In addition to PFN and transport gateways include access to high bandwidth data (data transport). Transport gateways for goods, services and people. Clarify the similar, related or dependant industries by including terminology referring to supply chain linkages. Diversity in the mix of industries is also an economic strength. Provide clarity around the terms relatively high - very subjective term, also some clarity for the term economic benefit.

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?

No

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

For all precincts - Clarify distinction between industrial and commercial use - protect existing industrial land from commercial encroachment. Rezoning of industrial to Commercial - if considered - needs to have clear and very high barriers to change. Clarify "big box" retail in relation to commercial & industrial land.

Industry is transforming and growing both value and employment This transformation needs to be supported and considered in how existing industrial zones are protected.

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?

Page 111 - “undertake a strategic analysis and identify key issues” - dot point 3 amend o existing and future industries - recognising that industry continues to change as do other areas of the economy

Page 111 - “undertake a strategic analysis and identify key issues” - dot point 4 change understand to estimate - many assumptions are used for projection of future demand

Page 111 - “Precinct plans” last sub point - reference alignment to principles of 20 minute neighbourhoods should also be considered

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?

No

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

Eastern Region (p73) include the Bayswater Business Precinct (BBP) in the overview with its 5,000+ businesses, 33,000+ jobs and \$14b+ output and with PFN bisecting. Refer to the attached submission for additional information. Although value add is one measure the BBP has a significant local supply chain reflected in its output measure. Also include Box Hill - health, education and commercial centre.

Page 74 - at an aggregate the regional figures reflect growth roughly in line with population. Different locations will experience growth in different sectors as indicated on p75

Page 75 - Bayswater industrial precinct should be renamed to Bayswater Business Precinct to accurately reflect the name that Maroondah, Knox and Yarra Ranges use in their joint work in supporting the transformation of the precinct and protecting its industrial base. The BBP straddles the Canterbury Road that is part of the principal freight network. Although there is limited vacant industrial land - the existing industrial land is underutilised and has the potential to grow the number of jobs to over 50,000 in the next 20 to 30 years.

Page 76 - 30% of the regions industrial land is in the Bayswater Business Precinct. Although no new industrial land is identified - growth can come from existing underutilised industrial land for industrial purposes.

Page 77 - add to the loss of industrial land paragraphs retention / protection of existing industrial land in line with the Draft MI&CLUP.

Page 78 - last para add to rezoning not to be from industrial zones land in line with the Draft MI&CLUP.

Page 80 - para 2 Bayswater-Kilsyth should be Bayswater Business Precinct, and also principle freight network (not just Eastlink)

Page 80 - para 4 -limited opportunity for “greenfield” expansion of commercial...

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

Supporting Submission - Draft Melbourne Industrial and Commercial Land Use Plan

Regional Industrial Precinct - Bayswater Business Precinct (BBP)

Overview

The Bayswater Business Precinct (BBP) has been a thriving business and employment precinct for many years. Employing more than 30,000 people the BBP is the second largest employment precinct in Melbourne’s East (after the Monash National Employment and Innovation Cluster).

Possessing key characteristics of the 20-minute neighbourhood, 70% of employees reside locally in Knox, Maroondah and Yarra Ranges and one-third of employees live within 3km of the Precinct.

The BBP is flanked by significant economic assets which underpin the local economy and reinforce its comparative advantages, including medical and health facilities (Wantirna Health Precinct and Knox Private Hospital), key educational institutions (Swinburne University) and Bayswater Station and the Bayswater Activity Centre.

Renowned as a hub for innovation and excellence, the BBP has long been recognised for its history, technology and know-how in advanced and specialist manufacturing. In terms of its’

contribution to Melbourne East's economy, the BBP generates 12.5% of the total output revenue for the Eastern Region (\$14.1b) and 35% of Melbourne East's total exports (\$8.7b).

Key drivers of the region's economy in terms of export, employment, value-added and local expenditure are the propulsive sectors of advanced manufacturing, construction and wholesale trade. Much of the wholesale trade sector in the BBP is closely connected to the manufacturing sector through well-developed local supply chains which deliver significant broad-based economic benefits for the region.

Manufacturing, construction and wholesale trade account for 80% of the Precinct's output revenue and 60% of the Precinct's employment and include the Victorian government identified future growth industries of high-tech manufacturing, IT, medical technology and professional scientific and technical services. The BBP has a strong core of innovative and technology-based businesses which position it well for the next industrial revolution 4.0, digitalisation and the internet of things.

Notwithstanding the anticipated growth in the business services sector, the manufacturing and related sectors will remain the largest employer in the region for the foreseeable future. The manufacturing sector's status as the largest employer will be strengthened as it continues to leverage the transition towards a knowledge-based economy utilising technology, engineering and design services to drive significant improvements in advanced manufacturing and innovation.

Industrial Land

Traversing the municipal boundaries of Knox, Maroondah and Yarra Ranges, the BBP contains 2,315 ha of employment land, including 790ha of industrial zoned land. The BBP's industrial land is extremely significant to the Eastern Region as it represents 30% of Melbourne East's total industrial zoned land (790 ha out of 2,572 ha).

Whilst there is only a modest supply of vacant industrial land remaining in the Precinct, there is a significant amount of underutilised land, which with the appropriate development and investment, could support significant employment growth. Within the Knox portion of the BBP alone there is approximately 15.9 ha of underutilised land. The underutilised land comprises sites occupied by businesses not currently utilising the whole property or sites with vacant buildings or low value improvements such as car parking and car sales.

The Councils' recognise the strategic importance of the BBP's vacant and underutilised industrial land and the need to retain it for high value employment and economic output use, particularly use which creates synergies and supply chain linkages with existing key propulsive sector businesses.

Jobs

The Councils' have estimated that to accommodate population growth over the next 30 years, the BBP will need to grow employment at a rate of 400 jobs per year, increasing from 30,000 to 42,000 jobs. However, with the BBP's impressive economic profile and regional capabilities index, the Precinct has the capacity to support the creation of up to 20,000 jobs over the next 30 years from 30,000 to 50,000.

Transformation of BBP

Integral to this is the ongoing maintenance and protection of the BBP's industrial zoned land. The Councils are in the process of developing a Precinct Transformation Strategy which will provide direction for future development and investment as it relates to land use, amenity and functionality of the Precinct. The Councils recognise that the future competitiveness and sustainability of the Precinct requires strategic investment in critical infrastructure such as public mobility and access, information and communications technology, utilities, business accommodation and amenity.

Transport Networks

As a regionally significant industrial Precinct, a functional and efficient road and transport network is vitally important to the growth of the local economy and the operation of the BBP's heavy industrial and manufacturing businesses. These industries rely on an operational network that provides safe, reliable and consistent travel times. The BBP currently utilises the principal freight corridor along Canterbury Road to Eastlink. This road corridor services more than 4,800 businesses and is currently operating above capacity, as commercial and private vehicles compete for road space. Of the 30,000 employees who work in the BBP, 27,000 people use a car to travel to work due to inadequate public and active transport penetration into the Precinct.

Although Canterbury Rd is about to receive a lane upgrade, without the appropriate public and active transport investment, businesses and the local community remain concerned about the impact of a growing population and the increased commercial and private vehicle congestion in the Precinct. Congestion is currently having a material impact on businesses, employees and residents and affecting the cost to do business, productivity, local amenity and liveability. Future development of the northern corridor and the Healesville arterial has the potential to improve freight access into the Precinct and to relieve Canterbury Road, making it a much safer and liveable place for employees and the local community.

As a regionally significant industrial Precinct it will be important for the Councils to work with state government to plan for appropriate investment in the principal freight network and consideration of the Healesville arterial as an alternative or complimentary freight corridor.

Summary

The Bayswater Business Precinct is an economic and employment generator of massive significance, not only for the local communities of Knox, Maroondah and Yarra Ranges but also the Eastern Region. With the appropriate planning and investment, the Bayswater Business

Precinct has the capacity to sustainably grow employment and to continue to drive the region's economic transition industries to guarantee its competitiveness, economic and social value.

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

No file specified

I am making this submission:

on behalf of a local council

Email address (Optional)

[REDACTED]

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:

<https://engage.vic.gov.au/index.php/dashboard/reports/forms/viewDetail/2373>

Regards,

The Engage Victoria Team

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