31 December 2019

By mail:

Acting Executive Director
Planning Implementation
Department of Environment, Land, Water and Planning
PO Box 500
EAST MELBOURNE VIC 8002

By email:

Dear

DRAFT MELBOURNE INDUSTRIAL AND COMMERCIAL LAND USE PLAN

Thank you for providing the opportunity to review and respond to the draft Melbourne Industrial and Commercial Land Use Plan.

The Shire of Mitchell is continuing to grow and will house approximately 220,000 additional residents over the next 25 years therefore, localised employment opportunities are paramount to achieving the intended outcomes as described in State planning policy.

The Shire of Mitchell supports well located, well planned development and welcomes the associated investment to meet the growing needs of our existing and emerging community.

Context
Located north of Melbourne, the majority of the planned growth for Mitchell Shire Council will be centered around the existing townships of Beveridge and Wallan (or approximately 75% of our future residential growth). The current population of approximately 20,000 in Beveridge and Wallan will swell to a total combined population of approximately 200,000.

The land use and transport network in the Northern Growth Corridor is identified on the Northern growth Corridor Plan (2012). The vast majority of the corridor has been identified as land suitable to accommodate residential land use however, at key strategic locations, employment-based land is identified, including land within the Merrifield North Employment Precinct Structure Plan (PSP) area and the future Beveridge Intermodal Freight Terminal (BIFT) land.
**Northern Region**
Employment based land use in the Northern Growth Corridor, particularly north of Craigieburn, has historically been identified in the Craigieburn Employment Precinct, Merrifield Employment Precinct, Merrifield North Employment Precinct and the Beveridge Intermodal Freight Terminal (BIFT).

Since the introduction of logical inclusion land, which introduced the Wallan Township into the Urban Growth Boundary, there is an opportunity to include additional employment-based land use that has suitable access and in strategic locations. We note a number of the plans in the document are silent on potential employment land north of the Outer Metropolitan Ring Road (except BIFT) and believe the land use plan should identify an additional two areas that can contribute to the future supply of employment/commercial land in Melbourne’s north. They are as follows:

1. Land located between the Hume Freeway and the Northern Highway, Wallan; and
2. Land located immediately south of Wallan-Whittlesea Road (Watson Street).

These two areas are identified on the image below.

Council’s strategic work over recent years, including the emerging Precinct Structure Planning work underway with the VPA, generally supports these areas as suitable for employment purposes, subject to the correct planning processes.
The updated, or emerging Northern Growth Corridor Plan prepared by the VPA also identifies this land in the context of the broader Northern Growth Corridor (See image below):

The Northern Growth Corridor is also one of the largest unplanned (from a PSP perspective) and undeveloped corridors in Melbourne. There is also an opportunity to further realise the importance of the future/planned activity centre network.

Council feels it would also be prudent if the land use plan also spoke to the additional employment based activity that may occur in town centres within the corridor, including the planned Major Activity Centre in Beveridge (north of OMRR reservation) and supporting centres that will establish in the PSP areas. It is also important to note the role of the existing Wallan town centre, which is also identified as a Major Activity Centre in Plan Melbourne. Wallan Town Centre will play an increasingly important role in the
activity centre framework given it is at the junction of urban growth and close to regional townships further north, including Kilmore, Broadford and Seymour.

**Future Direction**
Council supports the review of industrial and commercial land within the corridor and believe well located and well serviced areas will provide significant opportunities for our future residents to work close to home.

We submit it is important to think differently about employment in growth areas and how the relevant investment will be made in order to establish quality employment precincts into the future. We understand there is a need for some large, flat sites to accommodate growth in future transport/logistic needs (including BIFT land) however, there is also a need to establish quality commercial and industrial land that lifts the standard of the typical growth area employment precincts and includes quality amenity, landscaping and built form outcomes. This is important in order to attract a diverse range of jobs rather than the typical blue-collar jobs at relatively low densities.

Should you have any comments regarding the above or would like to discuss this matter further please contact me

Yours sincerely,

ENCL

NORTHERN GROWTH CORRIDOR (PSP LAYER)
NORTHERN GROWTH CORRIDOR (POPULATION DATA)
NORTHERN GROWTH CORRIDOR (MAJOR INFRASTRUCTURE NEEDS)
northern corridor growth
295,000 residents

10% Melbourne future growth
under Plan Melbourne
Approx 6-7% of this growth located
within Mitchell Shire