

## Planning Implementation (DELWP)

---

**From:** contact@engage.vic.gov.au  
**Sent:** Thursday, 19 December 2019 3:03 PM  
**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](mailto: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.**

**[Redacted]**

**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](mailto: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

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](mailto:contact@engage.vic.gov.au).

[Privacy Policy](#) [Log In to Site](#)

Produced by [The State Government of Victoria](#). All rights reserved.



19 December 2019

318033

Draft Melbourne Industrial and Commercial Land Use Plan  
Department of Environment Land Water Planning  
PO Box 500  
East Melbourne  
Victoria 3002

Submitted online at <https://engage.vic.gov.au/planning-melbournes-industrial-and-commercial-land>

Dear Sir/ Madam,

**RE: Draft Melbourne Industrial and Commercial Land Use Plan – Springvale Homemaker Centre, 917 Princes Highway, Springvale**

Ethos Urban acts on behalf of CBRE and Calardu Springvale (Harvey Norman) in relation to the Springvale Homemaker Centre. This submission is prepared in response to the Draft Melbourne Industrial and Commercial Land Use Plan (MICLUP).

**Introduction**

Springvale Homemaker Centre is located at 917 Princes Highway, Springvale at the junction of Princes Highway and Westall Road. The Homemaker Centre was developed in 2011 and currently comprises approximately 71,390sqm retail floor space.

Ownership of the centre is held in stratum by Calardu Springvale (Harvey Norman) and IKEA. Through the development of this centre, total investment by owners to date has been approximately \$300 million making it the largest Homemaker Centre in Australia.

The subject site is currently located in the Industrial 1 Zone (IN1Z), within the State Strategic Plan Melbourne 2017 – 2050 identified Monash National Employment and Innovation Cluster (NEIC) area and is included in the Victorian Planning Authority's Draft Framework Plan (March 2017) for the NEIC precinct. The VPA Draft Framework Plan locates the site within the 'supporting employment area'.

**Classification of Industrial Land**

The MICLUP identifies three categories of industrial land:

- State significant;
- Regionally Significant; and
- Local industrial land.

We are aware that 'State significant' land is that which has already been identified in Plan Melbourne (the State Strategic Planning document). The Draft MICLUP includes criteria for identifying 'regionally significant' land and all remaining industrial zoned land is 'local' industrial land.

The Draft MICLUP identifies the Springvale Homemaker Centre and wider Industrial 1 Zone (IN1Z) area as 'regionally significant' industrial land. However, the Springvale Homemaker Centre is inconsistent with a number of criteria set out for 'regionally significant' industrial land. These include the following:

1. The Springvale Homemaker Centre has not been identified in Council strategies as being a core or primary industrial area that should be retained.

Several background reports were prepared through the development of VPA Draft Framework for the NEIC including:

- Retail Needs Study prepared by Urban Enterprise, April 2015.
- Economics and Business Intentions Report prepared by Urbis, November 2014.

More recently, the City of Greater Dandenong engaged SGS Economics to prepare an Industrial and Commercial Change and Demand (ICCD) Study (2016). The study involved an assessment of Greater Dandenong's existing Industrial and Commercial 2 Zoned areas in response to local economic conditions.

Based on the analysis presented in the ICCD Study, an under-supply of approximately 340ha of Commercial 2 Zone (C2Z) and an over-supply of 230ha of Industrial 1 Zone (IN1Z) land is forecast within the municipality by 2041.

Although all reports are at a high level with limited specific focus on the Springvale Homemaker Centre site, all reports provide one commonality, which is to encourage and support the future growth of employment in the NEIC precinct and in doing so, ensuring land is adequately zoned to accommodate current and future needs.

The ICCD study identified the precinct in which the Homemaker Centre is located as having a high level of suitability for the following uses:

- Office/business park;
- Bulky goods;
- Service industry;
- Light manufacturing; and
- Freight and logistics.

The list of above uses is more consistent with those supported by the C2Z rather than the existing IN1Z. Heavy manufacturing was considered to have a low level of suitability.

2. The Springvale Homemaker Centre does not provide for contiguous areas of industry with similar, related or dependent industrial or commercial activities.

Despite being located in an existing industrial area, the Springvale Homemaker Centre has significant interfaces to incompatible uses. These include the following:

- Electrical Sub-Station located immediately to the east of the site; and
- Large scale and heavy industry including chemical and paint manufacture to the west of Westall Road.

The wider industrial area includes conventional industrial uses including manufacturing, materials recycling and freight and logistics. In this context the Springvale Homemaker Centre is inconsistent with the existing purpose of the IN1Z which is to *"provide for manufacturing industry, the storage and distribution of goods and associated uses in a manner which does not affect the safety and amenity of local communities"*.

On this basis the area occupied by the Springvale Homemaker Centre would be more appropriately defined as 'Local industrial land'. The Draft MICLUP recognises Local Councils are best placed to determine future use (including change of use) for local industrial land.

City of Greater Dandenong Council have previously supported a recent request to rezone the Springvale Homemaker Centre site to C2Z to better align with the centre's current service offering and allow more flexibility for more complimentary businesses. Planning Scheme Amendment C210DAN was submitted to DELWP for authorisation on 16/10/19. However, DELWP refused authorisation of this request (letter from DELWP dated 8/8/9).

The MICLUP should be amended to recognise Springvale Homemaker Centre site as 'Local industrial land' and set out a pathway for the site to be rezoned to C2Z for the reasons outlined above.

## Planning for Industrial and Commercial Land

The MICLUP recognises that Melbourne's economy is transitioning away from traditional manufacturing towards one focussed on the production and delivery of services. Further highlighting that industrial areas are being utilised for a much broader range of uses, including retailing and professional services.

To support planning for industrial and commercial land the MICLUP states that consideration should be given to a number of actions including the following:

- *In consultation with key stakeholders, develop a more sophisticated approach to understanding business needs and land use requirements and assessing future demand for industrial land.*
- *Review the commercial zones to better understand how they are applied and operating. In particular consideration should be given to the role and function of dwellings as a section 1 use in the Commercial 1 Zone and the role and purpose of the Commercial 2 Zone and how it applies and operates, particularly in industrial locations.*

CBRE and Calardu Springvale (Harvey Norman) are key stakeholders for DELWP to understand the implications for future planning of commercial areas. They are owners and operators of the largest homemaker centre operating in Australia and located within an existing industrial area experiencing the change the MICLUP describes. They are well placed to provide insights to the business needs and land use requirements of bulky good retailers and the implications of current constraints contained within the existing zones which do not cater fully to the centres needs.

Accordingly, we request that CBRE and Harvey Norman be included in any future consultation relating to the MICLUP.

Please contact me directly should you wish to discuss the context of the Springvale Homemaker Centre or any aspect this submission.

Yours faithfully,

