



STRATEGIC OBJECTIVES

Overall

5B (5) The overall strategic objectives are:

- (a) To encourage and facilitate urban development within areas coloured and delineated as urban on the strategic framework plan;
- (b) To maintain rural activity and to preserve the opportunity to accommodate future outward urban development when required within areas coloured and delineated as potential urban and deferred potential urban on the strategic framework plan; and
- (c) To conserve and permanently maintain the rural activities and significant natural features and resources of areas coloured and delineated as non-urban on the strategic framework plan.

(Numbers are clause numbers in Amendment 150)



Industry

5B (7) The industrial strategic objectives are:

- (a) To encourage the maintenance and further development of industrial activity within areas coloured and delineated as inner and established areas on the strategic framework plan subject to the capacity or provision of essential services
- (b) To locate industrial development in areas coloured and delineated as outer areas on the strategic framework plan where essential services, are or can be made available;
- (c) To enable uses providing for limited employment to establish within residential areas where they are compatible with the character of the locality and will not cause loss of amenity to adjoining land; and
- (d) To enable industry to establish within commercial areas provided it is compatible with the character of the locality and will not cause loss of amenity to adjoining land.

(Numbers are clause numbers in Amendment 150)

HOW OBJECTIVES CAN BE ACHIEVED

In Amendment 150:

See following charts

Ongoing Programme:

- 1.1 Provide adequate supply of land within urban zones for future development.
- 1.2 Review non-urban uses within non-urban zones to ensure continuity of rural activities and conservation of natural features and resources.

In Amendment 150:

- 1.1 A new definition of 'Home Business' allows up to two non-resident workers, subject to compliance with performance standards designed to protect residential amenity.
- 1.2 A new District Centre Zone is provided in which service industry and/or light industry can establish.
- 1.3 Offices other than those associated with on-site industrial operations, or providing services to industry are prohibited in all industrial zones.

Ongoing Programme:

- 1.4 Rationalise industrial and commercial zones and simplify ordinance controls by using performance standards as a basis, particularly for protection of the environment and health.
- 1.5 Allow for the alternative use of listed historic buildings for appropriate purposes including industrial use subject to compliance with performance standards and acceptable changes to building structure and/or appearance.

LOCAL DEVELOPMENT SCHEMES

Actions the Councils are expected to take through Local Development Schemes.

2.1 The overall strategic objectives relate to the development of the entire metropolitan area and are reflected in the Melbourne Metropolitan Planning Scheme. Local development schemes are derived therefrom and will contain measures designed to implement the Metropolitan Strategy.

- 2.1 Assess the potential of vacated industrial sites for re-use and rehabilitation, particularly in the inner areas and for small scale enterprises.
- 2.2 Provide local industry with detailed performance standards and/or site development brief.
- 2.3 Permit 'Home Business' sensitive sites to need for local employment, access and amenity.
- 2.4 Make provision for sites for small factory units.
- 2.5 Designate industrial activity areas in which rehabilitation and re-use of buildings for various types of industry would be encouraged and facilitated.

SUPPORTING MEASURES

Actions the Board and Councils can take.

- 3.1 Ensure that the content and implications of the strategy are widely publicised and in such a manner that maximum community awareness is attained.
- 3.2 Monitor and review development and activity and operation of the Melbourne Metropolitan Planning Scheme.

- 3.1 Provide criteria and standards for subdivision and use within industrial zones.
- 3.2 Promote industrial activity and employment through the provision of information on land availability and services.
- 3.3 Prepare outline development plans for industrial areas and designate Preferred Development Areas for industrial development where these provide good opportunity for local employment and proximity to transport nodes.

ADVOCACY

Actions which the Board will urge other authorities to take.

4.1 Encourage a co-ordinated approach by public and private sector agencies to the implementation of the strategy.

- 4.1 Promote a review of State decentralisation policies to enable selected metropolitan industrial locations to compete on equal terms for investment.
- 4.2 Support an amendment to Section 9 of the Sale of Land Act to permit purchase negotiations to take place before a plan of subdivision is finalised.
- 4.3 Encourage the development of simple and inexpensive flatted factories and warehouses for small scale enterprises in selected locations for rental under the control of the Ministry for Economic Development.
- 4.4 Increased promotion of advisory services to small businesses.
- 4.5 Ensure the co-ordination of environmental standards with metropolitan strategic objectives.
- 4.6 Use of Local Government Act powers to acquire and develop land for industry in selected areas.
- 4.7 Support government promotional activities which encourage new forms of industry to locate in Melbourne.
- 4.8 Encourage the recycling of existing industrial buildings for small factories.

Actions the Board proposes through the Metropolitan Planning Scheme.



STRATEGIC OBJECTIVES

Residential

5B (6) The residential strategic objectives are:

(a) To encourage and facilitate opportunities for diversity in dwelling density, type and tenure within the areas coloured and delineated as urban on the strategic framework plan;

(b) To encourage and facilitate development and selected rehabilitation of residential development within the areas coloured and delineated as inner areas on the strategic framework plan subject to the capacity of essential services and community facilities and such development being compatible with the locality and the use of adjoining land;

(c) To encourage and facilitate residential development within the areas coloured and delineated as inner areas on the Strategic Framework Plan on sites where industrial and commercial development is no longer required;

(d) To encourage and facilitate the residential use of existing buildings originally used for non-residential purposes, and the provision of residential accommodation on the upper floors of commercial buildings subject to such development being compatible with the locality and the use of adjoining land;

(e) To encourage and facilitate increased residential densities adjacent to centres of commercial and community activity, to parkland and Port Phillip Bay and within areas coloured and delineated as areas of high public transport accessibility on the strategic framework plan subject to the capacity of essential services and community facilities and such development being compatible with the locality and the use of adjoining land; and

(f) To locate residential development within areas coloured and delineated as outer areas on the strategic framework plan where essential services and community facilities including public transport, are or can be made available.

(Numbers are clause numbers in Amendment 150)

HOW OBJECTIVES CAN BE ACHIEVED

In Amendment 150:

- 1.1 Residential zones are rationalised.
- 1.2 Residential development in Central Melbourne and district centres is provided for.
- 1.3 Dual occupancy is provided as a conditional use in residential zones.

Ongoing Programme:

- 1.4 Rezone industrial and commercial areas no longer needed for these purposes to residential zones and encourage recycling of appropriate buildings.