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.
Please refer to submitted material attached.
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?
Yes

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?
No

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

Please refer to submitted material attached. Section.........
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?
Please refer to submitted material attached. Section........

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.
Please refer to submitted material attached.
Would you like to comment on any other aspects of the plan?
Please refer to the submitted material attached.

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

I am making this submission:
on behalf of an organisation

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
Hansen Reserve(d):
West Footscray and State Significant Employment Zones.

This submission is not an attempt to validate more residential zoning into older areas of INZ1 or INZ3 and the consequent loss of such activities. This response is a contribution to the dialogue of built form, liveability and progress. The author of this submission requests that the contribution is evaluated on the basis of an ever-decreasing land mass, its best use and how planning zoning may be too limited.

This submission is made on behalf of, at least, four landholders of the area amounting to approx. 40,000 square metres. The submitters have been in discussion with the Planning Depts at Maribyrnong City Council for at least the last five years.
AREA AND DESCRIPTION

The submission is particular to an area in the City of Maribyrnong.
There is a significant open green space within this precinct called ‘Hansen Reserve’.

Hansen Reserve(d)
10 hectares of green space......the largest open space with the Tottenham/West Footscray Precinct.

Broad Description of Neighbourhood
In the immediate vicinity of ‘Hansen Reserve’, West Footscray, there are a variety of activities.

To its south, typically is established residential areas. These are now undergoing substantial change and increased density. The green space is broadly bounded by transport loops including various bus routes, bike lanes, roadways and then the railway systems of the Regional system, the suburban system and the new Metro Tunnel Project. To its immediate east, west and north it is bordered by building stock engaged in logistics and manufacturing.

*The average employment density is 12.6 jobs per hectare, the highest figure being 18 jobs per hectare.*
*Quoted from Census 2006.*

There is building stock in the neighbourhood which is heritage listed. Bunnings now occupies the Southern Can factory, Creamoata is a once weekly auction house, Wotswool Wool Broker building is unoccupied, Coldsbrough Mort & Co Building is on the market for sale.

In short, this particular area is well serviced by public transport, has a significant interface with residential areas, the building stock is substantial in age and the vicinity is very close to the CBD. This raises the question of whether this area should be classified within the same criteria to land areas of Truganina, for example?
The State Government is actively addressing ‘Planning’ on a micro level as much as it is at a macro position. There are some bold agendas…….

‘20-minute neighbourhoods’

The wish is to provide…. ‘Create more inclusive, vibrant and healthy neighbourhoods.’

The State Government’s own position and explanation of ‘the 20-minute city is the 20-minute neighbourhood concept is all about ‘living locally’—giving people the ability to meet most of their daily needs within a 20-minute walk from home, with access to safe cycling and local transport options.’

‘A 20-minute neighbourhood is a well-designed place with a mix of land-uses and housing types with access to public transport. It offers connected places where people can live, spend their free time and access local services. It provides social hubs where connections to neighbours and communities can develop. These are places where people want to be, where people have the opportunity and choice to live locally. Many of our established suburbs already have the ingredients for a 20-minute neighbourhood. Plan Melbourne aims to make the 20-minute neighbourhood a reality for every suburb and every person.’

Research Associate at Flinders University’s Southgate Institute for Health suggests that ‘long hours spent getting to work are hours we don’t get to spend with friends and family or even just having downtime.’

He put forth Mawson Lakes, South Australia as an example of environments where access and lifestyle are not in conflict. The residential development grew out of the South Australian Government’s plans for a Multifunction Polis (or MFP) known as "a model for new industries and new lifestyles looking ahead to the twenty-first century."
As Echelon Planning | 18 September 2018 states;

‘The Australian economy and the way people perform work within it are changing radically. The line between home, work and leisure is blurred and both employees and companies alike are seeking maximum flexibility with how work gets done. But our current zones don’t cater well for these changes.’

There is a contradiction to the premise that ‘the provision of a well-suited supply of industrial land will continue to be required to support the contemporary Victorian economy.’
A specific example of ‘well suited industrial land’ in the immediate region of Hansen Reserve is provided below. After an arduous process through Local Council, an informed local contingent of residents, VCAT and a sales program to sell the project, there was much belief that the targets would be met. This industrial park has been put back into the hands of the real estate agents to sell as going concern with permits in place. The sales of the proposal were stagnant. The question of whether this was the best use of the land must be asked.

Developer has received a permit to go ahead with a 145-office and warehouse strata unit project in Melbourne’s West Footscray.

Construction of the $100 million project in the inner western suburb is due to commence in the last quarter of this year on the 5.7-hectare site on Indwe Street that the developer purchased in 2016 for $10.3 million.

The West Footscray project is designed to capture businesses looking to relocate from urban renewal areas such as Fishermans Bend, Cremorne, Brunswick and North Melbourne, CostaFox managing director said;

‘The land in those areas is no longer affordable for small businesses,’ said. ‘Our West Footscray warehouse work spaces are designed for owner occupiers looking to be close to the city and with plenty of surrounding amenity.’

The warehouses are designed to look like apartments.

During the C108 Amendment hearing of 2015, the owners of this parcel of land sort rezoning based on the fact that the land was no longer touted as the East-West portal area.

The Panel was not authorised to condone any rezoning or support the position of the owners.
ECONOMIC POSITIONS

In recent decades Melbourne’s industry structure has also undergone significant changes, transitioning away from its traditional manufacturing base to more service-based and knowledge-based industries, and over coming decades is likely to be vastly different from the recent past.

These expected changes will present significant new employment and economic opportunities for Victoria, and transitional challenges. There are opportunities to anticipate, respond and capitalise on these expected changes in how we plan for our city.

‘Creative State’ is the Victorian Government's strategy to strengthen and grow the state's creative industries and the value they bring to Victorians. It contains 40 targeted actions that together provide an integrated plan to grow the state's creative and cultural economy, provide more opportunities for Victorians to embark on creative careers, enjoy creative experiences and position Victoria as a globally recognised creative state.
Work undertaken has highlighted a range of issues and matters that require consideration as follows:

- There is need to ensure that strategic planning for industrial and commercial areas is robust and appropriate and does not reduce viability for industry and commerce.

- There is ongoing pressure to rezone or use industrial land for other non-industrial uses such as accommodation or retail uses which are best located in activity centres. Key industrial areas need to be retained as a source of business activity and employment.

- There is a need to retain sufficient opportunities for commercial development, particularly on Commercial 1 zoned land, and balance the ongoing demand to develop residential uses above ground floor levels. Once developed for a residential use, it is unlikely to be available to the market for future commercial purposes.

- The business needs of developers, land owners and end users and their operating environment need to be better understood to inform policy development.

- The workplace has changed (location and structure)

- Many workplaces are increasingly digitised.

- Increase in Melbourne co-working spaces and start-ups.

- Location of workplaces have become increasingly concentrated around Melbourne.

- The prevalence of lengthy commutes (>45 mins) has increased.

- The production of goods and services are increasingly carried out wherever the required resources are available.
SUMMARY

To quote Echelon Planning | 18 September 2018:

‘The Australian economy and the way people perform work within it are changing radically. The line between home, work and leisure is blurred and both employees and companies alike are seeking maximum flexibility with how work gets done. But our current zones don’t cater well for these changes.

Even the scale and nature of manufacturing has begun to change. Today a single person can design produce and sell goods from their home, using digital design, printing, fabrication, and online marketing and sales platforms. There are far fewer reasons to separate where we live, work and play than there was in the past industrial eras.

Melbourne is fortunate to have significant tracts of industrial and commercial zoned located near transport infrastructure in our inner and middle suburbs. These areas typically comprise older style buildings that have for many years offered affordable accommodation for a wide range of commercial and cultural activities, ranging from small scale manufacturing activities through to low-rent office and production spaces.

Far from being economically redundant, these areas are perfect locations for the establishment and growth of new enterprises. So they are a valuable economic resource for our city, complementing the role of the Central City and Activity Centres. We need to nurture economic growth within them.’

It is within these arguments that the area specifically in the Hansen Reserve area has very capacity to be zoned as ‘Commercial 3’. It is the position of the submitters of this response that the draft be inclusive of such new zoning.

quote continued;

‘The Commercial 3 zone is essentially a mixed-use employment zone which is intended to facilitate the establishment and growth of creative industries, small manufacturers and start-up businesses. It prioritises particular uses that form part of the emerging economy (including new models of industrial, commercial/office and certain other employment-generating uses).

These areas have good bones that can play an important role in the incubation of creative industries, small batch manufacturing and startup companies.'
Most of these areas are currently zoned Industrial, Commercial 2 or Mixed Use. None of these existing zones properly facilitate true mixed use development. The Commercial 3 zone can be applied to locations that are considered to be well suited to growing new economy jobs – places that have a stock of relatively affordable buildings, are close to public transport, and are close to skilled workers and a large urban market of consumers. Not every existing industrial or commercial area will be suitable for the Commercial 3 zone. In many instances, the best strategy for retaining or creating low cost workspace for creative industries might be to simply leave the land in an industrial zone.’

Melbourne and Victoria need high quality mixed use employment precincts now more than ever.

‘The task ahead is for local councils to determine whether and where to apply the Commercial 3 to land within their municipality. This decision needs to be informed by an assessment of the ongoing suitability of established industrial and commercial areas for different types of employment purposes, and whether there are locations where the Commercial 3 zone might facilitate growth in creative industries, etc.

Determining whether or not to permit residential use as part of the land use mix in a Commercial 3 zone will be the most challenging part of the equation for councils to address. It won’t be appropriate to allow housing in every Commercial 3 precinct, but equally, not every employment precinct need to be set aside for single-use purposes. Achieving a mix of uses is a large part of what drives the amenity and dynamics that make places attractive for business.

The Commercial 3 zone is an innovative new tool to provide flexibility for a wide range of small scale activities to co-locate with office and light industrial activities.’

Thank you for the opportunity to provide this submission and the author is enthusiastic to continue and participate in any ongoing conversations.