

Draft Melton Employment and Industrial Land Strategy *Industry Briefing*

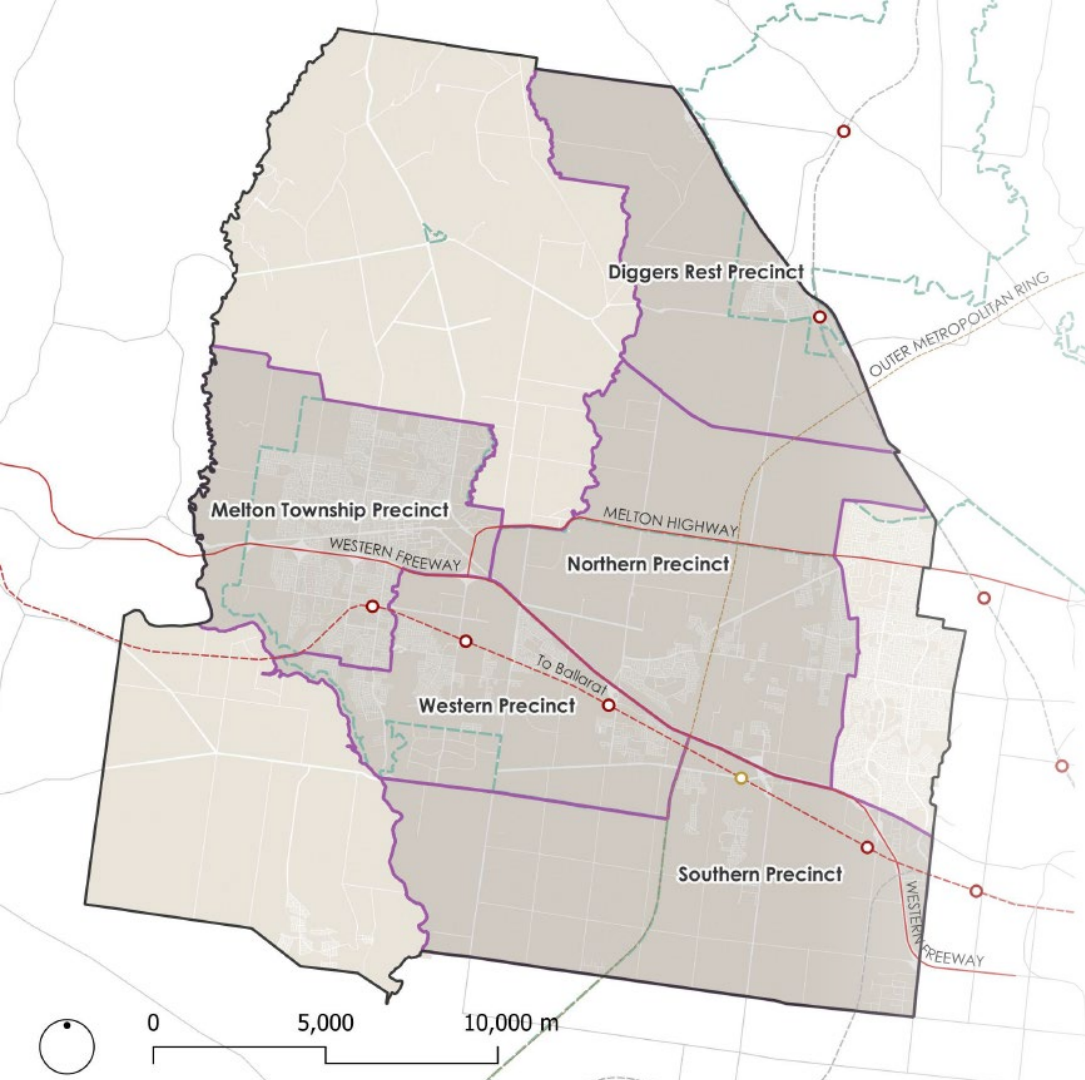
Anastasia Badina, Senior Strategic Planner
Simon Micmacher, Charter Keck Cramer

A vibrant, safe and liveable City accessible to all

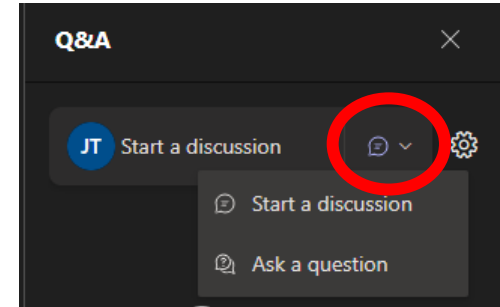
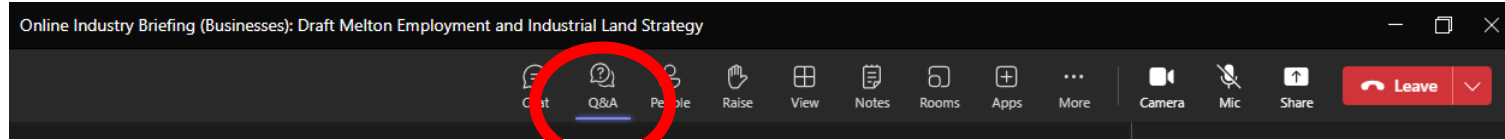


Agenda

- Strategic background and context
- Melton Employment and Industrial Land Strategic Directions
- Next steps
- Q&A



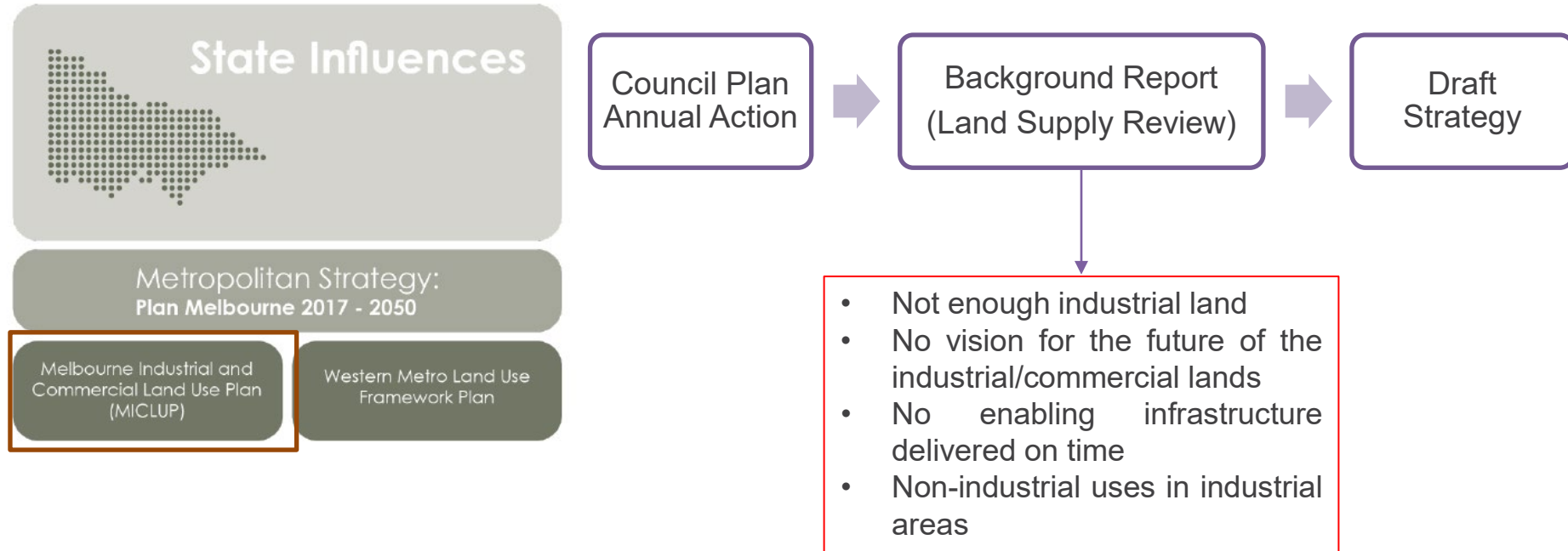
Have a question?



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How we got there








Melbourne Industrial and Commercial Land Use Plan

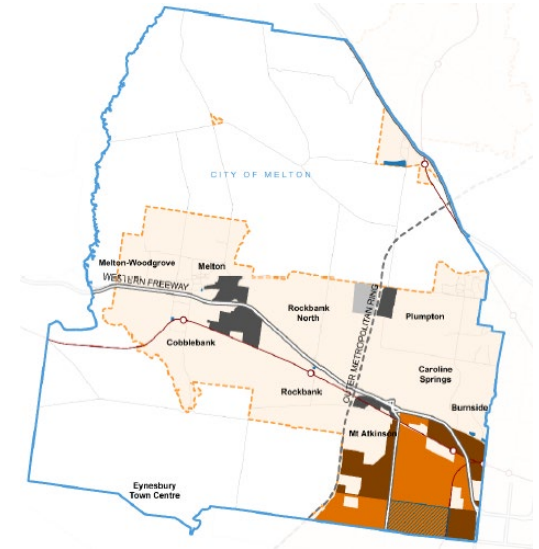


Principle 3: Planning for industrial and commercial land will provide clarity and certainty about how and where industry and business can grow over time to support and guide long term investment and locational decisions.

Principle 4: Planning will support industry and business to innovate and grow in areas identified for these purposes.

-  State Significant Industrial Land - Existing
-  State Significant Industrial Land - Future
-  Regionally Significant Industrial Land - Existing
-  Regionally Significant Industrial Land - Future
-  Local Industrial Land - Existing

Action 5 to “prepare and implement municipal-wide industrial land use strategies ... for precincts, to guide future development of industrial and commercial land.”



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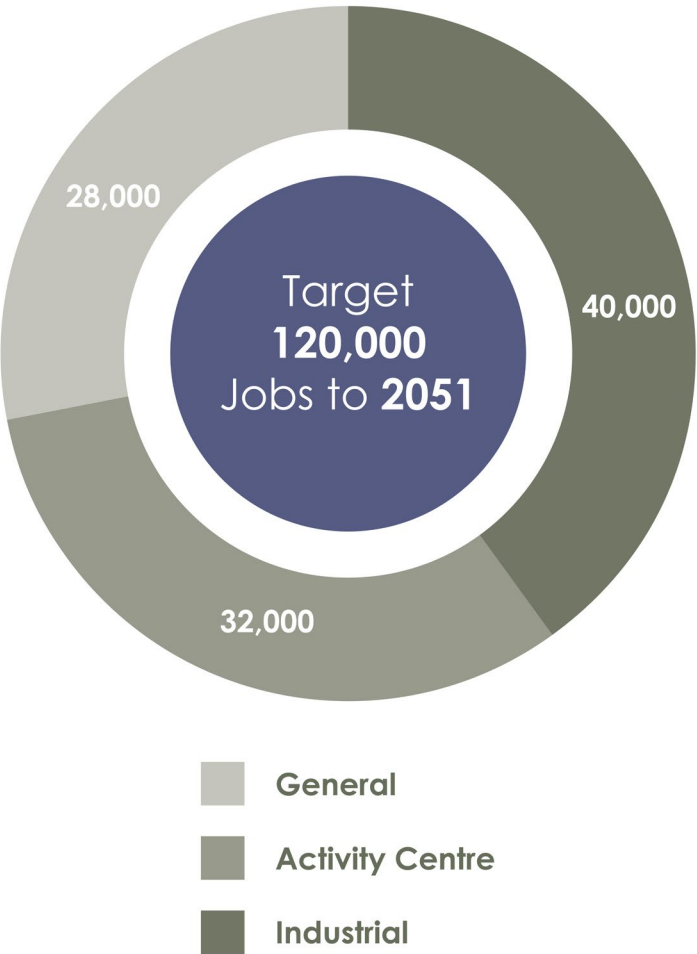
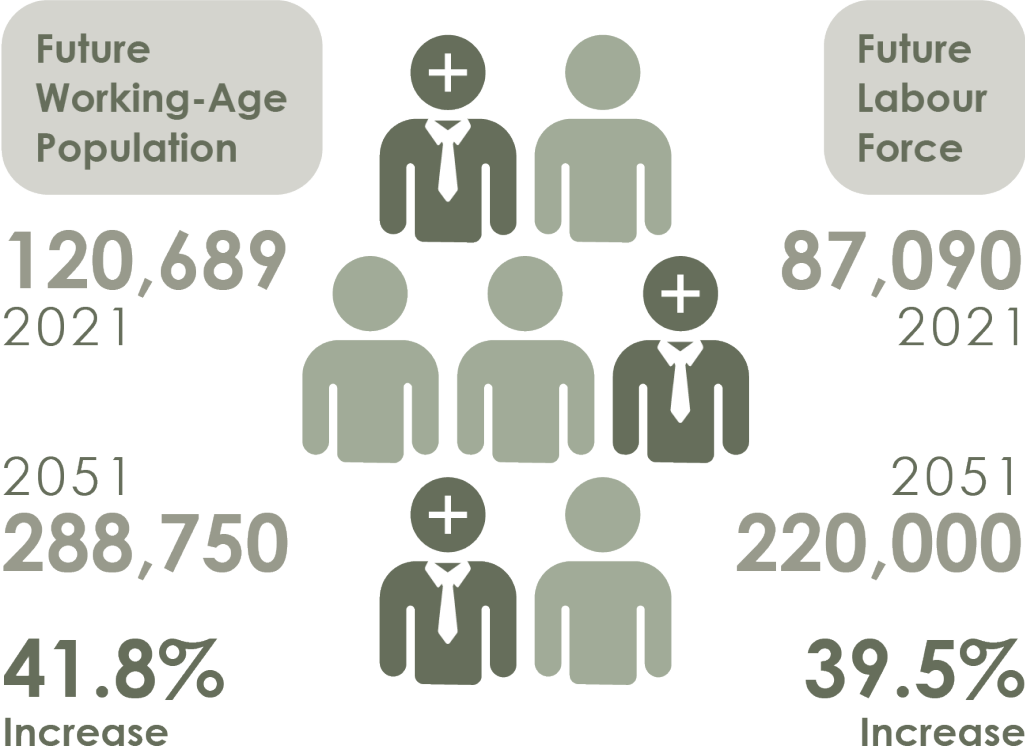
Draft Melton Employment and Industrial Strategy

City of Melton

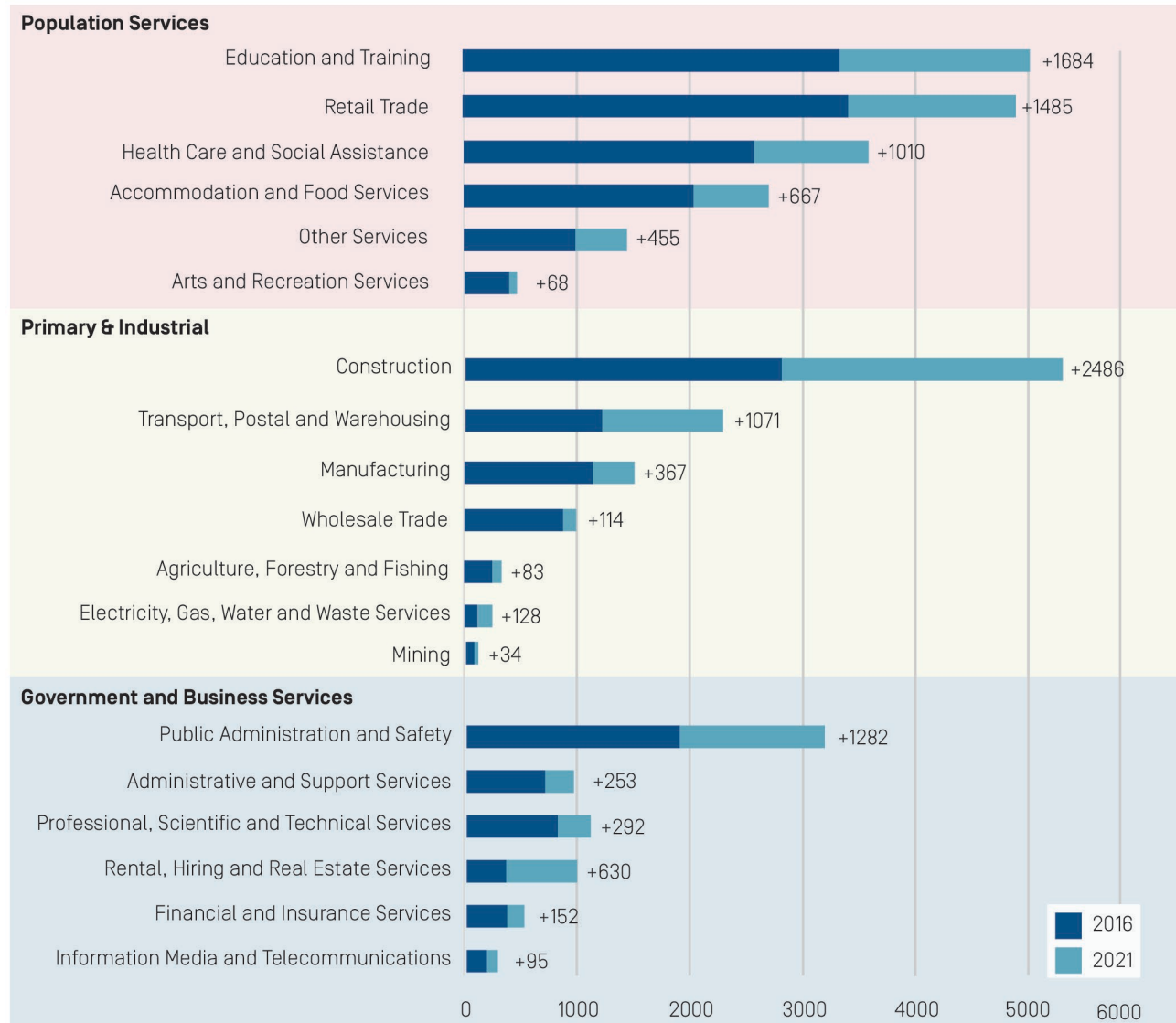


Strategy Context

The welfare of 500,000 future residents is dependent on Jobs Growth



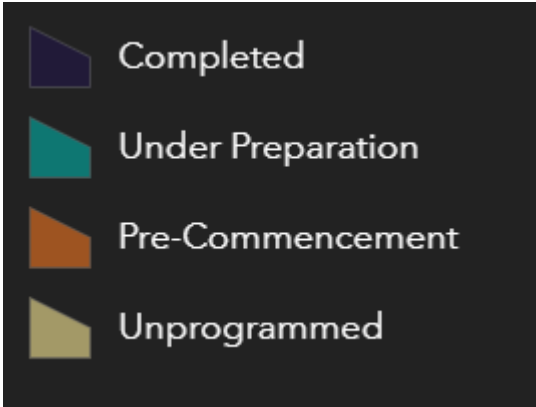
Jobs are Growing



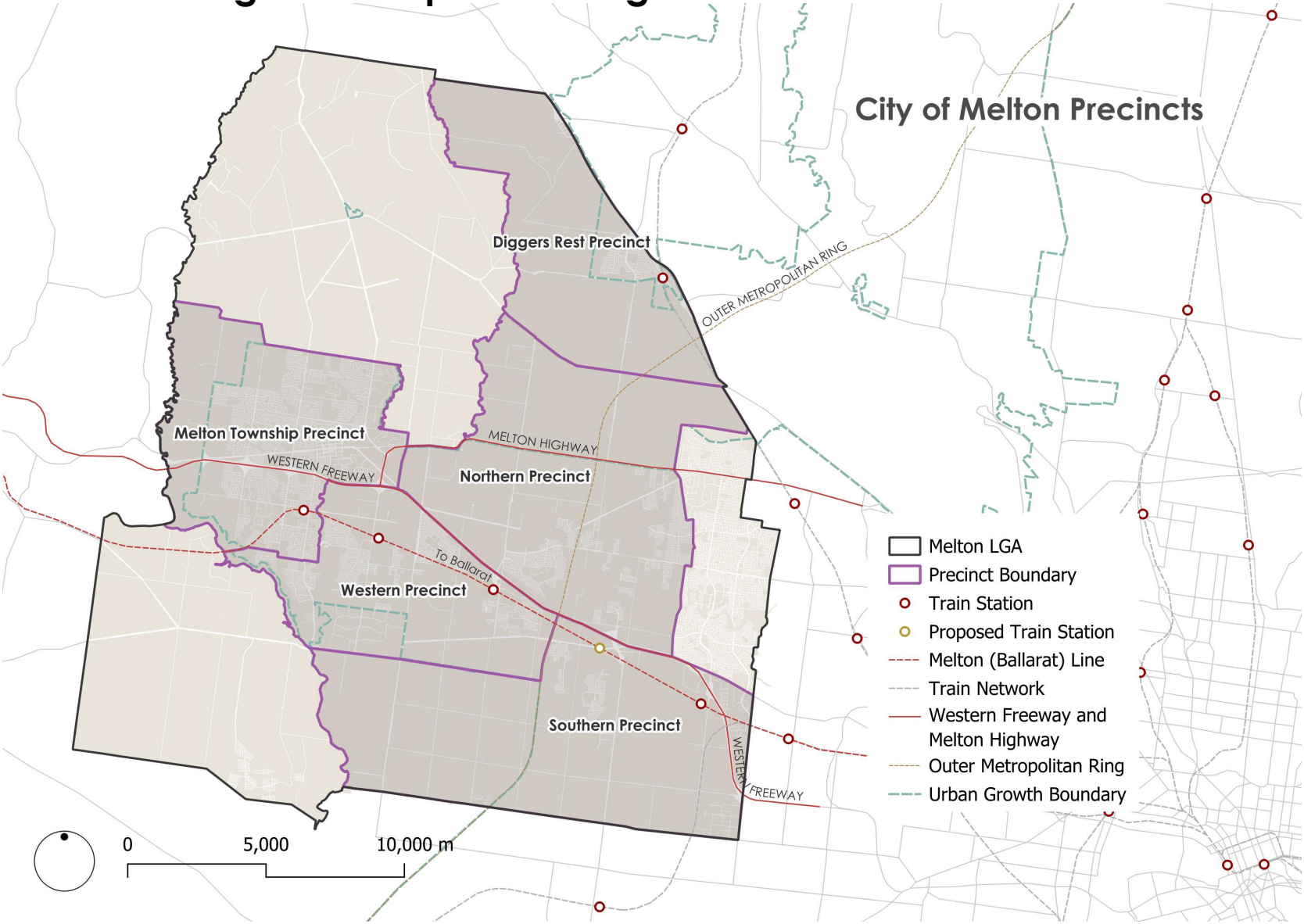
+ 13,000
jobs since 2016

Increasing employment
self-sufficiency

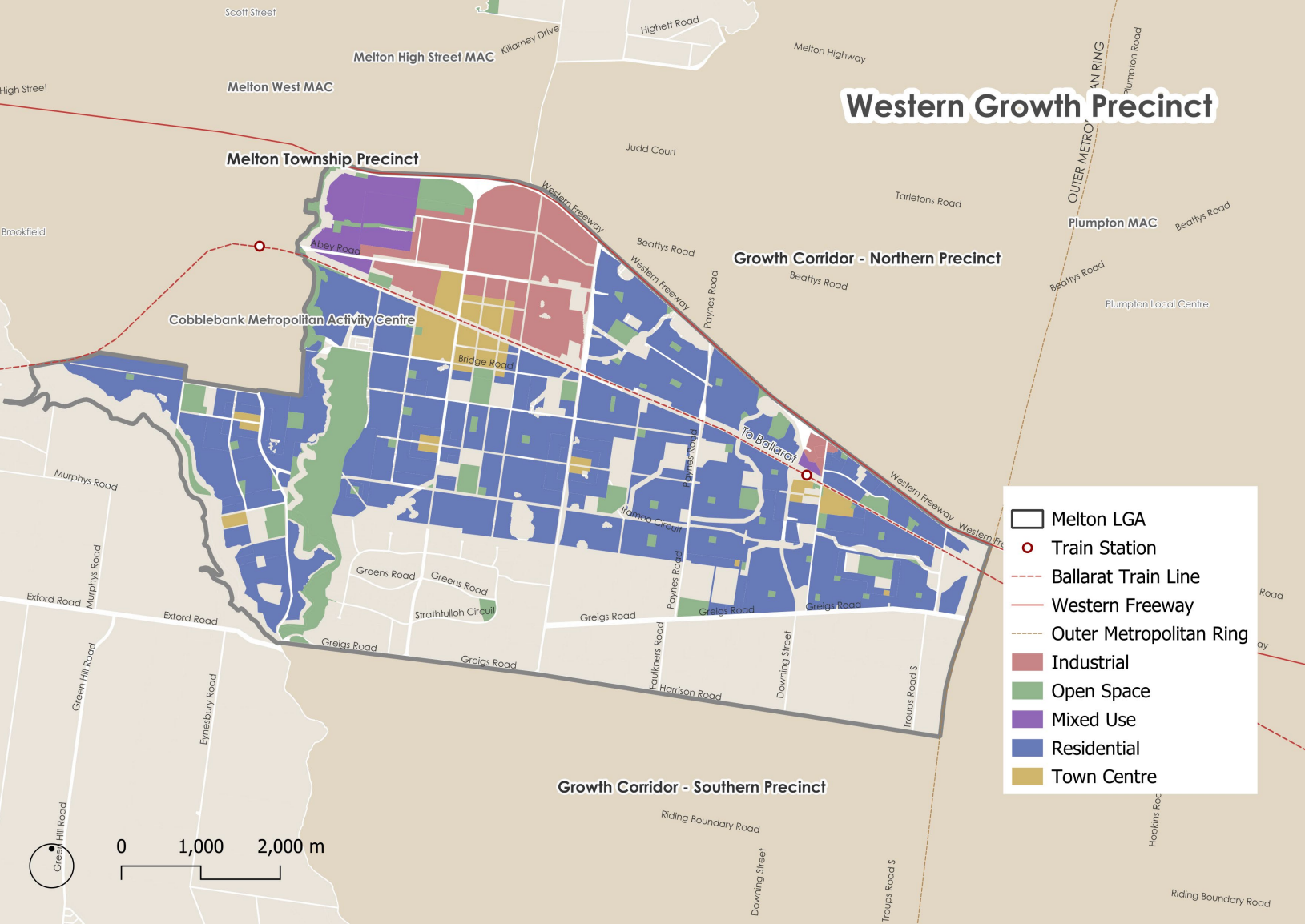
The map displays the Melton Shire with various towns and regions. The color-coding indicates different areas: yellow for Melton West, Melton East, Warrensbrook, Chartwell East, and Robinsons Road Employment Area South; orange for Rockbank South; teal for Melton East; dark blue for Melton South, Toolern, Rockbank North, Rockbank, Rockbank South, and Robinsons Road Employment Area North; and light grey for Sunbury, Diggers Rest, Hillside, Taylors Hill, Keilor, Burnside, and Albansvale. The map also shows the surrounding areas of Eynesbury, Mount Cottrell, and the Murrumbidgee River.



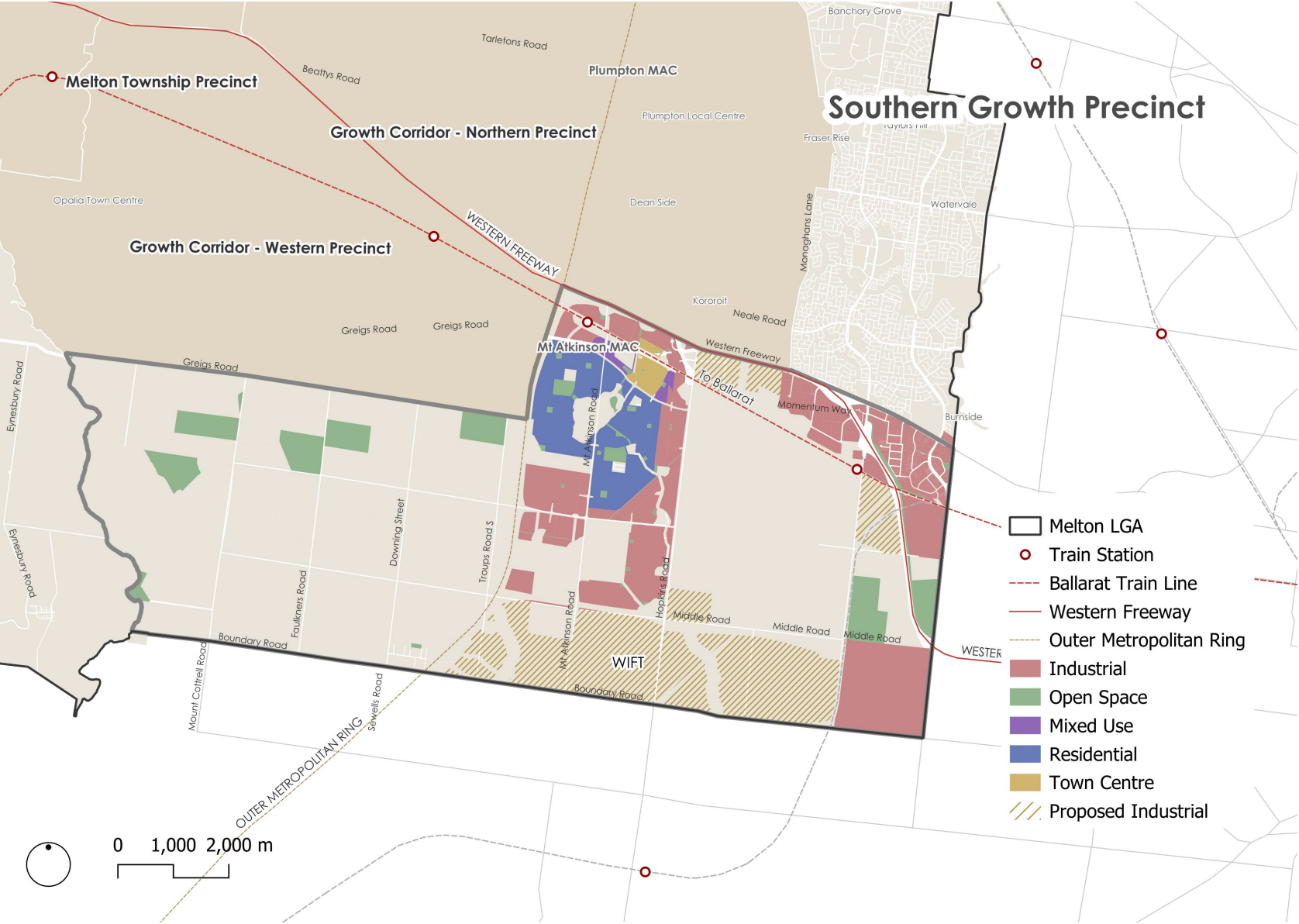
Establishing a Municipal Planning Framework



Establishing Logical Planning Precincts

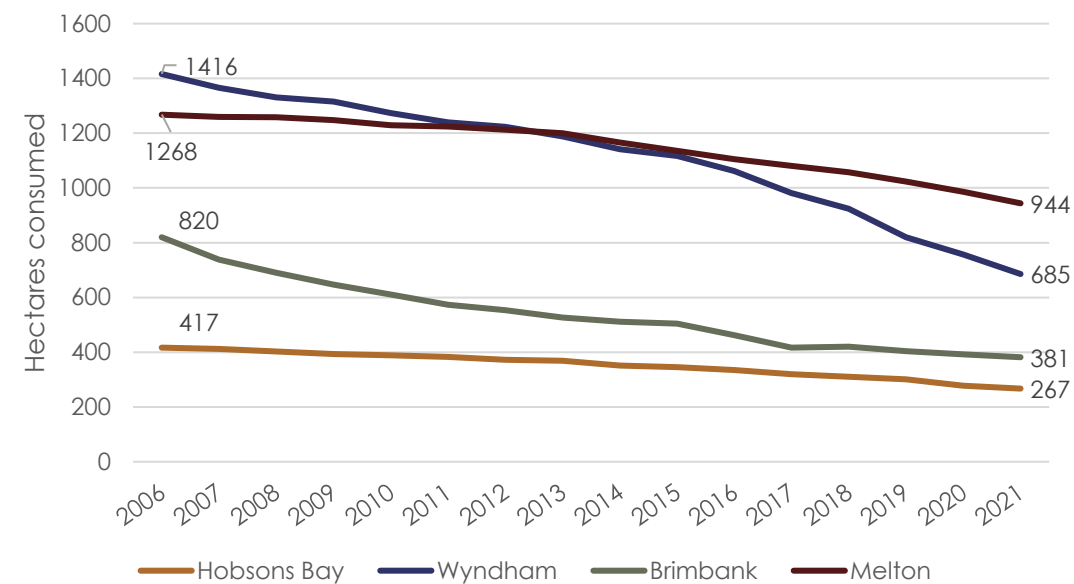


Establishing Logical Planning Precincts

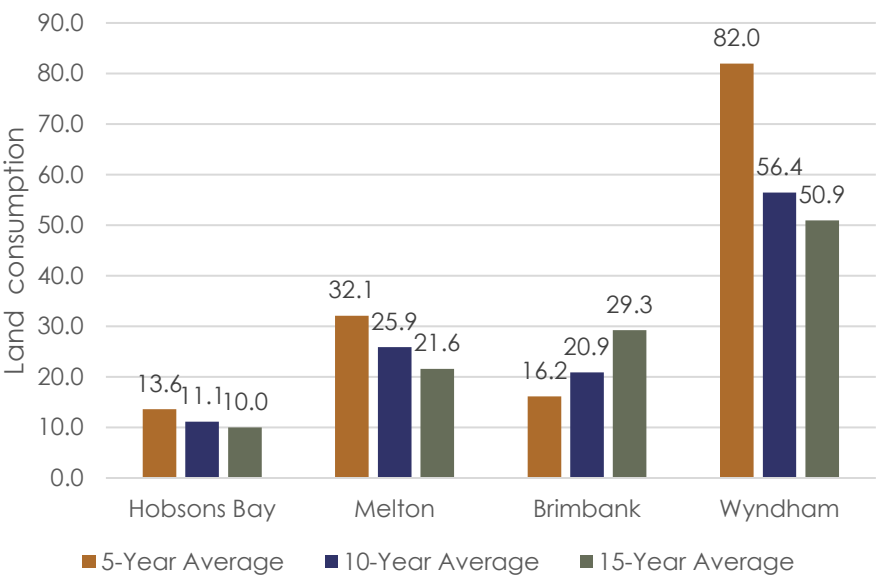


Booming Industrial Land Demand – Melbourne’s West

Vacant Land Consumption 2006-2021 (Ha)



Industrial Land Consumption Growth Rates 2006-2021



Source: UDP, Charter Keck Cramer

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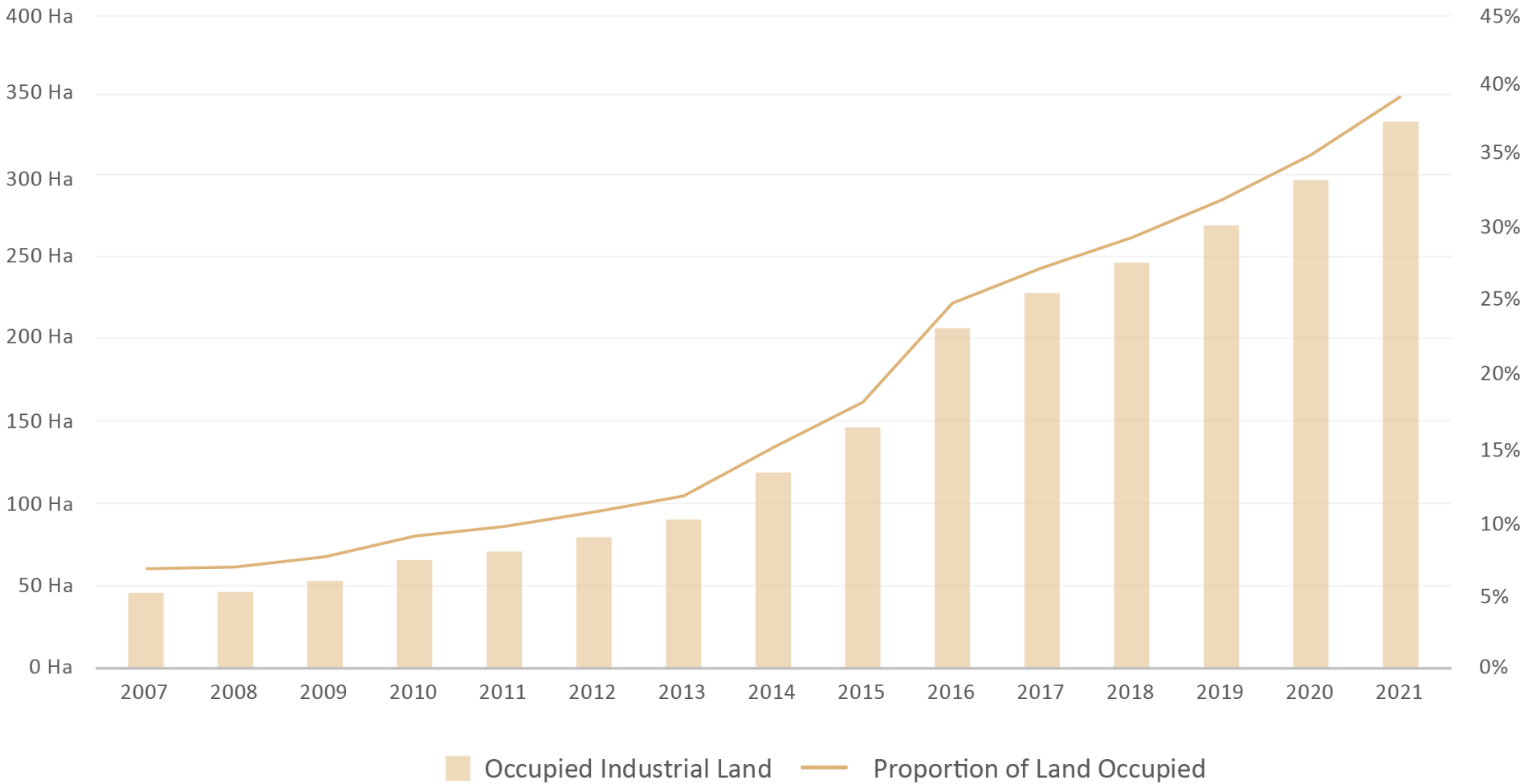
Industrial Land Development



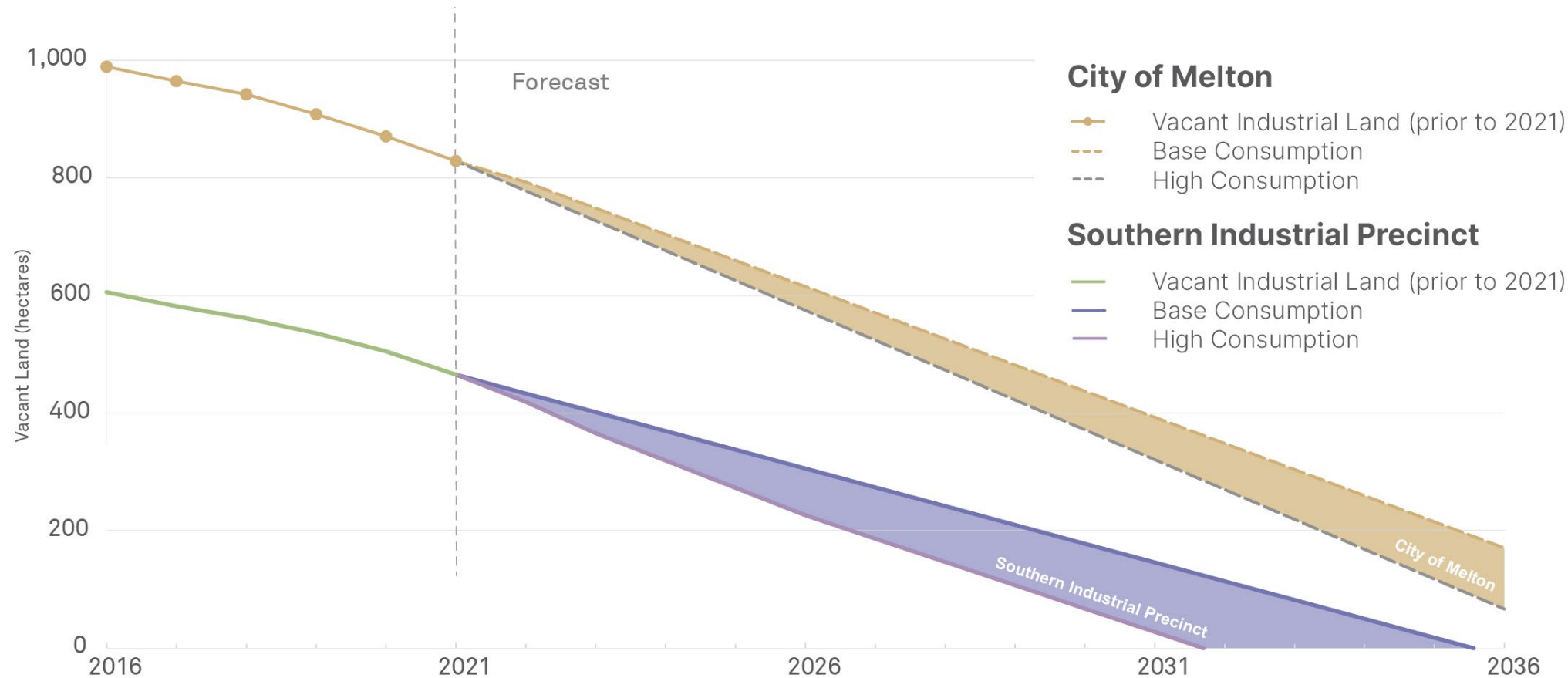
Consumption of Industrial Land in Ravenhall, Truganina, Mount Atkinson 2007 and 2021

Industrial Land Development

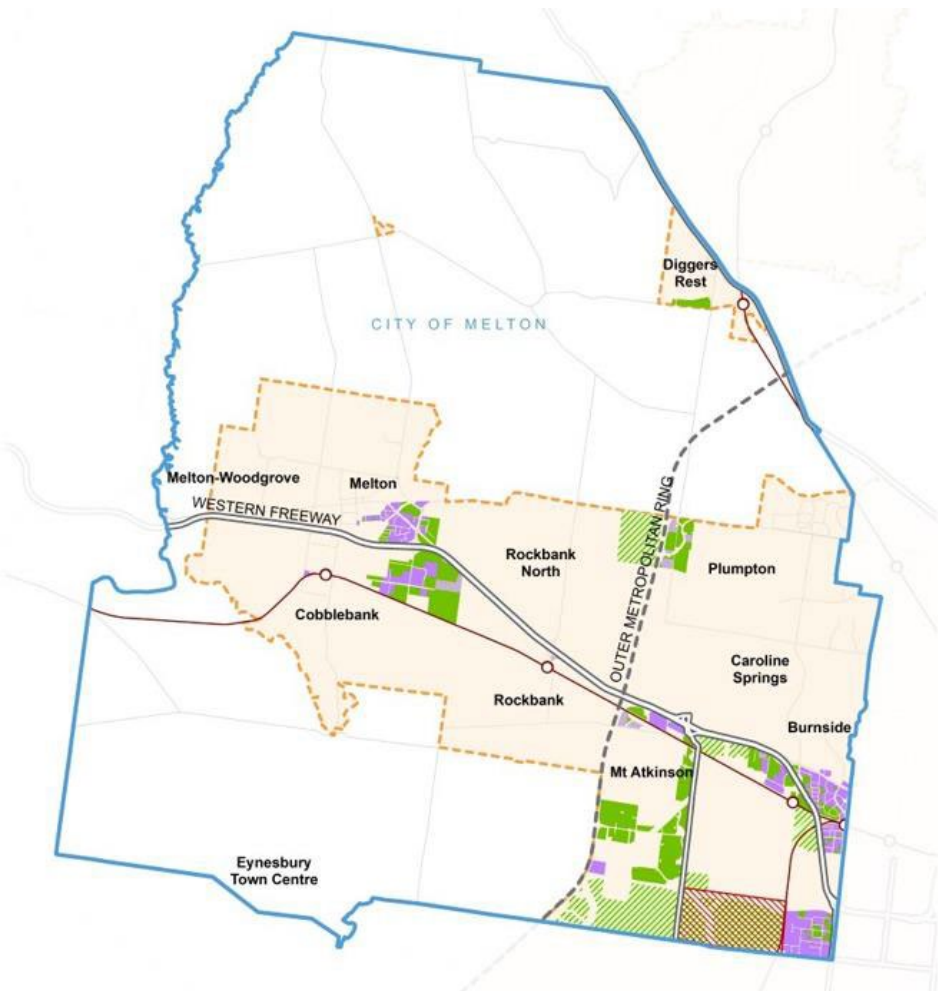
Southern Industrial Precinct



Impending Industrial Land Supply Constraints in the South



Industrial Land Supply



Industrial Land Supply (2021)

371 Ha
Occupied Industrial Land

533 Ha
Vacant Land

994 Ha
Unprogrammed Land

10-14 Years of Zoned Land

Population

3,500
Population (2021)

24,550
Population Forecast (2051)

Employment

5,380 Jobs
Employment (2016)

10,535 Jobs
Employment (2021)

55,900 Jobs
Jobs Target (2051)

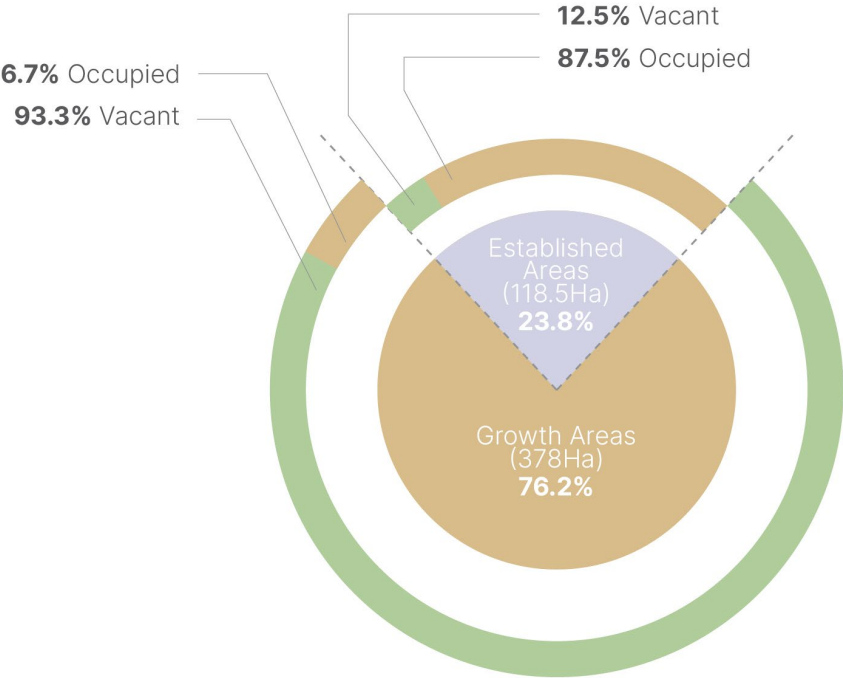
Commercial Land Supply (2022)

Nil

Occupied
62 Ha
Vacant Land

Major Activity Centre
Mount Atkinson

Limited Take-Up of Commercial Land



Take-Up of Commercial Land





Strategy

Directions for a Growing, Sustainable and Inclusive Economy

Directions

Objectives

Facilitate and Direct Industrial Growth



Objective 1

Ensure the supply of industrial land.

Objective 2

Advocate for the delivery of the Western Intermodal Precinct.

Objective 3

Optimise, protect and Direct Industrial Industries.

Objective 4

Boost industrial employment, productivity and amenity.

Boost Employment Growth



Objective 5

Facilitate a high productivity and highly integrated Melton Economic Corridor.

Objective 6

Promote and support Melton's unique workforce capability.

Objective 7

Foster commercial investment in the City's Activity Centre Network.

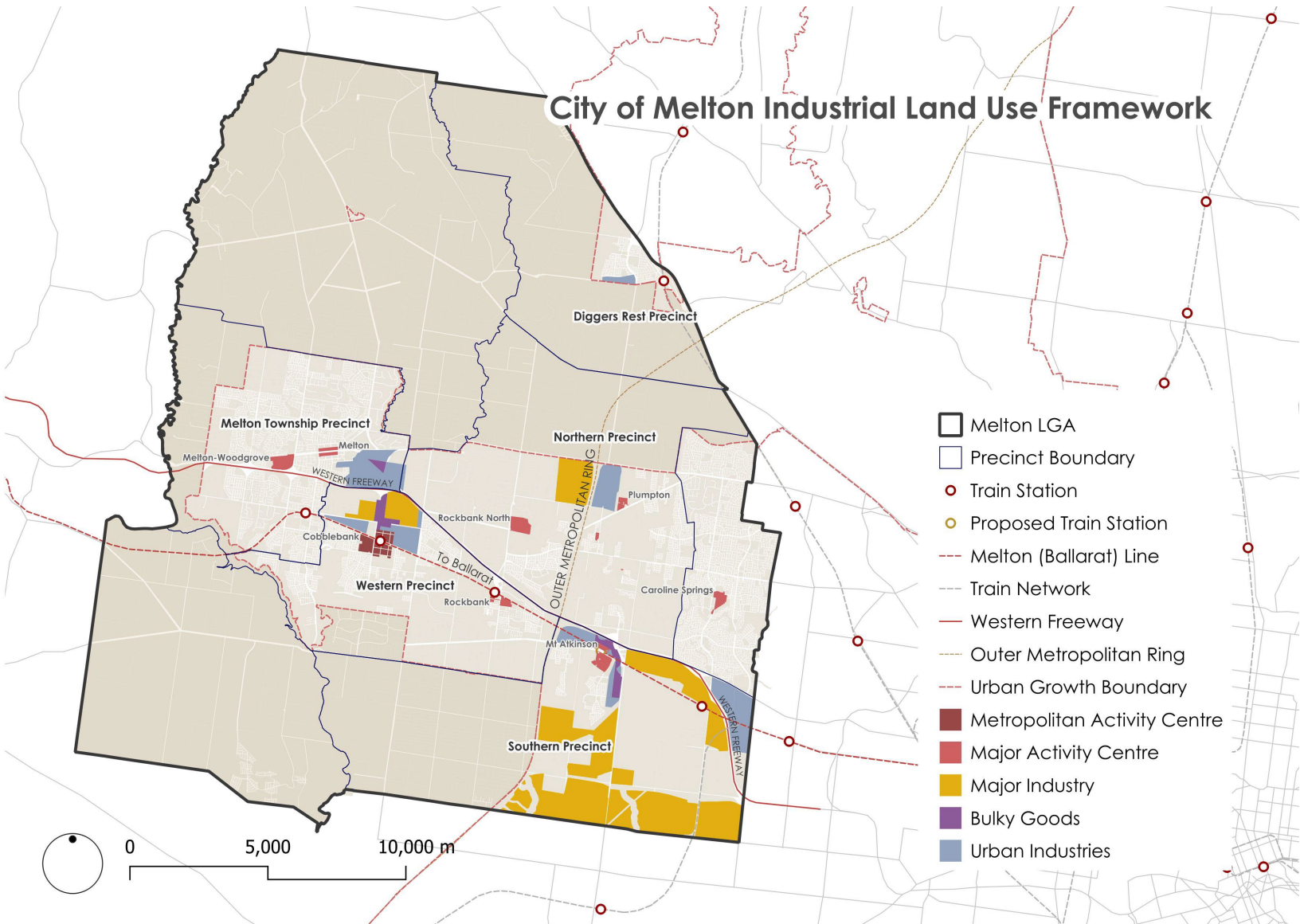
Prepare for Change



Objective 8

Ensure land use settings support innovation

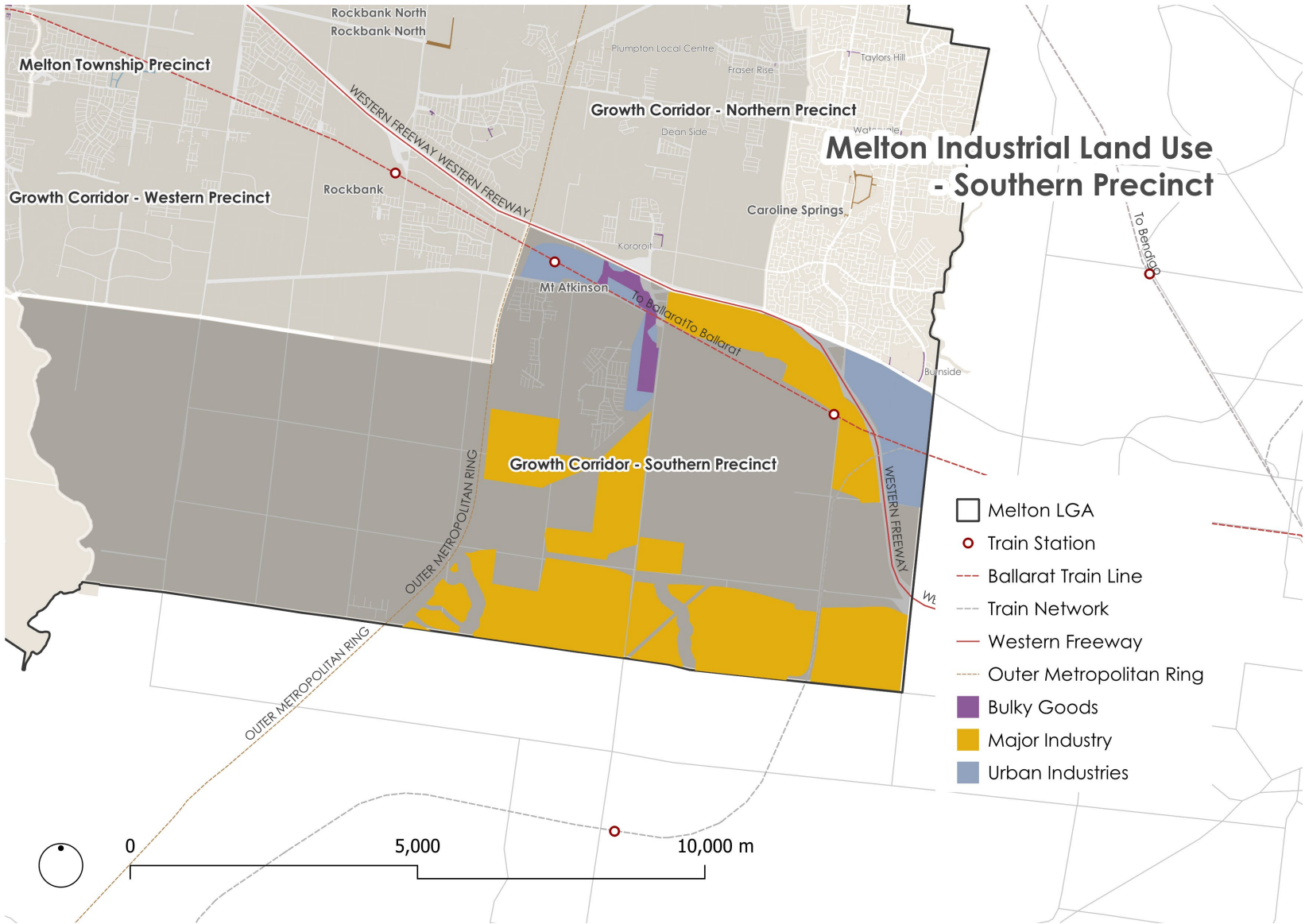
Planning Industrial Growth



Industrial Typologies

Industrial Land Use Type	Preferred Uses	Preferred Land Use Outcomes
Major Industry	<ul style="list-style-type: none"> - Large format e-commerce distribution centres - Large format logistics and warehousing - Large format cold storage - Large format construction and construction supplies - Large format manufacturing - Plastics and chemical industries - New energy - Recycling - Concrete batching - Waste handling 	<ul style="list-style-type: none"> - Subdivision generally results in large lots to support large format facilities - Isolated and segregated from sensitive uses including schools, healthcare and residential areas - Supported for 24 hour unimpeded activity - Supported for increased building heights to accommodate the requirements of automation and robotics - Hospitality, childcare, play centres, leisure, place of assembly and entertainment uses are generally discouraged in major industry areas unless they support local workforce needs - Encouraged in direct proximity to the existing and future Principal Freight Network - Encouraged in direct proximity to existing format major industries
Urban Industries	<ul style="list-style-type: none"> - Automotive, construction and trade services - Fabrication, machining, electrical and engineering services - Furniture making, textiles, steel and plastic sales - Equipment hire - Landscape and home supplies - Data centres - Storage and warehousing - Hospitality, leisure and recreation - Advanced manufacturing and additive industries - Food wholesaling - Office and administration functions - Place of worship - Showroom function 	<ul style="list-style-type: none"> - Diversity of lots and industrial formats - Finer grain street networks that promote a mixture of uses - Uses are in proximity to population centres and commercial centres - Streets support pedestrian movement - Streets support private vehicle movement - Hospitality, leisure, play centres, recreation, place of assembly and childcare uses are supported - Support low impact urban industries in buffer areas
Restricted Retail	<ul style="list-style-type: none"> - Large format retailers including the sale of furniture, hardware and garden supplies, construction materials and appliances - Showroom function 	<ul style="list-style-type: none"> - Located along arterial roads - Located in proximity to population centres activity centres or higher density areas.

Planning Industrial Growth – Major Industries

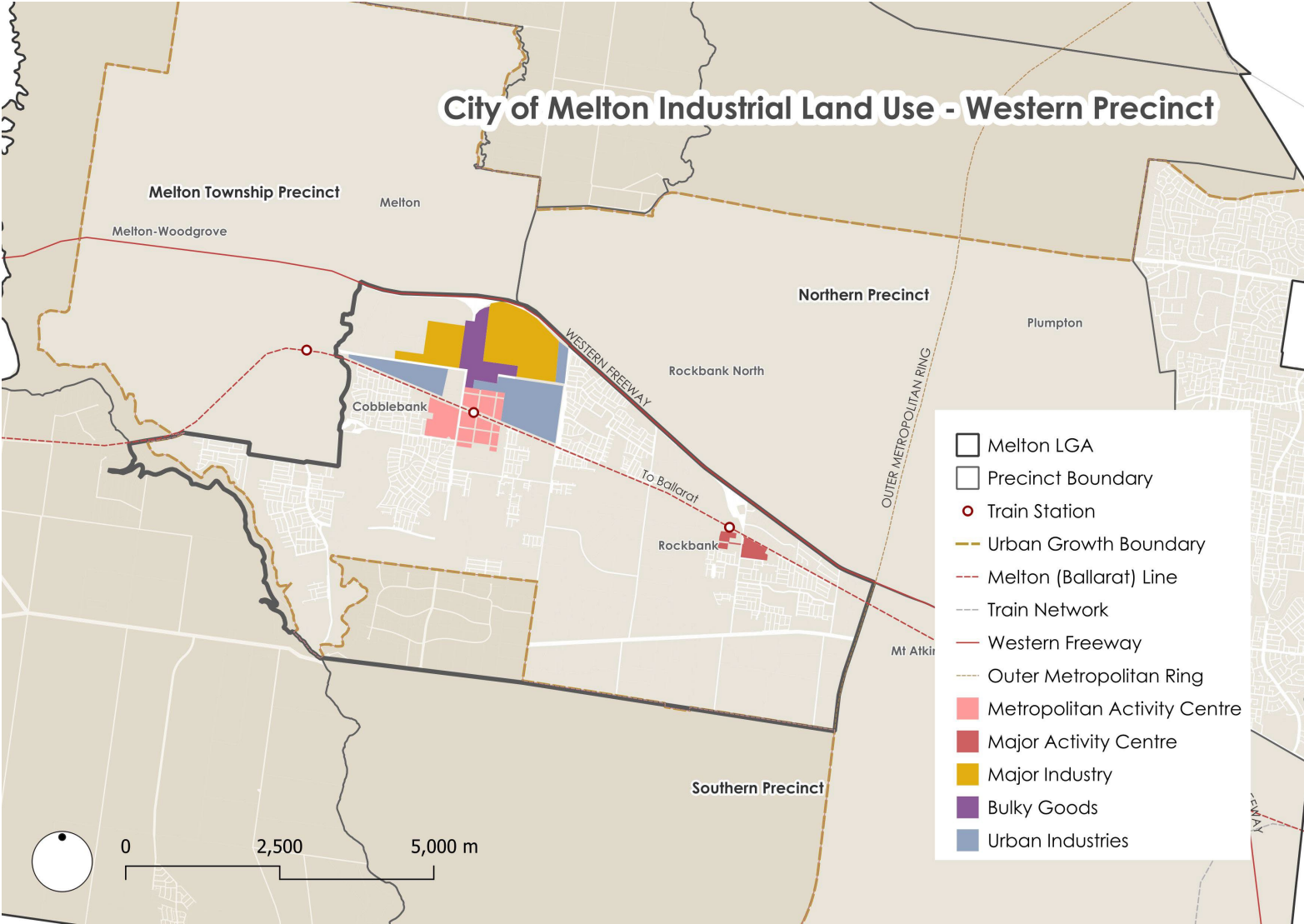


Protect our nationally significant freight, logistics and manufacturing areas

- Supports 24-hour enterprise operations.
- Recognises that major industry areas are likely to be high noise and odour areas.
- Protects major industry areas from the encroachment of non-compatible uses including non-compatible commercial and residential uses.
- Seeks to ensure major industry areas are buffered from sensitive uses including residential areas.
- Seeks to limit land uses within major industry areas that will encourage high volumes of private vehicle traffic on key freight routes.
- Supports major industry areas for increased building heights to accommodate high bay automation requirements.



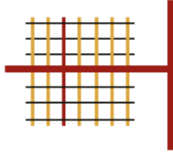

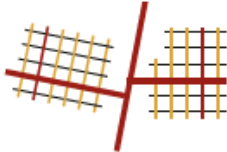

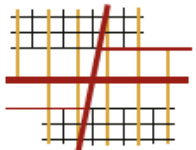

Planning Industrial Growth – Urban Industries



Planning Industrial Growth – Urban Industries



Industrial Typologies

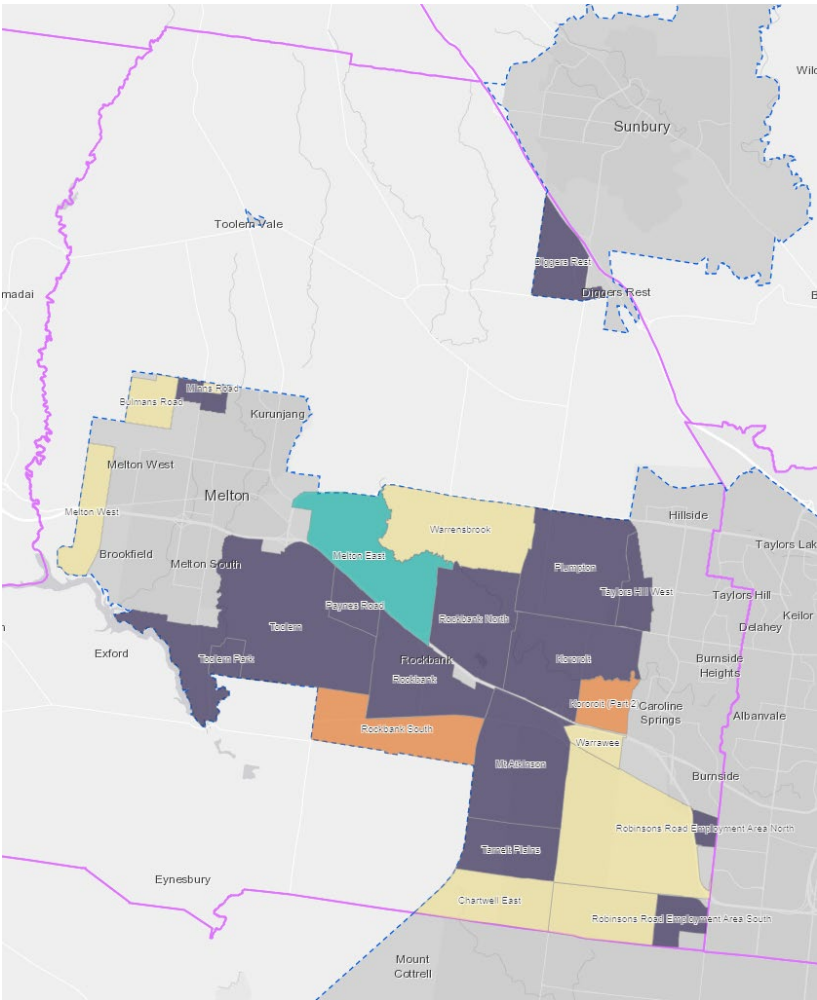
Type		Structure	Land Use
Autonomous	This type is characterized by large-scale zones occupied by uniform industrial buildings and surrounded by various physical boundaries.	Unified 	Zoning 
Adjacent	The organizational outline of the adjacent type is based on zoning and the separation between living and working.	Parallel 	Partial zoning 
Integrated	The key feature of this type is symbiosis between living and working.	Layered 	Mixed 



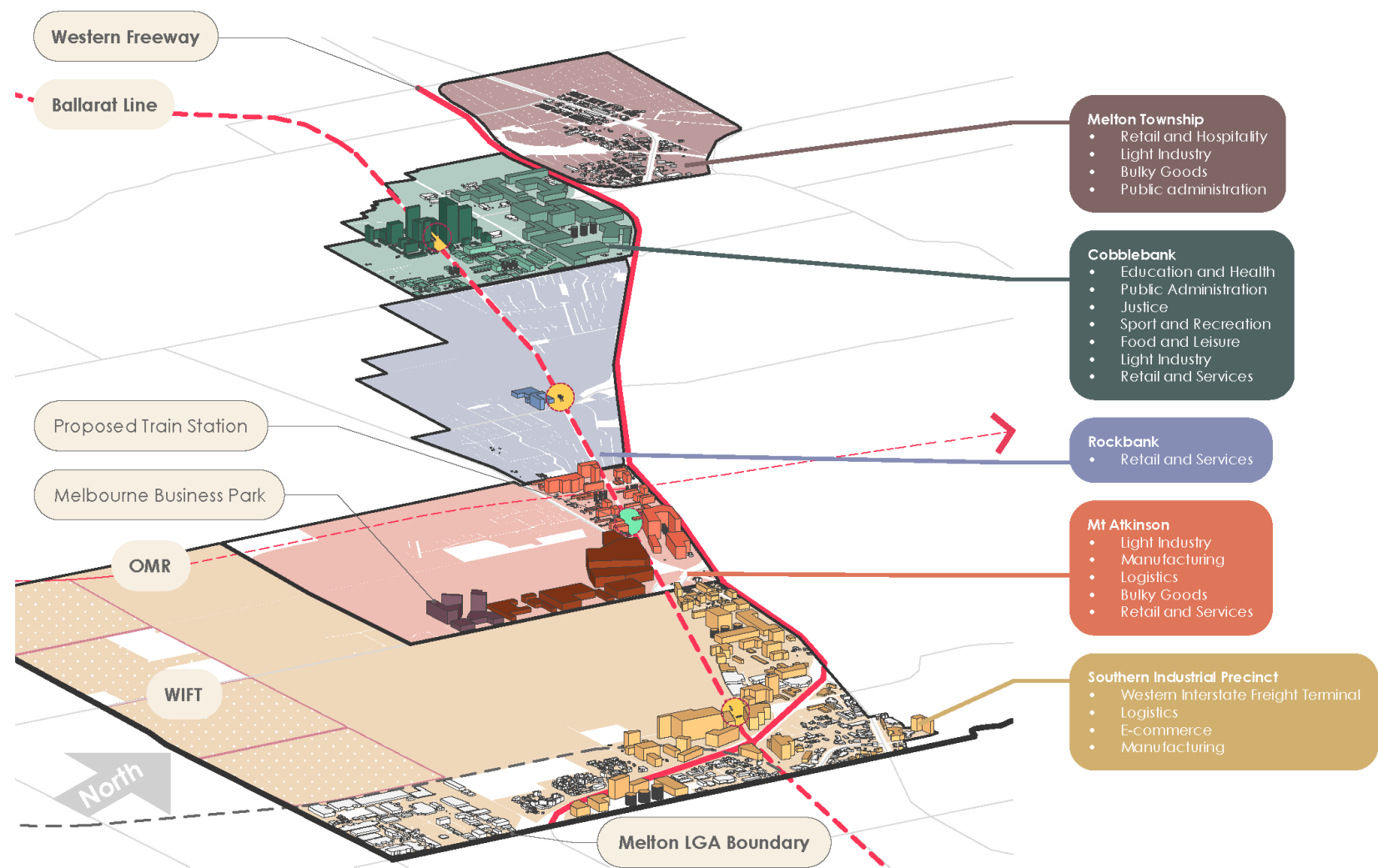
Why?

- Avoid/Minimise land use conflict
- Protect nationally significant industry
- Safety and amenity
- Facilitate land use synergies

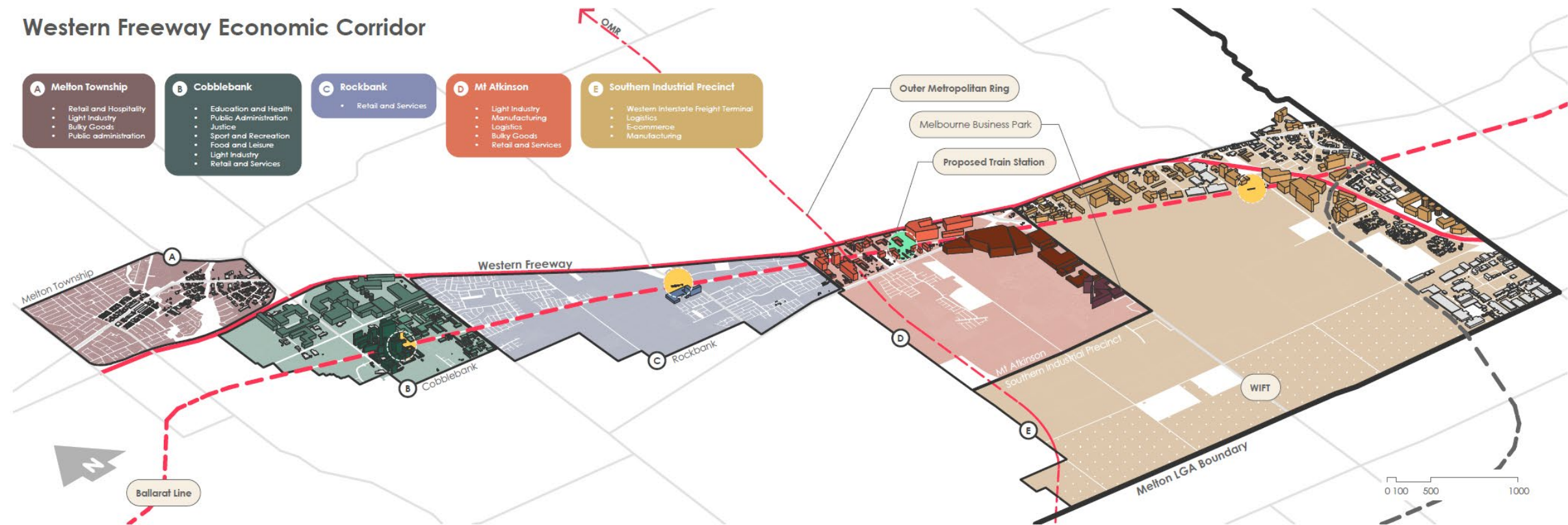
Establishing a Municipal Planning Framework



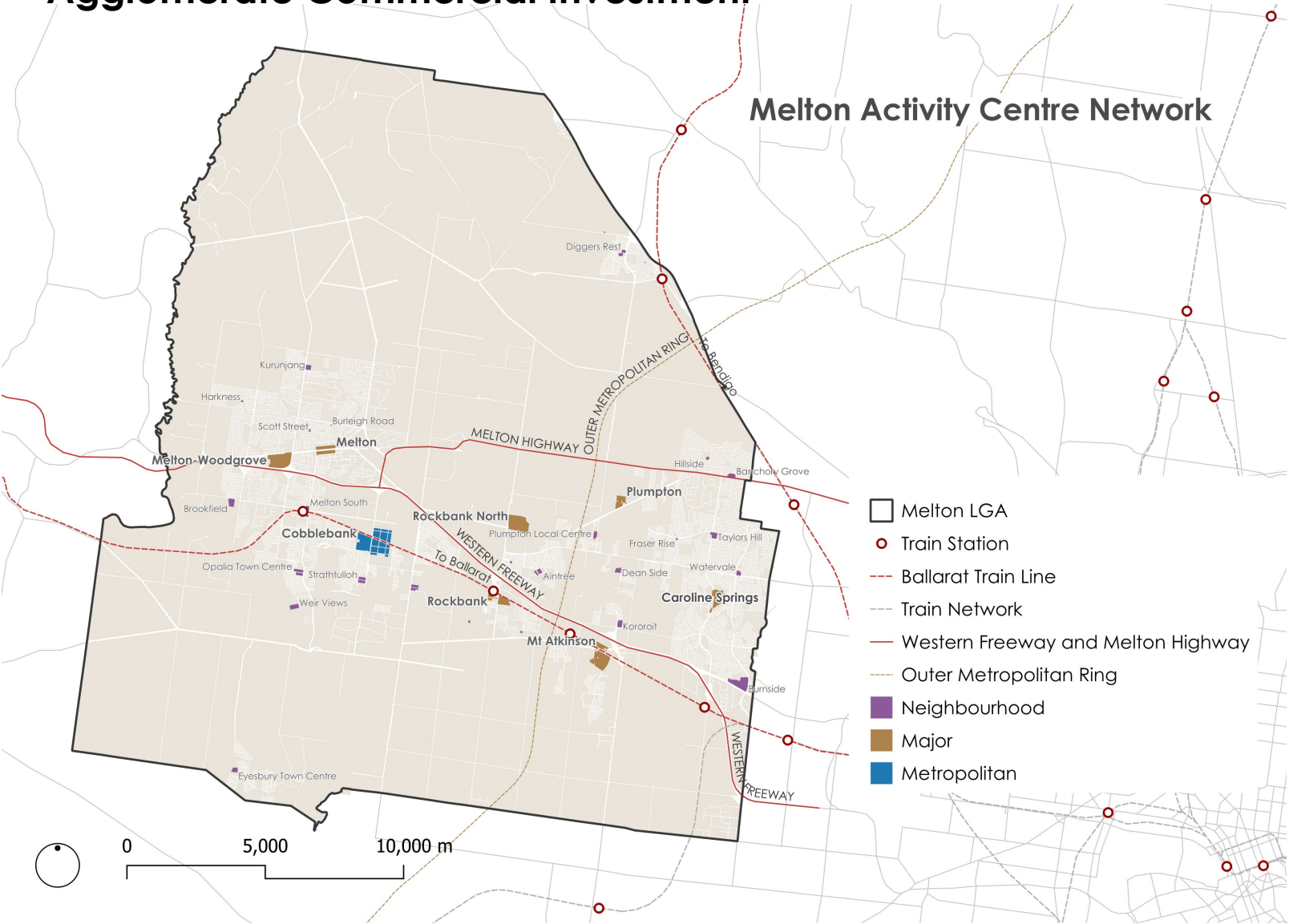
Western Freeway Economic Corridor



An Integrated Development Vision



Agglomerate Commercial Investment

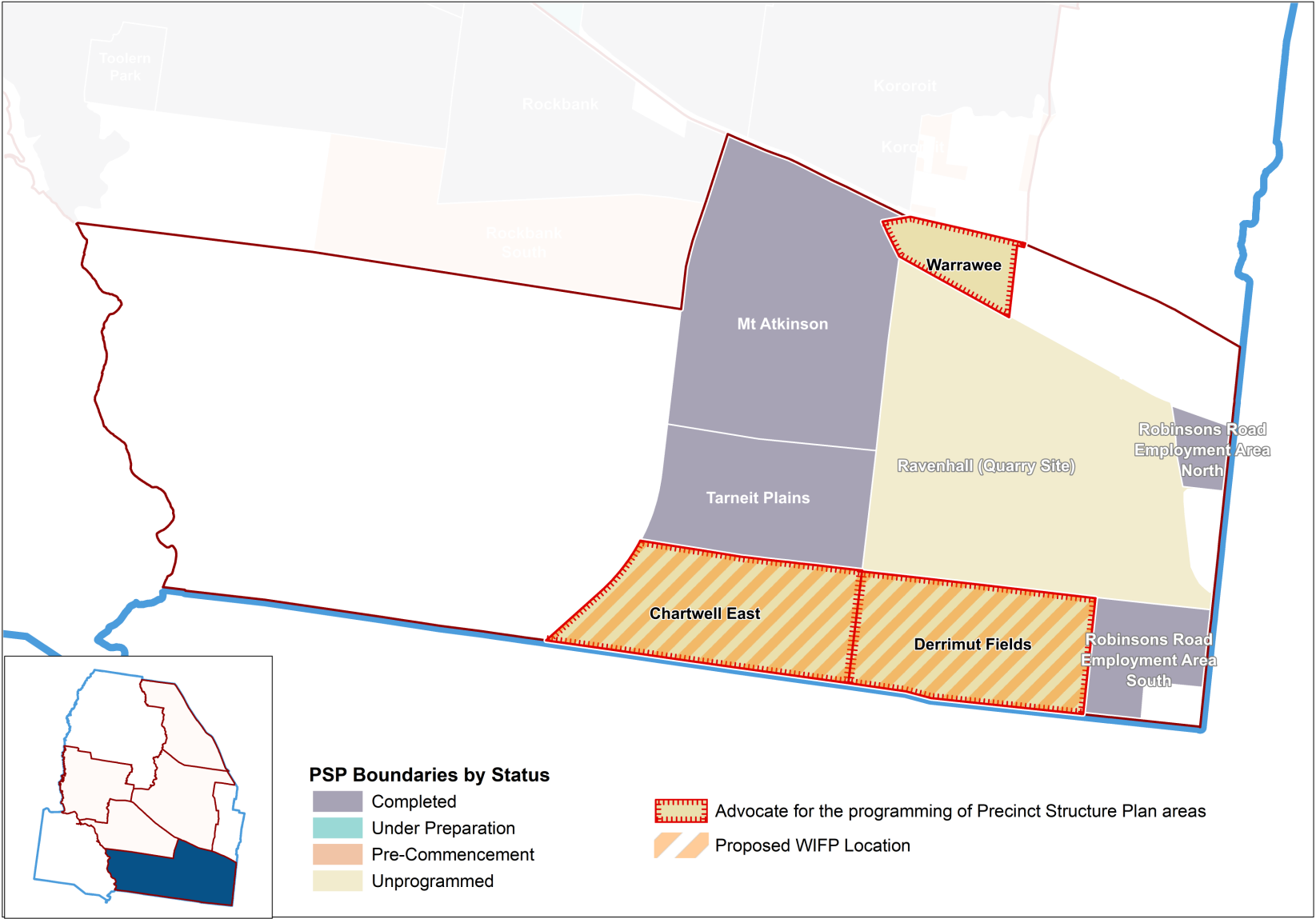


Advocacy – Transport Investment



- | | | | |
|-----------------------|--|---|--|
| 1 Coburns Road | 9 Bulmans Road (Diamond interchange) | 14 New Rockbank Road | 20 Melton Line (electrification and duplication) |
| 2 Exford Road | 10 Ferris Road (Diamond interchange) | 15 Hopkins Road (Interchange and duplication) | 21 Thornhill Park (new station) |
| 3 Ferris Road | 11 Mount Cottrell Road (full Diamond interchange) | 16 Christie's Road (duplication) | 22 Mount Atkinson (new station) |
| 4 Mount Cottrell Road | 12 Paynes Road (Diamond interchange) | 17 Outer Metropolitan Ring Road | 23 Melton Town Scooter Zone |
| 5 Paynes Road | 13 Western Freeway (Upgraded to an urban freeway, additional lanes, removal of direct property accesses) | 18 More frequent and direct buses | 24 Melton Premium Cycling Corridor |
| 6 Leakes Road | | 19 Exford Road (station redevelopment) | 25 Western Freeway Active Transport Corridor |
| 7 Troups Road | | | |
| 8 Hopkins Road | | | |

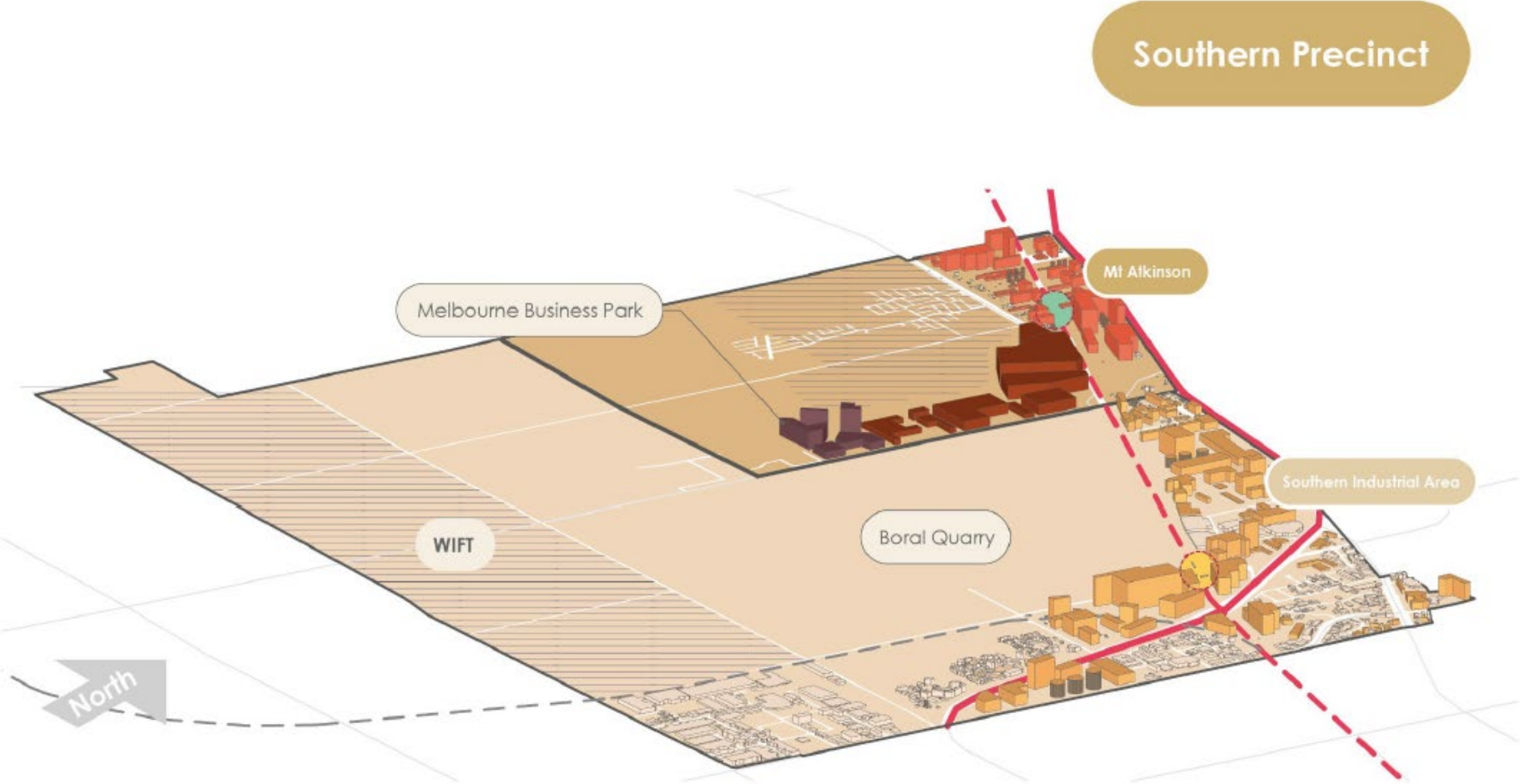
Advocacy – Resolve WIFT and Address Land Supply



Deliver the Western Intermodal Freight Terminal



Economic Development – Level Up Employment



Economic Development – Plan for the Future Employment





Charter
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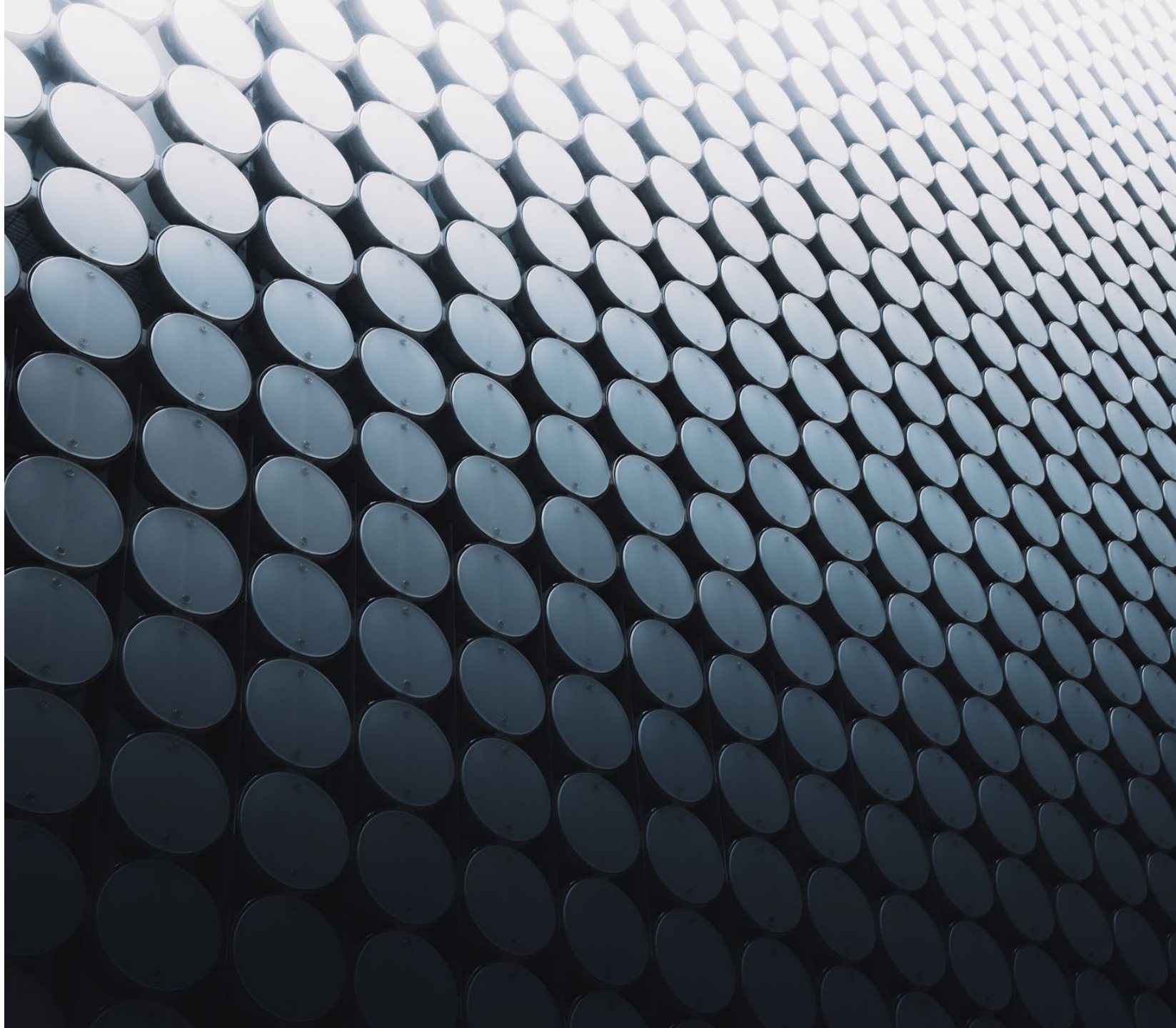
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Next Steps

Consultation and Timelines

Stage 3: Melton Employment and Industrial Land Strategy

Consultation on the draft Strategy	15 Jan - 29 Feb 2024
Council Briefing	March/Apr 2024
Final Strategy	April 2024
Council Adoption	Mid - 2024
Planning Scheme Amendment	End - 2024

Tell us what you think

By 5pm 29 February

citysupport@melton.vic.gov.au

PO Box 21, Melton VIC 3337

Tell us what you think

We invite businesses, landowners and developers of the industrial and commercial areas to make a submission by participating in the 15-minute survey

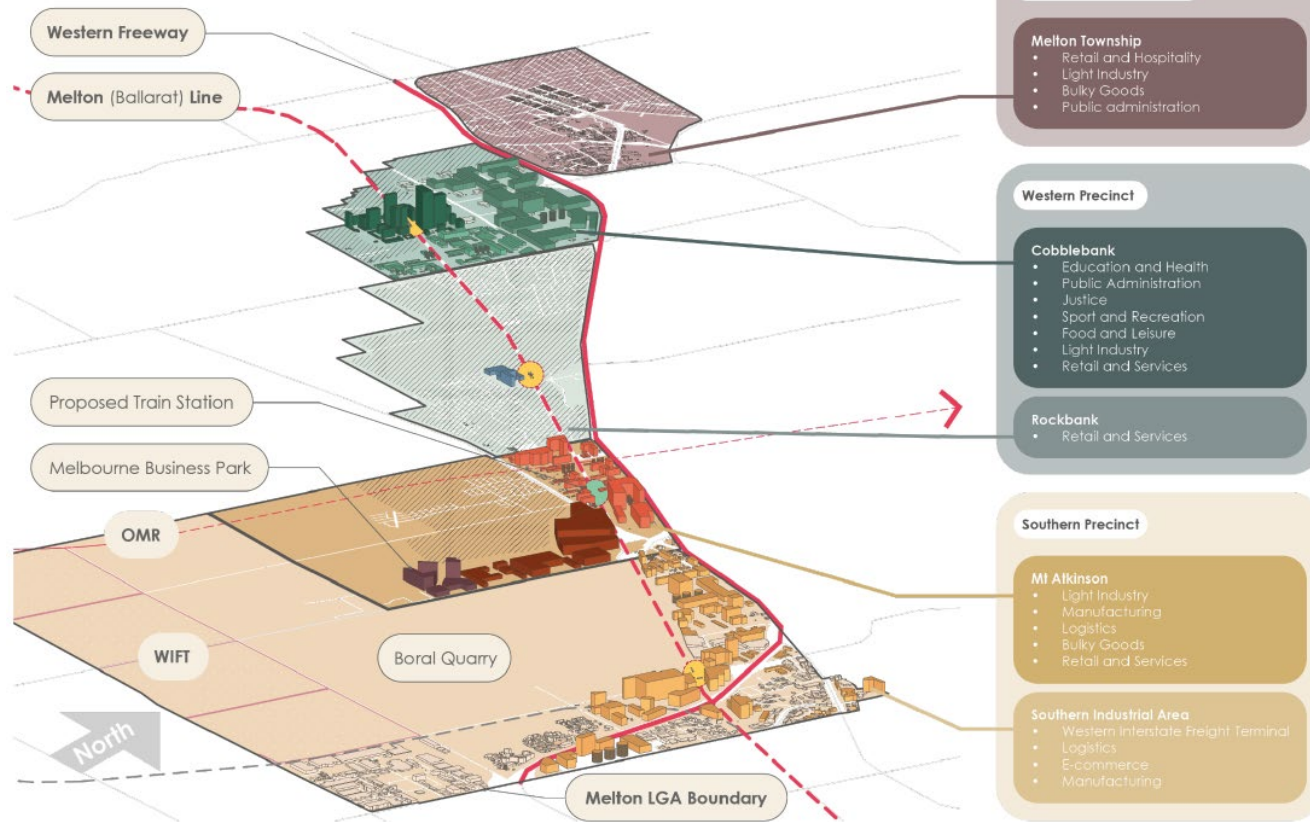
Take our survey

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Figure 15: Western Freeway Economic Corridor

Thank you
Q&A



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