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23/09/2011
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ECONOMIC DEVELOPMENT

Planning is to provide for a strong and innovative economy, where all sectors of the economy are critical to economic prosperity.

Planning is to contribute to the economic well-being of communities and the State as a whole by supporting and fostering economic growth and development by providing land, facilitating decisions, and resolving land use conflicts, so that each district may build on its strengths and achieve its economic potential.

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Commercial

17.01-1

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Business

Objective

To encourage development which meet the communities' needs for retail, entertainment, office and other commercial services and provides net community benefit in relation to accessibility, efficient infrastructure use and the aggregation and sustainability of commercial facilities.

Strategies

Locate commercial facilities in existing or planned activity centres.

Provide new convenience shopping facilities to provide for the needs of the local population in new residential areas and within, or immediately adjacent to, existing commercial centres.

Provide outlets of trade-related goods or services directly serving or ancillary to industry and which have adequate on-site car parking.

Locate cinema based entertainment facilities within or on the periphery of existing or planned activity centres. Such facilities should not require a permit for use within activity centres and are not encouraged on freestanding sites.

A five year time limit for commencement should be attached to the planning approval for all shopping centres or expansions of over 1,000 square metres in floorspace.

17.01-2

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Out of centre development for Metropolitan Melbourne

Objective

To manage out of centre development in Metropolitan Melbourne.

Strategies

Ensure that proposals or expansion of single use retail, commercial and recreational facilities outside activity centres are discouraged by giving preference to locations in or on the border of an activity centre.

Ensure that out-of-centre proposals are only considered where the proposed use or development is of net benefit to the community in the region served by the proposal.

Discourage large sports and entertainment facilities of metropolitan, State or national significance in out-of-centre locations unless they are on the Principal Public Transport Network and in locations that are highly accessible to their catchment of users.

Policy guidelines

Planning must consider as relevant:

- *Melbourne 2030* (Department of Sustainability and Environment, 2002).

17.02

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Industry

17.02-1

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Industrial land development

Objective

To ensure availability of land for industry.

Strategies

Identify land for industrial development in urban growth areas where:

- Good access for employees, freight and road transport is available.
- Appropriate buffer areas can be provided between the proposed industrial land and nearby sensitive land uses.

Protect and carefully plan existing industrial areas to, where possible, facilitate further industrial development.

Provide an adequate supply of industrial land in appropriate locations including sufficient stocks of large sites for strategic investment.

Protect industrial activity in industrial zones from the encroachment of unplanned commercial, residential and other sensitive uses which would adversely affect industry viability.

Encourage industrial uses that meet appropriate standards of safety and amenity to locate within activity centres.

Avoid approving non-industrial land uses, which will prejudice the availability of land for future industrial requirements, in identified industrial areas.

Policy guidelines

Planning must consider as relevant:

- *Recommended Buffer Distances for Industrial Residual Air Emissions* (Environmental Protection Authority, 1990).

17.02-2

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Design of industrial development

Objective

To facilitate the sustainable development and operation of industry and research and development activity.

Strategies

Ensure that industrial activities requiring substantial threshold distances are located in the core of industrial areas.

Encourage activities with minimal threshold requirements to locate towards the perimeter of the industrial area.

Minimise inter-industry conflict and encourage like industries to locate within the same area.

Provide adequate separation and buffer areas between sensitive uses and offensive or dangerous industries and quarries to ensure that residents are not affected by adverse environmental effects, nuisance or exposure to hazards.

Encourage manufacturing and storage industries that generate significant volumes of freight to locate close to air, rail and road freight terminals.

Policy guidelines

Planning must consider as relevant:

- *Recommended Buffer Distances for Industrial Residual Air Emissions* (Environmental Protection Authority, 1990).
- Any comments from the Victorian WorkCover Authority on requirements for industrial land use or development under the *Dangerous Goods Act 1985* and associated legislation and the *Occupational Health and Safety (Major Hazard Facilities) Regulations 2000*.

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State significant industrial land

Objective

To protect industrial land of State significance.

Strategies

Protect large areas of industrial land of state significance to ensure availability of land for major industrial development, particularly for industries and storage facilities that require significant threshold distances from sensitive or incompatible uses. Industrial areas of state significance include but are not limited to:

- Dandenong South in the City of Greater Dandenong.
- Campbellfield and Somerton in the City of Hume and Thomastown in the City of Whittlesea.
- Laverton North in the City of Wyndham and Derrimut in the City of Brimbank.

Protect heavy industrial areas from inappropriate development and maintain adequate buffer distances from sensitive or incompatible uses.

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Innovation and research

Objective

To create opportunities for innovation and the knowledge economy within existing and emerging industries, research and education.

Strategies

Encourage the expansion and development of logistics and communications infrastructure.

Support the development of business clusters.

Promote a physical environment that is conducive to innovation and to creative activities.

Encourage the provision of infrastructure that helps people to be innovative and creative, learn new skills and start new businesses in activity centres and near public transport.

Develop the area around Monash University and the Synchrotron site as a Specialised Activity Centre.

Support well-located, appropriate and low-cost premises for not-for-profit or start-up enterprises.

Improve access to community-based information and training through further developing libraries as community learning centres.

Policy guidelines

Planning must consider as relevant:

- *Melbourne 2030* (Department of Sustainability and Environment, 2002).

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Tourism

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Facilitating tourism

Objective

To encourage tourism development to maximise the employment and long-term economic, social and cultural benefits of developing the State as a competitive domestic and international tourist destination.

Strategies

Encourage the development of a range of well designed and sited tourist facilities, including integrated resorts, motel accommodation and smaller scale operations such as host farm, bed and breakfast and retail opportunities.

Seek to ensure that tourism facilities have access to suitable transport and be compatible with and build upon the assets and qualities of surrounding urban or rural activities and cultural and natural attractions.

Policy guidelines

Planning must consider as relevant:

- *Tourism Investment Guidelines – Your Guide to Tourism Investments in Victoria* (Tourism Victoria, 2008), in considering applications for tourist development.
- Any relevant regional tourism development strategy.

Tourism in Metropolitan Melbourne

Objective

To maintain and develop Metropolitan Melbourne as a desirable tourist destination.

Strategies

Maintain Metropolitan Melbourne's position as a destination in its own right and as a gateway to regional Victoria by:

- Facilitating local, national and global connections and alliances.
- Developing city precincts and promenades.
- Revitalising the retail core of the Central Activities District.
- Nurturing artistic and cultural life.
- Improving public facilities, amenities and access.
- Maintaining city safety.
- Providing information and leisure services.
- Integrating communications systems.
- Improving transport infrastructure.
- Ensuring efficient resource use.
- Protecting biodiversity.

Policy guidelines

Planning must consider as relevant:

- *Melbourne 2030* (Department of Sustainability and Environment, 2002).

Maritime Precincts

Objective

To develop a network of maritime precincts around Port Phillip and Western Port that serve both local communities and visitors.

Strategies

Maintain and expand boating and recreational infrastructure around the bays in maritime precincts at Frankston, Geelong, Hasting, Hobson's Bay, Mordialloc, Mornington, Patterson River, Portarlington, Queenscliff, St Kilda, Stony Point/Cowes and Wyndham.

Provide public access to recreational facilities and activities on land and water.

Support the development of ecotourism, tourism and major maritime events.

Encourage high quality urban design that is innovative, sustainable and integrated with surrounding areas.

Support maritime and related industries in appropriate locations.

Policy guidelines

Planning must consider as relevant:

- *Our Bays Vision: The Bays and Maritime Initiative* (Parks Victoria, 2009).
- *Boating Coastal Action Plan* (Central Coastal Board, 2007).