

**21.08 ECONOMIC DEVELOPMENT**

26/04/2018  
C141

**21.08-1 Retail**

26/04/2018  
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Retailing in the city is dominated by Highpoint PAC and Footscray CAD. The Highpoint PAC has capacity for expanded retail floorspace and will continue to operate as a regional comparison shopping centre and as the key focus in Maribyrnong for bulky goods (restricted retail) retailing. Footscray CAD is very important in providing a range of cosmopolitan shops, a variety of health and community services, excellent access to public transport and proximity to both Victoria University campuses.

Some of the neighbourhood and local centres are showing strengths in lifestyle retailing, ethnic retailing and entertainment/leisure niches in response to demographic changes. The supermarket offer is improving in neighbourhood and local centres and will be augmented by additional supermarkets in the planned neighbourhood activity centres at the Bradmills Precinct and Maribyrnong Defence Site.

Several former main road showroom and bulky goods areas have declined leaving Highpoint PAC as the key focus and preferred location in the City for bulky goods (restricted retail) retailing.

**Objective 1**

To ensure that retail premises are developed in appropriate locations.

**Strategies**

Discourage retail development outside of identified Activity Centres.

Support the Highpoint PAC as a regional comparison shopping centre and as the key focus in the City for bulky goods (restricted retail) retailing.

Provide for street-front retail and businesses within activity nodes along the Footscray to Northern Maribyrnong transport corridor.

**Objective 2**

To ensure restricted retail premises are developed in appropriate locations.

**Strategies**

Focus the municipality’s restricted retail premises retailing at the Highpoint PAC.

Discourage new significant retailing proposals in marginal and declining bulky goods (Business 4 Zone) areas including:

- Geelong Road – north side between Somerville Road and Cromwell Parade;
- Ballarat Road – south side west of Melon Street; and
- Barkly Street – north side west of Geelong Road to Gordon Street.

Ensure restricted retail premises do not develop as stand alone centres, remote from activity centres.

Ensure restricted retail premises developments are designed to provide street frontage activation, pedestrian networks and appropriate car parking.

**Policy Guidelines**

Request development proposals that significantly increase retail floorspace, analyse the impact of the development on in-centre trade/turnover taking into account current and future consumer expenditure capacity.

**21.08-2 Office**

10/11/2016  
C108

The demand for offices is expected to increase as population growth and continued gentrification stimulate growth in the commercial services sector. Footscray CAD,

Highpoint PAC and Central West MAC have capacity for new office development, but the preferred location is within the Footscray CAD which has excellent public transport links for office based workers.

The network of activity centres provides a good range of products from a retailing base but is poor in its range of commercial services. This sector will grow as an increase in resident population creates a demand for offices servicing the needs of those local residents.

**Objective 3**

To ensure that offices are developed in appropriate locations.

**Strategies**

Discourage offices outside of identified Activity Centres.

Encourage offices in the Footscray CAD, Highpoint PAC and Central West MAC in accordance with the centre structure plans, with the preferred location being Footscray CAD.

Encourage offices in areas with good access to public transport.

Encourage office-warehouse development in Core Employment Areas.

**21.08-3**

10/11/2016  
C108

**Industrial Related Employment Land**

The identification of Industrial Related Employment Land (IREL) to be retained for current and future use will ensure enough land is available for economic development. The City must embrace a mixed-use and urbanisation perspective which supports and revitalises the City’s exiting employment and economic activity strengths and ensures Maribyrnong does not transition to become a predominantly residential city. Achieving this balance between residential and employment outcomes contributes to the creation of a sustainable community and economy.

The City now and in the future will require similar amounts of IREL. Whilst demand for IREL in the medium term (5 to 10 years) may decline, projections indicate there will be an increase in demand in the longer term, requiring IREL to be protected now.

The Port of Melbourne has major facilities located at Swanson Dock (container storage and handling) and Coode Island (chemical storage), while Holden Docks and the Yarraville Wharves are actively used by industries located in the Yarraville port industrial precinct. The port’s container trade is forecast to grow significantly by 2030. To cater for this the port will develop and integrate with the Dynon rail centre, which is intended to become an international freight centre. Significant road and rail freight routes traverse the city and are important to the effective operation of the port.

IREL precincts have been categorised as either a Core Employment Area (CEA) or a Strategic Employment Investigation Area (SEIA).

<p><b>Core Employment Area (CEA)</b></p>	<p>Areas which are highly suitable for employment that are functioning relatively efficiently and where the employment role is to be protected and enhanced.</p> <p>CEAs are identified from the stock of Industrial Related Employment Land (IREL) at the precinct level, or are identified in a framework/structure planning process following interim designation as a SEIA.</p> <p>Underutilised industrial premises in CEA’s should not be considered obsolete, but be regarded as needing adaption or modification in any initial consideration.</p>
<p><b>Strategic Redevelopment Sites (SRS)</b></p>	<p>Sites or areas determined after investigation not to have a future in which employment is the primary purpose.</p> <p>SRSs are identified from the stock of Industrial Related Employment Land (IREL) at the precinct level by means of a framework/structure planning process.</p>

<b>Strategic Employment Investigation Area (SEIA)</b>	<p>Areas which are considered to be suitable for employment until such time as further investigation clearly demonstrates that this is not a viable option.</p> <p>SEIAs are identified from the stock of Industrial Related Employment Land (IREL) determined to require investigation through a framework/structure planning process, because there are significant limitations or issues relating to their continued employment role.</p> <p>Areas in which these limitations are able to be addressed and the employment role retained or increased, are likely to be designated CEA.</p> <p>Areas determined to be inherently/intrinsically unsuitable for an employment role, are likely to be designated SRS.</p>
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There are 7 Core Employment Areas:

- Precinct 1 Yarraville Port;
- Precinct 2 Tottenham;
- Precinct 3 West Footscray;
- Precinct 4.1 Braybrook Ashley Street;
- Precinct 5 Braybrook Ballarat Road;
- Precinct 6 Maidstone Hampstead Road; and
- Precinct 7 Yarraville Cawley.
- There are 3 Strategic Employment Investigation Areas:
- Precinct 4.2 Braybrook Ashley Street
- Precinct 8 Yarraville Mobil Terminal; and
- Precinct 9 Gordon and Mephan Street

The preferred development and improvement of the stock of IREL is being guided by the *Maribyrnong Economic and Industrial Development Strategy, 2011*, framework plans or structure plans prepared for each precinct. For instance, the whole of what was Precinct 6 – Maidstone Hampstead Road while initially identified as a SEIA, has, through the framework planning process, been designated to be part CEA and part SRS.

**Objective 4**

To protect and improve Core Employment Areas.

**Strategies**

- Protect the Core Employment Areas from residential encroachment.
- Maintain a stable supply of Industrial Related Employment Land to deliver jobs and economic prosperity.
- Maintain the employment/ economic development role of Core Employment Areas by supporting a greater range of employment generating uses.
- Ensure that the design and layout of new sites provides cost effective and attractive sites for employment generating uses and activities.
- Maintain land buffers around and within the Core Employment Areas.

**Objective 5**

To ensure high quality industrial and commercial development in Core Employment Areas.

**Strategies**

- Encourage industrial and office buildings to make a positive contribution to the amenity of adjoining streets and residential areas, enhance street activity and enhance the visual appeal of the area.
- Avoid new interface and transition impacts through appropriate land use planning at a precinct level; and siting, building design, landscaping or other mitigation measures at individual site level.

Minimise the impact of car parking and loading areas on the streetscape through the appropriate orientation, siting of buildings, landscape design and shared services between sites.

Encourage the provision of wayfinding and directional signage to aid legibility and navigation to bus stops and other key destinations, and improve the overall cohesiveness of the area.

Encourage services, storage areas, plant and roof-top equipment to be located to minimise impacts on the public realm and be designed as an integral part of the building.

Provide adequate on-site provision of all off-street parking, turning circles, vehicular access and loading bays.

Reduce dust through improved building and site maintenance, landscaping and sealing of car parking, hard stand and outdoor storage areas.

Encourage the incorporation of Water Sensitive Urban Design for the treatment of stormwater.

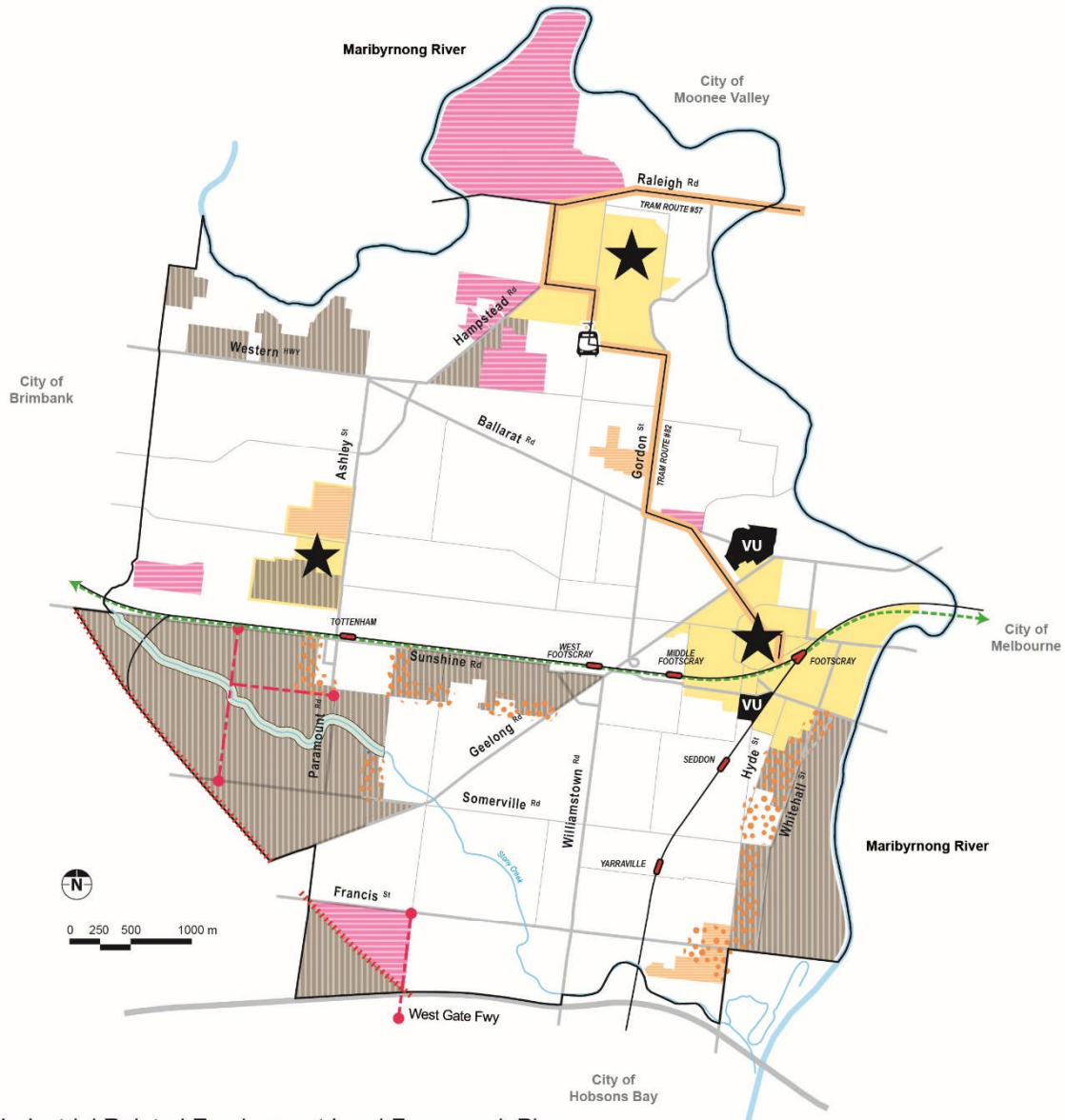
Support the rezoning of Strategic Redevelopment Sites (SRS) that are identified through a framework/structure planning process of Core Employment Areas and/or Strategic Employment Investigation Areas shown in the Industrial Related Employment Land Framework Plan.

### **Policy Guidelines**

Use and/or development in Core Employment Areas should be consistent with any relevant adopted framework plan or structure plan prepared for the precinct, including any associated urban design and development guidance.

Generally the supply of employment land contained in Core Employment Areas should not be diminished. In exceptional cases, it may be appropriate to consider redevelopment and if necessary a change in zoning if:

- A framework plan or a structure plan has been prepared for the precinct or sub-precinct in accordance with the framework planning principles of the Maribyrnong Industrial Land Strategy and the framework plan or the structure plan recommends the change in land use and the rezoning; and
- The new land uses will not adversely impact or restrict existing business/employment uses or near the precinct (particularly existing business in the Core Employment Area to be retained).



Industrial Related Employment Land Framework Plan



**21.08-4 Tourism Facilities**

15/09/2011  
C82(Part 1)

There is limited potential for tourism, cultural and water based recreational facilities and activities along the river corridor.

Identified opportunities for new facilities include the redevelopment of Footscray Wharf as a commercial marina, new tea house/café and moorings south of Dynon Road and a café at the former Dales Stables (Chifley Drive) in Maribyrnong. It is expected that the redevelopment of the Maribyrnong Defence Site will also present further opportunities for community, and limited commercial, facilities.

## Objective 6

To support appropriate tourism development.

### Strategy

Develop the recreation and tourism potential of the Maribyrnong River.

## 21.08-5

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### Gaming

The city has one of the highest expenditure levels on gaming in Victoria and particularly high concentrations of gaming machines per head of population. The density of gaming machines and high levels of gaming expenditure have significant social and economic impacts on the community, which in turn places increasing pressure on community services and facilities. Council wants to reduce the impacts of gaming on the community.

## Objective 7

To minimise adverse social impacts from electronic gaming machines.

### Strategies

Ensure the establishment of new or additional gaming machines does not occur proximate to relatively disadvantaged or vulnerable communities.

Require a social impact assessment for electronic gaming machine applications. .

Reduce the number of gaming machines within the city and per head gaming expenditure to no greater than the Victorian average.

### Implementation

Apply Clause 22.06 Gaming Policy in considering an application to install or use a gaming machine or use of land for gaming.

## 21.08-6

26/04/2018  
C141

### Licensed Premises

The City of Maribyrnong has over 250 licensed premises which contribute to the vitality of an area, consumer choice, and the economic strength of the municipality.

Council's desire is for new licensed premises and changes to existing licensed premises to result in positive amenity impacts while minimising negative amenity impacts.

Positive amenity impacts include the enhanced vitality of an area, streetscape activation, passive surveillance, and the creation of a local 'identity' as an entertainment and tourism destination. Negative amenity impacts relate to violence, street disturbance, noise, anti-social behaviour, litter, and vandalism.

There are a range of factors which can influence the likelihood of amenity impacts relating to licensed premises. These include:

- Venue type
- Internal and external venue design
- Noise
- Operating hours
- Patron numbers
- Location and access
- Clustering

The relationship between these factors will determine the likelihood and extent of positive and negative amenity impacts on the local community.

## Objective 8

- To ensure that activity centres are the primary focus for the establishment of licensed premises

- To encourage new licensed premises and changes to existing licensed premises to result in positive amenity impacts and minimal negative amenity impacts.

**Strategies**

- Ensure the location, design and operation of licensed premises maximises the opportunity for streetscape activation, passive surveillance, and enhanced vitality of an area.
- Ensure the location, design and operation of licensed premises minimises the potential for negative amenity impacts on the surrounding area.
- Ensure the licensed premises will not result in an adverse cumulative impact on the surrounding area.

**Implementation**

Apply Clause 22.08 Licensed Premises Policy in considering an application for licensed premises.