

**HOBSONS
BAY CITY
COUNCIL**



Draft Industrial Land Management Strategy 2023-2038

Acknowledgment of Country

Council acknowledges the Bunurong People of the Kulin Nation as the Traditional Owners of these municipal lands and waterways, and pay our respects to Elders past, present and emerging.

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1. Scope

The draft Industrial Land Management Strategy ('the strategy') provides land use and policy direction to guide change in key industrial precincts in Hobsons Bay for the next 15 years. The strategy sets out a vision and objectives for industrial land and directions for key industrial precincts that will inform a new planning and policy framework.

This strategy relates only to industrial zoned land in Hobsons Bay and includes Industry 3 Zone, Industry 1 Zone and a number of Special Use Zones related to specialised industry sectors and Major Hazard Facilities (MHFs) as shown in **Figure 1**. For the purposes of the strategy, industrial areas have been categorised into six key precincts.

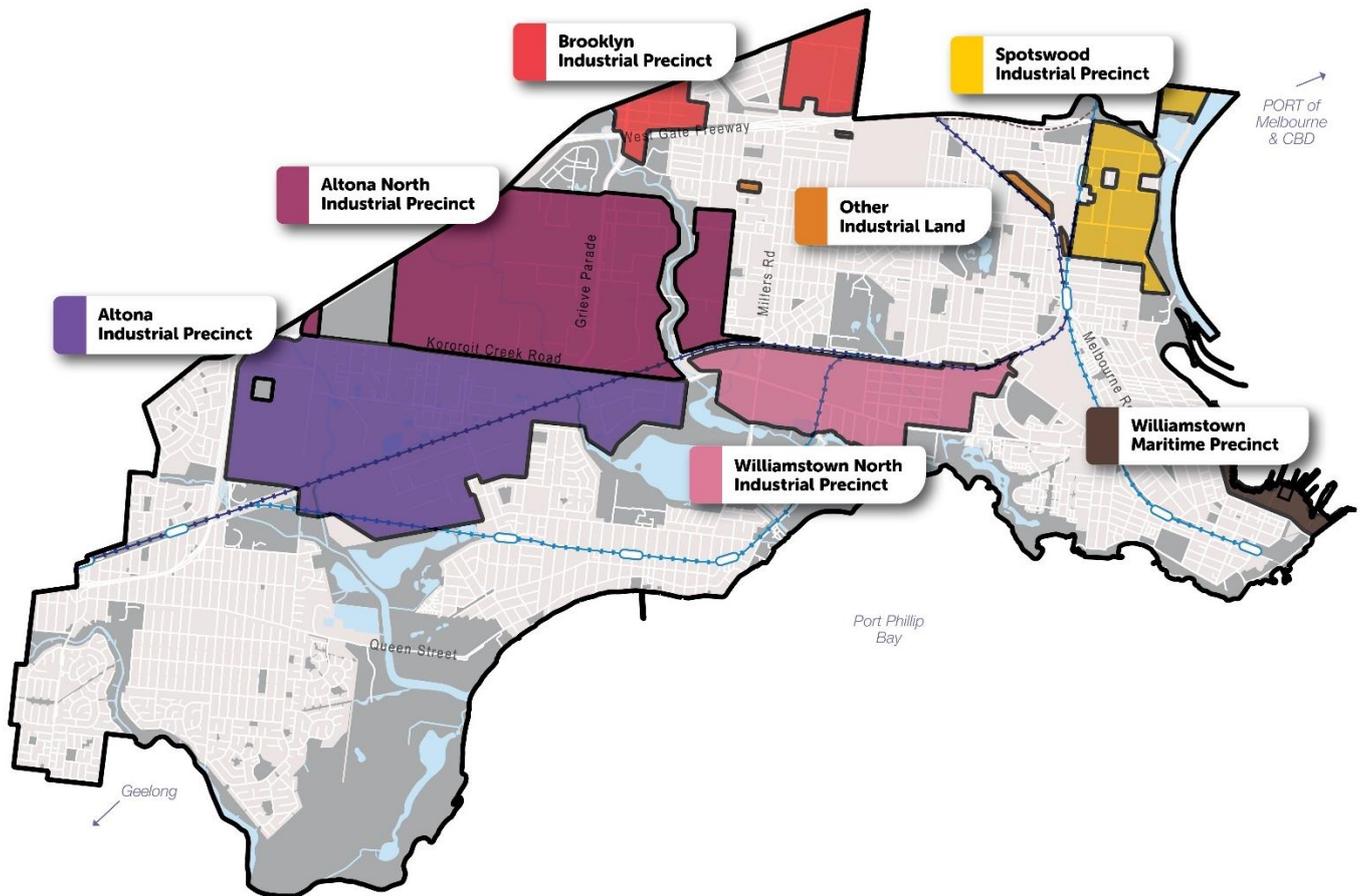


Figure 1: Hobsons Bay's key industrial precincts and existing zones

How to read this document

The strategy is guided by an overarching vision and objectives detailed at Section 2. The context for the strategy is included at Sections 3 to Section 6.

Section 7 (Land Use Framework) provides key precinct directions for each of the six key industrial precincts to inform a revised planning framework for industrial areas.

An implementation table with key actions is included at Section 8 that will help deliver the overarching vision and objectives of the strategy.

2. Purpose & Vision

This strategy will apply the vision and objectives to guide investment, development, and land use planning in Hobsons Bay's industrial precincts over the next 15 years.

Vision for Industrial Precincts in Hobsons Bay

Our industrial precincts will:

- *be the preferred location for industries that are innovating and adopting new practices that support a circular economy and zero carbon future*
- *support diverse industries and businesses of all scales that provide more jobs for our local community and that ensure a resilient economy*
- *provide green spaces, sustainable transport and amenities to support our skilled workforce, whilst also enhancing our environmental assets and biodiversity*
- *ensure community are appropriately buffered and protected from any potential amenity impacts that arise from the movement of goods and industrial operations*
- *include high-quality industrial developments that adopt best practice sustainable design principles, enhance the local heritage fabric and the streetscape*
- *build on our legacy of state significant industries and precincts and retain our point of difference in the Victorian Economy to continue to attract investment*

Objectives

The below overarching objectives identified as part of the Reimagining our Industrial Areas Project are intended to guide planning in Hobson's Bay's industrial precincts.



Objective 1

Increase local jobs and employment and diversify industry sectors

1. attract high employing industries to increase local jobs and employment
2. attract industries and businesses that support our changing resident workforce
3. attract a diversity of businesses and industries to support a resilient economy



Objective 2

Balance economic growth with community impacts

1. ensure new industries with potential adverse amenity impacts are located away from existing residential areas
2. encourage industries to adopt practices that reduce off-site amenity impacts
3. support industrial development that enhances the streetscape and heritage fabric



Objective 3

Become an environmental leader and promote more sustainable and green industries

1. support industries that innovate and adopt new practices that lead to better environmental outcomes
2. support industrial development that limits impact on our natural environment and enhances areas of environmental significance
3. support greening, tree canopy cover and streetscape improvements in industrial precincts



Objective 4

Continue to attract investment to support a resilient and prosperous local economy

1. capitalise on the broader changing economy
2. attract new businesses, gain state investment and retain large businesses
3. create high amenity industrial areas with improved public realm and access to amenities and open space to attract new industries and skilled workers

3. Development of the Strategy

Reimagining our Industrial Areas

The development of the strategy commenced with the Reimagining our Industrial Areas project in 2021. This project was the first step in reviewing the 2008 Industrial Land Management Strategy as it tested several objectives proposed to guide land use and development within key industrial precincts with community and key stakeholders.

The project was informed by an analysis of the local economic context and preliminary discussions with key stakeholders on potential new and emerging industry sectors that could be attracted to Hobsons Bay based on certain locational attractors and deterrents.¹

The project produced a Statement of Opportunity (a statement) that highlighted the locational attractors in the municipality including proximity to the Port of Melbourne, principal freight line and Melbourne CBD, large self-contained sites, supportive land use frameworks, existing buffers and lifestyle benefits for workers.² The statement included Council's objectives for industrial land and future industry sectors to target including digital industry, advanced manufacturing, new energy and circular economy industries.

Engagement with the community, businesses, government agencies and industry groups on the statement was carried out between October and November in 2021 and identified support for the objectives and target industry sectors.³ As such the objectives and target industry sectors have been carried through with some modifications into the strategy and have informed individual precinct opportunities and recommendations.

Process

The flowchart below (**Figure 2**) illustrates the process for preparing and implementing the strategy. Once the strategy is adopted by Council a planning scheme amendment will be required to introduce a new planning framework for industrial land into the Hobsons Bay Planning Scheme.

¹ Hobsons Bay Reimagining the Future of Industrial Land, Charter Keck Kramer, June 2021

² Reimagining our Industrial Areas - A Statement of Opportunity, Hobsons Bay City Council, 2021

³ Reimagining our Industrial Areas – what we heard, Hobsons Bay City Council, December 2021

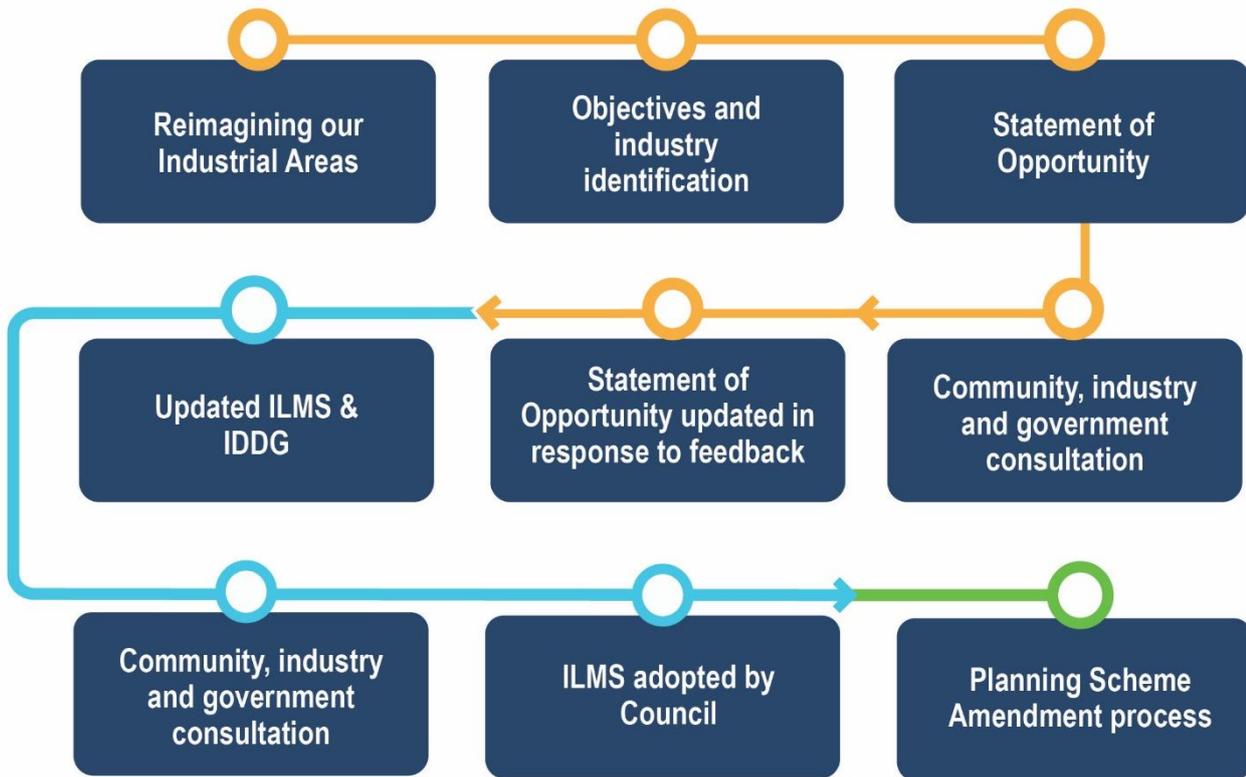


Figure 2: Process of industrial land review

What's changed

Focus of 2008 ILMS and outcomes

The 2008 Industrial Land Management Strategy was focused on the protection of industries that supported local jobs and economic growth but also, the transition of surplus or underperforming industrial land to residential or commercial use to meet future demand for retail floorspace and housing.

The 2008 strategy identified and provided land use guidance for 22 precincts, designating industrial land as either core or secondary. The core industrial areas were and continue to be home to major industries including petrochemical manufacturing and petroleum refining infrastructure (operation ceased) and storage. The secondary industrial areas supported smaller industries and businesses.

In addition, the 2008 strategy designated nine part or whole precincts as Strategic Redevelopment Areas (SRAs) with the potential to transition to another use (primarily residential or commercial). Most of these SRAs have been rezoned or are in the process of rezoning and have had a profound impact on the municipality, with brownfield sites expected to contribute approximately 4500 new dwellings across Hobsons Bay.

Focus of 2023-2038 ILMS

The focus of this strategy is to retain and protect industrial land for economic and employment growth. Given the extent of transition from areas identified as SRAs in the 2008 ILMS, this strategy does not advocate transition of industrial land to residential and therefore does not carry forward SRAs. This reflects state policy and the Melbourne Industrial and Commercial Land Use Plan (MICLUP) (outlined in Section 4) which has recognised the importance of Hobsons Bay's industrial areas to the broader Victorian

economy and supply chains. Key drivers of the strategy are to attract new industry and businesses, continue industrial and commercial growth and activities, align job growth with local resident workforce skillsets and improve the amenity of industrial areas.

Appendix 2 from MICLUP has been used as the basis for the methodology that has been used in this strategy. The ILMS is consistent with MICLUP’s principles and key directions relating to state and regionally significant industrial land in Hobsons Bay.

The remaining industrial areas from the 2008 ILMS have been consolidated into six larger industrial precincts. Strategic direction for each precinct is outlined in Section 7. The land use categories from the 2008 ILMS have been revised to reflect Council’s vision and objectives and recognise the need to provide additional jobs (see Table 1 below).

Table 1: Land use category comparison.

2008 LAND USE CATEGORIES	2023 LAND USE CATEGORIES
<p>Core Industrial Area:</p> <ul style="list-style-type: none"> major concentrations of industry relatively unconstrained by sensitive uses protected for new growth and expansion of industry rezoning to non-industrial zones not supported 	<p><i>Updated category</i></p> <p>Core Industrial Area:</p> <ul style="list-style-type: none"> heavier or larger format industries (inc. Major Hazard Facilities) relatively unconstrained by sensitive uses rezoning to non-industrial zones not supported
<p>Secondary Industrial Area:</p> <ul style="list-style-type: none"> smaller concentrations of industry important for local economic development and employment support small and medium businesses (supply industrial and domestic markets) non-industrial protrusions not supported 	<p><i>Updated category</i></p> <p>Secondary Industrial Area:</p> <ul style="list-style-type: none"> smaller format industry generally higher employing than core industrial areas due to fewer employment density limitations act as a transition area to sensitive uses limited amenity impacts particularly at sensitive interfaces rezoning to non-industrial zones generally not supported unless required at a sensitive interface
<p><i>Not being carried forward</i></p> <p>Strategic Redevelopment Area:</p> <ul style="list-style-type: none"> areas of transition to other uses opportunity for change to residential use opportunity to change to a mix of industry, commercial and office accommodation 	<p><i>New category</i></p> <p>Core Employment Area:</p> <ul style="list-style-type: none"> higher employing areas support of mix of knowledge-based industries and light industrial uses relatively well serviced (inc. active/public transport routes) rezoning to non-industrial zones that facilitate employment uses may be supported (where appropriate)

4. Policy Context

Policy considerations

There are several intersecting local and state policies that inform how industrial land is used and developed in Hobsons Bay. In particular, the Victorian government's long-term planning strategies, Plan Melbourne 2017-2050 and Melbourne Industrial and Commercial Land Use Plan 2020. These policies identify almost all the municipality's industrial areas as either state or regionally significant. The retention of this land for industrial use is stated as critical to the growth and development of Melbourne and Victoria's economy. These strategies along with others have been considered as part of the preparation of this strategy as outlined at Table 2.

Table 2: Relevant state and local strategies that have informed the strategy.

Policy/Publications	What does this mean for Hobsons Bay's industrial areas?
State Policy and Strategy	
Plan Melbourne 2017-2050 DELWP	<p>Plan Melbourne provides a long-term strategic plan for metropolitan Melbourne to accommodate future growth in population and employment with development of 70% in established areas and 30% in growth areas.</p> <p>The strategy designates a large amount of state and regionally significant industrial land within the Hobsons Bay Local Government Area (LGA).</p>
Melbourne Industrial and Commercial Land Use Plan (MICLUP) (2020) DELWP	<p>MICLUP is a detailed plan that further defines the local and metropolitan implications of Plan Melbourne's industrial directions.</p> <p>It affirms the role and importance of state and regionally significant industrial precincts in the western region. The majority of Hobsons Bay's industrial land is identified as state significant, however some land in Spotswood and Williamstown is regionally significant.</p> <p>State-significant industrial precincts are <i>'for major industrial development linked to the Principal Freight Network and transport gateways'...</i> and <i>'allow continual growth in freight, logistics and manufacturing investment.'</i></p> <p>Regionally-significant industrial precincts <i>'are well established and support a range of industrial uses'</i> or <i>'transitioning and supporting new uses'...</i> <i>'These areas need to be planned for and retained either as key industrial areas or locations that can transition to a broader range of employment opportunities.'</i></p> <p>The municipality also has a small amount of local industrial land.</p>
Western Land Use Framework Plan DELWP	<p>The Western Metro Land Use Framework Plan is a 30-year strategy for six local government areas. It is an extension of Plan Melbourne for western Councils including Brimbank, Hobsons Bay, Maribyrnong, Melton, Moonee Valley and Wyndham.</p> <p>It notes that industrial land must be protected, knowledge-based economic activity expanded, and new industries developed.</p>
Planning Policy Framework	<p>The Planning Policy Framework (PPF) forms part of the Victoria Planning Provisions and all Victorian planning schemes. Those</p>

Policy/Publications	What does this mean for Hobsons Bay's industrial areas?
DTP/Council	<p>policies of most relevance to Hobsons Bay's industrial land use and development are:</p> <ul style="list-style-type: none"> • Clause 13.07-1S – Land use compatibility. • Clause 13.07-2S – Major hazard facilities. • Clause 15.01 – Built Environment which contains Clause 15.01-1S – Urban design and Clause 15.01-1R – Urban design - Metropolitan Melbourne. • Clause 17.01 – Employment which contains Clauses 17.01-1S – Diversified economy, 17.01-1R – Diversified economy – Metropolitan Melbourne and 17.01-2S Innovation and research. • Clause 17.03 – Industry which contains Clauses 17.03-1S Industrial land supply, 17.03-2S Sustainable industry and 17.03-3S State significant industrial land.
Buffer Area Overlay tool <i>DELWP</i>	<p>A planning overlay that can be used to prevent incompatible uses and development within buffer areas of industries and other uses that may have potential off-site impacts.</p>
Advancing Victorian Manufacturing: A Blueprint for the Future (2017-2050) <i>DJPR</i>	<p>An industry development policy that sets out to revive and refocus Victoria's manufacturing sector.</p>
International Investment Strategy (2020) <i>Invest Victoria</i>	<p>Outlines the key strengths and benefits for potential international investors seeking to invest in Victoria.</p>
Modern Manufacturing Strategy (2020) <i>COMMONWEALTH GOVT</i>	<p>A strategy to grow the manufacturing industry in Australia.</p>
Victorian Commercial Ports Strategy - Navigating our Port Futures 2022 <i>DOT</i>	<p>The strategy identifies increased demand for liquid bulk storage, potential new planning controls to protect Port operations and environs and increased truck movements and transport / logistics growth in Altona due to Port Rail Shuttle Network / freight terminals.</p>
Williamstown Maritime Framework Precinct Plan 2021 <i>DOT</i>	<p>A framework developed by the Department of Transport (DoT) to guide land use and put forward a range of development scenarios for the BAE site depending on the Government's level of investment. Land uses include a potential Government Hub precinct with more commercial space and expansion of tourism and cultural space.</p> <p>The Minister for Planning is the responsible authority for the majority of precinct.</p>
Made in Victoria 2030 –	<p>Sets out the State Government's priorities for enhancing <i>advanced manufacturing, attracting and stimulating investment, and creating</i></p>

Policy/Publications	What does this mean for Hobsons Bay's industrial areas?
Manufacturing Statement DJPR	<i>new jobs for Victoria. The statement prioritises low-emission, digital and advanced manufacturing technology across the economy, and capitalising on growth opportunities in specific sectors, including health technology, defence and food manufacturing.</i>
Local Policy and Council documents - HBCC	
Council Plan 2021-2025	<p>The Council Plan 2021-25 sets Council's strategic direction for a four-year period and is the roadmap to achieving the Hobsons Bay 2030 Community Vision.</p> <p>It includes a strategy to <i>support diversification and growth of our local economy in response to significant changes in land use and the ongoing impacts of the COVID-19 pandemic</i>. This strategy is to be achieved in part through new investment and job creation opportunities that flow from a major update to the Hobsons Bay Industrial Land Management Strategy.</p>
Reimagining our Industrial Areas – A Statement of Opportunity (RIA)	<p>The statement sets the strategic direction for the strategy through identification of attractors, future objectives and industry sectors (digital industry, advanced manufacturing, circular economy and new energy industry). This was informed by analysis that was prepared by consultants at Charter Keck Cramer and was subject to community consultation.</p>
Municipal Planning Strategy	<p>Details the strategic directions and framework plans that guide industrial land use and development in Hobsons Bay.</p>
Hobsons Bay 2030	<p>Provides the long-term community vision for the municipality, along with six priorities for achieving that vision.</p> <p>Priority 1 is Visionary, vibrant, accountable urban planning. Long term planning for Hobsons Bay needs to consider industry.</p>
2008 Industrial Development Design Guidelines	<p>Provides guidelines for industrial built form and environmentally sustainable design outcomes. The design guidelines have been reviewed in conjunction with the new strategy.</p>
Urban Forest Strategy 2020	<p>Set targets to increase canopy cover in Hobsons Bay. Overall target to increase cover by 30%, with industrial areas contributing 20% to the target.</p> <p>Aligns with aspirations to improve the greening and amenity of industrial areas for workers.</p>
Landscape Design Guidelines 2021	<p>Guidelines for applicants, property owners, developers, builders, architects and designers in preparing a suitable landscaping response to their development.</p> <p>Includes specific guidance for industrial areas and plant selections.</p>
Economic Development Strategy (EDS) 2015-2020	<p>Outlines the key themes and objectives guiding Council's short and long-term economic growth. The strategy includes actions to address the needs of the local business community, attract new and diverse investment and deliver increased economic and social benefit to Hobsons Bay.</p> <p>The EDS has been reviewed and is being updated in conjunction with this strategy.</p>
Activity Centres Strategy 2019-2036	<p>Aims to support business growth and development by ensuring the creation of accessible, vibrant and high-quality activity centres.</p>

Policy/Publications	What does this mean for Hobsons Bay's industrial areas?
Integrated Transport Strategy 2017-2030	Articulates a vision for an integrated, innovative, and equitable transport system, providing a range of sustainable, efficient, accessible and safe ways for people and goods to reach their destination.
Northern Local Area Movement Plans (LAMPS)	The LAMPs identify improvements to roads, public transport, the cycling network and footpaths to improve travel through Hobsons Bay. Initiatives relate to industrial areas of Brooklyn, Altona North, Spotswood, Newport, Williamstown North
Draft Spotswood Structure Plan (2022)	The draft structure plan develops a shared vision to guide land use, built form, public space and infrastructure within the Spotswood activity centre. The activity centre is anticipated to grow to a large neighbourhood activity centre with key developments driving this growth. The Structure Plan ensures that future growth is accommodated in an orderly and sustainable manner.
Better Places	Better Places is a new way that Council is designing and delivering projects, thinking in terms of overall 'places' rather than individual 'pieces'. Several 'Place Guides' have been developed with community that include a vision and local projects that seek to improve industrial precincts in Altona, Altona North, Spotswood and Brooklyn.

Federal and State Government initiatives

The Federal and State government has released several initiatives to enhance Melbourne's research and development, technology, advanced manufacturing, and resource recovery capabilities. Targeted industries from these initiatives could potentially establish in Hobsons Bay due to its locational attractors and skilled workers. These initiatives include:

- The \$2 billion *Breakthrough Victoria Fund*. The fund focuses on priority industries such as agri-food, advanced manufacturing, clean energy, and digital technologies.
- The *Recycling Victoria: A New Economy*. Which will overhaul Victoria's recycling system. And see a transition to a circular economy, reducing environmental impacts while enabling economic growth through productive use of natural resources.
- The *Victoria's Climate Change Strategy*. A roadmap for Victoria to have net-zero emissions and obtain 50% of its energy needs from renewable sources by 2050. The strategy includes significant investments in climate action such as:
 - \$1.6 billion for renewable energy projects (hydrogen industry and development of off-shore wind).
 - \$100 million to accelerate the uptake of Zero Emissions Vehicles
 - \$515 million to transform waste and recycling.
- The *National Reconstruction Fund*. The fund will provide finance for projects that diversify and transform Australia's industry and economy including:
 - up to \$3 billion for renewables and low emissions technologies
 - \$1.5 billion for medical manufacturing
 - \$1 billion for critical technologies
 - \$1 billion for advanced manufacturing

State and Federal investment in the West

Major city shaping projects are proposed, planned or underway in the Western region.

These projects will change the way goods and people travel within and through Hobsons Bay and will provide opportunity for urban renewal and economic activity.

Key infrastructure projects include the West Gate Tunnel, Port Rail Shuttle, Level Crossing Removal projects and Western Interstate Freight Terminal (refer to **Figure 3**).

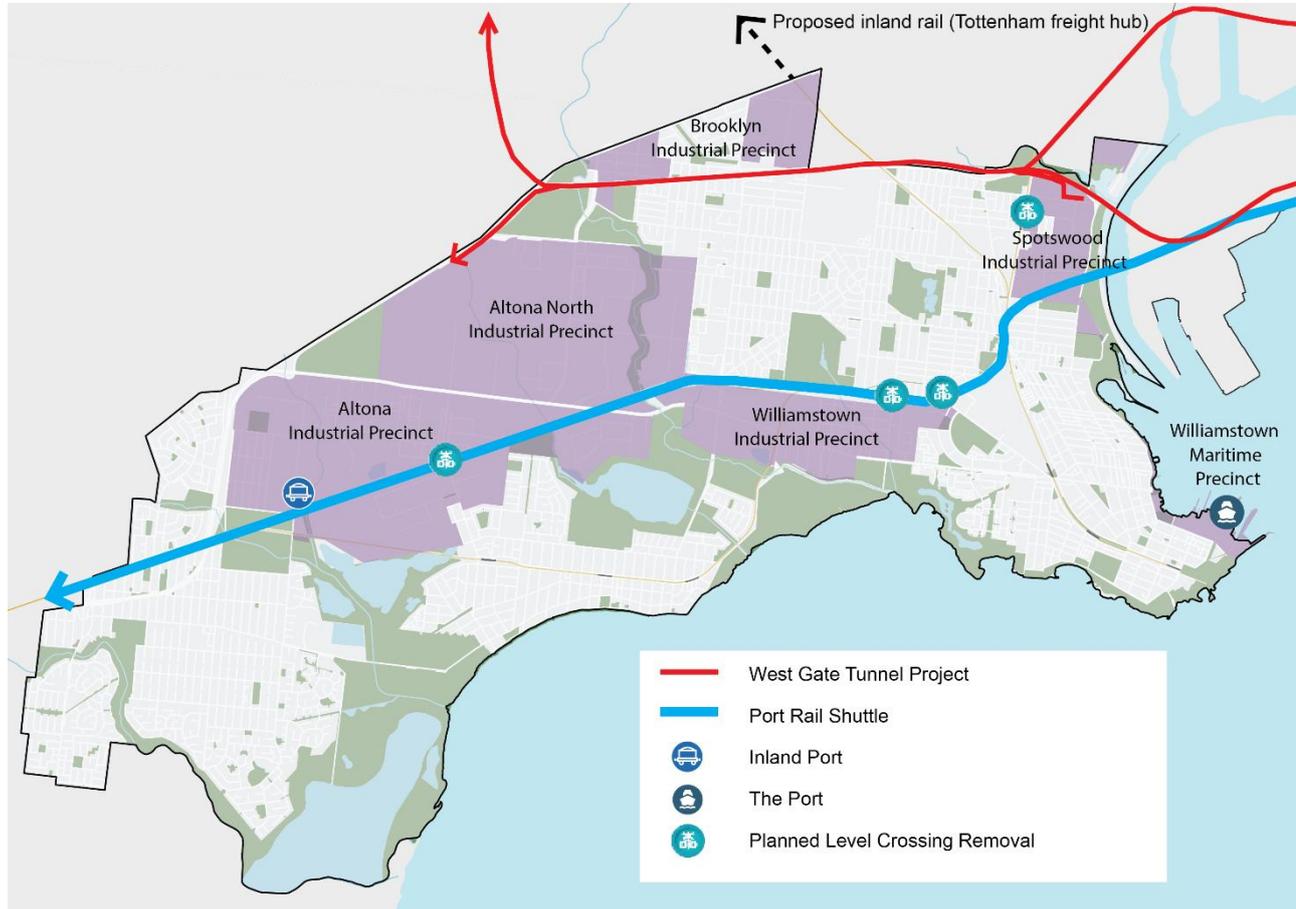


Figure 3: State Investment in Western Region Transport Infrastructure

5. Existing Planning Context

Zoning

The zones applied to industrial land in the Hobsons Bay Planning Scheme (HBPS) were prepared in the late 1990s as part of the planning reform process for the new format planning schemes.

The HBPS was gazetted in February 2000 and applied the Industrial 1 Zone (IN1Z), Industrial 3 Zone (IN3Z) and the Special Use Zone (SUZ) to industrial land throughout the municipality to implement industrial strategic land use planning objectives. The SUZ was applied through three separate schedules (SUZ2, SUZ3 and SUZ4) to the major petrochemical and petroleum industries in Altona, Altona North and Williamstown North. These SUZ schedules were tailored and applied to translate the former requirements of the Altona Planning Scheme with population density controls from the Altona Special Industrial Area that were developed by the Victorian Government in 1987.⁴

The SUZ5 was also applied to the Williamstown Marine Engineering Precinct for ship building and marine industries.

Land use conflicts

Incompatible land uses

When industry impacts on the amenity and health of community this is often the result of land use conflict. Industry can have an adverse impact on the day-to-day living conditions of community through off-site impacts including noise and air emissions. Of particular concern for residents in the Inner West is the issue of deteriorating air quality due to residents' proximity to industrial operations and heavy vehicle movements.⁵

Residential land can also inhibit industrial operations and restrict operating hours. This conflict can inhibit economic activity and lead to poor outcomes along shared property boundaries. Land use conflict is most evident in older industrial precincts such as Spotswood where workers cottages were historically situated alongside industry.

This strategy will identify locations where light industrial uses should be encouraged to create a buffer between residents and heavier industry. This may be facilitated by a change in zoning. In addition, the strategy will seek to identify how movement networks can be improved to minimise the movement of heavy vehicles through residential communities and encourage the uptake of low emissions vehicles and new technology. The interface between residential and industrial land uses will also be managed through the application of the draft Industrial Design Guidelines (the guidelines).

There will need to be ongoing advocacy and engagement with neighbouring Councils to manage any offsite amenity impacts that arise from industrial areas within adjoining municipalities (e.g., air quality issues) that are impacting our community.

Major Hazard Facilities

Major Hazard Facilities (MHFs) bring a different set of challenges to managing land use conflict in relation to risk. MHFs are generally sites that store, handle or process large

⁴ Review of Industrial Land Use Planning Framework in Hobsons Bay, Plan2Place Consulting, March 2023

⁵ Air pollution in Melbourne's Inner West – taking direct action to reduce our community's exposure', Inner West Air Quality Reference Group, March 2020

quantities of dangerous goods (for example petrochemicals or petroleum). Victoria has approximately forty MHFs, seven of which are in Hobsons Bay:

1. Mobil Yarraville (one licence issued by WSV – Flammable)
2. Ampol Spotswood/Newport (one licence issued by WSV – Flammable)
3. Viva Energy Spotswood/Newport (one licence issued by WSV – Flammable)
4. Mobil Refinery - three sites (one licence issued by WSV – Highly Flammable)
5. Mobil South Crude Tank Farm (one licence issued by WSV – Flammable)
6. Mobil Gellibrand Tank Farm (one licence issued by WSV – Flammable)
7. Qenos Altona (three licences issued by WSV – Highly Flammable)

A high concentration of MHFs in Hobsons Bay can be attributed to the petrochemical industry that grew following the establishment of the Exxon Mobil Refinery in 1949. These facilities were historically located near centres of commercial activity and near worker housing. For decades, communities in Hobsons Bay have existed alongside facilities and pipelines that support the movement and storage of hazardous products.

There has been limited direction historically in state planning policy as to how to address risks associated with MHFs through land use planning. There are also state planning policies that support growth in activity centres such as Spotswood and Williamstown that are in proximity to MHFs.⁶

Due to a lack of clear policy direction from the Victorian Government, Hobsons Bay City Council adopted its own internal policy on land use planning near MHFs in 2014. This policy allows Council to give notice to WorkSafe Victoria of any application that falls within an ‘Inner or Outer Safety area’ as designated by WorkSafe.⁷

The Inner Safety Area is applied to the *area immediately surrounding an MHF where both persons and property could be seriously impacted by a high consequence, low likelihood major incident at the facility*. The Outer Safety Area is a *precautionary safety area that extends beyond the inner safety area where the consequences of a major incident are not likely to cause a fatality but persons present may suffer some injury or adverse effects or be vulnerable in the event of a very large, potentially long duration major incident*.

The extent of a safety area depends on the characterisation of an MHF. Hobsons Bay has primarily ‘flammable’ MHFs with one ‘highly flammable’ MHF. The safety areas for these categories are found on WorkSafe Victoria’s *Land use planning near a major hazard facility website*.⁸

In 2016 the Major Hazards Facilities Advisory Committee released a report to government recommending that the WorkSafe Inner and Outer areas be spatially represented and shown in planning schemes for MHFs.⁹ The Victorian Government response was to include additional provisions in the Victorian Planning Policy Framework, a new Ministerial Direction (20) that would require referral of an amendment to WorkSafe and the creation of a new tool – the Buffer Area Overlay (BAO). The BAO

⁶ Metropolitan Planning Strategy Plan Melbourne 2017-2050, Victorian Government, 2017 Policy 1.2.1, pg. 35

⁷ Interim Management of Land Use Planning around Major Hazard Facilities, Hobsons Bay City Council, 2014

⁸ Land use planning near a major hazard facility, WorkSafe Victoria, <https://www.worksafe.vic.gov.au/land-use-planning-near-major-hazard-facility>, accessed Feb 2023

⁹ Major Hazard Facilities Advisory Committee Final Report, 2016

would identify areas where there is potential for off-site impacts on human health and safety and would be the best tool to manage land use around MHFs.¹⁰

The Buffer Area Overlay was introduced into planning schemes in 2021 however a BAO schedule for MHFs is yet to be created. Council continues to meet the requirements of the planning scheme and rely on its own internal process that involves giving notice to WorkSafe Victoria of any planning application within an Inner or Outer Safety area. Council does not have the expertise that would be required to prepare a BAO schedule for MHFs that could then be consistently applied across the state.

Council continues to advocate to the Victorian Government to introduce a Buffer Area Overlay for MHFs to ensure an integrated, transparent and evidence-based approach to managing risk that is considered alongside other state objectives related to growth in established areas and activity centres.

Natural environments and industrial land

Hobsons Bay has a diverse range of natural environments and landscapes located near industrial areas which include foreshore areas, salt marshes, coastal wetlands, native grassland areas and parks. These environments are highly valued due to their recreational value and ecological significance. Many of these environmentally significant areas are located within industrial land. In many cases they provide buffers to adjoining areas such as residential land. This strategy aims to ensure that industrial areas enhance the natural environment by:

- encouraging the use of Environmentally Sustainable Development (ESD) principles and uptake of renewable energy where appropriate
- supporting the delivery of the Urban Forest Strategy in industrial areas by encouraging landscaping and increased tree canopy cover
- enhancing and protecting significant grasslands through the application of new planning controls and the design of industrial precincts
- enhancing and protecting waterway corridors and significant coastal wetlands through the design of industrial precincts (e.g. via integrated water management) to protect biodiversity and flora and fauna
- ensuring industries are aware of EPA's *General Environmental Duty* which includes but is not limited to, managing or minimising human health and environmental risks from:
 - the presence of contamination in land or groundwater
 - offsite impacts from activities that produce noise, odour, and dust
 - storage of liquids and chemicals
 - management of waste

Council has prepared draft design guidelines that include specific treatments for site boundaries that adjoin important natural environments. These treatments include specific setbacks, materials and plant species.¹¹

Protecting our native grasslands

¹⁰ Major Hazard Facilities, Government Response to the Major Hazard Facilities Advisory Committee, 2018

¹¹ Draft Industrial Design Guidelines, Hobsons Bay City Council, 2023

Natural Temperate Grasslands are present in key industrial precincts (Altona, Altona North and Williamstown). This is a critically endangered ecological community listed under the *Environment Protection Biodiversity Conservation Act 1999*. Due to development and fragmentation over time, remnant patches of grassland can be found on private land, and within public sites such as road reserves, rail corridors and parkland reserves. The grasslands provide habitat for many threatened species, including the Golden Sun Moth (*Synemon plana*), Striped Legless Lizard (*Delma impar*) and Spiny Rice-flower (*Pimelea spinescens*).

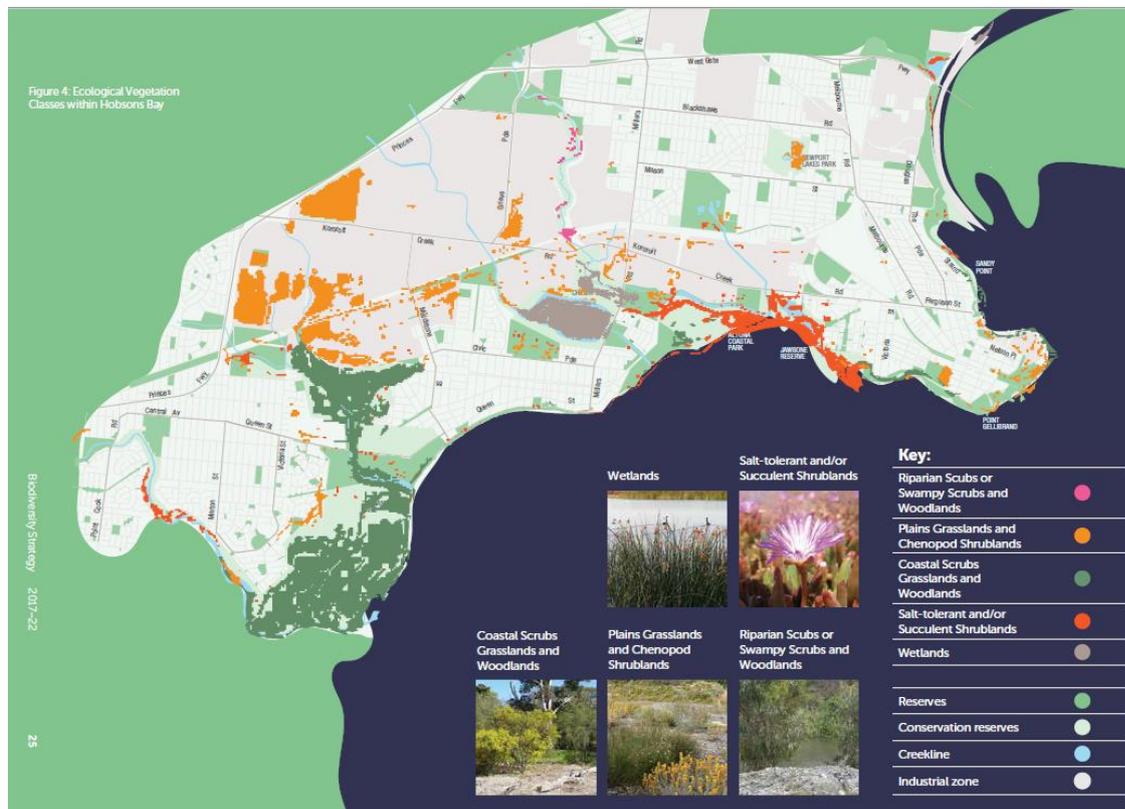


Figure 4: map of native grassland areas

Council's *Biodiversity Strategy 2017-2022* notes the conservation value of retaining the larger remaining grassland areas (refer to **Figure 4**), and the importance of strengthening connectivity among remnant patches to help protect genetic diversity within species. Future actions to protect grasslands include investigating the introduction of an Environmental Significance Overlay (ESO) to increase awareness of their location, describe their environmental value, and provide a more integrated approach for managing land use across the many dispersed remnant grassland sites. This could include establishing a network of grassland corridors to improve habitat and species resilience.

The Victorian planning system requires a planning permit to remove native vegetation (Clause 52.17 – Native vegetation). The biodiversity impacts from the removal or destruction of native vegetation must be offset in accordance with the *Guidelines for the removal, destruction or lopping of native vegetation* (Department of Environment, Land, Water and Planning, 2017).

Achieving the action in the Biodiversity Strategy 2017-22

Council is scoping work to identify areas with potential biodiversity value that require further investigation to verify the presence and significance of native grassland vegetation or habitat. This would inform an appropriate planning control such as an Environmental Significance Overlay (ESO) that would provide greater transparency in

terms of the location, values, and management of native grasslands and habitat in industrial areas. An ESO would include a description of the environmental significance of the area, and the environmental objectives to be achieved. This would provide a mechanism to identify and better protect biodiversity corridors that link existing conservation reserves and open space areas with high value biodiversity areas.

Urban design and the public realm in industrial areas

The look and feel of Hobsons Bay's industrial areas is an important contributor to worker amenity and business attraction. It is also important when designing industrial precincts to consider the needs of the current and emerging workforce and the community.

Due to a rise in remote working, employees now have more choice as to where and how they work. As industries compete to attract and retain talented staff, it is crucial that businesses provide their employees with a workplace environment that reflects their needs.

The draft design guidelines have been updated to support the delivery of high-quality industrial precincts. The design guidelines should be read in conjunction with this strategy. These design guidelines provide a series of design objectives and design guidance for industrial subdivision and development.

Council has also demonstrated its commitment to improving public amenity and the public realm in industrial areas via its 'Better Places' program. The program has delivered 'Place Guides' that include a list of projects that intend to improve industrial places and environments (Refer Section 7 for specific projects of relevance to the strategy).

This strategy is focussed on delivering high-quality working environments in all our industrial areas, with the aim to:

- enhance the urban forest (deliver Urban Forest Strategy) in industrial areas to support cooling of industrial areas, mitigate impacts of climate change and the urban heat island effect
- improve the interface with waterway corridors, to provide open space links as well as deliver key cycle and pedestrian links
- promote high-quality industrial development that enhances the existing industrial heritage fabric and adopts environmentally sustainable design principles
- better manage the interface between industrial uses with residential uses and areas of environmental significance
- create safer and more attractive working environments for employees and visitors via investment in the public realm and significant public transport upgrades

6. Current economic context and land supply

History of industrial land in Hobsons Bay

Industry in Hobsons Bay has been historically tied to maritime and ship building industries that were established along Port Phillip Bay. These early industries drove further investment into the city's railway infrastructure to support the efficient movement of goods and people, and subsequently, paved the way for more logistics, petrochemical and vehicle and associated manufacturing industries to establish.¹²

Land Supply

Hobsons Bay has a significant amount of industrially zoned land equivalent to almost one third of all land in the municipality (~1,700ha). Over 80% of which is identified as state significant industrial land, less than 10% as regionally-significant and the remainder as local industrial land.¹³

The municipality sits within the Western State Significant Industrial Precinct (SSIP) including Brimbank, Maribyrnong, Melton, Moonee Valley and Wyndham (refer **Figure 5**). This precinct is the largest in Victoria and has the fastest rate of industrial land consumption in comparison to other SSIPs.

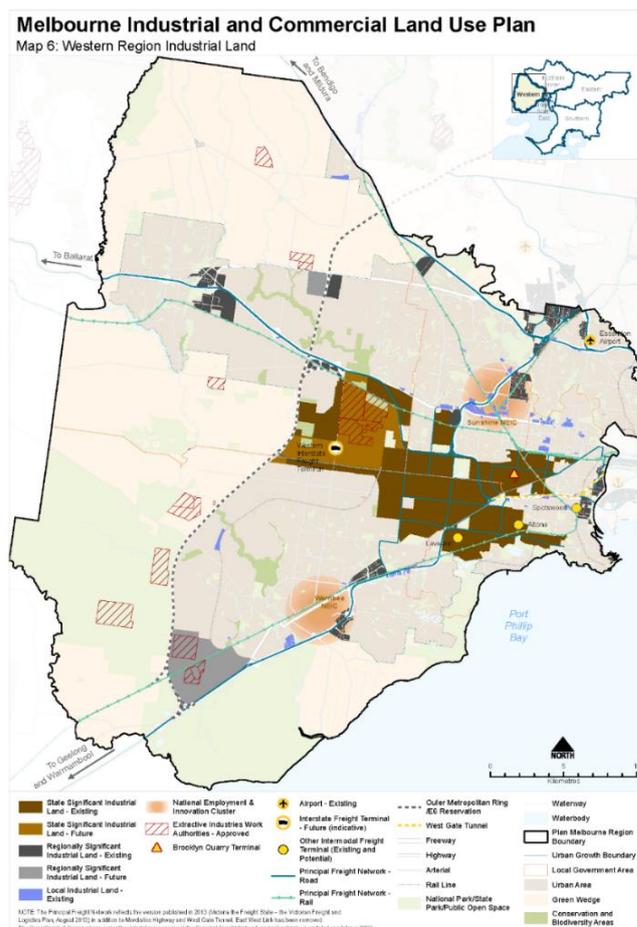


Figure 5: Western Region Industrial Land map, MICALUP, 2020

¹² Review of Industrial Land Use Planning Framework in Hobsons Bay, Plan2Place Consulting, March 2023

¹³ Melbourne Industrial and Commercial Land Use Plan (MICALUP), Victorian Government, 2020

According to data published by the Victorian Government via the Urban Development Program (UDP), in 2020:

- 19% or 271.1 ha of Hobsons Bay's state significant industrial land was vacant.
- 11% or 12.6 ha of Hobsons Bay's regionally significant industrial land was vacant.

The Victorian Government has predicted that based on the rate of consumption of industrial land the current supply of vacant land in Hobsons Bay and the WesternSSIP will be depleted by the 2030-40s.¹⁴

The Victorian Government have identified that the finite amount of industrial land across the broader western region highlights the importance of retaining and protecting industrial land for economic and employment growth.¹⁵

Strategic Redevelopment Areas (SRAs)

The 2008 ILMS identified underutilised industrial sites that had the potential to transition to another use (primarily residential or commercial) to support economic activity or housing growth. These sites were termed Strategic Redevelopment Areas (SRAs). The majority of these SRAs have been rezoned or are in the process of redevelopment. The few SRAs that have not transitioned away from an industrial use have been subject to recent industrial planning permits.¹⁶ SRAs have had a profound impact on the municipality delivering thousands of new dwellings and ensuring that Hobsons Bay has exceeded its housing targets.¹⁷ In light of recent Victorian Government policy around protecting industrial land and given housing targets in Hobsons Bay have been met this strategy does not propose to continue with the process of identifying industrial areas (or SRAs) in Hobsons Bay for the purpose of rezoning these to a residential use. Some industrial areas may be considered for a rezoning to a commercial or other appropriate zone where this would benefit community, jobs and the local economy.

Melbourne's changing economy

Melbourne's economy is more dynamic than ever and has transformed at a rapid pace to respond to fluctuations in global markets, new technology and consumer patterns.¹⁸

Globalisation has made the world more interconnected. The global economy now relies on the fast exchange of goods, services, information, workers and ideas across international borders and markets. Many companies in Melbourne today can tap into a global market of consumers and workers and are in turn impacted by global market forces in a way that has forever changed how businesses operate and compete.¹⁹

The emergence of a knowledge-based economy in Victoria has also made access to information, talent, capital and supply chain inputs essential to gaining a competitive advantage. Businesses are increasingly choosing to collocate with clusters of similar or related industries that provide opportunities for innovation, collaboration and networking.²⁰

Similarly, there is growing demand and competition globally for specialised workers with skills in areas such as digital literacy, content production, creativity, research, and

¹⁴ Industrial land 2021, Urban Development Program, Department of Transport and Planning, August 2022

¹⁵ Melbourne Industrial and Commercial Land Use Plan (MICLUP), Victorian Government, 2020, pg.10

¹⁶ Review of Industrial Land Use Planning Framework in Hobsons Bay, Plan2Place Consulting, March 2023

¹⁷ Hobsons Bay Housing Strategy 2019 Volume 2 (Housing Capacity Assessment), pg. 39

¹⁸ Unlocking Enterprise in a Changing Economy, Victorian Government, 2018

¹⁹ Melbourne Industrial and Commercial Land Use Plan (MICLUP), Victorian Government, 2020, pg.9

²⁰Unlocking Enterprise in a Changing Economy, Victorian Government, 2018

innovative technologies. This has meant businesses are now looking to establish in areas that can provide high worker amenity and will appeal to a talented workforce.²¹

The economy has been disrupted by the onset of new technology. Artificial intelligence is fuelling automation and reducing unskilled labour costs. Manufacturing industries are now able to transition to more advanced production processes that can produce customised outputs for consumers. By applying new technology and unique knowledge, advanced manufacturers can now invent or develop new products that meet consumer demand.²²

The ability to adapt to supply chain disruptions is another important factor in today's economy. There has been a renewed focus at a federal level in recent years on issues of supply chain security as a response to the Covid-19 pandemic.²³ The Victorian Government is also looking at ways to create stronger industry connections and integrated supply chains via employment and manufacturing clusters.²⁴

There is also a focus at a state level on the benefits of moving to a circular economy, whereby the collocation of industries can create mutual benefits such as material recycling and access to local inputs to reduce waste to landfill. The Victorian Government is focussed on developing a circular economy to enable economic growth through more productive use of natural resources and to reduce the environmental impacts of production and consumption.²⁵ Hobsons Bay for example has a strong construction manufacturing sector that could benefit from recycled inputs and could also produce outputs for other processes.

There is a push globally to decarbonise energy production in response to climate change. The Victorian Government has set a target to have net-zero emissions by 2050 and obtain 50% of energy needs from renewable sources by 2030²⁶. This has implications locally for industries in Hobsons Bay. In particular, petrochemical and logistics and transport industries will need to think about how they can diversify their operations to achieve this target and explore lower-emission energy opportunities.

Planning for Hobsons Bay's industrial areas will need to consider Melbourne's changing economy to ensure industrial land use and development meets current and future needs.

COVID-19 economic recovery and resilience

The decision by National and State governments to close international borders and introduce requirements around social distancing and working from home to slow the infection rate of Covid-19 had a significant effect on the economy. These measures were unprecedented and led to several periods of 'lock down' that had the largest negative impacts for the State and National economies in 2019 and early 2020.²⁷

Economic activity was less impacted post 2020 once governments become more effective in containing the virus and vaccination rates increased. While economic activity largely returned to pre-covid levels by June 2021, growth challenges remain. These challenges

²¹ Unlocking Enterprise in a Changing Economy, Victorian Government, 2018

²² Advanced Victorian Manufacturing A Blue Print for the Future, Victoria Government, 2017-2050

²³ The Australian Government's Modern Manufacturing Strategy 2020

²⁴ Advanced Victorian Manufacturing A Blue Print for the Future, Victoria Government, 2017-2050

²⁵ Recycling Victoria: A New Economy, Victorian Government, 2020

²⁶ Victorian renewable energy and storage targets, Victorian Government, <https://www.energy.vic.gov.au/renewable-energy/victorian-renewable-energy-and-storage-targets>, accessed March 2023

²⁷ NIEIR (National Economics), Small area estimates of employment and economic value (2022)

include labour shortages due to a fall in net overseas migration, supply chain issues and rising cost pressures.

Impact on Hobsons Bay

The effects of the COVID pandemic, including restrictions on overseas migration and population movements to the regions, impacted population across Greater Melbourne, with most local government areas experiencing population declines. Between 2019 and 2021 Hobsons Bay’s population declined by 3.5 per cent to 92,275 (refer Figure 6).

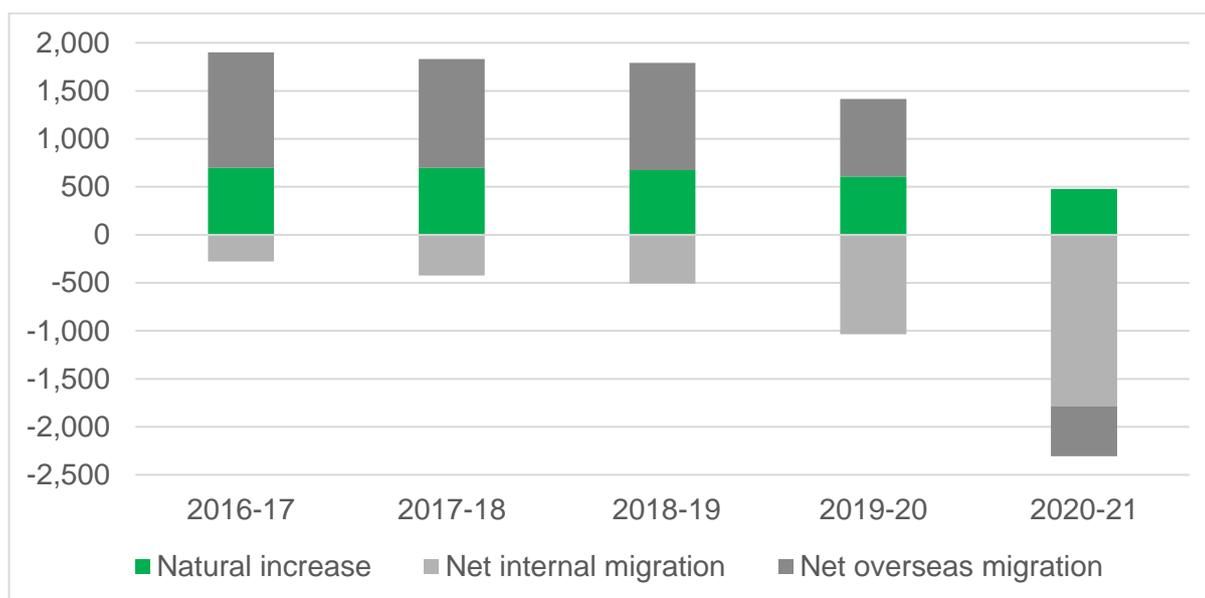


Figure 6: Change in component of population, persons, Hobsons Bay 2021 Source: Australian Bureau of Statistics (2020-21), Regional population, ABS Website, accessed 2 March 2023

The pandemic did deliver opportunities for growth in some sectors. Preliminary engagement undertaken with manufacturers in 2021 identified higher levels of local and international demand due to worldwide supply chain disruptions associated with Covid-19. This engagement found manufacturing, construction and logistics were less impacted than most other industries as they were permitted to continue operating under reduced workforce conditions²⁸.

The Covid-19 pandemic also forced more business and industries to accept remote working. This is particularly the case in Hobsons Bay given the relatively large share of white-collar residents and the fact that on census night in 2021 46% of the resident workforce identified as working from home (in comparison to 40% for Greater Melbourne)²⁹.

The amount of people shopping online increased significantly for Victoria in 2020 during the pandemic. Australia Post recorded an increase in E-commerce by 111% year on year in April compared to the previous year³⁰. This increase in online shopping has contributed to growth in demand for logistics services and floorspace.

²⁸ Hobsons Bay Re-imagining the Future of Industrial Land, Charter Keck Cramer, June 2021, pg.12

²⁹ ABS Census of Population and Housing 2021

³⁰ Hobsons Bay Re-imagining the Future of Industrial Land, Charter Keck Cramer, June 2021, pg.35

Overall recovery in jobs within Hobsons Bay has been faster than the Greater Melbourne average. By June 2021, Local Jobs were 4.3% above the pre-covid level (Dec Qtr 2019). In Greater Melbourne, Local Jobs were -0.3% below. The industries that were hit hardest in Hobsons Bay were the tourism and hospitality sectors and these sectors are still recovering.³¹

Changing local workforce

Between 2016 and 2021 the share of residents aged over 15 years with a Bachelor or Higher degree qualification increased by 5.7% points to 31.8% in Hobsons Bay, which was comparable to the Greater Melbourne average of 32.8% and higher than the Western Melbourne average of 27.8%.

This suggests a change in the resident workforce and a demand for more skilled jobs to align with the local working population in Hobsons Bay.

There also appears to be a mismatch between resident skills and local jobs highlighted by jobs deficits in professional occupations. For example, in 2021 the share of resident workers in Professionals and Managers occupations was higher than the share of local workers in the same occupations in Hobsons Bay.³²

In addition, many residents are travelling outside of Hobsons Bay to get access to higher paid jobs. In 2021 more resident workers were earning between \$91,000-\$155,000 and \$156,000 or more per year than local workers.³³

A quarter of our resident population work within Hobsons Bay (25.9%) and another quarter travel to the Melbourne LGA (25.2%). The remainder travel outside of Hobsons Bay to areas such as Wyndham (10.13%), Maribyrnong (6.1%) and Brimbank (5.6%).³⁴

Conversely, seven out of ten people (69.1%) who work in Hobsons Bay travel in from another Local Government area. The main ones being Wyndham (21.2%), Brimbank (7.3%) and Melton (6.7%). This highlights the importance of transport and connectivity to between Hobsons Bay and other areas in the Greater Western Melbourne Region.³⁵

While there are a high proportion of skilled workers in Hobsons Bay, the city could benefit from more post-secondary TAFE or University institutions or satellite campuses that focus on building tailored skill programs (e.g., advanced manufacturing courses) to help transition employee skillsets into emerging industry sectors.

Key industries in Hobsons Bay

In 2021 industrial precincts supported approximately 46% of total jobs in Hobsons Bay and generated half of the city's economic value.

The key industries in Hobsons Bay in terms of jobs and economic output in 2021 were Manufacturing, Freight and Logistics, Construction and Wholesale industries.

³¹ NIEIR (National Economics), Small area estimates of employment and economic value (2022)

³² ABS Census of Population and Housing 2016 and 2021

³³ ABS Census of Population and Housing 2021

³⁴ Ibid

³⁵ Ibid

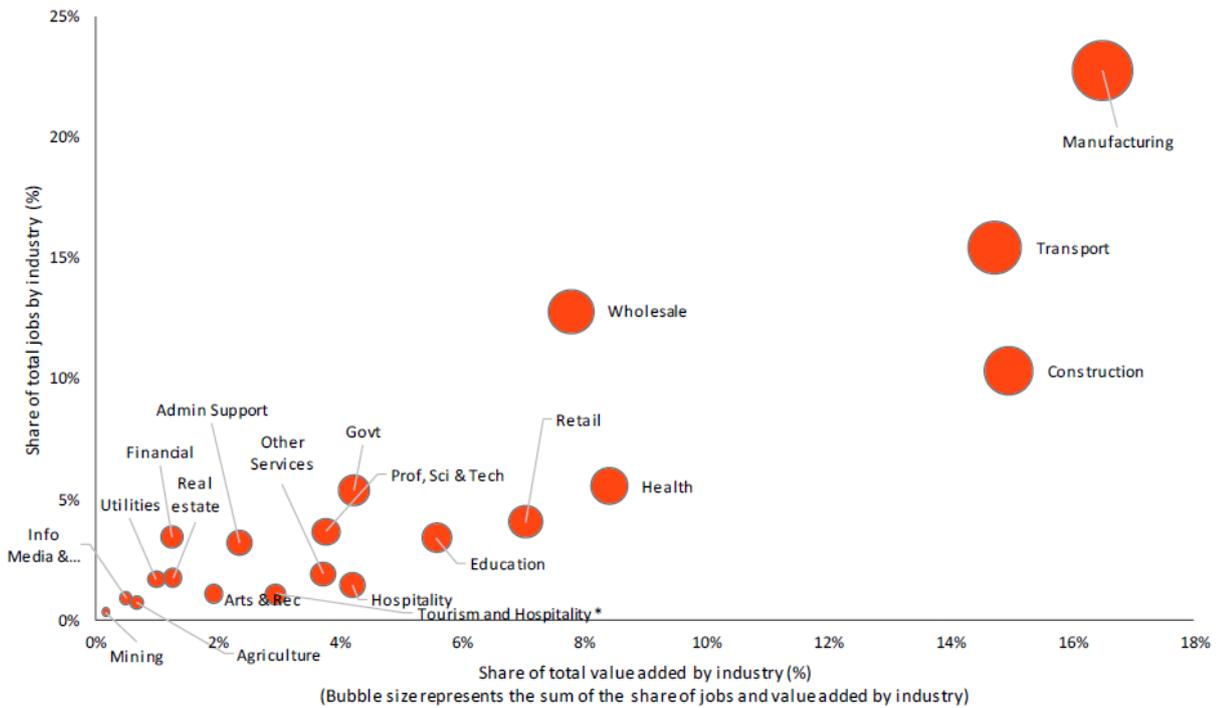


Figure 7: Industry share of local jobs and value added – Hobsons Bay % of total 2021 Source: NEIR, 2022

Manufacturing was the largest employer in 2021, supporting 7,174 jobs or 16% of total jobs in 2020/21. Construction was the second largest employer (6,503 jobs or 15% of total jobs), followed by Freight and Logistics (Transport, Postal and Warehousing) (6,402 jobs, 15%)³⁶.

In terms of value added, Manufacturing generated the largest economic value of \$1,172 million or 23% of total value added in Hobsons Bay. Freight and Logistics generated the second largest economic value of \$794 million or 15% of total value added, followed by Wholesale Trade (\$658 million, 13%)³⁷.

Key industries by precinct

The below graph identifies the highest employing industries and industry mix in each industrial precinct for the year 2021 and compared to the broader Western Region.

The importance of each individual precinct to the overall economy is discussed further at Section 7 (Land Use Framework).

³⁶ NIEIR (National Economics), Small area estimates of employment and economic value (2022)

³⁷ Ibid

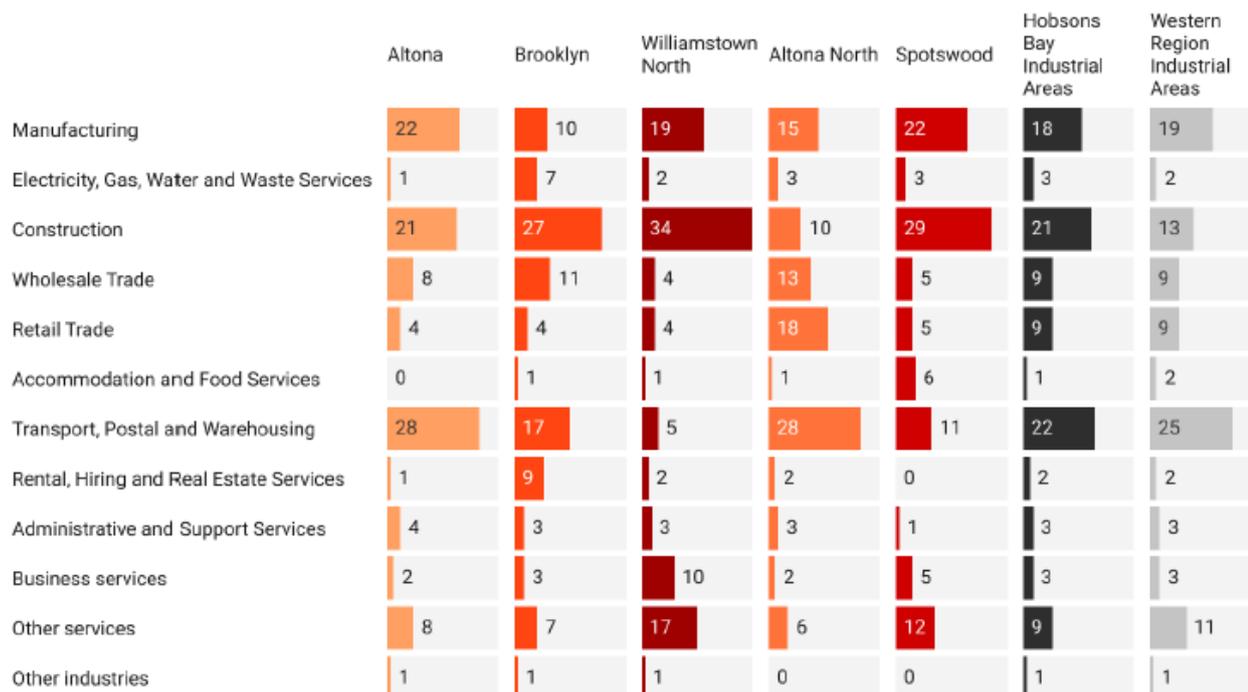


Figure 8: Industry mix in industrial precincts (% of employment) – 2021 Source: ABS Census of Population and Housing 2061 and 2021

Change in industries over past 5 years

Industries in Hobsons Bay have been impacted by COVID-19, globalisation and other external factors. Major employers in Hobsons Bay within the car manufacturing as well as petroleum and petrochemical industries have announced changes and a scaling down of operations over the past five years.

The closure of the Exxon Mobil refinery has had significant impacts on employment in the manufacturing sector with close to 300 jobs lost. The petroleum industry in Hobsons Bay has also been impacted by Commonwealth Government changes to minimum stock obligations that require Australia’s major fuel importers and refineries to hold baseline levels of stocks of petrol, diesel fuel and jet fuel at their facilities.³⁸

While the manufacturing industry remains the largest employer and economic value generator in Hobsons Bay, the share of jobs in this sector has declined due to the closure of the Toyota factory. Despite this decline, non-car Manufacturing employment grew by 23% between 2016 and 2021 in Hobsons Bay. This was largely driven by growth in Food Product Manufacturing, Petroleum and Coal Product Manufacturing and Machinery and Equipment Manufacturing sectors.³⁹

Construction employment has grown significantly over the past five years with strong demand from several building markets (e.g. housing, road and rail projects in Greater Melbourne). In addition, the Wholesale Trade and the Freight and Logistics Sector has increased following a considerable increase in warehouse development and investment in intermodal hubs in Altona and Altona North.

³⁸ Minimum stockholding obligation, accessed via <https://www.energy.gov.au/government-priorities/energy-security/australias-fuel-security/minimum-stockholding-obligation>

³⁹ NIEIR (National Economics), Small area estimates of employment and economic value (2022)

Other Industries

Service industries include administration, café's, supermarkets, and other small commercial and retail uses that workers need, and businesses rely on to function. In a survey undertaken by Council in 2023, businesses identified the importance of having access to service industries to support their operations and cited the lack of access to retail and other smaller commercial uses as a barrier. In some industrial precincts the zoning does not currently allow for a mix of uses that would support service industries.

The tourism sector is also growing in Hobsons Bay with regional tourist destinations in Spotswood and Williamstown supporting a strong visitor economy. The tourism sector relies on a mixed-use environment that includes cafes, restaurants, and retail. Industrial land use in these precincts will need to be sensitive to any off-site amenity impacts that could affect the visitor economy.

Emerging industries

The strategy continues the work undertaken as part of the 'Reimagining our Industrial Areas' project that identified emerging industry sectors that could thrive in Hobsons Bay.⁴⁰ These industries have been considered for their alignment with the key objectives and vision listed in Section 2 and how well they are in keeping with industrial land use settings.

Advanced Manufacturing

Advanced manufacturing is a form of manufacturing that relies on unique knowledge, including specialised technologies, manufacturing inputs and production processes.⁴¹

The Victorian Government characterises the advanced manufacturing industry in Melbourne's west as "*companies specialising in the manufacture of prefabricated construction materials, building fittings and furniture, processed foods, beverages, packaging materials, chemicals, paper products, specialty vehicles, paints and coatings, textiles, steel fabricated products and heavy engineering*".⁴²

Hobson's Bay has many of the pre-conditions required to support a thriving advanced manufacturing sector including access to skilled workers, large self-contained sites, high-capacity energy infrastructure and accessibility.⁴³

There is potential for new advanced manufacturing industries to develop in all of Hobsons Bay's industrial precincts in particular:

- advanced construction manufacturing industries to concentrate in areas where there is an established construction sector

The advanced manufacturing sector also has the potential to support other industries and jobs. Advanced manufacturing in Hobsons Bay has a jobs multiplier of 2.4 times

⁴⁰ Reimagining our Industrial Areas – A Statement of Opportunity, Hobsons Bay City Council, 2021

⁴¹ Hobsons Bay Reimagining the Future of Industrial Land, Charter Keck Cramer, June 2021, pg. 26

⁴² Advanced Victorian Manufacturing A Blue Print for the Future, Victoria Government, 2017, pg.9

⁴³ Hobsons Bay Reimagining the Future of Industrial Land, Charter Keck Cramer, June 2021, pg. 26

supporting supply-chain jobs in professional services, transport, postal and warehousing etc.⁴⁴

Digital Enterprise

Digital enterprise industries provide services that enable digital commerce such as digital marketing, technical support, infrastructure and platform development and maintenance, recruitment and project management.⁴⁵

Hobson's Bay has many of the pre-conditions required to support a thriving digital enterprise and technology sector including access road networks and consumers, access to skilled workers and logistics businesses to support growth in e-commerce.⁴⁶

There is potential for new digital industries to develop in Hobsons Bay's industrial precincts in particular:

- in areas such as Brooklyn, Spotswood, Altona and Altona North, e-commerce businesses could be co-located with logistics and distribution
- in areas such as Altona and Altona North new robotics and automation industries could support logistics and supply chain management as a specialisation of the transport and logistics industry
- in areas such as Brooklyn, Altona North and Spotswood, data centres could support cloud computing and drive growth in other digital services
- in the Williamstown North industrial precinct where there is a specialisation in computer system design and related services compared to the Western Region

The digital enterprise sector also has the potential to support other industries and jobs. The digital enterprise industry in Hobsons Bay has a job multiplier of 1.2 times with supply-chain jobs in professional services, administration and support services etc.⁴⁷

New Energy

New energy industries create energy from renewable sources and alternate forms of energy.⁴⁸ The eventual retirement of fossil fuel energy, will be accompanied by the ongoing growth of renewable energy. This provides an opportunity for Hobsons Bay to lead the way in this sector and capitalise on state investment in meeting zero emissions targets by 2050.⁴⁹

Hobsons Bay has a long history in the refinement, storage and distribution of energy and has the expertise, land use settings, self-contained sites and established infrastructure that is needed to support new energy industries.

New energy industries in Hobsons Bay have a jobs multiplier of 1.2 supporting supply-chain jobs in professional services, finance and insurance services etc.⁵⁰ This sector is typically lower employing than other sectors and would therefore be best suited to industrial areas where established industry buffers restrict employee densities (e.g., MHF buffers).

⁴⁴ NIEIR (National Economics), Small area estimates of employment and economic value, 2022

⁴⁵ Hobsons Bay - Reimagining the Future of Industrial Land, Charter Keck Cramer, June 2021, pg.35

⁴⁶ Hobsons Bay - Reimagining the Future of Industrial Land, Charter Keck Cramer, June 2021, pg.29

⁴⁷ Ibid, ABS Census of Population and Housing 2021

⁴⁸ Hobsons Bay - Reimagining the Future of Industrial Land, Charter Keck Cramer, June 2021, pg.44

⁴⁹ Victoria's Climate Change Strategy, Victorian Government, May 2021

⁵⁰ NIEIR 2022, ABS Census of Population and Housing 2021

There is potential for new energy industries to develop in Hobsons Bay's industrial areas in particular:

- in precincts such as Williamstown North, Altona or Altona North where existing energy infrastructure and established industry buffers exist
- in Altona North where Toyota currently have established the Toyota Hydrogen Centre and commercial grade hydrogen production, storage and refuelling facility
- in areas collocated with advanced manufacturing industries, to provide a reliable and renewable power source

Circular Economy

Circular economy industries include manufacturing and recycling industries (such as plastics recycling) that break down waste into raw materials or explicitly use recycled inputs to develop new products to ultimately reduce the amount of waste that goes to landfills.⁵¹

The strategy will focus on supporting industries such as more contemporary recycling facilities that renew and repurpose waste that has already been collected, sorted and processed and that produce new products that can become part of a circular economy. Repurposing is the end process of the broader recycling sector. These are facilities that require more technical employment and have less offsite impacts.

The city is well positioned to capitalise on state investment into the circular economy sector given it has access to large self-contained sites located away from residential areas, an established and growing manufacturing and freight and logistics sector and access to markets for materials.⁵²

Circular economy industries in Hobsons Bay have a jobs multiplier of 2.1 with supply-chain jobs in professional, finance and insurance services as well as transport, postal and warehousing etc.⁵³ This sector is typically lower employing than other sectors and would therefore be best suited to industrial areas where established industry buffers restrict employee densities (e.g., MHF buffers).

There is potential for circular economy industries to develop in Hobsons Bay's industrial areas in particular:

- in Altona where established industry buffers exist and there is a history of polymer and polythene manufacturing (Qenos)
- in precincts such as Altona and Altona North that have access to freight and logistics businesses that can get goods to market quickly
- in precincts with a strong manufacturing base and construction industries where recycled or repurposed goods and materials can form part of local supply chains
- areas located away from residential communities and that can achieve separation distances as required for new industry

⁵¹ Hobsons Bay - Reimagining the Future of Industrial Land, Charter Keck Cramer, June 2021, pg.55

⁵² Recycling Victoria: A new Economy, Victorian Government, February 2020

⁵³ NIEIR 2022, ABS Census of Population and Housing 2021

7. Industrial Land Use Framework

The following section provides a framework to guide land use and development in industrial precincts in Hobsons Bay to deliver on the vision and objectives of the strategy.

Precinct Directions

The strategy identifies precinct directions for each key industrial precinct based on the planning and economic context to inform the land use framework.

Precinct directions consist of:

- **Future focus** (identifies a future focus for each industrial precinct with reference to the four key objectives of the strategy)
- **Established industries** (identifies key industries established in each precinct)
- **Industries to target** (identifies emerging industries to target in each precinct)
- **Strategic land use categories** (indicates the future role and function of each industrial precinct)
- **Zoning options** (identifies potential changes to planning zones to support the strategy)
- **Movement network** (identifies how the movement network could be improved to achieve the strategy vision, objectives and future focus)
- **Further strategic work** (identifies further strategic planning work that need to be done to achieve the strategy vision and objectives)
- **Priority streets for improvements** (identifies where streetscape upgrades should be prioritised in the precinct)
- **Industrial design and built form** (identifies important design and built form considerations for the precinct)

Strategic Land Use Categories

The industrial land use framework applies three strategic land use categories to industrial land in Hobsons Bay. Each category has been applied based on an area's characteristics, aspirations and limitations. The categories are intended to guide land use and identify areas for jobs growth. The three categories are:

- Core Industrial Area
- Secondary Industrial Area
- Core Employment Area

Refer to pg.10 for updated and new land use category details.

Objectives recap

The strategy is guided by the following key objectives which have informed the future focus for each key industrial precinct (refer Section 2):



Increase local jobs and employment and diversify industry sectors



Balance economic growth with community impacts



Become an environmental leader and promote more sustainable and green industries



Continue to attract investment to support a resilient and prosperous local economy

Key industrial precincts

Spotswood Industrial Precinct

Current snapshot:

- industrial and commercial precinct that supports a regional tourist destination, state significant glass manufacturing and fuel storage terminals
- strategically well-located precinct with immediate access to a high frequency rail line, the West Gate Freeway, Port of Melbourne and Fisherman's Bend
- proximity to a growing residential population and smaller scale retail and commercial businesses and a commercial centre to the west at Hudsons Road
- areas of poor amenity, walkability and cyclability with limited access to open space and poor tree canopy coverage
- ongoing issues with land use conflict due to MHFs, movement of heavy vehicles through commercial areas and industrial uses that abut historic workers cottages
- underutilised or vacant industrial land parcels with the potential for urban renewal
- important industrial heritage sites that demonstrate the city's industrial past

PRECINCT OVERVIEW

Issues	Opportunities
Land use conflict	Vacant or underutilised sites
High land costs	Access to public transport
Population density limits associated with MHF safety areas	Significant circular economy businesses and opportunities for collaboration
Poor amenity (trucks / noise)	Access to skilled workforce
Restricted access for heavy vehicles	Proximity to CBD, Port of Melbourne and Fishermans Bend

PRECINCT MAP



PRECINCT SUMMARY AND DIRECTIONS

Precinct Summary

Land area	128.6ha
Total jobs in 2021	1,754 (4.8% of LGA employment)
Largest employers	Construction, manufacturing, freight and logistics, tourism
Total businesses in 2021	158 (1.5% of LGA)
Underutilised land area*	12.2ha of which 9.7ha is vacant
<i>*refer to definitions table</i>	
Transitioning land area*	11.5ha
<i>*known development potential/industry change that does not fit underutilised land area category</i>	
Current zones	Industrial 1 Zone, Industrial 3 Zone
Current overlays	Design and Development Overlay (DDO1 – Westgate Bridge Approaches) Heritage Overlay Special Building Overlay

MICLUP designation	Regionally significant industrial land
Major Hazard Facilities	Viva Energy, Ampol Spotswood/Newport, Mobil Yarraville
Significant environmental assets	Yarra River, Stone Creek Backwash
Better Places Spotswood South Kingsville Place Guide Projects	Project 2 – Future Industries Action Group Project 4 – Better Place for Industries Project 6 – The Greenline (Craig St section) Project 5 – Streets for people Project 7 – Missing Links Project Project 8 – Multimodal Network Project 12 – Re-connecting to Water and Environment

Precinct Directions

Future focus:

-  diverse, vibrant, high employing and high amenity industrial, tourism and commercial precinct with supportive local industry networks and partnerships
-  shift towards more knowledge-based, digital, and advanced manufacturing industries that deliver skilled jobs and adopt new technologies
-  a local movement network that supports a modal shift to active and public transport to support higher job densities
-  urban renewal of industrial sites and investment in the public realm to attract high value businesses and deliver improved amenity, cyclability and walkability, tree canopy coverage and access to open space and the Yarra River
-  retail and commercial uses that support the local community, visitors and workers and provide a buffer between community and established heavy industry

Strategic land use categories	Core employment, Secondary industry Core industry
Zoning options	Retain Industrial Zone 1 Investigate IN3Z and C2Z for land close to Spotswood Station to provide more commercial floorspace / service industries and act as buffer to heavier industry within INZ1
Established industries	Tourism, manufacturing, construction
Industries / sectors to target	Digital industry, freight and logistics (new format e-commerce logistics), advanced manufacturing / enterprise, professional, creative and knowledge-based industries
Movement network	Modal shift to support active and public transport use over private vehicles

	<p>Limit heavy vehicle movements on Hudsons Road and via commercial area</p> <p>Improved E-W and N-S cycle links</p> <p>Level Crossing Removal Hudsons Road to improve access for all modes</p>
Priority streets for improvements	<p>Hudsons Road</p> <p>Hall Street</p> <p>Birmingham, McLister and Craig Streets</p> <p>Simcock Avenue</p> <p>The Avenue West</p> <p>Booker Street</p>
Further strategic work	<p>Finalise and implement the draft Spotswood Activity Centre Structure Plan</p> <p>Advocate to State Government to apply a Buffer Area Overlay to manage MHF risk</p>
Industrial design and built form	<p>Improve amenity, design and environmental performance of Spotswood industrial areas</p> <p>Ensure industrial heritage places and tourism destinations are safeguarded</p> <p>Enhance greening of key streets (e.g Hudsons Road)</p> <p>Improve accessibility and connections to the Principal Bicycle Network and West Gate Punt</p> <p>Ensure new development has appropriate setbacks and interfaces to open space and is sensitive to areas of environmental significance</p>

Brooklyn Industrial Precinct

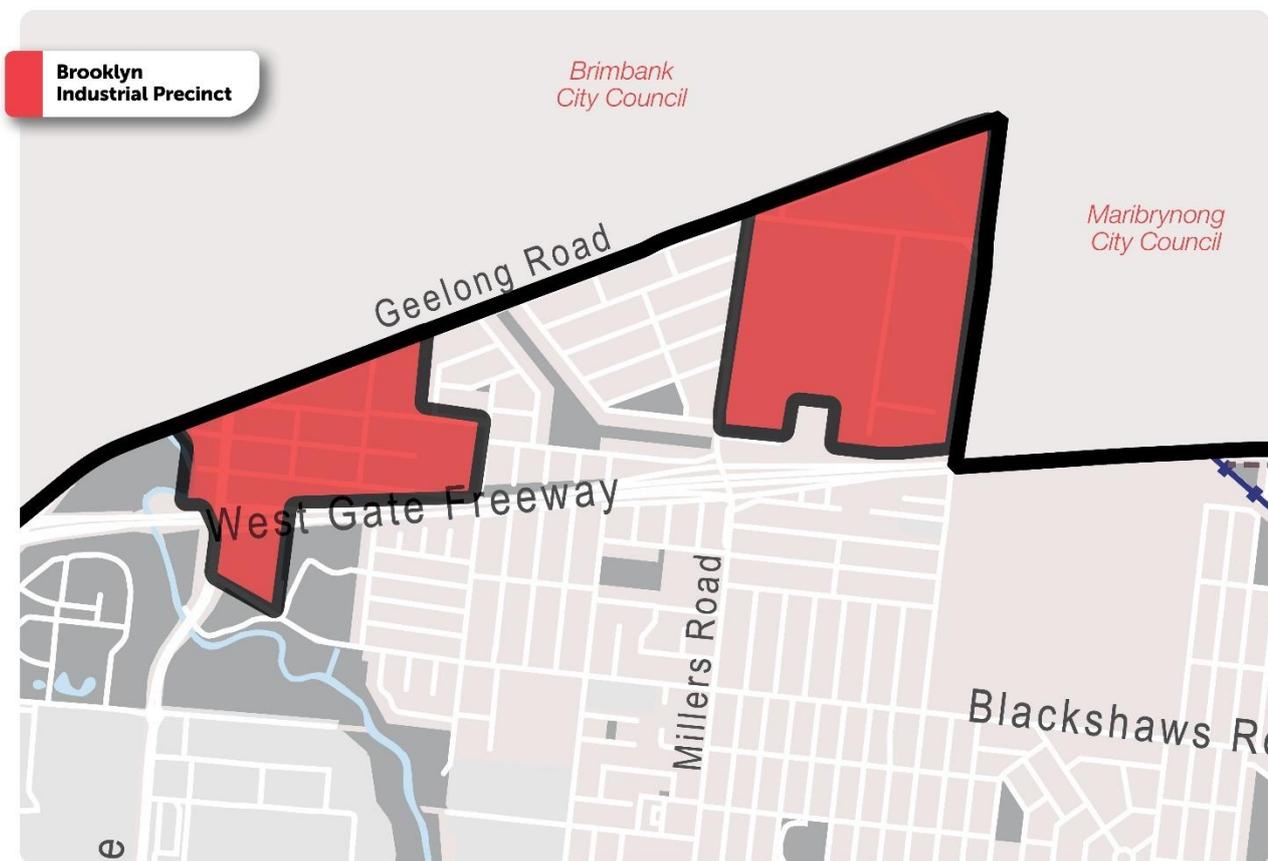
Current focus:

- industrial precinct dissected by an established residential community that forms a northern gateway into the municipality at Millers Road and Grieve Parade
- transport and logistics businesses that utilise surrounding major freight routes (Geelong Road / Westgate Freeway) to access the CBD and the western region
- industrial areas that support small through to larger format businesses and that contribute to a diverse economy in Hobsons Bay
- air quality issues due to industrial precincts to the north of Geelong Road and heavy vehicles on Millers Road that impact the established residential community
- high concentration of jobs in the construction sector

PRECINCT OVERVIEW

Issues	Opportunities
Air quality / dust issues	Advanced construction manufacturing cluster
Land contamination	Diversity of lot sizes
Heavy vehicle movements through residential areas	Gateway into Hobsons Bay
Land use conflict / interface issues	Proximity to road freight corridor / Geelong Road / regional goods rail line to east
Poor walkability / amenity	Access to local population and skilled workers

PRECINCT MAP



PRECINCT SUMMARY AND DIRECTIONS

Precinct summary

Land area	124.6ha
Total jobs in 2021	1978 (5.4% of LGA)
Largest employers	Construction, freight and logistics, wholesale trade

Total businesses in 2021	455 (4.2% of LGA)
Underutilised land area*	15.6ha of which 1.8ha is vacant
<i>*Refer to definitions table</i>	
Current zones	Industrial 1 Zone, Industrial 3 Zone
Current overlays	Special Building Overlay Public Acquisition Overlay Environmental Significance Overlay
MICLUP Designation	State Significant Industrial Land Local Industrial Land
Environmental assets	Kororoit Creek
Better Places – Brooklyn and Altona North Place Guide Projects	Project 1 – Cleaner and Healthier Project Project 2 – Greening your Neighbourhood Project 4 – Multimodal Network Project 5 – Streets for People (the Link)

Precinct Directions

Future focus:

-  transition to lighter industries that have limited off-site air quality and amenity impacts and businesses that service the local community
-  high amenity areas with access to safe pedestrian and cyclist links including improved cycle links to the Federation trail and south to Altona / Altona North
-  clustering of businesses in the advanced construction manufacturing and digital services sector that drive innovation and provide more skilled jobs
-  local freight and logistics businesses that capitalise on access to key freight routes and utilise low emissions vehicles
-  support for active frontages particularly along main roads and a range lot sizes that support businesses of all scales to locate in Hobsons Bay

Strategic land use category	Core employment, Secondary industry
Future zoning options	Retain Industrial 1 Zone and Industrial 3 Zone. Investigate option to rezone Industrial 1 Zone land to Industrial 3 Zone where adjoining residential land and to support more service industries
Established industries	Construction, freight and logistics, wholesale trade, manufacturing
Industries / sectors to target	Digital industry, new format e-commerce logistics, advanced manufacturing, advanced construction manufacturing

Movement network	<p>Focus freight movements to Grieve Parade over Millers Road</p> <p>Deliver safe north / south pedestrian and cycle connection from Federation Trail to Altona North</p> <p>Where possible, ensure development has a frontage / accessway to Federation Trail to enable modal shift</p>
Priority streets for improvements	Millers Road
Further strategic work	<p>Planning Scheme Amendment to introduce INZ3 and design guidelines</p> <p>Structure Planning for Millers Road Spine</p>
Industrial design and built form	<p>Improve amenity, design and environmental performance of Brooklyn's industrial areas</p> <p>Ensure new development has appropriate interface and is sensitive to adjoining residential areas and areas of environmental significance</p> <p>Enhance greening of key streets (e.g Millers Road)</p> <p>Improve accessibility and connections to the Federation Trail</p>

Altona Industrial Precinct

Current focus:

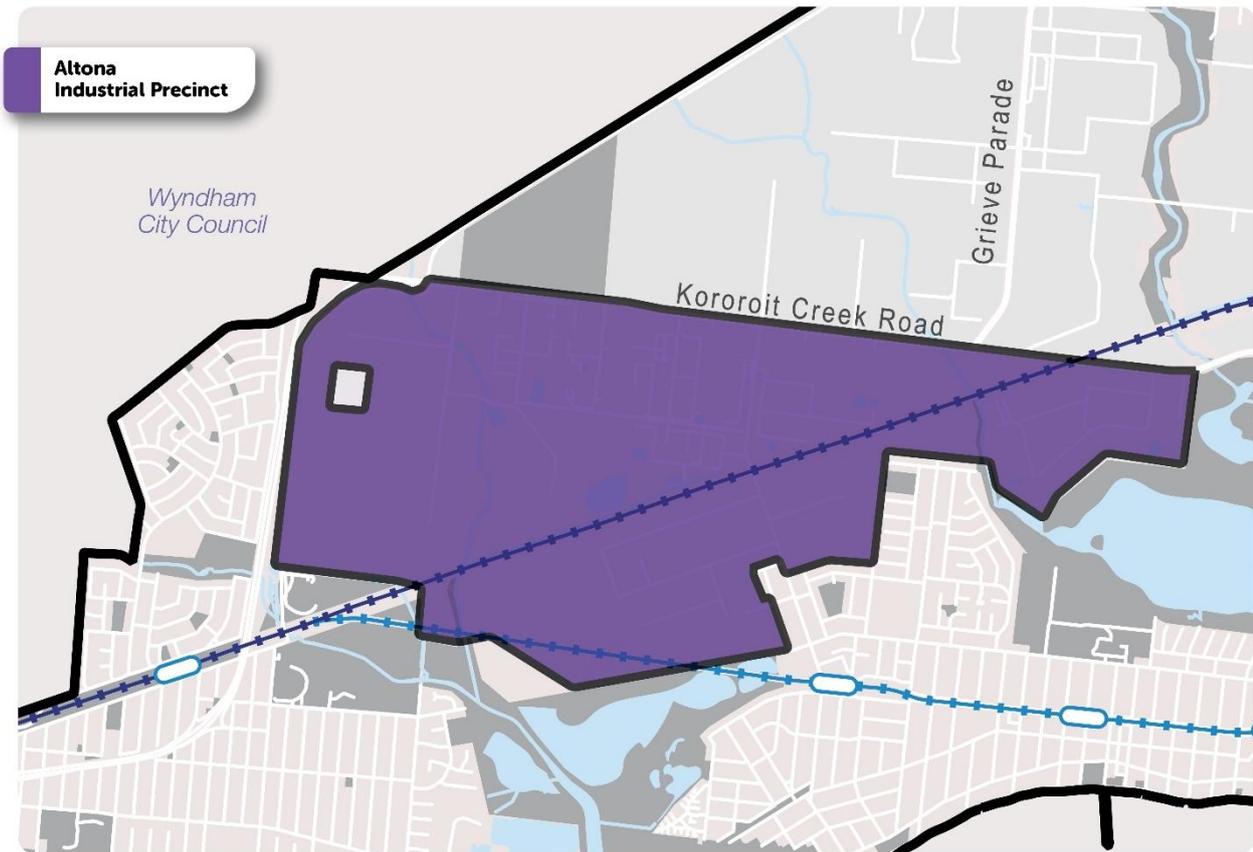
- state significant petrochemical manufacturing industries including polymer and polythene manufacturing
- large self-contained sites with low site coverage and low employment densities due to restrictive planning controls that protect the petrochemical sector
- growing transport and logistics sector supported by proximity to principal freight line (rail and road), a major intermodal rail freight terminal and future Inland Port
- significant fragmented grassland areas that support species protected under state and commonwealth legislation
- industrial areas to south of rail line that interface with sensitive land use

PRECINCT OVERVIEW

Issues	Opportunities
Restrictive planning controls	Established industry buffers
Employee population density limits associated with MHF	Proximity to Princes Freeway, Principal rail freight line, Inland Port

Poor amenity and walkability / cyclability	Large vacant and self-contained land parcels
Residential subdivision of industrial lots (Burns Road)	Access to skilled workers
Land use conflict / offsite amenity impacts (noise, dust etc.)	Established manufacturing and circular economy industries
Poor interface with grassland areas	

PRECINCT MAP



PRECINCT SUMMARY AND DIRECTIONS

Precinct summary

Land area	684.8ha
Total jobs in 2021	5210 (14.2% of LGA)
Largest employers	Freight and logistics, manufacturing, construction
Total businesses in 2021	190 (1.8% of LGA)
Underutilised land area*	307.9ha of which 190.4ha is vacant
*Refer to definitions table	
Current zones	Industrial 1 Zone, Special Use Zone 3 (Petrochemical Complex Area), Special

	Use Zone 4 (Altona Special Industrial Area)
Current overlays	Land Subject to Inundation Overlay Public Acquisition Overlay
MICLUP designation	State Significant Industrial Land
MHFs	Qenos
Environmental assets	Grasslands, Cherry Lake, Laverton natural wetland, Laverton Creek, Kororoit Creek

Precinct Directions

Future focus:

-  unlocking of underutilised industrial land historically tied to the petrochemical industry to support more jobs and economic activity
-  key areas of significant grasslands protected and enhanced in particular at Burns Road and Ajax Road to maintain a diverse species of flora and fauna
-  clustering of transport and logistics industries that utilise rail freight and link in with new energy, circular economy and advanced manufacturing industries
-  light industrial uses and service industries encouraged to the south of the rail line where industrial land abuts residential development
-  state investment in a new commuter rail station to support workers and community

Strategic land use category	Core industry, Secondary industry
Future zoning options	Review SUZ4 (including employee population density, site coverage and other built form controls) Review extent of SUZ3 and SUZ4 and consider application of standard industrial zones or revised schedule to SUZ Consider application of IN3Z adjoining sensitive uses to south of rail line
Established industries	Freight and logistics, manufacturing (petrochemical), construction
Industries / sectors to target	New format e-commerce, logistics technology, advanced manufacturing, circular economy manufacturing, contemporary recycling
Movement network	Commuter rail and station for workers Improved cycle connections to north Extension of frequent east-west and north-south bus services to and within the precinct

Priority streets for improvements	Kororoit Creek Road (State Government managed road)
Further strategic work	<p>Planning Scheme Amendment to implement new land use planning framework</p> <p>Advocate to State Government to apply a Buffer Area Overlay to manage MHF risk</p> <p>Environmental Significance Overlay for native grasslands areas</p> <p>Review of Public Acquisition Overlay</p>
Industrial design and built form	<p>Improve amenity, design and environmental performance of Altona's industrial areas</p> <p>Ensure new development has appropriate setbacks and interfaces to open space and is sensitive to areas of environmental significance (inc. native grassland)</p> <p>Enhance greening and canopy cover within streetscapes</p> <p>Improve accessibility throughout the precinct and connections to Kororoit Creek Trail</p>

Altona North Industrial Precinct

Current focus:

- highest employing industrial precinct that generates significant economic activity within Hobsons Bay and in the Western Region
- significant growth in freight and logistics sector due to proximity to principal rail freight line and state investment in the Altona intermodal freight terminal
- significant grassland areas and Kororoit Creek that support diverse flora and fauna
- car dominant area with a lack of public transport options and a fragmented trail network along Kororoit Creek for cyclists and pedestrians
- growing hydrogen industry driven by the establishment of a commercial-grade hydrogen production, storage and refuelling facility as part of the Toyota Centre of Excellence
- interface issues to the east of Kororoit Creek where industrial development abuts Millers Junction enterprise area and the established residential community

PRECINCT OVERVIEW

Issues	Opportunities
Lack of cyclability, walkability and access to public transport	Established new energy infrastructure (hydrogen)

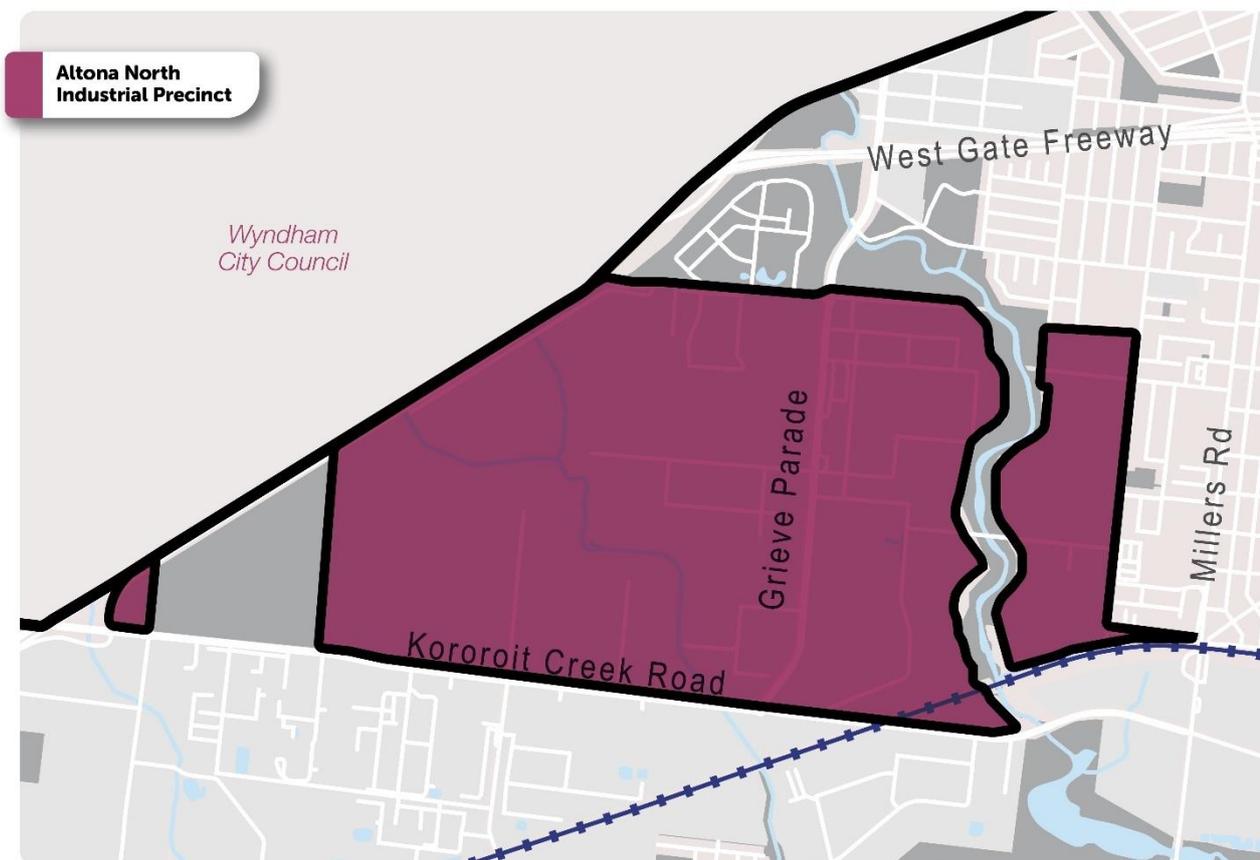
Restrictive planning controls	Established and growing freight and logistics sector
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Land contamination	Access to rail freight line, road freight routes
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Potential land use conflict for sites adjoining and east of Kororoit Creek	Access to Kororoit Creek Trail
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Limited tree canopy coverage	Large self-contained sites
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PRECINCT MAP



PRECINCT SUMMARY AND RECOMMENDATIONS

Precinct summary

Land area	588.3ha
Total jobs in 2021	5,637 (15.14% of LGA)
Largest employers	Freight and logistics, retail trade, manufacturing
Total businesses in 2021	212 (2% of LGA)
Underutilised land area*	129.9ha of which 2ha are vacant

*Refer to definitions table

Current zones	Special Use Zone 4 (Altona Special Industrial Area), Industrial 1 Zone, Industrial 3 Zone Public Park and Recreation Zone
Current overlays	Heritage Overlay Land Subject to Inundation Overlay Special Building Overlay Public Acquisition Overlay
MICLUP designation	State Significant Industrial Land
MHFs	N/A
Environmental assets	Grasslands, Kororoit Creek, Cherry Creek
Better Places – Brooklyn and Altona North Place Guide Projects	Project 1 – Cleaner and Healthier Project Project 2 – Greening your Neighbourhood Project 4 – Multimodal Network Project 5 – Streets for People (the Link)
Precinct Directions	
Future focus:	
	unlocking of underutilised industrial land historically tied to the petrochemical industry to support more jobs and economic activity
	new energy industries that fuel local advanced manufacturing and growing freight and logistics sectors and that support a zero-carbon future
	new grassland conservation areas and a safe and connected cycle link along Kororoit Creek for workers and community that connects through to Cherry Creek
	state investment into new frequent bus and commuter rail services to support increased job densities and worker amenity
	higher employing and lighter industries in industrial areas to the east of Kororoit Creek that provide more skilled jobs and services for workers and our community
Strategic land use category	Core industry, Secondary industry
Future zoning options	Review SUZ4 (including employee population density, site coverage and other built form controls) Review extent SUZ4 and consider application of standard industrial zones Consider application on IN3Z where adjoining sensitive uses Review PPRZ along Kororoit Creek corridor (in regard to private land)

Established industries	Freight and logistics, retail trade, Manufacturing
Industries / sectors to target	New energy (focus on hydrogen), advanced manufacturers, circular economy, new format e-commerce logistics, logistics technology
Movement network	<p>Prioritise rail freight movements</p> <p>Deliver Kororoit Creek Shared Trail</p> <p>New commuter rail and station</p> <p>New frequent bus services</p> <p>Construct Blomberg Road to allow properties fronting Chamber Road to use it for access where appropriate</p>
Priority streets for improvements	Grieve Parade, Chambers Road, Kororoit Creek Road (advocate as managed by State Government)
Further strategic work	<p>Planning Scheme Amendment to implement new land use planning framework</p> <p>Advocate to State Government to apply a Buffer Area Overlay to MHFs</p>
Industrial design and built form	<p>Improve amenity, design and environmental performance of Altona North's industrial areas</p> <p>Ensure new development has appropriate setbacks and interfaces to waterway corridors and is sensitive to areas of environmental significance (inc. native grassland)</p> <p>Enhance greening and canopy cover within streetscapes</p> <p>Improve accessibility throughout the precinct and connections to the Principal Bicycle Network and Kororoit Creek Trail</p>

Williamstown North Industrial Precinct

Current Focus

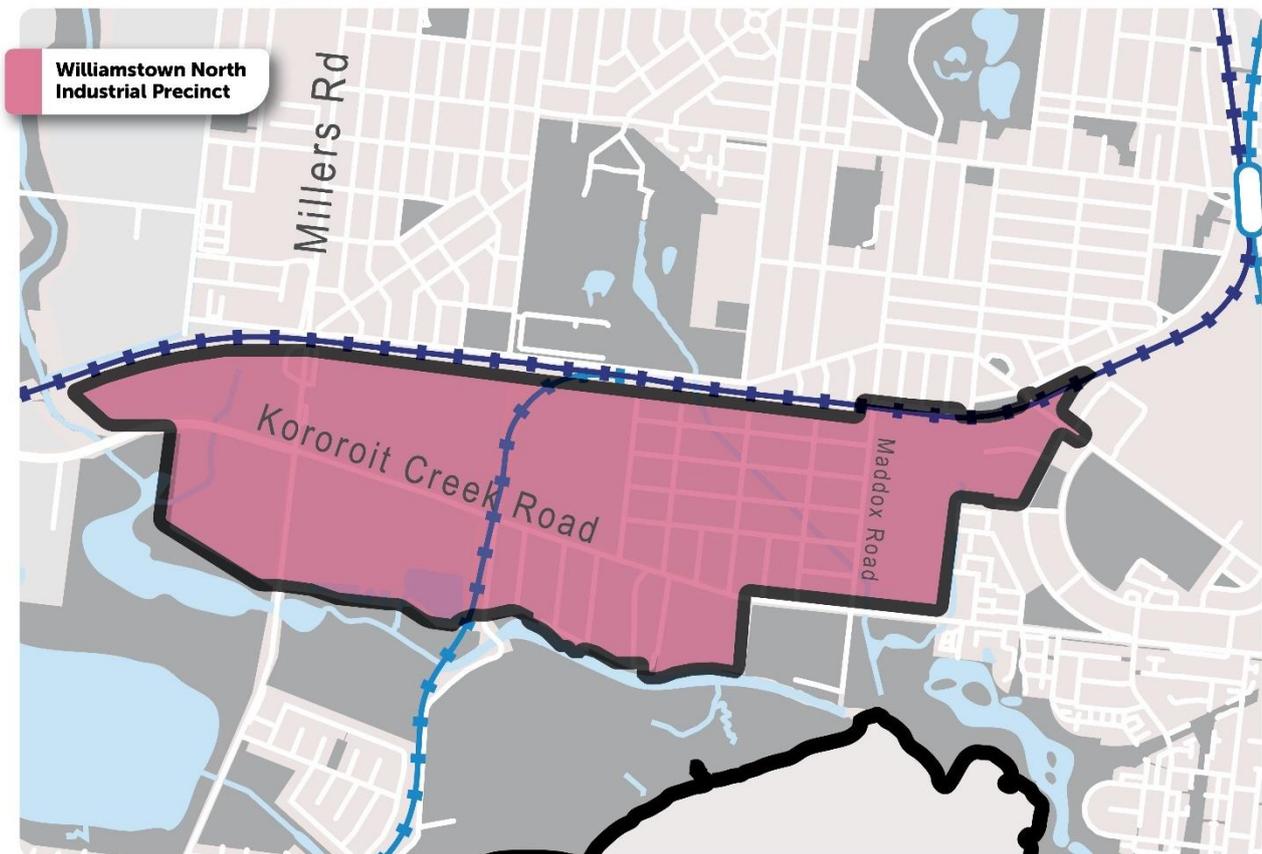
- large landholdings associated with historic Exxon Mobil refinery operations, which changed operations (ceased refining) in 2021 resulting in significant job losses
- smaller industrial lots that support a large and growing number of construction industries and a significant but declining proportion of manufacturing businesses as well as non-industrial uses (such as gyms)

- intensification of residential and retail development further to the north at Millers Road and further east at Kororoit Creek Road
- abuttal with significant environmental assets such as Kororoit Creek and native grasslands as well as Cherry Lake and Altona Coastal Park / Port Phillip Bay

PRECINCT OVERVIEW

Issues	Opportunities
restrictive planning controls	access to skilled workers
poor amenity	large vacant landholdings
poor public transport access for workers	proximity to environmental assets and key activity areas
poor interface with grassland areas and coastal wetlands	established industry buffers
land contamination and rehabilitation costs	access to freight network

PRECINCT MAP



PRECINCT SUMMARY AND RECOMMENDATIONS

Precinct summary

Land area	238.8ha
Total jobs in 2021	2515 (6.9% of LGA)

Largest employers 2021	Construction, Manufacturing, Other services (e.g., personal services, automotive repair, computer system design and related services)
Total businesses in 2021	494 (4.6% of LGA)
Transitioning land area*	89.5ha
<i>*known development potential/industry change that does not fit underutilised land area category</i>	
Current zones	Industrial 1 Zone, Industrial 3 Zone, Special Use Zone 2 (Petroleum Refinery Area)
Current overlays	Environmental Significance Overlay Design and Development Overlay (DDO4 – Foreshore Height Limitation) Heritage Overlay Land Subject to Inundation Overlay Special Building Overlay Public Acquisition Overlay
MICLUP designation	State Significant Industrial Land
Major Hazard Facility	Exxon Mobil
Environmental assets	Jawbone Flora and Fauna Reserve, JT Gray Reserve, Kororoit Creek, Quarry Reserve, Grasslands, Paisley Challis Wetlands, Altona Coastal Park, Cherry Lake and coastal wetlands (migratory birds)
Precinct Directions	
Future Focus	
	renewal and rehabilitation of Exxon Mobil landholdings to benefit the local economy and local jobs
	support for new energy industries that can be appropriately buffered from community and respond to a change in the petrochemical sector
	state investment in commuter rail line and train station to service the industrial precinct, Millers Junction and the broader residential community
	improved industrial interface with Kororoit Creek, native grasslands and Jawbone Flora and Fauna Reserve to protect native flora and fauna
	support for a cluster of digital industries as well as light industrial uses and businesses that service the local community
Strategic land use category	Core Industry, Secondary industry
Future zoning options	Investigate options to update SUZ2 due to refinery operation ceasing in 2021

Established industries	Construction, Manufacturing (petroleum manufacturing), Digital Industries (computer system design and related services)
Industries / sectors to target	Digital industries (professional, scientific and technical services), new energy, advanced construction or circular economy manufacturing, other service industries
Movement network	<p>State investment in commuter station</p> <p>Upgraded bus network (frequency, route and stops)</p> <p>Upgrade to Kororoit Creek Road and Millers Road intersection to improve safety for cyclist and pedestrians</p> <p>Where possible, ensure development has a frontage / accessway to Federation Trail to enable modal shift</p>
Priority streets for improvements	Kororoit Creek Road (advocacy as managed by State Government)
Further strategic work	<p>Precinct planning – Exxon Mobil site</p> <p>Planning Scheme Amendment to implement new land use planning framework</p> <p>Advocate to State Government to apply a Buffer Area Overlay to MHFs</p>
Industrial design and built form	<p>Improve amenity, design and environmental performance of Williamstown North’s industrial areas</p> <p>Ensure new development has appropriate setbacks and interfaces to wetlands and waterway corridors and is sensitive to areas of environmental significance (inc. native grassland)</p> <p>Enhance greening and canopy cover within streetscapes</p> <p>Improve accessibility throughout the precinct and connections to Millers Junction and the Principal Bicycle Network</p>

Williamstown Maritime Industrial Precinct

Current focus:

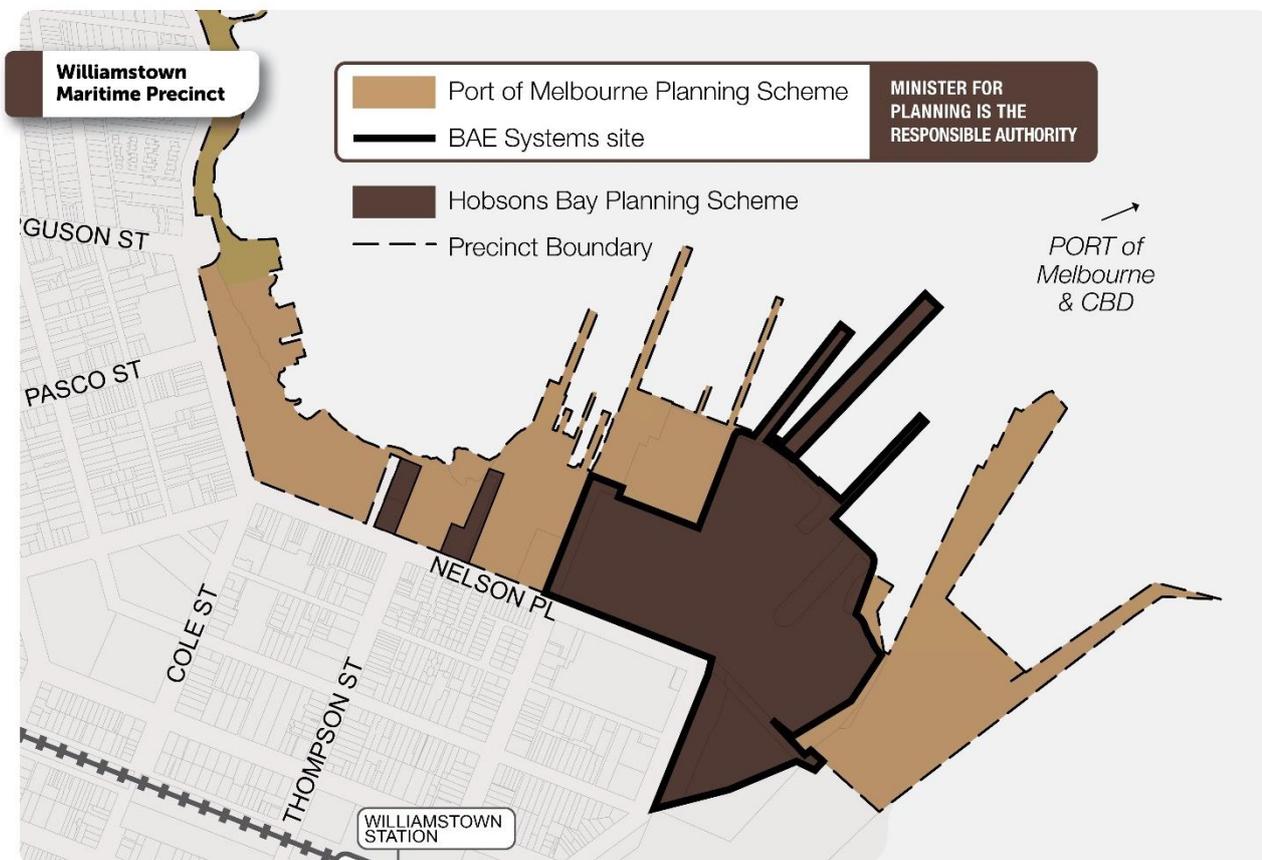
- precinct associated with operation of the Port of Melbourne and ship building, marine engineering and marine related industries and activities since 1830s

- key tourism destination that also supports key commercial and recreational activities, employment, and the local economy and abuts residential community
- key location for state crude oil imports at Gellibrand Pier which has historically been piped to the Refinery at Altona to produce refined petroleum products
- Minister for Planning is the responsible authority for all industrial land in this precinct and majority of the precinct is within the Port of Melbourne Planning Scheme

PRECINCT OVERVIEW

Issues	Opportunities
Restriction on sensitive land uses near MHF	Proximity to established residential community and transport
Offsite amenity impacts (noise, dust etc.)	Established tourist and cultural destination with recreational assets
Land contamination and rehabilitation costs (BAE site)	Underutilised land (BAE site)
Majority of industrial land not within Hobsons Bay Planning Scheme	State significant marine engineering and industry sector and infrastructure
Significant number of agencies and stakeholders involved in precinct	Environmental assets

PRECINCT MAP



PRECINCT SUMMARY AND RECOMMENDATIONS

Precinct summary

Land area (within Hobsons Bay Planning Scheme – Minister for Planning is the responsible authority)	11.6ha (SUZ5)
<i>Note: some commercially zoned land is within this precinct</i>	
Land area (within Port of Melbourne Planning Scheme – Minister for Planning is the responsible authority)	32.2ha
Subject to Williamstown Maritime Framework Plan	32.2ha
Largest employers	Shipbuilding and repair services
Current zones in HBPS	Special Use Zone 5 (Marine Engineering Area)
Current overlays	Design and Development Overlay (DDO8) Heritage Overlay
MICLUP Designation	Regionally significant industrial land
Major Hazard Facilities	Mobil Gellibrand
Environmental assets	Port Philip Bay

Precinct Directions

Future focus:

-  enhanced tourism destination with improved access to state significant maritime cultural and historical sites and more cultural and visitor offerings
-  continued support for maritime and Port operations where these do not negatively impact the safety and / or amenity of residents and visitors and adopt best practice and sustainable operations
-  improved public realm and pedestrian and cycle access through the foreshore and connectivity through key maritime sites with enhanced greening and tree planting
-  urban renewal of BAE site to create new commercial floorspace or a new government precinct (GovHub) that will bring economic activity and local employment opportunities

Strategic land category	Core industry, Core employment, Secondary industry
Future zoning options	Refer to State Government Williamstown Maritime Precinct Framework (WMPF)
Established industries	Tourism, marine engineering, petrochemical and petroleum, port operations, logistics

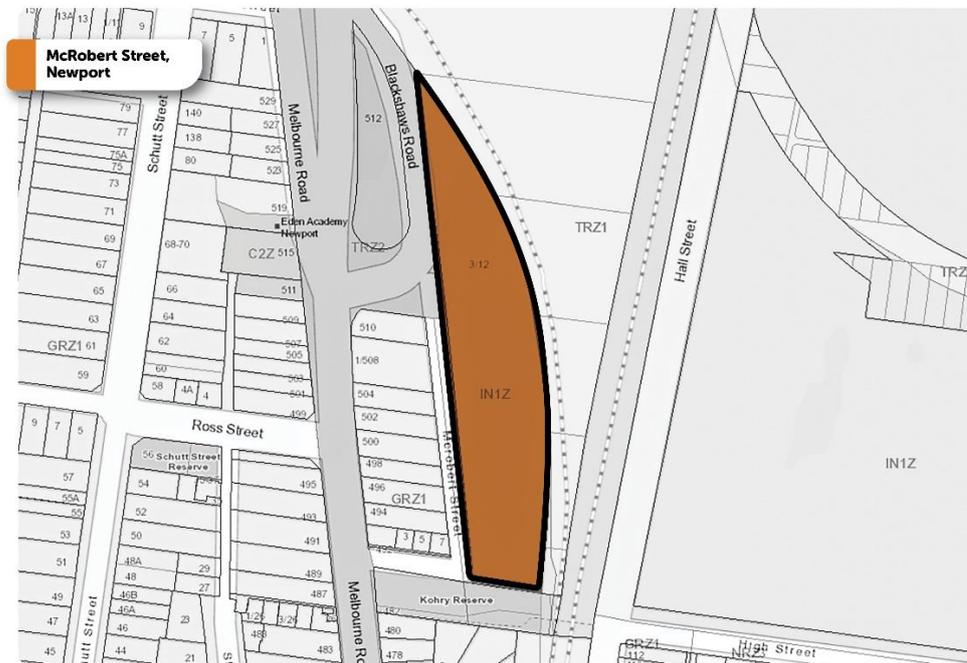
Industries / sectors to target	Recreation and tourism sector, with potential for government sector to establish if the BAE site is identified for urban renewal
Movement network	Limit any truck movement in activity centre Improve pedestrian and cycle connections to Port Philip Bay
Priority streets for improvements	Ann Street Nelson Place
Further strategic work	Review of DDO8 Continue to be involved in implementation of the WMPF Advocate to State Government to apply a Buffer Area Overlay to MHFs
Industrial Design Guidelines	Improve amenity, design and environmental performance of Williamstown Maritime industrial areas Enhance greening and canopy cover within streetscapes Ensure industrial heritage places and tourism destinations are safeguarded Improve accessibility throughout the precinct and connections to Principal Bicycle Networks

Other local industrial land

SUMMARY AND RECOMMENDATIONS

Location

McRobert Street, Newport



Land area	~0.976ha
Current zones	Industrial 1 Zone
Current overlays	Heritage Overlay
MICLUP designation	Local Industrial Land
Major Hazard Facilities	N/A
Significant environmental assets	Kohry Reserve
Precinct Directions	
Strategic land use categories	Secondary industry
Zoning options	Retain Industrial Zone 1
Established industries	Self-storage units
Further strategic work	None - Remain IN1Z and no longer SRA
Industrial design and built form	Future development to respond to updated design guidelines as required

Location

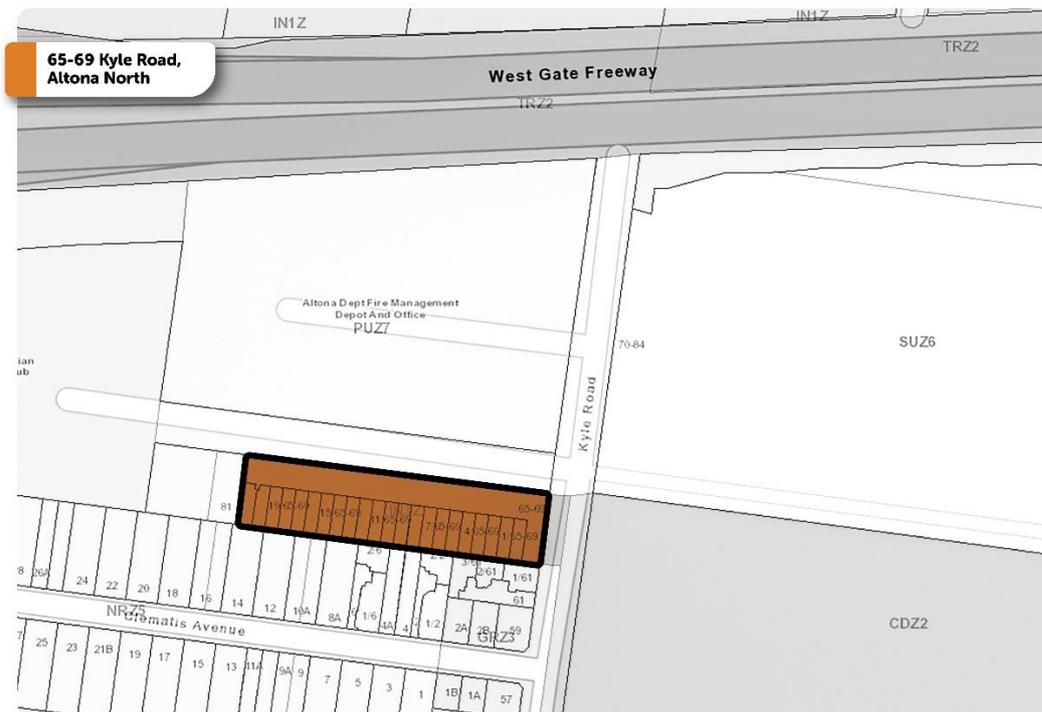
561-569 Melbourne Road, South Kingsville Spotswood



Land area	~6.6ha
Current zones	Industrial 1 Zone
Current overlays	N/A
MICLUP designation	Local Industrial Land
Major Hazard Facilities	N/A
Significant environmental assets	N/A
Precinct Directions	
Strategic land use categories	Secondary industry
Zoning options	Retain Industrial Zone 1
Established industries	Spotswood Maintenance Centre (locomotive)
Further strategic work	None - Remain IN1Z
Industrial design and built form	Future development to respond to updated design guidelines as required

Location

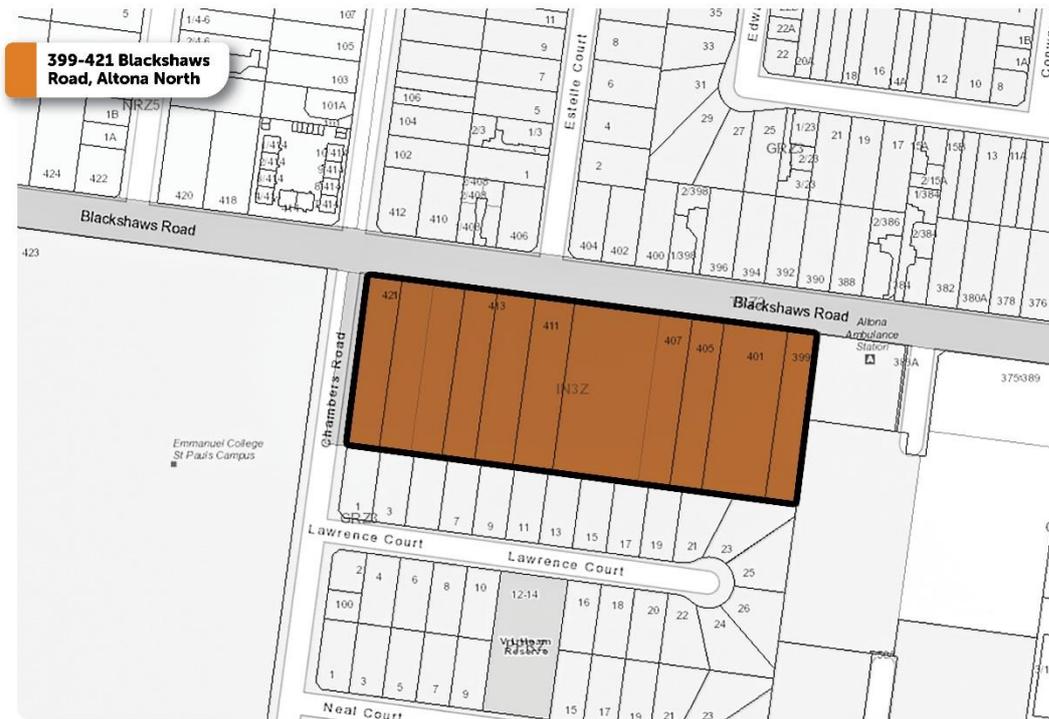
65-69 Kyle Road, Altona North



Land area	~0.488ha
Current zones	Industrial 3 Zone
Current overlays	N/A
MICLUP designation	Local Industrial Land
Major Hazard Facilities	N/A
Significant environmental assets	N/A
Precinct Directions	
Strategic land use categories	Secondary industry
Zoning options	Retain Industrial Zone 3
Established industries	Self-storage units
Further strategic work	None – Remain IN3Z
Industrial design and built form	Future development to respond to updated design guidelines as required

Location

399-421 Blackshaws Road, Altona North



Land area	~1.78ha
Current zones	Industrial 3 Zone
Current overlays	N/A
MICLUP designation	Local Industrial Land
Major Hazard Facilities	N/A
Significant environmental assets	N/A
Precinct Directions	
Strategic land use categories	Core employment
Zoning options	Investigate potential rezoning to a commercial zone from IN3Z
Established industries	Mix of businesses (mechanics, gym etc.)
Further strategic work	Investigate potential rezoning to a commercial zone from IN3Z.
Industrial design and built form	Future development to respond to updated design guidelines as required (unless rezoned to a non-industrial zone)

8. Implementation

The below table details how overarching objectives will be actioned through the strategy.

OBJECTIVE		
1. Increase local jobs and employment and diversify industry sectors		
1.1 Attract high employing industries to increase local jobs and employment		
1.2 Attract industries and businesses that support our changing resident workforce		
1.3 Attract a diversity of businesses and industries to support a resilient economy		
ACTION	OWNER	PRIORITY
Update planning controls in Hobsons Bay Planning Scheme to allow more flexibility in land uses that align with the future focus for each precinct	HBCC/DTP	High
Review Economic Development Strategy 2015-2020	HBCC	High
Facilitate Industry Network Groups	HBCC/private	Medium
Review and streamline investment attraction and facilitation processes	HBCC/private	Medium
OBJECTIVE		
2. Become an environmental leader and promote more sustainable and green industries		
2.1 Support industries that innovate and adopt new practices that lead to better environmental outcomes		
2.2 Support industrial development that limits impact on our natural environment and enhances areas of environmental significance		
2.3 Support greening, tree canopy cover and streetscape improvements in industrial precincts		
ACTION	OWNER	PRIORITY
Deliver updated Industrial Design Guidelines to provide clear direction on subdivision, built form and sustainability outcomes	HBCC/DTP	High
Implement new planning controls to protect significant native	HBCC	High

grasslands within industrial areas such as an Environmental Significance Overlay (ESO)		
Advocate for State Government to complete a review of current sustainability and urban design planning controls	HBCC	High
Create checklists and factsheets for ease of interpretation (for applicants and assessment by Statutory Planners)	HBCC	Medium
Investigate incentive options for applicants to deliver environmentally sustainable outcomes	HBCC/private	Medium
Work with industries to create a circular economy of recycled materials and connect developers with local manufacturers	HBCC/private	Medium
Identify streets for greening and streetscape improvements (implementation of Council's Urban Forest Strategy)	HBCC	Medium
Collaborate with EPA and industry to create awareness around pollution prevention to waterways	HBCC	Medium
Ensure EPA and WSV are working with industries and neighbouring Councils to prevent and manage risks associated with industrial activity such as industrial fires that impact the community	EPA/WSV/HBCC	High
Continue to work with EPA and adjoining municipalities to monitor and address air quality	HBCC/EPA/other Councils	High

issues associated with industrial areas (including in neighbouring LGAs)		
OBJECTIVE		
3. Balance economic growth with community impacts		
3.1 Ensure new industries with potential adverse amenity impacts are located away from existing residential areas		
3.2 Encourage industries to adopt practices that reduce off-site amenity impacts		
3.3 Support industrial development that enhances the streetscape and heritage fabric		
ACTION	OWNER	PRIORITY
Implement a new industrial land use planning framework that ensures new industry with significant off-site amenity impacts is located away from residential areas	HBCC/DTP	High
Work with WSV/EPA to ensure that industries are meeting their obligations to minimise off-site impacts from industrial operations	WSV/EPA/HBCC	Medium
Promote good public realm outcomes through private and public investment and implementation of the Industrial Design Guidelines (including translation into the planning scheme)	HBCC/private	High
Continue to work across neighbouring LGA boundaries to ensure good industrial outcomes for the broader community	Hobsons Bay / Brimbank / Maribyrnong / Wyndham / Melbourne City Council	Medium
OBJECTIVE		
4. Continue to attract investment to support a resilient and prosperous local economy		
4.1 Capitalise on the broader changing economy		
4.2 Attract new businesses, gain state investment and retain large businesses		

4.3 Create high amenity industrial areas with improved public realm and access to amenities and open space to attract new industries and skilled workers		
ACTION	OWNER	PRIORITY
Promote investment through the new Economic Development Strategy and the Reimagining our Industrial Areas – A Statement of Opportunity	HBCC	Medium
Continue to work with existing industry operators and businesses on change and expansion opportunities and develop collaboration and networks between complementary industries	HBCC	Medium
Work with neighbouring municipalities to encourage high amenity industrial areas, promote co-location and circular economy objectives and respond to changing broader economy	Hobsons Bay / Brimbank / Maribyrnong / Wyndham / Melbourne City Council's	Medium

Implications for the Planning Scheme

Section 7 (Precinct Directions) proposes various options to update the planning scheme to reflect the new industrial land use framework. Planning Scheme Amendments (including rezoning, application of overlays and any other relevant changes to controls) will be prepared and delivered over several years.

Future strategic work

The below table summarises future strategic work that may impact industrial precincts.

TASK	OWNER	PRIORITY
Planning Scheme Amendment to implement new land use planning framework (including rezoning, application of overlays and any other relevant changes to controls)	HBCC	High
Advocate for engagement with the community and	HBCC	High

industry on new WorkSafe Victoria 'land use planning near MHFs' guidance		
Apply a Buffer Area Overlay to MHFs	Victoria Government (lead) HBCC (stakeholder/advocacy)	Medium
Review of DDO8 (Williamstown Maritime)	HBCC	Low
Finalise and implement the draft Spotswood Activity Centre Structure Plan	HBCC	High

Monitoring and Review

Review every 5 years following implementation via a planning scheme amendment.

9. Glossary

Terminology and abbreviations used in the strategy are defined below.

Industrial Land Management Strategy	Is referred to as 'the strategy' throughout this document.
Industrial Design Guidelines	Draft guidelines for subdivision, built form and sustainable outcomes in industrial precincts. Referred to as "design guidelines' throughout this document.
Zone	A zone governs the use that can occur on a parcel of land, such as a residential, industrial or commercial use. Each zone has a purpose and a schedule that identifies if a planning permit is required and identifies matters that must be considered before deciding to grant a permit.
Industrial land	Land zoned to enable industrial uses and activity. For the purposes of this strategy, it includes Industry 3 Zone, Industry 1 Zone and a number of Special Use Zones (SUZ 2, 3, 4 and 5).
Industrial precinct	Boundary used to describe a collection of industrial land parcels.
Major Hazard Facility	A site that typically stores, handles or processes large quantities of dangerous goods (for example petrochemicals or petroleum) and that is licenced as a Major Hazard Facility by WorkSafe Victoria.
Knowledge-based economy	An economy that is increasingly dependent on and driven by activities and industries such as professional services that trade in knowledge and information and rely on a highly specialised workforce such as research and development,

	design, engineering, marketing creative and other similar industries.
Light industrial uses	Industrial uses that are compatible with nearby community uses and do not affect the safety and amenity of adjacent more sensitive land uses.
Underutilised industrial area	Industrial sites which are either vacant or have a low site coverage (coverage of buildings on each site).

10. Further information

For further information concerning this policy please contact the Strategic Planning team on 1300 179 944 and/or strategicplanning@hobsonsby.vic.gov.au.

11. Version history

Version Number	Date	Drafted by
1	28.04.2023	Strategic Planning

12. Appendix

Reimagining our Industrial Areas - A Statement of Opportunity

To access the statement please use this website [link](#).