

# Brimbank Industrial Land Use Strategy

## 2018 - 2030

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# List of Acronyms

BILS	Brimbank Industrial Land Strategy
C1Z	Commercial 1 Zone
C2Z	Commercial 2 Zone
CDZ	Comprehensive Development Zone
CHMP	Cultural Heritage Management Plan
CPTED	Crime Prevention Through Environmental Design
DDO	Design and Development Overlay
DPO	Development Plan Overlay
EPA	Environment Protection Authority
ESO	Environmental Significance Overlay
GRZ	General Residential Zone
GRZ1	General Residential Zone 1
HO	Heritage Overlay
IN1Z	Industrial 1 Zone
IN2Z	Industrial 2 Zone
IN3Z	Industrial 3 Zone
IPO	Integrated Plan Overlay
IWCM	Integrated Water Cycle Management
MUZ	Mixed Use Zone
NEIC	National Employment and Innovation Cluster
PAO	Public Acquisition Overlay
POS	Public Open Space
RGZ	Residential Growth Zone
SHWEP	Sunshine Health Wellbeing and Education Precinct
SWRRIP	Statewide Waste and Resource Recovery Infrastructure Plan
VPO	Vegetation Protection Overlay
WAGA	Western Alliance for Greenhouse Action
WSSIP	Western State Significant Industrial Precinct

# Executive Summary

## Background

The City of Brimbank has the second largest area of industrial land in Melbourne's west after Wyndham, with approximately 2083 hectares (ha) of land zoned for industrial purposes. This makes Brimbank's industrial land a significant asset for the Victorian and local economy.

Brimbank's industrial areas have significant advantages with access to the Principal Freight Network, arterial roads, freeways, ports and airports and the ability to accommodate for broad range of industrial land uses within a network of diverse small, medium and large scale precincts.

As a planning authority Council has a role in managing the amount, location and development of industrial land to ensure that it remains commercially viable, provides economic opportunities and employment, improves environmental outcomes and contributes positively to the safety, and amenity of the municipality.

Key drivers of change in industrial areas include the increased use of technology, rising production costs, globalisation and increasing pressure for urban consolidation and residential development. This Strategy aims to ensure that industrial precincts are managed in an efficient, effective and sustainable manner so that they continue to be an important source of employment and economic opportunity for Brimbank and the western region.

Since the first BILS was adopted by Council in 2012, significant changes have occurred in land use, economic trends and planning policy, locally and nationally, which require it to be reviewed and updated.

## Purpose of the Strategy

This Strategy sets out Council's vision for its industrial precincts. It seeks to encourage and facilitate investment and renewal by establishing a clear planning policy framework and identifying strategies and actions it can implement as a planning authority and local government agency.

The Strategy identifies land that may be considered surplus or no longer viable for industrial purposes, while ensuring sufficient supply of industrially and commercially zoned land to meet local and regional requirements. It will be used to inform local and Victorian Government investment decisions on the provision of infrastructure relevant to industrial land uses.

The 12-year timeframe of the BILS is required to implement the Strategy.

## Key Strategic Directions

In summary, the key strategic directions for the Strategy are to:

- Retain and protect industrial land within the Western State Significant Industrial Precinct (WSSIP). This includes land within the Brooklyn, Sunshine, Sunshine West,

Derrimut and Orica industrial precincts. Other precincts to be retained for industrial land uses are Keilor Park, Keilor East, Tullamarine and Sunshine North

- Separate the former St Albans Precinct in recognition of the different futures of the component sites. Sites located within and near the St Albans Major Activity Centre, and the Flicker's Australia site, are identified as being Transitional Areas subject to further strategic work, while the sites either side of the Barro landfill (now referred to as the Kealba Precinct) are to be retained for industrial uses
- Identify the Calder Park Precinct as an Industrial Area with strong potential for warehousing and logistics
- Separate the former Western Highway Precinct into four discrete areas following the Victorian Government rezoning of the Cairnlea Mixed Use Precinct. The site referred to as Jonesfield is identified as a Transitional Area, while lands fronting the Western Highway and McIntyre Road are identified as Employment Areas, recognising their potential for redevelopment as high amenity employment land within the Sunshine National Employment and Innovation Cluster
- Identify the Industrial 1 Zone land that sits within the Sunshine Health Wellbeing and Education Precinct as an Employment Area for its potential to contribute to the health, education and research functions of that precinct (subject to amenity considerations).

## Key Issues for Brimbank's Industrial Land

There are 6 key issues for Brimbank's industrial land which are:

- changing nature of industry
- land use conflicts
- environmental conflicts
- urban design and heritage
- infrastructure, open space and transport
- compliance and enforcement.

From this analysis, 15 objectives with accompanying strategies and actions have been identified for the BILS based on the following themes:

- planning
- economic development
- infrastructure
- environment
- compliance and enforcement.

Industrial Precinct Reports have been prepared for each of the 19 identified industrial precincts in Brimbank. The reports provide a summary of the key features and future directions for each precinct. The reports also list any recommended further strategic work actions required to achieve the preferred outcomes for the precinct.

The general objectives, strategies and actions within the BILS 2018-2030 should be read in conjunction with each of the industrial precinct reports.



Each precinct has been categorised as a low, medium or high priority for Council intervention. These designations may be periodically reviewed by Council to respond to changing or unforeseen circumstance.

# 1. Introduction

The City of Brimbank has the second largest area of industrial land in Melbourne's west after Wyndham, with approximately 2083 hectares (ha) of zoned industrial land. This makes Brimbank's industrial land a significant asset for the Victorian and local economy.

<sup>1</sup>

Brimbank's industrial areas have significant strategic attributes that have contributed to their success:

- They are well-located with respect to the metropolitan and regional arterial road and freeway network
- They have proximity to Melbourne Airport, the Port of Melbourne and the proposed Western Interstate Freight Terminal at Truganina
- They are extensive areas, often contiguous with other industrial precincts, minimising potential amenity problems and maximising the benefits of agglomeration
- They provide larger lots to cater for the needs of the growing logistics industry
- There are relatively inexpensive small lots and small premises for a wide range of local services and manufacturing.

However, there are a number of challenges for Council in managing the amount, location and development of industrial land to ensure that it remains commercially viable, provides economic opportunities and employment, improves environmental outcomes and contributes positively to the safety, and amenity of the municipality.

The Brimbank Industrial Land Strategy (BILS) will play an important role in ensuring that Brimbank's industrial areas can thrive and help facilitate a more diverse industry base that provides long term employment opportunities. It articulates Council's vision for industrial land and identifies policy and strategies to help it achieve the vision.

The demand for industrial zoned land is continually evolving and Brimbank needs to ensure it builds on its competitive advantages to ensure it is an attractive place to invest.

Global changes to the industrial market include the movement of manufacturing overseas to countries where labour is cheaper, and the increased use of artificial intelligence technology. While employment in manufacturing is decreasing in its share of total employment in the municipality, it is still the largest industry sector, generating 13,186 jobs in 2015-2016<sup>2</sup>.

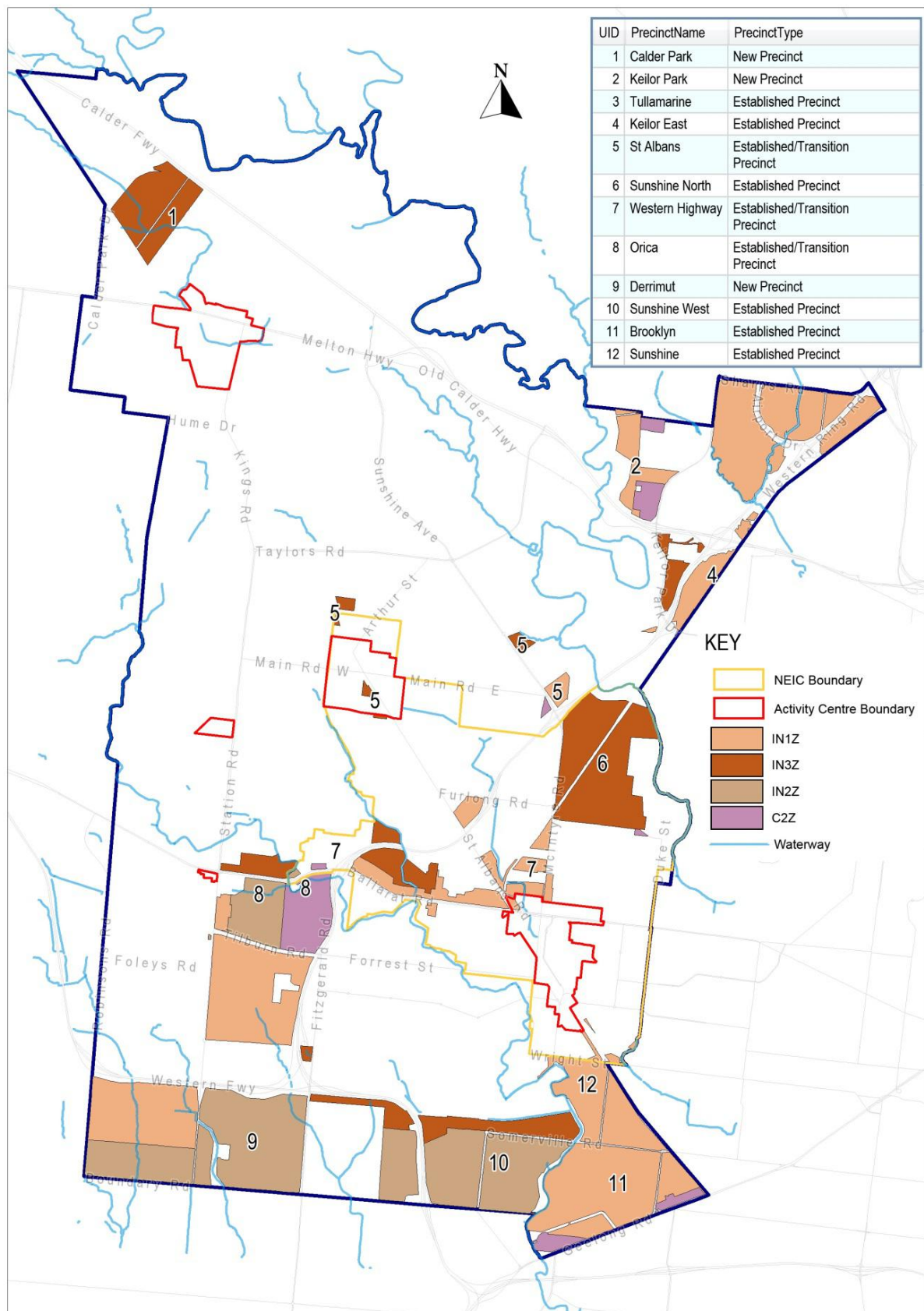
The location and characteristics of Industrial and Commercial 2 zoned land in the City of Brimbank is shown in Map 1.

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<sup>1</sup> Urban Development Program, Metropolitan Melbourne 2017, Department of Environment, Land, Water and Planning

<sup>2</sup> Economy ID Brimbank, Employment by industry, accessed online 19/9/2018

**Map 1 Brimbank Industrial Precincts 2012 Industrial Land Strategy Designation**



Increased urban consolidation in the middle ring suburbs of Melbourne is also causing structural changes, resulting in some demands for non-industrial uses in industrial areas, requests for the rezoning of industrial land for residential purposes, pressure to develop land for small 'factoryette' type developments and increased concerns about impacts of industrial operations on more sensitive uses.

These changes suggest that there is a need to protect viable industrial land while facilitating diversification of employment opportunities and promoting emerging sectors such as health, education and training. This Strategy aims to ensure that industrial precincts in Brimbank are managed in an efficient, effective and sustainable manner.

## 1.1. Background

Council adopted its first the Brimbank Land Use Strategy in 2012. Since this time there has been significant planning policy and land use changes that requires it to be reviewed and updated, including:

- Victorian Government reform of the industrial and commercial zones
- Release of the updated metropolitan planning strategy Plan Melbourne 2017-2050
- Approval of Planning Scheme Amendments C38 (McKechie Street, St Albans), C105 (Sunshine Town Centre), C128 (Orica, Deer Park), C161 (Regan Street, St Albans) and C120 (Cairnlea Mixed Use Precinct) that rezoned land from industrial to residential, commercial or mixed use
- Adoption of new or updated local policies and strategies
- Release and development of new industrial land in the western region growth areas of Wyndham and Melton and in Hume to the north.

## 1.2. Purpose of this Strategy

The purpose of the Strategy is:

- To provide direction on the use and development of industrial land in the Brimbank municipality
- To ensure that there is an appropriate supply of quality commercial and industrial land to serve the development needs of Brimbank and Melbourne's west
- To identify actions that will support the growth and manage the impacts of industrial uses and development
- To ensure industrial development makes a positive contribution to the amenity and physical environment of Brimbank
- To inform local and Victorian Government investment decisions regarding the provision of infrastructure relevant to industrial land uses.

The 12 year timeframe of this Strategy is required to enable the time and resources required to implement the Strategy.

## 1.3. Project approach

This Strategy is informed by the research and analysis contained within the Brimbank Industrial Land Assessment 2016 (Tim Nott and Geografia), and the Brimbank Commercial 2 Zone Assessment 2017 (SPADE).

The Strategy considers:

- Relevant Victorian Government and local government policy (in particular, the key directions of Plan Melbourne 2017-2050)
- Local, regional and national industrial land use and development trends
- The specific role, issues and opportunities of each industrial precinct
- Council adopted strategic documents as listed under section 3.1
- Environmentally Sustainable Design principles into future development requirements
- Identification of industrial heritage, natural environments that interface with industrial areas and Aboriginal cultural heritage.

## 2. Industrial Land Strategy Vision and Framework Plan

### 2.1. Vision

The City of Brimbank's industrial and employment areas will be desirable locations for vibrant and diverse industries and world class businesses; are accessible and connected including public and active transport, feature high quality development and embrace best practice operations and environmentally sustainable design.

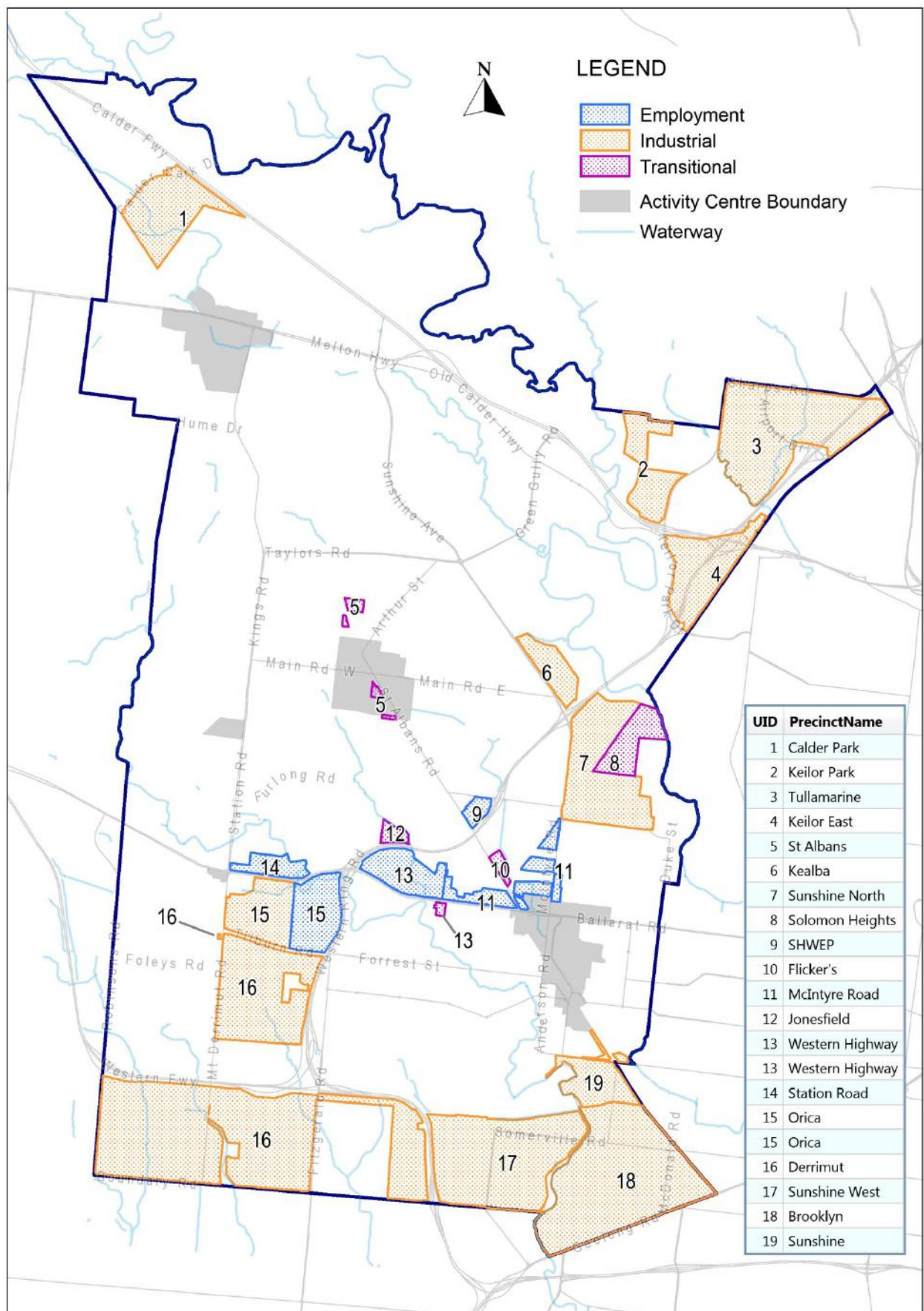
### 2.2. Framework Plan

The Brimbank Industrial Land Framework Plan (Map 2) provides spatial guidance for the long term use and development of Brimbank's industrial precincts. It has been prepared having regard to the following factors:

- The future outlook for a range of industry sectors in the City of Brimbank
- An assessment of the characteristics and context of the City's industrial areas and how suited these characteristics are to support continuing industrial uses or alternative land uses
- Plan Melbourne and the State Strategic Planning Framework as they relate to specific industrial areas in Brimbank as well as general objectives and strategies
- The Brimbank Municipal Strategic Statement and Strategic Land Use Map
- The potential amount of industrial land required to meet projected growth opportunities in the City of Brimbank and the region
- The potential for the rezoning of some land to act as a catalyst to stimulate new investment in employment-creating commercial activities
- The potential to build on the investment attraction work proposed by the Victorian Government for employment land within the NEIC
- A review of the BILS 2012 Framework Plan and actions.



**Map 2 Brimbank Industrial Land Framework Plan**



The Framework Plan identifies all industrial land (industrial zoned and C2Z land) as an Industrial Area, Employment Area or Transitional Area for the planning period of 2018-2030.

When considering the use and/or development of land included in the Framework Plan, the directions should be considered in conjunction with any other relevant policy or requirement of the Brimbank Planning Scheme.

Inclusion of land in the Framework Plan does not imply that all the land is developable. The spatial and land use directions of other relevant Council adopted strategies should also be taken into consideration.

## 2.3. Industrial Areas

Industrial Areas are those that are functioning well under their existing zoning and require limited intervention to remain viable, such as the industrial estates in the north of the municipality (Keilor Park, Keilor East and Tullamarine).

These areas feature existing business clusters of food production distribution and wholesaling, automotive repairs and small construction industry suppliers.

Land in the southern area of the municipality, included in the WSSIP is included as it will continue to attract large scale national and international corporations for manufacturing, resource recovery and recycling, warehousing, transport and logistics. Larger lot sizes will be preserved in these areas to ensure there is continued land supply for these activities.

Other precincts within this category require some level of intervention such as those with small fragmented land ownership and congested access to the Principal Freight Network (for example, the Sunshine North Precinct).

These precincts will be supported to become desirable locations for small-scale manufacturing, artisan and craft production including start-ups that require good access to their consumer market as well as smaller, more affordable premises.

It also includes land that is yet to come to market but is considered suitable for a variety of uses permissible within the industrial suite of zones (for example, the Calder Park Precinct).

## 2.4. Employment Areas

Employment Areas are areas that are considered appropriate for a rezoning to the C2Z.

These areas will remain employment focussed and become high value commercial areas where industry, research and development, and business services operate in a high amenity environment befitting the high profile location of this land and its proximity to residential areas and activity centres.

Employment Areas include industrial zoned land within the Victorian Planning Authority's Sunshine NEIC Draft Framework Plan which includes the key spines of the Western Highway and McIntyre Road and is also inclusive of land within the Orica Precinct which is zoned Commercial 2.



Investment in these areas will capitalise on good arterial road access, public transport access and proximity to activity centres, making them highly convenient and desirable places to work.

## 2.5. Transitional Areas

Transitional Areas are currently zoned for industrial land uses but in the long-term may not be suitable as industrial or employment areas.

Any change to these areas will require further strategic assessment that considers:

- Environmental matters,
- Potential contamination and buffer distances to major hazard facilities, pipelines and existing industrial uses
- Economic viability
- Small size of the area impacting viability as a 'precinct'
- Proximity to existing residential and sensitive uses, activity centres and the public transport network indicating the land is suitable for alternative uses
- Access to the area for industrial vehicles

For further detail on the preferred land use and development outcomes in these areas, refer to the Industrial Precinct Reports in Section 7 of this Strategy.

The three strategic categories in the BILS Framework Plan and their application are summarised in Table 2.

**Table 1 Industrial Precinct Land Use Categories Summary Table**

Category	Purpose	Precinct applied to:	Zones
Industrial Areas	To protect existing viable industrial land and land with future potential for industrial activities	<ul style="list-style-type: none"> <li>• Calder Park</li> <li>• Keilor Park</li> <li>• Tullamarine</li> <li>• Keilor East</li> <li>• Sunshine North</li> <li>• Kealba</li> <li>• Orica (IN1Z and IN2Z)</li> <li>• Derrimut</li> <li>• Sunshine West</li> <li>• Brooklyn</li> <li>• Sunshine</li> </ul>	IN1Z, IN2Z and IN3Z (including smaller areas of complementary C2Z)
Employment Areas	<p>To encourage reinvestment in industrial and commercial operations and the public realm</p> <p>To recognise the potential for this land to provide higher order business services and employment in keeping with its strategic location within or adjacent to the Sunshine National Employment and Innovation Cluster</p> <p>To recognise the limitation of heavy industry in these areas due to the land's proximity to existing residential areas and activity centres</p>	<ul style="list-style-type: none"> <li>• Western Highway, Station Road and McIntyre Road</li> <li>• Orica (C2Z only)</li> </ul>	<p>C2Z existing and proposed subject to further strategic work)</p> <p>Some existing C1Z and GRZ1 interspersed with the McIntyre Road Precinct</p>

Transitional Areas	To recognise areas that are not viable for industrial uses in the longer term and are suitable to transition to alternative uses, including possible residential or mixed uses	<ul style="list-style-type: none"> <li>• St Albans</li> <li>• Jonesfield</li> <li>• Flicker's</li> <li>• Solomon Heights/River Valley</li> <li>• Furlong Road (SHWEP industrial land)</li> </ul>	Potential for residential with the potential for a combination of residential and commercial zones subject to the outcome of further strategic work
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## 3. Policy and Planning Context

### 3.1. Policy Context

A range of policy documents influence the use and development of industrial land affected by this Strategy including:

- Plan Melbourne, 2017-2050
- Victoria's 30 Year Infrastructure Strategy, 2016
- Greening the West – Regional Approach, 2014
- Low Carbon West – A Strategy for the Transition to a Low Carbon Economy in the WAGA Region, 2014
- Western Melbourne Regional Development Australia, Regional Plan, 2016-2019
- Economic Development Strategy for the West of Melbourne, WoMEDA 2017
- Brimbank Community Vision 2018
- Brimbank Council Plan 2013-2017
- Brimbank Economic Development Strategy, 2016
- Brooklyn Evolution Strategy, 2012
- Brimbank Greenhouse Reduction Strategy, 2013-2020
- Brimbank Sustainable Water Management Strategy, 2013-2020
- Urban Forest Strategy, 2016-2046
- Brimbank Cycling and Walking Strategy, 2016
- Creating Better Parks Policy and Plan, 2016
- Draft Habitat Connectivity Plan, 2018 - 2023
- Brimbank Planning Scheme
- Brimbank Climate Change Adaptation Framework 2017
- Brimbank Transport Priorities 2013 (Updated 2017)
- Western Region Transport Strategy.

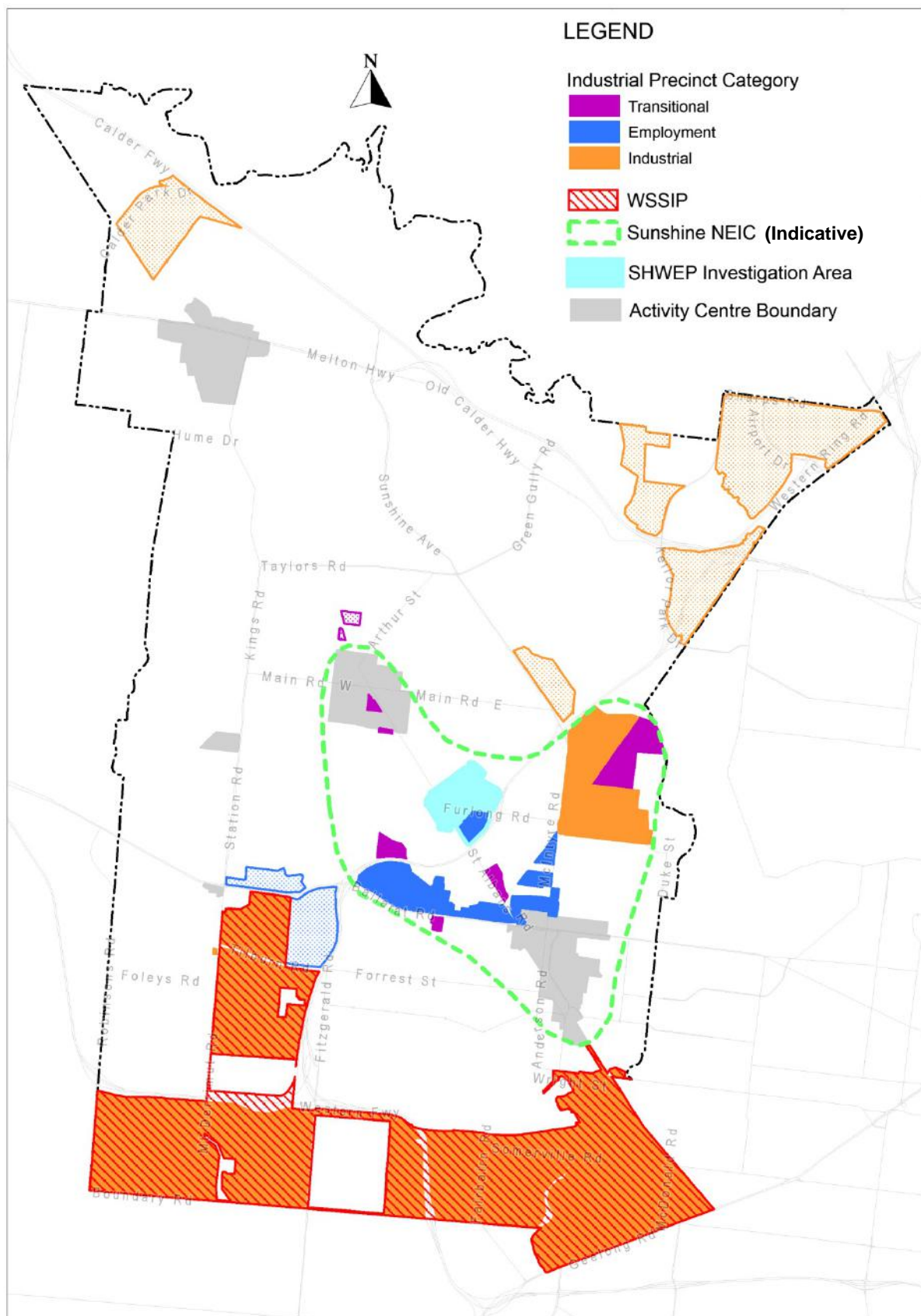
### 3.2. Planning Context

A range of planning factors in the Brimbank Planning Scheme influences the use and development of industrial land affected by this strategy. These include the following:

- Planning Policy Framework, Clause 17
- Brimbank Municipal Strategic Statement, Clauses 21.02, 21.04 and 21.09
- Brimbank Local Planning Policy, Clause 22.02
- Industrial 1 Zone
- Industrial 2 Zone
- Industrial 3 Zone
- Commercial 2 Zone
- Mixed Use Zone.

Map 3 shows the relationship between state significant policy areas and Brimbank's industrial precincts.

### Map 3 Brimbank Industrial Precincts and State Significant Policy Areas



## 4. Industrial Land and Employment

### 4.1. Industrial land

Industrial and commercial land uses are an important source of economic activity and employment in Brimbank. Industrial land provides over half the total number of jobs in Brimbank<sup>3</sup> and supports employment in retail and business services in activity centres.

The City of Brimbank has the second largest area of industrial land in Melbourne's west, with approximately 2083 ha of zoned industrial land<sup>4</sup>. This makes the City's industrial land a significant asset for the Victorian and local economies.

Industrial areas in the City are a net importer of workers from outside the municipality. The highest proportion of local workers living outside Brimbank come from the Cities of Wyndham, Melton, Hume and Moonee Valley<sup>5</sup>.

### 4.2. Surplus industrial land

The City of Brimbank has a sufficient supply of industrially zoned land to meet forecast local and regional requirements, however this needs to be understood within the context that some areas of industrial activity are more significant to the regional and Victorian economy than others<sup>6</sup>. On this basis, some sites may be permitted to transition to alternative uses where this would be more appropriate to the surrounding context without having a negative impact on jobs and industry<sup>7</sup>.

The location of industrial land is a key attribute for particular industry types. Large scale manufacturing, warehousing, wholesaling, freight and logistics generally require large lots with good access to the Principal Freight Network.

Changes to the road network and intensification of residential uses over time have left some of Brimbank's industrial sites in locations that are fragmented and have relatively poor access to the Principal Freight Network.

Some of these smaller fragmented precincts already contain a significant number of non-industrial land uses such as reception centres, gymnasiums and places of worship. This generally occurs in locations that are proximate to residential uses, activity centres and public transport, and also as some industrial land is cheaper than alternative non industrial land.

While access to the Principal Freight Network is not as critical for some manufacturing and other small operations, potential off-site amenity impacts to nearby residential uses are relevant in determining the appropriateness of a continued industrial zoning.

Amenity impacts can result from inadequate access arrangements to industrially zoned land (such as trucks, transit vans and congestion on residential streets) or may relate to issues such as noise, dust and odour.

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<sup>3</sup> Economy ID Brimbank, Employment self-containment – Industry, accessed online 13/11/2017

<sup>4</sup> Department of Environment, Land, Water and Planning, Urban Development Program: Metropolitan Melbourne 2016

<sup>5</sup> *ibid*

<sup>6</sup> Tim Nott and Geografia, Brimbank Industrial Land Assessment 2016

<sup>7</sup> *ibid*

Sites identified as no longer viable or suitable for industrial uses and surplus to local and Victorian requirements for industrial land are identified within the Brimbank Industrial Land Framework Plan (Map 2) as Transitional Areas. For more place specific directions on the preferred land use outcomes for these precincts, refer to the Industrial Precinct Reports.

## 5. Industrial Land – Key Issues

### 5.1. Changing nature of industry

#### 5.1.1. Employment trends

Brimbank has a strong historical association as an industrial municipality. Traditional industrial activities are generally categorised as:

- Manufacturing
- Gas, electricity, water and waste services
- Construction
- Wholesale trade
- Transport, postal and warehousing
- Repair and maintenance services
- Resource recovery and recycling.

These activities are more prevalent in the City of Brimbank than in Melbourne as a whole, while other industries (except education and training) are less prevalent in Brimbank than in Greater Melbourne<sup>8</sup>.

Over the long term it is predicted that Brimbank will see a shift in the types of local jobs, becoming more suited to the resident labour force as part of a wider shift to service employment. Nonetheless, activities on industrial land remain the most important source of jobs in Brimbank<sup>9</sup>.

Automation will have a significant impact on employment. Automation includes advances in artificial intelligence, robotics and the 'internet of things'. Over the past 15 years machines reduced two hours off the average Australian's most repetitive and manual work and it is predicated that this trend will continue over the next 15 years.<sup>10</sup>

If Australia embraces artificial intelligence technology and workers are successfully transitioned it could boost the national economy by \$2.2 trillion by 2030. Other positives anticipated from automation include:

- 11 per cent reduction in workplace injuries
- 62 per cent of low skilled workers experiencing improved satisfaction
- Wages for non-automatable work 20 per cent higher than for automatable work<sup>11</sup>.

The manufacturing sector is by far the biggest user of automation technology. Labourers doing routine manual work such as packers or assembly line workers spent eight hours more per full-time work week on training and other non-automatable tasks between 2000 and 2015<sup>12</sup>.

Analysis indicates Brimbank businesses have a higher probability of job loss through automation than other municipalities in Melbourne (second highest after Greater

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<sup>8</sup> Tim Nott and Geographia, Brimbank Industrial Land Assessment, November 2016

<sup>9</sup> *ibid*

<sup>10</sup> The Automation Advantage, Alphabet Strategy and Economics, 2017

<sup>11</sup> The Automation Advantage, Alphabet Strategy and Economics, 2017

<sup>12</sup> *ibid*



Dandenong)<sup>13</sup>. However, it is not possible to predict how the local job market may respond to disruptions due to automation and what new job opportunities may be created<sup>14</sup>. It will be important to monitor the local impact of technological changes in industry and advocate for, and support, programs that assist workers to transition from redundant jobs to jobs in other sectors<sup>15</sup>.

Council and the State Government must also ensure that enough well-located land is available for both traditional industrial uses and more technologically advanced workplaces, including supporting industries such as research and development, education and training, and professional services.

In addition, the challenges for Brimbank in attracting more advanced manufacturing and supporting industries are:

- Creating the type of physical environment that is attractive to these businesses and their employees
- Promoting improved education outcomes of the local workforce, especially in STEM (science, technology, engineering and mathematics) subjects
- Expediting the provision of the NBN to all precincts
- Improving public transport access to key industrial nodes<sup>16</sup>.

### 5.1.2. Industry clusters

Industry clusters have developed in some sectors of the Brimbank economy. These clusters are important as collectively they provide a critical mass of opportunity for other businesses in the production chain – service providers, retailers and consumers.

Existing clusters identified in the City of Brimbank include:

- Food and beverage manufacturing (most notably within the Tullamarine, Derrimut and Brooklyn precincts)
- Metal products (most notably within the Tullamarine and Derrimut precincts)
- Transport and warehousing (most notably within the Tullamarine, Derrimut and West Sunshine precincts)
- Chemicals and polymer products (within the Orica Precinct)
- Recycling (within the Brooklyn Precinct).<sup>17</sup>

In some cases these clusters operate well in the context of their existing industrial and residential neighbours but in other cases conflict arises where local infrastructure is not keeping up with the demands placed on it (for example, traffic and parking congestion). In some instances business clusters are collectively responsible for amenity impacts such as dust, noise and odour, making regulation and enforcement against any single operator difficult. Other areas may require minimum land use separation distances to address residual environmental and safety risks.

To support existing and emerging industry clusters a range of interventions are required. These interventions include a range of business development initiatives including business information, investment support, and other activities. They also include consideration of the 'hard infrastructure' requirements of these clusters through the

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<sup>13</sup> Tim Nott and Geographia, Brimbank Industrial Land Assessment, November 2016

<sup>14</sup> *ibid*

<sup>15</sup> The Automation Advantage, Alphabet Strategy and Economics, 2017

<sup>16</sup> Tim Nott and Geographia, Brimbank Industrial Land Assessment, November 2016

<sup>17</sup> *ibid*

development of local area infrastructure plans that can inform Council and Victorian Government investment decisions or local area contributions schemes.

### 5.1.3. Land use trends

Industry trends have seen a preference for increasingly large lots in close proximity to the Principal Freight Network<sup>18</sup>. This presents an excellent opportunity for the Calder Park Precinct and Orica Precinct which are large yet-to-be subdivided sites.

Many of Brimbank's older industrial precincts, however, feature small lot subdivisions with fragmented land ownership, making lot consolidation difficult and expensive. Over time, urban consolidation and changes to the road network have also meant that these areas no longer have unimpeded access to the Principal Freight Network.

These areas are also often located near to activity centres and existing markets and may therefore be attractive for smaller artisans and manufacturers, generally referred to as 'urban manufacturing'<sup>19</sup>. Examples of urban manufacturing include micro-breweries, coffee roasters, furniture and jewellery making or clothes production where customers can see their goods being produced and/or have access to the makers.

Encouraging these types of uses will require intervention in the physical environment of the precincts to ensure they are welcoming and attractive to this type of business and their customers<sup>20</sup>.

A great deal of change is anticipated in the economy over the coming years. It is important to monitor the impact of these changes on the availability and viability of industrial land in the municipality. As the profile of local industry changes, in turn, their locational, infrastructure and site requirements may also change.

## 5.2. Land use conflicts

### 5.2.1. Non-industrial uses in industrial precincts

Industrial precincts in Brimbank facilitate a wide range of economic and social activities, from concrete batching to sporting clubs and places of worship. Managing the relationship between 'core' industrial uses and non-industrial uses that are permissible within industrial zones is a challenge.

Non-industrial uses contribute to the economic function and amenity of the precinct but can also cause conflict through the generation of traffic and parking demand or through complaints about issues such as noise, dust, odour and hours of operation.

It is important for the viability and proper functioning of an industrial precinct that non-industrial uses are permitted but managed to ensure they are not placing undue stress on traditional industrial uses through their location, siting or operations.

Addressing these issues requires the careful exercise of discretion. However, Council only has the ability to exercise discretion in relation to a proposed land use where a permit is required under the zone.

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<sup>18</sup> Department of Environment, Land, Water and Planning, Urban Development Program: State Significant Industrial Precincts 2016

<sup>19</sup> Tim Nott and Geographia, Brimbank Industrial Land Assessment, November 2016

<sup>20</sup> *ibid*

There are slight differences between the IN1Z, IN2Z and IN3Z in terms of what land uses are prohibited, require a permit, or are 'as of right' (no permit required); the IN3Z is the most relaxed and the IN2Z the most restrictive towards non-industrial uses.

Some guidance for planners already exists in the Brimbank Planning Scheme. Additional guidelines could be further developed to provide greater guidance for specific non-industrial uses in industrial precincts to implement specific industrial strategic directions.

New guidelines could also address the exercise of discretion under other parts of the Brimbank Planning Scheme such as Clause 52.06 Car Parking and consider the use of standard permit conditions to deal with common issues, where relevant.

The key objectives of the guidelines would be:

- To protect appropriately located industrial uses
- To discourage the inappropriate use and development of non-industrial uses in industrial areas where they may compromise, rather than complement, the viability of the precinct
- To manage land use conflict where it already exists.

### 5.2.2. Health and safety

The nature of industrial activity is that some uses pose a potential risk to human health and safety due to the type and volume of raw materials stored on site or processes occurring on the land. Potential health and safety risks may include the risk of explosion, fire, spills, fumes or chemical gas release.

Impacts can also come in the form of noise, dust, odour and other types of air emissions resulting from industrial activities. In some cases these are considered to be 'amenity' impacts (i.e. a benign nuisance). However, in other cases they can be linked to chronic health issues over long periods of exposure or exacerbate existing health conditions in vulnerable populations.

There are a number of legislative frameworks, regulations and licensing regimes that aim to minimise the likelihood and consequence of harm including:

- *Planning and Environment Act 1987 (P & E Act)*
- *Environment Protection Act 1970*
- *Occupational Health and Safety Act 2004*
- *Dangerous Goods Act 1985.*

The Environment Protection Authority (EPA) is responsible for licensing and enforcement in accordance with the Environment Protection Act and regulations, and WorkSafe is responsible for licensing and enforcement under the *Occupational Health and Safety Act*, *Dangerous Goods Act* and associated regulations.

Council must consider any potential impacts on health and safety as the Planning Authority and Responsible Authority for planning decisions made under the *P & E Act*. Guidance for this consideration is contained within the Brimbank Planning Scheme.

The Planning Policy Framework includes several strategies to mitigate risk that rely on the application of appropriate separation distances between specific industrial uses and 'sensitive uses' defined as residential, child care centres, pre-school centres and primary schools.

It seeks to achieve this by referring to the following Policy Guidelines that planning must consider, as relevant:

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

However, these Policy Guidelines can only be implemented where a permit is required for the proposed use and, as they are not statutory Referral Authorities, the EPA and WorkSafe are not obligated to provide a response. Council is sometimes therefore required to seek its own independent technical advice, often at substantial expense.

Within an industrial zone many industrial activities do not require a planning permit subject to meeting the recommended minimum 'threshold' distances of Clause 52.10 'Uses with Adverse Amenity Potential', but this clause is limited. It does not cover all uses with the potential to pose a risk to health and safety or amenity, and in some cases its recommended 'buffer' distances are contrary to other available Victorian guidelines.

This leaves a gap where a new industrial use not addressed in Clause 52.10 may establish within an industrial zone 'as of right' in breach of a recommended separation distance under the EPA guidelines or another Victorian guideline.

The permit requirement under Clause 52.10 only applies to the identified industrial use and does not capture situations where a new sensitive use is proposed within the recommended separation distance of an existing industrial use (for example, caretaker's residence or child care centre). In addition, a planning permit is not required for many sensitive uses within a residential zone, commercial zone or within several other zones. This leaves the potential for new industrial or sensitive uses to establish 'as of right' in breach of a recommended separation distance.

In 2018, the Victorian Government released its response to the Major Hazard Facilities Advisory Committee recommendation following its review of the planning system in relation to Major Hazard Facilities and other uses with the potential to pose a risk to the community.

The Victorian Government has committed to:

- Prepare and introduce a new policy into the Planning Policy Framework
- Require WorkSafe Victoria and the EPA to be notified of rezoning proposals
- Review threshold separation distances and operation
- Manage sensitive-use encroachment with a particular provision planning control
- Investigate referral arrangements
- Develop a Major Hazard Facilities planning practice note
- Determine the best way to provide information.

Council will work with the Victorian Government on the preparation and implementation of the proposed reforms, and consider the need for internal procedures to identify and address potential issues of land use conflict.

## 5.3.Environmental impacts

### 5.3.1. Contamination

Emissions from industry can impact air, soil and water quality and need to be managed appropriately. These types of emissions can cause environmental impacts and also have the potential to impact on human health and safety. As previously described, these matters are managed through various works approval licences and Standard Environment Protection Policies regulated by the EPA.

Unfortunately, many of Brimbank's industrial precincts and former industrial sites have a legacy of environmental pollution that includes soil and groundwater contamination.

Under the *P & E Act*, in accordance with Ministerial Direction No 1, any site formerly used for industry must undergo prescribed environmental testing prior to a sensitive use occupying the land. Ministerial Direction No 1 applies to both planning scheme amendments and planning permit applications where the zone may already allow sensitive uses.

Any land owner within a Transitional Area who wishes to progress a rezoning of their site must fulfil the requirements of Ministerial Direction No 1. In the first instance that means Council will require a Phase 1 Environmental Assessment of the land to assess its suitability for rezoning based on the proposed future land uses.

If Council cannot be satisfied that the land is suitable or can be made suitable for the proposed use, the amendment in all likelihood would not be progressed.

### 5.3.2. Sustainability

There are potentially large gains to be made in encouraging best practice energy efficiency and environmentally sustainable design in industrial areas, as well as integrated water cycle management and increased tree canopy coverage.

Through industrial precinct design guidelines, Council can identify key opportunities within each precinct to improve its environmental performance and find ways to implement these changes. In existing areas this may require incremental improvements over time as individual properties are sold or redeveloped. On large sites yet to be developed (such as Orica and Calder Park), planning controls can ensure that best practice standards are achieved from the beginning.

5.3.3. In addition to this, the requirements contained within the Brimbank Planning Scheme, Clause 22.02 *Environmentally Sustainable Development* requires the incorporation of best practice environmentally sustainable development into new developments through design, construction and operation phases. Waterways and habitat protection

Significant parts of Brimbank's waterways traverse or adjoin industrial precincts including:

- Maribyrnong River
- Steele Creek
- Kororoit Creek

- Stony Creek
- Jones Creek
- Taylors Creek.

Historically these areas have not been well maintained or valued for their environmental services. However, they provide an opportunity to greatly improve the amenity of industrial precincts by making them accessible for passive recreation and improving active transport connections. Through rehabilitation and protection of these green spaces, the environmental systems and flora and fauna that rely on them can be protected.

In addition to the habitat significance of waterways, some of the largest areas of Federally protected native grasses are located within the industrial precincts of Derrimut and Solomon Heights/River Valley.

Council has prepared the Brimbank Habitat Connectivity Plan 2018-2023 that aims to achieve a physically connected and genetically sustainable landscape within the municipality and the broader region. It seeks to retain existing connections as well as recreate lost ones.

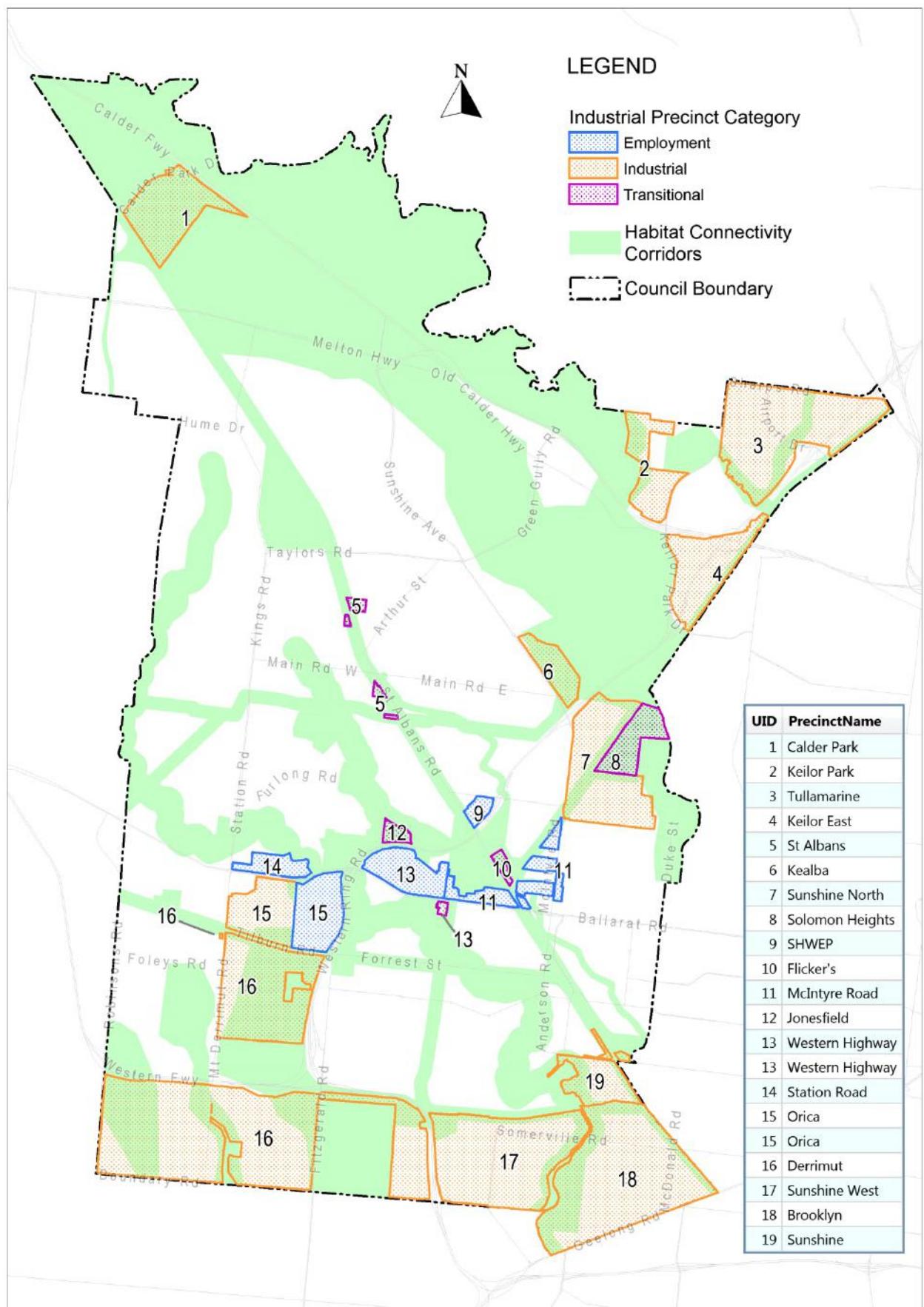
The habitat corridors identified under the Plan cover all types of land use and land ownership. Map 4 shows the 11 Brimbank Habitat Connectivity Corridors in relation to the 19 industrial precincts identified under the Industrial Land Strategy.

There is a significant opportunity for industrial land to contribute to the habitat values of these corridors. This can be achieved by:

- Encouraging private land holders to incorporate indigenous habitat on properties to expand corridors and stepping stones throughout the landscape
- Working with development applicants through statutory planning processes to incorporate appropriate buffers and landscaping to minimise disruption to corridors.



**Map 4 Brimbank Habitat Connectivity Corridors**



## 5.4. Urban design and heritage

### 5.4.1. Urban design

Urban design refers to the way the private development of land interacts with the public realm. In the context of an industrial precinct it includes consideration of elements such as:

- Site layout (including the location and access to car parking and loading areas)
- Built form and materials (including fencing and surfacing of hard stand areas)
- Screening of outdoor storage areas and processes
- Signage
- Landscaping.

Improved amenity through good urban design can result in an economic uplift for owners and occupants as the area functions better and becomes a more desirable place for business and workers to locate<sup>21</sup>. This is of particular importance to industries such as advanced manufacturing, research and development, business services and urban manufacturing.

Improving the amenity and appearance of industrial areas, both on site and within the public realm, through better urban design could be achieved through the adoption of Industrial Precinct Design Guidelines, both for existing subdivisions and for larger un-subdivided sites. Industrial Precinct Design Guidelines can also:

- Improve the safety of industrial precincts and make compliance and enforcement activities easier by adopting relevant Crime Prevention Through Environmental Design principals (CPTED) and
- Incorporate the recommendations of the Brimbank Urban Forest Strategy 2016-2046, to increase tree canopy coverage across the municipality particularly in industrial areas.

A review of the existing Industrial Estate/Precinct Design Guidelines across Brimbank shows that while they have been successfully applied to Brimbank's newer industrial areas such as Derrimut and Keilor Park, they are often fragmented, overlapping and outdated with respect to current local government and Victorian Government policy (refer to Map 5: Brimbank Industrial Precinct Design Guidelines). Conversely, many industrial precincts do not have any location specific design guidelines.

Industrial Precinct Design Guidelines should be developed for Industrial and Employment Areas where none currently apply. In areas where design guidelines already exist they should be comprehensively reviewed, rationalised and updated to be inclusive of issues such as environmentally sustainable design, water sensitive urban design, landscaping and habitat connectivity. For more place specific recommendations, refer to the Industrial Precinct Reports in Section 7.

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<sup>21</sup> Tim Nott and Geografia, Brimbank Industrial Land Assessment 2016



### 5.4.2. Industrial heritage

Brimbank has a rich industrial heritage, which is documented in the Brimbank Post Contact Cultural Heritage Study Version 2, 2013 (as amended).

The Heritage Overlay has been applied to 17 sites within industrial precincts in Brimbank including over buildings related to the Former ICI Leathercloth Factory, Explosives Manufacturing Complex and Administration Buildings within the Orica Precinct, and the Pig and Calf Market and Huntsman Chemicals Co. in the Brooklyn Precinct.

The Heritage Study identified and assessed industrial sites for their heritage values. However, no single study can be completely comprehensive about all issues and often industrial sites which are closed to the general public can be overlooked. Ongoing monitoring and review of the heritage significance of newly identified places is required.

To assist with decision making in respect of heritage places within industrial precincts, an Industrial Heritage Policy should be developed. The policy should address, but not be limited to:

- The adaptive reuse of industrial buildings in industrial precincts for non-industrial uses
- Circumstance where the removal or demolition of heritage fabric may be justifiable to facilitate the continued use of a site for a historically significant use where this is the primary significance of the place
- How industrial heritage can be recorded and re-interpreted through building and urban design in industrial areas
- How surrounding land uses and development should have regard to identified heritage sites.

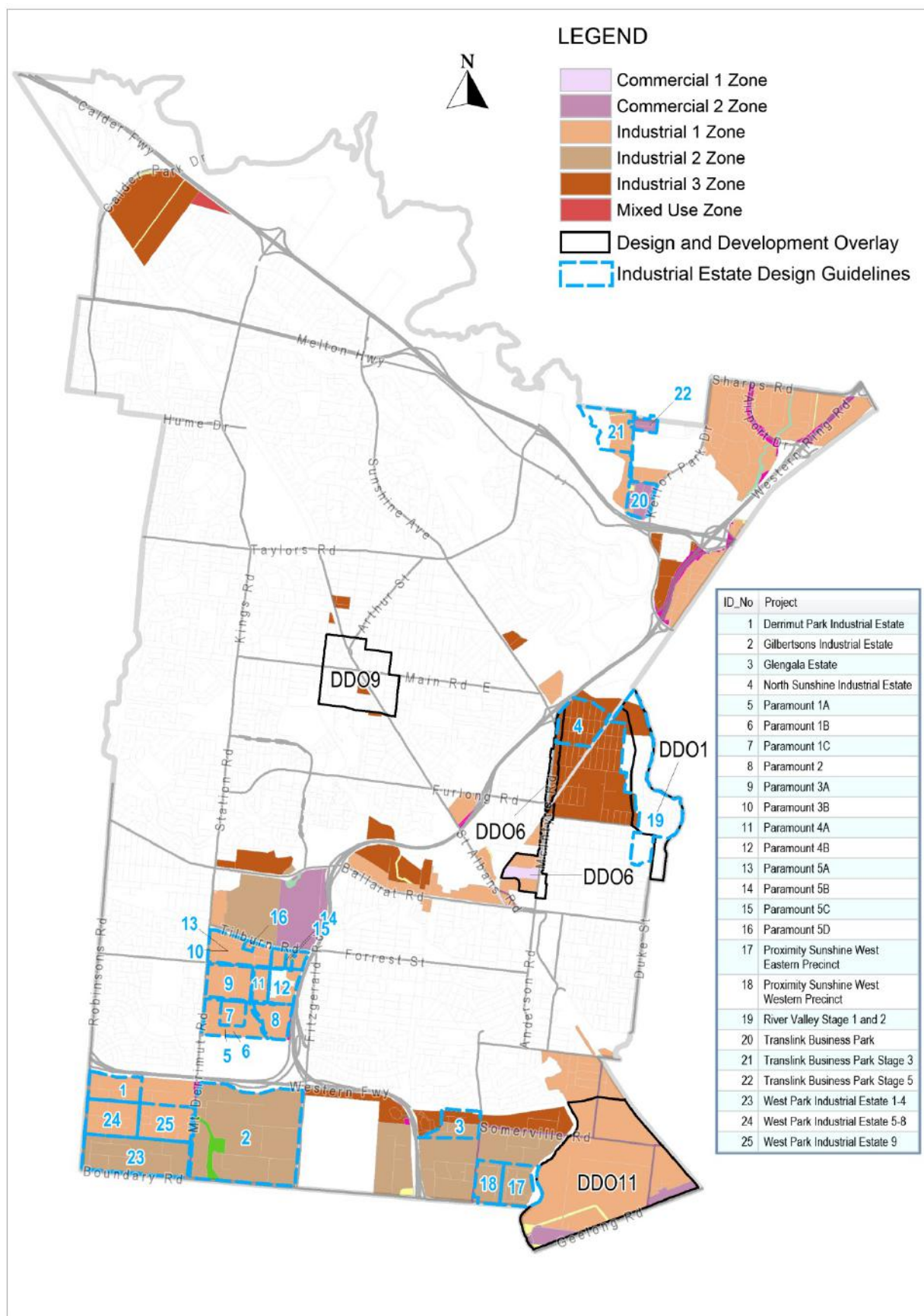
### 5.4.3. Aboriginal cultural heritage

The City of Brimbank occupies land that is the traditional lands of the Wurundjeri and Bunerong/Boonwurung Aboriginal tribes. Despite substantial urbanisation there are still many areas and specific sites of Aboriginal cultural heritage in the municipality. It is important that these places are preserved and protected where possible and that appropriate consultation and approvals are sought for disturbances from traditional owners in accordance with Victorian legislation.

Several areas of Aboriginal cultural heritage sensitivity have been identified within Brimbank's industrial precincts and these sites are mapped by Aboriginal Victoria.

There are a variety of actions Council can take to improve the protection and enhance recognition of the Aboriginal cultural values of these places. Both the Draft Brimbank Reconciliation Action Plan 2018-20 and the Draft Brimbank Aboriginal Cultural Heritage Strategy 2018/2023 recommend that the conservation and protection of Aboriginal cultural heritage would be further supported by the inclusion within the Heritage Overlay of the Brimbank Planning Scheme. The Overlay would identify Aboriginal cultural heritage places to ensure conservation of Aboriginal cultural heritage, it will also be a mechanism to ensure archaeological surveys are conducted prior to works occurring on the land.

**Map 5 Brimbank Industrial Precinct Design Guidelines**



## 5.5. Infrastructure, open space and transport

### 5.5.1. Infrastructure and open space

Some of the City of Brimbank's industrial precincts, such as at Solomon Heights/River Valley, Brooklyn, Sunshine North, East Keilor and Tullamarine, suffer from inadequate local infrastructure such as road access, car parking and services infrastructure.

In some cases this has been due to historical factors and changes in standards of infrastructure provision over the years. However, in other cases it is due to the changing nature of uses operating within the precinct. For example, shops, cafes, restaurants, gymnasiums, function centres and children's play centres may operate in industrial areas but can attract a high number of visitors from outside of the precinct, placing additional demands on infrastructure and car parking.

Car parking plans may be separate pieces of work for each industrial precinct or they may form part of a municipal wide car parking strategy that addresses the specific needs of industrial precincts and uses.

Where the Industrial Precinct Reports have identified an infrastructure issue within a precinct, it is proposed that further strategic work is undertaken to identify infrastructure provision options to support the ongoing viability of the precinct. This should include a strategic assessment of potential implementation solutions to be considered by Council.

Some industrial precincts have good access to open space and recreation facilities while others are lacking. Public open space (POS) is important for the amenity of the precinct for workers and visitors and should ideally be located near to other amenities such as cafes, restaurants and local services.

Clause 52.01 of the Brimbank Planning Scheme requires a POS contribution of 2.5% for industrial subdivisions of more than two lots. The required contribution can take the form of land or cash at Council's discretion. Where a contribution of land is required the land must be transferred to Council and held for the purpose of POS. Where a cash contribution is sought the money should be allocated to the maintenance and upgrade of an existing area of POS that is accessible to the precinct. Council will also obtain guidance on the provision of open space as part of the Creating Better Parks (Council's Open Space and Playground Policy).

Other funding opportunities may become available to implement specific projects such as new cycling paths or revegetation projects along waterways through Victorian or Federal government grants or private funding agreements. These opportunities should also be pursued in accordance with the recommendations of the Industrial Precinct Reports or any other adopted Council Strategy or Plan.

### 5.5.2. Principal Freight Network

Industrial uses generally require good access to the Principal Freight Network (PFN), in particular large scale manufacturing, transport, warehousing and logistics<sup>22</sup>.

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<sup>22</sup> Department of Environment, Land, Water and Planning, Urban Development Program: State Significant Industrial Precincts 2016

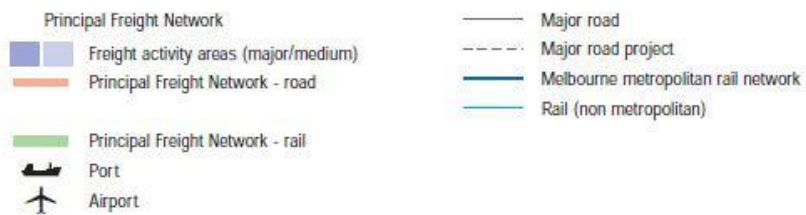
The City's locational attributes include its proximity to Avalon and Melbourne Airports and the Port of Melbourne.

Brimbank Transport Priorities, 2013 (Updated 2017) highlights a range of important improvements including:

- the importance of a link between the Port of Melbourne and the Western Ring Road to improve east west connectivity and reduce freight on local and other arterial roads
- construction of the Calder Freeway to Sunshine Avenue and Princes Freeway to Western Highway sections on the M80
- Construction of key connections, including Grieve Parade to Market Road, and upgrades to existing arterials, such as McDonalds Road and Boundary Road, need to be planned, funded and undertaken
- Freight issues generated from the south west of Brimbank, including Boundary Road, Fitzgerald Road, Robinsons Road, and the Derrimut and Laverton North areas need to be improved, in particular the roads and intersections need to be reviewed and upgraded in these locations
- Improvements to key intersections including Ballarat Road / Anderson Road / McIntyre Road, Sunshine; increased capacity at M80/Boundary Road, Derrimut; increased capacity at Boundary Road / Fairbairn Road /Little Boundary Road
- Delivery of the Palmers Road Corridor to provide a high standard north south connection
- More efficient freight technology including high productivity freight vehicles and rail.

The proposed alignment of the Western Goods Line through the Sunshine National Employment and Innovation Cluster should be further discussed with relevant Victorian Government departments and authorities. The timing of a formal decision around the preferred route is important to inform Council's strategic planning for undeveloped land that is impacted by the proposed alignment. A collaborative process with the Victorian Government is also important to identify mitigation options for any negative impacts on land and the public realm as a result of the proposed new freight rail line.

**Map 6 The Principal Freight Network Metropolitan**





### 5.5.3. Worker and visitor transportation

Currently, 80.9 per cent of all workers in Brimbank drive to their place of employment, 3.1 per cent catch public transport, 0.4 per cent ride a bicycle and 1.2 per cent walk.

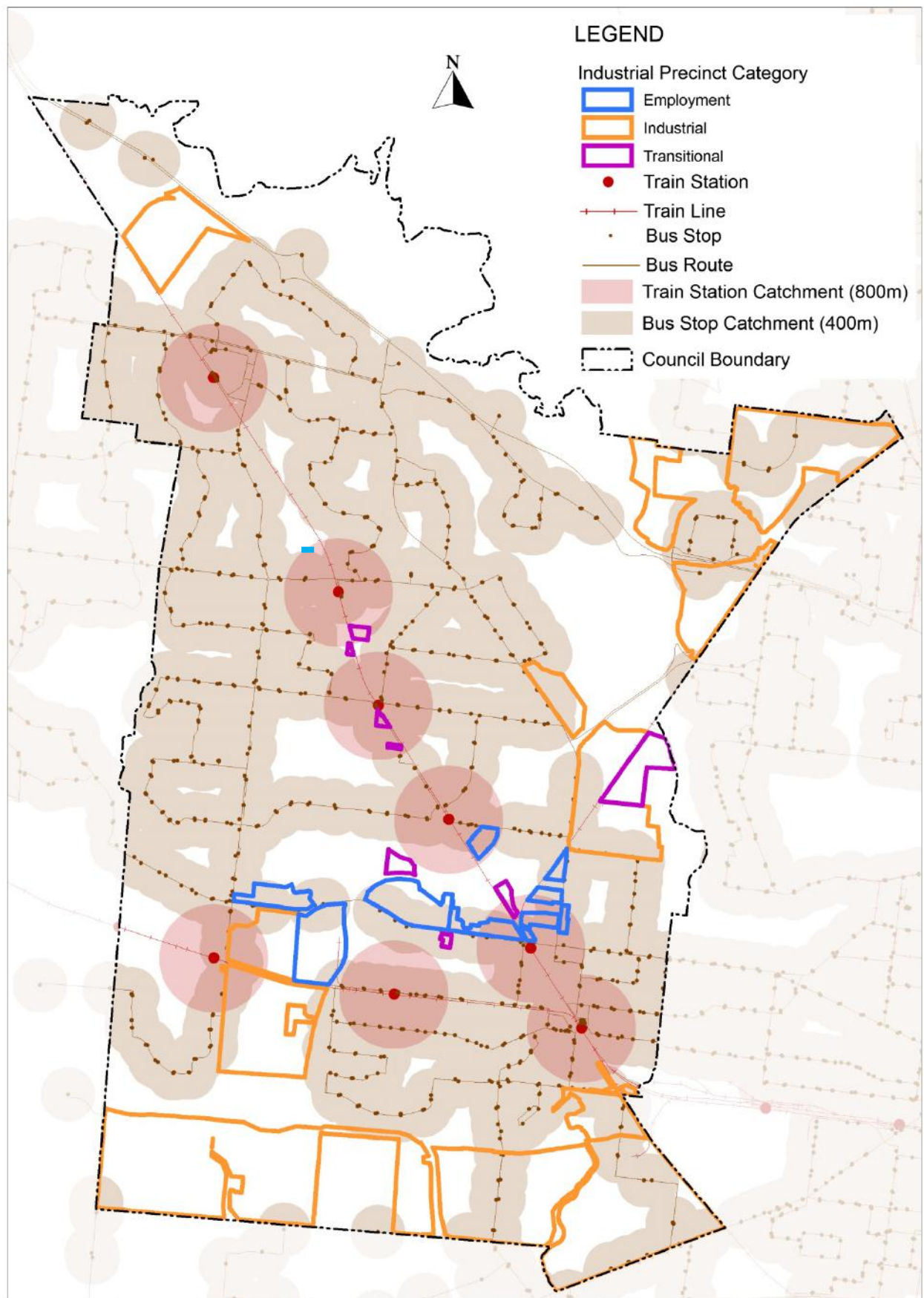
Map 6: Brimbank Public Transport Coverage Map shows that Brimbank's larger industrial precincts are not well serviced by public transport, making it an unattractive option for commuters. Public Transport Victoria is responsible for public transport planning in metropolitan Melbourne and has policies regarding the density (persons per hectare) required to make new or alternative bus routes viable. Industrial areas often support a low density of persons per hectare and are frequently among the worst serviced areas in Melbourne.

There is an opportunity to engage with Public Transport Victoria in their network planning to advocate for routes that better meet the needs of resident workers and workers from the region to access employment within Brimbank's industrial precincts. In particular, where there is a proposed change in land use or development density, there is an opportunity to ensure that the provision is made for adequate services to come on line as appropriate.

The difficulties in providing public transport services to industrial areas also highlights the need to provide alternative means of transport for workers and visitors such as walking and cycling infrastructure. Many of Brimbank's industrial precincts are also lacking in active transport infrastructure despite great opportunity for shared paths along waterways, drainage reserves and other easements.

Council has greater ability to pursue these outcomes through the various funding opportunities and contributions schemes previously described. It is recommended that any further strategic work undertaken in an industrial precinct is considerate of the local active transport opportunities identified in the relevant Industrial Precinct Report.

**Map 6 Brimbank Public Transport Coverage Map**



## 5.6.Compliance and enforcement

Poor amenity in Brimbank's industrial precincts is also related to the poor maintenance of property and misuse of private outdoor areas and the public realm. In some cases these matters are considered to be compliance issues where permission for a particular use or development was required but not sought or the use/development was not completed in accordance with stated conditions of approval.

Common issues identified within Brimbank's industrial precincts include:

- Buildings and works undertaken without a planning permit
- Use of land for the purposes of materials recycling and / or Transfer Station without a planning permit
- Use of on-site car parking for storage or other business operations
- Illegal parking such as parking on nature strips or breaching on-street parking restrictions
- Inappropriate truck parking (such as blocking access in narrow streets)
- Keeping items such as bins and storage containers in the public realm rather than on site
- Lack of appropriate end of trip facilities for drivers (i.e. toilets and washrooms)
- Poor storm water quality resulting from inadequate sealing of car parking areas, other hard surface areas, and industrial processes such as sandblasting and spray painting.
- Failure to provided landscaping or loss of landscaping due to poor maintenance
- Overgrown grass and illegal dumping on vacant sites.

Addressing these issues will require multiple approaches. Where a planning permit is required for a use Council can consider the policy guidance within the Brimbank Planning Scheme. This can be updated to reflect commonly identified issues with particular uses such as: Vehicle Store, Motor Repairs and Materials Recycling. Council can also review its use of standard permit conditions to address off site impacts such as stormwater quality.

This Strategy has already addressed the need to review and update existing Industrial Precinct Design Guidelines, and in cases where none exist, to prepare and implement guidelines. This will assist in addressing the issues described above by providing design guidelines and requirements specific to each precinct and its particular needs. For example, some precincts with smaller lot sizes may benefit from additional guidelines in relation to site layout, waste and storage areas.

Council seeks to enforce compliance where there is a breach of:

- The Brimbank Planning Scheme ie. when use and development of land occurs without required permission, where use of land has commenced without a required permit, or where a condition of permit has not been adhered to
- Local Laws, which regulate matters including on-street parking, rubbish dumping, graffiti, fire risk and generally amenity
- Inspection of site drainage under the *Local Government Act 1989*

The provisions of the *Road Management Act 2004* (e.g. works on road reserves and builder's damage to Council assets) and in some cases deals with drainage matters under the *Local Government Act 1989* The Environmental Protection Authority (EPA) enforces compliance in relation to noise, dust and odour complaints.

Council often works with external agencies such as the EPA in a collaborative manner, particularly on a precinct basis. Council also undertakes proactive enforcement and



seeks to educate and gain cooperation from land owners and businesses to ensure the best outcomes for landowners and the community.

## 6. Objectives and Strategies

The Strategy vision and Framework Plan are supported by a series of objectives and strategies, grouped under the headings of Planning, Urban Design, Economic Development, Infrastructure, Environment, and Compliance and Enforcement. These objectives and strategies are aimed at addressing the key issues identified within this strategy.

### 6.1.Planning

#### 6.1.1. Objective 1: To provide planning certainty and facilitate investment

Strategies:

1. Manage the rezoning of land by prioritising sites for Council intervention within Employment Areas.
2. Update the guidelines for applications for planning scheme amendments.
3. Facilitate development and preferred outcomes through the use of Development Plans / Master Plans for large sites or redevelopment precincts within Industrial and Employment Areas.

#### 6.1.2. Objective 2: To promote development of Industrial and Employment Areas

Strategies:

1. Support the continued operation of existing industry and encourage new industry and complimentary employment uses to locate within Industrial and Employment Areas.
2. Encourage restricted retail uses to locate on main roads.
3. Support existing and emerging industry clusters within Industrial and Employment Areas (such as, food manufacturing in Tullamarine, furniture manufacturing in Sunshine North, chemical production on the Orica site and materials recycling in Brooklyn).
4. Encourage small-scale urban manufacturing and start up business in Sunshine North, McIntyre Road and Assembly Drive precincts.
5. Discourage small lot subdivisions within the Western State Significant Industrial Precinct, Employment and core industrial areas.

#### 6.1.3. Objective 3: To encourage a transition from traditional industrial uses.

Strategies:

1. Discourage the expansion of existing industry that requires a separation distance under Clause 52.10 or any other relevant regulatory guidelines in Employment Areas.
2. Facilitate investment and development of industrial and employment land within the Sunshine National Employment and Innovation Cluster.

3. Consider the recommendations of the industrial precinct reports when considering a rezoning of industrial land.

#### 6.1.4. Objective 4: To preserve places of heritage significance in Industrial and Employment Areas.

##### Strategies:

1. Include local industrial heritage values and Aboriginal cultural heritage values in the development of Industrial Precinct Design Guidelines.
2. Ensure development within 200 metres of a waterway or other identified area of Aboriginal cultural heritage sensitively is appropriately assessed and managed in accordance with the Aboriginal Heritage Act 2006 and Aboriginal Heritage Regulations 2007.
3. Require development approvals to address the conditions of any approved Cultural Heritage Management Plan (CHMP) in accordance with the Aboriginal Heritage Regulations 2007.

#### 6.1.5. Objective 5: To encourage appropriate change in Transitional Areas

##### Strategies:

1. Consider rezoning and redevelopment of Transitional Areas in accordance with the directions for each precinct within the Industrial Precinct Reports.
2. For rezoning of land in a Transitional area require:
  - o An Environmental Audit; or
  - o The application of an Environmental Audit Overlay on the land
  - o An Adverse Amenity Impact Assessment.
3. Ensure new uses or expansion of existing industry complies with the requirements of Clause 52.10 of the Brimbank Planning Scheme or any other regulatory guidelines, including Environmental Protection Authority Practice Notes.
4. New development must incorporate noise attenuation measures.
5. Ensure new development contributes to an improvement in the amenity of the area and public realm.
6. New development must incorporate environmentally sustainable design (ESD) principles in accordance with the requirements of the Brimbank Planning Scheme.

## 6.2.Environment

#### 6.2.1. Objective 6: To improve the amenity and environmental performance of Brimbank's industrial and employment Areas

##### Strategies:

1. Incorporate Environmentally Sustainable Design (ESD) outcomes in the development of commercial and industrial sites and buildings and public places.
2. Encourage environmentally sustainable practices that promote the efficient use of resources, minimize operating costs and reduce the carbon footprint of local business.

3. Require habitat and biodiversity protection within identified habitat corridors as identified in the Brimbank Habitat Connectivity Plan 2018 – 2023.
4. Encourage on-site and precinct wide approaches to water harvesting and re-use and renewable energy generation, where appropriate.
5. Pursue funding opportunities including proceeds from the Landfill Levy to facilitate the remediation and appropriate reuse of contaminated land and exhausted landfills.
6. Support the Environment Protection Authority (EPA) in their role as the enforcement agency for environmental pollution from industry.

#### 6.2.2. Objective 7: To ensure that industry doesn't adversely impact the health, safety and amenity of the community

##### Strategies:

1. Identify and assess the potential risks or adverse amenity impacts of a proposed new land use and consider its compatibility with existing and preferred surrounding land uses as part of the development approval process.
2. Require new uses that are subject to a recommended separation distance under Clause 52.10 or any other relevant regulatory guidelines to provide a Risk and / or Adverse Amenity Impact Assessment, as appropriate, as part of the permit application to assist Council (and any other relevant authority) in assessing the suitability of the use for its proposed location and context.
3. Require new sensitive uses (and other uses which encourage large congregations of people), proposed within an Industrial or Employment Area, to provide a Risk and / or Adverse Amenity Impact Assessment, as appropriate, to identify any nearby industrial uses that may pose a risk to the health and safety or amenity of the proposed new use.
4. All environmental risk assessment reports and reports recommending the reduction in separation distance must be independently peer reviewed as part of a planning scheme amendment process and comments sought by the relevant technical authority.
5. Continue to enforce permit conditions relating to the reduction of risk and amenity impacts.

#### 6.2.3. Objective 8: To improve the appearance of Industrial and Employment areas

##### Strategies:

1. Ensure development is of a high quality to contribute to an overall improvement in the amenity of the area, maximizes the contribution to the public realm and provides necessary development and community infrastructure improvements.
2. Enhance the public realm and streetscapes of Industrial and Employment Areas through physical improvements and proactive maintenance.
3. Incorporate Crime Prevention Through Environmental Design (CPTED), Environmentally Sustainable Design (ESD) and Water Sensitive Urban Design (WSUD) principles into new and revised Industrial Precinct Design Guidelines, as appropriate.

4. Ensure siting and building envelopes for development are based on analysis of the sites context and features and ensure site design, building frontages, design articulation and internal configurations achieve a good interface with, and surveillance, of the public realm.
5. Ensure the subdivision of large sites provide a network of public streets, footpaths and lanes connecting through the area and into the surrounding street and pedestrian network.
6. Improve access to existing and new public open space for workers and visitors to Industrial and Employment Areas.
7. Require the provision of landscaping and upgrades to infrastructure and adjoining streetscapes including public works and underground utility connections for development applications, as appropriate.

## 6.3.Economic development

### 6.3.1 Objective 9: To encourage the growth of existing business in Industrial and Employment areas

#### Strategies:

1. Continue to build a relationship with the businesses in Industrial and Employment Areas and an understanding of business needs.
2. Deliver and / or promote a program of business development and training events and initiatives to enhance the operation and growth potential of businesses in Industrial and Employment Areas.
3. Promote the use of local services and suppliers, and promote local employment opportunities.
4. Encourage and support the appropriate clustering of businesses and complimentary services in suitable locations to maximise investment and employment potential.

### 6.3.2 Objective 10: To encourage new industry and employment sectors in Industrial and Employment Areas

#### Strategies:

1. Promote Brimbank's Industrial and Employment Areas as locations for business and investment.
2. Facilitate a coordinated whole-of-Council approach to the assessment of significant development applications in Brimbank's Industrial and Employment Areas.
3. Pursue opportunities to work with the Victorian Government, neighbouring councils and regional organisations to encourage industry development and investment within Brimbank, with a focus on the six high growth industry sectors.
4. Develop a range of programs and other initiatives to support and facilitate industry growth and development with a focus on health and education services, the construction sector, professional services, creative industries, the visitor economy and the green economy.
5. Pursue a place management approach to the coordination and the delivery of projects and initiatives in Brimbank's Industrial and Employment precincts.

### 6.3.3 Objective 11: To build the capacity and economic resilience of business in Brimbank

#### Strategies:

1. Facilitate and promote opportunities for business engagement, knowledge sharing and networking.
2. Encourage and support collaboration between industry, community, learning organisations and Industry Associations.
3. Encourage and support formation of representative and financially sustainable business groups and networks that facilitate local leadership, business and community led initiatives that improve the economic performance of business in Industrial and Employment Areas.

4. Encourage the formation of industry associations and / or a regional business groups that represent the interests of industry and engage with government and other agencies about business needs and opportunities for growth and employment.

## 6.4. Infrastructure & Services

### 6.3.4 Objective 12: To enhance freight access to and within Industrial and Employment Areas

#### Strategies:

1. Encourage the development of the freight network to improve access to Brimbank's Industrial Areas.
2. Mitigate against the cumulative impact of many small developments on traffic congestion and freight vehicle movements in Industrial and Employment Areas, where possible.
3. Encourage high trip generating uses to locate on a main road within Industrial and Employment Areas.
4. Ensure access to and within Industrial and Employment Areas is, where possible, unimpeded by traffic calming measures such as speed bumps, curb build outs, central median and road closers.
5. Require new use and development within Industrial and Employment Areas to provide adequate and accessible ingress and egress, on-site parking, loading and unloading facilities.
6. Ensure the layout and design of new subdivision provides appropriate access and connectivity to and within Industrial and Employment Areas.

### 6.3.5 Objective 13: To improve public and active transport options to Industrial and Employment Areas

#### Strategies:

1. Advocate to the State Government for the delivery of new and improved public transport services to and within Industrial and Employment areas.
2. Continue to seek funding for the delivery of new and improved active transport infrastructure.

### 6.3.6 Objective 14: To encourage the delivery of services and infrastructure to support the viability of Industrial and Employment Areas.

#### Strategies:

1. Encourage on-site water retention and recycling to reduce potable water usage and reduce pressure on existing infrastructure.
2. Encourage new subdivisions to adopt the reticulation of alternative water supplies and the recycling of stormwater and sewage.
3. Ensure road, parking and hard stand areas are designed and constructed for use by industrial vehicles.



4. Ensure the provision of on-site car parking is appropriate to the proposed use and location.
5. Ensure new use and changes in use provide appropriate infrastructure to meet their operation needs.
6. Improve access to and the quality of Public Open Space (POS) in or near to Industrial and Employment Areas.
7. Ensure existing and new development makes a positive contribution to the public realm.

## 6.5.Compliance and Enforcement

### 6.3.7 Objective 15: To improve the amenity of Industrial and Employment Areas through compliance and enforcement

Strategies:

1. Facilitate the relocation of growing businesses to appropriately sized and located sites in Brimbank.
2. Improve the standard of site development and maintenance through clearer design controls and decision guidelines.
3. Encourage industry best practice in relation to dust and odour mitigating controls, on-site vehicle movements, water re-use and recycling and drainage.
4. Continue to undertake proactive monitoring, auditing and enforcement of industrial estates to ensure compliance with planning controls and planning permit conditions.
6. Ensure the coordination of enforcement efforts across Council departments and with external agencies.

## 7. Industrial Precinct Reports

Industrial Precinct Reports have been prepared for nineteen industrial precincts in Brimbank which are shown in Map 2. The reports provide a summary of the key features, preferred future directions and further strategic work.

Each precinct has been categorized as low, medium or high priority for intervention. These designations may be periodically reviewed by Council to respond to changing or unforeseen circumstances.

### Low priority

Low priority precincts are precincts where limited strategic intervention is required and/or can be proponent led. Council may be in a position to facilitate privately led development proposals where they are in accordance with the objectives and directions the Strategy.

Further strategic work identified for Council in these precincts has been identified over a 7-12 year period.

### Medium priority

Medium priority precincts are precincts that are generally functioning well but need some level of strategic intervention by Council to maintain and enhance their viability as Industrial Areas.

Further strategic work identified for these precincts has been identified over a 5-7 year period.

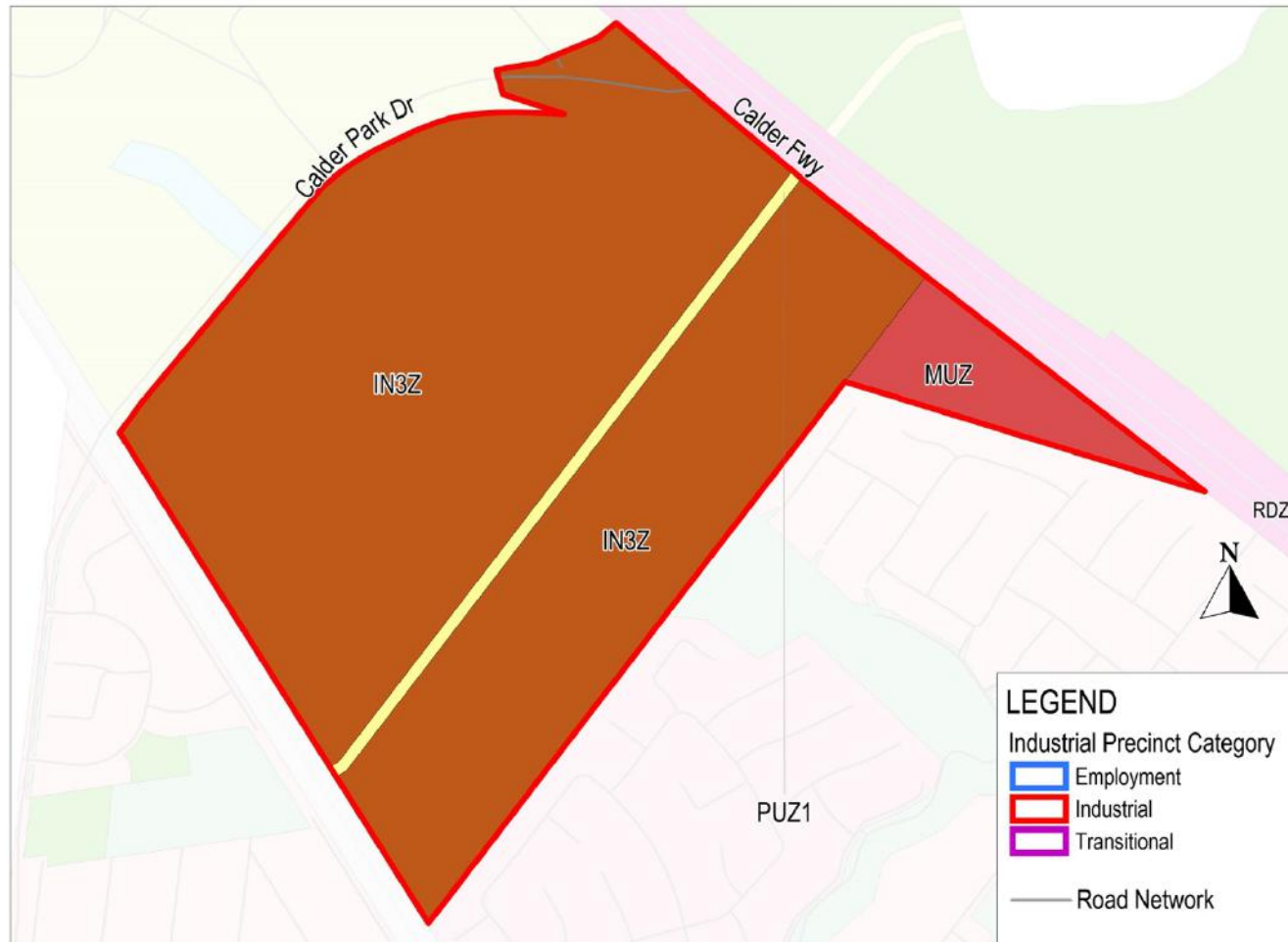
### High priority

High priority precincts require a substantial level of intervention by Council to achieve the vision on the basis that it is considered there will be the most significant net community benefit. These are also precincts where the required strategic work is unable or unlikely to be undertaken by the site owner/s.

Further strategic work identified for these precincts is proposed to be undertaken over a 0-5 year period.

## 7.1. Calder Park

Figure 1: Calder Park Precinct Map



### Key issues

- Sustainability
- Waterways and habitat protection
- Urban design
- Potential presence of Aboriginal cultural heritage
- Lack of infrastructure and open space
- Opportunity to improve connection to principal freight network
- Lack of worker and visitor transportation (no bus or train station)

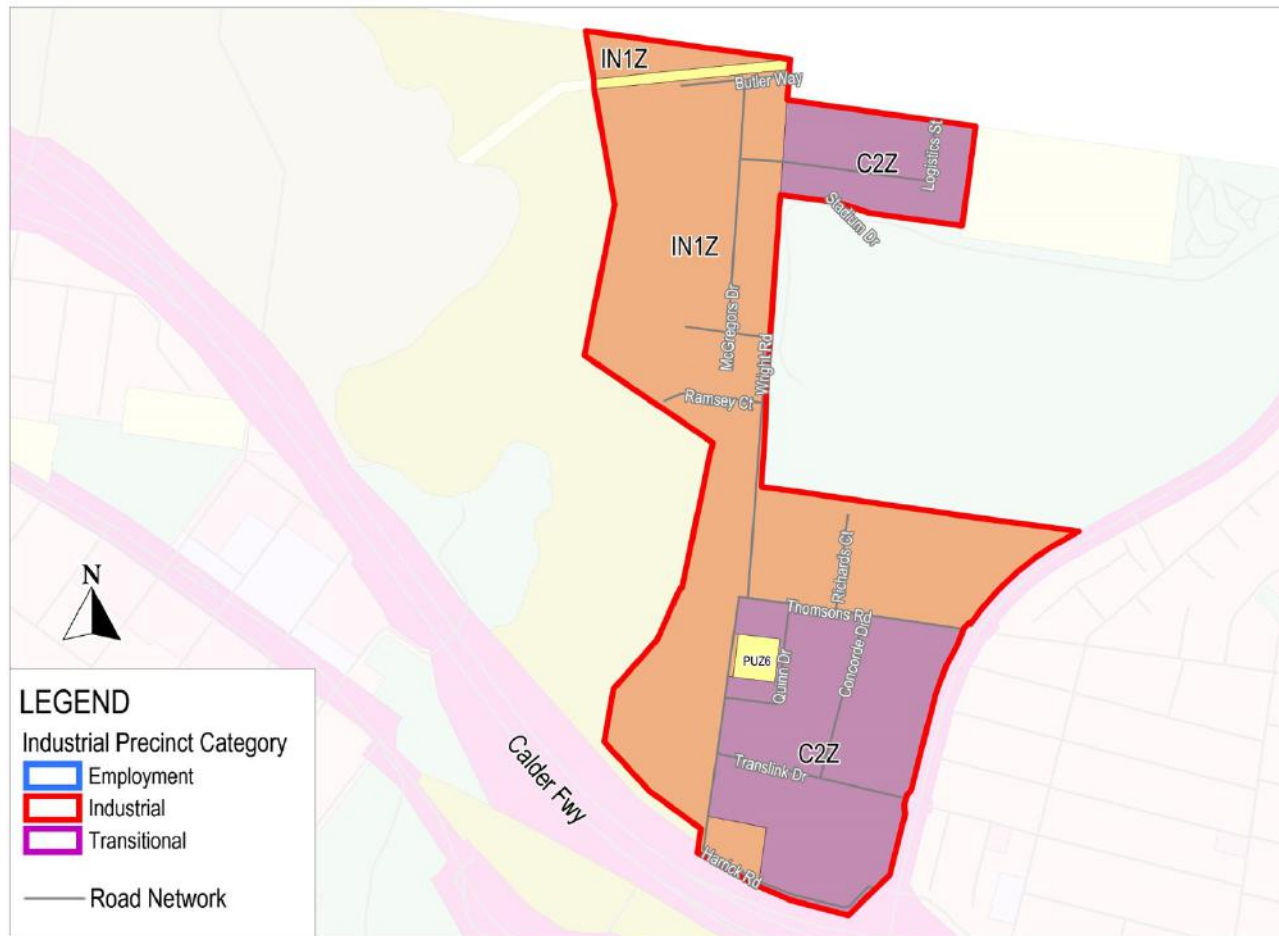
## Calder Park Industrial Precinct Summary Table

### Precinct Summary

Land area	109.23ha
Proportion of industrial land in the City of Brimbank	5.27%
Vacant land area	109.23ha
Proportion of all vacant industrial land	24.11%
Current zones	Industrial 3 Zone, Mixed Use Zone, Public Use Zone - Schedule 1
Current overlays	Melbourne Airport Environs Overlays– Schedules 1 & 2 , Public Acquisition Overlay – Schedule 5, Environmental Significance Overlay – Schedule 6, Land Subject to Inundation Overlay, Development Contributions Plan Overlay – Schedule 2
Strategic classification	Industrial Area
Significant industry cluster	None
Habitat connectivity corridor	Taylors Corridor, Railways Corridor
Recommendations	
Future zones	No change
Development Plan/Master Plan	Required prior to development approval
Precinct Design Guidelines	Required
Local Area Infrastructure Plan/Car Parking Plan	Infrastructure, Traffic and Transport Plan to be prepared by applicant as part of Master Plan for the site
Future land use directions	Transport, warehousing and logistics, large format retail Retention of native grasses where possible Incorporate recommendations of Connectivity Strategy into future landscaping guidelines CHMP may be required prior to development Consider updating the Creating Better Parks (Council's Open Space and Playground Strategy) to include preferred locations for public open space in and around Calder Park precinct
Further Council led strategic work	None
Intervention priority	Low

## 7.2. Keilor Park

Figure 2: Keilor Park Precinct Map



### Key issues

- Industry trends
- Land use trends
- Sustainability
- Waterways and habitat protection
- Urban design
- Industrial heritage
- Aboriginal cultural heritage
- Worker and visitor transportation

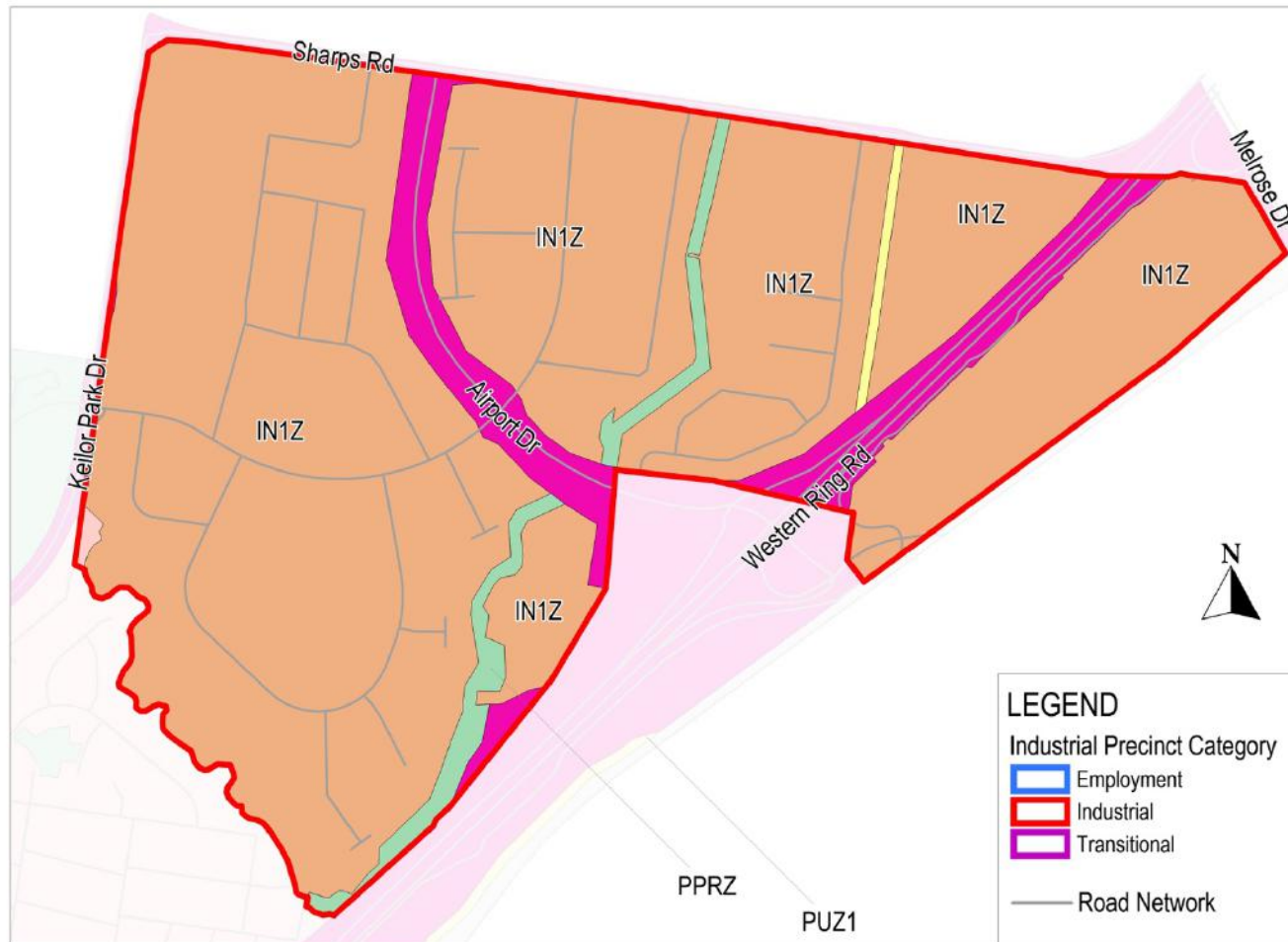
## Keilor Park Industrial Precinct Summary Table

### Precinct Summary

Land area	59.58ha
Proportion of industrial land in the City of Brimbank	2.83%
Vacant land area	2.44ha
Proportion of all vacant industrial land	0.54%
Current zones	Industrial 1 Zone, Commercial 2 Zone, Public Use Zone – Schedules 1 & 6
Current overlays	Melbourne Airport Environs Overlays – Schedules 1 & 2 , Heritage Overlay HO7 & HO48, Development Plan Contributions Overlay – Schedule 2
Strategic classification	Industrial Area
Significant industry cluster	Food manufacturing, Metal products, Transport and warehousing
Habitat connectivity corridor	Maribyrnong Corridor
Recommendations	
Future zones	No change
Development Plan/Master Plan	Not applicable
Precinct Design Guidelines	Review, update and extend
Local Area Infrastructure Plan/Car Parking Plan	Not required
Future land use directions	Continued use for small and medium scale warehousing and logistics
Further Council led strategic work	Consider the application of an appropriate overlay for trees / sites of Aboriginal cultural significance Refer to the Creating Better Parks (Council's Open Space and Playground Policy) for location and/or contribution towards public open space
Intervention priority	Low

### 7.3. Tullamarine

Figure 3: Tullamarine Precinct Map



#### Key issues

- Industry trends
- Industry clusters
- Land use trends
- Land use conflicts
- Sustainability
- Waterways and habitat protection
- Urban design
- Aboriginal cultural heritage
- Infrastructure and open space
- Worker and visitor transportation
- Compliance and enforcement



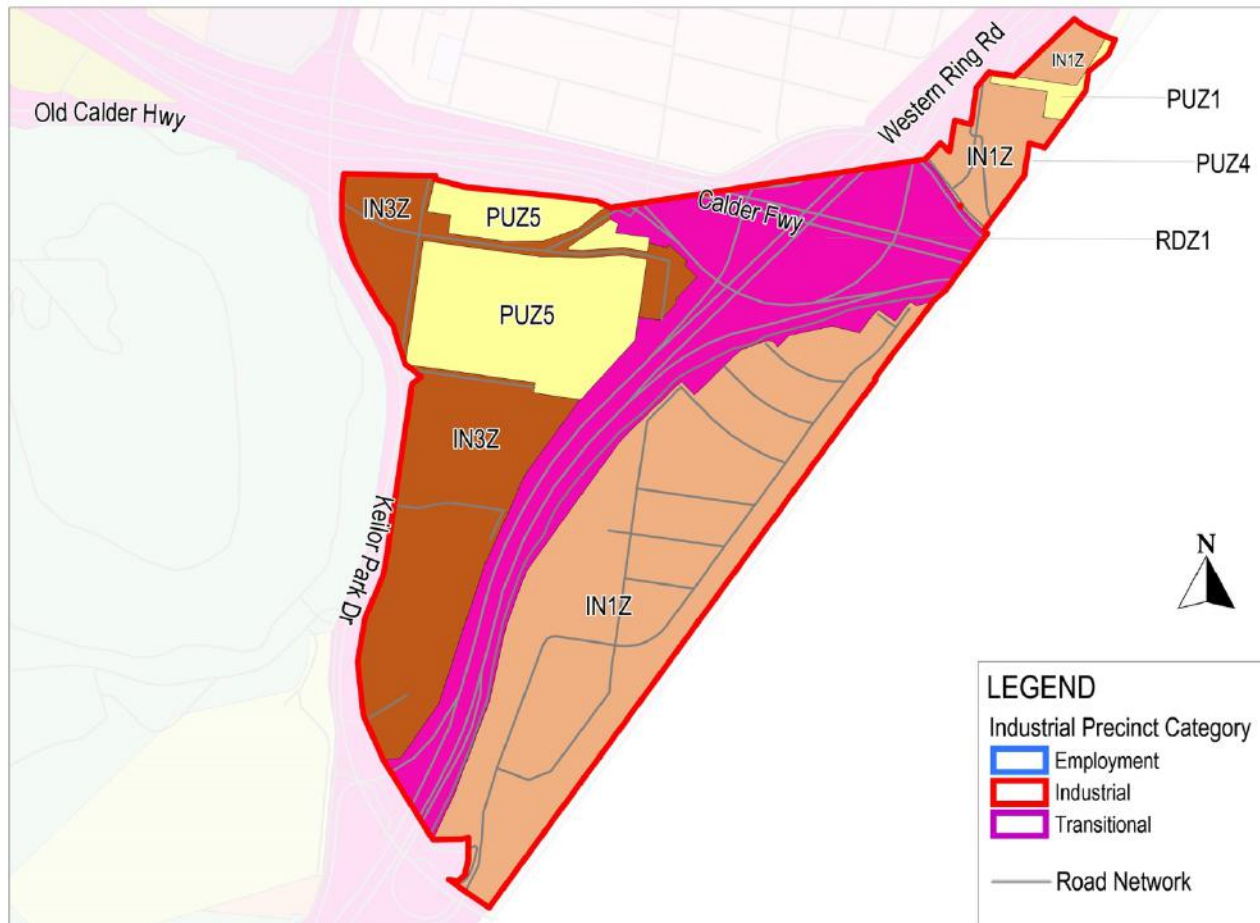
## Tullamarine Industrial Precinct Summary Table

### Precinct Summary

Land area	189.1ha
Proportion of industrial land in the City of Brimbank	9.13%
Vacant land area	13.66ha
Proportion of all vacant industrial land	3.01%
Current zones	Industrial 1 Zone, Public Park and Recreation Zone, Road Zone Category 1
Current overlays	Design Development Overlay – Schedule 3, Development Plan Overlay - Schedule 12, Public Acquisition Overlay – Schedule 7, Special Building Overlay, Environmental Significance Overlay – Schedules 5 & 6, Development Contributions Plan Overlay – Schedule 2
Strategic classification	Industrial Area
Significant industry cluster	Food manufacturing, Metal products, Transport and warehousing
Habitat connectivity corridor	Maribyrnong Corridor (Steele Creek), Railways Corridor
Recommendations	
Future zones	No change
Development Plan/Master Plan	Not applicable
Precinct Design Guidelines	Required
Local Area Infrastructure Plan/Car Parking Plan	Required
Future land use directions	Continued industrial use with a focus on small and medium scale warehousing and logistics, food production and construction goods CHMP may be required prior to development of vacant land
Further Council led strategic work	Consider the review and update of ESO6 Consider the application of appropriate overlays for the protection of trees / sites of Aboriginal cultural significance Seek to improve access to Steele Creek through the creation of links as linear public open space contributions Review and enforcement of car parking restrictions
Intervention priority	Medium

## 7.4. Keilor East

Figure 4: Keilor East Precinct Map



### Key issues

- Industry trends
- Land use trends
- Contamination
- Sustainability
- Urban design
- Aboriginal cultural heritage
- Infrastructure and open space
- Worker and visitor transportation
- Compliance and enforcement

## Keilor East Precinct Summary Table

Precinct Summary	
Land area	47.82ha
Proportion of industrial land in the City of Brimbank	2.31%
Vacant land area	0.44ha
Proportion of all vacant industrial land	0.10%
Current zones	Industrial 1 & 3 Zones, Public Use Zones – Schedule 4& 5, Road Zone Category 1
Current overlays	Melbourne Airport Environs Overlay s– Schedules 1 & 2 , Design Development Overlay – Schedule 3, Public Acquisition Overlay – Schedule 7, Heritage Overlay – Schedule 50
Strategic classification	Industrial Area
Significant industry cluster	Metal products, Transport and warehousing
Habitat connectivity corridor	Maribyrnong Corridor, Railways Corridor
Recommendations	
Future zones	No change
Development Plan/Master Plan	Not applicable
Precinct Design Guidelines	Required
Local Area Infrastructure Plan/Car Parking Plan	Required
Future land use directions	Continued provision of construction goods and small wholesaling
Further Council led strategic work	Potential to review future use of VicRoads and private land to the north of the Calder Freeway Consider the application of an appropriate overlay for protection of trees / sites of Aboriginal cultural significance Examine opportunities for accessible public open space areas within the precinct
Intervention priority	Medium

## 7.5. St Albans

Figure 5: St Albans Precinct Map



### Key issues

- Industry trends
- Land use trends
- Land use conflicts
- Contamination
- Sustainability
- Waterways and habitat protection
- Urban design
- Principal freight network

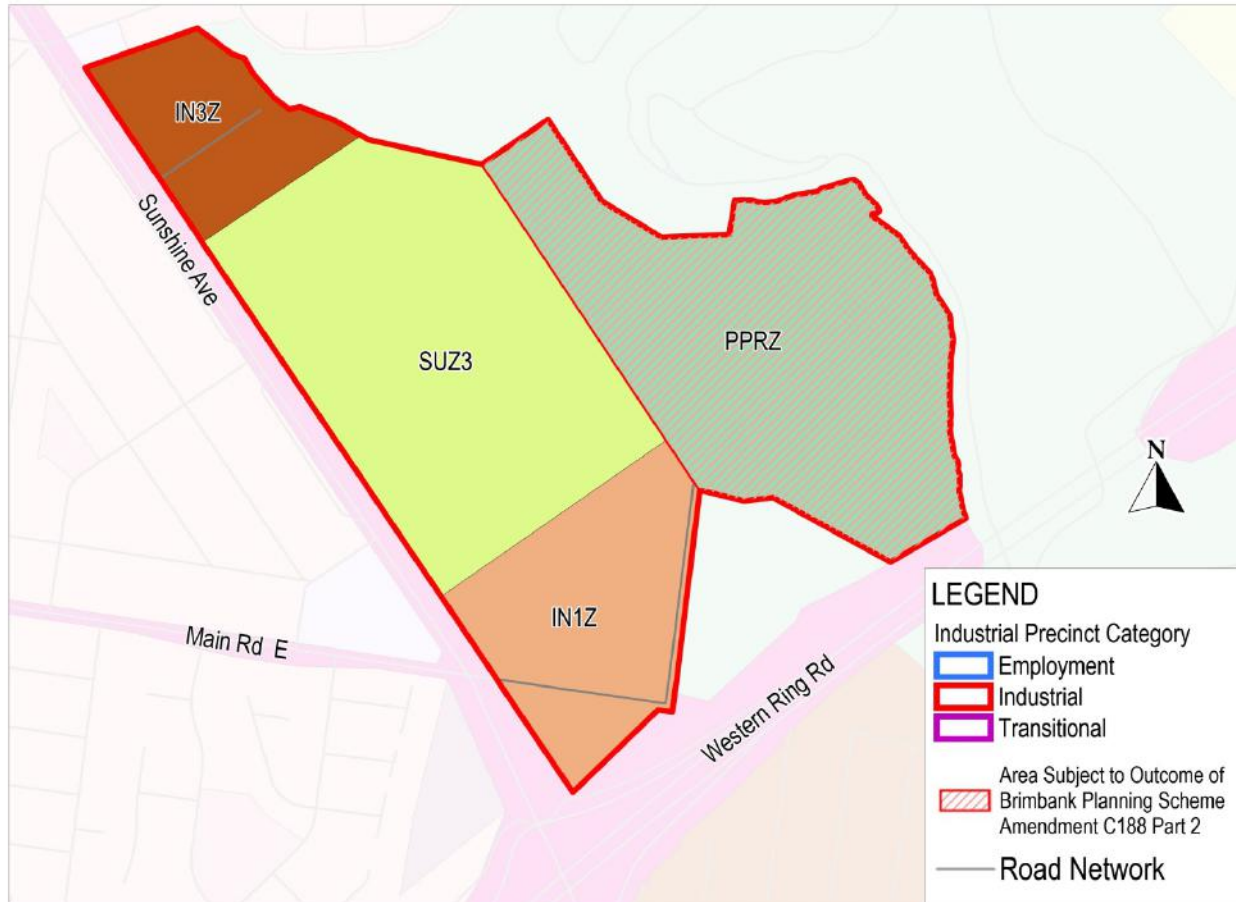
## St Albans Precinct Summary Table

### Precinct Summary

Land area	7.1ha
Proportion of industrial land in the City of Brimbank	0.34%
Vacant land area	0ha
Proportion of all vacant industrial land	0%
Current zones	Industrial 3 Zone
Current overlays	Special Building Overlay, Design Development Overlay – Schedule 9, Development Contributions Plan Overlay – Schedule 2
Strategic classification	Transitional Area
Significant industry cluster	None
Habitat connectivity corridor	Railways Corridor, St Albans Link Corridor
Recommendations	
Future zones	Possible transition to residential uses subject to meeting the requirements of Ministerial Direction No 1 and any other identified assessments,
Development Plan/Master Plan	Required as part of application to rezone land (depending on area of land to be rezoned)
Precinct Design Guidelines	Required as part of application to rezone land
Local Area Infrastructure Plan/Car Parking Plan	Not required
Future land use directions	Possible transition to a residential/mixed use precinct supporting the St Albans Activity Centre (subject to the above investigations)
Further Council led strategic work	
Intervention priority	Low

## 7.6. Kealba

Figure 6: Kealba Precinct Map



### Key issues

- Industry trends
- Land use trends
- Land use conflicts
- Health and safety
- Contamination
- Sustainability
- Waterways and habitat protection
- Urban design
- Aboriginal cultural heritage
- Compliance and enforcement

## Kealba Precinct Summary Table

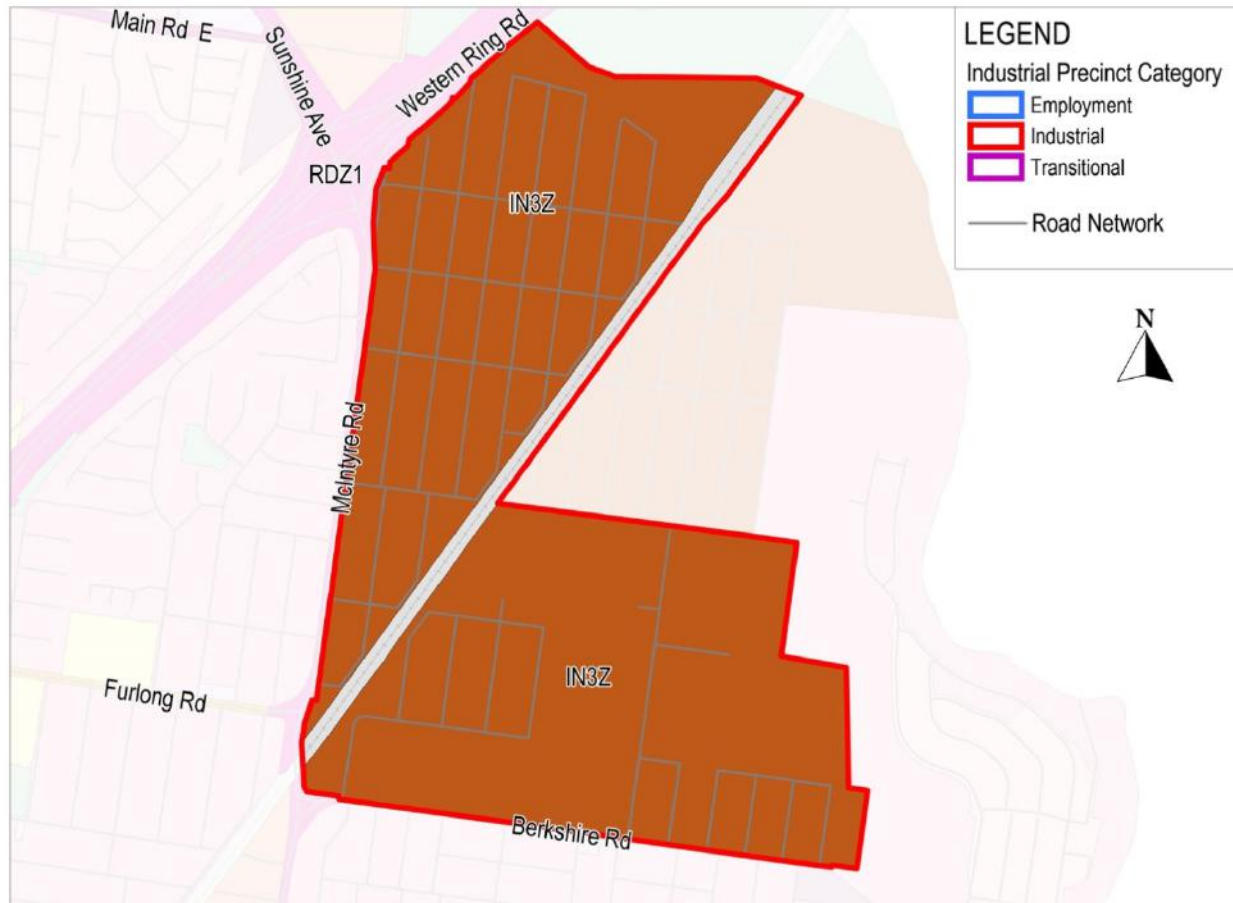
### Precinct Summary

Land area	12.8ha
Proportion of industrial land in the City of Brimbank	0.62%
Vacant land area	0ha
Proportion of all vacant industrial land	0%
Current zones	Industrial 1 & 3 Zones, Public Purpose and Recreation Zone , Special Use Zone - Schedule 3
Current overlays	Environmental Significance Overlay – Schedule 5, Land Subject to Inundation Overlay, Melbourne Airport Environs Overlay – Schedule 2, Development Contributions Plan Overlay – Schedule 2
Strategic classification	Industrial Area
Significant industry cluster	None
Habitat connectivity corridor	Maribyrnong Corridor, St Albans Link Corridor
Recommendations	
Future zones	Any rezoning for PPRZ land will be subject to the Maribyrnong River Valley Design Guidelines and other relevant strategic work..
Development Plan/Master Plan	Approved Master Plan for Golf Course Post Closure of the Landfill
Precinct Design Guidelines	Required
Local Area Infrastructure Plan/Car Parking Plan	Not required
Future land use directions	Existing planning permit for land fill and compatible industrial activities
Further Council led strategic work	Consider the application of an appropriate overlay for the protection of trees / sites of Aboriginal cultural significance Potential requirement for Cultural Heritage Management Plan prior to works adjoining the Maribyrnong River Advocate for Melbourne Water to update and implement Maribyrnong River Guidelines.
Intervention priority	Low



## 7.7. Sunshine North

Figure 7: Sunshine North Precinct Map



### Key issues

- Industry trends
- Land use trends
- Land use conflicts
- Contamination
- Sustainability
- Waterways and habitat protection
- Urban design
- Aboriginal cultural heritage
- Infrastructure and open space
- Principal freight network
- Worker and visitor transportation
- Compliance and enforcement

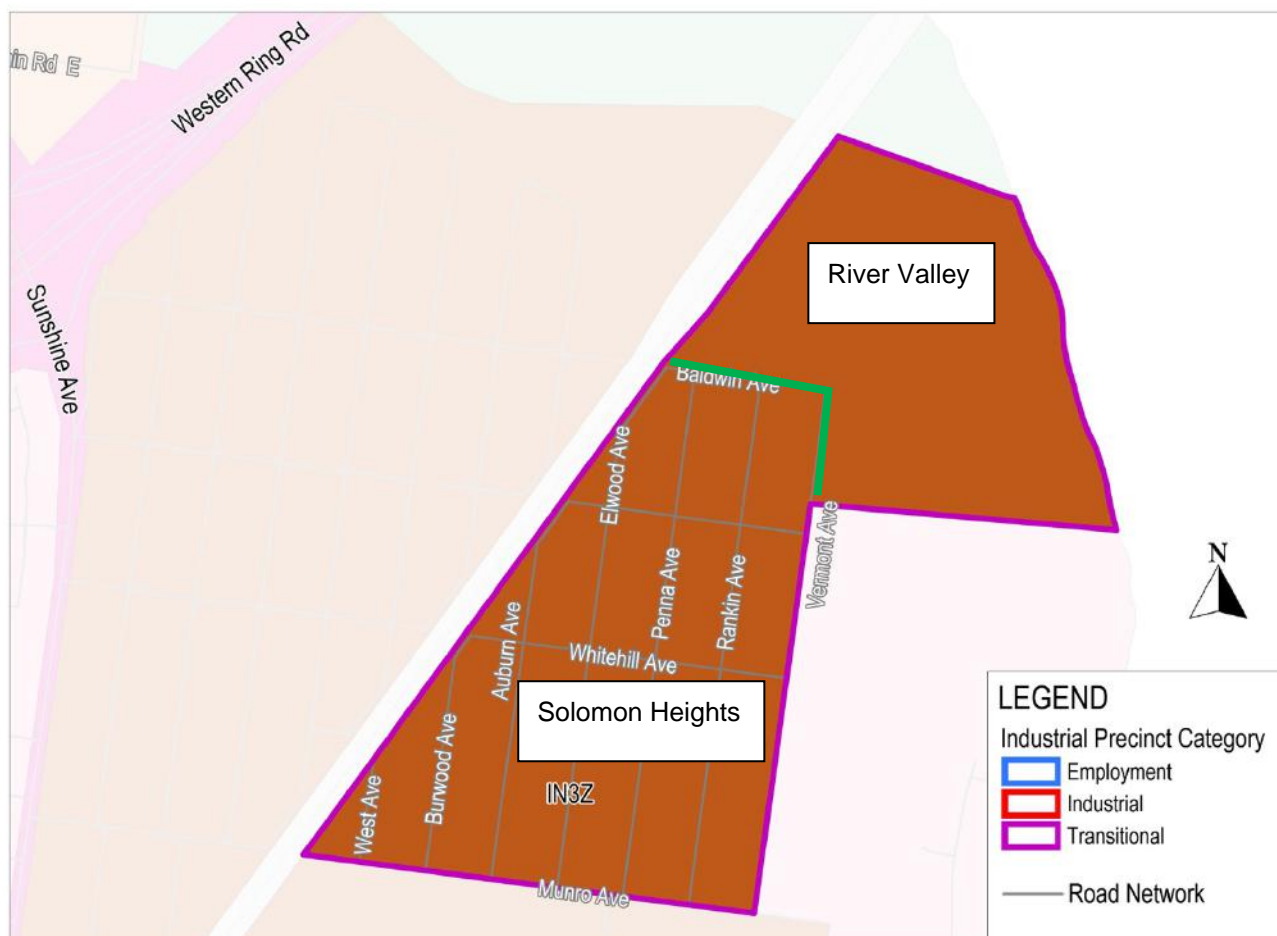
## Sunshine North Precinct Summary Table

### Precinct Summary

Land area	133.91ha
Proportion of industrial land in the City of Brimbank	6.47%
Vacant land area	22.35ha
Proportion of all vacant industrial land	4.93%
Current zones	Industrial 3 Zone
Current overlays	Heritage Overlay – HO5, Design Development Overlays – Schedules 3 & 6 Development Plan Overlay – Schedule 12, Melbourne Airport Environs Overlay – Schedule 2, Public Acquisition Overlays Schedules 3,8, 9, & 11, Environmental Significance Overlay – Schedules 3 & 5, Special Building Overlay, Development Contributions Plan Overlay – Schedule 2
Strategic classification	Industrial Area
Significant industry cluster	Food manufacturing, Metal products, Transport and warehousing
Habitat connectivity corridor	Maribyrnong Corridor, Railways Corridor
Recommendations	
Future zones	No change
Development Plan/Master Plan	Not applicable
Precinct Design Guidelines	Update and extend
Local Area Infrastructure Plan/Car Parking Plan	Required
Future land use directions	Located within Sunshine National Employment Innovation Cluster Consider urban manufacturing and start-ups
Further Council led strategic work	Investigate options to improve connectivity over the rail line Investigate opportunities to improve linkages to the Maribyrnong River Consider the application of an appropriate overlay for tree for trees / sites of Aboriginal cultural significance Consider potential interventions for streetscape improvements
Intervention priority	Medium

## 7.8. Solomon Heights/River Valley

Figure 8: Solomon Heights/River Valley Precinct Map



### Key issues

- Land use trends
- Land use conflicts
- Sustainability
- Waterways and habitat protection
- Urban Design
- Industrial heritage
- Aboriginal cultural heritage
- Infrastructure and open space
- Principal freight network
- Worker and visitor transportation
- Compliance and enforcement

## Solomon Heights/River Valley Precinct Summary Table

### Precinct Summary

Land area	43.08ha
Proportion of industrial land in the City of Brimbank	2.08%
Vacant land area	43.05ha
Proportion of all vacant industrial land	9.50%
Current zones	Industrial 3 Zone
Current overlays	Heritage Overlay - HO5, Design Development Overlays – Schedule 1 & 3, Development Plan Overlays – Schedules 3 & 12, Environmental Significance Overlay – Schedule 3, Environmental Significance Overlay – Schedule 5, Melbourne Airport Environs Overlay – Schedule 2, Land Subject to Inundation Overlay, Development Contributions Plan Overlay – Schedule 2
Strategic classification	Transitional Area
Significant industry cluster	None
Habitat connectivity corridor	Maribyrnong Corridor, Railways Corridor
Recommendations	
Future zones	Any rezoning will be subject to further strategic work including the consideration of environmental matters including potential contamination and buffers, proximity to sensitive and other land uses, access and public transport, economic viability and implications from the 2018 Melbourne Airport Master Plan which proposes the update and extension of the existing ANEF (Australian Noise Exposure Forecast) and Number Above contours (N Contours).
Development Plan/Master Plan	Required (Solomon Heights and River Valley)
Precinct Design Guidelines	Required (Solomon Heights and River Valley)
Local Area Infrastructure Plan/Car Parking Plan	Required as part of Development/Master Plan
Future land use directions	Solomon Heights (subject to further work identified above) River Valley (subject to further work identified above) Cultural Heritage Management Plan may be required for works within 200m of the Maribyrnong River and at other identified locations
Further Council led strategic work	Council to consider future options in relation to land use planning for the Solomon Heights precinct.
Intervention priority	High

## 7.9. Furlong Road

Figure 9: Furlong Road Precinct Map



### Key issues

- Industry trends
- Industry clusters
- Land use trends
- Land use conflicts
- Health and safety
- Contamination
- Sustainability
- Urban Design
- Infrastructure and open space

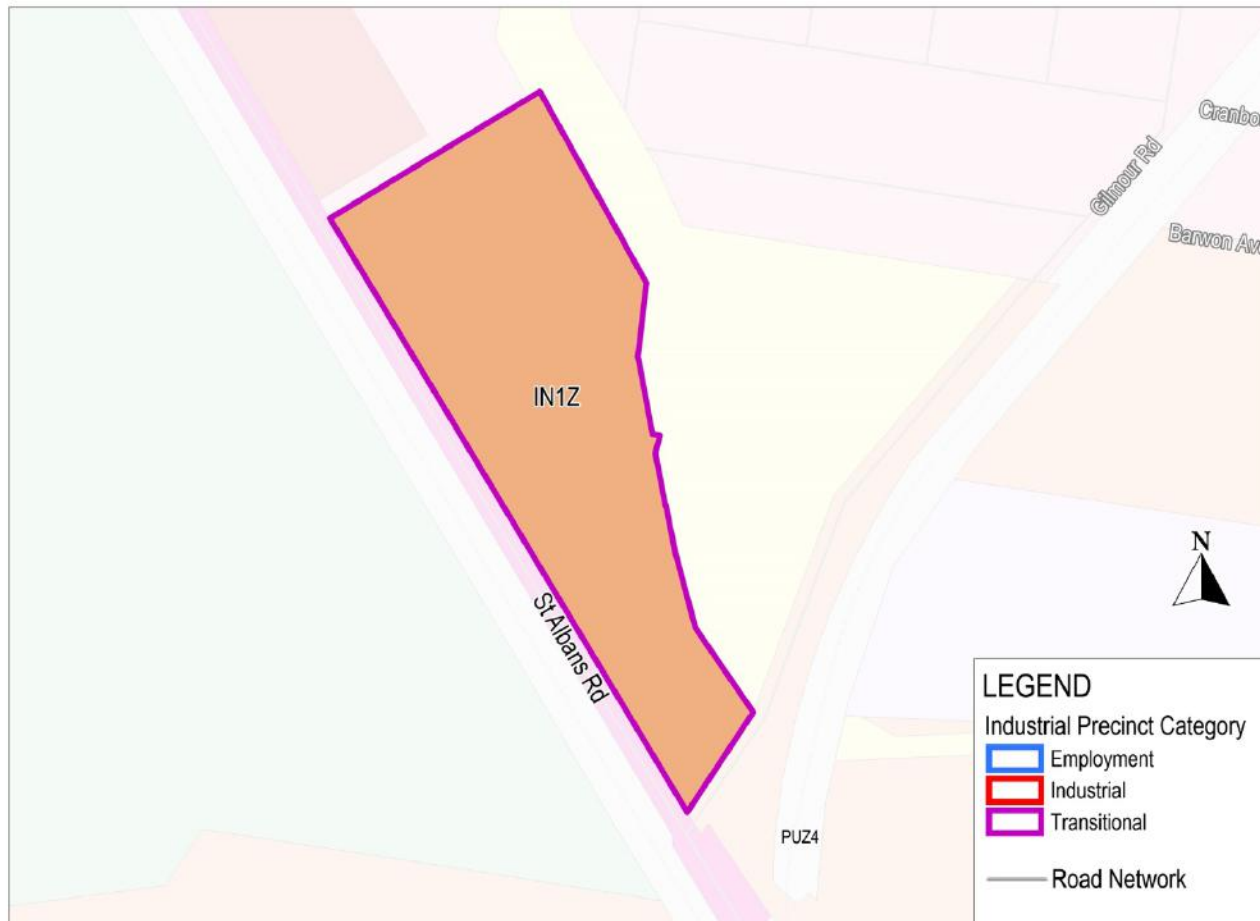
## Furlong Road Precinct Summary Table

### Precinct Summary

Land area	11.87ha
Proportion of industrial land in the City of Brimbank	0.57%
Vacant land area	0ha
Proportion of all vacant industrial land	0%
Current zones	Industrial 1 Zone
Current overlays	None
Strategic classification	Employment Area
Significant industry cluster	Health and education
Habitat connectivity corridor	Railways Corridor
Recommendations	
Future zones	There is the potential for zoning changes to enable uses which are compatible with the objectives of the health and wellbeing precinct. Zoning changes may include the application of Commercial 2 Zone or the Comprehensive Development Zone.
Development Plan/Master Plan	A land use and development plan forms part of strategic work for the precinct
Precinct Design Guidelines	To be incorporated into the SHWEP Strategic Plan
Local Area Infrastructure Plan/Car Parking Plan	To be incorporated into the overall SHWEP Strategic Plan area
Future land use directions	Located within SHWEP Encourage health, education and other complementary retailing and employment uses Where possible ensure the provision of public open space and infrastructure to service and provide connections through the precinct Consider where relevant existing industrial uses and impacts to future uses within the precinct.
Further Council led strategic work	Complete SHWEP Strategic Plan in partnership with Victorian Planning Authority
Intervention priority	High

## 7.10. Flicker's

Figure 10: Flicker's Precinct Map



### Key issues

- Industry trends
- Land use trends
- Land use conflicts
- Health and safety
- Contamination
- Sustainability
- Waterway and habitat protection
- Urban Design
- Aboriginal cultural heritage
- Infrastructure and open space
- Principal freight network
- Compliance and enforcement



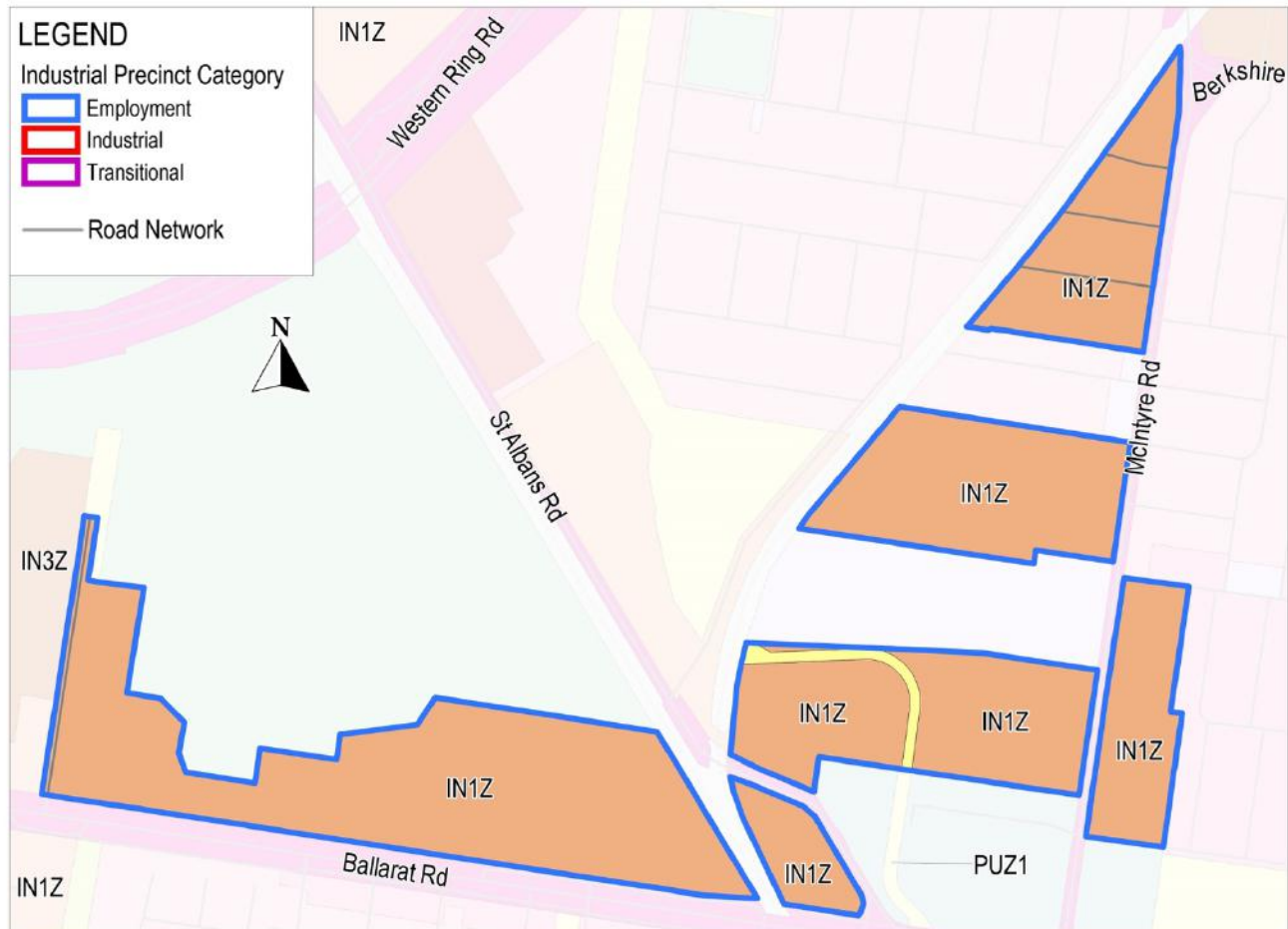
## Flicker's Summary Table

### Precinct Summary

Land area	6.61ha
Proportion of industrial land in the City of Brimbank	0.32%
Vacant land area	3.81ha
Proportion of all vacant industrial land	0.84%
Current zones	Industrial 1 Zone
Current overlays	Environmental Significance Overlay – Schedule 6, Public Acquisition Overlay – Schedule 5, Land Subject to Inundation Overlay , Development Contributions Plan Overlay – Schedule 2
Strategic classification	Transitional Area
Significant industry cluster	None
Habitat connectivity corridor	Railways Corridor, Stony Corridor
<b>Recommendations</b>	
Future zones	Possible Residential or Commercial zone subject to further strategic work
Development Plan/Master Plan	Required as part of rezoning application
Precinct Design Guidelines	Required as part of Development/Master Plan
Local Area Infrastructure Plan/Car Parking Plan	Required as part of Development/Master Plan
Future land use directions	<p>Located within Sunshine National Employment Innovation Cluster</p> <p>Potential for residential uses subject to further environmental testing, and Adverse Amenity Impact Assessment of surrounding industrial land uses present at the time</p> <p>Site may be significantly impacted by future location of proposed Western Goods Line for freight rail transport</p> <p>Cultural Heritage Management Plan may be required for works within 200m of Stony Creek</p> <p>Consider ensuring that public open space is provided on the interface with Stony Creek</p>
Further Council led strategic work	The site's future is heavily impacted by operations of nearby industry. Compliance and enforcement activities within the McIntyre Road Precinct may be required in addition to long-term land uses changes
Intervention priority	Low

## 7.11. McIntyre Road

Figure 11: McIntyre Road Precinct Map



### Key issues

- Industry trends
- Land use trends
- Land use conflicts
- Health and safety
- Contamination
- Sustainability
- Waterways and habitat protection
- Urban design
- Infrastructure and open space
- Compliance and enforcement

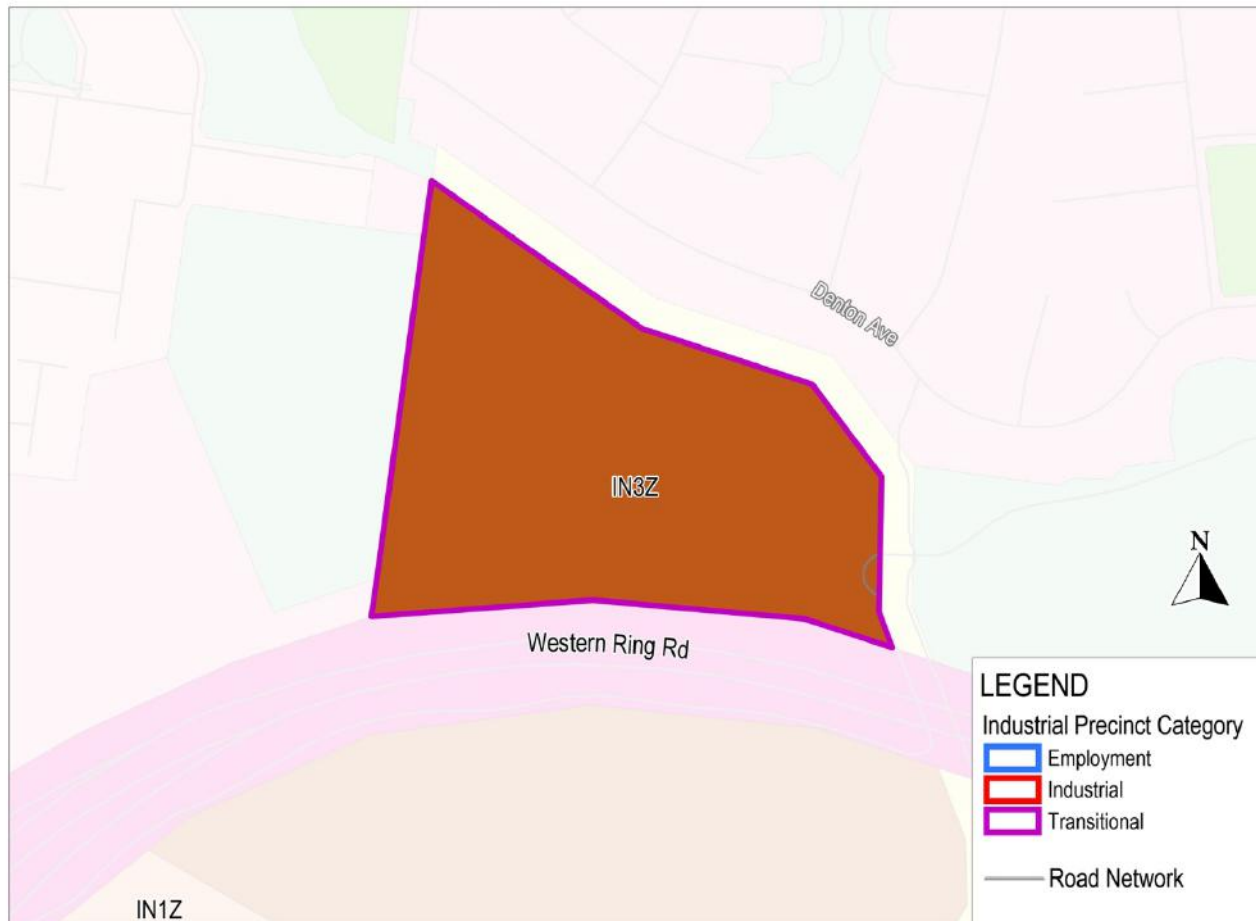
## McIntyre Road Summary Table

### Precinct Summary

Land area	48.53ha
Proportion of industrial land in the City of Brimbank	2.34%
Vacant land area	1.01ha
Proportion of all vacant industrial land	0.22%
Current zones	Industrial 1 Zone, Public Use Zone – Schedule 1
Current overlays	Public Acquisition Overlay – Schedules 5 & 7, Design Development Overlays – Schedules 3 & 6, Development Plan Overlay – Schedule 12, Land Subject to Inundation Overlay, Development Contributions Plan Overlay – Schedule 2
Strategic classification	Employment Area
Significant industry cluster	Metal products
Habitat connectivity corridor	Railways Corridor, Stony Corridor
<b>Recommendations</b>	
Future zones	Possible Commercial 2 Zone subject to further strategic work
Development Plan/Master Plan	Required as part of rezoning process
Precinct Design Guidelines	Required as part of Development/Master Plan
Local Area Infrastructure Plan/Car Parking Plan	Required as part of Development/Master Plan
Future land use directions	Located within Sunshine National Employment Innovation Cluster Retain land for employment uses that are compatible with nearby sensitive uses Cultural Heritage Management Plan may be required for works within 200m of Stony Creek Deliver Ballarat Road 'Boulevard Strategy' as per Draft Sunshine National Employment Innovation Cluster Draft Framework Plan
Further Council led strategic work	The Development Plan Overlay could be applied to the site (inclusive of Design Guidelines and Infrastructure Plan requirements) Investigate options for either naturalisation or creation of linear park over Stony Creek
Intervention priority	High

## 7.12. Jonesfield

Figure 12: Jonesfield Precinct Map



### Key issues

- Land use trends
- Land use conflicts
- Health and safety
- Contamination
- Sustainability
- Waterways and habitat protection
- Urban design
- Aboriginal cultural heritage
- Infrastructure and open space
- Principal freight network
- Worker and visitor transportation

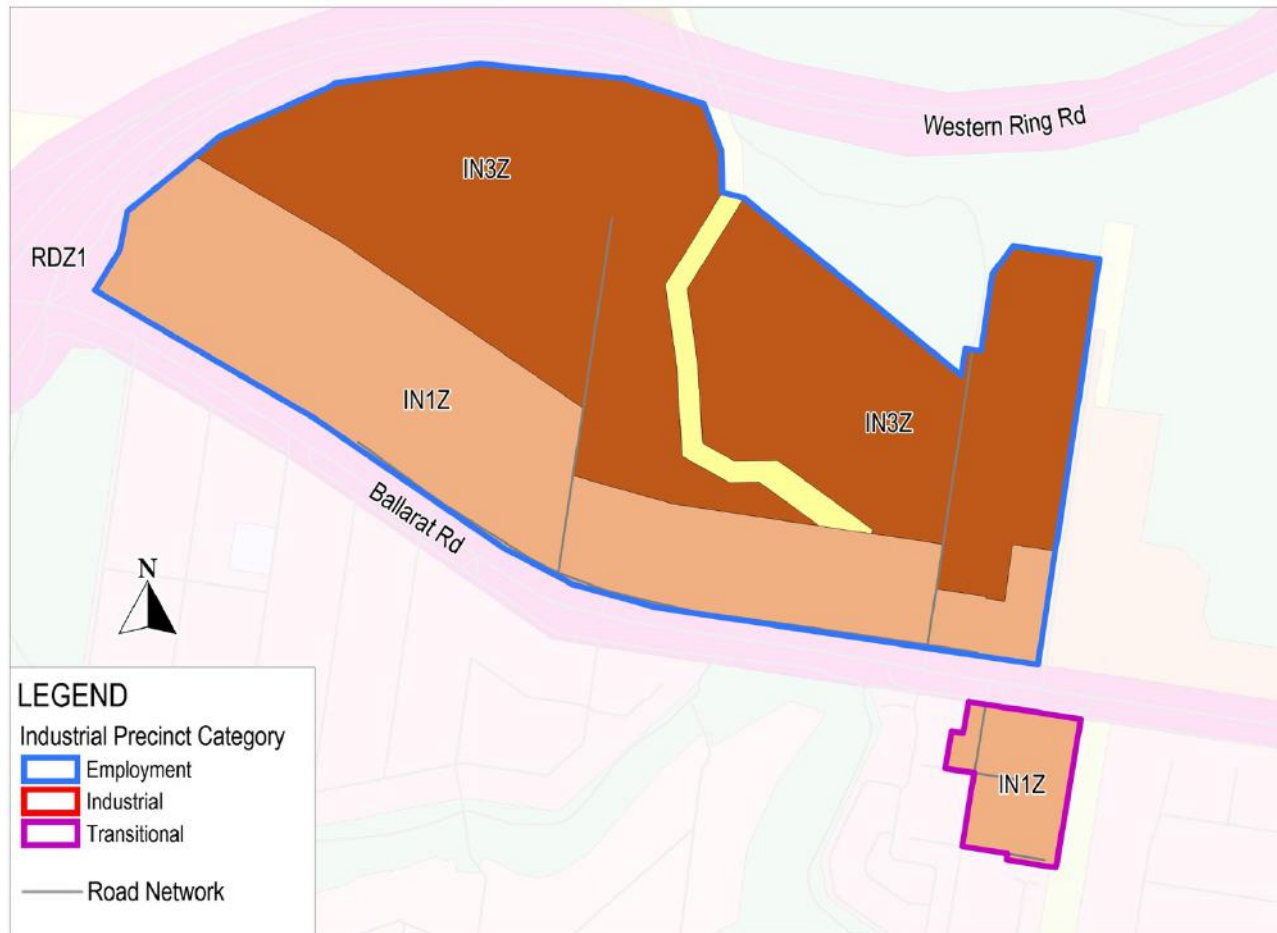
## Jonesfield Summary Table

### Precinct Summary

Land area	16.1ha
Proportion of industrial land in the City of Brimbank	0.78%
Vacant land area	0.82ha
Proportion of all vacant industrial land	0.18%
Current zones	Industrial 3 Zone
Current overlays	Environmental Significance Overlay – Schedule 6, Development Contributions Plan Overlay – Schedule 2
Strategic classification	Transitional Area
Significant industry cluster	None
Habitat connectivity corridor	Kororoit Corridor
Recommendations	
Future zones	Possible residential zone subject to further strategic work
Development Plan/Master Plan	Required as part of rezoning process
Precinct Design Guidelines	Required as part of Development/Master Plan
Local Area Infrastructure Plan/Car Parking Plan	Required as part of Development/Master Plan
Future land use directions	<p>Possible transition to residential uses subject to meeting the requirements of Ministerial Direction No 1 and any other identified assessments, providing appropriate access and retention of high value native vegetation</p> <p>Cultural Heritage Management Plan may be required within 200m of Jones Creek</p> <p>Integrate additional public open space contributions towards the interface with the creeks and to protect native flora and fauna corridors</p>
Further Council led strategic work	Consider the application of an appropriate overlay to protect trees / sites of Aboriginal cultural significance
Intervention priority	Low

## 7.13. Western Highway

Figure 13: Western Highway Precinct Map



### Key issues

- Industry trends
- Land use trends
- Land use conflicts
- Health and safety
- Contamination
- Sustainability
- Waterways and habitat protection
- Urban Design
- Aboriginal cultural heritage
- Infrastructure and open space
- Compliance and enforcement

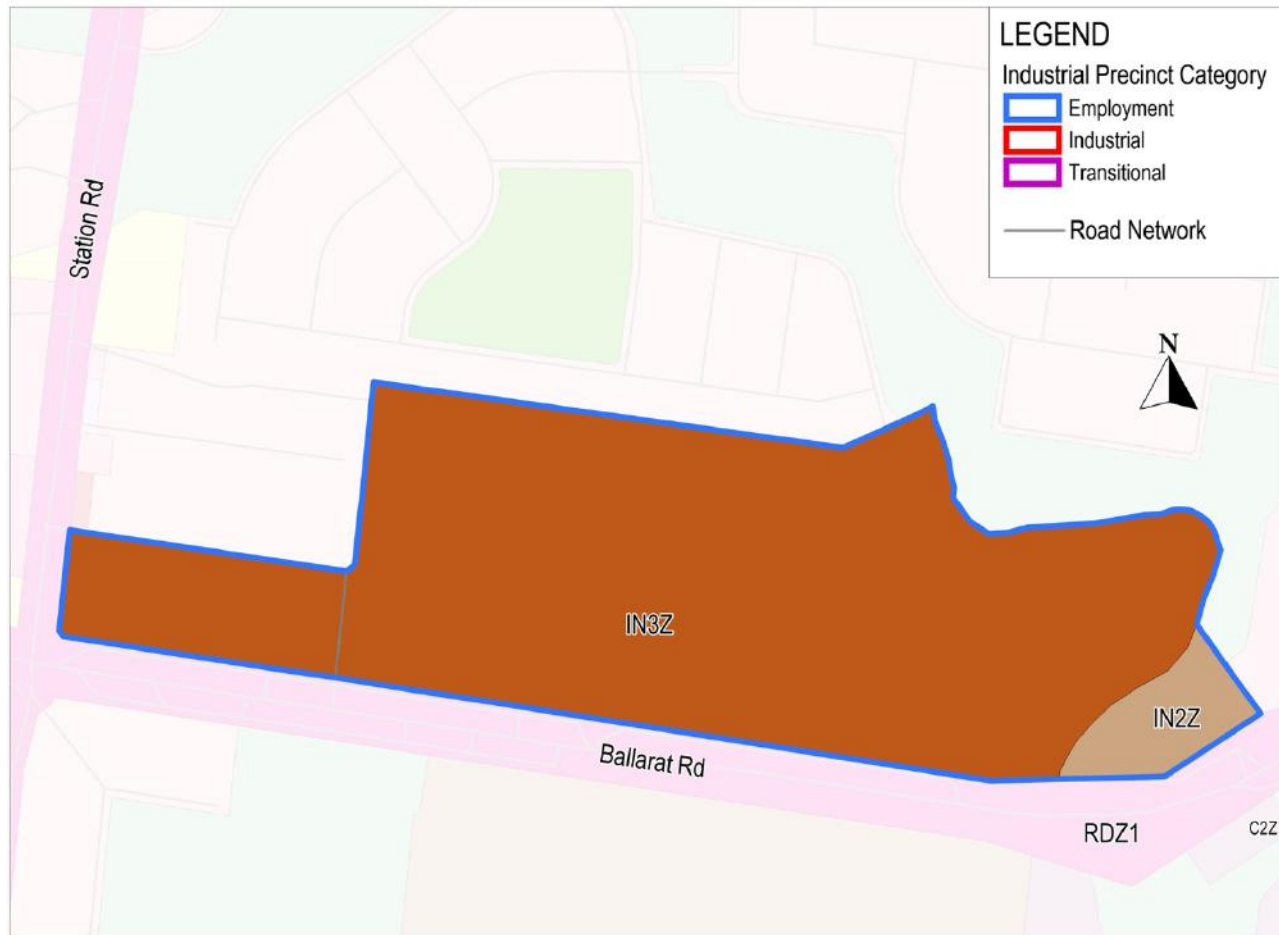
## Western Highway Summary Table

### Precinct Summary

Land area	51.97ha
Proportion of industrial land in the City of Brimbank	2.51%
Vacant land area	0.7ha
Proportion of all vacant industrial land	0.15%
Current zones	Industrial 1 & 3 Zones,
Current overlays	Environmental Significance Overlay – Schedule 6, Development Contributions Plan Overlay – Schedule 2
Strategic classification	Employment Area (north of Western Highway)/Transitional Area (south of the Western Highway)
Significant industry cluster	Metal products
Habitat connectivity corridor	Kororoit Corridor
Recommendations	
Future zones	Possible Commercial 2 Zone (north of Western Highway) and possible residential zone (south of the Western Highway), subject to further strategic work
Development Plan/Master Plan	Required as part of rezoning process
Precinct Design Guidelines	Required as part of Development/Master Plan
Local Area Infrastructure Plan/Car Parking Plan	Required as part of Development/Master Plan
Future land use directions	<p>Part of Sunshine National Employment Innovation Cluster</p> <p>Retain land for employment uses north of the Western Highway</p> <p>Promote uses with links to the National Employment Innovation Cluster on employment land</p> <p>Possible transition to residential uses subject to meeting the requirements of Ministerial Direction No 1 and any other identified assessments CHMP may be required within 200m of Jones Creek</p> <p>Deliver Ballarat Road 'Boulevard Strategy' as per Draft Sunshine NEIC Framework Plan</p> <p>Advocate for naturalisation and provision of access to Jones Creek</p>
Further Council led strategic work	<p>Consider the preparation of a Development Plan Overlay for the precinct (inclusive of Design Guidelines and Infrastructure Plan requirements)</p> <p>Consider the application of an appropriate overlay for the protection of trees / sites of Aboriginal cultural significance</p> <p>Consider potential for transmission line easement to provide active transport connections</p> <p>Review and potentially expand ESO6</p>
Intervention priority	Medium

## 7.14. Station Road

Figure 14: Station Road Precinct Map



### Key issues

- Industry trends
- Land use trends
- Health and safety
- Contamination
- Sustainability
- Waterways and habitat protection
- Urban design
- Industrial heritage
- Aboriginal cultural heritage



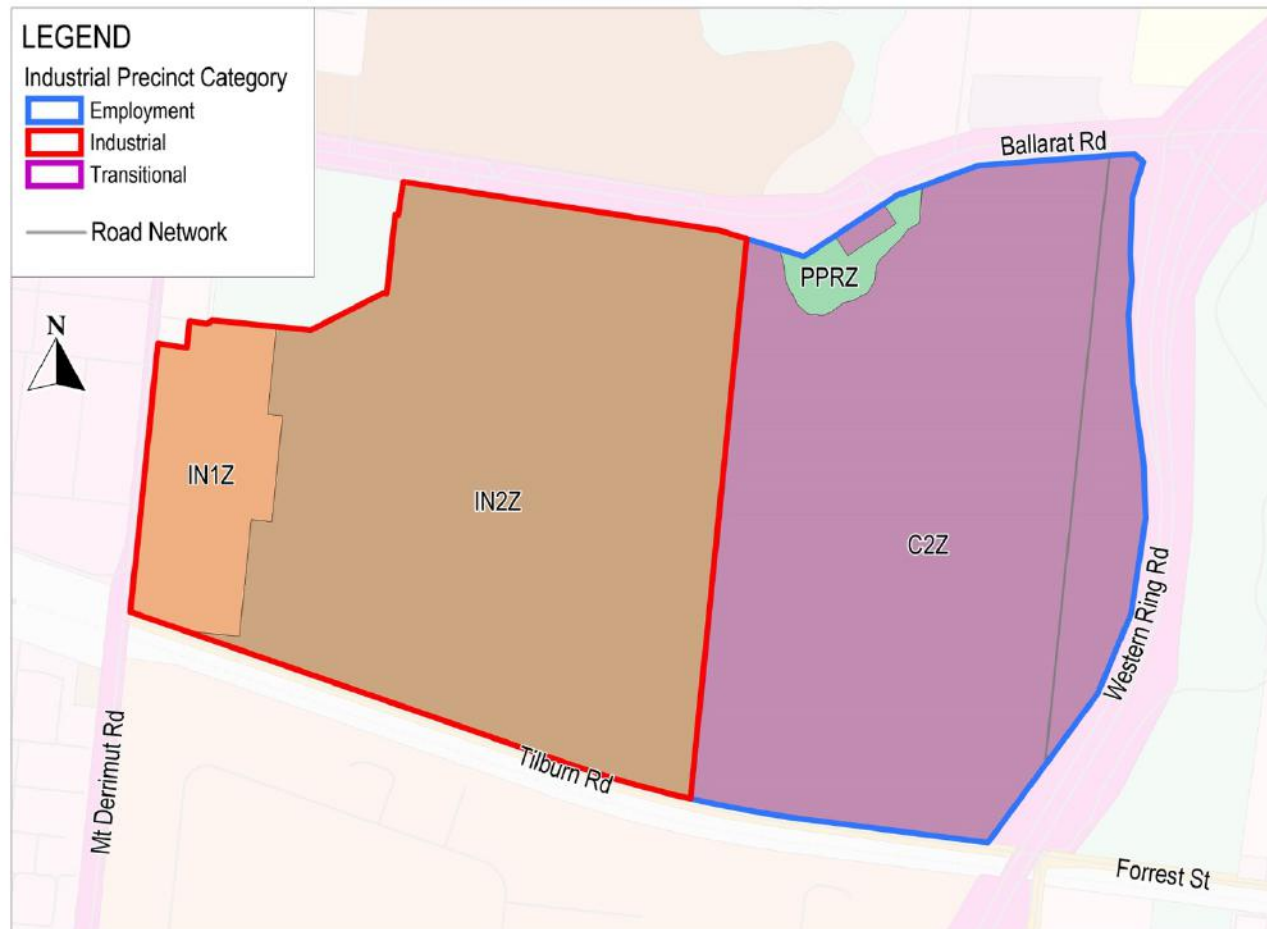
## Station Road Summary Table

### Precinct Summary

Land area	27ha
Proportion of industrial land in the City of Brimbank	1.3%
Vacant land area	7.12ha
Proportion of all vacant industrial land	1.57%
Current zones	Industrial 2 & 3 Zones
Current overlays	Land Subject to Inundation Overlay, Heritage Overlay – Schedule 83, Environmental Significance Overlay – Schedule 4, Development Contributions Plan Overlay – Schedule 2
Strategic classification	Employment Area
Significant industry cluster	None
Habitat connectivity corridor	Kororoit Corridor
Recommendations	
Future zones	Possible Commercial 2 Zone subject to further strategic work
Development Plan/Master Plan	Required prior to development approval
Precinct Design Guidelines	Required as part of Development/Master Plan
Local Area Infrastructure Plan/Car Parking Plan	Required as part of Development/Master Plan
Future land use directions	Retain land for employment uses that are compatible with nearby sensitive uses Cultural Heritage Management Plan may be required prior to works within 200m of Kororoit Creek Ensure consideration is given to provide open space corridor along Kororoit Creek Deliver Ballarat Road 'Boulevard Strategy' as per Draft Sunshine National Employment Innovation Cluster Framework Plan
Further Council led strategic work	Prepare Development Plan Overlay for the precinct (inclusive of Design Guidelines and Infrastructure Plan requirements) Consider the application of an appropriate overlay to protect trees / sites of Aboriginal cultural significance Review and potentially expand ESO4
Intervention priority	Medium

## 7.15. Orica

Figure 15: Orica Precinct Map



### Key issues

- Industry clusters
- Land use trends
- Land use conflicts
- Health and safety
- Contamination
- Sustainability
- Waterways and habitat protection
- Urban design
- Industrial heritage
- Aboriginal cultural heritage
- Infrastructure and open space
- Principal freight network
- Worker and visitor transportation

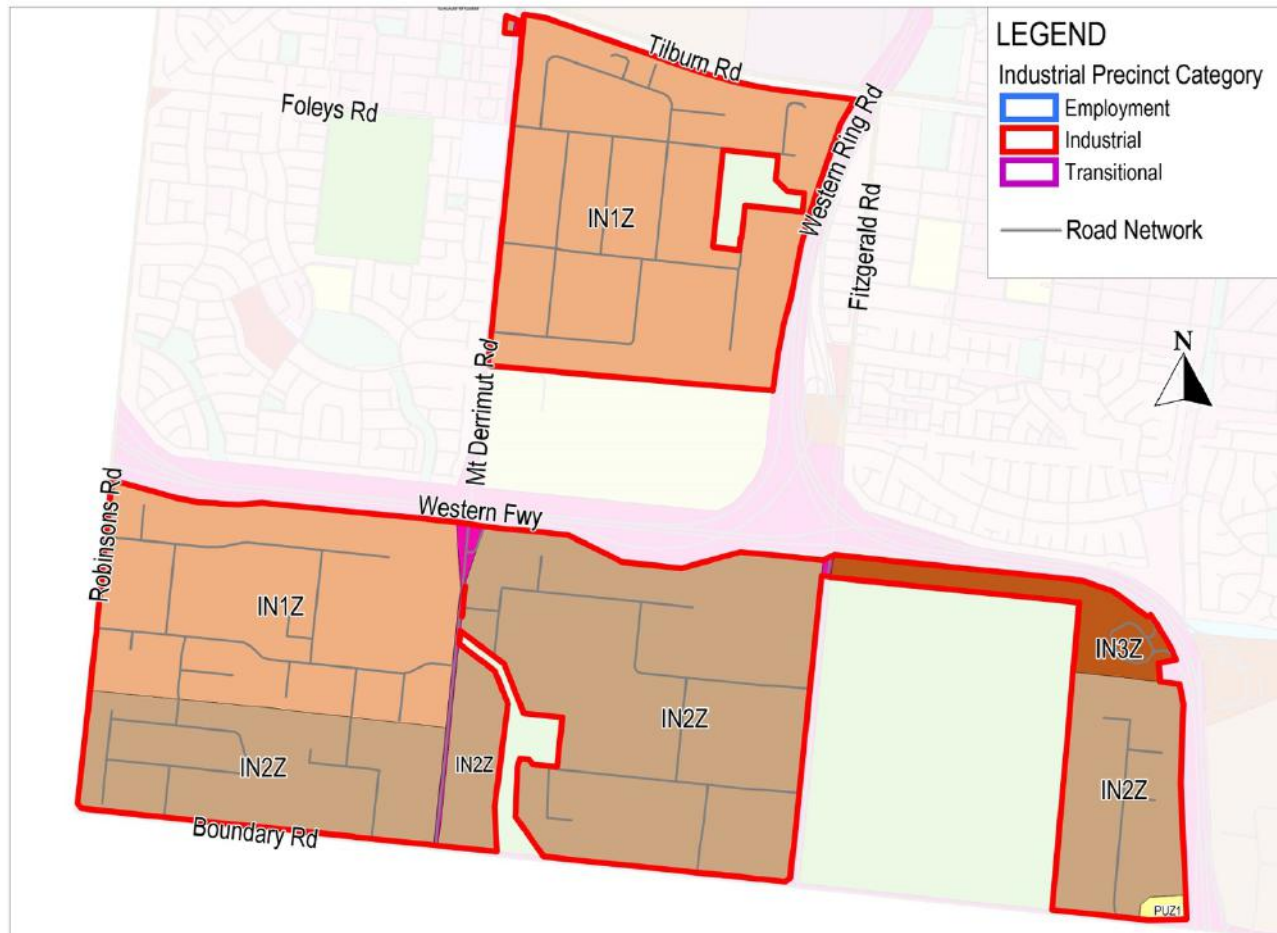
## Orica Summary Table

### Precinct Summary

Land area	136.1ha
Proportion of industrial land in the City of Brimbank	6.57%
Vacant land area	133.53ha
Proportion of all vacant industrial land	29.48%
Current zones	Industrial 1 & 2 Zone, Commercial 2 Zone
Current overlays	Heritage Overlays - HO21, HO82, HO140, HO141, HO142, HO143, Development Plan Overlay – Schedule16, Environmental Significance Overlay – Schedule 4, Land Subject to Inundation Overlay, Special Building Overlay, Environmental Audit Overlay, Development Contributions Plan Overlay – Schedule 2
Strategic classification	Industrial Area/Employment Area
Significant industry cluster	Chemicals and polymer products
Habitat connectivity corridor	Kororoit Corridor, Cherry Corridor
<b>Recommendations</b>	
Future zones	No change unless further strategic work demonstrates alternative appropriate land uses that can be supported in the WSSIP
Development Plan/Master Plan	Required prior to development (DPO16 applies to C2Z only)
Precinct Design Guidelines	Required prior to development (DPO16 applies to C2Z only)
Local Area Infrastructure Plan/Car Parking Plan	Required prior to development (DPO16 applies to C2Z only)
Future land use directions	Industrial 1 & 2 Zoned land part of WSSIP (retain for industrial land uses) Consider the proximity of major hazard facilities and the reuse of heritage structures in any future planning for the site CHMP may be required prior to work on land within 200m of Kororoit Creek
Further Council led strategic work	Review and potentially expand ESO6 Consider the application of an appropriate overlay to protect trees / sites of Aboriginal cultural significance
Intervention priority	Low

## 7.16. Derrimut

Figure 16: Derrimut Precinct Map



### Key issues

- Industry trends
- Industry clusters
- Land use trends
- Land use conflicts
- Health and safety
- Sustainability
- Waterways and habitat protection
- Urban design
- Industrial heritage
- Aboriginal cultural heritage
- Infrastructure and open space
- Worker and visitor transportation

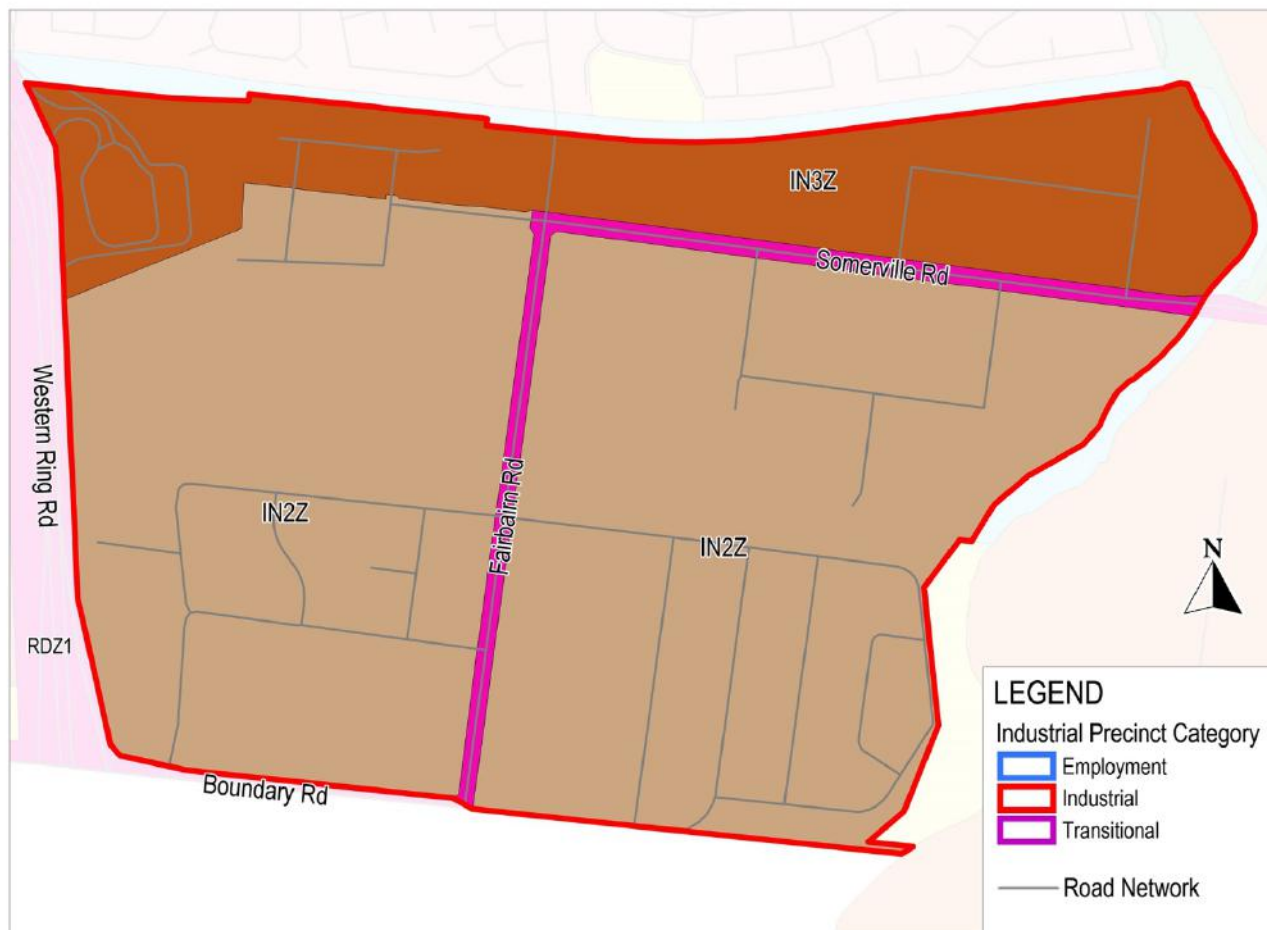
## Derrimut Summary Table

### Precinct Summary

Land area	603.97ha
Proportion of industrial land in the City of Brimbank	29.16%
Vacant land area	64.01ha
Proportion of all vacant industrial land	14.13%
Current zones	Industrial 1, 2 & 3 Zones, Public Use Zone – Schedule 1, Road Zone Category 1
Current overlays	Development Plan Overlay – Schedule 14, Public Acquisition Overlay – Schedule 5 & 10 Heritage Overlays - HO8, HO17, Environmental Significance Overlay – Schedule 6, Development Contributions Overlay – Schedule 2
Strategic classification	Industrial Area
Significant industry cluster	Food manufacturing, Metal products, Transport and warehousing, Data centres
Habitat connectivity corridor	Laverton Corridor, Cherry Corridor
Recommendations	
Future zones	No change
Development Plan/Master Plan	Not applicable
Industrial Precinct Design Guidelines	Update, consolidate and extend
Local Area Infrastructure Plan/Car Parking Plan	Not required
Future land use directions	Cultural Heritage Management Plan may be required within proximity of grasslands reserves and drainage infrastructure
Further Council led strategic work	Identify opportunities for active transport connections Consider the application of the VPO or HO for trees / sites of Aboriginal cultural significance Ensure future development considers appropriate use of Foxley Lodge Examine opportunities for accessible public open space areas within the precinct.
Intervention priority	Medium

## 7.17. Sunshine West

Figure 17: Sunshine West Precinct Map



### Key issues

- Industry trends
- Industry clusters
- Land use trends
- Health and Safety
- Contamination
- Sustainability
- Waterways and habitat protection
- Urban design
- Aboriginal cultural heritage
- Infrastructure and open space
- Principal Freight network

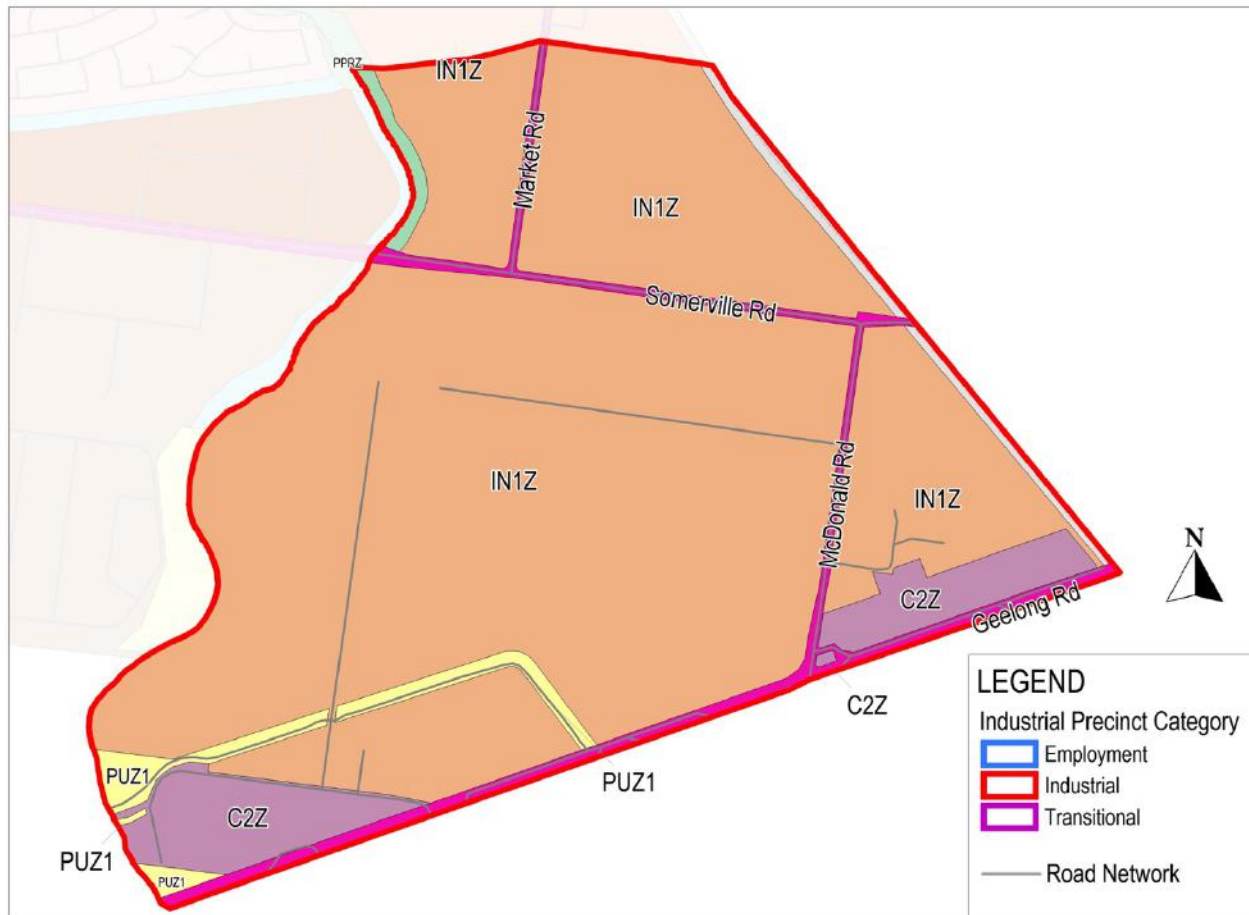
## Sunshine West Summary Table

### Precinct Summary

Land area	218.06ha
Proportion of industrial land in the City of Brimbank	10.53%
Vacant land area	25.17ha
Proportion of all vacant industrial land	5.56%
Current zones	Industrial 2 & 3 Zones, Road Zone Category 1
Current overlays	Special Building Overlay, Environmental Significance Overlay – Schedule 4, Development Contributions Plan Overlay – Schedule 2
Strategic classification	Industrial Area
Significant industry cluster	Food manufacturing, Metal products, Transport and warehousing
Habitat connectivity corridor	Kororoit Corridor, Glengala Link Corridor
Recommendations	
Future zones	No change
Development Plan/Master Plan	Not required
Industrial Precinct Design Guidelines	Update, consolidate and extend
Local Area Infrastructure Plan/Car Parking Plan	Not required
Future land use directions	Part of WSSIP Cultural Heritage Management Plan may be required prior to work on land within 200m of Kororoit Creek
Further Council led strategic work	Consider the application of an appropriate overlay to protect trees / sites of Aboriginal cultural significance Review and potentially expand ESO4 Identify ways to improve access to the Kororoit Creek trail and Buckingham Reserve Consider potential for transmission line easement to provide active transport connections
Intervention priority	Low

## 7.18. Brooklyn

Figure 18: Brooklyn Precinct Map



### Key issues

- Industry trends
- Industry clusters
- Land use trends
- Land use conflicts
- Health and safety
- Contamination
- Sustainability
- Waterways and habitat protection
- Urban design
- Industrial heritage
- Aboriginal cultural heritage
- Infrastructure and open space
- Principal freight network
- Worker and visitor transportation
- Compliance and enforcement



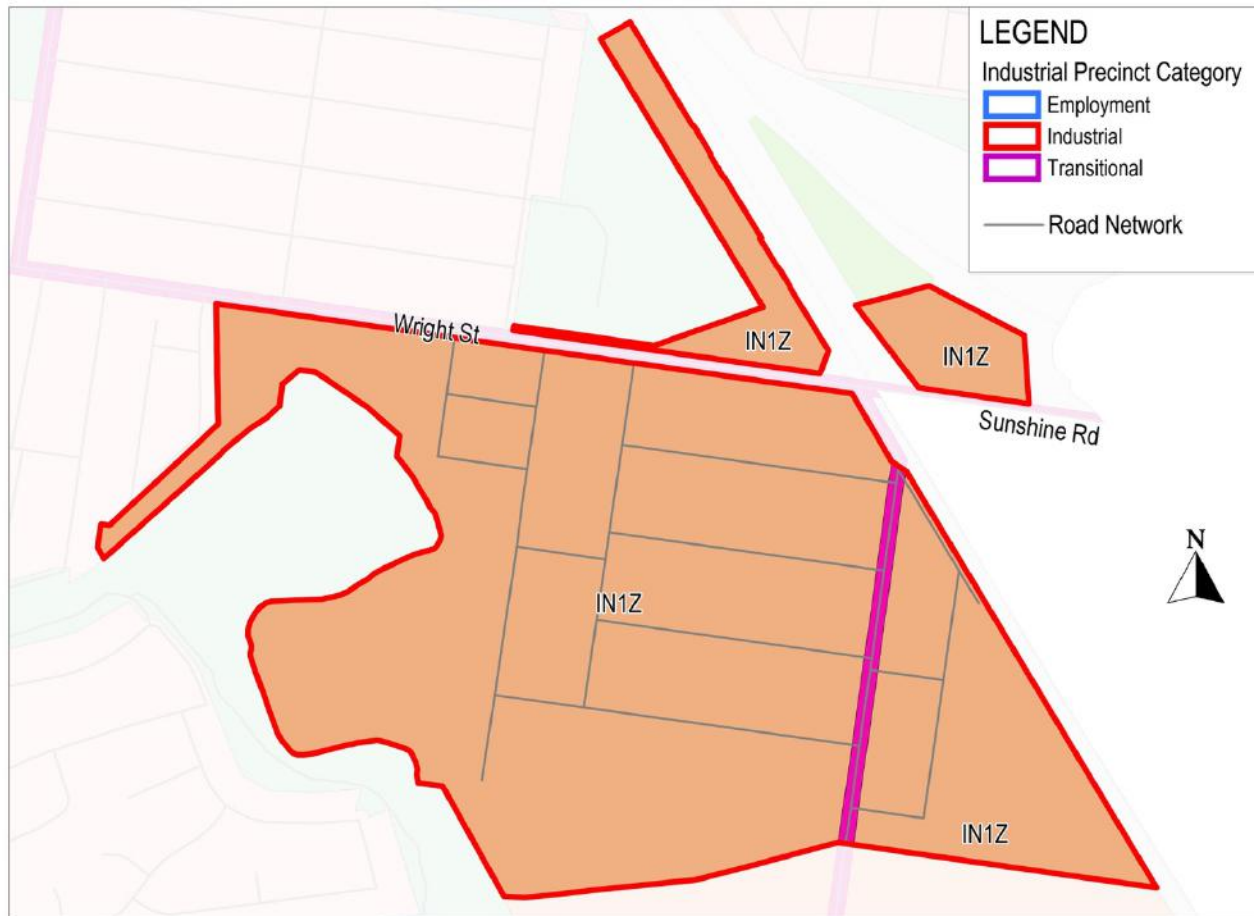
## Brooklyn Summary Table

### Precinct Summary

Land area	295.11ha
Proportion of industrial land in the City of Brimbank	14.25%
Vacant land area	19.33ha
Proportion of all vacant industrial land	4.27%
Current zones	Industrial 1 Zone, Commercial 2 Zone, Public Use Zone – Schedule 1, Road Zone Category 1, Public Park and Recreation Zone
Current overlays	Heritage Overlays - HO13, HO29, HO30, HO81, HO123, Special Building Overlay, Design Development Overlay – Schedule 11, Environmental Significance Overlay – Schedule 4, Development Contributions Plan Overlay – Schedule 2
Strategic classification	Industrial Area
Significant industry cluster	Food manufacturing, Metal products, Transport and warehousing, Materials recycling
Habitat connectivity corridor	Kororoit Corridor, Railways Corridor
Recommendations	
Future zones	No change.
Development Plan/Master Plan	See The Brooklyn Evolution
Industrial Precinct Design Guidelines	See DDO11
Local Area Infrastructure Plan/Car Parking Plan	See The Brooklyn Evolution and Living Brooklyn
Future land use directions	Maintain land for industrial uses Recognised materials recycling hub under SWRRIP Cultural Heritage Management Plan may be required prior to work on land within 200m of Kororoit Creek
Further Council led strategic work	Continue to implement The Brooklyn Evolution and Living Brooklyn strategies Review and potentially expand ESO4 Advocate to State Government to set a long term strategy for land along Kororoit Creek enabling it to be acquired as POS as envisioned by The Brooklyn Evolution Consider potential for transmission line easement to provide active transport connections Consider locating public open space along the Federation Trail and on the Public Use Zone located in the south west corner of the precinct.
Intervention priority	Low

## 7.19. Sunshine

Figure 19: Sunshine Precinct Map



### Key issues

- Industry trends
- Industry clusters
- Land use trends
- Land use conflicts
- Health and safety
- Contamination
- Sustainability
- Waterways and habitat protection
- Urban Design
- Industrial heritage
- Aboriginal cultural heritage
- Infrastructure and open space
- Principal freight network
- Compliance and enforcement

## Sunshine Summary Table

### Precinct Summary

Land area	53.8ha
Proportion of industrial land in the City of Brimbank	2.6%
Vacant land area	6.27ha
Proportion of all vacant industrial land	1.38%
Current zones	Industrial 1 Zone, Road Zone Category 1
Current overlays	Heritage Overlays – HO29, HO30, HO106, HO111, Public Acquisition Overlay – Schedule 5, Special Building Overlay, Land Subject to Inundation Overlay, Environmental Significance Overlay – Schedule 4, Design and Development Overlay – Schedule 11, Development Contributions Plan Overlay – Schedule 2
Strategic classification	Industrial Area
Significant industry cluster	Metal products
Habitat connectivity corridor	Kororoit Corridor, Railways Corridor
Recommendations	
Future zones	Industrial 1 Zone
Development Plan/Master Plan	Not applicable
Industrial Precinct Design Guidelines	Required
Local Area Infrastructure Plan/Car Parking Plan	Not required
Future land use directions	Maintain land for industrial uses Local services and non-industrial uses to locate along Sunshine Road and within lots with sensitive interfaces such as residential uses and Kororoit Creek Cultural Heritage Management Plan may be required prior to work on land within 200m of Kororoit Creek
Further Council led strategic work	Review and potentially expand ESO4 Investigate the possibility of providing a second bridge crossing over the Kororoit Creek and improved access to the Kororoit Creek trail and Buckingham Reserve Consider potential for transmission line easement to provide active transport connections
Intervention priority	Medium

## 8. Implementation Plan

The BILS establishes a 12-year strategic framework to guide decisions about Brimbank's industrial land. This timeframe is important to provide long term investment, certainty for the business community and to recognise the implementation timeframes associated with many of the identified strategies and actions. The following work plan will be programmed over the 12 years with short (0-5 years), medium (5-7 years), and long term (10-12 years). Where resourcing is required beyond Council officer time, a budget item will be identified and will be subject to Council budget process. The BILS will be monitored and evaluated at five year intervals and comprehensively reviewed in 2030.

Action	Implementation	Precinct	Responsibility	Partner/s	Timeframe
<b>PLANNING</b>					
Objective 1. To provide planning certainty and facilitate investment.					
1.1	Include the Western State Significant Industrial Precinct and Employment Areas as Strategic Sites within the Brimbank Planning Scheme	Orica, Derrimut, Sunshine West, Brooklyn, Sunshine, Furlong Road, St Albans	Strategic Planning	DELWP	0-5 years
1.2	When requested, provide guidance to land owners on the preparation of Development Plans / Master Plans for Industrial and Employment areas identified in the Industrial Precinct Reports.	Calder Park, Station Road, Western Highway, McIntyre Road, Orica	Strategic Planning	Land owners, Statutory Planning, Urban Design, Engineering Services	0-5 years
1.3	Apply appropriate planning tools/controls to sites where a Development Plan / Master Plan has been submitted to Council or strategic work has been prepared for industrial land in the City (such as the Development Plan Overlay)	Calder Park, Station Road, Western Highway, McIntyre Rd	Strategic Planning	Land owners, DELWP	5-7 years

Action	Implementation	Precinct	Responsibility	Partner/s	Timeframe
1.4	Undertake strategic work to review, update and prepare new Industrial Precinct Design Guidelines as directed in the Strategy. Program the preparation of Design and Development Overlays to implement these Guidelines into the Brimbank Planning Scheme	Calder Park, Keilor Park, Tullamarine, East Keilor, Sunshine North, Kealba, Orica, Derrimut, Sunshine West, Brooklyn, Sunshine, Station Road, Western Highway, McIntyre Road, Furlong Road, St Albans	Strategic Planning	Urban Design, Statutory Planning, DELWP	0-5 years
1.5	Continue to provide a pre-planning application service for developments greater than \$2 million to identify issues and facilitate a streamlined planning permit process	All	City Planning	Economic Development, Place Managers, Urban Design, Engineering Services	Ongoing
1.6	Undertake an evaluation of the BILS every five years and comprehensively review the BILS in 2030	All	Strategic Planning	Statutory Planning, Building, GIS	Ongoing
1.7	Consider planning controls for areas around Major Hazard Facilities	Orica	Strategic Planning, EPA, Worksafe	DELWP	0-5 years

**Objective 2: To promote development of Industrial and Employment Areas.**

2.1	Maintain existing industrial zonings in Western State Significant Industrial Precinct	Orica, Derrimut, Sunshine West, Brooklyn, Sunshine	Strategic Planning	DELWP	Ongoing
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Action	Implementation	Precinct	Responsibility	Partner/s	Timeframe
2.2	<p>Update the Brimbank Planning Scheme to:</p> <ul style="list-style-type: none"> <li>include decision guidelines for: <ul style="list-style-type: none"> <li>Non-industrial uses in industrial areas</li> <li>Sensitive uses in Industrial Areas (i.e. Caretakers residence and Childcare Centre)</li> <li>Encouraging restricted retail uses to locate on main roads</li> </ul> </li> <li>Include the BIL's as a reference document</li> </ul>	All	Strategic Planning	DELWP	0-5 years
2.3	Undertake further strategic work to determine the preferred minimum lot size for new subdivisions within the WSSIP and Industrial and Employment Areas, and prepare an amendment the Brimbank Planning Scheme to include decision guidelines for preferred minimum lot sizes in these areas	Calder Park, Keilor Park, Tullamarine, East Keilor, Sunshine North, Kealba, Orica, Derrimut, Sunshine West, Brooklyn, Sunshine, Station Road, Western Highway, McIntyre Road, Furlong Road, St Albans	Strategic Planning	Statutory Planning, Economic Development, GIS, DELWP, DEDJTR	0-5 years

**Objective 3: To encourage a transition from traditional industrial uses.**

3.1	Provide guidance to property owners who are interested in redeveloping their sites listed as transitional areas in the Strategy (where strategic work has justified the transition)	Western Highway, McIntyre Road, Furlong Road, St Albans , Sunshine North	DELWP, VPA, EPA, Strategic Planning	Strategic Planning, DEDJTR	Ongoing
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Objective 4: To preserve places of heritage significance in Industrial and Employment Areas.					
Action	Implementation	Precinct	Responsibility	Partner/s	Timeframe
4.1	Undertake strategic work to identify preferred outcomes for places of heritage significance in Industrial and Employment Areas, including how surrounding development responds to the heritage significance of the place and prepare an update the Local Heritage Policy	Calder Park, Keilor Park, Tullamarine, East Keilor, Sunshine North, Kealba, Orica, Derrimut, Sunshine West, Brooklyn, Sunshine, Station Road, Western Highway, McIntyre Road, Furlong Road, St Albans	Strategic Planning	Statutory Planning, Urban Design	0-5 years
4.2	Update the Heritage Overlay to include places of Aboriginal cultural heritage significance	All	Strategic Planning	Statutory Planning	0-5 years
4.3	Continue to identify places of industrial heritage significance and include them within the Heritage Overlay as recommended	All	Strategic Planning	Statutory Planning	Ongoing

Objective 5: To encourage appropriate change in Transitional Areas.					
5.1	Apply the Development Plan Overlay or Design and Development Overlay to guide the future development of transitional areas	St Albans, Flickers, Jonesfield, Western Highway (South), Solomon Heights/River Valley	Strategic Planning	DELWP	Ongoing

## ENVIRONMENT

Objective 6: To improve the environmental performance of Brimbank's Industrial and Employment areas.

6.1	Identify recommended separation distances around facilities with the potential to cause off site risk or amenity impacts including a risk matrix to inform the potential application of the Environment Significance Overlay and decision guidelines for the assessment of uses within the buffer areas	All	Strategic Planning, EPA	Statutory Planning, Statutory Planning, Legal and Governance	0-5 years
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Action	Implementation	Precinct	Responsibility	Partner/s	Timeframe
6.2	Continue to work with the Victorian Government on the proposed reforms to the VPPs to address issues of risk and adverse amenity potential from industrial operations	All	Strategic Planning	DELWP, EPA, WorkSafe	Ongoing

Objective 7: To ensure that industry doesn't adversely impact the health, safety and amenity of the community.

7.1	Promote education and other programs including Light\$smart to encourage energy and water efficient practices	All	WAGA / Environment	Economic Development	Ongoing
7.2	Ensure the inclusion of environmental sustainability design outcomes including off site water capture, storage and treatment in industrial precinct design guidelines and development plans / master plans	All	Environment	Strategic Planning, City Planning, Urban Design	0-5 years
7.3	Promote industry environmental best practice through: <ul style="list-style-type: none"> <li>• environmental fact sheets</li> <li>• promotion of sustainability events and sustainability champions</li> <li>• information of government grants.</li> </ul>	All	Environment	Strategic Planning, City Planning	Ongoing



Action	Implementation	Precinct	Responsibility	Partner/s	Timeframe
7.4	Work with asset and service authorities and local land owners to identify and pursue opportunities for precinct wide sustainable water and energy projects.	All	Environment / Engineering Services	Strategic Planning	Ongoing
7.5	Review the application of Environmental Significance Overlays (ESOs) along waterways in industrial areas and identify gaps where new ESOs may be required	All	Strategic Planning / Environment	City Planning, Melbourne Water, Catchment Management Authorities	0-5 years
7.6	Continue to monitor funding opportunities to address reuse of landfills where possible	Western Highway, McIntyre Road	Environment	Leisure and Community Facilities, Property, Strategic Planning, EPA	Ongoing
7.7	Consider the Brimbank Habitat Connectivity Corridors when assessing permit applications and developing landscaping requirements for industrial precincts.	All	City Planning, Urban Design	Environment, City Planning	Ongoing

**Objective 8: To improve the appearance of Industrial and Employment areas.**

8.1	Investigate the development of a rolling program for public realm and streetscape improvements.	Keilor Park, Tullamarine, East Keilor, Sunshine North, Kealba, Derrimut, Sunshine West, Brooklyn, Sunshine, Station Road, Western Highway, McIntyre Road	Urban Design	Operations Centre, Engineering Services, Economic Development, Asset Services	Ongoing
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Action	Implementation	Precinct	Responsibility	Partner/s	Timeframe
8.2	Consider how precincts can be branded through signage and other mechanisms.	Sunshine North, McIntyre Road, Assembly Drive	Urban Design,	Economic Development	0-5 years
8.3	Consider the need for open space in industrial and employment areas as part of the next review of the Open Space Strategy	All	Urban Design	Statutory Planning	Ongoing
8.4	Advocate to State Government to implement the Maribyrnong River Valley Design Guidelines and the Kororoit Creek Regional Strategy 2005 - 2030 to facilitate the acquisition of private land along waterways where this is required to provide public access and connectivity	Relevant areas	Strategic Planning / Urban Design	N/A	Ongoing
8.5	Continue to monitor the need for cleaning, maintenance and compliance in relation to rubbish dumping	All	Operations	Urban Design, Economic Development	Ongoing

## ECONOMIC DEVELOPMENT

Objective 9: To encourage the growth of existing business in Industrial and Employment areas.

9.1	Review and update Positioning Brimbank branding and marketing material	All	Economic Development	Media and Communications	0–5 years
9.2	Maintain updated investment material		Economic Development	Media and Communications	Ongoing
9.3	Develop and implement a business and industry visitation program		Economic Development	N/A	0-5 years
9.4	Develop a strategy to promote existing and emerging clusters including Materials Recycling (Brooklyn), Food Manufacturing (Tullamarine), Data Centres (Derrimut).	All	Economic Development	Strategic Planning, Environment	0-5 years

Action	Implementation	Precinct	Responsibility	Partner/s	Timeframe
9.5	Continue to support the implementation of the Brooklyn Evolution Work Program and the Brooklyn Industrial Precinct Committee	Brooklyn	Economic Development	Planning Compliance, Urban Design, City Planning, Strategic Planning, Engineering Services	Ongoing
9.6	Develop and maintain a register of vacant or underdeveloped sites within Industrial and Employment Areas to provide development facilitation and assist business development, relocation and expansion	All	Economic Development	DEDJTR	0-5 years

Objective 10: To build the capacity and economic resilience of business in Brimbank.

10.1	Deliver a program of business development and events		Economic Development		Ongoing
10.2	Promote relevant business networking and engagement events being held by other relevant organisations		Economic Development		Ongoing

## INFRASTRUCTURE AND SERVICES

Objective 11: To enhance freight access to and within Industrial and Employment Areas.

Action	Implementation	Precinct	Responsibility	Partner/s	Timeframe
11.1	Advocate to the Victorian government for improvements to the Principal Freight Network that benefit Brimbank and the western region	All	Engineering	Strategic Planning, Urban Design	Ongoing
11.2	Engage with the Victorian government regarding	Orica, Jonesfield, Flickers, Sunshine	Strategic	Engineering,	Ongoing

	the alignment, timing and mitigation options for the Western Goods Line	North, Solomon Heights/River Valley	Planning	Urban Design	
11.3	Prepare local area traffic management plans as required to address and manage the conflict between freight vehicle movement and pedestrian movement	All	Engineering	Strategic Planning, Urban Design	Ongoing
11.4	Consider the car parking needs in the development of the Brimbank Car Parking Strategy	All	Strategic Planning, Engineering Services	N/A	0-5 years

Objective 12: To improve public and active transport options to Industrial and Employment Areas.					
12.1	Advocate to the Victorian government for improvements to public transport in and around Industrial and Employment Areas including bus network improvements, a new commuter station at Calder Park and a light rail service along Ballarat Road to Deer Park	All	Strategic Planning, Engineering Services	N/A	Ongoing
12.2	Consider active transport linkages that better connect industrial and employment areas with the surrounding network through implementation of the Brimbank Cycling and Walking Strategy 2016	All	Urban Design	Strategic Planning	0-5 years

Objective 13: To encourage the delivery of services and infrastructure to support the viability of Industrial and Employment Areas.					
Action	Implementation	Precinct	Responsibility	Partner/s	Timeframe
13.1	Develop local area infrastructure plans for undeveloped industrial precincts to inform infrastructure and service requirements	Sunshine North, Calder Park	Engineering	Strategic Planning, Economic Development	7–12 years

13.2	Continue to monitor funding opportunities to upgrade existing or provide for new local infrastructure, where required	All	Engineering, Urban Design	Strategic Planning, Economic Development	Ongoing
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## COMPLIANCE AND ENFORCEMENT

Objective 14: To improve the amenity of Industrial and Employment Areas through compliance and enforcement.

Action	Implementation	Precinct	Responsibility	Partner/s	Timeframe
14.1	Continue to work with the Environment Protection Authority and business owners to ensure permit conditions and recommended separation distances between sensitive and industrial uses are complied with	All	Statutory Planning, EPA	Planning Compliance	Ongoing
14.2	Prepare an Industrial and Employment Land Compliance Action Plan to ensure regular and prioritised enforcement within industrial estates across the municipality. (Include liaison with Environment Protection Authority, Victoria Police and opportunities to increase covert surveillance)	All	Compliance Environmental Health	Engineering Services, Environmental Health, EPA, VicPol	0-5 years
14.3	Seek input from EPA on the update of Council's "Guidance about Site Redevelopment" and make available to land owners	All	Strategic Planning, Environment, Statutory Planning, EPA, Worksafe, DELWP		Ongoing
Action	Implementation	Precinct	Responsibility	Partner/s	Timeframe
14.4	Review standard permit conditions for industrial uses to ensure conditions are enforceable and address on-site storm water retention, water	All	Statutory Planning	Compliance, Strategic Planning	Ongoing

	quality treatment and adverse amenity impacts.				
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## 9. References

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