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C63**ECONOMIC DEVELOPMENT****Overview**

Hobsons Bay continues to be at the forefront of Melbourne's industrial base and is currently the focal point of Victoria's petroleum, chemical and manufacturing industries, including some of the State's largest and most significant industrial enterprises. The classification system developed to indicate the future role and function of each of the City's industrial precincts consolidates and supports the continued operations of industry in the municipality. In turn, industry is encouraged to have a positive impact on the visual and environmental amenity and image of the municipality. It contributes to a vibrant economy and provides ongoing employment and prosperity. The municipality will continue to attract both large and small scale industries to the area further enhancing Hobsons Bay's commercial diversity and ingenuity.

Objective 1

To stimulate and facilitate appropriate industrial activity and employment opportunities.

Strategies

- Support the growth and development of industrial development in Core and Secondary Industrial Areas.
- Protect Core and Secondary Industrial Areas from the impacts of encroachment of residential and other sensitive land uses.
- Manage the successful transition of identified Strategic Redevelopment Areas through the development of Outline Development Plans, (i.e. a master plan), Development Plan Overlays and Design and Development Overlays, as appropriate.
- Ensure that the growth in freight related industries does not diminish the residential amenity of non-industrial areas by way of traffic, noise, odour, dust, safety and visual impacts.

Objective 2

To achieve high quality amenity outcomes to industrial land throughout the municipality.

Strategies

- Encourage high quality urban design and architecture in industrial areas.
- Improve the amenity, appearance, safety and environmental performance of industrial areas.
- Protect the amenity of people living and working in Hobsons Bay from the effects of noise, air, water and land pollution.
- Encourage existing industries to improve their sites and operating conditions to contribute positively to the image and amenity of the municipality.
- Ensure all external storage of goods and materials, refuse collection areas and garbage skips are fully screened from view.
- Ensure that industries at the interface between industrial areas and residential areas preserve the amenity of existing residential areas.

- Discourage new industries that have significant off-site impacts from locating near residential areas or activity centres.
- Encourage mixed use or light industrial buffer areas between residential and heavier industrial areas.
- Encourage the relocation of industries that have amenity conflicts with existing residential areas (including industries in residential zones).
- Discourage new industries or the expansion of industries that rely upon frequent visits by heavy vehicles using roads through residential areas or activity centres in the municipality.
- Ensure that significant environmental values are protected and that best practice environmental standards are adopted by industry.
- Ensure that industrial development respects and enhances the natural environment, including Kororoit Creek, Cherry Creek, Cherry Lake, Laverton Creek and its tributaries, the coast, Truganina Swamp, Stony Creek and its backwash and other watercourses and low lying areas and native grasslands.
- Ensure that there is a soft transition between industrial development and the natural environment reserves with appropriate landscaping within development sites so that the final built environment is well integrated with the surrounds.
- Consider the impact of industries as appropriate, on air, noise, land, surface water and ground water quality in the assessment of planning applications.
- Ensure appropriate risk and amenity buffers are planned for any new industrial development and that these buffer distances are maintained.
- Encourage water sensitive and energy efficient urban design within industrial developments.
- Ensure that future industrial development is connected to the City West Water/Melbourne Water sewerage reticulation system.

Objective 3

To promote and encourage best practice philosophy by industry.

Strategies

- Ensure that new industrial development meets high standards of site development, emission control, landscaping and motor vehicle parking and movement management.
- Encourage existing industries to reduce their discharge of pollutants to improve air and water quality.
- Consider the impact of relevant industries on air and groundwater quality in the assessment of planning applications.
- Work with the Environment Protection Authority and the agencies responsible for the *Dangerous Goods Act* and the *Occupational Health and Safety Act* to ensure that industries do not threaten the health and safety of employees and residents or damage the local environment.
- Encourage industry to develop a water reuse program.
- Encourage industry that will investigate and implement, where possible, the potential benefits of cleaner production and energy efficient design.

Implementation

These strategies will be implemented by:

Policy Guidance (criteria for the exercise of discretion)

- Use local policy at Clause 22.02 to facilitate appropriate industrial activity and quality industrial development in Hobsons Bay.
- Manage change in Strategic Redevelopment Areas carefully, protect the existing and ongoing viable industrial uses, retain employment-generating uses where possible, and subject to further investigation, introduce new land uses.
- Support the growth and development of industrial development in Core and Secondary Industrial Areas.
- Improve the amenity, appearance and environmental performance of industrial areas.
- Use local policy at Clause 22.11 in the consideration of signage applications to ensure that signs add interest to and improve the streetscape and do not result in visual clutter.

Other

- Encourage the Environmental Protection Authority to monitor groundwater contamination and work with industries to develop groundwater management plans.

Application of zones and overlays

- Apply the Special Use Zone 2 to provide for the operation and modernisation of the petroleum refining industry in a manner that does not affect the safety and amenity of nearby residential areas.
- Apply the Special Use Zone 3 to provide for the operation and expansion of the petrochemical industry in a manner that does not affect the safety and amenity of nearby areas and minimises exposure to risk of persons working or visiting the area.
- Apply the Special Use Zone 4 to provide for a range of industrial uses and services that do not prejudice the operation and expansion of the petrochemical industry and minimises exposure to risk of persons working in or visiting the area and provides for manufacturing industry, storage and distribution of goods and associated uses which does not affect the safety and amenity of local communities.
- Apply the Environmental Audit Overlay to contaminated sites.
- Apply the Development Plan Overlay or the Design and Development Overlay or other appropriate planning controls to Strategic Redevelopment Areas to facilitate the implementation the Hobsons Bay Industrial Land Management Strategy 2008.
- Apply the Development Plan Overlay or the Design and Development Overlay to ensure that new, refurbished and converted developments for new residential and other noise sensitive uses constructed in proximity to existing industry include appropriate acoustic measures to attenuate noise levels within the building and private open space areas.

Further Strategic Work

- Ensure that Environmental Site Assessments are provided prior to land being considered for rezoning to ensure sites are capable of remediation.
- Implement the recommendations of the Industrial Land Management Strategy 2008.
- Update the Industrial Development Design Guidelines June 2008.
- Review the planning framework for the Burns Road Estate area in Altona to determine the appropriate policy, zoning, and overlays to address long standing use and development issues.

Reference Documents

Hobsons Bay Industrial Land Management Strategy 2008

Hobsons Bay Industrial Development Design Guidelines June 2008

Hobsons Bay Advertising Signs Guidelines 1999

Hobsons Bay Landscape Design Guidelines 1999

Map 3 Industrial Areas



