

## **21.07 INDUSTRIAL LAND USE**

24/06/2010  
C112

### **21.07-1 Overview**

19/01/2006  
VC37

The importance of the manufacturing industry in Kingston extends well beyond the municipal boundaries - output from Kingston's industries is of both state and national significance.

In recent years the manufacturing sector (at both the national and international level) has suffered as a consequence of global economic restructuring. However, industries in Kingston are better placed than other areas to respond to such restructuring due to the area's diverse manufacturing base, high concentrations of industrial activity, central location to markets and a skilled labour force, and good access to transport and infrastructure.

Whilst in recent decades there has been a relatively large supply of vacant industrial land in this region, this land supply is now diminishing - particularly the supply of larger allotments. The potential future development of industry at Moorabbin Airport is likely to increase the availability of industrial land in the region. A continued emphasis on the achievement of high amenity, well landscaped settings for new industrial estate development will also enhance the attractiveness of the municipality as a destination for office/industrial headquarters.

In contrast, the City's older industrial areas are in need of significant revitalisation in order to remain viable locations for modern manufacturing businesses. The smaller, isolated pockets of industrial land are no longer appropriate or viable locations for industry. However, larger areas such as Moorabbin and Mordialloc/Braeside form the traditional backbone of smaller scale manufacturing in the south-east region of Melbourne. Despite their age and physical constraints, these areas will continue to play an important role in generating jobs and wealth for many years to come.

### **21.07-2 Key issues**

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- Significant areas of ageing, small industrial premises with restricted potential for growth due to land and building size, ageing infrastructure and poor access, loading and parking facilities.
- Poor image and presentation of older industrial areas.
- Pressure for retail and office development in older industrial areas.
- Sustained demand for new high quality integrated industrial estates.
- Limited supply of new land and buildings to meet the needs of expanding and new manufacturing operations.
- Risk of ad-hoc development of remaining vacant industrial land.
- Small, isolated pockets of older industrial development located within residential areas.
- Poor interface between many existing larger industrial and residential areas.

### **21.07-3 Objectives, strategies and implementation**

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#### **Objective 1**

To provide a range of industrial land and buildings to meet the needs a broad range of industries.

## **Strategies**

Strategies to achieve this objective include:

- Protect industrial land from inappropriate rezoning and encourage retail and office uses to locate in appropriate business zones, except where such uses form part of an integrated development plan for industrial estates.
- Encourage industrial subdivisions that provide a variety of lot sizes, with an emphasis on larger lots, on all undeveloped industrial land.
- Ensure that the subdivision and development of large vacant industrial areas is preceded by the preparation and approval of outline development plans.
- Encourage land in undeveloped areas to be retained in large holdings until it is required for development.

## **Objective 2**

To facilitate new investment and redevelopment in Kingston's older industrial areas.

## **Strategies**

Strategies to achieve this objective include:

- Undertake physical improvements to upgrade vehicle access, road layout, drainage and other infrastructure.
- Encourage the redevelopment of older industrial premises and the consolidation of land in Kingston's older industrial areas to better accommodate the needs of modern industry.
- Work in partnership with landowners and other key agencies to improve access, parking, site layout, landscaping and building design in Kingston's older industrial areas.
- Promote the development of business incubators in the Moorabbin industrial area and in other locations where appropriate.

## **Objective 3**

To improve the image and quality of all industrial areas in Kingston.

## **Strategies**

Strategies to achieve this objective include:

- Promote a high standard of subdivision layout, road access and design, carparking, loading provision, landscaping and building design in new industrial areas.
- Promote incentives for building and site maintenance and encourage the redevelopment of land and buildings in older industrial areas, particularly along main roads.
- Promote the development of high quality and well landscaped industrial estates on all vacant industrial land.
- Promote the retention of trees that have been identified as significant in the City of Kingston Register of Significant Trees, 2007 in the development of new industrial estates and the redevelopment of older industrial areas.

#### **Objective 4**

To ensure that industrial development does not adversely impact on the amenity and safety of adjoining land uses.

#### **Strategies**

Strategies to achieve this objective include:

- Ensure that suitable land use buffers are taken into account in the approval of new industrial land uses.
- Promote vehicle access and road layout which minimise the likelihood of intrusion of commercial traffic into residential areas.

#### **Objective 5**

To redevelop smaller pockets of industrial land located within residential areas for innovative residential or mixed use development, taking into account local environmental and amenity issues.

#### **Strategies**

Strategies to achieve this objective include:

- Ensure that issues such as site contamination assessment, drainage improvements, upgrading of infrastructure and interface with adjoining residential areas are taken into account in redevelopment.

#### **Implementation**

These strategies will be implemented by:

#### **Policy and exercise of discretion**

- Using local policy to promote innovation in the layout and design of industrial estates within the Springvale industrial area (*Springvale Industrial Park Area Policy, Clause 22.02*).
- Using local policy to promote specific gateway, landscape and urban design objectives for the Parkviews Industrial Estate and industrial land on South Road near the corner of Warrigal Road, Moorabbin (*South Road Industrial Gateway Policy, Clause 22.06; Parkview Industrial Estate Policy, Clause 22.08*).
- Encouraging subdivisions in new industrial estates that provide varying lot sizes in order to cater for a range of industrial uses.
- Discouraging further subdivision of older industrial areas.
- Assessing applications to construct a building and to construct or carry out works (including radio masts, television antenna and flagpoles) against the approved *Moorabbin Airport Aviation Obstacle Referral Height Plan*. Requiring the consent of the federal Department of Transport and Regional Development for buildings and works that exceed the maximum building height in the approved *Moorabbin Airport Aviation Obstacle Referral Height Plan*.

#### **Zones and overlays**

- Applying the Industrial 1 zone to all industrial areas within Kingston, except as follows:
  - An Industrial 3 zone to industrial land along the Wells Road corridor, the corner of South and Warragul Roads, and the fringes of the Moorabbin, Grange Road and Braeside industrial areas to recognise their proximity to residential areas.
  - A Business 3 zone to the Wells Road corridor, South of Springvale Road, and the Park Views Industrial Estate to promote a mixture of office and industry in these locations.
  - Apply the Business 4 zone to sites with highway frontages which, whilst traditionally used for industry, are well located for retail uses which require high exposure.
  - Apply the mixed use zone and Residential 1 zone to smaller isolated industrial sites which are surrounded by residential development, to promote innovative opportunities for housing and other mixed uses in these locations.
- Applying the Environmental Audit overlay to sites which have been historically used for industry but which will now be within residential and mixed use zones.
- Applying Design and Development overlays to industrial areas where specific standards of urban and landscape design are sought.
- Applying the Environmental Significance Overlay to properties which contain or are affected by tree(s) identified in the City of Kingston Register of Significant Trees, May 2007.

#### **Further strategic work**

- Preparing further land use policies for all of Kingston's major industrial areas. These will be based on the policies contained within the Draft Kingston Industrial Development Strategy.
- Preparing policies and planning provisions to better coordinate the future development of large vacant industrial sites within Kingston.
- Preparing a local policy to guide the integrated development of industrial land on Governor Road, Braeside and to ensure that key site constraints are addressed.

#### **Other actions**

Implementing the recommendations of the Kingston Industrial Development Strategy (1997).

#### **Reference documents**

Kingston Economic Development Strategy (1996)

Kingston Industrial Development Strategy (1997)

Moorabbin Airport Aviation Obstacle Referral Height Plan

City of Kingston Register of Significant Trees, May 2007

# City of Kingston Industrial Framework Plan

