



DRAFT INDUSTRIAL LAND MANAGEMENT STRATEGY AND DESIGN GUIDELINES

Council has prepared a Draft Industrial Land Management Strategy (ILMS) and Industrial Design Guidelines (IDG) to guide Hobsons Bay's industrial precincts over the next 15 years.

Council is inviting feedback on the Draft ILMS and IDG from Monday 22 May until Sunday 2 July.



WHAT IS THIS PROJECT ABOUT?

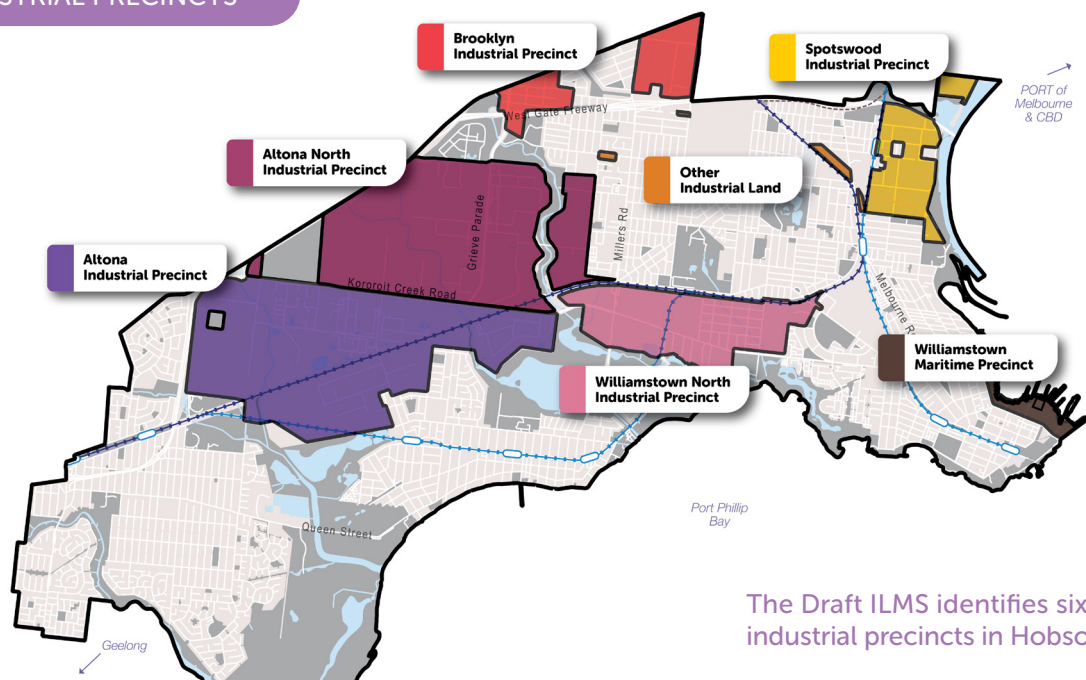
Approximately a third of all land in Hobsons Bay is industrial land. In 2021, industrial precincts supported close to half of the total jobs in Hobsons Bay and generated half of the city's economic value.

Given the importance of this industrial land to local jobs and the economy, Council needs a clear policy framework to guide land use and development within its industrial precincts.

The Draft Industrial Land Management Strategy (ILMS) will inform a new industrial land use planning framework that will be implemented via a future planning scheme amendment.

To support the Draft ILMS, Council has also prepared Draft Industrial Design Guidelines (IDG) that outline preferred built form, site layout and urban design outcomes in industrial areas.

KEY INDUSTRIAL PRECINCTS



The Draft ILMS identifies six key industrial precincts in Hobsons Bay.

PROJECT BACKGROUND

REIMAGINING OUR INDUSTRIAL AREAS

The Reimagining our Industrial Areas (RIA) project was the first step in the review of Council's 2008 ILMS. The RIA project produced a 'Statement of Opportunity' that identified Council's key objectives for the future of industrial land in Hobsons Bay and potential future industry sectors to target. For more information on the RIA project please visit the Hobsons Bay website.



DRAFT ILMS

VISION

The draft vision for industrial precincts in Hobsons Bay is that they will:

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

OBJECTIVES

The Draft ILMS includes the following key objectives:



Increase local jobs and employment and diversify industry sectors



Balance economic growth with community impacts



Become an environmental leader and promote more sustainable and green industries



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



FUTURE PRECINCT DIRECTIONS

The Draft ILMS sets out a land use framework for key industrial precincts in Hobsons Bay. This land use framework proposes a future direction for each precinct that includes:

- **A Future focus** (identifies a future vision for each industrial precinct with reference to the four key objectives of the strategy)
- **Strategic land use categories** (indicates the future role and function of each industrial precinct)
- **Zoning options** (identifies potential changes to planning zones to support the strategy)
- **Industries to target** (identifies emerging industries to target in each precinct)
- **Further strategic work** (identifies further strategic planning work that needs to be done to achieve the strategy vision and objectives)
- **Industrial design and built form** (identifies important design and built form considerations for the precinct)

STRATEGIC LAND USE CATEGORIES

Strategic Land Use Categories indicate the future role and function of each of our key industrial precincts. These categories have been carried across from

the 2008 ILMS but updated to reflect state policy that seeks to protect industrial land for jobs and economic activity.¹

CORE INDUSTRIAL

- Heavier/larger format industries (Inc. Major Hazard Facilities)
- Relatively unconstrained by sensitive land uses
- Rezoning to non-industrial zones not supported

Applied to State and Regionally Significant industrial land in MICLUP

SECONDARY INDUSTRIAL

- Smaller format industry
- Higher employing than Core Industrial Areas due to fewer employment density limitations
- Act as a transition area to sensitive uses
- Limited amenity impacts particularly at sensitive interfaces
- Rezoning to non-industrial zones generally not supported unless required at a sensitive interface

Applied to State, Regionally and Locally Significant industrial land in MICLUP

CORE EMPLOYMENT

- Support of mix of knowledge-based industries and light industrial uses
- Well serviced active and public transport routes
- Rezoning to non-industrial zones may be supported (where appropriate)
- Higher employing areas

Applied to Regionally and Locally Significant industrial land in MICLUP

¹Melbourne Industrial and Commercial Land Use Plan (MICLUP), 2020, Victorian State Government

HAVE YOUR SAY

Council is inviting feedback on the Draft ILMS and IDG from **Monday 22 May until Sunday 2 July 2023**.

To provide your feedback please complete our online survey via the participate website at **participate.hobsonsbay.vic.gov.au/ilms** or scan the QR Code:



Scan QR Code
to have your say



WHERE CAN I FIND MORE INFO?

ONLINE

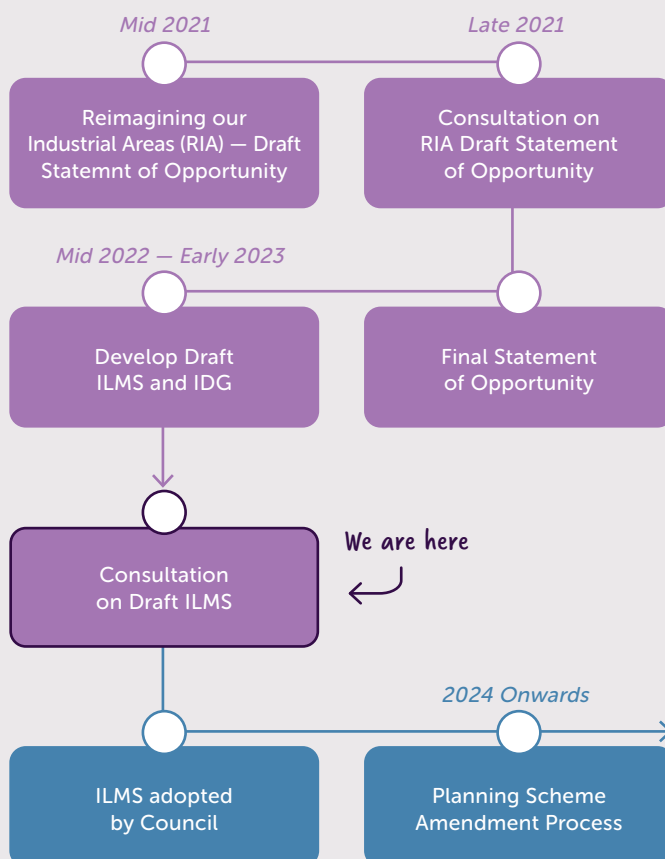
Access the Participate page online at **participate.hobsonsbay.vic.gov.au/ilms**

ATTEND A DROP-IN SESSION:

- HOBSONS BAY CIVIC CENTRE**
Wednesday, 31 May
5pm to 7pm
- HOBSONS BAY CIVIC CENTRE**
Saturday, 3 June
10am to 2pm
- ZAN ZANZ CAFÉ, 2/110 MADDUX ROAD, WILLIAMSTOWN NORTH**
Wednesday, 7 June
11am to 2pm

WHAT HAPPENS NEXT?

Following the community feedback stage Council will review the Draft ILMS and IDG. The Draft ILMS and IDG will then be brought to Council for adoption and once adopted, a planning scheme amendment will be prepared to implement the work into the Hobsons Bay Planning Scheme.



**HOBSONS
BAY CITY
COUNCIL**

