

DECEMBER 2021

Wyndham Industrial Land Use Strategy

DRAFT

wyndhamcity

Wyndham Industrial Land Use Strategy - WILUS

DRAFT

Vision

Wyndham will provide serviced, accessible, well-located and connected industrial land to accommodate current and future demand and enhance employment and economic contributions both to Wyndham and Victoria. Our proactive approach to planning, together with our high amenity industrial areas designed with a focus on innovation and sustainability will attract a diverse range of industries and businesses.

- OUR CITY WILL ENSURE THE PROVISION OF ADEQUATE INDUSTRIAL LAND SUPPLY TO MATCH CURRENT AND FUTURE DEMANDS, THROUGH THE DEVELOPMENT AND APPLICATION OF A CLEAR PLANNING FRAMEWORK AND ADVOCACY FOR ESSENTIAL ACTIONS AND INVESTMENTS;
- OUR CITY WILL PROVIDE GUIDANCE ON LAND USE AND DEVELOPMENT OF INDUSTRIAL LAND THROUGH THE DEVELOPMENT OF A FRAMEWORK PLAN WHICH IDENTIFIES COUNCIL'S ASPIRATIONS FOR ITS INDUSTRIAL PRECINCTS;
- OUR CITY WILL ENHANCE ITS LONG-TIME REPUTATION IN THE INDUSTRIAL SECTOR FOR A PROACTIVE APPROACH TO DEVELOPMENT AND FACILITATION OF APPROPRIATE PLANNING APPROVALS THROUGH REGULAR INDUSTRY ENGAGEMENT AND UPDATE OF OUR POLICIES;
- OUR CITY WILL IMPROVE THE AMENITY OF EXISTING INDUSTRIAL AREAS AND ENSURE INDUSTRIAL LAND USES LOCATE, COMPLIMENT AND INTEGRATE WITH ADJOINING LAND USES THROUGH THE DEVELOPMENT OF APPROPRIATE DESIGN GUIDELINES.
- OUR CITY WILL DISCOURAGE SENSITIVE LAND USES FROM ESTABLISHING IN INDUSTRIAL PRECINCTS AND PREPARE A FRAMEWORK FOR SUCH USES TO ESTABLISH IN LOCATIONS THAT CAN BETTER SERVICE THE WYNDHAM COMMUNITY.
- OUR CITY WILL BE ATTRACTIVE TO DIVERSE INDUSTRIES AND BUSINESSES AND WILL ENCOURAGE QUALITY INDUSTRIAL DEVELOPMENT THAT MEET THE REQUIREMENTS OF A RANGE OF INDUSTRIES AND BUSINESSES.
- OUR CITY WILL PROVIDE A DIVERSE EMPLOYMENT BASE TO SERVICE THE NEEDS OF THE ECONOMY AND COMMUNITY

Foreword

The Wyndham Industrial Land Use Strategy (WILUS) provides a strategic framework for industrial land use and development in Wyndham over the next 20 years. The Strategy takes an evidence-based approach and is based on extensive background work including data and employment trend analysis, modelling, forecasting and feedback from the public and private sector.

The aim of the Strategy is to establish a clear strategic framework to ensure adequate and attractive industrial land is available and appropriately located to accommodate current and future demand.

The Strategy ensures that Wyndham's community has access to a range of local jobs and services within the municipality to meet the community's needs.

It will assist industry and the community in understanding Council's aspirations for its industrial areas and helps inform investment decisions from both the private and public sectors.

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Executive Summary

Wyndham is one of the two main growth fronts of the West Growth Corridor, where most of Melbourne's forecast population growth is expected to be accommodated and most industrial land is expected to be supplied over the next thirty to forty years¹.

Wyndham's industrial land is part of a regional network of employment precincts. There are six existing industrial precincts in Wyndham with a further five identified in the West Growth Corridor Plan as future industrial land². Industrial sectors account for approximately 39% of all employment in the municipality, while The Laverton North- Truganina industrial precinct contributes 42.7% of Wyndham's total economic output (\$8.6 billion).

Wyndham has locational attributes and advantages that support opportunities for economic growth through local and regional industrial, retail and commercial activities. Wyndham has emerged over the past 15 years as a major logistics hub due to its efficient transport network that caters for high frequency freight movement; well-located industrial precincts that allow for 24/7 operations; considerable supply of available and affordable zoned industrial land and excellent connections to air and seaports, and great access to road and rail.

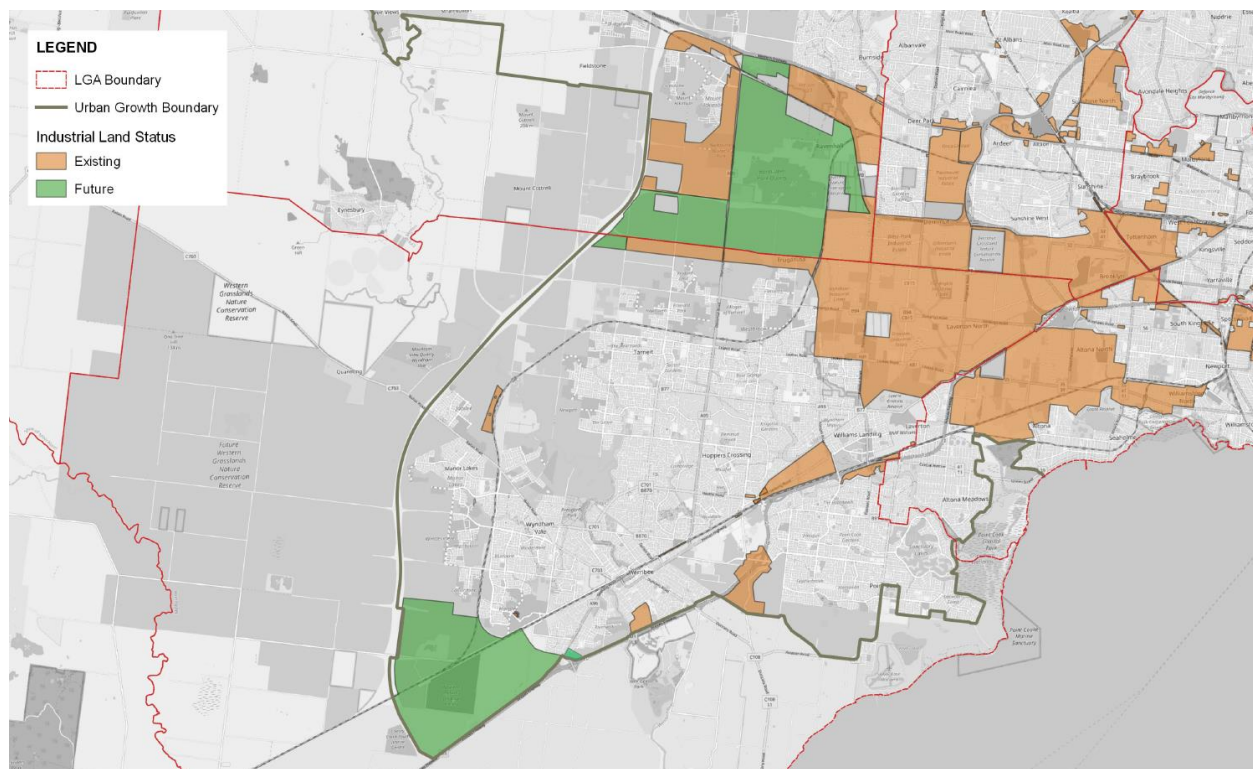
There are a range of issues impacting industrial land in Wyndham that pose a risk to the ability to deliver the vision expressed in this Strategy. This includes the inadequacy of the industrial zone provisions in the Victorian Planning Provisions (VPP) to limit non-industrial land uses in industrial precincts; a lack of direction to guide planning approval discretionary decisions on 'Section 2' uses in industrial areas; land use conflicts between industry and other sensitive uses; poor design and amenity of some industrial areas; limited availability to expand traditional core industrial areas; uncertainty on the timing of Precinct Structure Plans (PSP) of key employment areas prepared and delivered by the Victoria Planning Authority (VPA); and lack of local industrial precincts to provide service industry uses in certain areas of the municipality.

The combination of rapid population growth (which generates the need for more local jobs) with the fast take-up of industrial zoned land results in prospective businesses diverting investment outside of Wyndham. This negatively impacts on the Wyndham community, with a loss of local employment opportunities and access to industrial businesses and services. The lack of local service industrial precincts is becoming increasingly problematic in greenfield growth areas. The delivery of future employment PSP's identified in the West Growth Corridor Plan are important employment land projects, which will allow for employment and local services close to where people live, which is in line with Wyndham's strategic objectives.

Development of decision guidelines and/or a local planning policy for discretionary section 2 uses in industrial land is identified as a key action that will provide Council with directions to safeguard industrial land from encroachment of non-industrial uses. In addition, providing adequate Commercial 2 zones within and adjacent to Activity Centres will encourage non-industrial uses to establish in these areas where they are more appropriately suited and will contribute to the diversity and vibrancy of activity centres.

¹ Growth Corridor Plans - Managing Melbourne's Growth. Growth Areas Authority (GAA), June 2012.

² These precincts are further detailed in the 'Overview' section of this draft Strategy.



Employment forecast summary

The total number of workers employed within Wyndham in 2020 is estimated to be around 78,700. The total annual average employment growth in Wyndham from 2021 to 2041 is forecast to be 3.2%. Major industrial sectors such as manufacturing and wholesale are forecast to have lower average annual employment growth rates of 0.7%.

Despite forecast low growth, industrial sectors within Wyndham currently employ large number of people and will continue to generate significant economic output.

Transport, postal and warehousing is anticipated to exceed overall employment growth with annual average growth rate of 3.7%. Changes in the transport sector will have the largest impact on land demand in Wyndham.

Consumption Summary

Over the 20 years to 2041 ,freight and logistics is forecast to account for approximately 60% of industrial land consumption.

The second highest demand for land will be service industry – around 25%.

The earliest and latest that the supply of land is forecast to be exhausted is given in two ranges, based on rate of take-up. At the high end, existing land is forecast to be exhausted in ten years by 2030. At the lower end, it is anticipated that land would be exhausted by 2036.

Consumption by lot size indicates a potential shortfall of all categories except for very large lots.

Overview

Context

Wyndham's strategic location provides significant advantages to the logistics industry. For instance: access to regional Victoria and beyond via the Western Ring Road and Deer Park by-pass; direct connections to Princes Freeway and Western Ring Road; direct access to Melbourne and Avalon Airports; twenty minutes to the West Gate Bridge and Port of Melbourne; located midway between Melbourne CBD and Geelong; metropolitan and regional rail links to Melbourne; and easy access to the potential second container port at Bay West³ and the proposed Western Interstate Freight Terminal (WIFT). The proposed Outer Metropolitan Ring (OMR) will further enhance these networks⁴.

Wyndham – and more broadly Melbourne's west – has emerged over the past 15 years as a major logistics hub due to several factors. Namely: its road network which caters for high frequency freight movement; well-located industrial precincts that allow for 24/7 operations; considerable supply of available and affordable zoned industrial land with direct access to the Port of Melbourne.

Wyndham contains six existing and five future industrial precincts. These industrial precincts have been categorised as of state, regional or local importance (as well as future industrial land) in the following documents: Plan Melbourne 2017 – 2050; West Growth Corridor Plan - Managing Melbourne's Growth (Jun/2012); Urban Development Program - Metropolitan Melbourne Industrial (2018); and Melbourne Industrial and Commercial Land Use Plan (2021).

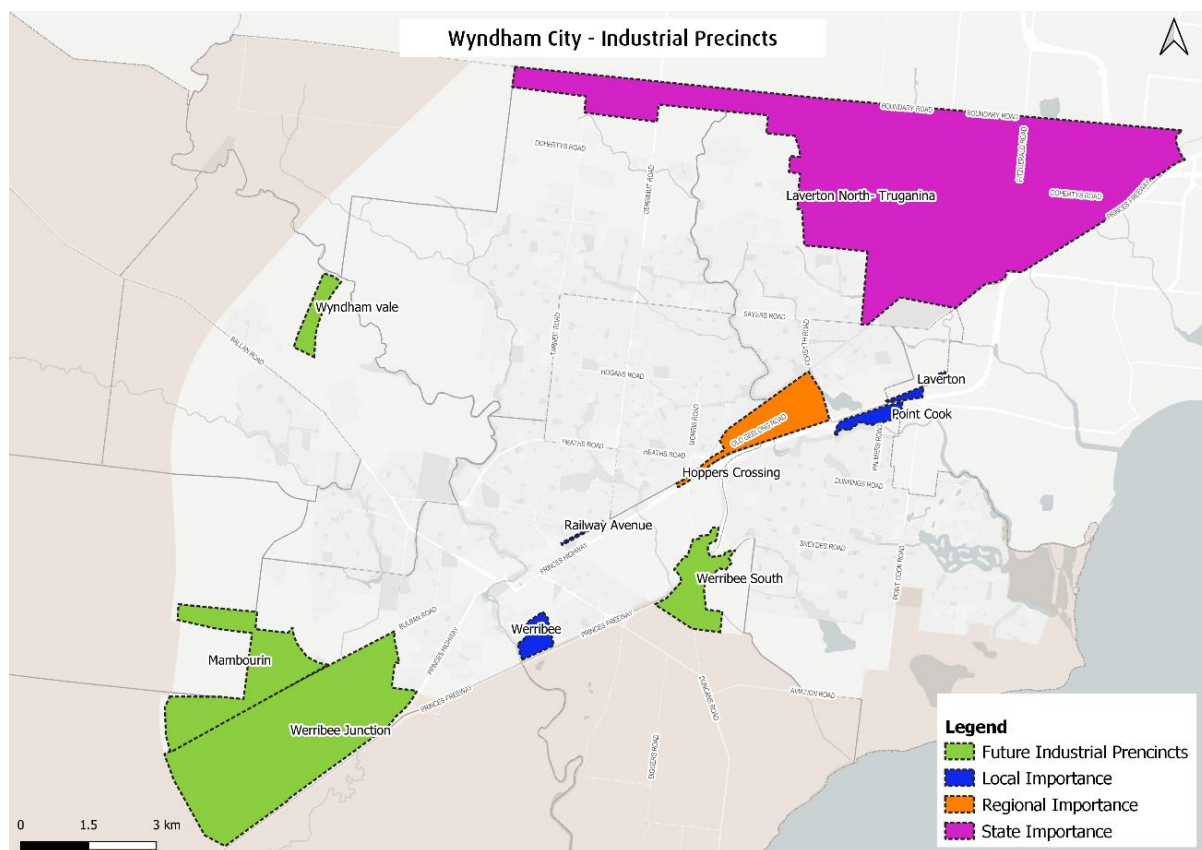
These industrial precincts are shown on map 1 and comprise of the following precincts:

- The Laverton North-Truganina industrial precinct, a State Significant Industrial Precinct (SSIP);
- The Hoppers Crossing industrial precinct;
- The Laverton, Point Cook, Railway Avenue, and Werribee industrial precincts ;
- The Werribee South and Manor Lakes industrial precincts, which are identified as future industrial land in in the West Growth Corridor Plan, and;
- The Southwest Quarries that contain Mambourin, Werribee Junction and Riverwalk industrial precincts and identified as future industrial land in the West Growth Corridor Plan.
- The East Werribee Enterprise Zone

There are a range of issues impacting industrial precincts in Wyndham, which pose a risk to the ability of the City to continue to provide adequate industrial land supply to suit future demand. A number of objectives have been drafted in response to the key issues and opportunities identified in the preparation of this draft Strategy. They are detailed in the 'Strategic Directions' section of this document and consist of general and precinct-based objectives. Following this, strategies and actions proposed to achieve these objectives have been drafted, together with the related implementation plan.

³ Bay West remains an option for Melbourne's second Port.

⁴ Melbourne Industrial and Commercial Land Use Plan (MICLUP), 2020.



Produced by Wyndham City Council, Spatial Information Office – Based on information from the Wyndham Industrial Survey 2017.

Policy and Planning Context

The relevant policies and strategies that affect decision-making in planning for industrial areas and were considered in the development of this Strategy are listed below.

State

- Plan Melbourne 2017-2050
- Victorian Freight Plan
- Planning Policy Framework

Regional

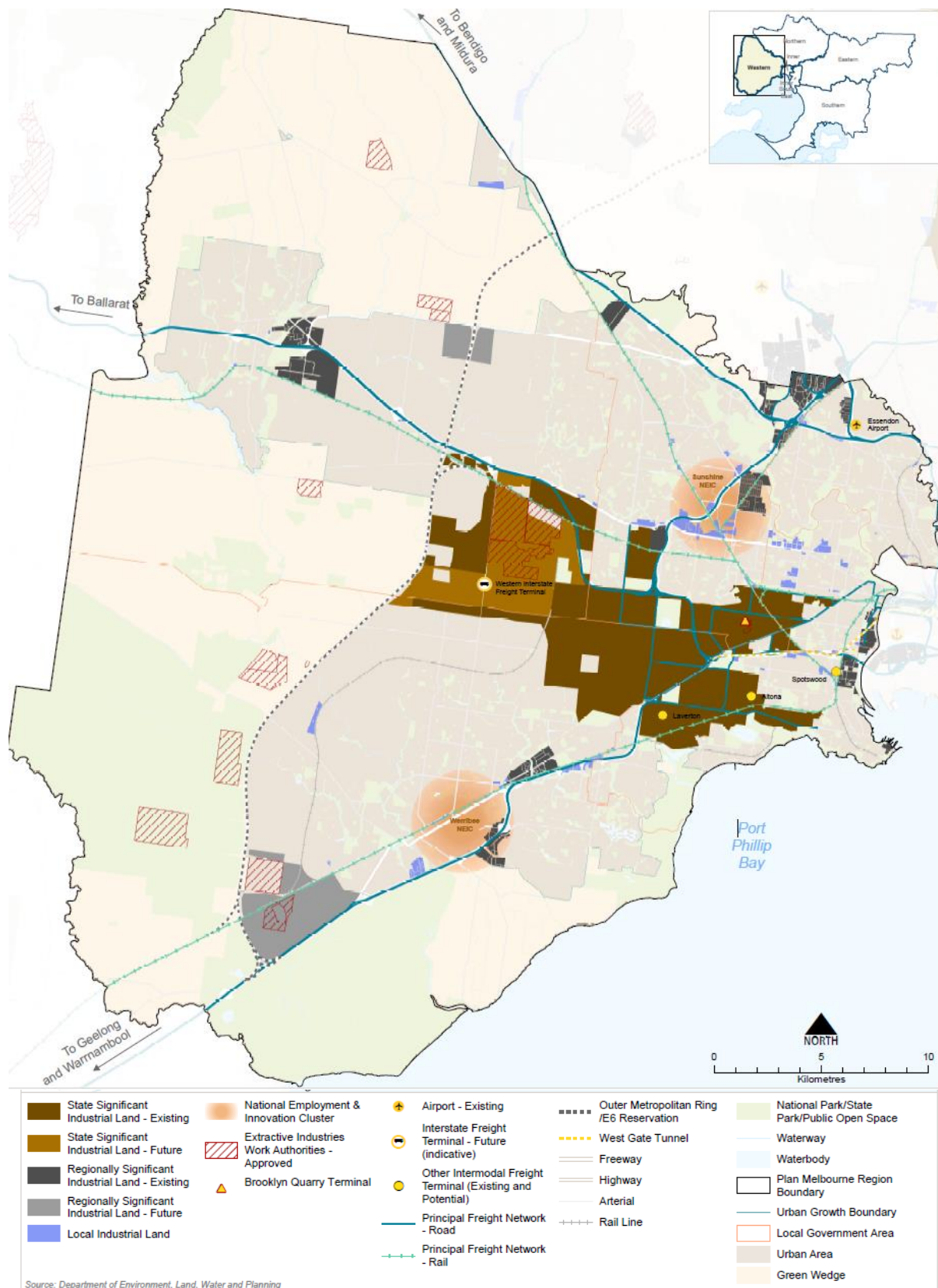
- Growth Corridor Plans
- Urban Development Program (UDP)
- Melbourne Industrial and Commercial Land Use Plan
- Western Metro Framework Plan (draft)
- Avalon Corridor Strategy (draft)

Local

- Wyndham 2040 Vision
- Wyndham City Plan 2017-21
- Wyndham Urban Framework Plan
- Securing Wyndham's Future – Advocacy Strategy
- Smart City Strategy
- Activity Centre Strategy
- Integrated Transport Strategy
- Wyndham Planning Scheme – local content
- Economic Growth Strategy
- Investment Attraction Plan.

Appendix 1 provides a summary of relevant policies and strategies.

The key plan from the Melbourne Industrial and Commercial Land Use Plan (MICLUP) is extracted below and provides an overview of the western metro region and identifies Wyndham's industrial precincts.



Summary of Key Issues

This section summarises the key issues affecting industrial land in Wyndham City. These are based on preliminary consultation, the background report prepared by Remplan, and internal discussions.

Suggested recommendations to resolve these issues are outlined in the Objectives and Strategic Justifications section.

Specific precinct-based issues are further described in the Precinct-based Recommendations section.

Non-industrial land uses in industrial precincts

One of the key issues impacting the availability of industrial land for industrial uses is the spread of non-industrial land uses into industrial land.

Non-industrial uses in Wyndham's industrial precincts are mainly comprised of technical and vocational education & training, sports and physical recreation, health and fitness centres, and places of worship. These uses may choose to locate in industrial precincts due to cheaper land or rent, a desire to be close to a particular customer base, the need for a particular building typology, or a lack of opportunities in activity centres such as suitably zoned land.

This has significantly influenced land use and development patterns in some precincts, such as the Point Cook Industrial Precinct – which effectively functions as a de-facto activity centre adjoining a train station – and Hoppers Crossing Industrial Precinct. Both precincts are largely zoned Industrial 3 Zone but have progressively been developed for bulky goods retail, office, entertainment, places of worship, gyms, etc.

In the Point Cook precinct, recreation facilities and real estate businesses occupy around 20% and 11% of the precinct respectively (source Remplan page 36).

The consequences of the establishment of non-industrial uses in industrial precincts can include reduced land available for industrial uses, conflicts of uses, the gradual loss of industrial precincts, and a negative impact on the viability of activity centres. These uses can also lead to increased property values for the lease or purchase of sites, such that it risks excluding more traditional industrial businesses from establishing (source Remplan page 36).

Council's strategy for activity centres focusses on concentrating jobs and services in vibrant and accessible destinations. The dispersal of commercial uses into industrial zoned precincts significantly impacts this objective.

Under the VPPs, the preferred zone for most of the 'Section 2' uses noted above would be Commercial 1 and Commercial 2 Zone (C1Z and C2Z). However, since these uses (with the exception of place of worship in the IN2Z) are all discretionary uses in industrial zones, Council only has the ability to exercise discretion in relation to a proposed land use where a permit is required under the zone. Another major factor that further limits the location of these uses, relates to affordability of land for rent or purchase, with C1Z and C2Z land being less affordable than IN3Z.

Managing the relationship between ‘core’ industrial uses and non-industrial uses that are permissible within industrial zones in Wyndham is challenging and addressing this issue requires the careful exercise of discretion.

To date, there appears to be limited alternatives, such as affordable Commercial 2 zoned land, for these ‘non-industrial’ uses that require larger format premises. The purpose of the Commercial 2 Zone is to “*Encourage commercial areas for offices, appropriate manufacturing and industries, bulky goods retailing, other retail uses, and associated business and commercial services.*”

A comparison by Remplan of Wyndham to other municipalities demonstrates a proportional shortfall of Commercial 2 Zone land, as illustrated in Table 1 below.

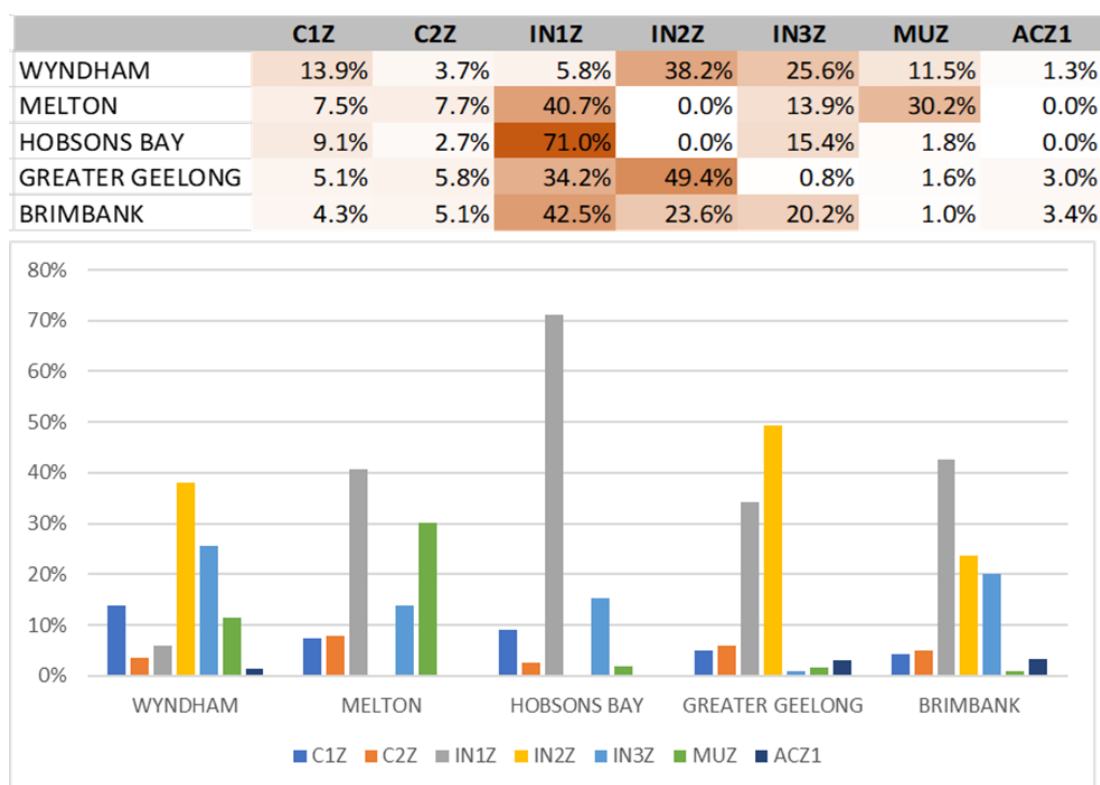


Figure 1: Share of commercial and industrial zones in Wyndham and surrounding municipalities.
Source Remplan report

Figure 4-9 Location of 'non-industrial' businesses, July 2020



Map 2: Location of non-industrial' businesses in Wyndham (Source Remplan report - at July 2020)

Shortfall of industrial zoned land to meet medium-long term demand

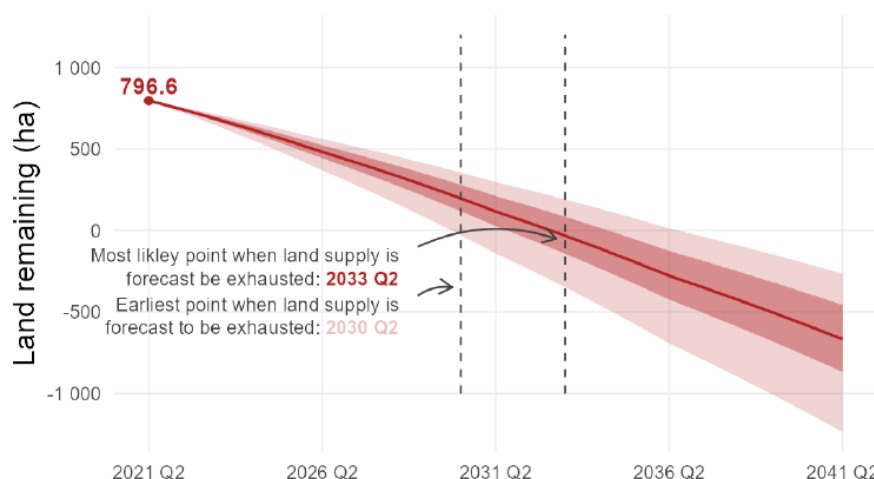
Early engagement with key stakeholders has raised concern in relation to the provision of adequate land for industrial purposes in the medium and long term. There are areas in Wyndham where the applied zone is industrial, but these have not been yet subdivided or serviced to allow development to occur. This has been identified as an impediment to continue to invest in the area⁵. Whilst these areas will eventually be subdivided, serviced, and therefore contribute to land supply, this is not currently the case, and this impacts the perception of available land.

Previous industrial land analysis undertaken in 2017 indicated that there was sufficient land available to meet demand over the coming decade¹². However, other factors have recently come to light. These include the lack of take up of sites in Wyndham from Tier 1-4 businesses, potential shortfalls in land for specific types of industrial uses, and the role of industrial land supply in surrounding municipalities.

More recently, the COVID-19 pandemic is expected to impact how and where businesses operate which in turn could affect demand for land, with recent insights suggesting that demand for industrial land is increasing due to the growth of online retail and businesses increasing storage capacity to buffer risks of supply shortages¹⁴. Consideration therefore must also be given to rapid changes happening in the industry and business sectors. Analysis of trends in the market can predict the impact on jobs and industrial land demand. In order to be prepared for such scenario, it is paramount to plan for a mix of industrial land supply in terms of land size, type, access, zoning and design in appropriate locations to facilitate businesses and Industry to establish and expand in Wyndham.

The Western SSIP is reported in the UDP 2018 report as the largest and most active of the State Significant Industrial Precincts in terms of consumption. On current zoned land supply, vacant land supply would potentially be exhausted in 2030. The 2020 MICLUP report states that the Western SSIP is considered to have approximately 15 years supply of zoned land and only 6 years supply of unzoned land based on the existing levels of supply and consumption¹⁵. This scenario is supported in Remplan's Strategic Economic Insights Report which forecasts existing industrial land supply to be exhausted by approximately 2033¹⁴.

Figure 5-17 Forecast existing industrial land supply, Wyndham (ha)



¹² Wyndham Industrial Survey. Tim Nott and Geografia, 2017.

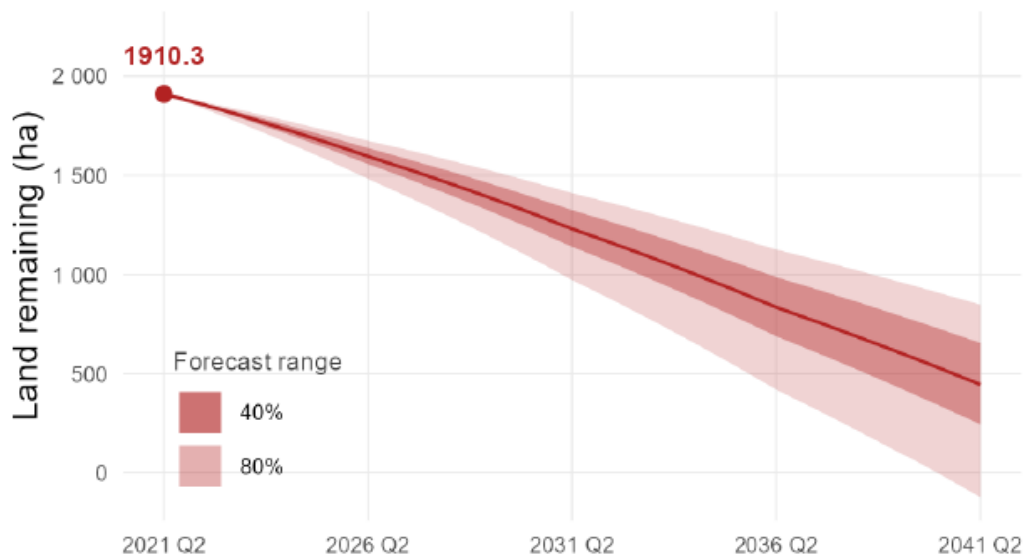
⁵ Industrial Land Supply: Market Perspective – Discussion Paper, March 2019.

¹⁴ Strategic Economic Insights Report, REMPLAN 2021

¹⁵ MICLUP, 2020

Once future industrial land is included in supply (Figure 5-18), forecasts indicate that sufficient land would be available over the next 20 years under all forecast ranges except the high 80% range.

Figure 5-18 Forecast existing and future industrial land supply, Wyndham (ha)



The above scenarios demonstrate the importance of advocating to VPA for timely delivery of future PSP's such as Bayview, Mambourin East, and Werribee Junction which will contain future industrial precincts.

The West Growth Corridor seeks to achieve better local job self-containment across different employment sectors. This is planned to be achieved through new investment and job creation in industrial areas, business precincts, and existing and planned town centres. It is predicted that this Corridor has the capacity to accommodate between 164,000 and 202,000 new jobs⁶.

The WGCP anticipates the provision of 3,960 gross hectares of industrial land; 1,410 gross hectares of business land; and about 100 gross hectares of local industrial and commercial land across residential PSPs. However, the application of the strategic framework depends on the development of these PSP's and demonstrates the importance of advocating for timely delivery of PSP's. An implementation schedule so that stakeholders have a clear timeline of when future PSP's will be available for development should be the emphasis of advocacy efforts and is further supported by City's Economic Development team.

⁶ West Growth Corridor, June 2012.

Figure 5-6 Industrial land parcel status, 2021 (underutilised + vacant = available)



Source: REMPLAN desktop analysis (sources and approach outlined in Appendix C)

Amenity in industrial precincts

Research has confirmed the vital role that design, infrastructure and accessibility play in the attraction and retention of innovative business/industries⁷. It emphasises the link between social networking, place making and economy shaping.

Innovation is driven by connectivity. Places well-connected by transit, powered by clean energy, in close proximity to other similar businesses and institutions, and wired for digital technology tend to attract and retain innovative businesses and industries. The form and function of such places may vary, but they are always supported by economic, physical, and networking assets.

Economic assets are the businesses that drive, promote or sustain innovation-rich environments. Physical assets are the public and private spaces designed to promote new and higher levels of connectivity, collaboration and innovation. Networking assets are the relationships between people and institutions and have the potential to create, improve and accelerate the spread of ideas.

Council's sphere of impact is limited to the physical assets, as the economic and network assets are driven by the market and users of this system. However, well-designed public and private spaces have the power of driving innovation, connectivity, and collaboration.

Wyndham's industrial areas are generally well located, with good access to the Principal Freight Network (PFN). However, some existing industrial areas (particularly older ones) suffer from poor urban design and landscaping, low amenity, and limited public transport options. This is the case of the following precincts: Laverton North-Truganina, Hoppers Crossing, Railway Ave, Laverton, and Werribee.

In an environment of innovation and rapid technological change, it is critical to consider the need to make Wyndham's industrial precincts more attractive to new businesses and industries to ensure future (local and regional) prosperity.

There are examples of high design quality industrial developments in Truganina, such as the Charter Hall & Dexus Estates. Amenity is important when attracting end users (and more and more end users which are typically national companies are demanding this outcome). Older parts of Laverton North provide examples of fragmented ownership combined with a lack of design guidelines to influence attractive developments. This includes buildings designed with minimal interaction with the public realm; built form and site layout producing poor visual amenity, lighting and safety concerns; car parks designed with a lack of landscaping often dominating front setback areas with poor focus on pedestrian safety and accessibility,

Currently, Wyndham does not have consistent design guidelines embedded in the Planning Scheme for industrial areas. As a result, some industrial buildings, particularly in older industrial precincts do not appear to have been designed considering the interaction with the public realm; the built form and site layout produces poor visual amenity and safety concerns; car parks are not located or designed to be visually attractive or safe; landscaping is non-existing or poorly maintained; while front setback areas are either occupied by car parking, lack of landscaping and can be very limited to pedestrian movements in some areas.

⁷ The Rise of Innovation Districts: A New Geography of Innovation in America. Bruce Katz and Julie Wagner. available at <https://www.brookings.edu/essay/rise-of-innovation-districts/>

To improve the visual aesthetics of industrial precincts, strategies and policies must understand impacts of land use planning on these areas; including the need to partner with other departments in Council to encourage improved standards of built form and private landscaping as this cannot just be addressed through public realm improvement works alone. Future Design Guidelines which are considered ‘cost-efficient friendly’ need to ensure they do not discourage development and hold up planning approvals.

The development of design guidelines for industrial precincts, most notably for Laverton- North Truganina and Hoppers Crossing will improve the amenity of existing industrial areas, and in return, attract innovative industries that support local employment and economic contributions to Wyndham and Victoria.

The lack of local industrial precincts for greenfield communities

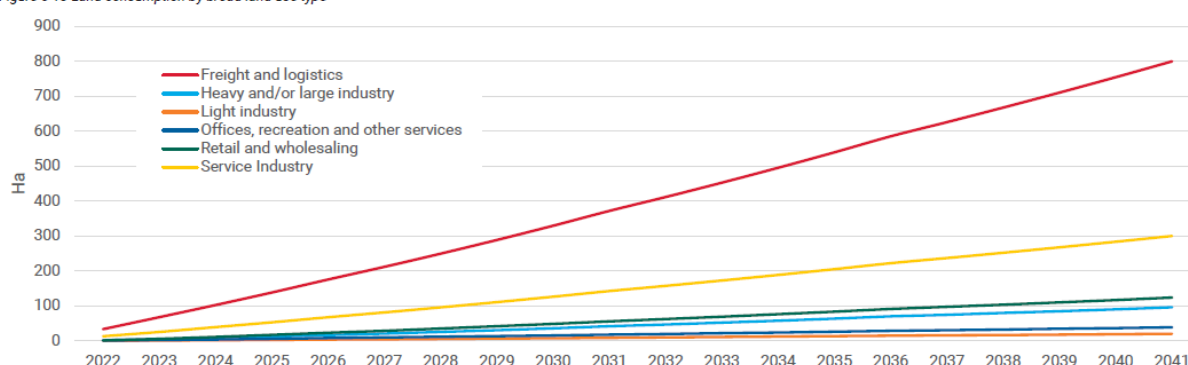
Areas that support local service industries provide services and employment to nearby residents and are vital to the success of a new community and overall well-being of a locality.

Local service industries are described as smaller scale industries that service a resident population but often have requirements for more extensive areas of storage for equipment. Examples include construction trade, car servicing and repair, domestic storage and restricted retail premises such as supermarkets. Wyndham’s “Service Industries” are forecast to have the second highest demand for industrial land behind freight and logistics, accounting for between 22% to 25% of total industrial land consumption⁸.

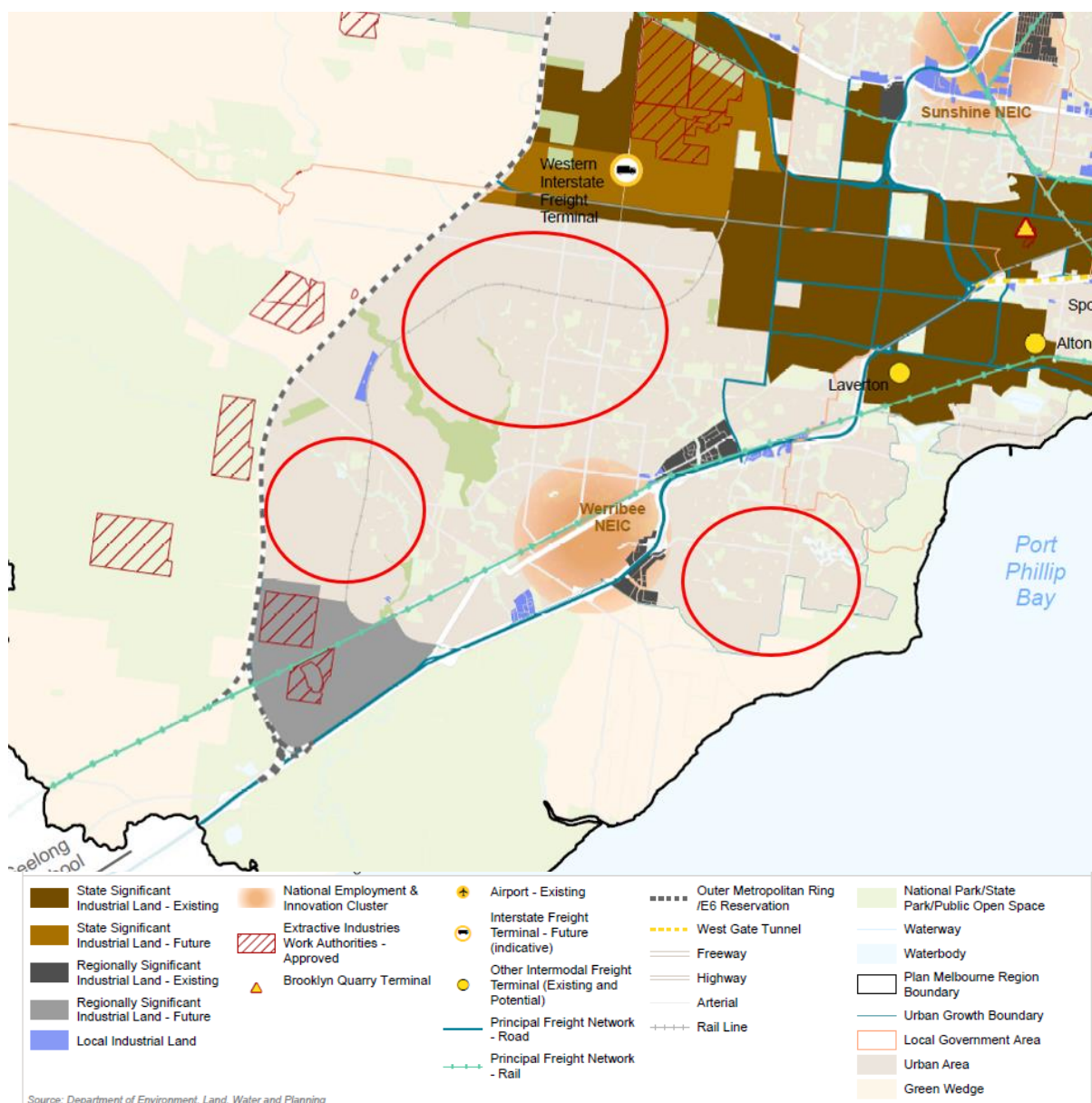
A lack of local service industries combined with poor and inefficient public transport options has implications on the wider community, not just residents of these communities. Residents of new communities often have no other option but to use private transport to access such services and associated employment opportunities which contributes to congestion on the wider traffic network.

Map 3 below provides an overview of the extent and distribution of employment land throughout Wyndham. It can be seen that there are a number of key gaps where there are no planned local industrial precincts within close proximity to significant residential communities.

Figure 5-13 Land consumption by broad land use type



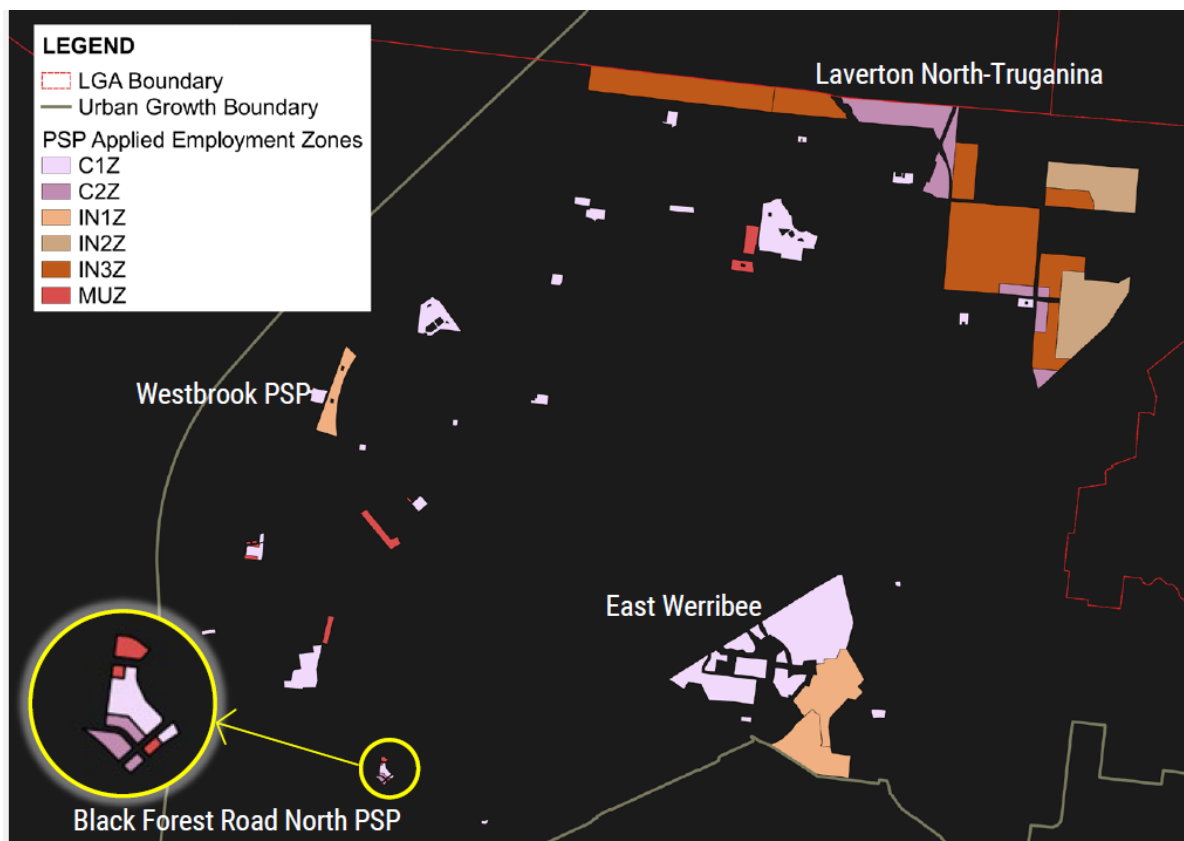
⁸ Strategic Economic Insights Report, REMPLAN 2021



Plan 3: Gaps in the network of industrial land (Source: annotated version of MICALUP)

The distribution of new employment land within completed PSPs is illustrated in plan 4 below. The majority of new employment land is located in the state and regional significant precincts of Laverton North-Truganina (comprising IN2Z, IN3Z and 99% of the new C2Z land) and the East Werribee Employment Precinct (comprising C1Z and 84% of new IN1Z land). Zoning of local employment areas are generally C1Z or MUZ.

The Westbrook PSP which includes the local Manor Lakes industrial precinct) is the only new local area to include IN1Z, providing 32.9ha. Outside of Laverton North-Truganina, the Black Forest Road North PSP has the only area of C2Z land (1.8ha).



Plan 5: Applied zones in PSPs Source Remplan report

The future of industrial land and employment – ‘how and where we work’

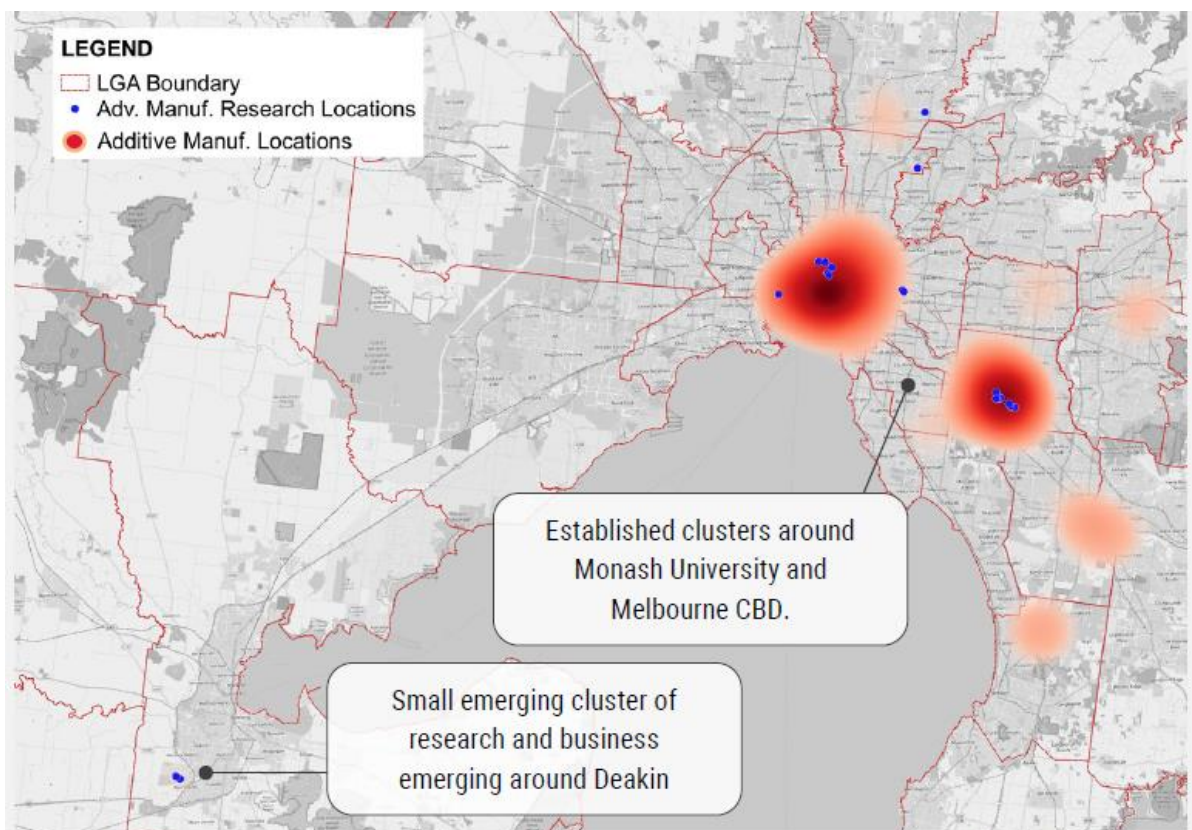
Factors that are already, and will continue to, influence industrial land and development include:

- Changing nature of work
- Increasing digitisation and automation
- Changing footprint requirements of supply chain and logistics companies
- Increased focus on amenity and sustainability to attract employees and satisfy investors
- E-commerce and the delivery economy
- Last-mile logistics driving demand for smaller neighbourhood distribution centres

These are described further in the Remplan report.

A transition from an industrial and employment sector of transport, postal and warehousing (traditionally the largest employers in Wyndham) towards a more diversified, higher value employment base will better reflect the diversity and skills of Wyndham’s residents, as well as ensure Wyndham continues to play a key role in Victoria’s economy as a whole.

As an example, in one sector, manufacturing in Wyndham has traditionally been focussed around the food and construction industries. Across Australia, manufacturing is now transitioning to what is called ‘advanced manufacturing’. Instead of low-cost production of goods, advanced manufacturing refers to high-value processes which commonly require a highly skilled workforce and an association with research or other large institutions.



Source: Department of State Development, Business and Innovation (Research facility locations), Additive Manufacturing Hub (additive manufacturing locations). Compiled by REMPLAN

Plan 6: Employment Clusters (Research and Development)

In the Wyndham context, a logical location for an advanced manufacturing precinct would be within the NEIC, and specifically the East Werribee Enterprise Precinct. This has key location attributes including existing tertiary education and health care facilities, proximity to population and employment centres, and accessibility.

Innovation or enterprise precincts (such as the NEIC described below) require more than just land or physical infrastructure in order to be successful. The more intangible factors that define a successful precinct include:

- Collaboration between people, institutions and industries;
- Presence of actively engaged anchor institutions or organisations;
- A critical mass and diversity of activity.

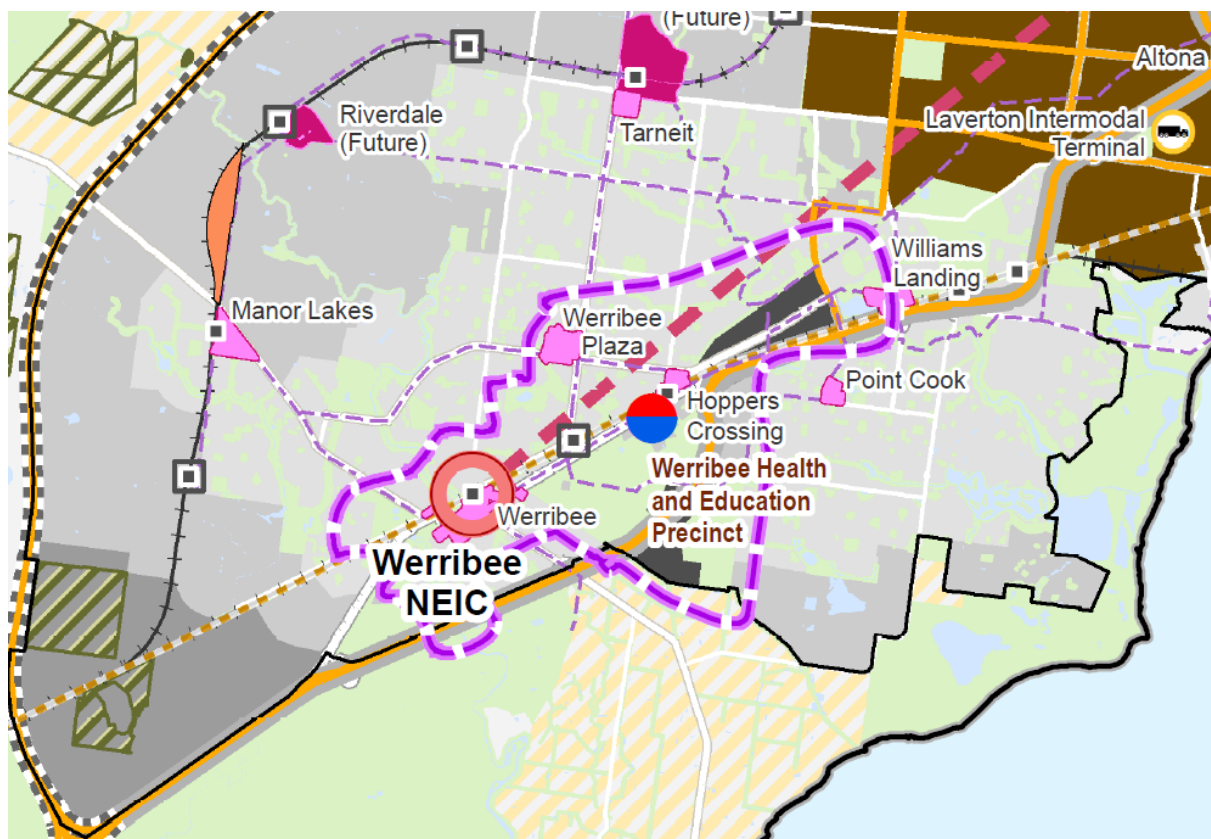
(source Remplan page 12).

An industrial land use strategy and framework can influence some of these factors, particularly through creating quality places, infrastructure, accessibility and diversity.

Wyndham accommodates one of the seven National Employment and Innovation Clusters (NEICs), which has recently been illustrated in the draft Western Metro Land Use Framework Plan as shown in Plan 7 below. This encompasses the regionally significant industrial and enterprise precincts of Old Geelong Road, Werribee, and East Werribee.

A NEIC is intended to be a focus for jobs growth and strategic infrastructure investment to expand local employment opportunities.

The Werribee NEIC is considered the main focus for large-scale advance manufacturing in Wyndham to create a hub of higher value employment and businesses.



Precincts and Activity Centres

-  National employment & innovation cluster (NEIC)*
-  Health & education precinct (state)
-  Health precinct (state)
-  Education precinct (state)
-  Health precinct (regional)
-  Education precinct (regional)
-  State-significant commercial land*
-  State-significant commercial land -future*
-  Regionally-significant commercial land*
-  Regionally-significant commercial land - future*
-  State-significant industrial precinct - existing
-  State-significant industrial precinct - future
-  Regionally-significant industrial precinct - existing
-  Regionally-significant industrial precinct - future
-  Extractive Industry (temporary land use)

Plan 7: Extract from Map 2 “Productivity” of the WMLUP

Strategic Directions

Vision

Wyndham will provide serviced, accessible, well-located and connected industrial land to accommodate current and future demand and enhance employment and economic contributions both to Wyndham and Victoria. Our proactive approach to planning approvals, together with our high amenity industrial areas designed with focus on innovation and sustainability will attract a diverse range of industries and businesses.

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- OUR CITY WILL ENHANCE ITS LONG-TIME REPUTATION IN THE INDUSTRIAL SECTOR FOR A PROACTIVE APPROACH TO DEVELOPMENT AND FACILITATION OF APPROPRIATE PLANNING APPROVALS THROUGH REGULAR INDUSTRY ENGAGEMENT AND UPDATE OF OUR POLICIES;
- OUR CITY WILL GRADUALLY IMPROVE THE AMENITY OF EXISTING INDUSTRIAL AREAS AND ENSURE INDUSTRIAL LAND USES LOCATE, COMPLEMENT AND INTEGRATE WITH ADJOINING LAND USES THROUGH THE DEVELOPMENT OF APPROPRIATE DESIGN GUIDELINES.
- OUR CITY WILL BE ATTRACTIVE TO DIVERSE INDUSTRIES AND BUSINESSES AND WILL ENCOURAGE QUALITY INDUSTRIAL ESTATES THAT MEET LAND SIZE REQUIREMENTS OF SMALL AND LARGE INDUSTRIES AND BUSINESSES.
- OUR CITY WILL PROVIDE A DIVERSE EMPLOYMENT BASE TO SERVICE THE NEEDS OF THE ECONOMY AND COMMUNITY

Principles

The vision above and the following guiding principles represent the core aspirations for the WILUS.

Principle 1: be proactive

Ensure that adequate long-term industrial land supply is planned for and set aside to support business growth and future industry, and to enhance economic and employment contribution to Wyndham, Melbourne's west and the State of Victoria.

Principle 2: be transparent and reliable

Provide clarity and certainty to industry about how and where industry and business can grow over time to support and guide long term investment and locational decisions. Keep a proactive approach to appropriate development and facilitation of planning approvals to ensure quick decision-making.

Principle 3: be innovative and adaptive

Support industries and business to innovate and operate efficiently and effectively now and into the future in areas identified for these purposes. Plan for a mix of lot sizes, types, access and adequate land zoning to support a diverse, changing market.

Principle 4: be sustainable and attractive

Promote the development of new industrial areas and the maintenance of existing industrial areas to be high in amenity and designed with focus on sustainability, energy efficiency, crime prevention, and the enhancement of the public realm and streetscapes.

General Objectives

This section lists the general objectives and strategies which aim to address the key issues identified in the 'Summary of Key Issues' of this Strategy.

The general objectives are summarised below:

Objective 1: To ensure that adequate industrial land will be provided for the next 20 years.

Objective 2: To protect core industrial areas from the encroachment of sensitive uses.

Objective 3: To provide a planning framework which allows for clarity and certainty to attract investment and employment to Wyndham.

Objective 4: To attract investment, support innovation and create jobs in Wyndham's industrial areas.

Objective 5: To enhance the appearance, environmental performance and connectivity of industrial areas in Wyndham.

Objective 6: To ensure that the Wyndham Planning Scheme will reflect the changes recommended in this Strategy.

Objective 7: To support State and Regional significant industrial precincts as identified in the MICLUP to remain as industrial precincts that deliver significant employment for Wyndham

Objective 1: To ensure that adequate industrial land will be provided for the next 20 years.

Strategy:

- ✓ Advocate for the VPA to prioritise the PSPs for future industrial land identified in the West Growth Corridor Plan, particularly the Bayview, Werribee Junction and Mambourin East PSPs, as well as focusing on delivery of the East Werribee Enterprise Precinct;
- ✓ Advocate for the State Government to review the industrial zone provisions;
- ✓ Advocate for ongoing retention of industrial uses in other key industrial areas that can accommodate industry needs for land into the future;
- ✓ In the future employment PSPs, incorporate a mix of land size, type, access, service and location.

Strategic justification:

The Bayview, Werribee Junction and Mambourin East PSPs are important employment land precincts. It will secure the availability of stocks of competitively priced land for manufacturing and logistics uses, ensuring that a competitive advantage for Wyndham

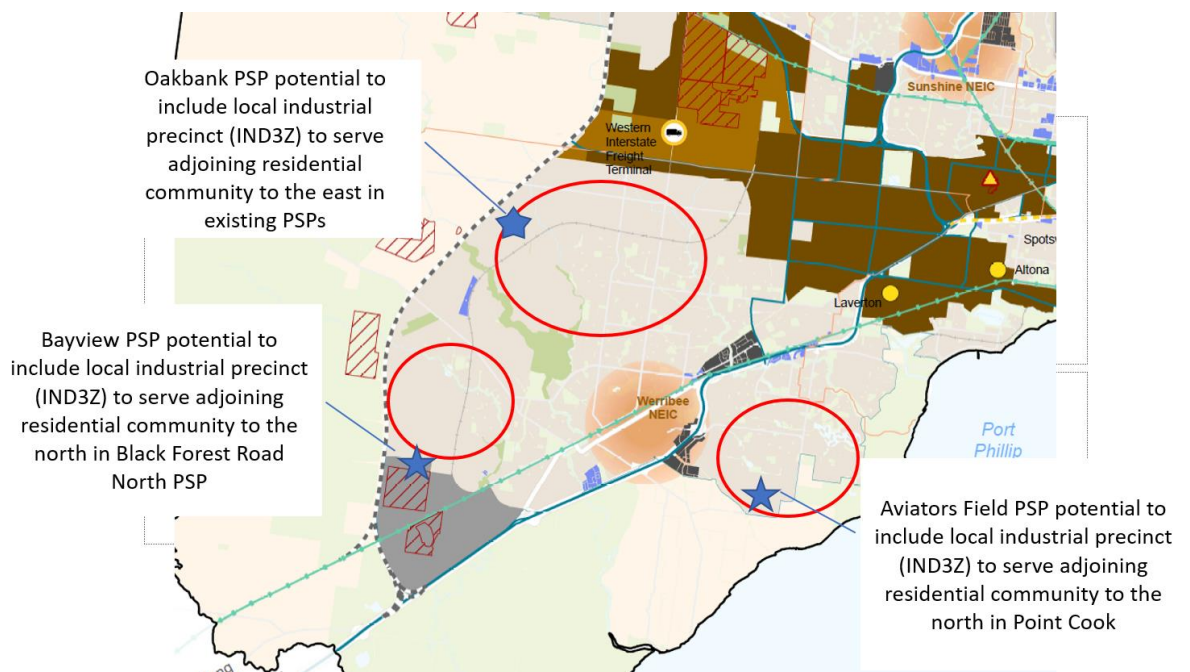
and greater Melbourne is protected in the future. This will improve our local jobs capacity, providing more choices for our community to access employment and services.

The review of industrial zone provisions will ensure the objectives of industrial land use planning and adequate land designations are met. This will assist in retaining and protecting industrial areas in Wyndham.

Planning for a mix of land size, type, access, service and location will ensure that Wyndham City is prepared for the upcoming changes in the market and provide adequate industrial land to attend future demand.

The Strategy has recognised a lack of local industrial precincts to service the fast-growing Wyndham community in particular areas. Plan 5 below identifies those gaps and recommends that the Oakbank, Bayview, and Aviators Fields PSPs investigate the inclusion of Industrial 3 Zone land to create local industrial precincts.

These are in line with the Planning Policy Framework and local policies, particularly Clauses 13.07-1S; 17; 17.01-1S; 17.01-1R; 17.01-2S; 17.03-1S; 17.03-2S; and 17.03-3S of the Wyndham Planning Scheme, Wyndham's Urban Framework Plan, Economic Growth Strategy, and Investment Attraction Plan.



Map 5: Potential areas for additional Industrial 3 Zone land

Objective 2: To protect core industrial areas from the encroachment of sensitive uses.

Strategy:

- ✓ Advocate for ongoing protection of core industrial uses in the SSIP's against non-industrial uses;
- ✓ Develop a planning policy to guide planning approval decisions on 'Section 2' uses in industrial precincts in Wyndham;
- ✓ Encourage non-industrial uses to establish in activity centres where appropriate.

- ✓ Ensure future residential PSPs include Commercial 2 Zone land to accommodate peripheral commercial uses around activity centres that may otherwise go to industrial land.
- ✓ Investigate options for introducing additional Commercial 2 Zone land in established areas.

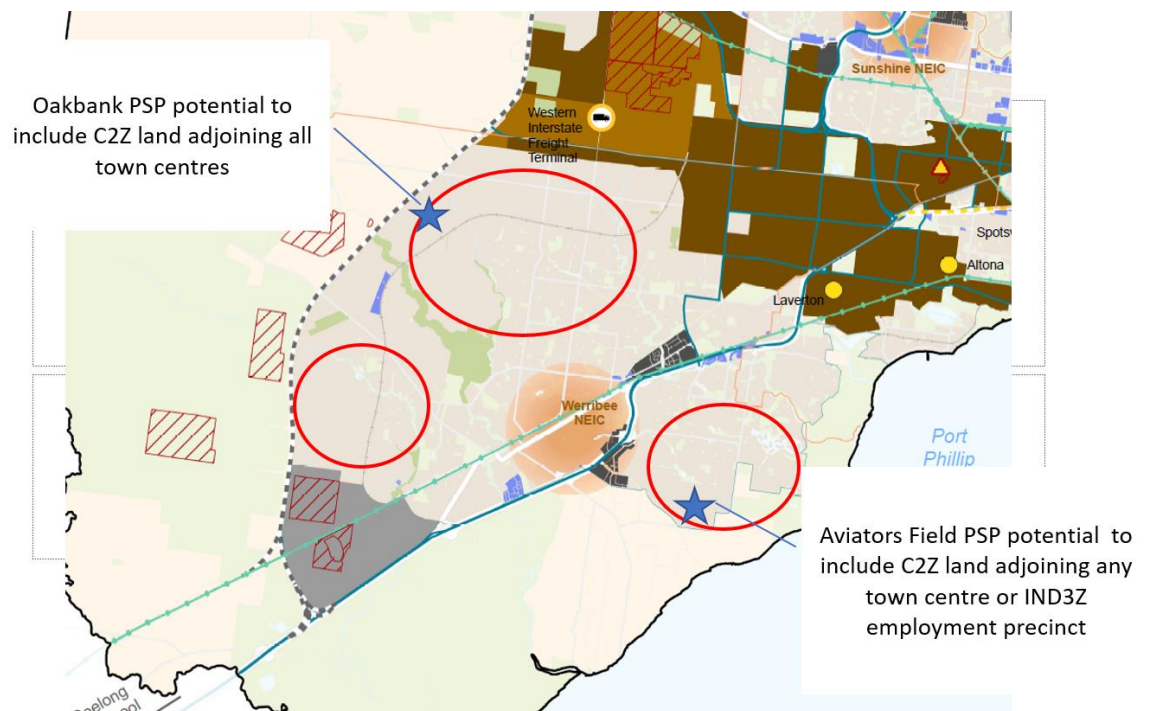
Strategic justification:

The SSIPs are defined in the Plan Melbourne as ‘Strategically located land available for major industrial development linked to the principal freight network and transport gateways.’ These are important industrial areas of state significance, which significantly contribute to the economy of both Victoria and Wyndham. It is State Government policy to retain these areas and protect them from non-industrial uses and other uses which would compromise their functionality, not match or not complement the nature of industries established in these precincts.

Reviewing the existing zoning applying to industrial precincts (and surrounding areas) as proposed in the precinct-specific recommendations, together with implementing planning controls that prevent non-core industrial uses from establishing in industrial precincts, will ensure the functionality of industrial precincts and deliver on the Wyndham 2040 vision of vibrant activity centres.

Some non-industrial uses are a ‘Section 2’ use in industrial zones, and as such they require a planning permit to establish in these areas. A local industrial land use policy or decision guidelines will promote non-industrial uses that complement the local industries to establish in these areas, as appropriate, and uses which do not match or complement these industries will be directed to Activity Centres or other areas within the municipality.

Opportunities for additional Commercial 2 Zone land to provide opportunities for businesses to locate in more appropriate locations are shown on the plan below.



These are in line with the Planning Policy Framework and local policies, particularly Clauses 13.07-1S; 17; 17.01-1S; 17.01-1R; 17.01-2S; 17.02-1S; 17.03-1S; 17.03-2S; and 17.03-3S of the Wyndham Planning Scheme, Wyndham's Urban Framework Plan, Economic Growth Strategy, and Investment Attraction Plan.

Objective 3: To provide a planning framework which allows for clarity and certainty to attract more investments and employment to Wyndham.

Strategy:

- ✓ Advocate for the State Government to review the industrial zone provisions in the VPP;
- ✓ Consider the regional context and advocate for industrial land development outside of Wyndham, particularly to the north of Boundary Road – Melton.

Strategic justification:

Reviewing the industrial zone provisions in the VPP aims to ensure that the objectives of industrial land use planning and adequate land designations are met. As mentioned above, some non-industrial uses are a 'Section 2' use in industrial zones. This can cause problems such as the spread of non-industrial uses into industrial precincts and compromise the integrity and existence of these areas. Protecting these areas will increase the capacity and concentration in industrial areas, which is in line with the WUFP.

The next area of zoned land available for industrial developments in Wyndham is located within the Laverton North-Truganina industrial precinct. However, it has some limitations which can represent a barrier for core industrial uses to install in this area – such as sensitive uses close by and a depth of about 400m. Therefore, it is important to advocate for the release of more industrial land to the North of Boundary Road (in Melton) to attract more core industrial uses. This will attract complementary uses to Wyndham's industrial land to the south of Boundary Road, providing more concentration of business and industries in these areas. It will also provide for employment and businesses options for our community, increasing job capacity as well as our connectivity with the surrounding region.

These are in line with the Planning Policy Framework and local policies, particularly Clauses 13.07-1S; 17; 17.01-1S; 17.01-1R; 17.01-2S; 17.02-1S; 17.03-1S; 17.03-2S; and 17.03-3S of the Wyndham Planning Scheme, Wyndham's Urban Framework Plan, Economic Growth Strategy, and Investment Attraction Plan.

Objective 4: To attract investment, support innovation and create jobs in Wyndham's industrial areas.

Strategy:

- ✓ Plan for a mix of industrial land supply in appropriate serviced locations;
- ✓ Develop and apply Design Guidelines in consultation with industry and key stakeholders for Industrial Areas in Wyndham;
- ✓ Apply planning controls which promote the establishment of industries that offer higher job density in our industrial areas;
- ✓ Review the role and function of commercial zones currently applying to Industrial areas and Activity Centres;

Strategic justification:

As noted above in relation to advocating for the release of industrial land to the north of Boundary Road in Melton, maintaining momentum on the Avalon Corridor Strategy with the City of Greater Geelong will be highly beneficial. It will increase concentration; provide businesses and employment opportunities for the Wyndham's community; improve our job capacity; and boost our regional, state, national and international connectivity (via the new connections in the Avalon Airport). This is in line with several Wyndham's policies which aim to provide for job opportunities closer to where people live, make Wyndham attractive to local and international investors, and booster the businesses opportunities for the local business' community. Planning for a mix of industrial land supply will facilitate businesses and Industries to establish and expand in Wyndham and prepare the City for the upcoming changes in the market.

The application of planning controls to promote the establishment of industries that offer higher job density, particularly the ones listed as 'higher priority' in our Investment Attraction Plan, will help attract the right businesses and industries to our municipality. This will increase jobs choice and capacity, being in line with Wyndham's Urban Framework Plan, Investment Attraction Plan and Economic Growth Strategy.

Developing and applying appropriate design guidelines will guide developments in existing and new industrial areas in Wyndham, promote new high amenity industrial areas, and gradually improve the amenity of existing industrial areas. Reviewing the role and function of commercial zones in industrial areas will assist in fostering the start-up ecosystem⁹ in appropriate locations and facilitate concentration of businesses in appropriate areas – which will assist in growing our local jobs capacity.

These altogether will help attracting innovative industries and are in line with several policies, such as the Planning Policy Framework and local policies, particularly Clauses 13.07-1S; 17; 17.01-1S; 17.01-1R; 17.01-2S; 17.02-1S; 17.03-1S; 17.03-2S; and 17.03-3S of the Wyndham Planning Scheme , Wyndham's Urban Framework Plan, Economic Growth Strategy, and Investment Attraction Plan.

Objective 5: To enhance the appearance, environmental performance and connectivity of industrial areas in Wyndham.

Strategy:

- ✓ Develop and apply design guidelines for industrial areas in Wyndham with focus on innovation, sustainability and crime prevention;
- ✓ Support subdivisions which provide good connection to public streets, pedestrian networks and surrounding open spaces in new industrial precincts;
- ✓ Improve the appearance, functionality and safety of public areas, such as nature strips, footpaths, bike lanes and bus stops;
- ✓ Advocate for improvements in public transport services in existing industrial precincts where access is poor.
- ✓ Provide and improve active transport options to industrial areas where appropriate.

⁹ Council is preparing an Activity Centres Strategy, which will be based on the principle of concentrating commercial activity into defined major activity centres and employment precincts. This may include considering the viability of applying the Commercial 3 Zone (C3Z) in the Activity Centres to assist in fostering the start-up ecosystem and improve local job concentration and capacity.

Strategic justification:

The amenity, environmental performance and connectivity of Wyndham's industrial precincts can be improved. There are opportunities to remove conflict between industry and sensitive land uses in these areas, or better manage them.

As mentioned above, the development and application of design guidelines for industrial areas will guide new developments in existing and new industrial areas in the municipality. This will help improve the appearance, safety and functionality of existing and new industrial areas in Wyndham.

The design guidelines should incorporate Environmentally Sustainable Design (ESD), Water Sensitive Urban Design (WSUD), and Crime Prevention Through Environmental Design (CPTED) principles to enhance industrial areas' streetscapes and the interface within public and private realms in general.

Some industrial areas in Wyndham lack of efficient public transport services and active transport options. This is evident in the Laverton North-Truganina industrial precinct, which is a large area with very limited bus services, no metro train stations nearby, no exclusive bike lanes and poorly maintained footpaths (in some areas this is inexistent).

Advocating for improvements and alternative options for public transport, as well as investing in the development and maintenance of active transport options, is essential to increase the connectivity of these areas.

Subdivisions in industrial areas can involve large parcels of land. Encouraging the design of these land to be connected to public streets, pedestrian networks and surrounding open spaces will not only improve the connectivity of industrial areas, but also their safety and amenity.

Similar outcomes will come with investments in the maintenance and recovery of nature strips (including tree planting and landscaping), footpaths and other public areas surrounding industrial developments.

Objective 6: To ensure that the Wyndham Planning Scheme will reflect the changes recommended in this Strategy.

Strategy:

- ✓ Review the provisions within the Wyndham Planning Scheme (WPS);
- ✓ Prepare planning scheme amendments to implement the outcomes of the WILUS;
- ✓ Prepare structure plans for the Hoppers Crossing, Point Cook and Laverton industrial precincts.

Strategic justification:

There is a misalignment between the expected outcomes for industrial areas and what the planning controls currently applying to these areas can achieve. Reviewing the current provisions within the Wyndham Planning Scheme (WPS) and proposing amendments where needed would assist in making these outcomes more achievable.

Once the final Wyndham Industrial Land Use Strategy (WILUS) is adopted, it will be necessary to prepare a planning scheme amendment to include in the WPS the need for consideration of the Strategy when exercising discretion on planning permit approvals for the industrial areas where it applies.

Other planning scheme amendments will also be required to implement the various outcomes sought by the Strategy, such as to ensure that adequate industrial land will be provided for the long-term, protect industrial areas from unwelcome uses, attract more investments and employment to Wyndham, enhance the appearance, environmental performance and connectivity of industrial areas.

The need for structure plans for the Hoppers Crossing, Point Cook and Laverton industrial precincts has been identified. These three industrial precincts are unique in terms of location and land use pattern. They are located close to major train stations which are part of the identified Urban Spine in the WUFP¹⁰.

In relation to land use patterns, as previously discussed in this draft Strategy, there are some issues related to the spread of non-industrial uses affecting these precincts, as well as issues related to urban design and attractiveness of the areas. Although these are common issues affecting all three precincts, each one is being affected in a different way.

Therefore, the development of structure plans for the above-mentioned precincts – or a combined structure plan for the City Heart would help in the development of tailored solutions for each precinct, to ensure the intended outcomes for these unique areas can be achieved.

Objective 7: To support State and Regional significant industrial precincts as identified in the MICLUP to remain as industrial precincts that deliver significant employment for Wyndham

Strategy

- ✓ To retain the State and Regional precincts listed in MICLUP (Western SSIP, Regional - Old Geelong Road, part of EWEP, and South-West Quarries) as industrial land.

Strategic Justification

The MICLUP provides clear support for protecting state significant industrial precincts from incompatible land uses to allow for future growth and ensuring that these are retained through appropriate zones.

The Western State Significant Industrial Precinct at Laverton North/Truganina must be retained to provide Industrial 1 Zone and the larger lot sizes in demand for warehousing and large-scale manufacturing. The intrusion of non-industrial uses as described earlier in this strategy is a risk to the ongoing success of the SSIP and therefore these have high priority for resolution.

The regionally significant precincts at Old Geelong Road, East Werribee Enterprise precinct and South-West Quarries are also critical. The MICLUP states that planning for the region should: *“retain regionally-significant industrial precincts as identified on the future directions map for the region and protect them from encroachment of sensitive uses that may compromise development and efficient operation of businesses...”* (page 58).

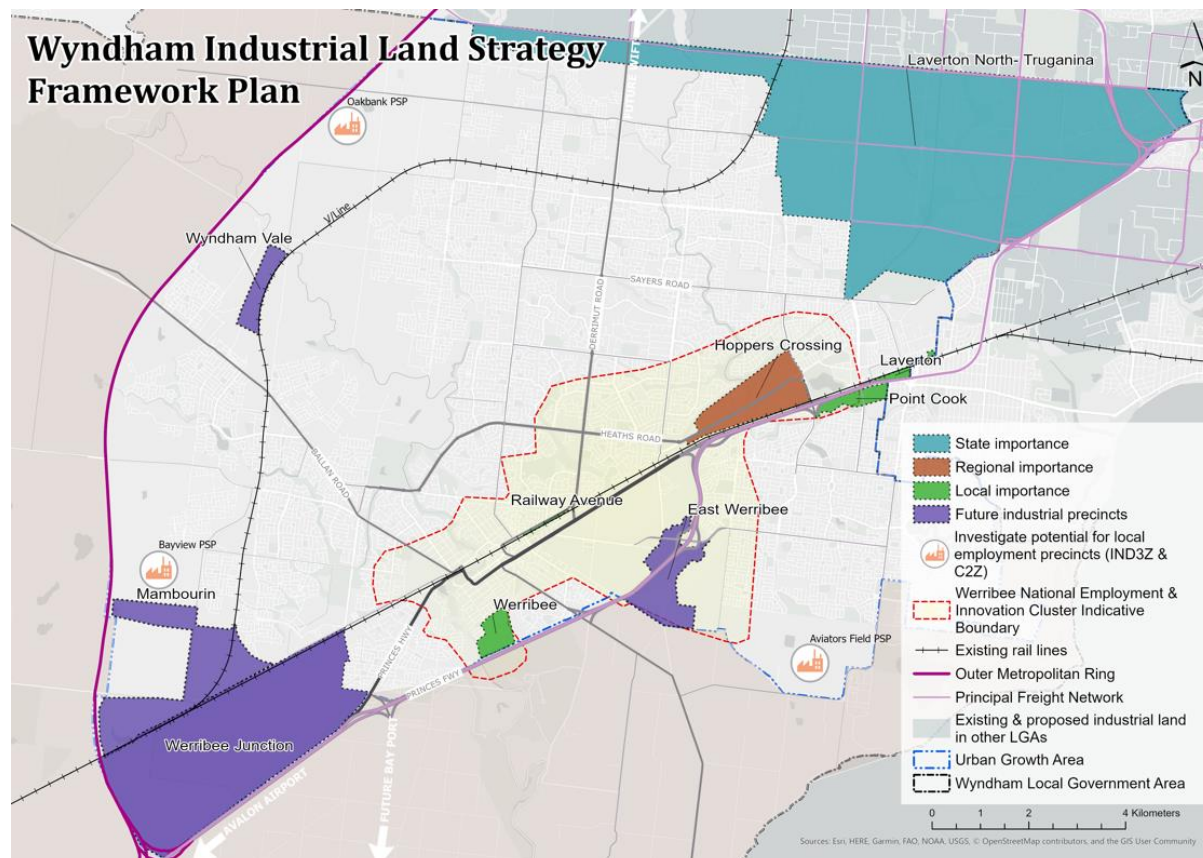
¹⁰ See the Wyndham Urban Framework Plan, Preferred Options Paper (Dec 2019).

Wyndham's Industrial Precincts – Framework Plan

This section introduces a framework plan for Wyndham's industrial precincts, which will provide guidance on land use and development of Wyndham's industrial land for the next 20 years.

It summarises the key findings and recommendations of this Strategy.

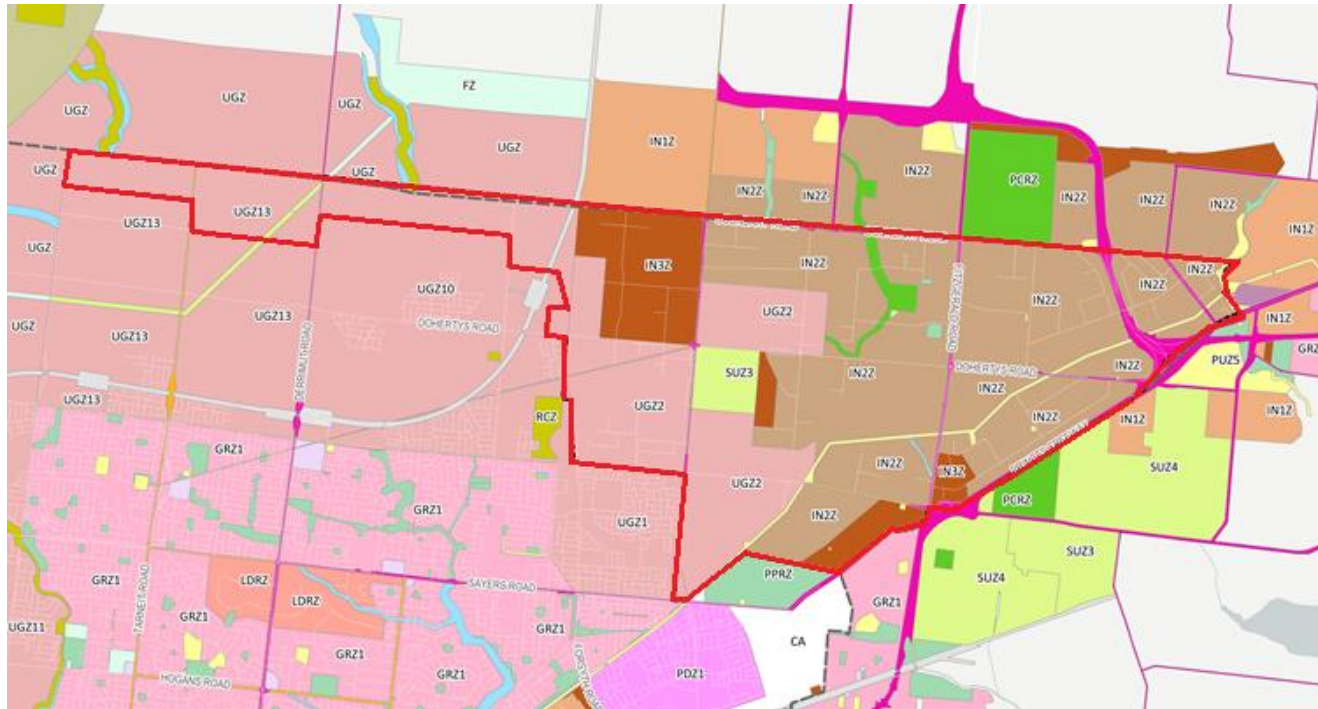
Overall plan to be finalised (will be circulated to Councillors prior to OCM next February)



Map 4: Overall Framework Plan

Precinct-based Key Issues and Recommendations

Laverton North – Truganina Industrial Precinct



Key Issues:

- Limited area for extension
- Demand likely to exhaust supply to a practical degree in the medium term.
- Some non-industrial uses in the area.
- Lack of efficient public transport services / active transport options
- Low amenity and poor urban design in most areas of the precinct;
- The applied Commercial 2 Zone introduced by Amendment VC100 undermines the intent of the Truganina Employment PSP and the development of industrial precincts.
- 221.2 ha gross are “underutilised”¹⁸.

Precinct Summary

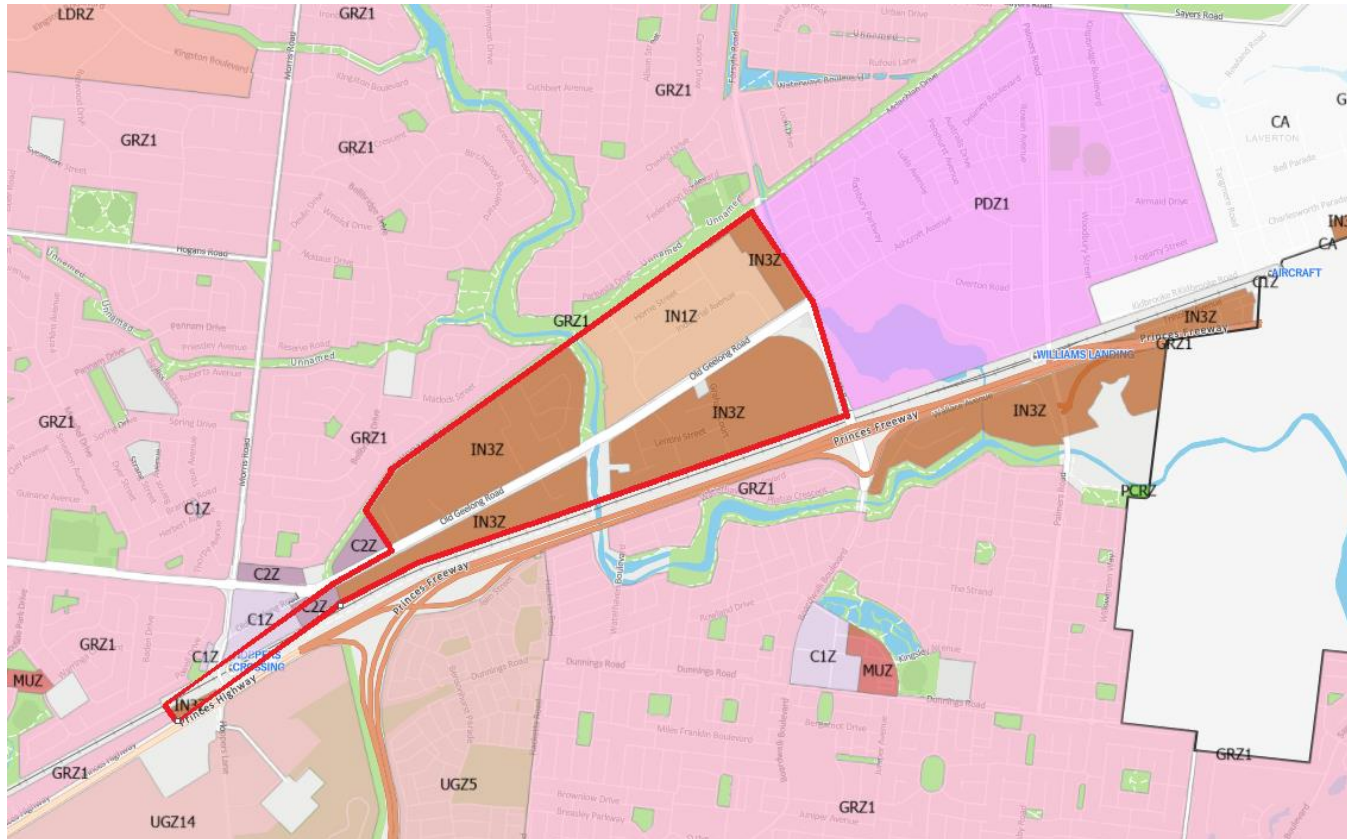
Strategic classification	State Significant Industrial Precinct.
Location	South of Boundary Road, west of Princess Fwy, north of Sayers Road, in Laverton North.
Land area	2,422.7 ha (gross)
Vacant land area	548.8 ha (gross) ¹¹
Current zones	IN2Z; IN3Z, UGZ2; UGZ13; SUZ3
Current overlays	DDO11; DPO1; DCPO9

Recommendations

Future zones	IN2Z; IN3Z, UGZ2; UGZ13; SUZ3
Precinct Design Guidelines Required?	Yes
Future land use directions	<ul style="list-style-type: none">• Ensure the ongoing protection of this precinct against non-industrial uses, as part of the Western SSIP;• Advocate for the release of more industrial land to the north of Boundary Road (Melton) to attract more core industrial uses to the area and complementary uses to Wyndham's industrial land to the south of Boundary Road;• Review the existing zoning applying to this industrial precinct (and surroundings) to manage conflict of uses – particularly between extension of the precinct to the west and residential uses to the south of the precinct's boundaries;• Implement design guidelines to; Improve the appearance, functionality and safety of public areas, and the built form within the private realm;• Advocate for improvements in public and active transport ;
Intervention priority	Medium- High

¹¹ Strategic Economic Insight Report, REMPLAN page 75

Hoppers Crossing Industrial Precinct



Key Issues:

- Non-industrial uses in the area, mainly restricted retail premises (bulky goods - Section 2);
- Urban design (in some areas), including landscaping, tree planting, street setbacks, and pedestrian pathways.
- Potential to transition to a higher density employment precinct.
- Conflict between car yards and heavy industrial uses (e.g. dust issues).
- Highly desired and sought-after location for businesses.
- High level of traffic congestion

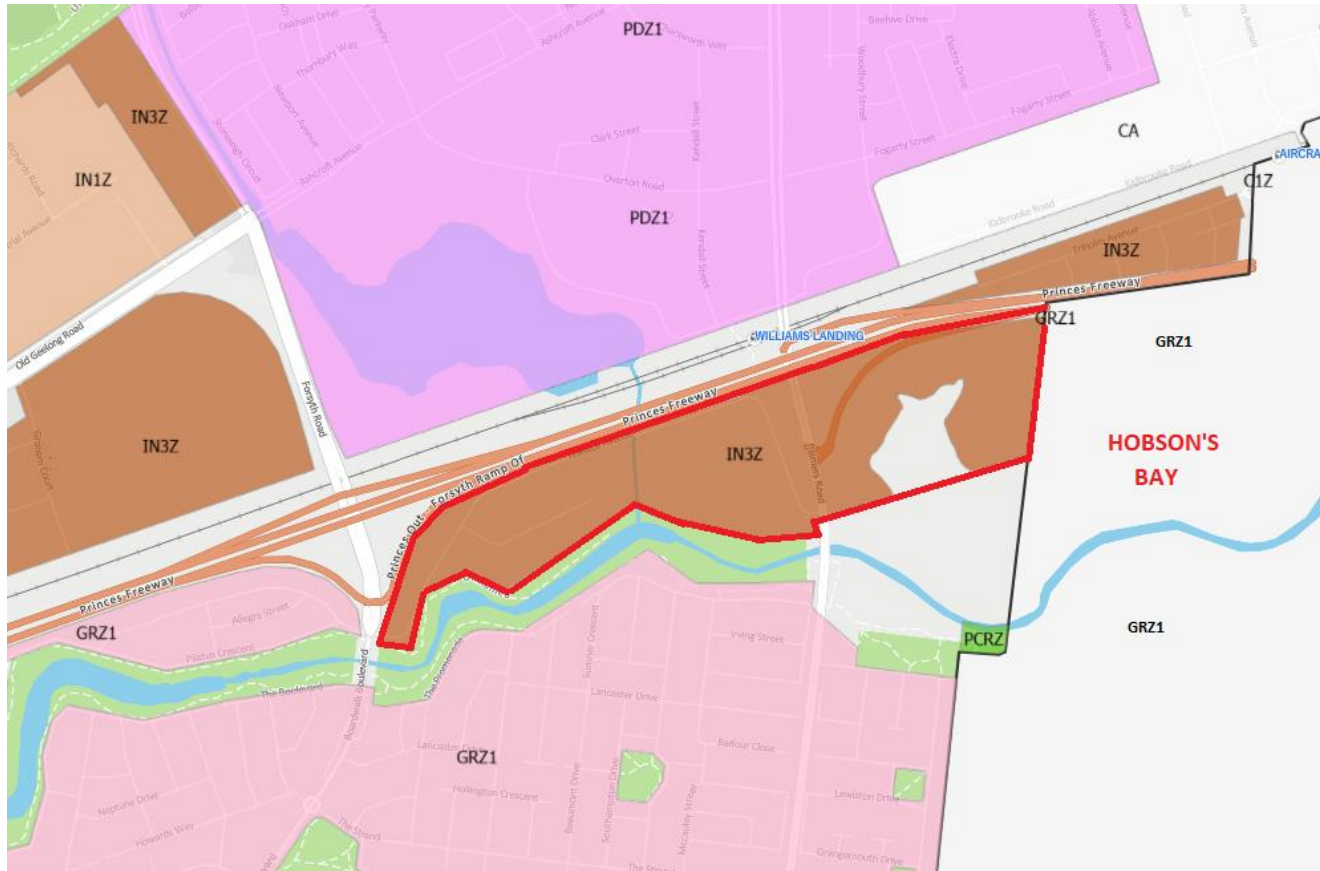
Precinct Summary

Strategic classification	Regionally Significant Industrial Precinct
Location	North of Princess Freeway, west of Forsyth Road, in Hoppers Crossing.
Land area	153.6 ha (gross)
Vacant land area	8.5 ha (gross)
Current zones	IN3Z; IN1Z; C1Z
Current overlays	n/a

Recommendations

Future zones	IN3Z, C2Z
Precinct Design Guidelines Required?	Yes
Future land use directions	<ul style="list-style-type: none">• Recognise this precinct as a regionally significant industrial precinct in accordance with MICLUP;• Note that this precinct forms part of the City Heart identified in the draft Wyndham Plan and a structure plan is required to confirm future land use and development opportunities• Improve the appearance, functionality and safety of public areas, such as nature strips, footpaths, bike lanes and bus stops in this precinct;• Prepare and apply design guidelines to guide future land use and development and promote high amenity areas in the precinct (new developments / interface public and private realms).
Intervention priority	Medium- High

Point Cook Industrial Precinct



Key Issues:

- Conflict of uses;
- Significant presence of non-industrial uses in the area, including fitness centres, indoor recreation facilities, childcare and medical centres due to a lack of zoned land in Point Cook which has driven this outcome.
- Urban design absent (in vacant land), including nature strip's landscaping and tree planting;
- Car parking issues.

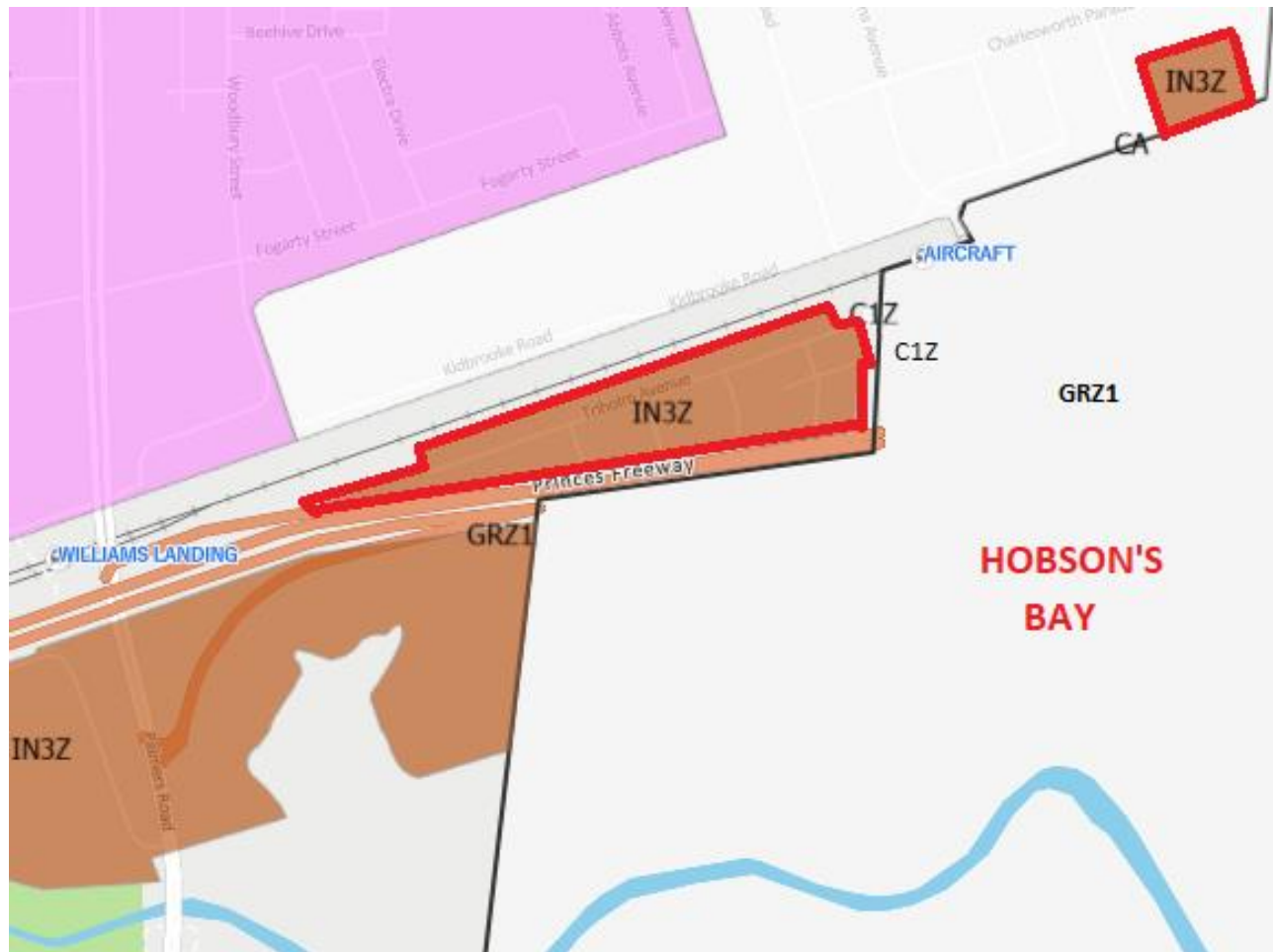
Precinct Summary

Strategic Classification	Locally Significant Industrial Precinct
Location	South of Princess Fwy, between Forsyth Road and Palmers Road
Land area	23.1ha (gross)
Vacant land area	12.4ha (gross)
Current zones	IN3Z
Current overlays	DDO2

Recommendations

Future zones	IN3Z,
Precinct Design Guidelines Required?	Yes
Future land use directions	<ul style="list-style-type: none">• Preference for this precinct to provide local service industries given location close to residential community and train station.• Limit office and retail uses so that the precinct does not become a de-facto activity centre and negatively impact the wider activity centre hierarchy and framework.• Explore planning controls that limit commercial uses – such as the introduction of a Schedule to the IN3Z with a maximum office floor area;• Given existing pressure on car parking in the precinct, limit any car parking dispensations for new planning permit applications.•
Intervention priority	Medium- High

Laverton Industrial Precinct



Key Issues:

- Conflict of uses;
- Spread of non-industrial uses in the area, including fitness centres, indoor recreation facilities, childcare and medical centres;
- Urban design absent (in vacant land), including nature strip's landscaping and tree planting;
- Car parking issues;
- Non-industrial uses in the area, such as fitness centres and take-away restaurants.

Precinct Summary

Strategic Classification	Locally Significant Industrial Precinct
Location	North of Princess Fwy, west of Point Cook Road, close to the Aircraft train station, in Laverton.
Land area	7.1ha (gross)
Vacant land area	0.1ha (gross)
Current zones	IN3Z
Current overlays	n/a

Recommendation

Future zones	IN3Z,
Precinct Design Guidelines Required?	Yes
Future land use directions	<ul style="list-style-type: none">• Protect this precinct against non-industrial uses to secure industrial land supply closer to residential developments to provide essential services (e.g. car services);• Develop and apply design guidelines to improve amenity in the area;• Opportunity to provide technical and professional industries that service industrial uses.
Intervention priority	Medium- High

Railway Avenue Industrial Precinct



Key Issues:

- Low amenity / poor urban design, including street lighting, street setbacks, nature strip's landscaping and tree planting, parking issues, etc.
- High congestion during peak hours as it acts as a thoroughfare from Werribee to Derrimut Road.

Precinct Summary

Strategic Classification	Locally Significant Industrial Precinct
Location	North of Princess Fwy, to the west of Derrimut Road, in Werribee.
Land area	3.0 ha (gross)
Vacant land area	0 ha (gross)
Current zones	IN3Z
Current overlays	n/a

Recommendations

Future zones	IN3Z
Precinct Design Guidelines Required?	Yes
Future land use directions	<ul style="list-style-type: none">• Develop and apply design guidelines to improve amenity in the area;• Retain as industrial zone land to provide local service industries
Intervention priority	Medium

Werribee Industrial Precinct



Key Issues:

- Conflict of uses
- Spread of non-industrial uses in the area, including fitness centres
- Poor urban design / low amenity (including landscaping, street setback, parking issues, tree planting, etc.).

Precinct Summary

Strategic Classification	Locally Significant Industrial Precinct
Location	North of Princess Fwy, west of Duncans Road, in Werribee
Land area	41.1 ha (gross)
Vacant land area	4.0 ha (gross)
Current zones	IN3Z
Current overlays	HO69

Recommendations

Future zones	IN3Z,
Precinct Design Guidelines Required?	Yes
Future land use directions	<ul style="list-style-type: none">• Prepare and apply design guidelines to guide future land use and development in this precinct and improve the amenity of the area;• Protect this precinct against non-industrial uses to secure industrial land supply closer to residential developments to provide essential services (e.g. car services);• Retain as industrial zone land to provide local service industries
Intervention priority	Medium

East Werribee Enterprise Precinct



Key Issues:

- Currently zoned as Urban Growth Zone (UGZ); applied zone in the UGZ Schedule is Industrial 1 (IN1Z);
- Land is owned by the State Government and is yet to be released to market;
- Part of the East Werribee Employment Precinct PSP

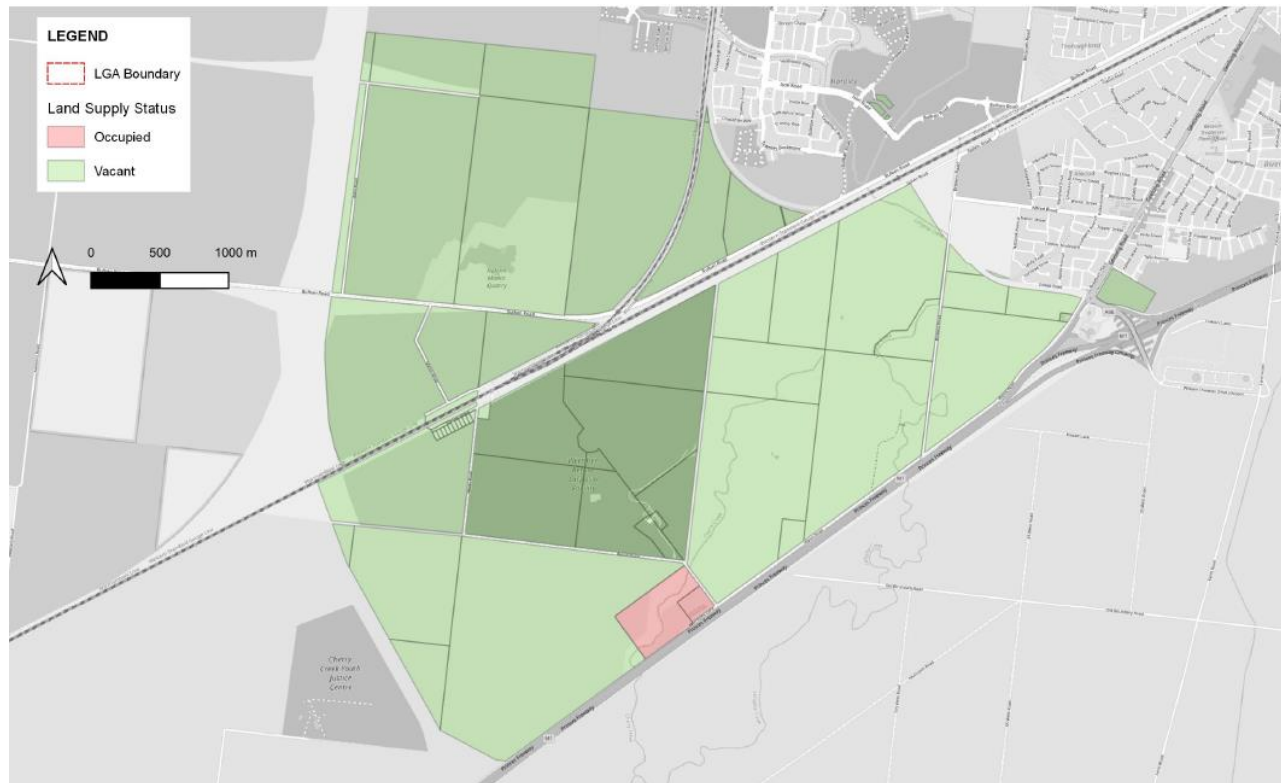
Precinct Summary

Strategic Classification	Future Enterprise Precinct - Part of the Werribee NEIC
Location	South of Princess Hwy, to the north of Duncans Road, in Werribee South
Land area	155.2 ha (gross)
Vacant land area	155.2 ha (gross)
Current zones	UGZ14
Current overlays	DCPO14

Recommendations

Future zones	To be determined through review of the PSP
Precinct Design Guidelines Required?	Yes
Future land use directions	<ul style="list-style-type: none">• Advocate for the VPA to review and update this PSP.• Ensure the review and update of the East Werribee Employment PSP provides for a mix of employment land size, type, and accessibility.• Preferred location for advanced manufacturing, high tech, research and development employment precinct.
Intervention priority	High - Medium

Southwest Quarries (Mambourin, Werribee Junction, Manor and Riverwalk Industrial Precincts)



Key Issues:

- Currently zoned as Urban Growth Zone (UGZ); applied zone in the WGCP is industrial;
- PSP yet to be prepared
- Excellent future transport links

Precinct Summary

Strategic Classification	Future Industrial Precinct
Location	Princess Fwy, bordered by Bulban Road, in Mambourin.
Land area	155.2 ha (gross)
Vacant land area	155.2 ha (gross)
Current zones	UGZ, FZ2, RCZ
Current overlays	

Recommendations

Future zones	IN2Z, IN3Z
Precinct Design Guidelines Required?	Yes – as part of the PSP
Future land use directions	<ul style="list-style-type: none"> • Advocate for the VPA to prioritise the PSPs for employment land , particularly the Bayview, Werribee Junction and Mambourin East PSPs; • Ensure the PSPs align with and deliver the ‘regionally significant industrial land’ designation in MICLUP; • Ensure the PSP provides for a mix of employment land size, type, and accessibility • Maximise the precinct’s potential to contribute to the medium-long term supply of industrial land in Wyndham and leverage its key location adjoining future infrastructure such as the OMR and Bay West. • Significant capacity to leverage the existing RDF’s capacity as an energy source and create a precinct that attracts “green manufacturing”
Intervention priority	High-Medium

Manor Lakes Precinct



Key Issues:

- Currently zoned as Urban Growth Zone (UGZ9); applied zone in the UGZ Schedule is Industrial 1 Zone;

Strategic Classification	Industrial Precinct
Location	North of Ballan Road, to the west of Hobbs Road, in Manor Lakes.
Land area	32.9 ha (gross)
Vacant land area	31.2 ha (gross)
Current zones	UGZ9
Current overlays	DCPO11

Precinct Summary

Recommendations

Future zones	Retain as Industrial 1 Zone
Precinct Design Guidelines Required?	Yes – as part of the PSP
Future land use directions	<ul style="list-style-type: none"> • Ensure this precinct is retained as a local industrial precinct to service the Wyndham West growth area.
Intervention priority	Medium

Monitoring and Implementation Plan

The Monitoring and Implementation Plan provide recommendations in response to the key issues and forecasted development projections and population growth.

It is important to note that some recommendations associated with these forecasts may require adjustment to respond to changes in the forecasts over the life of the strategy including:

- changes in land development trends
- changes in state government policy relating to land development
- allocation of Council resources and funding to implement the strategy
- other unexpected or unforeseen changes.

Implementation and monitoring of the strategy will aim to:

- establish a system of planning, partnerships and reporting the works completed from the Strategy
- Regularly monitor the implementation of the strategy to assess the progress and success
- report annually on the strategy progress
- integrate the implementation of the strategy with other existing and future Council plans and strategic documents.

Implementation Plan

This section lists the key moves and actions which aim to address the key issues identified in the 'Summary of Key Issues' Section of this draft Strategy.

Objective 1: To ensure that adequate industrial land will be provided for the next 20 years

Key moves and actions	Immediate 2021-2023	Short-term 2023-2025	Long-term 2025-2029	Ongoing
Advocate for the VPA to prioritise the PSPs for employment land projects and future industrial lands identified on the West Growth Corridor Plan, particularly the Bayview, Werribee Junction and Mambourin East PSPs;				
Advocate for the State Government to review the industrial zone provisions;				
Advocate for ongoing retention of industrial uses in other key industrial areas that can accommodate industry needs for land into the future;				
Plan for a mix of land size, type, access, service and location.				

Objective 2: To protect core industrial areas from the encroachment of sensitive uses.

Key moves and actions	Immediate 2021-2023	Short-term 2023-2025	Long-term 2025-2029	Ongoing
Advocate for ongoing protection of core industrial uses in the SSIP's against non-industrial uses;				
Develop a local industrial land use policy to guide planning approval decisions on 'Section 2' uses in industrial precincts in Wyndham;				
Encourage non-industrial uses to establish in activity centres where appropriate.				

Objective 3: To provide a planning framework which allows for clarity and certainty to attract more investments and employment to Wyndham

Key moves and actions	Immediate 2021-2023	Short-term 2023-2025	Long-term 2025-2029	Ongoing
Advocate for the State Government to review the industrial zone provisions in the VPP;				
Consider a regional context and advocate for industrial land development outside of Wyndham, particularly to the north of Boundary Road – Melton.				

Objective 4: To attract investment, support innovation and create jobs in Wyndham's industrial areas.

Key moves and actions	Immediate 2021-2023	Short-term 2023-2025	Long-term 2025-2029	Ongoing
Plan for a mix of industrial land supply in appropriate serviced locations;				
Develop and apply Design Guidelines for Industrial Areas in Wyndham;				
Apply planning controls which promote the establishment of industries that offer higher job density in our industrial areas;				
Review the role and function of commercial zones currently applying to Industrial areas and Activity Centres				

Objective 5: To enhance the appearance, environmental performance and connectivity of industrial areas in Wyndham.

Key moves and actions	Immediate 2021-2023	Short-term 2023-2025	Long-term 2025-2029	Ongoing
Develop and apply design guidelines for industrial areas in Wyndham with focus on innovation, sustainability and crime prevention				
Support subdivisions which provide good connection to public streets, pedestrian networks and surrounding open spaces in new industrial precincts				
Improve the appearance, functionality and safety of public areas, such as nature strips, footpaths, bike lanes and bus stops				
Advocate for improvements in public transport services in the industrial areas with low access to these services				
Provide and improve active transport options to industrial areas where appropriate				

Objective 6: To ensure that the Wyndham Planning Scheme will reflect the changes recommended in this Strategy.

Key moves and actions	Immediate 2021-2023	Short-term 2023-2025	Long-term 2025-2029	Ongoing
Review the provisions within the Wyndham Planning Scheme (WPS);				
Prepare planning scheme amendments to implement the outcomes of the WILUS;				
Prepare structure plans for the Hoppers Crossing, Point Cook and Laverton industrial precincts.				

Summary of Key Actions and Responsible Authority

Key Actions	Responsibility
✓ Advocate for the State Government to review the industrial zone provisions	WCC's Advocacy & Urban Futures
✓ Advocate for ongoing retention of industrial uses in other key industrial areas that can accommodate industry needs for land into the future	WCC's Advocacy & Urban Futures
✓ Plan for a mix of land size, type, access, service and location	WCC's Urban Futures
✓ Advocate for ongoing protection of core industrial uses in the SSIP's against non-industrial uses	WCC's Advocacy & Urban Futures
✓ Review the existing zoning applying to industrial precincts (and surrounding areas) in the municipality	WCC's Urban Futures
✓ Implement planning controls that prevent unwelcome uses from establishing in industrial precincts	WCC's Urban Futures
✓ Develop a local industrial land use strategy to guide planning approval decisions on 'Section 2' uses in industrial precincts in Wyndham	WCC's Urban Futures
✓ Encourage non-industrial uses to establish in activity centres where appropriate.	WCC's Urban Futures
✓ Prepare a local policy that seeks to discourage non-industrial uses in industrial zones.	WCC's Urban Futures
✓ Advocate for the State Government to review the industrial zone provisions in the VPP;	WCC's Advocacy & Urban Futures

Key Actions	Responsibility
✓ Develop a Framework Plan to provide guidance on land use and development of Wyndham's industrial land for the long term;	WCC's Urban Futures
✓ Consider a regional context and advocate for industrial land development outside of Wyndham, particularly to the north of Boundary Road – Melton	WCC's Advocacy & Urban Futures
✓ Plan for a mix of industrial land supply in appropriate serviced locations;	WCC's Urban Futures
✓ Undertake a joint project with the other western region councils, especially the Avalon Corridor Strategy;	WCC's Urban Futures
✓ Develop and apply Design Guidelines for Industrial Areas in Wyndham;	WCC's Urban Futures
✓ Apply planning controls which promote the establishment of industries that offer higher job density in our industrial areas;	WCC's Urban Futures
✓ Review the role and function of commercial zones applying to Industrial areas and Activity Centres;	WCC's Urban Futures
✓ Develop and apply design guidelines for industrial areas in Wyndham with focus on innovation, sustainability and crime prevention;	WCC's Urban Futures

Key Actions	Responsibility
✓ Encourage subdivisions which provide good connection to public streets, pedestrian networks and surrounding open spaces in new industrial precincts;	WCC's Urban Futures
✓ Improve the appearance, functionality and safety of public areas, such as nature strips, footpaths, bike lanes and bus stops;	WCC's Urban Futures
✓ Advocate for improvements in public transport services in the industrial areas with low access to these services;	WCC's Advocacy; City Transport & Urban Futures
✓ To retain the State and Regional precincts listed in MICLUP (Western SSIP, Regional - Old Geelong Road, part of EWEP, and South-West Quarries) as industrial zoned land.	WCC

Appendix I – Policy and Planning context

State Policy

Plan Melbourne

Plan Melbourne is a long-term strategy in response to Melbourne’s population growth, which is forecast to reach 8 million by 2050, generating the need for another 1.5 million jobs to be created. Its vision establishes that “*Melbourne will continue to be a global city of opportunity and choice*”. The following are the relevant outcomes in the strategy:

- Outcome 1 – Melbourne is a productive city that attracts investment, supports innovation and creates jobs.
- Outcome 3 – Melbourne has an integrated transport system that connects people to jobs and services and goods to market.

The strategy aims to keep population and housing growth within the existing urban growth boundary and provide more local jobs. It also intends to create opportunities for new industries through the creation of national employment and innovation clusters, and through the strengthening of existing precincts for priority sectors. Major investments in the transport network are also pointed as a priority in this plan.

Victorian Freight Plan: Delivering the Goods

Globalisation and Victoria’s population growth impact on Victoria’s freight task, which is predicted to continue to grow rapidly in the next decades.

The Victorian Freight Plan announces the formation of the Freight Victoria – which will be responsible for the development and delivery of government policy, planning, programs and resources to Victoria’s freight and supply chain system.

It also identifies priorities for the Victorian freight sector, including the maintenance and improvement of our freight rail network, and the development of a new interstate freight terminal and new freight precinct adjacent to the Port of Melbourne.

The Plan identifies the freight and logistics sector as underpinning the success of virtually all other industries, as well as contributing \$21 billion to Victoria’s economy and employing around 260,000 Victorians.

The Plan also presents freight projects which are either being developed or committed to be developed. The most relevant projects to Wyndham area are the West Gate Tunnel, proposed Western Interstate Freight Terminal (WIFT), and Bay West container port.

Wyndham Planning Scheme – Planning Policy Framework (VPP)

- Clause 13.07-1S - Land use compatibility

- Clause 15 - BUILT ENVIRONMENT AND HERITAGE
 - Clause 15.01-1S - Urban design
 - Clause 15.01-2S - Building design
 - Clause 15.02-1S - Energy and resource efficiency
- Clause 17 - ECONOMIC DEVELOPMENT
 - Clause 17.01-1S - Diversified economy
 - Clause 17.01-1R - Diversified economy - Metropolitan Melbourne
 - Clause 17.01-2S - Innovation and research
 - Clause 17.02-1S - Business
 - Clause 17.03-1S - Industrial land supply
 - Clause 17.03-2S - Industrial development siting
 - Clause 17.03-3S - State significant industrial land
- Clause 18 - TRANSPORT
 - Clause 18.01-1S - Land use and transport planning
 - Clause 18.01-2S - Transport system
 - Clause 18.05-1S - Freight links
- Clause 19 – INFRASTRUCTURE

Regional

Growth Corridor Plans (GCP)

The Growth Corridor Plans establish an overarching strategic planning framework to guide future development in each of the Growth Corridors. These areas are expected to accommodate most of Melbourne's forecast population growth, as well as to supply most industrial land in the next decades. It informs the Precinct Structure Plan (PSP) process; indicates the future location of communities, industrial and employment areas, and areas to be protected; and indicates the transport infrastructure required to support the development of these areas.

The West Growth Corridor Plan (WGCP) identifies Melbourne's western region as with a strong manufacturing and logistics basis, which plays a key role in Victoria's industrial, freight and logistics needs. It plans significant projects to improve transport links in the area, including the Western Interstate Freight Terminal (WIFT), Outer Metropolitan Ring (OMR) and road freight network updates.

This corridor is identified in the WGCP as highly reliant on the CBD and inner west as it does not provide enough jobs for its fast-growing population. It is considered to have the capacity to accommodate between 164,000 and 202,000 new jobs within a variety of industry sectors, by new investments and job creation in its town centres, business and industrial precincts.

The WGCP identifies the Werribee Town Centre and Werribee Employment Precinct as Wyndham's main jobs and services generators. It also identifies an extension to the Western Industrial Node of 1,510 (gross) ha, which should be used for light industrial and services uses and provide a land use buffer to the adjacent residential uses to the south. The Plan establishes 3,960 (gross) ha of industrial land and 1,410 (gross) ha of business land. It also makes 100 additional (gross) ha available for local industrial and commercial activities to be identified in the PSPs.

Urban Development Program - Metropolitan Melbourne Industrial (UDP/2018)

The Urban Development Program – Metropolitan Melbourne Industrial 2018 report (UDP/2018) analyses industrial land in the metropolitan Melbourne. It outlines industrial land supply, consumption, buildings and economic use, and changes in zoning. The report also estimates the exhaustion of vacant land in the State Significant Industrial Precincts (SSIP).

The UDP does not consider unzoned land identified in the growth corridor plans and previous strategic plans as industrial land. This land will be included in the Program once the respective structure plans have been approved.

Main findings of this report include the following:

Supply

There are 26,100 hectares of industrially zoned land across metropolitan Melbourne with 6,291 hectares vacant. Two thirds of vacant industrial land (4,183 hectares) is located within the State Significant Industrial Precincts (SSIP).

The majority (29%) of vacant zoned industrial land is in the Western SSIP. In addition, there are 4,745 ha of unzoned land identified as proposed future industrial land in growth corridor plans and previous strategic plans. Of this there are 350 ha in Wyndham.

The Western Industrial Precinct has the greatest land capacity to support ongoing expansion of industrial and commercial uses, in terms of both vacant land and future land identified for proposed industrial uses.

The Western and Northern SSIPs will remain the largest SSIPs when land identified as "Proposed Future Industrial" land is included in the SSIPs.

Consumption

In the 2018 calendar year a net 248 hectares of industrial land was consumed. From 2015 to 2018, industrial land consumption averaged around 280 hectares. Most of the land consumption occurs in the SSIPs.

The Western SSIP is the largest and most active industrial land market in Victoria and has consistently maintained the highest average levels of land consumption.

Consumption in the Western Industrial precinct peaked in 2017 at 150 hectares. In 2018 consumption declined to 80 hectares which is more in line with its long-term average.

Built space

Within the SSIP there are 31.7 million square metres of industrial building space. The Western SSIP has the largest amount of built space across the SSIPs (approx. 13.5 million Sqm).

Across the SSIPs, smaller buildings (from 1m² to 5,000m²) make up the vast majority (around 94%) of the stock of industrial buildings (see Table 2) but only account for 49% of the built industrial floor space.

Of the very large buildings in excess of 25,000m² in the SSIPs, around two thirds of these are in the Western SSIP.

Economic uses

The three largest SSIPs support traditional “industrial” uses such as manufacturing, transport and wholesaling. The Western SSIP has a greater share of transport and warehousing work places and fewer manufacturing workplaces compared to both the Southern and Northern SSIPs.

Exhaustion rates for vacant industrial land

The Western SSIP is the largest and most active in terms of consumption of the State Significant Industrial Precincts. On current zoned land supply, vacant land supply would potentially be exhausted sometime in the early to mid-2030s.

Melbourne Industrial and Commercial Land Use Plan (MICLUP)

The Melbourne Industrial and Commercial Land Use Plan (MICLUP) proposes a planning framework to allow state and local governments to plan for future employment and industry needs across metropolitan Melbourne with more clarity and certainty.

It is based on Plan Melbourne 2017-2050, which identifies and outlines a purpose for state-significant industrial precincts. The MICLUP provides criteria to identify regionally significant and local industrial precincts.

Appendix 2 of the Plan provides guidance for developing local industrial land use strategies. *Part B* of the plan identifies the key industrial and commercial areas for each of the six metropolitan regions.

The MICLUP is designed to help government identify land which: should be retained or considered primarily for industrial or employment purposes; or could be considered for alternative uses.

The Western Region has approximately 5,8 hectares of occupied zoned land; 2,7 hectares of vacant zoned land; 2,8 hectares a of future unzoned land, with a total of approximately 5, 5 hectares of vacant (zoned & unzoned) land supply.

Based on the existing levels of supply and consumption, the Western SSIP has approximately 15 years supply of zoned land and only 6 years supply of unzoned land.

Therefore, its ongoing protection and retention for industrial uses will be critical, as will retaining other key industrial areas that can accommodate industry needs for land into the future.

Wyndham City Council has provided a submission to the draft MICLUP with the following key points:

- Supporting the protection of future state and regionally significant industrial land identified in the Growth Corridor Plans, to ensure that there will be adequate land available for the development of employment uses to attract business to Wyndham and provide jobs for our residents;
- Advocating for keeping residential uses 'as of right' above ground level in Commercial 2 Zones, as it is one planning mechanism that Council can use to ensure vibrant, mixed-use centres that achieve our pillars of concentration, capacity, choice and connection;
- Advocating for the industrial zone provisions in the VPP to be reviewed, to ensure the objectives of industrial land use planning and adequate land designations are met;
- To consider in the discussion paper how local industrial precincts and activity centres can contribute to improving accessibility to local service industry uses (i.e. car servicing);
- To consider in the discussion paper the Werribee Spine along the metro corridor in Council's Wyndham Urban Framework Plan altogether. This includes the Werribee Town Centre, the Werribee NEIC, Hoppers Crossing – Old Geelong Road, and Williams Landing.

Bay West Freight Network

Comparisons of future locations for the second container port have been undertaken most recently by Infrastructure Victoria (2017/18) with a recommendation for it to be located at Bay West on the western shores of Port Phillip Bay offshore from the Western Treatment Plant. The development is proposed as a future area of land reclamation of around 4.5 km length that will be connected to land with a multi-lane bridge providing road and rail connectivity into Victoria's transport network.

The port is proposed to be integrated into the region's future network of logistics facilities, including the proposed WIFT (located outside of the Avalon Corridor), and provide for an efficient freight network for Melbourne.

Engagement with DoT as part of this study confirmed the strategic significance of the Bay West port site as Victoria's next container port, and that the strategy should recognise state government's commitment to the site and must recognise a short term need to protect the port site, associated buffer zones and associated road and rail connections through appropriate planning controls.

Landside development associated with the port is envisaged to include a future rail marshalling facility and areas supporting port related services and industries. The proposals for the rail marshalling facility include land to the west of, or within the OMR Corridor – but are to be confirmed. Similarly, associated port precinct areas are to be confirmed through specific studies being proposed as part of the *Victorian Port Strategy* in 2021. The IV report contemplated such areas being located across the reclamation footprint, on WTP land, and/or in land areas either side of the existing rail corridor as shown in Figure 11.

The OMR Corridor will include a future southbound connection into the proposed Bay West Port as indicated in Figure 11 to provide road and rail connections for freight movements. Whilst not yet formally reserved as a corridor, the Bay West planning assumes that future N-S road and rail OMR connections will be elevated over the Princes Freeway while E-W road connections will be at the same level to connect with the Princes Freeway.

The preferred Bay West road connection includes a west bound connection and northbound connection at the OMR Intersection and a separate eastbound interchange located closer to Farm Road or the Werribee Junction to the east of the OMR Junction. A corridor connecting to the Princes Freeway at Farm Road will reduce eastbound journeys towards Melbourne by around 17 km when compared to an arrangement that only has one connection to the Princes Freeway at the OMR Junction.

The future freight network infrastructure within the Avalon Corridor will provide a critical role for Victoria into the future. This will include:

- future provisions associated with the growth of extractive resources,
- air freight and passenger growth at Avalon Airport, and
- sea-freight movements through Bay West Port.

The biggest increase in freight movements is expected to arise from the Bay West Port and other freight terminals including the WIFT which is just outside of the investigation area. Figure 12 conceptualizes how freight could be expected to move with the establishment of WIFT and Bay West over the next 10+ years.

The development of WIFT is currently being considered as part of major project business case funded by the Australian and Victorian governments. The facility will enable intra and interstate freight movements with the facility proposed to connect with the Inland Rail Service and be capable of accommodating double-stacked 1,800-metre trains. The site is being considered alongside another freight terminal proposed for Beveridge.



Local

Wyndham 2040 Vision & Wyndham City Plan 2017-21

In 2015 a team of Wyndham City staff and volunteers collected 2,040 stories about Wyndham and asked about what people like about Wyndham now and what they hope for Wyndham in the future. This consultation process resulted in the creation of a vision to which Wyndham's advocacy, community initiatives and policy development processes can refer as a goal. The following statements, extracted from the vision, are the most applicable to this strategy:

- Our city will offer varied and plentiful local employment options. It will be a place of choice for businesses of all sizes and have a thriving network of small business operators.
- Our natural environment will be respected, preserved and protected.
- Wyndham's transport system will be efficient. People will be able to move around Wyndham easily. There will be more ways to connect to greater Melbourne.

Wyndham is characterised by its strategically placed location with excellent logistic connections to air and sea ports. Technology is rapidly advancing and sustainable solutions in business are more sought after. At the same time, Wyndham's population is forecast to increase to around 424,000 by 2036. Currently, around 60% of employed residents work outside of Wyndham. Residents shared that they would like to see increased local employment opportunities and that they were currently travelling to the city for a job that is not readily available in Wyndham.

The following actions are listed in the *Wyndham 2040 Vision* to address the above described issues:

- Encourage the right mix of business and matching the demographics, skills and interests of residents.
- Promote Wyndham as a premier business destination with a diversity of employment precincts and opportunities.
- Support sustainable business models that are responsive to changes in industry environments.

The strategic priorities identified through this process informed the City Plan 2017-21. The following are the ones which are linked to this Strategy:

- Creating opportunities for local employment and business development.
- Offering better access to local services and facilities.
- Improving road, rail and active transport, and limiting congestion.

These community driven priorities are embedded in the strategic objectives, goals and strategies of the City Plan, to set the direction for Council's focus and work of Council over its four-year term.

Wyndham Urban Framework Plan – Draft

The Wyndham Urban Framework Plan (WUFP) is a comprehensive approach to the urban planning of Wyndham that sets a clear and aspirational framework for the future development of the city within the Urban Growth Boundary. It is founded upon the Wyndham 2040 Vision of creating Places for People – including places of varied and plentiful local employment options.

It is about creating an Urban Future for Wyndham to be co-designed with the Wyndham community that will identify where and when new employment, infrastructure and housing should be delivered to maximise local opportunities and create a community of opportunity, capacity and choice.

The WUFP Emerging Options Paper was placed on community consultation between 20th May 2019 and 31st July 2019. It presented work undertaken in preparation of the Wyndham Urban Framework Plan, including the identification of emerging infrastructure priority options to support the emerging Spatial Planning Options and the emerging options and actions for the further growth of Wyndham's Urban areas.

Identified issues and challenges are traffic, local employment, concentrated development, size of Wyndham and growth. This includes the economic impacts of traffic congestions; the misalignment of resident's skill base with jobs available in the municipality (62% of residents leave Wyndham to work); dispersal of commercial activity into many of Wyndham's industrial areas and industrial estates; and limited transport network.

The key outcomes identified in the WUFP are the following:

- Local is better, build a vibrant and diverse economy;
- Secure more public space in Wyndham's activity centres to promote vibrancy and community participation in the life of Wyndham;
- Leveraging population growth;
- 20-minute Neighbourhoods that work for Wyndham;
- More place for more life.

From a spatial planning and conceptual perspective, the following 4 Pillars form the base to prepare emerging options for Wyndham's future:

- Connectivity;
- Concentration;
- Capacity; and
- Choice.

This was based on the importance of connectivity as identified in annual community surveys and Wyndham 2040; the dispersal of activity across Wyndham and the need for greater concentration of activity; the desire to grow the capacity of the City both in the physical built form sense; and the desire to have access to greater choice and opportunity to live, learn and thrive.

12 Emerging Objectives have been developed to guide future strategy and policy to maximise the role of future growth and development in Wyndham. The following are the most relevant to this strategy:

Connectivity:

1. Ensure that Wyndham is well connected internally and well connected with the surrounding region, Victoria, Australia and the world by technology and transport.

Concentration:

4. Ensure that Wyndham creates concentrated, vibrant, attractive, high amenity urban places that can attract investment.

Capacity:

7. Grow jobs capacity in Wyndham, in particular the number and diversity of jobs within Wyndham with a particular focus on Wyndham's resident workforce's potential.

Choice:

10. Increase the choices for all the people of Wyndham to access their desired, housing, employment, educational, health, leisure, and cultural needs within Wyndham so that they can better live, learn, grow and thrive locally.
12. Ensure genuine choices in terms of transport options for the people of Wyndham, where the opportunity exists to access and effectively utilise different transport options.

The Emerging Options Paper has been informed by a variety of technical background reports, including a detailed Wyndham Transport Modelling project utilising the Victorian Integrated Transport Model (VITM).

Many opportunities for the future of Wyndham have been designed, including leveraging Wyndham's locational attributes and advantages as a growing area with great access to airports and ports; and recognising the role of airports as the 21st century's gateways to the world and positioning Wyndham to take advantage of these gateways.

Six emerging spatial plans have been considered, which are outlined and represented in the Emerging Options Paper. An emerging preferred option is also proposed, which essentially is a hybrid of The Future Urban Spine, The Inverted T and the City Innovation or CI Plan. It has a primary focus on making Wyndham more connected and is concerned with connecting the Regional Rail Link and Metro rail corridors utilising both Derrimut Road and the Spur Line link.

An Activity Centres Strategy is being prepared at the same time as this Industrial Land Use Strategy. Both strategies are being based on the core principle of the above framework plan, which is to concentrate commercial activity into defined major activity centres and employment precincts.

Securing Wyndham's Future – Advocacy Strategy (2019)

This document complements Wyndham's 2040 Vision and City Plan 2017-21. Its contents – which does not constitute an exhaustive list of Wyndham City's advocacy activity – are based on extensive community engagement, research into population needs, internal consultation and stakeholder mapping.

Despite Wyndham's economy growth, which was faster than the Victorian average in 2016, 66% of Wyndham's workers still leave the municipality to go to work. This shows the need for more diverse employment opportunities so that more of our residents can work close to home. Melbourne's west currently is the destination for 30% of freight from the Port of Melbourne, and it is expected to increase in coming years.

Melbourne's air traffic continues to grow, and Avalon Airport is well positioned to service Melbourne's west – Victoria's fastest growing region – as well as Geelong and surrounding regional areas. Technology is freeing industry, people and jobs from geographic constraints. We're committed to be a Smart City that helps our residents prosper from this economic transformation.

Therefore, we are advocating for:

- investments in infrastructure by the Victorian and Federal governments;
- programs that will attract a diverse range of industries and support local enterprise;
- the development of a Western Freight Infrastructure Investment Plan;
- the federal government to fund a Local Government Higher Productivity Investment Plan starting at \$200 million per annum over five years;
- the construction of the Western Intermodal / Interstate Freight Terminal (WIFT);
- land acquisition and construction of the south-west section of the Outer Metropolitan Ring (OMR);
- construction of the Melbourne Metropolitan component of the Melbourne to Brisbane Inland Rail;
- relocation of government jobs to urban centres like Wyndham;
- continuous support to the development of Avalon as Melbourne's second airport;
- the Victorian Government to review the Victorian Industry Participation Policy to allow for infrastructure projects to stimulate the job market around construction zones;
- the Victorian Government to work with local councils in growth areas to create future programs that will provide the support our local businesses need;
- job creation in peripheral areas so that people can work closer to home.

Smart City Strategy 2019-24

Faced with rapid societal, environmental and technological changes, Wyndham is choosing to be proactive in designing the vision for its future and the steps to get there. This is to increase liveability, make the city safer, more sustainable, operationally efficient and able to prosper through future years.

The Smart City Strategy outlines approaches and prioritisations to city-based problems and local challenges, including issues surrounding transport and congestion, the environment and more broadly, how the city functions and operates.

A multi-disciplinary approach will be taken to implementing change, think outside the box and collaborate with a wide range of stakeholders and partners. We will support local living and the creation of 20-minute neighbourhoods, engage in active and smart travel, and seek innovative solutions to transport challenges.

Smart policy and regulatory modernisation will be foundations of this eco-system. City innovations that positively influence the community and help better understand future-focused visions will be encouraged to be tested and trialled in Wyndham.

Promoting the innovative credentials of Wyndham that anticipate the economic opportunities of changing industries is a priority in Wyndham. The City will be a hub for innovation, collaboration and co-creation. New jobs, economic prosperity and opportunity will arise from facilitated partnerships.

Working towards being a smart city will lead to better investment attraction outcomes and broader, stronger and more important partnerships. We will leverage new technologies and designs to create opportunities, face challenges and manage the demands caused by growth in our city.

Investment Attraction Plan (2017) & Economic Growth Strategy 2017 – 2021

The need for a targeted Investment Attraction Plan (IAP) was identified in the *Wyndham City's Economic Growth Strategy*. The purpose of the development of an *investment attraction strategy* was to introduce a clear strategic plan for attracting new investments and encouraging established businesses to invest locally in Wyndham.

The main economic growth outcomes sought after in the Investment Attraction Plan are the following:

- More employment opportunities for Wyndham City residents;
- Supporting improved access to services and opportunities for the Wyndham City community, including its business community;
- Positioning Wyndham as a regional, national and international investment destination;
- Realigning Wyndham City's economy to meet the demands and opportunities of the emerging knowledge economy.

The Investment Attraction Plan targets specific sectors and identifies well defined initiatives which are best placed to deliver on the aspirations of Wyndham City in being a key player in the future economy.

The focus of the Investment Attraction Plan is to:

- Support the growth of local industry and businesses which have the capacity to increase the number of local jobs;
- Build and develop the sources of new capital into Wyndham City through:
 - direct new investments;
 - growing export revenues; and
 - fostering trade and commerce relationships with a range of national and international destinations;
- Position Wyndham as a Smart City.

The Investment Attraction Plan seeks to accelerate Wyndham's economic growth in a more timely and focused manner and:

- Position Wyndham as a business and investment destination;
- Grow Wyndham City Council's reputation for working with industry to achieve efficient development;

- Build the capacity of Wyndham City's industries and businesses; and
- Grow the number of local jobs for Wyndham City residents.

The Plan will be implemented over the years of 2017 – 21 and consists of the following three sections:

- **Section 1** – Overview of Strategic Drivers and the Key Implications for Investment Attraction (population growth; local economy, workforce and businesses; key assets; and key needs of investors);
- **Section 2** – Strategic Framework for Investment Attraction;
- **Section 3** – Background Analysis.

Wyndham has and will continue to experience a significant population growth¹² largely due to the establishment and growth of major residential developments. This increases the demand for goods and services, underpinning a substantial growth in the local economy. It also indicates the need to accommodate more jobs within the municipality.

Wyndham City dwells Victoria most significant Transport, Postal & Warehousing sectors. The retail, construction and manufacturing sectors are also highly represented in our municipality. Construction, manufacturing and logistics sectors collectively account for more than 61% of all local expenditure in Wyndham City. However, the health and professional services sectors are greatly under-represented relative to the rest of Victoria.

These and other factors suggest that some industry sectors will be of higher priority with respect to investment attraction. This includes their potential to generate significant local jobs, local expenditure and private sector investment; to leverage significant local assets; and to have export markets. It also includes their representation compared to the wider Victorian economy; alignment with State Government economic development priorities; and alignment with other Wyndham City Council's strategies and programs – including Smart Cities.

The table below summarises the Key Implications for Investment Attraction, which have been used to form the strategic framework for the Investment Attraction Plan:

¹² The fastest growing municipality in Australia, as per the 2016 ABS Census.

Key Implications	Relevancy to Key Elements of Investment Attraction	
	Local Business Growth	Attracting External Capital
Collaborating with residential and commercial developers	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Use of economic analysis software	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Focus on high priority sectors – i.e.:		
<div> <div>health</div> <div>professional services</div> <div>construction</div> <div>logistics</div> <div>food manufacturing</div> </div> <div> <div>the visitor economy</div> <div>tertiary education</div> <div>agribusiness</div> <div>recycling/waste to energy</div> </div>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Export development	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Industry engagement	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Expediting key project planning approvals	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Focus on growth of SMEs	<input checked="" type="checkbox"/>	
Growing the startup ecosystem	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Accommodation for local businesses	<input checked="" type="checkbox"/>	
Growing awareness of Wyndham City's assets and opportunities	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Development and maintenance of a dedicated digital platform	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Delivery of an ongoing promotional program	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Establishing trade relationships with international destinations	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Management of investor enquiries – including use of a CRM system	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Establishment of a property database	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Investor relationship management	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Improved connectivity	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Cross organisational investment facilitation	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

Based on Census 2016 Place of Work and Place of Usual Residence data, 7 in 10 employed residents leave Wyndham to go to work every day (approximately 59,900 people).

The table below shows the industry sectors that have the largest number of workers that are employed outside of Wyndham City:

<i>Industry Sectors</i>	<i>Live in Wyndham & work elsewhere</i>
Transport, Postal and Warehousing	6,532
Health Care and Social Assistance	6,237
Manufacturing	5,825
Professional, Scientific and Technical Services	5,157

2016 Activity Centre Strategy

[Wyndham Activity Centres Strategy 2016](#)

The Activity Centres Strategy will be updated shortly to align with the Wyndham Plan and revised Wyndham 2040 vision.

Wyndham Industrial Survey

The purpose of the Wyndham Industrial Survey was to provide a snapshot of the activities in the industrial precincts in Wyndham. It is a summary of the electronic data-base compiled from an extensive land-use survey combined with Council property records. It was produced aiming to underpin an industrial land use strategy for the municipality.

The steps below describe the method utilised in the Survey:

- The industrial land of the municipality was identified and mapped;
- An on-the-ground survey of the activity was undertaken during July and August 2017;
- Manipulating the location of the photos to match Council property records in QGIS software;
- Filling in the location of enterprises that were not identified in the on-the-ground survey;
- Assigning a single three-digit ANZSIC1 identifier or other use code (unknown, vacant, land, open space, house, etc) to each record;
- Splitting the industrial land into convenient geographic precincts – nine in total - and assigning each use/lot to a particular precinct.

The industrial land-use data-base derived from the survey has 2,289 unique property records which record:

- Property identifiers (property number, plan number, lot number and/or address);
- Total building area from Council property records where available;
- Total site area from Council property records (or estimated where property records overlap);
- Precinct to which the property has been allocated;
- Land-Use Zoning of the property;
- Three-digit ANZSIC code or other use code;
- Notes about the activity from the survey;
- ANZSIC activity description at one-digit, two-digit and three-digit level;
- Photos of the activity on many properties (1,788 or 78% of the total).

For the municipality's industrial areas, and for each of the precincts, the report provides:

- A map of the activities in the industrial precincts in which key industrial activities and vacant land and buildings have been highlighted;
- Tables that identify the area of land and buildings devoted to particular activities (at one-digit ANZSIC level);
- Tables that identify the area of land in each land-use zone and the share that is vacant;
- Share of land devoted to each activity in each precinct;
- Share of land devoted to traditional industrial activities in each precinct;
- Examples of how the database can be used to examine the location of particular industries, in this case, the clustering of animal products manufacturing and food wholesaling, and the spread of personal fitness activities.

The land-use survey combined with Council's property records provide the following picture of Wyndham's industrial precincts:

- Total land area of existing and future industrial precincts is 2,793 hectares;
- The Laverton North-Truganina precinct, part of the larger Western State Significant Industrial Precinct, accounts for 77% of the total industrial;
- The industrial precincts – comprising land zoned for Industrial purposes, ancillary land and land earmarked for future industrial activity – host buildings with a combined total of 2.5 million square metres of floorspace;
- Manufacturing, transport, storage and wholesale trade are by far the largest activities by land area, but the industrial precincts also accommodate a wide range of activities across the employment spectrum;
- Approximately 5% of total building area is vacant, a small share by the standards of many industrial areas elsewhere;
- Approximately 59% of the land area in the precincts – 1,635 hectares – is vacant.
 - Most of the vacant land (56%) is in the Urban Growth Zones;
 - only 22% of the vacant land is already zoned Industrial.

The survey shows that Wyndham is a major industrial location in the Melbourne context. Some of its precincts accommodate what are generally local and regional industrial, retail and commercial activities. However, the Laverton North-Truganina precinct is effectively the marshalling yard for Australia's goods

economy with its very extensive transport, warehousing and wholesaling activities as well as being a major manufacturing location for animal products, chemicals and building products.

Integrated Transport Policy and Strategy 2016 – 21

The significant growth that Wyndham has been experiencing creates opportunity for positive changes in transport infrastructure, can attract more jobs and investments and enhance economic performance. It also brings traffic and congestion concerns, which have direct impact on quality of life, including decline in economic productivity.

Among Wyndham's transport challenges are the economic competitiveness, freight growth, transport infrastructure, and regional connectivity. As such, the Wyndham Integrated Transport Strategy aims to prioritise road projects which benefit local job creation and economic growth; provide a network that will respond to growing freight activity and changing logistics requirements; manage transport network to optimise economic outcomes; and provide a transport system that efficiently connects people to major regional destinations by different modes.

The volume of container trade in Melbourne and freight movement on roads around the metropolitan area are expected to increase significantly by 2040, which challenges the maintenance of Wyndham's strategic advantage in freight and logistics. As goods movement plays a vital role in both the Victorian and Wyndham economies, it is considered crucial to have an efficient freight network for maintaining and expanding Wyndham's and Victoria's economic competitiveness. This include the potential development of a new port; targeted expansion and development of the arterial road, rail and freeway networks; and development of intermodal freight terminals.

The Wyndham Integrated Transport Policy and Strategy (WITS) seek to deliver a local transport system that effectively connects Local and State infrastructure through good planning, timely action and coordinated investment. They aim to guide the development of Wyndham's transport system to 2040 and beyond. One of the key planks of the transport and land use planning approach in this policy and strategy is servicing the Western Industrial Precinct, which is identified in Plan Melbourne and Growth Plans as of State importance.

Wyndham's Policy Vision: "By 2040, Wyndham is a connected city that offers a wide choice of transport options; supports efficient travel within and beyond its region; and provides a sustainable transport system that maximises safety, health, equity, social inclusion, quality of life, environmental outcomes and economic prosperity."

Wyndham's Target: "By 2040, Laverton North/Truganina is within the top 3 freight precincts in Victoria."

The policy provides the overall vision of how we want the transport network in Wyndham to function in the future. The strategy outlines how we can achieve the overall vision and support short, medium and long-term actions needed to get there.

The Commonwealth and State Governments have significant legislative and financial powers over most of the transport policy, funding, and delivery of services and infrastructure. Therefore, it is expected that many of Wyndham's transport improvements outlined in the policy and strategy will require support and funding from all levels of Government and private sector, to achieve the desired outcomes. As such, advocating Wyndham's local transport needs is considered Council's central role.

The Drivers for Change in the WITS which are most relevant to this Strategy are listed below:

"Maintaining Economic Competitiveness and Responding to Growing"

(Freight Activity) – *"Economic competitiveness - providing a transport system with coordinated and efficient mobility to existing and new employment areas and businesses that support local job creation and economic development"*.

(Freight growth) – *"providing a transport network that can respond to rapidly growing freight activity and changing logistics requirements, including last kilometre local freight solutions"*.

The Policy Statements in the WITS which are most relevant to this Strategy are listed below:

(Freight) – *"Optimise freight transport efficiency to maximise economic opportunities, whilst minimising adverse impacts on the community and residential amenity"*.

(Road Network) – *"Deliver a road network that meets the social, environmental and economic needs of a growing city"*.

The Decision-Making Principles in the WITS which are most relevant to this Strategy are listed below:

- Economic Prosperity
- Integration of Transport and Land Use

The Programs in the WITS which are most relevant to this Strategy are listed below:

(Program 9) – *"Collaborate with the private sector and State Government on freight planning and infrastructure"*.

(Program 9) – *"Integrate freight transport with land use planning"*.

Wyndham Planning Scheme – Local Planning Policy Framework (LPP)

- Clause 21 – Municipal Profile
 - Clause 21.02 – Settlement

- Clause 21.04 – Environmental Risks
 - Clause 21.06 – Built Environment and Heritage
 - Clause 21.08 – Economic Development
- Clause 33 – Industrial Zones
 - Clause 33.01 – Industrial 1 Zone
 - Clause 33.01 – Schedule to Industrial 1 Zone
 - Clause 33.02 – Industrial 2 Zone
 - Clause 33.02 – Schedule to Industrial 2 Zone
 - Clause 33.03 – Industrial 3 Zone
 - Clause 33.03 – Schedule to Industrial 3 Zone
- Clause 34 – Commercial Zones
 - Clause 34.01 – Commercial 1 Zone
 - Clause 34.01 – Schedule to Commercial 1 Zone
 - Clause 34.02 – Commercial 2 Zone
- Clause 37 – Special Purpose Zone
 - Clause 37.06 – Priority Development Zone
 - Clause 37.06 – Schedule 1 to Priority Development Zone

Appendix II – Sociodemographic Profile

Population Growth

The City of Wyndham population forecast for 2020 is 288,212 and is forecast to grow to 512,591 by 2041. The following map indicates the rate of growth in Wyndham over the next five years (2020-2025). The dark blue areas indicate highest growth, of particular note are Manor Lakes with 61% change in population and Truganina with 41%.

Population and age structure map - 0 to 85

City of Wyndham, 2020 to 2025 percent change

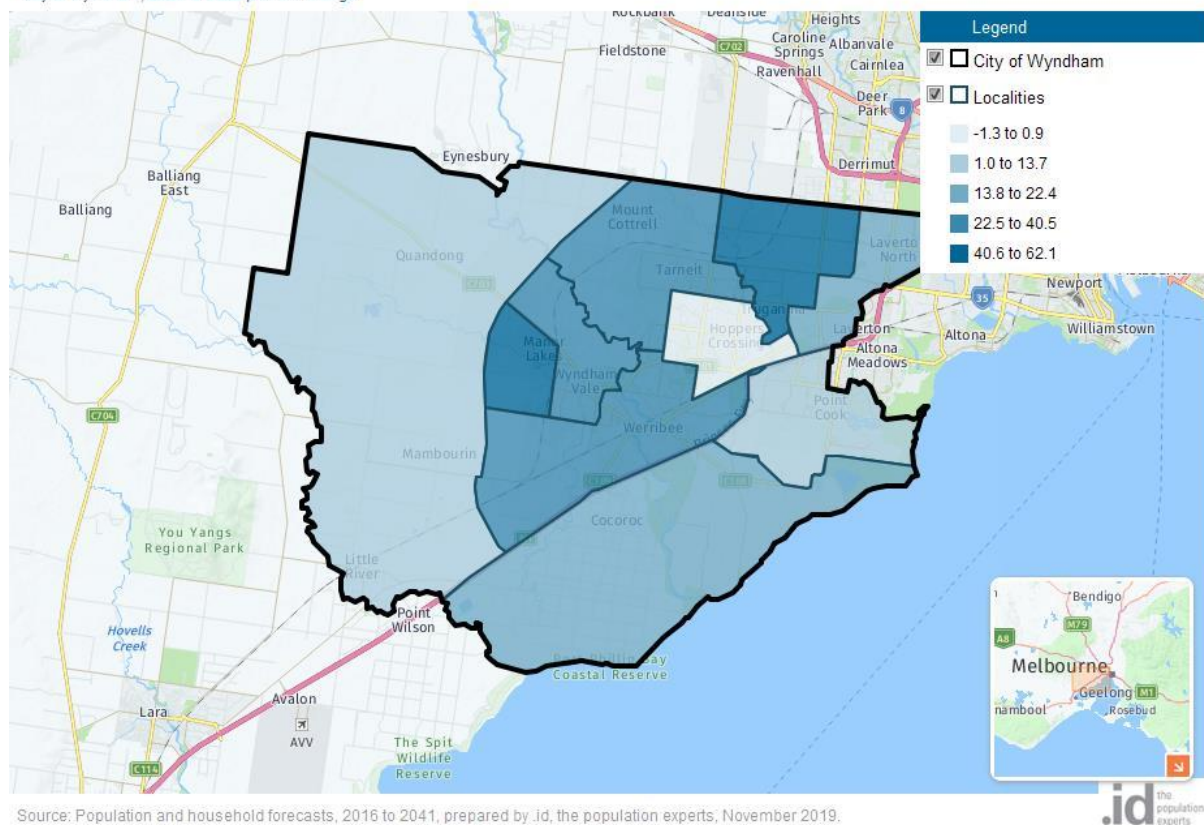


Figure 1. Map showing the areas of population growth, 2020-2025

When looking at the age structure and change, the ages with the highest number of people over time are the 0-10 and 25-44 year old cohorts. The following chart provides the details of this change:

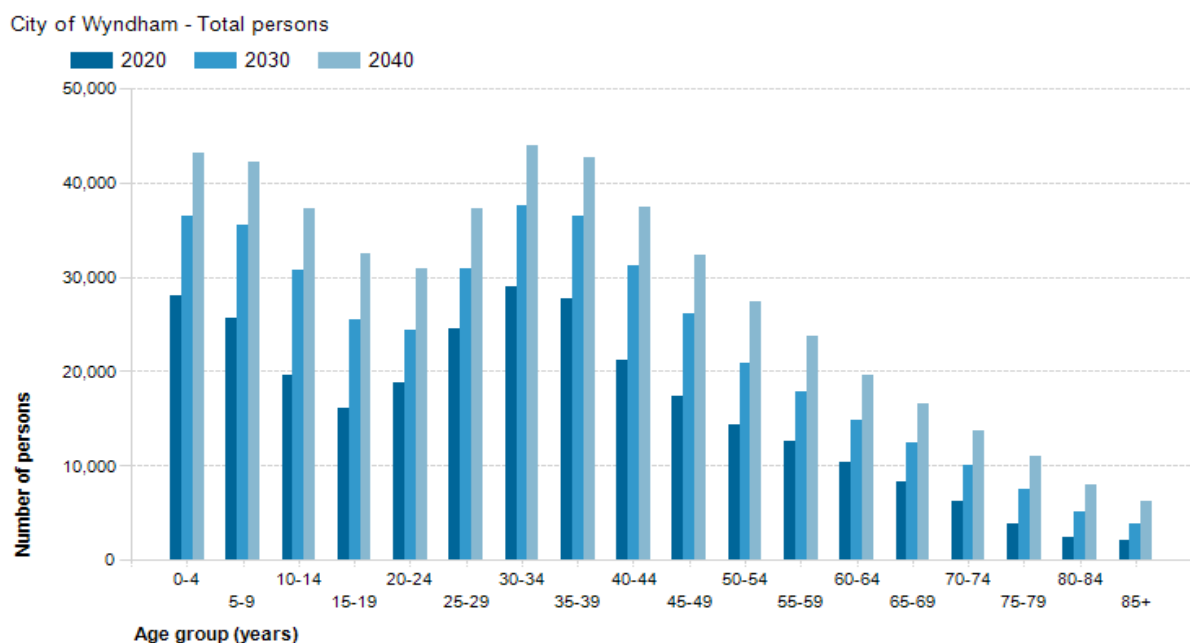


Figure 2. Figure 2. Forecasted change in population 2020-2040 by five year age groups.

The increase in the number of people of working age is important when looking at the place of employment. In 2016 62% (60,966) Wyndham residents left the area for work. With the increase in population over the next 20 years, creating local employment opportunities is an important liveability consideration.

Dwellings and Development

The following chart shows you forecasted change in development by locality across Wyndham between 2020-2025. Over this time, its projected that Tarneit, Truganina and Werribee will have the highest number of new dwellings (Werribee by in-fill and Tarneit and Truganina by Greenfields development).

City of Wyndham	2020		2025		Change btw 2020-25	
Area	Number	%	Number	%	Number	%
City of Wyndham	96,535	100.0	119,887	100.0	+23,352	+24.2
Hoppers Crossing (locality)	14,039	14.5	14,135	11.8	+96	+0.7
Little River - Rural West (locality)	373	0.4	408	0.3	+35	+9.4
Manor Lakes (locality)	2,877	3.0	4,746	4.0	+1,869	+65.0
Point Cook (locality)	22,183	23.0	24,260	20.2	+2,077	+9.4
Tarneit (locality)	15,038	15.6	21,635	18.0	+6,597	+43.9
Truganina (locality)	10,105	10.5	14,689	12.3	+4,584	+45.4
Werribee (locality)	19,820	20.5	24,310	20.3	+4,490	+22.7
Werribee South (locality)	1,328	1.4	1,457	1.2	+129	+9.7
Williams Landing - Laverton N (locality)	3,101	3.2	3,770	3.1	+669	+21.6
Wyndham Vale (locality)	7,672	7.9	10,478	8.7	+2,806	+36.6

Population and household forecasts, 2016 to 2041, prepared by .id , the population experts, November 2019.

Table 1. Forecast dwellings and development between 2020 and 2025 by locality

Summary Table

The following summary shows the results of the forecasts for population, households and dwellings in the City of Wyndham. The period 2016 to 2026, as the short to medium term, is likely to be the most accurate and useful forecast information for immediate planning purposes.

It is important to look at the relationship between population and average household size. If the average household size is falling, then there will need to be growth in the number of households (and dwellings for them to live in) to maintain or grow the population.

Table 1. Forecast population, households and dwellings

City of Wyndham	Forecast year					
Summary	2016	2021	2026	2031	2036	2041
Population	227,060	302,650	364,162	417,361	469,396	512,591
Change in population (5yrs)		75,591	61,512	53,198	52,035	43,195
Average annual change		5.92%	3.77%	2.76%	2.38%	1.78%
Households	72,593	96,118	117,062	135,610	154,055	169,963
Average household size	3.10	3.12	3.09	3.06	3.03	3.00
Population in non private dwellings	2,193	2,314	2,542	2,692	2,950	3,100
Dwellings	75,837	101,647	124,200	143,574	162,410	178,368
Dwelling occupancy rate	95.72	94.56	94.25	94.45	94.86	95.29

Population and household forecasts, 2016 to 2041, prepared by .id , the population experts, November 2019.

Table 2. Forecast population, households and dwellings

Appendix III – Strategic Economic Insights

Strategic Economic Insights Report

Saved in OBJECTIVE



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Strategic Economic I