

21.08

06/02/2014

C115

[Proposed C141](#)

21.08-1

15/09/2011

C82(Part 1)

ECONOMIC DEVELOPMENT

RETAIL

Retailing in the city is dominated by Highpoint PAC and Footscray CAD. The Highpoint PAC has capacity for expanded retail floorspace and will continue to operate as a regional comparison shopping centre and as the key focus in Maribyrnong for bulky goods (restricted retail) retailing. Footscray CAD is very important in providing a range of cosmopolitan shops, a variety of health and community services, excellent access to public transport and proximity to both Victoria University campuses.

Some of the neighbourhood and local centres are showing strengths in lifestyle retailing, ethnic retailing and entertainment/leisure niches in response to demographic changes. The supermarket offer is improving in neighbourhood and local centres and will be augmented by additional supermarkets in the planned neighbourhood activity centres at the Bradmills Precinct and Maribyrnong Defence Site.

Several former main road showroom and bulky goods areas have declined leaving Highpoint PAC as the key focus and preferred location in the City for bulky goods (restricted retail) retailing.

OBJECTIVE 1

To ensure that retail premises are developed in appropriate locations.

STRATEGIES

Discourage retail development outside of identified Activity Centres.

Support the Highpoint PAC as a regional comparison shopping centre and as the key focus in the City for bulky goods (restricted retail) retailing.

Provide for street-front retail and businesses within activity nodes along the Footscray to Northern Maribyrnong transport corridor.

OBJECTIVE 2

To ensure restricted retail premises are developed in appropriate locations.

STRATEGIES

Focus the municipality's restricted retail premises retailing at the Highpoint PAC.

Discourage new significant retailing proposals in marginal and declining bulky goods (Business 4 Zone) areas including:

- Geelong Road – north side between Somerville Road and Cromwell Parade;
- Ballarat Road – south side west of Melon Street; and
- Barkly Street – north side west of Geelong Road to Gordon Street.

Ensure restricted retail premises do not develop as stand alone centres, remote from activity centres.

Ensure restricted retail premises developments are designed to provide street frontage activation, pedestrian networks and appropriate car parking.

POLICY GUIDELINES

Request development proposals that significantly increase retail floorspace, analyse the impact of the development on in-centre trade/turnover taking into account current and future consumer expenditure capacity.

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OFFICE

The demand for offices is expected to increase as population growth and continued gentrification stimulate growth in the commercial services sector. Footscray CAD, Highpoint PAC and Central West MAC have capacity for new office development, but the preferred location is within the Footscray CAD which has excellent public transport links for office based workers.

The network of activity centres provides a good range of products from a retailing base but is poor in its range of commercial services. This sector will grow as an increase in resident population creates a demand for offices servicing the needs of those local residents.

OBJECTIVE 3

To ensure that offices are developed in appropriate locations.

STRATEGIES

Discourage offices outside of identified Activity Centres.

Encourage offices in the Footscray CAD, Highpoint PAC and Central West MAC in accordance with the centre structure plans, with the preferred location being Footscray CAD.

Encourage offices in areas with good access to public transport.

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INDUSTRY

The reduction in industrial land has left the city with three core industrial precincts – Yarraville Port Industrial, Tottenham (with a small area in south-west Yarraville) and West Footscray Sunshine Road. Each precinct is effectively buffered from adjacent residential areas to help minimise any adverse amenity and risk impacts. Due to their size, location, accessibility and existing uses these precincts remain viable and will be retained. These precincts present opportunities for future industrial and commercial redevelopment that can contribute to local employment growth.

Each precinct is distinct:

The **Yarraville Port Industrial Precinct** serves as an important amenity and risk buffer between the inner west residential areas and Coode Island and the operations of the Port of Melbourne, and will continue catering for port related uses, heavy industry, transport and logistics industries.

The **Tottenham Precinct** forms a significant industrial area that adjoins the Western Industrial hub and has many established larger industries and container storage facilities. There are opportunities for developing underutilised land and improving internal road connections. Stony Creek runs through this precinct and provides an open space corridor which has the potential for improving the precinct's amenity and providing open spaces for people working in the area.

West Footscray Sunshine Road Precinct is a smaller area with good road access and established larger industries, with some heritage buildings. The precinct is close to residential areas and open space.

Industrial land in Beachley Street, Braybrook and Cala Street, West Footscray has been identified for rezoning for residential development.

The Port of Melbourne has major facilities located at Swanson Dock (container storage and handling) and Coode Island (chemical storage), while Holden Docks and the Yarraville Wharves are actively used by industries located in the Yarraville port industrial precinct. The port's container trade is forecast to grow significantly by 2030. To cater for this the port will develop and integrate with the Dynon rail centre, which is intended to become an international freight centre. Significant road and rail freight routes traverse the city and are important to the effective operation of the port.

OBJECTIVE 4

To maintain core industrial precincts.

STRATEGIES

Protect the core industrial precincts from residential encroachment.

Maintain land buffers around the core industrial precincts.

OBJECTIVE 5

To ensure high quality industrial development.

STRATEGIES

Encourage high quality development and landscaping that improves the appearance of industrial areas.

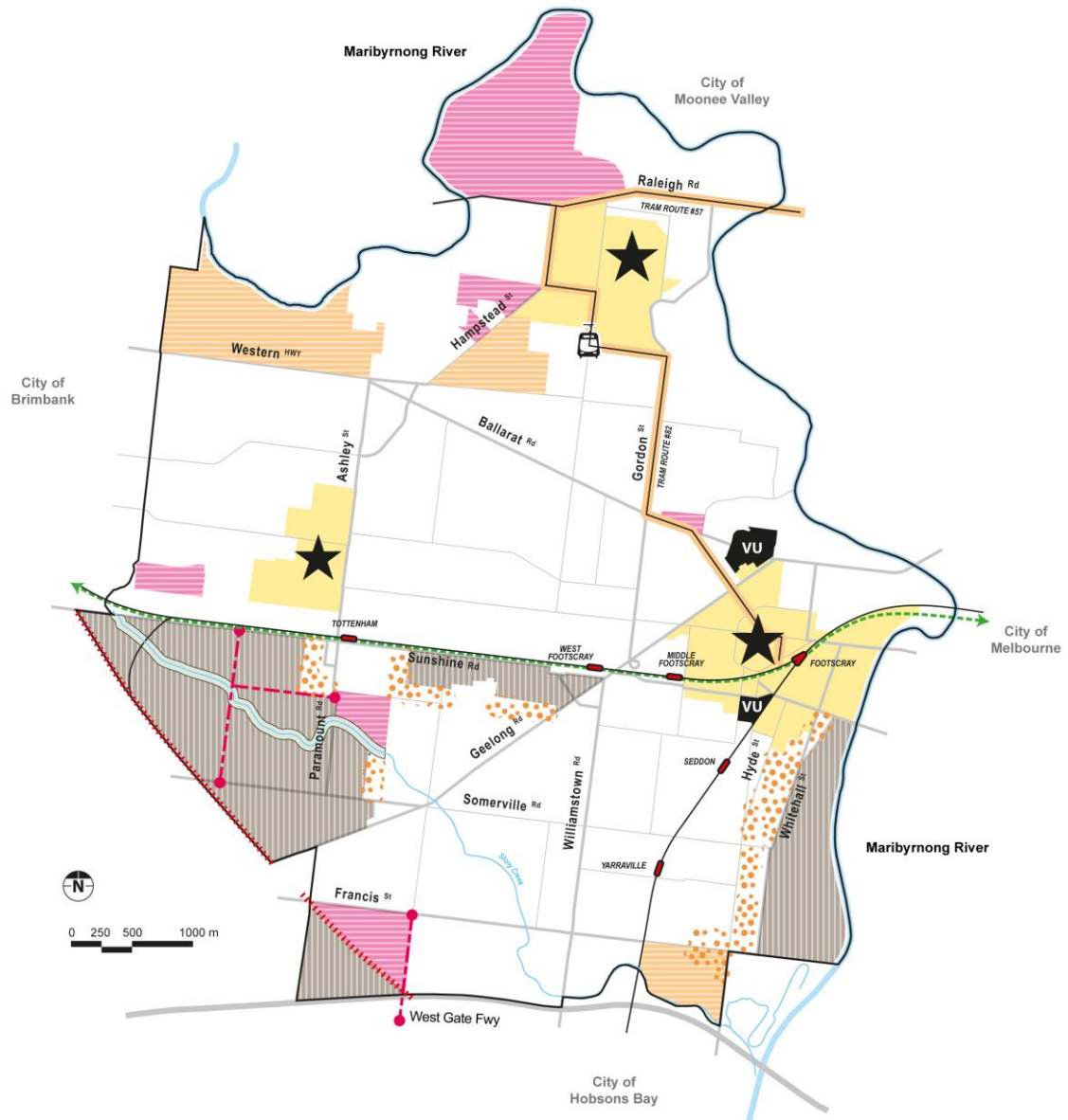
Reduce dust through improved building maintenance, landscaping and sealing of car parking, hard stand and outdoor storage areas.

Provide adequate storage for waste and recycling on site that is screened from the street.

Provide adequate on-site provision of all off-street parking, turning circles, vehicular access and loading bays.

Encourage the sealing of car parking areas and the incorporation of water sensitive urban design for the treatment of stormwater.

Support a residential zone on industrial zoned land in Beachley Street Braybrook and Cala Street West Footscray to provide for residential development.



Industrial Framework Plan



21.08-4 TOURISM FACILITIES

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There is limited potential for tourism, cultural and water based recreational facilities and activities along the river corridor.

Identified opportunities for new facilities include the redevelopment of Footscray Wharf as a commercial marina, new tea house/café and moorings south of Dynon Road and a café at the former Dales Stables (Chifley Drive) in Maribyrnong. It is expected that the redevelopment of the Maribyrnong Defence Site will also present further opportunities for community, and limited commercial, facilities.

OBJECTIVE 6

To support appropriate tourism development.

STRATEGY

Develop the recreation and tourism potential of the Maribyrnong River.

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~~LICENSED PREMISES AND GAMING~~

~~Licensed premises can not only affect the amenity of locations but also the health and wellbeing of the community. Council wants to avoid a concentration of licensed premises which can disturb amenity and contribute to negative health and social impacts.~~

The city has one of the highest expenditure levels on gaming in Victoria and particularly high concentrations of gaming machines per head of population. The density of gaming machines and high levels of gaming expenditure have significant social and economic impacts on the community, which in turn places increasing pressure on community services and facilities. Council wants to reduce the impacts of gaming on the community.

OBJECTIVE 7

To minimise adverse social impacts from electronic gaming machines.

STRATEGIES

Ensure the establishment of new or additional gaming machines does not occur proximate to relatively disadvantaged or vulnerable communities.

Require a social impact assessment for electronic gaming machine applications. .

Reduce the number of gaming machines within the city and per head gaming expenditure to no greater than the Victorian average.

IMPLEMENTATION

Apply Clause 22.06 Gaming Policy in considering an application to install or use a gaming machine or use of land for gaming.

OBJECTIVE 8

~~To minimise adverse social impacts from licensed premises.~~

STRATEGIES

~~Assess the social and amenity impacts of licensed premises on the surrounding areas.~~

~~Discourage the concentration of late trading licensed venues.~~

21.08-6 LICENSED PREMISES

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The City of Maribyrnong has over 250 licensed premises which contribute to the vitality of an area, consumer choice, and economic strength of the municipality.

The network and hierarchy of activity centres in the municipality underpins the provision of a broad range of retail and community services, entertainment, recreation and the focus of higher densities of residential development. Activity centres should therefore be a primary focus for the establishment of a broad range of licensed premises consistent with the role of the centre.

Council's desire is for new licensed premises and changes to existing licensed premises to result in positive amenity impacts while minimising negative amenity impacts.

Positive amenity impacts include the enhanced vitality of an area, streetscape activation, passive surveillance, and the creation of a local 'identity' as an entertainment and tourism destination. Negative amenity impacts relate to violence, street disturbance, noise, anti-social behaviour, litter, and vandalism.

There are a range of factors which can influence the likelihood of amenity impacts relating to licensed premises. These include:

- Venue type
- Internal and external venue design
- Noise
- Operating hours
- Patron numbers
- Location and access
- Clustering

The relationship between these factors will determine the likelihood and extent of positive and negative amenity impacts on the local community.

OBJECTIVE 8

- To encourage new licensed premises to locate within activity centres which are consistent with the role of the centre.
- To encourage new licensed premises and changes to existing licensed premises to result in positive amenity impacts.
- To encourage new licensed premises and changes to existing licensed premises to result in minimal negative amenity impacts.

STRATEGIES

- Ensure the location, design and operation of licensed premises maximises the opportunity for streetscape activation, passive surveillance, and enhanced vitality of an area.
- Ensure the location, design and operation of licensed premises minimises the potential for negative amenity impacts on the surrounding area.
- Ensure the licensed premises will not result in an adverse cumulative impact on the surrounding area.

IMPLEMENTATION

Apply Clause 22.08 Licensed Premises Policy in considering an application for licensed premises.