

Hobsons Bay Industrial Land Management Strategy – June 2008



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1 Executive summary

The release of *Melbourne 2030* and changing land use conditions in a number of the City's industrial areas, prompted a review of the Hobsons Bay Industrial Land Management Strategy 1997.

The Council has also experienced an increase in requests and pressure for the rezoning of industrial land, as well as resident concerns about the operations and impacts of some industries.

The municipality is one of the most significant locations for a number of major industries in Victoria and this strategy is intended to consolidate that position and at the same time assist the transition of some of the traditional industrial land uses to more appropriate zones.

This Strategy is supported by the way of background material; in a document titled "Strategic Context and Supporting Data – Industrial Land Management Strategy June 2008."

Study objectives

- ' To provide clear direction in relation to the future use and development of industrial land in Hobsons Bay over the next 15 years and to set the foundation for continued development beyond that point.
- ' To better understand the likely demands on the City's industrial land resources.
- ' To audit and assess the suitability and desirability of the City's industrial land resources (supply) to meet future industrial market demands, provide employment, and achieve State and Local Planning objectives.
- ' To identify current issues and potential future pressures, needs and opportunities.
- ' To decide whether any land currently zoned industrial is better suited to achieve urban consolidation and provide for additional housing or commercial growth.
- ' To decide how to best support the growth, and manage the impacts of industrial development, and provide employment opportunities.
- ' To ensure industrial development makes a positive impact on the amenity and environment in Hobsons Bay.

1.1 Key Findings

In summary, the key findings of the review are:

- § Hobsons Bay currently has 1,782 hectares of land zoned for the purpose of industry, which accounts for approximately one third of all of the land in Hobsons Bay.
- § Council has identified 22 industrial precincts in the City, each with its own role and function. Whilst there is industrial land in most of the suburbs, the majority of the core industrial land is concentrated in Altona.
- § A classification system has been developed to indicate the future role and function of these precincts.
- § Industrial land in the municipality is an important source of jobs, employing approximately 27,690 people. The City forms part of the Werribee Growth Area, and plays an important role in providing local and regional employment.
- § Hobsons Bay will continue to be a primary location for industries of state significance and as a consequence they will influence the surrounding land use patterns.
- § Some of the key industries are:
 - Motor vehicle building, Toyota Australia;
 - Petroleum refining and storage in Altona and Spotswood;
 - Ship building in Williamstown;
 - Inter-modal freight terminals in Altona;
 - Petrochemical complex in Altona;
 - ACI Glassworks Spotswood and
 - Food Processing (Dons), Altona North.
- § Hobsons Bay's supply of vacant industrial land could be fully developed in 11 years based on an estimated take up rate of 36 hectares per annum.
- § Specific initiatives contained in the State Government's Melbourne 2030 strategy support this outcome, but not at the expense of required industrial land.
- § The amenity and environmental impacts of all industrial estates in the City can be improved. Opportunities exist to better manage, and in some cases remove conflict between industry and other sensitive land uses.

- § Some industries require action to protect the viability of their operations from encroaching sensitive uses.
- § A review of the 22 precincts has identified nine precincts in Hobsons Bay that are considered suitable (in whole or in part) for review for alternative land uses (see Future Directions Map page 11). These Strategic Redevelopment Areas could be used differently to better implement State and Local Planning Policy objectives. They are:
- Part Precinct 9 – Land fronting Millers Road, Altona North.
 - Part Precinct 13 - Land at corner of Maddox Road and Kororoit Creek Road, excluding existing Akuna Drive industrial developments. Includes 92-100 Champion Road, Williamstown North.
 - Part Precinct 14 – The land fronting Geelong Road, between Millers Road, Francis Street and Cemetery Road, Brooklyn.
 - Part Precinct 15 - Part of land bounded by Blackshaws Road, Kyle Road, New Street and the Westgate Freeway in Altona North.
 - Precinct 16 - Industrial land bounded by Blackshaws Road, Stephenson Street and the railway line in South Kingsville.
 - Part Precinct 17 – Land at southwest corner of Birmingham Street and Melbourne Road, Spotswood.
 - Part Precinct 18 - Land in Hudson Road / Hall Street, and land at the southeast corner of Melbourne Road and McLister Street, Spotswood.
 - Part Precinct 20 (south of Nelson Place) - Land bounded by Ann Street, Kanowna Street, Nelson Place and Aitken Street, (former Port Phillip Woollen Mill), Williamstown excluding the existing Special Use 5 Zone land.
 - Part Precinct 21 – Former Newport Mill – Blackshaws Road and McRobert Street, Newport.
- § While the above precincts have been specifically identified in this review, all 22 precincts are included in the details of the Strategy contained in Section 3 of this document.

1.2 Key recommendations

Following the review several key initiatives were identified which are broadly outlined in this section with more specific detail contained in Section 3. The Council considers that with the establishment of an appropriate time frame significant outcomes will include the consolidation of some of the precincts which are of both State and National significance, as well as articulating a vision for possible alternative land uses for other precincts.

1. Manage change in Strategic Redevelopment Areas carefully, protect the existing and ongoing viable industrial uses, retain employment-generating uses where possible, and subject to further investigation, introduce new land uses.

Key strategies include:

- Preparation of Outline Development Plans (ODPs) and/or, Master Plans, Development Plans and Design and Development Plans for the nine Strategic Redevelopment Areas. These plans should be prepared in consultation with the landowners, adjoining landowners, local communities, relevant state agencies and the Council. They should also identify, among other things, the extent of land contamination, potential off site impacts and measures to manage them.
- Proposals submitted to the Council should:
 - Identify the possible range of future uses, infrastructure and community infrastructure needs.
 - Include staging of development and proposals for the protection and/or management of viable industries, future character, future zoning and planning controls.
 - Provide a high standard of amenity and environmentally sustainable design, and consideration of any significant native flora protection where identified.
 - Consider individual applications where appropriate for site-specific rezoning following the approval of an ODP or Development Plan Overlay (DPO) and Design Development Overlay (DDO) for the whole of the specific Strategic Redevelopment Area, subject to evidence being provided that the future development of the remainder of the precinct will not be adversely affected.

2. Support the growth and development of industrial development in Core and Secondary Industrial Areas.

Key strategies include:

- Plan for and provide infrastructure to support growth, by implementing the Inner West Transport Study, and preparing and implementing a Development Contributions Plan (DCP) to identify and help fund necessary infrastructure projects.

- Prepare a restructure plan for the Burns Road Estate area to facilitate the consolidation and therefore the redevelopment of the unsuitable 505-lot subdivision.
- Ensuring that planning controls and/or standards place a greater emphasis on new development, particularly sensitive uses, acknowledging and designing around amenity issues associated with existing nearby industry.
- Encourage industry to use best practice and include Environmentally Sustainable Design principles into redevelopments of land and buildings.
- Seek State Government commitment to prepare Master Plans for all the land zoned PUZ4 that is in public ownership.

3. Improve the amenity, appearance and environmental performance of Industrial Areas.

Key strategies include:

- Prepare Design Guidelines for high profile areas including land along arterial roads and rail reserves, at gateways and at interfaces with residential areas, including:
 - a. Altona North precincts visible from the Westgate Freeway.
 - b. Kororoit Creek Road, Williamstown North.
 - c. Industrial precincts at gateway locations (Millers Road in Brooklyn, Oil terminals in Spotswood, Kororoit Creek and Millers Road intersection in Altona).
- Implement the Altona North Traffic Management Plan, which aims to increase the separation of industrial and residential traffic and prepare a Local Area Traffic Management Plan as appropriate in different precincts.
- Promote greater environmental awareness, recognise environmental achievements and require better environmental performance.
- Replace the Hobsons Bay Industrial Land Use and Development Guidelines, 1997 and increase the amenity and the Environmental Sustainable Development (ESD) standards, where necessary, including producing a fact sheet.

4. Update the Hobsons Bay Planning Scheme.

Key strategy:

- Review the provisions within the Hobsons Bay Planning Scheme, and prepare Planning Scheme Amendments to implement the outcomes of this Strategy.

2 The Strategy

2.1 Future Industrial Land Use Framework

A classification system has been developed to indicate the future role and function of each of the City's industrial precincts.

- Core Industrial Areas
- Secondary Industrial Areas
- Strategic Redevelopment Areas

Each one of these categories is explained in more detail below:

Core Industrial Areas

- Designates major concentrations of industry, which are relatively unconstrained by residential or other sensitive uses.
- These areas will be protected and provide opportunities for new growth, including the expansion of existing industries.
- Non-industrial protrusions into these areas are not supported and rezoning of land to non-industrial zones will not be permitted.

Secondary Industrial Areas

- Designates smaller concentrations of industry, which will continue to be of strategic importance to Hobsons Bay in terms of local economic development and employment.
- These areas cater for a wide range of small to medium businesses, which supply both industrial and domestic markets.
- Non-industrial protrusions into these areas will not be supported.

Strategic Redevelopment Areas

- Designates areas that may evolve from a previous industrial use to provide a wider mix of employment opportunities, including a mix of industry, commercial and office accommodation.
- Designates areas that are constrained by surrounding land use patterns or access arrangements and where the opportunity exists for uses to change over time to a residential use.
- Designates areas that are not currently industrial, but because of the existing land use conditions are best suited to an industrial zone.
- The opportunity may remain for employment generating uses to continue or to re-establish, provided they are compatible with adjacent uses.
- Outline Development Plans will be prepared for each area to properly plan the detail of any redevelopment.

2.2 Land Use Compatibility

Because different land uses make different demands upon urban space, a mixture of land uses can generate a high degree of conflict among the different users.

Two land uses are particularly difficult to harmonise, and are often considered incompatible: residential and heavy or offensive industrial uses, such that are noisy or emit pollution. In general, people enjoy living in quieter, cleaner, more 'attractive' places, with amenities such as schools, clinics, shopping areas, and parks located nearby.

The presence of industry close to residential areas changes not only people's perception of the attractiveness of their neighbourhood, but can impact upon residents' day-to-day living conditions. For example, people living close to industries will experience higher levels of noise and pollution from facilities and their associated truck traffic, than people living in core residential areas. Also, residents living adjacent to a heavy industrial zone may experience greater impacts than residents living adjacent to light industrial areas.

Industry is also impacted by the conflicts generated by the proximity of residential areas. For example, industries can experience greater levels of scrutiny of their activities from concerned neighbouring residents. The only change could be one of increased community awareness about health concerns, leading to new complaints.

Despite businesses being located in an industrial zone, any complaints that are registered may force businesses to change or even permanently restrict their operations. In many cases, pollution prevention options and substitution of toxic chemicals for non-toxic ones can both improve the environment and the triple bottom line.

Strategies have been developed to either manage the interface where possible or to work to change the land uses in the areas where it is not possible to manage this interface.

2.3 Strategic Redevelopment Areas

2.3.1 Strategic Redevelopment Areas

The Council must ensure that the strategic redevelopment of key areas / sites identified as a result of this Strategy is managed carefully. The ultimate aim will be to achieve net community benefit. The Council should not be driven by developer pressure to achieve the highest and best use on their land alone. A precinct approach must be taken to redevelopment to ensure the highest level of integration.

It is proposed that an Outline Development Plan (ODP) and / or Master Plans, Development Plan and Design and Development Plan be prepared for the Strategic Redevelopment Areas that are no longer suitable for traditional industrial uses. These plans will be prepared in consultation with the land owners, adjoining land

owners, local community, key government stakeholders and the Council and should identify such matters including but not limited to:

- the extent of any contamination;
- range of future uses;
- all infrastructure requirements including community, and open space;
- potential off site impacts, and measures to manage them;
- traffic management plans, which address connectivity within and between sites;
- staging of development;
- mechanisms/proposals to protect ongoing viable industries from encroaching sensitive uses such as buffer distances and acoustic measures to attenuate noise levels within the new development;
- future character of the area and potential impact on neighbouring residential character;
- future zoning and planning controls, which must include a high standard of environmental sustainable design and measures to protect ongoing viable industry;
- Social impact and needs analysis;
- Incorporation of Environmentally Sustainable Design Principles;
- Diversity in housing choice including affordable housing.

In many cases, there will remain existing industries that wish to operate within the precinct for the short to medium term, or even the long term. The Council must ensure that any redevelopment of sites with existing industry must protect the existing and ongoing viable industrial uses and further intensification for as long as they wish to remain in the area. This may mean that areas close to the industries cannot be fully redeveloped until the industry relocates or that they must include measures that mitigate the impacts of the industry.

Amenity expectations should be made clear, even in the choice of planning control, such that a typical residential or commercial amenity should not be expected. The layout of new uses should mitigate the impacts of abutting or nearby industry. Too often, little or no thought is put into these matters, and the pressure is then placed on industry to modify its operations. A key to this approach is a partnership – between existing affected industries, surrounding residents and workers, governments, and their agencies.

Contamination issues need to be further investigated, so that the full implications of any land contamination can be understood and factored into the location, design and type of future development. Careful thought also needs to be given to the most appropriate way of ensuring that environmental audit requirements are met. All industry, existing or new, should also strive to minimise environmental impacts.

Some Strategic Redevelopment Areas may retain employment generating uses. These may include lighter industrial, commercial, business and community uses -

e.g. schools, child care centres, medical facilities, recreational services and small neighbourhood shopping centres. This will be set out in the development plans for these areas.

Landowners should collectively fund the preparation of development plans to guide development, which will either be prepared by the Council or if the plan is completed by an external party, the Council must have input and must endorse the plan. Funding may be available for the preparation of such plans from the State Government. Further discussion with the landowners in each of these areas is needed to work through the implementation details.

Individual applications for site-specific rezoning should only be accepted if the applicant can show that it will not prejudice the future development of the remainder of the precinct and that it is consistent with the development plan for the precinct. Site specific rezoning of industrial land may be appropriate as a means of allowing a gradual change, whilst providing the maximum support for existing viable industrial businesses to continue to operate.

2.3.2 Identified Strategic Redevelopment Areas

Having regard to these principles and existing site conditions, nine areas have been identified as providing for strategic redevelopment opportunities as identified within the “Industrial Land - Future Directions” map (page 11). They are:

- Part Precinct 9 – Land fronting Millers Road, Altona North.
- Part Precinct 13 - Land at corner of Maddox Road and Kororoit Creek Road, excluding existing Akuna Drive industrial developments. Includes 92-100 Champion Road, Williamstown North.
- Part Precinct 14 – The land fronting Geelong Road, between Millers Road, Francis Street and Cemetery Road, Brooklyn.
- Part Precinct 15 - Part of land bounded by Blackshaws Road, Kyle Road, New Street and the Westgate Freeway in Altona North.
- Precinct 16 - Industrial land bounded by Blackshaws Road, Stephenson Street and the railway line in South Kingsville.
- Part Precinct 17 – Land at southwest corner of Birmingham Street and Melbourne Road, Spotswood.
- Part Precinct 18 - Land in Hudson Road / Hall Street, and land at the southeast corner of Melbourne Road and McLister Street, Spotswood.
- Part Precinct 20 - (south of Nelson Place) - Land bounded by Ann Street, Nelson Place, Kanowna Street and Aitken Street, (former Port Phillip Woollen Mill), Williamstown.
- Part Precinct 21 – Former Newport Mill – Blackshaws Road and McRobert Street, Newport.

2.3.3 Part Precinct 9 – Land fronting Millers Road, Altona North

(See Industrial Land Future Directions map page 25)

The precinct as a whole is generally described as a large Secondary Industrial Area confined between Kororoit Creek and Chambers Road with the Railway line to the south and Blackshaws Road to the north. It includes a large single holding, the former Cabots Land, which is located on the eastern side of Chambers Road and extends through to Millers Road. The Strategic Redevelopment Area of this precinct fronts onto Millers Road, and extends to the railway line to the south and to the northern boundary of the existing Bunnings site.

There is no doubt that the vast majority of this Precinct is required to service secondary industrial uses, however with the closure of Cabots, an opportunity has arisen to consider future redevelopment and employment opportunities on this 15 hectare site. Part of the Cabot's land fronting Millers Road may lend itself to other commercial uses, such as the potential expansion of Bunnings and/or the development of trade supplies, or small industrial units with ancillary offices fronting Millers Road.

The prior operations of Cabots had precluded a residential redevelopment of an age care facility on land north of Bunnings as part of Amendment C37.

Amendment C37 proposed to change the schedule of the Special Use Zone - Schedule 1, which affects the Greek community land (located to the north of Bunnings). When the amendment was exhibited submissions were received from the EPA, Cabots and Mobil opposing the amendment, primarily on the basis that such a sensitive use would not be compatible with the emissions created from the Cabots factory and the Mobil Oil Refinery. A residential outcome is therefore not appropriate.

Any redevelopment of the site must include Environmental Sustainable Design (ESD) principles including but not limited to Water Sensitive Urban Design (WSUD), energy efficient development and, water reuse within the site.

2.3.4 Part Precinct 13 - Land at corner of Maddox Road and Kororoit Creek Road, excluding existing Akuna Drive industrial developments. Includes 92-100 Champion Road, Williamstown North.

(See Industrial Land Future Directions map page 25)

This land includes the Hobsons Bay Caravan Park, land previously proposed for the Violet Street development as part of Amendment C1, existing industrial properties in Akuna Drive, 92-100 Champion Road and the remaining vacant land up to Maddox Road. The land is currently zoned Industrial 3 Zone. The land has not been developed to date because the majority of the land is owned by Mobil and has been used as a buffer to the refinery located approximately 1.5 kilometres from the precinct.

There is an existing industrial development in the north east section of this precinct, known as the Akuna Drive Estate. This estate is relatively new, developed in the last 10 years. The quality of development is of a high standard and the uses cater for a different market than the nearby Kororoit Creek Road North Industrial Estate (Precinct 12). A mix of businesses have occupied this precinct, many of which are not traditional industrial uses.

The retention of the whole of the precinct for industrial purposes is likely to have a detrimental impact on the ongoing development and renewal of the nearby older industrial estates to the west and south of this land. The potential for the whole of this precinct to be developed for industrial purposes would be limited by the supply of vacant and redevelopable industrial land that already remains within Precinct 12. It appears that many of the properties within the estate are nearing the end of their economic life and it is expected that they will be redeveloped for small lot industrial purposes.

Retail and commercial land uses are also considered inappropriate given the proximity of the site to the Williamstown commercial precinct, approximately 2km to the east and the neighbourhood-based centre within the Rifle Range Estate fronting Kororoit Creek Road. In addition retail and commercial land uses would be considered "out of centre development", which would not align with the Councils' Activity Centre Strategy 2006 and current State Planning Policy.

Therefore a residential outcome for the majority of the precinct could be considered, provided appropriate justification for a residential outcome can be provided to the Council. This new neighbourhood should link in with the existing residential area to the immediate east by road and pedestrian access, provide signalised road access to Kororoit Creek Road. It will also be necessary to provide appropriate social and community infrastructure as determined by a social impact assessment. Provision of affordable housing, with a range of dwelling sizes and types must also be provided.

The development of the new residential area will also have to take into consideration the treatment along Maddox Road to buffer against existing industry and provide appropriate links to Maddox Road for vehicle, bicycle and pedestrian movements. A landscape buffer should be provided along Maddox Road. An Industrial 3 rezoning of Part Precinct 12 from Orange Street to Maddox Road will provide a land use buffer for the new residential area.

Akuna Drive Industrial Estate will be allowed to remain in its current form, but be appropriately buffered from any other land use proposed on the land south and west. This could be achieved through a variety of techniques, including landscaping and rear garage access for new residences.

Land at 92-100 Champion Road has recently been sold by VicTrack to private owners and given its relationship to the Victoria University of Technology (VUT) site adjacent, and the campus impending closure, this land should be considered as part of any broader redevelopment of the VUT site. Therefore 92-100 Champion Road should also be designated as part of the Strategic Redevelopment Area, with a prospective use finalised in conjunction with the VUT site.

It is recommended that any future rezoning of the precinct have regard to Planning Scheme Amendment C1 (rezoning of land in the Violet Garden Estate) and the accompanying panel report and attend to any unresolved matters. Much of this precinct was operated as a landfill site by the former City of Williamstown, as a result, contamination issues will need to be carefully addressed.

The State Government should also be encouraged to provide a railway station in proximity to Maddox Road to service the existing industrial estate in Precinct 12 and the proposed residential neighbourhood in this precinct.

The Council expects any future development to incorporate a high standard of urban design, and appropriately address any other buffer or interface issues.

Any redevelopment of the site must include Environmental Sustainable Design (ESD) principles including but not limited to Water Sensitive Urban Design (WSUD), energy efficient development and water reuse within the site.

In this context, the majority of this precinct is considered to be a Strategic Redevelopment Area, and the rezoning of the majority of the land to a residential zone should be considered subject to the resolution of the above issues.

2.3.5 Part Precinct 14 – Land bounded by Geelong Road, Millers Road, Francis Street and Cemetery Road in Brooklyn

(See Industrial Land Future Directions map page 25)

This land is currently zoned Industrial 3, with a small strip of land at Millers Road being zoned Industrial 1. The majority of the land fronts Geelong Road, with additional access from the rear (Francis Street).

These properties are highly visible, given the frontage to Geelong Road and as such, the properties west of the railway have been converted to retail and commercial premises, catering to bulky goods / trade supplies.

A smaller triangular parcel of land at Millers Road, formerly owned by Mobil as a petrol station, remains vacant subject to a Public Acquisition Overlay (PAO). The site however has been sold and at present any development would be required to comply with the Industrial 3 Zone requirements.

The last parcel of land is on the east side of the rail line and is presently occupied and operated by an industrial user.

Consideration has been given to the location, current occupations and the desire to improve the opportunities for redevelopment on these properties.

One scenario could be that the land be redeveloped (or recognise the existing uses) for a mix of lighter industrial and commercial uses. Any redevelopment needs to be consistent with the Activity Centre Strategy 2006.

Any redevelopment of the site must include Environmental Sustainable Design (ESD) principles including but not limited to Water Sensitive Urban Design (WSUD), energy efficient development and, water reuse within the site.

In this context, the sites need to be explored in more detail, however consideration to be given to rezoning to Business 4 Zone and Industrial 3 Zone.

2.3.6 Part Precinct 15 - Part of land bounded by Blackshaws Road, Kyle Road, New Street and the Westgate Freeway in Altona North

(See Industrial Land Future Directions map page 25)

The precinct is bound by Blackshaws Road to the south, the Westgate Freeway to the north, New Street to the east and Kyle Road to the west.

The majority of the precinct is currently zoned Industrial 1 Zone with a small strip along New Street being zoned Industrial 3.

Though the land in question is substantial, the locational criteria to attract new, replacement industries that are compatible with the surrounding residential areas are minimal.

Access to the allotments at the rear is through streets with residential development (New St and Kyle Road) that do not cater appropriately for heavy commercial vehicles. These northern allotments are of considerable size but are either disused or vacant.

Land fronting Blackshaws Road is used for a variety of industrial or service industrial uses. Several of the larger land holdings are under utilised or vacant, following the departure of their original occupiers.

The area as a whole is also considered unsuitable to large transport companies due to the sites proximity to residential areas. A previous application for transport uses was refused by the Council and failed in its appeal attempt at VCAT.

The food manufacture, Don Smallgoods, remains an important and viable industry in this locality and is expected to remain so for the foreseeable future. As a significant player, any planning solution on surrounding land must take this business into consideration. Conversely, Don Smallgoods should not preclude the development of surrounding land, provided that amenity and interface issues are addressed and adequately dealt with. New developments should include the provision of adequate buffers, appropriate design and siting of private open space and other measures to deal with amenity impacts.

In consideration of the precinct and the available road infrastructure and nearby residential neighbourhoods, the most suitable use for the majority of the precinct is residential within a Strategic Redevelopment Area.

Don Smallgoods and Apollo Engineering fronting towards Blackshaws Road will remain within the Secondary Industrial Area. Don Smallgoods site will be suitably buffered to maintain its ongoing operations into the future. The Industrial Land Management Strategy will allow for the Secondary Industrial Area to link into the Strategic Redevelopment Area if the need arises in future.

The exact boundary of the Strategic Redevelopment Area should be the subject of further investigation via local area planning exercise and discussions with land owners, industry and the community within the area, but the "Industrial Land – Future Directions" map (page 25) gives guidance to the layout. An Outline Development Plan will need to be prepared for the Strategic Redevelopment Area, and this will formalise this boundary through a subsequent amendment process.

The redevelopment of part of this precinct will represent one of the more significant regeneration projects in Melbourne. It is recommended that the Council, in conjunction with the State Government and land owners facilitate the redevelopment process, including investigating solutions that maintain the viable future of Don Smallgoods on its current site within this precinct.

There are significant contamination issues, and potential noise and odour issues to be dealt with in this precinct. These issues will have to be carefully managed in conjunction with the EPA in order to ensure that the land is suitable for redevelopment for sensitive uses. Any sensitive uses must not impact on the viability of industry in the precinct and these sensitive uses must include appropriate

measures to attenuate amenity impacts arising from adjacent industry such as potential noise and odour impacts.

Prior to development a social impact assessment must be undertaken to determine appropriate social and community infrastructure requirements. Provision of affordable housing, with a range of dwelling sizes and types should be provided.

Any redevelopment of the site must include Environmental Sustainable Design (ESD) principles including but not limited to Water Sensitive Urban Design (WSUD), energy efficient development and water reuse within the site.

A traffic management plan must be undertaken. Any traffic management plan should provide for appropriate east-west link through the site connecting to Brunel Street, provide for a new north-south link, allowing for suitable traffic calming devices along New Street, and signalised access to Blackshaws Road from Kyle Road, and the new north-south link.

As part of any development plan, appropriate pedestrian and bike paths must be provided throughout the site and linkages provided to other pathways where possible.

Drainage issues must be considered in the early development phase.

2.3.7 Precinct 16 - Industrial Land bounded by Blackshaws Road, Stephenson Street and the railway line in South Kingsville

(See Industrial Land Future Directions map page 25)

The land is currently zoned Industrial 3 Zone. A portion of the western part of the precinct is used for light industrial purposes. The eastern portion was used by the petroleum industry for storage and transport. There appears to have been limited capital investment in recent times, (building structures in the western part are in particularly poor condition). Caltex has cleared the majority of their site, and commenced remediation works on contaminates on the land.

Residential land uses exist on the southern and western boundaries and a railway line exists on the north-eastern boundary of the precinct. The Spotswood Maintenance Facility (SMC), operated by United Rail, is located across the railway line to the north-east, within Precinct 17.

The SMC is of state and national importance and will remain within the area for the foreseeable future. The precinct currently acts as a buffer between the SMC site and the residential areas to the south, however it is not a required buffer. Any redevelopment of this precinct must recognise the importance of SMC and ensure protection of SMC ongoing operation.

Any redevelopment of the site must recognise that SMC is a source of noise and smoke plumes, both during operations but especially during upset conditions. Any assessments undertaken to support a rezoning should be based on a thorough

understanding of the SMC's normal and upset conditions, and be conservatively based.

Any development must demonstrate how it will not impact on the current or future operations of the SMC.

There is a pipeline that runs along the northern boundary of the precinct which must be taken into account in any future land use or development.

There is existing capacity in the road network to accommodate residential or industrial traffic, although it is the Council's preference to remove heavy industrial traffic from Blackshaws Road.

The potential of this site for future industrial uses is limited by very poor access, particularly for larger transport vehicles and residential interface issues. Stephenson Street and Sutton Street, which are partly residential streets, do not have the capacity to accommodate the nature of traffic associated with a modern industrial estate. There is recognition among many industries in this precinct that the land is no longer suitable for industrial activity, and there is some acceptance of change, subject to existing uses being carefully managed out of the locality over time.

Retail or commercial uses are not considered prospects due to out of centre policy, the existence of nearby retail and commercial land, and the poor exposure and accessibility to the site.

Therefore a residential land use could be considered appropriate and one that would be readily accepted by the market subject to any contamination issues associated with the previous uses of the site being resolved. Newport Lakes is located approximately 500 metres to the south west of the site. There are schools, public transport and the recreational facilities in the area, which will help support any residential use.

The redevelopment of this site will need to provide for an appropriate buffer and noise and vibration attenuation measures, given the proximity of the United Group Rail Maintenance Facility to the north-east.

Prior to development a social impact assessment must be undertaken to determine appropriate social and community infrastructure requirements. Provision of affordable housing, with a range of dwelling sizes and types must be provided.

Any redevelopment of the site must include Environmental Sustainable Design (ESD) principles including but not limited to Water Sensitive Urban Design (WSUD), energy efficient development and water reuse within the site.

A traffic management plan and drainage issues must be considered.

The land should be considered for rezoning from industrial to residential subject to a satisfactory resolution of the above issues.

2.3.8 Part Precinct 17 – Land at southwest corner of Birmingham Street and Melbourne Road, Spotswood.

(See Industrial Land Future Directions map page 25)

This site, owned by VicTrack, is located north of the Spotswood Maintenance Facility (SMC) operated by United Group Rail on behalf of Pacific National, and is zoned Mixed Use Zone. It is within the same precinct as the SMC, which is zoned Industrial 1 Zone.

The SMC is of state and national importance and will remain within the area for the foreseeable future. The precinct currently acts as a buffer between the SMC site and the residential areas to the north, however it is not a required buffer. Any redevelopment of this precinct must recognise the importance of the SMC and ensure protection of the SMC ongoing operation.

The site is currently unused. A heritage building (Former Spotswood Railway Workshop) fronts the corner of Birmingham Street and Melbourne Road, and is a local landmark, particularly noticeable heading towards Williamstown.

The site as a whole is considered of strategic importance as a gateway site for Hobsons Bay. In particular any redevelopment of the site must consider the importance of the Former Spotswood Railway Workshop fronting Melbourne Road and allow an appropriate space around the building to protect its integrity and surrounds. The mature trees along Birmingham Street, should be retained. They currently provide a good buffer to the operations of the SMC.

It is considered premature to clearly articulate the Council's preferred development outcome for the site. The current Mixed Use Zoning of the land allows a number of uses that maybe inconsistent with current strategies including the Activity Centre Strategy 2006. A review of the zoning of this land should be undertaken prior to any redevelopment of the site.

In considering future use and development proposals (including rezoning request) the following matters be considered:

- The SMC site be protected from encroaching sensitive uses.
- Any future intensification of the SMC operation (24 hour operator).
- Any redevelopment of the site must recognise that the SMC is a source of noise and smoke plumes, both during operations but especially during upset conditions.
- Any assessments undertaken to support a rezoning should be based on a thorough understanding of the SMC's normal and upset conditions, and be conservatively based.
- Any development must demonstrate how it will not impact on the current or future operations of the SMC.
- The interface with the existing residences along Birmingham Street.
- The existing Design and Development Overlay.

One option for redevelopment considered a suitable outcome, would be to use the corner of Melbourne Road and Birmingham Street as a community based precinct. The heritage building could be restored and used as a public space which would provide for the protection and ongoing use of the heritage building and its surrounds. This could involve allocating public open space areas around the building that may expand down Birmingham Street and provide protection for the mature trees within the area.

A residential outcome for the entire site is considered an inappropriate use and would have to be carefully assessed by the Council.

Any development of the site should have regard to the Activity Centre Strategy 2006, recognising that a commercial redevelopment may not be considered a desirable outcome as it appears inconsistent with the strategy and could cause further fragmentation of the existing retail centre at Spotswood Station. The use of the land as a transport and distribution centre is also discouraged.

A Development Plan Overlay (DPO) and a Design and Development Overlay (DDO) must be considered for the site to address any concerns of nearby industry or residences.

Any redevelopment of the site must include Environmental Sustainable Design (ESD) principles including but not limited to Water Sensitive Urban Design (WSUD), energy efficient development and water reuse within the site.

2.3.9 Part Precinct 18 - Land in Hudson Road / Hall Street, and land at the southeast corner of Melbourne Road and McLister St, Spotswood

(See Industrial Land Future Directions map page 25)

This land is located in the area that comprises the Spotswood Outline Development Plan. The land in question is comprised by a number of adjacent and isolated sites that range in land size. The land under investigation cover blocks defined by Hall Street (to the west), Raleigh Street (to the east), Simcock Avenue (to the north) and Craig Street (to the south). Two isolated sites along the western side of Ramsay Street, and an allotment at the corner of Melbourne Road and McLister Street are also included in this precinct.

The sites are primarily industrial in nature and vary in terms of area, age of facility and intensity of use. Notably, uses range from a hotel through to a multi-tenanted light industrial facility. In the broader locality, major influences upon potential land use include the petrochemical use to the north and the south, bottle manufacturing, residential and transport to the west as well as residential to the west over the railway line. Within this precinct the built form is generally quite dated and several facilities are obsolete and disused.

Transport related and accessibility issues are such that the area is no longer ideal for industrial uses despite proximity to the Westgate Freeway. Access via Melbourne Road is constrained by the Hudson's Road retail strip, which implies that industrial traffic from the Freeway must head north along Williamstown Road to get to Francis

Street before heading south along Hyde Street to get onto a collector road within the precinct. The future use of the precinct for industrial uses will primarily be driven by historic land use patterns rather than factors such as accessibility and transport that drive modern industrial location choice.

However, there are many viable and large industries in this precinct that show every indication of remaining in the locality, and the impact of any non-industrial development is a significant issue.

If alternate uses were to be considered, the precinct's lack of exposure to major through traffic implies that prospects for retail are limited given the needs of the small resident and worker population appearing to be already serviced by these existing facilities.

The sites may hold some attraction for commercial land use, however their suitability for residential purposes is challenged, but not impossible. A rezoning from Industrial to a zone which provides flexibility to accommodate a range of complementary activities and uses could be considered, but not before a more detailed review of the area is undertaken and its future is discussed with all key stakeholders.

In this context, it is considered that the Spotswood ODP be reviewed with all interested parties, and further discussion and debate occur before any rezoning of land is pursued in this area.

In relation to land at the corner of Melbourne Road and McLister Street, this site is currently included within a Public Use Zone, Schedule 4. As the site is within private ownership the zoning of the land is considered inappropriate. Therefore it is recommended that the land be rezoned to the most appropriate zone that satisfies the existing use of the land for industry, but also provides a buffer to Spotswood Primary on the northern side of McLister Street.

Access to the site should not be provided from McLister Street, and preferred access be considered from a future signalised intersection on Melbourne Road proposed at the entrance to the United Group Rail Maintenance Centre, servicing both that centre and the proposed inland port to the south of the land in question. This would involve a carriageway easement over a portion of the inland port's site.

The precinct should also allow for the appropriate expansion of Scienceworks as a tourist and educational precinct of state significance.

The precinct as a whole must also take into consideration the Port of Melbourne Environs Framework, which is to be finalised. The precinct as a whole should remain industrially zoned, and not be considered for redevelopment as a Strategic Redevelopment Area until the Port of Melbourne Environs Framework has been finalised and the Spotswood ODP has been reviewed.

Any redevelopment of the site must include Environmental Sustainable Design (ESD) principles including but not limited to Water Sensitive Urban Design (WSUD), energy efficient development and water reuse within the site.

2.3.10 Part Precinct 20 - Land at Ann Street, Nelson Place, Kanowna Street, Aitken Street, south of Nelson Place and Battery Road, Williamstown
 (See Industrial Land Future Directions map page 25)

This land is currently zoned Industrial 1 Zone, Industrial 3 Zone and Special Use Zone - Schedule 5, with both the Port Phillip Wool Processing Mill and the Tenix car park included within the precinct. The Port Phillip Wool Processing Mill closed in mid 2004, with the site remaining underutilised (The Strategic Redevelopment Area excludes the existing SUZ5 including the Tenix car park).

The precinct also currently accommodates two hotels one of which is disused and in need of restoration, and some peripheral industrial uses. The surrounding land uses comprise a mix of medium density residential to the west and industrial uses to the east and north.

The opportunities for continued industrial activity on the land northeast of Nelson Place is considered appropriate as the existing Tenix facility is of State significance and plays a vital role within Hobsons Bay and the Western Region as a whole.

However, the land to the southwest does provide opportunity for other land uses. The site is not considered appropriate for retail uses as this would impact upon the existing retail precinct, which already extends from Ferguson Street to Nelson Place. Rather there is a need to consolidate activity within the existing retail precincts.

Proximity to the Williamstown Activity Centre and foreshore would make the site an extremely desirable location for residential living. This is also consistent with the State Government's State Planning Policies which encourage higher residential development in Activity Centres. A residential outcome within this precinct, will also improve the overall amenity of the area, and is the Council's preferred option.

The Council, recognises the importance of the Port and Tenix and concurs that the protection of industry within the precinct is paramount. However residential development on the site is not considered to negatively impact on the operations of the Port and Tenix. This is due to the minimal off site amenity impacts that stem from the Port (i.e. noise, traffic, emissions etc).

The Minister of Planning directed the Council to amend the Industrial Land Management Strategy to reflect the Government position on protecting the Port Environs. In light of this the Council's second option is to see the site redeveloped for professional service/commercial offices and light industries. These would also result in a desirable outcome which would assist in meeting the needs of the local population. Tourism uses could be considered appropriate depending on the individual proposal, which may further support the growing tourism industry in Williamstown.

Land zoned IN3Z and IN1Z fronting Ann St, 55-57 Nelson Place (hotel) and 41 Nelson Place (motor mechanic) should be considered for residential purposes, to provide a better amenity outcome for residents on the opposite side of Ann St. Properties would have to front Ann St, and demonstrate appropriate attenuation

features to buffer against any concerns in relation to the Port of Melbourne and Tenix.

In this context, it is considered that part of the precinct be identified as a Strategic Redevelopment Area. Any rezoning must foremost ensure protection of the Tenix shipbuilding facility from sensitive amenity uses.

The preparation of an ODP for the Strategic Redevelopment Area will assist in crystallising and resolving key issues affecting this precinct. The site must also take into consideration the Port of Melbourne Environs Framework, which is yet to be finalised.

Prior to development a social impact assessment must be undertaken to determine appropriate social and community infrastructure requirements. Provision of affordable housing, with a range of dwelling sizes and types must be provided.

A traffic management plan and drainage issues must be considered.

Any redevelopment of the site must include Environmental Sustainable Design principles including but not limited to Water Sensitive Urban Design (WSUD), energy efficient development and water reuse within the site.

2.3.11 Part Precinct 21 - Former Newport Mill, Blackshaws Road and McRobert Street, Newport

(See Industrial Land Future Directions map page 25)

The precinct in question is an elongated parcel of land, in single ownership currently zoned Industrial 1. The site has historically been used as a flour mill. The land is situated within a residential neighbourhood, with established housing abutting the site to the west and a rail line to the east.

Access to the site is provided through McRobert Street, which intersects with Melbourne Road. Another entrance at the northern end of the site is accessible to Blackshaws Road.

The operation of the mill, with its proximity to housing, had historically created concerns with the local community. In response, agreements were reached between the former operator and the local community in an attempt to minimise the impacts on the residential amenity. The site has now ceased operation, and new owners have acquired the site.

As the flour mill is no longer a viable use, an alternative use should be considered for the site.

A residential outcome would be an alternative for the site, considering the abutting housing to the west. The site falls outside of any buffer distances to the petrochemical area to the east, but the site will need to consider an appropriate design response in consideration of the residential properties to the west and the

train line to the east. Noise attenuation from the Railway corridor must be adequately addressed prior to any rezoning or redevelopment of the site.

The site does contain a heritage overlay that will need to be considered in any redevelopment of the site.

Any contamination of the site and drainage issues will also need to be considered.

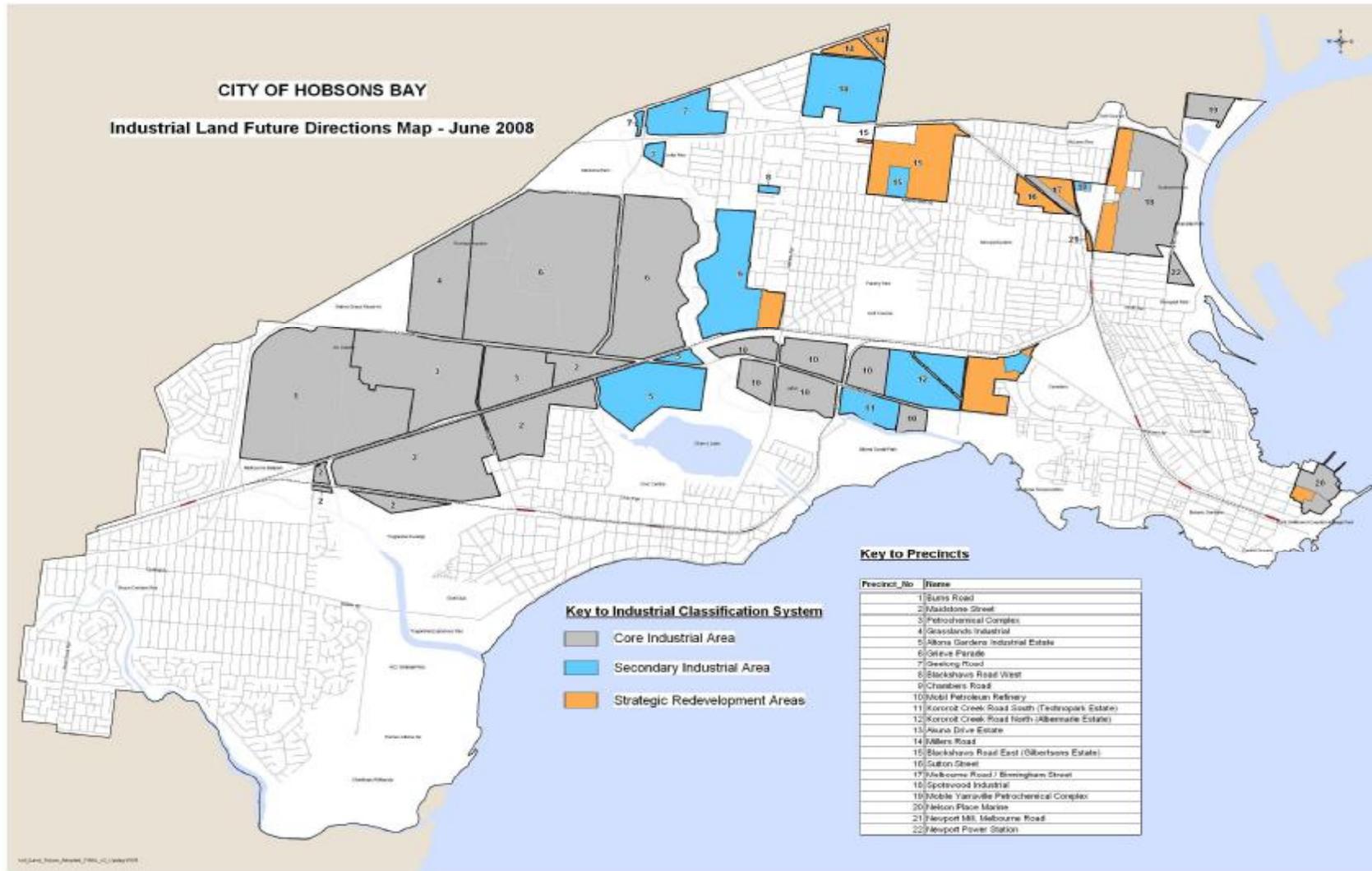
Prior to development a social impact assessment must be undertaken to determine appropriate social and community infrastructure requirements. Provision of affordable housing, with a range of dwelling sizes and types must be provided.

A traffic management plan and drainage issues must be considered.

Any redevelopment of the site must include Environmental Sustainable Design (ESD) principles including but not limited to Water Sensitive Urban Design (WSUD), energy efficient development and water reuse within the site.

The site therefore should be considered a Strategic Redevelopment Area.

Industrial Land Future Directions Map



3 Industrial Land Strategy Implementation Plan

The following table establishes more specifically the implementation plan for the Strategy including the mechanisms for dealing with the four general objectives, as well as more specific proposals to address the issues identified for each of the designated precincts. These proposals take into account matters raised during the course of the Council's consultation process as well as those highlighted in submissions to the Panel established to consider Amendment C33 Industrial Land Management Strategy. The timelines for implementation will be established by the Council in conjunction with key stakeholders, including the State Government and industry and where appropriate the community. All reports accompanying any application for development or rezoning must be done to the satisfaction of the Responsible Authority.

Thematic strategies:			
Economic Development, Employment and Investment			
Objective 1- To stimulate, facilitate and protect appropriately located new and existing industrial activity and employment opportunities			
Strategic Action/Objectives	Implementation Detail	Lead Role and Potential Partners	Expected Outcomes/ Measures
<ul style="list-style-type: none"> Recognise Core and Secondary Industrial Areas and reinforce the development of these areas for industrial purposes 	<ul style="list-style-type: none"> Zone land to clearly acknowledge land set aside for Core and Secondary Industrial purposes. 	<u>Lead Role</u> <ul style="list-style-type: none"> Council <u>Potential Partners</u> <ul style="list-style-type: none"> State Government Industry 	<ul style="list-style-type: none"> Clearer planning controls and certainty for all parties.
<ul style="list-style-type: none"> Maintain a diverse range of industrial precincts. 	<ul style="list-style-type: none"> Initially develop a reference document to the Hobsons Bay Planning Scheme that documents the role and function of each industrial precinct and provides guidance in relation to subdivision and permitted land uses. Once finally reviewed consideration for a local policy for inclusion in the planning scheme. 	<u>Lead Role</u> <ul style="list-style-type: none"> Council <u>Potential Partners</u> <ul style="list-style-type: none"> State Government Industry 	<ul style="list-style-type: none"> Clearer planning controls and certainty for all parties.
<ul style="list-style-type: none"> Improve the viability of the Core and Secondary Industrial Areas by reviewing restrictions that limit these areas from reaching their potential for appropriate industrial activity. 	<ul style="list-style-type: none"> In core and secondary industrial areas abutting more sensitive uses, investigate site or use specific alternative treatments to, or including buffers, to manage interfaces and amenity issues. 	<u>Lead Role</u> <ul style="list-style-type: none"> Council <u>Potential Partners:</u> <ul style="list-style-type: none"> State Government Industry EPA Work safe 	<ul style="list-style-type: none"> Realistic planning controls that protect, but also do not unduly inhibit industrial growth, and recognise where site specific circumstance allows tailored solutions.

Economic Development, Employment and Investment			
Objective 1- To stimulate, facilitate and protect appropriately located new and existing industrial activity and employment opportunities			
Strategic Action/Objectives	Implementation Detail	Lead Role and Potential Partners	Expected Outcomes/ Measures
<ul style="list-style-type: none"> Protect Core and Secondary Industrial Areas from the impacts of the encroachment of sensitive land uses. 	<ul style="list-style-type: none"> Require new non-industrial development locating adjacent to Core or Secondary Industrial Areas to incorporate design strategies and techniques to mitigate against any adverse impacts from nearby industrial land uses. Where land is to be zoned for non-industrial purposes adjacent to Core or Secondary Industrial Areas, include recognition of the legitimacy of that industry in the zone provisions, and the potential for compromised amenity for non-industrial uses. 	<p><u>Lead Role</u></p> <ul style="list-style-type: none"> Council <p><u>Potential Partners:</u></p> <ul style="list-style-type: none"> State Government Industry EPA 	<ul style="list-style-type: none"> Reduced impacts of neighbouring development on the operation and growth of viable industry.
<ul style="list-style-type: none"> Understand the future of the Petrochemical Industry in Hobsons Bay. 	<ul style="list-style-type: none"> Review the future land requirements of the Petrochemical Industry in Altona North. Determine any surplus land supply and prepare a rezoning and development strategy. Support and process rezoning appropriate applications for land not required for the future petrochemical use. 	<p><u>Shared Partnership</u></p> <ul style="list-style-type: none"> State Government Petrochemical companies Council <p><u>Potential Partners</u></p> <ul style="list-style-type: none"> Local community 	<ul style="list-style-type: none"> A firm basis for the review and rezoning of under-utilised land currently zoned for Petrochemical Industry purposes.

Economic Development, Employment and Investment			
Objective 1- To stimulate, facilitate and protect appropriately located new and existing industrial activity and employment opportunities			
Strategic Action/Objectives	Implementation Detail	Lead Role and Potential Partners	Expected Outcomes/ Measures
<ul style="list-style-type: none"> Improve the connectivity of the City's industrial estates to the regional road network. 	<ul style="list-style-type: none"> Extend Pinnacle Road west to interchange with the Princes Highway (Precinct 4 and 6) 	<u>Lead Role</u> <ul style="list-style-type: none"> Council <u>Potential partners:</u> <ul style="list-style-type: none"> State Government Industry VicRoads 	<ul style="list-style-type: none"> Improved access for industry.
<ul style="list-style-type: none"> Minimise the need for industrial truck traffic to travel on non-declared main roads. 	<ul style="list-style-type: none"> Investigate potential in Precinct 2 – extend Slough Road to Victoria Street, Westlink and Burns Road to access Kororoit Creek Road and Princes Highway. Extend Grieve Parade into Precinct 2. 	<u>Shared Partnership</u> <ul style="list-style-type: none"> Council State Government Industry 	<ul style="list-style-type: none"> Reduced conflict with non-industrial traffic.
<ul style="list-style-type: none"> Ensure that there is adequate infrastructure to support new growth. 	<ul style="list-style-type: none"> Implement the Inner West Transport Study recommendations. Prepare and implement an Infrastructure Charges Plan. 	<u>Shared Partnership</u> <ul style="list-style-type: none"> Council State Government Industry 	<ul style="list-style-type: none"> The provision of necessary infrastructure to attract and in time to service the needs of new growth.

Amenity, Urban Design, Sustainable Development			
Objective 2 – To promote and provide industrial areas of high amenity			
Strategic Action/Objectives	Implementation Detail	Lead Role and Potential Partners	Expected Outcomes/ Measures
Ensure high standards of design and development in private development and in the public realm.	<ul style="list-style-type: none"> • Prepare an Urban Design Framework and develop regulatory tools to set development standards and performance measures about what is expected in each of the following areas: <ul style="list-style-type: none"> ○ Interface with the Princes Highway for Precincts: 1, 4 and 6. ○ Interface with Kororoit Creek Road for Precincts 10,11,12 and 13. ○ Interface of industrial development Chambers Road for Precinct 9. 	<u>Lead Role</u> <ul style="list-style-type: none"> • Council <u>Potential Partners</u> <ul style="list-style-type: none"> • Land Owners • Affected industries • Neighbouring communities 	<ul style="list-style-type: none"> • A structure for the incremental improvement of the physical appearance of industry in the City. • Support for funding assistance from third parties (including State and Federal Governments) to achieve this end.
	<ul style="list-style-type: none"> • Review and update the Industrial Development and Design Guidelines, and implement them through the Hobsons Bay Planning Scheme as appropriate. 	<u>Lead Role</u> <ul style="list-style-type: none"> • Council 	<ul style="list-style-type: none"> • A structure for the incremental improvement of the physical appearance of industry in the City.

Amenity, Urban Design, Sustainable Development			
Objective 2 – To promote and provide industrial areas of high amenity			
Strategic Action/Objectives	Implementation Detail	Lead Role and Potential Partners	Expected Outcomes/ Measures
<ul style="list-style-type: none"> Prepare and implement Local Area Traffic Management Plans (LATM's), in areas where residential and industrial traffic cannot be entirely separated and needs to be better managed. 	<ul style="list-style-type: none"> Develop and implement a priority list of areas that would benefit from the preparation and implementation of a LATM. Investigate and possibly implement the Altona North LATM, including the extension of Blomberg Road to Blackshaws Road to separate industrial and residential traffic in Chambers Road. Develop a LATM for Spotswood neighbourhood. 	<p><u>Lead Role</u></p> <ul style="list-style-type: none"> Council <p><u>Potential Partner</u></p> <ul style="list-style-type: none"> State Government Affected Industries Neighbouring Communities 	<ul style="list-style-type: none"> Better solutions to conflict caused by the mixture of industrial and non-industrial traffic.
<ul style="list-style-type: none"> Promote pedestrian and cycle access to industries in the City. 	<ul style="list-style-type: none"> Develop Design Guidelines to ensure that industrial areas are pedestrian and cycle friendly, and link with the City's pedestrian and cycling trail networks. Develop green travel plans for industry and provide for end of trip facilities for employees. 	<p><u>Lead Role</u></p> <ul style="list-style-type: none"> Council <p><u>Potential Partners</u></p> <ul style="list-style-type: none"> Land Owners State Government Industries 	<ul style="list-style-type: none"> Reduced vehicle trips and increased numbers of staff walking or cycling to work.
<ul style="list-style-type: none"> Reduce the amenity impacts of overhead infrastructure. 	<p>Policy statements to include:</p> <ul style="list-style-type: none"> All new overhead utility infrastructure to be placed underground; The location of new pipelines underground where feasible; 	<p><u>Lead Role</u></p> <ul style="list-style-type: none"> Council <p><u>Potential Partners</u></p> <ul style="list-style-type: none"> Land Owners State Government 	<ul style="list-style-type: none"> Improved visual amenity.

Amenity, Urban Design, Sustainable Development			
Objective 2 – To promote and provide industrial areas of high amenity			
Strategic Action/Objectives	Implementation Detail	Lead Role and Potential Partners	Expected Outcomes/ Measures
	<ul style="list-style-type: none"> The encouragement of industry to retrospectively place overhead assets underground, where feasible; 	<ul style="list-style-type: none"> Industries 	
<ul style="list-style-type: none"> Understand the potential for, and manage the off site impacts of increased freight movements through Hobsons Bay, particularly train movements and associated traffic impacts. 	<ul style="list-style-type: none"> Seek a State Government study into the potential for the expansion of freight movements in the City (particularly rail), and the management of the associated impacts, in consultation with Council and the community. 	<p><u>Lead Role</u></p> <ul style="list-style-type: none"> Council State Government <p><u>Potential Partners</u></p> <ul style="list-style-type: none"> Land Owners Local Community Industry 	<ul style="list-style-type: none"> Clearer definition of future proposals, and the proper management of adverse impacts.

Environment			
Objective 3 – To promote and encourage industry to be green and clean and to respect the environment.			
Strategic Action/Objectives	Implementation Detail	Lead Role and Potential Partners	Expected Outcomes/ Measures
<ul style="list-style-type: none"> Encourage industry to embrace environmentally responsible behaviours. 	<ul style="list-style-type: none"> Promote knowledge about, environmental management to relevant industry on matters including, but not limited to, reduced consumption and wastage, habitat planting, biodiversity, water conservation, water reuse, Environmentally Sustainable Design initiatives, reduced pollution and legal responsibilities. Publicly recognise industry achievements in environmental management. 	<u>Shared Partnership</u> <ul style="list-style-type: none"> Council State Government Industry 	<ul style="list-style-type: none"> Greater industry awareness and action in environmental management. Reduced environmental damage.
	<ul style="list-style-type: none"> Seek State Government funding to investigate the recycling of water from the Altona Treatment Plant to supply industrial development in the Altona North area. 	<u>Shared Partnership</u> <ul style="list-style-type: none"> Council State Government City West Water – Altona Treatment Plant Industry 	<ul style="list-style-type: none"> A realistic understanding of ability to recycle water and reduce consumption to form the basis of future action.

Change Management			
Objective 4 – To successfully manage the transition and strategic redevelopment of redundant industrial area.			
Strategic Action/Objectives	Implementation Detail	Lead Role and Potential Partners	Expected Outcomes/ Measures
<ul style="list-style-type: none"> Identify areas no longer viable or desirable for industrial use and with affected parties, undertake further detailed local area planning. 	<ul style="list-style-type: none"> Work with key stakeholders to develop Outline Development Plans, Master Plans, Development Plans and Design and Development Plans addressing key issues including, but not limited to, future land use, built form, contamination and transitional issues (i.e. managing the continued operation or incremental departure of industry) for the following areas: <ul style="list-style-type: none"> Part Precinct 9 Part Precinct 13 Part Precinct 14 Part Precinct 15 Precinct 16 Part Precinct 17 Part Precinct 18 Part Precinct 20 Precinct 21 	<p><u>Lead Role</u></p> <ul style="list-style-type: none"> Council <p><u>Potential Partners</u></p> <ul style="list-style-type: none"> Land Owners Adjoining Land Owners State Government Industries Local Community 	<ul style="list-style-type: none"> Revitalise under-utilised degraded or inappropriately located industrial land parcels.

Change Management			
Objective 4 – To successfully manage the transition and strategic redevelopment of redundant industrial area.			
Strategic Action/Objectives	Implementation Detail	Lead Role and Potential Partners	Expected Outcomes/ Measures
<ul style="list-style-type: none"> To recognise and manage the successful transition of industry located in Strategic Redevelopment Areas. 	<ul style="list-style-type: none"> Work with industry, developers and local communities in Strategic Redevelopment Areas to develop transitional agreements, including, but not limited to: <ul style="list-style-type: none"> Assisting in any relocation of viable industries, realistic time frames for any such relocation; Assisting industry in minimising its impacts on new development; Incorporating design strategies and techniques in new development to mitigate against any adverse impacts from nearby industrial land uses, such strategies must recognise and respect the right of that existing industry to continue to operate as a viable business. Where land is to be zoned for non-industrial purposes adjacent to a Core or Secondary Industrial Area, recognition of the legitimacy of that industry in the zone provisions, and the potential for compromised amenity to new uses must be identified. 	<p><u>Lead Role</u></p> <ul style="list-style-type: none"> Council <p><u>Potential Partners</u></p> <ul style="list-style-type: none"> Land Owners State Government Industries Local community EPA Developers 	<ul style="list-style-type: none"> Structures for the managed transition of industrial areas and uses to other uses, providing certainty for affected parties, and support for viable industry affected by this change.

Change Management			
Objective 4 – To successfully manage the transition and strategic redevelopment of redundant industrial area.			
Strategic Action/Objectives	Implementation Detail	Lead Role and Potential Partners	Expected Outcomes/ Measures
<ul style="list-style-type: none"> To ensure that the change in these areas is planned and integrated and is responsive to Council's strategic land use objectives. 	<ul style="list-style-type: none"> To advise and seek assistance through the Urban Development Program. 	<u>Lead Role</u> <ul style="list-style-type: none"> Council State Government <u>Potential Partners</u> <ul style="list-style-type: none"> Land Owners Industries Developers 	Improved information as to the availability and consumption of land in the City.

Precinct Strategies:

3.1 Burns Road, Altona – Precinct 1

Strategic Action/Objectives	Implementation Detail	Lead Role and Potential Partners	Expected Outcomes/ Measures
<ul style="list-style-type: none"> Support the role of the precinct as Core Industrial. To support the future expansion of the inter-modal freight node at this location and support the clustering of transport, warehouse and distribution businesses at this location. To minimise the visual and noise impacts of uses on the residential areas to the south. Retain majority of land in large sized holdings. <p>Also refer: Objectives 1, 2 and 3</p>	<ul style="list-style-type: none"> Develop a local policy in relation to preferred land uses and lot sizes in this area for inclusion in the Hobsons Bay Planning Scheme. Nominate land required for proposed road link and apply Public Acquisition Overlay over land identified for future north-south road link. Determine future role and need for land zoned for public park and recreation. 	<p><u>Lead Role</u></p> <ul style="list-style-type: none"> Council <p><u>Potential partners</u></p> <ul style="list-style-type: none"> Landowners State Government Developers 	<ul style="list-style-type: none"> Provide direction for and facilitate the future development of land in this precinct.
<ul style="list-style-type: none"> Facilitate the restructure of the 505-lot subdivision and development of the Burns Road Estate, Altona so that it supports further industrial growth. Develop land in accordance with the Burns Road Structure Plan. 	<ul style="list-style-type: none"> Review and revise the Burns Road Structure Plan, in consultation with the property owners in the estate. The restructure plan should consider the lot sizes, the preferred subdivision pattern and strategies for land assembly and service provision (particularly if it remains in multiple ownership). 	<p><u>Lead Role</u></p> <ul style="list-style-type: none"> Council <p><u>Potential partners</u></p> <ul style="list-style-type: none"> Land owners Real estate agents Developers State Government 	<ul style="list-style-type: none"> Reduced small lot development, and focus on the creation of land parcels more suited to the vision for future land use in this area.

3.1 Burns Road, Altona – Precinct 1

Strategic Action/Objectives	Implementation Detail	Lead Role and Potential Partners	Expected Outcomes/ Measures
	<ul style="list-style-type: none"> Implement the Structure Plan review outcomes using the Hobsons Bay Planning Scheme, including consideration of the use of local policy and a Restructure Overlay to the land to improve awareness of the requirement. 		
<ul style="list-style-type: none"> To achieve high standards of urban design, particularly in relation to highly visible areas of the precinct. Decrease the visibility of industry from the residential properties in Victoria Street, Altona Meadows. 	<ul style="list-style-type: none"> Prepare design guidelines for development along the edge of the precinct, visible from the freeway. Undertake additional tree planting along the southern side of the rail reserve, near Victoria Street in Altona Meadows, using species that have a large tall tree canopy to retain that sense of openness but provides screening of industry located in the distance. 	<p><u>Lead Role</u></p> <ul style="list-style-type: none"> Council <p><u>Potential Partners</u></p> <ul style="list-style-type: none"> Landowners Industry 	<ul style="list-style-type: none"> Improved visual amenity.

3.1 Burns Road, Altona – Precinct 1			
Strategic Action/Objectives	Implementation Detail	Lead Role and Potential Partners	Expected Outcomes/ Measures
<ul style="list-style-type: none"> Protect environmentally significant flora and fauna. 	<ul style="list-style-type: none"> Implement Victoria's Native Vegetation Management – A Framework for Action 2002 when assessing development proposals or applications for subdivisions. 	<u>Lead Role:</u> <ul style="list-style-type: none"> State Government <u>Potential Partners:</u> <ul style="list-style-type: none"> Council Landowners State Government Federal Government 	<ul style="list-style-type: none"> Protection of native flora and fauna.

3.2 Maidstone Street, Altona - Precinct 2

Strategic Action/Objectives	Implementation Detail	Lead Role and Potential Partners	Expected Outcomes/ Measures
<ul style="list-style-type: none"> • Support the role of the precinct as Core Industrial. • Ensure a supply of well-located and serviced land in order to enhance Hobsons Bay attractiveness for a broad range of industries. • Ensure that there are high landscaping standards along Maidstone Street. • Manage the interface between industrial and residential land uses. • Discourage industrial traffic using through residential roads. <p>Also refer: Objectives 1, 2 and 3</p>	<ul style="list-style-type: none"> • Apply the Industrial 3 Zone along the interfaces between residential and industrial properties. • Restrict industrial property access to residential streets. • Promote good relationships and communication between industry and residents at this location. • Review need for a LATM plan. • Develop local policy for inclusion in the Hobsons Bay Planning Scheme. 	<p><u>Lead Role:</u></p> <ul style="list-style-type: none"> • Council <p><u>Potential Partners:</u></p> <ul style="list-style-type: none"> • Industry • Developers • Residents adjacent to the industrial properties 	<ul style="list-style-type: none"> • A vibrant industrial area with well managed interfaces with surrounding non-industrial land uses.
<ul style="list-style-type: none"> • Protect environmentally significant flora and fauna. 	<ul style="list-style-type: none"> • Implement Victoria's Native Vegetation Management – A Framework for Action 2002 when assessing development proposals or applications for subdivisions. 	<p><u>Lead Role:</u></p> <ul style="list-style-type: none"> • State Government <p><u>Potential Partners:</u></p> <ul style="list-style-type: none"> • Council • Landowners • State Government • Federal Government 	<ul style="list-style-type: none"> • Protection of native flora and fauna.

3.3 Petrochemical Complex, Altona – Precinct 3

Strategic Action / Objectives	Implementation Detail	Lead Role and Potential Partners	Expected Outcomes/Measures
<ul style="list-style-type: none"> • Support the ongoing viability of the Petrochemical Industry at this location. • Encourage the Petrochemical Industry to achieve the highest standards of environmental management practices. • Support the role of the precinct as Core Industrial. • Identify any potential surplus land. • Maximise the quality regional road infrastructure. <p>Also refer:</p> <p>Objectives 1, 2 and 3</p>	<ul style="list-style-type: none"> • Determine any surplus land supply and prepare a rezoning and development strategy in conjunction with State Government. • Support and process rezoning appropriate applications for land not required for the future petrochemical use. • Develop partnerships to increase awareness of best practice environmental initiatives. • Develop local policy for inclusion in the Hobsons Bay Planning Scheme. 	<p><u>Shared partnership:</u></p> <ul style="list-style-type: none"> • State Government • Petrochemical companies • Council <p><u>Potential partners:</u></p> <ul style="list-style-type: none"> • Local community • EPA 	<ul style="list-style-type: none"> • Continued operation of a successful petrochemical industry, and a clear basis for the rezoning of any surplus land.
<ul style="list-style-type: none"> • Protect environmentally significant flora and fauna. 	<ul style="list-style-type: none"> • Implement Victoria's Native Vegetation Management – A Framework for Action 2002 when assessing development proposals or applications for subdivisions. 	<p><u>Lead Role:</u></p> <ul style="list-style-type: none"> • State Government <p><u>Potential Partners:</u></p> <ul style="list-style-type: none"> • Council • Landowners • State Government • Federal Government 	<ul style="list-style-type: none"> • Protection of native flora and fauna.

3.4 Grassland Industrial, Altona North - Precinct 4

Strategic Action / Objectives	Implementation Detail	Lead Role and Potential Partners	Expected Outcomes / Measures
<ul style="list-style-type: none"> • Ensure appropriate infrastructure is established to support core general industrial development in this precinct. • Ensure that there is good level of east-west connectivity through the precinct to adjacent properties. • Minimise the impact on the native grasslands, located to the west of the precinct. • Increase east-west connectivity throughout industrial areas located north of Kororoit Creek Road. • Retain the area in larger lots to preserve it for a large scale, low-density development <p>Also Refer: Objectives – 1, 2 and 3</p>	<ul style="list-style-type: none"> • Include and implement appropriate projects in the Inner West Transport Study. • Prepare policy and development guidelines for the edge of the precinct that is visible from the freeway that will consider built form and orientation of buildings along the edge of the grasslands and the freeway. • Develop policy and guidelines to protect the native grasslands. • Ensure that subdivision standards are suitable for the circulation and manoeuvring of large articulated vehicles. • Include infrastructure projects in Development Contributions Plan. • Develop local policy for inclusion in the Hobsons Bay Planning Scheme. 	<p><u>Lead Role</u></p> <ul style="list-style-type: none"> • Council <p><u>Potential Partners</u></p> <ul style="list-style-type: none"> • State Government • Industry • Developers • Federal Government 	<ul style="list-style-type: none"> • A vibrant, serviced larger lot industrial area with excellent circulation. • Retention of the native grasslands.
<ul style="list-style-type: none"> • Protect environmentally significant flora and fauna. 	<ul style="list-style-type: none"> • Implement Victoria's Native Vegetation Management – A Framework for Action 2002 when assessing development proposals or applications for subdivisions. 	<p><u>Lead Role</u></p> <ul style="list-style-type: none"> • State Government <p><u>Potential Partners:</u></p> <ul style="list-style-type: none"> • Council • Landowners • State Government • Federal Government 	<ul style="list-style-type: none"> • Protection of native flora and fauna

3.5 Altona Gardens Industrial Estate, Altona North – Precinct 5

Strategic Action / Objectives	Implementation Detail	Lead Role and Potential Partners	Expected Outcomes / Measures
<ul style="list-style-type: none"> • Support the role of the precinct as Secondary Industrial. • Where appropriate, encourage substantial setbacks and landscaping along Kororoit Creek Road and the boundaries to the Creeks and Cherry Lake. <p>Also refer:</p> <p>Objectives 1, 2 and 3</p>	<ul style="list-style-type: none"> • Implement the Kororoit Creek Strategy. • Encourage the setting aside of land along Kororoit Creek, Cherry's Creek and Cherry Lake for publicly accessible open space. • Pursue the rezoning of the area of land southeast of the railway line, being 560-578 Kororoit Creek Road, Altona North to the Industrial 1 Zone from Special Use Zone 4, and develop local policy for inclusion in the Hobsons Bay Planning Scheme to facilitate appropriate development. • Undertake inspections of each development to ensure compliance with conditions of permit. 	<p><u>Lead Role</u></p> <ul style="list-style-type: none"> • Council <p><u>Potential Partners</u></p> <ul style="list-style-type: none"> • Industry • Local community • Land Owner • Developer – Altona Gardens Estate Pty Ltd 	<ul style="list-style-type: none"> • Industrial development with a high quality, low impact, public interface with Cherry Lake.

3.6 Grieve Parade, Altona North - Precinct 6

Strategic Action / Objectives	Implementation Detail	Lead Role and Potential Partners	Expected Outcomes / Measures
<ul style="list-style-type: none"> • Support the role of the precinct as Core Industrial. • Maintain the land in medium to large land holdings. • Improve connectivity with the freeway. • Support the operation and expansion of the automotive manufacturing industries. • Encourage landscaping that complements the views across the area from the Princes Freeway and Kororoit Creek Road. • Encourage the setting aside of land along Kororoit Creek for publicly accessible open space or as landscape buffers to the open space. <p>Also refer: Objectives 1, 2 and 3</p>	<ul style="list-style-type: none"> • Ensure that subdivision standards are suitable for the circulation and manoeuvring of large articulated vehicles. • Implement the Kororoit Creek Strategy. • Refer to the Kororoit Creek Strategy 2006 in relation to an application for the future use and development of land abutting the creek. • Implement the Inner Western Melbourne Transport Study, ensuring that it has projects incorporated that support this area. • Develop local policy for inclusion in the Hobsons Bay Planning Scheme. 	<p><u>Lead Role</u></p> <ul style="list-style-type: none"> • Council <p><u>Potential Partners</u></p> <ul style="list-style-type: none"> • Industry • Local community • Developers 	<ul style="list-style-type: none"> • Core industrial development on medium to large land holdings with a high quality, low impact, public interface with Kororoit Creek.
<ul style="list-style-type: none"> • Protect environmentally significant flora and fauna. 	<ul style="list-style-type: none"> • Implement Victoria's Native Vegetation Management – A Framework for Action 2002 when assessing development proposals or applications for subdivisions. 	<p><u>Lead Role:</u></p> <ul style="list-style-type: none"> • State Government <p><u>Potential Partners:</u></p> <ul style="list-style-type: none"> • Council • Landowners • State Government • Federal Government 	<ul style="list-style-type: none"> • Protection of native flora and fauna.

3.7 Geelong Road, Brooklyn – Precinct 7

Strategic Action / Objectives	Implementation Detail	Lead Role and Potential Partners	Expected Outcomes / Measures
<ul style="list-style-type: none"> • Maintain as a Secondary Industrial precinct providing for a range of small to medium scale industries. • Improve the appearance of the streetscape along Geelong Road. • Reduce the environmental impacts on the Brooklyn neighbourhood (odour and noise). <p>Also refer:</p> <p>Objectives 1, 2 and 3</p>	<ul style="list-style-type: none"> • Development Design Guidelines for development along Geelong Road. • Encourage the retention of mature vegetation. • Prepare a neighbourhood environment improvement plan. • Support redevelopment of existing houses (non conforming uses) for industrial uses within the precinct. • Develop local policy for inclusion in the Hobsons Bay Planning Scheme. 	<p><u>Lead Role</u></p> <ul style="list-style-type: none"> • Council <p><u>Potential Partners</u></p> <ul style="list-style-type: none"> • Industry • Local community • EPA • Developers 	<ul style="list-style-type: none"> • Secondary small to medium scale industrial development with low amenity impacts and a high quality presentation to Geelong Road.

3.8 Blackshaws Road West, Altona North – Precinct 8

Strategic Action / Objectives	Implementation Detail	Lead Role and Potential Partners	Expected Outcomes / Measures
<ul style="list-style-type: none"> • Maintain as a Secondary Industrial area. • Encourage an attractive appearance of properties along the main road through control of signage and containment of goods and vehicles within sites. • Encourage a range of small to medium scale industries compatible with the adjoining residential area. <p>Also refer:</p> <p>Objectives 1, 2 and 3</p>	<ul style="list-style-type: none"> • Develop local policy for inclusion in the Hobsons Bay Planning Scheme. 	<p><u>Lead Role</u></p> <ul style="list-style-type: none"> • Council <p><u>Potential Partners</u></p> <ul style="list-style-type: none"> • Industry • Local community • Developers 	<ul style="list-style-type: none"> • A small to medium scale Secondary Industrial Area with minimal amenity impacts on surrounding residential land uses.

3.9 Chambers Road, Altona North – Precinct 9

Strategic Action / Objectives	Implementation Detail	Lead Role and Potential Partners	Expected Outcomes / Measures
<ul style="list-style-type: none"> • To support medium scale secondary industries while retaining an open landscaped environment. • Improve access to the freeway, via industrial areas. • Ensure that new development respects and enhances the natural character and biodiversity of Kororoit Creek. • Reduce the conflict between industrial uses and the interfacing residential areas to the east and maintain buffer zonings. • Improve the streetscape along Chambers Road and Millers Road. • Further investigations be undertaken to ascertain the most appropriate issues with its abuttal to residentially zoned land. <p>Also refer: Objectives 1, 2 and 3</p>	<ul style="list-style-type: none"> • Facilitate truck movements to the freeway to the west via the Barnes Road Bridge. • Apply a Public Acquisition Overlay to provide for land for the future extension of the northern section of Blomberg Road to McArthurs Road. • Consider extension of Blomberg Road to McArthurs Road after completion of Local Traffic Management Strategy. Liaise with businesses to provide main truck entrance off Blomberg Road, in preference to Chambers Road if extension is approved. • A detailed traffic management plan which details sustainable transport initiatives and connectivity for all modes of transport. • All subdivisions and developments must utilise ESD principles. • Implement relevant actions from the Kororoit Creek Strategy 2006. • Consideration of the future redevelopment of the Cabots land, within an industrial zone. Investigate the potential of applying a Development Plan Overlay to consider a comprehensive 	<p><u>Lead Role</u></p> <ul style="list-style-type: none"> • Council <p><u>Potential Partners</u></p> <ul style="list-style-type: none"> • Industry • Local community • Developers • Existing businesses • Friends groups • Relevant government agencies 	<ul style="list-style-type: none"> • A secondary, medium scale industrial precinct of high amenity generally, but particularly to Kororoit Creek and abutting residential areas and with minimal amenity impacts on abutting residential areas.

3.9 Chambers Road, Altona North – Precinct 9

Strategic Action / Objectives	Implementation Detail	Lead Role and Potential Partners	Expected Outcomes / Measures
	<p>approach to development on the site.</p> <ul style="list-style-type: none"> • Increase street tree planting in Chambers Road. • Apply a Design and Development Overlay to properties in Chambers Road to provide truck access from a rear road access where possible and to require a high standard of landscaping of properties along Chambers Road at the interface with residential properties. • Develop local policy for inclusion in the Hobsons Bay Planning Scheme. • Develop an ODP and or DPO/ DDO for IN3Z rezoning addressing the interface issues with the residential areas to the rear. Noise and air emissions and visual aesthetics should all be addressed. Limited access points to Millers Road is preferred. 		

3.10 Mobil Petroleum Refinery, Altona – Precinct 10

Strategic Action / Objectives	Implementation Detail	Lead Role and Potential Partners	Expected Outcomes / Measures
<ul style="list-style-type: none"> • Support the ongoing operation of the Core Petroleum Refining Industry in Altona. • Improve the quality of the precincts appearance, with good levels of peripheral landscaping. • Maintain the open, natural habitat nature of the land at the southwest corner. • Improve the appearance of the gateway location. • Minimise the visual impact of the structures within the refinery. • Reduce impacts on residential amenity and the environment. <p>Also refer:</p> <p>Objectives 1, 2, and 3</p>	<ul style="list-style-type: none"> • Encourage incremental improvements to the visual and natural environment in the vicinity of the refinery. • Improve the landscaped buffer around the perimeter of the refinery. • Maintain monochromatic painting of storage tanks. • Support Mobil's endeavours to improve environmental practices. • Meet with Mobil to discuss its future plans for the southwest corner of the precinct and to improve the gateway. • Provide Mobil with opportunities to support environmental initiatives in Hobsons Bay. • Maintain facility in a SUZ2 	<p><u>Lead Role</u></p> <ul style="list-style-type: none"> • Council <p><u>Potential Partners</u></p> <ul style="list-style-type: none"> • Mobil • EPA • Local community 	<ul style="list-style-type: none"> • A Core Industrial area housing Petroleum Refining activities, with improved interfaces to all abuttal's, and reduced amenity and environmental impacts.

3.11 Kororoit Creek Rd South (Technopark), Williamstown North – Precinct 11

Strategic Action / Objectives	Implementation Detail	Lead Role and Potential Partners	Expected Outcomes / Measures
<ul style="list-style-type: none"> • To improve the appearance and the functioning of the Secondary Industrial Technopark Industrial estate. • Provide an attractive streetscape along Kororoit Creek Road. • Maximise the potential for land at the interface with the Altona Coastal Park to provide a quality work environment. • Improve access for employees to the precinct via public transport. <p>Also refer: Objectives 1, 2 and 3</p>	<ul style="list-style-type: none"> • Develop a structure plan for the Williamstown North Industrial estates (Technopark and Albemarle), also embracing environmental and amenity improvements. • Discourage further subdivisions of sites fronting Kororoit Creek Road. • Review the Design and Development Overlay 4, which applies to the land fronting the Altona Coastal Park, to ensure that it includes specific objectives relating to quality industrial development at this location. • Develop Built Form Guidelines for the frontage along Kororoit Creek Road. • Introduce the Built Form Guidelines into the scheme through the application of a new Design and Development Overlay applying to the industrial lots fronting Kororoit Creek Road. • Develop local policy for inclusion in the Hobsons Bay Planning Scheme. • Lobby the State Government to provide a station in the Maddox Road and Champion Road area. 	<p><u>Lead Role</u></p> <ul style="list-style-type: none"> • Council <p><u>Potential Partners</u></p> <ul style="list-style-type: none"> • Landowners • Industry operating from the estate • Local community • State Government • Vic Track • Melbourne Water 	<ul style="list-style-type: none"> • A vital secondary industrial area or small to medium scale industry, making a strong contribution to the amenity of the locality.

3.12 Kororoit Creek Rd North (Albemarle), Williamstown Nth – Precinct 12

Strategic Action / Objectives	Implementation Detail	Lead Role and Potential Partners	Expected Outcomes / Measures
<ul style="list-style-type: none"> • Provide for Secondary Industrial, small to medium scale enterprises. • Enhance the vista from the railway line to the north. • Ensure that adequate parking is provided for cars and trucks. • Improve the appearance of the streetscapes along Maddox Road and Kororoit Creek Road. • Ensure that all sites are adequately landscaped. • Discourage speculative subdivision. <p>Also refer:</p> <p>Objectives 1, 2 and 3</p>	<ul style="list-style-type: none"> • Develop a structure plan for the Williamstown North Industrial Estates (Technopark and Albemarle), also embracing environmental and amenity improvements. • Enforce planning conditions to ensure high standards of amenity are achieved. • Maintain the Industrial 1 Zone in the bulk of industrial estate and apply the Industrial 3 Zone from Orange Street to Maddox Road, to provide a buffer to potential residential development in Precinct 13. • Investigate the potential for public landscaping or tree planting along the railway reserve along the northern boundary. • Develop Design Guidelines for the edges of the estate to ensure that future development contributes to an attractive edge. • Develop local policy for inclusion in the Hobsons Bay Planning Scheme. • Lobby the State Government to provide a station in the Maddox Road and Champion Road area. 	<p><u>Lead Role</u></p> <ul style="list-style-type: none"> • Council <p><u>Potential partners</u></p> <ul style="list-style-type: none"> • Landowners • Industry operating from the estate • Local community • State Government • VicTrack 	<ul style="list-style-type: none"> • A vital secondary industrial area of small to medium scale industry, making a strong contribution to the amenity of the locality.

3.13 Akuna Drive Estate, Williamstown North – Precinct 13

Strategic Action / Objectives	Implementation Detail	Lead Role and Potential Partners	Expected Outcomes / Measures
<ul style="list-style-type: none"> • Recognise the majority of the precinct as a Strategic Redevelopment Area for residential purposes. • Ensure that any future redevelopment of the site respects the interface issues of the surrounding area (residential, industrial). • Include adequate buffer distances / techniques to the Mobil refinery, and the Technopark and Albemarle Estates (Precincts 11 & 12). • Retain and protect existing industries on Akuna Drive. <p>Also refer:</p> <p>Objectives 2, 3 and 4</p>	<ul style="list-style-type: none"> • Prepare an Outline Development Plan for the precinct that includes: <ul style="list-style-type: none"> • Appropriate residential use. • Future infrastructure requirements: • Land Contamination. • Interface management techniques with surrounding industry. • Develop policy for inclusion in the Hobsons Bay Planning Scheme and apply new zoning once the future land uses are identified in the Outline Development Plan. • Seek State Government support in relation to exploring ways in which this site can be redeveloped, given the amenity concerns raised by the EPA. • Seek advice from the EPA in relation to buffer distances and alternative treatments for development within the defined EPA Buffer. • Provide an appropriate buffer to the Industrial 3 Zoned land and businesses within the precinct. • Lobby the State Government to provide a station at the Maddox Road and Champion Road area. • The Master plan / DPO or DDO must address at a minimum the following: <ul style="list-style-type: none"> • Provide for east – west connection. • Provide landscaping buffer along 	<p><u>Lead Role</u></p> <ul style="list-style-type: none"> • Council <p><u>Potential partners</u></p> <ul style="list-style-type: none"> • Landowners • Industry • Local community • State Government • EPA • VicTrack • Developers • Mobil 	<ul style="list-style-type: none"> • An Outline Development Plan providing future directions for this under utilised precinct. • Rezoning the majority of the precinct for residential use.

3.13 Akuna Drive Estate, Williamstown North – Precinct 13

Strategic Action / Objectives	Implementation Detail	Lead Role and Potential Partners	Expected Outcomes / Measures
	<p>Maddox Road.</p> <ul style="list-style-type: none"> • Provide for road and pedestrian links from the eastern residential neighbourhood. • Provide road frontage to the railway line, with appropriate noise attenuation for nearby housing. • Provide local open space. • Provide appropriate landscaping to new residential precinct, including road reserves, parks, open spaces and other reserves. • Provide for a range of household styles and types. • Provide for Affordable Housing. • Provide for adequate drainage of the site, include WSUD initiatives. • Redevelopment of the site must consider appropriate ESD principles. • A detailed Traffic Management Plan, which details sustainable transport initiatives and connectivity for all modes of transport. • Provide for public transport to travel through the development. • Complete a social needs and analysis study and make appropriate design responses. • The rehabilitation of Challis Drain and appropriately landscape. • Appropriate traffic calming devices. 		

3.14 Millers Road, Brooklyn – Precinct 14

Strategic Action / Objectives	Implementation Detail	Lead Role and Potential Partners	Expected Outcomes / Measures
<ul style="list-style-type: none"> • Recognise the Secondary Industrial function of land in this precinct south of Francis Street. • Recognise part of this precinct north of Francis Street as a Strategic Redevelopment Area. • Provide an active, attractive and landscaped edge along the frontages to Millers Road and Geelong Road. • Maintain the high standard of amenity in the Export Drive Estate. • Ensure that any new building on the gateway corner of Francis St and Millers Road is a landmark building. • Discourage bulky goods and peripheral sales. • Investigate as appropriate the long term future of land on the corner of Cemetery Road and Geelong Road for IN1Z, and its compatibility with existing and future land uses of surrounding land. Rezone as appropriate. <p>Also refer:</p> <p>Objectives 1, 2, 3 and 4</p>	<ul style="list-style-type: none"> • Hold discussions with the owner and residents of the caravan park and identify options for the future of this land. • Develop local policy for inclusion in the Hobsons Bay Planning Scheme. • Encourage ancillary office development and customer car parking along Geelong Road and Francis Street, with internal site access provided by Francis Street for industry and warehousing. • Consider the application of a Business 4 Zone to the parcel of land between Geelong Road and Francis Street, to reflect the current and established use of this land for peripheral sales. • Encourage ancillary office development and customer car parking along Cemetery Road, with internal site access provided by Cemetery Road, for industry and warehousing. • A detailed Traffic Management Plan, which includes sustainable transport initiatives and connectivity for all modes of transport. • Redevelopment of the site must consider appropriate ESD principles. • Rezone land at the corner of Cemetery Road and Geelong Road on recommendations of any future study. 	<p><u>Lead Role</u></p> <ul style="list-style-type: none"> • Council <p><u>Potential Partners</u></p> <ul style="list-style-type: none"> • Landowners • Businesses operating from the precinct • Local community • Developers 	<ul style="list-style-type: none"> • Improved amenity to all frontages, viable commercial activity to Geelong Road, and a viable Secondary Industrial precinct south of Millers Road, with minimal impact on surrounding uses.

3.15 Blackshaws Road East, Altona North – Precinct 15

Strategic Action / Objectives	Implementation Detail	Lead Role and Potential Partners	Expected Outcomes / Measures
<ul style="list-style-type: none"> Recognise part of this precinct as a Strategic Redevelopment Area, noting the location of existing viable industry abutting Blackshaws Road (i.e. Don Smallgoods) within the Secondary Industrial Area. Discourage transport terminals from locating in this precinct due to residential amenity issues. <p>Also refer: Objectives 1, 2, 3 and 4</p>	<ul style="list-style-type: none"> Prepare an ODP for the part of this precinct that is identified as a Strategic Redevelopment Area that includes: <ul style="list-style-type: none"> The majority of the land for residential uses with potential for a mix of business and light industry. Future infrastructure requirements. Open Space. Interface management techniques with surrounding residential land use and existing industry. Transitional and interface issues with industry remaining in the precinct. Develop policy for inclusion in the Planning Scheme and apply new zones and overlays once the future land use is identified, with planning controls to include a DPO and a DDO to specify amenity protection measures required in new developments to protect against any noise and or odour impacts from ongoing industry. Seek State Government support to assist in exploring and resolving the issues surrounding this site. Seek advice from EPA in relation to buffer distance and alternative treatments 	<p><u>Lead Role</u></p> <ul style="list-style-type: none"> Council <p><u>Potential partners</u></p> <ul style="list-style-type: none"> Landowners Industry Developers Local community State Government EPA VicTrack 	<ul style="list-style-type: none"> An Outline Development Plan providing future directions for this under-utilised precinct taking into consideration viable industry abutting Blackshaws Road. Rezoning land in the SRA with both residential and mixed use components, with buffers provided around Secondary Industrial Area. The retention of viable industry within the Secondary Industrial Area.

3.15 Blackshaws Road East, Altona North – Precinct 15

Strategic Action / Objectives	Implementation Detail	Lead Role and Potential Partners	Expected Outcomes / Measures
	<p>to buildings to protect amenity impacts from industry.</p> <ul style="list-style-type: none"> • Provide for a range of household styles and types. • Provide for affordable housing options. • Provide for adequate drainage of the site, include WSUD initiatives. • Redevelopment of the site must consider appropriate ESD principles. • Traffic connectivity for cars, pedestrians and bikes. • Provide for public transport to travel through the development. • Provide for a suitable buffer around the electricity substation, Dons Smallgoods and Apollo Engineering. • Provide for appropriate east west links and improved north south links. • Undertake a Social Needs Analysis and Response. • Undertake a Local Traffic Management Strategy for the area. 		

3.16 Sutton Street, South Kingsville - Precinct 16

Strategic Action / Objectives	Implementation Detail	Lead Role and Potential Partners	Expected Outcomes / Measures
<ul style="list-style-type: none"> Recognise this precinct as a Strategic Redevelopment Area, in a manner that does not impact on the ability of the Locomotive Maintenance Facility SMC in Precinct 17 to continue to operate at both current and possible future levels of activity, including normal and upset operations. Recognise the areas for the development of residential uses, subject to the Responsible Authority being satisfied that the interface issues can be fully resolved through urban design and acoustic measures. <p>Also refer:</p> <p>Objectives 2, 3 and 4</p>	<ul style="list-style-type: none"> Develop an Outline Development Plan which recognises the ongoing viability and potential expansion of SMC and has regard to the reasonable expectations of existing residents in the area. Recognise the significant interface issues between the potential use of any part of the precinct for residential purposes and the operations of the Spotswood Maintenance Centre (SMC). The plan should also include: <ul style="list-style-type: none"> A residential land use for the precinct. Appropriate noise attenuation to baffle noise from Locomotive Maintenance Facility in Precinct 17 and abutting railway line. Appropriate vibration mitigation works; to limit vibration from abutting railway line and Locomotive Maintenance Facility in Precinct 17. Provide appropriate landscaping to new residential precinct, including road reserves, parks, open spaces and other reserves. Land contamination. Infrastructure. 	<p><u>Lead Role</u></p> <ul style="list-style-type: none"> Council <p><u>Potential partners</u></p> <ul style="list-style-type: none"> Landowners Industry Developers Local community State Government EPA VicTrack 	<ul style="list-style-type: none"> An Outline Development Plan providing future directions for this under-utilised precinct. A residential outcome for the land.

3.16 Sutton Street, South Kingsville - Precinct 16

Strategic Action / Objectives	Implementation Detail	Lead Role and Potential Partners	Expected Outcomes / Measures
	<ul style="list-style-type: none"> • Staging of the development. • Develop local policy for inclusion in the Hobson Bay Planning Scheme and apply new zonings and overlays, once the future land use composition of the precinct is identified in the outline development plan. • Provide for a range of household styles and types. • Provide for affordable housing options. • Provide for adequate drainage of the site, incorporating WSUD. • Redevelopment of the site must consider appropriate ESD principles. • A detailed Traffic Management Plan, which includes sustainable transport initiatives and connectivity for all modes of transport. 		

3.17 Melbourne Road / Birmingham Street, Spotswood - Precinct 17

Strategic Action / Objectives	Implementation Detail	Lead Role and Potential Partners	Expected Outcomes / Measures
<ul style="list-style-type: none"> • Recognise and support the ongoing viability of the SMC Railway workshops as a Core Industrial use, at both current and possible future levels of activity, including normal and upset operations. • Recognise the remainder of the site as a Strategic Redevelopment Area, subject to the Responsible Authority being satisfied that the interface issues can be fully resolved through urban design and acoustic measures. • Improve the appearance of this gateway location. • Ensure future uses are compatible with nearby residential areas. • Conserve the heritage building on the corner of Birmingham Street and Melbourne Road. • Consider an assessment of alternative zones prior to any redevelopment. <p>Also refer:</p> <ul style="list-style-type: none"> • Objectives 1, 2, 3 and 4 	<ul style="list-style-type: none"> • Develop an Outline Development Plan which recognises the ongoing viability and potential expansion of SMC and has regard to the reasonable expectations of existing residents in the area. • Recognise the significant interface issues between the potential use of any part of the precinct for residential purposes and the operations of the Spotswood Maintenance Centre (SMC) • A viable use for the site that respects the residential use to the north, and allows for the ongoing operation of the SMC Locomotive Maintenance Facility to the south/west. • The Plan must also address the following: <ul style="list-style-type: none"> ○ Land contamination issues. ○ Infrastructure. ○ Staging of the development. ○ Buffers and noise attenuation measure. ○ Redevelopment of the site must consider appropriate ESD principles. ○ Provide appropriate landscaping to new residential precinct, including road reserves, parks, open spaces and other reserves. ○ Provide for affordable housing options. 	<p><u>Lead Role</u></p> <ul style="list-style-type: none"> • Council <p><u>Potential partners</u></p> <ul style="list-style-type: none"> • Landowners • Industry • Developers • Local community • State Government • EPA • VicTrack 	<ul style="list-style-type: none"> • An Outline Development Plan providing future directions for this precinct.

3.18 Spotswood Industrial – Precinct 18

Strategic Action / Objectives	Implementation Detail	Lead Role and Potential Partners	Expected Outcomes / Measures
<ul style="list-style-type: none"> • Recognise and protect Core Industries located in this precinct. • Undertake a review of the Spotswood Outline Development Plan with all key stakeholders. • Discourage industrial traffic to travel through residential areas. • Improve the amenity of the area through improved public and private treatments, including landscaping, noise and odour mitigation and environmental impacts. • Encourage the development of high tech industries and associated offices along Hudsons Road. • Encourage the establishment of non-retail business uses within the Strategic Redevelopment Area. • Contribute to the preparation of the Port of Melbourne Environs Framework, and recognise the findings of the strategy. • Review the zoning of the land at the corner of Melbourne Road and McLister Street. <p>Also refer:</p> <p>Objectives 1, 2 and 3</p>	<ul style="list-style-type: none"> • Review and revise the Spotswood Outline Development Plan, having particular regard to: <ul style="list-style-type: none"> ○ Appropriate land use mix, including maintaining industrial uses, introducing high tech industry and other non-retail business uses. ○ Interface management techniques with surrounding residential land use. ○ Transitional and interface issues with industry remaining in the precinct. ○ Opportunities for employment generating uses that would be suitable on the site and within the existing network of activity centres, and having regard to the proximity of industry. • Develop local policy for inclusion in the Hobsons Bay Planning Scheme and apply new zonings and overlays once the future land use is identified in the Outline Development Plan. • Seek improvements to landscaping and amenity of private properties. • Seek advice from EPA in relation to buffer distance and alternative treatments. • Prepare a Local Area Traffic Management Plan, in consultation with local industry and residents to better 	<p><u>Lead Role</u></p> <ul style="list-style-type: none"> • Council <p><u>Potential Partners</u></p> <ul style="list-style-type: none"> • Landowners • Industry (including Shell, Caltex, ACI, BP, Mobil and Scienceworks) • Local community • State Government • EPA • VicTrack • Port of Melbourne Authority 	<ul style="list-style-type: none"> • Security for existing core industry located in this precinct with improved interfaces to all abuttal's and reduced amenity and environmental impacts. • An Outline Development Plan providing future directions for this discreet precinct.

3.18 Spotswood Industrial – Precinct 18

Strategic Action / Objectives	Implementation Detail	Lead Role and Potential Partners	Expected Outcomes / Measures
	<p>manage traffic in the area.</p> <ul style="list-style-type: none"> • Request the State Government to prepare a Master plan for the public land in McLister Street in consultation with all key stakeholders. • Develop a policy that requires all future utility infrastructure to be placed underground. • Explore the viability of placing other infrastructure (i.e. pipes) underground in consultation with providers. • Redevelopment of the site must consider appropriate ESD principles. • Seek improvements to landscaping and amenity of VicTrack land in the area. • Implement the recommendations of the finalised Port of Melbourne Environs Framework. 		

3.19 Mobil Yarraville Petrochemical Complex, Spotswood - Precinct 19

Strategic Action / Objectives	Implementation Detail	Lead Role and Potential Partners	Expected Outcomes / Measures
<ul style="list-style-type: none"> • Recognise and support the ongoing viability of the core Petrochemical Industry at this location. • Minimise the visual impacts of the storage tanks. • Minimise the impacts of the operation on the Yarra River and Stony Creek. • Improve the appearance of this gateway, through enhanced street tree planting to create a boulevard effect. <p>Also refer:</p> <p>Objectives 1, 2, and 3</p>	<ul style="list-style-type: none"> • Implement the Stony Creek Environmental Improvement Plan to ensure that the impacts of the operations on the Yarra River, Stony Creek and the nearby residential neighbourhood are managed. • Develop a policy that requires all future utility infrastructure to be placed underground in consultation with providers. • Explore the viability of placing other infrastructure (i.e. pipes) underground. • Seek improvements to landscaping and amenity of private properties. • Maintain monochromatic painting of storage tanks. • Include this precinct in a gateway strategy. • Seek sponsorship from Mobil towards Stony Creek enhancements. • Develop local policy for inclusion in the Hobsons Bay Planning Scheme. 	<p><u>Lead Role</u></p> <ul style="list-style-type: none"> • Council <p><u>Potential partners</u></p> <ul style="list-style-type: none"> • Mobil • Local community • State Government • EPA • Friends of Stony Creek • Maribyrnong City Council • Port of Melbourne Corporation • Industry 	<ul style="list-style-type: none"> • A Core Industrial area with improved interfaces to all abuttals, reduced amenity and environmental impacts.

3.20 Nelson Place Marine Engineering, Williamstown – Precinct 20

Strategic Action / Objectives	Implementation Detail	Lead Role and Potential Partners	Expected Outcomes / Measures
<ul style="list-style-type: none"> • Recognise this precinct as a Strategic Redevelopment Area. • Support the ongoing operation of ship building, marine engineering and marine related industries at this location. • Improve public access to the foreshore area, where appropriate. • Contribute to the preparation of the Port of Melbourne Environs Framework, and recognise the findings of the strategy. • Strategically redevelop the part of the precinct south of Nelson Place. • Improve amenity along Ann Street for nearby residents. • Retain local employment opportunities where possible. <p>Also refer: Objectives 1, 2, 3 and 4</p>	<ul style="list-style-type: none"> • Retain SUZ5 on land located north of Nelson Place. • Monitor the viability of the ship building industry. • Seek opportunities to improve public access along the foreshore, in accordance with the Williamstown Foreshore Strategic Plan. • Have particular regard to any future requirements which may be identified in either the Port of Melbourne Environs Framework or other strategies which may affect the operations of the Port of Melbourne. • Prepare an Outline Development Plan over part of the precinct south of Nelson Place having particular regard to: <ul style="list-style-type: none"> ○ Appropriate land use mix, including recognising adjacent industrial uses. ○ Interface management techniques with surrounding residential and industrial land uses. ○ Transitional and interface issues with industry remaining in the precinct. ○ Opportunities for employment generating uses that would be suitable on the site and within the existing network of activity 	<p><u>Shared Partnership</u></p> <ul style="list-style-type: none"> • Tenix • State Government • Council • Boating Industry Association of Victoria • Parks Victoria • Mobil • Port of Melbourne Corporation • DPCD • Land Owners • Industry • EPA • Local Community • Developers 	<ul style="list-style-type: none"> • An Outline Development Plan providing future directions for this discreet precinct. • A mixed use residential outcome.

3.20 Nelson Place Marine Engineering, Williamstown – Precinct 20

Strategic Action / Objectives	Implementation Detail	Lead Role and Potential Partners	Expected Outcomes / Measures
	<p>centres, and having regard to the proximity of industry.</p> <ul style="list-style-type: none"> • Explore the potential for commercial uses that support the tourism industry in the area. • Develop local policy for inclusion in the Hobsons Bay Planning Scheme and apply new zonings and overlays once the future land use is identified in the Outline Development Plan. • Redevelopment of the site must consider appropriate ESD principles. • Investigate options for affordable housing. • Provide a Traffic Management Plan which addresses sustainable transport options and connectivity for all modes of transport. • Consider land zoned IN3Z fronting Ann Street, and 41 and 55-57 Nelson Place to Residential or Mixed Use Zone. • Limit access to Ann Street frontage. 		

3.21 Newport Mill, Melbourne Road – Precinct 21

Strategic Action / Objectives	Implementation Detail	Lead Role and Potential Partners	Expected Outcomes / Measures
<ul style="list-style-type: none"> Support options for the rezoning of the site from Industry to either residential or other appropriate uses, so as to avoid off site conflicts with the land to the east of the railway, owned by Shell. Recognise the historical importance of the mill as identified in the Heritage Overlay in the Planning Scheme. <p>Also refer:</p> <p>Objectives 1, 2, 3 and 4</p>	<ul style="list-style-type: none"> Prepare an ODP or a DPO and DDO to facilitate the residential rezoning of the site having particular regard to: <ul style="list-style-type: none"> The amenity of the abutting residents to the west. The noise attenuation of the site to baffle against the railway line to the east. Mitigation of vibrations from the railway line to the east. The buffer requirements of the oil storage facilities on the east side of Hall Street. Develop local policy for inclusion in the Hobsons Bay Planning Scheme and apply new zonings and overlays as appropriate. Redevelopment of the site must consider appropriate ESD principles. Investigate options for affordable housing. Provide a Traffic Management Plan which addresses sustainable transport options and connectivity for all modes of transport. Reconstruct McRobert Street. 	<p><u>Lead Role</u></p> <ul style="list-style-type: none"> Council <p><u>Potential partners</u></p> <ul style="list-style-type: none"> Landowners Industry (Newport Mill) Local community VicTrack Shell 	<ul style="list-style-type: none"> Residential development on the site.

Newport Power Station, Newport – Precinct 22

Strategic Action / Objectives	Implementation Detail	Lead Role and Potential Partners	Expected Outcomes / Measures
<ul style="list-style-type: none"> To support the ongoing viability of the site for the current power generation use. <p>Also refer:</p> <p>Objectives 1, 2, 3 and 4</p>	<ul style="list-style-type: none"> Prepare a planning scheme amendment to rezone the site to Special Use Zone – Schedule 6, (Newport Power Station) to: <ul style="list-style-type: none"> Discourage the use and development of other industrial activities on the site. Protect nearby residential areas from further industrial incursion in the area. Support the rezoning of the site from Industrial 3 Zone to a Special Use Zone. 	<p><u>Lead Role</u></p> <ul style="list-style-type: none"> Council <p><u>Potential partners</u></p> <ul style="list-style-type: none"> Landowners Industry 	<ul style="list-style-type: none"> The ongoing operation of the power station use, without other industrial uses being developed on the site.