

Industrial Land Strategy

YARRAM, MAFFRA & STRATFORD

WELLINGTON SHIRE COUNCIL

MAY 2011



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EXECUTIVE SUMMARY

This report was prepared by for Wellington Shire Council by Urban Enterprise to assess the supply and demand for industrial land in the towns of Yarram, Maffra and Stratford and make recommendations relating to future industrial land requirements (in terms of both quantity and quality) over the next 15 years to 2026.

Following the Urban Enterprise supply and demand report, SMEC Urban incorporated a Planning and Engineering Review of the industrial land in each of the three towns and updated the original project report.

Wellington Shire Council has received funding from Regional Development Victoria (RDV) under the Planning for Growth Fund to support the preparation of an Industrial Land Strategy for Yarram, Maffra and Stratford.

POLICY AND STRATEGY CONTEXT

With respect to industrial development, Planning Authorities are required by the State Planning Policy Framework to:

- “Ensure a sufficient supply of land is available for industrial uses;
- Plan to accommodate projected population growth over at least a 15 year period and provide clear direction on locations where growth should occur;
- Identify land for industrial development in urban growth areas where good access for employees, freight and road transport is available and appropriate buffer distances can be provided;
- Protect and carefully plan existing industrial areas to, where possible, facilitate further industrial development; and
- Provide an adequate supply of industrial land in appropriate locations including significant stocks of large sites for strategic investment.”

The Wellington Shire Municipal Strategic Statement (MSS) includes strategy plans for the towns, including preferred industrial growth areas for Stratford and Yarram but not Maffra. Urban development is encouraged to locate within existing township boundaries and designated growth areas. Further, the MSS encourages the full development of existing industrial zoned land to maximise infrastructure efficiencies.

The key industries identified in the Shire are horticulture, dairying, timber production, fishing, tourism the oil and gas industry and brown coal production.

An industrial land audit undertaken by the Department of Planning and Community Development indicated that the industrial land vacancy rate by total area in Wellington Shire was 17% in 2007.

The Gippsland Regional Plan (2010) notes that demand for industrial land in Wellington Shire and the wider Gippsland region is rising and the projected strong population growth in the region will place pressure to provide more urban land and to balance land use conflicts, particularly in relation to industrial land.

Much of the industrial land within Gippsland requires extension of services to provide access to water, gas or electricity at title boundaries and is therefore limited in its ability to attract new entrants. A large proportion of Gippsland is not supplied with domestic reticulated natural gas, and the electricity distribution network also requires infrastructure upgrades to supply future industrial land parcels.

The Wellington Shire Economic Development Strategy (2006 and updated 2010) identified the following key sectors which would drive economic development and provide opportunities for Wellington Shire into the future:

- Food and Horticulture;
- Dairy (particularly Maffra);
- Timber (particularly Yarram, where the timber industry and associated development is to be supported);
- Aviation;
- Mining and Energy; and
- Specialist Manufacturing.

YARRAM

SUPPLY AND DEMAND

There is 24ha of zoned industrial land in Yarram, 6.8ha (28%) of which is vacant and 5.5ha (23%) of which is underutilised. The vacant lots in Yarram are located in the southern section of Industrial Precinct 2 near McLean Street. Based on rates data it is estimated that the value for industrial land in Yarram is approximately \$37.00/m² this compares to a figure for Sale industrial land of approximately \$84 indicating a land value of half of Sale.

Yarram Precinct 1 (2.6ha at the northern edge of the town on the South Gippsland Highway) is owned entirely by Murray Goulburn. This land was previously used as the Yarram Butter Factory and other dairy related uses. The site is currently unused and the owners have no plans to use or sell the site. Existing buildings and asbestos contamination negatively impact on the potential to sell or development the site and there is potential for this site to suffer ongoing deterioration which will impact negatively on the town amenity.

In general, the industrial uses in Yarram are low intensity and low value service and rural support businesses, including storage, workshops and machinery sales.

Yarram is projected to experience population growth of between 0.4% and 0.8% per annum over the next 15 years to reach a total of up to 2,011 residents by the year 2026.

Industrial building approvals over the period 2000 to 2010 were low, with 18 approvals, 50% of which were for shed and storage units.

Based on the projected population and associated employment growth, Yarram will require up to 2.5 ha of new industrial land by 2026. This includes up to 0.5ha to support population growth and 2ha to allow sites for strategic investment.

OPPORTUNITIES AND CONSTRAINTS

The key opportunities identified for Yarram include:

- Timber industry growth, including growth in the existing operations and establishment of new timber related operations (such as wood-chip processing);
- Road transport industries, including large vehicle mechanics and related businesses;
- Rural supply industry, including farm machinery and rural support services.

The major constraints to industrial development identified in Yarram include:

- Low land values and relatively high servicing costs resulting in limited industrial subdivision and development in recent times;
- Poor drainage and road access, particularly in the southern section of Precinct 2;
- Land ownership - the majority of vacant and underutilised land is owned by Murray Goulburn and one private owner. The inability or lack of interest to sell/develop these strategic parcels may be an ongoing constraint to new industrial activity in the town.

RECOMMENDATIONS

In response to the issues detailed above, recommendations for Yarram are:

- Demand levels are low and there is sufficient vacant zoned land to the south of Precinct 2 to accommodate organic growth in the township over the next 15 years;
- Rezone the Carter Holt Harvey Mill (currently Farming Zone) in Yarram to the Industrial 1 Zone to appropriately reflect existing land use and facilitate further growth opportunities for this timber business.
- Council should discuss and actively pursue the sale of all or part of Industrial Precinct 1 with Murray Goulburn.
- Council should actively explore funding opportunities to enable the Murray Goulburn site to be cleared and decontaminated, particularly relating to the existing asbestos. Potential public/private partnerships should be investigated.
- Council should consider rezoning land adjacent to Industrial Precinct 2 to the north of the existing zone. This will allow the provision of larger lots (1 - 1.5ha) in a strategic location and to provide a second growth area that is in separate ownership to the vacant land to the south of Precinct 2;
- The parcels at the western end of Rodgers Street (approximately 4.8ha in total) provide another logical growth option. Part of this area is identified as an industrial growth area in the Yarram Strategy Plan. This area could accommodate organic growth in the medium term if the vacant area to the south is not developed;
- Local timber businesses offer an immediate opportunity for employment and output growth for the Yarram area and should be facilitated wherever possible.

MAFFRA

SUPPLY AND DEMAND

Of the 62 hectares of industrial zoned land in Maffra, approximately 21% is vacant (13.1ha). A significant proportion of vacant land is Crown Land (4.5ha), proposed for subdivision (3.2ha) or owned by Murray Goulburn (4ha). Based on rates data it is estimated that the value for industrial land in Maffra is approximately \$46.30/m² compared to a Sale figure of approximately \$84/m². This figure is reflective of the serviced nature of Maffra and the Demand for Industrial zoned land.

When Murray Goulburn owned land and Crown land is excluded from vacant land supply calculations, vacant industrial land area in Maffra falls to approximately 4.6ha (which equates to 7.4% of all industrial land in Maffra).

Maffra is projected to grow at between 0.8% and 1.1% per annum over the next 15 years to a total population of up to 5,167 persons in 2026.

Employment in industrial sectors increased by 3.6% per annum between 2001 and 2006 in Maffra, a higher rate than the Regional Victorian average of 2% per annum. The largest employment increases were recorded in the Mining (30%) and Construction (7%) sectors.

19 industrial buildings were approved in Maffra between 2000 and 2010, an average of 1.7 per annum. This represents steady demand for industrial land, with many new and extended factories constructed in the past decade.

Based on the projected population growth rate for Maffra of between 0.8% - 1.1% and the associated growth in existing industrial activity and employment, a total of between 1.9ha and 2.7ha of industrial land will be required by 2026.

The existing vacant land supply (excluding Crown Land and Murray Goulburn land) is 4.6ha. This vacant land supply is estimated to be equivalent to between 25 and 35 years supply. This vacant land is developable and is anticipated to provide sufficient supply to meet population-driven demand.

OPPORTUNITIES AND CONSTRAINTS

Opportunities identified for industrial activity in Maffra include:

- Attract and support businesses from the vegetable processing industry following the successful example of Mulgowie Farming Group, based on the proximity to fertile agricultural land with a stable water supply;
- Service industrial demand is expected to grow, there is the opportunity to facilitate this growth by providing appropriately located and serviced land;

Constraints to industrial development in Maffra identified include:

- Cost of connecting new subdivisions to natural gas and trade wastes;
- Drainage and slope - some sites in or adjacent to industrial zones in Maffra are constrained by drainage requirements and sloping sites;
- Land ownership - a significant proportion of industrial zoned land is owned by the Crown, VicTrack, Murray Goulburn and a private land owner. A number of land parcels are vacant or underutilised, but are not for sale.

RECOMMENDATIONS

The existing vacant land supply is sufficient to meet projected population-driven demand over the next 15 years in Maffra. The vacant land is generally developable.

However, there is a shortage of large industrial lots available for major investment, with the majority of lots available between 500m² and 4,000m². Council should consider rezoning land to provide large sites for strategic investment.

Council should initiate discussions with the Department of Sustainability and Environment regarding the desired transfer of the Crown Land parcel to freehold land for industrial use.

The opportunity to attract vegetable processing businesses to the Maffra area should be investigated further, particularly in relation to attracting existing businesses from other areas with an uncertain water supply. Council should advocate State Government to facilitate gas and water extensions to service these vegetable processing industries, as the need/opportunity arises.

STRATFORD

SUPPLY AND DEMAND

There is currently 8ha of land zoned for industrial purposes in Stratford in 16 lots. 3 lots are vacant (0.37ha) and one lot is considered underutilised (2.9ha - unused brickworks site for sale). There is also a Crown Land parcel that is within the Industrial estate that has been excluded from the assessment). Based on rates data it is estimated that the value for industrial land in Stratford is approximately \$26.60/m² compared to a Sale figure of approximately \$84/m². This figure is reflective of the smaller nature and location of the industrial precinct and the lack of available blocks to drive Demand for Industrial zoned land.

The existing industrial precinct in Stratford is well located for industrial use. It is constrained, however, by poor drainage, poor maintenance, lack of natural gas, low vacancy rates, lack of large lots and restricted access for large vehicles. The industrial precinct is suited to smaller service industrial uses. Larger industrial uses are generally not provided for Stratford.

Stratford is experiencing strong population growth (approximately 1.7% per annum) and is expected to reach a population of 2,017 persons by 2026.

Between 2001 and 2006, the number of Stratford residents employed in industrial sectors increased above the regional Victorian average, particularly in the Construction, Mining and Transport and Storage sectors.

There were only 2 industrial building approvals in Stratford between 2000 and 2010. However, industrial building activity may have been constrained by the lack of available land, given that only two parcels are currently available for development.

Current vacant land supply (0.4ha) is equivalent to 4 years supply. A further 1ha of industrial land will be required to meet population-driven demand over the next 15 years. Appropriately located large sites (0.5 - 1.5ha) should also be zoned to facilitate the attraction of large industrial businesses in industries identified as suited to Stratford, including the transport industry.

OPPORTUNITIES AND CONSTRAINTS

Opportunities identified for Stratford include:

- Facilitate transition of home-based industrial businesses to service industrial locations;
- Re-zone new industrial estate to allow larger lots for existing successful businesses to expand/relocate their operations;
- Attract a transport and storage business given the strategic location on the Princes Highway between two major regional centres of Sale and Bairnsdale;
- Low land values - proximity to Sale but significantly lower land values offer the opportunity to attract new businesses to Stratford.

Constraints identified for industrial activity in Stratford include:

- Existing industrial area has a lack of vacant land and a lack of large sites for strategic investment;
- Absence of natural gas;

- Poor drainage, maintenance and inadequate large vehicle access to existing industrial estate limits the attractiveness of the area to new businesses;
- High service costs compared to land values; and
- Proximity of existing industrial estate to residential areas.

RECOMMENDATIONS

Council should consider rezoning approximately 4-10ha for industrial use to meet demand in Stratford.

The recommended location of future industrial activity is the site at the north-east corner of Princes Highway and Bengworden Road (see map in Section 5.7).

The site recommended for industrial expansion in the existing Stratford Strategy Plan is not considered appropriate given the extensive native vegetation, access issues and lack of freehold land in this area.

Rezoning land for a new industrial estate further from the centre of town and existing sensitive land uses will allow more opportunities for existing manufacturing businesses to expand and provide the opportunity for new businesses to locate in the area, including transport and storage and construction companies.

1. INTRODUCTION

1.1. THE PROJECT

Urban Enterprise and SMEC Urban were engaged by Wellington Shire Council (Council) to prepare an Industrial Land Strategy for the towns of Yarram, Maffra and Stratford (the ILS).

The ILS relates specifically to the towns of Yarram, Maffra and Stratford due to low industrial zoned land vacancy rates identified by a recent State government audit¹, and the lack of strategic direction for industrial growth in these towns.

Wellington Shire Council has received funding from Regional Development Victoria (RDV) under the Planning for Growth Fund to support the preparation of an Industrial Land Strategy for Yarram, Maffra and Stratford.

This report has been prepared by Urban Enterprise and SMEC Urban to assess the supply and demand for industrial land in the towns and make recommendations relating to future industrial land requirements (in terms of both quantity and quality) over the next 15 years to 2026.

In preparing this report, a supply and demand analysis was undertaken by Urban Enterprise, followed by a planning and engineering review of the industrial land in each town by SMEC Urban.

1.2. THE STUDY AREA

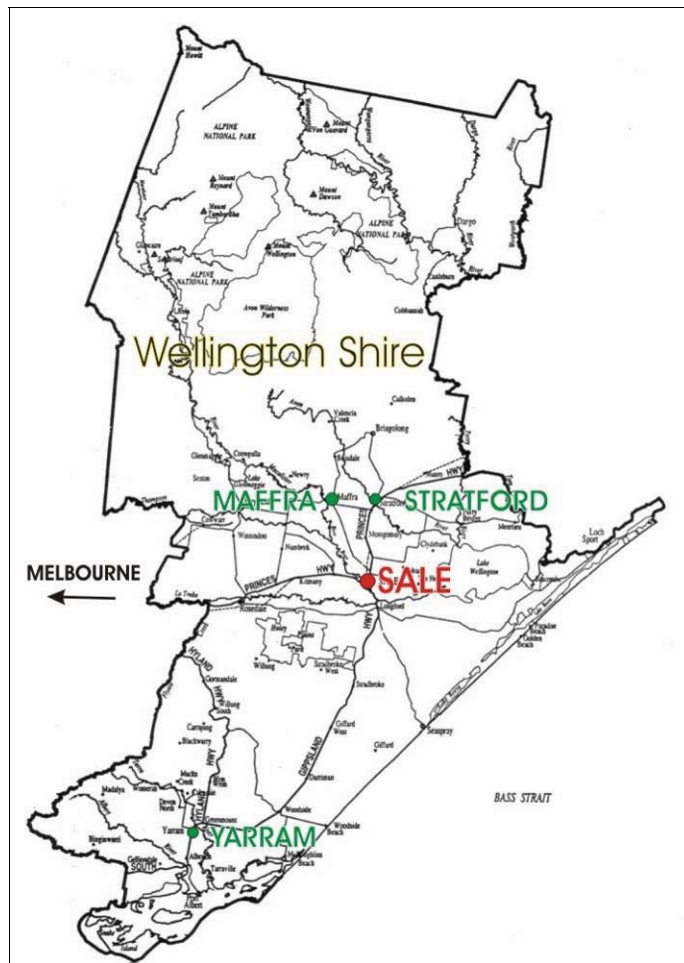
The ILS relates specifically to the towns of Yarram, Maffra and Stratford in Wellington Shire.

Yarram is located approximately 60 km south west of Sale and 170 km south east of Melbourne. Maffra is located approximately 18 km north of Sale and 180 km east of Melbourne. Stratford is located approximately 16 km north of Sale and 190 km east of Melbourne. Wellington Shire and the towns of Sale, Maffra, Stratford and Yarram are shown in Figure 1.

This study relates to existing industrial zoned land within the towns of Yarram, Maffra and Stratford.

¹ Audit of Industrial Land in Provincial Victoria, Department of Planning and Community Development, 2007.

FIGURE 1 LOCATION OF WELLINGTON SHIRE AND TOWNS



Source: Urban Enterprise

1.3. METHODOLOGY

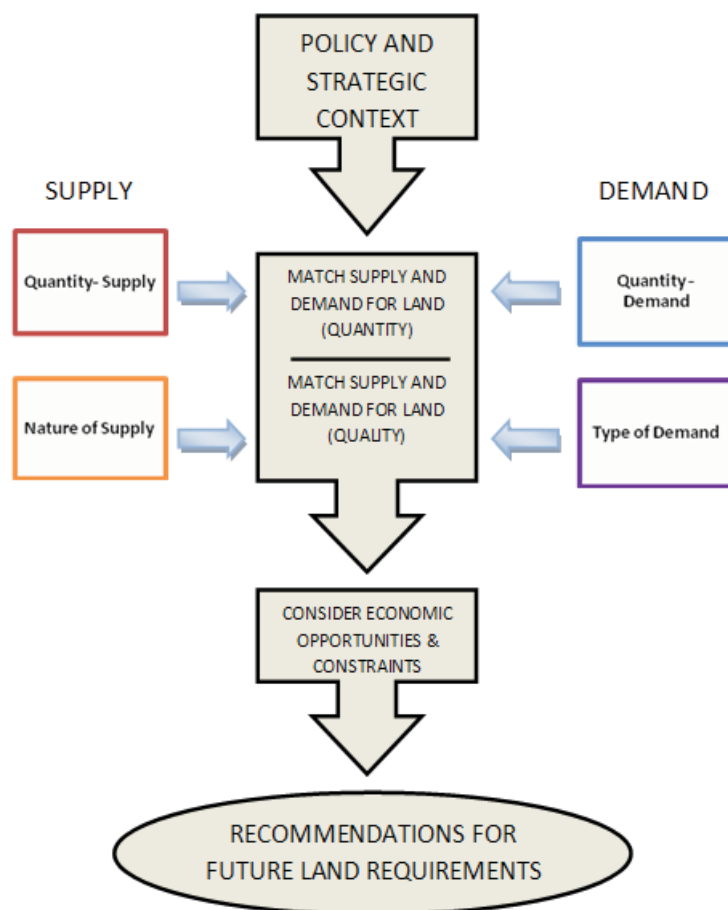
This report applies the following methodology:

- Undertake a review of relevant background reports, planning and demographic context;
- Identify quantity and quality of existing land supply;
- Undertake consultation with landowners, businesses, and stakeholder to identify opportunities and constraints;
- Identify quantitative and qualitative factors of demand for industrial land;
- Compile and prioritise opportunities and constraints relating to industrial land and development, with particular emphasis on emerging and potential industries;
- Use the information collected to make recommendations as to future land requirements, growth directions and prospective industries.

SMEC Urban conducted consultation with service providers and Council officers, to review the zoning and planning framework to enable implementation of the land supply and demand findings.

The report assesses the requirement for industrial land by matching local issues and opportunities, quantity and quality of existing supply of zoned industrial land, and the level and key characteristics of demand for industrial land over the next 15 years. This relationship is shown in Figure 2.

FIGURE 2 METHODOLOGY



Source: Urban Enterprise

1.4. DOCUMENT LAYOUT AND STRUCTURE

Section 2 (Policy and Strategy Context) provides information relevant to all three towns, including State, regional and municipal policy and strategies and planning zones and overlays. Section 3 relates to the town of Yarram, Section 4 relates to the town of Maffra, and Section 5 relates to the town of Stratford.

Sections 3, 4 and 5 are divided into the following sections:

- Supply - including quantity and quality of zoned land supply;
- Demand assessment - including quantity and type of land required;
- Findings from consultation and research, including workshops, targeted consultation and discussions with service authorities, real estate agents and Council officers;

- Opportunities and constraints; and
- Land requirements and recommendations.

Detailed supply audits and maps for each town are included as Appendices.

1.5. DEFINITIONS

The supply audits undertaken by Urban Enterprise to inform this report refer to land that is developed, vacant and underutilised. These categories are defined as follows:

- Developed: visible activity, equipment and/or buildings on the majority of the site;
- Underutilised: either -
 - Some industrial activity taking place on the site, but with a significant proportion of the site unused/vacant; or
 - An unused site which requires significant works (including de-contamination, removal of buildings or vegetation, etc) to allow commencement of a new industrial use.
- Vacant: no visible activity, equipment or buildings on the entire site. Site may be fenced, cleared or used for grazing purposes.

2. POLICY AND STRATEGY CONTEXT

2.1. INTRODUCTION

This section of the report summarise relevant provisions of the State and local planning framework, together with relevant strategies.

2.2. KEY FINDINGS

The key findings of the policy and strategic context review are:

- With respect to industrial development, Planning Authorities are required by the State Planning Policy Framework to:
 - “Ensure a sufficient supply of land is available for industrial uses;
 - Plan to accommodate projected population growth over **at least a 15 year period** and provide clear direction on locations where growth should occur;
 - Identify land for industrial development in urban growth areas where good access for employees, freight and road transport is available and appropriate buffer distances can be provided;
 - Protect and carefully plan existing industrial areas to, where possible, facilitate further industrial development; and
 - Provide an adequate supply of industrial land in appropriate locations including significant stocks of large sites for strategic investment.”
- The Wellington Shire Municipal Strategic Statement (MSS) includes strategy plans for the towns, including preferred industrial growth areas for Stratford and Yarram but not Maffra. Urban development is encouraged to locate within existing township boundaries and designated growth areas. Further, the MSS encourages the full development of existing industrial zoned land to maximise infrastructure efficiencies;
- The key industries identified in the Wellington Planning Scheme are horticulture, dairying, timber production, fishing, tourism the oil and gas industry and brown coal production.
- An industrial land audit undertaken by the Department of Planning and Community Development indicated that the industrial land vacancy rate by total area for the Wellington LGA was 17% in 2007;
- The Gippsland Regional Plan notes that demand for industrial land in Wellington Shire and the wider Gippsland region is rising and the projected strong population growth in the region will place pressure to provide more urban land and to balance land use conflicts, particularly in relation to industrial land.
- Part of the industrial land within Gippsland does not have water, gas or electricity services to property boundaries and is therefore limited in its ability to attract new entrants. A large proportion of Gippsland is not supplied with domestic reticulated natural gas, and the electricity distribution network has minimal additional capacity available for both low and high voltage industrial.

- The Wellington Shire Economic Development Strategy (2006 and updated 2010) identified the following key sectors which would drive economic development and provide opportunities for Wellington Shire into the future:
 - Food and Horticulture;
 - Dairy (particularly Maffra);
 - Timber (particularly Yarram);
 - Aviation;
 - Mining and Energy; and
 - Specialist Manufacturing.

2.3. STATE PLANNING POLICY FRAMEWORK

The State Planning Policy Framework includes a range of objectives and strategies relevant to industrial land. The key clauses are summarised as follows:

- Clause 11.02 - Urban Growth: the objective of this clause is “to ensure a sufficient supply of land is available for industrial uses” (among others). The clause notes that planning authorities should “plan to accommodate projected population growth over at least a 15 year period and provide clear direction on locations where growth should occur.”
- Clause 11.05 - Regional Development: this clause identifies the Moe/Traralgon/Morwell cluster as a major regional city to which urban growth is to be directed. Sale is identified as a regional city which can support sustainable development. Yarram, Stratford and Maffra are identified as ‘regional towns’. The clause includes the strategy to “provide for appropriately located supplies of residential, commercial and industrial land across a region sufficient to meet community needs”.
- Clause 13.04 - Noise and Air: this clause includes the strategy “to ensure that development is not prejudiced and community amenity is not reduced by noise emissions using building design, urban design and land use separation techniques as appropriate”. The clause also notes the importance of ensuring that “there is suitable separation between land uses that reduce amenity and sensitive land uses” to assist the protection and improvement of air quality.
- Clause 17.02-1 - Industrial Land Development: the objective of this clause is “to ensure availability of land for industry”. The strategies include:
 - “Identify land for industrial development in urban growth areas where good access for employees, freight and road transport is available and appropriate buffer distances can be provided;
 - Protect and carefully plan existing industrial areas to, where possible, facilitate further industrial development; and
 - **Provide an adequate supply of industrial land in appropriate locations including significant stocks of large sites for strategic investment.”**
- Clause 52.10 - Uses With Adverse Amenity Potential: this clause sets out the buffer zones which are to be established around potentially offensive industries. A full list of the buffer zones for relevant industries is shown in Appendix E.

2.4. LOCAL PLANNING POLICY FRAMEWORK

2.4.1. MUNICIPAL STRATEGIC STATEMENT

The Wellington Municipal Strategic Statement (MSS) identifies that the Shire's main industries include dairying, beef production, timber production and industries based on oil and gas exploration.

The MSS identifies Sale as the main employment, education and commercial centre of the Shire. Maffra and Yarram are described as 'other main towns' which act as service centres for the surrounding rural communities. Stratford is located on the Princes Highway and is "developing specialist functions such as tourism based retail".

Relevant points and strategies in the MSS include:

- Maffra and Yarram have problems with drainage infrastructure;
- Ensure a sufficient supply of land is available in or nearby to settlements for residential, commercial, industrial, recreation and community uses;
- Protect coal related land and other assets such as airports and agricultural land from inappropriate encroachment by urban settlement;
- Encourage urban development to be consolidated within existing town boundaries and identified growth areas;
- Address existing and potential conflict between industrial and residential land uses;

The MSS includes strategy plans for the three towns. The strategy plans for each town are shown in Appendix F. Issues identified in relation to specific towns include:

- Yarram - ensure that any future rezoning of land or proposed use and development in Yarram does not exacerbate existing drainage problems;
- Yarram - protect the Parkside Aerodrome and its ability to expand;
- Stratford - ensure that additional industrial land is appropriately located in or close to Stratford.

ECONOMIC DEVELOPMENT

Clause 21.06 Economic Development identifies the key industries in Wellington Shire as horticulture, dairying, timber production, fishing, tourism the oil and gas industry and brown coal production.

Relevant economic development objectives in this clause include:

- To expand and diversify the regional economy and increase employment;
- To promote and develop opportunities for value adding industries, plantation timber production, eco-tourism and cultural tourism;
- To achieve sustainable industrial development, particularly in the agricultural and timber industries;
- To discourage the use of development of high quality agricultural land that would be incompatible with its sustainable agricultural use of the land;
- To facilitate oil and gas production and exploration; and

- To protect the brown coal resource from the encroachment of incompatible use, development or subdivision.

Relevant economic development strategies include:

- Support the establishment of new industries and businesses, and the expansion of existing operations in appropriate locations;
- Support new and innovative rural and other industries to help achieve a diverse regional economy;
- Ensure that sufficient, well located and attractive land is provided for the expansion of industrial and commercial activities in each of the main towns.
- Support the development of aviation related industries on, or in close proximity to, aerodromes.

Relevant implementation strategies include:

- Encourage the full development of existing commercial and industrial zoned land to maximise infrastructure efficiencies;
- Require that the expansion of industrial areas is subject to investigation into the feasibility of infrastructure provision and an assessment of the potential impact of such use on any nearby residential areas;
- Provide appropriate buffer areas between industrial and residential land;
- Identify potential development sites for the promotion of timber-related activities (eg. Yarram) and value adding dairy related and food process industries (Maffra milk industry);
- Review the Industrial 1 Zone land in Maffra with the aim of investigating the possible future need and locations for additional Industrial Zone land and providing an Industrial 3 Zone buffer to land zoned Industrial 1;
- Ensure that rezoning and development of industry on the existing Public Transport Corporation (PTC) owned land to the south of the Maffra township and land around the existing treatment plant is further investigated;
- Review the Yarram peripheral Industrial 1 Zone with the option of rezoning to Industrial 3;
- Review industrial land adjacent to residential areas (including Stratford industrial estate) and where appropriate apply the Industrial 3 Zone;
- Identify land for the purposes of any future noxious industrial process, taking into account the appropriate buffer distances and other environmental concerns.

2.4.2. LOCAL POLICIES

The relevant local policies include the following:

- Clause 22.07 - Coal Buffers Policy: this clause relates to Yarram, as a large coal resource area is located immediately to the west of the town. The clause requires that a buffer of 750m from the edge of the coal resource area is maintained. This buffer area is only to be used for uses or developments which are ancillary to coal development.

2.5. REGIONAL AND LOCAL STRATEGIES

2.5.1. GIPPSLAND REGIONAL PLAN 2010

The Gippsland Regional Plan (GRP) 2010 is a long-term strategic plan which focuses on the region's economic, social and environmental challenges and trends. The GRP was commissioned by six municipal councils with an interest in Gippsland, including East Gippsland, Wellington, Bass Coast, South Gippsland, Baw Baw Shire and Latrobe City. It was launched in September, 2010 with the aim of establishing the broader priorities of the region and as a gateway to future funding.

General findings relevant to the industrial land strategy for Yarram, Maffra and Stratford include:

- Gippsland has a wealth of natural resources including oil and gas from the Gippsland basin, coal resources in the Latrobe Valley and water from catchments surrounding public land and state forests;
- Agricultural produce is also a key economic driver in the region, including dairy exports;
- Nature-based tourism, Gippsland's coastal spaces and public land also play a key economic role in the region;
- Climate change will impact industries in Gippsland, both through legislation and environmental impacts;
- The Gippsland Region is expected to experience significant population growth from 2010 to 2026.

A key issue for the region as recognised in the GRP is climate change. In particular, policies such as carbon pricing and the need to transition to a low carbon economy may have impacts on industrial land demand.

The GRP also establishes that Gippsland's population is projected to grow by approximately 50,000 people by 2026. This is a significant increase of 20% compared to the current population of approximately 250,000 in 2009. An increase in population of the Gippsland region will in turn, affect demand for industrial land.

Findings which are related to industrial land within the Wellington Shire and Gippsland region include:

- Much of the projected growth in Gippsland will be contained within centres and towns that already accommodate over half of the regional population, placing extensive pressure on the demand for residential space and industrial land and the functioning of commercial centres in these towns;
- There is the need to provide a strategic means to resolve conflict around competing land use demands including between residential, industrial and agricultural land use;
- The industrial land vacancy rate by total area for the Wellington LGA is 17%;
- Demand for industrial land in Wellington Shire and the wider Gippsland region is rising;
- The major industries in Wellington include agriculture, forestry and fisheries, manufacturing, construction, retail and wholesale trades;
- A number of Councils in Gippsland are planning to increase the availability of industrial land.

Table 1 below shows the industrial land supply in the Wellington LGA as referenced to the Audit of Industrial Land in Provincial Victoria and also outlined in the GRP.

TABLE 1 INDUSTRIAL LAND SUPPLY- WELLINGTON LGA

LGA	Total (ha)	Occupied (ha)	Vacant (ha)	Vacancy rate by total area	Occupancy rate by total area
Wellington	461	384	78	17%	83%

Source: Audit of Industrial Land in Provincial Victoria, cited in Gippsland Regional Plan 2010.

On the face of it, the existing vacancy rate of 17% suggests that a reasonable supply of zoned industrial land exists. However, the GRP indicates that much of the industrial land within Gippsland does not have access to water, gas or electricity and is therefore limited in its ability to attract new entrants. A large proportion of Gippsland is not supplied with domestic reticulated natural gas, and the electricity distribution network has minimal additional capacity available for both low and high voltage industrial.

2.5.2. WELLINGTON ECONOMIC DEVELOPMENT STRATEGY

The Wellington Economic Development Strategy was prepared by Nexus Consulting and Urban Enterprise in 2006 and updated in 2010.

Some key indicators for Wellington Shire include:

- The estimated regional population in Wellington for 2006 was 40,080;
- 34% of all businesses in Wellington Shire are located in Sale;
- In early 2010, Wellington Shire had an estimated 14,628 jobs;
- In 2006, most residents in Wellington Shire were employed as 'Managers' (19%), 'Technicians and Trade Workers' (16%) and 'Professionals' (15%).
- In 2006, Agriculture is the most prominent sector in terms of resident employment (14%), followed by Retail Trade (12%) and Health Care and Social Assistance (11%).

ECONOMY

- From the 12 months to February 2010, Wellington Shire had a total Gross Regional Product of approximately \$3 billion. This is equivalent to \$76,000 per capita.
- The total Industry Output in Wellington Shire was estimated at \$6.1 billion, in which 'Oil and Gas' accounted for 34% of all output. Other significant industries include 'Dairy Cattle' (5%), 'Retail Trade' (4%), 'Dairy Products' (3%), 'Defence' (3%), 'Health Services' (2.7%), and 'Residential Building' (2.7%).
- There were 1,995 'Employing' businesses in Wellington Shire in 2006, an increase of 466 new businesses since 2004.
- Most of Wellington Shire's businesses were located in Sale (1,185), followed by Maffra (939) and the Rural Balance of the Shire (795).

The report identified the following key sectors which would drive economic development and provide opportunities for Wellington Shire into the future:

- Food and Horticulture;
- Dairy;
- Timber;
- Aviation;
- Mining and Energy;
- Specialist Manufacturing.

Yarram is identified in the EDS as a key timber town and it is recommended that the timber industry and development is supported. Maffra is identified as a key dairy industry cluster.

2.6. ZONES AND OVERLAYS

2.6.1. ZONES

There are three industrial zones in the Victorian Planning Provisions: Industrial 1, Industrial 2 and Industrial 3.

All townships have land in the Industrial 1 Zone. There is no land in the Industrial 2 Zone or Industrial 3 Zone in the towns.

INDUSTRIAL 1 ZONE

Under the Victoria Planning Provisions Section 33.01, the purpose of Industrial 1 Zone (IN1Z) is to *“provide for manufacturing industry, the storage and distribution of goods and associated uses in a manner which does not affect the safety and amenity of local communities”*.

INDUSTRIAL 2 ZONE

Under the Victoria Planning Provisions Section 33.02, the purpose of Industrial 2 Zone (IN2Z) is as follows:

“To provide for manufacturing industry, the storage and distribution of goods and associated uses in a manner which does not affect the safety and amenity of local communities.

To promote manufacturing industries and storage facilities that require a substantial threshold distance within the core of the zone.

To keep the core of the zone free of uses which are suitable for location elsewhere so as to be available for manufacturing industries and storage facilities that require a substantial threshold distance as the need for these arises.”

INDUSTRIAL 3 ZONE

Under the Victoria Planning Provisions Section 33.03, the purpose of Industrial 3 Zone (IN3Z) is as follows:

“To provide for manufacturing industry, the storage and distribution of goods and associated uses in a manner which does not affect the safety and amenity of local communities.

To provide a buffer between the Industrial 1 Zone or Industrial 2 Zone and local communities, which allows for industries and associated uses compatible with the nearby community.

To ensure that uses do not affect the safety and amenity of adjacent, more sensitive land uses.”

A detailed table of uses for each zone, showing as of right, permitted and prohibited uses, is provided in Appendix D.

2.6.2. OVERLAYS

Some industrial zoned land parcels in Yarram, Maffra and Stratford are affected by overlays. These are described as follows.

YARRAM

- Design and Development Overlay- Schedule 1 - to provide well planned industrial estates which are suitable for a wide range of industry users and to encourage quality development within the industrial zones which results in a neat appearance whilst also providing for the practical and efficient use of the land and is compatible with its surrounds. This DDO applies to Precincts 1 and 2.
- Design and Development Overlay- Schedule 11 - to ensure that new development does not encroach on the flight path areas associated with the Yarram Recreation Reserve helipad and to ensure that the new development avoids creating a hazard to aircraft in the vicinity of the Yarram Recreation Reserve helipad and to facilitate safe emergency medical service helicopter operations. This DDO applies to Precincts 1 and 2.
- A Heritage Overlay (HO27) applies to the Yarram Butter Factory (main building only) which is located in the Industrial 1 Zone within Yarram Precinct 1. The Heritage Overlay aims to conserve and enhance heritage places of natural or cultural significance by requiring planning approval for subdivision, building and works.

MAFFRA

Precincts 1 to 5:

- Design and Development Overlay- Schedule 1 applies (see above);
- Rural Floodway Overlay affects some lots closest to Macalister River with frontage to McMahon Drive and Backwater Road.

Precincts 6 and 7:

- Design and Development Overlay- Schedule 1 applies (see above).

STRATFORD

- Design and Development Overlay- Schedule 1 applies (see above).

3. COMMUNITY AND SERVICE PROVIDER CONSULTATION

3.1. INTRODUCTION

This section of the report summarises the responses from the following service providers, VicRoads, SP Ausnet (electricity), West Gippsland Catchment Management Authority (WGCMA), Gippsland Water (Maffra and Stratford) and South Gippsland Water (Yarram), Department of Sustainability and the Environment (DSE) along with individual responses. A detailed summary of responses is attached in Appendix G

3.2. KEY FINDINGS

Yarram

- Sewer and Water - sewer and water services are available to the existing industrial areas within Yarram. The future industrial areas are located within the water district and able to be serviced; however they are outside the sewer district. Services are able to be extended to these areas at full cost to developers.
- Power - industrial level supply is available to existing and future industrial areas. SP Ausnet will fund infrastructure by negotiation where costs are deemed to be offset by revenues.
- VicRoads - Existing industrial zone access is via an existing service road with design constraints. The future industrial area would require a traffic study of the intersection of Livingstone Rd and Tarra valley Rd (Church Rd) at the time of rezoning.
- Drainage - the CMA requires a minimum of 30m either side of designated waterways to be retained for environmental reasons and for developments to incorporate Water Sensitive Urban Design (WSUD) principles into developments. The existing industrial zoned areas are constrained by the existing waterway and poor drainage. The CMA strongly recommends a strategic drainage strategy be prepared for the existing and future industrial areas to integrate development into the wider area.
- General community support exists for industrial rezoning. However, it will be important to achieve appropriate buffers and treatments to ameliorate potential impacts.

Maffra

- Sewer and Water - services are available to existing industrial areas within Maffra Township apart from potentially limited sewerage capacity in Railway Place. The Fulton Road industrial precinct is able to be serviced with water; however sewerage servicing

requires further investigation.² Industrial development is considered appropriate in the buffer zones associated with the waste water treatment plant.

- Power - industrial level supply is available within existing and future industrial areas. SP Ausnet will fund infrastructure by negotiation where costs are deemed to be offset by revenues.
- VicRoads - requires a traffic study of the intersection of Fulton Road and Maffra Stratford Road to determine appropriate intersection requirements. No objection has been offered in relation to the broad industrial strategy.
- Drainage - CMA requires a minimum of 30m either side of designated waterways to be retained for environmental reasons and for developments to incorporate Water Sensitive Urban Design (WSUD) principles into developments. The existing industrial zoned areas are unaffected by waterways however the future industrial areas in Fulton Road will need to address these constraints.
- DSE - There is one parcel of industrial zoned land managed by the Crown. To release this for development the Crown would need to declare the land surplus and cancel a existing grazing license
- General landowner support for industrial rezoning subject to appropriate buffers and treatments between Fulton Road and Maffra Township

Stratford

- Sewer and Water - services are available to existing industrial areas within Stratford however the future industrial area will need detailed investigation and design of connections.
- Power - industrial level supply is available to existing and future industrial areas. SP Ausnet will fund infrastructure by negotiation where costs are deemed to be offset by revenues.
- VicRoads - Existing industrial zone access is via an existing service road with design constraints. The future industrial area would require a traffic study of the intersection of Princes Highway and Bengworden Road before rezoning. Access to this area will only be allowed from Bengworden Road. No objection has been offered in relation to the broad industrial strategy.
- Drainage - CMA requires a minimum of 30m either side of designated waterways to be retained for drainage environmental reasons and for developments to incorporate Water Sensitive Urban Design (WSUD) principles into developments. The existing industrial zoned areas are unaffected by waterways, however the future industrial area on Bengworden Road will need to address these constraints on the eastern boundary.
- DSE - There is one parcel of industrial zoned land and a parcel of Business 1 Zone land managed by the Crown. Both these parcels are subject to native title which requires negotiation with the Gunai/Kurnai people to release this land for development. It is noted

² It is noted, however, that Gippsland Water have offered no objection in relation to sewerage services being brought to the Fulton Rd precinct by the appropriate party.

that the B1Z parcel of land is heavily vegetated and is not suitable for development and should be rezoned to Public Park and Recreation Zone to reflect its values. The small 9000m² parcel of land is suitable for development and the release of this land should be pursued by Council.

- General community support exists for industrial rezoning. However, it will be important to achieve appropriate buffers and treatments between the existing rural lifestyle area and future industrial area.

4. YARRAM

4.1. KEY FINDINGS

The key findings from the assessment of supply and demand for industrial land in Yarram are:

- There is 24ha of zoned industrial land in Yarram, 6.8ha (28%) of which is vacant and 5.5ha (23%) of which is underutilised;
- 3kms to the west of Yarram is a large industrial sawmill site of 10ha owned by Carter Holt Harvey. This is inappropriately zoned for farming.
- The vacant lots in Yarram are located in the southern section of Industrial Precinct 2 near McLean Street;
- Yarram Precinct 1 (2.6ha at the northern edge of the town on the Princes Highway) is owned entirely by Murray Goulburn. This land was previously used as the Yarram Butter Factory and other dairy related uses. The site is currently unused and the owners have no plans to use or sell the site. Existing buildings and asbestos contamination negatively impact on the potential to sell or development the site.
- In general, the industrial uses in Yarram are low intensity and low value service and rural support businesses, including storage, workshops and machinery sales.
- Yarram is projected to experience population growth of between 0.4% and 0.8% per annum over the next 15 years to reach a total of up to 2,011 residents by the year 2026.
- Industrial building approvals over the period 2000 to 2010 were low, with 18 approvals, 50% of which were for shed and storage units.
- Based on the projected population and associated employment growth, Yarram will require up to 2.5 ha of new industrial land by 2026. This includes up to 0.5ha to support population growth and 2ha to allow sites for strategic investment.
- The key opportunities identified for Yarram include:
 - Timber industry growth, including growth in the existing operations and establishment of new timber related operations (such as wood-chip processing);
 - Road transport industries, including large vehicle mechanics and related businesses;
 - Rural supply industry, including farm machinery and rural support services.
- The major constraints to industrial development identified in Yarram include:
 - Low land values and relatively high servicing costs resulting in limited industrial subdivision and development in recent times;
 - Poor drainage and road access, particularly in the southern section of Precinct 2;
 - Land ownership - the majority of vacant and underutilised land is owned by Murray Goulburn and one private owner. The inability or lack of interest to sell/develop these strategic parcels may be an ongoing constraint to new industrial activity in the town.

In response to the issues detailed above, recommendations for Yarram are:

- Demand levels are low and there is sufficient vacant zoned land to the south of Precinct 2 to accommodate organic growth in the township over the next 15 years;
- Council should consider immediately rezoning the Carter Holt Harvey Mill (currently Farming Zone) in Yarram to the Industrial 1 Zone so as not to restrict growth opportunities for this business and its associated service industries;
- Council should discuss and actively facilitate the sale of all of part of Industrial Precinct 1 with Murray Goulburn.
- Council should actively explore funding opportunities to enable the Murray Goulburn site to be cleared and decontaminated, particularly relating to the existing asbestos. Potential public/private partnerships should be investigated.
- Council should consider rezoning land adjacent to Industrial Precinct 2 to the north of the existing zone. This will allow the provision of larger lots (1 - 1.5ha) in a strategic location and to provide a second growth area that is in separate ownership to the vacant land to the south of Precinct 2;
- The parcels at the western end of Rodgers Street (approximately 4.8ha in total) provide another logical growth option. Part of this area is identified as an industrial growth area in the Yarram Strategy Plan. This area could accommodate organic growth in the medium term if the vacant area to the south is not developed;
- The parcels at the southern side and western end of McLean Street provide another long term logical growth option. Inclusion of this area may assist with a strategic drainage assessment. This area could accommodate organic growth in the long/medium term in conjunction with development of the vacant industrial land to the north.
- Local timber businesses offer an immediate opportunity for employment and output growth for the Yarram area and should be facilitated wherever possible;
- Council should amend the Wellington Planning Scheme (particularly, the Yarram Strategy Plan in Clause 21.04) to recognise these areas and incorporate the above strategic directions in any future structure plan work.

4.2. INTRODUCTION

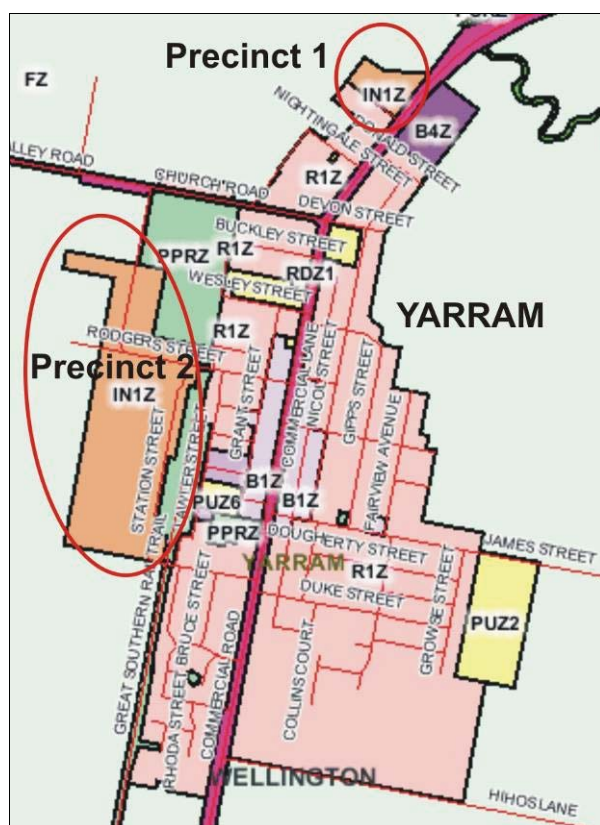
This section provides information relating to the supply and demand for industrial land in Yarram. Yarram is located in the southern part of Wellington Shire, approximately 60 km south west of Sale and 170 km south east of Melbourne on the South Gippsland Highway. The town is a important regional centre for the south western part of the Wellington Shire and is the focus of industry and the community in this part of the district.

4.3. SUPPLY OF INDUSTRIAL ZONED LAND

4.3.1. LOCATION AND PRECINCTS

Industrial zoned land in Yarram has been divided into two precincts - Yarram Precinct 1 and Yarram Precinct 2. The locations of these precincts are shown in Figure 3.

FIGURE 3 LOCATION OF YARRAM INDUSTRIAL PRECINCTS



Source: Planning Maps Online, DPCD, Urban Enterprise, 2011.

4.3.2. QUANTITY OF INDUSTRIAL LAND

An Audit of Industrial Land in Provincial Victoria was undertaken in 2007 by the Department of Planning and Community Development. The audit noted that there was no vacant industrial land in Yarram.

Table 2 provides a summary of the industrial land audit undertaken by Urban Enterprise in Yarram in February 2011. Approximately 28% of industrial land Yarram (7 lots) was vacant, totalling approximately 6.85 hectares. The full audit is shown in Appendix A.

TABLE 2 SUMMARY OF INDUSTRIAL AUDIT- YARRAM

	Developed		Vacant		Underutilised		Total		Average lot size (m ²)
	Lots	Area (ha)	Lots	Area (ha)	Lots	Area (ha)	Lots	Area (ha)	
Yarram Precinct 1	0	0	1	0.69	14	1.97	15	2.66	1,770
Yarram Precinct 2	36	11.89	6	6.16	3	3.53	45	21.58	5,428
Total	36	11.89	7	6.85	17	5.49	60	24.24	
% of total land area	49%		28%		23%		100%		

Source: Urban Enterprise, 2011.

YARRAM PRECINCT 1

All lots within Yarram Precinct 1 are owned by Murray Goulburn. All lots are underutilised with the exception of one lot which is vacant. Other parcels in Precinct 1 have existing but dilapidated additions including a laboratory, the Yarram Butter Factory, sheds and other buildings. It is understood the property has significant infrastructure to deal with food processing trade wastes.

The laboratory operations ceased in 2007. The laboratory buildings appear to be in reasonable condition and could be reused by a new owner or tenant.

The Buttery Factory is affected by a Heritage Overlay and is in poor condition, requiring significant decontamination and restoration works before it could be re-used. Murray Goulburn previously attempted to lease the site however the level of interest was affected by the presence of asbestos in the roof and walls. A public/private partnership may be required to enable this land to be sold and/or developed.

Discussions with Murray Goulburn have established that they do not have any expansion or redevelopment plans for the site. It was noted that the site is in poor condition and that the cost of decontamination and rehabilitation could be high and prohibitive to redevelopment.

YARRAM PRECINCT 2

Yarram Precinct 2 is a large industrial area located to the west of the town. This area includes a variety of land uses which are summarised in Table 3. The most common industrial uses are manufacturing and wholesaling businesses.

In general, the industrial uses are low intensity service and rural support businesses, with a number of uses based on storage, workshops and machinery sales.

The industrial zone also contains 10 residential dwellings.

A significant area to the south of the industrial zone is vacant or underutilized.

TABLE 3 LAND USE SUMMARY – YARRAM

ANZSIC Category	Number of users	% of total
Manufacturing	5	15%
Construction	3	9%
Wholesaling	5	15%
Transport, Postal and Warehousing	3	9%
Professional, Scientific and Technical Services	2	6%
Public Administration and Safety	3	9%
Other Services	3	9%
<i>Residential</i>	<i>10</i>	<i>29%</i>
Total	34	100%

Source: Urban Enterprise, 2011

4.3.3. QUALITY OF INDUSTRIAL LAND

The main assessment criteria for industrial land include:

- **Exposure** to an arterial road for large format retail and wholesale uses;
- **A range of lots sizes** for a mix of uses including industrial service businesses, large format retail/wholesale, small manufacturing businesses and transport and storage;
- The existence of **level and cleared** development sites;
- Access to **electricity, reticulated water and sewer**;
- **Good access roads** to meet heavy transport requirements, allow for turning trucks and clear access to the highway;
- **Appropriate buffers** from existing and future residential development, coal reserves and aerodromes;
- **Land available** for sale and/or development; and
- **Affordable land** for a range of industrial uses.

A SWOT analysis of the two industrial precincts in Yarram against these criteria is provided below.

YARRAM PRECINCT 1

Strengths

- Land is well located on a major road (South Gippsland Highway), level site with access to services;
- Good access to electricity, water and sewer.

Weaknesses

- Land is in single ownership;
- Extensive existing buildings, high decontamination/demolition costs;
- Ongoing deterioration of the Yarram 'gateway' site (the Murray Goulburn site);
- Adjacent to existing residential area, potential buffer issues for future uses;
- Some unsealed roads and narrow access to the rear of the site.

Opportunities

- Butter factory has heritage value - could be re-used for retail or tourism use;
- Site is in single ownership and could potentially accommodate a large industrial operation if contamination issues and costs can be overcome.

Threats

- Land is in single ownership and despite not being in use, the land is not on the market.

YARRAM PRECINCT 2

Strengths

- There is a range of lot sizes available;

- Land is flat and clear of vegetation;
- Precinct is well separated from sensitive uses;

Weaknesses

- Low exposure to passing traffic and main road access,
- Poor drainage and access roads in some areas, particularly to the south (narrow and unsealed roads);
- Existing and proposed industrial areas are constrained by a designated waterway and CMA requirements for a 30m buffer either side of the waterway;
- High voltage electricity required to be extended along Station Street for more intense industrial purposes;
- Lack of sewer and water services to property boundaries, in particular the southern portion of Precinct.2.

Opportunities

- Flat land is available at the boundaries of the zone for future expansion;
- Broadhectare lots are available in the southern and western part of the zone and can be subdivided.

Threats

- High servicing costs, low land values and low demand levels are prohibitive to future subdivision and development.
- Majority of vacant land is in single ownership.

4.4. DEMAND FOR INDUSTRIAL LAND

Demand for industrial land is generally driven by the following main factors:

- Population and employment growth;
- Age, skills, qualifications and availability of the local workforce;
- Local business mix and the ability to form business partnerships and complimentary services and products; and
- Local and regional economic drivers.

This section analyses relevant indicators of trends in local demographics, building activity and property values which inform the level of demand for industrial land in Yarram.

4.4.1. POPULATION

In 2006, Yarram had a usual resident population of 1,715 persons. The population of Yarram decreased at an average of 2.01% per annum between 2001 and 2006. The population of regional Victoria increased at an average of 1% over the same period.

TABLE 4 POPULATION GROWTH, 2001 AND 2006– YARRAM

Township	Population		Average Annual Change 2001 - 2006
	2001	2006	
Yarram	1,898	1,715	-2.01%
Total Wellington	39,158	40,080	0.47%
Regional Victoria	1,278,408	1,322,581	1%

Source: Australian Bureau of Statistics, Census Data 2001 & 2006; Regional Population Growth 2009 (3218.0).

However, in the period between 2004 and 2009, the population of the Wellington Alberton Statistical Local Area (including the towns of Yarram, Alberton, Port Albert and Woodside and the rural and coastal areas surrounding these towns in the south of Wellington Shire) increased by 0.4% per annum, indicating that the downward population trend has been halted in the Yarram area.

Table 5 shows the projected population growth for Yarram, Wellington Shire and Regional Victoria. Since population projections are not calculated by township, the projected population growth rate of Wellington Shire for the period 2006 to 2026 as published in Victoria in Future 2008 (0.8% per annum) has been used for Yarram as an 'upper' growth rate, while the average annual growth rate of the Alberton SLA between 2004 and 2009 (0.4%) has been applied as a 'lower' growth rate.

TABLE 5 POPULATION PROJECTIONS, 2026– YARRAM

Township	Population		Projected Growth per annum 2006 - 2026
	2006	2026	
Yarram	1,715	1,858 - 2,011	0.4% - 0.8%
Total Wellington	41,591	48,776	0.8%
Regional Victoria	1,383,937	1,688,666	1%

Source: Urban Enterprise, using Victoria in Future 2008.

4.4.2. EMPLOYMENT

Table 6 shows the industries in which Yarram residents were employed in 2006. A number of sectors experienced employment decline between 2001 and 2006 at a higher rate than regional Victoria, including Agriculture, Forestry and Fishing, Mining and Transport and Storage.

TABLE 6 RESIDENT EMPLOYMENT BY INDUSTRY SECTOR – YARRAM 2001 – 2006

Industry Sector	Yarram			Regional Victoria
	2001	2006	Ave change p.a. 2001 - 2006	
Agriculture, Forestry and Fishing	68	43	-7%	-2%
Construction	50	52	1%	6%
Electricity, Gas and Water Supply	3	0	N/A	1%

Government Administration and Defence	24	36	10%	10%
Manufacturing	43	49	3%	0%
Mining	15	10	-7%	12%
Transport and Storage	14	9	-7%	3%
Wholesale Trade	25	23	-2%	-1%
Total	648	619	-1%	2%

Source: Australian Bureau of Statistics, Census 2001, 2006 Usual Place of Residence by Industry Division.

To enable a more detailed analysis of the local economy, data on employment in the local area can be used. Table 7 shows the industry of employment of all those who were employed *within* the Wellington - Alberton Statistical Local Area (including the towns of Yarram, Alberton, Woodside and surrounding areas) in 2006, regardless of their usual place of residence.

Table 7 shows that the most common industry of employment in 2006 in Wellington - Alberton was Agriculture, Forestry and Fishing (553 persons), followed by retail trade (268 persons) and Health and Community Services (183 persons).

Between 2001 and 2006, significant employment shifts took place in some industries when compared to the Victorian average, including:

- Above average increases in employment in 'Construction';
- Above average decreases in employment in the 'Manufacturing' and 'Transport and Storage' industries.

This data is a good indication of trends in the local economy, which is experiencing an increase in employment in the construction industry but a reduction in Manufacturing, Wholesale Trade and Transport and Storage.

TABLE 7 EMPLOYMENT CHANGE, 2001 - 2006

Industry	Wellington - Alberton				Victoria
	2001	2006	Change 01 - 06	Change % pa 01 - 06	Change % pa 01 - 06
Agriculture, Forestry and Fishing	654	553	-101	-3%	-3%
Mining	8	4	-4	-10%	4%
Manufacturing	125	103	-22	-4%	-2%
Electricity, Gas and Water Supply	6	6	0	0%	3%
Construction	75	90	15	4%	-2%
Wholesale Trade	70	59	-11	-3%	0%
Transport and Storage	51	27	-24	-9%	2%
Government Administration and Defence	45	64	19	8%	9%
Total	1941	1794	-147	-2%	1%

Source: ABS, 2006 and 2001 Census data.

4.4.3. BUILDING APPROVALS

Data provided by Wellington Shire Council shows that between 2000 and 2010, 18 building permits were granted for industrial zoned land in Yarram, an average of 1.6 approvals per year. Five of these approvals were outside the existing industrial zones.

Half of all building approvals were for 'Sheds and storage units', indicating that the majority of industrial demand over the past decade has been for low intensity and low value uses such as storage, workshops and repairs. The average value of building works approved was \$72,005.

TABLE 8 INDUSTRIAL BUILDING APPROVALS, YARRAM, 2000 – 2010

Year	Factory	Factory Additions	Office	Warehouse	Dairy	Shed and Storage Units	Other	Total
2001			1					1
2002						1	1	2
2003	1					1		2
2004						1	1	2
2005			1		1	2	1	5
2006						1		1
2007			1					1
2008						2		2
2009							1	1
2010						1		1
Total	1	0	3	0	1	9	4	18

Source: Wellington Shire Council, 2011.

Other relevant industrial-type building approvals in and around Yarram since 2000 include:

- A veterinary clinic;
- 4 hangars at Parkside Aerodrome;
- A car wash;
- A petrol station; and
- 2 rural dairy uses.

4.4.4. PROPERTY VALUES

Wellington Shire rates information gives an indication of property values in the industrial zones in Yarram. In 2010, the average site value for a land parcel in an industrial zone in Yarram was \$131,395. The site value increased at an average of 10% per annum between 2006 and 2010. This is a steady increase but does not illustrate strong demand for industrial land. This analysis assumes that lot sizes have not varied since 2006.

TABLE 9 RATES INFORMATION, 2006 – 2010, YARRAM

Year	Average CIV	Average SV
2006	\$159,595	\$89,459
2008	\$186,947	\$102,263
2010	\$224,684	\$131,395
Annual % Change	8.9%	10.1%

Source: Wellington Shire, compiled by Urban Enterprise, 2011.

Only one industrial property is currently listed for sale in Yarram at 24 Station Street in Precinct 2. The land area is approximately 4,000m² and improvements include a small shed. The asking price is \$155,000, equivalent to \$39 per square metre. Analysis of industrial land values from Council rates data (site value only) indicates a land value of \$36.97/m².

4.4.5. QUANTITY OF LAND REQUIRED

Building approvals, population growth and industrial land values in Yarram are low, suggesting low demand for industrial land.

The population of Yarram is expected to increase at a rate of between 0.4% and 0.8% per annum over the next 15 years³. This population growth will stimulate demand for industrial activity and employment opportunities. Table 10 shows the projected demand for industrial land in Yarram over the next 15 years. This is based on the existing employment pattern, standard industrial employment density benchmarks (employees per m² for different industry types) and expected population and employment growth ('organic growth').

In addition to meeting the projected increase in demand for industrial land in Yarram, sufficient large and appropriately located and zoned parcels should be provided to cater for any businesses looking to locate to the Yarram area ('strategic growth'). This will enable Council to respond to Clause 17.02-1 of the State Planning Policy Framework which aims to "provide an adequate supply of industrial land in appropriate locations including significant stocks of large sites for strategic investment".

For Yarram, industries which are suited to strategic investment identified include timber processing and transport mechanics and logistics. These industries typically require large sites of at least 1ha in size with direct access to a major road. Council should attempt to attract one strategic industrial investor to the town in the next 5 to 10 years and provide a suitable site to facilitate this. Investors will rarely rezone land before establishing a business - as such zoned land for strategic investment should be provided to drive demand.

Over the next 15 years, at least 2ha of land for strategic investment in 2 parcels should be provided.

³ Victoria in Future 2008, Department of Planning and Community Development and ABS Regional Population Growth, 2010.

TABLE 10 INDUSTRIAL LAND REQUIREMENTS – YARRAM 2011 – 2026

2011 Industrial Employment - Yarram area	112
2031 Industrial Employment - Yarram area	117-127
Employment Growth - organic	5-15
Projected new industrial floorspace (m ²)	757-1,588
Projected new industrial land required - organic growth (ha)	0.25-0.5
Projected new industrial land required - strategic growth (ha)	2.00
Total land required to 2026 (ha)	2.25-2.5

Source: Urban Enterprise, utilising ABS employment data, population projections, industry benchmarks for site coverage and employee density for industry sectors.

4.4.6. TYPE OF INDUSTRIAL LAND REQUIRED

Discussions with local businesses indicated that organic demand in Yarram is generally for small lots with good access to roads and services (particularly 3-phase power).

Any new industrial land should:

- Include adequate drainage and civil works, including sufficient space for large vehicles to enter, turn and exit safely;
- Be located close to the Industrial Precinct 2 and have good road access and services.
- Be zoned Industrial 1 to support large industrial operations in the desired industries, including transport and storage, timber and rural supplies/machinery.

4.5. CONSULTATION

4.5.1. REAL ESTATE AGENTS

Urban Enterprise conducted phone interviews with Real Estate Agents that are active in Yarram. They provided the following observations in regards to industrial land:

- Demand is generally for land rather than land and improvements;
- An industrial estate subdivided approximately 20 years ago sold very quickly;
- Demand for industrial land is generally driven by tradespeople and service industrial uses such as panel beating, auto-mechanic workshops and plumbing supplies;
- On average, a total of 2-3 enquiries are received by estate agents per month for purchasing and leasing industrial property;
- There is currently one industrial property for sale in Yarram for \$155,000. Improvements include a corrugated iron shed which will need to be demolished. There are no sewerage connections. There have been several enquiries but the property is yet to be sold;

4.5.2. BUSINESSES AND LANDOWNERS

Urban Enterprise and SMEC Urban attended the Yarram Business Roundtable in November 2010, a public meeting of local business and land owners which included discussion relating to industrial land and activity in Yarram.

Key findings identified in the Yarram Business Roundtable relating to the Industrial Land Strategy included:

- Lost jobs as part of the Murray Goulburn closure (approximately 40 jobs) had a significant employment impact on the town. New jobs are required to balance this loss;
- The Carter Holt Harvey timber mill (located 2km west of the town on Church Rd) is growing and has recently made significant infrastructure investments. The mill needs to expand to meet demand, particularly in terms of operating hours and noise emissions. The mill is currently located in a Farming Zone;
- Mill by-products such as processing chips currently go to Traralgon, however these could be processed in Yarram;
- Growing and potential industries include: water tanks, methane capture ('bio-digesters'), agricultural machinery sales, bus and truck servicing (existing operations cannot keep up with demand), storage sheds, logging contract depots and road construction machinery and equipment storage.
- There are a number of underutilized and vacant industrial lots to the south of industrial zone;
- Many industrial lots have poor drainage;
- The existing Coal buffer limits expansion to the west;
- Views were expressed that the Alberton Timber Mill is inappropriately zoned as Industrial 3;
- Infrastructure costs are currently very high when compared to land value - this has constrained attempts to subdivide industrial land. Service connection costs are very high (particularly power) and demand is uncertain;
- Irregular transport service is a barrier to economic development in the local area.

4.5.3. WELLINGTON AND SOUTH GIPPSLAND SHIRE COUNCILS

Discussions with Council officers from Wellington Shire and South Gippsland Shire indicated that:

- The provision of a reticulated sewerage network in Alberton (6km south of Yarram) is currently being investigated by South Gippsland Water. Should this prove viable and infrastructure be provided, this will likely increase residential growth opportunities in the town. The likely population increase could generate additional demand for industrial services and employment. This may have a small impact on demand for industrial land and services in Yarram;
- Industrial activity is proposed for the Barry Beach/Port Anthony area. Current industrial users in Barry Beach include the petroleum industry and a port. It is anticipated that industrial activity will increase over the next 10 years in this area, particularly near Port Anthony and in relation to transport of natural resources.

- Council have previously investigated drainage strategies for Yarram and proposed these to the community. It is understood the community was resistant to funding these works directly, but have expressed interest in a drainage solution being implemented.

4.6. OPPORTUNITIES AND CONSTRAINTS

The major industrial opportunities and constraints identified for Yarram as a result of site visits, community and business consultation and the demand and supply of existing industrial land include:

OPPORTUNITIES

- **Timber** - the Yarram area has a strong timber industry, with a number of successful timber mills located in or close to the town. Two of these mills (Carter Holt Harvey and Alberton) are looking to expand their operations, indicating that there is the opportunity to attract timber-related industries to Yarram, such as wood-chip processing. There will also be an indirect impact of increased timber mill activity, with more employment in the local area and greater demand for service industrial businesses (such as mechanics).
- **Road transport** - the Yarram area is strategically located on the South Gippsland Highway and has the opportunity to accommodate road transport businesses such as truck mechanics and tyre repair/maintenance businesses. This type of industry would require a large land footprint and wide turning spaces and access points.
- **Rural supply centre** -there are a number of successful businesses in the Yarram industrial area who supply machinery and rural supplies to the farming sector. There is the opportunity to facilitate the growth of this sector, particularly in terms of farm machinery sales and service.

These industries all require large lots, limited water and sewage services, good transport access for large vehicles and Industrial 1 zoning. Timber operations generally require large buffer zones.

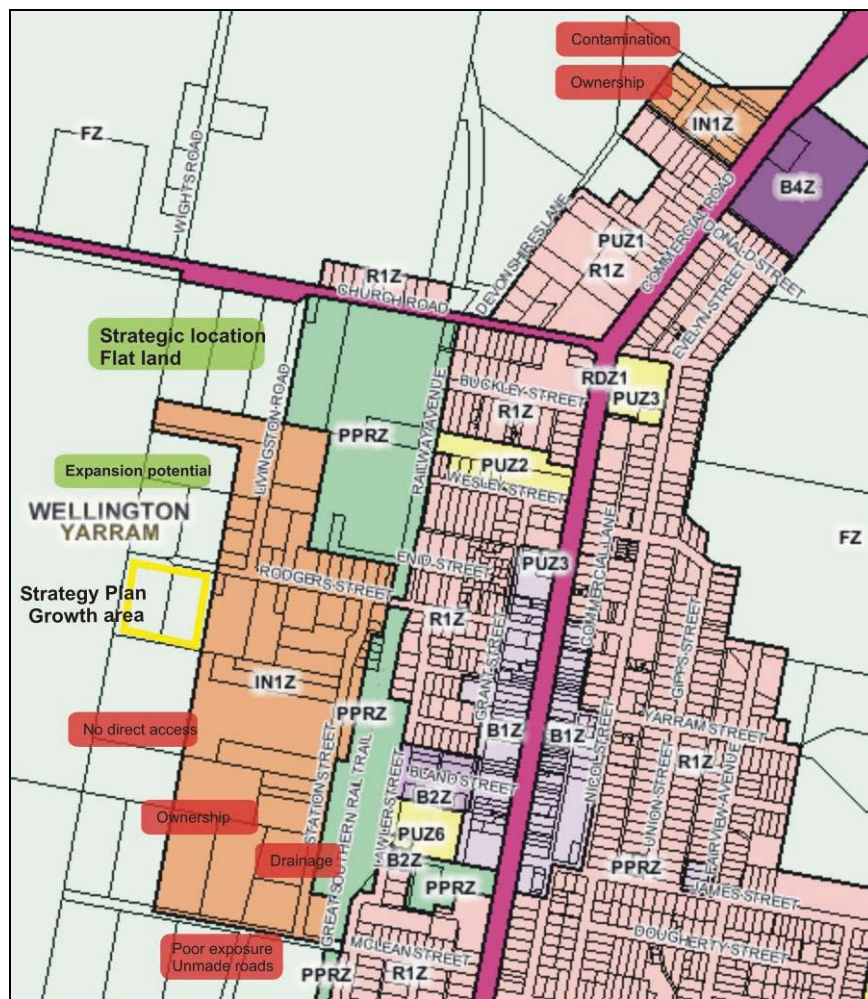
CONSTRAINTS

The major constraints to industrial development in Yarram identified include:

- **Land values and service costs** - current industrial land values are low and servicing costs (particularly electricity) are high, threatening the viability of subdivision proposals.
- **Land ownership** - The majority of vacant or underutilised land is held by two owners - Murray Goulburn (Precinct 1) and a private land owner (Precinct 2). If the vacant land is not subdivided/developed and put on the market, this will constrain land supply and industrial growth in the town.
- **Drainage and road access** within and to the west of industrial Precinct 2 is poor, resulting in constrained, low quality land which is not attractive to potential businesses.
- Industrial Precinct 1 is constrained by the large number and poor condition of existing buildings and the subsequent cost of remediation and decontamination required to re-use any part of the site. This precinct is also entirely owned by Murray Goulburn. Murray Goulburn is not active in using or selling the property.

Figure 4 shows the main spatial opportunities and constraints for Yarram. Opportunities are shown in green, constraints are shown in red.

FIGURE 4 OPPORTUNITIES AND CONSTRAINTS – YARRAM



Source: Urban Enterprise using Planning Maps Online, DPCD.

4.7. RECOMMENDATIONS

LAND SUPPLY

Demand levels are low and there is sufficient vacant zoned land to the south of Precinct 2 to accommodate organic growth in the township over the next 15 years.

However, vacant industrial land to the south is constrained by poor access and drainage and is in single ownership. This land has minimal services and unless subdivided and developed, there will continue to be no sites available for larger businesses to locate in Yarram.

Council should consider rezoning land adjacent to Industrial Precinct 2 to the north of the existing zone as shown in Figure 4. This will allow the provision of larger lots (1 - 1.5ha) in a strategic location and to provide a second growth area that is in separate ownership to the vacant land to the south of Precinct 2. This will allow for diversity of choice for new businesses looking to locate in Yarram.

The eastern-most parcel in this strategic growth area and the existing industrial sites are affected by a designated watercourse. However, the area in general is well located to support industrial

activity, with good road access, flat and clear terrain and with a substantial buffer to existing sensitive land uses. The northern section is approximately 4.8ha in area. An estimated 1.6ha is encumbered by the designated watercourse, leaving 3.2ha developable. This area is well suited to support strategic growth, including road transport businesses that require large lots with access to a main road. Church Road has a wide reservation at this point (approximately 40m) which would facilitate suitable access for large vehicles.

As a longer term growth front, the parcels at the western end of Rodgers Street (approximately 4.8ha in total) and to the south and west of McLean Street (15ha) provide logical growth options. Part of this area is identified as an industrial growth area in the Yarram Strategy Plan. This area could accommodate organic growth in the medium to long term if the vacant industrial area to the south is not developed.

ECONOMIC DEVELOPMENT

The existing timber mills in the Yarram area are central to the local economy. It is recommended that Council rezone the Carter Holt Harvey Mill (currently Farming Zone) in Yarram to the Industrial 1 Zone so as not to restrict growth opportunities for this business and foster business confidence in the area. Rezoning could facilitate economic development in the area with direct and indirect economic activity generated by the timber and related industries.

Local timber businesses offer an immediate opportunity for employment and output growth for the Yarram area and should be facilitated wherever possible.

Other prospective industries for Yarram include the road transport industry. This industry would require large lots with direct access to a main road (such as Church Road) and provision for turning and parking. Industrial 1 zoned land would be suitable for this industry.

Council should discuss and actively pursue the sale of all or part of Industrial Precinct 1 with Murray Goulburn. This land is a key strategic site at the entrance to town and as it is in single ownership, it could be an attractive site for a large industrial business to establish in Yarram or for other tourism/retail uses.

Council should seek funding opportunities to enable the Murray Goulburn site to be cleared and decontaminated, particularly relating to the existing asbestos. Potential public/private partnerships should be investigated.

PLANNING

It is recommended that Council identify in its Local Planning Policy Framework (LPPF) changes to the existing strategy plan to recognise areas of strategic and future industrial growth on an amended Plan as per Figure 4 and rezone the CHH site as previously discussed. In addition it is recommended that the following strategies be considered for inclusion in Clause 21.04, with respect to Yarram:

- Undertake a comprehensive drainage study for the existing and future industrial areas and promote Water Sensitive Urban Design in this area.
- Encourage development of existing industrial areas as a priority.
- Encourage the redevelopment of the Murray Goulburn factory site.
- Land to the south of Church Rd and west of Livingstone Road is to be assessed for potential industrial use and rezoned appropriately.
- Rezone land associated with the Carter Holt Harvey mill to an appropriate industrial zone.

It is also recommended that Council:

- Utilize a development plan and/or a Development Plan Overlay to address constraints, servicing, connectivity and buffers prior to approving a rezoning application; and
- Encourage planning permit applications simultaneously with prospective rezonings to facilitate appropriate development.

The map displays the following zones and features:

- Zones:** FZ, PCRZ, IN1Z, RDZ1, R1Z, PPRZ, PUZ1, PUZ2, B4Z, B2Z, B1Z, B2Z.
- Watercourse:** TARRA VALLEY, watercourse.
- Strategic Growth FZ:** A dashed blue outline indicating a strategic growth area.
- Industrial Growth Directions:** Arrows pointing towards the Strategic Growth FZ.
- Investigation Area for future industrial land:** A red outline in the inset map.
- Roads:** NIGHTINGALE RD, DONALD ST, DEVON ST, LIVINGSTON ST, WESLEY ST, END ST, SMITH ST, LAWLER ST, DUDLEY ST, GRANT ST, SOUTH GLEN, STATION ST, LAYERS STREET, MCLEAN STREET, BRUCE STREET, GREAT SOUTHERN RAIL TRAIL, STATION STREET, END ST.
- Other Labels:** YARRAM, TARRA VALLEY, parcel currently encumbered by watercourse but is a strategic location for growth if watercourse redirected.

5. MAFFRA

5.1. KEY FINDINGS

The key findings from the assessment of supply and demand for industrial land in Maffra are:

- Of the 62 hectares of industrial zoned land in Maffra, 21% is vacant (13.1ha). A significant proportion of vacant land is Crown Land (4.5ha), proposed for subdivision (3.2ha) or owned by Murray Goulburn (4ha);
- When Murray Goulburn owned land and Crown land is excluded from vacant land supply calculations, vacant industrial land area in Maffra falls to approximately 4.6ha;
- Maffra is projected to grow at between 0.8% and 1.1% per annum over the next 15 years to a total population of up to 5,167 persons in 2026;
- Employment in industrial sectors increased by 3.6% per annum between 2001 and 2006 in Maffra, a higher rate than the Regional Victorian average of 2% per annum. The largest employment increases were recorded in the Mining (30%) and Construction (7%) sectors;
- 19 industrial buildings were approved in Maffra between 2000 and 2010, an average of 1.7 per annum. This represents steady demand for industrial land, with many new and extended factories constructed in the past decade;
- Based on the projected population growth rate for Maffra of between 0.8% - 1.1% and the associated growth in existing industrial activity and employment, a total of between 1.9ha and 2.7ha of industrial land will be required by 2026;
- The existing vacant land supply (excluding Crown Land and Murray Goulburn land) is 4.6ha. This vacant land supply is estimated to be equivalent to between 25 and 35 years supply. This vacant land is developable and is anticipated to provide sufficient supply to meet population-driven demand over the next 15 years.
- Opportunities identified for industrial activity in Maffra include:
 - Attract and support businesses from the vegetable processing industry following the successful example of Mulgowie Farming Group, based on the proximity to fertile agricultural land with a stable water supply and the existence of gas supply in the town;
 - Serviced industrial demand is expected to grow, there is the opportunity to facilitate this growth by providing appropriately located and serviced land;
- Constraints to industrial development in Maffra identified include:
 - High cost of connecting sites to natural gas;
 - Drainage and slope - some sites are constrained by drainage requirements and sloping sites;
 - Land ownership - a significant proportion of industrial zoned land is owned by the Crown, VicTrack, Murray Goulburn and a private land owner. A number of land parcels are vacant or underutilised, but are not for sale.

- Recommendations for industrial land in Maffra are:
 - The existing vacant land supply is sufficient to meet population-driven demand over the next 15 years in Maffra. The vacant land is generally developable.
 - There is a shortage of large industrial lots available for major investment, with the majority of lots available between 500m² and 4,000m². Council should consider rezoning land in Fulton Road for industrial purposes to allow for the provision of large lots for strategic investment (2ha - 4ha per lot).
 - Council should initiate discussions with the Department of Sustainability and Environment regarding the desired transfer of the Crown Land parcel to freehold land for industrial use.
 - The opportunity to attract vegetable processing businesses to the Maffra area should be investigated further, particularly in relation to attracting existing businesses from other areas with an uncertain water supply.
 - Council should undertake amendments to the planning scheme to recognise suitable areas for future industrial development and support vegetable processing through recognition in the scheme.

5.2. INTRODUCTION

This section provides an assessment of the existing and future demand and supply of industrial land in Maffra. Maffra is located approximately 18 km north of Sale and 180 km east of Melbourne.

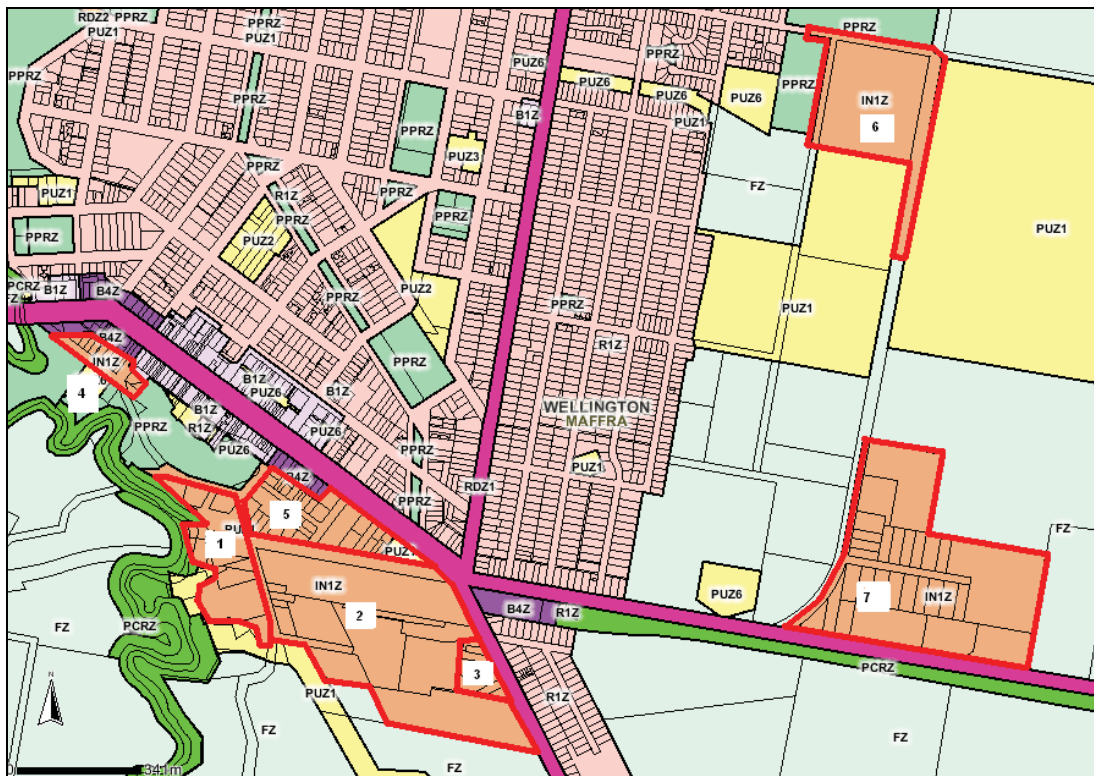
5.3. SUPPLY OF INDUSTRIAL ZONED LAND

5.3.1. LOCATION AND PRECINCTS

For the purposes of this report the industrial land in Maffra has been divided into seven precincts based on location.

Figure 6 shows the location of each industrial precinct in Maffra.

FIGURE 6 LOCATION OF MAFFRA INDUSTRIAL PRECINCTS



Source: DPCD, 2011, annotated by Urban Enterprise.

5.3.2. QUANTITY OF INDUSTRIAL LAND

Table 11 shows a summary of the industrial land audit undertaken by Urban Enterprise in Maffra.

Of the 62 hectares of industrial zoned land, 21% is vacant (13.1ha). A significant proportion of vacant land is Crown Land (4.5ha), proposed for subdivision (3.2ha) or owned by Murray Goulburn (4ha).

Discussions with Murray Goulburn has established that they are unlikely to sell any of their land holdings in Maffra as land is being held to allow for the expansion of Murray Goulburn at some point in the future. Additionally, the Crown land parcel could take around 2 years to be transferred to private ownership to allow for its sale and development.

Murray Goulburn and Crown owned land is unlikely to be developed or sold in the short to medium term. When Murray Goulburn owned land and Crown land is excluded from vacant land supply calculations, vacant industrial land area in Maffra falls to approximately 4.6ha.

TABLE 11 SUMMARY OF INDUSTRIAL LAND AUDIT- MAFFRA

	Developed/In use		Vacant		Underutilised		Total		Average lot size (m ²)
	Lots	Area (m ²)	Lots	Area (m ²)	Lots	Area (m ²)	Lots	Area (m ²)	
Maffra Precinct 1	15	58,281	0	0	0	0	15	58,281	4,483
Maffra Precinct 2	8	114,498	4	85,267	0	0	24	199,765	16,647
Maffra Precinct 3	6	12,865	0	0	0	0	6*	12,865	2,144
Maffra Precinct 4	11	8,938	0	0	1	506	12	9,444	787
Maffra Precinct 5	27	48,576	3	2,118	4	3,986	34	54,680	1,608
Maffra Precinct 6	0	0	0	0	1	76,820	1	76,820	N/A
Maffra Precinct 7	16	81,617	4	42,856	8	89,598	28	214,071	9,645
Total	83	324,775	11	130,271	14	170,830	120	625,926	
Percentage (%)	52%		21%		27%		100%		

Source: Urban Enterprise, 2011.

5.3.3. QUALITY OF INDUSTRIAL LAND

A SWOT analysis of the each industrial precinct in Maffra against the criteria shown in Section 4.2.3 is provided below.

MAFFRA PRECINCT 1

Strengths

- Good buffer distance to sensitive areas;
- Majority of land is in single ownership, allowing Murray Goulburn to continue large scale manufacturing operations.

Weaknesses

- Separated from main roads despite frequent large vehicle access requirements;
- Residential house located within the precinct - noise issues;
- Steep slope to the south.

Opportunities

- Land is in single ownership - owner has options to expand.

MAFFRA PRECINCT 2

Strengths

- Large land parcels for strategic investment;
- Good location with access to main roads to the east;
- High exposure at the eastern end of the Precinct.

Weaknesses

- Fragmented land ownership pattern. Land owned by Murray Goulburn, VicTrack and the Crown, resulting in most of the land being leased for short term uses and not on the market for industrial investment and activity.
- Poor road access within precinct;
- Slope and drainage issues to the south near Maffco Lane.

Opportunities

- Potential VicTrack subdivision and sale of land to provide new industrial lots and opportunities;
- Potential to obtain Crown Land for private industrial use with large lots.

Threats

- Land ownership issues may constrain the productive industrial use of this precinct for an indefinite period.

MAFFRA PRECINCT 3

Strengths

- Well located on a main road with high exposure to passing traffic and good access;
- Variety of lot sizes (albeit within the smaller range) and good location for service industrial uses.

Weaknesses

- Limited opportunity to expand (bordered by Crown and VicTrack owned land).
- Opposite residential land - potential buffer issues.

Opportunities

- Land is freehold, presenting the opportunity for sale and lease for smaller industrial uses as businesses grow or relocate.

MAFFRA PRECINCT 4

Strengths

- Close to the town centre, no significant buffer issues.

Weaknesses

- Land is in a high amenity location and could be better utilised for residential purposes;
- Limited lot size range;
- No main road exposure/visibility.

MAFFRA PRECINCT 5

Strengths

- Central location, good main road access and exposure;
- Good access to services;

- Good mix of small and medium sized lots.

Weaknesses

- Residential land opposite, potential buffer issues.

Opportunities

- Vacant parcels provide opportunity to establish new businesses.

Threats

- Demand for further retail/business expansion along the main road may place industrial zone under pressure.

MAFFRA PRECINCT 6

Strengths

- Good buffers to residential areas, adjacent to Public Use Zone (water treatment plants) and recreation reserves.

Weaknesses

- Single lot, no opportunities for expansion;
- Low visibility from main roads.

Opportunities

- Large proportion of the site is unused - subdivision potential.

MAFFRA PRECINCT 7

Strengths

- Large industrial estate, range of lot sizes available;
- Well located on a main road (Maffra Stratford Road) with good exposure and access for large vehicles;
- Excellent buffer zones to residential and sensitive uses.

Weaknesses

- Limited turning space for large vehicles;
- High gas connection costs.

Opportunities

- There are significant subdivision opportunities on existing zoned land to facilitate industrial development.

Threats

- Watercourse and drainage issues limit expansion opportunities;
- The majority of surrounding land is believed to be controlled by a single owner.

5.4. DEMAND FOR INDUSTRIAL LAND

5.4.1. INTRODUCTION

Demand for industrial land in Maffra is demonstrated by population and employment growth trends, recent building approvals, property values and rates data, and anecdotal information provided by real estate agents, council officers and local businesses.

5.4.2. POPULATION

In 2006, Maffra had a total usual resident population of 4,152 persons. The population of Maffra decreased at an average of 0.02% per annum between 2001 and 2006. The population of regional Victoria increased at an average of 1% per annum over the same period.

Between 2004 and 2009, the estimated resident population of the Wellington - Maffra Statistical Local Area (including the towns of Maffra, Heyfield, Glenmaggie, Licola and the rural and alpine region to the north of the Shire) increased by 1.1% per annum. A population growth range of 0.8% - 1.1% has been applied for the purposes of projections.

TABLE 12 MAFFRA POPULATION GROWTH 2001 – 2006

Township	Population		Average Annual Change 2001 - 2006
	2001	2006	
Maffra	4,157	4,152	-0.02%
Total Wellington	39,158	40,080	0.47%
Regional Victoria	1,278,408	1,322,581	1%

Source: Australian Bureau of Statistics, Census Data 2001 & 2006

Table 13 shows the projected population growth for Maffra, Wellington Shire and Regional Victoria to 2026.

TABLE 13 POPULATION PROJECTIONS 2026– MAFFRA

Township	Population		Average Annual Change 2006 - 2026
	2006	2026	
Maffra	4,152	4,869 - 5,167	0.8% - 1.1%
Total Wellington	41,591	48,776	0.8%
Regional Victoria	1,383,937	1,688,666	1%

Source: Urban Enterprise, utilising information from Victoria in Future 2008.

5.4.3. RESIDENT EMPLOYMENT BY INDUSTRY DIVISION

Table 14 shows resident employment by industry sector in Maffra in 2001 and 2006. This table shows the industries that are likely to locate in an industrial zone. This data provides a guide as to the recent trends in certain industries in Maffra and the surrounding areas.

Employment in industrial sectors increased by 3.6% per annum between 2001 and 2006 in Maffra, a higher rate than the Regional Victorian average of 2% per annum. The largest employment increases were recorded in the Mining (30%) and Construction (7%) sectors.

TABLE 14 RESIDENT EMPLOYMENT BY INDUSTRY SECTOR- MAFFRA 2001 - 2006

Industry	2001 Census	2006 Census	Change 01 - 06	Maffra % Change per annum 01 - 06	Regional Victoria % Change p.a. 01-06
Agriculture, Forestry and Fishing	62	82	20	6%	-2%
Construction	99	132	33	7%	6%
Electricity, Gas and Water Supply	50	44	-6	-2%	1%
Manufacturing	153	183	30	4%	0%
Mining	21	52	31	30%	12%
Transport and Storage	78	61	-17	-4%	3%
Wholesale Trade	58	61	3	1%	-1%
Total industrial sector employment	521	615	94	3.61%	2%

Source: Australian Bureau of Statistics, Census 2001, 2006 Usual Place of Residence by Industry Division.

5.4.4. BUILDING APPROVALS

There were 46 building approvals in industrial zones in Maffra between 2000 and 2010 inclusive, an average of 4.2 approvals per annum. The largest categories were 'Factory additions' (13), 'Factories' (9) and 'Sheds and storage units' (6).

Of these industrial building approvals, 19 were for new development once additions, ancillary offices, etc were excluded. This is an average of 1.7 lots per annum.

This represents steady demand for industrial land, with many new and extended factories constructed in the past decade. It should also be noted that some businesses have established outside of the existing industrial zoned land.

The average value of building works per approval was \$175,000.

TABLE 15 INDUSTRIAL BUILDING APPROVALS, MAFFRA, 2000 – 2010.

	Factory	Factory Additions	Office	Warehouse	Dairy	Shed and Storage Units	Other	Year Total
2000								0
2001	1							1
2002						1	1	2
2003		2						2
2004	1						2	3
2005	2	2	1	2				7
2006	4	2				1	3	10
2007		1		1	1			3
2008	1		3			3	3	10
2009		4						4
2010		2		1		1		4
Total	9	13	4	4	1	6	9	46

*Note: permits include new buildings *and* alterations, etc.
Source: Wellington Shire Council, 2010.

5.4.5. PROPERTY VALUES

Wellington Shire rates information gives an indication of property values in the industrial zones in Maffra. In 2010, the average site value for a land parcel in an industrial zone in Maffra was \$120,571.

The site value increased at an average of 5.8% per annum between 2006 and 2010. This is a steady increase but does not illustrate strong demand for industrial land. This assumes that industrial sites have not varied since 2006.

TABLE 16 RATES INFORMATION, 2006 – 2010, MAFFRA

Year	Average CIV	Average SV
2006	\$341,833	\$96,286
2008	\$346,857	\$95,690
2010	\$375,405	\$120,571
Annual % Change	2.4%	5.8%

Source: Wellington Shire, compiled by Urban Enterprise, 2011.

One industrial property is currently listed for sale at 10 Malmo Street in Precinct 7. The site (including factory/sheds) is 4,000m² and is for sale for \$425,000 (\$106 per square metre). Analysis of industrial land values from Council rates data (site value only) indicates a land value of \$46.26/m².

5.4.6. QUANTITY OF INDUSTRIAL LAND REQUIRED

Current demand for industrial land in Maffra is steady, with an average of 1.7 new industrial developments per annum and a further 2.5 industrial additions and extensions per annum. Building approvals for new factories and sheds were generally on lots between 900 and 4,000m² in area.

Table 17 shows that based on the projected population growth rate for Maffra of between 0.8% - 1.1% and the associated growth in existing industrial activity and employment, a total of between 1.9ha and 2.7ha of industrial land will be required by 2026.

The existing vacant land supply (excluding Crown Land and Murray Goulburn land) is 4.6ha. This vacant land supply is estimated to be equivalent to between 25 and 35 years supply. This vacant land is developable, and a 12-lot subdivision with approximately 3ha of land has been approved and is anticipated to provide sufficient supply to meet population-driven demand.

However, there is a lack of large sites available for large scale industrial businesses that may be looking to establish in Maffra. This is shown by the recent establishment of a substantial vegetable processing in a Farming Zone near the town. Vegetable processing has been identified as an opportunity for the local economy. This type of operation generally requires between 2ha and 4ha of land area. Council should consider rezoning up to 4ha of land for industrial use to facilitate strategic investment.

TABLE 17 INDUSTRIAL LAND REQUIREMENTS, MAFFRA, 2011 – 2026

Industrial Employment 2011 (persons)	346
Industrial Employment 2026 (persons)	390 - 408
Developed zoned land (ha)	32.5
Future demand 2011-2026 (ha) - organic	1.9 - 2.7
Demand per annum (ha) - organic	0.13 - 0.18
Vacant zoned land (ha)	4.6
Existing vacant supply (years)	25 - 35
Land required for organic growth	0
Land required for strategic growth	4ha

Source: Urban Enterprise, utilising ABS employment data, population projections, industry benchmarks for site coverage and employee density for industry sectors.

5.5. CONSULTATION

5.5.1. REAL ESTATE AGENTS

Urban Enterprise conducted phone interviews with Real Estate Agents that are active in Maffra. They provided the following observations in regards to industrial land:

- There is currently low demand for industrial property in Maffra.
- A key constraint to demand for industrial land is the difficulty in accessing natural gas in Maffra.

- There is currently not an adequate supply of available industrial properties on the market in Maffra.
- There is an average of approximately 2-3 enquiries per month for purchasing and leasing industrial zoned land.
- Currently there is a property for sale on Maffra Sale Road for \$360,000-\$380,000 but there has been limited interest;
- Currently industrial land is being used for a variety of purposes including manufacturing, storage, silos;
- Murray Goulburn's continued presence in Maffra is important to the viability of the local economy.

5.5.2. BUSINESSES AND LANDOWNERS

The following issues and opportunities were identified during a public meeting (called a 'Business Roundtable') held in Maffra in February 2011 relating to industrial land and activity:

- There is not enough zoned land available for a major business looking to establish;
- There is a permit to subdivide the L-shaped parcel to the north of the new industrial estate on Maffra Stratford Road;
- Businesses looking to relocate to Maffra may require tailored land offerings to suit operations, such as Mulgowie vegetable processing;
- Maffra could be promoted as a fruit/vegetable processing location on industrial zoned land, given the close proximity to fertile agricultural areas and successful growing operations;
- There is the potential to attract agricultural businesses from Werribee or Bacchus Marsh as Maffra is less prone to flooding, has a stable water supply and good quality soil;
- When establishing the vacant supply of industrial zoned land, it is important to recognize that Murray Goulburn owned land is unlikely to be put on the market as it is being kept for long term expansion;
- The livestock centre in Sale is closing. There was discussion of the potential to relocate to Maffra. Council does not consider this a feasible option;
- Comments were made that the dairy industry needs increasing amounts of land and is declining;
- Expansion options were generally accepted to be in the vicinity of Maffra Industrial Estate, given the natural and land use constraints surrounding the Murray Goulburn site and adjacent industrial area.
- Growth options discussed for the Maffra Industrial Estate included:
 - To the south across Maffra Stratford Road. Issues raised included requiring access across the existing rail trail, Vic Roads requirements for access from a major road, water quality and runoff and the presence of a gully on the land;
 - To the west across Fulton Road. Issues raised about this land included maintaining a buffer to the existing residential land to the west, existing and potentially contaminated uses including the Council tip, former saleyards and dog pound, and

amenity impacts on the existing farm houses on the site. However, this site was generally considered as a logical option for expansion if the interface issues could be overcome.

- To the north between the industrial estate and the treatment plants. This is the logical expansion of the industrial area, however this land is believed to be controlled by a single owner and land banking may be a constraint to growth in this direction. There is also a small gully and waterway running through the site. Otherwise, the site is well located with substantial buffer zones, is flat and suited to industrial development.
- Vegetable industry is growing, Boisdale/Newry areas are well suited to agriculture, Mulgowie is well located to its growing operations (currently located in a Farming Zone);
- There is currently not enough capture of income from primary production;
- Power and gas are expensive to obtain for developing the Maffra Industrial Estate.
- Milk production is becoming increasingly difficult.
- Streets in the eastern industrial estate do not make provision for large vehicles to turn around and do not connect with any other roads at the Eastern end of the estate. Future industrial developments should be required to more adequately accommodate vehicle movements.
- The old tip site would be very difficult to develop due to contamination and unstable ground.
- Maffra has good productive land, with access to water and power.
- Significant potential for capturing value adding industry associated with vegetable production and dairying;
- Murray Goulburn now undertake on-site water treatment and achieve a higher standard of effluent disposal than previously - reduces pressure on the sewerage treatment plant; may allow it to accommodate more effluent from new industries;
- Value adding considered extremely important. Particular emphasis given to supporting dairying and planning for increased vegetable processing
- Water sensitive urban design and harvesting from industrial sites is supported.
- Views expressed that vegetable processing could play a large part in the future of Maffra. Land in places such as Bacchus Marsh is becoming increasingly constrained by urban sprawl and farmers may look to relocate to areas such as the surrounds of Maffra, which consist of good agricultural land with good water supply and power.
- It is difficult to predict where and when a vegetable processing company might wish to locate.
- Attendees expressed the view that Mulgowie Farms is strategically located, with good access to productive agricultural land in Newry and Boisdale and connections onto arterial roads leading to Sale and Stratford, however it is inappropriately located in a Farming Zone;
- It was suggested that other similar industries could be located in the area for the same reasons.
- Vegetable growing may take up 100-1000 acres; dairying would typically need 250 acres.

5.6. OPPORTUNITIES AND CONSTRAINTS

The following main opportunities and constraints have been identified for industrial development in Maffra as a result of site visits and consultation with businesses and Council:

OPPORTUNITIES

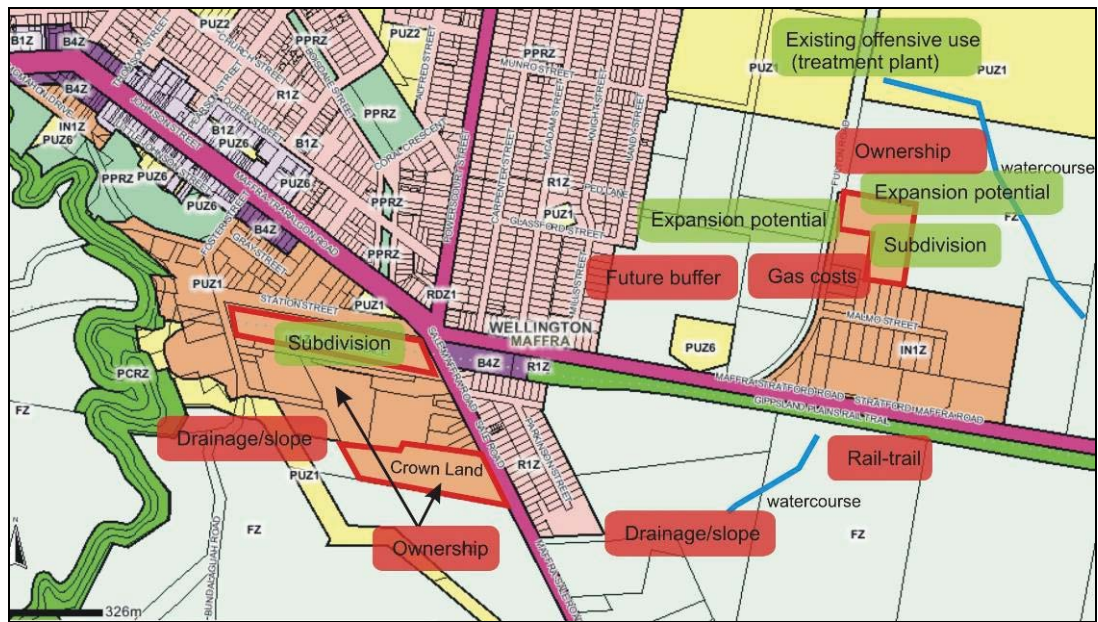
- **Vegetable processing** - the major growth opportunity identified is to attract and support vegetable processing businesses. The successful example of Mulgowie Farming Group establishing both farm and processing operations in the local area, coupled with the local advantages of reliable water supply and fertile agricultural land, indicate that this is a key opportunity for the area. Further consultation with the vegetable industry, including with businesses from other growing areas with water issues such as Bacchus Marsh, would assist in understanding specific land and location requirements of this industry. This will be especially important if dairy-based activity decreases to diversify the local economy.
- **Service industrial** - as the population of Maffra grows, demand will increase for local service industrial businesses, such as mechanics, cabinet makers, building supplies, etc. It will be important for sufficient land in small lots to be available to these smaller industrial businesses.

CONSTRAINTS

- **Natural gas** - businesses and real estate agents noted that the cost of connecting natural gas to new subdivisions was high and is a constraint to industrial growth and investment in Maffra, particularly to the east of town near the Maffra Industrial Estate.
- **Drainage and slope** - many areas to the south of the town, particularly near Maffco Lane, are steep and need to be filled to be usable for industrial purposes. Drainage has also been identified as a constraint to industrial expansion, with drainage lines and gullies located to the east of the town near existing industrial zones.
- **Land ownership** - the other major constraint to industrial growth and land supply is land banking and ownership patterns. Key issues include:
 - The majority of land surrounding the Maffra Industrial Estate (Precinct 7) is in single ownership, meaning that the future supply of industrial land in this strategic location is dependent on this owner developing or subdividing.
 - Murray Goulburn owns the majority of land in Precinct 2 and is holding this land to allow for any future expansion, limiting its use for long-term industrial activity.
 - A large parcel of industrial zoned land is owned by the Crown. This land is appropriately zoned and strategically located for industrial activity but is not available for industrial use.
 - A number of vacant parcels are not currently on the market, indicating that the owners of these parcels may be holding the land for investment purposes.

The main spatial opportunities and constraints are shown in Figure 7. Opportunities are shown in green, constraints are shown in red.

FIGURE 7 OPPORTUNITIES AND CONSTRAINTS, MAFFRA



Source: Urban Enterprise, using Planning Maps Online, DPCD.

5.7. RECOMMENDATIONS

LAND SUPPLY

The existing vacant land supply is sufficient to meet projected demand for organic growth over the next 15 years in Maffra. The vacant land is generally developable.

There is a shortage of large industrial lots available for major investment, with the majority of lots available between 500m² and 4,000m². Council should consider rezoning land to allow for the provision of large lots for strategic investment (2ha - 4ha lots).

Council should initiate discussions with the Department of Sustainability and Environment regarding the desired transfer of the Crown Land parcel to freehold land for industrial use given the existing zoning, lack of available land in this industrial precinct and strategic location suited to industrial use with exposure to Maffra Sale Road. This site could be suitable for larger industrial lots in the medium term.

ECONOMIC DEVELOPMENT

Council should actively promote the vegetable industry and facilitate any potential relocation of businesses in this industry. Council should consider the needs of any specific business that shows interest in locating in the area, including identifying potential sites strategically located for the business and preparing any Planning Scheme Amendments necessary.

Council should further investigate the potential to attract vegetable industry businesses and promote the strengths of the local area to this industry. This could include:

- Discussions with and presentations to the Vegetable Growers Association of Victoria and other relevant bodies;

- Preparation of a prospectus highlighting the advantages of the Maffra area for vegetable growers and processors, including stable water supply, gas availability, local employment catchment, proximity to fertile soils, services and major arterial roads. This prospectus could use Mulgowie Farming Group as an example of a successful new operation in the area.

Large parcels with ample buffer zones to residential areas should be zoned for industrial use to allow larger businesses to locate in Maffra.

Council should work with DSE to release for sale Crown owned land that is zoned industrial.

PLANNING

It is recommended that Council identify in its Local Planning Policy Framework (LPPF) changes to the existing strategy plan to recognise areas of strategic and future industrial growth on an amended Plan as per Figure 8. In addition it is recommended that the following strategies be considered for inclusion in Clause 21.04, with respect to Maffra:

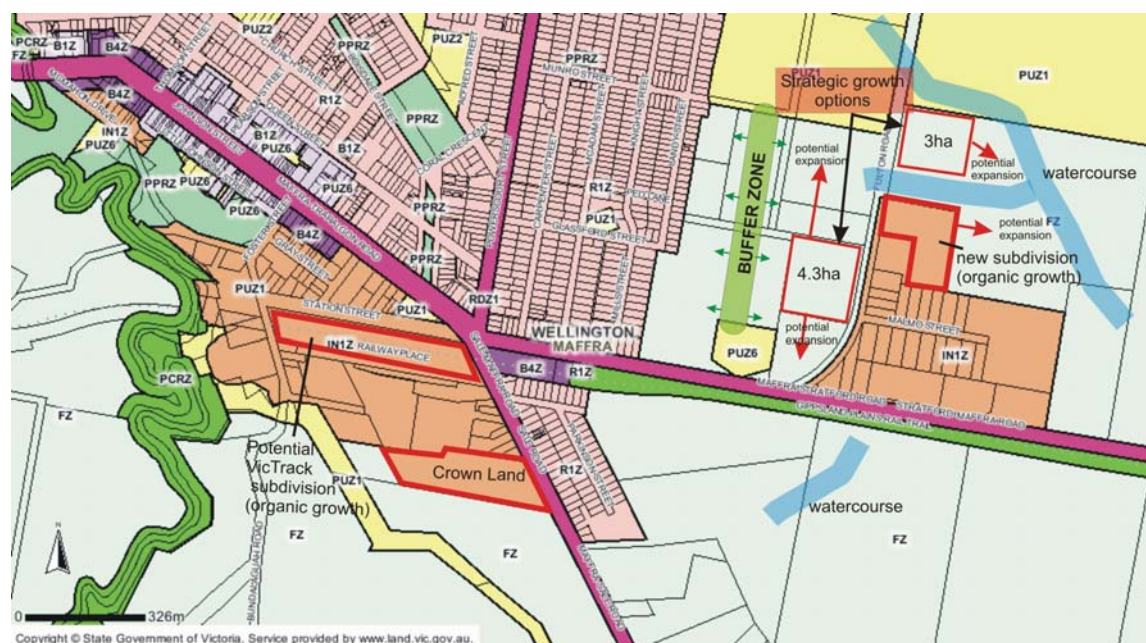
- Undertake a comprehensive drainage study for the existing and future industrial areas and promote Water Sensitive Urban Design in this area;
- Encourage development of existing industrial areas as a priority;
- Encourage the development and diversification of vegetable processing industries locally;
- Identify buffer zones and treatments between future industrial areas and existing residential areas on Fulton Road;
- Strategic parcels of land in Fulton Road be assessed for potential industrial use and rezoned appropriately.

It is also recommended that Council:

- Prepare an Outline Development Plan for the Fulton Rd Precinct and/or prepare a Development Plan Overlay addressing constraints, servicing, connectivity and buffers prior to approving a rezoning application; and
- Encourage planning permit applications simultaneously with prospective rezonings to facilitate appropriate development at the time of rezoning.

Figure 8 shows the potential growth directions and key sites for industrial land in Maffra.

FIGURE 8 GROWTH DIRECTIONS, MAFFRA



Source: Urban Enterprise

6. STRATFORD

6.1. INTRODUCTION

This section provides an assessment of the existing and future demand and supply of industrial land in Stratford. Stratford is located approximately 16 km north of Sale and 190 km east of Melbourne on the Princes Highway.

6.2. KEY FINDINGS

The key findings from the assessment of supply and demand for industrial land in Stratford are:

- There is currently 8ha of land zoned for industrial purposes in Stratford in 16 lots. 3 lots are vacant (0.37ha). There is also a Crown Land parcel (0.9ha) that is within the Industrial estate that has been excluded from the assessment.
- The existing industrial precinct in Stratford is well located for industrial use. It is constrained, however, by limited drainage, poor maintenance, lack of natural gas, low vacancy rates, lack of large lots and poor access for large vehicles. The industrial precinct is suited to smaller service industrial uses. Larger industrial uses are generally not provided for in Stratford.
- Stratford is experiencing strong residential growth (approximately 1.7% per annum) and is expected to reach a population of 2,017 persons by 2026;
- Between 2001 and 2006, the number of Stratford residents employed in industrial sectors increased above the regional Victorian average, particularly in the Construction, Mining and Transport and Storage sectors;
- A large 2.9ha parcel of land has recently been sold for development of a new factory constructing modular homes and commercial joinery;
- There were only 2 industrial building approvals in Stratford between 2000 and 2010. However, industrial building activity may have been constrained by the lack of available land, given that only one parcel is currently available for development;
- Current vacant land supply (0.4ha) is equivalent to 4 years supply. A further 1ha of industrial land will be required to meet demand over the next 15 years;
- Opportunities identified for Stratford include:
 - Facilitate transition of home-based industrial businesses to service industrial locations;
 - Provide larger lots to allow existing successful businesses to expand their operations;
 - Attract a transport and storage business given the strategic location on the Princes Highway between two major regional centres of Sale and Bairnsdale;
 - Low land values - proximity to Sale but significantly lower land values offer the opportunity to attract new businesses to Stratford.
- Constraints identified for industrial activity in Stratford include:

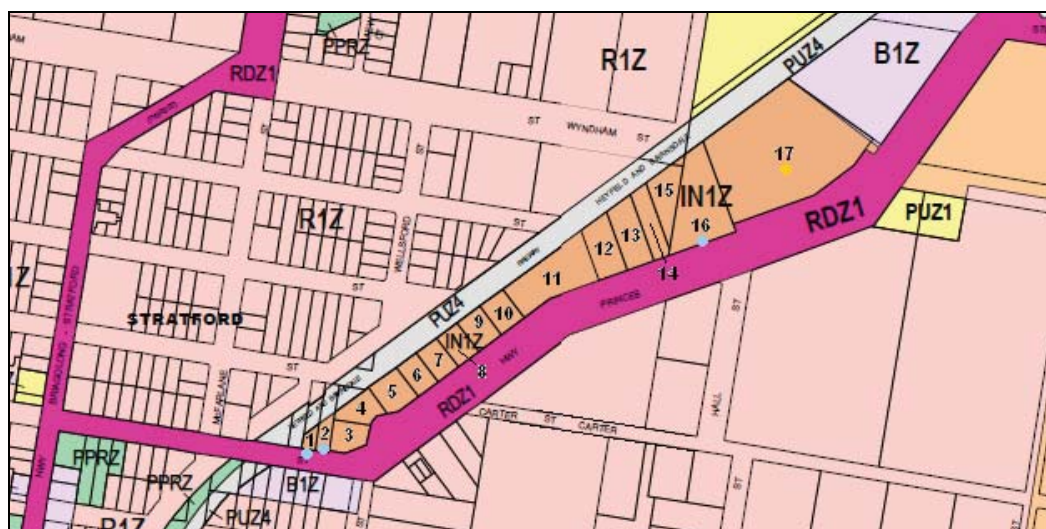
- Existing industrial area has a lack of vacant land and a lack of large sites for strategic investment;
- Absence of natural gas;
- Poor drainage, maintenance and large vehicle access to existing industrial estate limits the attractiveness of the area to new businesses;
- High service costs compared to land values; and
- Proximity of existing industrial estate to residential areas.
- Recommendations for Stratford are:
 - There is the requirement to rezone approximately 1ha - 2ha for industrial use to meet demand in Stratford in the medium term.
 - The recommended location of future industrial activity is the corner of Princes Highway and Bengworden Road (see map in Section 5.7).
 - The site recommended for industrial expansion in the existing Stratford Strategy Plan is not considered appropriate given the extensive native vegetation, access issues and lack of freehold land in this area.
 - Providing land for a new industrial estate further from the centre of town and existing sensitive land uses will allow more opportunities for existing manufacturing businesses to expand and provide the opportunity for new businesses to locate in the area, including transport and storage and construction companies.

6.3. SUPPLY OF INDUSTRIAL ZONED LAND

6.3.1. LOCATION

There is one Industrial land precinct in Stratford, located between the Princess Highway and the railway line to the north of the town centre. The industrial precinct is shown marked as INZ1 in Figure 9. Blue dots indicate current vacant land, orange dots indicate underutilised land.

FIGURE 9 LOCATION OF STRATFORD INDUSTRIAL PRECINCT



Source: DCPD, 2011.

6.3.2. QUANTITY OF INDUSTRIAL LAND

Table 18 shows a summary of the industrial land audit undertaken by Urban Enterprise for Stratford. 13% of industrial land in Stratford is vacant, totalling approximately 10,635 square metres. (1ha).

TABLE 18 SUMMARY OF INDUSTRIAL LAND AUDIT- STRATFORD

	Developed		Vacant		Underutilised		Total		Average lot size (m ²)
	Lots	Area (m ²)	Lots	Area (m ²)	Lots	Area (m ²)	Lots	Area (m ²)	
Stratford	12	37,147	3	3,786	1	29,710	16	79,662	4,686
% of total	49%		13%		37%		100%		

Source: Urban Enterprise, 2011.

6.3.3. QUALITY OF INDUSTRIAL LAND

The existing industrial precinct in Stratford is well located on the Princes Highway adjacent to the railway line and close to the town centre. It is constrained, however, by poor drainage, poor maintenance, lack of natural gas, low vacancy rates, lack of large lots and poor access for large vehicles.

The existing industrial precinct is suited to smaller service industrial uses (eg. mechanics, hardware, storage). Larger industrial uses (eg. manufacturing, depots) are better suited to be locations outside the town centre with larger buffers and larger lots.

6.4. DEMAND FOR INDUSTRIAL LAND

6.4.1. INTRODUCTION

Demand for industrial land in Stratford is demonstrated by population and employment growth trends, recent building approvals, property values and rates data, and anecdotal information provided by real estate agents, council officers and local businesses.

6.4.2. POPULATION

In 2006, Stratford had a total usual resident population of 1,440 persons. The population of Stratford increased at an average of 1.62% between 2001 and 2006. The population of regional Victoria increased at an average of 1% over the same period.

The Wellington -Avon Statistical Local Area (including the towns of Stratford and Briagalong and the surrounding rural area) experienced population growth of 1.7% per annum between 2004 and 2009, indicating that the steady population growth above the Shire average between the 2001 and 2006 Census in Stratford has continued in recent years.

TABLE 19 POPULATION GROWTH, STRATFORD

Township	Population		Average Annual Change 2001 - 2006
	2001	2006	
Stratford	1,329	1,440	1.62%
Total Wellington	39,158	40,080	0.47%
Regional Victoria	1,278,408	1,322,581	1%

Source: Australian Bureau of Statistics, Census Data 2001 & 2006; Regional Population Growth, ABS 2010.

Table 20 shows the projected population growth for Stratford, Wellington Shire and Regional Victoria. A growth rate of 1.7% has been applied for Stratford, given strong recent population growth and the number of residential subdivisions planned or under construction.

TABLE 20 POPULATION PROJECTIONS 2026, STRATFORD

Township	Population		Average Annual Change 2006 - 2026
	2006	2026	
Stratford	1,440	2,017	1.7%
Total Wellington	41,591	48,776	0.8%
Regional Victoria	1,383,937	1,688,666	1%

Source: Urban Enterprise 2011.

6.4.3. RESIDENT EMPLOYMENT BY INDUSTRY DIVISION

Table 21 shows resident employment by industry sector in Stratford. The data shows that industrial employment in Stratford increased by 5.6% per annum between 2001 and 2006, higher than the regional Victorian average of 2%.

There were strong increases in employment in Construction (9%), Mining (76%), Transport and Storage (8%) and Electricity, Gas and Water Supply (7%).

TABLE 21 RESIDENT EMPLOYMENT BY INDUSTRY SECTOR– STRATFORD 2001 – 2006

	2001 census	2006 census	Stratford Change 01-06	Stratford % change p.a. 01-06	Regional Victoria % Change p.a. 01-06
Agriculture, Forestry and Fishing	32	25	-7	-4%	-2%
Construction	33	48	15	9%	6%
Electricity, Gas and Water Supply	9	12	3	7%	1%
Manufacturing	52	58	6	2%	0%
Mining	5	24	19	76%	12%
Transport and Storage	21	29	8	8%	3%
Wholesale Trade	15	18	3	4%	-1%
Total Industrial Employment	167	214	47	5.63%	2%

Source: Australian Bureau of Statistics, Census 2001, 2006 Usual Place of Residence by Industry Division.

6.4.4. BUILDING APPROVALS

There were only two building approvals in industrial zones in Stratford between 2000 and 2010: a shed in 2005 and a factory addition in 2004.

Industrial related building approvals not in industrial zones in Stratford in this period included a car wash, a kennel/cattery and a V-Line warehouse.

This level of industrial building activity is very low, indicating limited demand for industrial land in Stratford. However, the industrial building activity may have been constrained by the lack of available land, given that only one parcel is currently available for development following the recent sale of the large 2.9ha lot. A new factory and building is proposed for this site.

6.4.5. PROPERTY VALUES

Wellington Shire rates information gives an indication of property values in the industrial zones in Stratford. In 2010, the average site value for a land parcel in an industrial zone in Stratford was \$82,231. Analysis of industrial land values from Council rates data (site value only) indicates a land value of \$26.58/m².

The site value increased at an average of 8.4% per annum between 2006 and 2010. This assumes that the industrial parcels have not varied since 2006.

TABLE 22 RATES INFORMATION, 2006 – 2010, STRATFORD

Year	Average CIV	Average SV
2006	\$134,615	\$59,615
2008	\$149,500	\$60,769
2010	\$167,385	\$82,231
Annual % Change	5.6%	8.4%

Source: Wellington Shire, compiled by Urban Enterprise, 2011.

One industrial property (including factory/sheds) is currently listed for sale. This is the former brickworks site at 36B Princes Highway. The asking price is \$390,000 for the 2.9ha site with improvements, equivalent to \$13 per square metre.

6.4.6. QUANTITY OF INDUSTRIAL LAND REQUIRED

Industrial land required in Stratford over the next 15 years is estimated by analysing employment in industrial land uses in the local area and applying population growth rates.

Industrial employment is projected to increase from 109 employees in 2011 to 141 employees in 2026. The existing demand based on employment levels is estimated at 4.9 hectares.

In the next 15 years to 2026, a further 1.4ha of industrial land will be required to meet demand in Stratford. Given that there is currently only 0.4ha of vacant land, a further 1ha of industrial land will be required to meet population-driven demand over the next 15 years.

There is a further 2.9ha in one parcel which has recently been purchased and is proposed for a new factory. Given that this site is no longer available further large sites should also be provided to allow strategic investment. A minimum of 4-10Ha of land should be provided to allow 2 - 3 sites for strategic investment. Given the amount of infrastructure that needs to be provided by a developer, a larger amount of land may need to be considered to ensure development feasibility - where costs may need to be distributed across a wider area.

TABLE 23 PROJECTED INDUSTRIAL LAND DEMAND, STRATFORD, 2011 – 2026

Industrial Employment 2011	109
Industrial Employment 2031	141
Further land required to 2031	1.4ha
Land required per year (organic)	0.1ha
Current vacant land	0.4ha
Current vacant land supply (years)	4
Supply gap (2011 - 2031) - organic	1ha
Strategic sites	3ha
Total land required	4ha

Source: Urban Enterprise, utilising ABS employment data, population projections, industry benchmarks for site coverage and employee density for industry sectors.

6.4.7. TYPE OF INDUSTRIAL LAND REQUIRED

Discussions with local businesses indicated that demand in Stratford is generally for small and medium size lots (up to 0.2 - 1ha) within close proximity to the centre of town and with access to the Princes Highway. The existing industrial area was perceived to have poor drainage and poor visibility from the Princes Highway.

When the industrial estate in Stratford was developed, many businesses moved their small 'backyard' operations to the estate. Anecdotal evidence has indicated that if more industrial land is made available in Stratford, a number of home businesses such as mechanics would move to the new subdivision.

A number of existing businesses located in the industrial estate indicated that they are growing but need larger lots to expand their operations. The existing lots in the industrial estate are relatively small and there is little opportunity to accommodate a medium to large business, or a business that requires turning space for large vehicles.

Any new industrial land should:

- Include a range of lot sizes, including small services industrial lots (1,000 - 4,000m²) and medium/large sized lots for strategic investment (0.5ha - 2ha);
- Include adequate drainage and civil works, including sufficient space for large vehicles to enter, turn and exit safely;
- Be located close to town where possible and have access and exposure to the Princes Highway.
- Be of a sufficient size to generate developer interest and scale efficiencies.

6.5. CONSULTATION

6.5.1. REAL ESTATE AGENTS

Due to the relatively small supply of industrial zoned land in Stratford, there are very few Real Estate Agents with detailed knowledge. As a result, only one real estate agent was consulted. Key findings include:

- There is little to moderate demand for industrial land in Stratford;
- Generally there are about 18 enquiries to buy or lease industrial land per year;
- Considering the small amount of zoned industrial land and small population of Stratford the industrial zone is relatively vibrant, with a particularly high utilisation of smaller industrial lots;
- Larger land holdings are underutilised, with subdivision an option to overcome this.

The real estate agent who was consulted advises an industrial zoned lot in Stratford located at 36B Princes Highway, Stratford of approximately 3 ha in area sold for approximately \$330,000 including office block and open shed.

6.5.2. BUSINESSES AND LANDOWNERS

Urban Enterprise attended a public meeting of business and land owners in Stratford to gain an understanding of industrial land and development issues in the local area.

Key issues and opportunities identified as a result of this 'Business Roundtable' meeting held in February 2011 include:

- There is a severe lack of developable industrial zoned land in Stratford;
- Inability to develop medium-heavy industry due to proximity to residential land.
- Very poor image from highway due to lack of roadside vegetation maintenance - repeatedly mentioned. Cannot even see the sign pointing to the industrial area.
- Low standard turning access from the highway.
- High service costs;
- No gas available; limits ability to attract larger industries.
- Stratford is well located for businesses with a wide service catchment (primarily between Sale and Bairnsdale).
- State government funding may be available for bringing gas to regional areas.
- Prospective industries would be those wanting access to a wide catchment between Sale (and its surrounds) and Bairnsdale (and its surrounds), and small scale industries such as those currently in Stratford.
- Land should be reserved for laying gas pipelines when this becomes viable.
- The existing industrial estate was a Council-led subdivision. Land became available approximately 20 years ago. Lot take-up was slow at first and was generally by home based workshops/business expanding into larger dedicated sites (eg. hardware). Now the estate is full, and businesses are generally operating successfully.
- Existing lots are too small for some businesses looking to expand, and there is only one vacant parcel available.
- Highway frontage and visibility is viewed as critical to current industrial land uses;
- Existing area needs improvement in regards to drainage, maintenance and visibility.
- The only vacant lot in the industrial area (approx 2,000m²) is currently for sale for at least \$160,000;
- Larger lot sizes are required than the existing lots - up to around one hectare;
- There is demand for small industrial zoned lots to suit local users (such as mechanics) looking to expand their businesses and no longer work directly from home;
- The Crown Land reserve is heavily vegetated and would take approximately 2 years to rezone/sell. This is not an option for industrial expansion/growth in the short term-medium term;
- Smaller crown land of 9000m² is suitable for development however would require native title relinquishment.

- Industrial expansion to the west of the railway line would be constrained by the need for access across the railway line and potential requirements for a level crossing and buffer zones to existing residential areas;
- The most appropriate growth direction for industrial land identified was to the north east, specifically the parcel with frontage to the Princes Highway and Stratford-Bengworden Road (approx 20ha). This site could accommodate long term industrial growth in Stratford;
- The railway line is rarely used for industrial purposes, and does not provide any real strategic advantage to Stratford.
- Major employers in the region include construction and engineering operations;
- A significant constraint is the lack of gas. An 'anchor' business/industry could make gas viable, however;
- The central location between Sale, Bairnsdale and Maffra on a major highway with good road access to surrounding towns and centres is a clear advantage for Stratford.

6.6. OPPORTUNITIES AND CONSTRAINTS

The following main opportunities and constraints have been identified for industrial land and activity in Stratford, based on the supply audit, demand data and anecdotal information received from Council officers, businesses and real estate agents.

OPPORTUNITIES

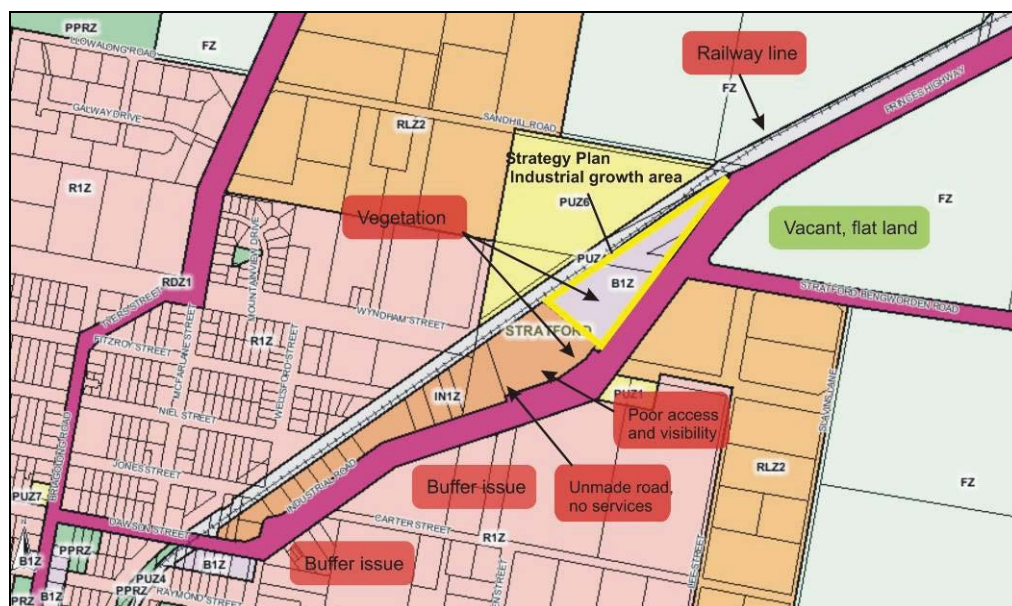
- **Home based business growth** - when the Stratford Industrial Estate was developed, a number of businesses moved from 'backyard' operations to the industrial zone, facilitating their transformation from small family businesses to medium sized service industrial and engineering operations. Anecdotal information has indicated that there may be a number of these home-based businesses that would move to small lots in a new industrial estate.
- **Existing industrial business growth** - a number of established industrial businesses in Stratford are growing and have expressed the desire to move to a site with more land area and larger buffer areas.
- **Location** - transport and storage - Stratford is strategically located on the Princes Highway and on a railway line between major regional centres Sale and Bairnsdale. This location is attractive to transport and storage businesses and others that require distribution to the wider region and ready access to the highway and railway network.
- **Land values** - low land values make the Stratford area particularly attractive to businesses looking to establish in the east Gippsland region but unwilling to pay the higher land prices in Sale and Bairnsdale.
- **Green industry** - the presence of East Coast Green Energy provides the opportunity to attract other related green businesses to Stratford. However, this industry is currently uncertain given the upcoming changes to government rebates and the lack of clear policy direction from all levels of government.

CONSTRAINTS

- The existing industrial area has a **lack of vacant land and a lack of medium or large sites**. This is a constraint to existing businesses looking to expand and new businesses looking to locate in the area;
- **Drainage, maintenance and access** - the existing industrial area may be constrained by its poor appearance, poor drainage, lack of signage and poor access and circulation for large vehicles. This may be limiting the attractiveness of Stratford for potential industrial investors, developers and businesses and is a limiting factor on the operations of existing businesses.
- **Servicing** - service costs are high compared with land values. This has particularly impacted on the sale of the large parcel at the eastern end of the industrial estate, which has no sealed road access and requires services to be extended.
- **Buffer zones and expansion issues** - the existing industrial area is located close to the centre of town and has received noise complaints from existing residential areas. There is no opportunity to expand the existing industrial precinct given the heavily vegetated Crown land parcel to the north.

Figure 10 shows the main spatial opportunities and constraints for Stratford. Opportunities are shown in green, constraints are shown in red.

FIGURE 10 OPPORTUNITIES AND CONSTRAINTS, STRATFORD



Source: Urban Enterprise, using Planning Maps Online, DPCD.

6.7. RECOMMENDATIONS

LAND SUPPLY

There is the requirement to rezone approximately 4ha for industrial use to meet demand in Stratford and to allow land for strategic investment. There is currently only 4 years supply of vacant land.

The recommended location of future industrial activity is shown in Figure 11. This parcel covers a total of approximately 20ha and is strategically located on the Princes Highway and with sufficient buffer zones to existing residential land. Future industrial areas should include:

- Ample access and turning space for large vehicles;
- Sufficient drainage and civil infrastructure;
- Princes Highway visibility;
- A range of lot sizes (1,000m² to 2ha); and
- Adequate services, including 3-phase power and close proximity to water treatment facilities.

This site is preferred as it provides ample space for future expansion, is flat, clear and developable, and has access to services. Sites to the west of the railway line were considered but ultimately are not recommended for industrial use given the likely need for a level crossing and access issues across the railway line, and also due to potential amenity conflicts with existing residential land.

The site recommended for industrial expansion in the existing Stratford Strategy Plan is not considered appropriate given the extensive native vegetation, access issues and lack of freehold land in this area. It is recommended this area be considered for rezoning to Public Park and Recreation Zone to reflect the extensive vegetation coverage and site constraints.

Council should work with DSE to release for sale the Crown owned land (9000m²) that is zoned industrial.

PLANNING

It is recommended that Council identify in its Local Planning Policy Framework (LPPF) changes to the existing strategy plan to recognise areas of strategic and future industrial growth on an amended Plan as per Figure 11. In addition it is recommended that the following strategies be considered for inclusion in Clause 21.04 with respect to Stratford:

- Undertake a comprehensive drainage study for the existing and future industrial areas and promote Water Sensitive Urban Design in this area;
- Encourage development of existing industrial areas as priority;
- Identify buffer zones and treatments between future industrial areas and existing residential areas on Bengworden - Stratford Road;
- The strategic parcel of land in Bengworden - Stratford Road be assessed for potential industrial use and rezoned appropriately.

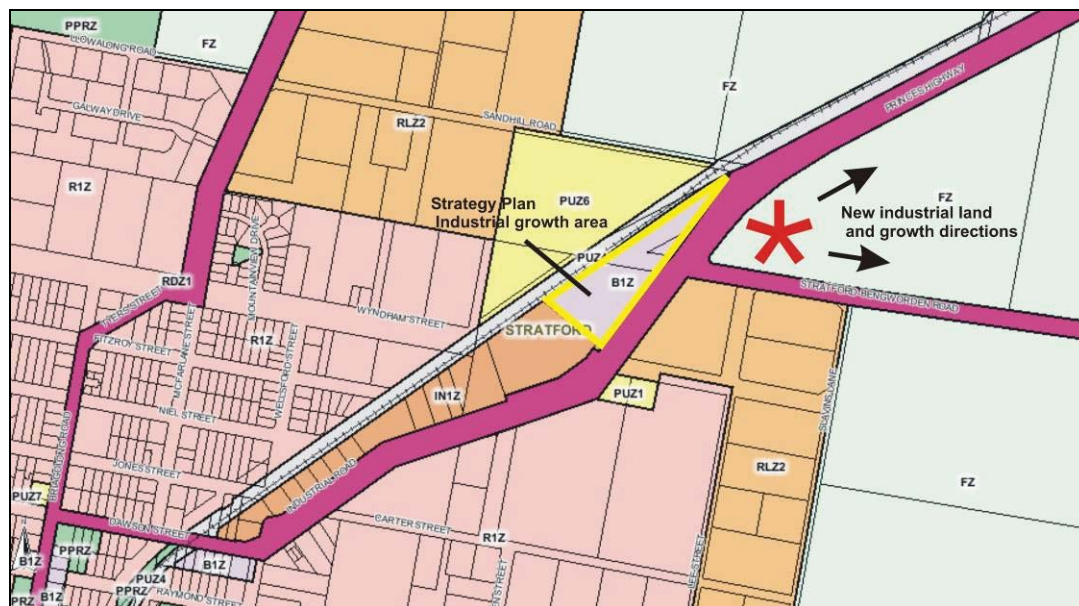
It is also recommended that Council:

- Prepare Development Plan Overlay addressing constraints, servicing, connectivity and buffers prior to approving a rezoning application; and
- Encourage planning permit applications simultaneously with prospective rezonings to facilitate appropriate development at the time of rezoning.

ECONOMIC DEVELOPMENT

A new industrial estate further from the centre of town and existing sensitive land uses will allow more opportunities for existing manufacturing businesses to expand and provide the opportunity

FIGURE 11 GROWTH DIRECTIONS, STRATFORD



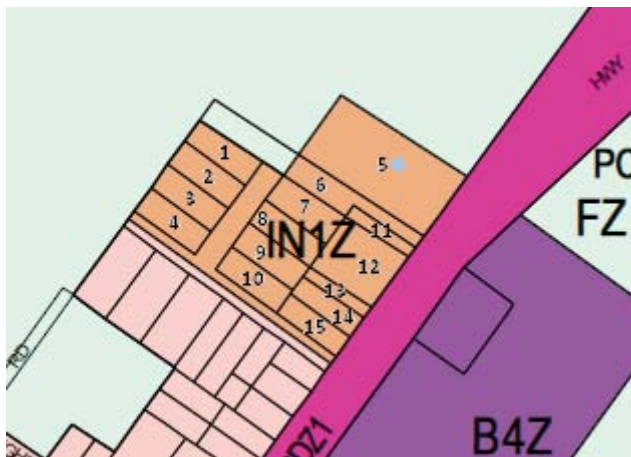
APPENDICES

APPENDIX A YARRAM AUDIT

APPENDIX A YARRAM AUDIT

1.1. YARRAM PRECINCT 1

FIGURE 1 YARRAM PRECINCT 1



Source: DPCD, 2011.

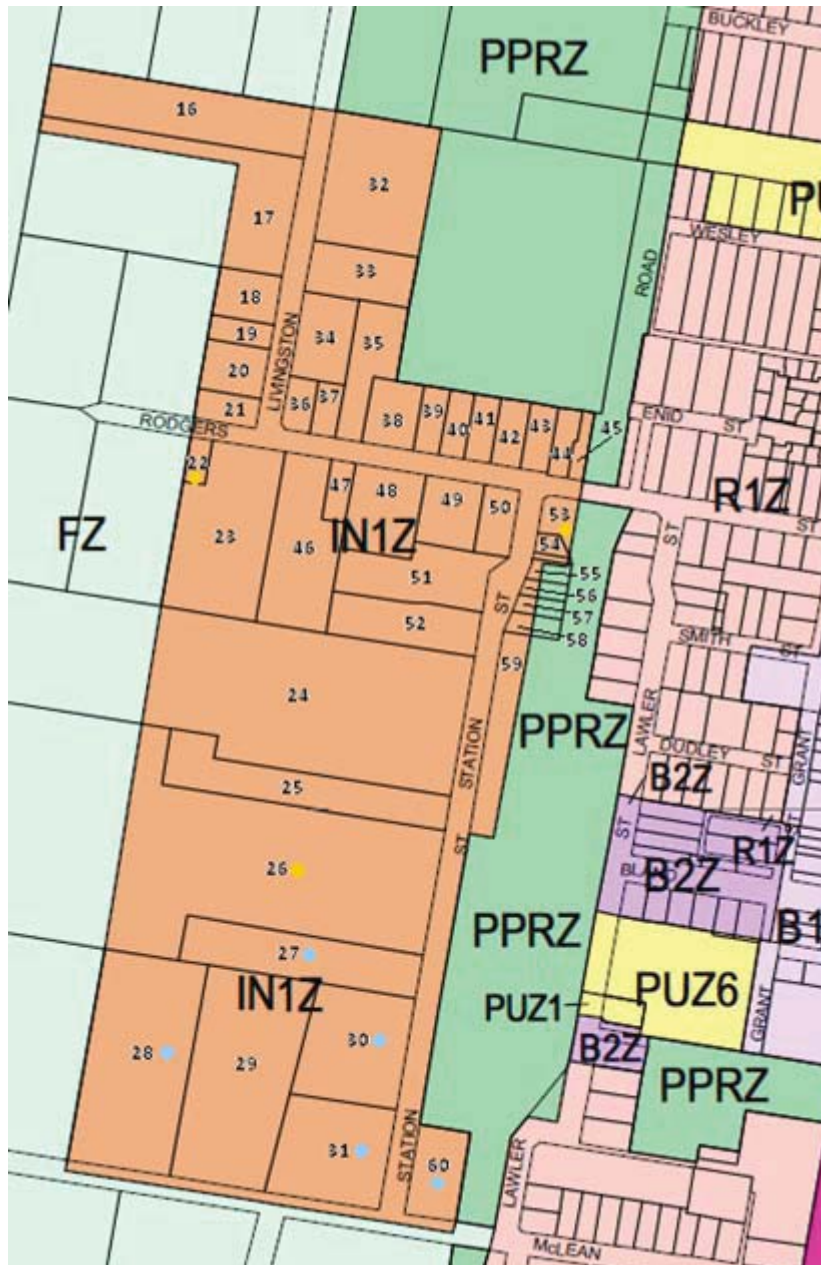
TABLE 1 LOTS AND BUSINESSES – YARRAM PRECINCT 1

Yarram Precinct 1	Land Area (m ²)	Business Name/type	Status	Details
1	1,364	Site owned by Murray Goulburn.	Precinct 1 is currently unused and therefore underutilised, with the exception of parcel 5 which is vacant. Originally the Yarram Butter Factory, the site was used by Murray Goulburn for a variety of ancillary purposes but is currently unused.	It is understood that the site has not been sold, redeveloped or cleared due to high site treatment costs associated with the removal of unsafe building materials. The site includes the old Yarram Butter Factory which has a heritage overlay, a laboratory, brick sheds and buildings and a large vacant land parcel. Vacant parcel is ID number 5 and is 6887 square metres in area.
2	1,400			
3	1,429			
4	1,382			
5	6,887 (vacant)			
6	1,864			
7	1,571			
8	1,378			
9	1,433			
10	1,362			
11	624			
12	3,024			
13	561			
14	1,110			
15	1,167			
Total	26,556 (2.66ha)			

1.2. YARRAM PRECINCT 2

Yarram Precinct 2 is located to the west of the town centre along Station, Rodgers and Livingston Streets. The number of each lot corresponds to Table 5, which shows the area and current use of each lot.

FIGURE 2 YARRAM PRECINCT 2



Source: DPCD, 2011.

TABLE 2 LOTS AND BUSINESSES – YARRAM PRECINCT 2

Yarram Precinct 2	Land Area (m ²)	Business Name/type	ANZSIC Category	Status	Details
16	10,160	Council Depot	PAS-7530	Developed	
17	8,818	Radial Timber Australia	MAN-1411	Developed	Timber Mill
18	2,255	Bus Depot	TPW-4621	Developed	
19	1,167	West Gippsland Yarram Depot	EGW-2811	Developed	
20	2,335	Yarram Self Storage	TPW-5309	Developed	
21	1,401	Body Works Mechanics	OS-9412	Developed	
22	727	Dwelling	-	Underutilised	Currently for sale, small weatherboard house in poor condition.
23	11,420	Mechanics, septic tank cleaning.	OS-9419	Developed	Small Industrial Estate
24	31,625*	MJM Excavations	C-3212	Developed	Sheds, For Sale.
25	8,056*	Sutherlands Concrete	C-3221	Developed	
26	33,255*	Brown Wigg	W-3323	Underutilised	Fertiliser and seed
27	8,061*	-	-	Vacant	Flat vacant parcel.
28	16,540	-	-	Vacant	Flat vacant parcel.
29	16,440	Unknown	-	Developed	Small containers, screening and landscaping.
30	8,673	-	-	Vacant	Flat vacant land, small earth and gravel piles
31	8,413	-	-	Vacant	Flat vacant land, small earth and gravel piles
32	10,333*	Yarram Works Depot	PAS-7530	Developed	
33	4,033	Truck Storage and Sheds	TPW-4610	Developed	
34	3,551	HVP Plantations/Landcare	MAN-1411	Developed	HVP Office and buildings
35	4,088	DSE Yarram Depot	PAS-7520	Developed	Large building
36	1,179	DSE Yarram Depot	PAS-7520	Developed	Carpark
37	1,021	DSE Yarram Depot	PAS-7520	Developed	Carpark
38	2,562	Vaga Construction	MAN-2110	Developed	Steel Construction. Large brick shed/manufacturing area with large car park
39	1,275	Yarram Artificial Breeding Centre	PST-6910	Developed	Brick office and car park
40	1,267	MMW Wool Buyers & Brokers	W-3800	Developed	Large shed, appears to be multi-use (storage etc)
41	1,309	Joinery	MAN-1492	Developed	Brick Building
42	1,479	Plumbing and Gas Fitting	C-3231	Developed	Plumbing Store, includes vacant space to the right which could be developed
43	1,394	Mayo's Body Shop and 24 hour towing	OS-9412	Developed	

44	1,115	Dwelling	-	Developed	Weatherboard house
45	748	Dwelling	-	Developed	Weatherboard house
46	8,041	Brown Wigg	W-3323	Developed	
47	1,066	Dwelling	-	Developed	Currently for sale. Weatherboard house, renovated and landscaped
48	4,522	Andrew Dunkley Machinery	W-3411	Developed	Sales centre, storage sheds, external area for sales stock
49	3,006	Andrew Dunkley Machinery	W-3411	Developed	Sales centre, storage sheds, external area for sales stock
50	1,794	Dwelling	-	Developed	Large weatherboard house
51	5,839	Transitions soils and farm centre	PST-6925	Developed	Large Shed including office, includes vacant space not being utilised
52	4,935	Power transmission equipment	M-2299	Developed	Large shed and office, parking
53	1,273	-	-	Underutilised	Small portable classrooms which appear unused
54	445	Dwelling	-	Developed	Weatherboard house
55	254	Dwelling	-	Developed	Weatherboard house
56	208	Dwelling	-	Developed	Weatherboard house
57	275	Dwelling	-	Developed	Weatherboard house
58	378	Dwelling	-	Developed	Weatherboard house
59	4,019	Unknown	-	Developed	Portable classrooms, may be part of adjacent Youth Centre.
60	3,507	-	-	Vacant	Small vacant parcel adjacent to wetland, large earth/sand piles.
Total	215,799m² (21.58 ha)				

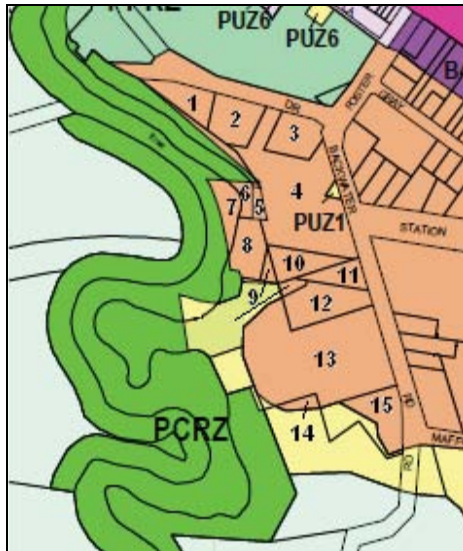
Source: Urban Enterprise, 2011

APPENDIX B MAFFRA AUDIT

APPENDIX B MAFFRA AUDIT

1.1. MAFFRA PRECINCT 1

FIGURE 1 MAFFRA PRECINCT 1



Source: DPCD, 2011.

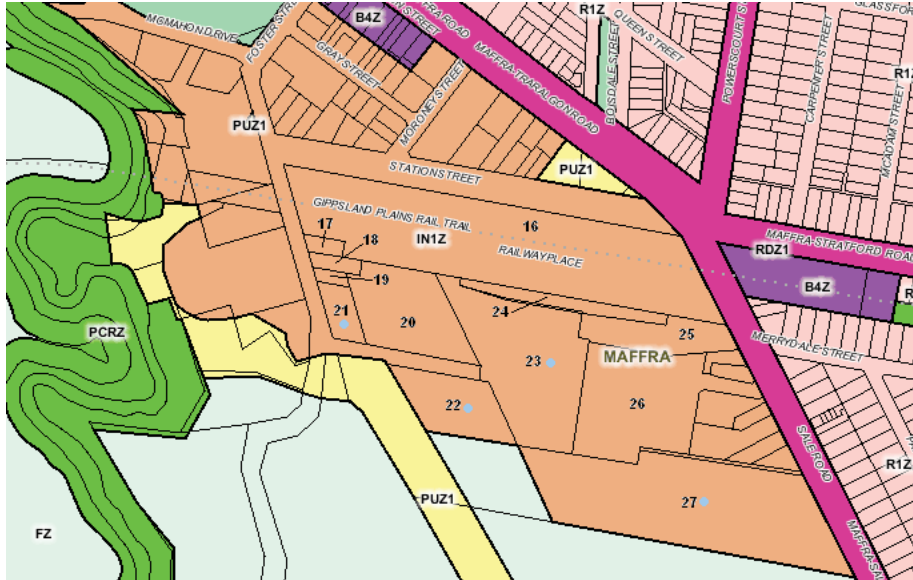
Parcel ID	Land Area (m ²)	Business Name/type	ANZSIC Category	Status	Details
1	2,498	Herd Co-op	AFF-0529	Developed	Herd improvement Co-op
2	3,223	Hotondo Homes Office/ Maffra irrigation supplies	W-3411	Developed	
3	2,918	Advanced Medical Transport	TPW-5029	Developed	
4	13,730	Murray Goulburn Farm and Hardware Supplies	W-3411	Developed	Hardware
5	1,782	Murray Goulburn	MAN-1133	Developed	Murray Goulburn dairy processing plant.
6	See 5				
7	See 5				
8	3,658				
9	488				
10	2,428				
11	1,730				
12	4,132				
13	17,820				
14	642				
15	3,232	(Private dwelling)		Developed	Dwelling

Source: Urban Enterprise, 2011

1.2. MAFFRA PRECINCT 2

Figure 2 shows the location of Maffra Precinct 2. The precinct two is located south of Station Street and west of Sale-Maffra Road.

FIGURE 2 LOCATION OF INDUSTRIAL LAND PRECINCT TWO, MAFFRA



Source: DPCD, 2011.

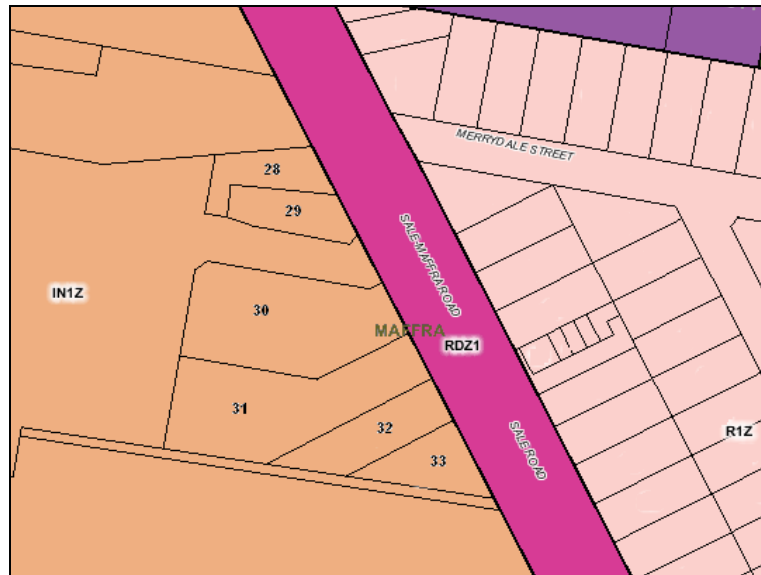
Parcel ID	Parcel Area (m ²)	Business Name/type	ANZSIC Category	Status	Details
16	59,207	Varied uses-Transport, Saddery and Grain, office.	AFF-0529	Developed	North west corner used for Murray Goulburn Trucks South West corner used for Saddlery & Grain, including horse rugs, horse rug repairs, pet food, mulch, sleepers.
17	1,121		MAN-1133	Developed	Murray Goulburn
18	1,384			Developed	Murray Goulburn
19	804			Developed	Murray Goulburn
20	15,200			Developed	Murray Goulburn- existing 2 storey brick building, appears underutilised
21	3,252			Vacant	Murray Goulburn
22	10,665			Vacant	
23	26,750			Vacant	Vacant- being leased for cattle, some site works.
24	4,340			Developed	Vacant/Railway Siding. Reserved for Railway purposes
25	8,402		ARS-8910	Developed	Motor Museum
26	24,040		W-3323	Developed	Murray Goulburn fertiliser depot
27	44,600	Crown Land		Vacant	Leased for grazing purposes

Source: Urban Enterprise, 2011

1.3. MAFFRA PRECINCT 3

Maffra Precinct 3 is located to the west of Sale-Maffra Road.

FIGURE 3 MAFFRA PRECINCT 3



Source: DPCD, 2011.

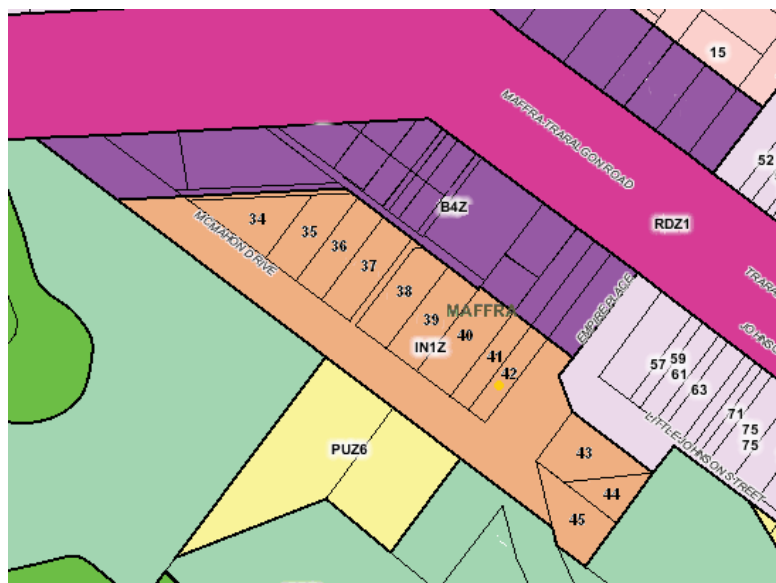
Parcel ID	Parcel Area (m ²)	Business Name/type	ANZSIC Category	Status	Details
28	1,056	Car wash	OS-9412	Developed	Car Wash
29	1,082	Physiotherapist	OS-8533	Developed	Physiotherapist
30	4,004	Maffra auto and exhaust centre	OS-9411	Developed	
31	4,017	ABC Garden Goods	R-4232	Developed	
32	1,561	(private dwelling)		Developed	
33	1,145	Cabinet Maker	MAN-2512	Developed	

Source: Urban Enterprise, 2011

1.4. MAFFRA PRECINCT 4

Maffra Precinct 4 is located north of McMahon Drive and south of Little Johnston Street and adjoins the main commercial centre of town to the east.

FIGURE 4 MAFFRA PRECINCT 4



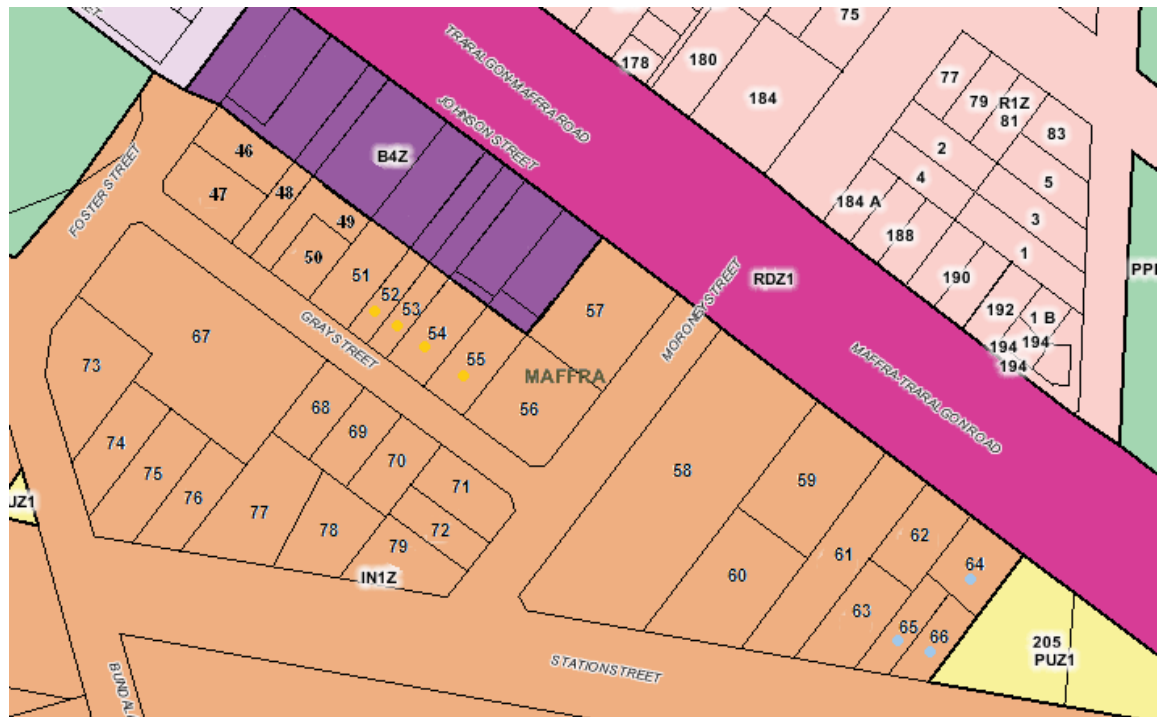
Source: DPCD, 2011.

Parcel ID	Parcel Area (m ²)	Business Name/type	ANZSIC Category	Status	Details
34	863	Maffra Waste Removals	EGW-2919	Developed	
35	821	Maffra Waste Removals		Developed	
36	761	Maffra Waste Removals		Developed	
37	844	Maffra Waste Removals		Developed	
38	902	Shed/Storage	TPW-5309	Developed	
39	896	Shed/Storage	TPW-5309	Developed	
40	1,017	Maffra Self Storage	TPW-5309	Developed	Self Storage Sheds
41	541	Dwelling		Developed	
42	506			Underutilised	Driveway- Service station access
43	960	Case Agriculture	MAN-2461	Developed	Farm Machinery
44	479	Case Agriculture	MAN-2461	Developed	Farm Machinery
45	854	Case Agriculture	M/F-2461	Developed	Farm Machinery

1.5. MAFFRA PRECINCT 5

Maffra Precinct 5 is located to the south of Johnson Street and borders Foster, Grays, Station and Moroney Streets and adjoins the main commercial centre of the town.

FIGURE 5 LOCATION OF INDUSTRIAL LAND PRECINCT FIVE, MAFFRA



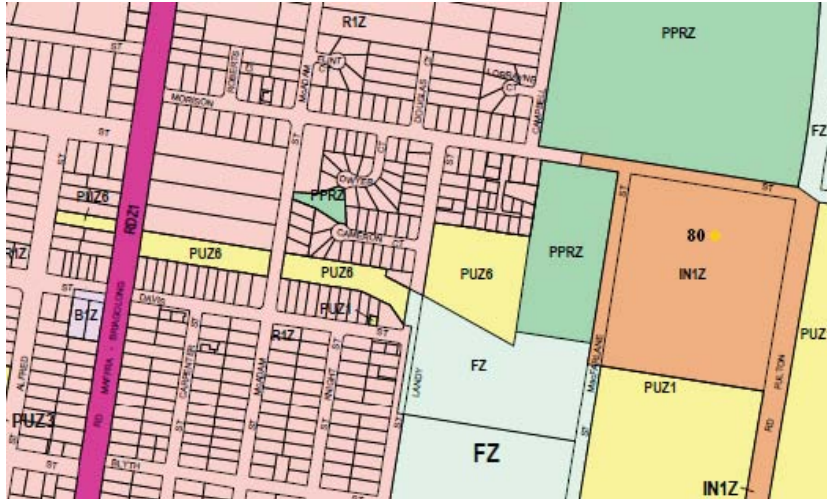
Source: DPCD, 2011.

Parcel ID	Parcel Area (m ²)	Business Name/type	ANZSIC Category	Status	Details
46	948	Shed	W-5309	Developed	
47	958	HiCo Herd recording and ancillary services	AFF-0529	Developed	Herd improvement co-op, including office.
48	959	Workshop		Developed	
49	2,288	Workshop		Developed	
50	6,130	Workshop		Developed	
51	983	Elders	HS-8601	Developed	
52	959			Underutilised	
53	1,005			Underutilised	
54	946			Underutilised	Junk Yard
55*	1,076			Underutilised	Junk Yard
56*	1,740		TPW-5309	Developed	Sheds/Works depot
57*	2,074		TPW-5309	Developed	Sheds
58	6,807	Maffra Holiday Park	AFS-4400	Developed	Caravan Park
59	2,032	CFA	PAS-7713	Developed	CFA
60	2,104	Maffra Holiday Park	AFS-4400	Developed	Caravan Park
61	2,052	Andersons Storage Units	TPW-5309	Developed	Storage Units
62	927	Gardner Engineering Shop	OS-9429	Developed	
63	1,072	unknown		Developed	
64	927			Vacant	
65	596			Vacant	
66	595			Vacant	
67	5,004	Maffra Mill- Ridley	R-4232	Developed	Agricultural products and stockfeed
68	746	Bedfords	TPW-5309	Developed	Large Truck Storage
69	750				Large Truck Storage
70	809				Large Truck Storage
71	876				Brick buildings
72	629				Large Truck Storage
73	1,664				Large Truck Storage
74	994				Large Truck Storage
75	1,245				Large Truck Storage
76	924				Large Truck Storage- Properties
77	1,719				Large Truck Storage- Office
78	1,151	Johnstone Plant Line	AFF-2461	Developed	
79	991		TPW-5309	Developed	Shed

1.6. MAFFRA PRECINCTS 6 AND 7

Maffra Precinct 6 consists of one lot to the north of the Maffra township at the corner of Morison Street and Fulton Road.

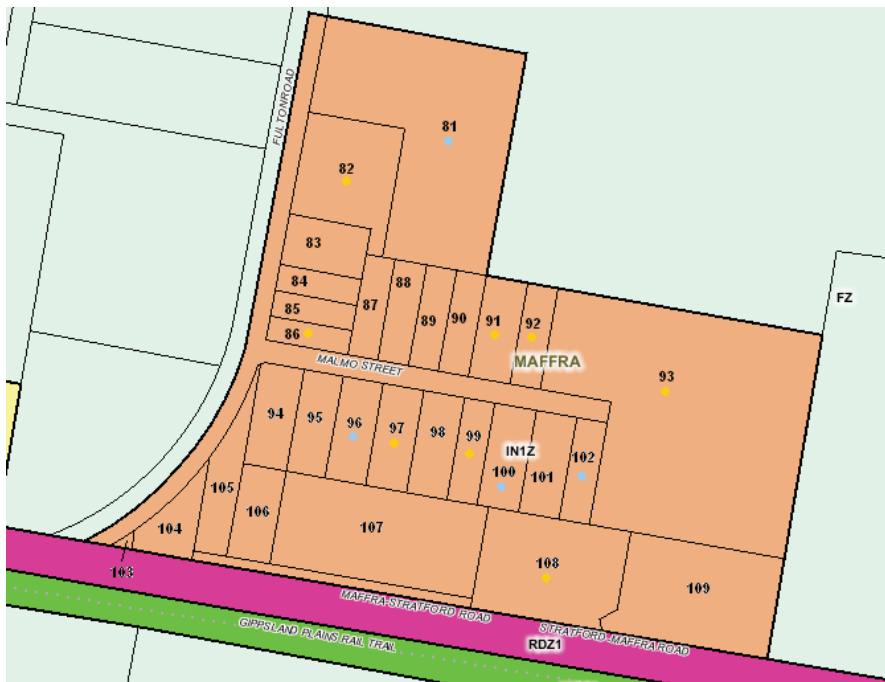
FIGURE 6 MAFFRA PRECINCT 6



Source: DPCD, 2011.

Maffra Precinct 7 (Maffra Industrial Estate) is located to the east of the township at the corner of Maffra-Stratford Road and Fulton Road.

FIGURE 7 MAFFRA PRECINCT 7 – MAFFRA INDUSTRIAL ESTATE



Source: DPCD, 2011.

TABLE 1 MAFFRA PRECINCTS 6 AND 7

Parcel ID	Parcel Area (m ²)	Business Name/type	ANZSIC Category	Status	Details
Precinct 6					
80	76,820	Bus depot	TPW-4622	Underutilised	A large section is vacant (at least 4.7ha)
Precinct 7					
81	31,680			Vacant	Gravelled and fenced, a permit to subdivide has been granted.
82	10,100	Shed		Underutilised	
83	4,037	Maffra sheet metal works, steel fabrication shed.	MAN-2239	Developed	
84	2,082	Thiess shed	TPW-5309	Developed	
85	2,039	Maffra paint and panels	OS-9412	Developed	Small shed
86	1,923		TPW-5309	Underutilised	Underutilised, storage for concrete pieces.
87	2,892	Maffra Auto and Steel	MAN-2319	Developed	
88	3,087	Bus storage	TPW-5309	Developed	
89	2,948	Gippsland Pre-cast shed and outdoor storage	TPW-5309	Developed	May be linked to 86
90	2,967	DC Storage Solutions	TPW-5309	Developed	Currently for sale
91	4,103		TPW-5309	Underutilised	Basic storage
92	3,001			Underutilised	Car junk yard
93	49,510	Brown Wigg/AG Bulk	W-3323	Underutilised	Large parcel underutilised. Open shed on land, as is a AG Bulk sign
94	4,275	Maffra Works Centre	EGW-2811	Developed	
95	3,865	Vic Silos	MAN-2231	Developed	
96	4,015			Vacant	For Sale
97	4,069		TPW-5309	Underutilised	Small Shed only
98	4,052	Andersons Removals	TPW-5309	Developed	Shed
99	3,012		TPW-5309	Underutilised	Storage /carpark
100	4,145			Vacant	
101	4,024	Brown Wigg	W-3323	Developed	Shed, linked to 93
102	3,016	Brown Wigg		Vacant	Gravelled, linked to 93
103	-			(road reserve)	
104	3,353			(road reserve)	
105	4,515	Cabinet Maker		Developed	
106	3,911	Nursery		Developed	

Parcel ID	Parcel Area (m ²)	Business Name/type	ANZSIC Category	Status	Details
107	18,200	Stihl and Brown/Wigg	MAN-2512	Developed	Regional Service Centre Fertiliser, Bore and Dip- timber treatment
108	13,880	Brown Wigg	R-4232	Underutilised	Farm machinery, tools, mowers
109	15,370	Brown Wigg	TPW-5309	Developed	Shed
Total:	625,926 (62.6 ha)	-		-	-

Source: Urban Enterprise 2011.

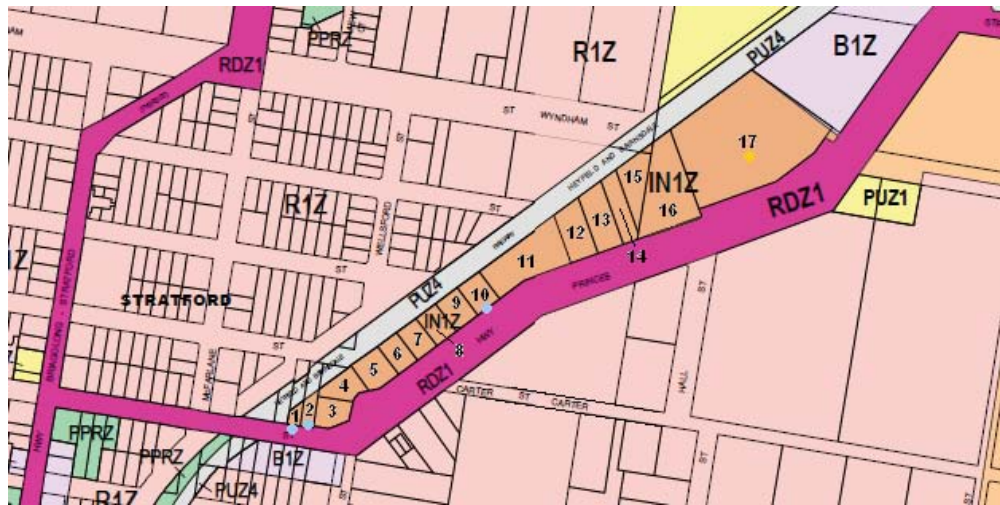
APPENDIX C STRATFORD AUDIT

APPENDIX C STRATFORD AUDIT

1.1. STRATFORD

Figure 1 shows the location of industrial land within Stratford. The industrial lots are accessed via Industrial Road, a service lane connecting to the Princess Highway, with the exception of lots 1 and 2 which have Princess Highway frontage. North of the industrial precinct is the Heyfield and Bairnsdale Railway Line, zoned PUZ4, which acts as a buffer to the R1Z land further north.

FIGURE 1 STRATFORD



Source: DPCD, 2011.

ID: Stratford	Land Area (m2)	Business Name/Type	ANZSIC Categories	Site Use	Additional Info:
1	602			Vacant	
2	1,014			Vacant	
3	2,204	Allied Pickfords Movers	OS-9539	Developed	
4	2,332	Large Shed	TPW-5309	Developed	Vacant land to the west of the storage shed could be developed
5	2,665	Lupton Group Hire Services	AFF-6631	Developed	
6	1,933	Large Shed	TPW-5309	Developed	
7	1,970	JS Automotive and Diesel services.	RT-4000	Developed	Large Shed
8	1,971	Stracey Earthmoving	C-3232	Developed	
9	2,169	East Coast Green Energy	EGWW-2630	Developed	
10	2,170			Vacant	Currently for sale with an asking price of \$160,000
11	8,016	East Coast Eels Aust Pty Ltd	AFF-0203	Developed- there is subdivision potential	Developed, however potential for further development.
12	3,707	Containers	WT-3739	Developed	Containers for sale or rent.
13	3,975	Gippsland Caravan Centre	WT-3503	Developed	Caravan Sales, Office.
14	2,870	Thrifty Link Hardware	RT-4231	Developed	Hardware Store
15	3,335	Stratford Mini Mix Cement and Plumbing/Liquid Waste Cleaning Service	OS-9531	Developed- no building however	
16	9,019			Undevelopable	Crown land
17	29,710	Disused Stratford manufacturing plant	M/F-2599	Underutilised	Currently for sale with an asking price of \$390,000. Not connected to services, road is unmade. Will need to be demolished and rehabilitated Subdivision potential.
Total	79,662 sqm (8.0 ha)				

Source: Urban Enterprise, 2011

APPENDIX D **TABLE OF USES FOR INDUSTRIAL ZONES**

APPENDIX D WELLINGTON PLANNING SCHEME INDUSTRIAL ZONES 1 & 3

33.01
02/09/2010
VC89

INDUSTRIAL 1 ZONE

Shown on the planning scheme map as IN1Z.

Purpose

To implement the State Planning Policy Framework and the Local Planning Policy Framework, including the Municipal Strategic Statement and local planning policies.

To provide for manufacturing industry, the storage and distribution of goods and associated uses in a manner which does not affect the safety and amenity of local communities.

33.01-1

Table of uses

02/09/2010
VC89

Section 1 - Permit not required

USE	CONDITION
Apiculture	Must meet the requirements of the Apiary Code of Practice, May 1997.
Carnival	Must meet the requirements of A 'Good Neighbour' Code of Practice for a Circus or Carnival, October 1997.
Circus	Must meet the requirements of A 'Good Neighbour' Code of Practice for a Circus or Carnival, October 1997.
Crop raising	
Extensive animal husbandry	
Greenhouse gas sequestration	Must meet the requirements of Clause 52.08-6.
Greenhouse gas sequestration exploration	
Home occupation	
Industry (other than Materials recycling and Transfer station)	<p>Must not be a purpose shown with a Note 1 or Note 2 in the table to Clause 52.10.</p> <p>The land must be at least the following distances from land (not a road) which is in a residential zone, Business 5 Zone, Capital City Zone or Docklands Zone, land used for a hospital or an education centre or land in a Public Acquisition Overlay to be acquired for a hospital or an education centre:</p> <ul style="list-style-type: none"> • The threshold distance, for a purpose listed in the table to Clause 52.10. • 30 metres, for a purpose not listed in the table to Clause 52.10. <p>Must not adversely affect the amenity of the neighbourhood, including through the:</p> <ul style="list-style-type: none"> • Transport of materials, goods or commodities to or from the land. • Appearance of any stored goods or materials.

USE	CONDITION
	<ul style="list-style-type: none"> Emission of noise, artificial light, vibration, odour, fumes, smoke, vapour, steam, soot, ash, dust, waste water, waste products, grit or oil.
Informal outdoor recreation Mall centre Mineral exploration	
Mining	Must meet the requirements of Clause 52.08-2.
Minor utility installation Natural systems Railway Road	
Search for stone	Must not be costeaning or bulk sampling.
Service station	<p>The land must be at least 30 metres from land (not a road) which is in a residential zone, Business 5 Zone, Capital City Zone or Docklands Zone, land used for a hospital or an education centre or land in a Public Acquisition Overlay to be acquired for a hospital or an education centre.</p>
Shipping container storage	<p>Must not be a purpose shown with a Note 1 or Note 2 in the table to Clause 52.10.</p> <p>The land must be at least the following distances from land (not a road) which is in a residential zone, Business 5 Zone, Capital City Zone or Docklands Zone, land used for a hospital or an education centre or land in a Public Acquisition Overlay to be acquired for a hospital or an education centre:</p> <ul style="list-style-type: none"> The threshold distance, for a purpose listed in the table to Clause 52.10. 100 metres, for a purpose not listed in the table to Clause 52.10. <p>The site must adjoin, or have access to, a road in a Road Zone.</p> <p>Shipping containers must be setback at least 9 metres from a road in a Road Zone.</p> <p>The height of shipping container stacks must not exceed 6 containers or 16 metres, whichever is the lesser.</p> <p>Must not adversely affect the amenity of the neighbourhood, including through the:</p> <ul style="list-style-type: none"> Transport of materials, goods or commodities to or from the land. Appearance of any stored goods or materials. Emission of noise, artificial light, vibration, odour, fumes, smoke, vapour, steam, soot, ash, dust, waste water, waste products, grit or oil.

USE	CONDITION
Telecommunications facility	Buildings and works must meet the requirements of Clause 52.19.
Tramway	
Warehouse (other than Mail centre and Shipping container storage)	<p>Must not be a purpose shown with a Note 1 or Note 2 in the table to Clause 52.10.</p> <p>The land must be at least the following distances from land (not a road) which is in a residential zone, Business 5 Zone, Capital City Zone or Docklands Zone, land used for a hospital or an education centre or land in a Public Acquisition Overlay to be acquired for a hospital or an education centre:</p> <ul style="list-style-type: none"> • The threshold distance, for a purpose listed in the table to Clause 52.10. • 30 metres, for a purpose not listed in the table to Clause 52.10. <p>Must not adversely affect the amenity of the neighbourhood, including through the:</p> <ul style="list-style-type: none"> • Transport of materials, goods or commodities to or from the land. • Appearance of any stored goods or materials. • Emission of noise, artificial light, vibration, odour, fumes, smoke, vapour, steam, soot, ash, dust, waste water, waste products, grit or oil.

Section 2 - Permit required

USE	CONDITION
Adult sex bookshop	Must be at least 200 metres (measured by the shortest route reasonably accessible on foot) from a residential zone or Business 5 Zone, land used for a hospital, primary school or secondary school or land in a Public Acquisition Overlay to be acquired for a hospital, primary school or secondary school.
Agriculture (other than Apiculture, Crop raising, Extensive animal husbandry, and Intensive animal husbandry)	
Caretaker's house	
Convenience shop	
Education centre	Must not be a primary or secondary school.
Equestrian supplies	
Leisure and recreation (other than Informal outdoor recreation)	
Lighting shop	Must be in one occupation with a leasable floor area of at least the amount specified in the schedule to this zone. If no amount is

USE	CONDITION
	specified, the leasable floor area must be at least 500 square metres.
Materials recycling	The land must be at least 30 metres from land (not a road) which is in a residential zone or Business 5 Zone, land used for a hospital or an education centre or land in a Public Acquisition Overlay to be acquired for a hospital or an education centre.
Mineral, stone, or soil extraction (other than Mineral exploration, Mining, and Search for stone)	
Office	The leasable floor area must not exceed 500 square metres.
Party supplies	
Place of assembly (other than Carnival and Circus)	
Restricted retail premises (other than Equestrian supplies, Lighting shop, and Party supplies)	Must be in one occupation with a leasable floor area of at least the amount specified in the schedule to this zone. If no amount is specified, the leasable floor area must be at least 1000 square metres.
Retail premises (other than Shop)	
Transfer Station	The land must be at least 30 metres from land (not a road) which is in a residential zone or Business 5 Zone, land used for a hospital or an education centre or land in a Public Acquisition Overlay to be acquired for a hospital or an education centre.
Utility installation (other than Minor utility installation and Telecommunications facility).	Any gas holder, or sewerage or refuse treatment or disposal works, must be at least 30 metres from land (not a road) which is in a residential zone, Business 5 Zone, Capital City Zone or Docklands Zone land used for a hospital or an education centre or land in a Public Acquisition Overlay to be acquired for a hospital or an education centre.
Any other use not in Section 1 or 3	

Section 3 - Prohibited

USE

Accommodation (other than Caretaker's house)

Cinema based entertainment facility

Hospital

Intensive animal husbandry

Shop (other than Adult sex bookshop, Convenience shop and Restricted retail premises)

33.01-2

15/09/2008
VC40

Use of land

Application requirements

An application to use land for an industry or warehouse must be accompanied by the following information, as appropriate:

- The purpose of the use and the types of processes to be utilised.
- The type and quantity of goods to be stored, processed or produced.
- How land not required for immediate use is to be maintained.
- Whether a Works Approval or Waste Discharge Licence is required from the Environment Protection Authority.
- Whether a notification under the Occupational Health and Safety (Major Hazard Facilities) Regulations 2000 is required, a licence under the Dangerous Goods Act 1985 is required, or a fire protection quantity under the Dangerous Goods (Storage and Handling) Regulations 2000 is exceeded.
- The likely effects, if any, on the neighbourhood, including:
 - Noise levels.
 - Air-borne emissions.
 - Emissions to land or water.
 - Traffic, including the hours of delivery and despatch.
 - Light spill or glare.

Decision guidelines

Before deciding on an application, in addition to the decision guidelines in Clause 65, the responsible authority must consider, as appropriate:

- The State Planning Policy Framework and the Local Planning Policy Framework, including the Municipal Strategic Statement and local planning policies.
- The effect that the use may have on nearby existing or proposed residential areas or other uses which are sensitive to industrial off-site effects, having regard to any comments or directions of the referral authorities.
- The effect that nearby industries may have on the proposed use.
- The drainage of the land.
- The availability of and connection to services.

- The effect of traffic to be generated on roads.
- The interim use of those parts of the land not required for the proposed use.

33.01-3
18/01/2008
VC37

Subdivision

Permit requirement

A permit is required to subdivide land.

Exemption from notice and review

An application is exempt from the notice requirements of Section 52(1)(a), (b) and (d), the decision requirements of Section 64(1), (2) and (3) and the review rights of Section 82(1) of the Act. This exemption does not apply to land within 30 metres of land (not a road) which is in a residential zone or Business 5 Zone, land used for a hospital or an education centre or land in a Public Acquisition Overlay to be acquired for a hospital or an education centre.

Decision guidelines

Before deciding on an application, in addition to the decision guidelines in Clause 65, the responsible authority must consider, as appropriate:

- The State Planning Policy Framework and the Local Planning Policy Framework, including the Municipal Strategic Statement and local planning policies.
- Any natural or cultural values on or near the land.
- Streetscape character.
- Landscape treatment.
- Interface with non-industrial areas.

33.01-4
15/09/2008
VC49

Buildings and works

Permit requirement

A permit is required to construct a building or construct or carry out works.

This does not apply to:

- A building or works which rearrange, alter or renew plant if the area or height of the plant is not increased.
- A building or works which are used for crop raising, extensive animal husbandry or informal outdoor recreation.
- A rainwater tank with a capacity of more than 4500 litres if the following requirements are met:
 - The rainwater tank is not located within the building's setback from a street (other than a lane).
 - The rainwater tank is no higher than the existing building on the site.
 - The rainwater tank is not located in an area that is provided for car parking, loading, unloading or accessway.

Application requirements

An application to construct a building or construct or carry out works must be accompanied by the following information, as appropriate:

- A plan drawn to scale which shows:
 - The boundaries and dimensions of the site.
 - Adjoining roads.
 - Relevant ground levels.
 - The layout of existing and proposed buildings and works.
 - Driveways and vehicle parking and loading areas.
 - Proposed landscape areas.
 - External storage and waste treatment areas.
- Elevation drawings to scale which show the colour and materials of all buildings and works.
- Construction details of all drainage works, driveways and vehicle parking and loading areas.
- A landscape layout which includes the description of vegetation to be planted, the surfaces to be constructed, a site works specification and the method of preparing, draining, watering and maintaining the landscape area.

Exemption from notice and review

An application is exempt from the notice requirements of Section 52(1)(a), (b) and (d), the decision requirements of Section 64(1), (2) and (3) and the review rights of Section 82(1) of the Act. This exemption does not apply to an application for a building or works within 30 metres of land (not a road) which is in a residential zone or Business 5 Zone, land used for a hospital or an education centre or land in a Public Acquisition Overlay to be acquired for a hospital or an education centre.

Decision guidelines

Before deciding on an application, in addition to the decision guidelines in Clause 65, the responsible authority must consider, as appropriate:

- The State Planning Policy Framework and the Local Planning Policy Framework, including the Municipal Strategic Statement and local planning policies.
- Any natural or cultural values on or near the land.
- Streetscape character.
- Built form.
- Landscape treatment.
- Interface with non-industrial areas.
- Parking and site access.
- Loading and service areas.
- Outdoor storage.
- Lighting.
- Stormwater discharge.

Maintenance

All buildings and works must be maintained in good order and appearance to the satisfaction of the responsible authority.

33.01-5
19/01/2008
VC37

Advertising signs

Advertising sign requirements are at Clause 52.05. This zone is in Category 2.

Notes:

Refer to the State Planning Policy Framework and the Local Planning Policy Framework, including the Municipal Strategic Statement, for strategies and policies which may affect the use and development of land.

Check whether an overlay also applies to the land.

Other requirements may also apply. These can be found at Particular Provisions.

19/01/2008
VC37

SCHEDULE TO THE INDUSTRIAL 1 ZONE

Land	Minimum leasable floor area (m2) for lighting shop.	Minimum leasable floor area (m2) for restricted retail premises (other than equestrian supplies, lighting shop and party supplies).
None specified		

33.03
18/06/2010
VC62

INDUSTRIAL 3 ZONE

Shown on the planning scheme map as IN3Z.

Purpose

To implement the State Planning Policy Framework and the Local Planning Policy Framework, including the Municipal Strategic Statement and local planning policies.

To provide for industries and associated uses in specific areas where special consideration of the nature and impacts of industrial uses is required or to avoid inter-industry conflict.

To provide a buffer between the Industrial 1 Zone or Industrial 2 Zone and local communities, which allows for industries and associated uses compatible with the nearby community.

To ensure that uses do not affect the safety and amenity of adjacent, more sensitive land uses.

33.03-1
18/06/2010
VC62

Table of uses

Section 1 - Permit not required

USE	CONDITION
Apiculture	Must meet the requirements of the Apilary Code of Practice, May 1997.
Carnival	Must meet the requirements of A 'Good Neighbour' Code of Practice for a Circus or Carnival, October 1997.
Circus	Must meet the requirements of A 'Good Neighbour' Code of Practice for a Circus or Carnival, October 1997.
Crop raising	
Extensive animal husbandry	
Greenhouse gas sequestration	Must meet the requirements of Clause 52.08-5.
Greenhouse gas sequestration exploration	
Home occupation	
Informal outdoor recreation	
Mall centre	
Mineral exploration	
Mining	Must meet the requirements of Clause 52.08-2.
Minor utility installation	
Natural systems	
Railway	
Road	
Search for stone	Must not be costeaning or bulk sampling.
Service station	The land must be at least 30 metres from land (not a road) which is in a residential zone, Business 5 Zone, Capital City Zone or Docklands Zone, land used for a hospital or an education centre or land in a Public Acquisition Overlay to be acquired for a

USE	CONDITION
	hospital or an education centre.
Telecommunications facility	Buildings and works must meet the requirements of Clause 52.19.
Tramway	

Section 2 - Permit required

USE	CONDITION
Adult sex bookshop	Must be at least 200 metres (measured by the shortest route reasonably accessible on foot) from a residential zone or Business 5 Zone, land used for a hospital, primary school or secondary school or land in a Public Acquisition Overlay to be acquired for a hospital, primary school or secondary school.
Agriculture (other than Apiculture, Crop raising, Extensive animal husbandry, and Intensive animal husbandry)	
Caretaker's house	
Convenience shop	
Education centre	Must not be a primary or secondary school.
Equestrian supplies	
Industry	
Leisure and recreation (other than Informal outdoor recreation, Major sports and recreation facility, and Motor racing track)	
Lighting shop	Must be in one occupation with a leasable floor area of at least the amount specified in the schedule to this zone. If no amount is specified, the leasable floor area must be at least 500 square metres.
Mineral, stone, or soil extraction (other than Extractive Industry, Mineral exploration, Mining, and Search for stone)	
Office	The leasable floor area must not exceed 500 square metres.
Party supplies	
Place of Assembly (other than Carnival and Circus)	
Retail premises (other than Shop)	
Restricted retail premises (other than Equestrian supplies, Lighting shop, and Party supplies)	Must be in one occupation with a leasable floor area of at least the amount specified in the schedule to this zone. If no amount is specified, the leasable floor area must be at least 1000 square metres.
Utility installation (other than Minor utility)	

USE	CONDITION
Installation and Telecommunications facility)	
Warehouse (other than Mail centre)	
Any other use not in Section 1 or 3	

Section 3 - Prohibited

USE
Accommodation (other than Caretaker's house)
Cinema based entertainment facility
Extractive Industry
Hospital
Intensive animal husbandry
Major sports and recreation facility
Motor racing track
Shop (other than Adult sex bookshop, Convenience shop, and Restricted retail premises)

33.03-2
15/09/2008
VC49

Use of land

Amenity of the neighbourhood

A use must not adversely affect the amenity of the neighbourhood, including through the:

- Transport of materials, goods or commodities to or from the land.
- Appearance of any stored goods or materials.
- Emission of noise, artificial light, vibration, odour, fumes, smoke, vapour, steam, soot, ash, dust, waste water, waste products, grit or oil.

Application requirements

An application to use land for an industry or warehouse must be accompanied by the following information, as appropriate:

- The purpose of the use and the types of processes to be utilised.
- The type and quantity of goods to be stored, processed or produced.
- How land not required for immediate use is to be maintained.
- Whether a Works Approval or Waste Discharge Licence is required from the Environment Protection Authority.
- Whether a notification under the Occupational Health and Safety (Major Hazard Facilities) Regulations 2000 is required, a licence under the Dangerous Goods Act 1985 is required, or a fire protection quantity under the Dangerous Goods (Storage and Handling) Regulations 2000 is exceeded.
- The likely effects, if any, on the neighbourhood, including:
 - Noise levels.

- Air-borne emissions.
- Emissions to land or water.
- Traffic, including the hours of delivery and despatch.
- Light spill or glare.

Decision guidelines

Before deciding on an application, in addition to the decision guidelines in Clause 65, the responsible authority must consider, as appropriate:

- The State Planning Policy Framework and the Local Planning Policy Framework, including the Municipal Strategic Statement and local planning policies.
- The effect that the use may have on nearby existing or proposed residential areas or other uses which are sensitive to industrial off-site effects, having regard to any comments or directions of the referral authorities.
- The effect that nearby industries may have on the proposed use.
- The drainage of the land.
- The availability of and connection to services.
- The effect of traffic to be generated on roads.
- The interim use of those parts of the land not required for the proposed use.
- The effect on nearby industries.

33 03-3
19/01/2006
VC37

Subdivision

Permit requirement

A permit is required to subdivide land.

Exemption from notice and review

An application is exempt from the notice requirements of Section 52(1)(a), (b) and (d), the decision requirements of Section 64(1), (2) and (3) and the review rights of Section 82(1) of the Act. This exemption does not apply to land within 30 metres from land (not a road) which is in a residential zone or Business 5 Zone, land used for a hospital or an education centre or land in a Public Acquisition Overlay to be acquired for a hospital or an education centre.

Decision guidelines

Before deciding on an application, in addition to the decision guidelines in Clause 65, the responsible authority must consider, as appropriate:

- The State Planning Policy Framework and the Local Planning Policy Framework, including the Municipal Strategic Statement and local planning policies.
- Any natural or cultural values on or near the land.
- Streetscape character.
- Landscape treatment.
- Interface with non-industrial areas.

Buildings and works

Permit requirement

A permit is required to construct a building or construct or carry out works.

This does not apply to:

- A building or works which rearrange, alter or renew plant if the area or height of the plant is not increased.
- A building or works which are used for crop raising, extensive animal husbandry or informal outdoor recreation.
- A rainwater tank with a capacity of more than 4500 litres if the following requirements are met:
 - The rainwater tank is not located within the building's setback from a street (other than a lane).
 - The rainwater tank is no higher than the existing building on the site.
 - The rainwater tank is not located in an area that is provided for car parking, loading, unloading or accessway.

Application requirements

An application to construct a building or construct or carry out works must be accompanied by the following information, as appropriate:

- A plan drawn to scale which shows:
 - The boundaries and dimensions of the site.
 - Adjoining roads.
 - Relevant ground levels.
 - The layout of existing and proposed buildings and works.
 - Driveways and vehicle parking and loading areas.
 - Proposed landscape areas.
 - External storage and waste treatment areas.
- Elevation drawings to scale which show the colour and materials of all buildings and works.
- Construction details of all drainage works, driveways and vehicle parking and loading areas.
- A landscape layout which includes the description of vegetation to be planted, the surfaces to be constructed, a site works specification and the method of preparing, draining, watering and maintaining the landscape area.

Decision guidelines

Before deciding on an application, in addition to the decision guidelines in Clause 65, the responsible authority must consider, as appropriate:

- The State Planning Policy Framework and the Local Planning Policy Framework, including the Municipal Strategic Statement and local planning policies.
- Any natural or cultural values on or near the land.

- Streetscape character.
- Built form.
- Landscape treatment.
- Interface with non-industrial areas.
- Parking and site access.
- Loading and service areas.
- Outdoor storage.
- Lighting.
- Stormwater discharge.
- The effect on nearby industries.

Maintenance

All buildings and works must be maintained in good order and appearance to the satisfaction of the responsible authority.

33.03-5
1961/2006
VC37

Advertising signs

Advertising sign requirements are at Clause 52.05. This zone is in Category 2.

Notes:

Refer to the State Planning Policy Framework and the Local Planning Policy Framework, including the Municipal Strategic Statement, for strategies and policies which may affect the use and development of land.

Check whether an overlay also applies to the land.

Other requirements may also apply. These can be found at Particular Provisions.

APPENDIX E BUFFER ZONES FOR OFFENSIVE USES

APPENDIX E USES WITH ADVERSE AMENITY POTENTIAL (BUFFER ZONES)

52.10
6256/2010
VC69

USES WITH ADVERSE AMENITY POTENTIAL

Purpose

To define those types of industries and warehouses which if not appropriately designed and located may cause offence or unacceptable risk to the neighbourhood.

Definition

The threshold distance referred to in the table to this clause is the minimum distance from any part of the land of the proposed use or buildings and works to land (not a road) in a residential zone, Business 5 Zone, Capital City Zone or Docklands Zone, land used for a hospital or an education centre or land in a Public Acquisition Overlay to be acquired for a hospital or an education centre.

NOTE 1 of the table: The threshold distance is variable, dependent on the processes to be used and the materials to be processed or stored.

NOTE 2 of the table: An assessment of risk to the safety of people located off the land may be required.

Table to Clause 52.10

TYPE OF PRODUCTION, USE OR STORAGE (PURPOSE)	THRESHOLD DISTANCE (METRES)	NOTES
Basic Metal Products		
Production of non-ferrous metals as:		
• aluminium by electrolysis	2,000	
• other non-ferrous metals in amounts:		
. up to 100 tonnes a year	100	
. between 100 & 2,000 tonnes a year	300	
. exceeding 2,000 tonnes a year	500	
Works producing Iron or steel products in amounts:		
• up to 1,000,000 tonnes a year	100	
• exceeding 1,000,000 tonnes a year	1,000	
Chemical, Petroleum & Coal Products		
Ammunition, explosives and fireworks production:	1,000	Note 2
Biocides production and storage:	1,000	
Briquette production:	300	
Chemical Fertiliser production:	1,000	Note 2
Chemical products other than those listed within this group:	300	Note 2
Cosmetics and toilet preparations production:	100	
Formaldehyde production:	300	Note 2
Industrial gases production:	1,000	Note 2
Inks production:	300	

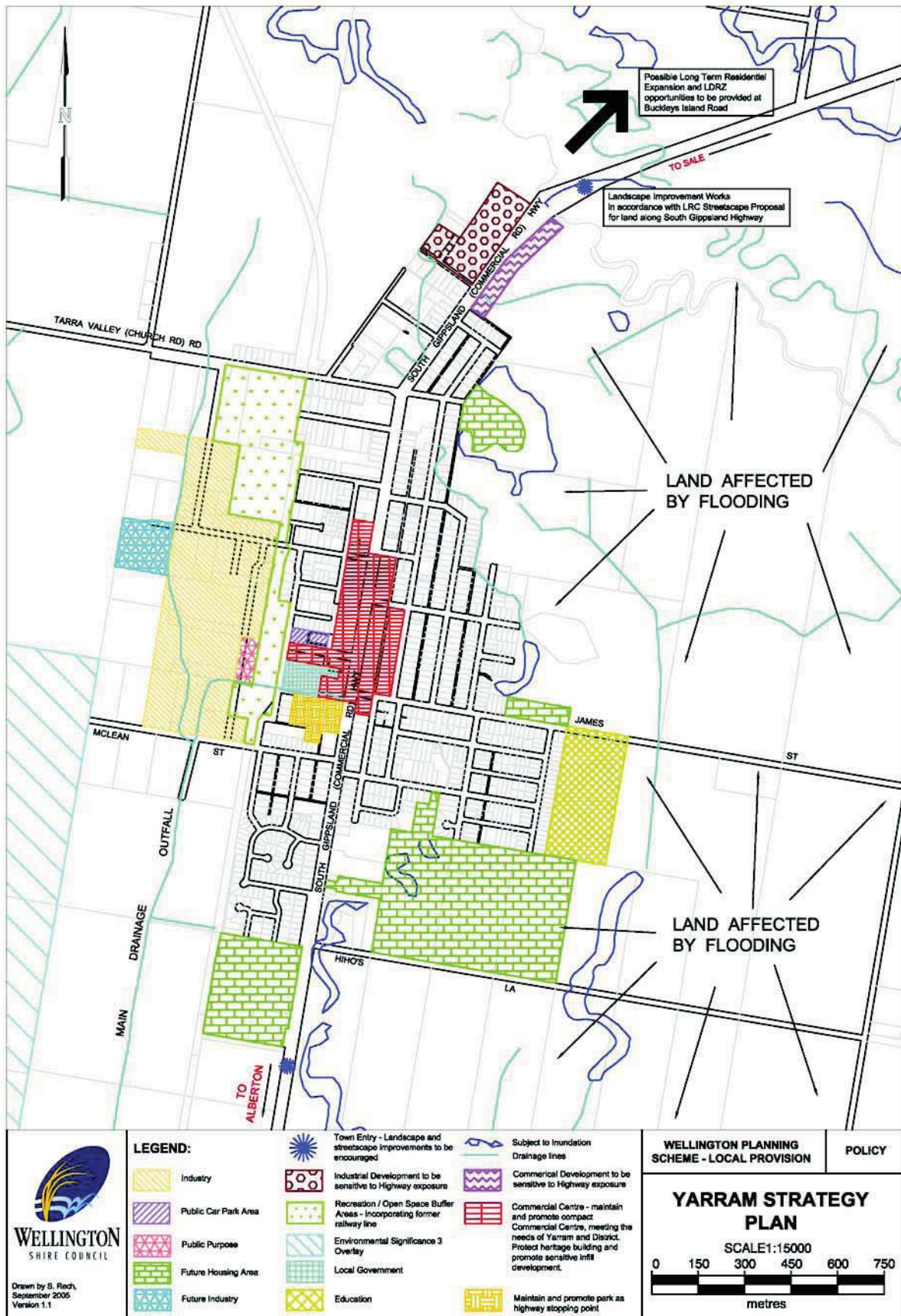
TYPE OF PRODUCTION, USE OR STORAGE (PURPOSE)	THRESHOLD DISTANCE (METRES)	NOTES
Inorganic industrial chemicals production other than those listed within this group:	1,000	Note 2
Organic industrial chemicals production other than those listed within this group:	1,000	Note 2
Other petroleum or coal production:	500	Note 2
Paints and inks : • manufacture • blending and mixing only	1,000 300	Note 2
Petroleum refinery:	2,000	Note 2
Pharmaceutical and veterinary production:	1,000	
Polyester resins production	1,000	Note 2
Soap and other detergents production:	300	
Synthetic resins & rubber production other than those listed within this group:	1,000	Note 2
Fabricated Metal Products		
Abrasive blast cleaning:		Note 1
Boiler makers	100	
Structural or sheet metal production:	500	
Works producing iron or steel products in amounts: • up to 1,000,000 tonnes per year • exceeding 1,000,000 tonnes per year	100 1,000	
Food, Beverages & Tobacco		
Abattoir:	500	
Bakery (other than one ancillary to a shop):	100	
Flour mill:	300	
Food or beverage production other than those listed within this group:		Note 1
Freezing and cool storage	150	
Maltworks:	300	
Manufacture of milk products:	300	
Milk depot	100	
Poultry processing works	100	
Production of vegetable oils and fats using solvents:	300	
Seafood processor:	500	
Smallgoods production	100	
Tobacco and cigarette production:	500	

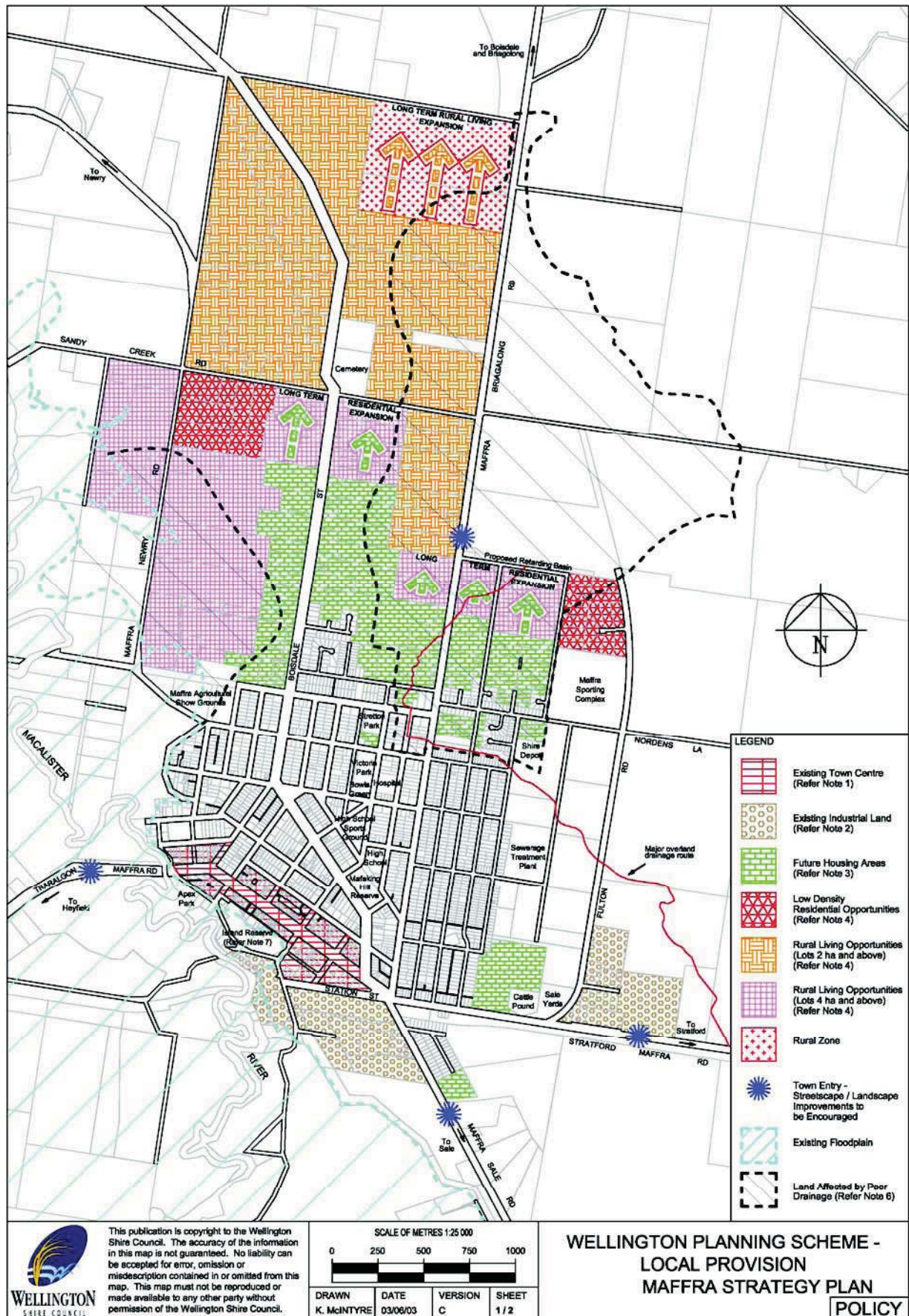
TYPE OF PRODUCTION, USE OR STORAGE (PURPOSE)	THRESHOLD DISTANCE (METRES)	NOTES
Miscellaneous Manufacturing		
Fibreglass production:	200	
Leather and artificial leather goods production:	300	
Leather tanning and dressing:	300	
Printing and coating works with heated curing ovens:	500	
Rendering and casings works:	1,000	
Rubber production, using either organic solvents or carbon black:	300	Note 2
Non-metallic Mineral Products		
Bitumen batching plant:	500	
Cement production in amounts:		
• up to 5,000 tonnes a year	300	
• between 5,000 & 150,000 tonnes a year	500	
• exceeding 150,000 tonnes a year	1,000	
Clay bricks, tiles and pipe refractories, with a design production rate exceeding 10,000 tonnes a year:	200	
Concrete article or stone article production:	100	
Concrete batching plant:	300	
Glass and glass production including glass wool:	500	
Plaster or plaster articles production:	100	
Rock wool manufacture:	500	
Other Premises		
Panel beating:	100	
Rural industry handling, processing or packing agricultural produce:	300	
Paper & Paper Products:		
Paper or paper pulp production:		
• involving combustion of sulphur or sulphur containing materials	5,000	Note 2
• from semi-processed materials	100	
• from prepared cellulose & rags	200	
• by other methods than above		Note 1
Recreation, Personal & Other Services		
Industrial dry cleaning:	100	Note 2
Industrial laundry:	100	
Recycling and Resource Recovery		
Advanced resource recovery technology facility		Note 1

TYPE OF PRODUCTION, USE OR STORAGE (PURPOSE)	THRESHOLD DISTANCE (METRES)	NOTES
Combustion, treatment or bio-reaction of waste to produce energy		Note 1
Commercial and industrial materials recycling		Note 1
Composting and other organic materials recycling		Note 1
Construction and demolition materials recycling		Note 1
Other resource recovery or recycling operations		Note 1
Refuse and used material storage, sorting and recovery in a transfer station:		
• Accepting organic wastes		Note 1
• Other	100	
Sanitary and garbage disposal in landfill		Note 1
Soil conditioning or blending		Note 1
Used metals treatment or processing		Note 1
Used paper and cardboard treatment or processing		Use distances in Paper & Paper Products
Used plastics treatment or processing		Note 1
Textiles		
Carpet backing with latex:	300	
Dyeing or finishing of cotton, linen and woollen yarns and textiles:	300	
Production of artificial fibres & textiles:		
• cellulose nitrate or viscose fibre, cellophane or artificial rubber	1,000	Note 2
• other synthetic fibres and textiles	500	Note 2
Rope, cordage and twine production:	100	
Treatment or production of textiles:		
• using carbon disulphide	500	Note 2
• using other substances		Note 1
Wool scouring:	200	
Transport and Storage		
Depot for refuse collection vehicles	100	
Grain elevators:	300	

TYPE OF PRODUCTION, USE OR STORAGE (PURPOSE)	THRESHOLD DISTANCE (METRES)	NOTES
Storage of bulk volatile organic compounds in quantities greater than 1,000 tonnes:	1,000	Note 2
Storage of petroleum products and crude oil in tanks exceeding 2,000 tonnes capacity:		Note 2
• with fixed roofs	300	
• with floating roofs	100	
Storage of wet-salted or unprocessed hides:	300	
Temporary storage of industrial wastes:	300	Note 2
Treatment of aqueous waste:	200	Note 2
Waste Incinerator for:		
• Woodwaste	300	
• Plastic or rubber waste	500	Note 2
• Chemical, biomedical or organic waste		Notes 1, 2
Wood, Wood Products & Furniture		
Charcoal production:		
• by the retort process	500	
• other than by the retort process	1,000	
Joinery:	100	
Sawmill:	500	
Wood preservation plant:	100	
Wood-fibre or wood-chip products:	1,500	

APPENDIX F STRATEGY PLANS





NOTES

NOTE 1.

- * A compact commercial form should be promoted with primary retail development to occur in the centre Johnson Street frontage area.
- * Office and peripheral sales activities should be encouraged to locate at the rear of the shopping centre.
- * The Johnson Street Landscape Master Plan should be promoted and implemented.
- * New developments and extensions should respect the existing character of the town centre, particularly on prominent sites at the entry point to the town.
- * Subject to a review of the supply and demand of commercial land in Maffra, it may be appropriate for some of the land on the south side of Queen Street, between Thomson and Foster Street, to be rezoned to Residential. If rezoned to Residential this land is encouraged to be used for medium density housing (units, towns houses etc).

NOTE 2.

- * All new uses and developments, as well as additions to existing uses and developments, must provide an appropriate area for the landscaping of the site, and plant and maintain trees and shrubs within such areas.
- * All new developments, as well as extensions to existing developments, must be designed to positively contribute to the aesthetic (landscaping, building forms) value of the town, particularly where such development sites are highly visible from the Sale-Maffra and Stratford-Maffra Roads.
- * New uses and developments within the Western Industrial Zone, shall minimise their impact on the operations of the nearby milk processing facilities through the incorporation of dust suppression techniques and appropriate management of activities on and near the facilities.
- * Future use and development of the existing PTC land must be designed to present an attractive and complimentary entrance to the town. New buildings should be well set back from the Sale-Maffra Road and such setback areas suitably landscaped.

NOTE 3.

- * When appropriate and subject to the relocation of the sale yards, land east of Knight & Glassford Street, north of Stratford Maffra Road should be rezoned to Residential. Additional drainage discharge generated may however require the construction of a retardation basin near the southern end of Parkinson Street.

NOTE 4.

- * Existing Low Density Residential and Rural Living Land is adequate to meet with anticipated 10 - 15 year demand. No further Low Density Residential and Rural Living Land should be rezoned or subdivided for such purposes unless the supply of such land is exhausted relative to consistent strong demand. Low Density Residential and Rural Living Land closest to Maffra, should be developed ahead of land on the fringes of the Residential zone.

NOTE 5.

- * The Rural Living Opportunities area (lots 4 hectares and above) south of Sandy Creek Road and McAlister Street (not constructed) identified for long term residential development by green arrows, is to be protected for possible long term future use for Residential purposes. Any further subdivision in the area which might prejudice this possibility is strongly discouraged.
- * Due to drainage and septic issues, land identified for Rural Living Opportunities (lots 4 hectares and above) abutting Maffra Newry Road to the east and west is strongly encouraged to consist of allotments no smaller than 4 hectares.

NOTE 6.

- * A drainage scheme is required (especially in future housing areas) to address local drainage flooding and to allow further development.

NOTE 7.

- * Future use and developments of these sites, shall accord with the recommendations of the Land Use and Island Reserve Development Strategy (1995).

LEGEND

	Existing Town Centre (Refer Note 1)
	Existing Industrial Land (Refer Note 2)
	Future Housing Areas (Refer Note 3)
	Low Density Residential Opportunities (Refer Note 4)
	Rural Living Opportunities (Lots 2 ha and above) (Refer Note 4)
	Rural Living Opportunities (Lots 4 ha and above) (Refer Note 4)
	Rural Zone
	Town Entry - Streetscape / Landscape Improvements to be Encouraged
	Existing Floodplain
	Land Affected by Poor Drainage (Refer Note 6)

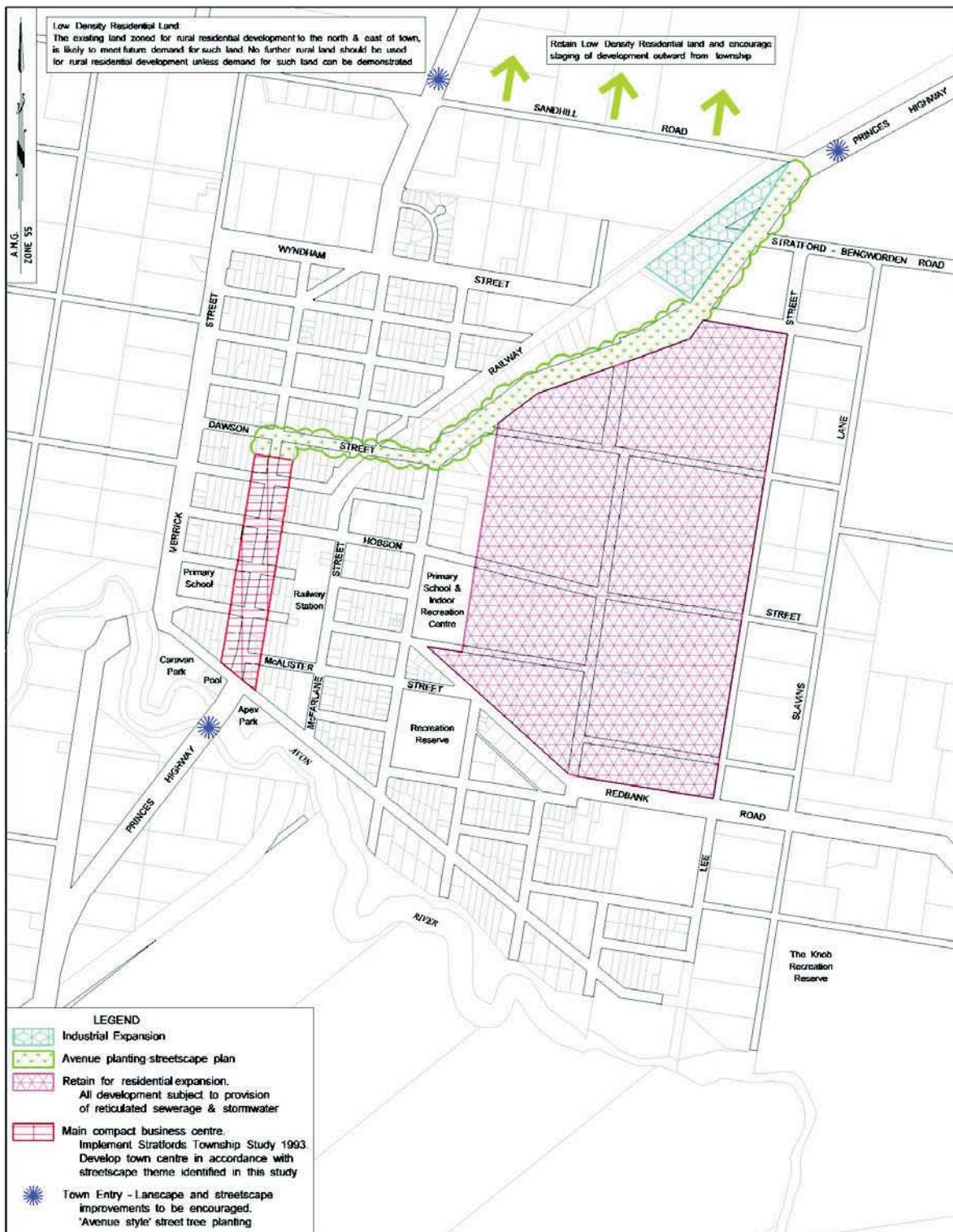


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DRAWN	DATE	VERSION	SHEET
K. McIntyre	03/06/03	C	2 / 2



WELLINGTON PLANNING SCHEME -
LOCAL PROVISION
MAFFRA STRATEGY PLAN
NOTATION

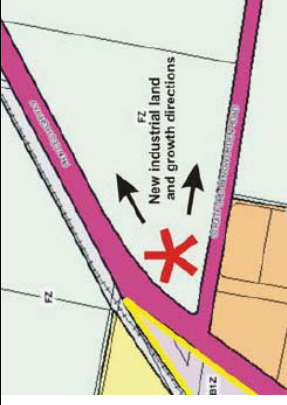


POLICY

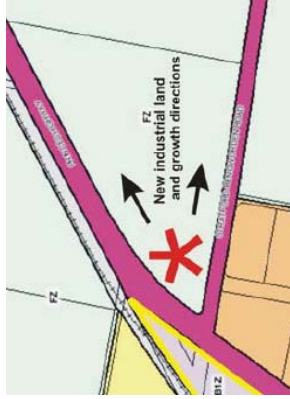




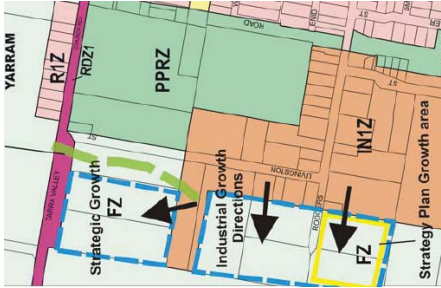

APPENDIX G SUBMISSION SUMMARY



Appendix G: Summary of submissions



No	Submitter(s)	Key issues	Area Affected	Initial Officer Responses
1	Gippsland Water (GW)	<p>Maffra:</p> <p>Area south of Station St [already IN1Z]:</p> <ul style="list-style-type: none"> Can be serviced to an extent by a sewerage pump station known as Railway Place SPS, which has some capacity. GW is unable to say with certainty if the entire area can be serviced with sewerage. Water main extensions do not pose any issues. <p>Fulton Rd [part IN1Z, part FZ – part of FZ is a proposed expansion area]</p> <ul style="list-style-type: none"> GW have limited contour information and state they cannot offer comment on sewerage. GW accept industrial zoning within the odor buffers for the Waste Water Treatment Plant. Water main extensions do not pose any issues. <p>Stratford</p> <p>Future Industrial Area</p> <ul style="list-style-type: none"> No sewerage in this area; will need to gravitate back to Hobson St Sewerage Pump Station or pump 	 	<p>Comments noted.</p> <p>Officers to provide further contour information to GW to fill information gaps.</p> <p>No major issues expected to undermine Industrial Strategy recommendations.</p>


		<p>directly to the Waste Water Treatment Plant.</p> <ul style="list-style-type: none"> A high level water system will likely be needed; GW need more contour information for further comment. 		
2	VicRoads	<p>Yarram</p> <ul style="list-style-type: none"> No objection, but VicRoads preference is that rezoned land be accessed from Livingstone Rd. Appears there may be sufficient land available for a service Rd, but this may not be the best outcome, given the speed limit is 80km/hr. Traffic impact assessment to be completed for the intersection of Livingstone Rd and Tarra valley Rd (Church Rd). <p>Maffra</p> <ul style="list-style-type: none"> No objection. Suggest limited access onto Maffra Stratford Rd. Suggest service road access treatments. Traffic impact assessment to be completed for the intersection of 	 	<p>Yarram</p> <ul style="list-style-type: none"> Comments noted; no change to Strategy required. However, 2 of 3 allotments proposed for industrial expansion front onto Tarra valley Rd (Church Rd); direct access onto this road rather than from Livingstone Rd may be necessary in the future. Traffic assessments can be undertaken at the time of rezoning. <p>Maffra</p> <ul style="list-style-type: none"> Comments noted; no change to Strategy required. Traffic assessments can be undertaken at the time of rezoning. <p>Stratford</p> <ul style="list-style-type: none"> Comments noted; no change to Strategy required. Traffic assessments can be

		<p>Fulton Rd and Maffra Stratford Rd.</p> <p>Stratford</p> <ul style="list-style-type: none"> • Direct access onto the Princes Hwy will not be permitted. • Access to the West must be from the service Rd • Access to the east must be from Bengworden Rd. 		<p>undertaken at the time of rezoning.</p>
3	West Gippsland Catchment Management Authority (WGCMA)	<ul style="list-style-type: none"> • Ensure high quality water treatments. • Retain natural drainage corridors with vegetated buffer zones at least 30m wide along each side of a waterway to maintain the natural drainage function, stream habitat and wildlife corridors and landscape values, to minimize erosion of stream banks and verges and to reduce polluted surface runoff from adjacent land uses. • Consider Water Sensitive Urban Design (WSUD). • Future development to consider the West Gippsland Native Vegetation Plan 2003 and be mindful that the Strzelecki Bioregion is one of Victoria's most fragmented Bioregions. 	 	<ul style="list-style-type: none"> • Comments noted. • Strategy to be updated to more fully reflect the 30m buffer requirements on either side of designated waterways. • There may be some advantage in realigning the drainage line (a designated waterway) in Yarram to free up existing industrial zoned land that is currently inhibited by the drainage line/waterway. • The feasibility of doing so would require further investigation in consultation with the WGCMA. • It is noted, however, that the proposal may be rendered unviable due to budgetary or technical considerations. • No change to future growth directions required.

4	South Gippsland Water	<p>Yarram</p> <ul style="list-style-type: none">• The majority of the land is outside the declared sewerage district, but within the declared water district for the Yarram area.• Sewerage district can be extended in the future; services to be entirely funded by developers.	 	<ul style="list-style-type: none">• Comments noted; no change to Strategy required.

5	David Gregory	<p>Yarram</p> <ul style="list-style-type: none"> • A major upgrade of access to Yarram is required, particularly the S Gippsland Hwy. • SG Water must guarantee water supply for expansion area. • Truck bypass needed for expansion. • Supply of natural gas important. • Suggests biogas digestors using local byproducts. 		<ul style="list-style-type: none"> • Comments noted; no change to Strategy required.
6	David J Wigg	<p>Maffra</p> <ul style="list-style-type: none"> • Suggests retaining western residential expansion area for residential purposes. 		<ul style="list-style-type: none"> • One key reason the area has been identified in the Strategy is to create a second development front to overcome supply issues. • Buffer treatments can be achieved to ensure future residential expansion is sufficiently separated from Industrial land. • The land owner of the subject land has contacted Council officers and indicated he is supportive of industrial expansion in this location. • A northern neighboring land owner has also indicates that land in the area should be earmarked for industrial purposes. • On balance it is considered that the expansion strategy is appropriate and strategic.

7	Leigh and Kaye Morris	<p>Maffra</p> <ul style="list-style-type: none"> Writes with particular regard to 53 Fulton Rd [north of the western option for industrial expansion]. Land on the Western side of Fulton Rd has access to power, water and other utilities, rendering the land viable for development. A gazette but unconstructed road (MacFarlane St) also exists on the West of Fulton Rd; the road could be extended to create a buffer between industrial and residential areas. 		<ul style="list-style-type: none"> Comments noted While the current expansion proposals cater for approximately 15 years of growth, it may be appropriate to identify land further north as 'potential long term expansion'.
8	Department of Sustainability and Environment	<p>Maffra</p> <ul style="list-style-type: none"> Sale of Crown land can only occur if the land has been declared surplus to the department's requirements. This assessment has not been undertaken. DSE would need to cancel the existing grazing licence. Native title has been deemed not to exist over this area [in brown] and therefore at this stage there would be no native title requirements associated with sale of the allotment. The area shown coloured green with red border is Crown land temporarily reserved for Railway Purposes. This area is managed by VicTrack. 		<p>Maffra</p> <ul style="list-style-type: none"> Comments noted for future action; no change to Strategy required.

		<p>Native title has been deemed not to exist over this area and therefore at this stage there would be no native title requirements associated with sale of the allotment.</p> <p>Council would need to deal with VicTrack regarding purchase of this land.</p> <p>Stratford</p> <ul style="list-style-type: none">• As above.• Additionally:• Native title has been deemed to exist over both allotments and therefore in order for sale to proceed an Indigenous Land Use Agreement (ILUA) must be negotiated with the Gunai/Kurnai People.• An ILUA is a negotiation process that validates or invalidates activities according to the NTA. They are negotiated by the proponent, native title parties and in some instances involve the State as a party. <p>ILUA's can be time consuming and must be registered by the National Native Title Tribunal. An ILUA provides Native Title Holders a right of veto.</p>		<p>Stratford</p> <ul style="list-style-type: none">• Resolution with regard to native title on the Southern Crown allotment (shown in brown) and its subsequent sale by DSE will need to be investigated in the future.• The Northern Crown allotment is currently contained in the Business 1 Zone (B1Z) and is identified for industrial expansion in the current Stratford Strategy Plan (Clause 21.04 of the Wellington planning Scheme). <p>Due to the large amount of vegetation on the allotment and native title issues, this is considered to be inappropriate for industrial expansion.</p>	
9	SP Ausnet	<p>General</p> <ul style="list-style-type: none">• Large loads and major rezoning/developments can			

generally be serviced. These major services generally require a 12 month lead time.

- Supply and costs are subject to negotiation with SP Ausnet based on deemed revenue offsetting the costs of service provision. Costs are often shared where it the deemed revenue is not considered to fully offset the costs of infrastructure.

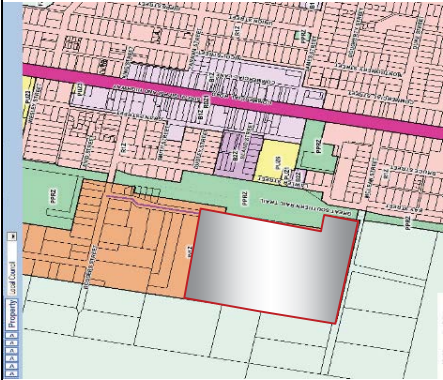

Stratford

- Power supply exists to current industrial areas
- 3 phase power will need to be supplied to the future industrial area. This can be achieved with line upgrades, line extensions or the provision of a transformer from the high power line supply within the site.

Maffra

- Existing line supply can meet organic demand of 2% per year.
- The supply is high voltage and may require transformers to provide 3 phase power.



			
Yarram	<ul style="list-style-type: none"> Existing line supply can meet organic demand of 2% per year. Existing 22kv power lines on Rodgers Street will require extension into Station Street (shown highlighted) and towards McLean Street. Demand is not considered sufficient to fully offset costs in this area and developers are required to contribute. 		
10	David Gilder	Maffra <ul style="list-style-type: none"> Generally supports report Owens land to the west of Fulton Road Supports smaller lots Considers VicTrack and Murray Goulburn land unlikely to be developed Considers limited land ownership a constraint to release of land Considers Council tip and sale yards suitable location to control parking and provide buffer/parklands 	