

West Sale and Wurruk Industrial Land Supply Strategy

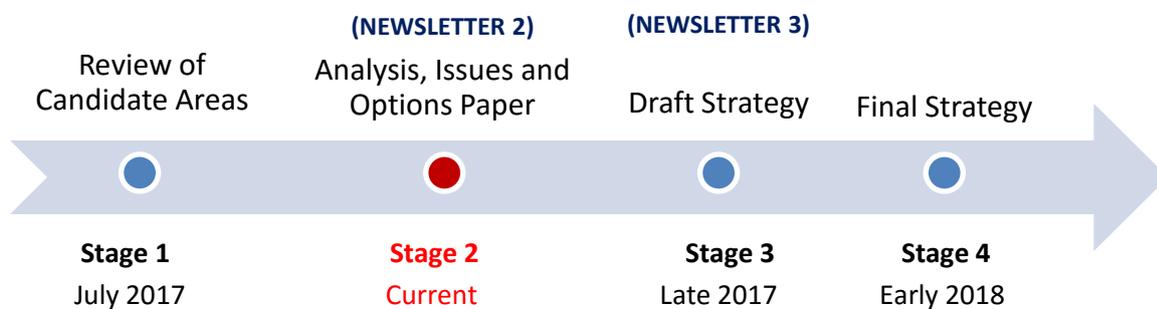
Update Newsletter – November 2017



About the study

Council is preparing a study known as the ‘*West Sale and Wurruk Industrial Land Supply Strategy*’, the objectives of which are to justify, rezone and facilitate the development of appropriate new industrial land in the short to medium term (5 - 10 years) in West Sale and/or Wurruk.

This is the second Newsletter and provides an update on the progress of the study, which is being prepared in a number of stages as outlined in the graphic below.



Following extensive consultation with a diverse range of stakeholders, including State government, infrastructure agencies, landowners and members of the business community, Stages 1 & 2 of the Strategy have now been completed. The detailed findings of the background work can be found in the ‘Analysis, Issues and Options Paper’, which is available to view on Council’s website or in hard copy at the Sale Customer Service Centre, 18 Desailly Street, Sale.



Key findings

The background research has, amongst other things, identified that:

- industrial land in Sale is fragmented across multiple precincts, many with interface conflicts with nearby residential uses and poor transport accessibility;
- there is lack of larger lots available in the existing industrial areas in Sale and Wurruk;
- the remaining supply of land available for small and medium businesses currently has a total area of approximately 9 hectares across 25 smaller lots;
- smaller industrial sites are generally well provided for in the existing areas of Sale and Wurruk with new lots being created in the Wellington Business Park, and
- gaps identified in the existing land supply primarily relate to the lack of opportunities for large format industrial sites with separation from sensitive uses and ready access to major roads. The land size gaps are primarily in the sizes 0.5-1ha, 1-5ha and 5ha+.

Locations of the Candidate Areas are shown in **Figure 1** at the end of this Newsletter.

Investigation of Candidate Areas has identified that each site has a range of opportunities and challenges that need to be considered in developing the strategy.

Key opportunities

1. Proximity to the Princes Highway.
2. Proximity to the West Sale Aerodrome.
3. Proximity to labour force, a market and source of produce.
4. Leveraging existing business relationships in Wurruk.

Key challenges

1. Access issues from existing road and rail infrastructure;
2. Drainage infrastructure, design and cost; and
3. Potential presence of native vegetation and areas of cultural significance.



At this stage, each Candidate Area requires further detailed investigation of the key challenges as part of the next stage of the study to identify preferred locations for future industrial land.

Next steps

Having completed the Analysis, Issues and Options Paper, the next stage of the study is the preparation of a Draft Strategy. The Draft Strategy will include recommended actions to establish the most appropriate location and extent of land within West Sale and Wurruk for rezoning to industrial use in the short to medium term.

The Draft Strategy will be subject to a period of formal exhibition during which Council will invite comments/feedback from the general public.

Further information

Further information about the Strategy is available on Council's website:

www.wellington.vic.gov.au.

If you have any queries or would like to be placed on the correspondence list, please contact Barry Hearsey or the Strategic Planning Team on 1300 366 244 or email

barryhe@wellington.vic.gov.au.



Figure 1: Map of Candidate Areas

