

West Sale and Wurruk Industrial Land Supply Strategy

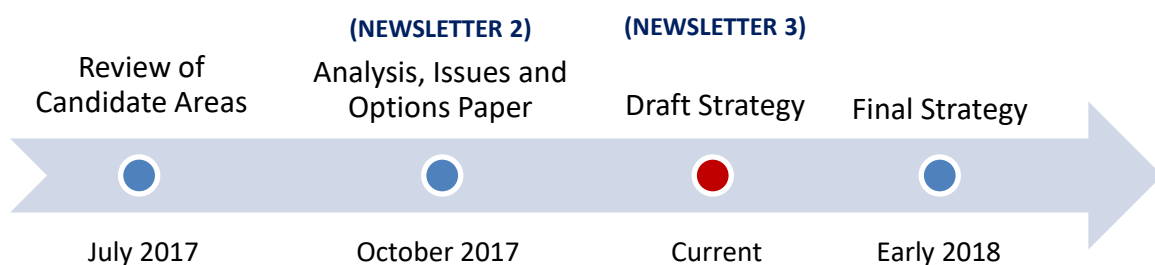
Project Newsletter 3 – December 2017



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

The Strategy is being prepared over a number of stages, which are outlined in the graphic below.

This is the third newsletter for the project and provides a summary of the Draft Strategy, which has now been prepared having regard to the ‘*Analysis, Issues and Options Report*’ prepared in October 2017. The Draft Strategy is currently available for public viewing and comment.



Key Findings of the Draft Strategy

The Draft Strategy recommends zoning additional industrial land in response to the following issues:

- Industrial land in Sale is fragmented across multiple precincts, many with interface conflicts with residential uses and poor access arrangements.
- Although new smaller industrial lots are being created at the Wellington Business Park, there is lack of larger lots available in Sale and Wurruk.
- Current and future demand for industrial land includes local industries serving a growing population, expansion or relocation of existing businesses and attraction of new medium sized businesses in the fields of aviation, advanced manufacturing, food processing and transport and distribution.

- New businesses expect ready access to the highway network, a range of lot sizes (particularly those greater than 1 hectare in area) and appropriate separation from near-by residential areas.

Candidate Area Recommendations

A review of three Candidate Areas (locations shown in **Figure 1**) suggests that **Candidate Area 2**, located adjacent to the West Sale Airport, is best suited to providing the shorter term industrial land needs of Sale and Wurruk.

Key advantages of **Candidate Area 2** include:

- The opportunity to form part of a broader economic cluster incorporating the airport, aviation businesses and other education and training businesses in the area; and
- Excellent transport and distribution infrastructure, including the potential for road, rail and air freight and the prospect of direct access to the potential Sale Alternative Truck Route.



A secondary area (**Candidate Area 1**, adjacent to the Wurruk Industrial Estate) is also recommended for rezoning, given the associated relatively low infrastructure costs and the opportunity to form a logical extension to an existing industrial area.

Candidate Area 3 is proposed to be retained as a potential long-term industrial opportunity subject to demand and addressing some of the potential constraints to development within that area.

The Draft Strategy recommendations include a range of actions relating to:

- Changes to the Wellington Planning Scheme;
- Infrastructure co-ordination, funding and delivery;
- Management of cultural heritage and environmental sensitivity;
- Urban design considerations; and
- Partnerships to facilitate an economic precinct at the West Sale Airport.

The proposed actions have been developed to ensure that new industrial land can be delivered in an efficient manner to support business and employment growth in Wellington Shire while closely managing any potential environmental and community impacts.

I want to know more about the recommendations

The full Draft Strategy is on public exhibition from Monday 11 December 2017 to Friday 26 January 2018 and can be viewed at the Customer Service Centre at the Council offices located at 18 Desailly Street, Sale. Alternatively, the Draft Strategy is available to view and download electronically via the Council Website (www.wellington.vic.gov.au) under the Developing Wellington tab.

Can I provide comments?

Yes, you can provide comments and feedback on the Draft Strategy through a written submission or via the electronic form on Council's website.

All submissions must be received by close of business on **Friday 26 January 2018**. Late submissions may not be accepted.

Please ensure that your submission clearly identifies the project name (West Sale and Wurruk Industrial Land Supply Strategy) and contains your contact details – including postal address (Name and contact details of submitters are required for Council to consider the submissions and to notify people of the next steps in the process).

Your submission should be sent to:

**Strategic Planning Team
Wellington Shire Council
PO Box 506
SALE VIC 3850**

Please note that all feedback received will be used for the sole purpose of the West Sale and Wurruk Industrial Land Supply Strategy. Your personal details (name, address, contact information) will be protected in accordance with the Privacy and Data Protection Act 2014. Where practicable, all personal information will be redacted prior to documents being made available to third parties.

Further Information

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 barry.hearsey@wellington.vic.gov.au.



Figure 1: Map of Candidate Areas

