

West Sale and Wurruk Industrial Land Supply Strategy

Introductory Newsletter – July 2017



This Newsletter provides introductory information about a new Wellington Shire Council study, which commenced in July 2017 and has been distributed to affected landowners, industrial businesses and key government and industry stakeholders.

About the study

In 2010, the '*Sale, Wurruk and Longford Structure Plan*' (the Structure Plan), identified three potential candidate areas for future industrial growth to support the local economy.

Council has now commenced a study known as the '*West Sale and Wurruk Industrial Land Supply Strategy*', which aims to strategically justify, rezone and facilitate the development of appropriate new industrial land in the short to medium term (5 – 10 years) within West Sale and/or Wurruk.

The key objectives of the Strategy include:

- establishing and assessing the existing available industrial land supply and future industrial land requirements in the short-medium term;
- provide for a supply of lot sizes that can accommodate a variety of different industrial uses;
- developing design guidelines to manage the visual, physical and environmental impacts of future development on the locality; and
- identifying the key infrastructure requirements (including associated financial costs) that are necessary to 'unlock' the potential for the development of the identified additional land in the short-medium term that will assist in delivering the land to the market.



Urban Enterprise planning consultants have been appointed to undertake the study and to provide appropriate recommendations to Council.

Candidate Areas

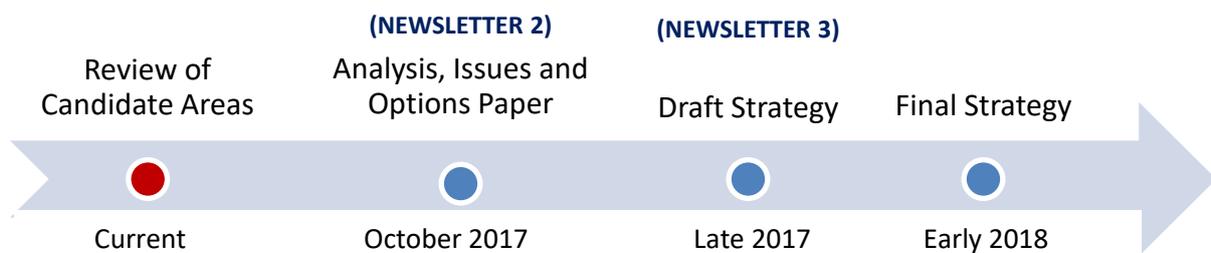
The three Candidate Areas identified within the Structure Plan for potential future industrial growth are:

1. Candidate Area 1: located to the immediate west of the existing industrial zoned land in Wurruk;
2. Candidate Area 2: located to the east of the West Sale Aerodrome and north of the Princes Highway; and
3. Candidate Area 3: located to the south of the Princes Highway and east of the Fulham Correctional Centre.

The location of each Candidate Area is illustrated in **Figure 1** (back page).

Study Process and Stages

The study will be prepared in a number of stages as outlined in the graphic below.



Background research and a review of the Candidate Areas is currently underway, and includes an analysis of urban planning, economic, property, infrastructure, traffic, natural environmental and cultural heritage issues.

The next Newsletter will be distributed following the completion of the Analysis, Issues and Options Paper, which is expected to be completed in October 2017.



Community and Industry Engagement

The study process includes engagement with all affected landowners within the Candidate Areas. Landowners will be contacted directly by a member of the project team during August and September 2017.

A range of other stakeholders will also be consulted as part of the study, including industrial businesses operating in Sale and Wurruk, government departments and agencies, infrastructure providers and real estate agents. All stakeholders will be contacted directly with further information on how and when consultation will be possible.

Further Information

Further information about the study 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 a member of the Strategic Planning Team on 1300 366 244 or email barry.hearsey@wellington.vic.gov.au.



Figure 1: Map of Candidate Areas

