

**21.07 INDUSTRY**02/06/2011  
C75**21.07-1 Overview**02/06/2011  
C75**The changing image of industry**

Many large scale industrial operations are relocating from middle ring suburban areas such as Glen Eira to locations further afield within metropolitan Melbourne that offer larger land holdings, improved accessibility and fewer amenity constraints from adjoining land. The municipality's larger industrial areas should remain the focus for any ongoing industrial activity that has the potential to impact on neighbouring amenity. Most existing commercial areas can accommodate a variety of smaller service industries and there are opportunities for small-scale service and technology intensive industries to locate in the City in future.

Changes in technology and business practices have led to changes in work practices resulting in new types of industry that will have less of an impact on the amenity of the surrounding area. Some of the fast growing light industrial and services sectors do not necessarily need to be separated from residential areas, and these industries are suited to mixed use urban villages.

**Redevelopment of derelict industrial sites**

Identification of derelict industrial sites having a changing role is becoming more evident due to the reduced need for large parcels of land with the improvements in technology seen in the last decade. To encourage the retention of industrial land that is not meeting the needs of modern manufacturing would be detrimental to the City, as vacant underutilised sites would result. Furthermore, Kingston and Greater Dandenong are known as the industry capitals of the south eastern suburbs of Melbourne and have an obvious competitive advantage against which Glen Eira's smaller strips of industrial land (with the exception of Virginia Park) cannot compete.

Some derelict industrial sites such as the former Gas & Fuel Site on the corner of Thomas Street and Brewer Road, Bentleigh, the former Hughesdale Dairy Site in East Boundary Road, East Bentleigh and the Hooblerstone site in Clairmont Avenue, Moorabbin are no longer viable industrial properties and provide opportunity for redevelopment to another use such as residential.

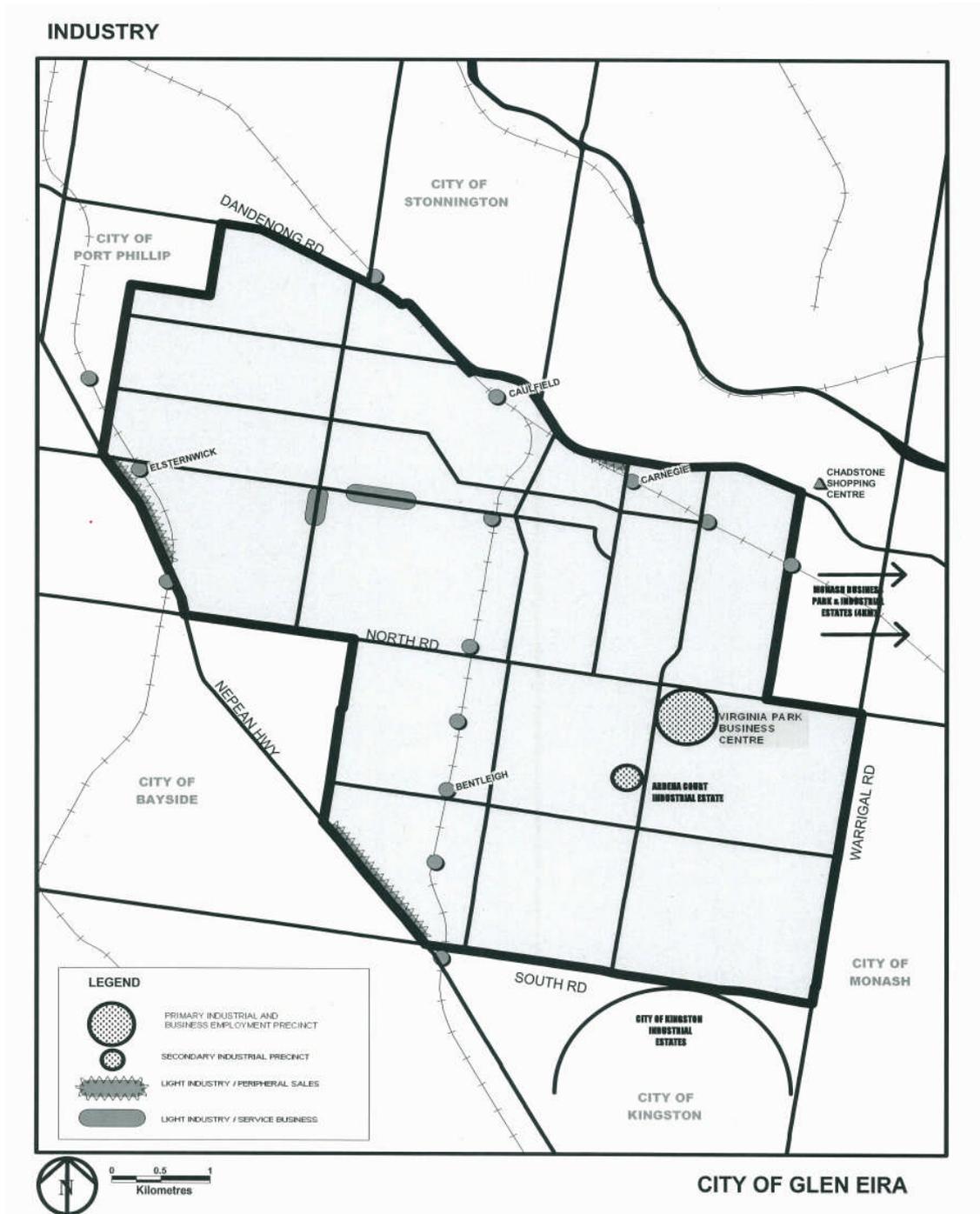
The Gas & Fuel Site because of its size offers enormous scope for major residential redevelopment while the other two sites are suited to smaller scale residential development providing issues relating to buffers between residential development and surrounding industry can be resolved.

Other industrial sites particularly with those with highway frontage lend themselves readily to conversion to peripheral sales activity.

**Virginia Park business centre**

Virginia Park and its immediate surrounds have historically formed the main industrial precinct of the municipality. Due to changing land use demands, there are challenges for the ongoing viability of Virginia Park as a primarily industrial location. In order to protect Virginia Park as an existing strategic employment location, the intensification of employment generating activities from a broader base of land uses will be encouraged to establish at this site. Ongoing industrial use of the land may continue to occur within the context of a transition towards predominantly office uses. Future land use opportunities at Virginia Park business centre may incorporate high technology and research and development activities which may operate with combined office and production components. Given its scale, lack of sensitive interfaces and buffers from residential land, the Virginia Park business centre

presents opportunities for further redevelopment and intensification of use to ensure this precinct continues to provide local employment opportunities for the municipality.



**21.07-2 Objectives, strategies and implementation**

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**Objectives**

- To encourage a variety of small-scale manufacturing and service industries which do not impact on surrounding amenity or the environment.

- To identify preferred use and development options for industrial sites nearing the end of their economic life.

### **Strategies**

- Maintain Virginia Park and surrounding industrial sites as a key employment node with ongoing opportunities for industrial uses integrated with appropriate commercial development.
- Encourage smaller scale manufacturing in other industrial locations
- Attract new high technology industry, particularly in existing industrial areas and in transitional industrial areas at the edge of activity centres.
- Encourage the conversion of isolated pockets of industrially zoned land to residential where residential land use surrounds such sites.
- Encourage conversion of derelict industrial sites to residential or mixed use activity where appropriate.
- Encourage non-conforming industrial uses to relocate to larger industrial areas.
- Encourage the provision of suitable buffers between traditional industrial areas and new residential areas.

### **Implementation**

These strategies will be implemented by:

### **Policy and exercise of discretion**

- Facilitating a mixture of uses, including service, commercial and convenience retailing at the front of the Virginia Park Industrial Estate site and industrial uses at the rear of the site.
- Discouraging expansion of non-conforming industrial uses where they are surrounded by residential areas.
- Requiring clean up of industrial sites prior to redevelopment.
- Facilitating low impact industrial activities near residential interfaces and more intensive activities only in areas well away from sensitive land uses. Where a new residential use is proposed near an existing industrial activity appropriate buffer should be incorporated into the design of the residential development.

### **Zones and overlays**

- Applying the Business 2 Zone and Business 3 Zone to the Virginia Park business centre to encourage a transition towards encouraging office-led employment uses whilst also allowing for ongoing industrial demand.
- Applying the Industrial 1 Zone to sites surrounding the Virginia Park estate on East Boundary Road and North Road to promote this area as the municipality's main industrial precinct.
- Applying the Industrial 3 Zone to smaller industrially zoned sites to ensure that new uses do not affect the safety and amenity of adjacent surrounding residential land.
- Applying the Business 3 Zone to a number of service business and industrial sites on the edge of activity centres in order to encourage the integrated development of offices and

manufacturing industries, associated commercial and industrial uses and to enable the development of new technology industry.

- Applying the Mixed Use Zone to provide for a range of residential, commercial, industrial and other uses that complement the mixed use function of the locality.
- Zoning non-conforming industrial uses to match the predominant surrounding zone.
- Applying the Environmental Audit Overlay to locations where the scheme allows sensitive uses, such as residential, for the first time.

#### **Further strategic work**

- Preparing Development Guidelines for key redevelopment sites.

#### **Other actions**

- Encouraging local industry to operate with industry best practice environmental standards.

#### **Reference documents**

Economic Overview, Henshall Hansen, 1997

Glen Eira Retail/Commercial Strategy, Henshall Hansen, 1998

Business Development Strategy, 1998