

21.10 ECONOMIC DEVELOPMENT

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21.10-1 Employment Opportunities

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The greatest asset of the local economy has traditionally been a strong manufacturing base, which has focused primarily on the established industrial areas to the south of the municipality in Thomastown.

In order to create additional jobs and greater diversity in employment sectors within the City, focus has been directed into strategies which:

- maximise retention of as much of the local resident industrial owner occupier market as possible in the short term,
- attract the maximum number of local industries to service the growing local population,
- substantially increase the range and quality of sites and the quality of services to them,
- optimise the potential of appropriate home based employment, and
- differentiate future large scale industrial estates based on local conditions and other comparative advantages.

The challenge remains to provide sustainable economic development opportunities and support economic activity which is responsive to the investment and employment needs of the community, has respect for the environment and is resilient to changes in the economic climate.

Objective 1: To provide greater balance between housing supply and employment opportunities

Strategy 1.1 Continue to support the allocation of employment growth in Thomastown, Epping, Bundoora and South Morang.

Strategy 1.2 Encourage a more equal distribution of employment opportunities and types throughout the municipality with particular emphasis on Epping and South Morang.

Strategy 1.3 Progressively increase the supply of land zoned for employment purposes.

Strategy 1.4 Pursue a greater diversity in economic investment in the municipality by supporting the following:

- Advanced Technology / Research and Development Industry within University Hill,
- Increased employment densities with commercial and industrial development in the Epping Metropolitan Activity Centre and Plenty Valley (South Morang) Activity Centre,
- Employment generating industries within the Cooper Street Employment Area (including the Melbourne Wholesale Markets, Cooper Street South-West and Cooper Street West) with an emphasis on the food industry, freight, logistics, office, research and development, high technology, manufacturing and industrial uses,
- Commercial, industrial and office development and employment generating uses within the Thomastown Industrial Area and other designated areas,
- Designated employment areas for Wollert and Beveridge.

- Strategy 1.5 Provide for a continued supply of serviceable employment land within growth areas that meets the needs of new industry and the local workforce.
- Strategy 1.6 Continue to provide high quality physical infrastructure to new commercial and industrial development.
- Strategy 1.7 Protect future industrial activity within the Cooper Street Employment Area by ensuring non-industrial land uses that would adversely affect industry viability are discouraged from encroaching on the area.
- Strategy 1.8 Provide adequate separation and buffer areas between sensitive land uses and high impact industries such as extractive industry and land fill.
- Strategy 1.9 Optimise the potential of appropriate home based businesses and telecommuting as key employment growth sectors.
- Strategy 1.10 Continue to pursue an ongoing enforcement programme in all industrial areas to ensure that existing and new industrial developments are complying with the requirements of the relevant planning approval, particularly with regard to planting and maintaining landscaping, screening of storage areas and provision of adequate car parking.
- Strategy 1.11 Encourage the establishment of attractive and activated street addresses to key employment corridors such as Cooper Street, High Street and McDonalds Road.
- Strategy 1.12 Support a greater diversity of employment uses within the Epping Central Metropolitan Activity Centre and other designated activity centres, including office-based employment.

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When deciding on an application for use, development or subdivision the following matters will be considered, as appropriate:

- Applying Clause 22.09 Industrial Development Policy to the assessment of new developments in industrial areas.
- Applying the existing planning guidelines for *Industrial Development Guidelines (1997)* to the assessment of new developments in industrial areas.

Reference Documents

- *Cooper Street Precinct Strategy 1996*
- *Epping Central Structure Plan 2013*
- *Plenty Valley Employment Strategy 1992,*
- *Whittlesea Retail Review 1999*

