

Bass Coast Industrial Land Use Strategy

Bass Coast Shire Council

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Document Control

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Glossary of Terms

Advanced Manufacturing	Advanced manufacturing refers to the use of innovative technologies and processes to improve the production of goods. It integrates cutting-edge techniques and cyber technologies with traditional manufacturing methods to enhance efficiency, quality and flexibility.
ANZSCO	Australian and New Zealand Standard Classification of Occupations (SCO) developed as a skill-based classification of occupation developed by the ABS and Statistics New Zealand. The classification includes all jobs in the Australian workforce. There are 8 primary occupation types which are broken down into a further 1,069 sub-types.
ANZSIC	Australian and New Zealand Standard Industrial Classification (ANZSIC) jointly developed by ABS and Statistics New Zealand to make it easier to compare industry statistics between the two countries with the rest of the world. There are 19 broad industry classifications which are broken down into a further 506 sub-industries.
Bass Coast Planning Scheme	The Bass Coast Planning Scheme is the primary statutory instrument which sets out how land should be used, developed, protected or conserved across the Bass Coast local government area.
Broad Industry Classification	Broad industry classifications (BICs) group the 19 ANZSIC sectors into four main industry categories - Population-serving, Knowledge Intensive, Health and Education and Industrial.
Blue Collar Workers	A broad group of ANZSCO primary occupation types including Technicians and Trades Workers, Machinery Operators and Drivers and Labourers.
Cyber Technologies	'Cyber technologies' refer to a broad range of technologies that enable and support activities in cyberspace, which is the virtual environment created by interconnected networks of computers and other digital devices.
Gippsland Region	Large region comprising the local government areas of Bass Coast Shire, Baw Baw Shire, East Gippsland Shire, Latrobe City, South Gippsland Shire and Wellington Shire.
Gross Regional Product	GRP is the net measure of wealth generated by the region. GRP can be measured by using the incomes approach, where all incomes earned by individuals (wages and salaries), firms (gross operating surplus) and governments (taxes on products or services) are added. Changes in GRP over time can represent changes in employment, productivity or the types of industries in the area.
Health and Education Jobs	One of the four Broad Industry Classifications including the ANSZIC industries of Health Care & Social Assistance and Education & Training
Health and Lifestyle Services	A broad mix of industries which provide health and lifestyle-related services to the general public, including fitness studios, gymnasiums, wellness clinics and other recreational services.
Industry	Land use term defined in the Bass Coast Planning Scheme. Includes land used for any of the following operations: any process of manufacture; dismantling or breaking up of any article; treating waste materials; winning clay, gravel, rock, sand, soil, stone, or other materials; laundering, repairing, servicing or washing any article, machinery, or vehicle, other than on-site work on a building, works, or land; or any process of testing or analysis. If on the same land as any of these operations, it also includes: storing goods used in the operation or resulting from it; providing amenities for people engaged in the operation; selling by wholesale, goods resulting from the operation; and accounting or administration in connection with the operation.

Industrial Jobs	One of the four Broad Industry Classifications including the ANSZIC industries of Agriculture, Forestry & Fishing, Mining, Manufacturing, Electricity, Gas, Water & Waste Services, Wholesale Trade & Transport, Postal & Warehousing
Knowledge Intensive Jobs	One of the four Broad Industry Classifications including the ANSZIC industries of Information Media & Telecommunications, Financial & Insurance Services, Rental, Hiring & Real Estate Services, Professional, Scientific & Technical Services, Administrative & Support Services and Public Administration & Safety.
Population serving Jobs	One of the four Broad Industry Classifications including the ANSZIC industries of Construction, Retail Trade, Accommodation & Food Services, Arts & Recreation Services and Other Services.
Re-shoring	A term to describe the process of bringing manufacturing and production operations back to a manufacturer's original country from overseas locations. Reshoring contrasts with offshoring, which involves moving production to foreign countries, typically to take advantage of lower labour costs.
Sea Changer	A 'sea changer' is a term used to describe someone who makes a significant change in their life by moving from an urban or suburban area to a coastal or seaside location.
Section 2 Use	A land use permitted within a land use zone subject to planning approval. These uses are not 'as of right' uses.
Small to Medium Sized Enterprise	Small-to-medium sized enterprises (SMEs) are defined as businesses that employ one to fewer than 200 persons.
Tree Changer	A 'tree changer' is a term used to describe someone who moves from an urban or suburban area to a rural or forested region.
Urban Services	Urban services refers to a variety of industries and activities that support the functioning of urban areas. Many urban services directly service the needs of local residents and have a public-facing function (e.g. automotive repairs, gyms, etc).
Victoria in Future	The official Victorian state government projection of population and households. The most recent set of projections were released in 2023 and are known as VIF2023.
Visitor Economy	The visitor economy is made up of anyone who provides or promotes services to Australia's domestic and international visitors. It includes a diverse set of businesses that span several industry sectors and operate across cities and regional destinations.
Warehouse	Land use term defined in the Bass Coast Planning Scheme. Includes land used to store or display goods. It may include the storage and distribution of goods for wholesale and the storage and distribution of goods for online retail. It does not include premises allowing in-person retail or display of goods for retail, or allowing persons to collect goods that have been purchased online.
White Collar, Service Workers	A broad group of ANZSCO primary occupation types including Community and Personal Service Workers and Sales Workers.
White Collar Workers	A broad group of ANZSCO primary occupation types including Managers, Professionals and Clerical and Administrative Workers.
Wonthaggi North East PSP	The Wonthaggi North East Precinct Structure Plan (PSP) is a detailed planning framework designed to guide the development and growth of the Wonthaggi North area. It was formally approved and gazetted in January 2024 under Amendment C152 to the Bass Coast Planning Scheme.

Abbreviations

ABS	Australian Bureau of Statistics
ANZSCO	Australian and New Zealand Standard Classification of Occupations
ANZSIC	Australian New Zealand Standard Industry Classification
BIC	Broad Industry Classification
BILUS	Bass Coast Industrial Land Use Strategy
CZ1	Commercial 1 Zone
C2Z	Commercial 2 Zone
C3Z	Commercial 3 Zone
DTP	Department of Transport and Planning
ERP	Estimated Resident Population
FZ	Farm Zone
LURT	Land Use and Register Tracker
IN1Z	Industrial 1 Zone
IN3Z	Industrial 3 Zone
MUZ	Mixed Use Zone
NSC	National Skills Commission
PFN	Principal Freight Network
PSP	Precinct Structure Plan
RSIP	Regionally Significant Industrial Precinct
SME	Small and Medium Sized Enterprises
SSIP	State Significant Industrial Precinct
TZ	Township Zone
VBA	Victorian Building Authority
VIF	Victoria in Future
VPA	Victorian Planning Authority

1. Introduction

1.1 Overview

The Bass Coast Shire (**the Shire**) is on the cusp of significant growth. Supported by one of Victoria's largest tourism economies and strategically located on the outskirts of Metropolitan Melbourne, the Shire is projected to grow by ~10,300 residents over 2021-2036 to reach a population of over 50,000 people.

To support the Shire's growing resident base, encouraging economic resilience and local employment opportunities will be critical. This will require an adequate supply of both land and floorspace, enabling existing businesses to grow and provide opportunities for new and emerging industries.

The Bass Coast Shire Council (**Council**) recognises the importance of the Shire's various industrial and employment precincts in facilitating economic resilience and local employment. These precincts already accommodate a diverse mix of industries and businesses which are critical to functioning of the local economy.

In 2021, Council commenced strategic planning to support and manage industrial lands across the Shire. The *Bass Coast Industrial Lands Study – Economic Analysis, Demand and Supply Assessment* was endorsed by Council in March 2022, and provides the 'evidence base' to inform the preparation of the Bass Coast Industrial Land Use Strategy.

The Bass Coast Industrial Land Use Strategy (referred to as the '**BILUS**') is the culmination of detailed economic analysis, strategic planning and industry engagement and provides a long-term strategic planning framework to guide land use and development of industrial land across the Shire over the next 15-years.

As the first 'Shire-wide' Industrial Land Use Strategy, the BILUS (2024) provides new strategic guidance and initiatives to support employment growth, investment and development across the Shire in response to broader economic, policy and socio-demographic change.

1.2 Objectives and Structure of the BILUS

Objectives of the BILUS

The overarching objective of the BILUS is to effectively plan for management of industrial land supply to support economic activity and provide for local employment opportunities. It seeks to:

- Enable existing businesses and industries to expand;
- Ensure there is sufficient land supply to support the growth of the Shire;
- Identify large sites capable of accommodating new and emerging industries and strategic investment;
- Facilitate a mix of industries within industrial precincts without compromising the operations of existing users;
- Enable and facilitate economic growth without impacting the amenity and environmental significance of the Shire.

The BILUS recognises there is a need for an integrated policy approach between economic development and land use decisions. The objectives of the BILUS are intended to support and inform the Shire's various economic development initiatives as outlined in the *Economic Development Framework*.

Structure of the BILUS

The BILUS has been structured to summarise the:

- The 'Evidence Base', including:
 - Bass Coast's various industrial precincts and the industries they accommodate.
 - Existing planning strategies and policies which apply to industrial land across the Shire.
 - Existing and future supply of industrial land.
 - Projected demand for industrial land over the coming years to 2036.

- Key issues and challenges facing the Shire's industrial precincts and feedback received from key stakeholders.
- The macro, industry and local trends set to influence industrial land use activity across the Shire moving forward.
- Key recommendations including:
 - Draft Industrial Land Use Vision
 - Shire-wide directions and precinct-specific initiatives/policy settings.
 - Land Use and Development Guidelines
 - Potential long-term expansion areas.

The BILUS will form the bridge between strategic land use policy and the Bass Coast Planning Scheme (BCPS).

1.3 Bass Coast's Industrial Precincts

The BILUS will cover all industrial zoned land across the Shire. Industrial land is zoned a mix of Industrial 1 Zone (INZ1) and Industrial 3 Zone (INZ3) under the Bass Coast Planning Scheme.

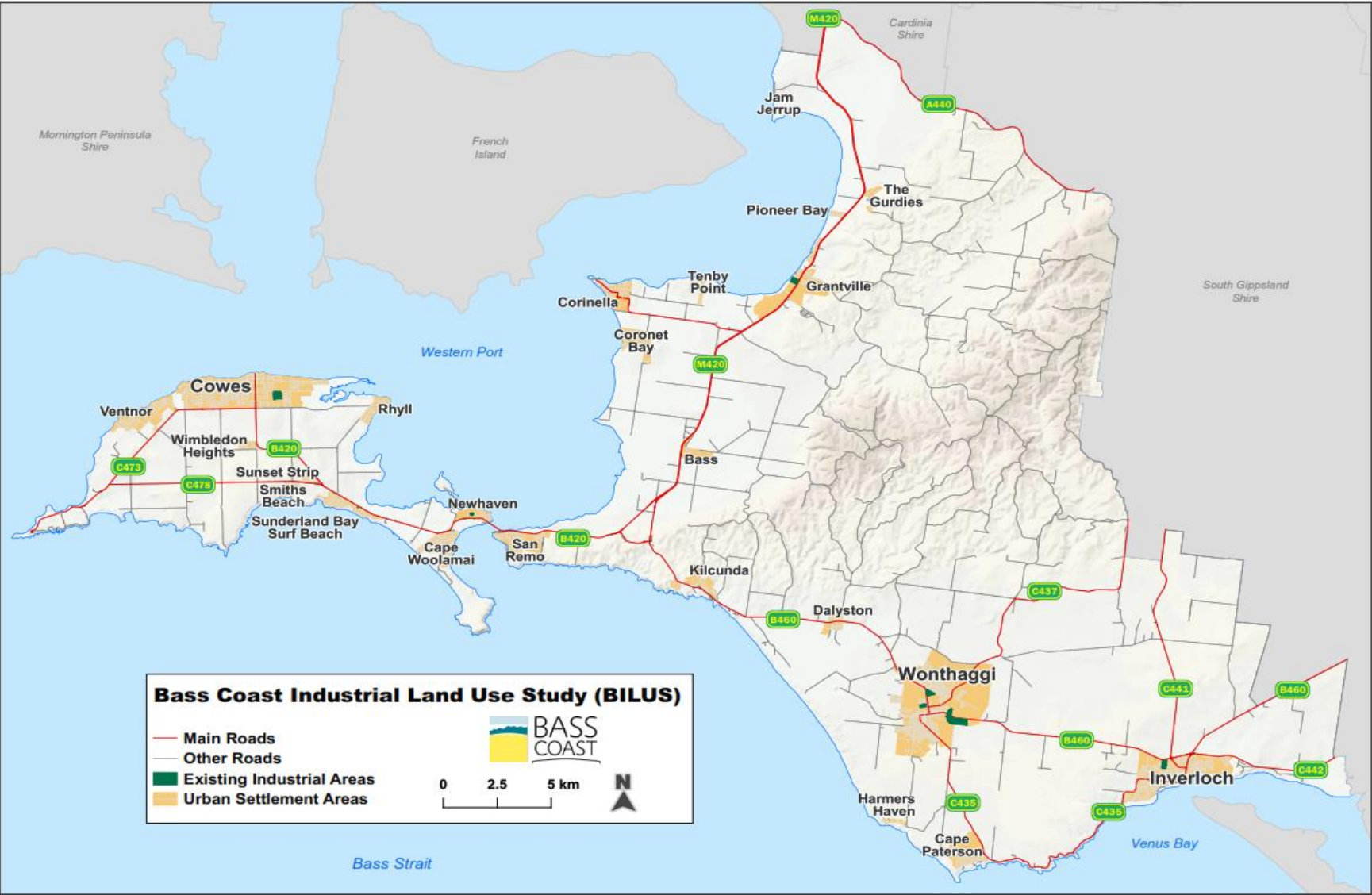
In total, the Shire comprises **seven** industrial precincts and two future release areas in the townships of Wonthaggi, Inverloch, Newhaven, Cowes and Grantville. Collectively, these precincts are the 'Industrial Precincts'.

The Shire's Industrial Precincts are characterised by a mix of uses and built forms of varying sizes, quality, layout and age, which together typify the growth and evolution of the area over time.

Table 1-1: Bass Coast's Industrial Precincts

Precinct (Township)	Land Area	Zoning	Common Building Types	Properties	Key Occupiers
East Wonthaggi (Wonthaggi)	90.1ha	IN1Z/IN3Z	- Warehouses - Industrial suites - Retail showrooms	80	- Wonthaggi Recycling - South Coast Bus - AG Warehouse
White Road/McKenzie Street (Wonthaggi)	11.6ha	IN1Z	- Small warehouses - Retail showrooms	22	- Bunnings - Voyage Fitness
Cyclone Street (Wonthaggi)	3.7ha	IN1Z	- Small warehouses - Industrial suites - Retail showrooms	29	- MediPharm Labs - TS Constructions - Rotaret
Inverloch Industrial Estate (Inverloch)	7.2ha	IN3Z	- Storage units - Small warehouses - Factory units	50	- Mitre 10 - Everlast Heavy Industry - Inverloch Gas & Hire
Blue Gum Industrial Park (Cowes)	11.2ha	IN3Z	- Warehouses - Storage units - Retail showrooms	120	- South Coast Bus - Bowens - Ambulance Victoria
Boys Home Road (Newhaven)	2.9ha	IN1Z	Industrial suites	22	- Bass Strait Direct - South Coast Kitchens
Bass Highway (Grantville)	7.9ha	IN1Z	Industrial suites	12	Bass Coast Stock Feeds
Grantville Future Release (Grantville)	57.7ha	FZ	Currently vacant	1	Nil

Figure 1.1: Bass Coast's Industrial Precincts



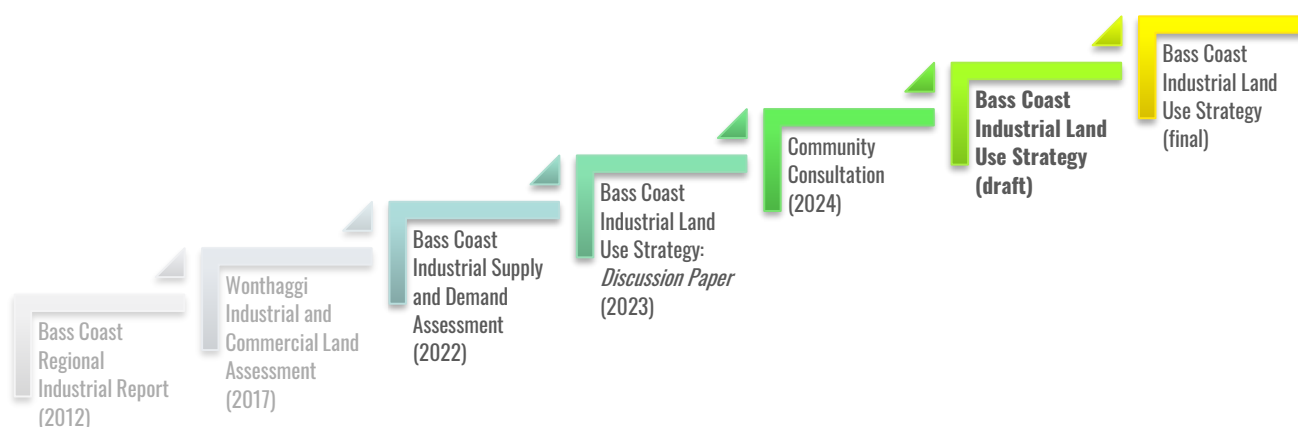
Source: Bass Coast Shire Council

1.4 Development of the Strategy

The *Bass Coast Industrial Land Use Strategy 2024* has been developed over a series of key project stages, including background economic research, industry, community and government consultation and economic and strategic planning analysis. The BILUS distils the findings and feedback of these stages into an actionable blueprint for Council to implement over the coming decades.

Community consultation on the draft BILUS, including its key recommendations and development guidelines, will be sought prior to its finalisation. Following this feedback, the BILUS will be finalised and become a reference document under the Bass Coast Planning Scheme and provide guidance for future industrial activity and development across the Shire.

Figure 1-2: Key Project Stages



2. Strategic Context

This Chapter provides an overview of the important demographic, economic and market findings from the *Bass Coast Industrial Lands Study – Economic Analysis, Demand and Supply Assessment*. A copy of the 'Evidence Base' is at SCHEDULE 1.

2.1 Location

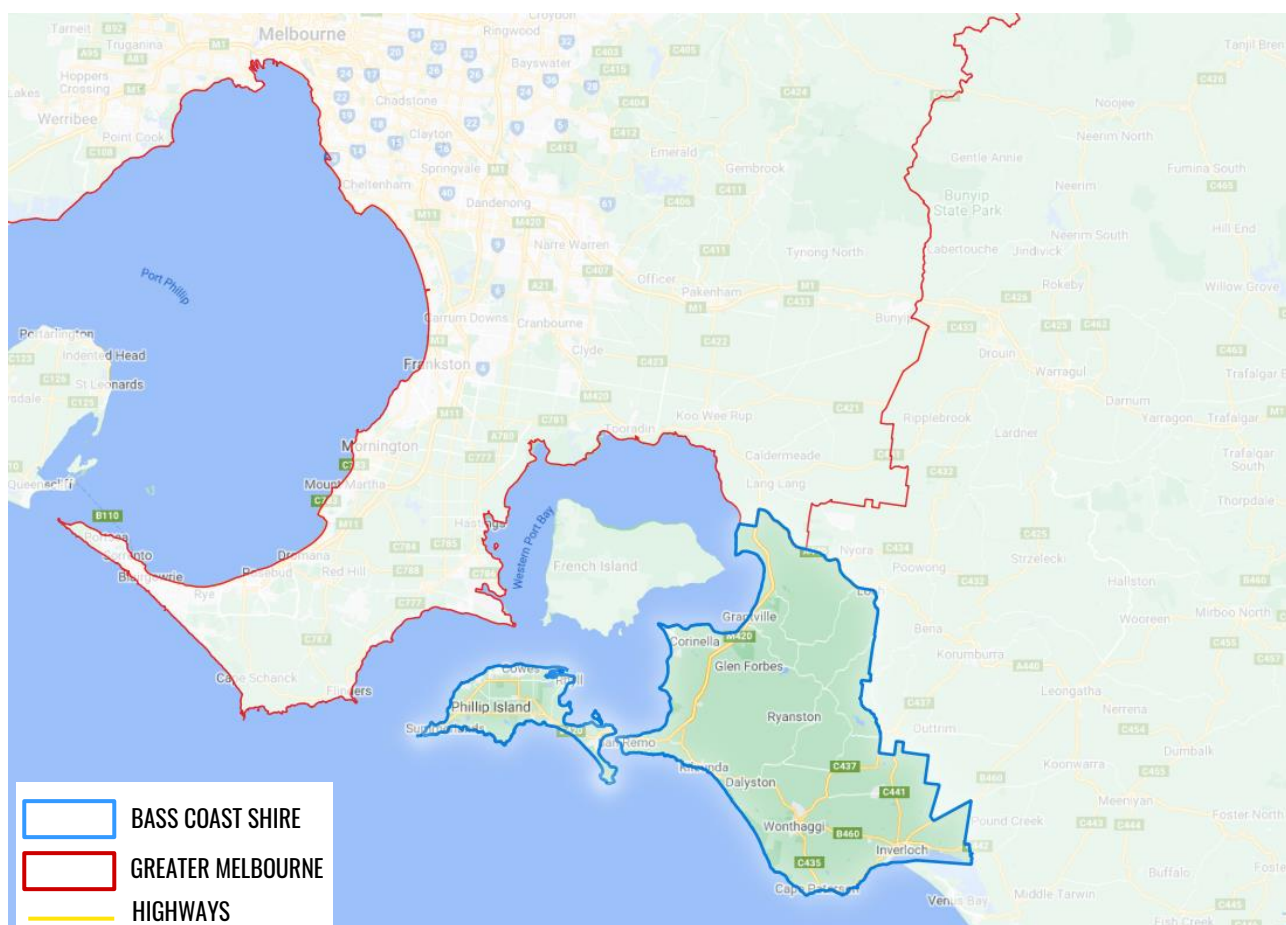
Situated on the south-eastern edge of the Greater Melbourne metropolitan area along the coastlines of Western Port and the Bass Strait, the Bass Coast LGA is located approximately 130km south-east of the Melbourne CBD. Spanning over 800km² and home to some 37,400 residents, the Shire is bounded by Western Port to the north and west, Cardinia Shire in the north-west, South Gippsland Shire in the east and Bass Strait in the south (ABS, 2021).

The Shire comprises a network of regional centres, townships and villages. Wonthaggi is the Shire's primary commercial, retail and civic hub and sole Regional Centre, with smaller towns such as Cowes, San Remo, Inverloch and Grantville playing more localised roles. It is a major international and domestic tourism destination, with its coastline, hinterland and world-renowned Phillip Island major drivers for the local visitor economy. The Shire attracts approximately 3.4 million visitors per annum, with the local population expanding by ~120% to ~80,000 residents in peak holiday periods (Bass Coast Shire, 2021).

Bass Coast forms part of Victoria's broader Gippsland Region. Encompassing much of Victoria's east and north-east and spanning some 41,500km² across six LGAs, the Gippsland Region has significant agricultural and natural resource assets which are key drivers of economic activity. Gippsland produces the majority of Victoria's electricity and around 97% of the state's natural gas supply, whilst also encompassing around 28% of Victoria's food and fibre land area (RDV, 2020). Similar to the Shire, Gippsland has a major visitor economy with multiple strategic tourism assets.

Figure 2.1 illustrates the locational context of the Bass Coast Shire.

Figure 2.1: Locational Context Map



Source: Atlas Economics

2.2 State Planning Policy



The BILUS has considered the range of State planning policies and strategies to ensure alignment of strategic, transport and economic development planning. An overview of these key documents is provided in turn.

2.2.1 Plan Melbourne 2017-2050

Plan Melbourne 2017-2050 (Plan Melbourne) is the Victorian Government's principal planning strategy and long-term land use, infrastructure and transport plan.

It is a 35-year blueprint for ensuring land use and development responds sustainably as the population of Greater Melbourne grows to a forecast of 8 million residents.

Plan Melbourne provides a series of visions, objectives and directions which must be considered in local planning policy.

Whilst Bass Coast is not specifically considered in Bass Coast, there are several key directions and policies of direct relevance to the Shire. These are summarised in **Table 2-1**.



Table 2-1: Plan Melbourne, Relevant Directions and Policies

Direction	Policies	Implications for Bass Coast
Invest in regional Victoria to support housing and economic growth	- Stimulate employment and growth in regional cities - Support planning for growing towns in peri-urban areas	Wonthaggi is one of the key growth areas anticipated to deliver new housing over the coming decades through the Wonthaggi North East Precinct Structure Plan (PSP). The Victorian Government in partnership with Bass Coast Council recently finalised the PSP with development anticipated in the medium-term.
Improve connections between cities and regions	Improve transport and digital connectivity for regional Victoria	Future investment into high-speed internet connectivity will be important as the uptake of technology by industry grows. Ensuring this provision will be critical to Bass Coast retaining and attracting business and industry.

	Strengthen transport links on national networks for the movement of commodities	Equally, future upgrades to the Bass Coast Highway and South Gippsland Highway could improve the capacity for regional exports from Bass Coast.
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Source: DELWP (2017)

2.2.2 Gippsland Regional Plan (2020)

The Gippsland Regional Plan (the Regional Plan) outlines the long-term economic, social, cultural and environmental vision for the Gippsland Region, prepared by Regional Development Victoria with local councils, including Bass Coast.

The long-term vision for Gippsland as identified in the Regional Plan is for Gippsland to be the most liveable region in Australia by 2040.

Key 'gamechangers' identified in the Regional Plan of key relevance to Bass Coast include:

- Progressing major transport infrastructure and services to improve accessibility to Gippsland, such as a third Victorian international airport southeast of Melbourne.
- Encouraging innovation and investment to sustainably grow our key industries, including food and fibre, new energy, health services, advanced manufacturing and knowledge services.
- Hero tourism destinations and Traditional Owner and Aboriginal cultural tourism.
- Increasing digital connectivity.

A key focus of the Regional Plan is the strengthening the economy and growing local employment, with a particular focus on sectors such as health, food and fibre, advanced manufacturing, renewable energy and alternative resources.



2.2.3 Wonthaggi North East Precinct Structure Plan (2024)

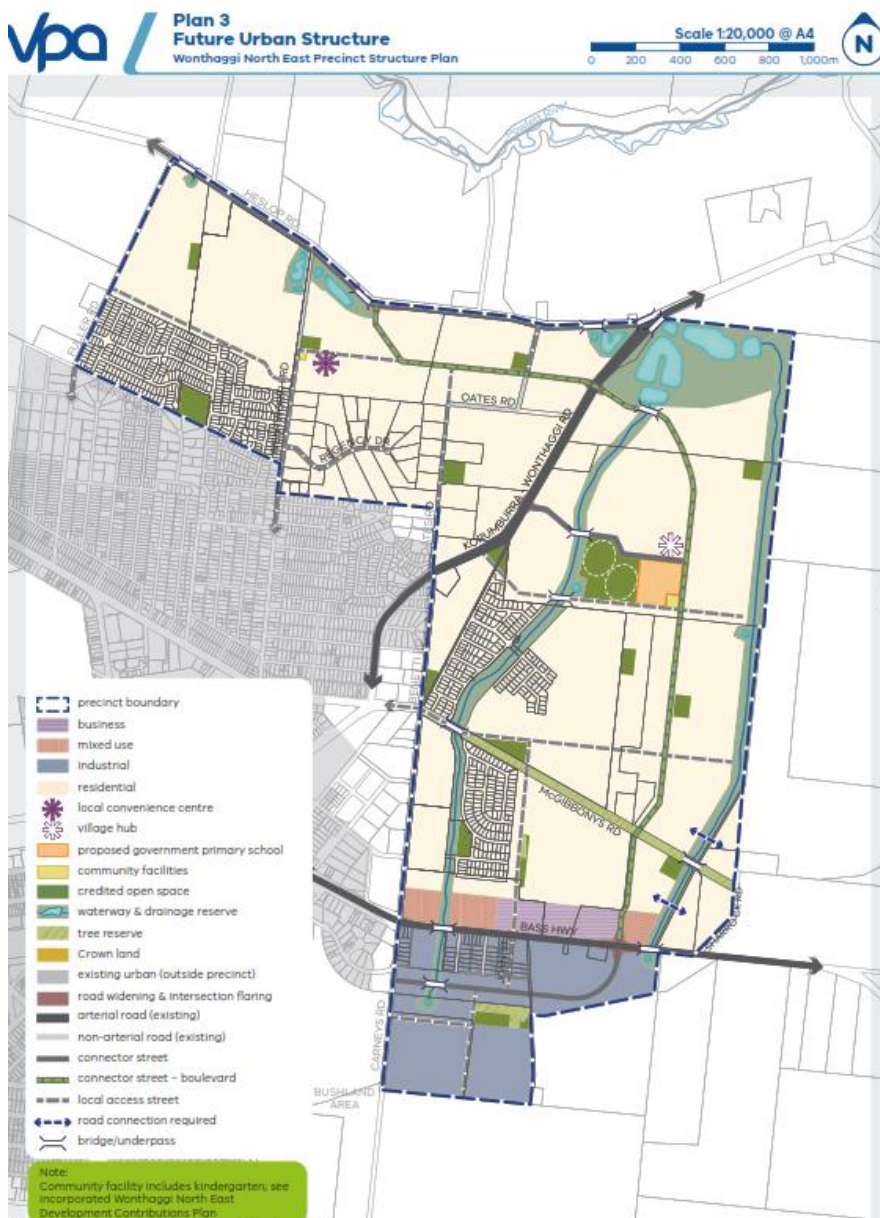
The Wonthaggi North East Growth Area is an existing rural land situated immediately northeast of the Wonthaggi township. The Victorian Government and Council have been progressing precinct planning for the area for several years, culminating in the Wonthaggi North East Precinct Structure Plan (PSP) and Wonthaggi North East Development Contributions Plan (DCP) being formally gazetted in January 2024 under Amendment C152 to the Bass Coast Planning Scheme.

The Wonthaggi North East PSP envisages the progressive development of a mix of residential, employment and recreational land uses over the coming 30 to 50 years. The PSP provides capacity for 5,000 new houses, resulting in the Wonthaggi township growing from some 8,000 residents to over 20,000 at build-out.

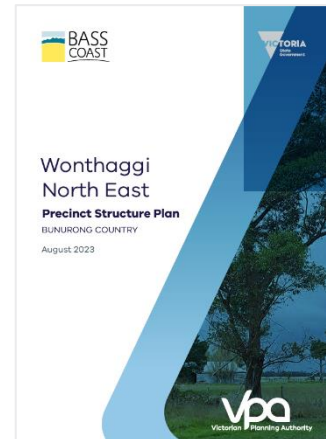
The PSP has also provided for some 62.4ha of employment land to be focused along the southern end of the Growth Area to the south of Bass Highway. This includes approximately 44.2ha of IN3Z land which now forms part of the East Wonthaggi industrial area.

Figure 2.2 depicts the boundary and mix of land uses delivered through the Wonthaggi North East PSP.

Figure 2.2: Wonthaggi North East Precinct Structure Plan



Source: VPA (2023)



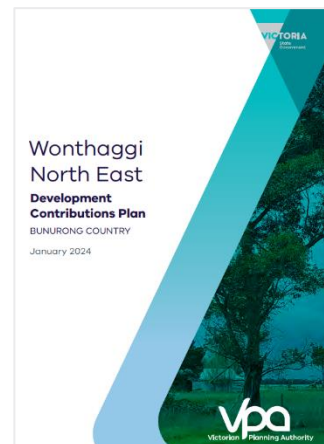
Wonthaggi North East Development Contributions Plan

The Wonthaggi North East Development Contributions Plan (DCP) provides the framework for how infrastructure will be funded, delivered and staged to across the Growth Area. Specifically, the DCP:

- Outlines the various transport, community facility, active recreation and integrated water management infrastructure required.
- Establishes a framework for financial contribution towards infrastructure projects.
- Outlines the contribution methodology for various infrastructure projects.
- Provides delivery timeframes for various infrastructure projects.

Two development infrastructure levies are proposed based on land use:

The DCP outlines multiple infrastructure items which are needed to support the newly rezoned industrial area, including new road intersections along Bass Highway and new sedimentation basins. Delivery of new road intersections will be critical to enabling initial development within the industrial area.

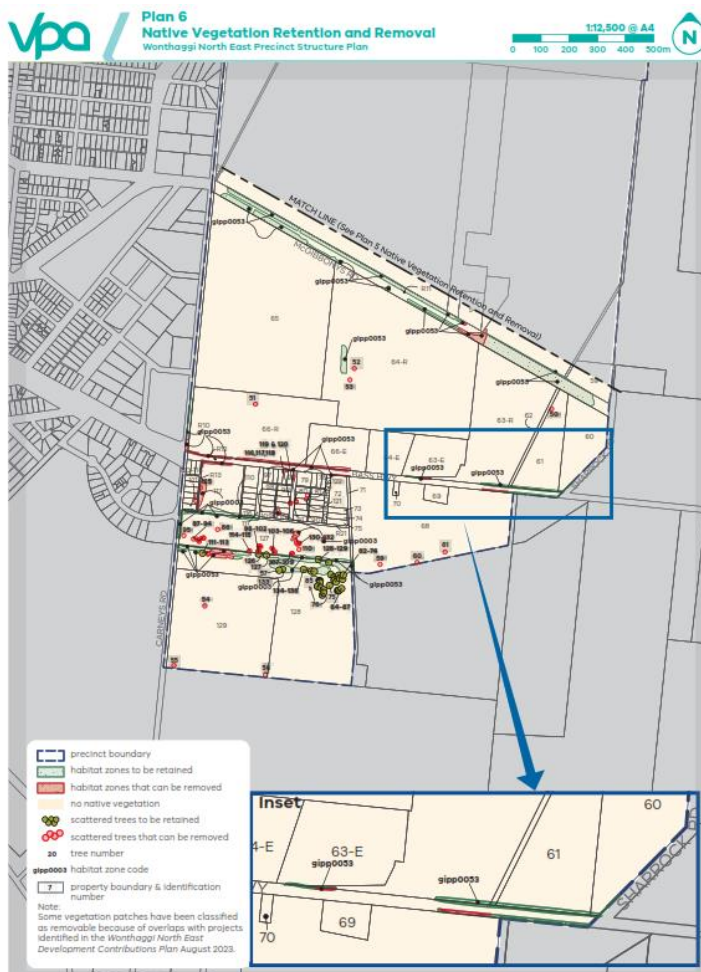


Wonthaggi North East Native Vegetation Precinct Plan

The Wonthaggi North East Native Vegetation Precinct Plan (NVPP) accompanies the PSP and identifies areas across the Growth Area where existing native vegetation needs to be retained and protected. It also describes the offset requirements for any permitted removal of native vegetation as identified in the NVPP.

The newly rezoned industrial precinct includes a cluster of native vegetation and trees that need to be maintained or can be removed subject to the offset requirements of the NVPP.

Figure 2.3: Retention and Removal Map, Wonthaggi North East Native Vegetation Precinct Plan



Source: VPA (2024)

2.2.4 Distinctive Areas and Landscapes Program

The Victorian Government's Distinctive Areas and Landscapes Program (**DAL Program**) seeks to protect areas of significant environmental, cultural, economic and community value.

Areas identified under the DAL Program are required to prepare a Statement of Planning Policy (SPP) and introduce protected settlement boundaries.

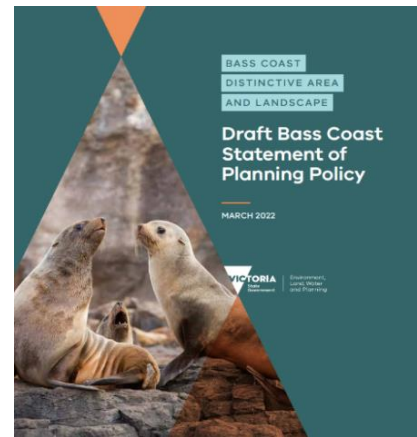
The Shire is one of four regional local government areas declared as a distinctive area and landscape under the DAL Program. As part of its declaration, a draft Statement of Planning Policy (SSP) has been prepared by the Department of Transport and Planning (DTP).

The SSP outlines controls for protecting six landscapes of state and regional significance in Bass Coast, including:

- The Phillip Island Western and Southern Coast landscape;
- The San Remo to Inverloch Coast and Coastal Hinterland landscape;
- The Strzelecki Foothills landscape;
- The Phillip Island Swan Bay Coast and Churchill Island landscape;
- The Eastern Western Port Bay Coastal Flatlands landscape; and
- The Phillip Island North Coast and Hinterland landscape.

The SSP also outlines revised settlement boundaries for several of the Shire's urban areas. Development outside of these revised boundaries would not be permitted unless formally approved by the Minister for Planning. The draft SPP is expected to be endorsed by mid-2024. The draft SPP has not designated settlement boundaries for Wonthaggi at this stage.

Also, of significance to the BILUS is the proposed change to settlement boundaries. In Grantville, the settlement boundary is proposed to be reduced with ~99ha of rural land to the south excluded. Around 57.7ha of this area had been earmarked as future industrial land under the Bass Coast Planning Scheme.



2.3 Local Planning Policy

The Bass Coast Planning Scheme (BCPS) is the key statutory planning instrument governing land use and development in the Shire. The BCPS is based on the planning framework outlined in the Victorian Planning Provisions.

2.3.1 Victorian Planning Provisions

The Victorian Planning Provisions (VPP) outline the Victorian Government's overarching planning policy. The VPP outlines policy directions that have direct implications for the planning and management of industrial land across the Shire include:

- **Supply of Urban Land**

Clause 11.02-1S requires local authorities to ensure a sufficient supply of a mix of land uses, including industrial, to meet the demands of the local government area over a 15-year period.

- **Industrial Land Supply**

Clause 17.03-1S also requires local authorities to ensure the provision of an adequate stock of large industrial land holdings capable of accommodating strategic investment. These strategic landholdings are expected to be 'future proofed' by ensuring development of adjoining lands does not prejudice their future functionality for industrial uses.

- **Sustainable Development**

Clause 17.03-S2 requires land use planning to consider the compatibility of land uses and development adjoining industrial areas to ensure they are not compromised and remain economically sustainable.

Collectively, these provisions represent the statutory mechanisms to ensuring the sufficient supply of local industrial land.

2.3.2 Strategic Framework Plans

The BCPS also includes individual Strategic Framework Plans (SFPs) for Bass Coast's network of centres and villages. Land use strategies within SFPs to guide land use activity and development within each defined SFP area.

The SFPs of with implications for the BILUS include the:

- Wonthaggi Strategic Framework Plan
- Cowes and Silverleaves Strategic Framework Plan
- Grantville Strategic Framework Plan
- Inverloch Strategic Framework Plan

Table 2-2 includes a summary of the industrial land use strategies which apply in certain SFP areas across the Shire.

Table 2-2: Industrial Strategies from Relevant Strategic Framework Plans, Bass Coast Planning Scheme

Framework Plan	Industrial Strategies
Wonthaggi Strategic Framework Plan	Key industrial strategies identified under the plan included: • Encourage a consolidated industrial precinct located south of Inverloch Road and bounded by the future bypass road. • Encourage industrial and associated uses to locate away from residential and recreational areas. • Encouraging the relocation of existing industrial uses to areas zoned for this purpose. The plan also identified the potential for individual expansion of land immediately west of the bulky goods precinct in the north western corner of the Wonthaggi settlement boundary.
Cowes and Silverleaves Strategic Framework Plan	The primary industrial strategy identified in the plan included: • Maintain existing supplies of industrial zoned land and direct new industrial uses to areas within the Shire that have the capacity and suitability to accommodate future demand.
Grantville Strategic Framework Plan	Key industrial strategies identified under the plan included: • Encourage the relocation of the industrial area south of the Grantville settlement area and east of Bass Highway. • Following the relocation of the industrial area, remediate any potential land contamination prior to developing the land for low density residential development. • Ensure that buffers are implemented to mitigate any potential interface issues between new residential development areas and land utilised for sand extraction. • Designate internal road layouts that limit access points to the highway. • Encourage 'clean green' and service-related industries to relocate to Grantville. The plan also identified a 57.7ha site zoned FZ as having potential to be rezoned to IN1Z in the long term.
Inverloch Strategic Framework Plan	The primary industrial strategy identified in the plan included: • Support ongoing local job opportunities through the protection of the industrially zoned land.

Source: BCPS

Wonthaggi Strategic Framework Plan

The Wonthaggi Strategic Framework Plan is incorporated into the Bass Coast Planning Scheme under Clause 11.01-1L-02. It builds upon the Wonthaggi Structure Plan 2018, with the core objective of "reinforcing Wonthaggi's role as the regional centre for south west Gippsland, the major service centre for Bass Coast Shire and the township where major development should occur".

Overall, the Wonthaggi Strategic Framework Plan seeks to focus the majority of new development, including employment and industrial development, within the Wonthaggi township.

Figure 2.4: Wonthaggi Strategic Framework Plan



Source: VPA (2021)

2.3.3 Land Uses Zones

The BCPS primarily influences and controls land use and development across the Shire through land use zones. Land use zones each have separate objectives and purposes, and outline the types of land uses which are, and are not, permissible.

There are two principal industrial land use zones which apply across Bass Coast – Industrial 1 Zone (IN1Z) and Industrial 3 Zone (IN3Z). Both zones permit a broad range of industrial uses, though the range of permissible land uses differs slightly:

- The **IN1Z** primarily provides for manufacturing industry, the storage and distribution of goods and associated uses in a manner that does not affect the safety and amenity of local communities.

A broad range of industrial activity is permitted in the IN1Z. The majority of the Shire's industrial land is zoned IN1Z.

- The **IN3Z** provides for industries and associated uses where special consideration of the nature and impacts of industrial uses is required to avoid inter-industry conflict and to allow limited retailing in appropriate locations.

A more limited range of industrial activity is permissible in the IN3Z compared to the IN1Z.

Several other land use zones (industry, warehouse) in the BCPS permit some forms of industrial land uses, including the Mixed Use Zone (MUZ), Township Zone (TZ), Commercial 1 Zone (C1Z), Commercial 2 Zone (C2Z) and Farming Zone (FZ).

The permissibility of industrial land uses in these additional zones is subject to the ability of development to address a variety of criteria, notably the capacity to mitigate any adverse impacts to surrounding land uses.

Table 2-3: Land Use Zones which permit Industrial Land Uses

Zone	Purpose(s) of Zone	Permitted Land Uses	Applied in Bass Coast?	When to Apply
Industrial Zones				
Industrial 1 Zone (IN1Z)	Provide for manufacturing industry, the storage and distribution of goods and associated uses in a manner which does not affect the safety and amenity of local communities.	- Broadest mix of permissible industrial uses. - Retail uses generally prohibited.	Yes	This is the main zone that should be applied to most Industrial areas as it include additional requirements for land in proximity to residential areas. Careful consideration should be given to the proximity of residential zoned land and if direct abuttals exist in may be better using the Industry 3 Zone. It is recommended that the Cyclone Street precinct and Boys Home Road be rezoned from the Industrial 1 zone given the proximity to residential areas and to minimise ongoing and future land use conflicts.
Industrial 2 Zone (IN2Z)	- Provide for manufacturing industry, the storage and distribution of goods and associated facilities in a manner which does not affect the safety and amenity of local communities. - Promote manufacturing industries and storage facilities that require a substantial threshold distance within core of the zone. - Keep the core of the zone free of uses which are suitable for location elsewhere so as to be available for manufacturing industries and storage facilities that require a substantial threshold distance as the need for these arises.	- Primary industrial uses (i.e. warehouse, industry) permitted. - Retail uses generally prohibited.	Not currently applied in Bass Coast.	This zone should only be applied to large industrial estates that have a separation distance of more than 1500m from residential areas and are of state significance. The zone should be used for core industrial users. Not recommended to be used in Bass Coast.
Industrial 3 Zone (IN3Z)	- Provide for industries and associated uses in specific areas where special consideration of the nature and impacts of industrial uses is required or to avoid inter-industry conflict. - Provide a buffer between the Industrial 1 Zone or Industrial 2 Zone and local communities, which allows for industries and associated uses compatible with the nearby community. - Allow limited retail opportunities including convenience shops, small scale supermarkets and shops in appropriate locations. - Ensure that uses do not affect the safety and amenity of adjacent, more sensitive land uses.	- Primary industrial uses (i.e. warehouse, industry) permitted. - Most retail uses permitted, including supermarket (capped at 1,800sqm). - Industrial uses must not impact the amenity of surrounding, more sensitive land uses.	Yes	This zone is designed as a natural buffer between the Industrial 1 and 2 Zone and residential areas, It also can be applied when industrial traffic is using residential roads. Industrial and warehouses uses have specific conditions for them to be considered as-of right users. No recommended changes are proposed to the precincts subject to the Industrial 3 Zone.

Zone	Purpose(s) of Zone	Permitted Land Uses	Applied in Bass Coast?	When to Apply
Commercial Zones (which permit industrial uses)				
Commercial 1 Zone (C1Z)	- Create vibrant mixed use commercial centres for retail, office, business, entertainment and community uses. - Provide for residential uses at densities complementary to the role and scale of the commercial centre.	- Broadest mix of permitted employment uses. - Residential uses permitted. - Types of industry and warehouse permitted is restricted (Clause 53.10).	Yes	This zone is applied in mixed use or traditional commercial centres or activity centres as it allows a wide range of commercial and accommodation activities without a permit, including a supermarket or shop. It is not recommended to change any of the precincts to a Commercial 1 Zone.
Commercial 2 Zone (C2Z)	- Encourage commercial areas for offices, appropriate manufacturing and industries, bulky goods retailing, other retail uses, and associated business and commercial services. - Ensure that uses do not affect the safety and amenity of adjacent, more sensitive uses.	- Broad mix of permitted employment uses (office, bulky retail, some industrial uses). - Residential generally not permitted. - Types of industry and warehouse permitted is restricted, though restrictions less onerous than C1Z.	Yes	This zone encourages offices and associated business and commercial services together with appropriate industry and retailing. A small-scale supermarket (up to 1800 square metres) in a rural area requires a permit to ensure the protection of established centres in regional towns. A supermarket and any associated shops must adjoin or have access to a main road. This is generally used to encourage a mixed commercial centre that offers offices and potential industrial users. It recommended that Council explore the existing uses in Newhaven and to apply the C2Z to this precinct to allow for other commercial users that would compliment the surrounding residential area.
Commercial 3 Zone (C3Z)	- Provide for a range of industrial, commercial, office and other employment generating uses which support the mixed-use employment function of the area. - Promote collaborative and high-quality working environments which support the area through good urban design and high-amenity, accessible and well-connected places. - Provide opportunities for limited retail uses which are complementary to the role and scale of the area. - Provide the option for limited residential uses that do not undermine the primary employment and economic development focus of the zone.	- Broad mix of permitted employment uses, focusing on industrial, commercial and office. - Limited permissibility for retail and residential uses. - The % of residential uses permitted can be specified. - Types of industry permitted is restricted, though certain industries allowed without permit (boiler makers, bakery, smallgoods production and joinery). - Warehouses must not exceed 500sqm in floor area.	Not currently applied in Bass Coast. Has yet to be applied in any Victorian municipality.	This zone is intended to facilitate the establishment and growth of creative industries, small manufacturers and start-up businesses. The zone offers greater flexibility than the Industrial 3 Zone and Commercial 2 Zone, in that it allows a mix of light industrial, commercial and limited residential and retail activities that is not possible in those zones. It also introduces greater restrictions on retail use than either of those two zones. It recommended that Council explore the use of this zone to the Cyclone Street precinct.
Other Relevant Zones (which permit industrial uses)				

Zone	Purpose(s) of Zone	Permitted Land Uses	Applied in Bass Coast?	When to Apply
Mixed Use Zone (MUZ)	- Provide for a range of residential, commercial, industrial and other uses which complement the mixed-use function of the locality. - Provide for housing at higher densities. - Encourage development that responds to the existing or preferred neighbourhood character of the area.	- Broad mix of land uses permitted, including most employment uses and residential. - Types of industry and warehouse permitted is restricted (Cl. 53.10).	Yes	This zone is applied to areas suitable for a mixed-use small centre generally neighbourhood activity centres or small strip shopping streets. The zone allows for a variety of residential, commercial, industrial and other uses. It is not recommended to change any of the precincts to a Mixed Use Zone.
Township Zone (TZ)	- Provide for residential development and a range of commercial, industrial and other uses in small towns. - Encourage development that respects the neighbourhood character of the area. - Allow educational, recreational, religious, community and a limited range of other non-residential uses to serve local community needs in appropriate locations.	- Broad mix of land uses permitted, including most employment uses and residential - Scale of employment uses generally is generally restricted by floor area. - Types of industry and warehouse permitted is restricted (Cl. 53.10).	Yes	This zone is applied to smaller towns with no specific structure of residential, commercial and industrial land uses. The zone allows for residential uses generally as of right and should be applied to traditional town areas and not for industrial precincts. As residential is as of right is not recommended to change any of the precincts to a Township zone.
Farming Zone (FZ)	- Provide for the use of land for agriculture. - Encourage retention of productive agricultural land. - Ensure that non-agricultural uses, including dwellings, do not adversely affect the use of land for agriculture. - Encourage the retention of employment and population to support rural communities. - Encourage use and development of land based on comprehensive and sustainable land management practices and infrastructure provision.	- Permits a broad mix of agricultural and rural uses. - Residential uses limited. - Industry and warehouse uses permitted subject to impacts on agricultural uses.	Yes	This zone encourages the retention of productive agricultural land and encourages the retention of employment and population to support rural communities. Further the zone is primarily concerned with keeping land in agricultural production and avoiding land uses that could limit future farming or constrain agricultural activities. The Farming Zone is not an appropriate tool for new industrial activities.
Rural Activity Zone (RUZ)	- Provide for the use of land for agriculture. - Provide for other uses and development, in appropriate locations, which are compatible with agriculture and the environmental and landscape characteristics of the area. - Ensure that use and development does not adversely affect surrounding land uses. - Protect and enhance natural resources and the biodiversity of the area. - Encourage use and development of land based on comprehensive and sustainable land management practices and infrastructure provision.	- Permits a broad mix of agricultural and rural uses. - Residential uses limited. - Warehouses permitted. - Industry uses are prohibited.	Yes	This zone is designed to be applied to areas where agricultural activities and other land uses can co-exist. A wider range of tourism, commercial and retail uses may be considered in the zone. Agriculture is the key purpose however other uses can be established if they are compatible with agricultural. It would be inappropriate to apply the zone to if particular uses would be better located in an existing town, where there is access to a wider range of urban services and infrastructure. The Rural Activity Zone is not an appropriate tool for new industrial activities.

2.3.4 Other Key Clauses

Several other clauses within the BCPS influence industrial land use and development activity across the Shire.

Table 2-4: Clauses Influencing Industrial Land, Bass Coast Planning Scheme

Clause	Description
Cl. 02.03-7 Economic Development	Clause 02.03-7 recognises the important of industrial and construction industries to the local economy and seeks to: • Facilitate the establishment and further development of industry in the Shire. • Encourage industrial development in Wonthaggi to build on the existing infrastructure and industrial base. • Encourage industrial activities to be responsive to the environment and surrounding land uses.
Cl. 17.03-1S Industrial Land Supply	The core objective of Clause 17.03-1S is to ensure the adequate supply of land for industry. The clause outlines a series of strategies to enable this objective, including: • Provide an adequate supply of industrial land including sufficient stocks of large sites for strategic investment. • Identify land for industrial development in urban growth areas where: ◦ Good access for employees, freight and road transport is available. ◦ Appropriate buffer areas can be provided between the proposed industrial land and sensitive uses. • Protect and plan existing industrial areas to, where possible, facilitate further industrial development. • Avoid approving non-industrial land uses that will prejudice the availability of land in identified industrial areas for future industrial use.
Cl. 17.03-1L Industrial Land Supply	Clause 17.03-1L outlines a further series of specific strategies for industrial land supply within Bass Coast, including: • Encourage industry to locate within existing or planned industrial estates where all physical infrastructure and access to transport networks are available. • Encourage the relocation of industrial activities from predominantly residential areas to industrial estates. • Encourage the consolidation of industrial uses within the northern part of the Shire, in Grantville. • Encourage manufacturing industries that use sand and ancillary products as raw materials to locate in Grantville.
Cl. 17.03-2S Sustainable Industry	Clause 17.03-2S focuses on ensuring the long-term viability of industrial uses within the Bass Coast by: • Ensure that industrial activities requiring substantial threshold distances are located in the core of industrial areas. • Encourage activities with minimal threshold requirements to locate towards the perimeter of the industrial area. • Minimise inter-industry conflict and encourage like industries to locate within the same area. • Protect industrial zones from the encroachment of land uses that would adversely affect industry viability. • Encourage industrial uses that meet appropriate standards of safety and amenity to locate within activity centres. • Support the retention of small-scale industries servicing established urban areas through appropriate zoning. • Provide adequate separation and buffer areas between sensitive uses and offensive or dangerous industries and quarries to ensure residents are not affected by adverse environmental effects, nuisance or exposure to hazards. • Encourage manufacturing and storage industries that generate significant volumes of freight to locate close to air, rail and road freight terminals.

Source: BCPS

2.3.5 Other Local Strategies

Our Bass Coast. Our Future: Council Plan 2021-2025

The Bass Coast Council Plan sets out Council's priority focus areas over the 2021-2021 period:

- **Protecting our Natural Environment:** Building resilience and protecting and enhancing our natural assets.
- **Healthy Community:** An inclusive community that embraces its lifestyle and supports health and wellbeing.
- **Our Places:** Strengthening the connection between people and the public places they share.
- **Growing our Economy:** Progressing opportunities for visitation economy and business growth in harmony with our natural environment and sustainable values.
- **Sustainable Development:** Prepare for growth while ensuring the intrinsic values and character of Bass Coast are retained.
- **Leading for our Community:** Demonstrating leadership through good governance, transparency and accountability.

The BILUS will be important to deliver upon the vision and priority focus areas of the Council Plan, notably 'Growing our Economy' and 'Sustainable Development'.

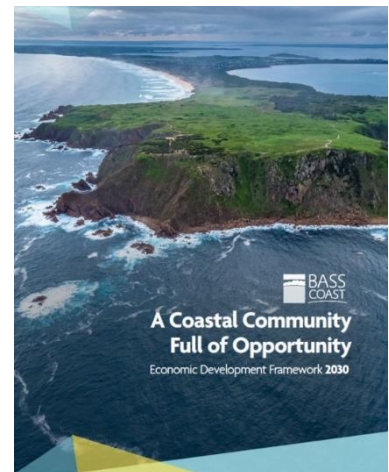
Bass Coast Economic Development Framework

Adopted in November 2023, the Bass Coast Economic Development Framework (EDF) outlines Council's plan to increase opportunities for business activity and investment, facilitate participation in employment and education, build the competitiveness, diversity and resilience of the economy, and support the ongoing economic wellbeing of the community.

The EDF outlines actions organised under four themes and a series of sub-themes:

- **Living + Working:** which focuses on workforce development, housing and transport and placed based activation.
- **Natural World + Visitor Economy:** this includes regenerative agriculture, circular economy, off-peak event activation, international and regenerative tourism and wellness services.
- **Industry Diversification + Innovation:** this comprises the emerging offshore wind industry, entrepreneurship, industry development, investment attraction, data insights and creative industries.
- **Place Shaping:** which includes digital connectivity, movement, sense of place and Wonthaggi Northeast.

The BILUS will have a direct relationship with the EDF. Ensuring there is sufficient supply of industrial land and appropriate planning controls to enable the growth of existing and future industries is critical to the success of the EDF.



2.4 Socio-Economic Factors

Demographic factors partly influence the amount and type of industrial land required locally. The *Economic Analysis, Demand and Supply Assessment* described these in much greater details, though some of those key factors are summarised here.

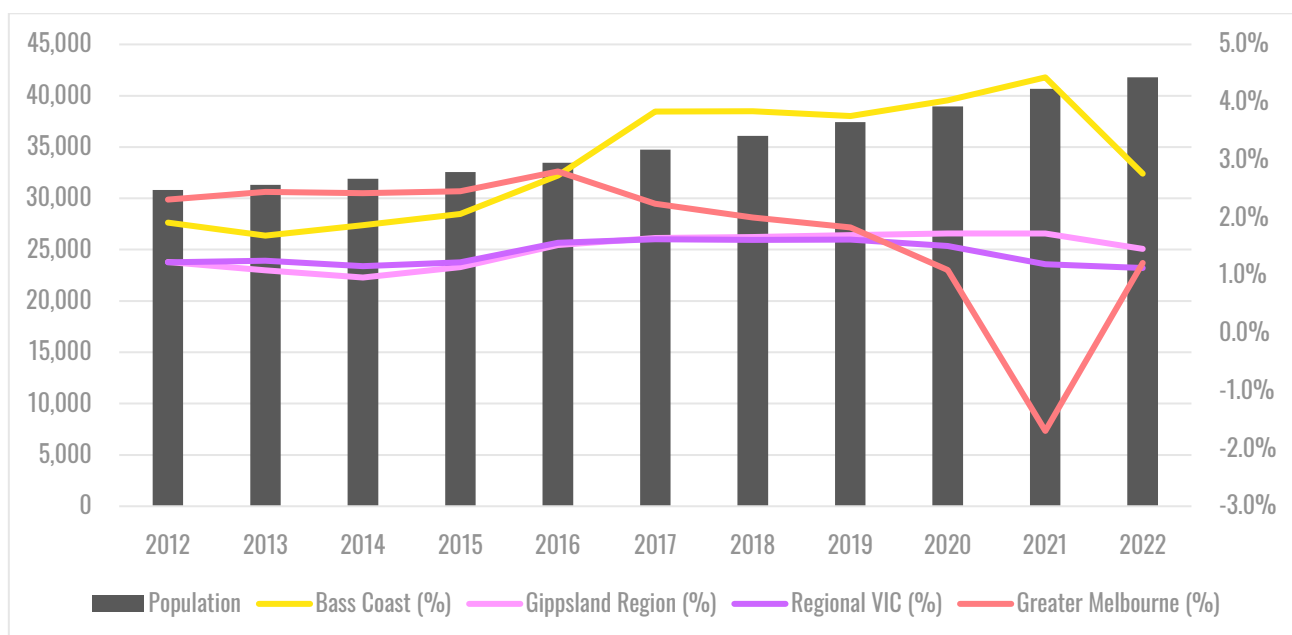
2.4.1 Demographic Profile

Then to Now: Historical Population Growth

Bass Coast recorded a population of 41,800 residents in 2020. The Shire has grown considerably over the past decade, recording ~11,000 more residents. This reflects growth of 36% and an average annual growth rate of 3.1% (ABS, 2023).

This rate of population growth is amongst the highest in Victoria, significantly outpacing both the Gippsland Region and Regional Victoria. Notably, Bass Coast has also been growing faster than Greater Melbourne since 2016.

Figure 2-5: Historical Population Growth (2012-2020)



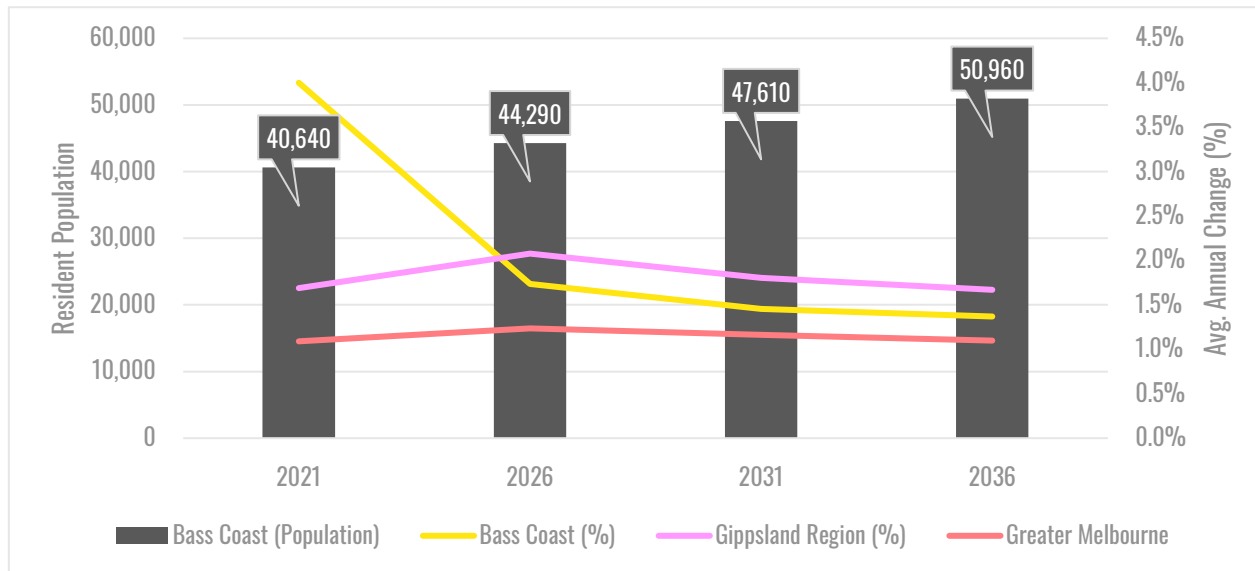
Source: ABS (2023)

Looking Forward: Projected Population Growth

Official population projections in Victoria are carried out by DTP and are known as Victoria in Future (VIF).

By 2036, the Shire is projected to reach a population of ~50,960 residents. This would reflect growth of ~10,300 residents over the 2021-2036 period at an average annual growth rate of 1.5%.

Figure 2-6: Population Projections (2016-2036), Bass Coast Shire



Source: ABS (2023)/DTP (2023)

What Residents Do: Occupation and Industry Profile

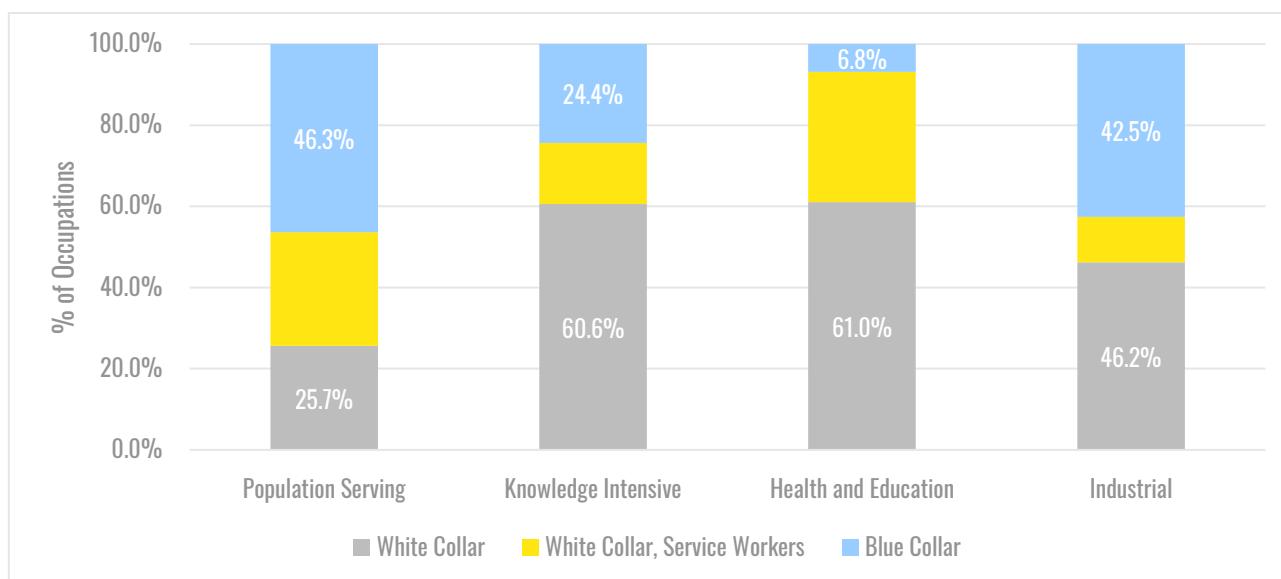
The size of the local workforce and understanding what residents do for work (i.e. occupations, industries) provides insight into the ability of local industry to source labour from within the Shire.

In 2021, ~16,500 working residents were recorded in the Shire. Some ~24,000 residents were not in the workforce.

Professionals represented the most common occupation at 18% of all working residents. This was closely followed by technicians and trade workers at 16%. From an industry perspective, most working residents in the Shire are employed in Population Serving industries (39%), followed by health and education s at 23%.

Traditional industrial sectors are the lowest employing sectors for local residents, accounting for 16%. It is evident however that local industrial sectors employ a broad mix of skilled works – with almost an even split of white and blue collar workers.

Figure 2-7: Occupation Profile by Broad Industry (2021), Bass Coast Residents



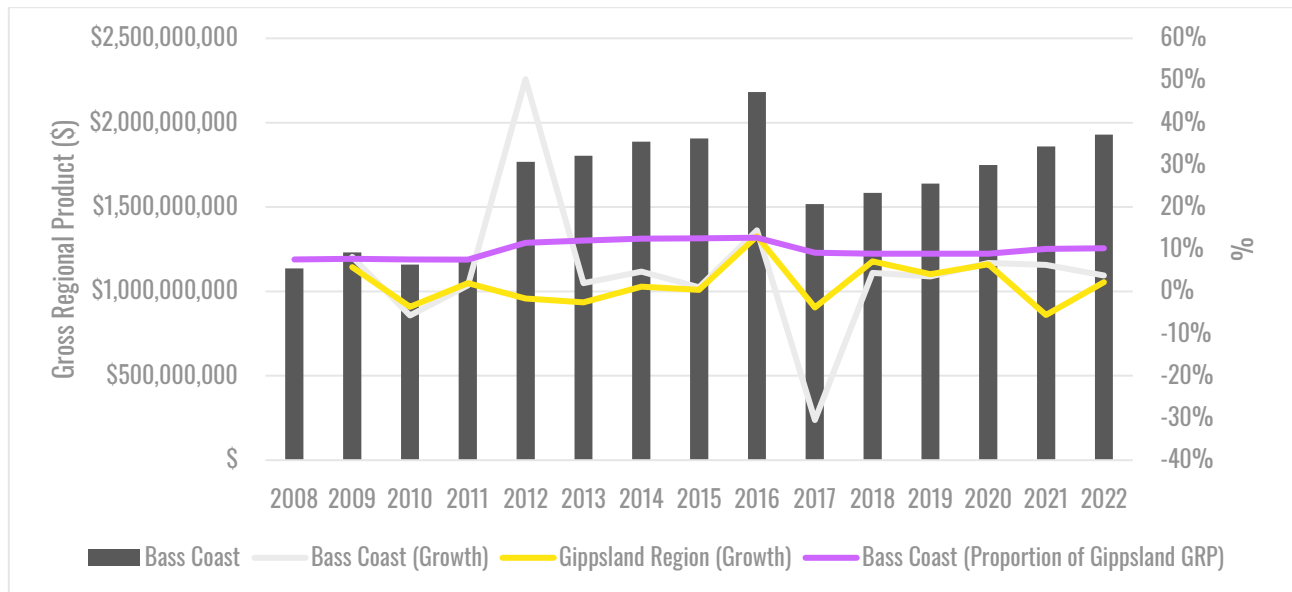
Source: ABS (2022)

2.4.2 The Local Economy

Gross Regional Product

Following a steep decline over 2016-17, the Bass Coast economy has been steadily growing over the past 5-years. Gross Regional Product (GRP) has grown by ~27% in this time, with \$1.93B GRP in 2022 comprising 10% of the Gippsland Region.

Figure 2-8: Gross Regional Product (2008-2022), Bass Coast Shire



Source: REMPLAN (2023)

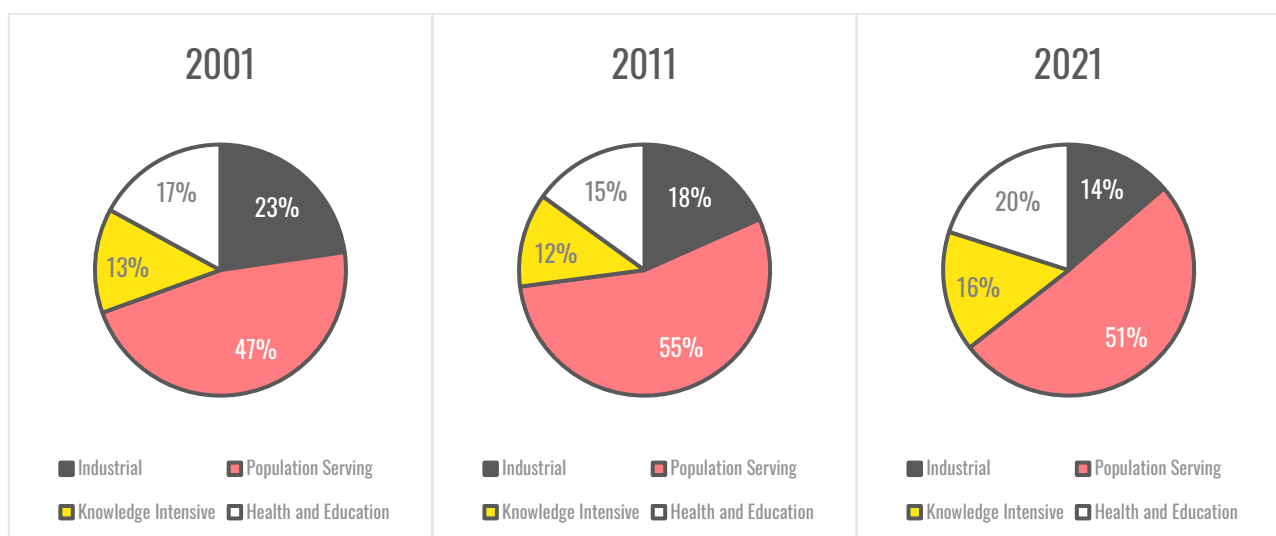
Employment

In 2021, the Shire recorded a total of just over 12,000 jobs. This followed growth of some 180 additional workers over the 2016-2021 period, reflecting average annual growth of 0.3%. This growth is slightly higher than that estimated in Greater Melbourne (0.2% per annum), where COVID-19-induced lockdowns had a more severe impact on employment activity.

From a broad industry classification, Bass Coast LGA is characterised by population-serving employment which accounts for ~51% of total employment. This is largely attributed to the large construction workforce within the Shire.

Industrial sectors are observed to account for just under 14% of local employment. The number and proportion of industrial employment across the Shire has been progressively falling over the past two decades – previously accounting for 23% of total employment in 2001, 18% in 2011 and 17% in 2016.

Figure 2-9: Employment by Broad Industry Classification (2006-2021)



Source: NIEIR (2021)

So, what does all this Data Mean?

The socio-economic data shows the Bass Coast economy is highly self-sufficient and has traditionally been driven by the tourism and agriculture sectors. In response to strong population growth, construction has emerged over the past 5-years as a major employer and source of economic activity. Traditional industrial sectors (e.g. manufacturing, wholesale trade, etc) are not major drivers of economic activity, though are still key sources of employment for local residents.

It is important to recognise that industrial precincts play an accommodative role beyond traditional industrial sectors. Large format retailers, recreational businesses (e.g. gyms) and urban services (e.g. building repairs, cleaners) who service local businesses and residents are also key sources of demand for industrial land and floorspace.

As the population of Bass Coast grows over the coming decades, these types of industries will grow drive further demand for industrial land and floorspace. The nature of demand for industrial land in Bass Coast is therefore broad.

2.5 Supply and Demand

2.5.1 Remaining and Future Supply

As at April 2024, there is approximately 134.6ha of zoned industrial land across Bass Coast. Of this ~134.6ha of zoned industrial land, approximately 47% (63.6ha) is vacant and undeveloped.

Whilst currently vacant, some undeveloped industrial lots are currently subject to planning permits for development (thereby not 'true' vacant blocks). When excluding these sites, there is 51.6ha of remaining undeveloped industrial land.

Table 2-5: Undeveloped and Zoned Industrial Land (2024)

Precinct	Zone	No. Vacant Lots	Total Vacant Land (ha)	Vacant Land with No Permit (ha)	Total Vacant Undeveloped Lot Sizes (ha)				
					<0.1	0.1 to 0.5	0.5 to 1.0	1.0 to 5.0	>5.0
East Wonthaggi	IN1Z	15	11.3	3.9	3	8	2	-	1
	IN3Z	5	43.2	43.2	-	1	1	-	3
Inverloch	IN3Z	3	0.3	0.3	-	3	-	-	-
Cowes	IN3Z	8	1.2	0.6	1	7	-	-	-
Grantville	IN1Z	3	7.6	3.6	-	-	1	2	-
Total		34	63.6	51.6	4	19	4	2	4

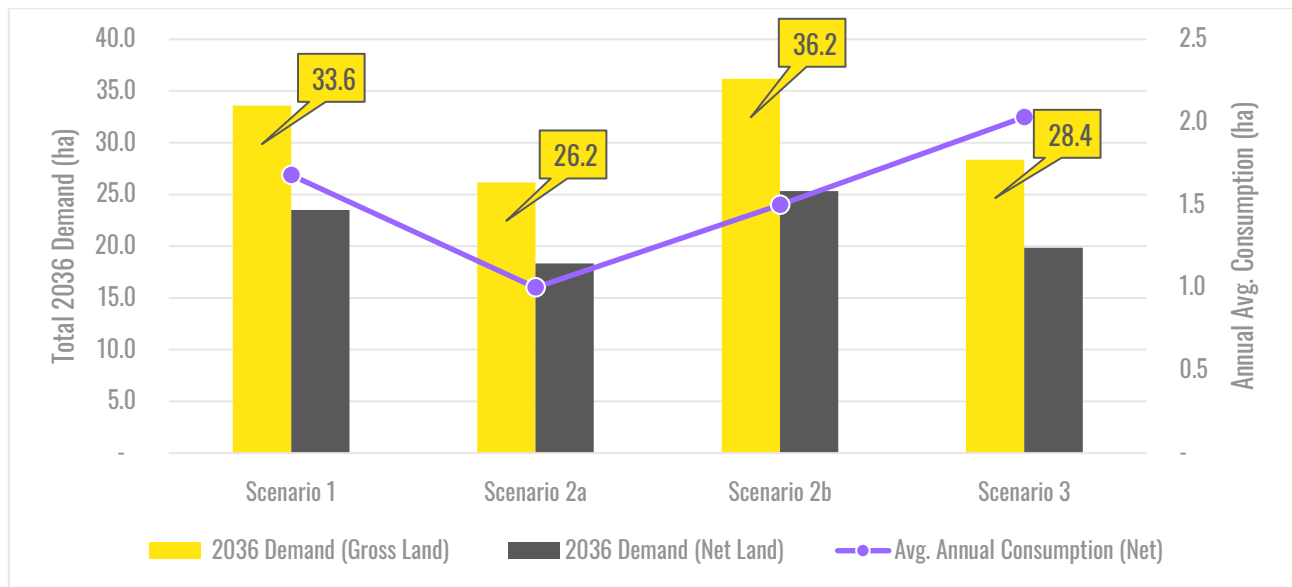
In addition to vacant industrial land that is already zoned, the Bass Coast Planning Scheme identifies ~57.7ha of FZ land along the Bass Highway in Grantville as potential industrial land. However, this land is no longer intended for future industrial uses as it is identified in the DAL as heavily constrained and falls outside Grantville's defined settlement boundary.

2.5.2 Industrial Land Demand Projections

The *Economic Analysis, Demand and Supply Assessment* projected how much industrial land could be needed to across the Shire over the coming years to 2036. A mix of scenarios and methodologies were used given the lack of certainty observed across the domestic and international economy.

Overall, the results of the projection scenarios suggest that demand for industrial land over the coming years to 2036 could range from **26ha to 36ha of gross industrial land**. This reflects net demand of between ~1ha and ~2ha per annum.

Figure 2-10: Industrial Land Demand Projections, Bass Coast Shire

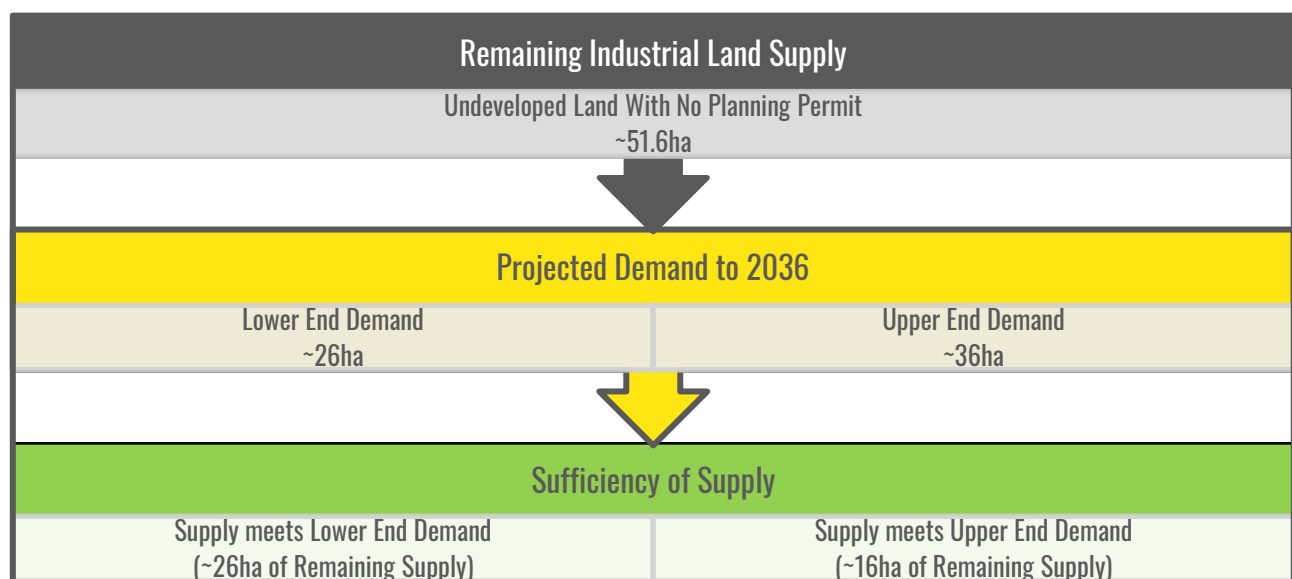


2.5.3 The Need for Additional Supply

The demand projections suggest the Shire could need between ~26ha (Lower End) and 36ha (Upper End) of industrial land over the coming years to 2036.

With approximately 51.6ha of remaining supply, there is, on paper (in theory), likely to be sufficient supply of industrial land to meet future demand (to 2036).

Figure 2-11: Supply Capacity and Future Demand



It is a reality that not all zoned land will be developed. Ensuring an appropriate 'overprovision' of industrial land supply will be critical to enable demand to be met. An 'overprovision' of industrial land would also provide opportunity for the Shire to attract larger operators to the region from key industries such as construction, waste and recycling, manufacturing or renewable energy, including key industries identified in the EDF.

3. Trends at Play and Challenges to Overcome

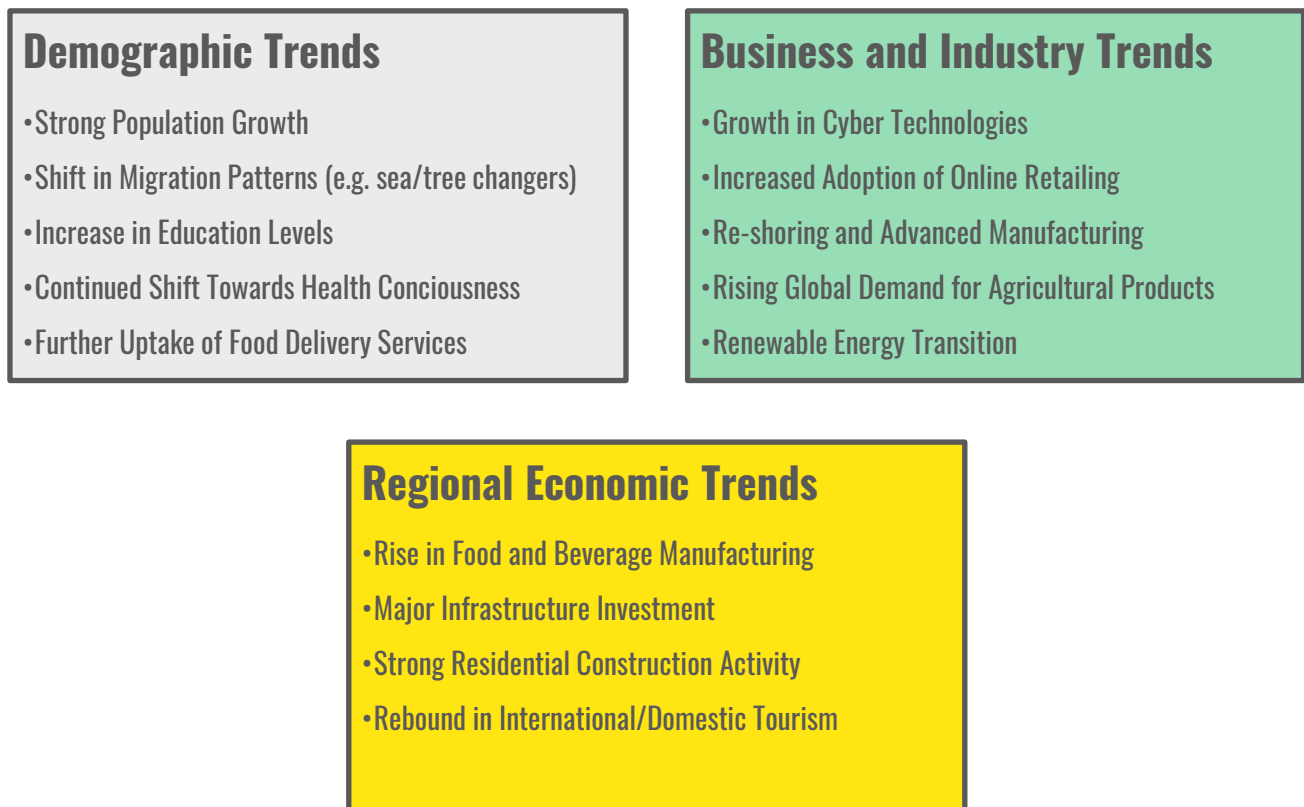
This Chapter describes the mix of trends which will influence the demand and use of industrial land across the Shire over the coming decades. Feedback from business and industry stakeholders is summarised with the key issues and challenges facing the Shire's industrial precincts outlined.

3.1 Economic and Industry Trends

The global and Australian economy is undergoing a period of significant change. Australia's population is rapidly ageing and remains reliant on migration to support its labour base. The nation is becoming increasingly educated and affluent which is influencing consumer behaviour. Continued advancements in technology are fundamentally changing the way we live and work – and in particular – the way we manufacture and distribute products.

The BILUS is cognisant on the various macroeconomic, demographic and regional trends at play which is influencing how industries use land and floorspace.

Figure 3-1: Macroeconomic, Demographic and Regional Trends



3.2 Local Economic Drivers

In addition to the broader industry and regional trends which will influence the demand and supply of industrial land over the coming decades, the Bass Coast economy is subject to its own unique set of drivers and influencing factors which have influenced historical industrial activity and have the potential to continued to do so in the future.

Beyond the traditional industrial sectors such as manufacturing and logistics, industrial precincts play an important role in accommodating occupiers who service the needs of local residents (e.g. automotive repairs). These uses are commonly referred to as 'urban services'. Urban services are influenced to a greater degree by local economic drivers such as population growth and demographic trends.

Figure 3-2: Local Economic Drivers Influencing Demand for Industrial Land



3.3 Industry and Business Feedback

To understand the issues facing local industry and businesses in Bass Coast's industrial precincts, engagement with local businesses, real estate agents and business associations was carried out.

Issues focused on during the engagement included the reasons for location selection, strengths and opportunities of individual industrial precincts and the broader Bass Coast region along with inherent weaknesses and future threats.

Figure 3-3: Industry/Business Feedback (SWOT)



3.4 Planning for the Future

3.4.1 Trends at Play

Understanding the likelihood and potential impact that different demographic, economic and local trends may have on Bass Coast is a critical consideration for the BILUS.

Given the unique economic structure of the Bass Coast economy, not all trends are expected to play out in the Shire. Equally, their level of impact may differ compared to other areas. Those considered most applicable to the Shire include:



High levels of population growth driving demand for population-serving industries (e.g. retail, services, etc)



Continued shift towards health and lifestyle services (e.g. gyms, fitness studios, etc).



Major shift to renewable energy generation



Further growth in the adoption of online retail services driving demand for local warehouse facilities



Persistent demand for industrial property as an investment asset class



Further growth in local food and beverage manufacturing

3.4.2 Challenges to Overcome

The BILUS seeks to address three key challenges to ensure the Bass Coast economy can grow and accommodate the needs of existing and future industries.

- **Address the Lack of Supply and Support Enabling Infrastructure Delivery**

The recent rezoning of industrial land in the Wonthaggi North PSP is at risk of being delayed due to the cost of infrastructure delivery in the current inflationary environment.

It will be important that key items of infrastructure that can 'unlock' development potential are prioritised.

- **Provision of Sufficient Stocks of Large Sites for Strategic Investment**

It is a market reality that not all zoned land will be developed. A variety of factors – landowner motivations, development feasibility, market conditions, etc – can result in development potential remaining unrealised.

It is therefore important that there is a sufficient quantum of industrial land capable of development available across the Shire. This includes 'sufficient stocks of large sites for strategic investment' as required under the BCPS.

Given land in Grantville which had been previously identified as industrial is unlikely to be developable upon finalisation of the DAL Program, there is a need to identify other potential industrial expansion areas.

- **Manage Land Use Conflicts in Existing Industrial Precincts**

Population growth is driving demand for a mix of service-type land uses which can locate within industrial areas. This trend is only expected to grow moving forward.

A clear set of policy guidelines and/or planning controls will be an important tool for Council to manage the potential conflict between these types of uses and traditional industrial uses.

4. Shire-wide Vision and Guidelines

4.1 Shire-wide Vision and Guiding Principles

With the Shire poised for significant population growth, Bass Coast's industrial precincts are critical in facilitating services provision and employment opportunities for the growing resident base.

Existing precincts accommodate a diverse mix of industrial and other complementary uses, and the adoption of design guidelines will enhance the image, amenity and economic viability of these precincts.

New industrial land are strategically positioned to attract emerging industries, including those across the circular economy, food processing, advanced manufacturing and other large format industrial uses.

This vision for industrial land use will be implemented through a mix of policies (statutory and non-statutory) and actions, including the Bass Coast Planning Scheme, land use policy, development guidelines, public and private investment, economic development initiatives, transport advocacy and investigations.

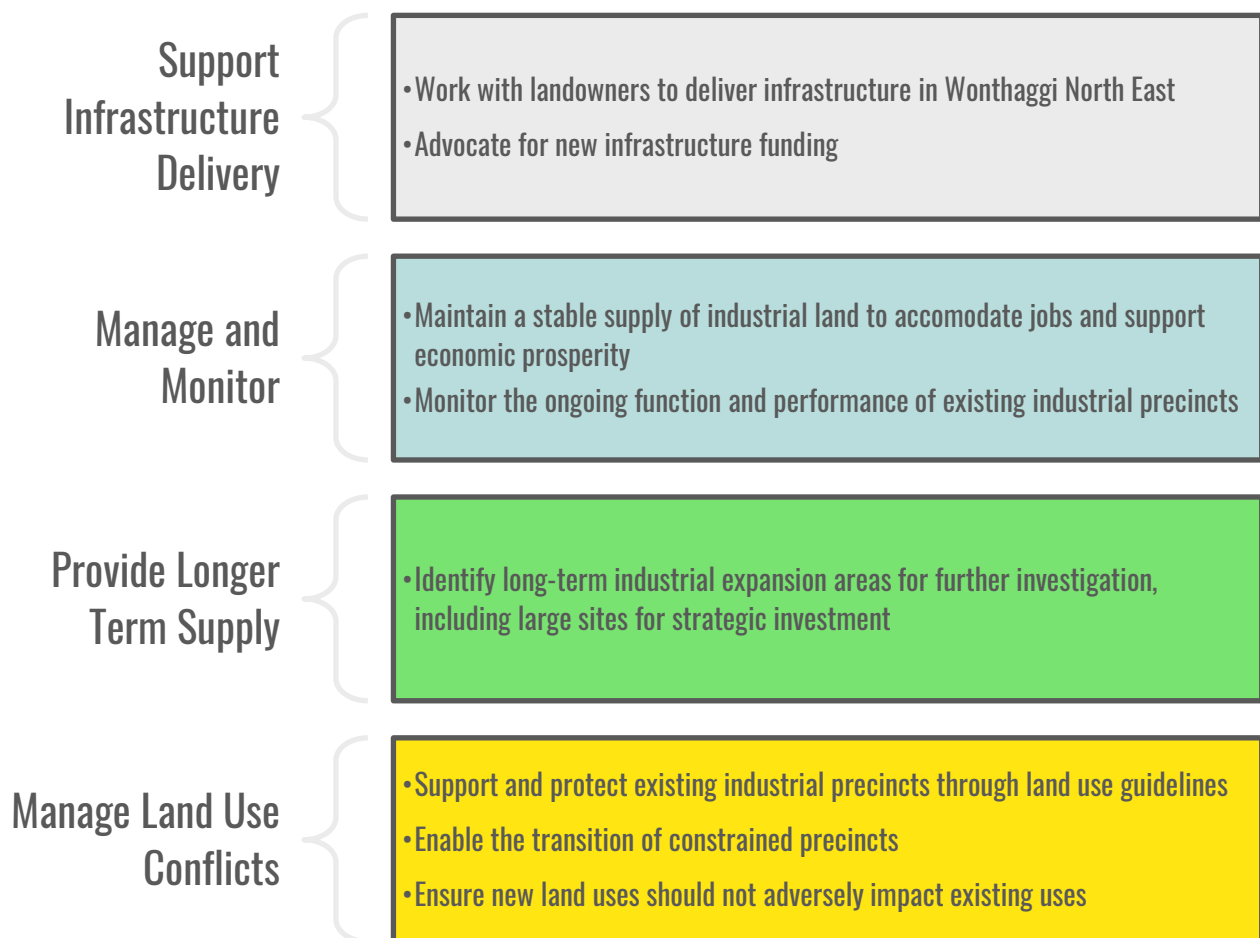
The vision is supported by a series of 'guiding principles' as detailed below.

Guiding Principles

As the Bass Coast economy grows and evolves over the coming decades, a range of business uses for industrial lands needs to be considered. It is equally important that existing industrial uses are not compromised.

The BILUS has regard to the following 'guiding principles' for industrial land use across the Shire.

Figure 4 1: Guiding Principles of the BILUS



Source: Atlas Economics/Mecone

4.2 Shire-wide Directions

The Study has identified potential actions and recommendations which could be applied at a Shire-wide level.

4.2.1 Direction 1: Resolve any Remaining Infrastructure Constraints to Development

Objective: Ensure any blockages to investment and development in the recently rezoned INZ3 area of the Wonthaggi North PSP have been fully explored and, where possible, removed.

Actions:

- D1.1: Monitor industry responses to the Wonthaggi North East PSP, DCP and NVPP and seek State Government funding to enable the delivery of catalyst infrastructure where required.
- D1.2: If required, continue liaising with the landowners, VicRoads and South Gippsland Water to explore options to the deliver key items of enabling infrastructure in the Wonthaggi North East PSP industrial area.

4.2.2 Direction 2: Adopt Land Use and Development Guidelines to Manage Land Use Conflicts

Objective: Ensure land use conflicts are minimised through effective land use planning and building design.

Actions:

- D2.1: Adopt the Land Use and Development Guidelines for industrial land use and development outlined in the BILUS to manage potential land use conflicts within the Shire's industrial precincts.
- D2.2: Encourage greater integration between the Shire's regulatory duties (local laws, building and planning enforcement) to manage land use conflicts via compliance of permits and enhance the integrity of industrial precincts.

4.2.3 Direction 3: Monitor Land Use and Development Activity in the Industrial Precincts

Objective: Monitor industrial land use and development activity across the Shire.

Actions:

- D3.1: Using Council's Land Use and Register Tracker (LURT), carry out periodic audits of each industrial precinct. Reviews would ideally occur annually, though should occur at a minimum every 5 years and after the ABS Census.
- D3.2: Working with local business associations, gauge interest for the establishment of 'Precinct Committees' which could establish a direct forum between Council and local occupiers.

4.2.4 Direction 4: Advocate for Infrastructure Investment and Economic Development Initiatives

Objective: Advocate for infrastructure upgrades and economic development initiatives to ensure there is adequate infrastructure to meet population growth and opportunities in emerging industries can be capitalised upon.

Actions:

- D4.1: Advocate for formal funding commitments from the Commonwealth and State Government for infrastructure investment and grants, particularly for upgrades to the Bass Highway and sub-arterial roads.
- D4.2: Provide support to local manufacturers in the Bass Coast Shire to access Commonwealth and State Government funding grants (e.g. Made in Victoria – Manufacturing Growth Program).
- D4.3: Liaise with the Commonwealth and State Government on opportunities for Bass Coast to support the recently declared Gippsland offshore wind area.

4.2.5 Direction 5: Align BILUS with Economic Development Framework

Objective: Ensure consistency between the BILUS and Economic Development Framework.

Actions:

- D5.1: Update the Economic Development Framework to reference the findings and recommendations of the BILUS.

4.3 Industrial Land Use and Development Guidelines

4.3.1 Purpose of the Guidelines

The purpose of the Industrial Land Use and Development Guidelines (**the Guidelines**) is to provide guidance for new uses and development across the Shire's existing and future industrial areas. The Guidelines are intended to be used by applicants in preparing their applications and by Council in the assessment of future applications.

The Guidelines have been formulated by community feedback and with consultation with Council.

The Guidelines aim to assist in the establishment of new uses to complement the offerings of the industrial precincts and to ensure new developments respond to the context of each precinct. The successful implementation of these Guidelines will assist in Council achieving the overarching vision and guiding principles of the BILUS.

4.3.2 Necessity

Land use and development guidelines provide a framework for how land use and development is expected to be delivered where not specifically outlined in a planning scheme.

They importantly provide guidance to consent authorities on interpretation of permit applications to ensure their consistency with strategic planning, industry and community expectations. Bass Coast Shire Council does not currently have any development guidelines for industrial land use or development.

Bass Coast's existing industrial precincts are dominated by carparking, buildings that have poor surveillance and activation and limited landscaping. The street network of the precincts is highly constrained with the absence of footpaths in some areas. Additionally, new uses have been established over time that have the potential to cause land use conflicts with more traditional industrial/ warehouse uses.

Therefore, the guidelines would support the potential of each precinct for industrial use/s and development by improving the function and amenity of the precincts for a wide range of uses.

4.3.3 Objectives and Application of the Guidelines

The objectives of the Guidelines are:

- To ensure future land uses are compatible with existing uses and limit any future land use conflicts.
- To establish development guidelines which support future industrial demands whilst facilitating employment generating uses.
- To ensure future industrial development makes a positive impact on the amenity and public realm of each precinct.

The Guidelines apply to all industrial zoned land and any future expansion areas identified in the BILUS, with the exception of industrial land affected by the Wonthaggi North East PSP which is subject to its own set of development guidelines.

4.4 Land Use Guidelines

4.4.1 Reasoning

The objectives and initiatives outlined in this section address some of the key concerns facing industrial precincts in Bass Coast:

- Section 2 uses (e.g. gymnasiums, indoor recreation facilities, etc) have impacted industrial land supply across the Shire.
- These uses have resulted in land use conflict via traffic, parking, pedestrian connectivity and truck movements.
- Some uses are not compatible with the purposes of an industrial zone (e.g. childcare) and should be encouraged to locate in commercial and/or residential zones.
- Retail offerings establishing in the precincts.

4.4.2 Objectives

- To ensure any new use continues to support the economic growth of the precinct and is complementary to the industrial precinct.
- To ensure new uses are compatible with the industrial operations of existing businesses.

4.4.3 Initiatives

- Avoid approving non-industrial land uses that will impact upon the availability of land for future industrial use.
- Encourage land uses that diversify local industrial employment opportunities.
- Protect industrial land from encroachment of uses that are incompatible with the operations of the industrial properties.
- Avoid retail uses, gymnasiums, place of assembly's and childcare locating in industrial zones, except where such uses form part of an integrated development.

- Support future industrial and commercial development that makes a positive impact on the amenity and urban environment of the precincts.

4.5 Development Guidelines

The siting and built form outcomes of a development can influence the functionality, appearance, and safety of industrial precincts. The following development and building design guidelines have been created to enhance the appearance and economic viability of the precincts.

These guidelines also aim to provide guidance to proponents, owners and Council when considering new developments.

These guidelines have also been influenced by Crime Prevention Through Environmental Design principles which also aim to improve the safety of the built environment.

4.5.1 Lot Layout

Objectives

- To create suitably sized allotments that are functional, accessible and contribute positively to future streetscapes and enhance the character of each precinct.
- To provide a diversity of lot sizes which enables flexibility within allotments to cater for a range of industrial and businesses.
- To ensure lots are of an adequate size to protect environmental and landscape features whilst responding to the site's constraints and opportunities.
- To maximum passive solar design through the orientation of allotments.

Guidelines

- Lot sizes are to be of an adequate size and dimension, to enable the objectives and guidelines contained in these guidelines to be satisfied for any future development.
- Applicants will be required to demonstrate that a suitable building envelope can be achieved whilst satisfying the Setback, Landscaping, Access and Built Form objectives.

- Lots should be regular in shape to provide for efficient use of land and enable a range of industrial and business uses to be accommodated on the lot.
- Orientate lots so that buildings can be sited to maximise passive solar design.
- For corner allotments with two street frontages, the lot should be orientated so that the building will front onto the higher order road within the road hierarchy.
- Orientate allotments so that buildings can capture views to surrounding landscape.

4.5.2 Site Response

Objectives

- Ensure new built form is designed to respond to the vision of each precinct and responds to the characteristics of the site and surrounds.

Guidelines

- New applications will need to prepare a detail design response plan that demonstrates how the development responds to the context of the area. This response at a minimum needs to include:
 - Surrounding land uses including existing and future uses, proximity of sensitive land uses and key buffers.
 - Pattern of development in the area.
 - Road network which a focus on how the site will be accessed with an avoidance of using local residential streets.
 - Areas of vegetation.
 - Solar access to the site and surrounding properties.
 - Street frontage features such as poles, trees and crossovers.

The design, built form, layout and interface of any planning application will need to demonstrate how the proposal responds to each of these elements.

4.5.3 Access and Carparking

4.5.3.1 Pedestrian Access

Objectives

- To provide safe and convenient access for pedestrians in new developments.
- To minimise conflict between pedestrians and vehicles.

Guidelines

- New developments should be provided with clearly defined entry points for pedestrians from footpaths into industrial sites.
- Pedestrian entries should be separated from vehicular movements, especially loading areas.
- Ensure clear sight lines to vehicle crossovers are provided for pedestrians.
- Where appropriate explore opportunities to provide footpaths within the nature strip in consultation with Council.

Figure 4-1: Example of Industrial Precinct with Clearly Defined Pedestrian Pathways



Source: Mecone

4.5.3.2 Vehicle Access and Loading Areas

Objectives

- To minimise the impacts of traffic on surrounding sensitive land uses.
- To provide safe, convenient, and efficient access for all vehicles.
- To minimise the impacts of crossovers on pedestrian movement, streetscape and street infrastructure.
- To provide safe and efficient loading areas whilst minimising the impact when viewed from the public realm.

Guidelines

- Carparking layouts to be designed to ensure all vehicles can enter and exit the site in a forward direction.
- Ensure all vehicle accessway (including carpark) are appropriately sealed.
- Where appropriate limit crossovers to one entry and exit point to each site unless it can be demonstrated multiple crossovers are required for efficient movements.
- Demonstration that freight vehicles can enter, exit and manoeuvre within the site to minimise the traffic impacts on surrounding street networks.
- Loading bays should be situated to the rear or side of the site (unless abutting a sensitive interface) and be situated away from the street frontage.
- Where possible, loading areas should be integrated internally within the building.
- Where external loading areas are visible from adjoining sensitive uses, they should be screened with landscaping.
- All loading should occur within the site and loading areas should be of sufficient size which avoids the use of carparks for temporary storage of goods.

Figure 4-2: Example of Unsealed Accessway in Industrial Precinct



Source: Atlas Economics

4.5.3.3 Carparking Layout and Design

Objectives

- To provide safe and efficient access within carpark for all users
- To provide adequate parking space and facilities.
- To provide attractive industrial areas and avoid parking areas which dominate the streetscape.
- To provide landscaping to carparking area which complements the streetscape.

Guidelines

- On large allotments and where possible carparking should be located to the side or rear of the building.
- Any carparking within the frontage should be set back a minimum of 3m to allow for integration of landscaping throughout the carpark.
- All carparking areas must be sealed to the satisfaction of Council.
- Visitor spaces should be located within convenient access to the entry of the building and be clearly marked for visitors.
- The layout of carparking area and accessway to comply with the design standards of Clause 52.06 and the applicable Australian standards.
- Incorporation of Water Sensitive Urban Design treatments within carpark to minimise run off and passively irrigate vegetation on-site.

Figure 4-3: Example of Carparking Layout without Landscaping



Source: Atlas Economics

4.5.4 Built Form

4.5.4.1 Setbacks

Objectives

- To ensure siting of new industrial buildings respond to the characteristics of the precinct.
- To ensure siting of new industrial buildings provide adequate space of meaningful landscaping.
- To ensure siting of new industrial buildings does not dominate the streetscape.

Guidelines

- For infill development, front setbacks are to be consistent with the prevailing setbacks in the precinct.
- Front building setbacks should be consistent with the prevailing setbacks in the precinct.
- If there are no consistent front setbacks, new buildings should be set back a minimum of 3m-5m from the street and comprise landscaping (including tree planting) and building access.
- On wider allotments buildings should be set back from side boundaries to limit the impact of boundary-to-boundary construction and provide relief between buildings.
- For corner sites, setbacks should be a minimum of 3 metres to allow adequate space for landscaping and building access.

Note – these setbacks requirements can be reduced if can be demonstrated that landscaping would not be compromised, and the building façade is well articulated.

4.5.4.2 Sense of Address

Objectives

- To create active and pedestrian friendly street and industrial sites through the design and layout of buildings.
- To activate industrial streets with the site of buildings fronting the street.

Guidelines

- Locate active frontages (such as offices, cafes, reception along the street frontage which provides opportunities for activation and passive surveillance.
- Locate and orient building entries to the street frontage.
- Where applicable, orientate buildings to face onto public open space.
- Where possible, avoid blank, unarticulated walls from the public realm.
- Buildings on corner lots should address both street frontages with articulated and activated frontages.
- Where possible, avoid the dominance of roller doors along the prominent façade.
- Provide clearly identifiable street numbering integrated within building design.

4.5.4.3 Building Siting and Orientation

Objectives

- To ensure buildings are appropriately sited to address the primary street frontage.
- To provide opportunities for access to daylight and natural ventilation within buildings.

Guidelines

- Siting of new buildings to open up on the primary street frontage.
- Where possible, orientate the habitable areas of the building to the north.

- On larger sites, the siting of loading and servicing areas should be located to rear or the side of the site (unless abutting a sensitive interface).

Figure 4-4: Example of Blank Wall to Primary Street Frontage



Source: Atlas Economics

Figure 4-5: Example of Activated Building Frontage



Source: Mecone

4.5.5 Landscaping

Objectives

- To increase the tree canopy coverage across the industrial with public and private realms.
- To provide high quality landscaping within the front setback that enhance the appearance of buildings from the street.
- To provide landscaping that is low maintenance and responds to the landscape values of the shire.

Guidelines

- Provide a front landscape setback (minimum dimension of 3m) which can support the planting on canopy trees and under canopy vegetation.
- Front landscape areas should incorporate canopy trees that will reach a maturity of height of over 8m. Low shrubs, grasses and ground covers can be utilised in combination with canopy trees.
- Landscape areas should be planted with native and indigenous species that are low maintenance and hardy. Species selection should complement the landscape character of the Shire.
- Provide a landscape buffer along the side and rear boundaries where appropriate.
- For parking areas within the front setbacks provide canopy trees for every 5 car spaces where appropriate.
- If tree planting is not possible within the site, explore opportunities with Council with the planting of street trees along the nature strip.
- New buildings should not encroach more than 10% of the tree protection zone from existing significant trees either on the site or adjoining the site in accordance with the Australian Standard AS 4970-2009 (Tree Protection).
- Consider the consolidation of landscaped areas to maximise the appearance and effect of the landscaping from the public realm.
- Corner sites provided with landscaping along both street frontages.

Figure 4-6: Examples of Well-Landscaped Front Setbacks



Source: Mecone

4.5.6 Fencing

Objectives

- To ensure front fencing responds to the streetscape and clearly delineates the public and private realm.
- To ensure fencing is transparent while providing for adequate site security.

Guidelines

- Where front fencing is required ensure a minimum of 50% transparency is provided.
- Avoid the use of high solid fencing unless they are setback a minimum of 1.5m from the street and their use can be clearly demonstrated.

Figure 4-7: Encourage Transparent Front Fencing When Necessary



Source: Atlas Economics

4.5.7 Interface Treatment

Objectives

- Ensure new built form appropriately integrates with surrounding residential zoned land and protect the amenity of residential and other sensitive land uses.

Guidelines

- Where possible provide a landscape buffer area capable of supporting large canopy trees along boundaries with residential or other sensitive land uses.
- Locate loading bays and vehicle access points away from residential or other sensitive land uses.
- Uses that are likely to have a visual or acoustic impact on the amenity of residential uses should be sited as far as possible from the sensitive interface and provide sufficient visual and/or acoustic screening within the industrial property.
- Avoid light spillage onto adjoining residential and other sensitive land uses.

Figure 4-8: Example of Poor Interface Treatment between Industrial and Residential



Source: Atlas Economics

4.5.8 Signage

Objectives

- To ensure signage is complimentary with the character of the Shire.
- To ensure signage maintains the character and amenity of the street.
- To ensure signage is informative and co-ordinated in a way that enables customers to easily locate businesses.

Guidelines

- Business identification signage must be integrated into the building facade where possible.
- Where there are multiple business occupancies within the one lot, a shared sign should be provided that details the location of the business.
- Signage attached to front and side boundary fences is discouraged.
- Avoid freestanding signage unless it can be demonstrated that signage on the building facade will not provide effective business identification.
- Decal signage fixed to areas of glazing (i.e. windows and doors) is discouraged.
- Directional signage should be provided to delineate entries and exits, staff and visitor parking, office /reception areas, and loading areas

4.5.9 Storage Areas

Objectives

- Ensure adequate access to waste storage areas are provided onsite and do not detrimentally impact upon the amenity of the area and streetscape.
- Minimise impacts on the streetscape by goods storage areas.
- To ensure the storage of goods does not impact upon the quality of stormwater from the site.

Guidelines

- New developments provided with dedicated waste storage areas (including recycling) and are screened from the public realm.
- Waste storage areas are to be sited away from residential and sensitive land uses.
- Locate good storage areas behind the main building line and should not be located within landscaped areas, carparking or accessways.
- Storage areas visible from the street should be appropriately screened either by visual screening or landscaping.

4.6 Small Warehouses Units (Factoryettes) - Specific Requirements

Factoryettes developments are typical small industry or warehouse units that have shared access and carparking areas.

Buildings are generally attached and loading areas are internal to the building. They often comprise mezzanines and minimal active frontages at ground level.

Objectives

- To ensure factoryette lot sizes are adequate to enable flexibility for a variety of land uses.
- To ensure factoryette do not jeopardise the availability or operation of the industrial precinct.
- To provide safe and convenient pedestrian, vehicles access and adequate carparking.

Guidelines

- Avoid the establishment of factoryettes in Industrial 1 Zoned land.
- All factoryettes should have a minimum floor area of 150sqm.

- Applications for the development of factoryettes should include an assessment of how the proposal responds to the vision of the industrial precinct and how it would not jeopardise the ongoing availability of industrial land for large end users.
- Where the end use of each factoryette is not known, car parking should be provided at the rate for Industrial land uses required under Clause 52.06.
- A reduction in car parking may be considered where a development is being purpose built for an end user and it can be demonstrated that lower car park numbers are required on the basis of employee numbers or empirical data.
- Development should provide built form that addresses the primary street frontage as well as the internal access lanes.
- Car parking in front street setback areas should be minimised.

4.7 Application Requirements

In preparing an application the following plans and reports will need to be prepared and submitted to Council.

- Site Context Plan – as per the requirements under Section 3.1 of these guidelines.
- Site Plan – this plan details the dimensions and boundaries of the site, roads, natural ground levels, layout of existing and proposed buildings, car parking, accessways and loading areas, landscaped areas and storage areas.
- Landscape Plan demonstrating the description of vegetation to be planted and quantities of vegetation and method of maintenance.
- Floor Plans of all buildings.
- Elevations and if required cross sections
- Response to the guidelines.

Additionally further material might be requested by Council which may include:

- Aboriginal Cultural Heritage Management Plan
- Traffic Impact Assessment Plan including swept paths
- Arboricultural Report

- Waste Management Plan
- Acoustic Assessment
- Environmentally Sustainable Design Report
- Stormwater Management Plan

In some instances, Council may require an economic assessment report where developments are may have the ability to impact upon the supply of industrial land in the Shire and/or impact the economic viability of existing industrial areas.

5. Precinct-Specific Visions and Initiatives

5.1 Precinct 1: East Wonthaggi (Wonthaggi)

Economic Vision

Gippsland's principal and largest industrial precinct specialising in urban services, recycling, manufacturing and logistics.

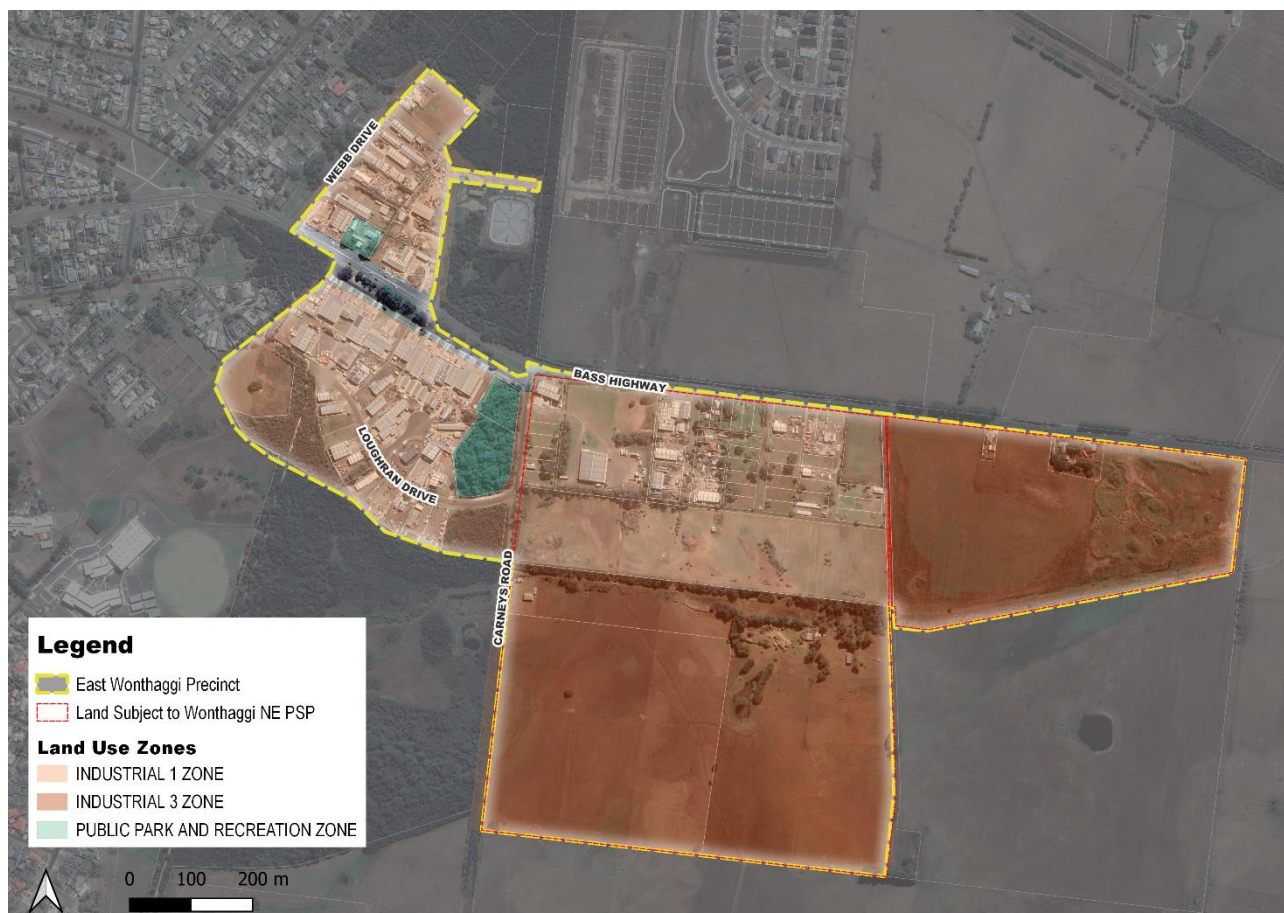
The East Wonthaggi industrial area, which includes industrial land recently rezoned as part of the Wonthaggi North East PSP, is the largest industrial precinct in the Shire and one of the largest industrial precincts in the Gippsland Region. It comprises a variety of industries, with occupiers providing a mix of business-to-business and business-to-customer services at a regional and local level.

Land uses including such as manufacturing, logistics, warehousing and transport, recycling, waste management and urban services should be encouraged. To preserve the primacy of the precinct, non-industrial land uses should be considered in appropriate locations and if they are consistent with the *Industrial and Land Use Guidelines*.

To meet the economic vision for the Precinct over the coming decades, the following recommendations are made:

- P1.1: Support the vision and objectives of the Wonthaggi North East PSP.
- P1.2: Retain existing IN1Z zone and policy objectives which promote industrial activity in Wonthaggi.
- P1.3: Prioritise and proactively work with landowners to deliver critical items of enabling infrastructure as identified in the Wonthaggi North East PSP, including road infrastructure projects IN-05, IN-06 and IN-8.

Figure 5-1: East Wonthaggi Precinct



Source: Atlas Economics

5.2 Precinct 2: White Road/McKenzie Street (Wonthaggi)

Economic Vision

A highly accessible large format retail, light industrial and recreational services hub for the Shire's growing population which provides for a mix of industries and building typologies.

The White Road and McKenzie Street industrial precincts are characterised by population-serving occupiers (e.g. gyms, fitness studios, etc) and the recently completed Bunnings Warehouse. Its current role and location make it an important business hub which will grow commensurate with population growth across Wonthaggi.

Whilst the precinct is surrounded by residential uses, both White Road, Mackenzie Street and recreational land provide good buffers with no direct abutments to residential uses. The precinct accommodates a strong cluster of urban services and population-serving industries (i.e. gymnasiums, fitness studios, etc) which should be encouraged. Overall, the precinct is currently function well and no changes to planning controls are recommended for this precinct.

To achieve its economic vision over the coming decades, the following recommendations are made:

- P2.1: Retain existing IN1Z zone and policy objectives which promote industrial activity in Wonthaggi.
- P2.2: Support Section 2 uses which provide urban services and/or have a population-serving function.

Figure 5-2: White Road/McKenzie Street Industrial Area



Source: Atlas Economics

5.3 Precinct 3: Cyclone Street (Wonthaggi)

Economic Vision

A vibrant business precinct transitioning over time to become a employment-focused, mixed use precinct which leverages its proximity to the Wonthaggi Activity Centre

The Cyclone Street industrial area is one of the smallest industrial precincts in the Shire, located between the Wonthaggi Activity Centre and a large General Residential Zone (GRZ) area. Parts of the precinct have direct abutments to residential dwellings and the current street network is not conducive to heavy vehicle traffic. Proximity to residential land is resulting in land use and amenity-based conflict.

Overall, the current Industrial 1 Zone is not considered appropriate, and an alternative zone should be considered. This aligns with the Wonthaggi Structure Plan (2018) which specifically identified this precinct an investigation area.

Suitability of Industrial 1 Zone

The purpose of the Industrial 1 zone is generally for manufacturing industry, the storage and distribution of goods and associated uses in a manner which does not affect the safety and amenity of local communities. The INZ1 permits a broad mix of 'as of right' uses, though several (i.e. Industry, Warehouse) must meet certain conditions to be exempted.

Many industrial uses and activities have the potential to produce off-site impacts, such as noise, dust, odour and hazardous air pollutants. While these impacts are generally minimised through on-site management, there will still be unintended off-site impacts due to equipment failure, accidents and weather changes that could pose risks to human health and safety and amenity. Clause 53.10 sets out the threshold distances for different types of industrial uses and activities, in which any proposed industrial uses will need to be considered. This is to ensure the amenity of the surrounding neighbourhood and precinct is protected from adverse impacts from industrial activities.

The direct abuttal of the precinct to residential dwelling therefore creates significant constraints for industrial activity. Whilst a broad mix of industrial activities are permitted in the IN1Z, the permissibility of these uses in the precinct is heavily restricted by threshold distance requirements of Clause 53.10 (Uses and Activities with Potential Adverse Impacts).

Accordingly, there is an opportunity to explore the possibility of an alternative zoning to allow more suitable land uses which complement the surrounding context and reduce the possibility of ongoing land use conflict.

Alternative Land Use Zoning

Given the constraints of the precinct, the nature of adjoining land uses and the vision outlined in the Wonthaggi Structure Plan, it is recommended that the precinct be considered for a Commercial 3 Zone (C3Z).

The C3Z prioritises uses that form part of the emerging economy, particularly industrial, commercial/office and supporting services. The intent of the C3Z is to foster a diversity and critical mass of employment generating uses, providing affordable floorspace for such uses and limit the displacement of employment generating uses from productive areas.

Businesses in the emerging economy encompass various types of creative industries, small-scale manufacturers and technology-oriented start-up businesses. Traditional definitions of 'office' or 'industry' apply to many of these businesses, while others more readily fall within other definitions in the Victorian Planning Provisions (VPP) with some uses falling under multiple land use definitions.

For this reason, the C3Z provides for a wide range of employment uses 'as of right' (no permit required). This includes Arts and craft centre, Education centre, Home based business, Industry (except most clause 53.10 uses which are Section 2 uses), Manufacturing sales, Market, Office and Research centre. The C3Z provides for a wide range of low-impact industrial uses subject to satisfying certain conditions and meeting nominated threshold distances. Importantly, the C3Z would enable existing land uses to continue operating from the precinct and facilitate a gradual transition of land use activity.

The C3Z provides limited residential uses and such will not undermine the primary employment and economic development focus of the precinct. Residential uses should be capped to strengthen the primacy of the precinct as an employment area.

Recommendations

To achieve its economic vision over the coming decades, the following recommendations are made:

- P3.1: Working with the State Government, commence precinct planning to explore transition of the precinct into an employment focused, mixed use precinct (Commercial 3 Zone).

Figure 5-3: Cyclone Street Industrial Area



Source: Bass Coast Shire Council

5.4 Precinct 4: Inverloch Industrial Estate (Inverloch)

Economic Vision

The Shire's easternmost industrial precinct accommodating a broad mix of light industrial and urban services that service the needs of the local resident population whilst providing limited opportunities for the local visitor economy.

The Inverloch Industrial Estate accommodates a vibrant mix of industries which provide services to the local resident base and Inverloch's important tourism economy.

The Inverloch precinct comprises a diversity of industrial uses and urban services, and it characterised by local SMEs. As the sole industrial precinct for the eastern portion of the Shire, light industrial activities should be preserved and prioritised. Non-industrial land uses should only be considered if they are consistent with the *Industrial and Land Use Guidelines* and it can be clearly demonstrated that there is limited impact on existing light industrial users.

The precinct is surrounded by residential land uses though does not exhibit direct abutments to residential dwellings. The current Industrial Zone 3 is considered the most appropriate land use zone and no changes are recommended.

To achieve its economic vision over the coming decades, the following recommendations are made:

- P4.1: Retain existing IN3Z zone.
- P4.2: When assessing the potential for non-industrial (Section 2) uses, ensure consistency with the *Industrial and Land Use Guidelines* and ensure there are limited and negligible impacts on existing light industrial users.

Figure 5-4: Inverloch Industrial Estate



Source: Bass Coast Shire Council

5.5 Precinct 5: Blue Gum Industrial Park (Cowes)

Economic Vision

Phillip Island's premier industrial and business hub, accommodating a broad mix of manufacturing, construction, transport and urban services which meet the needs of Phillip Island's local residents, businesses and visitors.

The Blue Gum Industrial Park in Cowes comprises the densest cluster of industrial business activity in the Shire, accommodating a broad mix of light manufacturing, construction, transport and wholesaler businesses.

As the primary industrial precinct on Phillip Island, light industrial activities should be preserved and prioritised. Non-industrial land uses should only be considered if they are consistent with the *Industrial and Land Use Guidelines* and it can be clearly demonstrated that there is limited impact on existing light industrial users.

Given the context of the precinct and surrounding land uses, the Industrial 3 Zone is considered the most appropriate zoning. No recommended changes are required to the planning controls for this precinct.

To achieve its economic vision over the coming decades, the following recommendations are made:

- P5.1: Retain existing IN3Z zone.
- P5.2: When assessing the potential for non-industrial (Section 2) uses, ensure consistency with the *Industrial and Land Use Guidelines* and ensure there are limited and negligible impacts on existing light industrial users.
- P5.3: Investigate upgrades to Coghlan Road to improve safety and accessibility, building upon relevant findings from the Cowes Access and Movement Study.

Figure 5-5: Blue Gum Industrial Park (Cowes)



Source: Bass Coast Shire Council

5.6 Precinct 6: Boys Home Road (Newhaven)

Economic Vision

A small, vibrant business precinct accommodating a mix of industries which support eastern Phillip Island and the growing village of San Remo.

Newhaven's small industrial precinct primarily plays an ancillary role to Cowes and accommodates a mix of wholesalers, construction services and other services which cater to eastern Phillip Island and the San Remo area.

The precinct is currently within an Industrial 1 Zone (IN1Z) with a frontage only to Boys Home Road. The precinct is surrounded by a Farming Zone and a small portion of General Residential Land Zone. The land uses in the precinct are predominantly warehousing. In terms of land use compatibility with nearby residential land uses, the types of industrial uses and activities allowed under the IN1Z have the potential for land use conflict in the longer term or difficulty in meeting the threshold distance requirements of Clause 53.10.

Accordingly, there is an opportunity to explore alternative commercial land use zones for the precinct which would better enable the achievement of its economic vision moving forward. A Commercial 2 Zone (C2Z) should be investigated given its broad mix of permissible employment land uses. Importantly, the C2Z would enable existing land uses to continue operating from the precinct and facilitate a gradual transition of land use activity.

To achieve its economic vision over the coming decades, the following recommendations are made:

- P6.1: Working with the State Government, commence precinct planning to explore transition of the precinct into service-orientated, commercial precinct (C2Z).

Figure 5-6: Boys Home Road Industrial Precinct (Newhaven)



Source: Bass Coast Shire Council

5.7 Precinct 7: Bass Highway (Grantville)

Economic Vision

Bass Coast's northernmost industrial precinct strategically positioned to South East Melbourne providing a mix of urban services, transport and highway uses.

Largely undeveloped to date with few existing occupiers, the Grantville Precinct has excellent connectivity to other parts of the Shire and South East Melbourne. Looking forward, new development is expected to accommodate a mix of highway services and transport-orientated industries.

As the sole industrial precinct in the northern part of the Shire, industrial activities should be preserved and prioritised. Non-industrial land uses should only be considered if they are consistent with the *Industrial and Land Use Guidelines* and it can be clearly demonstrated that there is limited impact on industrial activities.

As the northmost industrial precinct in Bass Coast, Grantville is considered to have strategic importance given its proximity to South Eastern Melbourne. Opportunities for further expansion of the precinct on the western side of Bass Highway are limited. Consideration should be given to future expansion on the eastern side of Bass Highway.

Overall, the precinct is well-buffered from surrounding sensitive uses. Given the context of the precinct and surrounding land uses, the Industrial 1 Zone is considered the most appropriate zoning. No recommended changes are required to the planning controls for this precinct.

To achieve its economic vision over the coming decades, the following recommendations are made:

- P7.1: Retain existing IN1Z zone and policy objectives which support manufacturing and processing industries that use sand and ancillary products as raw materials to locate in Grantville.
- P7.2: Recognise strategic importance of Grantville given its proximity to the Greater Melbourne's metropolitan freeway network.

Figure 5-7: Grantville Industrial Area (Grantville)



Source: Bass Coast Shire Council

6. Long-term Expansion Areas

6.1 Need for Sufficient Stocks of Large Industrial Sites

It is a statutory requirement under the Victorian Planning Provisions and *Bass Coast Planning Scheme* that there is an adequate supply of industrial land across the Shire, including sufficient stocks of large sites for strategic investment.

Under the Bass Coast Planning Scheme, some 57.7ha of FZ land along the Bass Highway in Grantville had been earmarked as a future industrial expansion area to cater for strategic investment. Under the Victorian Government's DAL program, this area would fall outside Grantville's proposed settlement boundaries and will not be developed for industrial uses.

Accordingly, it is critical that additional industrial expansion area(s) are identified to align with the statutory requirements of the Victorian Planning Provisions and *Bass Coast Planning Scheme*.

Market Realities

It is a market reality that not all zoned land will be developed. A variety of factors – landowner motivations, development feasibility, market conditions, etc – can result in development potential remaining unrealised.

Furthermore, investment activity in emerging industries such as recycling, renewable energy and agricultural processing are by their nature subject to large one-off and uncertain investments. Planning for industrial land supply should account for and enable the opportunity for local communities to capitalise on these large-scale investments despite their uncertain and lumpy development nature.

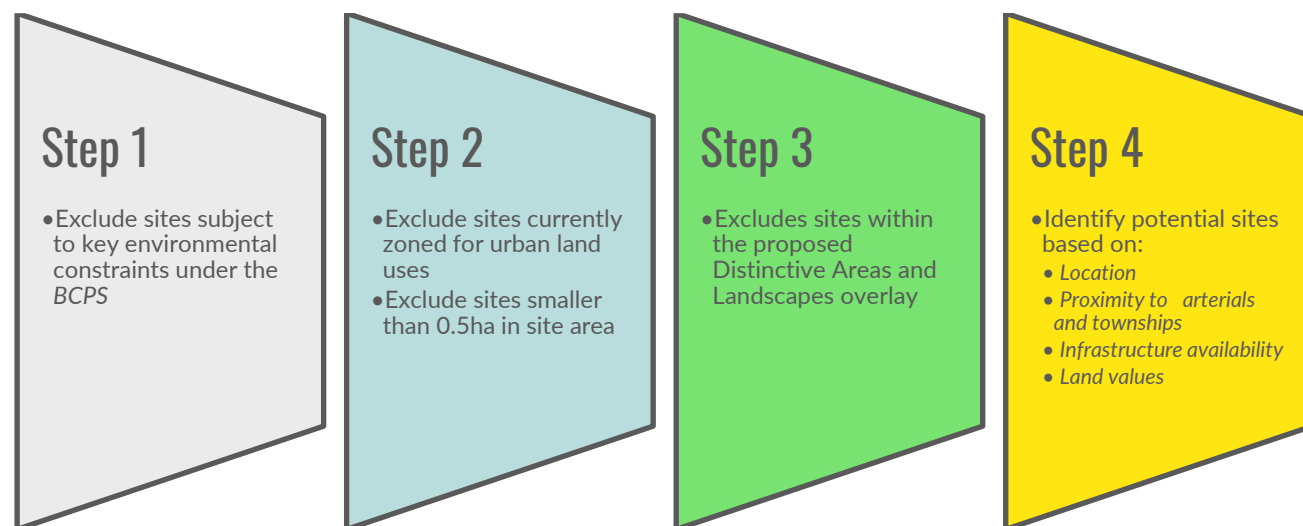
Looking forward, technological advancements will drive the growth of new sectors which could themselves require large landholdings. The growth of the circular economy is a prime example of this.

6.2 Site Identification Framework

To identify potential sites capable of accommodating additional demand for industrial land, a Site Identification Framework has been developed. The Site Identification Framework adopts a mix of quantitative and qualitative analysis to 'narrow down' to define a selection of areas across the Shire which could be investigated for industrial uses in the future.

The Site Identification Framework has applied a step-based methodology as illustrated in **Figure 6-1**.

Figure 6-1: Site Identification Framework Methodology



Source: Atlas Economics

The findings of the methodology are detailed in turn.

6.2.1 Step 1: Key Environmental Constraints

The initial step in site identification removes all sites which are subject to key environmental constraints. For the purposes of this analysis, sites which are wholly subject to the following key environmental overlays are removed from further analysis:

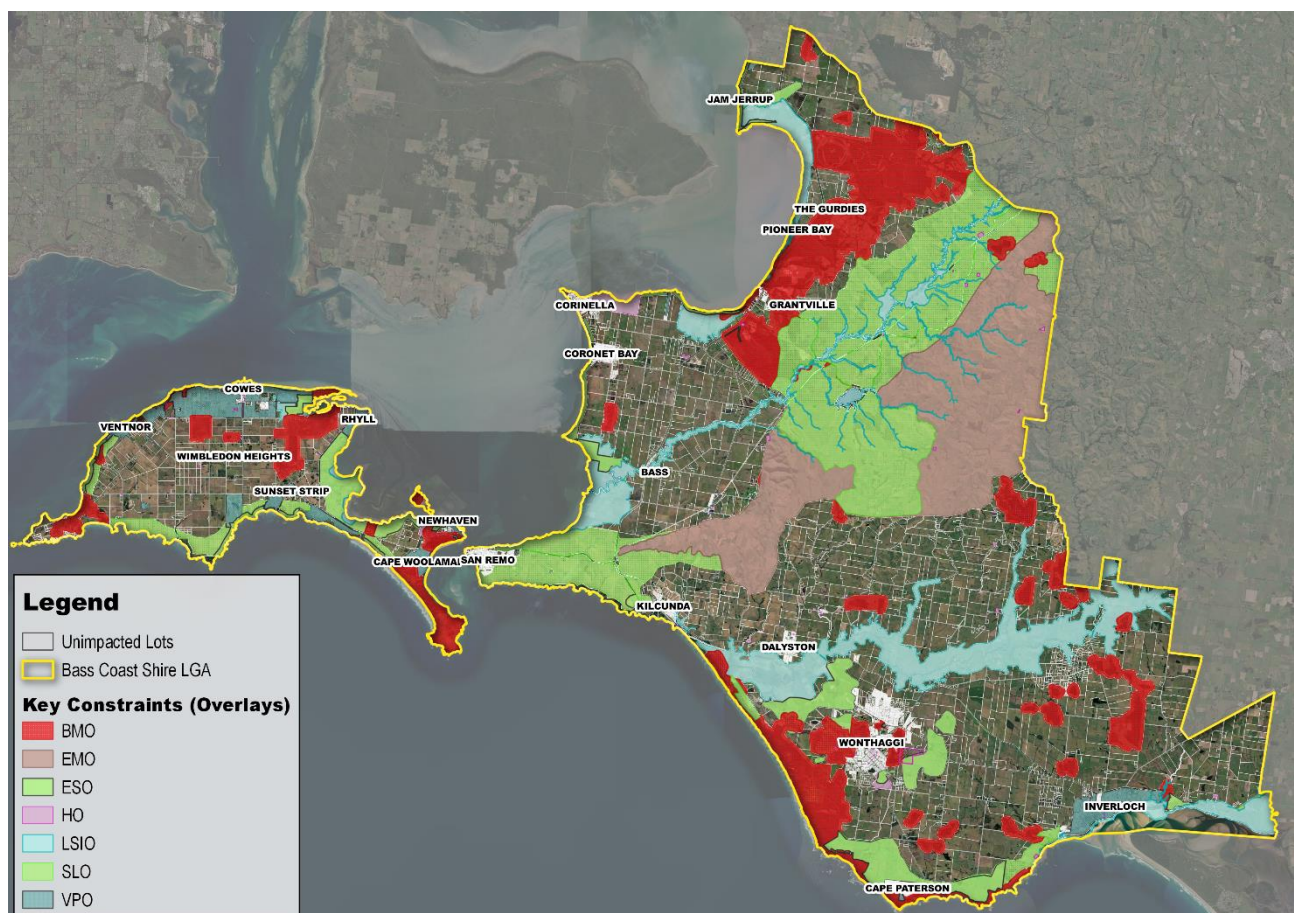
- Bushfire management overlay (BMO);
- Erosion management overlay (EMO);
- Environmental significance overlay (ESO)
- Heritage overlay (HO)
- Land subject to inundation overlay (LSIO)
- Significant landscape overlay (SLO)
- Vegetation protection overlay (VPO)

Whilst it is acknowledged that industrial development may be able to occur within some of these overlays in some instances, a more conservative level of analysis is considered prudent for the purpose of the Site Identification Framework.

When excluding all lots that wholly fall within these various overlays, just over 17,200 'unconstrained' lots are identified.

Figure 6-2 illustrates the applicable environmental overlays across the Shire and lots that fall outside of these overlays.

Figure 6-2: Key Environmental Constraints and Unconstrained Lots (Step 1)



Source: Atlas Economics

6.2.2 Step 2: Non-Urban and Small Lots

Property value is directly influenced by planning permissibility. Urban land uses operate under a hierarchy of values, with residential land typically more valuable than other urban land uses (e.g. retail, commercial). Industrial land is typically the least valuable form of urban land use. Non-urban land (i.e. rural or farm land) will typically reflect lower land values than urban zoned land, including industrial.

The likelihood of existing urban zoned land (other than land already zoned or industrial) transitioning to industrial is therefore limited. The potential for non-urban land, such as rural or agricultural land, transitioning to industrial is conversely much higher, as it would be transition into a more valuable land use.

To reflect these market realities, Step 2 further excludes lots which are currently zoned for urban uses. Of the unconstrained lots identified in Step 1, only lots which fall within the following land use zones are selected for further analysis:

- Farming Zone (FZ)
- Public Park and Recreation Zone (PPRZ)
- Public Use Zone – Local Government (PUZ6)
- Rural Activity Zone (RAZ)
- Rural Conservation Zone (RCZ)

Additionally, lots smaller than 0.5ha in site area are excluded from this analysis. This is to reflect the requirement for large sites that are capable of attracting strategic investment.

Based on these parameters, a total of just over 4,300 lots is identified across the Shire. This is illustrated in **Figure 6-3**.

Figure 6-3: Unconstrained and Non-Urban Lots (Step 2)



Source: Atlas Economics

6.2.3 Step 3: Distinctive Areas and Landscape (DAL) Planning Controls

Step 3 incorporates the planning controls proposed under the Victorian Government's DAL Program, specifically:

- Proposed SLO controls for the six proposed DAL areas across the Shire.
- The proposed settlement boundaries across approximately 23 townships, with changes to existing settlement boundaries proposed in Cowes, Sunset Strip, Newhaven, San Remo and Grantville.

The draft DAL does not currently propose settlement boundaries for the Wonthaggi township.

When excluding lots that fall within both the proposed SLO areas and lots that fall outside the proposed settlement boundaries, a total of 367 remaining lots are identified. The analysis indicates three key areas with remaining lots:

- **Wonthaggi**
Given no settlement boundary is currently proposed in Wonthaggi, the vast majority of remaining lots are located within and proximate Wonthaggi. This includes:
 - A mix of FZ and PPRZ lots south of the Bass Highway along Carneys Road and Cape Paterson Road.
 - Several FZ lots to the northwest of Wonthaggi township (north and south of Bass Highway).
 - Several FZ lots to the northeast of Wonthaggi township (along Korumburra-Wonthaggi Road).
- **Grantville**
Several FZ lots south of the Grantville township along the eastern side of the Bass Highway.
- **Cowes**
Several PPRZ lots within the Cowes township (currently occupied by golf courses and other recreational uses).

Figure 6-4 illustrates the remaining lots which could be investigated for future industrial uses after incorporation of the proposed DAL controls.

Figure 6-4: DAL Controls and Remaining Lots



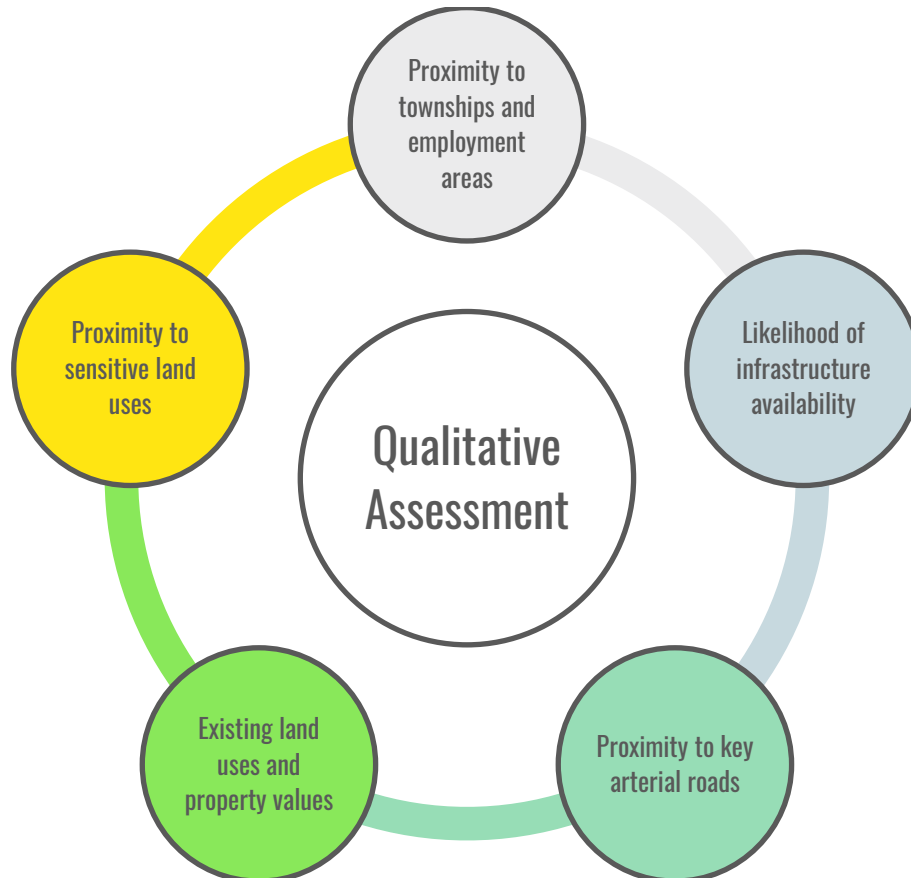
Source: Atlas Economics

6.2.4 Step 4: Qualitative Assessment

The final step of the Site Identification Framework is a qualitative assessment of the remaining lots identified in Step 3.

Lots considered as potential candidates as long-term expansion areas are identified based on a desktop review and consideration of various factors. The factors considered in the qualitative assessment are shown in **Figure 6-5**.

Figure 6-5: Factors Considered in Qualitative Assessment



Overall, a total of three areas have been 'shortlisted' for consideration as potential long-term industrial expansion areas.

These areas represent a selection of potential expansion areas based on the qualitative assessment carried out in Step 4 and do not represent an exhaustive list of all options. Nevertheless, they are considered logical expansion areas which could be subject to more detailed analysis in the medium to long term (as existing industrial land supply is progressively exhausted).

The next section provides an overview of the three shortlisted long-term industrial expansion areas.

6.3 Potential Industrial Expansion Areas

6.3.1 Option 1: Wonthaggi (Carneys Road and Cape Paterson Road)

Option 1 comprises a total of approximately 24.8ha of land across two lots at the junction of Carneys Road and Cape Paterson Road. The lots are zoned a mix of FZ (Carneys Road) and PPRZ (Cape Paterson Road).

At 24.8ha of gross land, Option 1 represents approximately 44% of the Grantville Future Release Area which is no longer being considered for industrial uses under the proposed DAL.

The Option 1 landholdings currently comprise a mix of land uses, including:

- Cleared rural land improved with a small dwelling east of Carneys Road;
- A recreational gun club.

The Option 1 landholdings are moderately well-connected to major arterial roads, with access to Bass Highway via Carneys Road approximately 1.6km to the north. The landholdings are proximate the largest population hub in the Shire (Wonthaggi) and are a logical expansion of Wonthaggi East Industrial Area and recently rezoned Wonthaggi North PSP industrial area immediately to the north.

The Option 1 landholdings adjoin the heritage-listed State Coal Mine and are also proximate several rural-residential dwellings on the eastern side of Cape Paterson Road. Infrastructure connections to these landholdings are unlikely to be in place and Carneys Road is yet to be fully delivered. These issues would need to be explored in any future precinct planning.

Given the nature of surrounding uses, the Option 1 landholdings could be considered for a Industrial 3 Zone, subject to more detailed precinct planning.

Figure 6-6 illustrates the boundaries of the Option 1 landholdings.

Figure 6-6: Potential Industrial Expansion Area, Option 1 (Carneys Road and Cape Paterson Road, Wonthaggi)



Source: Atlas Economics/Mecone Mosaic

6.3.2 Option 2: Wonthaggi (Heslop Road)

Option 2 comprises multiple large rural lots (all zoned FZ) totalling approximately 145.7ha of gross land area. The Option 2 landholdings are situated immediately south of Heslop Road and immediately north of the Bass Highway on the north-western edge of the Wonthaggi township.

At 145.7ha in total gross land, Option 2 is 1.5x the size of the Grantville Future Release Area which is no longer being considered for industrial uses under the proposed DAL.

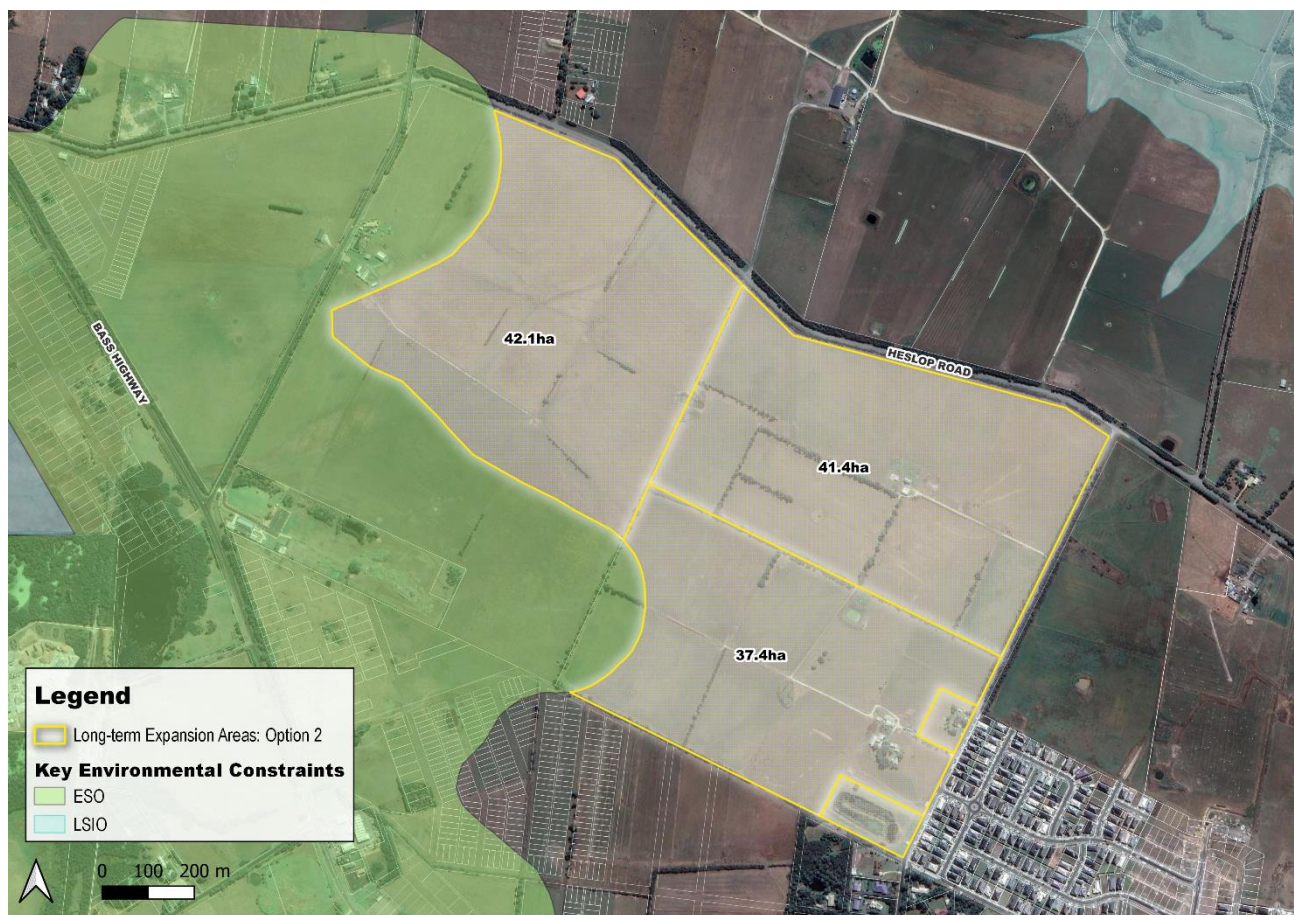
The Option 2 landholdings comprise a mix of vacant rural land and working agricultural properties and are controlled by a mix of private landowners. The Option 2 landholdings are moderately well connected to the Bass Highway via Heslop Road. The Option 2 landholdings benefit from proximity to several existing commercial and industrial occupiers clustered along Bass Highway and would form a logical extension of this employment corridor.

Much of the land to the north of Option 2 landholdings has an applicable land subject to inundation overlay (LSIO) which would need to be considered in any future precinct planning. The agricultural value of the Option 2 landholdings would also need to be further explored.

Given the nature of surrounding uses, the Option 2 landholdings could be considered for a mix of Industrial 1 Zone and Industrial 3 Zone, subject to more detailed precinct planning.

Figure 6-7 illustrates the boundaries of the Option 2 landholdings.

Figure 6-7: Potential Industrial Expansion Area, Option 2 (Heslop Road, Wonthaggi)



6.3.3 Option 3: Grantville (Stanley Road and Bass Highway)

Option 3 is situated just south of the Grantville township along the eastern side of the Bass Highway. Comprising approximately 28.4ha of rural farmland (zoned FZ), it is generally bound by cleared rural land to the north, east and south with the Bass Highway immediately west. It comprises two individual lots and is owned by a single landowner.

With 28.4ha in gross land area, Option 3 is around half the size of the Grantville Future Release Area which is no longer being considered for industrial uses under the proposed DAL.

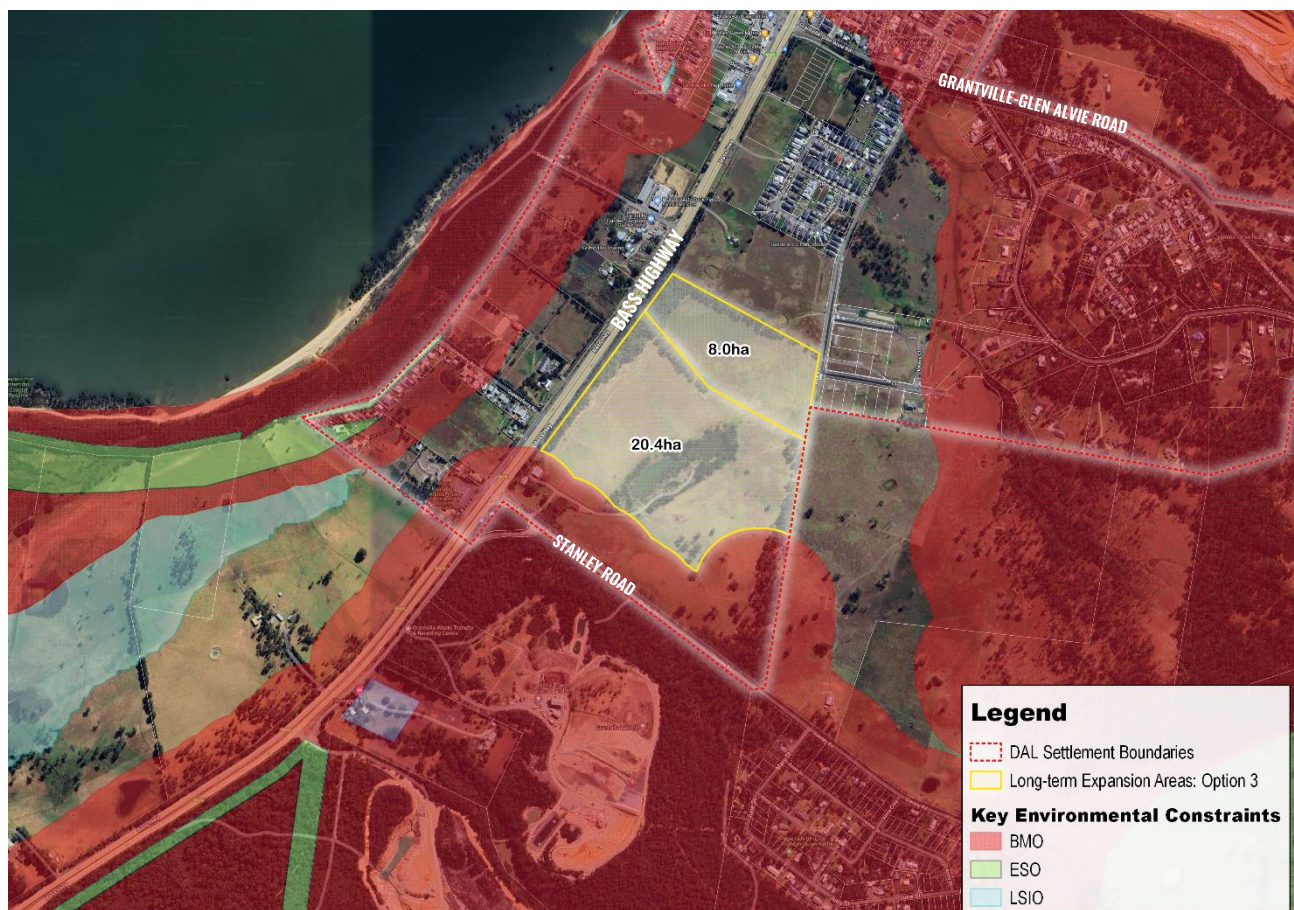
Similar to Option 1, the Option 3 landholdings are well-connected to arterial roads given its direct frontage to the Bass Highway. The M1 Princes Freeway is approximately 35 minutes to the north (via Bass Highway) with Wonthaggi and Cowes within a 25-30 minute drive. The existing Grantville township is located immediately to the north, with the existing Grantville Industrial Area located 200m north on the western side of Bass Highway.

The Option 3 landholdings are surrounded by a bushfire management overlay which would need to be considered in any future precinct planning. The southern part of the Option 3 landholdings also fall within the 500m buffer zone from the adjoining Grantville Transfer Station and Landfill. It is noted that buffer controls are currently under review by the Environmental Protection Authority and the State Government, which may impact the required buffer distances.

Given the nature of surrounding uses, the Option 3 landholdings could be considered for an Industrial 1, subject to more detailed precinct planning.

Figure 6-8 illustrates the boundaries of the Option 3 landholdings.

Figure 6-8: Long Term Industrial Expansion Area, Option 3 (Bass Highway, Grantville)



6.4 Timeframes and Required Actions

Supply and demand analysis undertaken in the BILUS suggests there is likely to be sufficient industrial land supply to meet the growing needs of the Shire over the next 15-years.

That said, it is critical that there is an adequate supply of large industrial sites capable of accommodating large, one-off and 'lumpy' investments from emerging industries.

Accordingly, it is recommended that Council:

- Commence preliminary investigations into the suitability of the three long-term expansion area options in the short-term and select one option for more detailed analysis. This should occur within the immediate term (6-12 months).
- Following identification of a preferred long-term expansion area, identify the area within the Bass Coast Planning Scheme. This should occur within the short-term (1-2 years).
- Commence detailed precinct planning for the selected long-term expansion area and progress its rezoning in partnership with the Department of Transport and Planning. This should occur within the medium to longer-term (>5 years), subject to market demand.

7. Implementation Program

7.1 Next Steps

7.1.1 Public Consultation and Finalisation

The draft BILUS will be available for public comment. Following the consultation period, comments and feedback on the draft BILUS will be collated, reviewed and considered before finalisation of the strategy.

7.1.2 Council Adoption

The final *Bass Coast Industrial Land Use Strategy* will be issued to the Bass Coast Shire Council for formal adoption following public consultation. This is anticipated to occur in June 2024.

7.1.3 Statutory Implementation

Following formal adoption of the BILUS by Council, key components of the BILUS will be implemented into the *Bass Coast Planning Scheme*.

Council will lead the formal statutory implementation process by lodging a Planning Scheme Amendment with the Victorian Government which could:

- Incorporate the BILUS and *Industrial Land Use and Development Guidelines* as a reference document to the Bass Coast Planning Scheme.
- Update Clause 11.01-1L-07 (Grantville) and the Grantville Strategic Framework Plan to remove the long-term industrial expansion area in Grantville.
- Update Clause 17.03 (Industry) to reflect the findings and recommendations of the BILUS.
- Update Clause (65.01) to make the BILUS a reference document for industrial development.
- Investigate implementation of Design and Development Overlays (DDOs) in large industrial precincts and/or future expansion areas.

Any changes to the Bass Coast Planning Scheme will undergo a separate phase of public consultation and feedback.

7.2 Action Plan

The success of the BILUS in delivering the Shire's industrial land use vision will be underpinned by effective implementation.

Table 7-1 summarises the Shire-wide directions, precinct-specific initiatives and statutory planning amendments required to implement the BILUS. It denotes timeframes for each action, the responsible delivery lead and whether the action has an additional funding requirement to Council.

For the purposes of the Action Plan, timeframes are defined as follows:

- Short-term: 0-2 years
- Medium-term: 2-5 years
- Long-term: 5+ years

Actions which should be carried out consistently are defined as 'Constant'.

Table 7-1: BILUS Action Plan

Action	Timeframe*	Responsibility	Funding Required?
Shire-wide Directions			
D1.1: Monitor industry responses to the Wonthaggi North East PSP, DCP and NVPP and seek State Government funding to enable the delivery of catalyst infrastructure where required.	Short-term	Council/VPA/Landowners	-
D1.2: If required, continue liaising with the landowners, VicRoads and South Gippsland Water to explore options to the deliver key items of enabling infrastructure in the Wonthaggi North East PSP industrial area.	Short-term	Council/VPA/Landowners VicRoads/SGW	-
D2.1: Adopt the Land Use and Development Guidelines for industrial land use and development outlined in the BILUS to manage potential land use conflicts within the Shire's industrial precincts.	Short-term	Council	-
D2.2: Encourage greater integration between the Shire's regulatory duties (local laws, building and planning enforcement) to manage land use conflicts via compliance of permits and enhance the integrity of industrial precincts.	Throughout	Council	-
D3.1: Using Council's Land Use and Register Tracker (LURT) Database, carry out periodic reviews of each industrial precinct. Reviews should occur at a minimum every 5 years and ideally timed after the release of ABS Census data.	Medium-term	Council	Yes
D3.2: Working with local business associations, gauge interest for the establishment of 'Precinct Committees' which could establish a direct forum between Council and local industrial occupiers.	Short-term	Council/Local Businesses	-
D4.1: Advocate for formal funding commitments from the Commonwealth and State Government for infrastructure investment and grants, particularly for upgrades to the Bass Highway and sub-arterial roads.	Throughout	Council	-
D4.2: Provide support to local manufacturers in the Bass Coast Shire to access Commonwealth and State Government funding grants (e.g. Made in Victoria – Manufacturing Growth Program).	Throughout	Council	-
D4.3: Liaise with the Commonwealth and State Government on opportunities for Bass Coast to support the recently declared Gippsland offshore wind area.	Throughout	Council	
D5.1: Update the Economic Development Framework to reference the findings and recommendations of the BILUS.	Short-term	Council	-
Precinct-specific Initiatives			
Wonthaggi East (Wonthaggi)			
P1.1: Support the vision and objectives of the Wonthaggi North East PSP.	Throughout	Council	-
P1.2: Retain existing IN1Z zone and policy objectives which promote industrial activity in Wonthaggi.	Short-term	Council	-

Action	Timeframe*	Responsibility	Funding Required?
P1.3: Prioritise and proactively work with landowners to deliver critical items of enabling infrastructure as identified in the Wonthaggi North East PSP, including road infrastructure projects IN-05, IN-06 and IN-8.	Short-term	Council/VPA/Landowners VicRoads/SGW	-
White Road/McKenzie Street (Wonthaggi)			
P2.1: Retain existing IN1Z zone and policy objectives which promote industrial activity in Wonthaggi.	Short-term	Council	-
P2.2: Support Section 2 uses which provide urban services and/or have a population-serving function.	Throughout	Council	-
Cyclone Street (Wonthaggi)			
P3.1: Working with the State Government, commence precinct planning to explore transition of the precinct into an employment focused, mixed use precinct (Commercial 3 Zone).	Short-term	Council	Yes
Inverloch Industrial Estate (Inverloch)			
P4.1: Retain existing IN3Z zone.	Short-term	Council	-
P4.2: When assessing the potential for non-industrial (Section 2) uses, ensure consistency with the <i>Industrial and Land Use Guidelines</i> and ensure there are limited and negligible impacts on existing light industrial users.	Throughout	Council	-
Blue Gum Industrial Park (Cowes)			
P5.1: Retain existing IN3Z zone.	Short-term	Council	-
P5.2: When assessing the potential for non-industrial (Section 2) uses, ensure consistency with the <i>Industrial and Land Use Guidelines</i> and ensure there are limited and negligible impacts on existing light industrial users.	Throughout	Council	-
P5.3: Investigate upgrades to Coghlan Road to improve safety and accessibility, building upon relevant findings from the Cowes Access and Movement Study.	Short-term	Council	Yes
Boys Home Road (Newhaven)			
P6.1: Working with the State Government, commence precinct planning to explore transition to a commercial precinct (C2Z).	Short-term	Council	Yes
Bass Highway (Grantville)			
P7.1: Retain existing IN1Z zone and policy objectives which support manufacturing and processing industries that use sand and ancillary products as raw materials to locate in Grantville.	Short-term	Council	-
P7.2: Recognise strategic importance of Grantville given its proximity to the Greater Melbourne's metropolitan freeway network.	Short-term	Council	-

Action	Timeframe*	Responsibility	Funding Required?
Statutory Actions			
Formally adopt Bass Coast Industrial Land Use Strategy.	Short-term	Council	-
Prepare amendments to the Bass Coast Planning Scheme to give statutory force to the BILUS.	Short-term	Council	Yes
Carry out public consultation for proposed changes to the Bass Coast Planning Scheme.	Short-term	Council	Yes
Finalise amendment to the Bass Coast Planning Scheme.	Short-term	Council	Yes
Investigate implementation of Design and Development Overlays (DDOs) in large industrial precincts and/or future expansion areas.	Medium-term	Council	Yes

Source: Atlas Economics

7.3 Monitoring and Measuring

All strategies must be monitored and measured to assess their effectiveness. A mix of key performance indicators (KPIs) and economic indicators will be relied upon to monitor the BILUS.

It is important to distinguish between KPIs and economic indicators – KPIs being targets/goals of Council activities (which Council has direct control over). These were outlined in the Action Plan.

In contrast, economic indicators measure the performance of the local industrial economy and precincts, which Council has no direct influence over. Nevertheless, achievement of Council's KPIs should positively influence local economic indicators.

Table 7-2: Economic and Market Performance Indicators

Indicators	Measure	Frequency	Source
Land Supply			
Amount of Occupied Industrial Land	Total occupied land stock	Annual/Census	LURT
Amount of Occupied Industrial Land Used for Employment-generating Uses	Usage of Industrial Land	Annual/Census	LURT
Amount of Undeveloped Industrial Land	Undeveloped industrial land capable of development	Annual/Census	LURT
Market Indicators			
Sale Values and Volumes	Pricing and sales volumes as an indicator of demand for industrial land and property.	Annual	VIC VG CoreLogic
Rental Values and Leasing Volumes	Rental value and leasing volumes as an indicator of demand for industrial land and property.	Annual	Market research
Investment Activity			
No. of Non-dwelling Building Approvals	Amount of industrial investment and development activity occurring in the Shire		ABS
Value of Non-dwelling Building Approvals			ABS
Amount of New Industrial Floorspace			VBA
Employment			
Employment Density	Density of land use activity in different industrial precincts (workers per hectare)	Census	ABS
Employment by Industry	Role of different industrial precincts	Census	ABS
Self-Containment	Where labour is sourced from	Census	ABS
Access and Land Use Conflicts			
Number of vehicle accidents	Issues of key connector roads from industrial precincts	Annual	DTP
Number of public complaints	Nature of land use conflicts by industrial precinct	Quarterly	Council

Source: Atlas Economics

7.4 Reporting and Governance

Council will monitor the ongoing growth and development of the industrial precincts and the corresponding impact of the BILUS' various initiatives and actions.

The monitoring and review process will occur at a minimum of every 5 years to support the requirements of Section 12B of the *Planning and Environment Act 1987* which requires local government to regularly review the provisions of the municipal planning scheme in line with state objectives.

Monitoring and review will result in a progress report which seeks to:

- Track progress in implementing strategic actions.
- Track progress in implementing land use policies.
- Examine the impact of policy on the ground change.
- Examine the influence of the Land Use and Development Guidelines.
- Identify successes and barriers to success.

The report will identify resources, reforms and new commitments needed to update strategic directions and drive strategy implementation.

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SCHEDULE 1

Economic Analysis, Demand and Supply Assessment

MELBOURNE

Level 7, 333 Collins Street
Melbourne VIC 3000

SYDNEY

Level 12, 179 Elizabeth Street
Sydney NSW 2000

T: 1300 149 151

E: info@atlaseconomics.com.au

W: www.atlaseconomics.com.au

