

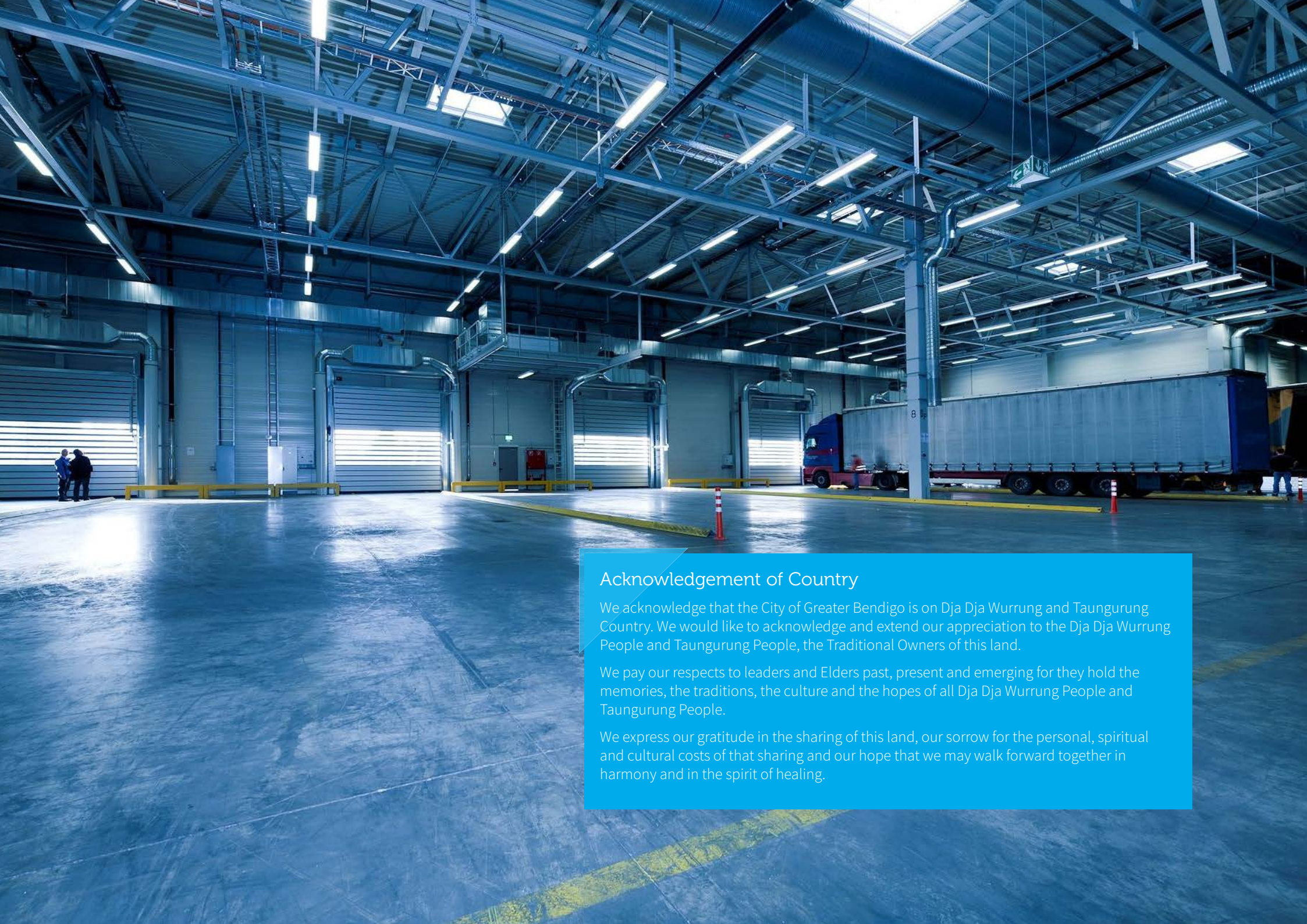


GREATER BENDIGO INDUSTRIAL LAND DEVELOPMENT STRATEGY

MAY 2020

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Acknowledgement of Country

We acknowledge that the City of Greater Bendigo is on Dja Dja Wurrung and Taungurung Country. We would like to acknowledge and extend our appreciation to the Dja Dja Wurrung People and Taungurung People, the Traditional Owners of this land.

We pay our respects to leaders and Elders past, present and emerging for they hold the memories, the traditions, the culture and the hopes of all Dja Dja Wurrung People and Taungurung People.

We express our gratitude in the sharing of this land, our sorrow for the personal, spiritual and cultural costs of that sharing and our hope that we may walk forward together in harmony and in the spirit of healing.

Vision

Greater Bendigo's well-located, connected and accessible serviced industrial land will be sought after by current and future industry due to its high amenity, focus on innovative and adaptive approaches to water, energy, and waste sustainability, its provision for industrial uses of all scales and its reputation for simple and certain development processes and outcomes.

This vision will be implemented through resolution of historic land use conflict; the repurposing of non-viable industrial land; improved efficiency, consolidation and, where viable, expansion of existing precincts; transparent location of new industrial land against nominated criteria including near transport corridors and a growing residential population; and provision of appropriate design guidance and clear development expectations.

Foreword

The Greater Bendigo Industrial Land Development Strategy (GBILDS) has been created in response to strong, continued demand for large scale, industrial land in our municipality and a significant shortfall in industrial land compared with other regional cities. Council and City staff have been working hard to investigate and identify areas for potential development, to ensure an adequate pipeline of industrial land to meet the long term needs of industry. This is not only about trying to attract new industry to Greater Bendigo but to retain the many businesses already here that provide local employment and are looking to expand into the future. Greater Bendigo benefits from a range of advanced manufacturers who are at the forefront of the latest technology and are making high quality, niche products being exported across the world. As well as advanced manufacturing, Greater Bendigo's freight, logistics and construction sectors all require a supply of appropriately buffered industrial land.

As well as future land, there are also a number of historical issues with existing industrial precincts in Greater Bendigo. This includes challenges with industry being directly next to residential development or truck movements through residential streets. This strategy seeks to address some of these challenges over the longer term by providing recommendations for each of the existing precincts in Greater Bendigo.

The delivery of a pipeline of industrial land will provide much needed employment for a growing population of around 2,000 more residents each year in Greater Bendigo. The strategy has involved extensive stakeholder and community engagement to ensure we have considered all relevant challenges and opportunities. We are confident that this strategy does that, and I look forward to seeing this strategy realised.

Mayor Cr Margaret O'Rourke



A collaborative plan

Funding support for the GBILDS was provided by the Victorian Planning Authority through its Streamlining for Growth program.

We acknowledge the support of various State Government Agencies and organisations in the development of the GBILDS including:

- Victorian Planning Authority
- Department of Environment, Land, Water and Planning
- Regional Development Victoria
- Department of Transport
- Be.Bendigo

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List of abbreviations, acronyms and terms

Organisations

- Council – Greater Bendigo City Council
- City or CoGB – The City of Greater Bendigo
- VPA – Victorian Planning Authority

Commonly used terms

- Background Report - Greater Bendigo Industrial Land Development Strategy Background Report
- B-Double – Larger format freight vehicle including two-semi trailers
- ESD – Environmentally Sustainable Design
- EOI – Expressions of Interest
- GBILDS – Greater Bendigo Industrial Land Development Strategy

Executive Summary

Bendigo is the major employment and industrial hub in northern Victoria. It is a growing, vibrant, creative, and culturally enriched regional centre serving much of northern Victoria and southern NSW.

Industry is a major employer in Greater Bendigo. Advanced manufacturing is strong and diverse. A wide range of industries, businesses and employers are seeking to expand or relocate and need large, well located, serviced, accessible sites not constrained by nearby sensitive uses.

Current population growth trends indicate that Greater Bendigo's population will grow from around 118,000¹ people today to around 200,000 people by 2050.

Employment relating to the City's industrial areas and precincts is expected to provide for about 3,300 new jobs over the next 17 years, bringing total jobs relating to industrial precincts to nearly 12,000 by 2036².

The City's significance as an economic hub has been further strengthened by the recent completion of the Bendigo Airport redevelopment project (Stage 2) and the introduction of daily scheduled direct flights to Sydney and the prospect of further flights and routes being initiated.

The recent development of major gold deposits at Fosterville to the east of Bendigo and the identification of significant potential deposits north east of Bendigo by Minerals Development Victoria, and the calling of expressions of interest for substantial mineral exploration licences as a prelude to full scale mining, further boost Greater Bendigo's industrial development and servicing prospects. Gold deposits worth approximately \$200 Billion have potentially been identified. Realisation of that asset would significantly increase employment in mining engineering, advanced manufacturing and service industries.

To enable employment growth to occur and to provide certainty for industry, there is a need to plan for a future 30-year pipeline of industrial land. As it stands, there is currently less than 100 hectares of available land, a maximum of 11 years supply, and only a handful of large sites more than one hectare remaining in Greater Bendigo.

A comprehensive review of the City's industrial land has identified that it is:

- Fragmented in numerous locations and precincts
- Often constrained in the types of uses that can be supported or allowed by proximity to sensitive uses such as residential
- Often difficult to access because it relies on transport routes through residential areas
- Often constrained by a range of environmental factors

In terms of growth and development of industrial land needs and the provision for future employment:

- Bendigo will need an increase of over 3,300 jobs in industry to 2036 to match population growth and servicing needs
- Without the provision of future industrial land Bendigo will start to forgo industrial jobs as early as 2025
- Bendigo is already at a severe competitive disadvantage in comparison to other comparable Victorian regional centres which can offer large, unconstrained 'greenfield' industrial estates

Based on the above, in addition to the existing industrial land supply, in order to meet industry needs particularly in larger lots, there is a need to plan for a pipeline of at least an additional 170ha of industrial land supply over the next 30 years over and above the current supply.

¹ Estimated Residential Population, ABS 2019

² Bendigo Industrial Land Review - Strategic Inputs Report REMPLAN 2019

The Greater Bendigo Industrial Land Development Strategy ('GBILDS') has been developed in partnership with the VPA to provide a strategic framework and clear road map to identify a 30-year pipeline of future industrial land which will meet the needs of current and new businesses looking to expand, locate or relocate within and to Greater Bendigo.

The GBILDS provides clear directions around existing industrial precincts in order to minimise land-use conflicts, increase supply and ensure industrial land is suitably located.

Summary of land supply situation

- It is forecast that Greater Bendigo will experience an increase of over 3,300 jobs in industry to 2036 (REMPAN 2019)
- This job growth is forecast to correspond to a requirement for around 170ha of industrial land to 2036 (REMPAN 2019)
- Overall there is currently less than 100ha of vacant available industrial land equating to less than 11 years of supply assuming near perfect utilisation (Internal audit 2020)
- A review of existing industrial precincts indicates that much of the City's 'available' industrial land is constrained through proximity to residential and sensitive uses, inadequate servicing and environmental risks
- More importantly, larger sites of 1-5 hectares will be fully exhausted by 2027 if all 'available' industrial land is able to be developed (REMPAN 2019, likely to be even sooner based on more current data)
- Consequently, there is the potential to forgo jobs from 2025 if a quarter of 'available' land is not able to be developed, with the potential for about 1,081 jobs to be foregone by 2036 if additional industrial land supply is not provided (REMPAN 2019)

This Strategy focuses on the following **seven summarised objectives** which have been drafted in response to the issues and opportunities identified in the GBILDS Background Report:

1. Provide for 30 years of industrial land supply through the development of a new business park(s)
2. Provide future direction about the existing industrial precincts so as to:
 - 2a. Reduce industry-residential land use conflicts
 - 2b. Provide protection of viable industrial and employment precincts from non-industrial uses
3. Minimise the impacts of freight movements on non-industrial, particularly residential urban areas
4. Improve the function, design and amenity of existing and new industrial areas
5. Promote sustainable industrial land use and development
6. Increase regional competitiveness and grow investment and employment
7. Advocate for State and Commonwealth funding for both core infrastructure and priority economic initiatives

These objectives are proposed to be actioned through the 'general' and 'precinct-specific' actions included in the tables at Section 3 and Section 4 respectively.

The first and major objective of the GBILDS is to provide 30 years of industrial land supply in Greater Bendigo. The focus on this objective reflects the fact that the City has nearly run out of serviced, zoned industrial land and is unable to meet a range of short and longer term demands for land to support industrial expansion and new jobs. Demand for industrial development rose during 2019.

The key action to achieve this objective is to identify appropriate site(s) for new industrial land supply via a rigorous, transparent and independent public selection process further detailed at Section 7 of the Background Report.

Greater Bendigo does not have the benefit of large parcels of Crown or other government owned land which may be suitable for industrial development nor is there the potential to suitably expand any of the existing precincts to meet medium to longer term industrial needs.

Therefore, investigations have centred around the potential for land under private ownership, generally farming zoned land, which may be suitable for rezoning to enable industrial uses. All sites investigated through this process had in principle support from landowners before undertaking detailed investigations.

Through the implementation of this strategy, the City will continue to undertake more detailed investigations of a small number of potentially suitable sites to meet Greater Bendigo's medium to long-term industry needs. The adopted site(s) will be prioritised for infrastructure investment and facilitation to ensure the short term supply of quality industrial land.

As the City has had a limited industrial land supply for a number of years, it is difficult to ascertain the amount of development which has not occurred due to a lack of available land. It may be that as industrial land supply increases industrial development may occur faster than originally forecast. Therefore, given the inherent difficulty in predicting how fast this take up might be and how hard it is to identify suitable land for industry, the City will continue to regularly review the industrial land supply to meet short, medium and long term needs.

As part of prioritising the new industrial business park(s), it is proposed that the 313 hectares of land zoned Comprehensive Development Zone (CDZ) to the west of Marong not progress in the short term due to the land currently being used for farming. Instead it is recommended that the local planning policy be changed to reflect this land as potentially meeting the longer term needs of the region. It is proposed to review the strategy in five years to provide time to better understand the take up of land once the delivery of a new business park(s) has commenced.

In addition to the need for further land, the remaining actions seek to create or otherwise retrofit well-designed, high amenity, sustainable, and functional industrial places in line with the vision statement. In some instances, these precincts will be considered as part of the future preparation of a Settlement or Managed Growth Strategy for the City covering all land use needs to 2050.

The implementation of the GBILDS will ensure Greater Bendigo and the wider region is well-placed to meet the existing and future industrial land needs of industries and businesses over the next 30 years while better managing land use conflicts.

Overview



I. Overview

1.1 Purpose

The GBILDS provides a long-term plan to ensure the provision of suitably located, serviced, adequately buffered and accessible zoned industrial land to meet the growing needs of industry. It does this by establishing the existing and likely future demand and supply for industrial land, understanding the needs of industry and the issues and opportunities within Greater Bendigo's existing industrial precincts.

Through the implementation of the GBILDS any future business park(s) will be well located, designed, landscaped and buffered to reduce land use and amenity conflicts.

The Greater Bendigo Industrial Land Development Strategy (GBILDS) has been developed in partnership with the VPA to provide a framework to identify a 30-year pipeline of industrial land to provide certainty for businesses looking to expand or considering relocating to Greater Bendigo. It will ensure Greater Bendigo remains a regionally competitive destination and will provide an opportunity for the City to focus on attracting new industry to build on recent significant investments including the Bendigo Airport and Ravenswood Interchange.

Demand and supply of industrial land

Employment relating to the industrial precincts in Greater Bendigo is expected to account for an increase of over 3,300 new jobs over the next 17 years which will result in nearly 12,000 jobs in industrial precincts by 2036³.

There is currently strong growth in a number of industry sectors, which will translate into a need for future industrial land, this includes food manufacturing, transport and logistics. Key to the ongoing growth of industry in Greater Bendigo will be the provision of suitable, well located, adequately serviced and affordable industrial land. The *Bendigo Industrial Land Review - Strategic Inputs Report* prepared by REMPLAN 2019 identified that there was 14 years' supply of zoned

and serviced industrial land to meet existing industry needs. This was based on an audit which identified 120 hectares of serviced and 'available' industrial land. The most recent audit completed in March 2020 indicated that there is less than 100 hectares of industrial land remaining, which at a consumption rate of approximately nine hectares per year, translates to a maximum of 11 years' supply (with only a handful of sites over one hectare remaining). This also does not take into account a number of constraints which severely limit the development capacity of much of the remaining zoned industrial land. These constraints include issues around proximity to existing residential development, vegetation cover, topography and accessibility.

In undertaking this review of existing and potential industrial land in Greater Bendigo consideration was given to potential sites beyond the boundary of the city and into surrounding municipalities. Generally, it was concluded that while there are important industrial areas in other parts of the region, the demand for sites in the City, and particularly in and around the Bendigo urban area, was so strong that the demand could not be met elsewhere. In particular the City reviewed the level of industrial development in the adjoining Loddon Shire, primarily in the area between the City's western boundary and the Loddon River. There are a number of prominent industrial land uses in that area. Generally, these are uses that take advantage of access to the Calder Highway but do not require full utility services including water and sewerage. These sites generally have the advantage of being well buffered to residential development. As part of GBILDS the attributes of areas in the Loddon Shire to provide for and support future industrial development is recognised and the City will continue to work closely with the Loddon Shire Council to promote and support these areas.

The supply of industrial land in Greater Bendigo is substantially less than other major regional cities across Victoria, including Ballarat, Geelong, Wodonga and Latrobe Valley. Without a clear pipeline of available industrial land, as land becomes increasingly scarce, Greater Bendigo

³ Bendigo Industrial Land Review - Strategic Economic Inputs, REMPLAN 2019

will become less and less competitive for industrial development compared with other regional cities. This will start to impact on employment growth based on the scenario of 120 hectares of available industrial land, and a quarter of this being undevelopable, the City could forego an estimated 1,080 jobs by 2036⁴.

Existing Industrial Land Precincts

As well as providing a pipeline for future land, this Strategy provides directions around the 22 existing industrial precincts in Greater Bendigo relating to preferred uses, minimising land-use conflicts, and ensuring industrial transport corridors are well planned. The implementation of the strategy seeks to continue supporting existing local businesses within these precincts, while providing directions over time to address some historical land use conflicts particularly between residential and industrial uses.

1.2 Relationship to the GBILDS Background Report

This Strategy focuses on key recommendations and actions, being either precinct-specific or general, that have been developed in response to the issues and opportunities summarised in the GBILDS Background Report.

The evidence base for these issues and opportunities is provided in the Background Report or in the relevant expert input underpinning that report.

1.3 Study area

See figure 1 on next page.

1.4 Structure of this strategy

This strategy is structured to present the following items:

- The vision statement and associated principles and objectives and the rationale for these (Section 2)
- General recommendations and actions for industrial land (Section 3)
- Precinct-specific recommendations and actions for the City's existing industrial land (Section 4)
- Future industrial land (Section 5)
- Monitoring and review framework (Section 6)

1.5 Consultation outcomes

There has been substantial consultation with stakeholders, landowners and government agencies from the initial investigations through to the finalisation of the GBILDS. There will be further consultation with landowners, community, stakeholders and agencies on the implementation of the Strategy once site(s) are selected for future industrial land. This will also include further consultation through any formal planning scheme amendment processes.

To date, consultation has included public and stakeholder forums in late 2018, ongoing engagement with relevant government agencies, discussions and site examination with the adjoining Shire of Loddon, one-on-one consultation with landowners and extensive consultation on the draft GBILDS held from June 24, 2019 until August 2, 2019.

Key issues identified through the consultation process included not having heavy industries near residential areas, the need for well-designed business park(s), and in the consultation on the draft strategy, proposals for re-zoning of industrial land, particularly from Industrial 1 to Industrial 3, and the potential implications of this.

⁴ Bendigo Industrial Land Review - Strategic Economic Inputs, REMPLAN 2019

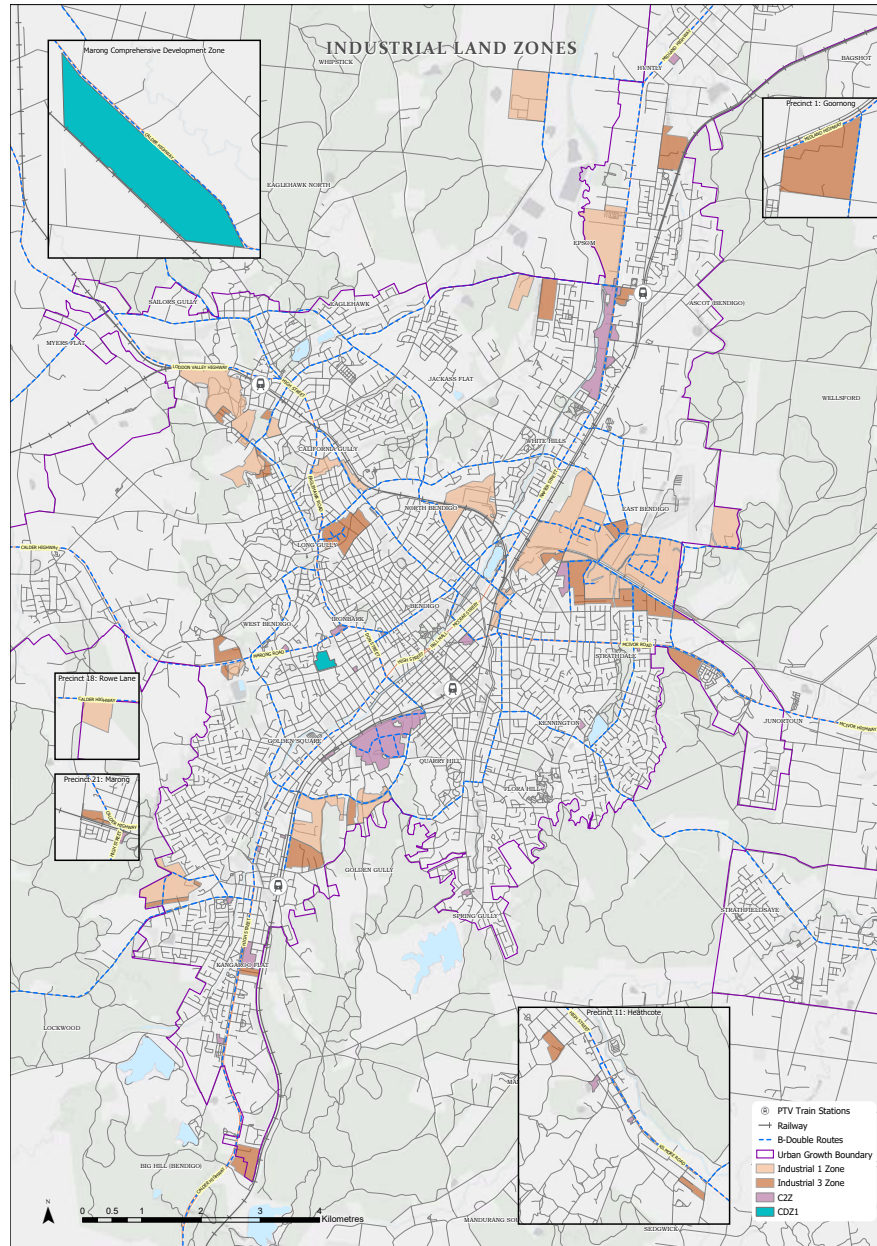


Figure 1 - Study Area

Vision, principles, objectives and rationale



2. Vision, principles, objectives and rationale

2.1 Vision statement

The following vision statement has been prepared to guide the ongoing planning and development of Greater Bendigo's existing and future industrial areas:

Greater Bendigo's well-located, connected, and accessible serviced industrial land will be sought after by current and future industry due to its high amenity, focus on innovative and adaptive approaches to water, energy and waste sustainability, its provision for industrial uses of all scales and its reputation for simple and certain development processes and outcomes.

This vision will be implemented through resolution of historic land use conflict; the repurposing of non-viable industrial land; improved efficiency, consolidation and, where viable, expansion of existing precincts; transparent location of new industrial land against nominated criteria including near transport corridors and a growing residential population; provision of appropriate design guidance and clear development expectations.

2.2 Guiding principles

The following guiding principles were derived from the preliminary community consultation summarised in the Background Report.

These principles embody the City's approach to future industrial land development, and its development of the GBILDS, including the vision statement above. These principles will guide the City's approach to implementation of the adopted Strategy.

Principle 1 Be innovative and adaptive

Understand and respond to emerging industries, businesses and market trends, while supporting 'local makers' and entrepreneurial sectors.

Principle 2 Be diverse

Provide a diverse mix of lot sizes to cater for a range of industries and business sizes.

Principle 3 Be sustainable

Require environmentally sustainable development, as part of both the design and operation of new precincts and facilities.

Principle 4 Be connected and accessible

Provide direct access to road, and where relevant rail and airport connections so as to minimise travel time to key metropolitan and regional destinations. Enable local residents and workers to easily access industrial and business hubs.

Principle 5 Be integrated

Deliver mixed-use precincts that include a range of compatible community facilities and services within industrial 'employment hubs'. Minimise potential land-use conflicts with neighbouring residential areas, while ensuring adequate housing choice close to industrial workplaces.

Principle 6 Be collaborative

Foster collaboration between industry, the education and training sector and local government, taking a regional approach that involves other municipalities.

Principle 7 Be transparent

Certainty and support for potential developers and investors, with quick decision-making and approval processes.

Principle 8 Be open to community input

Invite the community to contribute to and inform planning for Bendigo's industrial future.

2.3 Objectives and rationale

The following objectives describe what the GBILDS seeks to accomplish as distilled from the key issues and opportunities summarised at **Section 8** of the Background Report. A rationale for each objective is provided below.

Objective 1: Ensure there is adequate land zoned or identified to provide for 30 years of land supply in Greater Bendigo through the development of new business park(s).

Rationale: Economic analysis included in the Background Report in 2018 estimated that Greater Bendigo has a 14-year supply of industrial land, assuming a near perfect development scenario (closer to a maximum of 11 years based on the most current audit). Under this scenario Greater Bendigo would be exhausted of industrial land and foregoing industrial job growth by 2032. In a scenario that assumes 25 per cent of all lots are commercially unviable for development, jobs are expected to start to be foregone by 2025 and ramp up to 1,081 jobs lost by 2036.

In addition to the general need for industrial land, there is a specific and more urgent need to provide for larger industrial lots sizes in the order of 1-5ha. The economic analysis estimates that if land supply shortages in medium and large lots materialises, all lots of this size will be fully exhausted by 2025.

While the term ‘industrial’ is used extensively in the GBILDS it must be recognised that many uses that seek and need industrially zoned land are not industries in the conventional sense of the word. These businesses include warehousing, storage, distribution centres, truck depots, low impact assembly, and many aspects of manufacturing. Most of the industrial land in Greater Bendigo is not occupied by factories or large scale manufacturing plants. For example, the industrial precinct in Charleston Road, East Bendigo while zoned Industrial 1 is predominantly used for warehousing and commercial businesses.

Objective 2: Provide future direction around existing industrial precincts

Rationale: The review of Greater Bendigo’s existing industrial employment precincts is included in **Section 4**. This review identifies that each precinct has a unique spatial context, role, and set of issues and opportunities. Actions for each of these precincts are addressed respectively in **Section 4**.

Objective 2A: Reduce industry-residential land use conflicts

Rationale: The review of Greater Bendigo’s existing industrial employment precincts identifies that many of the City’s existing precincts are compromised by proximity to residential and other sensitive uses. In some cases, such industrial properties are only appropriate for lighter industrial uses or, linking with Objective 3, appropriate potential non-industrial uses.

Objective 2B: Provide protection of viable industrial and employment precincts from non-industrial uses

Rationale: Economic analysis as part of the industrial land audit undertaken by the City identifies that there is currently a range of non-industrial activities located in industrial areas. With a limited supply of industrial land, viable ‘core’ industrial precincts need to be protected from non-industrial uses. Some less viable or compromised parts of viable industrial precincts may be appropriate for development of non-industrial uses.

Objective 3: Reduce the impacts of freight movements on non-industrial particularly residential urban areas

Rationale: The Bendigo Freight Study identified large vehicle freight movements through Greater Bendigo's non-industrial urban areas as a key challenge and explains that this is due in part to many freight generators being located throughout the city's scattered industrial pockets along with the consolidation of logistics businesses in East Bendigo. The study identifies that many of these businesses would be better located on the fringe of the city particularly to cater for expansion.

Proximity or direct access to the existing B-Double road network is essential for the location of any future industrial land to minimise impacts on non-industrial urban areas.

It is important to note in responding to this objective that while it may be possible to reduce freight movements through urban areas, it would not be possible to remove them altogether.

Objective 4: Improve the function, design and amenity of new and existing industrial areas

Rationale: A review of best practice both nationally and internationally (see **Appendix 1** of the Background Report) has identified the importance of going beyond core infrastructure requirements to focus on high amenity environments which foster collaboration and innovation. These high amenity design outcomes are often achieved through precinct-specific planning controls and design guidelines.

Retrofit of existing areas can be more challenging, however focus needs to be on incremental change over time as properties are redeveloped. Alternatively, the preparation of precinct structure plans for some industrial areas can assist in achieving more holistic changes.

Objective 5: Promote sustainable industrial land use and development

Rationale: There are potentially large gains to be made in encouraging energy efficiency and environmentally sustainable design in industrial areas, as well as integrated water cycle management, increased tree canopy coverage, and waste minimisation from construction and operation. Although increased up-front costs are often cited as constraints to achieving best practice sustainability outcomes in industrial areas, there are many recognised benefits including long-term operational benefits such as reduced utility charges in addition to broader social and environmental gains.

In existing industrial areas improved environmental performance may require incremental improvements over time as individual properties are redeveloped. On large sites, yet to be developed, planning controls and guidelines can ensure that best practice environmental design standards are achieved from the beginning.

Objective 6: Increase regional competitiveness and grow investment and employment

Rationale: Industrial land availability and usability is identified in the Background Report as a particular challenge in Greater Bendigo. In comparison to Victoria's other regional centres Greater Bendigo currently has less than half the amount of zoned Industrial land in Greater Geelong, about one third less than Latrobe Valley, and about the same amount as Ballarat. However, Ballarat also has an additional 438ha of designated industry and employment land located in a Special Use Zone which equates to some 40 per cent additional industrial land.

In terms of maintaining, supporting and providing for economic and employment growth, it is critical that the City plans for a pipeline of industrial land supply to ensure that it remains competitive to retain, attract and grow existing and new industries and businesses requiring industrially zoned land.

Objective 7: Advocate for State and Commonwealth funding both for core infrastructure and for priority economic initiatives

Rationale: The population, employment and immigration policies of both the State and Commonwealth governments seek to support regional growth, jobs and investment. In part this is seen as combatting congestion in Australia's major cities. There is a strong case for increasing the level of Government funding for regional development employment projects of the scale needed in Greater Bendigo.

The clear association of jobs growth and economic development that would flow from the provision of appropriate and serviced industrial land supply in Greater Bendigo necessitates that the region be resourced to respond not only to a market driven need for industrial land, but also to position itself for 'one-off' economic opportunities requiring a critical response.

Until the project parameters of a future industrial precinct(s) are known it will be difficult to action this objective depending on the ultimate delivery model. However, development of a business case should be factored into the early planning processes to commence such advocacy and position the region for a timely response.

General recommendations and actions
for industrial land



3. General recommendations and actions for industrial land

3.1 Summary of general actions

Objective No. and Summary	Proposed Action(s)	Implementation Timeframe
1. Provide for 30 years of industrial land supply	Better utilise parcels of land zoned for industry that are only partially occupied	Ongoing
	<ul style="list-style-type: none"> To determine a site or site(s) for a future business park 	6 months
	<ul style="list-style-type: none"> Finalise a Masterplan for the site(s) 	6-12 months
	<ul style="list-style-type: none"> Depending on size and attributes of the site determine if rezoning should be undertaken in a staged approach 	6-12 months
	<ul style="list-style-type: none"> Rezone the site(s) (or part of the site(s)) to Industrial 1 zone 	6-12 months
	<ul style="list-style-type: none"> Apply a Development Plan Overlay to the site(s) to ensure relevant studies are completed and design and infrastructure are better managed 	6-12 months
	<ul style="list-style-type: none"> Update local planning policy to include objectives for the site(s) 	6-12 months
	Undertake a bi-annual audit of industrial land supply	2 years
	Review the GBILDS and land supply	5 years
	Existing Marong Business Park (Calder Employment Zone)	
	<ul style="list-style-type: none"> Review Planning Controls to ensure longer term industrial land potential only, once other land is developed 	6-12 months

General recommendations and actions for industrial land

Objective No. and Summary	Proposed Action(s)	Implementation Timeframe
2. Provide future direction around existing industrial precincts	See precinct-specific actions in Section 4	Refer to implementation timeframe in Section 4
2A. Reduce industry-residential land use conflicts	See precinct-specific actions in Section 4	Refer to implementation timeframe in Section 4
2B. Provide protection of viable industrial and employment precincts from non-industrial uses	See precinct-specific actions in Section 4 Amend local planning policy to direct non-industrial uses to less viable industrial precincts and protect core industrial precincts	1-2 years
3. Minimise the impacts of freight movements on non-industrial urban areas	Advocate for western and northern bypass road to reduce truck thoroughfare through Bendigo	Ongoing until funded
	Support transition of freight task from road to rail where possible	Ongoing
4. Improve the function, design and amenity of existing and new industrial areas	Introduce area-specific design guidelines and or planning controls with a focus on high public realm and streetscape/interface amenity for new industrial areas and for existing industrial precincts which are subject to future structure planning processes.	Timing subject to structure plan preparation and reviews
	Review and update the <i>Good Design Guide for Industry</i> to incrementally improve existing industrial areas	3-6 months
	Introduce the new <i>Good Design Guide for Industry</i> into the Planning Scheme as a background document	1-2 years
5. Promote sustainable industrial land use and development	Introduce area-specific design guidelines and / or planning controls in new industrial areas with a focus on energy efficiency, water cycle management, increased tree canopy coverage, and waste minimisation	Aligned with the planning of new industrial areas

Objective No. and Summary	Proposed Action(s)	Implementation Timeframe
6. Increase regional competitiveness and grow investment and employment in industry	Ensure a sufficient supply of industrial land supply	Ongoing
	Facilitate high amenity industrial areas	Ongoing
	Advocate for State and Commonwealth funding support to deliver industrial supply	As required
7. Advocate for State and Commonwealth funding both for core infrastructure and for priority economic initiatives	Undertake feasibility analysis for provision of new industrial site(s)	6-12 months
	Meet with various State Government agencies to discuss funding options and implementation pathways	as required

Precinct-specific recommendations
and actions



4. Precinct-specific recommendations and actions

4.1 Overview

The Background Report summarised the findings of the *City's Industrial Land Audit (2018)* ('Audit') which reviewed all Industrial zoned land in Greater Bendigo and grouped those industrial landholdings into 22 clusters of industrial properties.

These clusters can be thought of as 'industrial employment precincts' where most of the City's industrial employment is concentrated.

This section of the strategy presents the recommendations made for each of these industrial employment precincts and proposes actions to achieve the objectives identified above.

4.1.1. Precincts

The following industrial employment precincts are identified in **Figure 2:**

1. Goornong
2. Huntly
3. Epsom North
4. Epsom
5. Epsom South
6. Epsom South-West
7. Bendigo East
8. Charleston Road, East Bendigo
9. Junortoun
10. Heathcote
11. Golden Square/Golden Gully
12. Bendigo North
13. Long Gully
14. California Gully
15. Eaglehawk
16. Specimen Hill
17. Rowe Lane, Maiden Gully
18. Kangaroo Flat East
19. Kangaroo Flat West
20. Big Hill
21. Marong
22. Marong West

Precinct-specific recommendations and actions

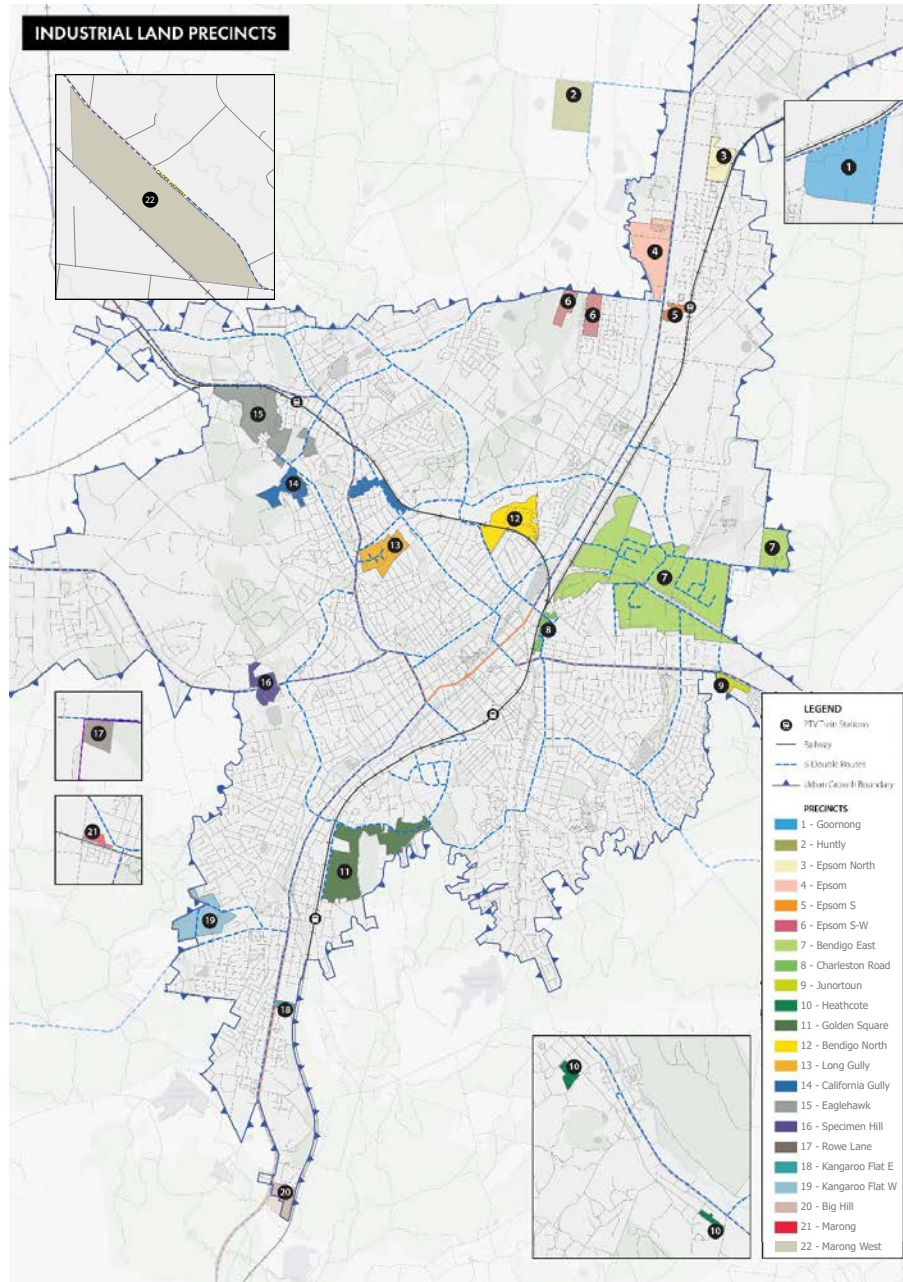


Figure 2 - Greater Bendigo Industrial Land Precincts

4.2 Summary of precinct recommendations and actions

Precinct number	Precinct name	Role and function in hierarchy	Recommendation	Action(s)	Implementation Timeframe
P1	Goornong	<ul style="list-style-type: none"> Specialised centre catering for rural industries. Uses include warehousing, rural industry and store. Limited expansion opportunities. 	Retain as is with continued policy support of the precinct as a location for rural industries	Ensure review of local planning policy continues to support the precinct as a location for rural industries	1-2 years
P2	Huntly	<ul style="list-style-type: none"> Specialised centre being used in part for the Bendigo Livestock Exchange. Potential for longer term expansion of the precinct considering existing uses and location of water treatment facility. 	Retain as is until the City has undertaken further strategic work on the future of the precinct	-	-
			As an interim measure, investigate the potential to better utilise vacant land at the livestock exchange for industry	Investigate the potential to better utilise vacant land at the livestock exchange for industry	1-2 years
			Engage with Coliban Water regarding the longer-term potential to expand the precinct if required	Engage with Coliban Water	6-12 months
P3	Epsom North	<ul style="list-style-type: none"> Local centre. Uses include Industry, warehousing, materials recycling. Provides local employment opportunities. 	Retain as is at this stage but reconsider the long-term role of the precinct together with setting a clearer vision for the broader area through the Settlement Strategy	Set a clearer vision for the broader area through the Settlement Strategy	2-3 years

Precinct-specific recommendations and actions

Precinct number	Precinct name	Role and function in hierarchy	Recommendation	Action(s)	Implementation Timeframe
P3	Epsom North (continued)	<ul style="list-style-type: none"> Uses to be consistent with proximity to residential development. 	Given the relatively low rate of development and residential encroachment, consider whether discretionary non-industrial uses could be directed to this precinct	Consider this precinct as a potential location for discretionary non-industry uses	2-3 years
P4	Epsom	<ul style="list-style-type: none"> Secondary centre. Uses include industry, warehousing, retail, trade supplies, rural store. Potential to include more warehousing and larger retail to cater for growing population needs. 	<p>Retain as is but support rezoning to Commercial 2 Zone within approximately 40 metres of the precinct's immediate interface with the Midland Highway (consistent with 175 to 189 Midland Highway, Epsom at the south of the precinct).</p> <p>This will need to be considered in line with any future buffer requirements for the Coliban Water Wastewater treatment plant.</p>	Review Commercial Land and Activity Centre Strategy 2015 in light of this recommendation	3-5 years
P5	Epsom South	<ul style="list-style-type: none"> Local centre. Uses include industry, warehousing, retail, vehicle sales, health offices and facilities. 	Progressively integrate this area into the Epsom Activity Centre and review zoning over time	Review Commercial Land and Activity Centre Strategy 2015 in light of this recommendation	3-5 years

Precinct number	Precinct name	Role and function in hierarchy	Recommendation	Action(s)	Implementation Timeframe
P6	Epsom South-West	<ul style="list-style-type: none"> Local centre. Uses include industry and warehousing. 	Support the development of the Industrial 1 Zone (western) part of the precinct adopting a 'no net loss' approach to vegetation removal via offsets	-	-
			Investigate how the Industrial 3 Zone (eastern) part of the precinct can be better utilised, acknowledging that rezoning options are limited given its proximity to the water treatment plant	Investigate how the Industrial 3 Zone (eastern) part of the precinct can be better utilised	3-5 years
P7	Bendigo East	<ul style="list-style-type: none"> Municipal centre. The most important existing industrial precinct in Greater Bendigo catering for a variety of uses which includes industry, warehousing, food manufacturing, retail, offices. The scale, location, servicing and established nature of the precinct means it will continue to be the premier established industrial precinct in Greater Bendigo. 	Prepare an update to the 2006 Precinct Plan (amended 2013) for East Bendigo to provide greater direction for its future development.	Prepare an update to the 2006 Precinct Plan (amended 2013) for East Bendigo.	2-3 years
			Support establishment of a business park at Bendigo Airport	Amend local planning policy to provide policy support for this recommendation	1-2 years
			Consider implementation of planning controls to create a 'core' industrial precinct	Amend local planning policy to provide policy support for this recommendation and other precincts as relevant	3-5 years
				Prepare and apply planning controls to create a core industrial precinct following preparation of a precinct plan for East Bendigo	3-5 years

Precinct-specific recommendations and actions

Precinct number	Precinct name	Role and function in hierarchy	Recommendation	Action(s)	Implementation Timeframe
P8	Charleston Road, East Bendigo	<ul style="list-style-type: none"> Local centre. Uses include warehouse, retail, trade supplies and limited manufacturing. Limited expansion opportunities. Potential to transition precinct over time to consider uses more suitable to its central location and the surrounding residential area. 	Undertake further engagement with land owners in this precinct	Run a targeted preliminary engagement session to gauge landowner support	1-2 years
			Discourage industrial intensification or subdivision for industrial purposes.	Amend local planning policy to provide policy support for this recommendation	1-2 years
			Prepare a masterplan for the precinct subject to landowner support	Prepare a masterplan for the precinct (subject to landowner support)	1-2 years
P9	Junortoun	<ul style="list-style-type: none"> Specialised centre. Uses include industry and manufacturing. Limited expansion opportunities. 	Include as part of the precinct plan for East Bendigo in the short term to provide greater direction for the future development of this precinct	Consider as part of the precinct plan for East Bendigo	2-3 years
P10	Heathcote	<ul style="list-style-type: none"> Local centre. Uses include industry, warehousing, retail, and landfill transfer station. Services a local population. 	Continue to provide for Heathcote's future industrial land needs through the implementation of Heathcote Township Plan (HTP)	Rezone 31 Ayres Street, from IN3 to GRZ due to poor accessibility and proximity to residential development.	Approximately 1-2 years (subject to implementation of the HTP)

Precinct number	Precinct name	Role and function in hierarchy	Recommendation	Action(s)	Implementation Timeframe
P11	Golden Square / Golden Gully	<ul style="list-style-type: none"> • Secondary centre. • Uses include industry warehousing, manufacture, service industry, retail, trade supplies, offices. • Given the proximity of residential development across much of the precinct more suited to uses with a lower amenity impact. 	Undertake a review of land use as part of preparation of a Golden Square Framework Plan	Undertake a review of land use as part of preparation of a Golden Square Framework Plan (GSFP)	Approximately 1-2 years (subject to the amendment to implement the GSFP)
			Support the rezoning of the entirety of 60 Hattam Street to an industrial zone.	Undertake a future planning scheme amendment to rezone this property into an appropriate industrial zone.	3-5 years (depending on resourcing)
			Support the rezoning of 5 Godfrey Street to an industrial zone consistent with the recommendations of the Golden Square Framework Plan.	Undertake a planning scheme amendment process to rezone this property as part of the implementation of the Golden Square Framework Plan.	Approximately 1-2 years (subject to the amendment to implement the GSFP)
			Support the rezoning of all 11 GRZ properties in the south-west of the precinct to the Industrial 3 Zone	Consider as part of the implementation of Golden Square Framework Plan	Approximately 1-2 years (subject to the amendment to implement the GSFP)
			Support the rezoning of the residential properties along the eastern site of MacDougall Road (74-104 MacDougall Road) and the Southern side of Hattam Street between MacCullagh and MacDougall Road) to Industrial 3 Zone	Undertake a planning scheme amendment process to rezone these properties subject to more detailed investigations	Approximately 3-5 years (depending on resourcing)

Precinct number	Precinct name	Role and function in hierarchy	Recommendation	Action(s)	Implementation Timeframe
P11	Golden Square (continued)		Discourage residential intensification of properties within and immediately adjacent to the precinct	Consider as part of the implementation of Golden Square Framework Plan	1-2 years (investigations)
P12	Bendigo North	<ul style="list-style-type: none"> • Secondary centre. • Includes some larger businesses providing important employment opportunities for a broader catchment. • Limited expansion opportunities over time. 	<p>Discourage residential intensification of properties directly interfacing with the Industrial 1 Zone</p> <p>In the longer term investigate potential zoning changes and planning controls to reduce land use conflicts.</p>	Investigate mechanisms to reduce land use conflicts.	1-2 years (investigations)
P13	Long Gully	<ul style="list-style-type: none"> • Local centre. • Uses include industry, warehousing, manufacture, service industry, retail, trade supplies. 	Retain as Industrial 3 Zone.	-	-
P14	California Gully	<ul style="list-style-type: none"> • Local centre. • Uses include industry, warehousing, manufacture, service industry, retail, trade supplies, offices. 	<p>Residential development has entirely surrounded the eastern precinct.</p> <p>In the longer term investigate potential zoning changes and planning controls to reduce land use conflicts.</p>	Investigate mechanisms to reduce land use conflicts	1-2 years (investigations)
			Retain the existing function of the western precinct given its interface with the Eaglehawk Landfill		-

Precinct number	Precinct name	Role and function in hierarchy	Recommendation	Action(s)	Implementation Timeframe
P15	Eaglehawk	<ul style="list-style-type: none"> Specialised centre. Uses include industry, warehousing, manufacture, materials recycling, service industry, retail, trade supplies, offices. A number of constraints impacting on expansion including half the site being disused mining, proximity of landfill, vegetation coverage and bushfire. 	Generally retain the function of the precinct but in the longer term investigate potential zoning changes and planning controls to reduce land use conflicts.	Investigate mechanisms to reduce land use conflicts	1-2 years (investigations)
P16	Specimen Hill	<ul style="list-style-type: none"> Local centre. Uses include mixed residential and undeveloped constrained land. 	Retain as is	-	-
P17	Rowe Lane, Maiden Gully	<ul style="list-style-type: none"> Specialised centre. There are no existing land uses as this precinct consists of undeveloped constrained land. Unserviced, heavily vegetated with a number of other constraints making it currently unsuitable for industrial development. 	Undertake further strategic work on the future of the precinct	Undertake further strategic work on the future of the precinct	1-2 years

Precinct number	Precinct name	Role and function in hierarchy	Recommendation	Action(s)	Implementation Timeframe
P18	Kangaroo Flat East	<ul style="list-style-type: none"> Local centre. Uses include industry, warehousing, service industry, retail and offices. Extension of the existing Kangaroo Flat warehouse precinct. 	Support market-led rezoning of the precinct from Industrial to Commercial 2 Zone	Amend local planning policy to provide policy support for this recommendation	1-2 years
P19	Kangaroo Flat West	<ul style="list-style-type: none"> Secondary centre. Uses include industry, warehousing, manufacturing, service industry and retail. This well-located precinct provides employment opportunities for a broader catchment. This precinct is well utilised with limited opportunities for expansion within the existing precinct. 	Investigate rezoning of properties adjacent to residential zones from Industrial 1 Zone to Industrial 3 Zone, making provision for the continued operation of established industrial uses	Investigate mechanisms to reduce land use conflict	3-5 years

Precinct number	Precinct name	Role and function in hierarchy	Recommendation	Action(s)	Implementation Timeframe
P20	Big Hill	<ul style="list-style-type: none"> Specialised centre. Uses will likely include industry, warehousing and manufacturing. 	Retain as is for the short term but support a market led rezoning of adjacent Farming Zone land subject to adoption of a 'precinct approach' which includes all contiguous Farming Zone properties and support from respective landowners (subject to a detailed assessment and response to the constraints of the precinct)	Amend local planning policy to provide policy support for this recommendation	1-2 years
P21	Marong	<ul style="list-style-type: none"> Local centre. Support rezoning to General Residential Zone. 	Support the rezoning of the precinct to the General Residential Zone through the implementation of the Marong Township Structure Plan (MTSP)	Undertake a planning scheme amendment to implement the Marong Township Structure Plan	Approximately 1-2 years (subject to the amendment to implement the MTSP)
P22	Marong West	<ul style="list-style-type: none"> Current business park CDZ. 	Review land supply and long term need for the Business Park.	Further review when updating the GBILDS in 5 years	5 years
			Review planning controls to ensure longer term industrial land potential only, once other land is developed.	Update planning controls as required to indicate the longer term potential for industrial land only	6-12 months

FUTURE INDUSTRIAL LAND PRECINCTS



5. Future industrial land precincts

Based on the REMPLAN's *Strategic Inputs Report 2019*, there is currently 14 years of zoned and serviced industrial land in Greater Bendigo assuming near perfect utilisation, with less than seven years supply remaining of larger lots of over one hectare. This was based on a supply of 120 hectares of vacant and 'available' industrial land. Based on recent land sales and conversations with landowners we know this supply is now less than 100 hectares, with very limited options for businesses looking for land over one hectare.

Based on a consumption rate of nine hectares per year, at a minimum there will need to be an additional supply of 170 hectares over and above the existing supply of the next 30 years (based on having 100 hectares of vacant land). This does not consider that by having more available, useable and buffered industrial land, Greater Bendigo will become more attractive as a destination for businesses and therefore consumption of land is likely to increase over and above initial forecasts. Further it does not consider the potential in the future to better utilise some of the existing industrial precincts for a commercial or other more suitable zone based on their locational or other attributes (Section 4).

Currently compared to other regional cities of a similar size existing industrial land precincts are generally small in size, limiting the potential for similar businesses to

congregate in a single location. There is also no large business park unlike many other larger regional cities such as Ballarat, Geelong and Wodonga. This makes it more difficult to control design outcomes and to take a precinct wide approach to development.

Greater Bendigo has been experiencing strong economic growth in recent years growing by \$2.4 billion over the eight years from 2010 to 2018, Manufacturing currently comprises 16 per cent of the economic output for Greater Bendigo, with construction and transport, postal and warehousing comprising a further 16.8 per cent⁵. However, it is becoming increasingly clear that without a pipeline of serviced and available industrial land, Greater Bendigo is likely to become more uncompetitive with other regional cities leading to a potential slowdown in employment and possibly population growth.

While the City currently has 313 ha of land zoned Comprehensive Development Zone and appropriate for industry to the west of Marong, this land is currently not serviced and unavailable for industrial development given the land is under private ownership and being utilised for farming. However, given the potential long-term suitability for this land to be used for industry (should the take up of industrial land be greater than forecast) it is proposed to retain this land within the Comprehensive Development Zone

until a future review of the Industrial Land Development Strategy. This is recommended to be completed in five years. It is proposed to review the planning controls to reflect that this site should only be considered for development in the longer-term following the construction of a new business park site(s).

Given the unavailability of the current zoned land in Marong for industrial development, the City has been going through a comprehensive process of selecting a future site(s) for a business park(s). Further details around the selection process are included in the GBILDS background report.

The City is currently working through a process of identifying, rezoning and ultimately facilitating the delivery of a business park(s) to meet long term industry needs in Greater Bendigo, and there will be further consultation with the community, stakeholders and businesses once a site is selected.

The delivery of this strategy will provide long-term certainty to industry in Greater Bendigo, retain and ultimately grow employment to support population growth in suitable locations.

⁵ REMPLAN 2018

Monitoring and review framework



6. Monitoring and review framework

6.1 Monitoring

The actions listed in Section 3 and Section 4 include implementation responsibilities and timeframes.

The City's Regional Sustainable Development unit will monitor these actions at least every 6 months and record the progress of each (including updated timeframes).

Officers will prepare reports to Council on the progress of these actions as required.

6.2 Review

The GBILDS and its implementation will be reviewed in five years.

Review of the GBILDS must factor new industrial land supply into an updated economic analysis which must comprehensively update its existing land supply estimates (i.e. estimated years of supply).

Individual actions as discharged may be annexed to an appendix of completed actions and new actions may be included if considered relevant and necessary.

