



# BAYSIDE INDUSTRIAL AREA STRATEGY



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This strategy was adopted by Bayside City Council in 2004 and incorporates modifications to the Draft Bayside Industrial Area Strategy 2002 prepared by Hansen Partnership, stemming from consequential consultative and policy development processes. Modifications of the Draft Industrial Area Strategy 2002 are contained in Appendix 6 of this document.

# 1 Introduction

This study reviews the future planning and development of the concentration of industrial zoned land in the Sandringham, Highett and Cheltenham parts of the City of Bayside, known as the Bayside Industrial Area.

Figure 1 shows the general location of the Bayside Industrial Area. Figure 2 shows the industrial zoned land that is being considered as part of this study.

It should be noted that whilst the study is primarily concerned with industrial zoned land, some of the recommendations do apply to other land in the immediate area.

The purpose of this study as identified in the study brief is to:

1. *“Investigate the strengths, weaknesses, opportunities and threats impacting on current land uses and industrial activities in the study area.*
2. *Evaluate the current and future economic viability of key businesses, business sectors and major land uses / activities in the study area.*
3. *Develop a shared vision for the future of the Cheltenham / Sandringham Industrial Area to best position it to meet the changing requirements of the 21<sup>st</sup> Century.*
4. *Produce a strategy for the study area that will assist in revitalising and building a viable future for the City’s Industrial Areas or recommend appropriate medium-long term strategic change to land use and development in the area.*
5. *Identify actions and priorities needed to be taken by both the public and private sectors to achieve improved and sustainable physical, social, environmental and economic outcomes in the study area.*
6. *Provide a basis for the preparation of design guidelines for the Bayside Industrial Area.”*

The study has been undertaken by a team of consultants under the direction of a steering committee comprising councillors and council officers. The consultant team included:

- Hansen Partnership - Planners and Designers - Team Leader.
- National Economics - Economics.
- CB Richard Ellis - Property.
- Context Conybeare Morrison - Urban Designers and Landscape Architects.

Consultation associated with this study has involved:

- Meetings with the Bayside Business Board.
- The establishment by Council of a Reference Group involving business and landowner interests from within the Industrial Area. Two meetings have been held with that group. The first meeting was at the outset of the study and identified issues to be addressed. The second meeting was towards the end of the study and sought feedback on preliminary ideas and recommendations that had been identified by the consultants.

Figure 1 - Locality Plan

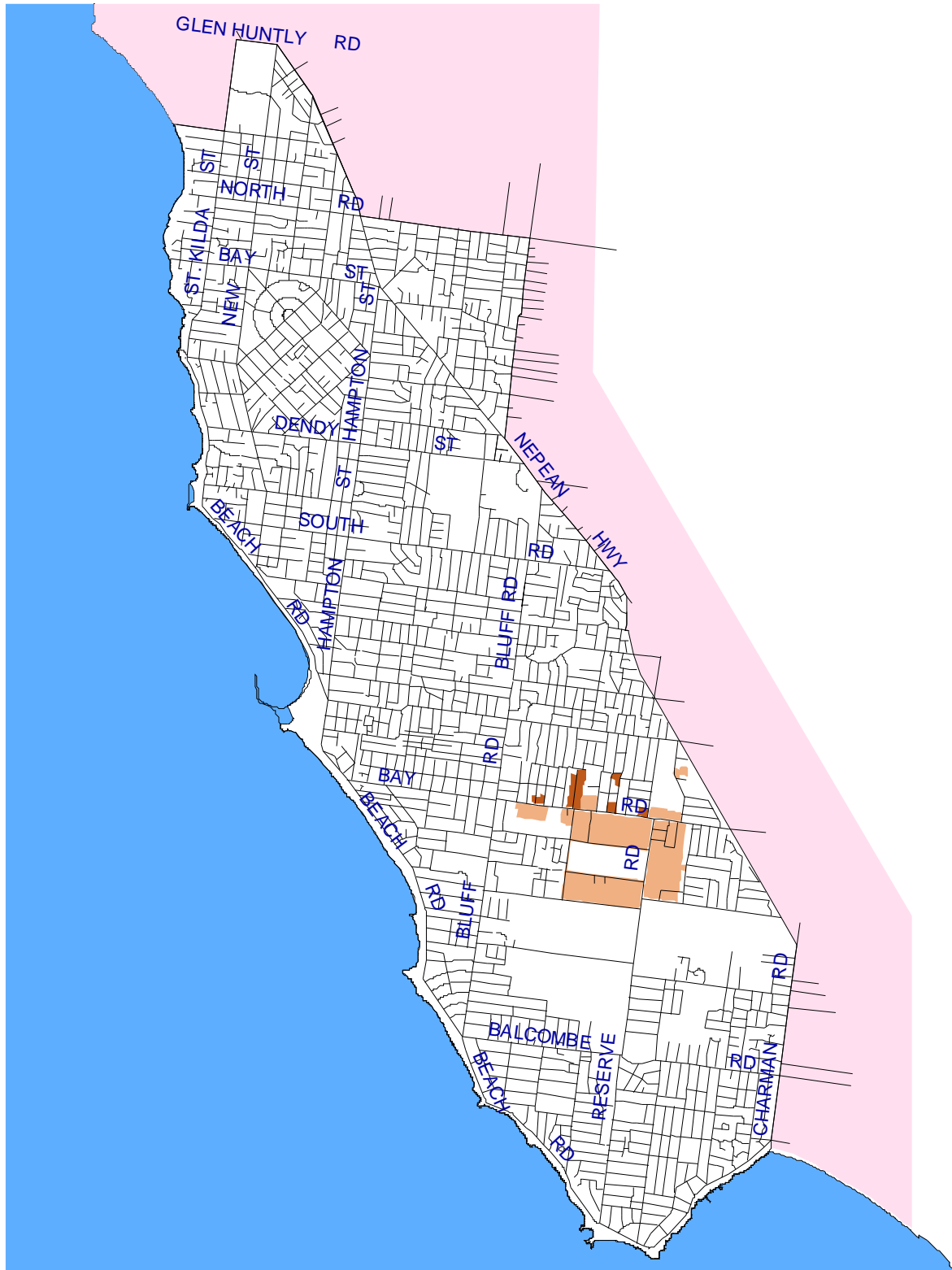
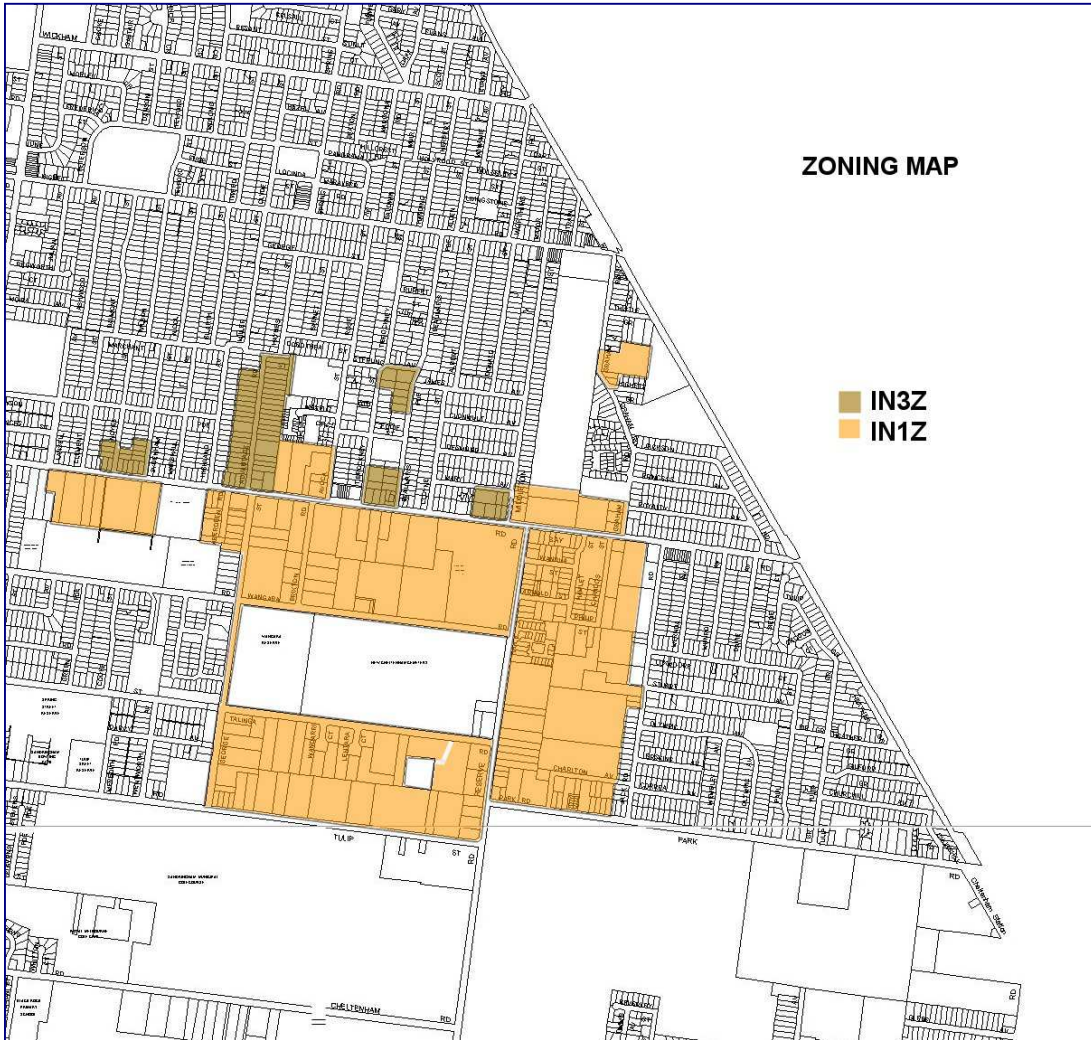


Figure 2 - Industrial Zoned Land





A number a background reports have been prepared as part of this study. These include:

- A report prepared by National Economics on the economic outlook for the Bayside Industrial area.
- A report prepared by CB Richard Ellis on the property outlook for the Bayside Industrial area.
- A report prepared by Hansen Partnership that identified preliminary ideas and recommendations for the study area.

The first two of those reports provide detailed information regarding property and economic trends that are relevant to the future planning and development of the Bayside Industrial area. Relevant findings from those reports have been incorporated into this document. The full documents should be referred to for a more comprehensive understanding of the trends impacting on the area.

## 2 The Existing Situation

### 2.1 General Description of the Bayside Industrial Area

An aerial photograph showing the general land use pattern and pattern of buildings and vegetation in and around the Bayside Industrial Area is included as Figure 3.

A set of analysis diagrams have been prepared in relation to the industrial area (See Appendix 3). These diagrams summarise the key physical characteristics of the area.

The Bayside Industrial Area is a concentrated area of industrial zoned land located 'within' the residential areas of Sandringham, Cheltenham and Highett.

It is described as being 'within' the residential areas of Bayside because it is located off the main metropolitan arterial road network (as defined by Nepean Highway in this part of Melbourne) and is surrounded by either residential areas or golf courses / areas of open space.

Access to the area is primarily from Bay Road which is a VicRoads declared main that provides access to / from Nepean Highway to the east and Beach Road to the west. Reserve Road, which is a secondary road and lesser order roads such as Tulip Street and Park Road provide access to the southern parts of the area. (See Figure 1 of Appendix 3)

Bay Road is the main road that provides an 'address' to the industrial area from the Nepean Highway, which is a kilometre or so to the east. The majority of the Bayside industrial area (zoned IN1) is located to the south of Bay Road, with only isolated 'pockets' of industrial zoned land (mostly zoned IN3) existing to the north of Bay Road, interspersed with residential development.

Westfield Southland and the adjoining Cheltenham activity centre and nearby industrial areas exist about one kilometre to the east of the Bayside industrial area. They are accessed via either Bay Road or Park Road. They are separated from the Bayside industrial area by the Frankston railway line and by a consolidated area of residential development.

The Bayside industrial area is about two kilometres from Port Phillip Bay. The proximity to the Bay has a considerable influence on the character and attractiveness of the residential areas in which the industrial precinct is located. Sandringham, Cheltenham and Highett are prime bayside residential suburbs with high and improving levels of residential amenity and increasing land values. A strong landscape and vegetation character prevails throughout surrounding residential areas. This landscape character is further enhanced by the significant number of golf courses and parks that exist at the interface between industrial and residential land uses.

The level of amenity within the industrial area varies:

- Premises along the south side of Bay Road and in Wangara Road and Talinga Road generally comprise larger sites occupied by larger businesses or corporations with an interest in portraying a positive 'corporate image'. As a consequence, many buildings along these roads provide good on-site landscaping and provide a reasonably attractive appearance to the roads onto which they front.

Figure 3 - Aerial Photograph



- The Cheltenham cemetery is located in the core of the industrial area. It provides a strong landscape element that makes a strong positive contribution to the amenity of the roads that front onto the cemetery i.e. Wangara Road, Talinga Road and Reserve Road.
- The Sandringham and Victoria Golf Clubs provide an attractive vegetated abuttal to the southern parts of the area (ie Tulip Street and Park Road) and an attractive outlook for businesses located in those streets.
- Two pockets of small lot industrial development exist in the area: Advantage Road and the Hamlet Street / Chandos Street area. These areas have a lesser level of amenity compared to other parts of the precinct. They are characterised by smaller lots, fragmented building stock, a lack of or poor on-site landscaping, higher levels of on-street car parking and congestion within road reserves.
- Two areas of isolated industrial zoned land exist within what are otherwise essentially residential areas in Beaumaris Parade and Graham Road.
- The northern side of Bay Road comprises a mix of land uses and building forms. Industrial / commercial developments are mixed with suburban residential uses. Industrial / commercial uses generally have little front landscaping and a lower level of amenity than those properties on the southern side of the road.
- George Street has reasonably good levels of amenity. This is due to the residential character of the western side of the street, the linear parkland at its southern end, the landscaped abuttal provided by the golf driving range, and the strong native vegetation character in the frontage of industrial properties to the south of Talinga Road.
- Jack Road has a strong landscaped and residential character due to the efforts taken in the past to provide a buffer to industrial properties and limit industrial frontages and access to the street.

A number of “gateway locations” exist within the area that provide the potential for building design and landscaping treatments that could provide a focal point to the industrial area (See Figure 2 of Appendix 3). These include sites at the corners of the following streets:

- Bay and Reserve Road
- Reserve and Park Road / Tulip Street
- Bay Road and George Street

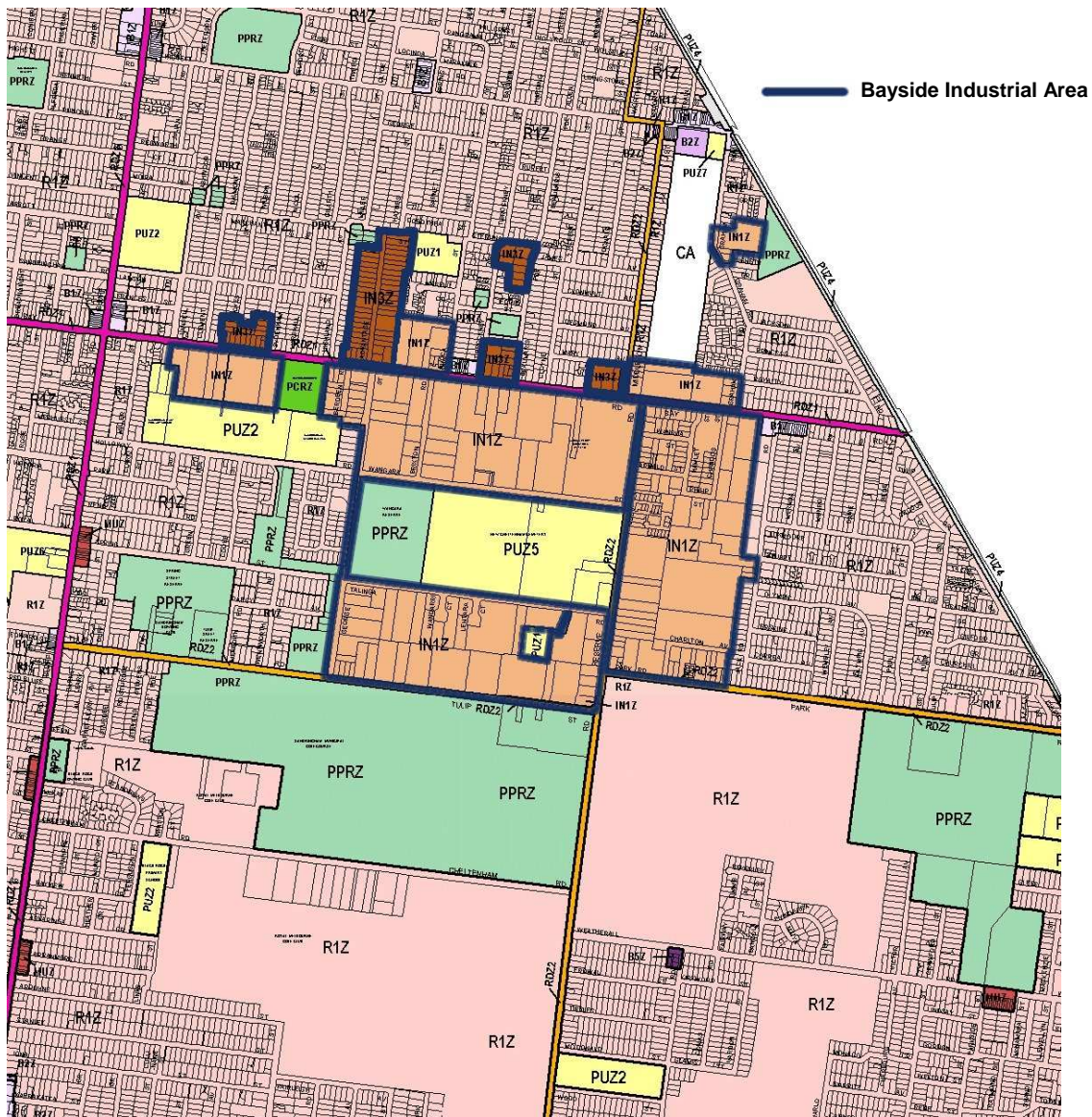
## **2.2 Existing Zoning and Overlays**

The zoning pattern applying to the study area is shown in Figure 4. An Industrial 1 Zone applies to the majority of land. An Industrial 3 zone applies to most of the small areas of industrial zoned land on the north side of Bay Road.

No significant overlays apply to industrial zoned land within the area. A number of incidental overlays do affect land in or close to the area. These are shown on Figure 5. They include the following:

- Environmental Audit Overlay - applying to an individual site.
- Heritage Overlay - applying to the cemetery site.
- Special Building Overlay - which imposes controls over buildings and works in part of the area due to drainage problems (See Figure 5).

Figure 4 - Existing Zoning




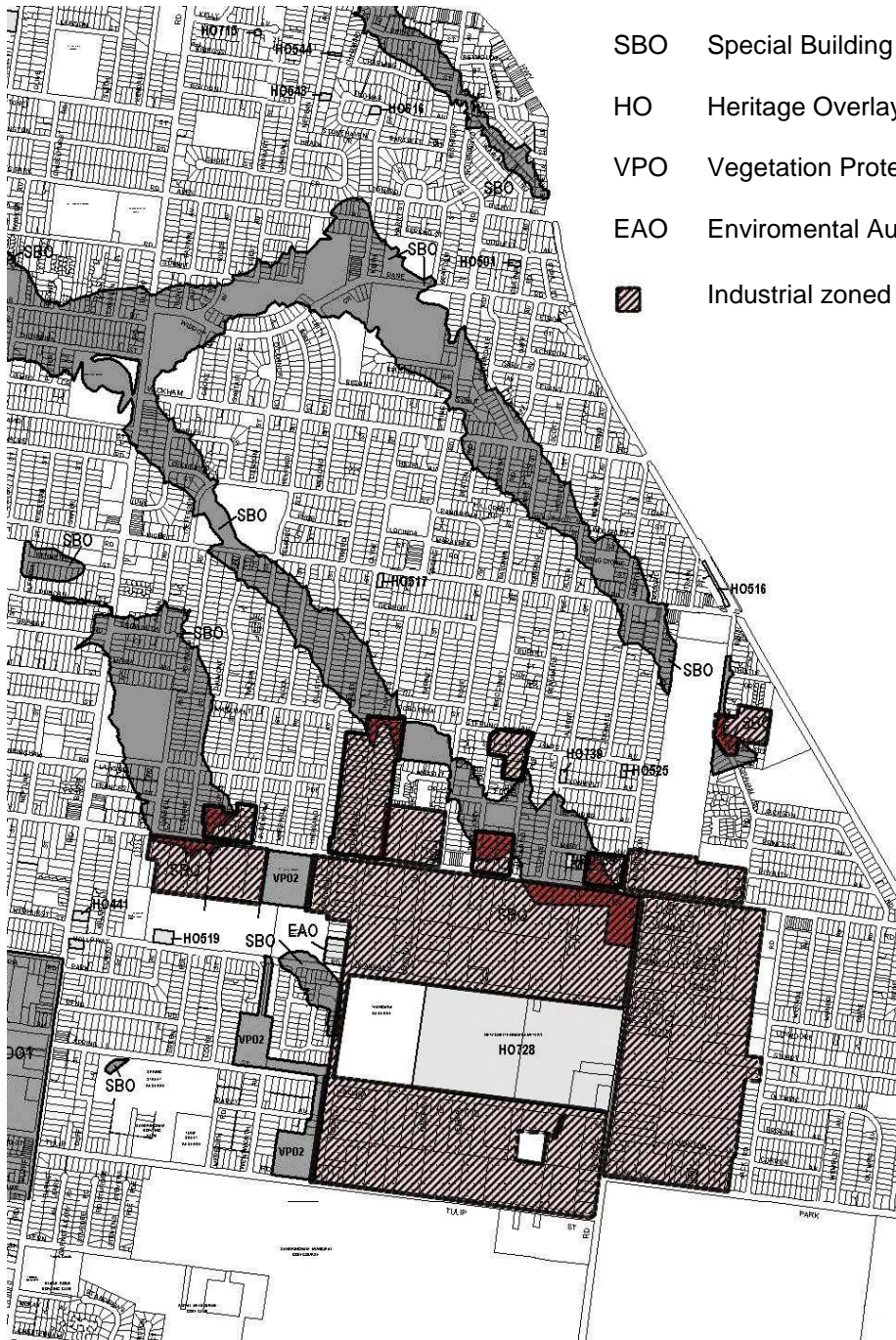
## LEGEND

- R1Z Residential 1 Zone
- IN1Z Industrial 1 Zone
- IN3Z Industrial 3 Zone
- PPRZ Public Park and Recreation Zone
- PUZ Public Use Zone
- PCR Public Conservation and Recreation Zone

Figure 5 - Planning Scheme Overlays

### LEGEND

- SBO Special Building Overlay
- HO Heritage Overlay
- VPO Vegetation Protection Overlay
- EAO Enviromental Audit Overlay
-  Industrial zoned land



### **2.3 Existing Land Uses**

The Bayside Industrial Area includes a number of major businesses that have relatively large land holdings. Figure 6 shows the location of key businesses and other land uses that exist throughout the area.

Some of the major non-industrial uses in or within the vicinity of the industrial area include:

- The Cheltenham Cemetery
- Sandringham Leisure Centre
- Council's waste transfer station and depot
- Sandringham Golf Driving Range
- The senior campus of Sandringham Secondary College
- The Bay Road Heathland Sanctuary
- Tulip Street Tennis Centre
- Victoria and Sandringham Golf Courses

### **2.4 Composition of Existing Businesses**

This study has relied on previous work undertaken by or on behalf of Council in relation to the profile of existing businesses in the Bayside Industrial Area. The focus of effort of this study has been looking forward and identifying a future vision for the study area.

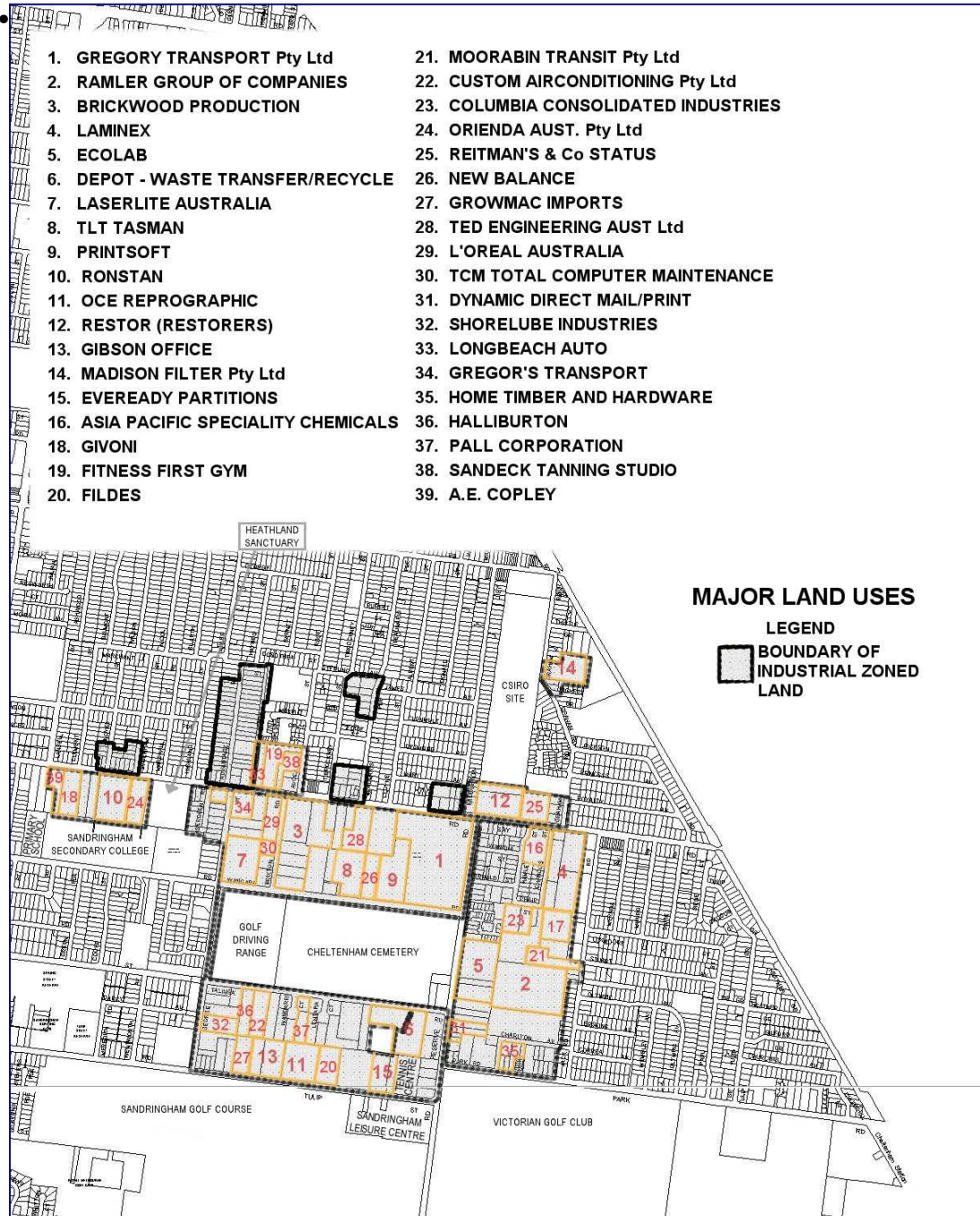
Information regarding the profile of existing businesses is available from the study '*Strategic Overview of Industrial Areas in the City of Bayside*', which was prepared for Council by Henshall Hansen Associates in 1997. A recent survey of business in the area has also been completed by Chisholm Institute (September 2001). (See Appendix 1).

The Henshall Hansen Associates study examined the profile of industrial operations that existed in the municipality at the time and provided a vision and strategic aims for the future of industrial zoned land. The strategic directions for the industrial areas derived from that report have essentially been incorporated into Council's Industrial Areas Policy which is contained in Clause 22.05 of the planning scheme. (See Appendix 5)

The key findings from the Henshall Hansen Associates report in relation to the economic profile of Bayside and the composition of existing businesses include the following:

- The population of Bayside in 1996 was about 85,900 and the labour force was about 41,250. The population is now about 91,000 according to the 2001 Census.
- An estimated 85% of the labour force worked in jobs that were located outside of the municipality of Bayside.
- About 12% of residents were employed in the manufacturing sector of the economy.

Figure 6 - Major Land Uses





Some 4,400 businesses were identified as existing in Bayside. These businesses provided some 22,560 jobs, 87% of which were in the tertiary sector.

- An estimated 4,360 jobs existed in the industrial areas, which accounted for some 20% of all jobs in the municipality. The main sectors in which those jobs were provided included:
 

– manufacturing	3,005
– transport and storage	385
– construction	570
– wholesale	400
- It was estimated that some 192 firms existed in the industrial areas of the municipality in 1997 and that some 18 sites were vacant. Of the 192 firms, 50% were involved in manufacturing activities, with the balance being involved in automotive and related services (15%), commercial and retail (10%), warehousing (10%) and other activities (15%).

The Chisholm institute survey which was undertaken in 2001 involved students visiting every premises in the industrial area and providing them with a questionnaire. Of a total of some 253 properties believed to exist in the Bayside Industrial area at the time, some 152 questionnaires were completed. A summary of the findings of the survey are included in Appendix 1. Particular observations include the following:

- 36.8% of business surveyed were involved in manufacturing, 19% in retail, 13% in wholesale trade, 12% in personal and other services, and 20% in 'other' activities, which included storage and distribution etc.
- The total number of employees in the businesses surveyed was 3,317. The majority of business employed less than 10 people (70.4%), however a number of large companies did exist who employed more than 100 people (7 companies in all).
- 64% of premises were leased and 36% owned by the operator.
- Many businesses were long established in the area (40% more than 20 years, 32% more between 10 and 20 years). The proportion of new arrivals was relatively small (12% less than 5 years).
- The export focus of business in the area was reasonably low, with only 5 business exporting more than 10% of the value of their turnover.
- Business throughout the industrial area appear to be performing well and have a good outlook for the future. Over 83% of businesses identified that their outlook was either good, very good or exceptional.

A land use survey of all business in the Bayside Industrial areas was undertaken as part of this study. This survey recorded the name, address and the land use of all properties throughout the area. The results of this survey are provided in Appendix 2.

## **2.5 Utilisation of Land and Buildings**

Figure 7 shows underutilised land and buildings that presently exist throughout the study area. This includes not just vacant and undeveloped sites, but also buildings and land or sites that are advertised for sale or lease.

The degree of utilisation of land throughout the industrial area is quite high. The only vacant sites (i.e. not built upon) that presently exist are:

- the former ICI site on the east side of Reserve Road (320 to 328 Reserve Road);
- a site along the southern side of Bay Road, just west of Reserve Road; and
- a number of smaller sites in or near the Advantage Road area.

However the level of utilisation of buildings is likely to be less than illustrated in Figure 7. From discussions with property owners and Reference Group members throughout the course of the study, it would seem that a number of larger buildings exist which, whilst tenanted, are significantly underutilised.

The Chisholm survey identified that 48 of the premises existing throughout the study area were vacant or unoccupied and that 32 premises appeared to be used for storage only, with no identifiable business activity.

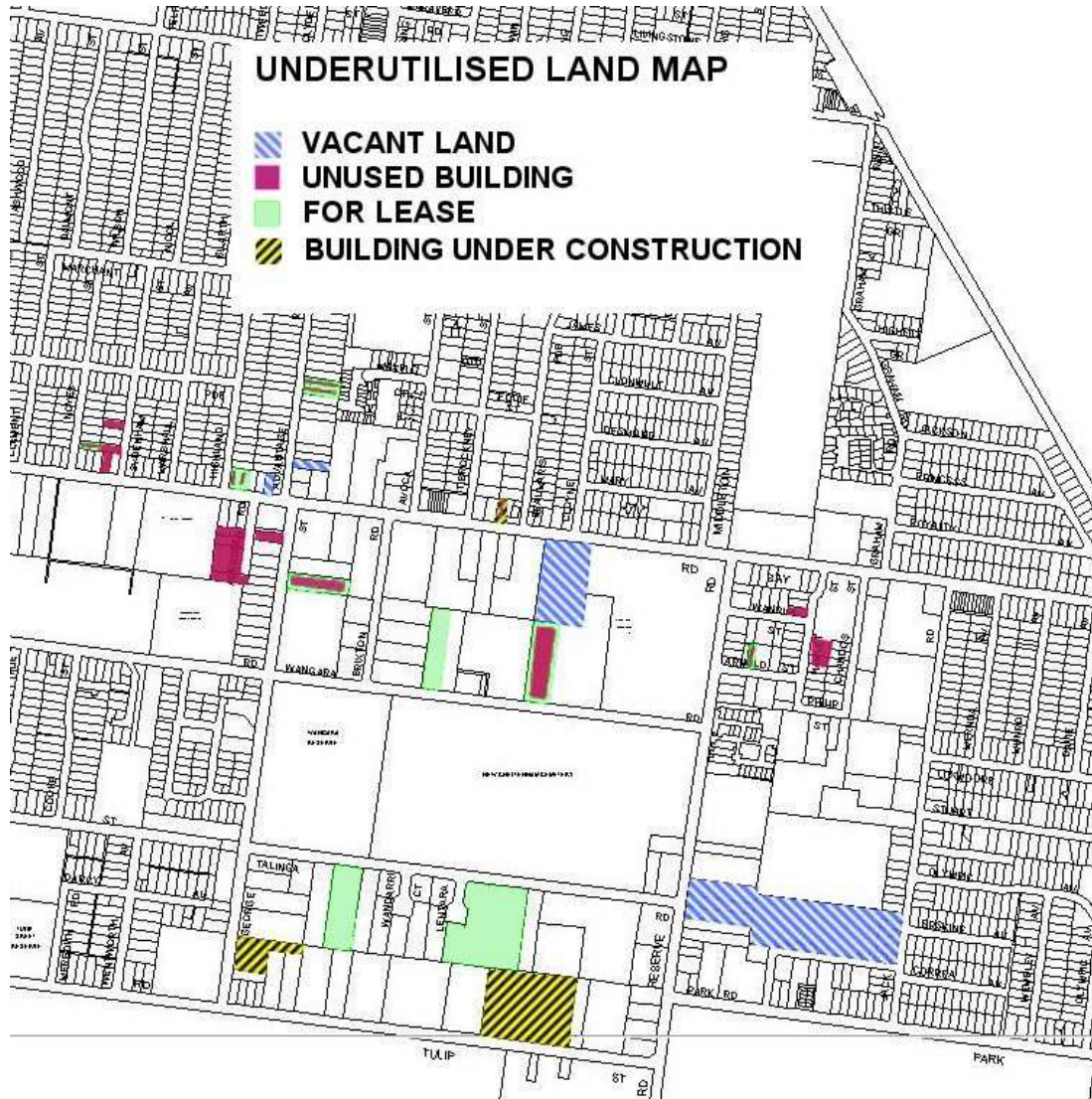
## **2.6 Examples of Recent and Proposed Developments**

### ***Development Proposals***

Following is a summary of some development proposals that have existed within the study area:

- 208 to 218 Bay Road - A number of owners of adjoining industrial lots along the south side of Bay Road, to the west of the Bay Road Heathland Sanctuary, have submitted a tentative proposal to Council for either a residential subdivision or a small lot industrial redevelopment.
- The CSIRO site on the north side of Bay Road has long been discussed as a future redevelopment site. Whilst presently used by the CSIRO, this site is likely to be surplus to its requirements and be available for redevelopment in the future.

Figure 7 - Utilisation of Land



### **Recent Industrial Developments**

The Tulip Business Park in Tulip Street is an example of a recent industrial redevelopment in the area. This development provides some 26 small factory / storage units in an attractively presented setting. The floor areas range from about 150 square metres to around 450 square metres, with the majority being less than 200 square metres. It is understood from comments made at Reference Group meetings that the development has sold / leased well, and has been well received by the market place. However the consultants have some concerns about the adequacy of the size of some of the smaller units within the development for 'productive' business activities. The concern is that units as small as 150 square metres provide little more than storage space, and are unlikely to contribute significantly to the maintenance of the employment base of the industrial area.

### **Past Rezonings**

The land use pattern along the western side of George Street has changed from industrial to residential over the past decade or so. The Balmoral Avenue residential subdivision on the west side of George Street, between Spring Street and Wangara Road, was formerly part of the Bayside Industrial Area. That land has been rezoned and subdivided and is now largely developed with detached houses.

Residential uses along the west side of George Street have been further reinforced by way of a new multi-level retirement complex to the north of Wangara Road.

New residential developments have also occurred on former industrial land to the north of Bay Road i.e. Avoca Street and off Graham Road.

## **2.7 Existing Planning Policy Framework**

The strategic planning framework in which the future planning of the industrial areas in Bayside must have regard includes the following:

- Relevant policies from the State Planning Policy Planning Framework included with the Bayside Planning Scheme
- Council's own Municipal Strategic Statement (MSS)
- Local planning policies included within Bayside's planning scheme.

Following is a summary of the existing planning policies that apply to the Bayside Industrial Area. It should be noted that these policies are subject to review as part of this study.

### **State Planning Policy Framework**

Clause 17.03-02 of the State Planning Policy Framework includes a number of specific policies in relation to existing industrial zoned land:

*"Industrial activity in industrial zones should be protected from the encroachment of unplanned commercial, residential and other sensitive uses which would adversely affect industry viability."*

*"Existing industrial areas that include key manufacturing or processing industries; a major clustering of allied industries; key industrial infrastructure"*

*should be protected and carefully planned where possible to facilitate further industrial development.”*

*“Responsible authorities should not approve non-industrial land uses which will prejudice the availability of land for future industrial requirements in industrial zones.”*

*“Adequate separation and buffer areas must be provided between sensitive uses and offensive or dangerous industries and quarries to ensure that residents are not affected by adverse environmental effects, nuisance or exposure to hazards.”*

These policies strongly encourage the retention of existing industrial zoned land. This policy position refers to protecting industrial areas from unplanned change. Where a strategic review has been undertaken that considers relevant planning matters and recommends a change for justifiable reasons, then such a policy should not preclude the rezoning of industrial land for other purposes. This study constitutes such a strategic review.

See Section 8.4 of this report for further discussion on the implications of the recommendations of this study on State planning policy.

## **2.7.1 Municipal Strategic Statement**

### ***General Background***

Council’s Municipal Strategic Statement provides a number of facts regarding industrial land in the municipality:

- There is approximately 100 hectares of industrial zoned land, which is only 3% of the land area of the municipality.
- There are approximately 380 industrial properties within the municipality, the majority of which are in the Bayside Road area.
- Bayside has an estimated population of some 86,365 (ABS 1996) (now around 91,000 - 2001), and a workforce of some 38,752, many of whom work outside the municipality.
- There were an estimated 22,563 jobs located in Bayside of which around 13% or 2,930 were in the manufacturing sector:
  - 13% manufacturing (approximately 3,010)
  - 16% property and business services (approximately 3,560)
  - 15% health and community services (approximately 3,380)
  - 18% retailing and wholesaling (approximately 4,050)
  - 8% accommodation, cafes and restaurants (approximately 1,850)
  - 22% other (approximately 6731)

(Note: Some of the statistics provided in this section of the report vary from those referred to in earlier sections due to different timeframes and sources of information.)

### **Local Policies for the Bayside Industrial Area**

Clause 21.07 of the Bayside MSS specifically relates to industrial areas and Clause 22.05 includes Council's industrial areas policy.

The main aims of the MSS are to:

- facilitate the growth and long-term future of industrial activity in Bayside
- improve land management, functionality and appearance of industrial areas
- protect the amenity of areas surrounding land zoned for industrial purposes.

The MSS notes:

- The old age of many industries in Bayside and the fact that many are relatively large companies that have existed in the area for many years.
- The need to broaden the industrial base of the area and in particular the need to establish a solid foundation in high tech industries with a global market appeal to ensure the future growth of industry in Bayside.
- The need for a pro-active approach in Bayside due to the physical deterioration of the industrial building stock and under-utilised sites.

The also MSS identifies further strategic work required including:

- Preparation of precinct plans for localities throughout the industrial area; and
- Preparation of development guidelines for Bay Road, Reserve Road, Park Road and Jack Road

### **Local Policies – Industrial Areas**

The local industrial policy included in Clause 22.05 of the planning scheme reiterates that Bayside's industrial areas are:

*"...old, run down and need improving."*

It emphasises encouraging existing businesses to stay, as well as encouraging new businesses, particularly:

*"...clean, modern, high-tech, job rich industries."*

The policy takes a precinct based approach to identifying the types of industries suited to different parts of the Bayside Industrial Area. The precincts identified are shown in Figure 8. Key policy initiatives include:

- Upgrading and regeneration of factories in the Chandos and Hamlet Street areas (Precinct A) with an emphasis on small engineering firms and warehouses uses.
- Use and development in the area between Reserve Road and Jack Road (Precinct B) with an emphasis on protecting the amenity of residential properties in Jack Road.
- Ensuring that new industries along Park Road (Precinct C) safeguard the amenity of nearby residential land.

**Figure 8 - Industrial Precincts from Existing Local Planning Policy**

**LEGEND**

**Precinct A:** Chandos Street area, Cheltenham

**Precinct B:** Jack Road to Reserve Road, Cheltenham

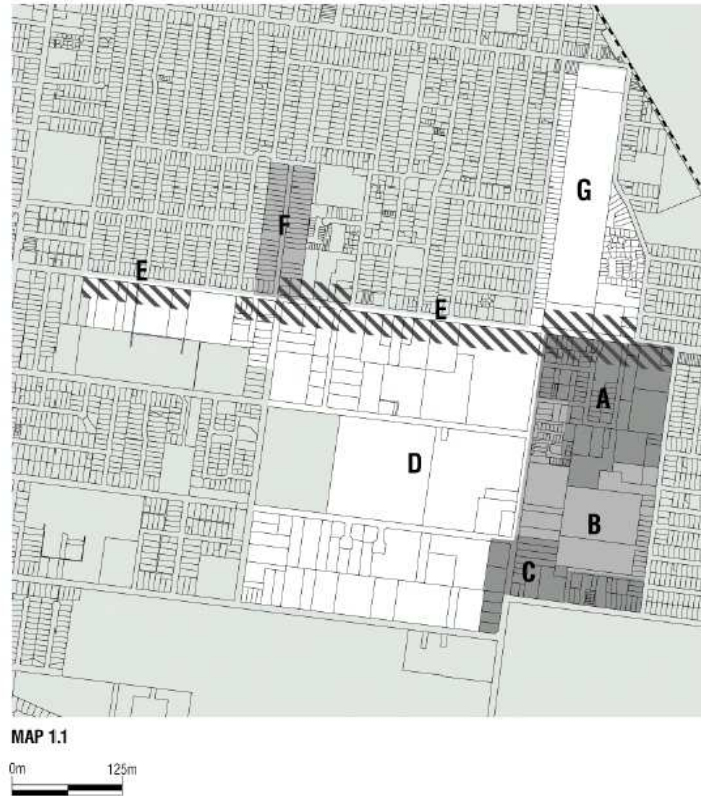
**Precinct C:** Charlton Ave, Park Road and Reserve Road, Cheltenham

**Precinct D:** Main Sandringham Industrial Area bounded by Bay Road (north), Tulip Street (south) and Reserve Road (east)

**Precinct E:** Properties fronting Bay Road, Sandringham

**Precinct F:** Advantage Road, Sandringham

**Precinct G:** CSIRO site, Highett



- Retaining large operations and providing for high-tech industries in the core part of the industrial area in Tulip Street, Talinga and Wangara Roads, Bay Road (south side) and Reserve Road (Precinct D).
- Providing a mix of commercial activities in high quality buildings along Bay Road (Precinct E).
- Improving parking and amenity in Advantage Road and protecting the amenity of adjoining residential properties (Precinct F)

Special policy emphasis is given managing the ongoing interaction between industrial and residential uses in the Jack Road area.



### 3 The Property Outlook

A detailed report on the property outlook for industrial, as well as other business activities and office uses, has been prepared by CB Richard Ellis as part of this study. That report has been provided to Council in full. The major findings of that report are summarised below. The report should be referred to directly for an accurate understanding of the qualifications application to the statistics referred to.

#### ***Bayside's profile as an industrial location***

- CB Richard Ellis estimate that Bayside has approximately 100 hectares of industrial zoned land (land parcels of over 1,000 square metres only). This accounts for less than one percent of industrial zoned land in metropolitan Melbourne. By comparison the adjoining municipalities of Kingston, Monash, Port Phillip and Glen Eira have a combined total of over 2,400 hectares of industrial land.
- In terms of industrial floorspace, it is estimated that Bayside has around 187 industrial buildings which account for some 350,000m square metres of floorspace. This equates to just over 1.25% of the total industrial floorspace in metropolitan Melbourne. In comparison Kingston has around 3.7million square metres, Monash 1.1 million square metres, Port Phillip 484,000 square metres and Glen Eira 3.7 million square metres.
- Both primary and secondary industrial rents in Bayside are relatively high compared to metropolitan Melbourne (\$60 to \$50 per square metre, compared to \$50 and \$40 elsewhere in the southern parts of Melbourne). This is due to the relative shortage of industrial space (both land and buildings), as well as the relatively high value of neighbouring residential land. Despite the fact that Bayside is not a 'mainstream' industrial location in the metropolitan context, many existing facilities in Tulip Street, Wangara Road and Talinga Roads are of a high standard and command premium rental.
- The small size of the industrial land market in Bayside is reflected in the small number of industrial land sales recorded. Over the past six years Bayside averaged only 8 sales of industrial zoned land each year. The total turnover ranged from \$1 million to \$11 million, with an average annual turnover of around \$5 to \$6 million. By comparison Kingston had a turn-over of some \$100 million of industrial land, some 14 times the volume experienced in Bayside.
- Metropolitan Melbourne has been experiencing above average levels of industrial development over the past four years. By Region the south-east (which includes Kingston, Dandenong, Frankston and Casey) achieved some 434,000 square metres of construction, the west (Brimbank, Wyndham and Melton) some 354,000 square metres and the north (Hume and Whittlesea) some 221,000 square metres. This development was fuelled by an abundance of cheap industrial land on the urban fringe and by the completion of major transport infrastructure such as the Western Ring Road and City Link.
- In the previous 12 months total annual industrial construction activity in Bayside was about 7,000 square metres. Corresponding figures for Monash and Kingston were 39,195 and 100,382 square metres respectively.

### ***A shift in the use of industrial land***

- Over the past 15 years a trend has emerged towards a higher proportion of industrial zoned land being used for transport, storage and distribution activities, rather than for traditional manufacturing activities. Such activities generally result in 'cleaner', higher amenity and more modern industrial areas. For example during 2001, 46% of all publicly disclosed leases (of over 1,000 square metres) were for transport, storage and distribution purposes. This compared with only 38% for manufacturing purposes. It is expected that this trend will continue and will lead to cleaner more modern industrial premises and higher levels of amenity in industrial areas.

### ***The demand for industrial land in Bayside***

- Bayside is not a leading or preferred industrial location for traditional industrial businesses. Such business will continue to seek locations on the urban fringe. The demand for traditional industrial uses in Bayside is adversely affected by relatively high land costs and relatively poor accessibility.
- There continues to be latent demand for 'clean' industries and modern business uses in Bayside, however. Much of this demand is from residents and business owners from within Bayside itself. It is likely to be partly fuelled by a demand for warehousing and wholesale trades to service the burgeoning retail sector and service business associated with Southland. Whilst not a mainstream location for industry it is seen as providing a smaller niche market in the context of metropolitan Melbourne.
- Areas immediately to the north and south of the cemetery provide a high amenity and will continue to be in demand for business activities.
- Bayside has an affluent demographic profile and high proportion of white collar professional and executives in its workforce compared to the metropolitan average. These factors will drive the demand and the location of local business activities in the future.
- The needs of modern industrial properties are changing. Approximately two thirds of Melbourne's industrial property now takes the form of warehouse or distribution centres rather than manufacturing industry. Warehousing and administration functions are increasingly provided under the one roof. The office component of total building area has increased from around 10% in the past to 15% to 20% in standard industrial areas, and up to 30% to 50% in high technology precincts.
- An emerging form of industrial or business facility considered appropriate for Bayside is the high tech variant of the traditional factory unit. This may involve a complex of 8 to 12 small office / warehouse units in a well designed and attractively landscaped complex, with ample car parking. Unit sizes might range from 300 to 600 square metres and have an office component of 35% or more. Such facilities would appeal to a broad range of small to medium sized, locally based businesses. These businesses might come from a wide range of industries including but not limited to pharmaceutical, IT, telecommunications, small import / export, home business sector, software development, medical, research and development, new technology, trades, specialised retail and specialised engineering.

### ***Suburban Office Supply and Demand***

- A trend exists for company directors, management and staff to work close to their place of residence. Bayside is currently under represented in the provision of stand alone office space. An analysis of businesses existing in Bayside compared to the metropolitan area has identified that Bayside is under represented in terms of many

white collar industry sectors such as business services, communications, finance and insurance. This suggests a level of underlying demand for office uses in Bayside.

- Suburban office construction has been strong since 1994, with over 310,000 square metres of floorspace having been constructed since that time. Suburban office space has a considerably lower vacancy level than the Melbourne CBD.
- There is a strong trend towards suburban office development which is driven by costs, by higher levels of amenity of suburban developments, and by a desire to work closer to home.
- Bayside has not participated in this trend towards suburban office development. Few opportunities exist within Bayside at present for office developments, given the relatively small scale and village character of existing activity centres in the municipality.
- It is estimated that Bayside has some 31,990 square metres of office space in some 18 buildings. On a per capita basis Bayside has only 0.35 square metres of office floorspace per person, compared to a metropolitan average of some 0.6 square metres.
- It is considered that the Bayside industrial area would provide an appropriate location for suburban office development, providing an attractive environmental setting, with proximity to golf courses and leisure facilities, proximity to Southland and proximity to affluent residential areas to the south of Melbourne.

### ***Implications for the Bayside Industrial Area***

From a property perspective, Bayside is not a location for mainstream industry. Rather it provides for a relatively small niche market. Demand for industrial use will continue but will be moderated by the relatively high cost of land / rental floorspace, access limitations compared to new fringe industrial areas, and cost issues. Large scale warehousing, transport and logistics, and distribution activities are unlikely to remain viable in the long term, given transport infrastructure and geographical constraints.

The following factors are considered likely to drive the future market for industrial / employment uses:

- A declining industrial sector in favour of service based industry.
- A trend towards 'clean' industry (warehousing and distribution), away from traditional manufacturing industry.
- A trend towards a higher office component in industrial / warehouse buildings and the trend to merge office and industrial operations under one roof.
- A continued desire to live closer to work, particularly for office workers. This coupled with the under provision of office floorspace in Bayside will lead to an underlying demand for office development.
- Smaller office / warehouse developments.
- Ongoing pressures for suburban office development.

## 4 Economic Outlook

This section summarises the findings of a background report prepared by National Economics on the economic outlook for industry in Bayside. That report should be referred to directly for more detail regarding the matters summarised in this section.

### ***Current situation***

- The economic performance of the Bayside Local Government Area, based on 26 YourPlace Indicators, has continued to improve since 1991 through to 1998. In 1998 the Bayside LGA was ranked sixth in terms of economic performance of all municipalities in Victoria. The core competencies which have underpinned this performance include: competitive firms operating in clusters and networks, knowledge based workers continually upgrading their skills, good quality lifestyle offerings, and collaboration between business, government and the community.
- The ratio of workers to residents in Bayside LGA is 0.28 workers to every resident, compared with 6.9 in the City of Melbourne, 0.39 in Boroondara, and 0.53 in Stonnington - indicating weakness in Bayside's ability to provide employment to residents.
- Many of the workers in Bayside do not live in the municipality, and research suggests that the lower the skill the lower the probability that the workers are from the local area.
- It should not be assumed that this employment profile is the same as that envisaged in the 'aggressive employment model' highlighted in the report. The employment forecast in that report is based on a new set of trends emerging.
- Employment densities (the levels of employment compared to population) are increasing in Bayside. Irrespective of population growth, it is anticipated that the number of employed persons as function of population growth, will continue to grow. Bayside has an employed density of 46.3%, compared with the Cities of Hume, Whittlesea and Frankston with respective employed densities of 41.7, 43.4 and 43.7% (those municipalities are used as a basis for comparison given the size of their industrial base).
- Increases in employed density can be attributed to a number of factors. Rising property prices are causing many to relocate to the city fringes, coastal and lifestyle areas. Higher property prices will require skilled couples to maintain dual employment. Growth in the participation rate of the middle-aged and older segments of the population will demand more local work.
- The participation rates of the residents of Bayside will grow, especially in the age groups of 50 to 70 years.

### **Industry issues**

- Growth in personal services types of local employment is forecast. This growth will be both a response to increasing incomes in Bayside as well its proximity to wealthier areas to the south of Melbourne. Another important trend that can impact on the Bayside economy will occur if the growth in demand for the in-person service workers dramatically rises in the CBD and Docklands precinct. Bayside will be well placed compared to most other residential corridors around Melbourne to provide a base for such employment. For Bayside a significant advantage with respect to cultural,

restaurant and city based work already exists. When combined with a greater emphasis on local employment and retail, the cycle of development based around locational advantage becomes significant.

- The previous ten years have seen the consolidation of the importance of face-to-face interaction and skills required need to be taken into consideration. Business requires face-to-face interaction to build inter-personal relationships that are vital in the new supply chains that characterise the modern economy. Trust must be built up through interpersonal relationships. High concentration of skilled workers creates a platform for such relationship building. Clustering in communities such as Bayside promotes trust through social interaction, whether that be at the golf course, sailing or at local restaurants.

### **Strengthening the vision**

- Bayside's high concentration of 21st Century workers in high skilled and growing sectors of the economy, will provide employment and income growth for the community as a whole. Bayside can be at the forefront of providing a development path that maximises the returns from social capital. Increased levels of specialisation in the workforce, increased congestion and the reduction in the scope of mass workforce requirements increase the desire to reduce commuting times.
- This social force becomes an important trend in economic development. New high skilled businesses are being positioned in easy reach of the homes of senior executives and technology workers. This is a strong positive force for change in local employment in Bayside. Employment will be attracted back towards the areas containing high-income earners as the growth in personal services workers increase.
- The return of employment to Bayside can be even greater if population growth trends are refined. If population densities can be increased further, opportunities for the better integration of business services and a high skilled population / workforce will be significantly enhanced.
- Local amenities are a key attractor for local retail and personal services supply.
- Strategic manufacturing industries produce complex and elaborately transformed products which are skill, knowledge and innovation intensive. These industries are strategic because:
  - they have strong upstream and downstream linkages with other industries in the economy;
  - they are the industries which, in the main, transfer leading edge technologies to the local economy; and
  - they are the industries that develop the skills, work organisation arrangements and new management techniques which through labour turnover, supply chain networks, etc. spill over to the rest of the economy, thus transferring both technology and knowledge to other important industries - including technical service industries.

### **Demand related issues**

- The level of demand for industrial land in core manufacturing areas will be driven by a number of factors. Firstly, the export potential of the current industry or the willingness of export oriented industries to relocate to the area. Secondly, the ability of niche producers to gain access to national markets and local supply chains. Thirdly, manufacturing that necessitates high levels of information flow in order to produce outputs which are short run in nature and require the integrated input of the end

producer in product development. Or, where the output is consumed locally and requires high levels of customisation.

- The current boom in housing prices is placing pressure to rezone industrial land for residential redevelopment. In the short term re-zoning would result in the greatest financial return, however this would jeopardise the long-term wealth creation potential of the industrial sector in Bayside. In addition there is a danger in providing significant amounts of industrial land for redevelopment near the end of the boom, as lower rates of return will persist for those investing in such a period, similar to the late 80s and early 90s.
- The income and skill formation potential of the Bayside economy should not be underestimated. With or without industrial land in the Cheltenham region, the Bayside economy will prosper. With or without high intensive usage of the employment potential of this area, residents will continue to enjoy strong employment within the Melbourne metro system. The new waves of knowledge-based jobs are re-concentrating around core metropolitan regions. The skills mix of residents in Bayside suggests this re-concentration could be occurring in the area. However the development of industrial capacity of these areas would significantly augment economic growth outcomes.
- Traffic congestion between Bayside and its current employment zones will continue to increase, travel times will expand and the size of the effective employment catchment area may fall. Over the course of the next 20 years, changes in transportation imperatives, including the reduction of greenhouse gases, will increase the value attributed to local employment.
- Bayside possesses a close proximity between key management and owner personnel close to the industrial zone. The high levels of management personnel living in Bayside, valuing the lifestyle of the region, proximity to home, CBD and Braeside / Dandenong production zone, presents valuable networking contacts which would promote the development of the local industry.
- Competitive manufacturers are engaging in continuous process and product development, and participating in local and global networks that draw on the expertise and resources of customers and suppliers. Bayside needs both these sorts of manufacturers and currently has the local networks to support them.
- The power of local collaboration has always been understood, especially through the facilitation of capital movements. A local business owner could rely on his/her networks through formal social interaction to access investment.
- Given the Bayside industrial area is in close proximity to Southland and the Nepean Highway, there is the potential to improve links with the more industrially significant areas such as Kingston.
- The abundance of the supply of skilled occupations living in Bayside presents compelling and encouraging news for planning. Management, sales and marketing, legal professionals and other white-collar occupations dominate the largest oversupply compared to the number of local jobs. The capacity within this group to generate local employment is clear, if the Council develops the infrastructure and amenities to support it.
- Local employment should be a good match for local skills and aspirations. In an area that is undergoing rapid changes in the skilled capacity of its workforce and a traditional manufacturing base, the link required is technology and education. For a region that does undergo technical innovation, the relevance of the manufacturing base will continue to diminish. In Bayside there is however a broad range of skills that can develop many alternative uses for the industrial land. Some may be high value manufacturing, whilst others will be business services related.

## 5 Consultation

Consultation undertaken as part of this study has been limited to meetings with the Bayside Business Board and to meetings with a Reference Group comprising landowners and operators of businesses throughout the industrial area.

No consultation has as yet been undertaken with local residents or other interested community groups. It is understood that Council's intention is to undertake a full consultation process before any issues raised in this report might be considered for implementation.

The consultation was undertaken in two phases:

- Phase 1 - Initial meetings to illicit ideas from the participants regarding issues and the outlook for the study area that need to be addressed in this study
- Phase 2 - Presentation of preliminary ideas and recommendations for comment and discussion

Issues raised during the first phase of consultation included the following. It should be noted these comments are not the 'consensus view' of the group, but merely a summary of the numerous issues raised.

- **Contamination** - The issue was raised that much of the land throughout the industrial area is likely to be contaminated to some degree as a result of former industrial use. As a consequence, the value of the land for industrial use may be insufficient to enable the cost of remediation to be undertaken. Residential or mixed use zoning would provide a higher land value and might assist in covering the cost of remediation.
- **Lost opportunity for residential conversion** - The Bayside Industrial Area is a relatively small industrial area. It is poorly suited to long term large scale industrial use, given the abundance of better located industrial land in nearby Cheltenham, Moorabbin and Braeside. It is in the middle of prime residential areas and the suggestion was made by some that it would be better used for residential purposes. The opportunity has been lost to convert parts of the industrial area to residential use given that Council had opposed such action in relation to large sites that have become available for residential use in the recent past.
- **Losing its attraction as a location for manufacturing** - A number of operators of manufacturing businesses stated that the only reason they remained in Bayside was because of their long history on their current sites, and due to the high costs of moving. A number commented that they would ideally prefer to be located in core industrial areas in Moorabbin or Braeside, which would be closer to supplier and service providers and where they could re-locate into modern buildings for a reasonable cost.
- **The need for higher proportion of office with factories / warehouse space** - Those existing premises that are presently vacant and experiencing difficulties finding tenants, tend to be older style industrial buildings that have relatively low amenity, often low roof heights and little associated office space. Newer businesses have requirements for a higher proportion of office floor space than is available in older buildings throughout the area.
- **Much of the demand is from local businesses** - Much of the demand is from businesses that presently exist in the area, that are seeking to either expand or upgrade into more modern premises i.e. businesses moving internally within the

Bayside Industrial Area. Many of the managers and directors of business in the area are residents of Bayside who find the location convenient to their homes.

- **Majority of workers come from Frankston, Springvale and Dandenong** - Whilst the directors and managers of business are often residents of Bayside, most of the employees were from more distant locations such as Frankston, Springvale and Dandenong.
- **Shortage of tenants for larger premises** - There are a number of large lots and large buildings within the Bayside industrial area. These larger sites are often difficult to lease and may remain vacant for a considerable period.
- **Land values have remained static** - Land values have remained relatively static over the past 10 to 20 years, compared to residential land values in the area. Owning industrial land has been a relatively poor investment.
- **Redevelopment for industrial purposes is not viable** - Given relatively high yet static land values, comment was made that redevelopment of older buildings with new industrial buildings is sufficiently attractive to warrant large scale redevelopment of older building stock in the area.
- **Poor access** – Compared to many fringe industrial estates, Bayside has relatively poor access to the metropolitan arterial road network. This is especially the case since the completion of the Western Ring Road, City Link and the proposed Scoresby Freeway. Local access issues exist due to the limited height of the railway bridge over Bay Road and access difficulties at the intersections of Advantage Road / Bay Road, and Park Street / Reserve Road.
- **Traffic speed in Bay Road** – High traffic speeds along Bay Road were cited as causing a dangerous situation for trucks and commercial vehicles leaving sites fronting Bay Road and side streets.
- **Excessive car parking requirements** - A comment was made that on-site car parking required by the planning scheme was excessive.
- **Advantage Road area** – Whilst experiencing traffic congestion and a lack of on-site car parking, comment was made that area is experiencing renewed interest by land owners / business operators. Consolidation of land holdings and upgrading of buildings has been occurring
- **Hamlet Street area** – Comment was made that considerable consolidation of sites has occurred throughout this area, as existing businesses have expanded and acquired adjoining properties.



## 6 Strengths Weaknesses Opportunities and Threats

This section of the report summarises the findings from the previous chapters by way of a SWOT analysis. It forms the basis of the issues and options discussed in the following sections.

### 6.1 Strengths

The following strengths are identified for the Bayside industrial area generally. In interpreting these strengths it should be noted that many of the locational strengths of the area, may be interpreted as disadvantages for traditional manufacturing activities.

- Relatively large sites in parts of the area, many with a high level of amenity due to attractive on-site landscaping.
- High amenity of the industrial area overall, largely due to its location within an area that is characterised by attractive parks, golf courses, high amenity residential neighbourhoods and proximity to the Bay.
- Consolidated nature of the core of the industrial area and good separation and buffers to surrounding residential properties (in most directions).
- Good exposure of large sites to the key access roads of Bay Road and Reserve Road.
- Proximity to Westfield Southland and the Cheltenham activity centre, which is the pre-eminent retail and business centre in the southern region of Melbourne.
- Proximity to Nepean Highway (although limited by the lower order access provided by intervening road connections such as Bay Road and Park Road).
- Proximity to sporting, recreation and leisure facilities and to Port Phillip Bay.
- Well located within the southern region of the metropolitan area, with good access to Central Melbourne via Nepean Highway.
- Proximity to the larger business / industrial areas of Cheltenham and Moorabbin etc.
- Highly qualified / skilled working population.
- Proximity to high quality residential areas, schools etc for executives and their families.

### 6.2 Weaknesses

Many of the weaknesses identified bring into question issues associated with the long term suitability of the area for traditional manufacturing industry, and the possibility for other higher amenity and higher value business activities.

- Relatively small size of the industrial area and its isolation from other major concentrations of industry in the southern region of Melbourne, from which many firms rely for their supply chains etc.
- High level of amenity and proximity of surrounding residential areas, which presents the potential for conflict with other uses or as a result of heavy commercial traffic accessing the area.
- Relatively poor road access for heavy commercial vehicles.

- Relatively high land costs and rental values compared to other industrial areas.
- Much of the building stock is old, underutilised and in need of refurbishment and / or replacement.
- Poor amenity and local access problems in some parts of the industrial area, such as Advantage Road and Chandos Street / Hamlet Street.
- Direct residential abutments for some of the industrial zoned sites along the north side of Bay Road.
- Distance of the area from the place of residence of many of workers who are attracted by the existing mix of industrial jobs.

### **6.3 Opportunities**

Opportunities suggest a transition from traditional industries towards high amenity business that would be more compatible with the amenity and character of this part of Bayside, and respond better to the skills of the residents of the surrounding area.

- Utilise the high amenity and environmental attractions of the area for the type of business activities and employment types that are more likely to better utilise these advantages than traditional industry.
- Further improve the landscaped character and amenity of the industrial area via streetscape works, especially to Bay Road and Reserve Road, and by new buildings and site landscaping that could be attracted to the area as a result of more flexible zoning provisions.
- Location within the affluent bayside residential suburbs, which contain a high proportion of entrepreneurial skills and high skilled professionals.
- Exploit the under representation of office floorspace that exists in Bayside compared to the employment and skill profile of its residents
- Improve the amenity and appearance of areas such as Advantage Road and Chandos Street via streetscape works and the redevelopment of buildings.
- Utilise the excellent recreational, leisure and entertainment opportunities provided by the golf courses, sporting clubs and proximity to Port Phillip Bay to create a precinct that presents an enhanced work environment / lifestyle appropriate to the needs of a high skilled, entrepreneurial workforce.
- Utilise the desirability of a Bayside address to create a prestigious and sought after location for business.
- Provide the economic incentive to redevelop / refurbish older style industrial buildings by relaxing the zoning controls that apply to the land to accommodate a wider range of business uses and office developments than presently permitted.
- Plan the area as part of an expanded southern employment hub incorporating Southland / Cheltenham activity centre.

### **6.4 Threats**

Many of the threats arise from the restructuring underway in the Australian economy, the old age of many buildings, and the location of the area within the prime residential suburbs of Bayside.

- Trend away from traditional manufacturing as enterprises down-size, relocate manufacturing components offshore and redirect Australian operations towards product design and development, administration, marketing, value adding of imported product, storage and distribution of imported products.
- Trend towards industrial and warehouse buildings that have a higher office component, which will make many of the older buildings in the area poorly suited to the needs of modern industry and business.
- The costs and operational advantages to larger scale manufacturers of new industrial estates established on the metropolitan fringe, adjacent to the metropolitan freeway network.
- The difficulty of replacing larger manufacturers who may choose to locate to other industrial areas with high employment generating uses.
- Ongoing pressures for residential redevelopment and increasing residential land values.
- The ongoing deterioration of the existing buildings stock, reduction in employment levels and decline in the amenity of the area unless sufficient demand exists to warrant the redevelopment for former industrial sites with new buildings.
- Do nothing - stay as it is and potential of area not realised and inappropriate development proceeds that prevents the evolution of the area towards higher order uses in the future.

### ***Implications for the study***

Consideration of the strengths and weaknesses of the Bayside Industrial Area suggest that the potential exists for a transition from a traditional industrial area towards an area that provides a wider range of business opportunities, in higher amenity premises, that make better use of the attractions and environmental qualities of the City of Bayside and the skills of its resident workforce.

New opportunities are emerging for traditional industrial uses on the urban fringe. These areas have considerable advantages for industrial compared to Bayside. The southern parts of Bayside are evolving from their modest suburban origins, into some of the more desirable and affluent residential areas of Melbourne.

It is appropriate for an industrial area located within this essentially residential municipality, to also evolve in a manner that reflects the character and amenity of the municipality and the skills and aspirations of its population.

## 7 Issues and Options

This section of the report discusses ideas and options for the future planning and development of the Bayside Industrial Area. It is largely derived from a Preliminary Ideas and Recommendations report that was prepared as part of the study for discussion with the Steering Committee and Reference Group.

The ideas and options presented in this section are summarised on Figure 9.

Feedback on the ideas and issues raised from Reference Group meeting is included at the end of this section.

### 7.1 *Change of Emphasis from Industrial to Business*

The policies and zoning provisions contained in the Victorian Planning Provisions (VPPs) make a fundamental distinction between industrial land uses and other employment generating uses such as offices, shops and the like. Specific zones are provided for each land use type and the zones generally encourage the separation of uses. Whilst new business zones have been introduced in the VPPs to better reflect the needs of modern business, their application to industrial areas has been limited due to an entrenched policy distinction between industrial and business areas.

Metropolitan planning policy requires that shops and offices locate in designated commercial areas - such as the Southland / Cheltenham activity centre. This is done in order to concentrate such facilities in a limited number of locations. The planning justification for this is that it derives community benefits in terms of the efficient provision of urban infrastructure such as public transport and other community and social services.

Industrial zones are designed to accommodate businesses that are primarily involved in the manufacture, assembly storage or distribution of products (ie industrial type uses). Office and retail uses (with few exceptions) are not permitted to be located in industrial zones. An office that is part of an industrial operation can establish in an industrial zone, if the office component is ancillary to or associated with an industrial activity. A free standing office is only permitted in the zone if it has a floor area of less than 500m<sup>2</sup>, and then it is subject to planning approval.

As discussed above the structure of the economy has changed significantly and will continue to do so. The general trend is for a move away from secondary sectors of the economy (ie industrial and manufacturing activities) towards tertiary sectors (ie professional and office based employment and activities). As a consequence, traditional industries in older established industrial areas will continue to downsize, close and move from those locations. New business will increasingly employ a higher proportion of white collar workers and the demand for uses that are either primarily or wholly offices will continue. This will especially be the case in areas such as Bayside.

More recently, major infrastructure projects in Melbourne such as City Link, the Western Ring Road and the proposed Scoresby Freeway are changing the location pattern of industry and business throughout the metropolitan area. Those traditional manufacturing industries that remain viable and which reinvest in modern plant and technology will increasingly choose to relocate to industrial areas and estates that benefit from the high levels of accessibility and the high concentrations of suppliers, customers and related service industries that establish in such locations.

**Figure 9 - Summary of Ideas and Options**

- LEGEND**
- 1 CHANGE OF EMPHASIS FROM INDUSTRIAL TO BUSINESS
  - 2 PART OF EXPANDED SOUTHLAND / CHELTENHAM ACTIVITY CENTRE AND EMPLOYMENT AREA
  - 3 RETAIL SERVICE CENTRE / BUSINESS HUB AT INTERSECTION OF BAY ROAD AND RESERVE ROAD
  - 4 BUSINESS INCUBATOR
  - 5 GEORGE STREET / BAY ROAD – MULTI USE FOCAL POINT
  - 6 BAY ROAD SOUTH SIDE - HEIGHT 14 METRES, SETBACK, LANDSCAPING AND DESIGN GUIDELINES
  - 7 MAXIMUM 10.5 METRE HEIGHT TO THE NORTH OF BAY ROAD
  - 8 ADVANTAGE ROAD / HAMLET STREET – STREETScape IMPROVEMENTS
  - 9 EXTENSION OF CHANDOS STREET TO CHARLTON AVE / CHARLTON AVE TO RESERVE ROAD
  - 10 TRAFFIC LIGHTS
  - 11 DISCOURAGE SMALL LOT INDUSTRIAL REDEVELOPMENT
  - 12 MAXIMUM BUILDING HEIGHT 14 METRES TO THE SOUTH OF BAY ROAD
  - 13 FUTURE REZONING TO RESIDENTIAL 1
  - 14 REVIEW AS PART OF THE HIGHETT STRUCTURE PLAN STUDY
  - 15 CONSIDER POTENTIAL FOR MIXED USE ZONE AS PART OF THE HIGHETT STRUCTURE PLAN STUDY
  - 16 RAILWAY BRIDGE – DESIGN FEATURE ENTRY TO AREA





Unless greater flexibility exists for non-industrial employment uses to establish throughout the Bayside Industrial Area, the employment base and on-going viability of the area as an employment centre is expected to diminish. Unless sufficient demand exists to justify the ongoing refurbishment, redevelopment and construction of new buildings, the quality of the industrial building stock will continue to deteriorate. Buildings will be underutilised and a situation of planning blight could occur.

The Bayside Industrial Area has a number of distinct advantages for business generally (not just industry):

- The high socio-economic characteristics of the municipality in which it is located.
- The quality of the environment in which it is located, as determined by the character of surrounding residential areas, proximity to Port Phillip Bay, attractive landscape setting provided by golf courses and public open spaces, parks and buffers established around the periphery of the industrial area.
- The small scale and compact nature of the industrial area which means it remains a sought after location for businesses seeking a unique boutique and quality address.
- Proximity to Southland / Cheltenham activity centre and the business activity that attracts to the area.

These attributes are better suited to a wider range of employment generating uses than to industrial uses alone. In order to retain the area as a major employment generator in Bayside, the underlying economic and social forces affecting the area justify a change in emphasis from a traditional industrial area towards a general 'business area'. This would allow a mix of activities including existing and new industrial uses, but also uses that include either a high proportion of office space or which are stand alone office facilities. Such a mix would support a more skilled and better educated professional workforce, which would be more representative of the labour force of the City of Bayside.

With appropriate planning, urban design improvements and marketing, the Bayside Industrial area has the potential to transform from a traditional industrial area, into a prestigious boutique business park.

In order for this to occur the rezoning of the area from its present industrial zones (IN1 and IN3) to a primarily Business 3 Zone would need to occur (see discussion of alternative business zones in Section 8.4). A copy of the provisions of the Business 3 Zone are included in Appendix 4.

The intention of this approach is not to encourage existing industries to move from the area, or to discourage new 'industrial' development from occurring. Industry will continue to have a valid ongoing role in the area. Those industries that remain, or those new industries that locate in the area, will however need to have minimal off-site impacts and be good neighbours with non-industrial businesses that will locate throughout the area. This is not considered an unreasonable constraint to existing industries, given the proximity to residential properties and the need for any industry in the area to have high environmental standards, even at the present time.

State and metropolitan planning policy has a long history of discouraging office developments from establishing in industrial areas. It is possible that the Department of Infrastructure may express concern about a Business 3 of the industrial area. However,

good reasons exist for such an approach and dialogue should be entered into with the Department to gain its support.

## **7.2 Part of Expanded Southland / Cheltenham Activity Centre and Employment Area**

The Southland / Cheltenham Activity Centre is located in the neighbouring City of Kingston. Kingston's Planning Scheme includes local planning policies for the future development of the centre. These policies include opportunities for office development along Nepean Highway.

From a planning policy perspective, as well as functionally, the opportunity exists for the new Bayside Business Park to combine with the Southland / Cheltenham Activity Centre to create a significant employment hub to the south of Melbourne.

Physical actions, as well policy and marketing initiatives, could conceptually and practically integrate the two areas to maximise economic development opportunities for both municipalities. Such an approach could also consider the complementary role of the nearby industrial areas of Moorabbin. Combined, these areas have the potential to function as the pre-eminent business and employment node to the south of Melbourne. Benefit would exist in discussion such initiatives with the adjoining City of Kingston.

An integrated planning and economic development strategy should be prepared for this combined area. A common policy approach could be included in the planning schemes of both Bayside and Kingston.

## **7.3 Retail Service Centre / Business Hub / at Intersection of Bay Road and Reserve Road**

The Bayside Employment Area presently lacks a focal point. There are few local convenience shops or business services within the area. Two small areas of Business 1 Zoning exist along Bay Road. These areas are generally occupied by either local convenience food premises or by small scale offices.

The opportunity exists to establish a multi-functioned business centre that can become the focal point within the Business Park. This should be located near the intersection of Bay Road and Reserve Road. Benefits would include:

- Establishing a focal point and a commercial heart for the area, from an urban design perspective, as well as functionally.
- Providing local convenience services to employees and to businesses in the area.
- Providing the opportunity for higher value uses, which may assist in realising the redevelopment of existing industrial buildings into new modern commercial premises.

No specific location is designated for the business centre at this time. Options include:

- Along the frontage of the 'small lot' industrial area at the south-east corner of Bay and Reserve Roads.
- As part of a comprehensive redevelopment of the former Johns Waygood site at the south-west corner of Bay and Reserve Roads.
- On the north side of Bay Road near the intersection of Reserve Road.



#### **7.4 Business Incubator**

A business incubator could be included as a component of the business centre. This could be an economic development initiative of Council to foster new businesses in the municipality. Alternatively, it could be a private initiative to provide smaller affordable space suited to the needs of new and emerging businesses.

The business incubator could be a major element in the promotion of the area in the future, and a clear expression of the change of emphasis of the area from industrial to business.

#### **7.5 George Street / Bay Road – Multi Use Focal Point**

Rezoning of industrial land to residential land has occurred on the west side of George Street in the past. The west side of the street, other than towards the Bay Road frontage, now includes a recent residential subdivision and a new medium / high density residential development. Older style industrial buildings exist along the Bay Road frontage of this area. The opportunity exists to establish a mixed use focal point at the intersection of Bay Road and George Street. This would result in the rezoning of existing industrial zoned land on the west side of George Street to a Mixed Use Zone. This area is adjacent to the Bay Road Heathland Reserve. Any redevelopment should be sensitively designed to respect this interface.

#### **7.6 Bay Road South Side – Height (14m), Setback, Landscaping and Design Guidelines**

Bay Road is the key road that provides access to the industrial area. Whilst it has a reasonable appearance at present (in parts), further opportunities exist to upgrade the appearance and landscape qualities of both the road reserve and of abutting properties.

Controls should be applied to all properties along the south side of Bay Road. Requirements should include a maximum building height (14 metres), a generous standard front setback for buildings (15 metres), the requirement for landscaping in the frontage and design guidelines for new buildings. The aim should be to provide high quality medium to low rise buildings in a strongly landscaped setting.

A 14m maximum building height has been identified at this time to respect the generally low rise nature of development throughout Bayside, whilst providing some incentive for redevelopment of former industrial sites.

Detailed urban design guidelines will need to be prepared to provide further guidance regarding the image and built form to occur throughout the area in the future.

#### **7.7 Bay Road North Side – Multi Use Up to 10.5m height**

The north side of Bay Road includes a mix of industrial / commercial buildings of varying quality, interspersed with 1950s / 60s single storey dwellings within residential zoned areas.

In order to stimulate redevelopment and assist in establishing Bay Road as an attractive 'boulevard' and as prestigious address for the new Bayside Business Park, redevelopment along the north side of the road could be encouraged. The opportunity exists for a mixed use zoning to be applied along the north side of the road. This could apply to residential zoned land fronting Bay Road from Advantage Road up to Graham Road and possibly

beyond. This would enable an increase in residential densities. It would also create the opportunity to establish a higher density 'spine' linking the Business Park to Nepean Highway and the Southland Activity Centre.

It is understood that a structure plan is being prepared for the Highett area. This would be the appropriate vehicle by which to further assess the merits of rezoning Residential 1 Zone land along the north side of Bay Road to a Mixed Use Zone.

Existing industrial zoned areas along the north side of Bay Road could be rezoned to a Business 3 Zone. This would provide the opportunity for a wider range of commercial uses, whilst retaining a commercial presence along this north side of the street. The exception is the area to the west of Sydenham Street. This is a small isolated area abutting residential properties. This area would be appropriate to rezone to Mixed Use, with properties lacking Bay Road frontage to Residential 1 Zone, subject to discussions with owners.

Controls would be required to provide parameters within which new development should occur.

### ***7.8 Advantage Road / Hamlet Street – Streetscape Improvements***

The amenity and appearance of these two areas requires upgrading. Rezoning to a Business 3 Zone will provide the opportunity for a higher level of investment. This will provide an incentive to redevelop older industrial buildings over time.

Streetscape works are required to enhance the appearance of these areas, to improve access, and to rationalise on-street parking. The opportunity might exist to reduce the width of nature strips and to include indented car parking and improved landscaping, for example. However it will be important to retain adequate opportunity for parking as part of any streetscape works undertaken.

Funding for such works could be by way of a separate rate scheme apportioned between properties with abuttal to the streets. Council may decide to make a contribution towards the cost of such work, depending on the availability of resources from general funds.

### ***7.9 Increasing the Utilisation of land between Reserve Road and Jack Road***

Full utilisation of industrial land to the east of Reserve Road, towards Jack Road, is constrained by the deep narrow pattern of lots and by limited access to the rear of properties. Access in the Chandos Street, Phillip Street and Hamlet Street area is also constrained by the poor road pattern.

Jack Road is an attractive residential street with established landscape buffers separating it from industrial properties (in most places). It is appropriate to continue to restrict industrial access and frontages from impacting on Jack Road. Any opportunity to further improve the current situation in Jack Road should be pursued.

Utilisation of this area for business activities could be substantially enhanced if access could be improved. An opportunity exists to improve access due to the underutilised use of much land in the area. This could involve:

- extending Chandos Street through to Charlton Avenue, and / or
- extending Charlton Avenue through to Reserve Road.

Whilst this action may initially appear extreme, only three to four properties would be directly affected. One of those properties is presently vacant (although the subject of a planning permit for subdivision). Of the other properties, existing building configurations and the level of utilisation of buildings are such that the possibility of achieving this option is realistic.

The benefits would include:

- Maximising the potential to better utilise land for business uses.
- Enhancing the redevelopment potential of all properties affected due to improved access.
- A possible stimulus for the redevelopment of the large sites in the area.
- The opportunity to remove all industrial traffic from Jack Road.

Discussions would be required with owners / occupiers of affected properties prior this proposal receiving serious consideration. Jack Road residents should also be involved in any discussions.

### ***7.10 The Interface to Jack Road***

A narrow strip of residential zoned land exists along the western edge of the Laminex site, which provides a buffer to Jack Road.

With the rezoning of the Laminex site to a Business 3 Zone, the potential will exist for higher amenity business uses to establish that will not have the adverse amenity implications for residents of Jack Road that conventional industrial uses may have. Rezoning should only occur if existing controls are retained including:

- a 30 metre setback is provided to Jack Road;
- no vehicle access is provided to Jack Road; and

### ***7.11 Railway Bridge – Design Feature Entry to Area***

Given the planned evolution of the area from an industrial to a business area, requirements for access by heavy commercial vehicles will to access the area will decline over time. Accordingly the need to increase clearance under the Bay Road rail bridge to accommodate double-B's will not be necessary in the longer term.

The rail bridge could be subject of an urban design / architectural / urban art project to upgrade the appearance of the structure. The aim should be to create a new and attractive entry / gateway to the Bayside Business Centre from Nepean Highway.

### ***7.12 Traffic lights***

Members of the Reference Group, as well as Council officers, identified access difficulties at the intersections of Advantage Road and Bay Road, and of Reserve Road and Park Road. Bay Road, in particular, carries high traffic volumes and difficulties exist for slow moving commercial vehicles entering the traffic stream.

Ease and safety of access to the area would benefit from the installation of traffic lights at the above intersections.

It is understood that these intersections are unlikely to meet VicRoads criteria for signalisation, or in the case of Bay Road, its support for such signalisation. Council should initiate discussions to resolve an acceptable outcome with VicRoads.

If the issue comes down to one of funding, an option is to seek a contribution towards the cost of upgrading the intersections from businesses in the area.

It should be noted that Council's strategy for LATM 20 also identifies the need for traffic lights at the intersection of Graham Road and Jack Road with Bay Road. The intersection of Access to the Reserve Road and Tulip Street intersection would also benefit from traffic lights.

### ***7.13 Discourage Small Lot Industrial Redevelopment***

There is an emerging tendency for the redevelopment of larger industrial lots for small industrial units, on occasions to less than 200m<sup>2</sup> in floor area. This trend should be discouraged as it results in an underutilisation of the land. The rezoning of the land to a Business 3 Zone will provide increased opportunity for office and other non-industrial redevelopment opportunities. The potential exists for high order redevelopment that maximises the employment potential of the area.

The minimum floor area permissible for any industrial development established in the area should be 300 square metres. In addition, units of that size should only constitute a small proportion of units in any one development. A policy regarding the size of premises would need to be included in the planning scheme to achieve this aim.

### ***7.14 Maximum Building Height of 14m to the South of Bay Road***

A maximum building height of 14 metres should prevail throughout the industrial area to the south of Bay Road. This height will provide incentive for redevelopment of older style industrial buildings, whilst maintaining the generally low scale character of the municipality.

Possible exceptions could exist for elements of buildings on identified gateway sites throughout the area. These are identified on Figure 2 of Appendix 3 and including the corners of:

- Bay Road / Reserve Road
- Bay Road / George Street
- Reserve Road / Park Road
- Reserve Road / Tulip Street

Controls will be required to manage buildings and works through the area. As mentioned above, detailed urban design guidelines should be prepared to provide further guidance regarding the image and built form to occur throughout the area.

### **7.15 Redevelopment Opportunities**

The following sites are considered to present immediate to short term redevelopment opportunities.

#### **Former Johns Waygood Site**

This is a prime site. It is occupied by a large industrial building with an office component along the Bay Road frontage. It is presently significantly underutilised.

Redevelopment of this site could be the catalyst required to begin the transformation of the area from a traditional industrial precinct into a business park.

Redevelopment of the site for a high amenity business park / office development would be an appropriate use that would reflect the change of direction supported by this strategy. The site is located at a prominent intersection in the heart of the area. Redevelopment could include the business / retail hub identified above.

#### **CSIRO Site**

- This is a large site with considerable development potential. Given the scale of the site and nature of surrounding land uses, future development options for this should be subject to a separate more detailed independent review, or as part of the Highett Structure Plan Study.

### **7.16 Other Pockets of Industrial Zone Land**

A small area of industrial land exists in Graham Street. It is understood the future zoning of this land is being investigated as part of the Highett Structure Plan Study.

Another small area of industrial zoned land exists in Beaumaris Parade. This is an isolated pocket, without main road frontage, in an essentially residential area. It would be appropriate for this land to be rezoned to a residential zone, subject to discussions with the land owner(s).

### **7.17 Comments from the Reference Group**

The second phase of the consultation involved presenting the preliminary ideas and likely future recommendations to the Reference Group for their comment. The Reference Group was generally supportive of the directions outlined. Specific comments raised that warrant inclusion in this report include the following:

- The potential for the industrial area to be promoted as Maritime Industry Precinct (refer Maritime Precinct Project Study). This was largely due to the prominence of Ronstan in the area and numerous other marine related businesses.
- Consider impact/implications of polluted/contaminated land and clean-up costs (especially if changed to non-industrial zone/uses)

- Small factoryettes/business units (e.g. Tulip St Business Park) seem to have strong demand and are selling well.
- Consider all or part of the area as a 'high tech business park'.
- Strong support for streetscape improvement projects (including road widening, vehicle parking, landscaping, undergrounding of power) in some areas – e.g. Advantage Rd
- Johns and Waygood site major strategic location with potential to 'showcase' new development image
- What to do with lift tower, especially given the current proliferation of telecommunications equipment attached?
- Concern about the potential for existing industries to be 'forced out' by encroaching / abutting residential or non-industrial uses.

## 8 Land Use Planning Implications

Local policies presently applying to the Bayside Industrial Area have been previously discussed. Those policies have been prepared within the general guidelines set by the State Planning Policy framework.

This section discusses the implications of a change of emphasis from industry to business within the context of the State Planning Policy framework. It also examines the change in the context of the long term vision for Bayside overall, and with applicable policies in relation to neighbouring Kingston.

A review of the various types of business zones and their applicability to the Bayside Industrial Area is also provided.

### **8.1 State Planning Policies - the Distinction between Industry and Other Businesses**

State Planning Policy provides general guidance regarding the future planning and development of land throughout Metropolitan Melbourne. It sets a framework that seeks to balance an efficient, socially just and environmentally sustainable range of land uses throughout the metropolitan area.

Particularly relevant to this study is the distinction made between different types of 'business uses' and the locations in which they can establish. A clear distinction is made between industrial uses (such as manufacturing, warehousing, storage activities etc) and other business uses such as shops and offices.

The State Policy framework strongly encourages the location of business activities such as shops, and offices in designated 'activity centres'.

From a metropolitan perspective, there are good strategic planning reasons to encourage shops and offices to establish in 'activity centres' as distinct from industrial areas. It sustains the future viability of those centres by preventing existing business from being dispersed, it supports the high levels of infrastructure (both public and private) upon which such centres are based, and it maximises convenience to the general community by concentrating commercial (and often social) activities in readily identifiable and accessible locations.

However with the level of economic restructuring underway in the metropolitan economy, the distinction between industries and other types of business is less than it has been in the past. The growth sectors of the economy are in non-manufacturing sectors and an increasing proportion of jobs are being provided in tertiary rather than secondary economic sectors. There is a need to recognise these trends and to 'break-down' the traditional distinction between industry and business, in order that emerging economic trends can be appropriately accommodated by the land use planning and zoning system.

The property and economic outlooks presented as background to this study identified the limitations under which the Bayside Industrial Area will continue to operate if it is maintained as a purely 'industrial' area. The opportunity exists to transform the area into a modern employment hub that provides a wide range of jobs in the growth sectors of the economy, in those sectors that are relevant to the residents of Bayside and surroundings areas.

The Department of Infrastructure has a long history of actively defending the zoning of existing industrial areas, and in particular opposing office development within industrial areas. It is likely that the Department will closely scrutinise the proposals advanced by Council for the Bayside Industrial Area.

The issue is likely to come down to whether or not the proposal is consistent with State planning policy. In this context it is considered that the critical policy is as follows:

*“Industrial activity in industrial zones should be protected from the encroachment of unplanned commercial, residential and other sensitive uses which would adversely affect industry viability.” Clause 17.03-02*

The policy specifically refers to protecting industrial areas from “unplanned” commercial and other uses. If a thorough strategic review identifies appropriate planning justification to warrant change to the zoning of the an area, then the above policy would not be contravened. It is considered that sound strategic planning reasons justify the approach suggested in relation to the Bayside Industrial Area, and that Council should commence dialogue with the Department of Infrastructure in order to secure its support for the recommendations of this study. The Urban and Regional Land Corporation may provide an important development facilitation role in the realisation of this opportunity.

## **8.2 Overall Planning Policies for Bayside**

The future planning of the industrial areas within Bayside must have regard to the overall planning of the municipality. From Council’s MSS it is apparent that:

- The City of Bayside is essentially a residential municipality. It comprises prime bayside residential areas of Brighton, Hampton, Sandringham, Black Rock and Beaumaris.
- It is an extremely attractive municipality due to the high quality of its residential areas, the setting provided by its Port Phillip Bay foreshore and the significant vegetation existing throughout the municipality in its parks, golf courses, foreshore and within its residential areas.
- Bayside does not contain any larger regional or sub-regional shopping or activity centres. Rather it contains several smaller “village” centres such as Hampton, Church Street, Bay Street, Sandringham, Black Rock, Beaumaris, Martin Street, Highett Road (part only) and Moorabbin (part only). The size and scale of these centres are much valued by local residents due to the strong sense of local community to which they contribute.
- The population of Bayside is relatively stable at around 91,000 (2001) and is expected to remain at about that level or marginally decline over the next 20 years. The population, whilst aging, has a high proportion of highly skill residents and professional people who own and operate businesses or who are employed in white collar professions or tertiary employment. The vast majority of these residents work outside the boundaries of the municipality (an estimated 85%).
- The Bayside Industrial Area provides the largest concentration of jobs in the municipality. Few opportunities for significant new job growth exist throughout the balance of the municipality, due to its residential character and village scale of its activity centres.



Council's vision, as expressed in its MSS, reflects these qualities. It refers to:

- *the beauty of the environment, particularly the coast*
- *the heritage and culture of the municipality*
- *the local or 'village' based focus of Bayside.*

High levels of amenity and local focus, given the village scale of shopping centres of Bayside, form the essence of Council's vision. Transition of the Bayside Industrial Area to a business park contributes towards this vision by enhancing the amenity of what is presently one of the least attractive parts of the municipality. It would also provide a major opportunity for new local employment and new development and investment more suited to the needs of the residential workforce.

### **8.3 Planning Policies for Kingston**

The future planning of the Bayside Industrial Area needs to be viewed from a wider regional perspective. The City of Kingston abuts the area to the east. It contains the major Activity Centre in this part of Melbourne and also a large concentration industrial zoned land.

Figure 10 shows the framework for the Southland / Cheltenham Activity Centre and Figure 11 shows the Industrial Framework Plan contained in Kingston's planning scheme. Key features include:

- The opportunities for office development accommodated in the Activity Centre framework plan, especially along Nepean Highway.
- The extensive industrial areas of Moorabbin, which are located relatively close to Bayside.

Rezoning of the Bayside Industrial area will affect policies for office development within the Southland / Cheltenham Activity Centre. Those policies do not seem to have been successful to date, with little significant development having occurred, with the exception of the former Tax Office. The activity centre is dominated by the regional retail role of Southland Centre and by the lower order 'main street' role of Cheltenham.

Opportunities for office development in the Activity Centre are relatively limited and constrained by site size and existing uses. Any office development that is likely to occur is likely to be of a higher intensity and of a more 'urbane' form than the lower density park-like character envisaged for the Bayside Business Park. It is envisaged that the market for office development in the proposed Bayside Business Park will lead to a higher rate of office development in the vicinity of the Activity Centre than is likely otherwise, due to the opportunities presented in the Activity Centre alone. As a consequence a greater number of new jobs are expected to be located close to the Cheltenham Activity Centre than would be the case if the Bayside Industrial Area remained in an industrial zone.

Considerable industrial zoned land continues to remain in the wider area. The areas of Moorabbin and Braeside have been the focus for significant industrial growth and investment over recent times. These areas will continue to maintain a strong core of land for industrial purposes. The change in emphasis of the Bayside area will not adversely impact on the overall supply of industrial zoned land in the surrounding area. The proposed rezoning will continue to provide the opportunity for industrial uses within the new business park.

Figure 10 - Southland / Cheltenham Activity Centre Framework Plan

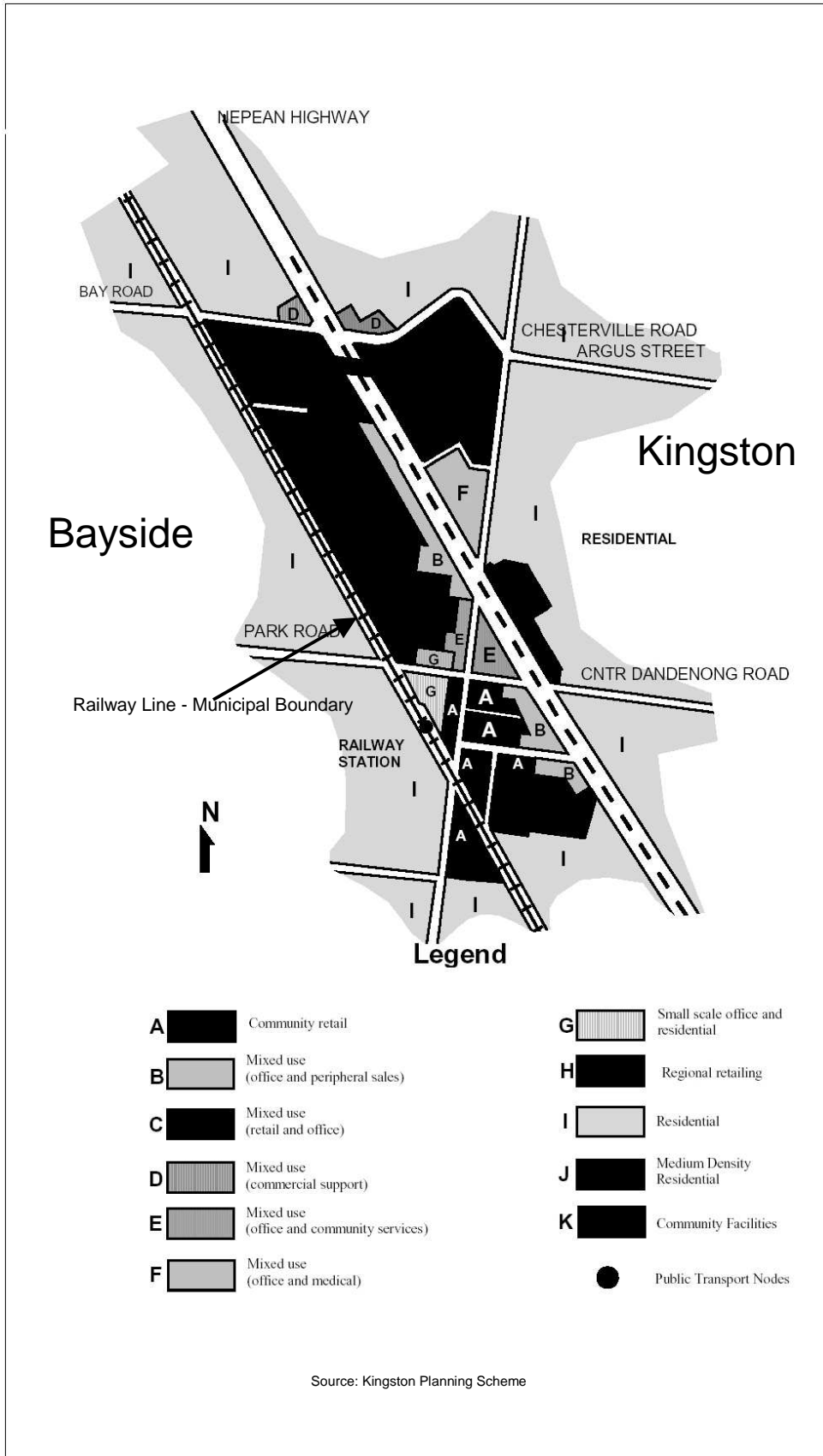
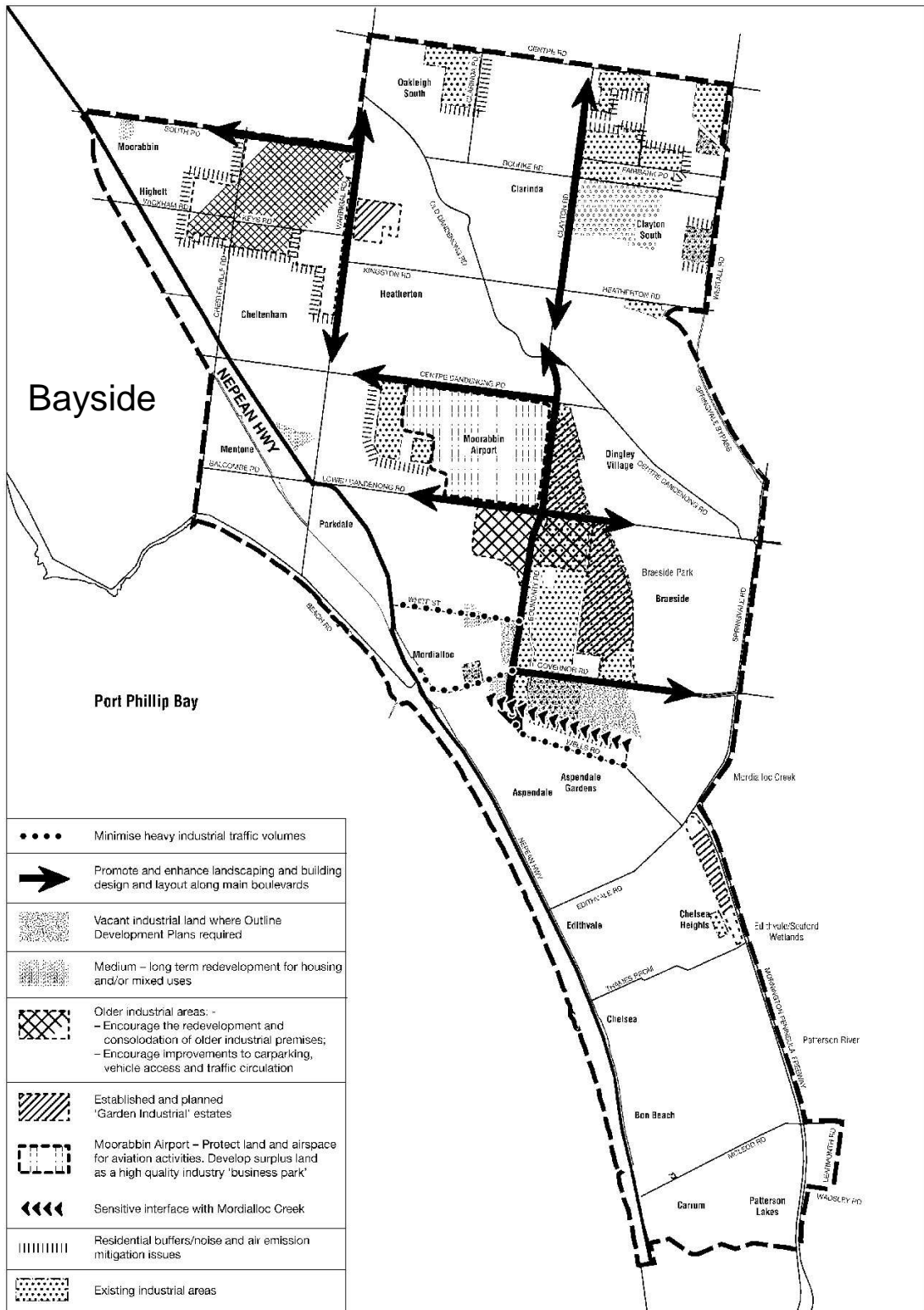


Figure 11 - Kingston Industrial Framework Plan



Source: Kingston Planning Scheme

## 8.4 Statutory Planning Implications

This section of the report assesses the implications of various land use zones to the Bayside Industrial Area.

Land within the Bayside Industrial Area is presently included in either an Industrial 1 Zone or an Industrial 3 Zone. The difference between the two zones is:

- An Industrial 1 Zone is applied in situations where land is separated from surrounding residential use or other sensitive properties, and a lower level of planning control is required over the type of industries that can establish.
- An Industrial 3 Zone is applied in situations where greater control is required over the type of businesses that establish, because of direct abuttal or proximity to residential or other sensitive uses. It is for this reason that the smaller pockets of industrial land to the north of Bay Road which abut residential areas, are included in an Industrial 3 Zone.

The main difference between the two zones is that the uses 'industry' and 'warehouse' require a planning permit in an Industrial 3 Zone, but not in an Industrial 1 Zone.

The main issue arising from the existing industrial zonings is the restriction imposed on the possible transition of the area from a traditional industrial area to a more modern business precinct. In industrial zones, free standing offices (ie offices not associated with an industrial or warehousing use) are prohibited if they have a floor area of more than 500 square metres. Only small offices or offices that are legitimately associated with an industrial or warehousing use (ie which forms a 'meaningful' contribution to the business) are permitted to located within an industrial zone.

To provide greater flexibility for offices, a rezoning to a type of 'business zone' is required. The various business zones available and their suitability for application to land in the Bayside Industrial Area is as follows:

- Business 1 Zone – Usually applied to shopping centres and activity centres and locations with a 'retail' focus. Not appropriate in the Bayside context as it would clearly undermine the retail role of the nearby Cheltenham centre.
- Business 2 Zone – Applied to freestanding office developments. Could be applied to a large site for which strategic support exists for a freestanding office development. However this zone would not be appropriate to apply to the whole area as it is less supportive of continued industrial operations in that the use industry requires a planning permit whereas the office is as-of-right. Residential uses are permitted subject to a permit.
- Business 3 Zone – Applied in situations where a mix of industry and freestanding offices is encouraged. This is considered the most appropriate zone to apply to the Bayside area. Residential and many other uses are prohibited.
- Business 4 Zone – Applied in situations where both industry and peripheral sales / bulky goods retailing is encouraged. It has the same restrictions on freestanding offices as the industrial zones.
- Business 5 Zone – A zone that allows a mix of offices and dwellings. Industry, whilst not encouraged as part of the purpose of the zone, is permitted subject to a planning

permit. This zone is not appropriate to apply to an area that is intended to maintain a mix of industrial uses in the longer term.

- Mixed Use Zone - Applied in areas where a range of uses are supported including residential, office and industry. In many locations such a zone becomes a defacto residential zone, given the overwhelming pressures that exist for residential redevelopment compared to development for commercial purposes. Residential uses are as-of-right, and whilst a planning permit is required for buildings and work, Council cannot refuse a permit for a residential use on the basis of the use being inappropriate. In areas where Council may desire to retain an essentially business use (industrial or office), but encourage residential on higher levels of a multi-level building for example, this zoning could be used in conjunction with a restriction such as a legal agreement, regulating the mix of land uses to be provided on the site.

## 9 Recommendations and Implementation

This chapter summarises the recommendations and the actions that will need to be undertaken to implement the findings of the strategy.

### 9.1 Summary of Recommendations

Rezoning recommended as part of this study are shown on Figure 12. It is recommended that the rezonings and the necessary planning scheme changes form part of a simple comprehensive amendment if possible.

#### 1 *Change of Emphasis from Industrial to Business*

- (1) Initiate discussions with the Department of Infrastructure to explain the basis of this strategy and gain its support for the rezoning of the land from industrial zones to a Business 3 Zone.
- (2) Rezone land zoned Industrial 1 and Industrial 3 to a Business 3 Zone (See Figure 12).
- (3) Amend Council's local planning policy framework as outlined in the following section of this report.

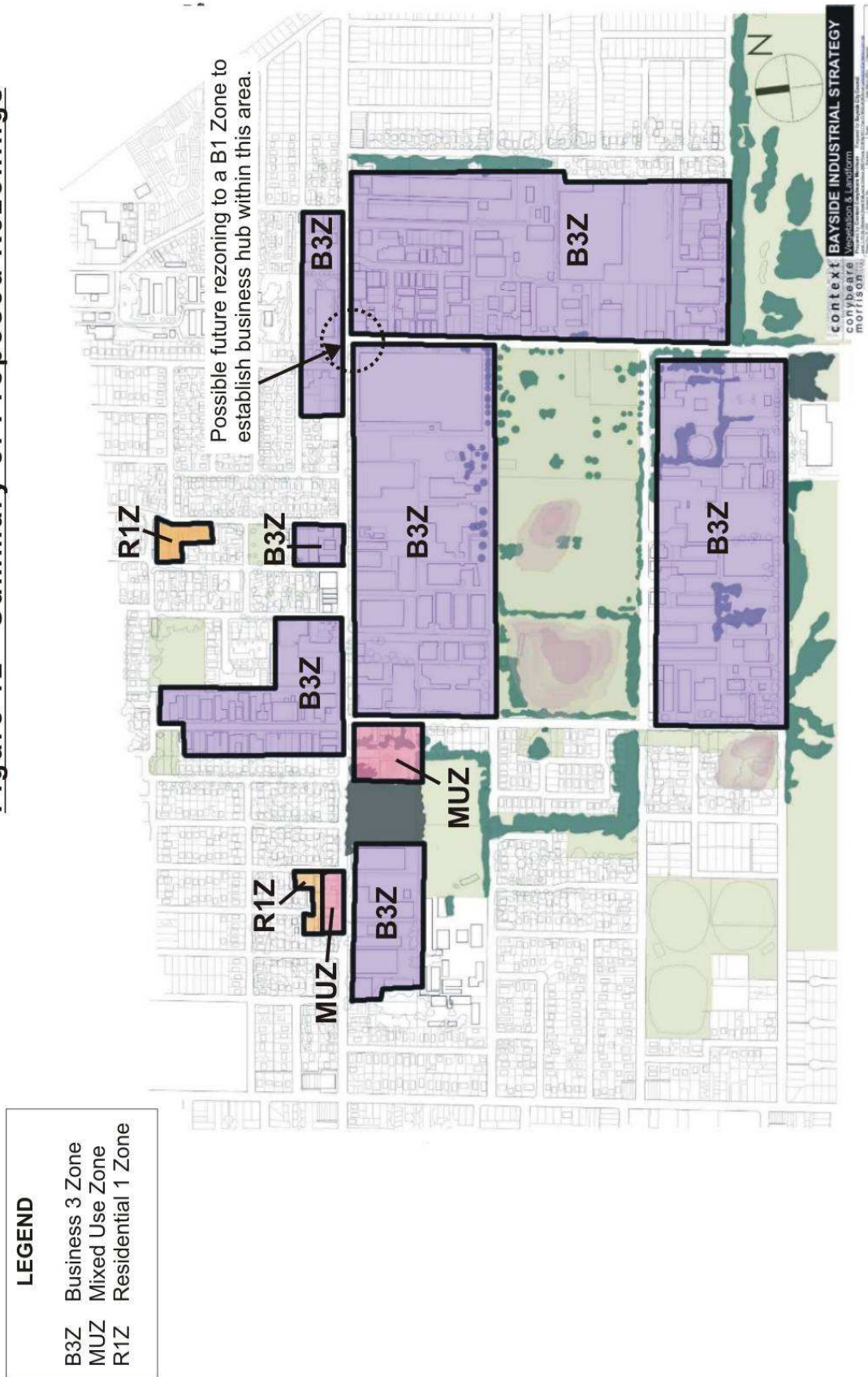
#### 2 *Plan the Bayside Business Park as Part of an Expanded Southland / Cheltenham Activity Centre and Employment Area*

- (4) Liaise with the City of Kingston when reviewing local planning policies of either Council, to ensure that the planning of the Bayside Business Park is integrated with the planning of the Southland / Cheltenham Activity Centre and with industrial areas in Kingston (where relevant).
- (5) As part of the preparation of an urban design framework for the area, examine opportunities to conceptually link the proposed Bayside Business Park with the Southland / Cheltenham activity centre.

#### 3 *Promote the Establishment of a Retail Service Centre / Business Hub at Intersection of Bay Road and Reserve Road*

- (6) Examine opportunities and enter into discussion with existing land owners, to establish a retail service centre / business hub close to the intersection of Bay Road and Reserve Road as part of the redevelopment of land in this vicinity.

**Figure 12 - Summary of Proposed Rezoning**



**4 Business Incubator**

- (7) Investigate the opportunity for Council or a private development interest to establish a business incubator as part of the business hub.

**5 George Street / Bay Road - Multi Use Focal Point**

- (8) Rezone Industrial zoned land on the south side of Bay Road, between George Street and the Heathland Sanctuary, to a Mixed Use Zone

**6 Bay Road South Side – 14m Height, Setback, Landscaping and Design Guidelines**

- (9) Place controls over land within the Business 3 Zone that fronts the south side of Bay Road. The controls should refer to a maximum building height of 14 metres and a maximum building setback of around 15 metres, all of which should be landscaped. Reference should be made to design and development guidelines once they are prepared.
- (10) Prepare detailed design and development guidelines in relation to site layout, setbacks, building form / quality / style.

**7 Bay Road North Side – Multi Use Up to 10.5m Height**

- (11) As part of the Highett Structure Plan, consider the possibility of rezoning residential zoned land along the north side of Bay Road, from Advantage Road east towards the railway bridge, to a Mixed Use Zone, to enable the establishment of a medium density, medium rise spine of residential / business uses along this major access route to the Southland Activity Centre.
- (12) Impose controls that restrict the height of buildings to a maximum of 10.5 metres and which refer to design and development guidelines, once prepared.
- (13) Prepare detailed design and development guidelines that address building setbacks from Bay Road.
- (14) Rezone the industrial zoned area fronting the north side of Bay Road to the west of Sydenham Street to a Mixed Use Zone / Residential 1 Zone, subject to discussions with land owner(s).



**8 Advantage Road / Hamlet Street – Streetscape Improvements**

- (15) Prepare a detailed urban design and streetscape plan for Advantage Road and the Hamlet Street area. This plan should examine opportunities to rationalise works in the road reserve such as the road pavement, nature strip and car parking. The aim should be to maximum opportunities for car parking, whilst significantly improving the appearance of the street with appropriate landscaping.
- (16) The guidelines prepared for these two areas may reduce the general building height or setback requirements in relation to Bay Road or other parts of the area, if such action is considered warranted during the preparation of these specific guidelines, given the small land holdings in these areas.
- (17) Convene discussions with land owners about a special rate to fund the streetscape improvements.

**9 Extension of Chandos Street to Charlton Ave / Charlton Ave to Reserve Road**

- (18) Consider the application a Development Plan Overlay over the land that would be required for new road provisions.

**10 Interface with Jack Road**

- (19) Continue application of existing buffer controls.

**11 Railway Bridge – Design Feature Entry to Area**

- (20) Initiate a design competition or consultancy for an urban design treatment / architectural / urban art feature on the railway bridge over Bay Road, to mark the entrance to the Bayside Business Park from Nepean Highway.

**12 Traffic lights**

- (21) Commence discussions with VicRoads regarding the installation of traffic lights at the intersections of Advantage Road and Bay Roads, Reserve Road and Park Road, Bay Road and Graham Road, Bay Road and Jack Road, Reserve Road and Tulip Street.

**13 Discourage Small Lot Industrial Redevelopment**

- (22) Discourage small lot industrial redevelopments as part of the consideration of planning permit applications. The minimum floor areas of any new industrial unit should not be less than 300 square metres. The proportion of such smaller units in any development should be limited.

**14 Maximum Building Height of 14m to the South of Bay Road**

- (23) Apply controls over the balance of the area south of Bay Road to control the height of buildings and other matters identified in the urban design framework to be prepared for the area.

## **15 Residential 1 Rezoning - Beaumaris Parade**

- (24) Rezone Industrial 3 Zoned land in Beaumaris Parade at the corner of Sterling Avenue to a Residential 1 Zone subject to discussions with owner(s).

## **9.2 Additional Implementation Matters**

### ***Public Exhibition***

Consultation to date has been limited to the Bayside Business Board and to members of a Reference Group comprising land owners and operators of business from the industrial area. No consultation has been undertaken with resident groups or other interested parties.

It is recommend that Council adopt a consultation strategy that involves the general community and all other relevant parties, prior to the implementation of any recommendations that might be derived from this report. A first step might be the release of this report for public comment.

No rezonings or consequent changes to the planning scheme should occur until land owners and other interested parties have been fully consulted.

### ***Urban Design Framework and Development Guidelines***

A detail urban design framework needs to be prepared for the whole of the proposed Bayside Business Park and surrounds.

This framework should identify works required to achieve a landscaping and streetscape concept appropriate to establish the character and amenity of the area as a modern business park.

Property, marketing and image consultants, and urban designers should be involved in this process, in order that the general vision outlined in this report can be evolved to a stage appropriate to drive the future development standards and marketing of the area.

Design guidelines for private development within the precinct will need to be developed in tandem with the urban design framework.

### ***Wider Traffic Issues***

A change of land use from industrial towards a mix of industrial, office and other business activities will change traffic patterns and volumes in the area.

Office uses are likely to be higher generators of car traffic, but generate less heavy commercial traffic and trucks than industrial land uses. An assessment of the traffic impacts of a change of use on Bay Road and other key roads in the area is required to ratify the recommendations of this strategy and to identify any further traffic management actions that may need to be undertaken.

### ***Marketing, Promotion and Management of the 'Bayside Business Employment Area'***

To successfully achieve the vision for the Bayside Business Employment Area it will be necessary to market, promote and manage the implementation of this strategy and future actions.

Options include Council assuming the role of coordinator as part of its economic development portfolio. Council's Manager of Economic Development could perform the role of secretariat for a committee comprising key land owners and business interests. That group could be responsible to making recommendations to Council on the expenditure of available Council funds and funds recouped from development contributions or special rates.

Given that most land in the area is privately owned, decisions regarding the marketing, promotion and management of the ongoing implement of actions to achieve the vision should be made with input from owners and business operators.

Such a committee could engage marketing and promotional expertise to assist in packaging and marketing the area.

### ***Development Contributions***

The vision of transforming the Bayside Industrial Area into a high quality business park will require considerable investment by Council in streetscape and urban design improvements, as well as in the promotion, marketing and management of the area.

Council's actions in rezoning the land and should have the benefit of increasing land values and stimulating significant new development.

Options are for Council to seek contributions towards the cost of works from either new development via a development contribution, or from existing landowners via a special rate scheme, or a combination of the two.

Council should investigate options for the funding of works, with involvement from land owners etc.

## 10 Industrial Policy for Bayside

Changes will need to be made to Council's local planning policy framework to implement the recommendations outlined in the preceding sections.

### 10.1 New Strategic Direction for Industry in MSS

Following is an example of a new policy to replace the existing industrial policy contained in Council's MSS (Clause 21.07).

#### INDUSTRY, BUSINESS, EMPLOYMENT

##### Overview

Industrial development in Bayside is concentrated in the Bay Road / Reserve Road area of Sandringham, Highett and Cheltenham.

In some ways the industrial area is a legacy from the past. It established at a time when the surrounding residential suburbs of Sandringham, Highett and Cheltenham were in their early stages of development. At the time it provided an important industrial location to the south of Melbourne and contained a number of major manufacturers. However since that time things have changed:

- Substantial new industrial areas have established elsewhere in the southern region of Melbourne. These areas offer many operational advantages to industry compared to Bayside.
- The pattern of location of industry at the metropolitan level is changing as a result of major transport infrastructure projects such as City Link, the Western Ring Road and the proposed Scoresby Freeway. New fringe suburban industrial locations offer significant advantages for major industrial activities compared to Bayside.
- Economic restructuring is changing the profile of industry, of business and of employment generally. The proportion of businesses and jobs in the traditional 'industrial' sector of the economy is declining, whilst the proportion in 'non-industrial' sectors is increasing. This has implications on the long term viability of businesses in traditional industrial area such as in Bayside.
- The character and amenity of the residential areas that surround the Bayside Industrial Area is improving. The areas are now fully developed and have evolved into some of the most attractive and desirable suburbs of Melbourne. There is a need for the amenity and appearance of the industrial area to improve to a corresponding degree.
- The profile of the population of the municipality has changed as affluence and skill levels have increased. The result is that most residents of Bayside are employed in non-industrial sectors of the economy and most work outside of Bayside. Most of the jobs provided in the Bayside Industrial Area are taken by residents who live some distance to the east and south-east. No longer does the job mix reflect the needs of local residents.
- The nearby Southland and Cheltenham Activity Centre has evolved into the major activity centre in the middle southern region Melbourne. It provides potential

synergies with the Bayside industrial area, as a combined business and employment hub for this part of Melbourne.

A previous strategic review of industrial areas in Bayside was undertaken in 1997. It identified the difficulties faced by many of the older traditional manufacturing industries that remain in the area. It identified the need to broaden the industrial base by focussing on high tech industries with a global market appeal. This was seen as the only way to retain the long term viability of the industrial area. That study also identified the need to better match the employment opportunities provided in the area with the local skill base. It retained the industrial zoning of the area.

A subsequent review undertaken in 2002 concurs with the general direction set in 1997 but goes one step further. In addition to the need for a more diversified and more modern industrial base, it identifies the need to shift the emphasis of the area from that of an 'industrial area' to that of a 'wider business area'. To an area that not only accommodates the needs of modern industry, but also office and other associated business activities. This shift responds to the direction in which the structure of the economy is moving. It also responds to the dominant skill pattern of the population of Bayside.

The concept is to build on the attractions of Bayside to establish a 21<sup>st</sup> Century business park of a quality and profile to the south of Melbourne that is second to none. Not an isolated enclave as is the case with pre-planned business parks, but a park that is integrated in a seamless way into the urban fabric of the municipality. A business park that provides a unique working environment. One in which a highly skilled workforce can work in an attractive environmental setting, whilst appreciating the recreation, leisure and entertainment facilities available in the area.

The business park will complement the development opportunities available in the nearby Southland / Cheltenham Activity Centre. It will provide a business environment different to that available along Nepean Highway. It will assist in attracting increased business and employment opportunities to the combined Bayside / Kingston area than would be possible by reliance on the development opportunities available in the activity centre alone.

## **Objectives, strategies and implementation**

### **Objective 1**

To transform the former Bayside industrial area from a traditional industrial precinct into the pre-eminent suburban business park to the south of Melbourne.

### **Strategies**

Strategies to achieve this objective include:

- Rezone the area from industrial zones to other more appropriate zones (ie Business 3) to enable office uses and other non-industrial business activities to establish in conjunction with industrial use and other related activities.
- Market and promote the area as a modern, high amenity business park.

## **Objective 2**

To establish a consistent and unifying landscape and urban design theme to the area which presents it as single identifiable precinct consistent with the concept of a modern high amenity business park.

### **Strategies**

Strategies to achieve this objective include:

- Prepare an urban design strategy for the streets and public places throughout the area and its surrounds.
- Prepare design and development guidelines for private development in the area.

## **Objective 3**

To enhance the amenity and appearance of the business park to a high level, consistent with the overall amenity of the wider City of Bayside.

### **Strategies**

Strategies to achieve this objective include:

- Undertake landscaping and streetscape beautification works that complement the business park character identified for the area.
- Ensure that all private redevelopment includes appropriate landscaping, a built form and a quality of development that complements the business park character identified for the area.

## **Objective 4**

To provide for an ongoing mix of industrial, office and other related business activities consistent with the evolution of former industrial areas into a modern diversified business area.

### **Strategies**

Strategies to achieve this objective include:

- Acknowledge the legitimate role of industry and associated uses to remain in the area, to expand and upgrade and for new industries and associated uses to establish.
- Ensure that all industries, existing and new, operate so as to be compatible with offices and other non-industrial uses, as well as with nearby residential uses where they exist.
- Encourage offices and other associated businesses to establish.

## **Objective 5**

To complement the nearby Southland / Cheltenham Activity Centre and ensure that the two precincts combined in a way to improve and enhance the economic base and employment opportunities in the area.

## **Strategies**

Strategies to achieve this objective include:

- Review local planning policies and controls for both Bayside and Cheltenham to recognise the new role identified for the former Bayside Industrial Area

## **Implementation:**

These strategies will be achieved by:

### ***Policies and exercise of discretion***

Using local policies to guide use and development within the Bayside Business Park (*Bayside Business Park Policy, Clause 22.05*).

### ***Zones and overlays***

Apply the Business 3 Zone to all industrial zoned land to the south of Bay Road, and to all those areas of industrial zoned land abutting the north side of Bay Road.

In response to specific development proposals for mixed use developments comprising business and residential uses, consider rezoning properties fronting Tulip Street and Park Road to a Mixed Use Zone. Rezoning should not occur unless accompanied by a legal agreement that ensures the business complement of the development will be maintained.

### ***Further strategic work***

- Urban design framework for the entire area
- Design and development guidelines
- Marketing and promotional program
- Review of the Southland / Cheltenham activity centre study to incorporate the future planning and development of the new Bayside Business Park.
- Review the rezoning of Residential 1 Zoned land along the north side of Bay Road between Advantage Road and the Railway line to a Mixed Use Zone as part of the Hihett Structure Plan Study.
- Review of funding opportunities

## **Reference documents**

Bayside Industrial Area Strategy, Hansen Partnership, 2002

Construction Techniques for Sediment Pollution Control, EPA 1991

Environmental Guidelines for Major Construction Sites, EPA 1995

Port Phillip and Westernport Regional Catchment Strategy, August 1997

## **10.2 New Local Policy in the Bayside Planning Scheme**

This policy applies to land shown on the plan forming part of this policy.

### **Policy basis**

The purpose of this policy is to facilitate the transition of the Bay Road and Reserve Road industrial area from a traditional industrial precinct to a business park.

The policy implements the findings of the Bayside Industrial Area Study, 2002.

The background to the concept and vision for the area are set out in Council's MSS (Clause 21.07).

### **Objectives**

- To transform the former Bayside Industrial Area centred on Bay Road and Reserve from a traditional industrial precinct into a high amenity business park.
- To ensure that new development is of a high quality and that on-site landscaping and built form complements the business park character identified for the area.
- To encourage offices and other associated businesses to establish.
- To provide for the continued operation of existing industries, their expansion and upgrading, as well as for the establishment of appropriate new industrial uses.
- To ensure that all industries, existing and new, operate in a way that is compatible with offices and other non-industrial uses, and with nearby residential uses where they exist.
- To ensure that all private redevelopment includes appropriate landscaping, a built form and a quality of development that complements the business park character established for the area.
- To implement the recommendations of the Bayside Industrial Area Strategy 2002

### **Policy**

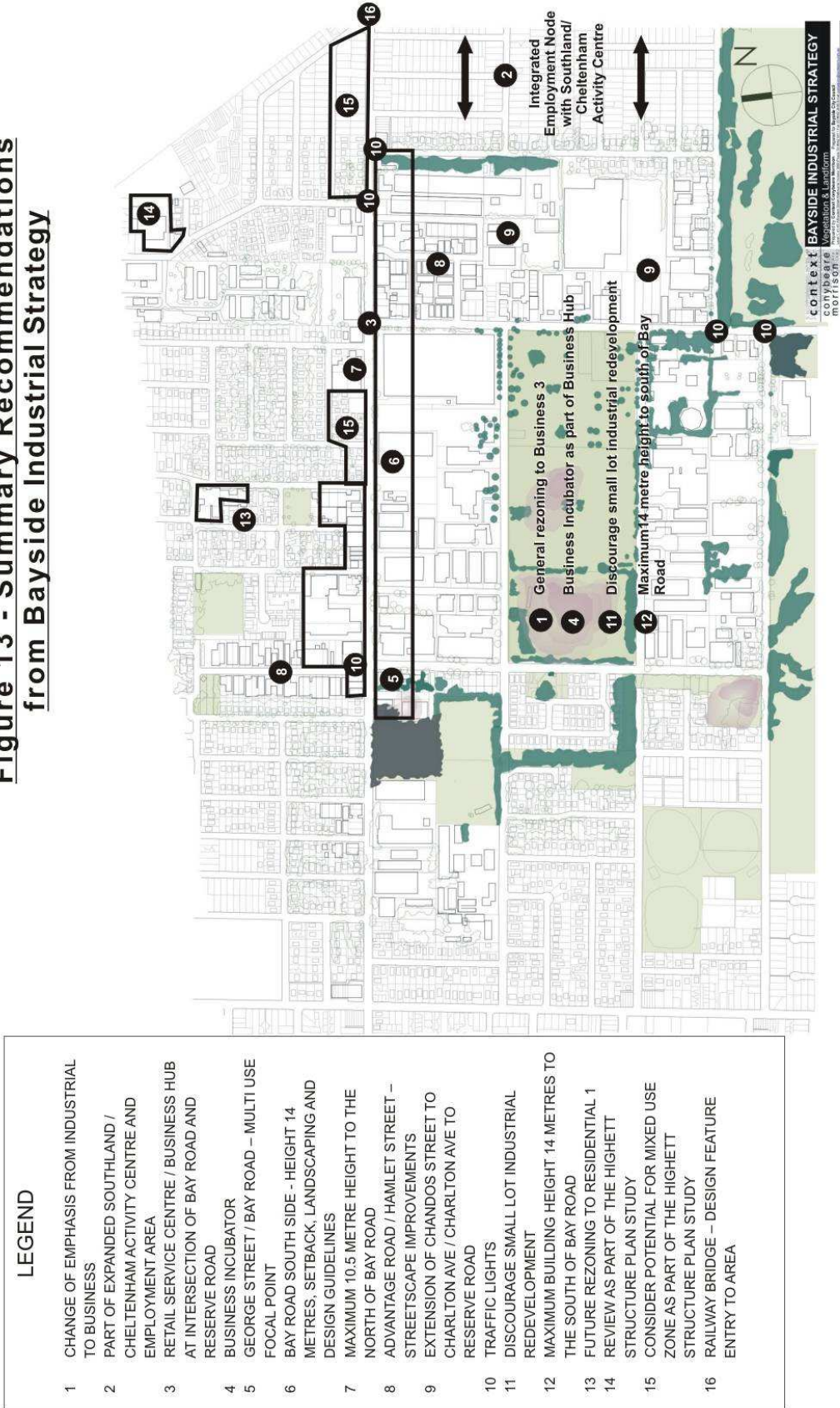
The following figure summarises the policies that apply to the Bayside Business Park and surrounds, as described in the Bayside Industrial Area Strategy, 2002.

### **Reference document**

Bayside Industrial Area Strategy, 2002



**Figure 13 - Summary Recommendations from Bayside Industrial Strategy**



## **Appendix 1**

### **Summary of Chisholm Institute Survey**

## **BAYSIDE INDUSTRIAL AREAS SURVEY – SUMMARY OF FINDINGS**

### **Background**

In September 2001 Council engaged Chisholm Institute to undertake a survey of all businesses in the Cheltenham / Highett / Sandringham industrial area.

Students from Chisholm were provided with a questionnaire / survey form and visited every business in the industrial area to collect current data as follows:

- business name, address, contact details (including email address)
- business type / main activity (including ANZSIC code)
- number of employees employees (full time / part time)
- annual turnover of business (approx)
- amount of turnover exported (approx)
- length of time in business
- length of time at current address
- whether they have a current business plan
- number premises leased or owned
- number of premises vacant
- whether they require any business advice or assistance
- whether they would be interested in a local business network
- need for staff training / skills
- level of internet use (email, website, marketing, banking, e-commerce)
- assessment of business performance (past, present, future)

Almost 90% of businesses contacted completed the survey.

The data collected presents an opportunity, for the first time, to begin to understand the structure and performance of business in the Bayside Industrial Area.

The data has been compiled in a searchable MS Access Database and is available on CD Rom.

### **Key Findings**

The survey records details for 152 businesses. 21 businesses did not complete the survey, 48 properties were either unattended or vacant at the time of the survey and 32 appeared to be used for storage only. These figures indicate there are a total of approximately 253 properties in the industrial area.

#### **Business Location**

Cheltenham has 86 businesses (56.6% of total)

Highett has 49 businesses (32.2% of total)

Sandringham has 17 businesses (11.2% of total).

### **Business Type**

Manufacturing - 56 businesses (36.8%)

Retail - 28 (18.4%)

Wholesale trade - 20 (13.2%)

Personal or other services - 18 (11.8%)

“Other” categories – including construction, accommodation/restaurant/café, agriculture /forestry/fishing/hunting, transport/storage, communication, property, health and community services - 30 (19.8%)

### **Premises**

Leased - 96 (64.4%)

Owned - 53 (35.6%)

Vacant or unoccupied at time of survey - 48

Storage only (no definable business activity) - 32

### **Turnover**

Less than \$500,000 per year - 58 (38.4%)

\$500,000 - \$1 million - 16 (10.6%)

\$1 million – \$5 million - 27 (17.9%)

Over \$5 million 16 (10.6%)

34 businesses (22.5%) did not respond to this question.

### **Export**

Zero turnover exported - 106 (69.7%)

1 – 10% - 30 (19.7%)

10 - 25% - 5 (3.5%)

50 – 75% - 2 (1.3%)

No businesses in the area export more than 75% of their turnover.

### **Time in Business**

1 - 5 years - 19 (12.1%)

5 – 10 years - 28 (16.4%)

10 – 20 years - 49 (32.2%)

More than 20 years - 61 (40.2%)

None of the businesses surveyed have been in business less than 12 months.

**Time at Current Address**

Less than 1 year - 25	(17.2%)
1 – 5 years - 40	(27.6%)
5 – 10 years - 34	(23.5%)
10 – 20 years - 24	(16.5%)
More than 20 years - 22	(15.2%)

Some businesses have been in the area for over 40 years.

**Number of Employees**

Total number of people employed - 3,317 (2,838 full time and 479 part time).

1 - 10 employees - 107 businesses	(70.4%)
11 – 20 employees - 20	(13.2%)
21 – 100 employees - 18	(11.8%)
More than 100 employees – 7	(4.6%)

**Business Plan**

Have a written business plan less than 5 years old - 55	(36.2%)
Do not have written business plan - 97	(63.8%)

**Internet Use**

No internet connection - 55	(36.2%)
Use email - 90	(59.2%)
Have a website - 49	(32.2%)
Use the internet for marketing - 25	(16.4%)
Use the internet for banking - 61	(40.1%)
Use the internet for e-commerce - 17	(11.2%)

Approximately 60% of businesses surveyed have access to and use the internet.

**Business Performance**

Business owners were asked to rate the past, present and expected future performance of their business on a scale of: poor, fair, good, very good and exceptional.

*Past performance (previous 5 years):*

Poor - 13	(8.8%)
Fair - 19	(12.9%)
Good - 58	(39.5%)
Very good - 44	(29.9%)
Exceptional - 13	(8.8%)

The majority of businesses (102 or 69.4%) rated their past 5 years as good – very good

*Present performance:*

Poor - 5	(3.4%)
Fair -36	(24.3%)
Good - 57	(38.5%)
Very good - 40	(27%)
Exceptional - 10	(6.8%)

The majority of businesses (97 or 65.5%) rate their current business performance as good – very good.

*Future outlook (next 5 years):*

Poor - 8	(5.4%)
Fair - 17	(11.4%)
Good - 45	(30.2%)
Very good - 54	(36.2%)
Exceptional - 25	(16.8%)

The majority of businesses (99 or 64.4%) believe their future business outlook is good – very good and a significant number (16.8%) are extremely optimistic about the next 5 years.

**Advice / Assistance Required**

No advice / assistance required - 119 businesses	(78.3%)
Require advice / assistance - 33	(21.7%)

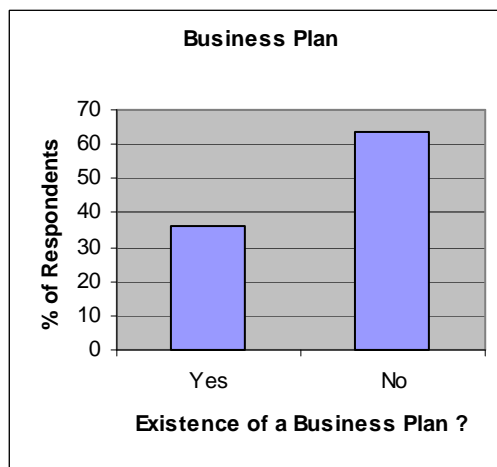
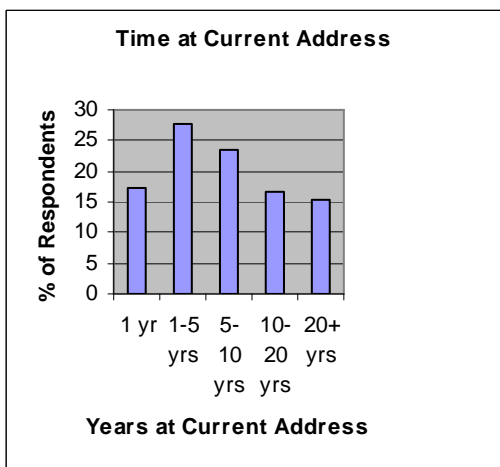
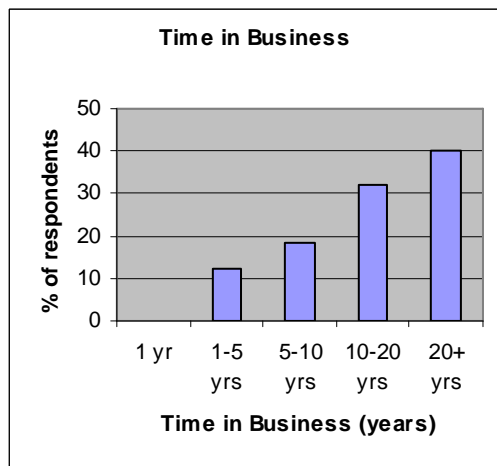
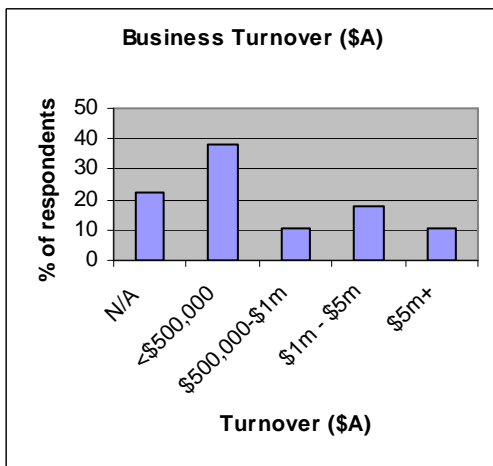
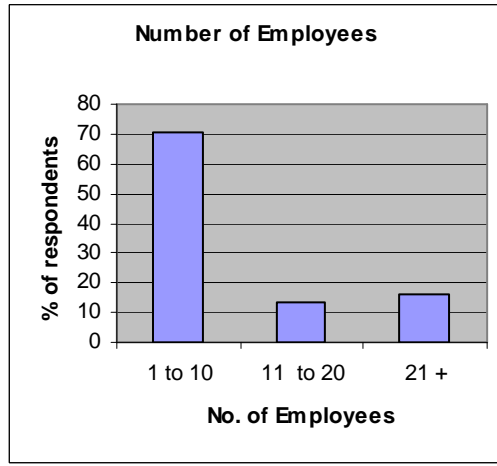
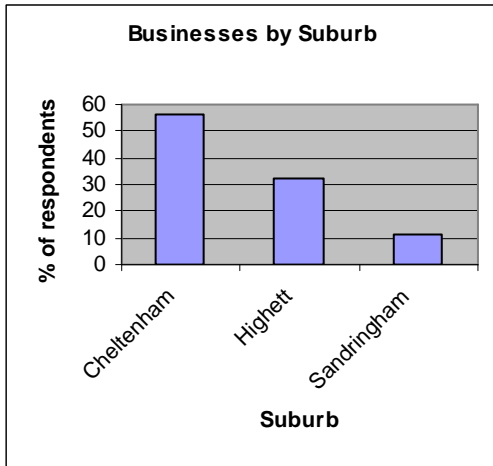
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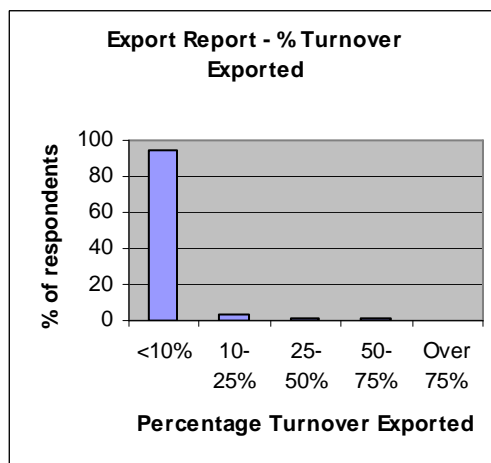
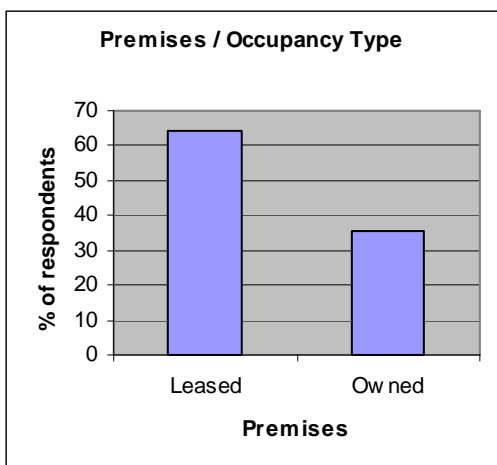
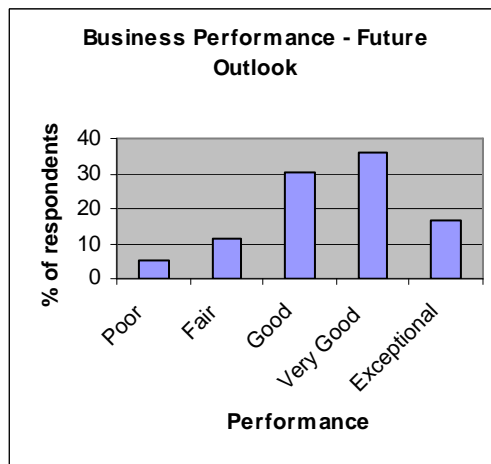
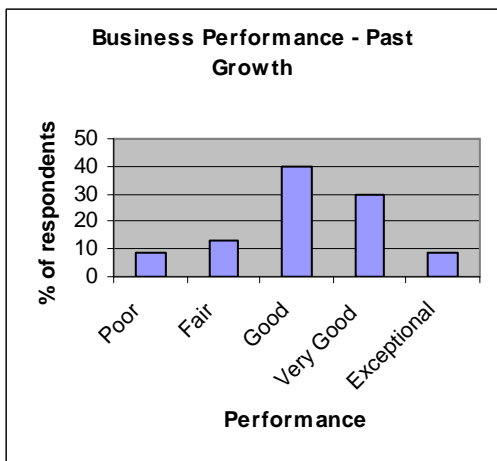
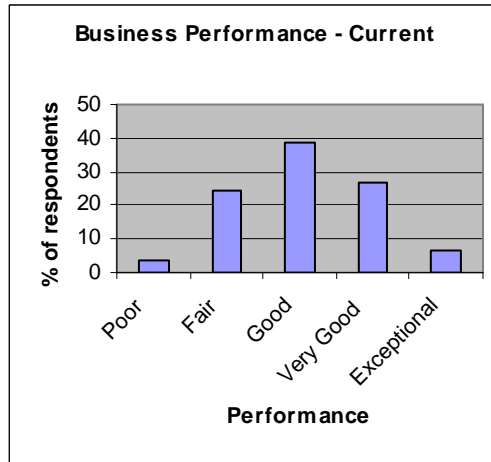
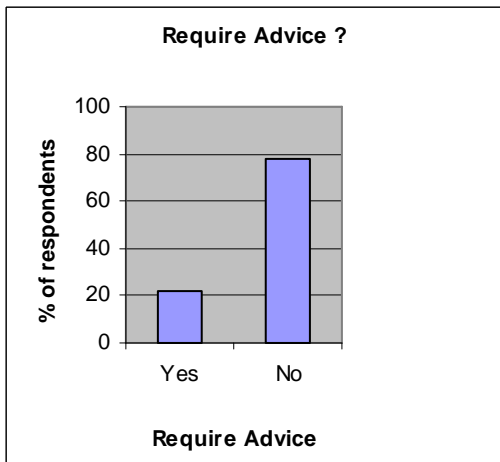
- marketing / advertising
- accounting services / financial advice
- business networking
- road / parking improvements (infrastructure)
- export assistance
- grants / funding

**Tables / Graphs**

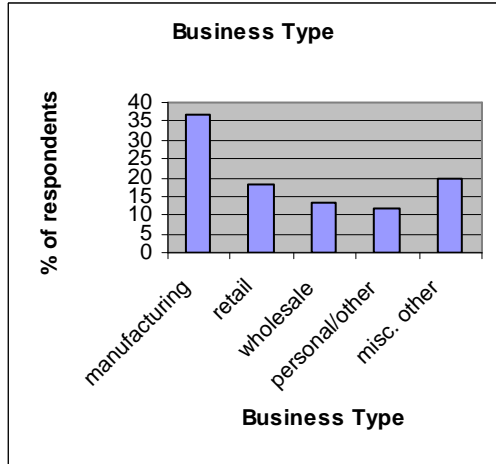
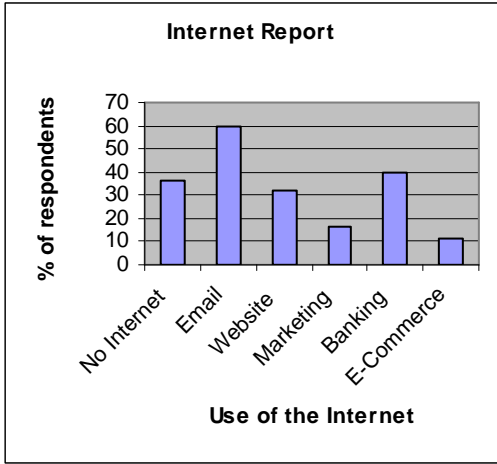
The attached tables and graphs illustrate the above information.

10.2.1.1 BAYSIDE INDUSTRIAL AREA SURVEY – GRAPHED SUMMARY OF FINDINGS









**Appendix 2**  
**Land Use Survey 2002**

## Bayside Industrial Strategy

### LAND USE SURVEY MARCH 2002

Ref No	Business Name	Street No	Street Name	Locality	Area (Sq. metres)	Land Use	For Lease or Sale	Zoning	Comments
1	Unknown	336, 328	Reserve Road	Cheltenham	9944	Unused Building		IN1Z	EOI, Adam Gillon (0418 313 354), Simon Conquest (0425 732 535). Demolition works in progress.
2	Dynamic mail/print direct	312, 328	Reserve Road	Cheltenham	6606	Direct Mail/Communications		IN1Z	
3	Exhaust City	312	Reserve Road	Cheltenham	1237	Exhaust, brakes, shockers retail sales service and fitting		IN1Z	
4	Mick Doyle Auto Repairs	1	Park Road	Cheltenham	958	Motor Vehicle Repairing		IN1Z	
5	Park Road Motors	3	Park Road	Cheltenham	620	Motor Vehicle Repairing		IN1Z	
6	Zenvic Electric	7	Park Road	Cheltenham	4185	Electrical manufacturers goods and suppliers		IN1Z	
7	Hotco	9	Park Road	Cheltenham	3535	Manufacturers of commercial and industrial heating		IN1Z	

8	Unknown	7	Charlton Avenue	Cheltenham	1253	Vacant		IN1Z	
9	Columbia Australia	9	Park Road	Cheltenham	3535	Tool and die makers, custom molders		IN1Z	
10	Home Timber and Hardware	19-21	Park Road	Cheltenham	5821	Timber and Hardware supplies		IN1Z	
11	Unknown	23	Park Road	Cheltenham	1511	Unknown		IN1Z	
12	Gas Electric's Pty Ltd	12	Charlton Avenue	Cheltenham	1458	Electric contractors		IN1Z	
13	R. E. Spence & Co.	12	Charlton Avenue	Cheltenham	1458	Manufacturer of timber doors and frames and metal frames		IN1Z	
14	Unknown	31	Park Road	Cheltenham	762	Unknown		IN1Z	
15	Metal door frames	33	Park Road	Cheltenham	728	Manufacturing		IN1Z	
16	T & A Auto Repairs	35	Park Road	Cheltenham	717	Motor Vehicle Repairing		IN1Z	
17	Bill Lambert Motor Body Works	37	Park Road	Cheltenham	722	Motor Vehicle Repairing		IN1Z	
18	Joinery and cupboards	7	Charlton Avenue	Cheltenham	1253	Manufacturing		IN1Z	
19	D.T. R Panel	Unknown	Charlton Avenue	Cheltenham	1622	Motor Vehicle Repairing		IN1Z	
	Protection	Unknown	Charlton Avenue	Cheltenham		Specialists in water proofing		IN1Z	
	Charlton Auto Repairs	6/20	Charlton Avenue	Cheltenham		Motor Vehicle Repairing		IN1Z	
20	Johns Technology	18	Charlton Avenue	Cheltenham	697			IN1Z	

	Services								
21	Penrite – Penrite Oil	16	Charlton Avenue	Cheltenham	692			IN1Z	
22	Unknown	Part of 328	Reserve Road	Cheltenham	329	Vacant		IN1Z	
23	Ramler group of companies	29, 33	Jack Road	Cheltenham	36912	Manufacture of contract furniture eg shopping centre, food courts, etc		IN1Z	
24	Moorabin Transit Pty Ltd	12	Philip Street	Cheltenham	8541	Moorabin coaches		IN1Z	
25	Unknown	336	Bay Road	Cheltenham	4498	Unknown		IN1Z	
26	Unknown	336	Bay Road	Cheltenham	9223	Unknown		IN1Z	
27+28	Laminex	336	Bay Road	Cheltenham	27762	Unknown		IN1Z	
30	MGB Hive	15	Chandos Street	Cheltenham	284	Automotive repair shop - retail		IN1Z	
31	WD Tool Making	15	Chandos Street	Cheltenham	284	Manufacturing - plastic injection moulding (dyes)		IN1Z	
32	Unknown	11	Chandos Street	Cheltenham	1135	Storage and distribution		IN1Z	
33	Chandos Auto's	7-9	Chandos Street	Cheltenham	1112	Motor Vehicle Repairing		IN1Z	
34	Concrete Tilt – lig Equipment Pty Ltd	5	Chandos Street	Cheltenham	563	Tilt dig equipment, wall braces		IN1Z	
35	Arno's – powder coating plant	5	Chandos Street	Cheltenham	1112	Unknown		IN1Z	

36	Powers Rawl	10	Philip Street	Cheltenham	1115	Fasteners		IN1Z	
37	Columbia consolidated industries	2-8	Philip Street	Cheltenham	8216	Manufacturing of automotive components		IN1Z	
38	Variflow Pty Ltd	5	Hamlet Street	Cheltenham	1975	Office/dispatch		IN1Z	
39	Miller Plastics Covers & Liners	2	Hamlet Street	Cheltenham	552	Unknown		IN1Z	
40	Heating cooling	4	Hamlet Street	Cheltenham	562	Factory outlet		IN1Z	
41	Unknown	6	Hamlet Street	Cheltenham	559	Unknown		IN1Z	
42	K.K displays	8	Hamlet Street	Cheltenham	550	Shopfitting and display making		IN1Z	
43	DSK engineering	10	Hamlet Street	Cheltenham	558	Structural steel manufacturing		IN1Z	
44	Focal Promotion	7	Hamlet Street	Cheltenham	551	Unknown		IN1Z	
45	John L. Coghlan Electrical Services	Lot 79	Hamlet Street	Cheltenham	554	Electrical Contracting		IN1Z	
46	Austral Injections Pty Ltd	11-13	Hamlet Street	Cheltenham	1113	Plastic injection moulders and toolmakers		IN1Z	
47	Unused building	12	Hamlet Street	Cheltenham	556	N/A - Unused building		IN1Z	
48	Unknown	15	Hamlet Street	Cheltenham	559	Unknown		IN1Z	
49	Unknown	17	Hamlet Street	Cheltenham	543	Unknown		IN1Z	
50	Asia Pacific Specialty	322	Bay Road	Cheltenham	9595	Chemical production		IN1Z	

	(APS) Limited	Chemicals				storage			
51	Unused building	23	Hamlet Street	Cheltenham	580	N/A - Unused building		IN1Z	
52	Just a second	310-320	Bay Road	Cheltenham	4757	Manufacture and retail of furniture		IN1Z	
53	Signs displays	308	Bay Road	Cheltenham	616	Display makers		IN1Z	
54	Fusion Furniture	Lot 3, 302	Bay Road	Cheltenham	613	Furniture store		IN1Z	
55	Golf Brands International	Lot 2, 302	Bay Road	Cheltenham	613	Shop		IN1Z	
56	Bridgestone	Lot 1, 302	Bay Road	Cheltenham	613	Motor Repairing and Services		IN1Z	
57	Capacity sports	390	Reserve Road	Sandringham	561	Wholesale/Retail sales of canoes		IN1Z	
58	Lono Industries	386	Reserve Road	Cheltenham	1108	Injection molders		IN1Z	
	LJS Panels	386	Reserve Road	Cheltenham		Motor Vehicle Repairing		IN1Z	
	Duke's Service Centre – Landrover	386	Reserve Road	Cheltenham		Motor vehicle/mechanical workshop		IN1Z	
59	Direct Power Generators	1-3	Wanrua Street	Cheltenham	1556	Motor Repairing and Services		IN1Z	
60	Ringin Products	6	Wanrua Street	Cheltenham	1329	Screen printers		IN1Z	
61	Promotional Products Industry	5	Wanrua Street	Cheltenham	782	Wholesale/Manufacturing		IN1Z	
62	Austral injections	8	Wanrua Street	Cheltenham	793	plastic molder, tool makers		IN1Z	

63	Unknown	Lot 62, 5	Wanrua Street	Cheltenham	784	Unknown		IN1Z	
64	Cheltenham Substation	382	Reserve Road	Cheltenham	1115	Power generators		IN1Z	
65	Tri-Sta-Motors	380	Reserve Road	Cheltenham	553	Motor Vehicle Repairing		IN1Z	
66	Bentleigh Trimmers	Auto Multilot	Reserve Road	Cheltenham	559	Motor trimming/upholstery		IN1Z	
67	Fixit Repairs	Automotive	376	Reserve Road	Cheltenham	559	Motor Vehicle Repairing	IN1Z	
68	Nash Body repairs	374	Reserve Road	Cheltenham	277	Motor Vehicle Repairing		IN1Z	
69	Reserve Takeaway	374	Reserve Road	Cheltenham	277	Takeaway Food Retailing		IN1Z	
70	Unused building	Lot 1, 1	Arnold Street	Cheltenham	298	N/A - Unused building	For lease - 0418 395 566	IN1Z	
71	Map automotive	Lot 1, 2	Arnold Street	Cheltenham	289	Mechanics - Auto shop		IN1Z	
72	Cheltenham Auto	Service	Lot 1, 368	Reserve Road	Cheltenham	922	Car specialists	IN1Z	
73	Tilt – lift equipment Pty Ltd	368	Reserve Road	Cheltenham	1175	Tilt Lift sale of parts etc		IN1Z	
74	Hell Bent Clothing	3	Arnold Street	Cheltenham	1560	Manufacturing		IN1Z	
75	Tami's fresh seafood's	quality 8	Arnold Street	Cheltenham	1807	Shop		IN1Z	
76	Frenchprint Pty Ltd	7	Arnold Street	Cheltenham	800	Fine texture colour printing		IN1Z	
77	Sandringham Panels	Lot 2, 368	Reserve Road	Cheltenham	817	Motor Vehicle Repairing		IN1Z	



78	Unknown	Lot 3, 368	Reserve Road	Cheltenham	852	Storage and distribution		IN1Z	
79	354 – 366 Reserve Road, Cheltenham	354	Reserve Road	Cheltenham	11552			IN1Z	
	Wade Bros. Auto Service	364	Reserve Road	Cheltenham		Motor Vehicle Repairing		IN1Z	
	1) Homestead Balter Furniture		Reserve Road	Cheltenham		Furniture manufacturing		IN1Z	
	3) Chiltons fine goods	3/364	Reserve Road	Cheltenham		Food Manufacture		IN1Z	
	6) AABCO Events Rentals		Reserve Road	Cheltenham		Unknown		IN1Z	
	7) Pallet recovery Pty Ltd		Reserve Road	Cheltenham		Unknown		IN1Z	
	9) Refraco Pty Ltd		Reserve Road	Cheltenham		Unknown		IN1Z	
	10) IPE & I Pty Ltd	F10, 354-366	Reserve Road	Cheltenham		Process Control Engineers		IN1Z	
	12) Fleetwood furnishing services		Reserve Road	Cheltenham		Building and construction services		IN1Z	
	360) Wade Family distributions – nutrition and diet natural food		Reserve Road	Cheltenham		Unknown		IN1Z	
	16) Hotham design and construction		Reserve Road	Cheltenham		Building and construction services		IN1Z	
	18) Lynch Print Pty Ltd		Reserve Road	Cheltenham		Printing/Business to Business		IN1Z	

	21) Arens International, auto doors	21/364	Reserve Road	Cheltenham		Manufacture of window hardware		IN1Z	
	22) John Bramwell & Ass. Pty Ltd	F22, 354-366	Reserve Road	Cheltenham		Floor covering contractos supply and installation commercial and domestic		IN1Z	
	23) Trent CNC engineering		Reserve Road	Cheltenham		Engineering services		IN1Z	
	24) Paramount clearing service		Reserve Road	Cheltenham		Unknown		IN1Z	
	25) Custom turning services	25/358	Reserve Road	Cheltenham		Mechanical Repairs - retails		IN1Z	
	26) Fitcher Group		Reserve Road	Cheltenham		Unknown		IN1Z	
	27) Australian distribution network		Reserve Road	Cheltenham		Unknown		IN1Z	
	28) True character		Reserve Road	Cheltenham		Graphic design - retail		IN1Z	
	Highett floor coverings – carpet sales		Reserve Road	Cheltenham		Carpet and floor coverings - retail		IN1Z	
	Specialised Welding Products	16/356	Reserve Road	Cheltenham		import and distribution of welding components		IN1Z	
	SQC Marketing services – packaging consultants, packaging distribution and contract packaging		Reserve Road	Cheltenham		Unknown		IN1Z	
80	Unknown	Lot 7, 354	Reserve Road	Cheltenham	2021	Unknown		IN1Z	
81	Ecolab	336-338	Reserve Road	Cheltenham	24249	Office		IN1Z	

82	Erecell Corporation	317	Reserve Road	Cheltenham	4632	Office		IN1Z	
	Building contractor	317	Reserve Road	Cheltenham		Building and construction services		IN1Z	
	Nurage cleaning Pty Ltd	317	Reserve Road	Cheltenham		Unknown		IN1Z	
83	Depot – waste transfer and recycling centre	Lot 253	Talinga Road	Cheltenham	19337			IN1Z	
84	Bell Marine Services	120	Talinga Road	Cheltenham	4243	Unknown		IN1Z	
	Marine Performance products	120	Talinga Road	Cheltenham		Unknown		IN1Z	
85	Bonlac Foods – Exporting to the world	110	Talinga Road	Sandrnigham	18836	Unused Building	For lease. Area 18,772 sq.metres - 9805 4333	IN1Z	
86	Frucor Beverages Pty Ltd	4	Lentara Court	Cheltenham	3312	Beverage Manufacturers		IN1Z	
87	Unknown	106	Talinga Road	Cheltenham	2048	Storage/mechanical repairs		IN1Z	
88	Pall Corporation	866	Talinga Road	Cheltenham	5384	Office/ receiving/dispatch		IN1Z	
89	Ideal Drum Co. – Flinde	3	Wandarri Court	Cheltenham	2475	Wholesale		IN1Z	
90	Swing, Swing, Swing	Lot 2 on Plan 0	Talinga Road	Cheltenham	3336	manufacturing/office		IN1Z	
91	Williams international	5	Wandarri Court	Cheltenham	1875	Storage and distribution		IN1Z	

92	Citywide 'Parkcare' Bayside Depot	92	Talinga Road	Cheltenham	4770			IN1Z	
93	Custom air-conditioning (Vic) Pty Ltd	90	Talinga Road	Cheltenham	8219	Unused Building	For lease a 2,685 sq.metres warehouse - 9585 1599	IN1Z	
94	Halliburton	Lot X, 90	Talinga Road	Cheltenham	5509	Goods receiving and dispatch		IN1Z	
95	RCR International	Lot 1 on Plan 0	Talinga Road	Cheltenham	2467	Goods receiving and dispatch		IN1Z	
96	Geoff Miller Pty Ltd – shade covers, pond liners etc.	10	George Street	Sandrigham	2461	Office		IN1Z	
97	RCR International Pty Ltd	14	George Street	Sandrigham	2448	Import and distribute protective clothing, cleaning goods and metal extrusions		IN1Z	
98	Brooklands motors of Sandringham inc. Automotive	18	George Street	Sandrigham	4635	Selling classic cars and spare parts - retail		IN1Z	
99	Shorelube Industries	22	George Street	Sandrigham	6496	Automotive component parts, wholesaler		IN1Z	
100	Under construction – by Pellicanobuilders.	28	George Street	Sandrigham	4497	Unknown		IN1Z	
101	SWE	34	George Street	Sandrigham	1109	Electrical uses		IN1Z	
102	House	55	Tulip Street	Cheltenham	705	Residential		IN1Z	
103	House	57	Tulip Street	Cheltenham	699	Residential		IN1Z	

104	House	59	Tulip Street	Cheltenham	686	Residential		IN1Z	
105	Fildes	61	Tulip Street	Cheltenham	694	Deliveries labels/ bag printing		IN1Z	
106	Dyson Currie	63	Tulip Street	Cheltenham	3313	Timber processors and wholesalers		IN1Z	
107	Hollons Bros. & Bourke	67	Tulip Street	Cheltenham	3300	Office		IN1Z	
108	Growmac imports	Lot P	Tulip Street	Cheltenham	7048	Storage and distribution		IN1Z	
109	Gibson office	77-81	Tulip Street	Cheltenham	13001	Importing unity gifts		IN1Z	
110	Oce reprographic	85	Tulip Street	Cheltenham	13910	Storage and distribution		IN1Z	
111	Fildes	Lot 7 on Plan 0	Tulip Street	Cheltenham	8841	Deliveries labels/ bag printing		IN1Z	
112	Under construction	101	Tulip Street	Cheltenham	20220	Office, showroom, warehouse - 84 car spaces		IN1Z	
113	Eveready partitions	Lot 6 on Plan 0	Tulip Street	Cheltenham	9600	Office		IN1Z	
114	Tulip St. Tennis Centre	Part of 107	Tulip Street	Cheltenham	3075	Community services		IN1Z	
115	Swire Automotive	303	Reserve Road	Cheltenham	1764	Motor Vehicle Repairing		IN1Z	
116	Novatech Controls	309	Reserve Road	Sandrigham	1848	Manufacturers of industrial instrumentation/(oxygen analysers/oxygen probes)		IN1Z	

117	Victorian remote centre specialists	311	Reserve Road	Sandrigham	1857	Unknown		IN1Z	
118	Park Ave. Wrought Iron	313	Reserve Road	Sandrigham	940	Manufacturer of wrought iron gates (external and internal) other related uses eg bannisters		IN1Z	
119	Southland Electrical	Auto 313	Reserve Road	Sandrigham	940	Motor Vehicle Repairing		IN1Z	
120	Bayside Community Nursery	315-319	Reserve Road	Sandrigham	4677	Nursery - retail and community contracts also wholesale eg landscapers		IN1Z	
121	Gregory Transport Pty Ltd	Lot 1, Plan PS 406083	Wangara Road	Cheltenham	62420	Receiving and dispatch		IN1Z	
122	Printsoft	Lot 2, 45	Wangara Road	Cheltenham	16353	Office		IN1Z	
123	Vacant land	Lot 1, Plan PS43187 2	Bay Road	Cheltenham	16325	N/A - Vacant		IN1Z	
124	New Balance	Lot 1, 45	Wangara Road	Cheltenham	7665	Office/receiving/dispatch/factory outlet	For lease a 3794 sq. metres - Adam Gillon (0412 313 354)	IN1Z	
125	TLT Tasman	31	Wangara Road	Cheltenham	16638	Office		IN1Z	
126	A.C. Addison & Sons Monumental Masons	21	Wangara Road	Cheltenham	1728	Supply		IN1Z	
127	Brickwood production	270 - 278	Bay Road	Cheltenham	35944			IN1Z	
	B.Lowflex moldings		Bay Road	Cheltenham				IN1Z	

	Kwik Lok Australia		Bay Road	Cheltenham				IN1Z	
	Full view Plastics		Bay Road	Cheltenham				IN1Z	
	Logan Molders		Bay Road	Cheltenham				IN1Z	
128	L'Oreal Australia	266	Bay Road	Cheltenham	6818	Wholesaler of cosmetics and haircare products		IN1Z	
129	Unknown	280	Bay Road	Cheltenham	2937	Unknown		IN1Z	
130	Outdoor Creations/ dynamic direct/ urban stone	282	Bay Road	Cheltenham	4753	Unknown		IN1Z	
131	Unused building	17	Wangara Road	Cheltenham	4589	N/A - Unused building	For Lease – office warehouse (9596 6300)	IN1Z	
132	Unknown	17	Wangara Road	Cheltenham	4589	Unknown		IN1Z	
133	Bay Rd Self Storage	284	Bay Road	Cheltenham	2461	Storage and distribution		IN1Z	
134	TED Engineering Aust Ltd	Lot 2	Bay Road	Cheltenham	6989	Office		IN1Z	
135	Gregory's Transport	262	Bay Road	Cheltenham	3913			IN1Z	
136	L'Oreal/Redken	256	Bay Road	Sandrigham	5977			IN1Z	
137	L'Oreal reception George St.	2	George Street	Sandrigham	3438	Restaurant		IN1Z	
138	Unused building	Lot 5	George Street	Sandrigham	3415	N/A - Unused building	For lease - 0401 148 972	IN1Z	

139	Laserlite Australia	13	Wangara Road	Sandrnigham	16854	Storage and distribution		IN1Z	
140	Kwik lok Reception	Lot 6	Brixton Road	Cheltenham	2837	Inwards goods and dispatch		IN1Z	
141	Nooledu Aust. Industrial Automation	4	Brixton Road	Cheltenham	2249	Office		IN1Z	
142	TCM total computer maintenance	266	Bay Road	Cheltenham	6818	Computer repairs - retail (corporate)		IN1Z	
143	Gregor's Transport	239	Bay Road	Cheltenham	6026	Office		IN1Z	
144	Fitness First Gym	241	Bay Road	Cheltenham	8860	Sport and recreation		IN1Z	
145	Sandeck Tanning Studio	247	Bay Road	Cheltenham	5196	Studio		IN1Z	
	Playdus		Bay Road	Cheltenham		Childcare		IN1Z	
	Toby Haenen Swim Centre		Bay Road	Cheltenham		Sport and recreation		IN1Z	
146	Alligator Glass	249	Bay Road	Cheltenham	2139	Showroom		IN1Z	
	The Gourmet Group (caterers)		Bay Road	Cheltenham		Office		IN1Z	
	Branded Communications Group (office)		Bay Road	Cheltenham		Office		IN1Z	
147	Longbeach Auto	252	Bay Road	Sandrnigham	6253	Motor Vehicle Repairing		IN1Z	
148	House	3-11	George Street	Sandrnigham	1302	Residential		IN1Z	
149	Unused building	1	George Street	Sandrnigham	855	N/A - Unused building		IN1Z	



150	Mirrors Galore	250	Aberdeen Road	Sandrigham	876	Showroom		IN1Z	
150a	House	Lot X	Bay Road		807				
150b	House	248	Bay Road		931				
151	Unused building	1-3	Aberdeen Road	Sandrigham	5079	N/A - Unused building		IN1Z	
152	Sandrigham Panels	Lot 89, 9	Sydenham Avenue	Highett	580	Unknown		IN3Z	
	Unused building	Lot 85, 9	Sydenham Avenue	Highett	587	N/A - Unused building		IN3Z	
153	Agigi Design Pty Ltd	3	Sydenham Avenue	Highett	580	Furniture Manufacturing		IN3Z	
154	Unused building	1	Sydenham Avenue	Highett	565	N/A - Unused building		IN3Z	
155	Orienda Aust. Pty Ltd	226	Bay Road	Sandrigham	8178	Storage and distribution		IN3Z	
156	Ronstan	220	Bay Road	Sandrigham	15372	Office		IN3Z	
157	Showroom	197	Bay Road	Sandrigham	574	Shop		IN3Z	
158	Unused building	195	Bay Road	Sandrigham	590	N/A - Unused building		IN3Z	
159	Marine Plus	193	Bay Road	Sandrigham	580	Shop		IN3Z	
160	ABC Repairing Co. Pty Ltd	191	Bay Road	Sandrigham	580	Engineering industry		IN3Z	
161	Advantech Aust.	189	Bay Road	Sandrigham	590	Office/shop		IN3Z	
162	Bluff Road Auto Service	189	Bay Road	Sandrigham	590	Motor Vehicle Repairing		IN3Z	
163	House	185	Bay Road	Sandrigham	580	Residential		IN3Z	

164	Rytime Engineering Pty Ltd	218	Bay Road	Sandrigham	4465	Office		IN3Z	
165	Unknown	212	Bay Road	Sandrigham	4047	Unknown		IN3Z	
166	Gireni	Lot 8	Bay Road	Sandrigham	8970	Office, manufacturing		IN3Z	
167	A.E. copley	208	Bay Road	Sandrigham	5114	Motor Repairing and Services		IN3Z	
168	Unused building	2	Noyes Street	Highett	571	N/A - Unused building	For lease/sale - 9585 1599	IN3Z	
169	Take away food	4	Noyes Street	Highett	587	Takeaway Food Retailing		IN3Z	
170	Priority electronics Pty Ltd	1	Noyes Street	Highett	588	Office		IN3Z	
171	Tanami Trading Company	3	Noyes Street	Highett	592	Unknown		IN3Z	
172	Han's Panel and spraying	5	Noyes Street	Highett	580	Unknown		IN3Z	
173	All product promotions Pty Ltd/megabus	1	Avoca Street	Highett	1064	Office		IN3Z	
174	Austrlian Coach Travel	42	Advantage Road	Highett	3134	Bus and coach services		IN3Z	
175	Warwick Fletcher Packaging Pty Ptd	40	Advantage Road	Highett	1011	Storage		IN3Z	
176	Corduroy Records	38	Advantage Road	Highett	1017	Vinyl manufacturing distribution	Record and	IN3Z	

177	Thermaflex Insulation	36	Advantage Road	Highett	1015	Importers agent		IN3Z	
178	Jukes Cabinet Makers	32 - 34	Advantage Road	Highett	1016	Cabinet Making		IN3Z	
179	Blue Gum Services Centre	30	Advantage Road	Highett	1014	Motor Repairing and Services		IN3Z	
180	AAA Discount Sandstone and Slate Supplies	28	Advantage Road	Highett	1011	Building and Construction Supplies		IN3Z	
181	Mullury Gallery	26	Advantage Road	Highett	1027	Makers of Picture Frames and Mirrors		IN3Z	
182	Unused building	24	Advantage Road	Highett	1016	N/A - Unused building	For lease - 9570 7230	IN3Z	
183	Unused building	22	Advantage Road	Highett	1020	N/A - Unused building	For lease - 9570 7230	IN3Z	
184	Factory	20	Advantage Road	Highett	1006	Office		IN3Z	
185	Need A Metre Steel	18	Advantage Road	Highett	1018	Steel supplies		IN3Z	
186	Floors and Alternatives	16	Advantage Road	Highett	1020	Floor covering installations and Carpet backing manufacturers		IN3Z	
187	Liquid Plastic Co Pty Ltd	10 - 14	Advantage Road	Highett	3049	Industrial coatings (epoxy)		IN3Z	
188	J. Botterill & Sons Boatbuilders	6 - 8	Advantage Road	Highett	2021	Boat manufacturing		IN3Z	
189	Vacant land	4	Advantage Road	Highett	1026				

190	BB Novelties	2	Advantage Road	Highett	854	Toy and Novelty Wholesalers		IN3Z	
191	Astron	231	Bay Road	Sandrigham	941	Petrol Station and Motor Repairing and Services		IN3Z	
192	Unknown	235	Bay Road	Sandrigham	1767	Office		IN3Z	
193	Unused building	223	Bay Road	Sandrigham	1195	N/A - Unused building	For lease - Holding Real Estate 9556 5444	IN3Z	
194	Vacant land	227	Bay Road	Sandrigham	607			IN3Z	
195	Floorsafe - Anti-slip Solution	229	Bay Road	Sandrigham	602	Shop		IN3Z	
196	Design Works Furniture	1/1	Advantage Road	Highett	865	Furniture Manufacturing		IN3Z	
197	Apron Art	3-5/1	Advantage Road	Highett	2581	Custom Designed Speciality Aprons		IN3Z	
	All Product Promotions Pty Ltd	3-5/1	Advantage Road	Highett		Unknown		IN3Z	
	Heritage Wardrobes Pty Ltd	3-5/1	Advantage Road	Highett		Cabinet and Wardrobe making		IN3Z	
198	Toyota Australia Tooling	7-11	Advantage Road	Highett	1707	Motor Repairing and Services		IN3Z	
199	Zooma Motors	15	Advantage Road	Highett	873	Motor Repairing and Services		IN3Z	
200	Automotic Technology Australia Pty Ltd	17-19	Advantage Road	Highett	2550	Warehousing		IN3Z	

201	Simpax Engineering	21	Advantage Road	Highett	850	Unknown		IN3Z	
202	KJH Engineering Services Pty Ltd	23	Advantage Road	Highett	835	Light general engineering service		IN3Z	
203	Australian Industrial Filters Supply	25	Advantage Road	Highett	840	Industrial Filter Company		IN3Z	
204	Dwyers	27	Advantage Road	Highett	839	Design construct complete		IN3Z	
205	Ted Silbereisen Sails	29	Advantage Road	Highett	838	Manufacturer of yacht sails		IN3Z	
206	Towerheath Pty Ltd	31	Advantage Road	Highett	848	Manufacturing commercial light fittings		IN3Z	
207	Unknown	33	Advantage Road	Highett	847	Unknown		IN3Z	
208	Ennis & Jarrett Pty Ltd	35	Advantage Road	Highett	843	General Printing		IN3Z	
209	John Beal - Edge Engineering Pty Ltd	37	Advantage Road	Highett	847	Re-condition compressors for refrigeration and air-conditioning		IN3Z	
210	Voller Transformors Pty Ltd	39	Advantage Road	Highett	847	Manufacturing of transformers		IN3Z	
211	PFI Hi-Roll Bearings	2	Tibroekney Street	Highett	915	Office		IN3Z	
212	Jim Stephens Cartage Contractors	4	Tibroekney Street	Highett	1825	Sand Soil Screenings		IN3Z	
213	Roger Armstrong	32-34	Tibroekney Street	Highett	2376	Storage and Distribution		IN3Z	
214	Unknown	33	Beaumaris Parade	Highett	1639	Mobile Motors Repairing and Services		IN3Z	

	GMC Ceramics	33	Beaumaris Parade	Highett		Storage and Distribution		IN3Z	
216	Unique Pottery Australia/Discovery Bay Wines	29	Beaumaris Parade	Highett	916	N/A - Unused building		IN3Z	Public Notice Liquor Licence (LLV1/01) - relocation of Licence from 282 Bay Road, Cheltenham to Beaumaris Parade. Dispatch of bottledwines and part decanters and glass. All information send to the Director of Liquor Licensing GPO Box 4301, Melbourne 3001.
217	Jejoove	27	Beaumaris Parade	Highett	916	Professional Upholstery and design		IN3Z	
218	RM Raglan Meadows Pty Ltd	25	Beaumaris Parade	Highett	916	Landscaping commercial/industrial (design and install)		IN3Z	
219	State of the Art	23	Beaumaris Parade	Highett	915	Screen printing - wholesale		IN3Z	
220	Disposable Goods Party	3-5	Beaumaris Parade	Highett	1870	Storage and Distribution		IN3Z	
221	Alora Aberclean A Hire Reputation	1	Beaumaris Parade	Highett	888	Party Hire - Corporate and Public		IN3Z	
222	Tradelink	285-289	Bay Road	Cheltenham	878	Plumbing Supplies		IN3Z	
223	Unused Building	Lot 97, 287	Bay Road	Cheltenham	661	Internal reconstruction if progress		IN3Z	
224	Car park	Lot 80, 287	Bay Road	Cheltenham	917			IN3Z	Rear access to 287 Bay Road

225	Schaffer & Co Pty Ltd (tenacious brand adhesive tapes & chemist sundries)	283	Bay Road	Cheltenham	934	Office		IN3Z	
226	Bayside Taxies	315	Bay Road	Cheltenham	1301	Taxies Repairing and Services/Office		IN3Z	
227	Cheltenham Accident Repair Centre	319	Bay Road	Cheltenham	1287	Motor Repairing and Services		IN3Z	
228	Radiator Service	321	Bay Road	Cheltenham	647	Motor Repairing and Services		IN3Z	
229	Bayway Hire	323	Bay Road	Cheltenham	642	Builders and handyman equipment supply		IN3Z	
230	Fratelli Knitwear	325	Bay Road	Cheltenham	2146	Storage and Distribution		IN1Z	
231	House	4	Middleton Street	Highett	601	Residential		IN1Z	
232	House	6	Middleton Street	Highett	601	Residential		IN1Z	
233	House	8	Middleton Street	Highett	603	Residential		IN1Z	
234	House	26	Mary Avenue	Highett	635	Residential		IN3Z	
235	Sandringham Automotive Engineers	24	Mary Avenue	Highett	716	Motor Repairing and Services		IN3Z	
236	Due Plastic Pty Ltd	20	Mary Avenue	Highett	2513	Plastics Manufacturers		IN3Z	
237	Restor (Restorers)	329-345	Bay Road	Cheltenham	13741	Damaged Property		IN1Z	
238	Rietman's & Co Status	357	Bay Road	Cheltenham	8136	Showroom/sales		IN1Z	

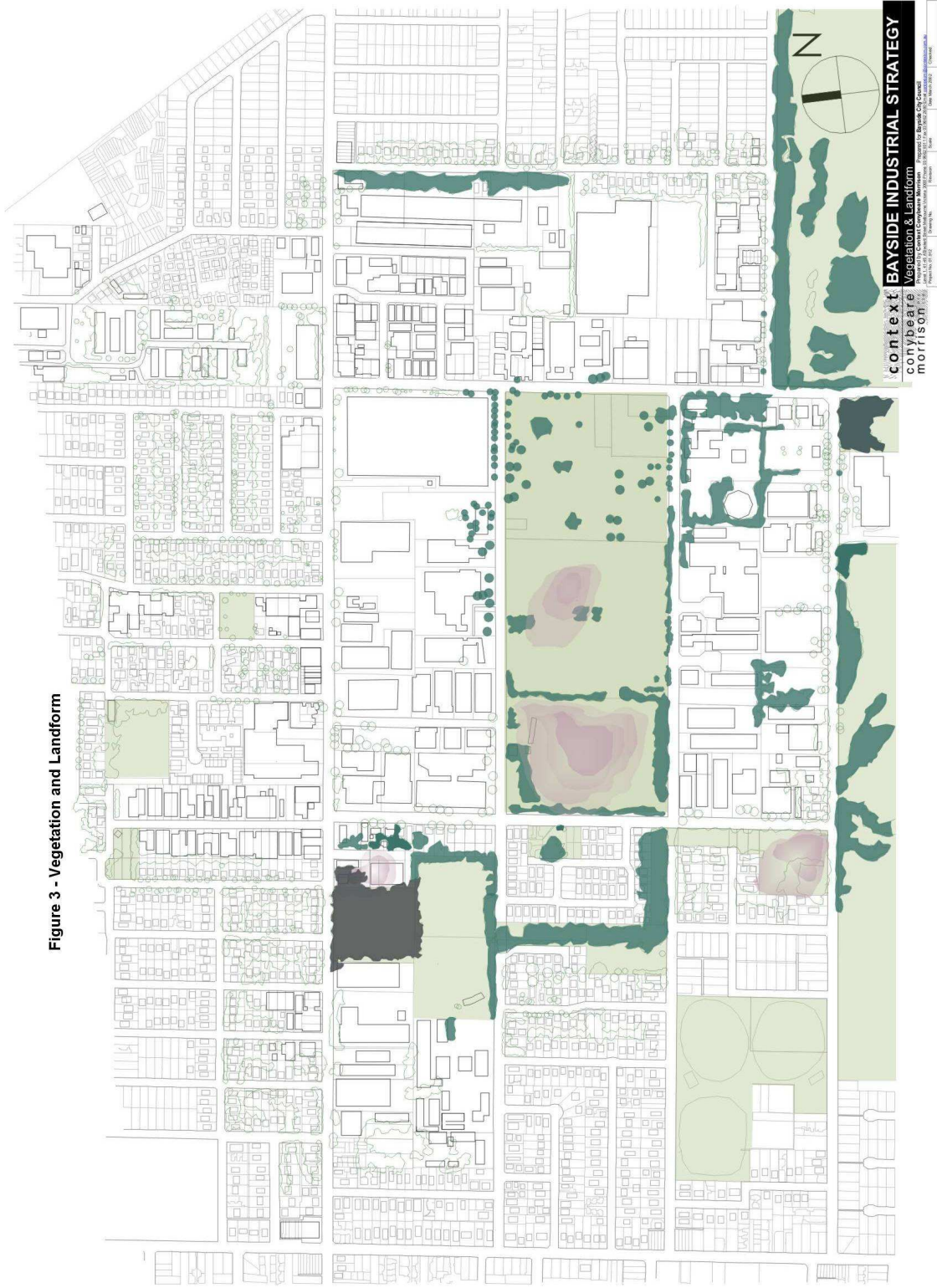
239	Ezy Bay Wash	1	Bay Road	Highett	1330	Car Wash		IN1Z	
240	Engines Plus	3	Graham Road	Highett	1344	Trade orientated, Bus to Bus, Supply imported engines and transmisssions to mechanical workshops etc		IN1Z	
241	Probuild Constructions	5	Graham Road	Highett	1360	Unknown		IN1Z	
242	Madison Filter Pty Ltd	40	Graham Road	Highett	10694	Manufacturing Textile Filter Products		IN1Z	
	Madison Filter Media Pty Ltd	40	Graham Road	Highett		Manufacturing Textile Filter Products		IN1Z	
243	Re Ross Industrial Centre	32	Graham Road	Highett	1244	Workshop for people with disabilities		IN1Z	
	Columbia Die Sinking Co Pty Ltd	2-8	Philip Street	Cheltenham		Tooling and Die Making			



## **Appendix 3**

### **Urban Form Analysis Diagrams**

Figure 3 - Vegetation and Landform



**context** BAYSIDE INDUSTRIAL STRATEGY  
conybear Vegetation & Landform  
morrison  
PROJECT: BAYSIDE INDUSTRIAL STRATEGY  
DATE: 10/2015  
SCALE: 1" = 100'

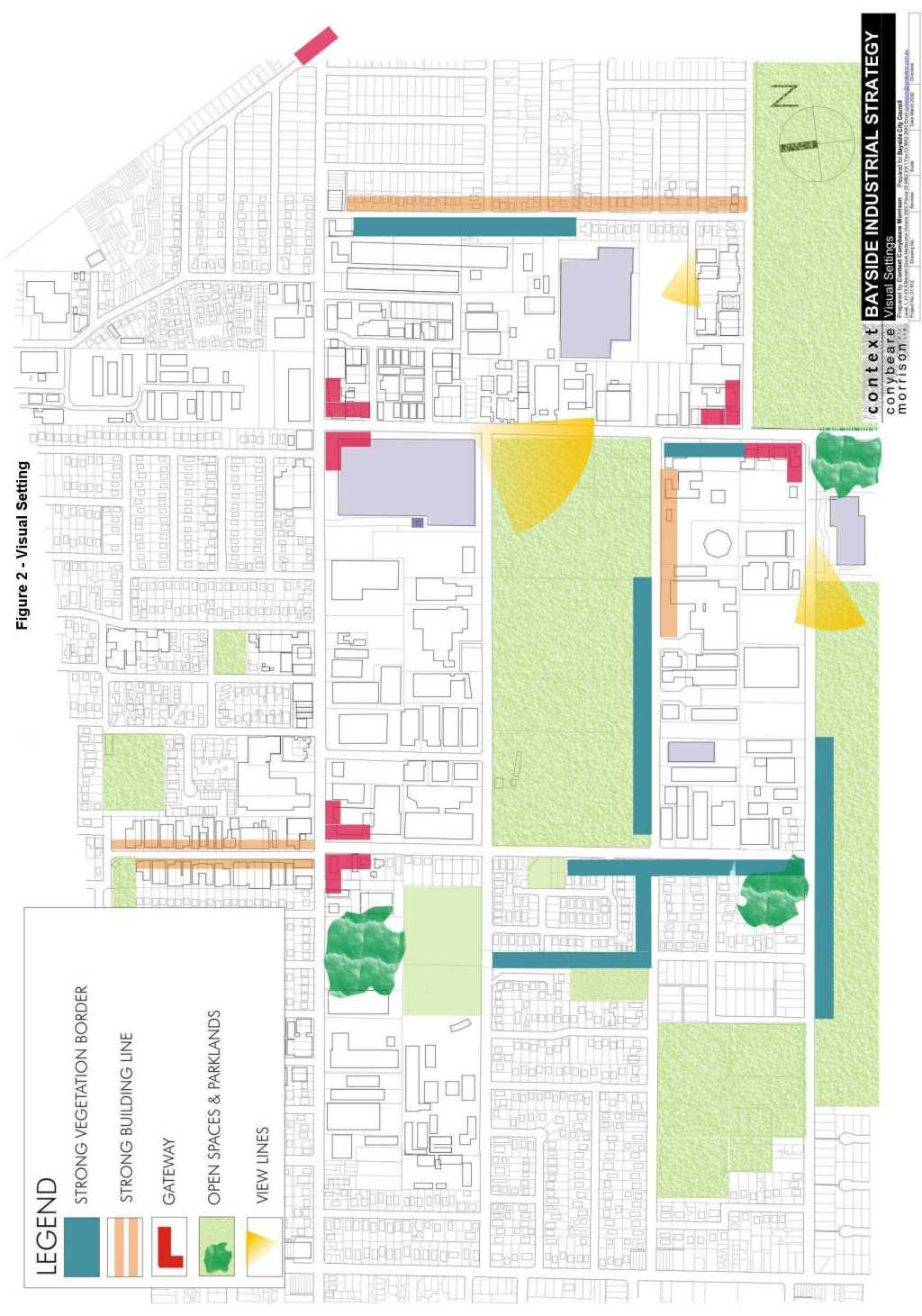


Figure 2 - Visual Setting

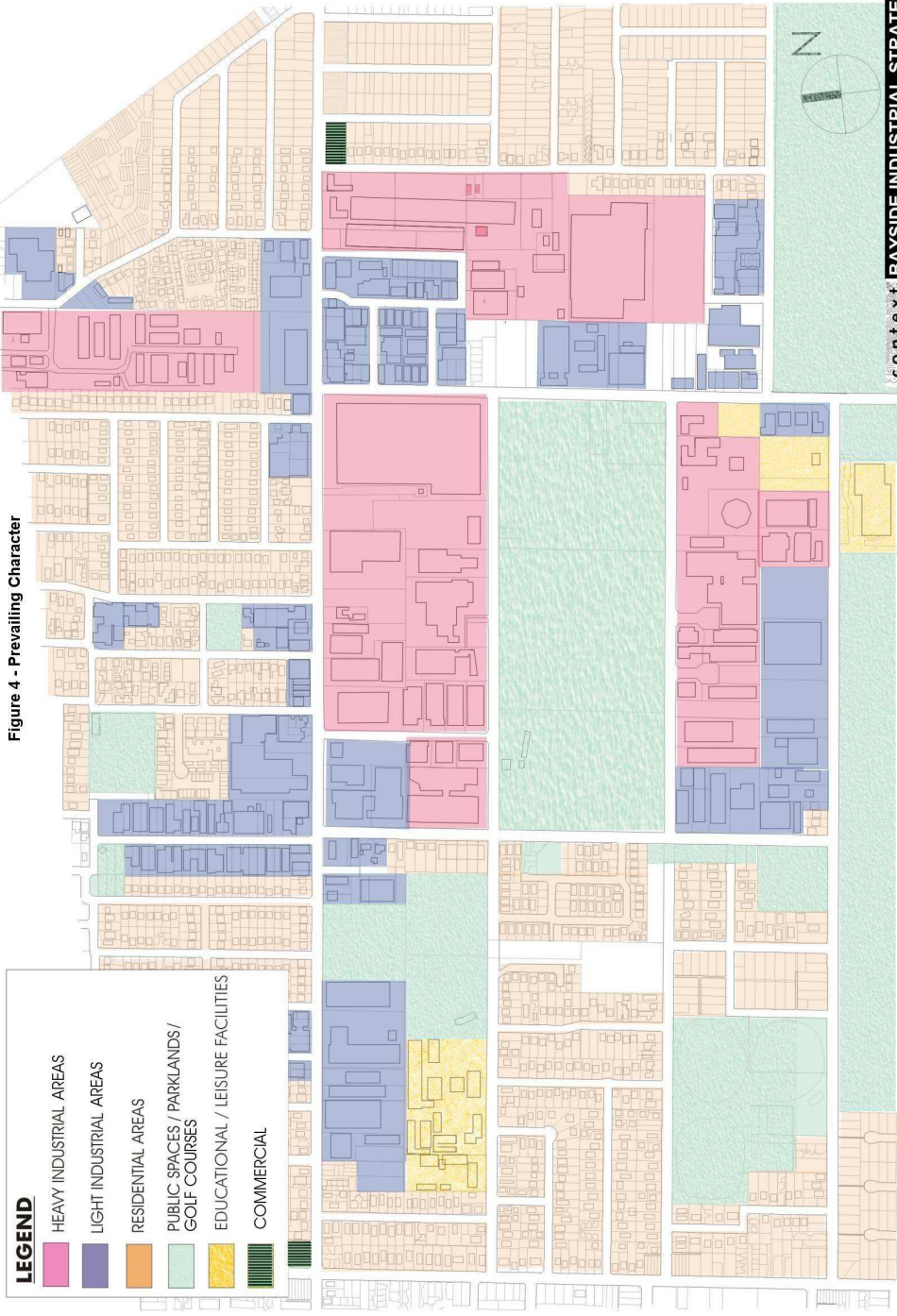
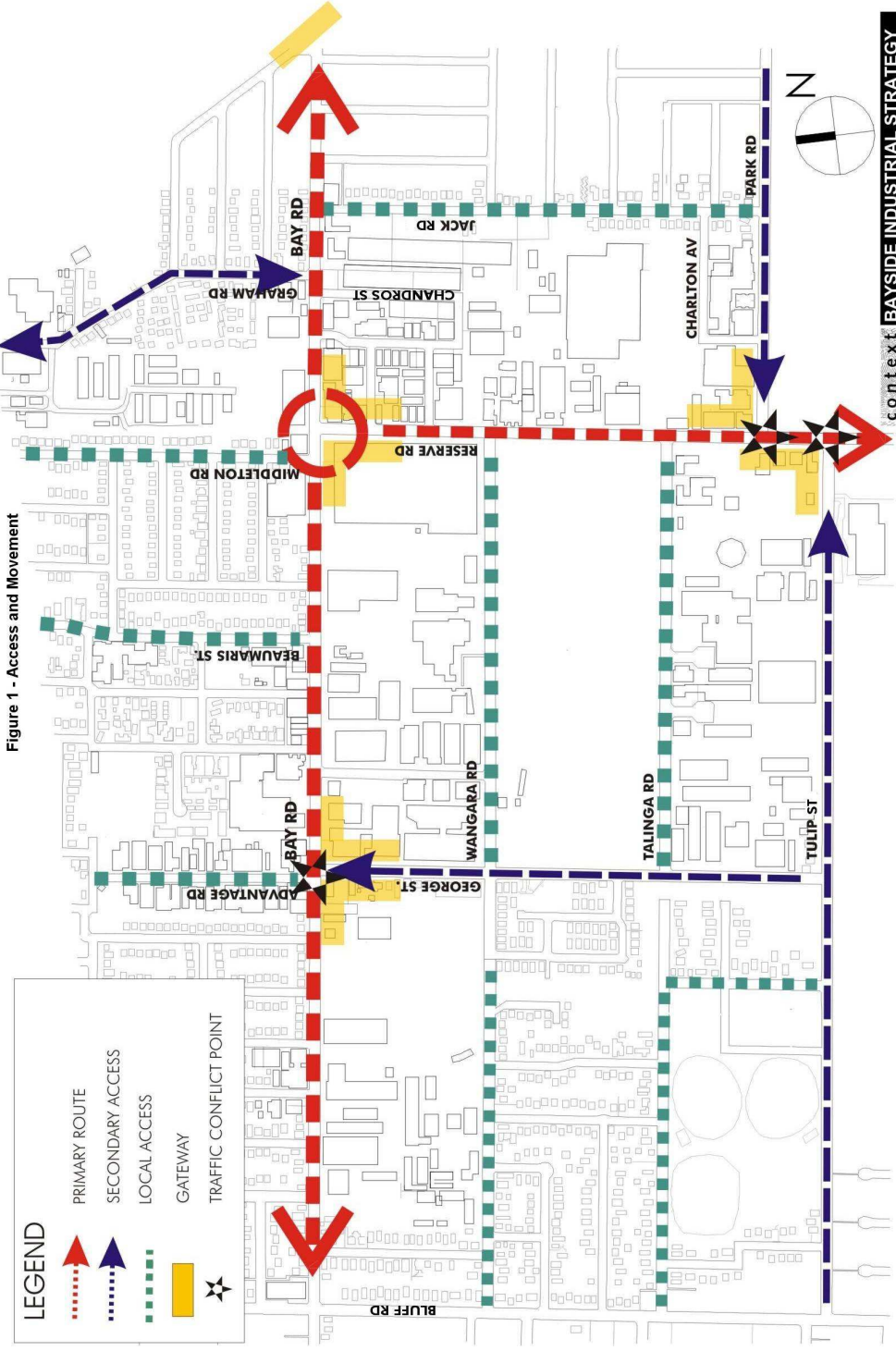


Figure 4 - Prevailing Character

**LEGEND**

	HEAVY INDUSTRIAL AREAS
	LIGHT INDUSTRIAL AREAS
	RESIDENTIAL AREAS
	PUBLIC SPACES / PARKLANDS/ GOLF COURSES
	EDUCATIONAL / LEISURE FACILITIES
	COMMERCIAL



**Appendix 4**  
**Business 3 Zone**

**34.03 BUSINESS 3 ZONE**

Shown on the planning scheme map as **B3Z**.

**Purpose**

To implement the State Planning Policy Framework and the Local Planning Policy Framework, including the Municipal Strategic Statement and local planning policies.

To encourage the integrated development of offices and manufacturing industries and associated commercial and industrial uses.

**34.03-1 Table of uses****Section 1 - Permit not required**

USE	CONDITION
Apiculture	Must meet the requirements of the Apiary Code of Practice, May 1997.
Carnival	Must meet the requirements of A 'Good Neighbour' Code of Practice for a Circus or Carnival, October 1997.
Circus	Must meet the requirements of A 'Good Neighbour' Code of Practice for a Circus or Carnival, October 1997.
Home occupation	
Industry (other than Materials recycling)	<p>Must not be a purpose shown with a Note 1 or Note 2 in the table to Clause 52.10.</p> <p>The land must be at least the following distances from land (not a road) which is in a residential zone, Business 5 Zone, Capital City Zone or Docklands Zone, land used for a hospital or school or land in a Public Acquisition Overlay to be acquired for a hospital or school:</p> <ul style="list-style-type: none"> <li>• The threshold distance, for a purpose listed in the table to Clause 52.10.</li> <li>• 30 metres, for a purpose not listed in the table to Clause 52.10.</li> </ul>
Informal outdoor recreation	
Mail centre	
Mineral exploration	
Mining	Must meet the requirements of Clause 52.08-2.
Minor utility installation	
Natural systems	

USE	CONDITION
<b>Office</b>	The combined leasable floor area for all offices must not exceed any amount specified in the schedule to this zone.
<b>Postal agency</b> <b>Railway</b> <b>Road</b>	
<b>Search for stone</b>	Must not be costeaning or bulk sampling.
<b>Telecommunications facility</b>	Buildings and works must meet the requirements of Clause 52.19
<b>Tramway</b>	
<b>Warehouse (other than Mail centre)</b>	<p>Must not be a purpose shown with a Note 1 or Note 2 in the table to Clause 52.10.</p> <p>The land must be at least the following distances from land (not a road) which is in a residential zone, Business 5 Zone, Capital City Zone or Docklands Zone, land used for a hospital or school or land in a Public Acquisition Overlay to be acquired for a hospital or school:</p> <ul style="list-style-type: none"> <li>• The threshold distance, for a purpose listed in the table to Clause 52.10.</li> <li>• 30 metres, for a purpose not listed in the table to Clause 52.10.</li> </ul>

## Section 2 - Permit required

USE	CONDITION
<b>Adult sex bookshop</b>	Must be at least 200 metres (measured by the shortest route reasonably accessible on foot) from a residential zone or Business 5 Zone, land used for a hospital or school or land in a Public Acquisition Overlay to be acquired for a hospital or school.
<b>Agriculture (other than Apiculture and Intensive animal husbandry)</b> <b>Caretaker's house</b> <b>Convenience shop</b>	
<b>Education centre</b>	Must not be a primary or secondary school.
<b>Equestrian supplies</b> <b>Leisure and recreation (other than Informal outdoor recreation, Major sports and recreation facility, and Motor racing track)</b>	



USE	CONDITION
<b>Lighting shop</b>	Must be in one occupation with a leasable floor area of at least the amount specified in the schedule to this zone. If no amount is specified, the leasable floor area must be at least 500 square metres.
<b>Materials recycling</b>	
<b>Mineral, stone, or soil extraction (other than Extractive industry, Mineral exploration, Mining, and Search for stone)</b>	
<b>Party supplies</b>	
<b>Place of assembly (other than Carnival or Circus)</b>	
<b>Restricted retail premises (other than Equestrian supplies, Lighting shop, and Party supplies)</b>	Must be in one occupation with a leasable floor area of at least the amount specified in the schedule to this zone. If no amount is specified, the leasable floor area must be at least 1000 square metres.
<b>Retail premises (other than Postal agency and Shop)</b>	
<b>Utility installation (other than Minor utility installation and Telecommunications facility)</b>	
<b>Any other use not in Section 1 or 3</b>	

### Section 3 - Prohibited

USE
<b>Accommodation (other than Caretaker's house)</b>
<b>Extractive industry</b>
<b>Hospital</b>
<b>Intensive animal husbandry</b>
<b>Major sports and recreation facility</b>
<b>Motor racing track</b>
<b>Shop (other than Adult sex bookshop, Convenience shop, and Restricted retail premises)</b>

### 34.03-2 Use of land

#### Amenity of the neighbourhood

A use must not detrimentally affect the amenity of the neighbourhood, including through the:

- Transport of materials, goods or commodities to or from the land.

- Appearance of any building, works or materials.
- Emission of noise, artificial light, vibration, smell, fumes, smoke, vapour, steam, soot, ash, dust, waste water, waste products, grit or oil.

### **Application requirements**

An application to use land must be accompanied by the following information, as appropriate:

- The purpose of the use and the types of activities which will be carried out.
- The likely effects, if any, on adjoining land, including noise levels, traffic, the hours of delivery and despatch of goods or materials, hours of operation and light spill, solar access and glare.
- The means of maintaining areas not required for immediate use.
- If an industry or warehouse:
  - The type and quantity of goods to be stored, processed or produced.
  - Whether a Works Approval, or Waste Discharge Licence is required from the Environment Protection Authority.
  - Whether a licence under the Dangerous Goods Act 1985 is required.
  - The likely effects on adjoining land, including air-borne emissions and emissions to land and water.

### **Decision guidelines**

Before deciding on an application, in addition to the decision guidelines in Clause 65, the responsible authority must consider, as appropriate:

- The State Planning Policy Framework and the Local Planning Policy Framework, including the Municipal Strategic Statement and local planning policies.
- The effect that existing uses may have on the proposed use.
- The drainage of the land.
- The availability of and connection to services.
- The effect of traffic to be generated on roads.
- The interim use of those parts of the land not required for the proposed use.
- If an industry or warehouse, the effect that the use may have on nearby existing or proposed residential areas or other uses which are sensitive to industrial off-site effects, having regard to any comments or directions of the referral authorities.

## **34.03-3 Subdivision**

### **Permit requirement**

A permit is required to subdivide land.

### **Exemption from notice and review**

An application is exempt from the notice requirements of Section 52(1)(a), (b) and (d), the decision requirements of Section 64(1), (2) and (3) and the appeal rights of Section 82(1) of the Act. This exemption does not apply to land within 30 metres of land (not a road) which is in a residential zone or Business 5 Zone, land used for a hospital or school or land in a Public Acquisition Overlay to be acquired for a hospital or school.

### **Decision guidelines**

Before deciding on an application, in addition to the decision guidelines in Clause 65, the responsible authority must consider, as appropriate:

- The State Planning Policy Framework and the Local Planning Policy Framework, including the Municipal Strategic Statement and local planning policies.
- The effect the subdivision will have on the potential of the area to accommodate the uses which will maintain or enhance its competitive strengths.
- Any natural or cultural values on or near the land.
- Streetscape character.
- Landscape treatment.
- The interface with adjoining zones, especially the relationship with residential areas.

#### **34.03-4 Buildings and works**

##### **Permit requirement**

A permit is required to construct a building or construct or carry out works. This includes the internal rearrangement of a building if the maximum leasable floor area specified in the schedule to this zone is exceeded.

This does not apply to a building or works which are a modification necessary to comply with a direction or licence under the Dangerous Goods Act 1985 or a Waste Discharge Licence, Works Approval or Pollution Abatement Notice under the Environment Protection Act 1970.

##### **Application requirements**

An application to construct a building or construct or carry out works must be accompanied by the following information, as appropriate:

- A plan drawn to scale which shows:
  - The boundaries and dimensions of the site.
  - Adjoining roads.
  - The location, height and purpose of buildings and works on adjoining land.
  - Relevant ground levels.
  - The layout of existing and proposed buildings and works.
  - All driveway, car parking and loading areas.
  - Proposed landscape areas.
  - All external storage and waste treatment areas.
  - Areas not required for immediate use.
- Elevation drawings to scale showing the colour and materials of all buildings and works.
- Construction details of all drainage works, driveways, vehicle parking and loading areas.
- A landscape layout which includes the description of vegetation to be planted, the surfaces to be constructed, site works specification and method of preparing, draining, watering and maintaining the landscape area.

##### **Exemption from notice and review**

An application is exempt from the notice requirements of Section 52(1)(a), (b) and (d), the decision requirements of Section 64(1), (2) and (3) and the appeal rights of Section 82(1) of the Act. This exemption does not apply to an application for a building or works within 30 metres of land (not a road) which is in a residential zone or Business 5 Zone, land used for a hospital or school or land in a Public Acquisition Overlay to be acquired for a hospital or school.

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**Decision guidelines**

Before deciding on an application, in addition to the decision guidelines in Clause 65, the responsible authority must consider, as appropriate:

- The State Planning Policy Framework and the Local Planning Policy Framework, including the Municipal Strategic Statement and local planning policies.
- The movement of pedestrians and cyclists, and vehicles providing for supplies, waste removal, emergency services and public transport.
- The provision of car parking.
- The streetscape, including the conservation of buildings, the design of verandahs, access from the street front, protecting active frontages to pedestrian areas, the treatment of the fronts and backs of buildings and their appurtenances, illumination of buildings or their immediate spaces and landscaping of land adjoining a road.
- Defining the responsibility for the maintenance of buildings, landscaping and paved areas.
- The availability of and connection to services.
- Any natural or cultural values on or nearby the land.
- Interface with non industrial areas.
- Outdoor storage, lighting, and storm water discharge.
- The design of buildings to provide for solar access.

**Maintenance**

All buildings and works must be maintained in good order and appearance to the satisfaction of the responsible authority.

**34.03-5 Advertising signs**

Advertising sign requirements are at Clause 52.05. This zone is in Category 2.

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**Notes:** *Refer to the State Planning Policy Framework and the Local Planning Policy Framework, including the Municipal Strategic Statement, for strategies and policies which may affect the use and development of land.*

*Check whether an overlay also applies to the land.*

*Other requirements may also apply. These can be found at Particular Provisions.*

## **Appendix 5**

### **Council's Existing Industrial Areas Policy**

## **21.07 INDUSTRIAL AREAS**

### **21.07-1 Overview**

There are an estimated 100 hectares of industrially zoned land accommodating almost 400 individual industrial operations in Bayside. Approximately 50% of industry is involved in manufacturing and the remaining 50% is a mix of warehouses, automotive and technical services and related industries.

The major concentration of industrial activity is located in the southern part of the municipality in the vicinity of Bay Road. Most were established in the period up to and including the 1970's, including half of those established in the 1950's or prior. Only 2% of firms have been established in the 1990's. Therefore, Bayside's industrial base is relatively old.

Small premises of 800m<sup>2</sup> or below dominate the few large sites (15,000m<sup>2</sup> - 50,000m<sup>2</sup>). They tend to be mainly in engineering, plastics and timber rather than food, clothing and high-tech products. Industry accounts for approximately 20% of all jobs in the municipality. There is a tendency to produce for the domestic market as opposed to exporting any significant amount of their output.

Relative to other industrial areas in south-eastern metropolitan Melbourne, Bayside's industrial strength is:

- The central location in the surrounding region.
- Proximity to Nepean Highway and the arterial road network.
- Good public transport access.
- Proximity to recreational and other services.

### **21.07-2 Key issues**

- Although industry is likely to continue along Bay Road and immediately south of Bay Road, there is no indication of significant long-term growth in the industrial sector unless the industrial base is broadened.
- The future growth of Bayside's industry is largely reliant on having a solid foundation of high tech industry with global market appeal.
- Economic sustainability requires employment opportunities to match the local skill base.
- The physical deterioration of industrial building stock and under-utilised sites require a pro-active approach.
- The energy efficient design and image of future development effects the visual and environmental character of the industrial areas and adjacent residential areas.
- The capacity of industrial areas to operate as "clean industry" may determine their long-term viability.

### **21.07-3 Objectives, strategies and implementation**

#### **Objective 1**

To facilitate the growth and long-term future of industrial activity in Bayside.

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### **Strategies**

Strategies to achieve this objective include:

- Recognise the important economic role of individual industries and precincts within Bayside.
- Target under-utilised and vacant industrial land for redevelopment.
- Monitor industry changes in relation to vacant properties and market attributes so as to be in a position to respond positively with property owners and tenants if required.
- Encourage the establishment of high-tech industries that will capitalise on a highly skilled resident workforce.
- Retain the limited supply of larger industrial holdings so that a mix of large and small sites remains.

### **Objective 2**

To improve land management, functionality and appearance of industrial areas.

### **Strategies**

Strategies to achieve this objective include:

- Ensure that new development is of high quality and provides for adequate landscaping.
- Provide for the retention of indigenous vegetation for the protection of habitat.
- Ensure that major developments adopt best practice environmental management guidelines.
- Provide adequate on-site car parking preferably at the rear or side where the visual impact of the cars on the streetscape is minimal.
- Continue with existing and develop new initiatives for streetscape improvements that add to the character of industrial precincts.

### **Objective 3**

To protect the amenity of areas surrounding land zoned for industrial purposes.

### **Strategies**

Strategies to achieve this objective include:

- Require sufficient setbacks for landscape buffers on sites abutting residential land.
- Locate hazardous industry within the core of the zone and 'clean' industry on the fringe.
- Discourage industries that generate noise or significant traffic adjacent to residential areas.

### **Implementation**

These strategies will be implemented by:

**Policy and exercise of discretion**

- Using local policy to guide use and development within the industrial precincts. (*Industrial Areas Policy, Clause 22.05*)

**Zones and overlays**

- Applying the Industrial 1 Zone to core industrial areas where the subdivision pattern contains larger allotments to encourage industrial uses in the City while providing for the safety and amenity of residents.
- Applying the Industrial 3 Zone to areas with smaller lots and where there are extensive interfaces with residential land use to minimise impact on nearby residents.

**Further strategic work**

- Finalising precinct plans for industrial precincts A and C-H as per the industrial area precinct plan for the following areas:
  - A - Chandos Street area, Cheltenham.
  - C - Charlton Avenue, Park Road and Reserve Road, Cheltenham.
  - D - Main Sandringham industrial area bounded by Bay Road (north), Tulip Street (south) and Reserve Road (east).
  - E - Properties fronting Bay Road, Sandringham.
  - F - Advantage Road, Sandringham.
  - G - CSIRO site, Highett.
  - H - Frontage to Nepean Highway near intersection with Milroy Street, East Brighton.
- Setting up a data base and monitoring system for the different precincts to provide information on change of use, floorspace requirements, car parking provision, number of employees and nature of any complaints.
- Developing design guidelines for the industrial precinct adjacent to Bay Road.
- Assessing the potential land use and appropriate zoning for the vacant warehouse site in Precinct H, described in the Industrial Areas Policy, Clause 22.05.
- Preparing design and development guidelines or precinct plans for land bounded by Jack Road, Reserve Road, Park Road and Bay Road to control access via Jack Road and protect the amenity of the adjacent residential area.

**Other actions****Reference documents:**

Construction Techniques for Sediment Pollution Control, EPA 1991

Environmental Guidelines for Major Construction Sites, EPA 1995

Strategic Overview of Industrial Areas in the City of Bayside, Henshall Hansen Associates, 1997

Port Phillip and Westernport Regional Catchment Strategy, August 1997



## **Appendix 6**

### **Deletions from Draft Bayside Industrial Area Strategy 2002**

## **DELETIONS FROM DRAFT BAYSIDE INDUSTRIAL AREA STRATEGY 2002**

The following components were considered in the Draft Bayside Industrial Area Strategy 2002 and omitted from the final Strategy adopted by Council in 2004:

### **Consolidation and Expansion of Sandringham Secondary College**

The Draft Industrial Area Strategy identified the potential to consolidate the three current campuses of the Sandringham Secondary College. This was to be achieved via expansion of the Colleges Holloway Road site northwards towards Bay Road via the acquisition of neighbouring industrial sites. This option was not pursued due to clear expressed opposition from the College Council and their stated intent to retain all current campuses for the foreseeable future.

### **The Interface to Jack Road**

Mooted options pertaining to the interface with Jack Road included:

- Rezoning of the existing buffer zone along the western edge of the Laminex Industries site to Business 3 Zone.
- Rezoning to residential use land to the east of the suggested Chandos Street extension.

Neither of these options were adopted due to the identified need to retain adequate buffers between residential and industrial / business uses, avoid the creation of new land use interface issues and maintain the supply of land for business purposes within the core of the precinct.

### **Extension of Chandos Street / Charlton Ave**

The Draft Industrial Area Strategy recommended the following new road network provisions in the area between Jack and Reserve Roads:

- Extension Chandos Street through to Charlton Avenue and / or
- Extension Charlton Avenue through to Reserve Road

Although this recommendation remains a valid strategic objective it will not be pursued in isolation due to the potential for other infrastructure options to achieve equivalent outcomes.

### **Tulip Street and Park Road – Mixed Use / Residential Above**

The Draft Strategy identified the potential for sites in Park and Tulip Streets overlooking the golf courses to be used for mixed use developments of up to six storeys (21metres) with an upper level residential component and lower level commercial use. Such developments were to be facilitated via site specific rezonings to MUZ with a concurrent Section 173 agreement.

The option for such Mixed Use development in Park and Tulip Streets was not adopted due to:

- The need to retain adequate buffers between residential and industrial / business uses.
- Avoiding the creation of new land use interface issues between business/commercial and residential uses.

### **Bay Road / Sydenham Street – Mixed Use Development**

The isolated pocket of industrial use in the vicinity of Sydenham Street on the northern side of Bay Road was identified as being an appropriate area to rezone to MUZ in order to enable diversified commercial activity. The final position adopted by Council is that whilst MUZ is appropriate and desirable for properties fronting Bay Road those properties without such a frontage require a different response. Encompassing residential land use for properties lacking Bay Road frontage in Sydenham and Noyes Streets and the consequential need to address potential land use conflicts means that R1Z is a more appropriate zoning for such properties.