

MEMO

Project	Wonthaggi Commercial and Industrial Land Assessment - Update
Client	Bass Coast Shire Council
Date	19 August 2019
Subject	Additional Advice

1.1. INTRODUCTION

Urban Enterprise was engaged by Bass Coast Shire to review the proposed amendments to the Future Urban Structure in the Wonthaggi North East Precinct Structure Plan (**WNEPSP**). This scope of this memo includes the following:

- Review the recommendations of the Wonthaggi Commercial and Industrial Land Assessment (**CILA**), Urban Enterprise, 2017;
- Review updated information provided by Bass Coast Shire; and
- Provide view on the extent to which the land use recommendations in the Future Urban Structure (**FUS**) align with the CILA.

Subsequently, Council raised a concern that potential for out of centre supermarket development (in this area) could detract from the Town Centre, proposed village centres and convenience hubs. Initial comments are also made on this matter.

1.2. COMMERCIAL AND INDUSTRIAL LAND ASSESSMENT, 2017

The CILA undertaken by Urban Enterprise presented the following findings with regards to land requirements and characteristics in Wonthaggi:

- Projected demand to support **11,000sqm** of Commercial 2 Zoned (**C2Z**) floorspace over next 20 years;
- This floorspace demand requires a minimum of **8 ha of land**;
- The proposed C2Z site (to the north of the Bass Highway) provides excellent exposure and accessibility, including highway frontage. This presents a characteristic that would make the site an attractive location for a future bulky goods development, including potential for a homemaker centre, once sufficient demand accumulates;
- Short term demand will likely be taken by Cranbourne and Pakenham Homemakers Centres;
- This C2Z bulky goods area will cater for demand generated by long-term growth in Wonthaggi, including North-East Growth Area.
- Land south of the Bass Highway will be maintained for industrial uses, with the existing C2Z being rezoned for further industrial uses. Land south of the existing industrial area should be kept for long-term employment growth and industrial expansion (IN3Z).
- Land demand projections identify a requirement for **15-17 ha of industrial land** over the next 20 years (population generated demand of 8-10 ha, plus and additional 7 ha to cater for strategic sites).

1.3. PROPOSED FUTURE URBAN STRUCTURE

Council have proposed a draft Future Urban Structure for the Wonthaggi North East Precinct Structure Plan (WNEPSP), as shown in Figure 1.

As an alternative structure, Council has proposed that the northern side of the Bass Highway be a shared land use of 'business' and 'mixed use', bisected by a local access street. Each of these land uses is estimated as having an approximate total land area of 7 hectares. South of the highway proposes expansion to the existing industrial area, in line with the recommendations from the CILA.

The relevant elements of the Future Urban Structure are:

- Council have proposed a **mixed-use precinct** (7 ha), to be zoned Mixed Use Zone (**MUZ**), at the corner of Carneys Road and Bass Highway after consideration of submission to the exhibited WNEPSP.
 - Council has advised that the landowner of the proposed precinct is interested in a small service station, supermarket, medical facility and retirement living within the precinct.
- A proposed **business precinct** (7 ha) is to be zoned Commercial 2 Zone (**C2Z**), east of the mixed-use precinct.
- Proposed **industrial expansion** to the east and south of the existing industrial precinct.
- **Village hub** shown along the connect street boulevard, near the proposed primary school, and a local convenience centre shown towards the north-west corner of the PSP area.

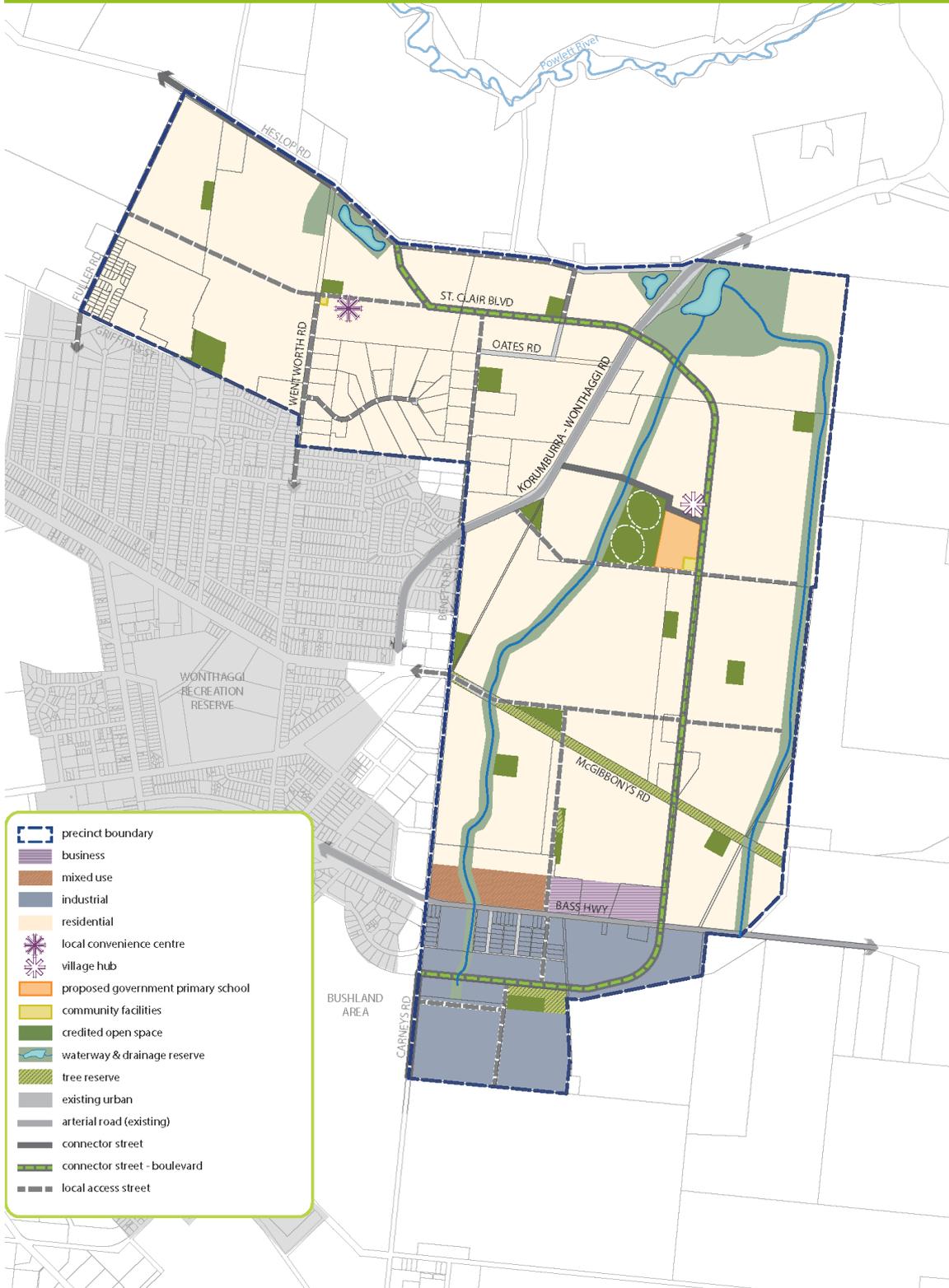
In addition to the Future Urban Structure, Council have identified that the Carneys Road roundabout (DCP item) is key issue for consideration regarding the development of both the proposed mixed-use and industrial precincts. Council considers that a MUZ would allow a range of uses to be provided and assist in the earlier delivery of this roundabout, consequently assisting with the southern industrial development.

F1. FUTURE URBAN STRUCTURE


Plan 3 - Future Urban Structure
Wonthaggi North East Precinct Structure Plan

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Source: VPA, 2019

1.4. REVIEW

The proposed land use structure in the draft WNEPSP does not align with all recommendations of the CILA. Council should consider reducing MUZ to establish further C2Z land to align with the CILA. However, the following comments are made.

COMMERCIAL 2 ZONE

The CILA identified the need for a minimum land requirement of 8 ha of C2Z land to support future demand. The current proposal of approximately 7 hectares does not meet this requirement.

The Future Urban Structure would need to be extended to match the CILA quantity. Two options could be considered for extending the C2Z:

- Option 1: Extend to the north (replacing residential); or
- Option 2: Extend to the west (replacing mixed use).

These potential options are shown in Figure 2.

F2. URBAN ENTERPRISE, PROPOSED LAND USE



Source: VPA, 2019; edited by Urban Enterprise, 2019

The potential benefits of each proposed extension to the C2Z include:

- Option 1: Would enable more Bass Highway frontage to be used for other purposes (such as MUZ); and
- Option 2: Would enable greater to the highway for C2Z occupants.

The characteristics of greater access and exposure to the highway frontage provided Option 2, lead to this being the preferred land use outcome.

MIXED USE ZONE AND RETAIL CENTRES

The CILA identifies that a local convenience retail centre would be appropriately located near the employment areas. A local convenience centre in this location is primarily intended to support workers, businesses and retail visitors to and within the employment precinct. The CILA indicates that a local convenience centre would not be of a scale to support a full-line or mid-size supermarket. Therefore, it is considered that a MUZ is suitable in principle, however a local convenience centre does not require a land area as large as that shown in the FUS as MUZ.

From an economic perspective, the CILA notes that a supermarket and NAC would be potentially supportable in the long term and would best be created central to the residential catchment near Korumburra Road (CILA, pg. 38).

From a planning perspective, a PSP can direct land use outcomes for each area, including the type and scale of an activity centre or retail floorspace. The MUZ requires a permit for any shop or supermarket floorspace exceeding 150sqm.

By using the PSP and MUZ, Council can exercise its discretion to manage retail floorspace in the growth area. The PSP should specify the proposed retail hierarchy, scale and role of each centre. This should be reflected in the Planning Scheme and/or local policy to enable discretion when receiving permit applications.

INDUSTRIAL

The FUS proposes to extend the industrial precinct to the east and south of the existing industrial precinct. This aligns with the recommendation of the CILA.