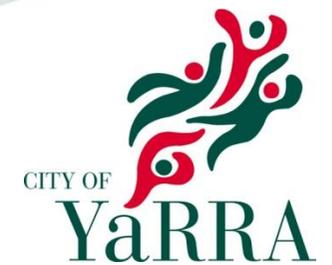


# Yarra Business and Industrial Land Strategy

Yarra City Council

Adopted June 2012



This Business and Industrial Land Strategy has been prepared by:

**Yarra City Council**

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# 1 Introduction

SGS Economics and Planning Pty. Ltd. (SGS) was commissioned by Yarra City Council to contribute in the preparation of this *Yarra Business and Industrial Land Strategy*.

The scope of this Strategy extends to the existing Business 2, 3, 4, 5 and Industrial 1 and 3 Zones. These areas cover approximately 223 hectares in Yarra (2010 data). The scope does not include the predominantly retail areas in the Business 1 Zone because these will be addressed in activity centre structure plans or local shopping centre local area plans. The Mixed Use Zone is also excluded from the scope because it is unlikely to see much new business or industrial activity. This means that the shopping centres across Yarra are not covered by the Strategy and there are few proposals for North Carlton and North Fitzroy.

This Strategy sets out a 10-15 year direction for Yarra's business and industrial areas and provides practical guidance for Council and local stakeholders for land use planning in these areas.

*"Future business and industrial activity should complement and preferably enhance the City.*

*New development should help meet our wider social, environmental and economic objectives."*

Land use planning for Yarra's business and industrial areas has, to date, been informed by the *Industrial and Business Land Strategy Review 2004*. Council commissioned this 2011 Strategy to provide a more up-to-date account of business and industrial activity within the municipality and an updated action plan for the next 10-15 years.

Local economic conditions have continued to evolve including growing pressure for residential and mixed use redevelopment in Yarra's business and industrial areas, ongoing industry changes and adjustments, new business development opportunities and new infrastructure investments.

Yarra City Council has long been committed to maintaining an employment focus in its business and industrial areas. This relates to ensuring that its local residents have access to high quality and rewarding employment

opportunities and that the municipality can retain a vibrant local economy.

Yarra City Council also has a role to play as a 'custodian' over some of inner Melbourne's last remaining industrial lands, some of which have major strategic employment roles in the inner metropolitan region.

This Business and Industrial Land Strategy has been prepared in consultation with the Project Control Group and an Internal Stakeholders Group. The Strategy has been informed by a detailed review of the demand and supply contexts for business and industrial land development at the local and regional levels.

Analysis has also been undertaken of Yarra's socio-economic profile, existing business and industrial land and floorspace and related property market conditions. This Strategy has also been informed by consultation with key stakeholders. A background report has been prepared which contains this detailed analysis to inform this Strategy.

This Strategy sets a land use planning direction for Yarra's business and industrial areas and gives effect to a precinct typology as the basis for exploring development and investment opportunities.

The focus of this Strategy is on employment and economic activity. It acknowledges implications for the future form and character

of areas which are likely to change. The Strategy will be implemented in the context of wider planning objectives for, for example, building form, urban design and transport. This Strategy must be read and understood in the context of the Municipal Strategic Statement and other planning policy.

## 2 Strategic Context

The City of Yarra is strategically located within Melbourne’s inner region and is characterised by a diversity of employment settings including activity centres, employment and main road corridors, business parks, and a mix of consolidated and fragmented business and industrial areas.

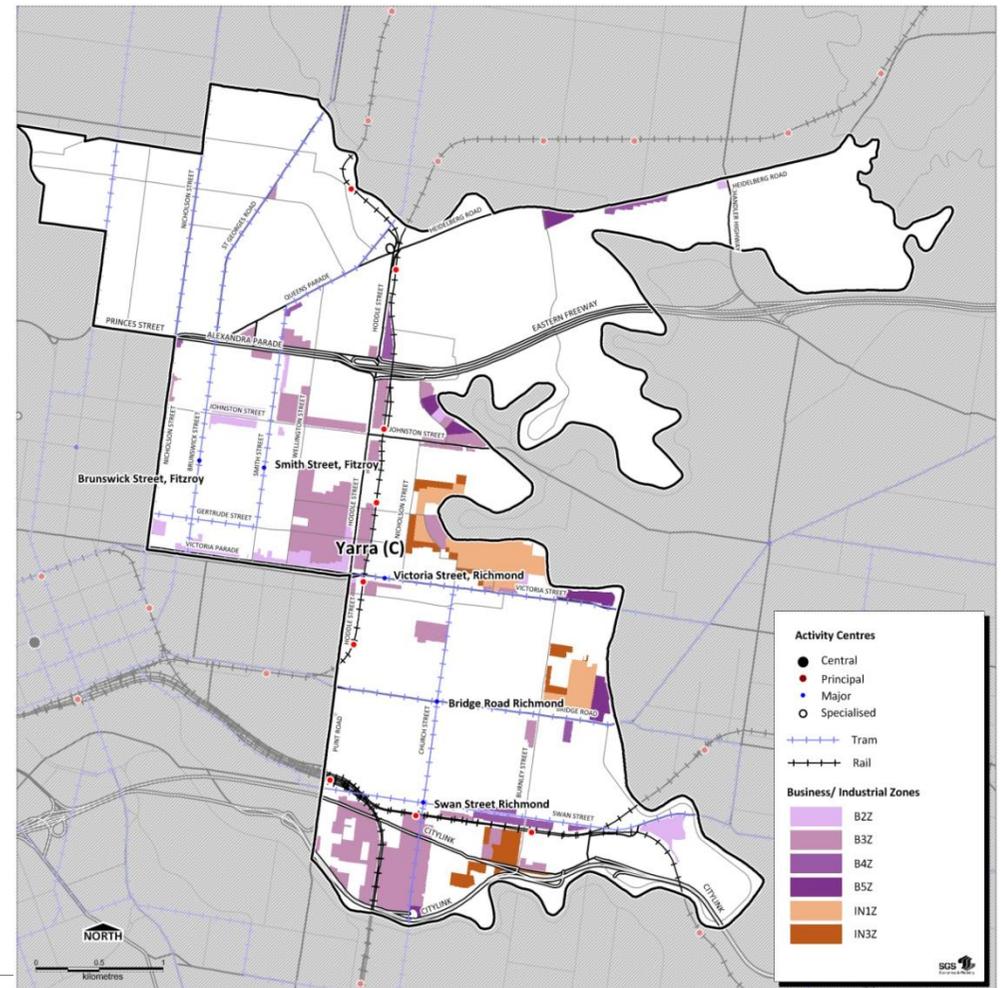
The municipality is accessible via a radial network of public transport corridors including the Epping and Hurstbridge rail lines and all lines servicing Melbourne’s east and south-east through Richmond station. The municipality also contains several tram lines including along Swan, Bridge, Victoria, Church, Nicholson, Lygon, Brunswick, Gertrude, and Smith Streets. Many of these public transport networks link to Yarra’s business and industrial areas.

The municipality is accessible via major east-west and north-south road corridors including Alexandra Parade, Eastern Freeway, CityLink, Queens Parade, Hoddle Street and major roads supporting tram and/or bus services.

Yarra has a long history of supporting business and industrial activity with anchor employers including Carlton and United Breweries, Weston’s, CSR, major regional hospitals, and Australian Catholic University. Despite the presence of large organisations, the business mix of the municipality is dominated by small and medium businesses which occupy a diverse mix of employment settings across Yarra’s business and industrial areas.

The existing business and industrial areas have changed significantly over the past one hundred years. The pattern and mix of activities will continue to change, responding to local, metropolitan and global influences.

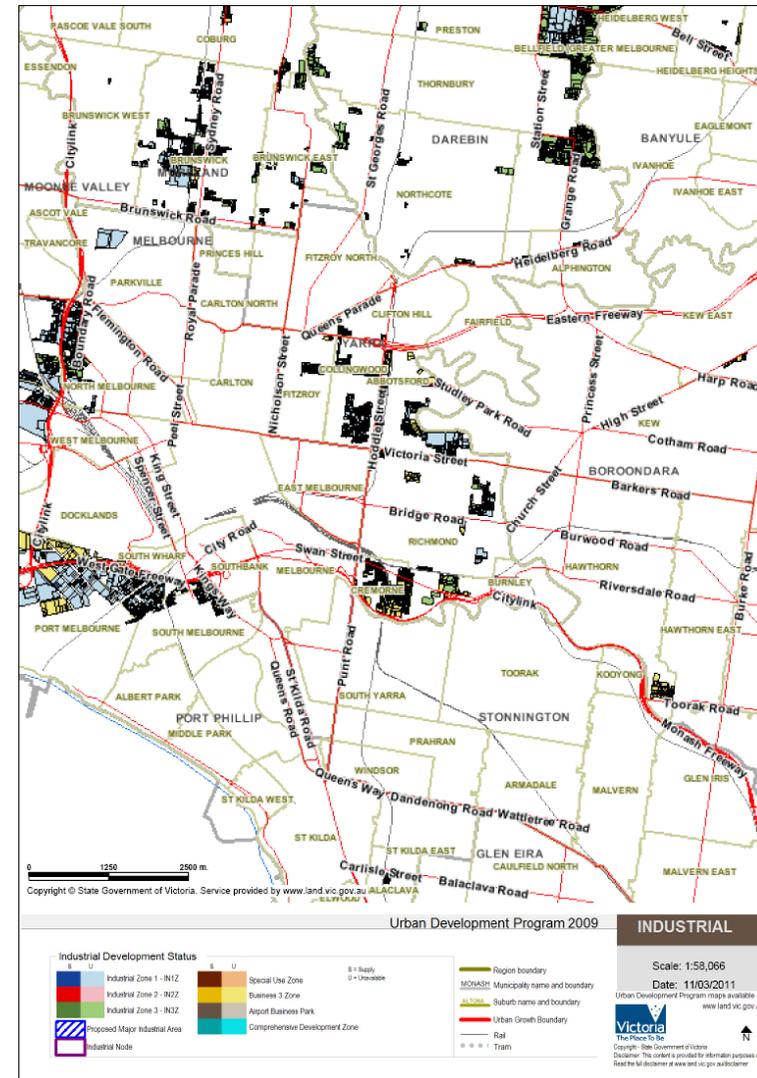
**Yarra’s Business and Industrial Areas**



The figure opposite shows some of the business and industrial areas within Melbourne's inner and inner eastern region as of 2009. The Urban Development Program only deals with the Business 3 and Industrial 1 and 3 Zones in Yarra.

Yarra accounts for a substantial share of the inner region's B3Z and IND1Z and IND3Z land. The distribution of this land is increasingly fragmented. The clusters of business and industrial land in Yarra are strategically significant because they are close to inner and middle suburban areas to the south and east with very little of this land type.

**Selected Business and Industrial Areas in Melbourne's Inner Region**



Source: Urban Development Program, 2009

### The Role of Activity Centres

Yarra's activity centres will continue to provide a major employment focus for retail and business activities. Although outside the scope of this Strategy their future trends have been assessed. The City of Yarra has five Major Activity Centres (MACs) which are:

- Brunswick Street, Fitzroy;
- Smith Street, Fitzroy;
- Victoria Street, Richmond;
- Bridge Road, Richmond; and
- Swan Street, Richmond

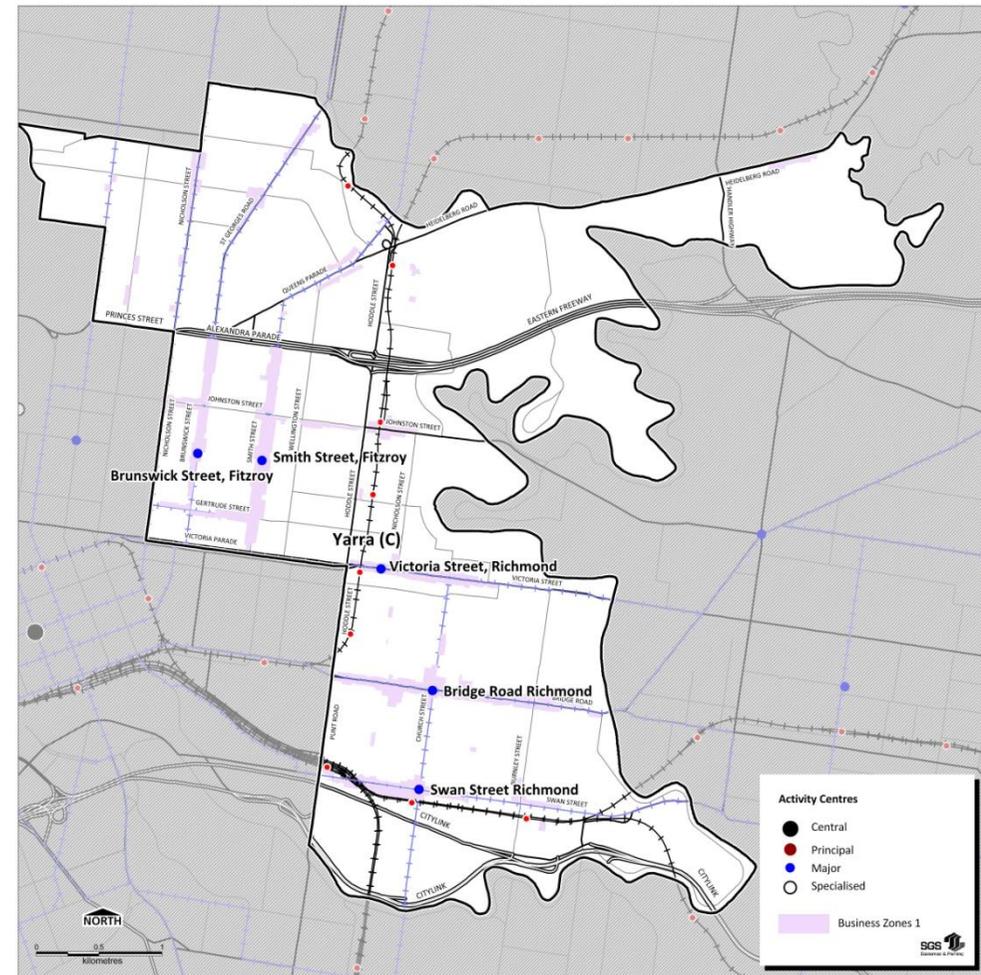
These MACs are accessible by at least one form of public transport and in some cases, two or three modes (rail, bus and tram) and usually have a corridor characteristic. The municipality also has numerous Neighbourhood Activity Centres scattered throughout its urban areas. These include shopping centres in:

- Rathdowne Street – North Carlton
- Nicholson Street – North Carlton
- Queens Parade – North Fitzroy
- St Georges Road – North Fitzroy

Council is progressively developing structure plans for the MACs with structure plans for Victoria Street and Smith Street having been prepared. A structure plan is currently being prepared for the Swan Street MAC.

Key directions for Yarra's activity centres as identified in the structure plans prepared (so far) can be summarised as follows:

- Encourage greater business mix to diversify centre offerings;
- Build on existing strengths to enhance market positioning
- Prioritise and improve pedestrian and cycling access within Yarra's activity centres;
- Protect heritage areas and ensure appropriate building scale which reflects local character.



### 3 Drivers of Change and the Policy Context

#### Metropolitan Context

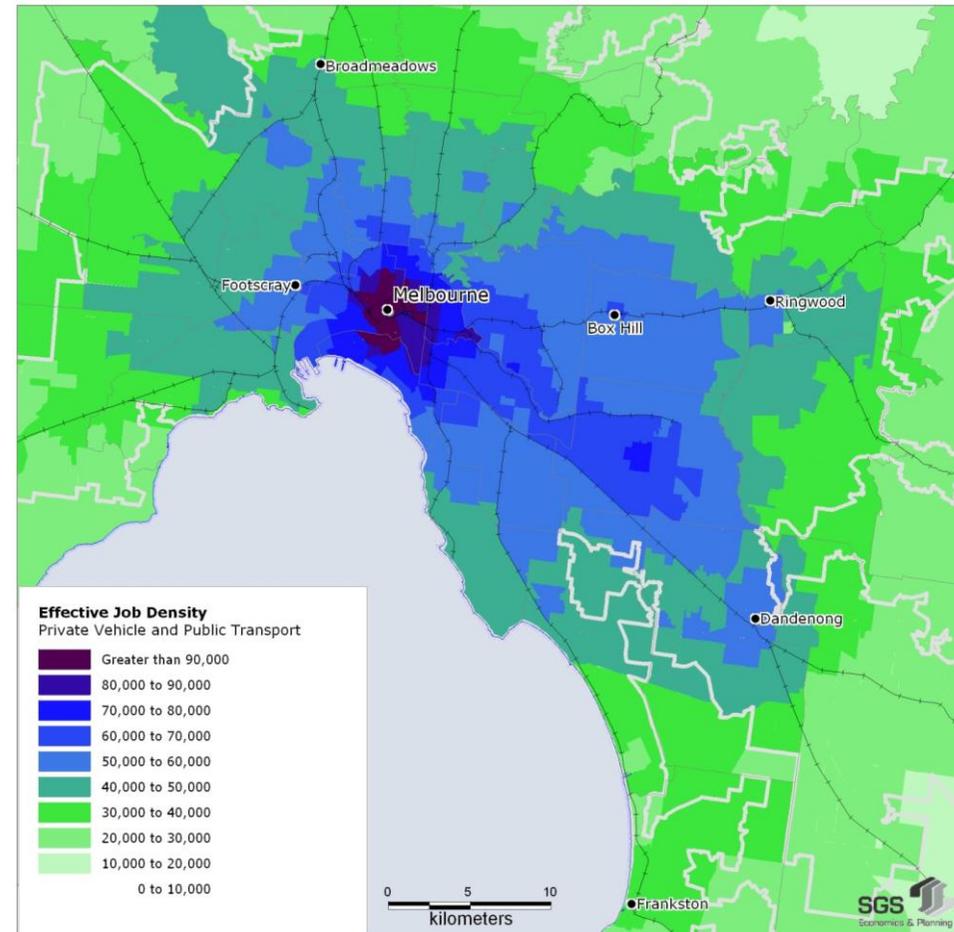
Metropolitan Melbourne's business and industrial landscape is changing to reflect the global drivers of change including a more outward looking and export competitive economy.

Precincts of specialisation are forming with high value knowledge precincts near areas of high skills concentration and major institutions in inner Melbourne and the middle south east region. Core manufacturing and transport and logistics are shifting to major industrial nodes in the south east, west and north.

The Melbourne inner region is the 'engine room' of the Victorian 'knowledge economy' which is driven, in part, by research and development and professional services, particularly, advanced business services (eg. financial brokerage, legal advisors, business analysts, management consultants, IT engineers, advertising agents).

Yarra is located in the most accessible and job rich location in Victoria. Firms in this area gain major productivity benefits through high quality access to skills and jobs. The figure opposite shows 'effective job density' as a basis for exploring employment density and access to jobs.

**Effective Job Density, Metropolitan Melbourne**



**Local Policy Context**

Local policies and strategies that are relevant to this Strategy are summarised as follows.

- The **City of Yarra Council Plan** sets out the medium term strategic direction for Yarra. The Plan recognises the vital role of small business and growth in professional services jobs. Council will enhance local employment activities, support vibrant neighbourhoods and centres and maintaining a vibrant local economy.
- The **Municipal Strategic Statement** outlines the land use and strategic planning objectives that are the basis for planning decisions. The MSS supports an increase in Yarra's resident and worker populations while protecting local heritage and amenity.
- The **Yarra Industrial and Business Land Strategy Review 2004** provided recommendations for use and development in Yarra. The Strategy highlights the decline in demand for industrial land and increase in demand for commercial office space. The Strategy recognises the mixed-use profile of Yarra.
- The **Yarra Economic Development Strategy** highlights the importance of addressing the challenges that face Yarra in order to support business development in Yarra. The Strategy includes the establishment of employment precincts and increased support for businesses.
- The **Smith Street Structure Plan** outlines a broad range of improvements to the precinct to improve commercial and retail vitality in this activity centre.
- The **Victoria Street Structure Plan** highlights areas which should be retained for business, industry and employment at the Carlton and United Breweries (CUB) site and other locations. It also proposes local improvements to access in and around the CUB complex. Direction is also provided that development adjacent to the Yarra River should enhance landscape character.
- **Cremorne and Church Street Precinct Urban Design Framework** provides direction for the type of commercial and industrial development opportunities that may occur, and identifies areas of urban change including conversion of industrial sites to commercial offices.
- The vision for Swan Street is outlined in the **Draft Swan Street Structure Plan**. The Swan Street area is expected to see substantial employment growth particularly in commercial office based employment and in the retail, restaurant and accommodation sectors. Additional high density residential development is also expected in the precinct.
- The **Gipps Precinct Local Area Plan** presents a framework for development in the Gipps Precinct. Some of the key changes include rezoning land from the Industrial 1 Zone to Business 3 Zone, an increase in economic activity and employment and an increase commercial office space in the precinct.

## 4 Land and Floorspace Stocktake

Total floorspace and land for each relevant zone is provided below. This floorspace data is based on the Yarra rates database for 2010 whilst the land area data is based on the Yarra Planning Scheme.

### Total Land and Floorspace (2010)

Zone	Floorspace (Square metres)	% Share	Land Area (Ha)	% Share	Plot Ratio
B2Z	194,252	18%	28.6	20%	68%
B3Z	678,517	64%	87.0	62%	78%
B4Z	86,924	8%	11.5	8%	75%
B5Z	98,876	9%	13.5	10%	73%
<b>Sub-Total BZ</b>	<b>1,058,569</b>	<b>100%</b>	<b>140.6</b>	<b>100%</b>	<b>75%</b>
IN1Z	390,596	81%	62.5	76%	62%
IN3Z	89,237	19%	19.9	24%	45%
<b>Sub-Total INDZ</b>	<b>479,833</b>	<b>100%</b>	<b>82.4</b>	<b>100%</b>	<b>58%</b>
<b>Grand Total</b>	<b>1,538,402</b>		<b>223.0</b>		<b>69%</b>

Source: Land area-Yarra Planning Scheme;  
Floorspace - Yarra rates database

- Yarra had approximately 1.5 million square metres (sqm) of business and industrial floorspace in 2010 covering 223 hectares (ha) of business and industrial land.

- Total business floorspace was approximately 1.1 million sqm with industrial floorspace comprising about 480,000 sqm. Yarra had a total of approximately 140.6 ha of business zoned land and 82.4 ha of industrial zoned land.

### Purpose of the Zones

- B1Z:** "To encourage the intensive development of business centres for retailing and other complementary commercial, entertainment and community uses."
- B2Z:** "To encourage the development of offices and associated commercial uses."
- B3Z:** "To encourage the integrated development of offices and manufacturing industries and associated commercial and industrial uses."
- B4Z:** "To encourage the development of a mix of bulky goods retailing and manufacturing industry and their associated business services."
- B5Z:** "To encourage the development of offices or multi-dwelling units with common access from the street."
- IND1Z:** "To provide for manufacturing industry, the storage and distribution of goods and associated uses in a manner which does not affect the safety and amenity of

*local communities.”*

- **IND3Z:** *“To provide for industries and associated uses in specific areas where special consideration of the nature and impacts of industrial uses is required or to avoid inter-industry conflict.*

*To provide a buffer between the Industrial 1 Zone or Industrial 2 Zone and local communities, which allows for industries and associated uses compatible with the nearby community.*

*To ensure that uses do not affect the safety and amenity of adjacent, more sensitive land uses.”*

- **B4Z:** The top five land uses are showroom, factory, office, showroom/warehouse, and factory/workshop.
- **B5Z:** The top five land uses are Flat (residential), office, warehouse apartment, factory/office and dwelling.
- **IN1Z:** The top five land uses are office/warehouse, factory, office, warehouse, and factory/office. These uses are generally in accordance with the purpose of the zone.
- **IN3Z:** The top five land uses are office/warehouse, factory/workshop, factory, factory/office and office.

### **Dominant Land Uses by Zone**

- **B2Z:** The top five land uses are office, showroom, factory, Flat (residential), Unit, and consulting rooms.
- **B3Z:** The top five land uses are office, office/warehouse, factory, showroom and dwelling. These uses are generally in accordance with the purpose of the zone aside from dwelling.

## 5 Business and Industrial Future

### Key Sectors

Total employment in the City of Yarra was at approximately 52,800 in 1996, and increased to about 57,000 in 2006. Our employment forecasts indicate that total employment will continue to grow to approximately 71,400 by 2016 and 86,000 by 2026. Additional information on employment and key sectors can be found in the background report to this Strategy.

**Business Services:** comprises Professional, Scientific and Technical Services and Financial and Insurance Services. The location of Yarra within the inner region means that employment growth will become more service oriented.

Professional, Scientific and Technical Services accounted for 12% of total employment in 2006 and 6,930 jobs. In 2026, it is projected that employment in Professional, Scientific and Technical Services will exceed 12,000 jobs in Yarra at a growth rate of 2.5% p.a.

Employment in Financial and Insurance Services totalled approximately 3,800 jobs and accounted for 6.8% of total employment in 2006. In 2026, employment in Finance and Insurance Services is expected to reach 9,700 jobs in Yarra, at a growth rate of 4.4% p.a.

**Retail Trade:** Population growth in Yarra and the wider inner region is expected to support jobs growth in retail to 2026. This industry accounted

for 12% of total employment in 2006 and accounted for about 6,800 jobs. In 2026, it is projected that employment in Retail Trade will exceed 8,300 jobs at a growth rate of 1.0% p.a. These jobs are expected to locate predominantly in Yarra's activity centres, however bulky goods retail is also expected to locate in other business areas such as along main roads and adjacent to centres.

**Expectations for Manufacturing and Logistics:** The projections suggest continued employment decline in industrial land sectors between 2006 and 2026 driven by structural change and globalisation.

Employment in Manufacturing is expected to decline from about 4,900 jobs in 2006 to around 2,000 in 2026, a decline of 5.2% p.a. Logistics (Transport, Postal and Warehousing) is also expected to decline in employment terms from 1,100 jobs in 2006 to 680 jobs in 2026, a decline of 4.0% p.a.

Wholesale Trade is also expected to decline from about 4,700 jobs in 2006 to 3,000 jobs in 2026, a decline of 2.8% p.a.

In business development terms, it is expected that Yarra will continue to have a role to play in manufacturing and logistics however this is likely to transition to smaller scale operations which can operate within a high density environment.

The estimated employment projections for the City of Yarra are shown below.

### Employment Projections, 2006 – 2026, City of Yarra

Sector	1996	2001	2006	% p.a. (1996 - 06)	2011	2016	2021	2026	% p.a. (2011 - 26)
Agriculture, Forestry and Fishing	50	70	40	-2.2%	30	40	40	40	1.9%
Mining	10	10	10	0.0%	20	20	20	20	0.0%
Manufacturing	10,130	7,550	4,930	-6.9%	4,470	3,800	3,090	2,020	-5.2%
Electricity, Gas, Water and Waste Services	470	420	420	-1.1%	490	540	530	490	0.0%
Construction	1,620	1,800	2,080	2.5%	2,490	2,750	2,920	3,090	1.4%
Wholesale Trade	6,270	5,110	4,730	-2.8%	4,640	4,400	3,860	3,050	-2.8%
Retail Trade	4,840	5,870	6,760	3.4%	7,200	7,740	8,060	8,340	1.0%
Accommodation and Food Services	3,110	3,610	3,730	1.8%	4,420	5,400	6,080	6,850	3.0%
Transport Postal and Warehousing	1,180	1,280	1,140	-0.3%	1,250	1,110	840	680	-4.0%
Information Media and Telecommunications	2,490	2,700	2,600	0.4%	2,250	1,990	2,190	2,400	0.4%
Financial and Insurance Services	1,080	1,850	3,850	13.6%	5,120	6,240	7,800	9,700	4.4%
Rental, Hiring and Real Estate Services	590	950	1,000	5.4%	1,180	1,240	1,300	1,360	1.0%
Professional, Scientific and Technical Services	4,400	6,370	6,930	4.6%	8,270	9,550	11,030	12,060	2.5%
Administrative and Support Services	1,550	1,760	2,130	3.2%	2,120	2,180	2,210	2,210	0.3%
Public Administration and Safety	1,280	1,190	1,430	1.1%	1,470	1,590	1,700	1,820	1.4%
Education and Training	2,020	2,480	2,430	1.9%	3,040	3,370	3,570	3,690	1.3%
Health Care and Social Assistance	8,340	8,990	9,630	1.4%	11,890	15,190	19,350	23,050	4.5%
Arts and Recreation Services	660	750	910	3.3%	1,260	1,430	1,600	1,760	2.3%
Other Services	2,710	2,080	2,280	-1.7%	2,590	2,810	3,090	3,380	1.8%
<b>Total</b>	<b>52,800</b>	<b>54,840</b>	<b>57,030</b>	<b>0.8%</b>	<b>64,200</b>	<b>71,390</b>	<b>79,280</b>	<b>86,010</b>	<b>2.0%</b>

Source: SGS Economics & Planning

### Implications for Future Industrial and Selected Business Land Needs

The structural changes occurring in the economy have significant implications for industrial and business land needs into the future. The method used relies on the land stocktake as derived from the Yarra Planning Scheme for the business and industrial areas and the SGS's employment projections by industry. The method relies on maintaining current employment/land ratios for planning purposes.

### Estimating Industrial Land Demand 2006 – 2026

SGS's employment projections for industrial land sectors are used to estimate future land needs in the municipality. The Base Case provides the best estimate and around this the numbers are adjusted up and down 20% to provide Upper Case and Lower Case range, to allow for margins of error. This approach is applied to the estimate of industrial land in the Yarra Planning Scheme.

This suggests that Yarra's industrial land need is likely to shrink over time to 47.1 hectares (base case) with an upper case need of 58.5 hectares – from a stock of 82.4 hectares in 2010. This suggests that the industrial land need could be about 35.3 hectares in oversupply in relation to industrial need at 2026. On the upper case figures, the approach suggests an oversupply of 23.6 hectares.

### Estimated Industrial Land Demand 2010 – 2026

	2010 (Existing)	2016	2026	Change 2010 - 26	% p.a.
Base Case	82.4	74.3	47.1	-35.3	-3.4%
Upper case		92.9	58.8	-23.6	-2.1%
Lower case		61.9	39.2	-43.2	-4.5%

Source: Yarra Planning Scheme, SGS Economics and Planning

In relation to business land, the projections suggest that Yarra's business land demand could increase over time to 362.9 hectares (base case) with an upper case of 453.6 hectares – from 235.9 hectares in 2010. This represents a potential increase of 127.1 ha on current stock. On the upper case figures, the approach suggests a potential increase in need of 217.8 ha.

The key implication of these trends is that Council will need to manage a decline in traditional industrial land demand whilst managing an increase in demand for business land (as defined by the planning scheme zones). This Strategy provides a framework and precinct directions for how these trends can be

managed. Yarra will not be able to provide the required amount of business land to support forecast need. Yarra’s business and industrial areas will see intensification of development in line with a changing employment focus. The projected demand for land will be met in part through rezoning of industrial land to a business zone, in part through more intensive redevelopment and in part, the projected demand will not be met.

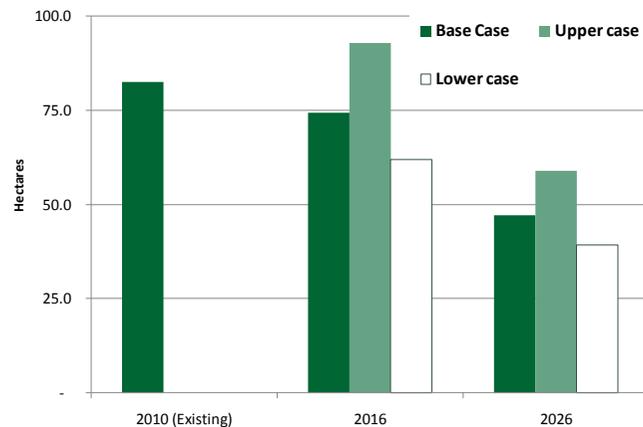
**Estimated Business Land Demand 2010 – 2026**

	2010 (Existing)	2016	2026	Change 2010 - 26	% p.a.
Base Case (B1Z)	95				
Base Case (B2Z – B5Z)	140.6				
<b>Base Case (Total)</b>	<b>235.9</b>	280.0	362.9	127.1	2.7%
Upper case		350.0	453.6	217.8	4.2%
Lower case		233.3	302.4	66.6	1.6%

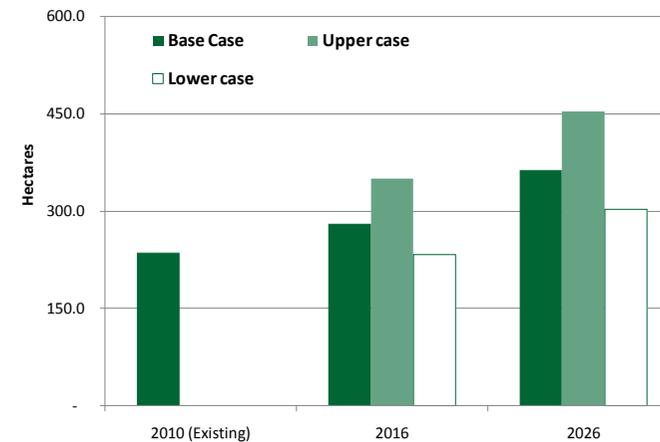
Source: Yarra Planning Scheme, SGS Economics and Planning

The change in business and industrial land demand are summarised in the following figures.

**Industrial Land Demand**



**Business Land Demand**



### Anticipated Development Opportunities

Based on the precinct analysis and the background research, it is anticipated that Yarra could see broad based demand for the following land use types into the future.

1. **Mixed use developments** – Mixed use developments (with shops and / or office usually at ground level and residential development at upper levels) will be a primary development type in the future. However, under the current planning controls, Council is unable to control the extent of housing and employment in mixed use developments. Use of this zone around Melbourne has tended to result in the dominant use being housing as opposed to employment outcomes.
2. **Retail showrooms and bulky goods stores** – Showrooms for furniture, cars and other bulky goods and major hardware stores is expected to continue in the future, particularly on major roads that offer high visibility and accessibility.
3. **Retail complexes in activity centres** – Development of shops, large and small, will continue to occur in activity centres as centres adapt to changing demands and retail formats.
4. **Commercial office conversions** – Re-use of industrial and other institutional buildings and sites for commercial development, in particular small and mid size office tenancies, is expected to occur in the future. This may be integrated with some retail activity in some cases.
5. **Small offices complexes** – In addition to conversion of existing buildings for office use, it is expected that development of small office complexes, such as two or three storey buildings on main roads, will continue in the future.
6. **Light industry and office warehouses** – The main future industrial development type is expected to be small office warehouse facilities, on stand-alone sites or in clusters on a renewal site.
7. **Community facilities** – Establishment of large scale community facilities, such as in education, health and recreation uses can be expected in the future as the population of the municipality and region grows and changes in composition over time.
8. **Major 'anchor' land use expansions** – Major activities in Yarra will continue to go through investment phases resulting in floorspace growth. This applies to Epworth Hospital, Australian Catholic University, St Vincents Hospital, Botanicca Corporate Park, Victoria Gardens Retail Centre and the like.
9. **Major 'anchor' land use transformations** – Some major industrial activities in Yarra could one day relocate out of the municipality and unlock major sites for redevelopment. A potential candidate is the CUB brewery, which could unlock a vast riverfront precinct for redevelopment, and stimulate investment in surrounding areas. Other similar major facilities could do the same.

### Unlikely Development Opportunities

Based on the precinct analysis and the background research, uses which are not anticipated to feature prominently in Yarra's business and industrial mix in the future are as follows.

1. **Large scale commercial office towers** – Large office complexes are generally clustered in recognisable office markets, such as the CBD, St Kilda Road and more recently Docklands.

These established office markets provide firms with a recognisable address and prestige, the opportunity for face-to-face business contact and high quality road, public transport and information technology infrastructure.

The established markets also have large sites for major office developments. Yarra has had some recent large scale office investments – at the Botanicca Corporate Park and near Punt Road Burnley. However, Yarra is not an established prime corporate office market and is unlikely to achieve this status due to a lack of opportunity to establish a large cluster of office complexes in a precinct that offers high quality (and uncongested) road and public transport provision.

2. **Large scale manufacturing and logistics activity** – Major investment in large scale manufacturing and logistics activity is not expected to occur in Yarra in the future (although investment in existing operations could occur from time to time). Such activity is clustering in outer metropolitan nodes due in part to superior site and infrastructure attributes.
3. **Large scale shopping centres** – Major stand-alone shopping centres, such as regional and sub-regional facilities, are not expected to be developed in Yarra in the future due to the existing network of activity centres in the municipality and the recently established Victoria Gardens centre (which has absorbed much of the demand for shopping mall space in the region).

### Summation

In looking at the anticipated development opportunities, 'light industry and office warehouses' and 'major 'anchor' land use expansions' are the only industrial development types. The remainder are all forms of business development.

This Strategy does not provide any substantial directions for the 'unlikely development opportunities.'

## 6 Framework for the Strategy and Opportunity Identification

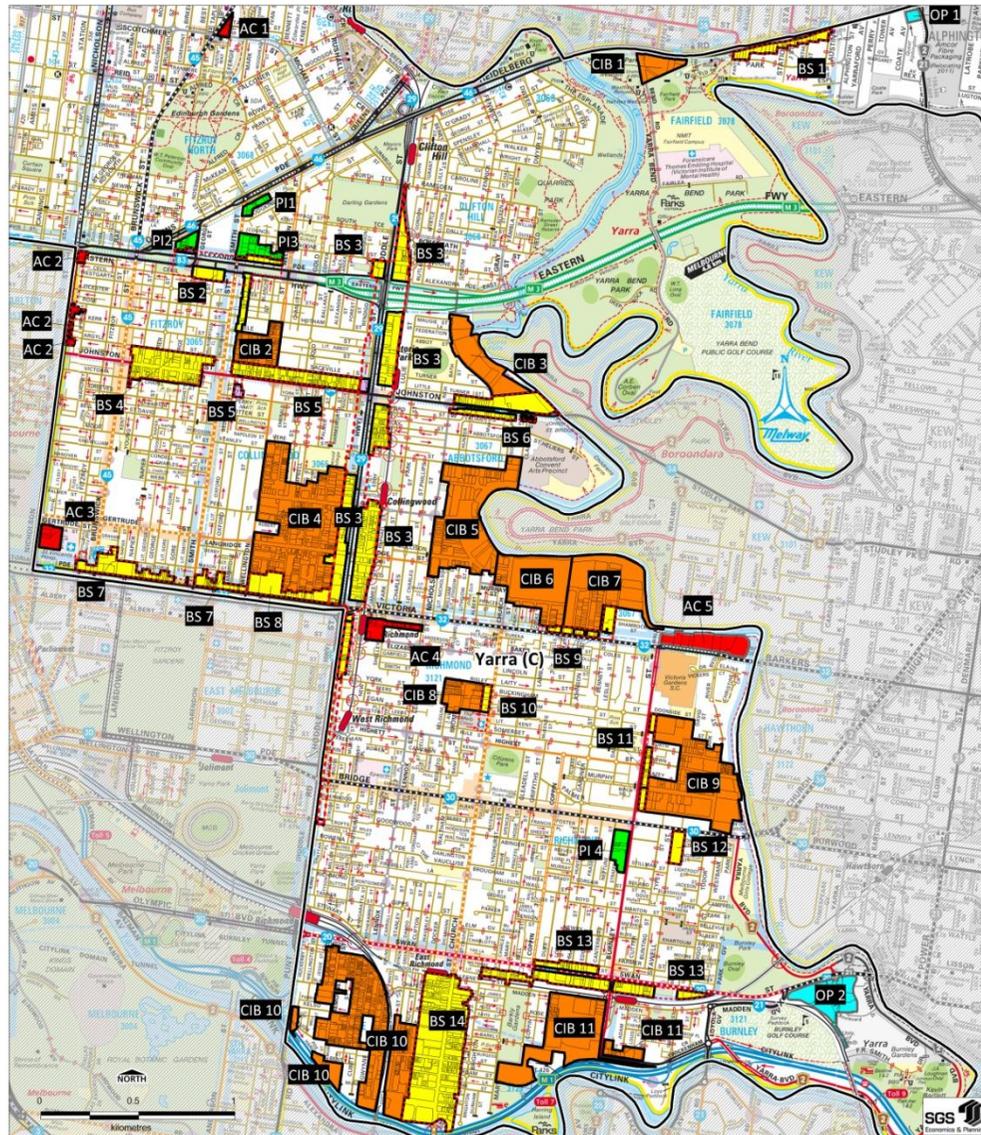
A typology of industrial and business land was developed based on site visits across Yarra's business and industrial areas, an assessment of the economic role each precinct plays and location attributes. The typology is as follows:

### Precinct Typology

- **Main Road Business Strip (coded BS)** – These industrial and business precincts form an elongated corridor along the frontage of a main road, which is defined at a minimum as “Major Road” in Melway or higher in the road hierarchy, such as Arterial Road or Highway. Businesses in these precincts may have fully or partially adapted to the high level of accessibility and exposure to passing trade, and adopted a main road retail, showroom and office character (at least in part).
- **Core Industrial or Business Node (coded CIB)** – These are relatively large (approximately 2 hectares or greater in area) and consolidated industrial or business nodes. Internal areas of the nodes provide opportunities for a range of businesses to operate with minimal sensitive interfaces. Outer edges of the precinct may however have residential, open space or River corridor interfaces.
- **Pocket Industrial Precinct (coded PI)** – These are small industrial precincts (generally under one hectare). Most properties have interfaces with residential, open space or other commercial zones.
- **Stand Alone Office Precinct (coded OP)** – These are consolidated office parks or buildings. Office is the dominant activity.
- **Activity Centre Precinct (coded AC)** – These precincts are component parts of activity centres, but not zoned Business 1. They are either within or on the edge of an activity centre, and may have a residual industrial character in part. In some cases, these precincts are distributed along a corridor through isolated pockets of business activity. The adjoining map incorporates these areas into a single precinct. This is shown through the use of red dashed lines.

A map of the precincts is provided overleaf.

**Precinct Definitions**



Thirty-six precincts have been identified for this study as follows:

- Main Road Business Strip (coded BS) = 14
- Core Industrial or Business Node (coded CIB) = 11
- Pocket Industrial Precinct (coded PI) = 4
- Stand Alone Office Precinct (coded OP) = 2
- Activity Centre Precinct (coded AC) = 5
- **Total = 36**

Each precinct is noted overleaf.

## List of Precincts

The thirty-six precincts are defined as follows:

### Main Road Business Strip (15)

- BS1 – Heidelberg Road Strip
- BS2 – Alexandra Parade Cluster Strip
- BS3 – Hoddle Street Cluster Strip
- BS4 – Johnston Street West Strip
- BS5 – Johnston Street Central Strip
- BS6 – Johnston Street East Strip
- BS7 – Victoria Parade West Strip
- BS8 – Victoria Parade East Strip
- BS9 – Victoria Street Strip
- BS10 – Church Street North Strip
- BS11 – Burnley Street Strip
- BS12 – Bridge Road Cluster Strip
- BS13 – Swan Street East Strip
- BS14 – Church Street South Strip

### Core Industrial or Business Node (11)

- CIB1 – Fairfield Node
- CIB2 – Easey Street Node
- CIB3 – Trenerry Place Node (includes Yarra River interface)
- CIB4 – Gipps Street Node
- CIB5 – Abbotsford West Node (includes Yarra River interface)
- CIB6 – Abbotsford Central (CUB) Node (includes Yarra River interface)

- CIB7 – Abbotsford East Node (includes Yarra River interface)
- CIB8 – Bromham Place Node
- CIB9 – Richmond East Node (includes Yarra River interface)
- CIB10 – Cremorne Node (includes Yarra River interface)
- CIB11 – Burnley Node (includes Yarra River interface)

### Pocket Industrial Precinct (4)

- PI1 – Queens Parade East Pocket
- PI2 – Queens Parade West Pocket
- PI3 – Smith Street Pocket
- PI4 – Burnley Street Pocket

### Stand Alone Office Precinct (2)

- OP1 – Alphington Office Precinct
- OP2 – Burnley Office Precinct

### Activity Centre Precinct (5)

- AC1 – Fitzroy North Activity Centre
- AC2 – Nicholson Street North Activity Centre
- AC3 – Nicholson Street South Activity Centre
- AC4 – Victoria Street West Activity Centre
- AC5 – Abbotsford Activity Centre Precinct (includes Yarra River interface)

### Land and Floorspace Stocktake by Precinct

The land area and floorspace has been estimated for each of the thirty-six precincts across Yarra's business and industrial areas. This is provided in the following table.

#### Land and Floorspace Stocktake by Precinct (2010)

Precinct Code	Zone	Land Area (Ha)	Floorspace (sqm)
BS 1	B4Z	2.0	11,215
BS 2	B2Z, B3Z	2.9	25,224
BS 3	B2Z, B3Z, B4Z	18.2	141,317
BS 4	B2Z	5.2	45,997
BS 5	B2Z, B3Z	4.9	35,021
BS 6	B3Z	4.6	43,649
BS 7	B2Z	4.5	38,396
BS 8	B2Z	3.2	36,676
BS 9	B2Z, B3Z, IND1	1.6	4,854
BS 10	B3Z	0.6	1,609
BS 11	IND1Z, IND3Z	1.4	8,380
BS 12	B4Z	1.0	4,860
BS 13	B3Z, B4Z	6.5	52,754
BS 14	B3Z, B5Z	18.7	170,689
<b>Sub-total (BS)</b>		<b>75.1</b>	<b>620,641</b>
CIB 1	B5Z	2.2	7,964
CIB 2	B3Z	4.1	27,761
CIB 3	B2Z, B3Z, B5Z	6.0	28,049
CIB 4	B2Z, IND1Z	24.9	200,710
CIB 5	B3Z, IND1Z, IND3Z	15.1	93,040
CIB 6	IND1Z, IND3Z	10.4	22,562

Precinct Code	Zone	Land Area (Ha)	Floorspace (sqm)
CIB 7	IND1Z	11.7	36,121
CIB 8	B3Z	3.0	23,025
CIB 9	B5Z, IND1Z, IND3Z	15.9	127,079
CIB 10	B3Z	23.4	190,118
CIB 11	B3Z, IND3Z	13.6	32,945
<b>Sub-total (CIB)</b>		<b>130.2</b>	<b>789,374</b>
OP 1	B2Z	0.4	2,733
OP 2	B2Z	5.0	29,246
<b>Sub-total (OP)</b>		<b>5.4</b>	<b>31,979</b>
PI 1	B4Z	0.6	4,607
PI 2	B3Z	0.7	5,615
PI 3	B3Z	1.8	9,838
PI 4	B3Z	1.5	12,293
<b>Sub-total (PI)</b>		<b>4.6</b>	<b>32,353</b>
AC 1	B3Z	0.4	2,499
AC 2	B3Z, B4Z	0.8	11,571
AC 3	B2Z	1.2	2,981
AC 4	B3Z	1.6	21,550
AC 5	B5Z	3.7	25,454
<b>Sub-total (AC)</b>		<b>7.7</b>	<b>64,055</b>
<b>Total</b>		<b>223.0</b>	<b>1,538,402</b>

Source: Land area and zone - Yarra Planning Scheme, Floorspace - Yarra Rates Database

### Anticipated Development Opportunities

As noted previously, the key activity or land use types identified are:

- Mixed use development
- Retail showrooms and bulky goods stores
- Retail complexes in activity centre
- Commercial office conversions
- Small offices complexes
- Light industry and office warehouses
- Community facilities
- Major 'anchor' land use expansions
- Major 'anchor' land use transformations

Each precinct can be classified based on location attributes including the dominant frontage and land use and interface characteristics. These attributes may include major road frontage, local road frontage, Yarra River frontage, residential interface, and activity centre interface and industrial/business core.

### Implications for Zoning

Based on the analysis and projections, Yarra will need to facilitate greater employment diversity across many of its business and industrial areas. In other cases, some precincts will need to be preserved for core industrial purposes whilst others can transition to allow a broader mix of uses, particularly office. However, this will need to be managed on a precinct-by-precinct basis.

A key theme from the analysis is that greater scope will need to be provided to allow more office based employment into the business mix. This will be primarily done through the application of relevant zones to different precincts.

The Business 3 Zone will play a key role as this zone allows additional employment diversity whilst prohibiting residential development. This zone enables industry and manufacturing. The Business 2 Zone is also relevant where a precinct is deemed suitable to play a core office role in the future, with some housing. Use of the Business 2 Zone presents difficulties in some precincts because as a permit required use residential development may become the dominant activity. It is not clear that local policy is sufficient to manage the proportion of residential activity in a precinct. Where a precinct, or part thereof, can accommodate a broader mix of uses such as retail and housing, the Mixed Use Zone or Business 1 Zone can be appropriate. However, a critical issue is that the Mixed Use Zone does not currently provide sufficient capacity for Council to influence land use mix, with housing an as-of-right use. Where a core industrial area needs to be preserved for strategic employment purposes, the Industrial 1 Zone or Industrial 3 Zone can be retained, or applied.

## 7 Business and Industrial Land Strategy

### 7.1 Vision

Yarra retains a significant stock of business and industrial land in an inner metropolitan context. The land stock is a strategic resource; it accommodates a large number and diverse range of businesses and jobs for the municipal and regional economies, and provides job diversity for workers across the skills spectrum.

The challenge for Yarra is to ensure the land is used effectively given prevailing trends in the economy. The municipality has potential to convert some industrial land stock to an alternative employment generating activity, and in some cases mixed use outcome, to better support economic change, job creation and service delivery for the community. Changes in these areas should also be planned and managed to develop the sense of place and diverse character of the municipality.

With this in mind, the vision for this Strategy is:

*"Business and industrial areas in the City of Yarra play a vital role in sustaining the local and inner Melbourne economy and local communities. They will continue to change, with significant growth in the business sector and a decline in industry activity and employment."*

*"This Strategy will provide sufficient land to sustain growth in economic activity. In doing this, it will contribute to the economic strength of the region, and enhance its vibrancy and diversity."*

## 7.2 Municipal Wide Strategic Directions

### Municipal Wide Business and Industrial Directions

**Rationale:** Yarra will continue to play a major employment role as a component of the inner Melbourne economy, but it cannot be all things to all people. The CBD, St Kilda Road and Docklands will continue to dominate as the prime commercial office location whilst Yarra is expected to play a key role in small business development and smaller scale inner urban business and industrial activities.

The trajectory of the Yarra economy is expected to continue to follow that of the inner Melbourne region, to some degree, with employment becoming more business services oriented.

Manufacturing and logistics is expected to decline and become more niche focussed and will need to be adaptable to a highly congested residential and business environment. Some larger scale manufacturing could be retained in core industrial precincts but overall, Yarra's business and industrial areas will transition to encourage more office based employment with some allowance for small scale warehousing and service industry.

It will be important to retain sufficient industrial and business zoned land to 2026 to sustain growth in employment and economic activity. Additionally, it will be critical to limit the intrusion and impact of residential activity on the viability of business and industrial precincts.

Changes in the type and intensity of activity in the business and industrial areas of the municipality should be planned and managed to make a positive contribution to a sense of place. These areas are important to both the social

and physical character of the City of Yarra.

**Investment Opportunities:** The key investment opportunities which are anticipated in Yarra's business industrial areas are:

- Retail showrooms and bulky goods stores;
- Retail complexes in activity centres;
- Commercial office conversions;
- Small offices complexes;
- Light industry and office warehouses;
- Mixed use developments; and
- Community facilities.

### Strategic Directions:

The broad strategic directions for Yarra's business and industrial are:

1. Use a precinct approach to land use planning across Yarra's business and industrial areas to make change more predictable and better coordinated and to manage or limit conflicts with residential activity.
2. Retain industrial zoned land or business zoned land which allows industry and excludes residential uses (B3Z), focussing on preserving land in core industrial precincts.
3. Retain and manage the efficient use of Business zoned land to support demand from office and higher order services. Integrate new business zoned land

through rezoning of existing industrial sites on a strategic basis.

4. Retain core business and industrial precincts for these purposes, particularly where interface issues can be managed and industrial activities are centralised.
5. Investigate land use change options for sites which interface with the Yarra River corridor to maximise employment and amenity opportunities and to recognise the recreation and environmental values of this regionally significant corridor.
6. Undertake masterplanning or local area plans for those precincts where major change is likely, where amenity and sense of place considerations are significant and where urban design and access issues are also significant.
7. Review capacity of other industrial areas to be rezoned for an alternative job-generating activity or to a zone which broadens the range of activity without undermining industry.
8. Develop an infrastructure plan which supports the development of the precincts including upgrades to urban amenity and local road and transport network.

## 7.3 Precinct Typology

### Precinct Type: Main Road Business Strips (coded BS)

**Rationale:** These industrial and business precincts form an elongated corridor along the frontage of a main road, which is defined at a minimum as “Major Road” in Melway or higher in the road hierarchy, such as Arterial Road or Highway. Businesses in these precincts may have fully or partially adapted to the high level of accessibility and exposure to passing trade, and adopted a main road retail, showroom and office character (at least in part).

Main Road Business Strips vary in land use characteristics based on the following locational attributes in the Yarra context:

**Main Road Frontage:** Examples include Heidelberg Road, Victoria Parade, Alexandra Parade, and Hoddle Street and usually support retail showrooms, small office complexes and commercial office conversions. Mixed use activities tend to be limited in these areas due to low amenity and being high traffic environments.

**Activity Centre Interface:** Examples include Johnston Street, Victoria Street, Church Street, Burnley Street, Bridge Road and Swan Street. Dominant uses tend to be retail showrooms, small office complexes and fringe service industry. Mixed use developments could play a greater role in these areas as a means of precinct reinvigoration and to stimulate business development.

### Sample Precinct Focus Maps and Photos



**Investment Opportunities:** The key investment opportunities which are anticipated in both categories of Yarra's Main Road Business Strips are:

- Retail showrooms and bulky goods stores;
- Commercial office conversions;
- Small offices complexes; and
- Mixed Use developments

**Strategic Directions:** The strategic directions for Yarra's Main Road Business Strips are:

1. Develop the business, office and showroom potential of the Main Road Business Strips of Heidelberg Road, Alexandra Parade, and Hoddle Street where major road infrastructure supports these commercial activities.
2. Investigate the integration of mixed use development within those Main Road Business Strips which have an activity centre interface including Johnston Street, Victoria Street, Church Street, Burnley Street, Bridge Road and Swan Street.
3. Promote commercial office conversions across the Main Road Business Strips where these precincts interface with activity centres, industrial areas and where building stock could be adaptively reused.

**Applies to:**

- BS1 – Heidelberg Road Strip
- BS2 – Alexandra Parade Cluster Strip
- BS3 – Hoddle Street Cluster Strip
- BS4 – Johnston Street West Strip
- BS5 – Johnston Street Central Strip



- BS6 – Johnston Street East Strip
- BS7 – Victoria Parade West Strip
- BS8 – Victoria Parade East Strip
- BS9 – Victoria Street Strip
- BS10 – Church Street North Strip
- BS11 – Burnley Street Strip
- BS12 – Bridge Road Cluster Strip
- BS13 – Swan Street East Strip
- BS14 – Church Street South Strip

Recommendations are provided for each Main Road Business Strip as follows.

**Precinct Name:** BS 1 – Heidelberg Road Strip

### Land Audit Summary

### Zoning Map (Existing)

A summary of land area by zone for this precinct is as follows:

Land Area (Ha) by Zone	
B2Z	-
B3Z	-
B4Z	2.0
B5Z	-
IN1Z	-
IN3Z	-
<b>TOTAL</b>	<b>2.0</b>



### Recommendation

**Rationale:** This precinct includes showrooms which maximises its main road location and visibility to passing trade.

- **Recommended Zone: Retain Business 4 Zone**

**Precinct Name:** BS 2 – Alexandra Parade Cluster Strip

**Land Audit Summary**

**Zoning Map (Existing)**

A summary of land area by zone for this precinct is as follows:

Land Area (Ha) by Zone	
B2Z	1.1
B3Z	1.9
B4Z	-
B5Z	-
IN1Z	-
IN3Z	-
<b>TOTAL</b>	<b>2.9</b>



**Recommendation**

**Rationale:** Amendment C131 to the Yarra Planning Scheme has rezoned the Smith Street section of this precinct to Business 2 Zone (this has been shown as the existing zone). The Business 2 Zone would be appropriate for the broader precinct including existing Business 3 Zone areas along Alexandra Parade. This precinct is deemed unsuitable for future industry investment and can have a greater role supporting the Smith Street Activity Centre and as a main road office precinct.

- **Recommended Zone: Rezone Business 3 Zone land adjacent to PI 3 precinct to Mixed Use Zone; Rezone balance of Business 3 Zone to Business 2 Zone**

**Land Structure After Changes**

**Zoning Map (Recommended)**

A summary of land area by zone for this precinct following rezoning is as follows:

Land Area (Ha) by Zone	
B1Z	-
B2Z	2.7
B3Z	-
B4Z	-
B5Z	-
IN1Z	-
IN3Z	-
MUZ	0.2
<b>TOTAL</b>	<b>2.9</b>



**Precinct Name:** BS 3 – Hoddle Street Cluster Strip

### Land Audit Summary

A summary of land area by zone for this precinct is as follows:

Land Area (Ha) by Zone	
B2Z	3.8
B3Z	12.1
B4Z	2.3
B5Z	-
IN1Z	-
IN3Z	-
<b>TOTAL</b>	<b>18.2</b>

### Zoning Map (Existing)



### Recommendation

**Rationale:** Hoddle Street is broken into a series of smaller business areas. The precinct is unlikely to be attractive for substantial investment in industry whilst other uses such as restricted retail and office would be more suitable. It is therefore appropriate to retain the Business 4 Zone at the northern end of the precinct and the Business 2 Zone on the western side of Hoddle Street. The remaining Business 3 Zone should be retained to facilitate office and other higher order employment opportunities in the main road location.

- **Recommended Zone: Retain existing Business 4 Zone, Business 2 Zone and Business 3 Zone land in the precinct.**

**Precinct Name:** BS 4 – Johnston Street West Strip

### Land Audit Summary

### Zoning Map (Existing)

A summary of land area by zone for this precinct is as follows:

Land Area (Ha) by Zone	
B2Z	5.2
B3Z	-
B4Z	-
B5Z	-
IN1Z	-
IN3Z	-
<b>TOTAL</b>	<b>5.2</b>



### Recommendation

**Rationale:** Amendment C113 to the Yarra Planning Scheme rezoned this precinct to the Business 2 Zone to implement the Smith Street Structure Plan. This zone is deemed appropriate.

- **Recommended Zone: Retain Business 2 Zone**

**Precinct Name:** BS 5 – Johnston Street Central Strip

### Land Audit Summary

### Zoning Map (Existing)

A summary of land area by zone for this precinct is as follows:

Land Area (Ha) by Zone	
B2Z	0.3
B3Z	4.6
B4Z	-
B5Z	-
IN1Z	-
IN3Z	-
<b>TOTAL</b>	<b>4.9</b>



### Recommendation

**Rationale:** This precinct could be revitalised through new office developments. This would draw more people to the precinct during the day. The small Business 2 Zone should be retained.

The interface with CIB 2 precinct west of Wellington Street may involve conflicts between future housing and industry. The future zone/precinct boundary could be the property boundaries midway between Sackville and Johnston Streets rather than Sackville Street.

The Business 3 Zone provides for a mix of service industry, offices and related activity including larger floor area retailing and should be retained.

- **Recommended Zone: Retain Business 2 Zone and Business 3 Zone land.**

**Precinct Name:** BS 6 – Johnston Street East Strip

### Land Audit Summary

A summary of land area by zone for this precinct is as follows:

Land Area (Ha) by Zone	
B2Z	-
B3Z	4.6
B4Z	-
B5Z	-
IN1Z	-
IN3Z	-
<b>TOTAL</b>	<b>4.6</b>

### Zoning Map (Existing)



### Recommendation

**Rationale:** This precinct is located on a main road with one site adjoining the Yarra River. It is deemed that new industrial investment would not be appropriate in this location.

A mix of office, service business, large floor area retail and associated activities is preferred as an extension of the strip centre activities in Johnston Street. The sensitive interface with the Yarra River corridor and Abbotsford Convent precinct introduce building form and environmental issues.

- **Recommended Zone: Retain Business 3 Zone pending further investigation**
- Undertake master-planning to consider river interface and public access and land ownership in river corridor.

**Precinct Name:** BS 7 – Victoria Parade West Strip

**Land Audit Summary**

**Zoning Map (Existing)**

A summary of land area by zone for this precinct is as follows:

Land Area (Ha) by Zone	
B2Z	4.5
B3Z	-
B4Z	-
B5Z	-
IN1Z	-
IN3Z	-
<b>TOTAL</b>	<b>4.5</b>



**Recommendation**

**Rationale:** This precinct includes Australian Catholic University and various office and medical complexes along a main road frontage. The precinct is making use of the main road frontage under the current zone.

- **Recommended Zone: Retain Business 2 Zone**

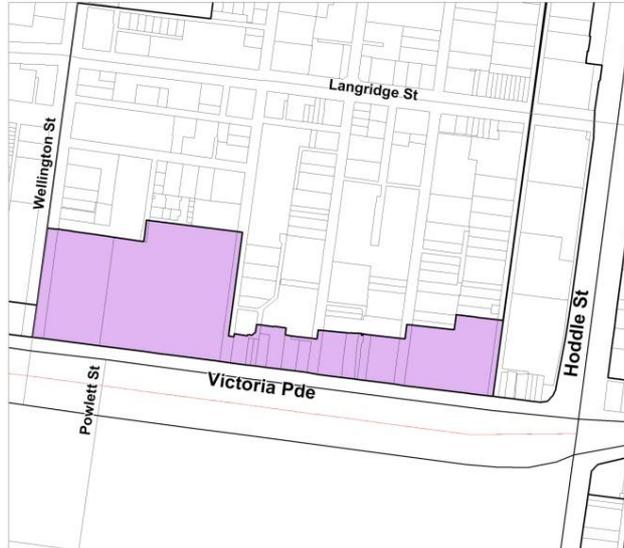
**Precinct Name:** BS 8 – Victoria Parade East Strip

**Land Audit Summary**

**Zoning Map (Existing)**

A summary of land area by zone for this precinct is as follows:

Land Area (Ha) by Zone	
B2Z	3.2
B3Z	-
B4Z	-
B5Z	-
IN1Z	-
IN3Z	-
<b>TOTAL</b>	<b>3.2</b>



**Recommendation**

**Rationale:** This precinct is making use of its main road location under the current zone.

- **Recommended Zone: Retain Business 2 Zone**

**Precinct Name:** BS 9 – Victoria Street Strip

### Land Audit Summary

A summary of land area by zone for this precinct is as follows:

Land Area (Ha) by Zone	
B2Z	0.8
B3Z	0.6
B4Z	-
B5Z	-
IN1Z	0.2
IN3Z	-
<b>TOTAL</b>	<b>1.6</b>

### Zoning Map (Existing)



### Recommendation

**Rationale:** The retention of the Business 3 Zone will allow a mix of offices, some retail, and industry and is generally compatible with the approach in the Victoria Street Structure Plan which proposes a mix of business and peripheral shopping.

- **Recommended Zone: Retain Business 3 Zone; Retain Business 2 Zone; Retain Industrial 1 Zone as part of the CUB complex**

**Precinct Name:** BS10 – Church Street North Strip

### Land Audit Summary

A summary of land area by zone for this precinct is as follows:

Land Area (Ha) by Zone	
B2Z	-
B3Z	0.6
B4Z	-
B5Z	-
IN1Z	-
IN3Z	-
<b>TOTAL</b>	<b>0.6</b>

### Zoning Map (Existing)



### Recommendation

**Rationale:** The Victoria Street Structure Plan supports this area as a location for future business development.

- **Recommended Zone: Retain Business 3 Zone**

**Precinct Name:** BS11 – Burnley Street Strip

**Land Audit Summary**

**Zoning Map (Existing)**

A summary of land area by zone for this precinct is as follows:

Land Area (Ha) by Zone	
B2Z	-
B3Z	-
B4Z	-
B5Z	-
IN1Z	0.4
IN3Z	1.0
<b>TOTAL</b>	<b>1.4</b>



**Recommendation**

**Rationale:** New industry is deemed inappropriate for this precinct given its main road location and proximity to residential areas. However, the precinct can provide a support role to the adjoining industrial precinct CIB 9. The southern section of this precinct should be rezoned to a Business 3 Zone to match the zone proposed for CIB9 and allow for expansion of office and associated activities.

- **Recommended Zone: Rezone to a Business 3 Zone**

**Land Structure After Changes**

**Zoning Map (Recommended)**

A summary of land area by zone for this precinct following rezoning is as follows:

Land Area (Ha) by Zone	
B1Z	-
B2Z	-
B3Z	1.4
B4Z	-
B5Z	-
IN1Z	-
IN3Z	-
MUZ	-
<b>TOTAL</b>	<b>1.4</b>



**Precinct Name:** BS12 – Bridge Road Cluster Strip

**Land Audit Summary**

A summary of land area by zone for this precinct is as follows:

<b>Land Area (Ha) by Zone</b>	
B2Z	-
B3Z	-
B4Z	1.0
B5Z	-
IN1Z	-
IN3Z	-
<b>TOTAL</b>	<b>1.0</b>

**Zoning Map (Existing)**



**Recommendation**

**Rationale:** This is a precinct with one landowner – Officeworks. The precinct is zoned appropriately for the use.

- **Recommended Zone: Retain Business 4 Zone**

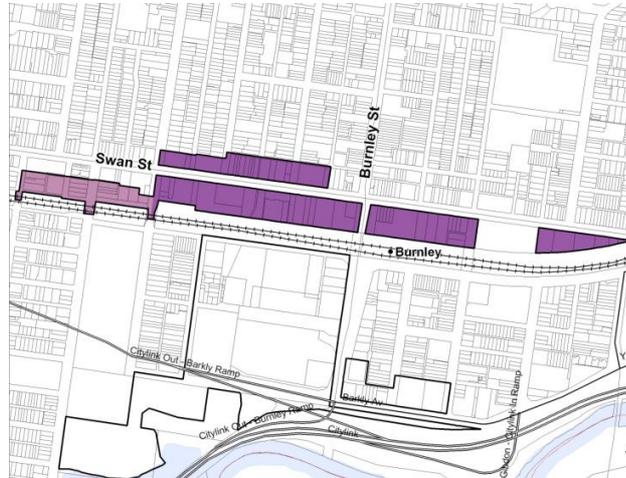
**Precinct Name:** BS13 – Swan Street East Strip

**Land Audit Summary**

**Zoning Map (Existing)**

A summary of land area by zone for this precinct is as follows:

Land Area (Ha) by Zone	
B2Z	-
B3Z	1.1
B4Z	5.3
B5Z	-
IN1Z	-
IN3Z	-
<b>TOTAL</b>	<b>6.5</b>



**Recommendation**

**Rationale:** The Draft Swan Street Structure Plan provides guidance around intended land use outcomes within the Swan Street precinct. This precinct is one component of the Swan Street Structure Plan area. This precinct provides opportunities for a range of office, large floor area retail and service business functions. The final nature of the mix of activities and potential zones should be decided as part of the structure plan process.

- **Recommended Zone: Retain the Business 3 Zone area**

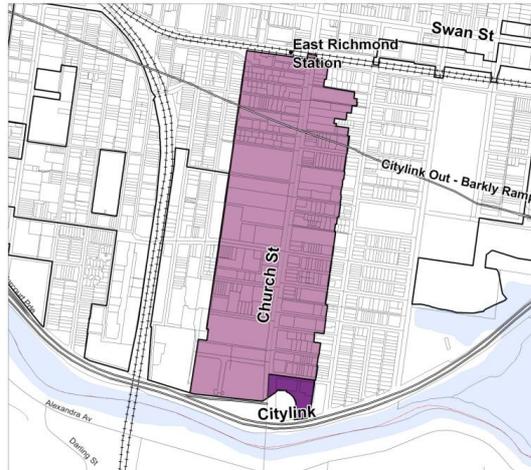
**Precinct Name:** BS14 – Church Street South Strip

**Land Audit Summary**

**Zoning Map (Existing)**

A summary of land area by zone for this precinct is as follows:

Land Area (Ha) by Zone	
B2Z	-
B3Z	18.1
B4Z	-
B5Z	0.5
IN1Z	-
IN3Z	-
<b>TOTAL</b>	<b>18.7</b>



**Recommendation**

**Rationale:** The Swan Street Structure Plan provides guidance around intended land use outcomes within the Swan Street precinct. This precinct is one component of the Swan Street Structure Plan area. The precinct is dominated by the Business 3 Zone and together with the Cremorne area is a large and consolidated mixed use business hub. This precinct is evolving into a mixed office, small scale industrial and large format retail precinct. The precinct is also popular with the creative industries.

There may be opportunities for specific rezoning in this precinct depending upon the outcomes of the Structure Plan process. It is therefore recommended that this zoning approach be retained pending the adoption of the Swan Street Structure Plan and the development of a detailed Implementation Plan.

- **Recommended Zones: Retain Business 3 Zone**

## Precinct Type: Core Industrial and Business Nodes (coded CIB)

**Rationale:** These are relatively large (approximately 2 hectares or greater in area) and consolidated industrial or business nodes. Internal areas of the nodes provide opportunities for a range of businesses to operate with minimal sensitive interfaces. Outer edges of the precinct may however have residential, open space or river corridor interfaces. Yarra's core industrial and business nodes have a variety of interfaces:

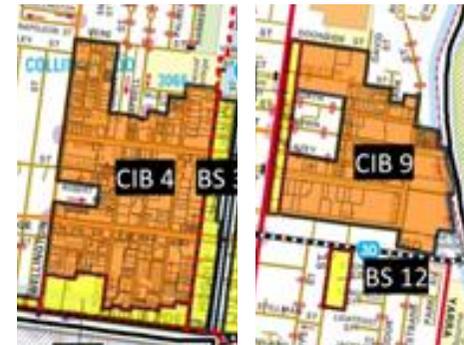
**Major Road Frontage:** Some of Yarra's business and industrial areas front/back onto a main road frontage. Precinct CIB 1 faces Heidelberg Road whilst Precincts CIB 10 and CIB 11 have a frontage to CityLink. CIB 1 is a consolidated industrial precinct whilst Precincts CIB 10 and 11 rely on local road access through Cremorne. Precinct CIB 4 is close to Hoddle Street but interfaces a Main Road Business Strip.

**Local Road Frontage:** There are several examples of core industrial and business precincts having interfaces with local roads. CIB 4 is a precinct with a multitude of local road frontages and CIB 8 is structured around a local road network. These areas play a major role in small business development.

**Yarra River Frontage:** Many of Yarra's core industrial areas interface with the Yarra River which is remnant of traditional industrial development. The open space, recreation and landscape significance of the Yarra River corridor means that activities which complement these values such as offices, cafes and tourism oriented facilities should be preferred.

**Residential Interface:** Increasingly, Yarra's business and industrial areas are being influenced by residential intensification at the edges. This is the case with Precincts CIB 4, CIB 5 and CIB 9. Whilst intensification in

## Sample Precinct Focus Maps and Photos



adjoining residential areas is underway, efforts need to be made to not undermine the economic viability of these precincts by allowing residential intensification within the precincts.

**Industrial/Business Core:** Some of Yarra's Core Business and Industrial Areas need to be preserved because of anchor uses and established tenancies (Carlton and United Breweries). This Strategy proposes a mix of responses depending on the nature of employment and interface issues.

**Investment Opportunities:** The key investment opportunities which are anticipated in Yarra's core industrial and business nodes are:

- Industrial investment by existing anchor businesses;
- Commercial office conversions
- Small offices complexes
- Light industry and office warehouses
- Retail showrooms and bulky goods stores (Main Road frontages only)

**Strategic Directions:** The strategic directions for Yarra's Core Industrial and Business Nodes are:

1. Retain the bulk of core industrial and business nodes for industry and / or commercial business development, especially those areas that have major anchor industries such as Precinct CIB 6 which contains the Carlton and United Breweries.
2. Facilitate commercial office conversions, small offices complexes and light industry and office warehouses across all Yarra's core industrial and business nodes, particularly Precincts CIB 4 and CIB 10.
3. Facilitate retail showrooms and bulky goods stores at the edge of core industrial and business nodes which have a residential interface.



4. Investigate opportunities to make better use of land along the Yarra River. This includes preparing masterplans or local area plans for those precincts where urban design, future character, access and other factors need further detail investigation and integration.

**Applies to:**

- CIB1 – Fairfield Node
- CIB2 – Easey Street Node
- CIB3 – Trenerry Place Node (includes Yarra River interface)
- CIB4 – Gipps Street Node
- CIB5 – Abbotsford West Node (includes Yarra River interface)
- CIB6 – Abbotsford Central (CUB) Node (includes Yarra River interface)
- CIB7 – Abbotsford East Node (includes Yarra River interface)
- CIB8 – Bromham Place Node
- CIB9 – Richmond East Node (includes Yarra River interface)
- CIB10 – Cremorne Node (includes Yarra River interface)
- CIB11 – Burnley Node (includes Yarra River interface)

Recommendations are provided for each core industrial and business node as follows.

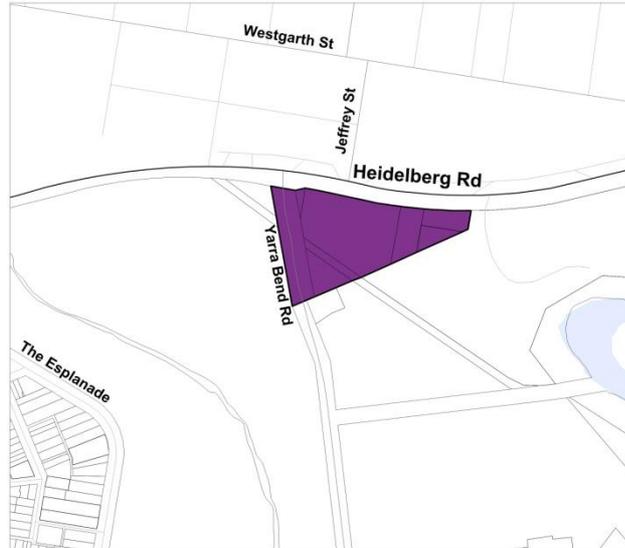
**Precinct Name:** CIB 1 – Fairfield Node

### Land Audit Summary

A summary of land area by zone for this precinct is as follows:

Land Area (Ha) by Zone	
B2Z	-
B3Z	-
B4Z	-
B5Z	2.2
IN1Z	-
IN3Z	-
<b>TOTAL</b>	<b>2.2</b>

### Zoning Map (Existing)



### Recommendation

**Rationale:** This precinct is zoned appropriately for future land use expectations. It is therefore recommended that the Business 5 Zone be retained for this precinct.

- **Recommended Zones: Retain Business 5 Zone**

**Precinct Name:** CIB 2 – Easey Street Node

### Land Audit Summary

### Zoning Map (Existing)

A summary of land area by zone for this precinct is as follows:

Land Area (Ha) by Zone	
B2Z	-
B3Z	4.1
B4Z	-
B5Z	-
IN1Z	-
IN3Z	-
<b>TOTAL</b>	<b>4.1</b>



### Recommendation

**Rationale:** This precinct is expected to continue to evolve as a mixed business, office and light industry precinct. This precinct is also attracting creative industries which can locate in the Business 3 Zone. It is recommended that this precinct retain its role as a core business precinct through the current Business 3 Zone.

- **Recommended Zones: Retain Business 3 Zone**

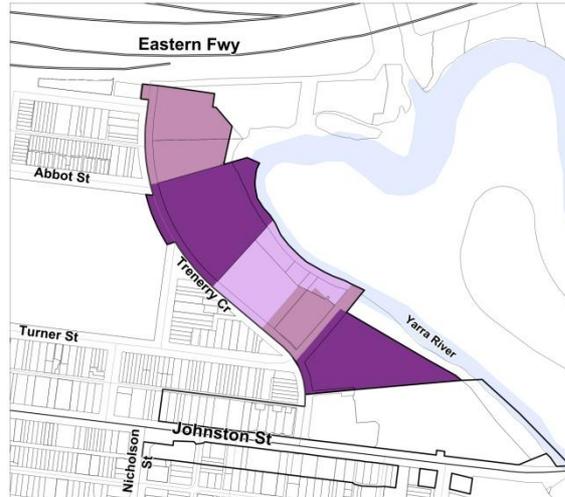
**Precinct Name:** CIB 3 – Trenerry Crescent Node (includes Yarra River interface)

### Land Audit Summary

### Zoning Map (Existing)

A summary of land area by zone for this precinct is as follows:

Land Area (Ha) by Zone	
B2Z	1.1
B3Z	1.8
B4Z	-
B5Z	3.1
IN1Z	-
IN3Z	-
<b>TOTAL</b>	<b>6.0</b>



### Recommendation

**Rationale:** This precinct has an interface with the Yarra River which should be maximised through employment and business opportunities. The precinct is deemed unsuitable for future industrial investment and it is recommended that areas of Business 3 Zone be rezoned to Business 2 Zone. Existing Business 2 and 5 zone areas should be retained.

- **Recommended Zones: Retain current zoning arrangements pending further investigation.**
- Undertake master planning for this area to deal with urban design and access issues and in particular the interface with Yarra Parklands.

**Precinct Name:** CIB 4 – Gipps Street Node

**Land Audit Summary**

**Zoning Map (Existing)**

A summary of land area by zone for this precinct is as follows:

Land Area (Ha) by Zone	
B2Z	0.2
B3Z	24.7
B4Z	-
B5Z	-
IN1Z	
IN3Z	-
<b>TOTAL</b>	<b>24.9</b>



**Recommendation**

**Rationale:** The Gipps Precinct was recently rezoned from the Industrial 1 Zone to the Business 3 Zone to facilitate a broader business and industrial base in the precinct ensuring that it remains one of Yarra’s strategic employment precincts. It is therefore recommended that the existing Business 3 Zone be retained.

- **Recommended Zones: Retain Business 3 Zone**

**Precinct Name:** CIB 5 – Abbotsford West Node (includes Yarra River interface)

**Land Audit Summary**

**Zoning Map (Existing)**

A summary of land area by zone for this precinct is as follows:

Land Area (Ha) by Zone	
B2Z	-
B3Z	3.2
B4Z	-
B5Z	-
IN1Z	6.8
IN3Z	5.1
<b>TOTAL</b>	<b>15.1</b>



**Recommendation**

**Rationale:** This precinct is strategically located adjacent to the Yarra River. The current Industrial 1 and Industrial 3 Zones do not reflect the changing nature of the Yarra economy and it is deemed that the economic base of this precinct should be broadened to ensure ongoing viability. Better use should also be made of the Yarra River through better designed development, improved public access and building set-backs to allow landscaping. Further master planning work is required to determine future zoning arrangements for this precinct.

- **Recommended Zones: Retain existing zoning arrangements pending further investigation.**
- Undertake master planning to address urban design, river access, interface issues and space for landscaping.

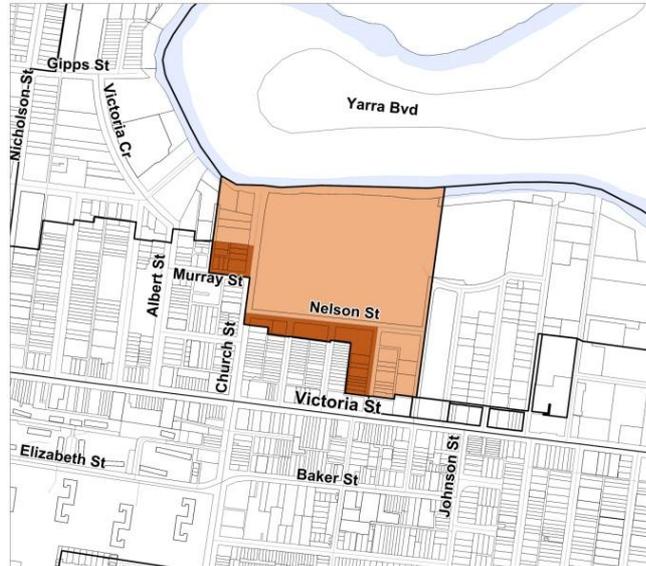
**Precinct Name:** CIB 6 – Abbotsford Central (CUB) Node (includes Yarra River interface)

**Land Audit Summary**

**Zoning Map (Existing)**

A summary of land area by zone for this precinct is as follows:

Land Area (Ha) by Zone	
B2Z	-
B3Z	-
B4Z	-
B5Z	-
IN1Z	8.9
IN3Z	1.4
<b>TOTAL</b>	<b>10.4</b>



**Recommendation**

**Rationale:** This precinct is strategically located adjacent to the Yarra River. The Carlton and United Breweries (CUB) site is an anchor use in this precinct and should be retained within the Industrial 1 Zone to ensure its operation. In the longer term it is possible that greater use of the river frontage could occur if CUB vacate the area.

The precinct should retain an employment focus however additional master planning is required to determine a future zoning direction for this precinct if and when CUB vacate the site.

- **Recommended Zones: Retain existing zoning arrangements pending further investigation.**
- Undertake master planning to address urban design, river access, interface issues and space for landscaping.

**Precinct Name:** CIB 7 – Abbotsford East Node (includes Yarra River interface)

**Land Audit Summary**

**Zoning Map (Existing)**

A summary of land area by zone for this precinct is as follows:

Land Area (Ha) by Zone	
B2Z	-
B3Z	-
B4Z	-
B5Z	-
IN1Z	11.7
IN3Z	-
<b>TOTAL</b>	<b>11.7</b>



**Recommendation**

**Rationale:** This precinct is strategically located adjacent to the Yarra River. The Carlton and United Breweries (CUB) site is an anchor use in this precinct and should be retained within the Industrial 1 Zone to ensure its operation. In the longer term it is possible that greater use of the river frontage could occur if CUB vacate the area.

- **Recommended Zones: Retain Industrial 1 Zone on CUB site**
- Undertake master planning to address urban design, river access, interface issues and space for landscaping if and when CUB vacate the precinct.

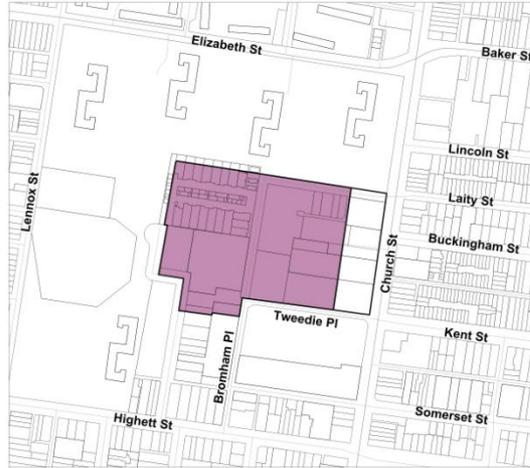
**Precinct Name:** CIB 8 – Bromham Place Node

**Land Audit Summary**

**Zoning Map (Existing)**

A summary of land area by zone for this precinct is as follows:

Land Area (Ha) by Zone	
B2Z	-
B3Z	3.0
B4Z	-
B5Z	-
IN1Z	-
IN3Z	-
<b>TOTAL</b>	<b>3.0</b>



**Recommendation**

**Rationale:** This precinct is constrained by its location within a land locked urban environment with a fine grained local street network. Nonetheless, investments have been made in new buildings and small scale commercial subdivisions within the precinct. There are several other sites which may undergo change in the future. The current zoning is appropriate and is adequately facilitating development change in line with economic trends.

- **Recommended Zones: Retain Business 3 Zone.**

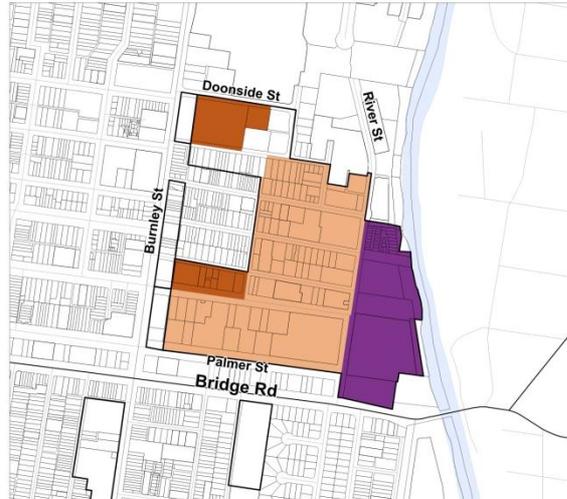
**Precinct Name:** CIB 9 – Richmond East Node (includes Yarra River interface)

### Land Audit Summary

### Zoning Map (Existing)

A summary of land area by zone for this precinct is as follows:

Land Area (Ha) by Zone	
B2Z	-
B3Z	-
B4Z	-
B5Z	4.1
IN1Z	9.8
IN3Z	2.0
<b>TOTAL</b>	<b>15.9</b>



### Recommendation

**Rationale:** This precinct is strategically located adjacent to the Yarra River. The precinct includes the Business 5 Zone adjoining the river whilst the Industrial 1 and 3 Zone makes up the balance of the precinct. Amendment C099 to the Yarra Planning Scheme for the Doonside precinct rezoned a section of land in the north of the precinct from the Industrial 3 Zone to the Mixed Use Zone.

This left an isolated section of Industrial 3 Zone in the north-west section of the precinct. This section of the Industrial 3 Zone along Doonside Street should be rezoned to the Business 3 Zone. The remainder of the precinct appears to be stagnating under the existing Industrial 1 Zone and change is required to ensure ongoing viability. It is recommended that this industrial land be rezoned to the Business 3 Zone. The existing Business 5 Zone should be retained. The Business 3 Zone will facilitate a mix of service industry and office activity.

- **Recommended Zones: Retain Business 5 Zone; Rezone all Industrial 1 and 3 Zone land to the Business 3 Zone.**

**Land Structure After Changes**

**Zoning Map (Recommended)**

A summary of land area by zone for this precinct following rezoning is as follows:

Land Area (Ha) by Zone	
B1Z	-
B2Z	-
B3Z	11.8
B4Z	-
B5Z	4.1
IN1Z	-
IN3Z	-
MUZ	-
<b>TOTAL</b>	<b>15.9</b>



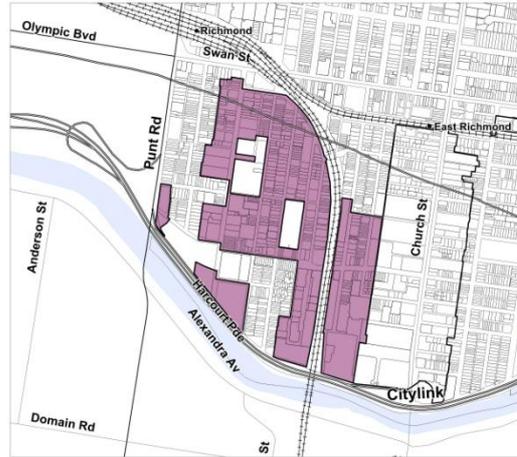
**Precinct Name:** CIB 10 – Cremorne Node

### Land Audit Summary

### Zoning Map (Existing)

A summary of land area by zone for this precinct is as follows:

Land Area (Ha) by Zone	
B2Z	-
B3Z	23.4
B4Z	-
B5Z	-
IN1Z	-
IN3Z	-
<b>TOTAL</b>	<b>23.4</b>



### Recommendation

**Rationale:** This precinct is strategically located near Richmond Station, Punt Road and the Melbourne CBD. The precinct is large, consolidated and evolving into a mixed business precinct in line with the Business 3 Zone including small scale creative industries. The precinct also has a diverse employment and business mix including small businesses in converted warehouses and small scale office complexes in line with broad economic trends. There may be opportunities for specific rezoning in this precinct depending upon the outcomes of the Structure Plan process.

The Business 3 Zone should be retained across the entire precinct as a basis for facilitating ongoing mixed use change in the precinct until the outcomes of the Structure planning process has been finalised.

- **Recommended Zones: Retain Business 3 Zone pending the adoption of the Swan Street Structure Plan and development of a detailed Implementation Plan.**

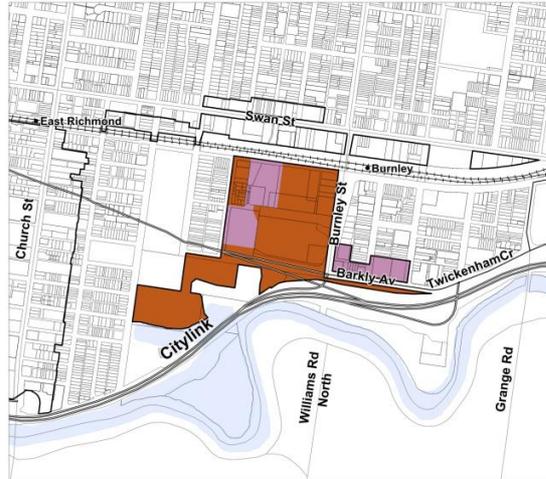
**Precinct Name:** CIB 11 – Burnley Node

**Land Audit Summary**

**Zoning Map (Existing)**

A summary of land area by zone for this precinct is as follows:

Land Area (Ha) by Zone	
B2Z	-
B3Z	3.3
B4Z	-
B5Z	-
IN1Z	-
IN3Z	10.3
<b>TOTAL</b>	<b>13.6</b>



**Recommendation**

**Rationale:** This precinct is located between Swan Street and Citylink with frontages to Burnley Street, Mary Street, and Madden Grove. The precinct is constrained by poor accessibility and requires change to sustain its economic viability. The precinct includes the SP AusNet Terminal Station, the M.F.B Burnley Complex and electricity depot. The precinct should retain a core employment role. For this reason, the precinct should be rezoned to the Business 3 Zone.

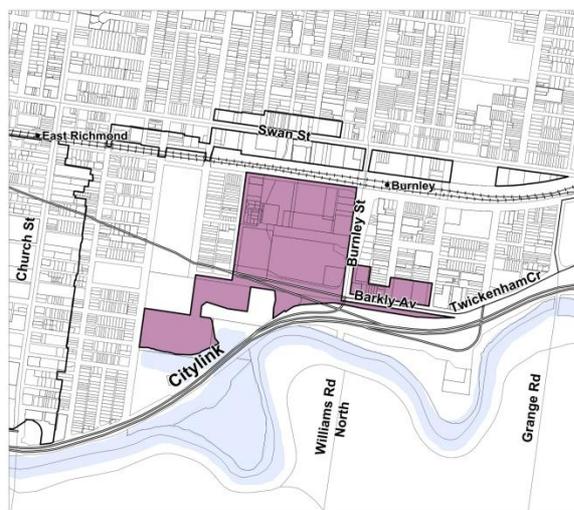
- **Recommended Zones: Rezone Industrial 3 Zone areas to the Business 3 Zone.**

**Land Structure After Changes**

**Zoning Map (Recommended)**

A summary of land area by zone for this precinct following rezoning is as follows:

Land Area (Ha) by Zone	
B1Z	-
B2Z	-
B3Z	13.6
B4Z	-
B5Z	-
IN1Z	-
IN3Z	-
MUZ	-
<b>TOTAL</b>	<b>13.6</b>



## Precinct Type: Pocket Industrial Precincts (coded PI)

**Rationale:** These are small industrial precincts (generally under one hectare). Most properties have interfaces with residential, open space or other commercial zones. Yarra's pocket industrial precincts have a variety of interfaces:

**Major Road Frontage:** This includes Precincts PI 4 where land use mix includes service industry and small office complexes. Firms may be housed in existing or converted industrial buildings or purpose built facilities.

**Local Road Frontage:** Includes Precincts PI 1 and PI 3 where properties have local road access and may/may not have direct access to a main road. These precincts house small office and service industry based firms.

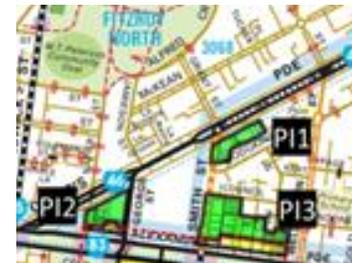
**Residential Interface:** Includes Precincts PI 1, PI3, and PI 4 where firms interface with residential uses usually to the side or rear.

**Activity Centre Interface:** Includes Precincts PI 2 and PI 3 which interface with a Main Road Business Strip or public transport corridor. These precincts present opportunities for change especially where precincts interface with public transport corridors.

**Investment Opportunities:** The key investment opportunities which are anticipated in Yarra's pocket industrial nodes are:

- Mixed Use developments;
- Retail showrooms and bulky goods stores;
- Commercial office conversions;
- Small offices complexes; and
- Light industry and office warehouses

## Sample Precinct Focus Maps and Photos



**Strategic Directions:** The strategic directions for Yarra's Pocket Industrial precincts are:

1. Investigate land use change options for pocket industrial precincts with an interface to residential areas and activity centres to support public transport proximity and surrounding residential intensification.
2. Facilitate commercial office conversions, small office complexes and the development of retail showrooms and bulky goods stores in pocket industrial precincts with a main road frontage.
3. Explore mixed use development options for pocket industrial precincts with predominantly local road frontages.

**Applies to:**

- PI1 – Queens Parade East Pocket
- PI2 – Queens Parade West Pocket
- PI3 – Smith Street Pocket
- PI4 – Burnley Street Pocket

Recommendations are provided for each pocket industry precinct as follows.

**Precinct Name:** PI 1 – Queens Parade East Pocket

**Land Audit Summary**

**Zoning Map (Existing)**

A summary of land area by zone for this precinct is as follows:

Land Area (Ha) by Zone	
B2Z	-
B3Z	-
B4Z	0.6
B5Z	-
IN1Z	-
IN3Z	-
<b>TOTAL</b>	<b>0.6</b>



**Recommendation**

**Rationale:** The precinct has a residential interface (R1Z) and has a prime road and public transport frontage. These locational attributes should be reinforced through providing for mixed use development or offices.

- **Recommended Zone: Mixed Use Zone**
- Secondary Zoning Option: Business 2 Zone

**Land Structure After Changes**

**Zoning Map (Recommended)**

A summary of land area by zone for this precinct following rezoning is as follows:

Land Area (Ha) by Zone	
B1Z	-
B2Z	-
B3Z	-
B4Z	-
B5Z	-
IN1Z	-
IN3Z	-
MUZ	0.6
<b>TOTAL</b>	<b>0.6</b>



**Precinct Name:** PI 2 – Queens Parade West Pocket

**Land Audit Summary**

A summary of land area by zone for this precinct is as follows:

Land Area (Ha) by Zone	
B2Z	-
B3Z	0.7
B4Z	-
B5Z	-
IN1Z	-
IN3Z	-
<b>TOTAL</b>	<b>0.7</b>

**Zoning Map (Existing)**



**Recommendation**

**Rationale:** The precinct has a prime road and public transport frontage and is deemed unsuitable for industrial development in the future. These locational attributes should be reinforced through providing for mixed use development or offices.

- **Recommended Zone: Mixed Use Zone**
- Secondary Zoning Option: Business 2 Zone

**Land Structure After Changes**

A summary of land area by zone for this precinct following rezoning is as follows:

Land Area (Ha) by Zone	
B1Z	-
B2Z	-
B3Z	-
B4Z	-
B5Z	-
IN1Z	-
IN3Z	-
MUZ	0.7
<b>TOTAL</b>	<b>0.7</b>

**Zoning Map (Recommended)**



**Precinct Name:** PI 3 – Smith Street Pocket

**Land Audit Summary**

**Zoning Map (Existing)**

A summary of land area by zone for this precinct is as follows:

Land Area (Ha) by Zone	
B2Z	-
B3Z	1.8
B4Z	-
B5Z	-
IN1Z	-
IN3Z	-
<b>TOTAL</b>	<b>1.8</b>



**Recommendation**

**Rationale:** The Gasworks Urban Design Framework provides direction that this precinct could be rezoned to the Business 2 Zone to facilitate more office based investment in line with economic trends. This precinct also has a residential interface.

- **Recommended Zone: Business 2 Zone**
- Secondary Zoning Option: Mixed Use Zone

**Land Structure After Changes**

**Zoning Map (Recommended)**

A summary of land area by zone for this precinct following rezoning is as follows:

Land Area (Ha) by Zone	
B1Z	-
B2Z	1.8
B3Z	-
B4Z	-
B5Z	-
IN1Z	-
IN3Z	-
MUZ	-
<b>TOTAL</b>	<b>1.8</b>



**Precinct Name:** PI 4 – Burnley Street Pocket

### Land Audit Summary

A summary of land area by zone for this precinct is as follows:

Land Area (Ha) by Zone	
B2Z	-
B3Z	1.5
B4Z	-
B5Z	-
IN1Z	-
IN3Z	-
<b>TOTAL</b>	<b>1.5</b>

### Zoning Map (Existing)



### Recommendation

**Rationale:** This precinct has a residential interface and is deemed unsuitable for new industrial investment. The precinct also has an interface with the Bridge Road Activity Centre and can play a support role as adjoining office and associated development.

- **Recommended Zone: Retain the Business 3 Zone**

**Precinct Name: Stand Alone Office Precincts (coded OP)**

**Rationale:** Yarra contains three standalone consolidated office complexes/parks. These comprise a variety of settings:

**Major Road Frontage:** Includes Precincts OP 1 - Church of Christ (Heidelberg Road) and OP 2 – Botanicca Corporate Park (Swan Street, Burnley)

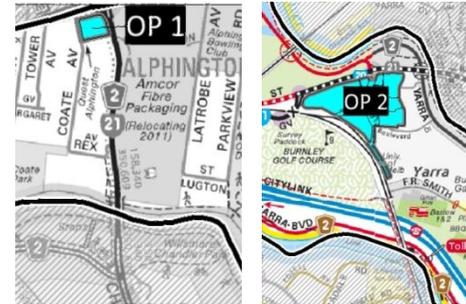
**Local Road Frontage:** Very few of Yarra’s stand alone office precincts have a local road frontage, although some have an internal road network such as Botanicca Corporate Park.

**Yarra River frontage:** Includes OP 2. The Yarra River presents a unique opportunity for the development of corporate office parks in Yarra. Workers in these facilities typically desire high quality amenity and access. The topography of the municipality where it meets the Yarra River lends itself to medium rise buildings which can capture views over the River’s upper reaches.

**Residential Interface:** Includes Precinct OP 1. The development of office parks could be encouraged across the municipality to retain employment whilst recognising and supporting nearby residential intensification.

**Industrial / Business Core:** Office parks present a major opportunity to anchor Yarra’s business and industrial areas whilst retaining an employment focus. There are very few standalone office parks within Yarra’s core business and industrial areas however office development is evident in Trenerry Crescent and within Precinct CIB 8 (Bromham Business Park).

**Sample Precinct Focus Maps and Photos**



**Investment Opportunities:** The key investment opportunities which are anticipated in Yarra's stand alone office precincts are:

- Small offices complexes;
- Retail showrooms and bulky goods stores (on main road frontages);  
and
- Mixed use development.

**Strategic Directions:** The strategic directions for Yarra's stand alone office parks are:

1. Support the ongoing development of office development in Yarra's office precincts.
  
2. Investigate opportunities to integrate mixed use development outcomes into existing and new office parks to enhance activity and vibrancy within these areas, particularly along the Yarra River corridors and along main road frontages.

**Applies to:**

- OP1 – Alphington Office Precinct
- OP2 – Burnley Office Precinct

Recommendations are provided for each stand alone office precinct as follows.

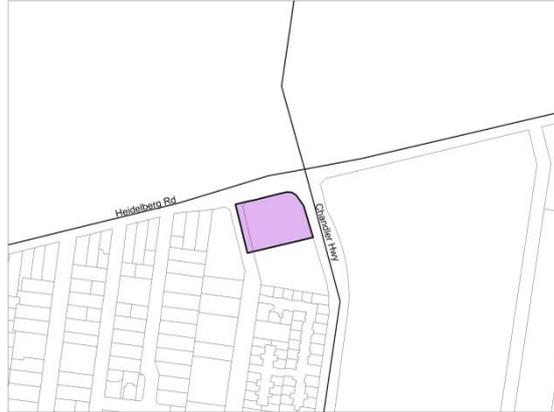
**Precinct Name:** OP 1 – Alphington Office Precinct

### Land Audit Summary

### Zoning Map (Existing)

A summary of land area by zone for this precinct is as follows:

Land Area (Ha) by Zone	
B2Z	0.4
B3Z	-
B4Z	-
B5Z	-
IN1Z	-
IN3Z	-
<b>TOTAL</b>	<b>0.4</b>



### Recommendation

**Rationale:** This precinct is appropriately zoned and is a standalone office building.

- **Recommended Zone: Retain Business 2 Zone**

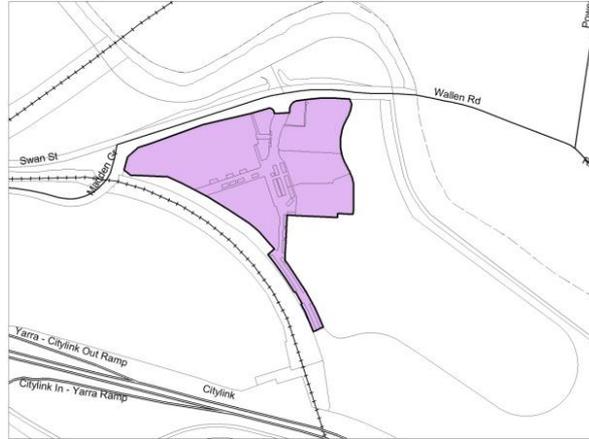
**Precinct Name:** OP 2 – Burnley Office Precinct

**Land Audit Summary**

**Zoning Map (Existing)**

A summary of land area by zone for this precinct is as follows:

Land Area (Ha) by Zone	
B2Z	5.0
B3Z	-
B4Z	-
B5Z	-
IN1Z	-
IN3Z	-
<b>TOTAL</b>	<b>5.0</b>



**Recommendation**

**Rationale:** This precinct is the Botanicca Corporate Park. The precinct is appropriately zoned and is yet to reach full development capacity. The precinct is appropriately zoned as Business 2 Zone.

- **Recommended Zone: Retain Business 2 Zone**

## Precinct Type: Activity Centre Precincts (coded AC)

**Rationale:** These precincts are component parts of activity centres, but not zoned Business 1. They are either within or on the edge of a core activity centre, and may have a residual industrial character in part. In some cases, these precincts are distributed along a corridor through isolated pockets of business activity. This is the case with Precinct AC 2 (shown opposite). These precincts comprise a variety of settings:

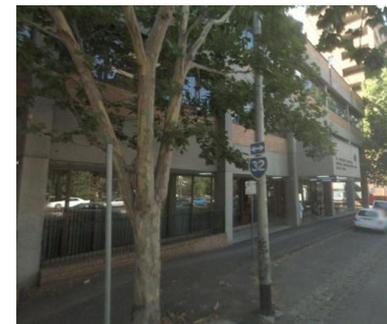
**Major Road Frontage:** These areas include uses which look for a main road frontage on the fringe of an activity centre include service stations and retail showrooms and bulky goods stores. St Vincent's Hospital is in a business precinct and is located in a high density, activity centre environment which also leverages accessibility benefits from a main road frontage.

**Local Road Frontage:** Precinct AC 4 is accessible via an internal local road network. Uses located in these areas typically include small scale service industry and ancillary retail supporting a wider business precinct. Firms in these areas must be adaptable to lower levels of access compared with firms on a main road frontage. Local parks and community facilities also present opportunities for these precincts where services are readily accessible to walkable catchments.

**Yarra River Frontage:** Includes Precinct AC 5. This precinct is located opposite Victoria Gardens Shopping Centre adjacent to the Yarra River and is currently in planning stages to be redeveloped as a mixed use housing precinct.

**Residential Interface:** Many of Yarra's activity centre precincts interface with residential areas, mostly along side and rear boundaries. Small scale

## Sample Precinct Focus Maps and Photos



office complexes can be readily accommodated in these areas given minimal amenity impacts on adjoining properties.

**Activity Centre Interface:** Precincts which have an interface with a wider activity centre can play a major role and effectively 'extend' the activity centre through providing core office functions, mixed use development and additional retail complexes which complement the activity centre.

**Investment Opportunities:** The key investment opportunities which are anticipated in Yarra's activity centre precincts are:

- Mixed use development;
- Retail complexes in activity centres;
- Small offices complexes; and
- Retail showrooms and bulky goods stores.

**Strategic Directions:** The strategic directions for Yarra's activity centre precincts are:

1. Facilitate mixed use development, office and supporting retail in these precincts to complement the role of existing activity centres.

**Applies to:**

- AC1 – Fitzroy North Activity Centre
- AC2 – Nicholson Street North Activity Centre
- AC3 – Nicholson Street South Activity Centre
- AC4 – Victoria Street West Activity Centre
- AC5 – Abbotsford Activity Centre Precinct (includes Yarra River interface)

Recommendations are provided for each activity centre precinct as follows.



**Precinct Name:** AC 1 – Fitzroy North Activity Centre

**Land Audit Summary**

**Zoning Map (Existing)**

A summary of land area by zone for this precinct is as follows:

Land Area (Ha) by Zone	
B2Z	-
B3Z	0.4
B4Z	-
B5Z	-
IN1Z	-
IN3Z	-
<b>TOTAL</b>	<b>0.4</b>



**Recommendation**

**Rationale:** This precinct is deemed unsuitable for new industrial investment due to its small size and location, and should play a support role to the adjoining activity centre. The precinct also has a residential interface. The site could play a greater retail role as part of the activity centre or a supporting office/mixed use role.

- **Recommended Zone: Business 1 Zone**
- Secondary zoning options: Business 2 Zone, Mixed Use Zone

**Land Structure After Changes**

**Zoning Map (Recommended)**

A summary of land area by zone for this precinct following rezoning is as follows:

Land Area (Ha) by Zone	
B1Z	0.4
B2Z	-
B3Z	-
B4Z	-
B5Z	-
IN1Z	-
IN3Z	-
MUZ	-
<b>TOTAL</b>	<b>0.4</b>



**Precinct Name:** AC 2 – Nicholson Street Fitzroy Activity Centre (North)

### Land Audit Summary

A summary of land area by zone for this precinct is as follows:

Land Area (Ha) by Zone	
B2Z	-
B3Z	0.5
B4Z	0.3
B5Z	-
IN1Z	-
IN3Z	-
<b>TOTAL</b>	<b>0.8</b>

### Zoning Map (Existing)



### Recommendation

**Rationale:** This precinct is deemed unsuitable for new industrial investment and has an interface with residential, business and mixed uses. It could play a support role to these uses in the future through office and associated development.

- **Recommended Zone: Retain Business 3 Zone**

**Precinct Name:** AC 3 – Nicholson Street Fitzroy Activity Centre (South)

### Land Audit Summary

### Zoning Map (Existing)

A summary of land area by zone for this precinct is as follows:

Land Area (Ha) by Zone	
B2Z	1.2
B3Z	-
B4Z	-
B5Z	-
IN1Z	-
IN3Z	-
<b>TOTAL</b>	<b>1.2</b>



### Recommendation

**Rationale:** This precinct is zoned appropriately and is part of St Vincent's Hospital.

- **Recommended Zone: Retain Business 2 Zone**

**Precinct Name:** AC 4 – Victoria Street West Activity Centre

**Land Audit Summary**

**Zoning Map (Existing)**

A summary of land area by zone for this precinct is as follows:

Land Area (Ha) by Zone	
B2Z	-
B3Z	1.6
B4Z	-
B5Z	-
IN1Z	-
IN3Z	-
<b>TOTAL</b>	<b>1.6</b>



**Recommendation**

**Rationale:** This precinct is deemed unsuitable for new industrial investment due to its size and limited access and should play a support role to the adjoining Victoria Street Activity Centre. The precinct also adjoins residential areas. Offices can locate close to residential areas and provide a support role for the activity centre.

- **Recommended Zone: Retain Business 3 Zone**

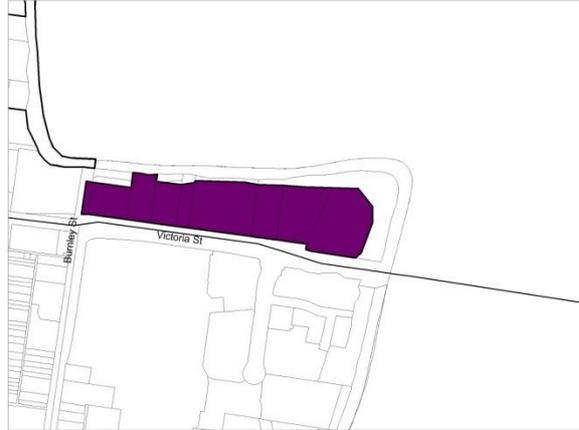
**Precinct Name:** AC 5 – Abbotsford Activity Centre Precinct (includes Yarra River interface)

### Land Audit Summary

A summary of land area by zone for this precinct is as follows:

Land Area (Ha) by Zone	
B2Z	-
B3Z	-
B4Z	-
B5Z	3.7
IN1Z	-
IN3Z	-
<b>TOTAL</b>	<b>3.7</b>

### Zoning Map (Existing)



### Recommendation

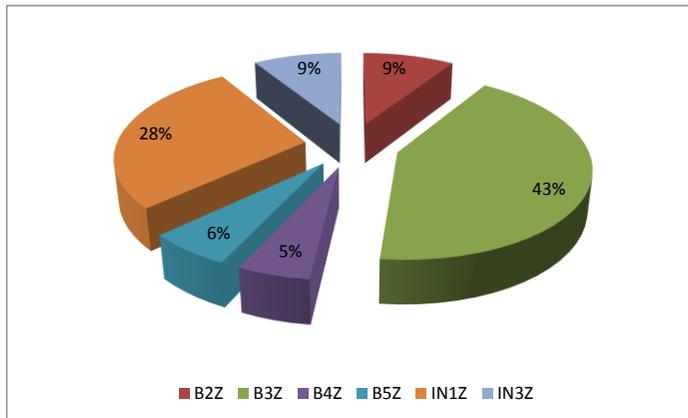
**Rationale:** This precinct is appropriately zoned and is evolving to include residential development in line with the Business 5 Zone.

- **Recommended Zone: Retain Business 5 Zone**

**Share of Land Area by Zone (Existing)**

The chart below shows the share of land area by each of the relevant zones in Yarra. This chart is based on the total of 233 hectares of business and industrial zoned land.

The greatest share of land is in B3Z followed by IND1Z, B2Z and IND3Z.



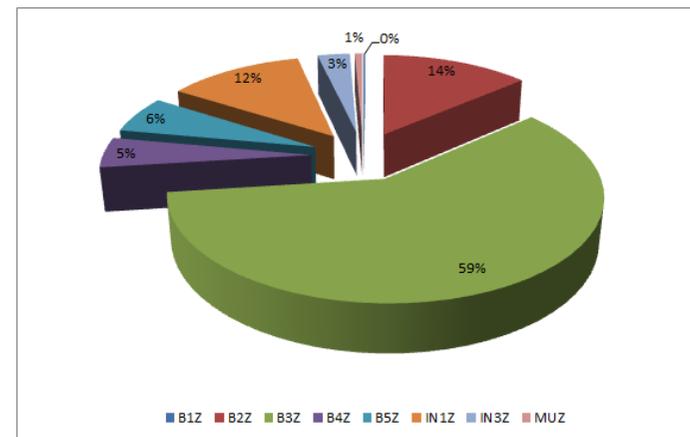
**Summary of Land Area Change by Zone**

Zone	Existing (%/ha)	Future (%/ha)
B1Z	0%	0% - 0.4 ha
B2Z	9% - 20.5 ha	14% - 30.2 ha
B3Z	43% - 95.0 ha	59% - 132.2 ha
B4Z	5% - 11.5 ha	5% - 10.9 ha
B5Z	6% - 13.5 ha	6% - 13.5 ha
IN1Z	28% - 62.5 ha	12% - 27.7 ha
IN3Z	9% - 19.9 ha	3% - 6.6 ha
MUZ	0%	1% - 1.5 ha

**Share of Land Area by Zone (Based on Recommendations)**

The chart below shows the share of land area which would result for the same 233 hectares of business and industrial zoned land in Yarra according to the zoning recommendations across the different precincts.

The share of Business 3 Zone land would increase to 59%. The share of Business 2 Zone land would increase to 14%. Under the recommendations, the share of land in the Industrial 1 Zone would decline to 12% whilst the share of land in the Industrial 3 Zone would decline to 3%.



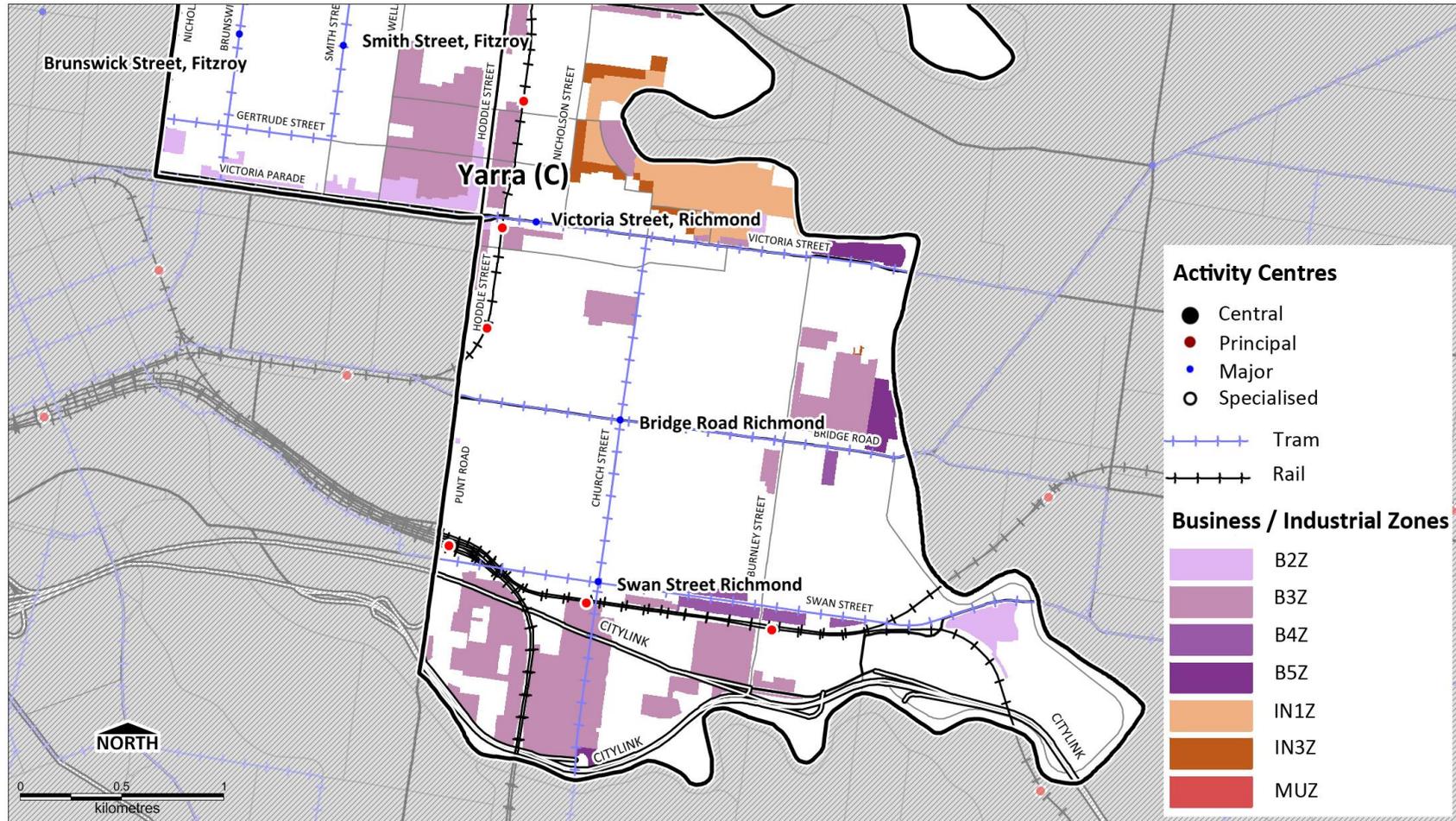
**Zoning Map, City of Yarra (Existing)**







**Zoning Map, City of Yarra (Based on Recommendations)**



## 8 Implementation

### 8.1 Implications for the Yarra Planning Scheme

The Yarra Planning Scheme will be the principal means to implement this Strategy. Yarra City Council will use the available tools and provisions in the Planning Scheme to ensure that its business and industrial precincts retain their existing economic role or have the capacity to transition through the introduction of new land uses which will secure their viability. Key tools available include:

**Municipal Strategic Statement (MSS) and Local Planning Policies:** The LPPF provides Council with the opportunity to articulate the vision and strategic directions included within this Strategy to the community and prospective investors. Council should investigate updating the MSS to ensure it reflects the intent of this Strategy and to provide certainty to the community around expected business and industrial land development outcomes.

**Zones and associated schedules:** The scope of this Strategy covers the Business 2, 3, 4, 5 and Industrial 1 and 3 Zones. Within these provisions, Council has the scope to alter the planning scheme schedules to specify outcomes, including floorspace caps.

The Strategy provides the basis for reviewing the zones covering the various business and industrial precincts. Where a transition is required to allow additional uses into a precinct, or part of a precinct, an appropriate zone must be selected which best aligns with the strategic vision.

**Overlays and associated schedules and Particular Provisions:** The Yarra Planning Scheme currently has a range of Overlays and Particular Provisions which relate to Yarra's business and industrial areas. Council should review the adequacy of these in relation to the direction of this Strategy.

**Master planning and local area or precinct plans:** It may be necessary for some precincts or local areas recommended for rezoning or change in this Strategy to be further investigated through a master plan or local area plan process. This would include:

- Urban design and local character assessment;
- Transport and access improvements or strategies; and
- Open space and land management.

Masterplans or local area plans would then form the basis for integrated action through planning scheme amendments and other measures such as traffic management and land management or open space development.

**Infrastructure planning:** Arup has prepared infrastructure advice to support this Strategy. Their report is a separate document to this Strategy and relates to transport and telecommunications requirements for the likely development types anticipated for Yarra's business and industrial areas and the precincts. These infrastructure types are the most critical to the ongoing development of Yarra's business and industrial areas. It is recommended that Yarra City Council prepare an Infrastructure Plan to support this Strategy in line with the Arup report.

## 8.2 Monitoring and Review

This Strategy is intended to be a living document. Council will need to review this Strategy at least every five years in line with changes in economic and land use conditions (including the release of employment and related data from the Australian Bureau of Statistics).

On this basis it is recommended that any rezoning within Yarra be undertaken in a staged manner over time, with indicative land use quantities to 2026 shown in this Strategy divided into five year blocks for guidance purposes.

### **Key Performance Indicators**

A list of key performance indicators (KPIs) has been proposed to measure progress towards implementation of the Strategy. The KPIs have been proposed based on those elements which can be directly linked to the activities of Council and those activities which cannot necessarily be linked to Council but which Council has a charter to influence.

Those elements which can be directly linked to the activities of Council are:

- Number of investment enquiries fielded by the Statutory Planning Branch and Economic Development Unit (to be monitored each year);
- Dollar value of directly facilitated business investments in Yarra's business and industrial areas;
- Number of jobs generated as a result of directly facilitated investments in Yarra's business and industrial areas;
- State and Federal Government funding grants secured by Council for Yarra's business and industrial areas; and
- Other funding assistance (e.g. private sponsorship) secured by Council for Yarra's business and industrial areas; and

Those elements which cannot necessarily be directly linked to Council but for which Council has a charter to attempt to influence:

- New business start-ups in Yarra's business and industrial areas recorded over a 12 month period;
- New building approvals in Yarra's business and industrial areas; and
- Take-up rate of industrial land (to be monitored each year).

