

21.08 ECONOMIC DEVELOPMENT

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21.08-1 Commercial

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Retail is the highest employer in the municipality (as at 2011), accounting for 17.6 per cent of all jobs in Moonee Valley. Professional, scientific and technical services represent an emerging sector within the City with a 6.6 per cent proportion of jobs in the municipality.

Existing retail and office uses are predominantly concentrated within the City's identified larger activity centres. Population growth and demographic changes have also strengthened the commercial role of the City's Neighbourhood Activity centres. This includes an improved provision of cafes and restaurants, medical services and convenience retailing.

The establishment of a strong local employment sector is vital if the City is to encourage a more sustainable local economy. Analysis shows that the municipality currently underperforms in this regard, with a high proportion of its residents working outside Moonee Valley (80 per cent).

If the City is to achieve local employment sustainability it will need to attract significant investment in employment-creating sectors ranging from offices to retailing, education, health, professional services and creative industries.

Objective 1

- To ensure that new commercial development maximises investment and employment opportunities in the City's activity centres.

Strategies

- Encourage the establishment of high value adding office, retail, educational, health, professional services and creative industries in the City's activity centres.
- Encourage the establishment of office and mixed use developments that support professional services and creative industries.

Objective 2

- To ensure that new commercial development and uses satisfies the community's retail, commercial services, entertainment and leisure needs.

Strategies

- Encourage a mix of uses and activities in the City's commercial precincts.
- Discourage out of centre development and the establishment of commercial uses within predominantly residential areas.
- Support and encourage the establishment of a positive, inclusive and safe night time economy within the City's Activity Centres identified in Plan Melbourne.

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Manufacturing remains the highest output industry in the local economy, generating 15.2 per cent of the City's total output.

Traditional industrial precincts in Airport West and Essendon Fields are evolving into dynamic employment hubs that have diversified to include a range of non-traditional industrial land uses.

A key challenge for Moonee Valley is to manage this transition from traditional manufacturing uses towards higher value-added industries (i.e those industries that generate the highest contribution to Gross Domestic Product) including commercial services, technology, green manufacturing, transport and logistics. There is a need for improvements to the appearance, access and functionality of existing industrial precincts to encourage this transition to high quality uses.

Objective 1

- To support and encourage the establishment of high value added industries including commercial services, technology, green manufacturing, transport and logistics.

Strategies

- Encourage the transformation of traditional industrial precincts into dynamic and diverse employment hubs.
- Improve the appearance and functionality of existing industrial precincts to encourage the establishment of high value added industries.
- Advocate for improvements to the frequency and availability of public transport servicing the City's existing industrial precincts.

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Essendon Airport

Essendon Airport was established in 1923 and is situated in the precinct now known as Essendon Fields. It operates as a general aviation airport catering for approximately 55,000 commercial and light industrial flights per annum.

The airport generates significant economic benefits for the City and forms part of the broader Essendon Fields Business Park. Essendon Fields contributes almost \$800 million per annum to the local economy and employs 4,200 people.

Essendon Fields offers significant economic growth and employment opportunities for the City due to its size and strategic location. It is projected to generate 15,000 new jobs and an estimated \$300 million in investment over the next decade. The precinct contains several vacant and underused land parcels suitable for aviation, retail, commercial and industrial development.

There is significant potential to create synergies between Airport West and Essendon Fields to facilitate the development of an employment and innovation cluster within the City. This opportunity is currently limited by the physical barrier created by the Tullamarine Freeway and a lack of public transport options servicing both precincts.

The Metropolitan Planning Authority is currently preparing a framework plan, the Essendon Technology Precinct, to integrate Airport West and Essendon Fields. The plan will incorporate the existing Airport West structure plan and aspects of the Essendon Airport master plan.

Objective 1

- To ensure the continued growth and development of the Essendon Fields Business Park and its role as a key investment and employment centre within the City.

Strategies

- Continue to work with Essendon Airport, airport-lessee company (pursuant to the Airports Act 1996 (Commonwealth)) to facilitate the development of an employment and innovation cluster with Airport West.
- Advocate for improved public transport to Essendon Fields, Essendon Airport terminals and Airport West and between.

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Licensed Premises

The City offers a thriving nightlife ranging from the bars and clubs of the Mt Alexander Road precinct to local pubs, restaurants and the Moonee Valley Racecourse. Council and residents alike value the social and economic benefits that these businesses bring to the municipality.

The number of licensed premises within the City has increased by 14 per cent in the five year period between 2006 and 2010. This trend is expected to continue as State and local planning policies direct higher density development, entertainment and commercial uses towards key activity centres.

Council recognises the negative impacts that some activities associated with late night licensed venues can have on surrounding residential amenity. Considerable work has been undertaken in recent years to address this issue including the development of the Mt Alexander Road Community Safety Plan 2010, the Moonee Valley Liquor Accord, the Licensed Premises Policy Background Paper 2012 and the introduction of a local law to restrict the consumption of alcohol in public places.

Objective 1

- To minimise the negative impacts associated with the establishment of new licensed premises and changes to existing premises.

Strategies

- Discourage licensed premises with operating hours after 11pm from establishing outside of Activity Centres identified in *Plan Melbourne*.
- Discourage the establishment of licensed premises in predominantly residential areas.
- Encourage all licensed premises to incorporate safe design principles within their venue to increase public safety.
- Ensure that all licensed premises are designed and operated in a manner that does not unreasonably impact on the amenity of the surrounding area.

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Implementation

- Apply the *Commercial 1 Zone* and the *Commercial 2 Zone* to activity centres, commercial precincts and employment hubs.
- Apply the *Activity Centre Zone* to larger activity centres, where appropriate.
- Apply *Clause 22.04 Licensed Premises Policy* to manage the impact of new and expanded licensed premises.
- Apply the *Industrial 3 Zone* to industrial areas, to protect the amenity of surrounding sensitive uses.

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Other Actions

- Work collaboratively with Essendon Airport Corporation to strengthen synergies between the Airport West Activity Centre and Essendon Fields.
- Advocate for improved public transport services to Essendon Fields and the Airport West Activity Centre.

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Further Strategic Work

- Finalise the Economic Development Strategy 2014-2017.
- Prepare an Economic Development Policy that provides specific direction for business and industrial growth within the municipality.
- Prepare a Local Planning Policy on Gaming that builds on Council's Gaming Position Paper 2011.
- Continue to develop and implement Activity Centre Structure Plans and a Neighbourhood Activity Centres Strategy to ensure that development opportunities within these centres are realised.

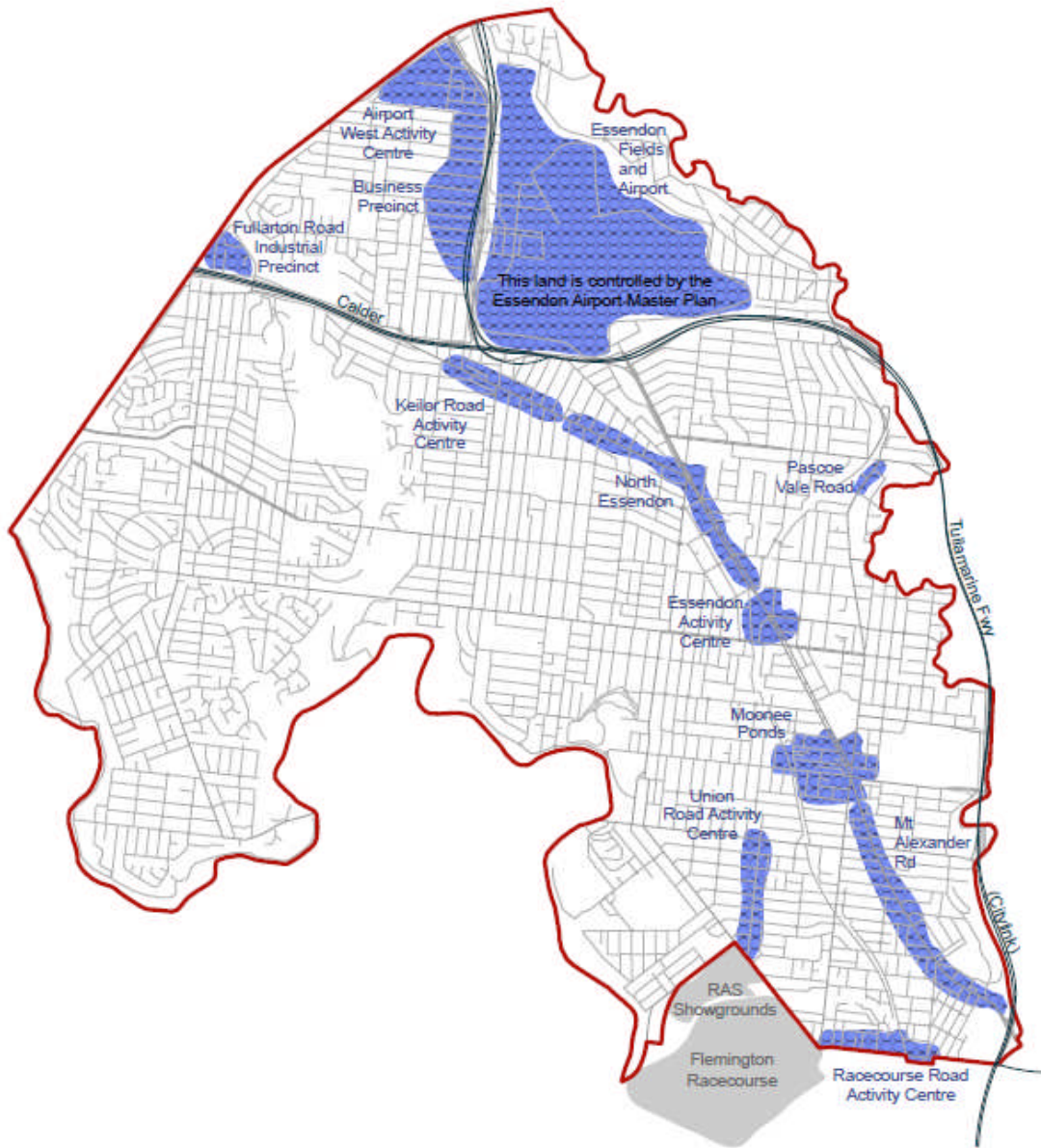
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Reference Documents

- Moonee Valley Economic Development Strategy (as updated) 2008
- Essendon Airport Master Plan (as updated)
- Western Region Employment and Industrial Development Strategy 2007
- Moonee Valley Licensed Premises Policy Background Paper 2012
- Design Guidelines for Licensed Premises, Department of Justice 2009

Economic Development Plan



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— Major highway — Major Road — Road — MVCC Boundary ■ Employment node