



# Future proofing Knox's Land for Business –Directions and Actions Summary, October 2017

Updates to Actions: 1.1, 3.1, 3.5, 3.6, 3.7, 3.13,

## Introduction

The directions and actions listed in this summary document are based on the Directions and Actions of the draft *Knox Land for Business Futures Direction Plan, Knox City Council, Urban Enterprise, July 2017* but revised further, since July 2017.

It is envisaged that feedback on the draft Directions and Actions Summary, October 2017 will be considered with that on the draft *Knox Land for Business Futures Direction Plan, Knox City Council, Urban Enterprise, July 2017* and combined at the appropriate time for the final version of the approved Plan.

Eight directions are identified, each supported by a range of planning and economic development and other actions. Actions are grouped into short term actions (0-3 years) and medium term (4-10 years). Actions for the period 10-20 years should be identified at the time this plan is reviewed (within the next 10 years).

## Directions

### Understanding and Monitoring the Knox Economy

1. Establish and maintain an ongoing evidence base to support economic and strategic planning/decision making
2. Prepare and maintain a 'Knox Economy Futures Statement' and associated implementation plan

### Protecting and Strengthening the City's 'Land for Business'

3. Identify, retain and strengthen existing 'Significant Business Locations', including their core employment land areas
4. Consolidate and diversify the role of existing activity and neighbourhood centres
5. Accommodate projected employment and retail floorspace growth in strategic locations
6. Maintain an ongoing supply of 'local' employment land (Industrial 1 Zone and Commercial 2 Zone);
7. Update local content of Knox Planning Scheme to reflect the Future Directions Plan.

### Strategic Investment and Partnerships with Key Industries

8. Encourage growth in propulsive industries and in industries which leverage local opportunities and advantages

## Actions

### UNDERSTANDING AND MONITORING THE KNOX ECONOMY

#### **DIRECTION 1** Establish and maintain an ongoing evidence base to support economic and strategic planning/decision making

Action	Description	Tool	Priority / timing
1.1	Update economic and demographic analysis once <u>all</u> appropriate 2016 Census data is available.	Further technical work	Short (2017/18)
1.2	Establish a Land for Business Monitoring and Reporting Framework. This will include data on: vacant land, subdivision activity, development permits, change of use permits and business entries and exits (including within 100m of employment zones).	Ongoing strategic work	Short (set up) Recurrent action
1.3	Prepare a tool to align business locations (ABR) with individual properties (Council GIS) to report on business growth and change by small area and by industry class.	Further technical work	Short
1.4	Monitor demand for bulky goods retail within Commercial 2 Zone (including take up of Knoxfield Masters site) and periodically review the need for additional land in this zone for this purpose.	Further technical work	Medium
1.5	Review Future Directions Plan and local policies within 8 years to identify actions for the period 10-20 years.	Further strategic work	Medium

#### **DIRECTION 2** Prepare and maintain an 'Knox Economy Futures Statement' and associated implementation plan

Action	Description	Tool	Priority / timing
2.1	Articulate and maintain biennially an 'Economy Futures Statement' and associated Implementation Plan'. This will cover Knox's investment, business and jobs future directions that reflect the Community and Council Plan and which takes into account the Land for Business evidence base and strategic directions. This Statement should be broader than the 'land' focussed Land for Business project, but will support the directions of the Land for Business Future Directions Plan.	Research and analysis. Strategic Work	Short

## DIRECTION 3 PROTECTING AND STRENGTHENING THE CITY'S 'LAND FOR BUSINESS'

Action	Description	Tool	Priority / timing
3.1	Identify the Significant Business Locations and Core Employment Land Areas (mapped Figure 10) in the Knox Planning Scheme and other relevant strategic documents of Council as important areas for Knox's ongoing business opportunities. These Significant Business Locations areas include: Bayswater Business Precinct/Bayswater Activity Centre, Scoresby-Rowville-Knoxfield, Burwood Highway East Corridor, Wantirna Health Precinct and Knox Central.	Local Planning Policy Framework (LPPF) and other Council documents as appropriate	Short
3.2	Prioritise as appropriate Council's business support to Significant Business Locations.	Economic development initiatives	Ongoing
3.3	Prioritise as appropriate Council's place investment initiatives to Significant Business Locations	Council Policy	Ongoing
3.4	Prepare, as appropriate, Investment and Action Plan/s for the Significant Business Locations, including local, State and private investment and action required to facilitate long term prosperity taking into account existing strategic plans.	Further analysis/investigation/work	Medium (plan) Ongoing (investment)
3.5	Continue to advocate for public transport investment – improved bus services, tram extension into Knox and the train to Rowville – to enhance business and employment opportunities within Knox.	Advocacy	Ongoing
3.6	<b><i>Bayswater Activity Centre, Burwood Highway East Corridor &amp; Wantirna Health Precinct</i></b> Acknowledge that the following sites listed in the Knox Housing Strategy should principally provide a business land focus: - Wantirna Health Precinct (706, 750-750A and 760 Boronia Road, and 203 and 251 Mountain Highway, Wantirna - Bayswater Triangle (bounded by Scoresby Road, Mountain Highway and Station Street) - Mountain Gate Triangle	LPPF	Short
3.7	<b><i>Bayswater Business Precinct &amp; Scoresby-Rowville-Knoxfield</i></b> Strongly discourage non-employment and low economic output uses within 'Core Employment Land Areas' (mapped Figure 10), that do not directly support the Area it is located, in order to retain opportunities for value-adding businesses.	LPPF	Short
3.8	<b><i>Bayswater Business Precinct &amp; Scoresby-Rowville-Knoxfield</i></b> Monitor ongoing office floorspace development in Core Employment Land Areas to determine whether further investigation/actions is needed in relation to the introduction of policy direction and/or office floorspace caps for Core Employment Land Areas zoned Industrial (mapped Figure 10), with the exception of land with frontage to the public transport network. For the Bayswater Business Precinct, this would take into consideration any directions proposed for the broader precinct across the 3 Councils and the views of the partner Councils.	Monitoring and analysis	Medium
3.9	<b><i>Scoresby-Rowville-Knoxfield</i></b> Review and replace the Scoresby Rowville Employment Precinct Local Policy and associated content in the Knox Planning Scheme, with new policy as appropriate, to address the reformed zone provisions and various directions of this Future Directions Plan.	LPPF	Short

3.10	<b>Scoresby-Rowville-Knoxfield</b> Investigate rezoning part of Assessment Area E-07, being the Scoresby Industrial component, from Commercial 2 to Industrial 1 Zone to ensure its ongoing industrial role.	Zoning	Short
3.11	<b>Scoresby-Rowville-Knoxfield</b> Advocate for public and active transport investment, with first priority being to better integrate Caribbean Park and potential future office precinct and Neighbourhood Centre with broader movement networks to increase local amenity, support and encourage increases in employment density and variety of employment types	Advocacy	Ongoing
3.12	<b>Scoresby-Rowville-Knoxfield</b> Facilitate the development of Caribbean Park as a high amenity, connected employment hub: <ul style="list-style-type: none"> <li>- Support preparation of an Investment Plan to identify state, local, and private investment required to improve connectivity (including public transport), amenity and the required infrastructure to service office businesses</li> <li>- Subject to demonstration of demand, support the development of a Neighbourhood Centre designed to serve business needs, including potential uses such as accommodation, open space and community uses as detailed in the Development Plan for the land.</li> </ul>	Advocacy	Short-Medium
3.13	<b>Burwood Highway East Corridor</b> Undertake strategic investigation for the Burwood Highway East <u>Corridor</u> Significant Business Location with a focus on employment, business development, investment and transport. The investigation should include consideration of ways to increase potential for development and site utilisation as well as investigate status and opportunities relating to the Dorset Road extension	Further strategic work	Medium
3.14	<b>Knox Central</b> Maintain and enhance the role of Knox Central as a major regional centre by: <ul style="list-style-type: none"> <li>- Support the ongoing and incremental expansion of the retail and community role of Knox Central in order to remain competitive at the metropolitan level and maintain market share</li> <li>- Encourage a range of supporting business uses within the Activity Centre</li> <li>- Investigate rezoning or local policy changes for the Employment Assessment Area (E-03 Knox Central Employment) to encourage ongoing transition towards a mix of business uses, including office, technology focussed industrial and commercial.</li> </ul>	Amendment C149	Short
3.15	<b>Wantirna Health Precinct</b> Continue with the Wantirna Health Precinct work being undertaken with state government and stakeholders to facilitate ongoing development of this precinct, including the development of a Precinct Investment Plan.	Strategic work in partnership with VPA	Short

## DIRECTION 4 Consolidate and diversify the role of existing activity and neighbourhood centres

Action	Description	Tool	Priority / timing
4.1	Retain policy support for core retail floorspace to be directed to existing Activity Centres and Neighbourhood Centres, and encourage ongoing mix	LPPF	Short

	of retail and other commercial floorspace in these centres.		
4.2	Encourage retail and/or commercial floorspace to form part of all developments within activity centres and neighbourhood activity centres, and encourage high density residential development on appropriate sites above ground level to enable mixed use developments which incorporate retail, commercial and other uses.	LPPF	Short
4.3	Discourage anchor retailers and new retail centres outside existing activity centres and neighbourhood centres through local policy.	LPPF	Short
4.4	Encourage incremental increases in mixed use developments within Neighbourhood Centres in the Dandenong Foothills, including provision for retail and commercial space to meet demand for medical, retail and small business premises.	LPPF	Medium

## **DIRECTION 5** Accommodate projected employment and retail floorspace growth in strategic locations

Action	Description	Tool	Priority / timing
5.1	Amend local policy and maps under the Knox Housing Strategy and Knox Planning Scheme to confirm the appropriateness of the Boral Quarry (191 George Street, Wantirna) 'Strategic Investigation Site' including a business land component and the Waverley Golf Club (and adjoining sites on Stud Rd) 'Strategic Investigation Site' potentially having a business land component along Stud Rd.	New / amended local policy and maps	Short
5.2	Boral Quarry (191 George Street, Wantirna) - investigate the extent and type of business land considered appropriate to assist with any future rezoning request, with an emphasis on maximising business zoned land.	Further strategic work	Short
5.3	Identify: <ul style="list-style-type: none"> <li>- Underutilised properties potentially available for redevelopment opportunities, and</li> <li>- Strategic business land opportunity sites which have capacity to accommodate business/employment growth and facilitate the investigation of these sites suitability with relevant land/business owner.</li> </ul>	Collation of information (from Technical Report B in first instance) and creation of internal database	Short
5.4	Support increased utilisation of existing business land through planning policy and planning controls, including: <ul style="list-style-type: none"> <li>- Subdivision of some of the larger industrial sites in areas that are highly accessible, but retention of larger sites in internal areas with significant buffers to sensitive uses;</li> <li>- Ensure policy and controls allow and encourage industrial development at upper levels;</li> <li>- Innovative responses to car parking requirements to enable greater site coverage; and</li> <li>- A review of local policy relating to industrial area urban design.</li> </ul>	Local policy review Subdivision and parking requirements review.	Short
5.5	Limit rezoning of existing land for business away from zones that principally support employment and business.	Local policy	
5.6	Support the development of new and/or expanded Neighbourhood Centres or 'Business' Neighbourhood Centres as appropriate in areas expected to experience significant residential and/or employment growth, including:	Local policy	Ongoing

	<ul style="list-style-type: none"> <li>- Wantirna Mall (Wantirna Health Precinct) - medium term; and</li> <li>- Caribbean Park (Scoresby-Rowville-Knoxfield) -long term.</li> </ul>		
5.7	Support approach proposed under Amendment C150 which strengthens policy support for suitable businesses to locate in residential areas near Activity Centres and Neighbourhood Centres, and which specifically encourages non-residential uses in proximity to public transport routes and hospitals	Amendment C150 – Clause 22.03	Short
5.8	Continue the delivery of existing business development and support programs to support appropriate employment and business activity, including home based business activity.	Economic development program	Short and Medium

**DIRECTION 6** Maintain an ongoing supply of 'local' employment land (Industrial 1 Zone and Commercial 2 Zone)

Action	Description	Tool	Priority / timing
6.1	Limit rezoning of local industrial areas away from zones that principally support employment and business.	Local policy	Short

**DIRECTION 7** Update local content of the Knox Planning Scheme to reflect the Future Directions Plan

Action	Description	Tool	Priority / timing
7.1	Consider the use of the Industrial 3 Zone to selected industrial / residential interfaces to ensure that the impact of any changes of use and redevelopment on surrounding areas can be appropriately managed. This should only apply where existing uses will not generate non-conforming uses rights. Sites / Assessment Areas for investigation include: <ul style="list-style-type: none"> <li>- Land being rezoned to Industrial from other zones</li> <li>- Bayswater Employment Assessment Area, west of Scoresby Road and south of the rail line;</li> <li>- The southern interface of the Bayswater Employment Assessment Area along Holloway Drive and Glenann Court;</li> <li>- Northern interface of the Knox Central Employment Assessment Area;</li> <li>- Fitzgerald Street Ferntree Gully; and</li> <li>- All residential interfaces of E-02 Bayswater.</li> </ul>	Further strategic assessment, Planning zone changes (PSA)	Short
7.2	Investigate potential rezoning of former Business 5 Zone sites that have been fully developed for residential purposes or not considered appropriate sites for the Commercial 1 Zone. Sites to examine include: <ul style="list-style-type: none"> <li>- 1135 Burwood Highway Road, Ferntree Gully;</li> <li>- 42 and 52 Stud Road, Wantirna;</li> </ul>	Further strategic assessment, Planning zone changes (PSA)	Short

## STRATEGIC INVESTMENT AND PARTNERSHIPS WITH KEY INDUSTRIES

### **DIRECTION 8** Encourage growth in propulsive industries and in industries which leverage local opportunities and advantages

Action	Description	Tool	Priority / timing
8.1	Establish targeted economic development initiatives to encourage clustering of propulsive industries including health care, advanced manufacturing, construction, wholesale trade and professional services.	Economic development initiative	Short
8.2	<b>Scoresby-Rowville-Knoxfield</b> Encourage advanced manufacturing businesses to locate in the Scoresby-Rowville-Knoxfield Significant Business Location given relative proximity to the Monash and Dandenong National Employment and Innovation Clusters and current major businesses in this field.	Economic development initiative Local policy	Short
8.3	Investigate rezoning Assessment Area 7b (Scoresby Industrial) from Commercial 2 to Industrial 1 Zone to better support the ongoing use of this area for advanced manufacturing.	Planning zone change	Short
8.4	Encourage health related businesses to locate within and near the Upper Gully Neighbourhood Centre to leverage from proximity to the Angliss Hospital. Work with Angliss Hospital / Eastern Health to identify key opportunities and business types seeking co-location.	Economic development initiative	Medium
8.5	Encourage retail and hospitality uses that will meet the needs of residents and tourists in the Foothills neighbourhood centres, particularly Upper Ferntree Gully.	Upper Gully Strategic Plan	Short
8.6	Encourage growth in professional services in the following key areas which have experienced recent growth in this sector and have potential to accommodate further growth: <ul style="list-style-type: none"> <li>- Knox Central Employment Assessment Area;</li> <li>- Caribbean Park; and</li> <li>- Rowville, Bayswater and Boronia Activity Centres.</li> </ul>	Economic development initiative	Short
8.7	Encourage higher density employment types (services, health, education) to locate in business areas with access to public transport and to facilitate knowledge clusters near education (i.e. Swinburne), hospitals and activity centres.	LPPF	Short