

# Melton Employment and Industrial Land Strategy

Consultation Report May 2024

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# 1 Introduction

## 1.1 Purpose of the Document

The Consultation Report outlines the Council-led public consultation strategy and consultation outcomes following the release of the Draft Melton Employment and Industrial Land Strategy in January 2024.

## 1.2 Project Context

Melton City Council and consultant Charter Keck Cramer (CKC) developed the draft Melton Employment and Industrial Land Strategy (MEILS) over a two-year period commencing in 2022.

The MEILS follows the release of the Melbourne Industrial and Commercial Land Use Plan (MICLUP), a State Government document which provides guidance for municipalities in preparing industrial land strategies. Further to this, the MEILS responds to Action Theme 4.2.1 of the Council Plan – “A City that promotes greater education and employment” by seeking to ensure that population growth in the City of Melton is matched by local employment and economic growth.

## 1.3 Consultation History

Strategic stakeholder consultation has occurred throughout the process and applied various methods including letters, online platforms, newspaper advertisements, stakeholder workshops and targeted meetings.

The first phase of consultation occurred in October 2022 which sought initial feedback from external stakeholders (major industrial land developers operating in the City of Melton) to inform the Background Report used to develop the draft Strategy.

The draft Strategy was on public exhibition from 15 January to 29 February 2024 and late submissions were accepted until 27 March 2024 upon request. The focus of this report is the outcome of the public exhibition.

## 2 Consultation Strategy for the Draft Strategy

The total of 27 submissions were received from community members (6), government stakeholders (3) and the development industry (18).

Officers reviewed the submissions and prepared the Consultation Report addressing all the issues raised.

Individual letters were sent to each submitter who requested a response.

### 2.1 Key Stakeholders

The key project stakeholders are identified as:

- Industrial landholdings,
- Occupying businesses,
- Developers,
- State Government departments and agencies,
- Advocacy Groups,
- Trade associations,
- Business networks,
- Relevant Councils,
- Community members,
- Melton City Council (Councillors, Executive team, key internal departments, Project Control Group, Project Working Group).

### 2.2 Consultation and communications summary

Council engaged on the draft Strategy in the following ways during the 6-week consultation period:

- The draft Strategy was released to the public via Council's engagement website *Melton Conversations* on 15 January 2024.
- Online survey (via *Melton Conversations*).
- Letters sent to major stakeholders, including State Government agencies and relevant authorities.
- Letters sent to landowners and occupiers of properties in the Industrial 1 Zone, industrial 3 Zone and Commercial 2 Zone.
- Newspaper Ads placed in the *Melton Moorabool Star Weekly* and the *Brimbank North-West Star Weekly* on Tuesday 30 January.

- e-Newsletters to community and businesses.
- Social media posts on Melton City Council’s Facebook and LinkedIn platforms.
- Two online industry briefings (one for State Government bodies and agencies, and one for private sector stakeholders).

### 3. Submissions summary and responses

The submissions were analysed and grouped into the following themes based on the matters raised:

- Background Report Data,
- Supporting infrastructure,
- Development sequencing & priorities,
- Western Interstate Freight Terminal,
- Further investigation areas,
- Industrial Land Use Framework,
- Melbourne Airport Environs Overlay (MAEO),
- Miscellaneous and General Errors.

#### Theme: Background Report Data

No.	Submission Summary	Current Council Response
1	Submitters sought clarification on the infrastructure assumptions that underpin the Strategy and the industrial land up-take shown.	<p>Noted.</p> <p>The Strategy and the Background Report apply assumptions that reflect available information as of November 2022. The guiding assumptions are provided in Section 3.1.2 of the Background Report.</p> <p>Projections for future development were formulated according to base case and high growth scenarios. The high growth scenario models the potential impact of future change that will influence demand, including the delivery of the Outer Metropolitan Ring Road.</p> <p>The project would be deficient if it were not to consider the potential impact of the delivery of a second ring road which as of 2010 is subject to a gazetted road reserve. In the City's Southern</p>

No.	Submission Summary	Current Council Response
		<p>Precinct, the high demand scenario anticipates continued growth of industrial land development reflecting recent trends and a known pipeline of development. The high growth scenario is therefore based on plausible development drivers and outcomes.</p>
2	<p>Submitters raised concerns about the accuracy of the UDP data informing the MEILS; suggesting it overstates land supply and underestimates consumption.</p> <p>Submitters also raised concerns that the UDP forecasting used in the MEILS dates to 2021 and does not account for major project commitments made since.</p> <p>Submitters recommended that the MEILS be updated to reflect the supply that has been consumed since 2021.</p> <p>Submitters recommended to advance targets for unlocking developable land to meet the estimated market demand.</p>	<p>Noted.</p> <p>Council acknowledges the concerns raised regarding the accuracy of the UDP data and appreciate additional information provided by the submitters for Council’s reference and review.</p> <p>Charter Keck Cramer conducted a thorough evaluation from both a municipal-wide (top-down) and a precinct-by precinct (bottom-up) perspective. Council additionally requested Charter Keck Cramer to review the methodology, consumption scenarios and data sources.</p> <p>The primary data sets that informed the strategic findings include:</p> <ol style="list-style-type: none"> <li>1. Urban Development Program (UDP) data published annually by the Department for Transport and Planning,</li> <li>2. Cordell Connect industrial permit data,</li> <li>3. Permit data provided by Council,</li> <li>4. Publicly available data on industrial development intentions in the City of Melton.</li> </ol> <p>The project team reviewed and analysed the UDP data to ensure its currency and to identify any anomalies. The UDP may not fully account for the impact of the allocation of land for infrastructure on land supply. Therefore, to account for the impact of infrastructure on land supply the total amount of vacant land available to support future industrial development was reduced by 15%. This assumption was applied to all broad-hectare locations.</p> <p>Future development was projected according to base case and high growth development scenarios:</p> <ul style="list-style-type: none"> <li>• The ‘base case scenario’ assumes continued industrial land development according to existing trends.</li> </ul>

No.	Submission Summary	Current Council Response
		<ul style="list-style-type: none"> <li>The 'high growth scenario' anticipates growth according to identified growth trends and by considering the impact of new infrastructure on demand and the strength of the existing development pipeline.</li> </ul> <p>The scenarios are conservative as they are in line with observed land consumption and industrial development growth trends and the known approved industrial development pipeline.</p> <p>The project acknowledges that there is a significant shortage of vacant available development land particularly in the City's southern precinct hence the Strategy's advocacy for progress on employment related Precinct Structure Plans as per Objective 1 of the Strategy.</p> <p>Council officers support the data and findings presented in the Background Report and the Strategy.</p> <p>The methodology, depth of analysis and data sources used are considered to provide an accurate and reliable basis for understanding industrial land supply and demand in the City of Melton.</p>
3	<p>Submitters recommended that the land use status should not only consider what built form exists on the ground but should also consider whether land has an approved planning permit for use and development including subdivision.</p>	<p>The primary data sets that informed the strategic findings include:</p> <ol style="list-style-type: none"> <li>Urban Development Program (UDP) data published annually by the Department for Transport and Planning,</li> <li>Cordell Connect industrial permit data,</li> <li>Permit data provided by Council,</li> <li>Publicly available data on industrial development intentions in the City of Melton.</li> </ol>
4	<p>Submitters stated that the Industrial Land Supply Research paper prepared by Urbis commissioned by the Property Council of Australia in 2022, demonstrated industrial land supply was much scarcer than suggested in the MEILS.</p>	<p>Council officers acknowledge that there is other research data available including the study conducted by Urbis on behalf of the Property Council of Australia in 2022.</p> <p>A comprehensive analysis was conducted to understand the supply of industrial land on both a municipal-wide (top down) a precinct-by-precinct (bottom up) basis. This approach allowed officers to address specific land supply issues that might be overlooked with a broader municipal-wide focus.</p>

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	<p>Submitters stated that land supply was further diminished than suggested in the MEILS when accounting for constraints such as environmental factors, proposed transport corridors and amenity buffers.</p> <p>There was also a perceived concern that the inaccurate data would potentially lead discussions with the State Government assuming that the situation is less urgent than it is.</p>	<p>The UDP may not fully account for the impact of the allocation of land for infrastructure on land supply. Therefore, to account for the impact of infrastructure on land supply the total amount of vacant land available to support future industrial development was reduced by 15%. This assumption was applied to all broad-hectare locations.</p> <p>The project appreciates that there is a significant shortage of vacant available development land particularly in the City’s Southern Precinct. The Strategy includes a strong position and commitment by Council to advocate for the commencement of the employment PSPs as an economic priority for the region in Action 1.1.</p> <p>The City of Melton will continue working with the state government departments and agencies to ensure the timely programming of the employment PSPs to release the industrial land supply within the municipality.</p>
5	<p>Submitters recommended to consider the UDP data as a baseline estimate and a more detailed analysis of land supply is recommended.</p>	<p>Refer to the earlier commentary from No. 2 on the datasets and analysis methodology.</p> <p>To project future industrial development two scenarios were considered:</p> <ol style="list-style-type: none"> <li>1. Base Case Scenario anticipates continued industrial land development according to existing trends.</li> <li>2. High Growth Scenario anticipates accelerated growth in industrial land development and considers the impact of new infrastructure on demand and the strength of the existing development pipeline.</li> </ol> <p>The scenarios are considered to be conservative as they are in line with observed land consumption and industrial development growth trends and the known approved industrial development pipeline.</p>



**Theme: Supporting infrastructure**

No.	Submission Summary	Current Council Response
6	<p>Submitters recommended to include information in the MEILS on what infrastructure is needed to unlock the development potential of each precinct and stakeholder support.</p>	<p>The draft Strategy outlines a list of precinct specific actions detailing critical infrastructure necessary to unlock economic growth and development within the precincts. Precinct assessment required policy support and actions specific for the Southern precinct are identified in Chapter 5.0 Precincts.</p> <p><u>Changes to the Strategy:</u>  <i>The following updates were made to the final Strategy In response to the submitter's feedback:</i></p> <ol style="list-style-type: none"> <li>1. The Action Plan has been added to Appendix 4 of the Strategy.</li> <li>2. A column indicating the priority (long-term, medium-term, or short-term) of each action has been added to the action plan.</li> </ol>
7	<p>Submitters requested that any upgrade or provision of infrastructure not currently committed for delivery should be identified as subject to future funding decisions by the State Government and Federal Government where applicable.</p>	<p>Noted.</p> <p><u>Changes to the Strategy:</u>  <i>A note has been added to Action 5.3 and Figure 16: Victorian State Government Transport Infrastructure Projects map to reflect that the transport projects not committed for delivery at the time of preparing the strategy are subject to funding decisions by State and Federal Government.</i></p>
8	<p>Submitters requested that any reference to the delivery of infrastructure that is the responsibility of the State is clear in stating State Government responsibility, as well as clear that Council is advocating for it.</p>	<p>Noted.</p> <p><u>Changes to the Strategy:</u></p> <ul style="list-style-type: none"> <li>• <i>SP. D5 wording has been amended to "Advocate for the upgrade and expansion of the Principal Freight Network".</i></li> <li>• <i>WP. D6 A2 wording has been amended to "Advocate for grade separation at Ferris, Paynes, Coburns, Leakes, Troups and Mount Cottrell Roads".</i></li> <li>• <i>WP. D6 A3 wording has been amended to "Advocate for interchanges and overpasses at key intersections including Bulmans, Ferris, Paynes and Mount Cottrell Roads".</i></li> </ul>

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9	Submitters stated that any land use assumptions that rely on short-medium term delivery of the OMR do not align with the long-term nature of the OMR.	<p>Noted.</p> <p>The Strategy and the Background Report do not assume the OMR will be developed in the short-medium term. The high consumption industrial development scenario assumes that construction of the OMR will commence after the completion of the North-East Link in 2028. The study assumes the delivery of the OMR in the early 2030s which is consistent with advocacy by Infrastructure Victoria.</p>
10	Submitters stated that the Western Rail Plan which includes potential electrification of the Melton corridor, may have impacts on the surrounding land and land uses, potentially impacting industrial and employment land contained within the strategy.	<p>Noted.</p> <p>The Strategy considered the potential electrification of the Western Corridor and its potential impact on surrounding land uses. Relevant objectives and actions include Action 5.3: Link jobs to people via comprehensive transport upgrades, SP. D7 A1 and SP. D8 A1.</p> <p>The following has been assumed in relation to the Western Rail Plan to prepare the Strategy and the Background Report:</p> <ol style="list-style-type: none"> <li>1. The plan entails the electrification of Wyndham and Melton metropolitan rail infrastructure and the delivery of additional rail stations as part of the Western Rail Plan. The plan is widely supported and endorsed by Infrastructure Victoria.</li> <li>2. Infrastructure Victoria’s strategic assessment indicates there is a compelling case to introduce electrified suburban services along the western corridor as far as Rockbank. The plan, however, is yet to be funded.</li> <li>3. The Strategy and Background Report do not assume that a station will be developed at Mount Atkinson in the horizon of the project.</li> </ol>
11	Submitters recommended that the Strategy would benefit from outlining how the existing and planned PFN functions will be protected to support industrial land uses where the PFN corridors interface with non-industrial land uses. Particularly residential, given the likely	<p>The Industrial Land Use Framework seeks to strengthen the logic and rationale for the ongoing evolution of the Principal Freight Network by directing uses that will generate significant heavy vehicle movements to locations in proximity to the current and future PFN.</p> <p>Likewise, the Industrial Land Use Framework seeks to direct uses that will generate high numbers of light vehicle movements to locations that minimise impacts on the PFN.</p>

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	amenity impacts of the industrial vehicular movements on these other areas.	
12	Submitters stated that any changes to Caroline Springs Train Station were subject to the development of the Ravenhall Quarry PSP, as well as station planning, and future funding decisions being made.	<p>Noted.</p> <p><i>Changes to the Strategy:</i>  <i>Clarification has been added to Objective 4, Objective 7, SP. D12 A1 and A2 of the Strategy, noting that any planning decisions around Caroline Springs station are subject to the development of the Ravenhall (Quarry Site) PSP.</i></p>
13	<p>Submitters recommended to reference the following infrastructure upgrades within the Strategy to ensure the efficient development of the Southern Precinct:</p> <ul style="list-style-type: none"> <li>• Christies Road exit ramp</li> <li>• Active transport for Caroline Springs Station</li> </ul>	<p>Noted.</p> <p>The Strategy is informed by Council's strategies and advocacy priorities in relation to the infrastructure projects required to support delivery of the Southern Precinct.</p> <p>Council's transport priorities are identified in the Moving Melton project webpage that shows the detailed road, rail, bus, and active transport infrastructure projects that would better connect our community, support the economic output a year and create an additional 120,000 local jobs by 2050.</p> <p>Moving Melton project web page can be accessed via the following link  <a href="https://www.movingmelton.com.au/">https://www.movingmelton.com.au/</a></p> <p>We have provided the submitter's feedback to Council's Traffic Engineering Team who will consider the recommendations in their further work on the Moving Melton Transport Prospectus project.</p>
14	Submitters stated that the delivery and upgrade of key surrounding transport infrastructure was critical to the Strategy.	Noted.

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	<p>This critical infrastructure to include Hopkins Road duplication, level crossing removal and the future Mount Atkinson Train Station which would enhance the Mount Atkinson precinct that is already zoned and currently under construction.</p>	
15	<p>Submitters recommended that the Principal Freight Network be expanded by the duplication and grade separation of Hopkins Road, and the upgrade of the Western Freeway/Hopkins Road interchange.</p>	<p>Noted.</p> <p>The Strategy is informed by Council's strategies and advocacy priorities in relation to the infrastructure projects required to support delivery of the Southern Precinct.</p> <p>Council's transport priorities are identified in the Moving Melton project webpage that shows the detailed road, rail, bus, and active transport infrastructure projects that would better connect our community, support the economic output a year and create an additional 120,000 local jobs by 2050.</p> <p>Moving Melton project web page can be accessed via the following link  <a href="https://www.movingmelton.com.au/">https://www.movingmelton.com.au/</a></p> <p>The submitter's feedback was provided to Council's Traffic Engineering Team who will consider the recommendations in their further work on the Moving Melton Transport Prospectus project.</p>
16	<p>Submitters recommended for the inclusion of an interim public bus shuttle to link occupied employment land e.g., Melbourne Business Park to Caroline Springs Train Station.</p>	<p>Noted.</p> <p>The Strategy is informed by Council's strategies and advocacy priorities in relation to the infrastructure projects required to support delivery of the Southern Precinct.</p> <p>Council's transport priorities are identified in the Moving Melton project webpage that shows the detailed road, rail, bus, and active transport infrastructure projects that would better connect our community, support the economic output a year and create an additional 120,000 local jobs by 2050.</p>

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		<p>Moving Melton project web page can be accessed via the following link  <a href="https://www.movingmelton.com.au/">https://www.movingmelton.com.au/</a></p> <p>We have provided the submitter's feedback to Council's Traffic Engineering Team who will consider the recommendations in their further work on the Moving Melton Transport Prospectus project. The strategy has been updated to address the submitters comment.</p> <p><i>Changes to the Strategy:</i>  <i>Direction 2 'Boost Employment Growth' has been updated to integrate collaboration with the state government to undertake a review of the bus network in the City of Melton within Action 5.3: Link jobs to people via comprehensive transport upgrades. Precinct specific actions have been added to all precincts.</i></p>
17	<p>Submitters stated that Council needs to ensure there is timely delivery and sufficient capacity for all external service infrastructure to the Mount Atkinson precinct.</p>	<p>The Strategy investigated the enabling infrastructure needed to support growth and development of employment precincts and activity centres.</p> <p>Relevant actions in the Strategy include SP. D4 A1, SP. D5 A1, SP. D6 A1, and SP. D8 A1. These outline a strong position by Council to advocate for the timely delivery of essential service infrastructure in the industrial and employment areas, that includes the future Mount Atkinson Major Activity Centre and its surrounding employment land.</p>
18	<p>Submitters recommended that any greenfield sites should where possible be located convenient to main highways, rail freight yards, airports, and seaports to reduce urban traffic.</p>	<p>Noted.</p>
19	<p>Submitters stated that significant public transport investment is needed to bring staff to the employment and industrial zones, including ancillary transport links such as car parks at train stations.</p>	<p>Council understands the importance of public transport, having developed the Moving Melton – Transport Prospectus which identifies road, rail, bus, and active transport infrastructure projects that would better connect our community and support our economic prosperity.</p>

No.	Submission Summary	Current Council Response
		<p>Public transport is the responsibility of the state government, including car parks at train stations and Council actively engages in advocating to the state government for public transport improvements.</p> <p>Please visit <a href="https://www.movingmelton.com.au/public-transport">https://www.movingmelton.com.au/public-transport</a> for further information.</p>
20	<p>Submitters recommended that Mt Cottrell Road requires connectivity to provide easy access for Thornhill Park residents.</p>	<p>Council recognises that improved connectivity is needed on Mount Cottrell Road in Thornhill Park and the Draft 2024/25 Council Budget references funding for the construction of an East - West Arterial Road, between Ferris Road and Mount Cottrell Road.</p> <p>This project will be managed through Council’s Capital Works Program and Council will continue to work on delivering this road in the coming years.</p>
21	<p>Submitters recommended that there should be a direct connection between Tarneit and Melton arterial roads to help better connect the LGAs and develop a 20-minute city.</p>	<p>Council’s view is to establish a one-mile grid network to support efficient traffic movements. This is to be achieved over time.</p> <p>Hopkins Road is the major thoroughfare between the Melton and Wyndham municipalities, and it is the state government that is responsible for delivering this road, which Council is strongly advocating for.</p> <p>Council has also recently initiated the Rural, Interface and Growth Area Road Upgrade Strategy (RIGARUS). The project includes investigating upgrades for rural-interface roads such as Troups Road South which connects the municipality with Tarneit. We encourage the submitter to get in touch with Council’s Strategic Transport Planning department to discuss road upgrades.</p>
22	<p>Submitters requested for Action 5.3 be amended to include:</p> <ul style="list-style-type: none"> <li>• Active transport infrastructure from train stations to industrial precincts and businesses</li> <li>• Intermodal transport options to/from industrial precincts and businesses</li> </ul>	<p>Active transport infrastructure is progressively delivered as development occurs and is a priority for Council.</p> <p>Public transport is the responsibility of the State Government, Council is advocating to the State Government for improvements/strong public transport connections and priorities include the electrification of the rail line.</p>

No.	Submission Summary	Current Council Response
	<ul style="list-style-type: none"> <li data-bbox="324 272 842 371">A rail connection to the Wyndham Vale line and a third platform for city-bound services at Caroline Springs Station.</li> </ul>	<p data-bbox="869 236 2027 335">Council has a separate project, the Moving Melton Transport Prospectus which identifies the various transport infrastructure projects that would better connect our community, support the economic output a year and create an additional 120,000 local jobs by 2050.</p> <p data-bbox="869 379 1733 448">Moving Melton project web page can be accessed via the following link  <a data-bbox="869 416 1328 448" href="https://www.movingmelton.com.au/">https://www.movingmelton.com.au/</a></p> <p data-bbox="869 488 2027 557">The submitter's feedback was provided to Council's Traffic Engineering Team who will consider the recommendations in their further work on the Moving Melton Transport Prospectus project.</p>
23	<p data-bbox="275 579 824 678">Submitters stated that the Strategy needs to consider the road infrastructure needed for heavy vehicle access.</p>	<p data-bbox="869 579 2027 823">Council understands the need for roads that can adequately service employment and industrial areas. The state government is responsible for delivering major arterial roads. Council is advocating for the state government to make upgrades to numerous roads including the Western Freeway and Hopkins Road. Council's transport priorities are identified in the Moving Melton project webpage that shows the detailed road, rail, bus, and active transport infrastructure projects that would better connect our community, support the economic output a year and create an additional 120,000 local jobs by 2050.</p> <p data-bbox="869 863 1733 932">Moving Melton project web page can be accessed via the following link  <a data-bbox="869 900 1328 932" href="https://www.movingmelton.com.au/">https://www.movingmelton.com.au/</a></p> <p data-bbox="869 971 2027 1040">The submitter's feedback was provided to Council's Traffic Engineering Team who will consider the recommendations in their further work on the Moving Melton Transport Prospectus project.</p>

**Theme: Development sequencing & priorities**

No.	Submission Summary	Current Council Response
24	Submitters recommended to include Council's preference for sequencing the development of the corridors and infrastructure provision to plan and develop commercial and industrial land uses in future precincts.	<p>Sequencing of infrastructure provision falls outside the scope of the Strategy. The Strategy investigated the enabling infrastructure needed to support growth and development of employment precincts and activity centres.</p> <p>Council's infrastructure advocacy priorities emphasise the preference for the timing of enabling infrastructure delivery. All infrastructure identified in the Strategy is essential, and Council is willing to work with the State Government on its sequencing as outlined in the Action Plan.</p>
25	Submitters requested for confirmation of Council's status and aspirations for the Ravenhall PSP and to provide consistent referencing on whether it is a short- or long-term project which would assist in the planning direction for the future PSP.	<p>The Strategy aligns with the Melbourne Industrial and Commercial Land Use Plan in acknowledging the potential of the area currently subject to land-fill uses/extractive industries within the Ravenhall (Quarry Site) PSP supporting long-term changes in land use. However, there is currently no established public process or timeline to investigate or explore land use change or diversification in and around Ravenhall.</p> <p>Further strategic work is required to determine the long-term future of the landfill once its operation cycle is complete.</p> <p><u>Changes to the Strategy:</u>  <i>The Strategy has been updated to identify the Melbourne Regional Landfill site for further investigation and future strategic work. The following item is included in the Action Plan:</i></p> <ul style="list-style-type: none"> <li><i>Investigate the future use and development of land currently subject to land fill uses and extractive industries within the Ravenhall (Quarry Site) PSP. Responsible stakeholders: Victorian Planning Authority in consultation with Melton City Council.</i></li> </ul>
26	Submitters requested Council to prioritise advocacy for commencement of the PSPs identified on their land.	<p>The importance of initiating the employment PSPs in a timely manner to address the economic needs of the municipality and the broader Western Region is acknowledged.</p> <p>The significance of the unprogrammed PSPs, including the Chartwell East, Derrimut Fields, Ravenhall (Quarry Site), Warrawee and Warrensbrook PSPs in driving local economic growth has been fully recognised and considered in the development of the Strategy.</p> <p>Council notes that the timing of PSP commencement is ultimately linked to various decisions</p>



No.	Submission Summary	Current Council Response
		<p>made by state government, including the provision of critical infrastructure and the allocation of funding for these projects. As such, it falls within the responsibility of the state government to determine the timing, sequencing, and funding mechanisms for infrastructure provision before a PSP project is initiated.</p> <p>It is beyond the Strategy's scope to determine the distinction between the PSPs and their ties to specific state government projects like the WIFT, as such decisions involve a broader range of stakeholders and considerations beyond the defined objectives of the Strategy.</p> <p>The Strategy includes a strong position and commitment to advocate for the commencement of the employment PSPs as an economic priority for the region in Action 1.1.</p> <p>Council officers will continue working with the state government departments and agencies to ensure the timely programming of the employment PSPs to release the industrial land supply within the municipality.</p> <p><u>Changes to the Strategy:</u>  <i>Actions SP. D1 A2 and NP. D2 A1 in the Action Plan have been updated to read 'Work with state government to ensure the timely programming of the Chartwell East, Derrimut Fields, Ravenhall (Quarry Site), Warrawee and Warrensbrook PSPs.'</i></p>
27	<p>Submitters stated that the recent implementation of staging within PSPs will add further delay and serve as greater impetus to commence the PSP process earlier as stages are reliant on uncommitted government infrastructure.</p>	<p>Noted.</p> <p>The implementation of staging within PSPs was introduced by the Victorian Planning Authority who are the Responsible Authority for developing PSPs.</p>
28	<p>Submitters recommended that the Strategy could be more specific about the actions proposed to unlock industrial land.</p>	<p>The Strategy includes a strong position and commitment by Council to advocate for the commencement of the employment PSPs as an economic priority for the region in Action 1.1.</p> <p>Council officers will continue working with the state government departments and agencies to facilitate the timely programming of the employment PSPs as well the sequencing of delivery of</p>

No.	Submission Summary	Current Council Response
		<p>enabling infrastructure.</p> <p><i>Changes to the Strategy:</i>  <i>Actions SP.D1 A2 and NP.D2 A1 in the Action Plan have been updated to read 'Work with state government to ensure the timely programming of the Chartwell East, Derrimut Fields, Ravenhall (Quarry Site), Warrawee and Warrensbrook PSPs.'</i></p>

### Theme: Western Interstate Freight Terminal (WIFT)

No.	Submission Summary	Current Council Response
29	<p>Submitters stated that there are several assumptions within the Strategy about the location and scale of the WIFT and the size of the area earmarked for the WIFT is inappropriately large.</p> <p>Submitters stated that earmarking the WIFT within the Strategy over such a vast portion of land restricts the developable ability for other industrial uses.</p> <p>Submitters suggested an icon to be used instead of hatching to reference the WIFT on maps.</p>	<p>Noted.</p> <p>The Strategy directions and actions are aligned with the State Government policy documents, including the Western Growth Corridor Plan, Plan Melbourne, Melbourne Industrial and Commercial Land Use Plan and Western Metro Land Use Framework Plan.</p> <p>These documents outline planning outcomes required for the delivery of the proposed Western Interstate Freight Terminal and its indicative location. It is beyond the Strategy's scope to determine the future development of state significant government projects like the WIFT, as such decisions involve a broad range of stakeholders and considerations beyond the defined objectives of the Strategy.</p> <p><i>Changes to the Strategy:</i>  <i>Updates have been made to align the location of the WIFT and its representation on maps with Plan Melbourne and MICLUP. A note has been added to clarify that the WIFT location is indicative and a cross-reference to the source (Plan Melbourne and MICLUP) has been created for all map showing the WIFT.</i></p>

No.	Submission Summary	Current Council Response
30	Submitters requested for Council's support to advocate for an immediate resolution of the WIFT planning task, to enable land not required for the WIFT to be released for independent development.	<p>The Strategy is aligned with Council's advocacy objectives and sets directions and actions to continue working with Federal and State Government to secure funding for the delivery of the WIFT.</p> <p>Melton City Council is actively advocating with the State and Federal Government to prioritise the resolution on WIFT delivery.</p>
31	Submitters stated that the demand for industrial land associated with an intermodal does not exceed demand for independent industrial development and that the Strategy should outline that land not required for the possible WIFT should be unlocked for independent industrial development as soon as possible.	<p>Noted.</p> <p>It is beyond the Strategy's scope to determine the distinction between the specific land parcels and their ties to specific State Government projects like the WIFT, to enable independent development. Such decisions involve a broader range of stakeholders and considerations beyond the defined objectives of the Strategy.</p> <p><u>Changes to the Strategy:</u>  <i>Updates have been made to align the location of the WIFT and its representation on maps with Plan Melbourne and MICLUP documents. A note has been added to clarify that the WIFT location is indicative and a cross-reference to the source (Plan Melbourne and MICLUP) has been created for all map showing the WIFT.</i></p>
32	Submitters stated that with the BIFT still at least 5 years from completion, it can be expected that the WIFT will be significantly further away from potential transaction and an unnecessary use of valuable and developable industrial land.	<p>Noted.</p> <p>It is agreed that as of 2024, the WIFT is now more likely to be delivered in the long-term.</p>
33	Submitters stated that the delay in planning of the proposed WIFT by the State and Federal Governments is impeding the progression of the Derrimut Fields and Chartwell East PSPs and it is critical that Council also continue to advocate for and	<p>Noted.</p> <p>The Strategy directions and actions are aligned with the State Government policy documents, including the Western Growth Corridor Plan, Plan Melbourne, Melbourne Industrial and Commercial Land Use Plan and Western Metro Land Use Framework Plan. These documents</p>

No.	Submission Summary	Current Council Response
	support the preparation of the Derrimut Fields and Chartwell East PSPs ahead of commitment by Government for the progression of the WIFT.	<p>outline planning outcomes required for the delivery of the proposed Western Interstate Freight Terminal and its indicative location.</p> <p>It is beyond the Strategy's scope to determine the distinction between the PSPs and their ties to specific state government projects like the WIFT, as such decisions involve a broad range of stakeholders and considerations beyond the defined objectives of the Strategy.</p> <p><i>Changes to the Strategy:</i>  <i>Updates have been made to align the location of the WIFT and its representation on maps with Plan Melbourne and MICLUP. A note has been added to clarify that the WIFT location is indicative and a cross-reference to the source (Plan Melbourne and MICLUP) has been created for all map showing the WIFT.</i></p>
34	Submitters stated alternate locations for the WIFT, while still within the Melton catchment, should be investigated to allow for the Derrimut Fields and Chartwell East PSPs to commence.	<p>Noted.</p> <p>It is beyond the Strategy's scope to determine the future land uses of State Government projects like the WIFT. These decisions involve a broad range of stakeholders and considerations beyond the defined objectives of this Strategy.</p>

### Theme: Further investigation areas

No.	Submission Summary	Current Council Response
35	Submitters requested that references and maps of the Melbourne Regional Landfill (MRL) should be recognised with its important role and that the MRL should also be identified as a future investigation area.	<p>Noted.</p> <p>The Strategy aligns with the Melbourne Industrial and Commercial Land Use Plan in acknowledging the potential of the area currently subject to land fill uses and extractive industries within the Ravenhall (Quarry Site) PSP to support long-term changes in land use. However, there is currently no established public process or timeline to investigate or explore land use change or diversification in and around Ravenhall.</p> <p>Further strategic work is required to determine the long-term future of the landfill once its operation cycle is complete.</p>

No.	Submission Summary	Current Council Response
		<p><u>Changes to the Strategy:</u>  All references to the MRL in the Strategy have been updated to appropriately acknowledge its significant role in land use planning and economic development within the municipality and the Western Region.</p> <p>The Strategy has been updated to identify the Melbourne Regional Landfill site for further investigation and future strategic work. The following item is included in the Action Plan:  Investigate the future use and development of land currently subject to land fill uses and extractive industries within the Ravenhall (Quarry Site) PSP.</p>
36	Submitters requested that Diggers Rest be considered for Employment and Industrial Land uses as established infrastructure and residential areas are near each other.	<p>Diggers Rest was thoroughly considered and evaluated in the Background Report and Strategy preparation process. The Strategy includes evaluation, observations, and strategic directions for the employment land within Diggers Rest Precinct.</p> <p>The Strategy investigated the economic infrastructure necessary to support growth and development of employment precincts and activity centres, with the OMR as a catalyst of the economic development in the northern part of the municipality.</p> <p>Council will continue working with State and Federal government to advocate for the delivery of the OMR as fundamental economic infrastructure for the City of Melton and the City's north.</p>
37	Submitters requested Council explore land outside the Urban Growth Boundary proposed for future industrial development.	<p>Noted.</p> <p>The Victorian State Government does not plan to move the Urban Growth Boundary as per State Planning Policy and Plan Melbourne 2017-2050.</p>
38	Submitters stated that the condition of their land is not consistent with the purpose of the Green Wedge Zone and would prefer their land to be rezoned to residential although acknowledge that this is unlikely.	<p>Noted.</p> <p>The identified properties are subject to the Green Wedge Zone. The Victorian State Government does not plan to move the Urban Growth Boundary as per State Planning Policy and Plan Melbourne 2017-2050. Enquiries in relation to proposed development of land subject to GWZ are outside the scope of this project.</p>

**Theme: Melbourne Airport Environs Overlay (MAEO)**

No.	Submission Summary	Current Council Response
39	<p>Submitters objected to any proposal for zoning changes that would allow the increase in employment or industrial land anywhere in the Melbourne Airport Environs Overlay (MAEO), as their key concern is ensuring the curfew free status and the optimum usage of Melbourne Airport.</p>	<p>Noted.</p> <p><u>Changes to the Strategy:</u>  <i>The relevant sections including Action 1.2, Diggers Rest Precinct observations and actions have been revised to reflect the submitter's position. The wording has been updated to acknowledge that any decisions around future use and development within the MAEO is subject to the state planning policy for airports and airfields. The revised Action 1.2 and subsequent precinct actions (NP. D3 A4, DR.D3 A2) reference ensuring the curfew free status of Melbourne Airport is protected and Melbourne Airport's optimum use is supported.</i></p>
40	<p>Submitters recommended that the Strategy include:</p> <ul style="list-style-type: none"> <li>• That the land (within or in proximity to the MAEO) is or will in the future be subject to aircraft noise exposure associated with Melbourne Airport as it is located within the airport's ANEF contours.</li> <li>• Clarifications in the Strategy for noise attenuation measures in new developments constructed within N-contour affected areas and / or notification of prospective purchasers about aircraft noise in these areas.</li> </ul>	<p>Noted.</p> <p><u>Changes to the Strategy:</u>  <i>As above.</i></p>

No.	Submission Summary	Current Council Response
41	<p>Submitters recommended that the Strategy include:</p> <ul style="list-style-type: none"> <li>• N-contour mapping (consistent with N-contour mapping within the 2022 Master Plan), and a section on Prescribed Airspace and the associated requirements in accordance with Clause 18.02-7S of the planning scheme.</li> <li>• Referencing to the 2022 ANEF (whilst it is not yet formally implemented into the Planning Scheme under the MAEO), it is the latest representation of future noise impacts associated with Melbourne Airport operations.</li> </ul>	<p>Noted.</p> <p><u>Changes to the Strategy:</u>  <i>A note has been added to indicate that the ANEF is being updated.</i></p>
42	<p>Submitters stated that due to population growth additional employment land is needed in Diggers Rest and the surrounding growth corridor.</p> <p>Submitters supported an investigation into the land between the Calder and Melton Highway, and within the MAEO as a future industrial expansion area.</p>	<p>Noted.</p> <p>The Victorian State Government does not plan to move the Urban Growth Boundary as per State Planning Policy and Plan Melbourne 2017-2050. As is identified in Strategic Action 1.2, Council will work with State government and industry to explore the long-term future of land subject to the Melbourne Airport Environs Overlay (MAEO), should circumstances change in the future. Any decisions around future use and development within the MAEO is subject to the state planning policy.</p> <p><u>Changes to the Strategy:</u>  <i>As above.</i></p>

No.	Submission Summary	Current Council Response
43	Submitters considered that their land is well outside of the 20 ANEF area but understands that Melbourne Airport would be consulted if any development was proposed within the MAEO.	Noted.  Any decisions around future use and development within the MAEO is subject to the state planning policy.

### Theme: Industrial Land Use Framework

No.	Submission Summary	Current Council Response
44	Submitters recommended to include additional information about guidance for prioritisation of spot re-zoning of smaller parcels to industrial or employment land.	The submitter's comment highlights broader consideration regarding rezoning decision making to and from industrial or employment land.  <i>Changes to the Strategy:</i> <i>The Strategy has been updated to support the direction on avoiding land use conflict. Precinct based actions (SP. D2 A3, WP. D4 A3, MT. D1 A4, NP. D3 A3 and DR.D3 A1) have been added directing Council to develop a local policy outlining parameters to be considered when deciding on the application for site rezoning to and from industrial uses.</i>
45	Submitters requested that the preferred land uses proposed in MEILS are consistent within the document and consistent with approved PSPs and UDFs.	Noted.  The Industrial Land Use Framework in the Strategy was informed by the relevant PSPs and UDFs. The Strategy has been reviewed against these documents again to ensure consistency.
46	Submitters Requested that the Boral Deer Park Quarry be identified as 'Proposed Industrial' in the Strategy.	The Strategy aligns with the Melbourne Industrial and Commercial Land Use Plan in acknowledging the potential of the area currently subject to land fill uses and extractive industries within the Ravenhall (Quarry Site) PSP to support long-term changes in land use.  However, there is currently no established public process or timeline to investigate or explore land use change or diversification in and around Ravenhall.



No.	Submission Summary	Current Council Response
		<p>Further strategic work is required to determine the long-term future of the landfill once its operation cycle is complete.</p> <p><u>Changes to the Strategy:</u>  <i>The Strategy has been updated to identify the Melbourne Regional Landfill site for further investigation and future strategic work. The following item is included in the Action Plan (SP. D1 A4):</i></p> <ul style="list-style-type: none"> <li>• <i>Work with state government to investigate the future use and development of land currently subject to land fill uses and extractive industries within the Ravenhall (Quarry Site) PSP.</i></li> </ul>
47	<p>Submitters stated that Action 4.2 which seeks to encourage diverse economy and diverse employment within new business parks may be better directed specifically to those areas identified as 'Urban Industry.'</p>	<p>Diverse business parks are supported in Urban Industry areas.</p>
48	<p>Submitters recommended that Council should identify the Warrensbrook Employment Area as a mixed area to accommodate both Major Industry and Urban Industry.</p>	<p>Noted.</p> <p><u>Changes to the Strategy:</u>  <i>The Strategy has been updated to identify future industrial land along the Melton Highway Corridor for Urban Industries. The focus of this land will be reviewed in the future as the development of the Corridor progresses.</i></p>
49	<p>Submitters stated support for the Framework being incorporated into the planning scheme as this will provide a high level of comfort for investors in the precinct and clearer land use outcomes.</p>	<p>Noted.</p>

No.	Submission Summary	Current Council Response
50	Submitters stated that their research identified an increasing demand for large area industrial sites with substantially improved road/access design.	Noted.
51	<p>Submitters stated that in 10-15 years, there will likely be demand for greenfield sites to develop self-sustaining Business Parks to accommodate modern freight transfer systems.</p> <p>Submitters stated that they would advocate that land suitable for such purposes is included when considering any land for rezoning.</p>	<p>Noted.</p> <p>The Strategy includes a strong position and commitment by Council to advocate for the commencement of the employment PSPs as an economic priority for the region in Action 1.1.</p>
52	Submitters requested for more medical specialist services, noting there is significant demand and virtually no supply in the Municipality.	The Strategy recognises the delivery of the Melton Hospital creates an opportunity to establish supporting health services. Western Precinct, Direction 8 seeks to 'Catalyse allied health investment' and has several associated actions.
53	Submitters objected to industrial land use next to the residential area in the Northern Precinct.	Industrial land use within the Northern Precinct is located within the 'Future Melton Highway Regional Industrial Area'. This area comprises of the Business Precinct from the Plumpton PSP and the industrial land within the future Warrensbrook PSP. These areas were already identified for industrial land use prior to the Strategy by the state government in the 2012 West Growth Corridor Plan and are not subject to change.
54	Submitters queried whether Council is planning for large organisations to occupy	The Strategy seeks to encourage businesses and organisations of various sizes, however certain areas within the municipality are better suited to particular businesses and industries. Due to the availability of larger land parcels, greenfield sites are generally more suitable for large businesses

No.	Submission Summary	Current Council Response
	greenfield sites or for a mix of business sizes across the Municipality.	that require a larger space. The Strategy includes an Industrial Land Use Framework with a map and table which identifies preferred locations for particular types of industrial land uses (see Figure 13 and Table 4).
55	Submitters requested for health and fitness businesses to be a main priority.	Noted.  The Strategy recognises the delivery of the Melton Hospital creates an opportunity to establish supporting health services. Western Precinct, Direction 8 seeks to 'Catalyse allied health investment' and has several associated actions.  Fitness businesses or gyms are recognised in the Strategy's Land Use Framework which identifies preferred locations for particular land uses (see Table 4). This land use falls under 'recreation' and is one of the preferred land uses in areas identified in the Strategy as 'Urban Industries' (See Figure 13).

#### Theme: Further work

No.	Submission Summary	Current Council Response
56	Submitters recommended to include additional information about what land use planning mechanisms could be used to achieve Direction 3: Prepare for Change.	Any land use mechanisms associated with Direction 3 within the Strategy are dependent on State Planning Policy.  Melton City Council is a key stakeholder in logistics innovation and potential energy innovation in Melbourne's west. Council will continue to remain informed, review the role we play, and continue to encourage and advocate developers and State Government to prepare for change.
57	Submitters stated that the MEILS should recognise the broader strategic role of the Melton Industrial Complex.  Submitters stated that Directions and Objectives throughout the MEILS should seek to attract workers from surrounding	Supported.  Strategic Direction 2 includes the overarching objectives seeking to ensure the employment growth in the City of Melton. Objectives 5 - 7 specifically outline the actions required to attract the workers and investment to the municipality (Actions 5.1 - 5.4, Actions 6.1 - 6.2 and Actions 7.1 - 7.4).  <i>Changes to the Strategy:</i>

No.	Submission Summary	Current Council Response
	Municipalities where populations are projected to densify between now and 2050.	<i>The vision statement for the Western Freeway Employment Corridor has been updated to incorporate the feedback provided by the submitter. The updated vision now acknowledges the broader strategic role of the Melton Industrial Complex within the Corridor.</i>
58	Submitters recommended that timeframes should be updated and then included within the Strategy to provide more stringent Objectives.	<p>The draft Strategy outlines a list of precinct specific actions necessary to unlock economic growth and development within the precincts. Indicative timeframes for each action will be added to the Strategy.</p> <p><u>Changes to the Strategy:</u>  <i>The following updates were made to the final Strategy In response to the submitter's feedback:</i></p> <ol style="list-style-type: none"> <li><i>1. The Action Plan has been added to Appendix 4 of the Strategy.</i></li> <li><i>2. A column indicating the priority (long-term, medium-term, or short-term) of each action has been added to the action plan.</i></li> </ol>
59	Submitters recommended for improved consideration of alternate or future land uses that are required to support employment precincts and the broader community.	Actions within Direction 3 'Prepare for change' of the Strategy in particular provide support for alternative or future land uses which are required to support employment precincts through ensuring land uses are supported by innovation and upgrades in technology.
60	Submitters requested for Council to support end enforcement to ensure that the quarry and landfill comply with regulatory standards and best practice to not cause adverse amenity impacts, diminished development outcomes or encroachment on the land.	Relevant actions within the Strategy include SP. D2 A1, SP. D2 A2, SP. D11 A2, which address the issue of ensuring appropriate land use buffers and treatments to minimise land use conflict.

No.	Submission Summary	Current Council Response
61	Submitters recommended that Council should collaborate with landowners to ensure the establishment of infrastructure is orderly, sequential, and equitable between developers.	Noted.
62	Submitters recommended that Council should outline a strategy and resourcing plan to assist fast-track planning and building permits for proposals which are appropriately zoned and earmarked for development.	Noted.  This is outside the scope of this project.
63	Submitters recommended that under Western Precinct Direction - WP. D8 - Council should consider supporting housing for health care workers within proximity of the health precinct.	Noted.  Health uses are preferred in town centres and designated commercial areas. In general, industrial locations are not preferred for health uses. Housing related matters are subject to relevant housing strategies prepared by Council.
64	Submitters recommended that to better facilitate early delivery of Activity centres, Council officers should play a greater advocacy role with other government authorities where inflexible requirements result in unreasonable delays to the planning process.	Noted.
65	Submitters stated their support for Council taking a collaborative approach to the review and update of the Activity Centre Strategy alongside key stakeholders.	Noted.

No.	Submission Summary	Current Council Response
66	Submitters recommended that Council should update its aspirational jobs target to 1 job for every home in the Municipality as a long-term aspiration	<p>Noted.</p> <p>The Strategy is prepared in alignment with the City of Melton Investment Attraction Strategy 2020. The Investment Attraction Strategy sets a target of adding 100,000 new local jobs by 2050 and the objective of increasing employment self-sufficiency to 0.6 jobs per worker. It is outside the scope of this project to review and reconsider job targets assigned by the Council's adopted strategy.</p>
67	Submitters recommended that Council should identify an expanded industrial area in the Warrensbrook PSP beyond that in the Growth Corridor Plan which will generate additional jobs.	<p>The area identified for industrial use in the Western Growth Corridor Plan is subject to future Warrensbrook PSP planning process by the Victorian Planning Authority.</p> <p>It is not the Strategy's intention to review the land take and future land use types within the unprogrammed PSPs, as such decisions involve a broader range of stakeholders and considerations outside the defined objectives of this project.</p> <p>The Strategy includes a strong position and commitment by Council to advocate for the commencement of the employment PSPs as an economic priority for the region in Action 1.1.</p> <p>Council encourages the submitter to continue engaging with both Council and the state government in advocating for their priorities. The City of Melton will continue working with the state government departments and agencies to ensure the timely programming of the employment PSPs to release the industrial land supply within the municipality.</p>
68	Submitters stated that the Draft Strategy addresses sustainability, but this could be strengthened.	<p>Noted.</p> <p>Council's future work in the domain of Sustainability, Climate Change and Environment includes preparing the Environmentally Sensitive Design (ESD) Policy and the Water Sensitive Urban Design (WSUD) Guidelines, which will address a range of sustainability planning matters. Further details are subject to the commencement and scope of these projects.</p> <p><u>Changes to the Strategy:</u></p>

No.	Submission Summary	Current Council Response
		<p><i>Clarifications have been added to sections relating to sustainability (Direction 3: Prepare for Change) within the Strategy.</i></p>
69	<p>Submitters stated that the concept of comprehensively designed Business Parks with architecturally attractive commercial showrooms together with convention and administrative centres with rest and recreational spaces is considered essential.</p>	<p>The Strategy advocates for the development of high-quality business parks that facilitate high quality, accessible and attractive business park environments that engender visual interest and promote a unique identity.</p> <p>Key objectives include:</p> <ul style="list-style-type: none"> <li>• Legible and accessible street networks linked to our population and commercial centres.</li> <li>• Street networks and business parks that promote pedestrian accessibility and safety.</li> <li>• Areas that provide outdoor fitness and leisure opportunities to promote worker wellbeing.</li> <li>• Distinct business park branding and built form.</li> </ul>
70	<p>Submitters suggested that the Strategy should also consider the balance of jobs to housing ratio within the Sunbury-Melton corridor.</p>	<p>Noted.</p> <p>The Strategy is prepared in alignment with the City of Melton Investment Attraction Strategy 2020. The Investment Attraction Strategy sets a target of adding 100,000 new local jobs by 2050 and the objective of increasing employment self-sufficiency to 0.6 jobs per worker. It is outside the scope of this project to review and reconsider job targets assigned by the Council's adopted strategy.</p>
71	<p>Submitters requested to recognise that in the '2014 Local Area Traffic Management Study' "to accommodate the full build out development traffic volumes, it is recommended that Council investigate the construction of a bypass route to the south of the Diggers Rest township".</p>	<p>Noted.</p> <p>The Strategy is informed by Council's strategies and advocacy priorities in relation to the infrastructure projects required to support economic development of the Diggers Rest Precinct.</p> <p>Council's transport priorities are identified in the Moving Melton project webpage that shows the detailed road, rail, bus, and active transport infrastructure projects that would better connect our community, support the economic output a year and create an additional 120,000 local jobs by 2050.</p>

No.	Submission Summary	Current Council Response
		<p>Moving Melton project web page can be accessed via the following link  <a href="https://www.movingmelton.com.au/">https://www.movingmelton.com.au/</a></p> <p>We have provided the submitter's feedback to Council's Strategic Transport Planning department who will consider the recommendation. We encourage the submitter to get in touch with Council's Strategic Transport Planning department to discuss traffic management concerns in the Diggers Rest area.</p>
72	<p>Submitters stated that they encourage State and Federal Government Departments and agencies to relocate to the employment and economic corridor in the City of Melton.</p>	<p>Noted.</p> <p>The MEILS seeks to unlock the municipality's potential for employment, attracting various businesses and organisations which could include the State and Federal Government.</p> <p>The economic corridor includes local government level facilities with the Cobblebank Metropolitan Activity Centre including future civic and community facilities as identified in the Cobblebank Metropolitan Activity Centre UDF.</p>

### Theme: Miscellaneous and General Errors

No.	Submission Summary	Current Council Response
73	<p>Submitters recommended to update the Strategy to reflect that Mt Cottrell Road is designated as a future half-diamond interchange and Paynes Road is not planned to have an interchange.</p>	<p>Noted.</p> <p>The identification of Mount Cottrell Road and Paynes Road diamond interchange in the Melton Employment and Industrial Land Strategy is an error.</p> <p><i>Changes to the Strategy:</i>  <i>The wording for the Mount Cottrell Road interchange is amended from 'full diamond' to 'half diamond' in Figure 16.</i>  <i>The reference to Paynes Rd 'diamond interchange' and corresponding graphical element is removed from the map in Figure 16.</i></p>



No.	Submission Summary	Current Council Response
74	Submitters recommended that Council consider moving Action A1 on Page 74 to the section on the Western Precinct as this is where property access and urban freeway status is an issue.	Supported.  <i>Changes to the Strategy:</i> <i>WP.D6 A5 has been added to the Action Plan 'Advocate for the Western Freeway to be upgraded into an urban freeway with the removal of direct property access and additional lanes.'</i>
75	Submitters recommended an update figure 16 on page 41 of MEILS to show the Warrawee Employment Precinct.	Figure 16 is related to Victorian State Government major transport infrastructure projects, with none of the employment precincts identified on it.
76	Submitters stated that the indicative location of the WIFT is applied inconsistently across diagrams in the draft Strategy.	The indicative area of the proposed WIFT has been identified and implemented consistently across all maps. In addition, a note has been added that states that the WIFT location is indicative only.  <i>Changes to the Strategy:</i> <i>Relevant figures have been updated to align the location of the WIFT and its representation on maps with Plan Melbourne and MICLUP documents. A note has been added to clarify that the WIFT location is indicative and a cross-reference to the source (Plan Melbourne and MICLUP) has been created for all map showing the WIFT.</i>
77	Submitters recommended that reference to the 'Northern Precinct' should be referred to as the Diggers Rest Precinct instead, as the MAEO is relevant to and within this precinct.	Noted.  This is an error.  <i>Changes to the Strategy:</i> <i>The references to the Northern Precinct have been removed and allocated to Digger Rest Precinct to accurate reflect the geographical area of the MAEO.</i>
78	Submitters stated their general support for Council's objectives to guide the long-term use and development of industrial and commercial land in the municipality.	Noted.

No.	Submission Summary	Current Council Response
79	Submitters stated their support for the establishment of an Economic Corridor.	Noted.
80	<p>Submitters stated their support for each of the following directions, objectives, and actions:</p> <ul style="list-style-type: none"> <li>• Direction 1: Facilitate Industrial Growth and Diversification.</li> <li>• Objective 1: Ensure the supply of Industrial Land.</li> <li>• Action 1.1: Advocate for the delivery of the Chartwell East and Derrimut Fields PSPs.</li> <li>• Objective 2: Deliver the Western Intermodal Freight Precinct (WIFP).</li> <li>• Action 2.2: Advocate for the delivery of the Western Intermodal Freight Terminal.</li> <li>• Objective 3: Optimise, Protect and Direct Industrial Industries.</li> <li>• Objective 4: Boost Employment, productivity, and amenity.</li> </ul>	Noted.
81	Submitters stated their general support of the direction to boost employment growth, particularly Objective 7 (Activity Centres).	Noted.
82	Submitters stated their support of the directions provided for the Diggers Rest Precinct.	Noted.

No.	Submission Summary	Current Council Response
83	Submitters stated their concern that existing businesses face problems including affordability and request that existing businesses are given assistance first.	<p>The Melton Employment and Industrial Land Strategy is primarily concerned with land use planning for employment. Providing financial incentives or financial support to businesses is not within the scope of the Strategy.</p> <p>The Strategy aspires to stimulate economic growth, and the stronger economic activity will be beneficial across new and existing businesses in our city.</p> <p>For business owners seeking assistance, Council already offers a range of resources and support services for businesses and for more information, please get in touch with Council's Economic Development department.</p>
84	Submitters stated their view that retail in Rockbank needs to be fast tracked to catch up with residential growth and demand. Submitter also welcomes the bulky goods precinct and future Westfield shopping centre in Mt Atkinson.	<p>Council adopted the Rockbank Major Town Centre Urban Design Framework in 2019, setting Council's vision and providing guidance to developers. The development of the land and delivery of retail in the town centre is dependent on developers initiating the approval process and lodging a planning permit application for Council to consider.</p> <p>Developers will also need to have an Urban Design Framework approved by Council for the Mt Atkinson Major Town Centre before development can begin.</p>

## 4. Conclusions and Next Steps

There was a varying degree of concern raised by various stakeholders on a broad range of aspects in the draft Strategy.

Council summarised the issues raised and adjusted the Strategy document accordingly to resolve the submissions.

The revision of the Strategy was completed through March – May 2024.

The final Strategy is proposed for adoption by Council at the June 2024 Council Meeting.