

**21.08**31/10/2019  
C132king**ECONOMIC DEVELOPMENT****21.08-1**31/10/2019  
C132king**Commercial****Key issues**

- Strip shopping centres remain an important part of the City's economy. There is therefore a need to support such centres by ensuring that decisions on new retail proposals underpin rather than undermine these centres.
- Several commercial office precincts flank the Nepean Highway particularly through Moorabbin and Cheltenham which generally complement the role performed by surrounding retail activity centres.
- Despite a relatively modest population growth, there has been substantial changes across the City's retail sector. Retail trade in Kingston employs 9,200 (13.6%) and wholesale trade 7,250 (10.7%) making these two sectors also fundamentally important to the economic wellbeing of the community.
- The land which is not required for aviation purposes at the Moorabbin Airport is becoming increasingly utilised for a diversity of retail and commercial activities. The continual growth of non aviation related activities at the Moorabbin Airport has impacts on planning decisions.
- Development of local advantages and specialist niche markets by better understanding consumer behaviour and centre positioning.
- Recognising the significant local and regional supply of restricted retailing (bulky goods) which has emerged over recent years and the need to limit activity within this sector to the consolidation of existing restricted retailing precincts and designated activity centres.

**Objective 1**

To protect the retail role and function of activity centres.

**Strategies**

- 1.1 Consolidate new retail development into existing activity centres, giving priority to centre development based on the activity hierarchy.
- 1.2 Enable smaller local centres which are not identified in the Kingston Activity Centre Hierarchy to provide for a limited mix of uses which are complementary to the local function of that centre.
- 1.3 Within the core retail precincts of activity centres, where active retail mixes at street level are being sought, avoid office uses at ground level.

**Objective 2**

To effectively respond to the evolving nature of the commercial (office) market.

**Strategies**

- 2.1 Recognise and monitor the continual development of the office precincts at the Parkview Estate and Moorabbin Airport.
- 2.2 Facilitate office development in larger activity centres, where they do not conflict with

active retail streets.

### **Further Strategic Work**

- Monitor the supply of additional office floor space in areas proximate to the City of Kingston including the Bayside Business Employment Area and the Frankston and Dandenong Activity Centres.
- Use the structure planning process to identify those higher order activity centres where office activity is to be encouraged and in what form it should be provided.

### **Objective 3**

To provide for the long term sustainability of Kingston's restricted retail (bulky goods) precincts.

### **Strategies**

- 3.1 Reinforce the restricted retail precincts identified in the existing restricted retail precincts below. These are also shown in the Retail and Commercial Land Use Framework Plan:
  - Moorabbin – The area bordering the Nepean Highway, Worthing Road and the Frankston Railway Line.
  - Cheltenham – The area concentrated along Nepean Highway commencing at the Southland Principal Activity Centre and continuing along the western side of the Highway to Charman Road and on the eastern side of Nepean Highway between Chesterville Road and Centre Dandenong Road.
  - Mentone – The area concentrated on both sides of the Nepean Highway between Oak Avenue and Johnston Street.
  - Heatherton – The area concentrated on the east side of Warrigal Road generally between Fairchild Street and Kingston Road.
  - Parkdale – The area concentrated on the Nepean Highway between Carrier Avenue and White Street.
- 3.2 Prevent any new restricted retail development outside the existing restricted retail precincts unless the proposal is located within a designated activity centre.
- 3.3 Avoid establishing traditional retail floor space within the identified Restricted Retail precincts.
- 3.4 Avoid the subdivision of larger restricted retail and trade supplies facilities into smaller modules so as to maintain common ownership that can facilitate redevelopment opportunities when retail cycles change.

### **Decision guidelines**

When deciding on applications for development of restricted retail uses consider, as appropriate:

- The regional context of the site, in collaboration with neighbouring Councils and the State Government.
- Whether the restricted retailing proposal achieves high standards of landscaping and urban design which positively contribute to the character of the surrounding urban environment.

- The impact of the use on the existing restricted retail precincts, taking into account restricted retail uses at the Moorabbin Airport.

### Further strategic work

Monitor the planning and development of restricted retail activities at the Moorabbin Airport.

## 21.08-2

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## Industry

### Key issues

- Kingston is one of Victoria's major employment centres and its industrial sector is one of the largest and most concentrated in the State. The importance of the manufacturing industry in Kingston extends well beyond the municipal boundaries. Output from Kingston's industries is of both state and national significance. The manufacturing sector is also regionally important because it provides almost 20,000 jobs, with many of these held by residents of neighbouring municipalities.
- The manufacturing sector continues to be the largest employer with 19,500 jobs (29%). This sector generates over 52% of total output within the municipality making it an invaluable component for local prosperity. Manufacturing also has a relatively high multiplier effect meaning that for every new job created in manufacturing a further 2.1 jobs are created in other parts of the economy. The broader economic changes impacting manufacturing in Australia may impact on this important local economic driver.
- There has been a decrease in the number of people employed in manufacturing. This is reflective of the changing demographics and education levels of the Kingston community as well as the restructuring of manufacturing globally.
- Locations for industry range from older established areas in Moorabbin, Cheltenham and Braeside, which accommodate small to medium sized industries, to newer estates at Redwood Gardens, Parkview and Woodlands, which are generally within a garden setting and provide for medium to large scale firms.
- Kingston's older industrial areas are in need of significant revitalisation in order to remain viable locations for modern manufacturing businesses. The smaller, isolated pockets of industrial land are no longer appropriate or viable locations for industry.
- The nature of the City's employment base is changing with a rise in the number of high skilled jobs. With limited stock of greenfield industrial land, the re-use and redevelopment of older sites will become more important as employment creators in the future.
- The contribution that Moorabbin Airport makes to the local and regional economies is enhanced by the associated aviation and aviation related industrial/commercial activities located on the airport, which supply a significant number of jobs to the local economy.

### Objective 1

To protect Kingston's supply of industrial land from encroachment from non-compatible uses.

### Strategies

- 1.1 Protect industrial land from inappropriate rezoning.
- 1.2 Avoid retail and office uses locating in industrial zones, except where such uses form part of an integrated development plan for industrial estates.
- 1.3 Support the establishment of office and the continuation of existing restricted retail uses in the Garden Industrial estates.

- 1.4 Retain undeveloped industrial areas in large holdings until it is required for development.
- 1.5 Avoid the development and subdivision of small industrial units, particularly in areas where there is already a high concentration of smaller units.
- 1.6 Limit retail / restricted retail and ancillary uses such as wholesale outlets in industrial areas.
- 1.7 Protect industrial land from encroachment from development that is incompatible with 24 hours industrial use.

### **Decision guidelines**

When deciding on applications for subdivision of industrial land consider, as appropriate:

- The need for an outline development plan to provide a variety of lot sizes, with emphasis on larger lots.

### **Objective 2**

To facilitate investment and redevelopment in Kingston's older industrial areas.

### **Strategies**

- 2.1 Support the redevelopment and consolidation of land in older industrial areas to better accommodate the needs of modern industry.

### **Further strategic work**

Investigate physical improvements to upgrade vehicle access, road layout, drainage and other infrastructure in older estates.

Work in partnership with landowners and other key agencies to improve access, parking, site layout, landscaping and building design in Kingston's older industrial areas.

### **Objective 3**

To improve the image and quality of all industrial areas in Kingston.

### **Strategies**

- 3.1 Provide high quality and well landscaped industrial estates on all industrial land.
- 3.2 Retain trees that have been identified as significant in the development of new industrial estates and the redevelopment of older industrial areas.
- 3.3 Improve environmental performance of industrial precincts through landscaping, building design and construction.
- 3.4 Ensure adequate cycling and walking infrastructure and public transport services within and between industrial areas and surrounding residential areas.

## **Objective 4**

To manage amenity impacts between industry and nearby sensitive land uses.

### **Strategies**

- 4.1 Ensure new industrial land uses provide suitable land use buffers to nearby sensitive uses.
- 4.2 Locate vehicle access and road layout to minimise the intrusion of commercial traffic into residential areas.
- 4.3 Redevelop smaller pockets of industrial land located within residential areas for innovative residential or mixed use development, taking into account local environmental and amenity issues.

## **Objective 5**

To promote high skill, high wage jobs for Kingston's residents and the residents of surrounding municipalities.

### **Strategies**

- 5.1 Ensure that employment outcomes are an integral part of any proposed rezoning of industrial land. Facilitate the provision of sites that are suitable for high technological industrial and research enterprises, value added and knowledge based manufacturing.

### **Further strategic work**

- Assist Kingston's industrial businesses to encourage innovation, exports, skill development, continuous improvement and transitioning to the new economy.
- Promote high-technological industrial and research enterprises and medium to larger size firms wishing to consolidate manufacturing and warehousing with management and administration functions.

## **Objective 6**

To protect the economic and operational viability of key industries and infrastructure in the non urban area.

### **Strategies**

- 6.1 Protect the Moorabbin Airport flight paths and their immediate environs from development or use which may compromise the long term viability of the airport or prejudice its safety and efficiency.
- 6.2 Ensure that appropriate buffers (both in terms of land use and distance) are established and maintained around aircraft related activities at the Moorabbin Airport and land filling operations, so as to minimise their impact on surrounding residential and sensitive land uses and the overall health and welfare of the community.

- 6.3 Manage existing extractive industries and land filling operations in an environmentally sound and coordinated manner.
- 6.4 Require the coordinated phasing of extraction, filling and rehabilitation cycles on existing operational sites, to ensure that the development of open space and other productive after-use occur in a logical sequence.
- 6.5 Avoid development which might prejudice the achievement of long term strategies for completed extraction and land filling sites such as open space and other productive after-uses.
- 6.6 Promote the re-use of extraction and land fill sites for open space and recreational facilities which are physically well integrated with the Chain of Parks.
- 6.7 Consider commercial and industrial enterprises which make significant contributions to the Chain of Parks concept and result in a net community benefit.
- 6.8 Strongly discourage the expansion of existing extractive industries, land filling operations, materials recycling facilities or transfer stations on land north of Kingston and Heatherton Roads.
- 6.9 Strongly discourage an alternative use on existing landfill, materials recycling or transfer station land that has the potential to detrimentally impact on the amenity of the locality.
- 6.10 Strongly discourage the use of land for earth and energy resources industries with the exception of appropriate renewable energy facilities.

**21.08-3**

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**Tourism**

**Key issues**

Objective 1

To promote Beach Road as a foreshore tourist boulevard.

**Strategies**

- 1.1 Enhance the scenic and landscape qualities of Beach Road as a tourist route.
- 1.2 Improve the urban design and landscaping adjacent to Beach Road.

**21.08-4**

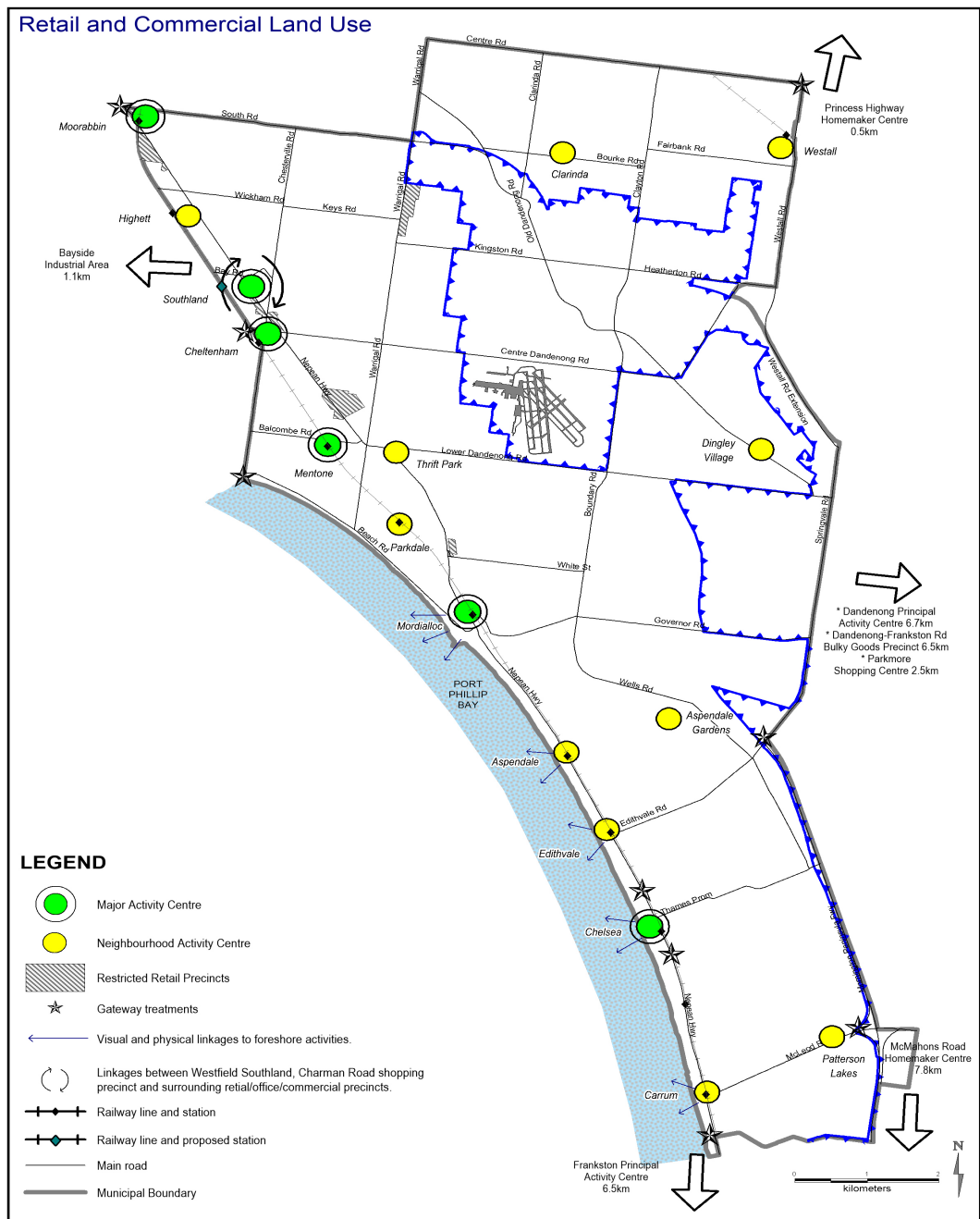
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**Background documents**

- Cheltenham Structure Plan, July 2010
- Highett Structure Plan, May 2006
- Kingston Economic Development Strategy, 1997

- Kingston Industrial Development Strategy, 1997
- Mentone Structure Plan, July 2011
- Moorabbin Airport Aviation Obstacle Referral Height Plan
- Moorabbin Airport Masterplan
- Moorabbin Structure Plan, May 2011
- Mordialloc Pride of the Bay Structure Plan, 2004
- Retail and Commercial Development Strategy, Updated 2009

**Retail and Commercial Land Use Plan**



**Industrial Framework Plan**

