

21.0503/05/2018
C233**21.05-1**06/05/2021
C207pt1case**ECONOMIC DEVELOPMENT****Overview**

The prosperity of a community is directly linked to the health of its existing enterprises.

Casey has significant regional competitive advantages, which, if properly managed and sustained, will provide positive social, economic and environmental outcomes for the City. These advantages include significant population and housing growth, a regional CBD at Fountain Gate-Narre Warren, tertiary education facilities, potential for the development of a strong commercial sector, tourism and eco-tourism opportunities, a productive and diverse rural sector, a strong equine sector, extractive industrial resources, and locational advantages as a gateway to Gippsland and to the Melbourne metropolitan area.

As we move into the 21st century, one vision is gaining increasing support: jobs of the future will be based around knowledge. Knowledge-based jobs are linked to areas of high liveability. Knowledge-based business and industry require universities and other technology-related infrastructure at their core, which provides Casey with opportunities for securing knowledge-based jobs in “technology precincts” based around its tertiary education and related facilities.

The Berwick Health and Education Precinct presents the opportunity to create at least 10,000 such jobs alone in a high-density technology precinct based around the university campus, TAFE College and Casey Hospital in Berwick.

The benefits of the creation of new knowledge-based job opportunities within Casey will have broader flow-on effects throughout the whole community, by diversifying and improving local employment opportunities, encouraging a more skilled and flexible workforce, and securing a strong and diverse economic base for the City of Casey well into the future.

21.05-206/05/2021
C207pt1case**Objective 1**

To facilitate the creation of knowledge-based jobs in Casey.

Strategies

- 1.1 Foster employment and investment opportunities to create knowledge-based jobs.
- 1.2 Support the development of a broad range of learning centres to address emerging skills' needs, with a focus on knowledge-based sectors.
- 1.3 Facilitate the development of the Berwick Health and Education Precinct as a high-density, health and education precinct based around the university, Chisholm Institute of TAFE and Casey Hospital campuses in Berwick.
- 1.4 Facilitate the development of 'Minta Farm' in Berwick as a high-amenity, integrated employment precinct that incorporates office, research, manufacturing, learning and living components.
- 1.5 Facilitate the development of new industry and business parks in Cranbourne West to provide a diverse range of employment opportunities, including large-lot traditional and “advanced” manufacturing to take advantage of access to Western Port Highway.
- 1.6 Facilitate the development of the Fountain Gate-Narre Warren Metropolitan Activity Centre as a premier, large, diverse, densely developed CBD to provide a focus for the Casey and wider regional community.
- 1.7 Encourage a diverse, densely developed business and employment corridor in the non-residential areas along the road and rail corridor from Dandenong to Pakenham.

21.05-328/01/2021
C258case**Objective 2**

To take advantage of Casey's competitive edges to create local employment opportunities across a diverse economic base to secure a sustainable and prosperous future.

Strategies**Economic opportunities**

- 2.1 Enhance economic prosperity through the development of a broad, diverse and sustainable business and industrial base to increase business investment and employment opportunities.
- 2.2 Manage development of Casey's undeveloped urban areas to maximise their development potential.

CASEY PLANNING SCHEME

- 2.3 Encourage the sustainable growth of home-based businesses.

Activity centres

- 2.4 Realise the significant potential of the Fountain Gate-Narre Warren Metropolitan Activity Centre and Cranbourne Major Activity Centre as centres of metropolitan and regional significance, providing a broad range and high intensity of activities that maximise their future capacity.
- 2.5 Promote leading practice activity centre development that provides for economically robust centres with a vibrant community focus, and which can evolve to accommodate changing needs.
- 2.6 Promote more diverse, non-retail employment opportunities within activity centres.

Rural activities

- 2.7 Support the consolidation and expansion of horse-related activities in Casey.
- 2.8 Encourage the growth of sustainable land and resource industries and markets.
- 2.9 Protect productive farming by ensuring that high quality agricultural land is retained for agricultural purposes, and is not eroded or prejudiced by inappropriate urban land uses and development.
- 2.10 Support farming and rural-based businesses to ensure their ongoing viability is maintained and to encourage environmentally sustainable land management practices.

Tourism

- 2.11 Harness and sensitively manage the eco-tourism potential of Tooradin Village.
- 2.12 Support the ongoing eco-tourism opportunities of the Cranbourne Gardens .
- 2.13 Develop Wilson Botanic Park as a significant tourist attraction.
- 2.14 Recognise and promote emerging tourism and eco-tourism opportunities within Casey, ensuring that the design and development of tourist-related facilities reflects the farming and environmental attributes of the locality.

Sand and stone resources

- 2.15 Protect future options to extract sand and stone resources in Extractive Industry Interest Areas.
- 2.16 Manage existing sites shown on the Local Area Maps for both their extractive/filling potential as well as for their potential parkland use.
- 2.17 Maintain appropriate separation distances between extractive industries and any sensitive uses to protect residential amenity and ensure valuable resources are not sterilised.

21.05-4

28/01/2021
C258case

Objective 3

To consolidate Casey's retail, commercial, institutional and community facility development patterns into a hierarchical network of activity centres, both existing and planned, with appropriately sized centres to meet the needs of Casey's communities through to 2036.

Strategies

- 3.1 Direct retail, commercial and appropriate non-retail development into a hierarchical network of activity centres consistent with the typology identified in Table 1 and Map 1 to this clause.
- 3.2 Encourage non-retail employment-generating uses in activity centres.
- 3.3 Support uses and development that deliver a net community benefit.
- 3.4 Facilitate a health and education-based employment precinct that fosters the continued development, growth and clustering of significant health and education facilities into the Berwick Health and Education Precinct, as identified in Table 1 and Map 1 to this clause.
- 3.5 Support restricted retail precincts that offer convenient access to a diverse range of bulky goods across the municipality, by directing restricted retail development into designated restricted retail precincts as identified in Table 1 and Map 1 to this clause.
- 3.6 Discourage retail and commercial development proposals (including rezonings) that are inconsistent with this clause or Clause 22.01 *Activity Centres*.
- 3.7 Support temporary treatments and uses for unused land in activity centres that help activate the centre prior to development, including food stalls, food trucks, community gardens, pop up markets, or other low-cost temporary land uses and public open space concepts.
- 3.8 Promote and prioritise pedestrians and cyclists over vehicles in and around activity centres.
- 3.9 Discourage restricted retail development from locating outside of designated restricted retail precincts identified in Map 1 to this clause, unless in Metropolitan or Major Activity Centres.
- 3.10 Discourage supermarkets and other non-restricted retail uses from establishing in restricted retail precincts and other designated employment areas outside Metropolitan, Major and Neighbourhood Activity Centres.

21.05-506/05/2021
C207pt1case**Implementation**

These strategies will be implemented by the following measures:

Policy guidelines

- Using the Retail Policy at Clause 22.01 to consolidate the role of Fountain Gate-Narre Warren as a Metropolitan Activity Centre, and the Cranbourne Major Activity Centres and the hierarchical development of all other designated activity centres.
- Using the Industrial Development Policy at Clause 22.03 to provide for the development of local employment centres and to ensure new industrial development achieves a high standard of visual amenity.

Application of zones and overlays

- Applying the Industrial 1 Zone to preserve industrial land for industrial uses and to protect against inappropriate commercial development.
- Applying the Industrial 3 Zone to industrial land adjacent to residential areas to protect these areas from inappropriate industrial uses, where appropriate.
- Applying the Commercial 1 Zone to activity centres with a primary retail function, or with an office and commercial function.
- Applying the Commercial 2 Zone to activity centres with an office and manufacturing function, or with a restricted retail, manufacturing and service business function.
- Applying the Mixed Use Zone to activity centres with a mixed use function, including employment centres and community activity clusters.
- Applying the Comprehensive Development Zone to provide for the use and development of land for projects of regional significance.
- Applying the Green Wedge Zone and Green Wedge A Zone to the rural areas of Casey outside the Urban Growth Boundary to recognise local agricultural and environmental attributes, maintain the viability of rural industry and facilitate sustainable land management practices.
- Applying the Activity Centre Zone to activity centres of metropolitan and regional significance to ensure the use and development of the centres are consistent with adopted structure plans.

Further strategic work and other actions

- Reviewing the *City of Casey Activity Centres Strategy* and Retail Policy at Clause 22.01, along with associated references in the Municipal Strategic Statement, to reflect the activity centre network set out in Plan Melbourne.

21.05-628/01/2021
C258case**Reference documents**

Casey C21: A vision for our future (City of Casey, 2002).

Casey C21: Building a Great City (City of Casey, 2011).

City of Casey Activity Centres Strategy City of Casey, 2019.

Council Plan 2009-2013 (City of Casey, 2009).

Melbourne Supply Area – Extractive Industry Interest Areas Review, Technical Record, 2003/2 (Geological Survey of Victoria, 2003).

South East Growth Corridor Plan (Growth Areas Authority, 2012).

Fountain Gate-Narre Warren CBD Structure Plan (City of Casey, 2018).

21.05-7

28/01/2021
C258case

Table 1: Casey activity centres typology

Typology	Role and Function
Metropolitan Activity Centre	<p>To provide:</p> <ul style="list-style-type: none"> Higher order activities that play a key regional role in the metropolitan economy, providing a diverse range of employment opportunities for the region. A broad mix of high-order activities, including entertainment uses, to attract a significant level of visitation. Approximately 40 per cent non-retail commercial, institutional and community uses floor area for the whole of the centre. Strong focus on commercial uses, health and education facilities, and high density residential uses. Buildings of at least three storeys, except where there is an interface with residential areas, or a development plan or similar has been prepared that provides further guidance. Department stores and multiple discount department stores. Easily accessible connections to the Principal Public Transport Network. Multiple supermarkets of various sizes. Strong focus on specialty retail and hospitality uses. Some restricted retail uses.
Major Activity Centre	<p>To provide:</p> <ul style="list-style-type: none"> A broad mix of higher-order activities, including entertainment uses, to attract a significant level of visitation. Approximately 30 per cent non-retail commercial, institutional and community uses floor area for the whole of the centre. A strong focus on specialty retail and hospitality/entertainment uses. Medium focus on commercial uses. Some health and education facilities. Total floorspace for non-residential uses generally between 20,000 square metres and 100,000 square metres. Building heights of at least two storeys, except where a development plan or similar has been prepared that provides further guidance. Focus on high density residential uses. Easily accessible connections to the Principal Public Transport Network. Multiple supermarkets of various sizes. Multiple discount department stores. Some restricted retail uses.
Medium Neighbourhood Activity Centre	<p>To provide:</p> <ul style="list-style-type: none"> A broad mix of activities to provide for day-to-day and weekly retail and service needs at a neighbourhood level. Approximately 25 per cent non-retail commercial and community uses floor area for the whole of the centre. A strong focus on supermarkets, with a mix of full-line and small format supermarkets. Medium focus on specialty retail and hospitality uses. Medium focus on commercial uses. Total floorspace for non-residential uses generally between 5,000 square metres and 20,000 square metres.

CASEY PLANNING SCHEME

Typology	Role and Function
	<ul style="list-style-type: none"> ▪ Buildings of at least two storeys. ▪ Focus on medium density residential uses.
Local Neighbourhood Activity Centre	<p>To provide:</p> <ul style="list-style-type: none"> ▪ A broad mix of activities to provide for day-to-day and weekly retail and service needs at a neighbourhood level. ▪ Approximately 25 per cent non-retail commercial and community uses floor area for the whole of the centre. ▪ Strong focus on convenience retailing and medium density housing. ▪ Small format supermarket. ▪ Some specialty retail and hospitality uses. ▪ Some commercial uses. ▪ Total floorspace for non-residential uses of up to 5,000 square metres. ▪ Focus on medium density residential uses.
Health and Education Precinct	<p>To provide:</p> <ul style="list-style-type: none"> ▪ A strong focus on major health and education facilities and commercial uses. ▪ Some specialty retail and hospitality uses, particularly where they service the health and education facilities of the precinct. ▪ Complementary high density residential uses
Restricted Retail Precinct	<p>To provide:</p> <ul style="list-style-type: none"> ▪ A strong focus on restricted retail uses. ▪ Small amount of hospitality uses that support the restricted retail businesses.

Notes: For any activity centres within the Urban Growth Zone, Comprehensive Development Zone or Activity Centre Zone, outcomes relating to specific retail and/or commercial floorspace target should primarily be guided by any relevant requirement or guideline set out in the relevant plan in the zone schedule or incorporated into the Casey Planning Scheme.

Floorspace areas/percentages are typical only and are not caps.

CASEY PLANNING SCHEME

21.05-8

Casey activity centre network

---/---/---
Proposed C286case

