Introduction

Please find following key information about making a submission.

Who can make a submission?
Anyone is able to comment and make submissions on the Plan Melbourne refresh discussion paper.

How will submissions be used?
We want a Plan Melbourne to reflect the community’s views, particularly in relation to housing affordability and diversity, energy efficiency and climate change. All submissions received will be reviewed and inform Plan Melbourne 2016.

Will submissions be publicly available?
Written submissions will be publicly available and will be able to be read by others, unless you have requested and been granted confidentiality status.

Why do I have to register to make a submission or comment online?
The information provided in the registration form will help us analyse the responses and help us know which issues are of concern to residents in which areas of Melbourne or to particular community groups.

Can I provide a submission in another format?
Given the high volume of submissions anticipated it is strongly preferred that the online form or the downloadable template be used. This will ensure the most effective evaluation of the issues raised in submissions.

How do I make a submission?
You will need to register to make a submission. Submissions and comments will close at 5.00pm AEDST Friday 18 December 2015. Once registered, there are two ways to make a submission:

- Complete the online submission form
- Upload your submission using this submission template. Note that the preferred format is MS Word.

As part of making a submission, you will need to agree to the privacy collection notice and statement of confidentiality. These are outlined in both the online submission and upload forms.

Do I have to respond to all of the questions in the submission form for my views to be heard?
Not at all. You are welcome to respond to as many, or as few, of the questions on the Plan Melbourne refresh discussion paper as you would like.
Can I comment on other areas not addressed in the Plan Melbourne refresh discussion Paper?

This refresh is not intended to comprehensively revise Plan Melbourne 2014. It builds on the extensive work and consultation underpinning Plan Melbourne 2014. Much of Plan Melbourne 2014 enjoys bi-partisan support and will not change.

The Plan Melbourne refresh discussion paper and consultation process is asking Melburnians to take another look at particular aspects of Plan Melbourne 2014 that need revision such as the key issues of housing supply, diversity and affordability, and climate change and will reflect the Government’s transport network priorities.
Chapter 2: Growth, challenges, fundamental principles and key concepts

1. The discussion paper includes the option (option 5, page 16) that Plan Melbourne better define the key opportunities and challenges for developing Melbourne and outlines some key points for considerations in Box 1. Are there any other opportunities or challenges that we should be aware of?

An enhancement of key opportunities and challenges for a developing Melbourne is strongly supported. The following key opportunities and challenges are of particular relevance to this submission:

- **Growth and changing demographics**: Capitalise on existing infrastructure and increase access to the opportunities Melbourne offers;
- **A changing economy**: Support growth and innovation;
- **Moving people and goods**: Building new transport infrastructure will be a key part of responding to increased, particularly in the fast growing parts of the city.

Additional comment to support the Avalon Airport submission:
As part of the provision of a range of opportunities, economic growth and services, specific mention should be provided in PMR to Avalon Airport’s Master Plan development and job creation capability as well as recognizing Avalon’s strengths in aviation freight, and logistics.

2. The discussion paper includes the option (option 6, page 18) that the United Nations Sustainable Development Goals be included in Plan Melbourne 2016. Do you agree with this idea? If so, how should the goals be incorporated into Plan Melbourne 2016? Choose one option:

- [ ] Strongly Disagree
- [ ] Disagree
- [ ] Agree
- [x] Strongly Agree

**Please explain your response:**

Sustainable development goals (economic, social and environmental sustainability) are key parameters for the future land use and livability of metropolitan Melbourne and are strongly supported.

Additional comment to support the Avalon Airport submission:

The continued support of a second international airport in PMR enhances the sustainability and livability of metropolitan Melbourne.

3. The discussion paper includes the option (option 7, page 18) to lock down the existing urban growth boundary and modify the action (i.e. the action under Initiative 6.1.1.1 in Plan Melbourne 2014) to reflect this. Do you agree that there should be a permanent urban growth boundary based on the existing boundary? Choose one option:

- [ ] Strongly Disagree
- [ ] Disagree
Agree

Please explain your response:

The use of an urban growth boundary is an integral tool in providing certainty for decision makers and landowners on the future spatial extent of the metropolitan area and in creating a more compact, contained and sustainable Melbourne.

Additional comment to support the Avalon Airport submission:

While the concept and implementation of an urban growth boundary is supported, the growth of Avalon Airport as an employment hub as well as a second international airport should continue to be supported outside the urban growth boundary. It is considered that Avalon Airports contribution to the G21 region as a future employment hub and its connectivity to the Werribee National Employment Cluster is a key growth generator within south-west Victoria.

4. The discussion paper includes the option (option 8, page 18) that Plan Melbourne 2016 should more clearly articulate the values of green wedge and peri-urban areas to be protected and safeguarded. How can Plan Melbourne 2016 better articulate the values of green wedge and peri-urban areas?

The protection of green wedge and peri-urban areas is supported as a concept and therefore clearer articulation around the values of green wedge and peri-urban areas to be protected and safeguarded is supported.

Additional comment to support the Avalon Airport submission:

While the concept of protecting the green wedges and peri-urban areas is supported the growth of Avalon Airport as an employment hub as well as a second international airport should continue to be supported as it is a major economic driver for the G21 region and the Werribee-Geelong corridor.

5. The discussion paper includes the option (option 9, page 18) to remove the concept of an Integrated Economic Triangle and replace it with a high-level 2050 concept map for Melbourne (i.e. a map that shows the Expanded Central City, National Employment Clusters, Metropolitan Activity Centres, State-Significant Industrial Precincts, Transport Gateways, Health and Education Precincts and Urban Renewal Precincts). What elements should be included in a 2050 concept map for Melbourne?

The general initiative for a high level concept map identifying major employment nodes for metropolitan Melbourne is supported.

Additional comment to support the Avalon Airport submission:

It is considered that Avalon Airport’s key role in the development of the Wyndham-Geelong corridor should be sufficiently acknowledged within the 2050 concept map for Melbourne;

6. The discussion paper includes the option (option 10, page 18) that the concept of Melbourne as a polycentric city (i.e. a city with many centres) with 20-minute neighbourhoods (i.e. the ability to meet your everyday (non-work) needs locally, primarily within a 20-minute walk) be better defined. Do the definitions adequately clarify the concepts? Choose one option:

- Strongly Disagree
- Disagree
Agree

Please explain your response:
The clarified concept for a polycentric city with 20-minute neighbourhoods is supported.

Additional comment to support the Avalon Airport submission:

Avalon Airport’s geographic location between Melbourne and Geelong makes it both a capital city airport and an exceptionally well equipped regional airport, serving western Victoria and providing connections to primary tourist destinations such as the Great Ocean Road. It is approximately 45 minutes’ drive from Melbourne’s CBD, 20 minutes from Geelong’s CBD and 15 minutes from Werribee. The clarified concept for a polycentric city with 20-minute neighbourhoods will ensure that Avalon Airport continues to grow as a catalyst for jobs within the region.

7. The discussion paper includes options (options 11-17, pages 23 to 27) that identify housing, climate change, people place and identity and partnerships with local government as key concepts that need to be incorporated into Plan Melbourne 2016. Do you support the inclusion of these as key concepts in Plan Melbourne 2016?

Not of direct relevance to this submission.

8. Any other comments about chapter 2 (growth, challenges, fundamental principles and key concepts)?

Not of direct relevance to this submission.

Chapter 3: Delivering jobs and investment

9. The discussion paper includes the option (option 20, page 30) to revise the Delivering Jobs and Investment chapter in Plan Melbourne 2014 to ensure the significance and roles of the National Employment Clusters as places of innovation and knowledge-based employment are clear. How can Plan Melbourne 2016 better articulate the significance and roles of the National Employment Clusters as places of innovation and knowledge-based employment?

We support the revision of the Delivering Jobs and Investment chapter in Plan Melbourne 2014 to ensure that the significance and roles of the National Employment Clusters as places of innovation and knowledge-based employment are clear.

Additional comment to support the Avalon Airport submission:

Avalon Airport’s geographic location between Melbourne and Geelong makes it both a capital city airport and an exceptionally well equipped regional airport, serving western Victoria and providing connections to primary tourist destinations such as the Great Ocean Road. It is approximately 45
minutes’ drive from Melbourne’s CBD, 20 minutes from Geelong’s CBD and 15 minutes from Werribee. The significance and roles of the National Employment Clusters as places of innovation and knowledge-based employment should also leverage off the proximity to Avalon Airport where possible.

10. The discussion paper includes two options (page 30) relating to National Employment Clusters, being:

Option 21A: Focus planning for National Employment Clusters on core institutions and businesses

Option 21B: Take a broader approach to planning for National Employment Clusters that looks beyond the core institutions and businesses

Which option do you prefer?

☐ Option 21A
☒ Option 21B

Please explain why you have chosen your preferred option:

Tightly defined boundaries for National Employment Clusters at an early stage may cut off options and make it harder to plan for possible required growth.

A broader approach to planning for National Employment Clusters that looks beyond the core institutions and businesses and encompass the full range of activities and employment activities should be investigated. Avalon Airport, as a second international airport within Victoria, can play a key role in the growth of East Werribee National Employment Cluster.

11. The discussion paper includes the option (option 22, page 30) to broaden the East Werribee National Employment Cluster to call it the Werribee National Employment Cluster in order to encompass the full range of activities and employment activities that make up Werribee. This could include the Werribee Activity Centre and the Werribee Park Tourism Precinct. Do you agree with broadening the East Werribee Cluster? Choose one option:

☐ Strongly Disagree
☐ Disagree
☐ Agree
☒ Strongly Agree

Why?

The East Werribee National Employment Cluster should be expanded to call it the Werribee National Employment Cluster in order to look beyond the core institutions and encompass the full range of activities and employment activities that make up Werribee. This includes existing (Avalon, Regional Rail Link) and planned (OMR) infrastructure in close proximity that will be a major contributor to this key cluster.

12. The discussion paper includes the option (option 23, page 30) to broaden the Dandenong South National Employment Cluster to call it the Dandenong National Employment Cluster in order to encompass the full range of activities and employment activities that make up Dandenong. This could include the Dandenong Metropolitan Activity Centre and Chisholm Institute of TAFE. Do you agree with broadening the Dandenong South National Employment Cluster? Choose one option:

☐ Strongly Disagree
13. The discussion paper includes options (options 24 to 30, pages 33 and 34) that consider the designation of activity centres and criteria for new activity centres. Do you have any comments on the designation of activity centres or the criteria for new activity centres as outlined in the discussion paper?

As discussed previously Avalon Airport’s geographical position provides choice and opportunity for access to activity centres in west, notably Werribee;

14. The discussion paper includes the option (option 31, page 35) to evaluate the range of planning mechanisms available to protect strategic agricultural land. What types of agricultural land and agricultural activities need to be protected and how could the planning system better protect them?

Not of direct relevance to this submission.

15. The discussion paper includes the option (option 32, page 36) to implement the outcomes of the Extractive Industries Taskforce through the planning scheme, including Regional Growth Plans, to affirm that extractive industries resources are protected to provide an economic supply of materials for construction and road industries. Do you have any comments in relation to extractive industries?

Not of direct relevance to this submission.

16. Any other comments about chapter 3 (delivering jobs and investment)?

National Employment Clusters are also intended to develop as mixed use centres and include residential, retail and commercial development.

Avalon Airport supports the concept of broadening the East Werribee Employment Cluster to look beyond the core institutions and businesses and to encompass the full range of activities and employment activities that make up the area. Avalon Airport’s location in relation to this area can not be under estimated. The recent land use zoning and completion of the Avalon Airport Masterplan will result in significant creation of employment within 15 minutes travel time of Werribee. Furthermore the completion of the Avalon Airport rail link will ensure direct access from a National Employment Cluster to both domestic and international flights in just minutes. The expansion of East Werribee National Employment Cluster is therefore supported.
Chapter 4: A more connected Melbourne

17. The discussion paper includes the option (option 34, page 42) to include the Principal Public Transport Network in Plan Melbourne 2016. Do you agree that the Principal Public Transport Network should inform land use choices and decisions? Choose one option:

- [ ] Strongly Disagree
- [ ] Disagree
- [x] Agree
- [ ] Strongly Agree

**Why?**

Use of a Principal Public Transport Network and accommodation of enhanced activities on the public transport network is supported.

Additional comment to support the Avalon Airport submission:

Any improvement to the quality and quantity of public transport that will enhance connectivity to Avalon Airport is supported. Since the adoption of Plan Melbourne 2014, Regional Rail Link is operational and further progress has been made in relation to the Avalon Airport Rail Link with an amendment made to the Greater Geelong Planning Scheme. This ensures that land is reserved for the future link, increasing accessibly to the Airport and safeguarding Victoria’s second international airport and Victoria’s economic competitiveness.

18. The discussion paper includes the option (option 35, page 43) to incorporate references to Active Transport Victoria (which aims to increase participation and safety among cyclists and pedestrians) in Plan Melbourne 2016. How should walking and cycling networks influence and integrate with land use?

Incorporation of references to Active Transport Victoria and any enhancement of cyclist and pedestrian usage and safety is supported.

Additional comment to support the Avalon Airport submission:

Any improvement to cyclist and pedestrian usage and safety that will enhance connectivity to Avalon Airport as an option for international and national travel as well as an employment and retail hub is supported.

19. Any other comments about chapter 4 (a more connected Melbourne)?

Avalon Airport’s importance as Melbourne’s second airport needs to continue to be acknowledged as a key strategic transport link within the State. Avalon’s Master Plan development and job creation capability should be acknowledged and highlighted in the Plan Melbourne document recognizing Avalon’s strengths in aviation freight, and logistics.
Chapter 5: Housing

20. The discussion paper includes the option (option 36A, page 46) to establish a 70/30 target where established areas provide 70 per cent of Melbourne’s new housing supply and greenfield growth areas provide 30 per cent. Do you agree with establishing a 70/30 target for housing supply? Choose one option:

- [ ] Strongly Disagree
- [ ] Disagree
- [X] Agree
- [ ] Strongly Agree

Why?

The establishment of a 70/30 target where established areas provide 70 per cent of Melbourne’s new housing supply and greenfield growth areas provide 30 per cent is supported. This target will assist in achieving greater access to employment, maximizing access to existing infrastructure and reducing demands for infrastructure in outer locations and extending the supply of other developable land.

Additional comment to support the Avalon Airport submission:

Geelong is Victoria’s largest regional city. The growth of Geelong should be supported as a viable alternative to the growth area of Wyndham. Establishing a 70/30 target should ensure that established areas, such as Geelong continue to grow and provide for the majority of Melbourne’s new housing supply.

21. What, if any, planning reforms are necessary to achieve a 70/30 target?

No specific reforms identified. See response to question 20 above.

22. The discussion paper includes the option (option 36B, page 46) to investigate a mechanism to manage the sequence and density of the remaining Precinct Structure Plans based on land supply needs. Do you agree with this idea? Choose one option:

- [ ] Strongly Disagree
- [ ] Disagree
- [X] Agree
- [ ] Strongly Agree

Why?

The principle of managing the sequence and density of residential land supply in Precinct Structure Plans is supported.

Additional comment to support the Avalon Airport submission:

Precinct Structure Plans should be used to manage the supply of residential land to ensure that existing underutilized land is areas such as Geelong is developed prior to additional greenfield land being made available.

23. The discussion paper includes the option (option 36C, page 46) to focus metropolitan planning on unlocking housing supply in established areas, particularly within areas specifically targeted for growth and intensification. Do you agree with this idea? Choose one option:

- [ ] Strongly Disagree
- [ ] Disagree
Agree

**Why?**

The option of unlocking housing supply in established areas is supported, particularly within areas specifically targeted for growth and intensification.

Additional comment to support the Avalon Airport submission:

Provision of additional supply and range of housing is strongly supported. Growth in areas targeted for growth and intensification such as Werribee and Geelong is of high priority. Avalon Airport’s proximity to Melbourne, Geelong, the Werribee National Employment cluster and its accessibility through future rail connection and major road infrastructure all allow Avalon Airport to continue to play a major role in the continued economic growth of Melbourne and support housing growth in established areas.

**24. The discussion paper includes options (option 37, page 50) to better define and communicate Melbourne’s housing needs by either:**

- **Option 37A:** Setting housing targets for metropolitan Melbourne and each sub-region relating to housing diversity, supply and affordability.
- **Option 37B:** Developing a metropolitan Housing Strategy that includes a Housing Plan.

**Which option do you prefer? Choose one option:**

- [ ] Option 37A
- [ ] Option 37B
- [x] Other

**Why?**

A better definition of Melbourne’s housing needs must consider Geelong in the actual housing provision and options. Geelong is Victoria’s second city and Victoria’s largest regional city and should be considered in the overall strategy.

**25. The discussion paper includes the option (option 38, page 52) to introduce a policy statement in Plan Melbourne 2016 to support population and housing growth in defined locations and acknowledge that some areas within defined locations will require planning protection based on their valued character. How could Plan Melbourne 2016 clarify those locations in which higher scales of change are supported?**

Support for population and housing growth in defined locations and recognition of valued character is generally supported.

Additional comment to support the Avalon Airport submission:

While population and housing growth in defined locations such as Werribee and Geelong is generally supported, it is useful to note that some defined areas will require protection.

**26. The discussion paper includes the option (option 39, page 52) to clarify the direction to ‘protect the suburbs’. How could Plan Melbourne 2016 clarify the direction to protect Melbourne and its suburbs from inappropriate development?**

No specific directions identified.
27. The discussion paper includes the option (option 40, page 56) to clarify the action to apply the Neighbourhood Residential Zone to at least 50 per cent of residential land by:

Option 40A: Deleting the action and replacing it with a direction that clarifies how the residential zones should be applied to respect valued character and deliver housing diversity.

Option 40B: Retain at least 50 per cent as a guide but expand the criteria to enable variations between municipalities.

Which option do you prefer? Choose one option:

☐ Option 40A
☐ Option 40B
☐ Other

Why?

Not relevant to this submission.

28. The discussion paper includes the option (option 42, page 58) to include an action in Plan Melbourne 2016 to investigate how the building and planning system can facilitate housing that readily adapts to the changing needs of households over the life of a dwelling. In what other ways can Plan Melbourne 2016 support greater housing diversity?

Not relevant to this submission.

29. A number of options are outlined in the discussion paper (page 58) to improve housing affordability, including:

Option 45A: Consider introducing planning tools that mandate or facilitate or provide incentives to increase social and affordable housing supply.

Option 45B: Evaluate the affordable housing initiative pilot for land sold by government to determine whether to extend this to other suitable land sold by government.

Option 45C: Identify planning scheme requirements that could be waived or reduced without compromising the amenity of social and affordable housing or neighbouring properties.

What other ideas do you have for how Plan Melbourne 2016 can improve housing affordability?

Not relevant to this submission.

30. Any other comments about chapter 5 (housing)?

Nil.
Chapter 6: A more resilient and environmentally sustainable Melbourne

31. The discussion paper includes the option (option 46, page 69) to introduce Strategic Environmental Principles in Plan Melbourne 2016 to guide implementation of environment, climate change and water initiatives. Do you agree with the inclusion of Strategic Environmental Principles in Plan Melbourne 2016? Choose one option:

- [ ] Strongly Disagree
- [ ] Disagree
- [x] Agree
- [ ] Strongly Agree

Why?

Land use planning should implement initiatives for the environment, climate change and water. The introduction of Strategic Environmental Principles to implement these initiatives is supported.

Additional comment to support the Avalon Airports submission:

The continued development of Avalon Airport as Melbourne’s second airport will fully consider and implement initiatives for the environment, climate change and water. These initiatives may be adequately considered through future rezoning, structure planning and planning permits processes, as relevant.

32. The discussion paper includes the option (option 47, page 72) to review policy and hazard management planning tools (such as overlays) to ensure the planning system responds to climate change challenges. Do you agree with this idea? Choose one option:

- [ ] Strongly Disagree
- [ ] Disagree
- [x] Agree
- [ ] Strongly Agree

Why?

Land use planning should implement initiatives for the environment, climate change and water. The introduction of Strategic Environmental Principles to implement these initiatives is supported.

Additional comment to support the Avalon Airports submission:

The continued development of Avalon Airport as Melbourne’s second airport will fully consider and implement initiatives for the environment, climate change and water. These initiatives may be adequately considered through future rezoning, structure planning and planning permits processes, as relevant.

33. The discussion paper includes options (options 48 and 49, page 72) to update hazard mapping to promote resilience and avoid unacceptable risk, and update periodically the planning system and supporting legislative and policy frameworks to reflect best available climate change science and data. Do you have any comments on these options?

Land use planning should fully consider hazard mapping to promote resilience and avoid unacceptable risk.

Additional comment to support the Avalon Airport submission:

Future development proposals at Avalon Airport must fully consider hazard mapping and provide outcomes that promote community resilience and avoid unacceptable risk. These considerations
34. The discussion paper includes the option (option 50, page 73) to incorporate natural hazard management criteria into Victorian planning schemes to improve planning in areas exposed to climate change and environmental risks. Do you agree with this idea? Choose one option:

- [ ] Strongly Disagree
- [ ] Disagree
- [x] Agree
- [ ] Strongly Agree

**Why?**

Land use planning should fully consider and incorporate natural hazard to improve planning in areas exposed to climate change and environmental risks.

Additional comment to support the Avalon Airport submission:
Future development at Avalon Airport must fully consider and integrate natural hazard considerations in areas exposed to climate change and environmental risks. These considerations may be adequately addressed through future rezoning, structure planning and planning permits processes, as relevant.

35. The discussion paper includes the option (option 51, page 75) to investigate consideration of climate change risks in infrastructure planning in the land use planning system, including consideration of an ‘infrastructure resilience test’. Do you agree that a more structured approach to consideration of climate change risks in infrastructure planning has merit? Choose one option:

- [ ] Strongly Disagree
- [ ] Disagree
- [x] Agree
- [ ] Strongly Agree

**Why?**

Refer to discussion under question 32 above.

36. The discussion paper includes the option (option 52, page 76) to strengthen high-priority habitat corridors throughout Melbourne and its peri-urban areas to improve long-term health of key flora and fauna habitat. Do you agree with this idea? Choose one option:

- [ ] Strongly Disagree
- [ ] Disagree
- [x] Agree
- [ ] Strongly Agree

**Why?**

Land use planning must fully consider and protect identified environmental values and assets.

Additional comment to support the Avalon Airport submission:
Future development proposals at Avalon Airport must fully assess and protect environmental values. These values may be adequately considered through future rezoning, structure planning and planning permits processes, as relevant.
37. The discussion paper includes options (options 53 and 54, pages 78 and 79) to introduce strategies to cool our city including: increasing tree canopy, vegetated ground cover and permeable surfaces; use of Water Sensitive Urban Design and irrigation; and encouraging the uptake of green roofs, facades and walls, as appropriate materials used for pavements and buildings with low heat-absorption properties. What other strategies could be beneficial for cooling our built environment?

Land use planning must fully consider and provide sustainable environmental design and infrastructure provision.

Additional comment to support the Avalon Airport submission:

Future development proposals at Avalon Airport must fully assess and provide sustainable environmental design and infrastructure provision. This design may be adequately considered and provided through future rezoning, structure planning and planning permits processes, as relevant.

38. The discussion paper includes the option (option 56A, page 80) to investigate opportunities in the land use planning system, such as strong supporting planning policy, to facilitate the increased uptake of renewable and low-emission energy in Melbourne and its peri-urban areas. Do you agree that stronger land use planning policies are needed to facilitate the uptake of renewable and low-emission energy? Choose one option:

- [ ] Strongly Disagree
- [ ] Disagree
- [X] Agree
- [ ] Strongly Agree

Why?

Land use planning must fully consider low-energy emissions and provide renewable energy usage.

Additional comment to support the Avalon Airport submission:

Future development proposals at Avalon Airport must fully consider low-energy emission and provide renewable energy usage. These considerations may be adequately provided through future rezoning, structure planning and planning permits processes, as relevant.

39. The discussion paper includes options (options 56B and 56C, page 80) to strengthen the structure planning process to facilitate future renewable and low-emission energy generation technologies in greenfield and urban renewal precincts and require consideration of the costs and benefits of renewable or low-emission energy options across a precinct. Do you agree that the structure planning process should facilitate the uptake of renewable and low-emission technologies in greenfield and urban renewal precincts? Choose one option:

- [ ] Strongly Disagree
- [ ] Disagree
- [X] Agree
- [ ] Strongly Agree

Why?

Refer to discussion under question 38 above.
40. The discussion paper includes the option (option 57, page 81) to take an integrated approach to planning and building to strengthen Environmentally Sustainable Design, including consideration of costs and benefits. Do you agree that an integrated planning and building approach would strengthen Environmentally Sustainable Design? Choose one option:

☐ Strongly Disagree
☐ Disagree
☒ Agree
☐ Strongly Agree

Why?

Land use planning must fully consider and provide environmentally sustainable environmental design, including costs and benefits.

Additional comment to support the Avalon Airport submission:

Future development proposals at Avalon Airport must fully assess and provide environmentally sustainable environmental design. This design may be adequately considered and provided through future rezoning, structure planning and planning permits processes, as relevant.

41. Any other comments about chapter 6 (a more resilient and environmentally sustainable Melbourne)?

Nil.
Chapter 7: New planning tools

42. The discussion paper includes options (options 58A and 58B, page 84) to evaluate whether new or existing planning tools (zones and overlays) could be applied to National Employment Clusters and urban renewal areas. Do you have any comments on the planning tools (zones and overlays) needed for National Employment Clusters and urban renewal areas?

No particular comment.

43. The discussion paper includes options (options 59A and 59B, page 84) to evaluate the merits of code assessment for multi-unit development, taking into account the findings from the ‘Better Apartments’ process, to either replace ResCode with a codified process for multi-unit development or identify ResCode standards that can be codified. Do you have any comments on the merits of code assessment for multi-unit development?

No particular comment.

44. Any other comments about chapter 7 (new planning tools)?

Nil.
Chapter 8: Implementation

45. The discussion paper includes the option (options 1 and 61, pages 14 and 90) of Plan Melbourne being an enduring strategy with a long-term focus supported by a ‘rolling’ implementation plan. Do you agree that separating the long-term strategy from a shorter-term supporting implementation plan is a good idea?

The principle of the revised PM being an enduring strategy with a long-term focus supported by a ‘rolling’ implementation plan is supported.

Additional comment to support the Avalon Airport submission:
It is important to have active monitoring and amendment of implementation measures, when required. This monitoring and review may include provision of revised housing options that may be periodically identified and strategically supported.

46. If a separate implementation plan is developed for Plan Melbourne 2016 what will make it effective?

No particular comment. See response to question 45 above.

47. Any other comments about chapter 8 (implementation)?

Avalon Airport suggests that an integrated approval system should be investigated for Avalon Airport. A system that removes the need for ongoing permit processes provided proposed uses and developments meet the identified primary purposes for the site, i.e. that align with the use as an airport outlined in the Special Use Zone 11. An integrated approval system will support Avalon Airport’s growth as catalyst for jobs within the region and as Melbourne’s second international airport.
Avalon Airport

Catalyst for delivery of jobs and growing Victoria’s 2nd City.
Submission to Plan Melbourne Refresh Discussion Paper

Prepared by MacroPlan Dimasi for Avalon Airport Pty Ltd
December 2015
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1. Introduction

1.1. Scope of this Submission

The following submission was prepared for Avalon Airport by MacroPlan Dimasi in response to the October 2015 Plan Melbourne Refresh discussion paper.

This paper outlines the existing contribution made by Avalon Airport to the local economy and highlights how support for Avalon Airport through State Government agencies will enable the Airport to continue to support the development of a Polycentric City as sought by the updated Metropolitan Planning Framework, particularly in relation to the following:

1. Growth Challenges, Fundamental Principles and Key Concepts - Polycentric City concept;
2. Delivering Jobs and Investment - a broader approach to planning for National Employment Clusters;
3. A More Connected Melbourne - reincorporate the Principle Public Transport Network to help guide decision making and;
4. Population Growth and Housing - establishing new housing development goals

1.2. About Avalon Airport

Avalon Airport is located on the western side of Port Phillip Bay, south of the Princes Freeway in the City of Greater Geelong municipality, and just to the west of the western Melbourne municipality of the City of Wyndham.

It is approximately 45 minutes’ drive from Melbourne’s CBD, 20 minutes from Geelong’s CBD and 15 minutes from Werribee. Travel time by air to most of the major cities of east and southeast Asia is less than 10 hours. USA west coast ports are approximately 15 hours travel time away.

Avalon Airport’s geographic location between Melbourne and Geelong makes it both a capital city airport and an exceptionally well equipped regional airport, serving western Victoria and providing connections to primary tourist destinations such as the Great Ocean Road.

Since commencing commercial operations with Jetstar on 1 June 2004, Avalon Airport has become a vital part of Victoria’s transport, logistic, business and leisure infrastructure. Jetstar’s recent expansion of services at Avalon Airport further enhances the State significance of the Airport.

Avalon Airport currently employs approximately 220 workers (including full-time, part-time and casual staff), or 165 staff on Full-Time Equivalent (FTE). These workers are principally employed in aviation-related activities such as management, customs, freight movements, transportation services, emergency services, security, cleaning, maintenance and retail services. This figure increases to 510 FTE jobs when considering the multiplier effect.

In recent times job losses have occurred at Avalon Airport associated with the loss of Qantas maintenance facilities, and in the wider region including job losses at Alcoa, Boral, Ford and Target.

Plan Melbourne 2014 identifies an Integrated Economic Triangle as a key concept for creating increased options for investment and jobs and it includes the connections of the Wyndham-Geelong corridor to the south-west, linking the central city, National Employment Clusters and state-significant industrial land.

Although Plan Melbourne Refresh will remove the triangle, Avalon Airport’s role in contributing to investment and job creation within the Wyndham-Geelong corridor cannot be underestimated and this is reinforced through the recent Avalon Airport Master Plan (September 2015).
1.3 Development Vision for Avalon Airport

Since the release of Plan Melbourne, Avalon Airport has completed significant strategic planning to support its role as catalyst for growing Victoria’s second city.

In October 2014 the Victorian Government amended the Special Use Zone affecting the Airport to accommodate the future development of the airport. This Special Use Zone provides the appropriate zoning to allow for commercial, industrial, leisure and retail development as well as significant aviation growth.

Eight new precincts are now incorporated under the revised Zone and allow for a range of use and development including Passenger and Freight Terminals, Hotel Accommodation, Office Accommodation, Light Industry, Retail, Light Commercial Activities and Recreational facilities.

Avalon Airport’s second Master Plan has been completed. The Master Plan (September 2015) provides a vision and a framework for the development of the Airport over the coming 20 years. The Master Plan is supported by a detailed land use plan which is consistent with the revised Special Use Zone.

From an employment generating perspective the Master Plan and revised zoning will allow for investment and creation of jobs at both Avalon Airport and within the wider economy. The estimated employment generation table is set out on page 9 of this submission. It is noted that by 2030 approximately 2000 FTE jobs will be created at the Avalon Airport site with a further 4000 indirect jobs across the region. The propensity for Avalon Airport to provide jobs within the G21 Region, reinforces the importance which should be placed on the Airport within Plan Melbourne 2016.

Avalon Airport remains a vital activity centre for Melbourne, Geelong and the Western district of Victoria. It continues to provide excellent facilities to the aviation industry be it flight or maintenance. In addition, it now offers Australians an alternative commercial airport within Victoria.

*Source: Schedule 11 to the Special Use Zone, greater Geelong Planning Scheme
2.1 Overview - Scope of Proposed Changes

Much of Plan Melbourne has bipartisan support. Plan Melbourne 2016 does not propose a comprehensive revision, rather it aims to promote discussion of options with stakeholders, experts and the community with regards to pathways for facing challenges with significant planning implications.

Plan Melbourne 2016 will maintain focus on its key priorities and also strengthen some key areas. Plan Melbourne 2016 will maintain the focus on the following areas that impact on the operation of Avalon Airport and areas where Avalon Airport can play a key role in:

- Providing for employment in an expanded central city, the state significant employment clusters and industrial precincts.
- Transforming the transport system to support a more efficient, productive city with improved travel options to increase social and economic participation.
- Directing growth and increased development intensity to strategic locations.
- Delivering a compact urban form with a fixed urban growth boundary.
- Supporting growth in regional Victoria.

Plan Melbourne 2016 also intends to align with other strategies and policy reviews as it contributes to advancing the government’s broader economic, social and environmental policy. This integrated approach across government is intended to deliver overarching policy goals, such as delivering jobs and securing economic prosperity. Complimentary action is required on issues such as transport planning to serve key land uses. (Page 9 of Discussion Paper).

2.2 Growth challenges, fundamental principles and key concepts

Plan Melbourne 2016 intends to better define the key opportunities and challenges for developing Melbourne.

Those that Avalon Airport can play a role in are as follows:

- Growth & changing demographics
  - Melbourne’s strong population growth is projected to continue and Plan Melbourne Refresh needs to direct the way the city grows to create great places that capitalise on existing infrastructure and increase Melburnian’s access to opportunities the city offers.
- A changing economy
  - The economy is changing, manufacturing has been in decline and business services has grown substantially to become a large contributor to Victoria’s economy. A key challenge of Plan Melbourne 2016 is to support growth and innovation.
- Moving people and goods
  - As the city grows, Melbourne’s transport network will be under increasing pressure which will impact on productivity and the city’s liveability. Building new transport infrastructure will be a key part of responding to increased, particularly in the fast growing parts of the city, but we will also need to respond by using our existing network more efficiently and ensuring the transport network supports the key land use directions in Plan Melbourne 2016. (Page 16 of Discussion Paper)

2.3 Delivering Jobs & Investment

Plan Melbourne 2014 supported a new geography for jobs and productivity. It focussed on the importance of suburban centres to provide a range of service jobs that would be supported by public assets such as health and education facilities. The goal was to increase access to work in middle and outer Melbourne, minimise travel to work and help grow diverse skills across Melbourne.

Plan Melbourne 2016 will continue to drive the expansion of the central city and support growth of significant employment across the metropolitan areas, in national employment clusters, metropolitan activity centres and state significant industrial precincts.

The planning and transport systems will support Melbourne’s productive employment centres. An enhanced transport network will link an expanded central city, National Employment Clusters, state significant industrial precincts and gateway locations.

The Metropolitan Melbourne Structure Plan included in Plan Melbourne 2014 defined a hierarchy of centres - including metropolitan activity centres (of state significance), activity centres and neighbourhood centres. These activity centres are acknowledged as vibrant areas and are usually well served by public transport.

There is the potential to revisit the designation of some centres in the refreshed Plan Melbourne, with potential of some centres to be better placed to play a more key role. (Page 30 - 33 of Discussion Paper)
In March 2013 Avalon Airport made a substantial submission to the first Plan Melbourne discussion paper highlighting how the airport can play a key role against the 9 strategic principles set out in the paper. The four key objectives within Plan Melbourne 2014 that Avalon Airport relates to is its ability to support the building of a robust economy through greater productivity, with the inclusion of jobs closer to where people live that are relevant to Avalon / Geelong, which are:

1. Delivering Jobs and Investment
   - Plan for jobs closer to where people live – The Metropolitan Melbourne Structure Plan is designed by the Government to drive productivity and economic growth by accommodating employment and residential growth in designated locations across the city. In particular National Employment Clusters, Metropolitan Activity Centres and Activity Centres will ensure employment growth occurs outside central city.

2. Housing Choice & Affordability
   - How we will accommodate growth - the government’s approach to accommodating growth will focus on continued development of Melbourne’s growth areas and targeted medium and high density development. These medium to high density developments will be within designated urban renewal precincts, including areas of existing and proposes high job density, Metropolitan Activity Centres and Activity Centres, near railways and in identified residential growth zones.
   - Locating housing closer to jobs – Melbourne’s growth areas house one fifth of Melbourne’s current workforce with only 13% of jobs located in these areas (meaning many travel outside their municipality for work). The government’s focus on encouraging mixed use development and greater housing diversity near jobs and transport will help achieve greater levels of choice for low and medium level income households in terms of locating residents nearer to employment.

3. A More Connected Melbourne
   - Melbourne’s airports are major economic assets and vital to the vibrancy and growth of the city. We have two curfew free international airports (Melbourne & Avalon) giving us a significant competitive advantage in air passenger services and airfreight. Airports have an important economic and employment-generation function.
   - Over the coming decades, Avalon Airport will increase its role as an international and domestic passenger gateway serving Melbourne, Geelong and western Victoria. The airport will be planning to further develop its passenger and airfreight terminals to support its long term development to 2050.

4. Implementation: Delivering Better Governance
   - Our vision for Melbourne’s subregions - In each subregion, state and local governments will collectively plan for jobs, housing and investment. By 2050 each subregion will have an economy shaped by over one million people providing critical mass for stronger economic performance and spatial integration. Each subregion will be anchored by a National Employment Cluster, leverage off economic gateways such as ports, airports and freight terminals. 5 subregions to be established of local councils to work with the Metropolitan Planning Authority to collectively plan for jobs, housing and investment in infrastructure and services.
4_Alignment of Plan Melbourne Refresh & Avalon Airport

4.1 Overview
As acknowledged in the commencement of this document, Plan Melbourne Refresh does not propose a rewrite or a comprehensive revision, rather the objective is for the plan to be revisited in light of new information and to incorporate what we have learnt since the inception of Plan Melbourne 2014.

Avalon Airport has acknowledged its status as a significant economic asset and regional employment centre within the G21 region, yet proposes that it has the potential of playing a higher order role. Plan Melbourne 2016 vision (as outlined on page 19 of the discussion paper) consists of Melbourne being a global city of opportunity and choice.

Key objectives that are relevant to Avalon Airport in supporting this vision include;

- For Melbourne to be a global city we need to develop in defined areas near services and infrastructure.
- To be a distinctive Melbourne, so to deliver jobs and investment, we need to create a city structure that drives productivity and supports private investment.
- For greater social and economic participation we need a more connected Melbourne through the provision of an integrated transport system connecting people to jobs, services and goods to markets.
- The city will continue to be the biggest driver of jobs yet the creation of a polycentric city will provide more jobs in suburbs at designated locations.
- The Integrated Economic Triangle concept to be replaced in Plan Melbourne 2016 and replaced with a 2050 concept map of Melbourne as a key spatial representation of the city’s new structure, and as an organising principle for the key spatial concepts, planned transport connections in economic geography of Melbourne.

The G21 region where Avalon Airport sits is the primary service centre for the south-western part of the state and a key support role to Melbourne. The G21 region is steadily growing. There will be more people living, working and visiting the region over the next 40 years and the growth of Avalon Airport will result in additional jobs and services within this region.

It is expected that Avalon Airport will create up to 6,055 FTE jobs over the next 15 years as a result of the vision and growth outlined within the Avalon Airport Master Plan 2015, allowing the Airport to become a major employer within the G21 area and a catalyst for economic growth within the Wembee-Geelong corridor. The below table represents employment projections over the next 5, 10 and 15 years:

<table>
<thead>
<tr>
<th>Year</th>
<th>Direct FTE Jobs created</th>
<th>Indirect FTE Jobs created</th>
<th>Total FTE Jobs created</th>
</tr>
</thead>
<tbody>
<tr>
<td>2020</td>
<td>800</td>
<td>1,675</td>
<td>2,475</td>
</tr>
<tr>
<td>2025</td>
<td>1,720</td>
<td>3,250</td>
<td>4,970</td>
</tr>
<tr>
<td>2030</td>
<td>1,990</td>
<td>4,065</td>
<td>6,055</td>
</tr>
</tbody>
</table>

*Source: Map 8 - Major Infrastructure Directions, G21 Regional Growth Plan

*Source: Job Creation Analysis, Essential Economics, 17 April 2015
4.2 Growth challenges, fundamental principles and key concepts

Plan Melbourne 2014 supports the idea of a polycentric city based around a small number of clusters and service centres which can perform best in terms of increased public transport and reduced traffic congestion. While the CBD will continue as Melbourne’s largest employment centre, a polycentric city will provide more jobs in the suburbs at designated locations, such as in employment clusters.

Plan Melbourne 2014 identified the Integrated Economic Triangle as a key concept for planning Melbourne’s future to tie the economy. This concept assisted in drawing a focus on the Wyndham–Geelong corridor to the south-west, linking the central city, National Employment Clusters and State-significant Industrial Land.

In Plan Melbourne 2016 the Integrated Economic Triangle concept will be replaced with a 2050 concept map for Melbourne. This approach will support the key elements of Plan Melbourne 2014 such as an Expanded Central City, National Employment Clusters, Metropolitan Activity Centres, State-Significant Industrial Precincts, Transport Gateways, Health and Education Precincts and Urban Renewal Precincts.

Avalon Airport supports the development of a polycentric city and supports the proposed update to Plan Melbourne 2016 to more clearly communicate the supporting rationale and planning and development principles of a polycentric city. Avalon Airport has a key role to play in the development of the Wyndham–Geelong corridor and it is important to ensure that this is acknowledged within the 2050 concept map for Melbourne.

4.3 Delivering Jobs and Investment

Plan Melbourne 2014 identifies six existing and emerging National Employment Clusters: Monash, Parkville, Dandenong South, La Trobe, Sunshine, and East Werribee. There is a focus on innovation in employment in these locations particularly in knowledge-based research, biotechnology, with high-end manufacturing. National Employment Clusters are also intended to develop as mixed use centres and include residential, retail and commercial development.

Plan Melbourne Refresh discussion paper includes options to examine how planning might generate jobs and investment across the city.

Avalon Airport supports the concept of broadening the East Werribee Employment Cluster to look beyond the core institutions and businesses and to encompass the full range of activities and employment activities that make up the area. Avalon Airport’s location in relation to this area cannot be under estimated. The recent land use zoning and completion of the Avalon Airport Masterplan will result in significant creation of employment within 15 minutes travel time of Werribee. Furthermore the completion of the Avalon Airport rail link will ensure direct access from a National Employment Cluster to both domestic and international flights in just minutes. The expansion of East Werribee National Employment Cluster is therefore supported.

4.4 Connected Melbourne

Plan Melbourne 2016 will be updated to include a number of new transport commitments and their influences on land use across the city. As Plan Melbourne establishes our long-term strategy for growth and development, it includes key goals and directions for critical ‘city-shaping’ transport projects.

Plan Melbourne Refresh discussion paper rightly outlines that sufficient airport capacity is vital for Melbourne and Victoria’s economic future. The importance of Victoria’s second airport is acknowledged and Avalon Airport continues to establish itself as major contributor to economic growth within Victoria.

Daily flights operated by Jetstar have recently commenced from Avalon Airport to Gold Coast. The new daily flights are expected to increase the airport’s capacity to 65,000 seats per year. Avalon Airport also plans to have at least one daily international route operation from the Airport by 2020 and three daily international flights by 2030.

Since the adoption of Plan Melbourne 2014, Regional Link operation and further progress has been made in relation to the Avalon Airport Rail Link with an amendment made to the Greater Geelong Planning Scheme. This ensures that land is reserved for the future link, increasing accessibility to the Airport and safeguarding Victoria’s second international airport and Victoria’s economic competitiveness. These initiatives also support the connection of Victoria’s two largest cities encouraging the bigger role Geelong can play in supporting greater population growth.

Avalon airport’s curbfree status, its proximity to Melbourne, the Werribee National Employment cluster and its accessibility through future rail connection and major road infrastructure all allow Avalon Airport to continue to play a major role in the continued economic growth of Melbourne.

4.5 Population Growth and Housing

The Plan Melbourne refresh Discussion Paper outlines options to establish new housing development goals, facilitate housing supply in Melbourne’s established areas and develop comprehensive strategies to better guide planning of new housing in Melbourne.

One option open for discussion is the potential to better define and communicate Melbourne’s housing needs by setting housing targets for metropolitan Melbourne and each sub-region relating to housing diversity, supply and affordability. Avalon airport supports the use of housing targets particularly in relation to the City of Greater Geelong. Geelong is Victoria’s largest regional city. The growth of Geelong should be supported as a viable alternative to the growth area of Wyndham.

Avalon Airport agrees with setting housing targets for metropolitan Melbourne and other major cities such as Geelong. Avalon Airport also supports the Ministerial Advisory Committee’s recommendation 75 which is to ‘Designate Geelong as Victoria’s second city and prioritise game changing land use strategies such as those for Avalon Airport, the Port of Geelong, improved arterial road connections and high quality health, tertiary education and research infrastructure that positions the G21 region for accelerated growth and as a centre of employment and higher order service provision for Melbourne’s west’.

Avalon Airport Submission to Plan Melbourne Refresh December 2015
5. Conclusions & Recommendations

5.1 Recommendations

It is submitted that the key directions contained within Plan Melbourne Refresh regarding the replacement of the Integrated Economic Triangle concept with a 2050 concept map for Melbourne will be a key component of encouraging economic growth within the important Werribee-Geelong corridor. Accordingly, Avalon Airport submits the following in maintaining Melbourne’s globally-recognised liveability and its role as an efficient business services city, tourism destination and freight and manufacturing hub:

- Avalon Airport’s key role in the development of the Wyndham-Geelong corridor is sufficiently acknowledged within the 2050 concept map for Melbourne;
- The East Werribee National Employment Cluster be expanded to call it the Werribee National Employment Cluster in order to look beyond the core institutions and encompass the full range of activities and employment activities that make up Werribee. This includes existing (Avalon, Regional Rail Link) and planned (OMR) infrastructure in close proximity that will be a major contributor to this key cluster;
- Avalon’s Master Plan development and job creation capability be acknowledged and highlighted in the Plan Melbourne document recognizing Avalon’s strengths in aviation freight, and logistics;
- Avalon Airport’s importance as Melbourne’s second airport to continue to be acknowledged as a key strategic transport link within the State, and;
- Housing growth targets for metropolitan Melbourne and each sub-region (including the G21 region) are set in relation to housing diversity, supply and affordability.

5.2 Next Step

It is requested that Avalon Airport Pty Ltd (or its representatives) meet with the Metropolitan Planning Authority to discuss the findings of this study and to explore planning pathways for its asset and future planning for the Werribee-Geelong corridor.