# Urban Development Program

2009

## Regional Industrial Report

## City of Ballarat

State Government Victoria
Department of Planning and Community Development

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# Urban Development Program

2009

Regional Industrial Report

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# Minister's message

In June 2010, the Victorian Government released *Ready for Tomorrow*, a Blueprint for Regional and Rural Victoria, which seeks to ensure that regional Victoria can continue to grow, remain prosperous and deliver investment and better liveability outcomes.

The Blueprint's long-term Regional Settlement Framework is for 'A State of Many Choices', which includes a settlement plan for regional Victoria that complements the *Melbourne @ 5 Million* policy, bringing together a comprehensive plan for the whole of the State.

This new approach helps to ensure that regional Victoria maintains its character, identity and sustainable way of life; that services and infrastructure keep pace with growth and economic development; and that growth is focused in places that have the capacity to accommodate and sustain higher populations.

The Urban Development Program has been identified as a key component in assisting to deliver the outcomes of this approach across regional Victoria.

The Urban Development Program is a Government initiative which was established as one of the main outcomes of *Melbourne 2030*. The Program aims to ensure there is sufficient residential and industrial land both in metropolitan Melbourne and other key areas across regional Victoria to meet expected population growth, ensure a competitive land market, and reduce pressure on housing affordability.

One of the primary objectives of the Urban Development Program is to provide accurate and up-to-date information to assist the Victorian Government, local councils, infrastructure and service providers, and other major stakeholders in making informed decisions to help ensure an ongoing provision of land supply and supporting infrastructure for housing and employment requirements.

The Government is also working with Councils to support planning for large scale growth in major regional areas such as the Ballarat West Growth Area and the Armstrong Creek Growth Area within Greater Geelong.

Additionally, the Regional Towns Development Program was introduced two years ago by Government to help expedite the delivery of land for housing and employment across a number of these major areas. To date this has delivered such outcomes as Township Plans for Huntly and Strathfieldsaye within Bendigo, a 'Residential Infill Opportunities' study for Ballarat, the Traralgon Inner South Masterplan within Latrobe, and the Leneva Valley Design Guidelines within Wodonga.

With Victoria's regional population growing at its highest rate since 1982, it is important to carefully plan for these future populations ensuring ongoing opportunities for sustained growth in housing and employment across major regional areas. Expansion of the Urban Development Program into regional Victoria will help ensure that rural settlements can continue to grow and deliver substantial investment and liveability outcomes.

**JUSTIN MADDEN MLC**
MINISTER FOR PLANNING

# Executive summary

The 2009 Urban Development Program for Regional Victoria provides an analysis of supply and demand for residential and industrial land across parts of regional Victoria. Initially, this covers the municipalities of Ballarat, Greater Bendigo, Latrobe and Wodonga, but will cover other areas of regional Victoria in oncoming years. This component provides information on residential supply and demand for the municipality of Ballarat.

The following residential land supply assessment was undertaken by Spade Consultants Pty Ltd and commissioned by the Department of Planning and Community Development in conjunction with Regional Development Victoria and the Ballarat City Council.

It draws on important information and feedback obtained through a number of comprehensive consultations with key council officers, and Department of Planning and Community Development regional officers, undertaken through the course of the project.

## Economic Profile and Activity

Ballarat is located 112 kilometres west of Melbourne at the junction of the Western, Midland, Sunraysia and Glenelg Highways. The municipality is home to over 94,000 residents and acts as a regional hub for much of Western Victoria.

Ballarat's zoned industrial areas (shown in red on the Overview Map) are located primarily north-west and south-west of the city centre.

Land identified by Council as 'future industrial' (shown in blue on the Overview Map) is primarily located west and north-west of the city centre.

Manufacturing is the second largest industry sector within the City of Ballarat, employing around 5,400 persons, and is the location for a number of significant manufacturing facilities.

## Industrial Land Supply

There is approximately 922 hectares of zoned industrial land in City of Ballarat, of which 847 hectares is in the Industrial 1 Zone and 75 hectares is in the Industrial 3 Zone. Of the total, around 236 hectares has been identified as supply (or vacant) and, of this figure, around 198 hectares is estimated as developable. This figure can be further broken down as follows:

- 193 hectares of net developable supply within the primary urban area of Ballarat (Ballarat Urban Area);
- 4 hectares of net developable supply at Buninyong.

An additional 927 hectares of land has been identified by Council for future industrial development. Of this, 652 hectares is estimated as developable.

## Consumption

Based on analysis of aerial photography and stakeholder consultation, the consumption of land for industrial purposes has averaged 8.7 hectares per annum between 2001 and 2009. All consumption has occurred in the Ballarat Urban Area.

## Adequacy of Industrial Land Stocks

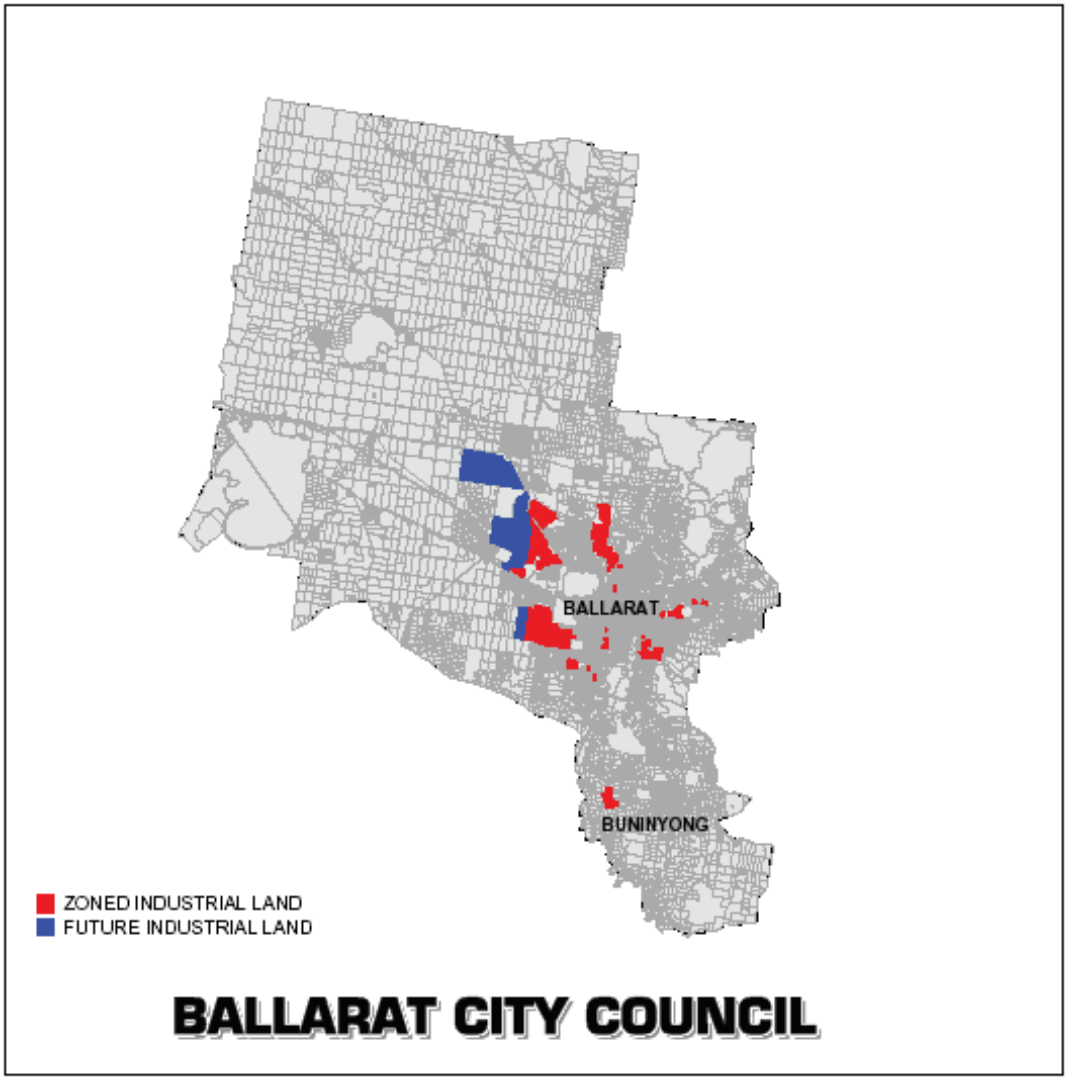
In total, there is in excess of 15 years of industrial zoned land within the municipality based on the average annual rate of land consumption in the period 2001 to 2009.

This assessment however carries two key qualifications.

Firstly, identifying the future location and amount of consumption of industrial land is an uncertain task. Current levels of consumption are used as an indication of the adequacy of industrial land supply. However, the level and location of future consumption may change due to:

- the investment and business activity behaviour of the private sector
- trends in the global economy
- propensity for certain activities to agglomerate

Overview Map: City of Ballarat Industrial Areas




*Source: Spade Consultants Pty Ltd and Department of Planning and Community Development, 2009*

- directions in technology
- population trends
- environmental impacts and adaptation
- social attitudes.

Secondly, the largest source of industrial land supply is in the Delacombe area (south-west of Victoria Park) which is characterised by small to medium sized industrial land uses. While there is supply available in the industrial areas clustered around the Midland and Sunraysia Highways to the north and north-west of the Ballarat CBD, larger parcels of land in these areas which have easy access to the Western Freeway (Ballarat Bypass) are less abundant.

## Current Actions

The Ballarat Review of Future Industrial Areas provides the basis for setting clear direction through the Ballarat Planning Scheme regarding future industrial development in the municipality. It will ensure that sufficient land is set aside for industrial use to serve the long term employment needs of Ballarat up to the year 2050.

Ballarat City Council has exhibited a planning scheme amendment to incorporate the Ballarat Review of Future Industrial Areas into the Ballarat Planning Scheme.

In total the City of Ballarat has in excess of 15 years supply of industrial land; consistent with Clause 11.02-1 of the State Planning Policy Framework which aims to ensure that sufficient land is available to meet forecast demand; and accommodate projected population growth over at least a 15 year period.

# 1.0 Introduction

## 1.1 Purpose and Context

The Urban Development Program has been one of the Victorian Government's major initiatives to support the strategic intent of its key planning document for metropolitan Melbourne, *Melbourne 2030*. The Urban Development Program was set up in 2003 to assist in managing the growth and development of metropolitan Melbourne and the Geelong region, and help ensure the continued sustainable growth of these areas in order to maintain their high levels of liveability.

The primary purpose of the Urban Development Program is to improve the management of urban growth by ensuring that government, councils, public utilities and the development industry have access to up-to-date and accurate information on residential and industrial land availability, development trends, new growth fronts, and their implications for planning and infrastructure investment.

The main purpose of the Urban Development Program is to provide accurate, consistent and updated intelligence on residential and industrial land supply, demand and consumption. This in turn assists decision-makers in:

- maintaining an adequate supply of residential and industrial land for future housing and employment purposes
- providing information to underpin strategic planning in urban centres
- linking land use with infrastructure and service planning and provision
- taking early action to address potential land supply shortfalls and infrastructure constraints
- contributing to the containment of public sector costs by the planned, coordinated provision of infrastructure to service the staged release of land for urban development.

The information contained and reported within the Urban Development Program enables early action to be taken in areas where land shortfalls have been identified.

## 1.2 Regional Context

During 2009, the Urban Development Program was expanded across key provincial areas across regional Victoria. Initially, this covers the municipalities of Ballarat, Greater Bendigo, Latrobe and Wodonga, but will be expanded to other key areas in oncoming years.

An expanded Urban Development Program into regional Victoria will build local and regional data bases and, importantly, provide a platform for mapping and spatial analysis in each region. This will in turn allow councils and other key stakeholders in the planning and development sectors to make more informed decisions in the growth and investment of these key areas across regional Victoria.

The industrial land supply assessments for the municipalities of Ballarat, Greater Bendigo, Latrobe and Wodonga were undertaken by Spade Consultants Pty Ltd, and commissioned by the Department of Planning and Community Development in conjunction with Regional Development Victoria and the City Councils of Ballarat, Greater Bendigo, Latrobe and Wodonga.

These areas form the initial expansion of the Urban Development Program across regional Victoria. Other areas will be incorporated into the Urban Development Program in oncoming years.

## 1.3 2009 Urban Development Program Reports

The *2009 Urban Development Program Reports for Ballarat, Greater Bendigo, Latrobe* and *Wodonga*, as well as the *2009 Urban Development Program Annual Report* for metropolitan Melbourne and the Geelong region, are available online at **www.dpcd.vic.gov.au/urbandevelopmentprogram**

Interactive online maps are also available. MapsOnline enables users to search for specific projects, generate reports and print or download maps and statistical reports. It allows users to search for specific land supply areas by region or municipality, estate name, Melway reference, street address or lot number.

To access the Regional Urban Development Program MapsOnline visit **www.land.vic.gov.au/udp**

For more information about the Urban Development Program, email the Department of Planning and Community Development at ur**bandevelopment.program@dpcd.vic.gov.au**

# 2.0 Approach & Methodology

For the purposes of the Regional Urban Development Program, land is either zoned for industrial purposes or identified for future industrial use.

Industrial land identified by the Regional Urban Development Program includes land within the Industrial 1 Zone, the Industrial 2 Zone, the Industrial 3 Zone and the Business 3 Zone as well as land that has been identified for future industrial development by the relevant Council.

The Industrial 1 Zone is the most commonly used industrial zone. More specialised zonings tend to be located in specific areas such as the Industrial 2 Zone. This zone provides an area for heavy industrial uses.

The Industrial 3 Zone is a specialised zone that focuses on the needs of light industry, while the Business 3 Zone is aimed at facilitating the needs of industries with a high office based component.

Note that for the purposes of this report the regional component of the expanded Urban Development Program is referred to as the 'Regional Urban Development Program'.

## Methodology for assessing industrial land stocks

Industrial land data is collected and assessed using lot boundary, planning scheme information and aerial imagery. Additional information on the status of specific sites is gathered through stakeholder consultation, primarily discussions with relevant Council officers.

Industrial land supply and consumption data presented as part of the Regional Urban Development Program is based on aerial photography completed in mid 2009. Information relating to zoning, overlays and other planning matters relates to the same period.

## Identifying land supply

Industrial land supply includes all zoned industrial supply within the municipality as well as land that has been identified by Council for future industrial development (unzoned supply).

In determining zoned land supply, each zoned industrial land parcel is assessed as either:

- **Supply (Vacant)** – zoned industrial land classified as available for industrial development. This includes land that is vacant, disused or assigned to marginal non-industrial uses with little capital value, such as farm sheds.
- **Unavailable (Vacant)** – zoned industrial land classified as unavailable for industrial development. This includes land already occupied by industrial uses, construction sites, major infrastructure, intensive farming operations or established residential premises.

In instances where industrial land was in the process of being approved for rezoning to another use (for example a Business, Residential or Mixed Use Zone) and, based on a Council request, the land was deleted from the Industrial land database.

In several instances discrete parcels of land (within one title) have been created to demonstrate a high degree of availability for development on a particular site. For example, where there is a significant area of land with a specific use operating from a small portion of the land and it is understood the balance of the land is regarded as a potential development site, the title area has been split to show the occupied and vacant components of the land. This has been undertaken where these instances have been identified by the relevant Council officer.

## Assessing the supply of industrial land

For all industrial land, each individual parcel is recorded with its size (hectare) and the applicable zone. This enables an assessment of the overall or gross supply of land either unavailable as supply (occupied) or available as supply (vacant or proposed major industrial area). Subsequently, a further assessment is conducted to determine a net measure of supply ('developable area').

Using a net measure of industrial land supply provides a more accurate basis for determining adequacy, as it measures the likely area available for development after accounting for local roads, open space, infrastructure requirements and environmental considerations. This varies from locality to locality, depending on site and regional-specific issues.

During 2008, the Department of Sustainability and Environment released maps indicating the location and extent of significant native vegetation across Victoria utilising satellite imagery. These maps were used as part of the assessment in determining the estimated net developable area.

Where native vegetation mapping indicated a classification of 'high' or 'very high' against vacant zoned land or land identified for future industrial purposes, the area impacted was removed from the gross area of land supply.

Further higher level (or regional) take outs were removed from larger key parcels of vacant zoned land or from land identified for future industrial development. This was carried out in consultation with the relevant Council.

Finally, the total area of remaining vacant land was separated into parcels of either greater than, or less than one hectare to allow for local discounts (specifically for local roads and open space). This was done through both consultation and by calculating typical take out rates for such factors from recently completed development.

Discount factors (at each level) differ between municipalities depending on a variety of factors, specifically local geography.

## Calculating consumption

To determine consumption based trends, the Regional Urban Development Program has examined available aerial photography between specific periods with an emphasis on securing at least five years of data. Due to the limited availability, and quality, of aerial photography this has not always been possible. Given the limited availability of photography, for each municipality at least two prior periods (years) have been assessed using the methodology outlined above (ie assessing each lot as either 'vacant' or 'occupied').

In comparing the extent to which consumption has occurred land has been 'backcast' against previous periods to ensure like for like areas have been compared. This has been done to ensure that the effect of the rezoning of new industrial land or the rezoning of industrial land to non-industrial uses does not distort the actual consumption that has occurred between periods.

## Adequacy of industrial land supply

The adequacy of supply is calculated by dividing the total net supply of zoned and unzoned land (that identified for future industrial development) by the historic average annual rate of consumption. The result is a figure expressed in years.

# 3.0 Overview

Ballarat acts as the hub city for much of western Victoria. It is located 112 kilometres west of Melbourne at the junction of the Western, Midland, Glenelg and Sunraysia Highways. It is also well serviced by rail infrastructure with regular services to Melbourne via an upgraded rail network.

In the past decade, the city has experienced strong population growth and is now estimated to be home to more than 94,000[1] residents.

Regional Victorian cities such as Ballarat require an adequate supply of industrial land for jobs and services, such as manufacturing service industrial uses, logistics and warehousing, to support continued economic development. The Urban Development Program for Regional Victoria provides the state government and other stakeholders with a strategic overview of the supply and demand of industrial land across key regional Victorian cities.

The industrial land database monitors industrial land zoned as:

- Industrial 1 Zone
- Industrial 2 Zone
- Industrial 3 Zone
- Business 3 Zone

Industrial land is zoned in accordance with the strategic direction for particular areas.

The Industrial 1 Zone is a general industrial zone and is the most commonly used industrial zone. More specialised zonings tend to be located in specific areas such as the Industrial 2 Zone. This zone provides an area for heavy industrial uses.

The Industrial 3 Zone is a specialised zone that focuses on the needs of light industry, while the Business 3 Zone is aimed at facilitating the needs of industries with a high office based component.

There have been a number of distinct development trends in the industrial development sector over recent decades of which some apply to Ballarat. These include:

- A growth in the floor area of industrial premises and ultimately a larger floor area per employee;
- The extent to which developers are prepared to offer a more flexible approach to industrial land development with growth in the customised provision of land and buildings for specific uses and the potential for either leasehold or freehold tenure.

The 2007 *Audit of Industrial Land in Provincial Victoria* indicated that about 75% to 85% of industrial land is occupied by industrial uses. The remainder is occupied by non industrial uses such as residential, churches and car dealerships.

The Regional Urban Development Program employs the same methodology and a similar presentation style to the metropolitan Urban Development Program, which assesses industrial land in greater Melbourne as well as Geelong.

The major difference is that of scale. Whereas the metropolitan Urban Development Program measures some 23,000 hectares of industrial land supply in metropolitan Melbourne, the Regional Urban Development Program (Ballarat Report) assesses around 1,800 hectares. In terms of consumption, metropolitan Melbourne has consumed in the order of 300 hectares of land per annum between 2000 and 2009, while the City of Ballarat has consumed around 8.7 hectares per annum from 2004 to 2009.

1 *ABS, Regional Population Growth, 2008-09 (Cat. No. 3218.0)*

# 4.0 Building Activity

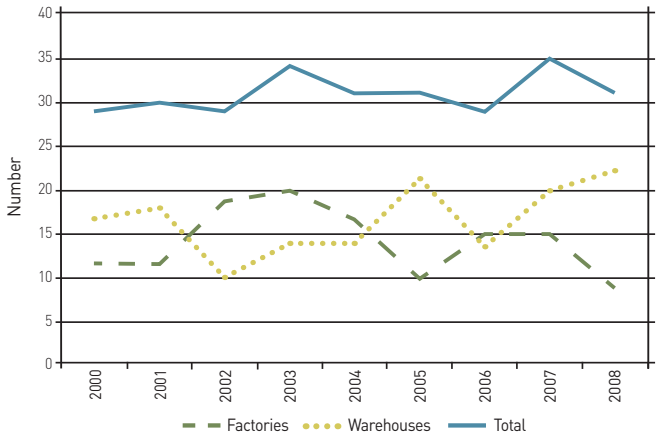
A variety of factors influence the level of building activity. In regional locations the key factors include:

- The investment and business activity behaviour of the private sector
- Trends in the global and local economy
- The availability of credit and borrowings for business decisions such as a decision to make a capital investment in property for a business
- Levels of land supply in the area
- Economic activity within the region
- The degree to which other regional centres compete for investment

The industrial built form in Ballarat reflects the city's industrial base. Smaller scale service industry tends to be clustered in the Delacombe area (south-west of Victoria Park) while larger scale industrial premises are primarily located at Wendouree. Additional service industry premises as well as several larger scale manufacturing businesses are dispersed through the urban area.

The key indicator of building activity is the Australia Bureau of Statistics Building Approvals.

**Graph 4.1: Number of Industrial Building Approvals: City of Ballarat (2000-2008)**



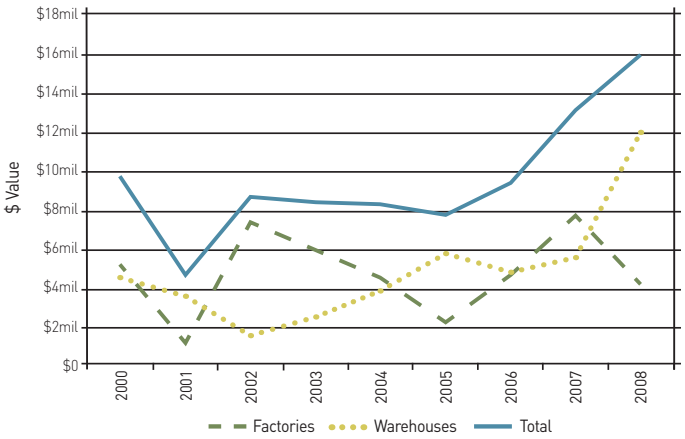

*Source: Australian Bureau of Statistics*

An analysis of number of building approval data for warehouses and factories between 2000 and 2008 indicates a relatively stable situation with between 30 and 35 approvals per annum. There was some degree of variability in regard to the nature of the approval (factory or warehouse) with warehouse approvals trending higher towards the latter part of the period.

The value of building approvals shows an increase in the value of warehouse approvals towards the end of the period.

Overall, building approvals data indicate a period of relative stability from 2002-2005 with increased activity since 2006.

Graph 4.2: Value (Current Dollars) of Industrial Building Approvals: City of Ballarat (2000-2008)




*Source: Australian Bureau of Statistics*

Discussions with local real estate agents indicate that:

- industrial land prices in Ballarat are in the range of $110 to $125 per square metre (of land);
- rental costs for industrial premises in the range of $60 and $80 per square metre of floorspace.

# 5.0 Industrial Land Supply

## 5.1 Overview

The majority of industrial land in Ballarat is located to the north, north-west and south-west of the city's central business district (CBD). Two significant clusters to the north and north-west that follow the alignment of the Midland Highway and Sunraysia Highway respectively are well located with easy access to the Western Freeway (Ballarat bypass). A third cluster is located to the south west of Victoria Park.

These three primary clusters occupy significant areas on the city's fringe.

Beyond the existing industrial areas to the west of the urban area, additional supply of over 900 hectares has been identified by Council for future rezoning and development.

Other areas of industrial land are located in several dispersed locations through the older established areas of Ballarat, particularly to the south of the CBD.

Approximately 11 kilometres south of the Ballarat CBD is an additional, and relatively minor, industrial area at the satellite township of Buninyong.

In assessing the Ballarat industrial land market two separate industrial areas have been identified:

- Ballarat Urban Area (which includes all existing zoned industrial land as well as land identified for future industrial development in the primary urban area of Ballarat;
- Buninyong (which includes that area of zoned supply at the satellite township of Buninyong, 11 kilometres south of the Ballarat CBD).

Where data is presented that combines the total of the two areas it is identified as 'Ballarat Total'.

## 5.2 Zoned Industrial Land

There is a total of 922 gross hectares of zoned industrial land in the City of Ballarat. Of this around 236 hectares has been identified as supply, which is defined as land that is available although portions of it will not be immediately developable. Around 686 hectares has been identified as unavailable.

Of the total stock of zoned land in the City of Ballarat, 92% or 847 hectares is in the Industrial 1 Zone, while 8% or around 75 hectares is in the Industrial 3 Zone.

Ballarat Urban Area represents 871 hectares (94.5%) of total zoned industrial land in the City of Ballarat.

### Industrial land – rezoning activity

As well as 2009, two earlier periods – 2001 and 2006 – were assessed to identify trends in industrial land stocks, and changes to the consumption of industrial land over time in Ballarat.

There has been a reduction in the amount of land zoned for industrial purposes.

Much of this occurred in the period 2006 to 2009 when around 86 hectares of industrial zoned land was rezoned for other purposes, mainly to the Mixed Use Zone and the Residential 1 Zone. The majority of rezonings to non industrial uses occurred in the older established areas of Ballarat including at Sebastopol and Canadian though a significant parcel of some 10 hectares in the industrial cluster west of Victoria Park was rezoned to the Residential 1 Zone.

## 5.3 Supply of Industrial Land

Table 5.1 sets out the distribution of zoned industrial land between Ballarat Urban Area and Buninyong and provides a breakdown of land categorised as either 'supply' (vacant) or 'unavailable' (occupied). Of this, around 236 hectares has been identified as supply, which is defined as land that is available although portions of it will not be immediately developable.

**Table 5.1: Occupied and vacant (supply) industrial land stocks (gross ha), 2009**

| Area | Ind 1 Zone | | Ind 2 Zone | | Ind 3 Zone | | Bus 3 Zone | | All Zoned Land | | Unzoned Land | Total Zoned and Unzoned Land | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Supply | Unavailable | Supply | Unavailable | Supply | Unavailable | Supply | Unavailable | Supply | Unavailable | Supply | Supply | Unavailable |
| Ballarat Urban Area | 181.3 | 615.3 | 0.0 | 0.0 | 49.8 | 25.0 | 0.0 | 0.0 | 231.1 | 640.3 | 926.9 | 1158.0 | 640.3 |
| Buninyong | 5.0 | 45.6 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 5.0 | 45.6 | 0.0 | 5.0 | 45.6 |
| **Ballarat Total** | **186.3** | **660.9** | **0.0** | **0.0** | **49.8** | **25.0** | **0.0** | **0.0** | **236.1** | **685.9** | **926.9** | **1163.0** | **685.9** |

*Source: Spade Consultants Pty Ltd and Department of Planning and Community Development, 2009*

The largest source of supply in the Ballarat Urban Area is in Delacombe (south-west of Victoria Park) which is an industrial area with small to medium sized industrial land users. While there is supply available in the industrial areas clustered around the Midland and Sunraysia Highways to the north and north-west of the Ballarat CBD, larger parcels of land in these areas which have easy access to the Western Freeway (Ballarat Bypass) are less abundant.

Net area for industrial land is determined by discounting the gross area to allow for factors such as native vegetation constraints as well as the provision of regional and local roads and open space. Table 5.2 provides an estimate of net supply for the Ballarat Urban Area and Buninyong.

In the Ballarat Urban Area, the gross area of zoned supply of 231 hectares has been estimated as providing 193 hectares of net supply. The 927 hectares of land identified for future industrial development north west of the Ballarat CBD has been estimated as providing 652 hectares of net supply.

At Buninyong, the gross area of zoned supply of 5 hectares has been estimated as representing 4.3 hectares of net supply.

Across both industrial areas, there is 850 hectares of net supply when both zoned and unzoned land is taken into account.

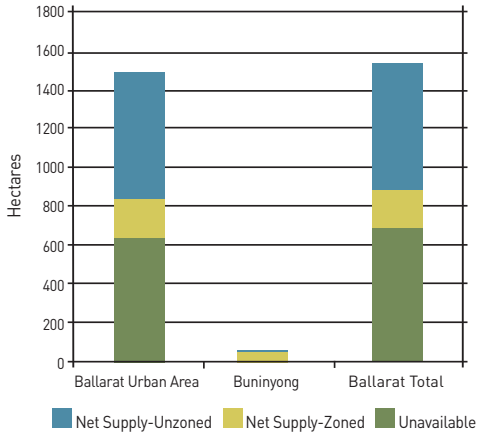
**Table 5.2: Estimated stock of zoned vacant industrial land stocks (net developable area ha), 2009**

| Area | Ind 1 Zone | Ind 2 Zone | Ind 3 Zone | Bus 3 Zone | All zoned Land | Unzoned Land | Total Zoned and Unzoned Land |
|---|---|---|---|---|---|---|---|
| | | | | | | Supply | Supply |
| Ballarat Urban Area | 149.9 | 0.0 | 43.4 | 0.0 | 193.3 | 652.1 | 845.4 |
| Buninyong | 4.3 | 0.0 | 0.0 | 0.0 | 4.3 | 0.0 | 4.3 |
| **Ballarat Total** | **154.2** | **0.0** | **43.4** | **0.0** | **197.6** | **652.1** | **849.7** |

*Source: Spade Consultants Pty Ltd and Department of Planning and Community Development, 2009*

Graph 5.1 highlights the relative size of the two industrial areas as well as the amount of zoned supply and unavailable (or occupied) land.

**Graph 5.1: Unavailable and Net Developable Supply (Ballarat), 2009**




*Source: Spade Consultants Pty Ltd and Department of Planning and Community Development, 2009*

Table 5.3 provides an analysis of the area of individual lots both occupied (unavailable) and vacant (supply) for Ballarat Total. Currently there is a supply of 226 lots with an area less than 0.5 hectares. Lots of this size are largely consumed by single users and provide little scope for further subdivision.

Current identified supply of larger lots indicates a total of 5 lots between 5 and 10 hectares in size, and 3 lots of 10 hectares or above in size. These lots provide flexibility in land supply as they can be used in total for large users or can be further subdivided into smaller lots.

Of the 982 lots which have been identified as unavailable, 175 are less than 0.1 hectares in area, 536 are between 0.1 and 0.5 hectares and 139 are between 0.5 and 1 hectare.

**Table 5.3: Number of zoned supply and unavailable industrial lots by lot size cohort, 2009**

| Area | <0.1 hectares | | 0.1 to 0.5 hectares | | 0.5 to 1 hectares | | 1 to 5 hectares | | 5 to 10 hectares | | 10 + hectares | | Total Lots | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Supply | Unavailable | Supply | Unavailable | Supply | Unavailable | Supply | Unavailable | Supply | Unavailable | Supply | Unavailable | Supply | Unavailable |
| Ballarat Total | 37 | 175 | 189 | 536 | 49 | 139 | 27 | 111 | 5 | 16 | 3 | 5 | 310 | 982 |

*Source: Spade Consultants Pty Ltd and Department of Planning and Community Development, 2009*

# 6.0 Consumption of Industrial Land

The Regional Urban Development Program has utilised aerial photography for Ballarat in order to undertake industrial land assessments for the years, 2001, 2006 and 2009. This time series data is used to establish trends over time and measure the uptake or consumption of industrial land.

Table 6.1 indicates average consumption of industrial land over the period of 8.7 hectares per annum in the Ballarat Urban Area. No consumption of industrial land at Buninyong has been recorded.

**Table 6.1: Average Annual Consumption of Industrial Land (ha)**

| Area | 2001 to 2006 | 2006 to 2009 | Total Consumption 2001 to 2009 | Average Annual Consumption |
|---|---|---|---|---|
| Consumption: Ballarat Urban Area | 8.5 | 9.0 | 69.5 | 8.7 |
| Consumption: Buninyong | 0.0 | 0.0 | 0.0 | 0.0 |
| **Consumption: Ballarat Total** | **8.5** | **9.0** | **69.5** | **8.7** |

*Source: Spade Consultants Pty Ltd and Department of Planning and Community Development, 2009*

Most of the consumption has occurred in the newer industrial areas clustered along the Midland Highway, Sunraysia Highway and in the Delacombe area south-west of Victoria Park. There has been minimal consumption in the older, or remnant, industrial areas of Mt Pleasant, Canadian and Ballarat East.

The rate of industrial land consumption in the period 2001 to 2006 was 8.5 hectares per annum. Between 2006 and 2009 the land consumption rate was 9.0 hectares per annum.

All consumption recorded over the period occurred in the Industrial 1 Zone. The Industrial 3 Zone is a relatively new zone in Ballarat.

**Table 6.2: Average Annual Industrial Land Consumption by Zone Type (ha), 2001 to 2009**

| Area | Industrial 1 Zone | Industrial 2 Zone | Industrial 3 Zone | Business 3 Zone | All Zoned Land |
|---|---|---|---|---|---|
| Consumption: Ballarat Urban Area | 8.6 | 0.0 | 0.1 | 0.0 | 8.7 |
| Consumption: Buninyong | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| **Consumption: Ballarat Total** | **8.6** | **0.0** | **0.1** | **0.0** | **8.7** |

*Source: Spade Consultants Pty Ltd and Department of Planning and Community Development, 2009*

While this report bases its calculations on average consumption over the period 2001 to 2009, there is an ongoing need to monitor the take up of industrial land in municipalities such as Ballarat.

# 7.0 Adequacy of Industrial Land Stocks

The adequacy of supply is measured by dividing estimates of net supply (for both zoned and unzoned land) by the average annual rate of industrial land consumption from 2001 to 2009. The result is a measure of adequacy expressed in years.

**Table 7.1: Adequacy of industrial land for Ballarat, 2009**

| Area | Estimated net developable area (ha)- zoned land | Estimated net developable area (ha) - unzoned land | Years of zoned supply | Years of supply zoned and unzoned supply |
|---|---|---|---|---|
| Ballarat Urban Area | 193.3 | 652.1 | 15+ | 15+ |
| Buninyong | 4.3 | 0.0 | N/A | N/A |
| **Ballarat Total** | **197.6** | **652.1** | **15+** | **15+** |

*Source: Spade Consultants Pty Ltd and Department of Planning and Community Development, 2009*

In total, there is in excess of 15 years industrial zoned land in the Ballarat Urban Area based on the average annual rate of land consumption in the period 2001 to 2009.

This assessment however carries two key qualifications.

Firstly, identifying the future location and amount of consumption of industrial land is an uncertain task. Current levels of consumption are used as an indication of the adequacy of industrial land supply. However, the level and location of future consumption may change due to:

- the investment and business activity behaviour of the private sector
- trends in the global economy
- propensity for certain activities to agglomerate
- directions in technology
- population trends
- environmental impacts and adaptation
- social attitudes.

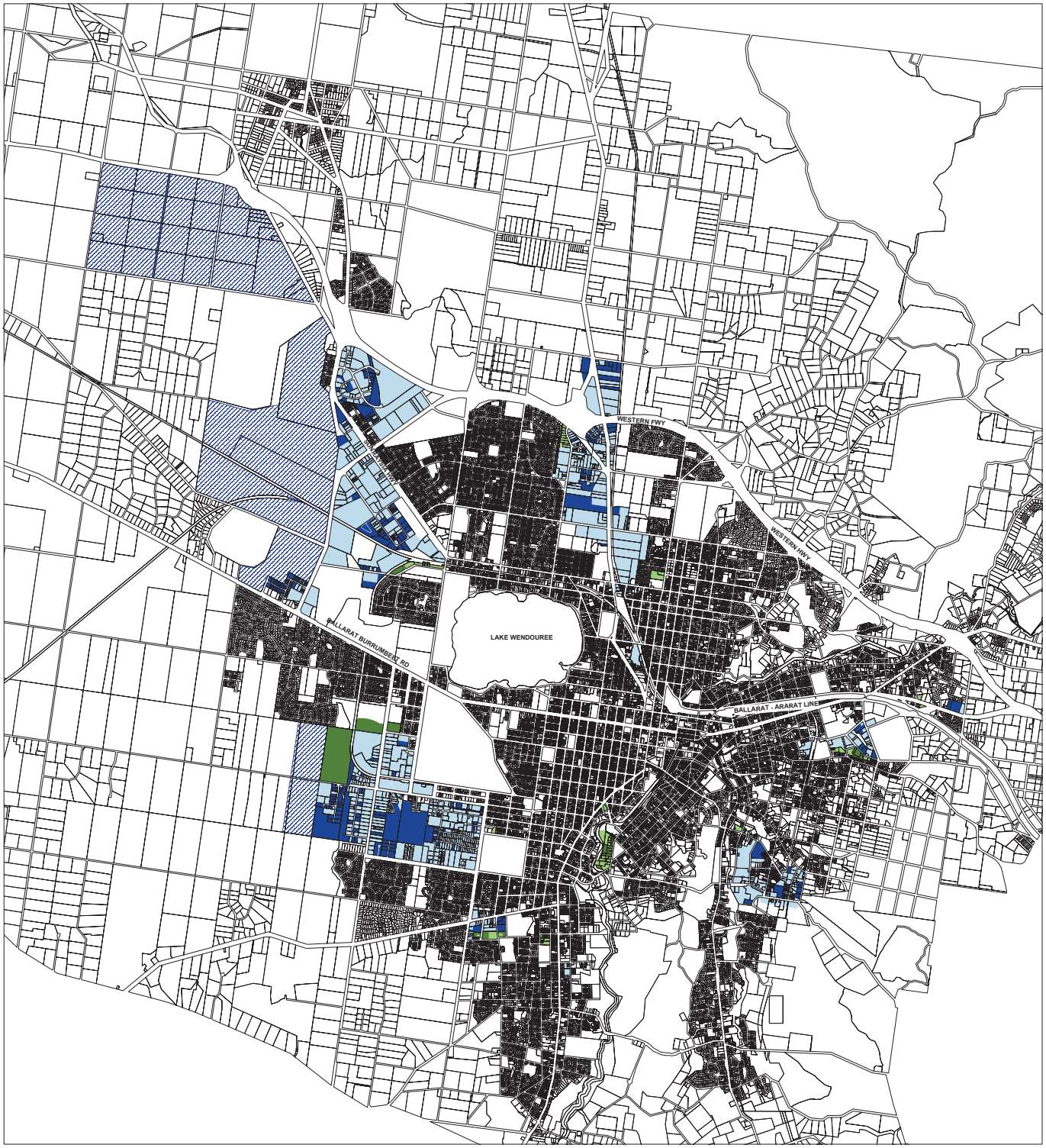
Secondly, the largest source of industrial land supply is in the Delacombe area (south-west of Victoria Park) which is characterised by small to medium sized industrial land uses. There are currently 147 lots of industrial supply identified in the industrial areas, clustered around the Midland and Sunraysia Highways to the north and north-west of the Ballarat CBD, which have easy access to the Western Freeway (Ballarat Bypass). Around 88% of these lots are 1 hectare or less in size.

The Urban Development Program will continue to monitor and report on industrial land activity within the municipality of Ballarat.

# 8.0 Industrial Maps

MAP 8.1

INDUSTRIAL DEVELOPMENT STATUS (BALLARAT), 2009

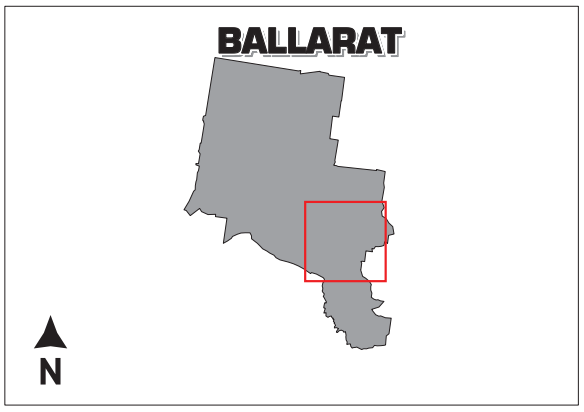



## INDUSTRIAL DEVELOPMENT STATUS - 2009

- IN1Z UNAVAILABLE
- IN1Z SUPPLY
- IN2Z UNAVAILABLE
- IN2Z SUPPLY
- IN3Z UNAVAILABLE
- IN3Z SUPPLY
- B3Z UNAVAILABLE
- B3Z SUPPLY

## PROPOSED INDUSTRIAL LAND

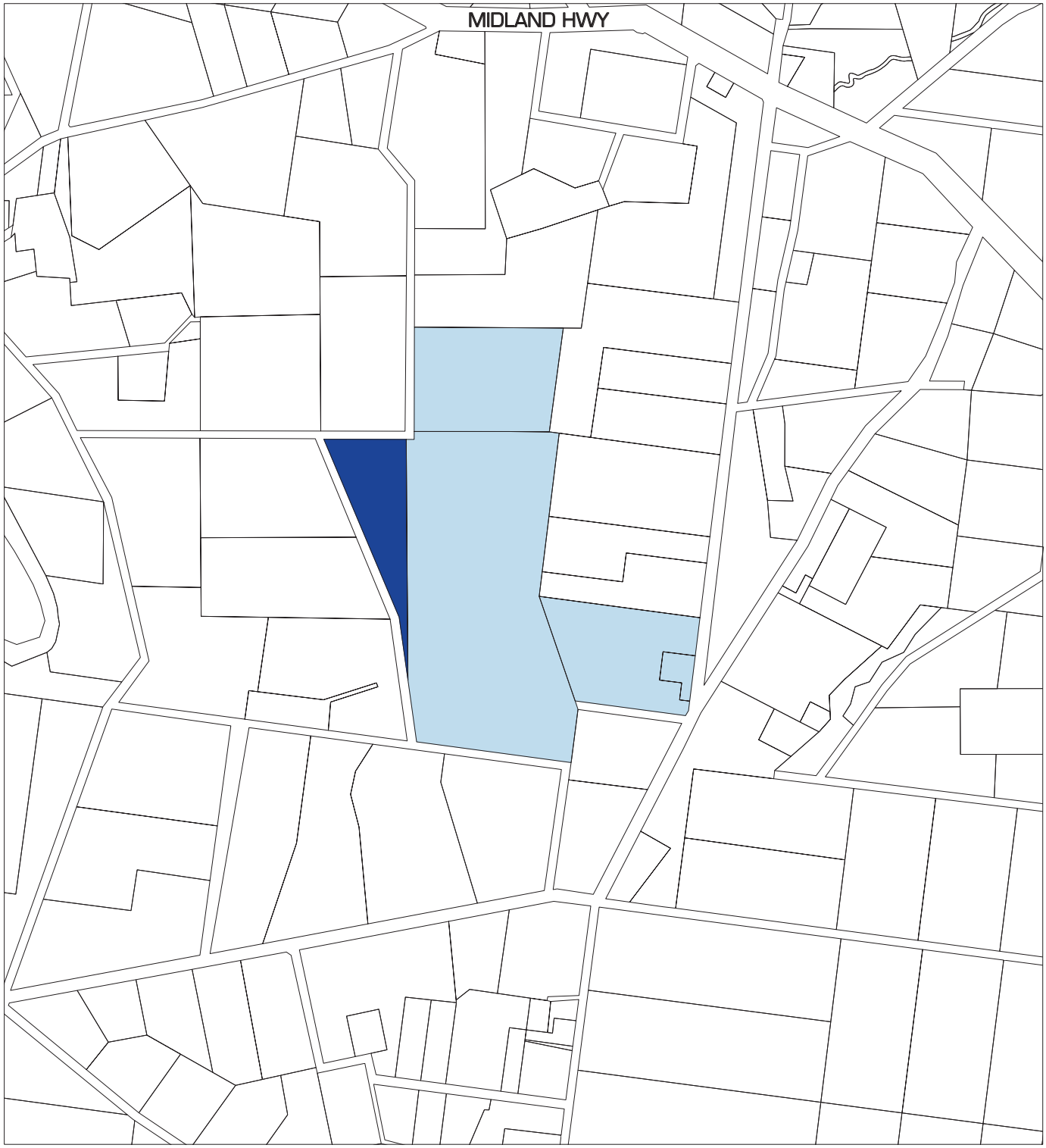
- PROPOSED INDUSTRIAL LAND




1:30,000 — 0m, 1350m, 2700m, 5400m metres

MAP 8.2

INDUSTRIAL DEVELOPMENT STATUS (BUNINYONG), 2009




**INDUSTRIAL DEVELOPMENT STATUS - 2009**

- IN1Z UNAVAILABLE
- IN1Z SUPPLY
- IN2Z UNAVAILABLE
- IN2Z SUPPLY
- IN3Z UNAVAILABLE
- IN3Z SUPPLY
- B3Z UNAVAILABLE
- B3Z SUPPLY

**PROPOSED INDUSTRIAL LAND**

- PROPOSED INDUSTRIAL LAND

1:5,000 0m 225m 550m 1100m metres

# Glossary of terms

### Future industrial land

Land identified by the relevant municipal authority for future industrial development and current zoning not supportive of industrial development. Land which is has an 'Urban Growth Zone' applied, and a precinct structure plan has not yet been approved, may also fall into this category.

### Gross industrial land supply

Measures the area of zoned industrial land identified by the Urban Development Program as suitable for industrial development. For more information, see Supply (industrial land).

### Local Government Area (LGA)

A geographical area that is administered by a local council. Victoria has 79 LGAs.

### Lot (industrial)

Discrete area of land defined by a parcel boundary identified in the Vicmap Property Database. Each lot has an associated land title, and is either zoned for industrial purposes or identified for future industrial use.

### MapsOnline

An interactive online program that gives users the ability to search for specific projects, generate reports, and print or download maps and statistical reports. It also allows the user to search for specific land supply areas by region or LGA, estate name, Melway reference, street address or lot number, and contains mapping and statistical information sourced through the Urban Development Program. Registered users can also make site-specific feedback on-line.

### Net industrial land supply

Measures the estimated area available for industrial development after accounting for local roads, open space, infrastructure and environmental considerations.

### Precinct Structure Plans

In the Urban Growth Zone (UGZ), the precinct structure plan (PSP) is the key document that triggers the conversion of non-urban land into urban land. A precinct structure plan is a long-term strategic plan that describes how a precinct or a series of sites will be developed.

### Statistical Local Area (SLA)

A geographical area created by the Australian Bureau of Statistics for statistical purposes. Victoria is divided into 200 SLAs. SLAs may be the same as an LGA or in most cases several SLAs aggregate to form LGAs.

### Supply (industrial Land)

Zoned industrial land classified as available for industrial development. This includes land that is vacant, disused or assigned to marginal non-industrial uses with little capital value, such as farm sheds or vehicle storage.

### Unavailable (industrial Land)

Zoned industrial land classified as unavailable for industrial development. This includes land already occupied by industrial uses, construction sites, major infrastructure, intensive farming operations or established residential premises.

# Acknowledgements

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