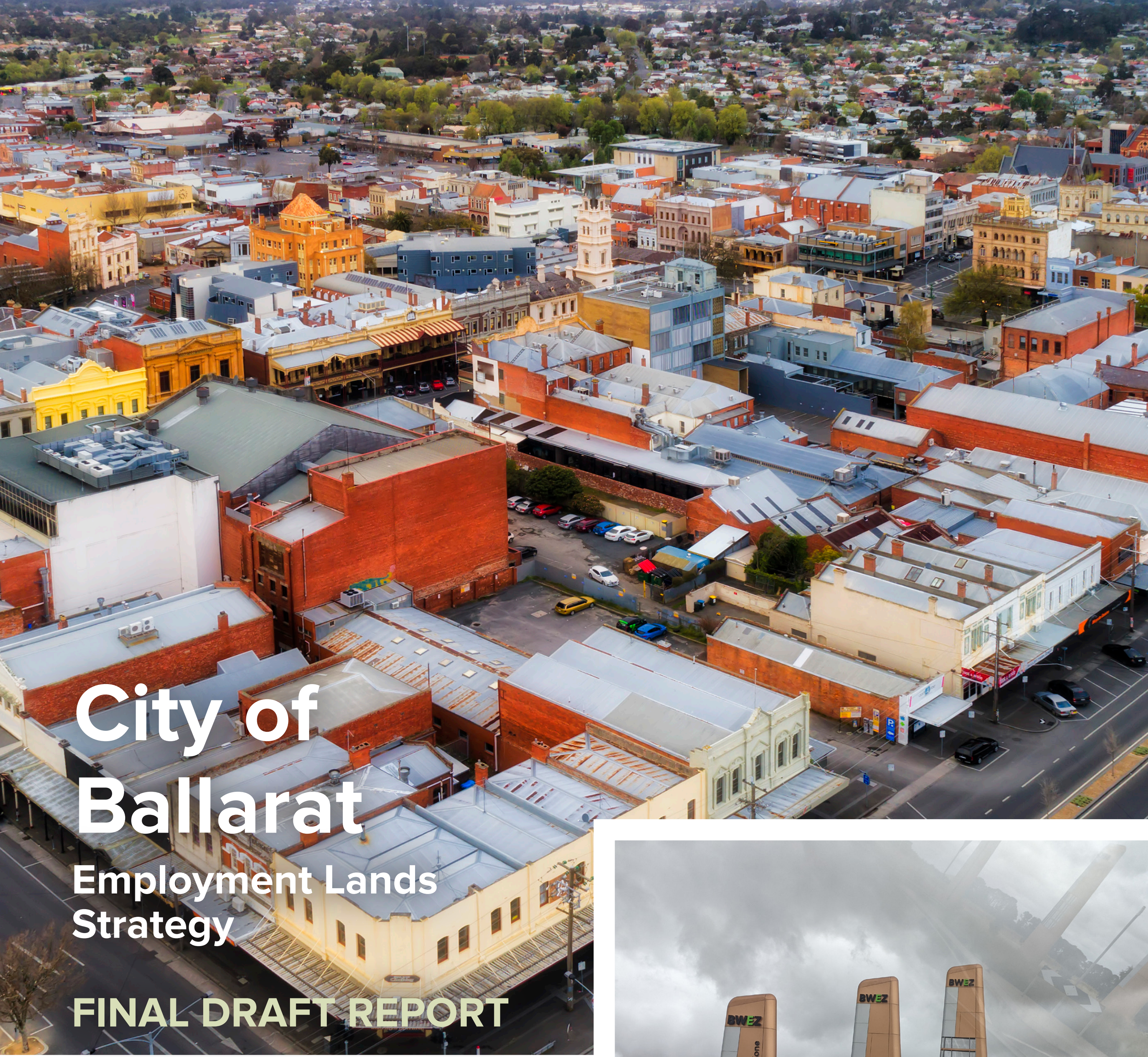


City of Ballarat

Employment Lands Strategy

FINAL DRAFT REPORT

July 2021

HillPDA CONSULTING

Contents

Tables

Figures

Definition of terms

Employment Land – Land that is predominantly used for industrial or commercial uses. The land use zones and precincts subject to this definition are shown in the body of this report.

Employment Precinct – A nominated area of employment land identified in this report for strategic analysis.

Englobo Land – Land that is undeveloped and held in large blocks for future subdivision and development.

Floorspace – The total gross floor area (GFA) of a building, measured from the outside of external walls or the centre of party walls, and includes all roofed areas.

Infill Development – Development that occurs within established urban areas.

Occupied (Developed) Land – A lot located within a subdivided estate (with roads and utilities) with building(s) or other structure(s) on the land.

Take up – Take up is defined as a vacant lot being developed with building(s). The land moves from being classified as vacant (unoccupied) to developed (occupied) when it is taken up (developed).

Unoccupied (Vacant) Land – A lot located within a subdivided estate (with roads and utilities) without building(s) or other structure(s) on the land.

INTRODUCTION

1.0 INTRODUCTION

1.1 Context

In 2020, City of Ballarat prepared and publicly exhibited their Prosperity Framework, informed by strong community input. That document highlights the opportunity for Ballarat to leverage off its growing workforce in the knowledge, service and emerging industries.

Ballarat has a history in the resource and manufacturing industries and as the population grows there is an opportunity to expand into sectors such as advanced manufacturing, logistics, agribusiness, higher education and creative industries. Facilitating suitably zoned land in the right locations will support the economy to grow and evolve.

A clear direction on land use that is expressed through planning controls is required to help deliver strategic outcomes.

1.2 Purpose

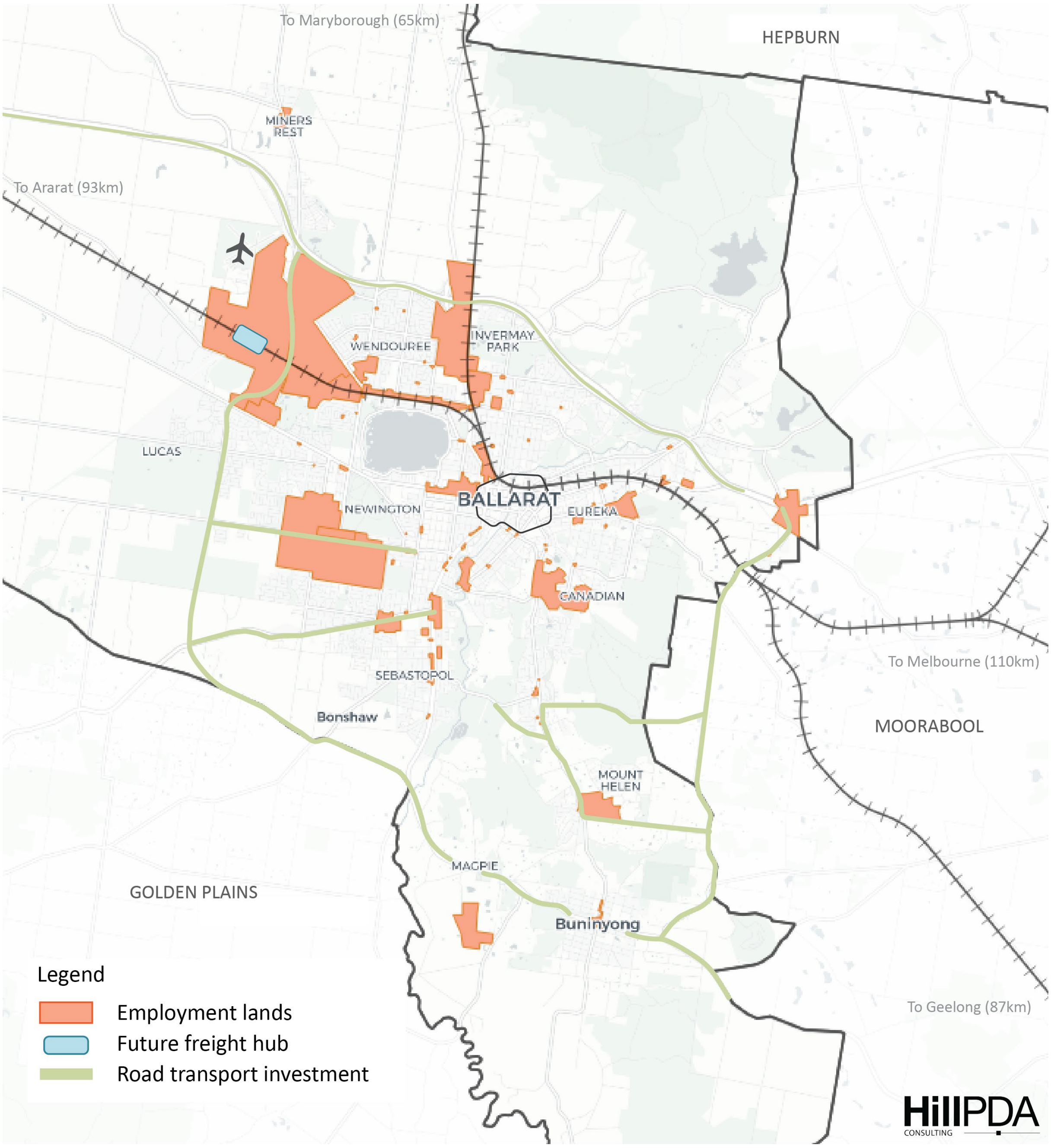
This report provides a review of the City of Ballarat's employment lands and provides recommendations for decision making with regard to the future of employment land in Ballarat to nominally 2050.

Employment lands that are in the scope of this report are areas zoned industrial, commercial and mixed use but not including activity centres. The zones within the scope of the report are (excluding the Ballarat CBD):

- Industrial 1 zone
- Industrial 3 zone
- Commercial 1 zone (excluding the Ballarat CBD)
- Commercial 2 zone
- Mixed use zone
- Special Use Zone Schedule 14 (BWEZ).

There are 79 precincts within the scope of this report. There are 28 major precincts and 51 minor precincts. The next section of the report identifies the study area precincts in more detail. A context map is shown below.

Figure 1: Employment land in City of Ballarat



This report provides a review of policy, social, economic and property market factors influencing employment land use and development in the City.

The report examines demand for land in the context of supply, and classifies land according to the role it performs and in relation to its strategic importance to the Ballarat economy.

A particular focus of the study is to provide recommendations for the ongoing growth and development of business and jobs in Ballarat regarding strategic employment land resources. The report also identifies land parcels that are not strategic in their current form and could be considered for alternative uses.

1.3 Structure

This report is structured as follows:

- Section 2 provides information on study area precincts
- Section 3 provides a summary of strategy and policy information
- Section 4 provides information on the socio-economic context relevant to economic development and industry sectors
- Section 5 provides information on economic and industry trends
- Section 6 provides property market research information
- Section 7 provides a review of planning scheme provisions as they relate to employment land
- Section 8 provides an assessment of supply and demand for employment land
- Section 9 identifies strategic directions for Council consideration
- Section 10 provides recommendations for Council administrative and legislative activity moving forward
- Precinct profiles are included as attachments.

2.0 STUDY AREA PRECINCTS

2.1 Precincts

This section provides location, land and development information for the 79 study area precincts.

The 28 major precincts are listed below (in alphabetical order).

Major precinct

- Albert Street North
- Albert Street South
- Alfredton
- Ballarat Technology Park
- Beverin Street
- Buninyong Town Centre
- BWEZ (Ballarat West Employment Zone)
- Canadian
- Eureka
- Eureka Street at Joseph Street
- Howitt Street
- Howitt Street at Doveton Street
- Lal Lal Street
- Magpie Mine
- Melbourne Road at Boundary Road
- Melbourne Road at Bradbury Road
- Mount Pleasant
- Rodier Street
- Saleyards Delacombe
- Sebastopol
- Skipton Street at Hill Street
- Sturt Street
- Trench Street Mill
- Wendouree East
- Wendouree Homemaker's Centre
- Wendouree West
- Woodman's Hill
- Yarowee Street

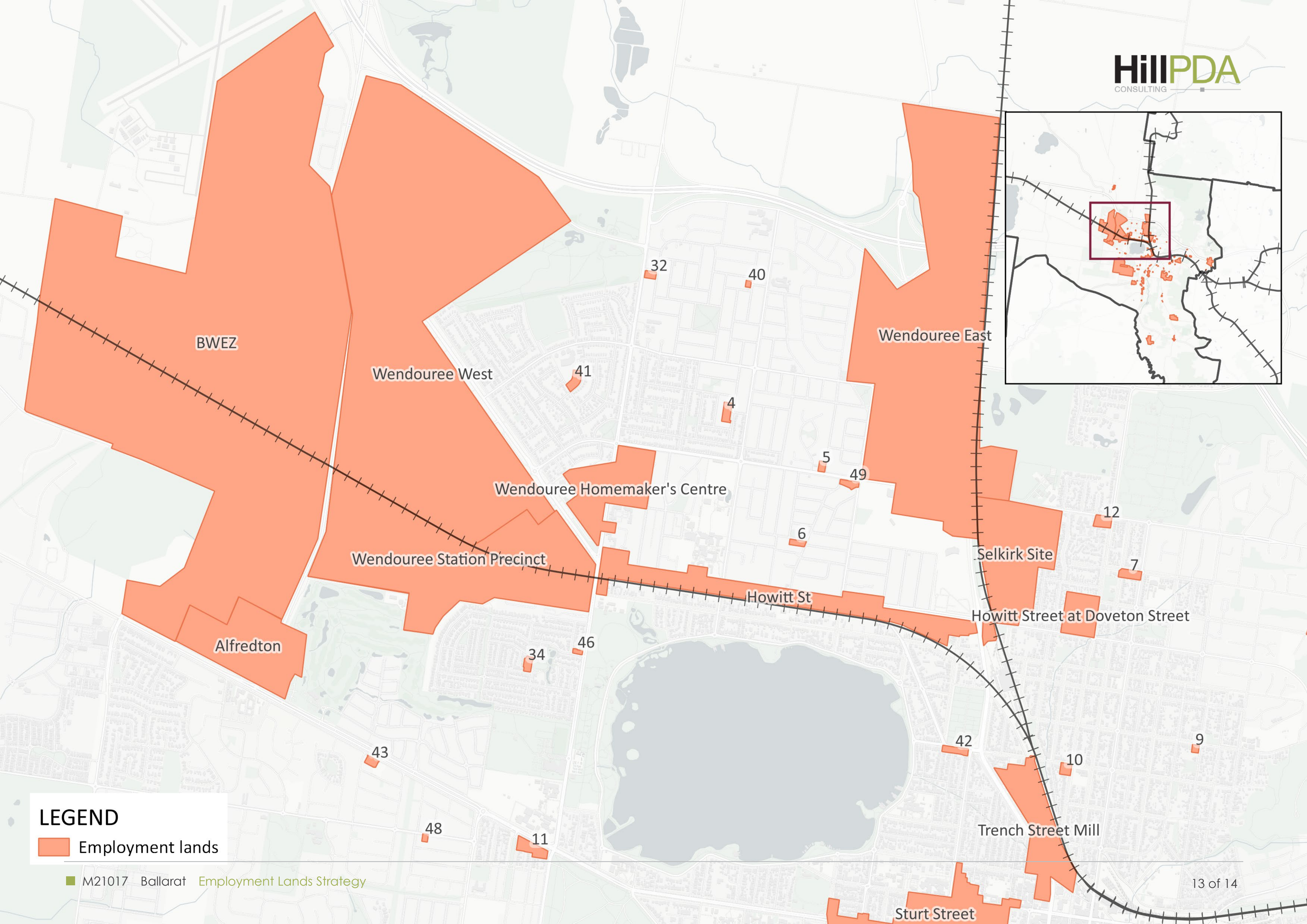
The 51 minor precincts are listed below.

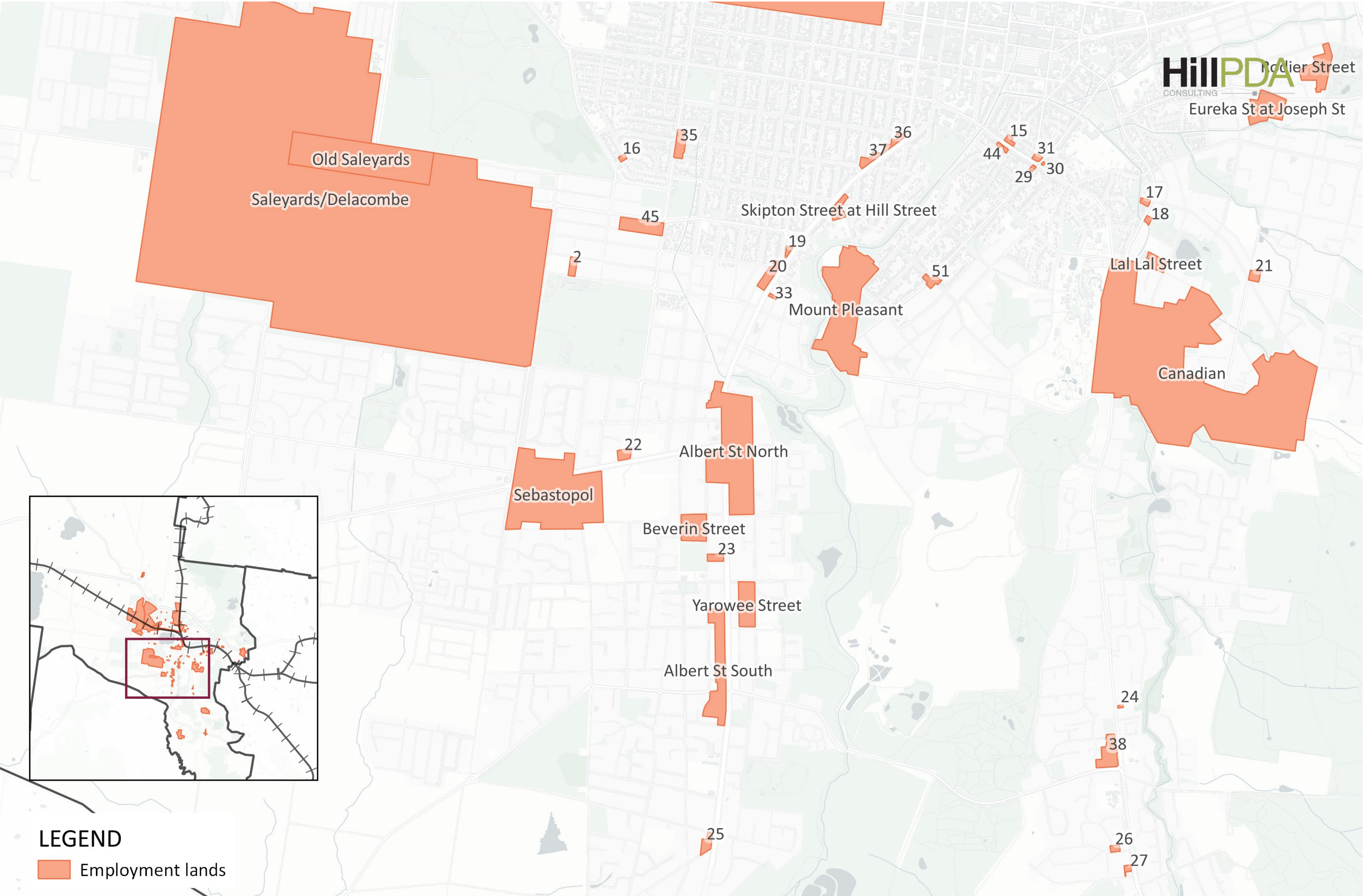
Minor precinct ID	Location
1	Warrenheip Township
2	Lonsdale Street, Redan
3	Miners Rest Township North
4	Howard Street Local Centre
5	Grandview Grove at Norman Street, Wendouree
6	College Street, Wendouree
7	Landsborough Street at Lydiard Street, Ballarat North

Minor precinct ID	Location
8	Walker Street at Simpson Street, Ballarat North
9	Peel Street at Napier Street, Black Hill
10	Doveton Street at Macarthur Street
11	Sturt Street at Gilles Street
12	Northway
13	Old Ballarat Orphanage
14	Kline Street at Wesley Court
15	Grant Street at Humffray Street, Golden Point
16	Jessie Street at Waller Avenue, Newington
17	Clayton Street at Main Road, Golden Point
18	Main Road Service Station, Golden Point
19	Skipton Street at Doveton Street, Redan
20	Skipton Street at Darling Street, Redan
21	Joseph Street at Clayton Street, Canadian
22	Hertford Street at Alfred Street, Sebastopol
23	Beverin Street near Vickers Street, Sebastopol
24	Geelong Road at Hermitage Avenue, Mount Clear
25	Albert Street at Queen Street, Sebastopol
26	Dallas Avenue, Mount Clear
27	Jones Avenue at Geelong Road, Mount Clear
28	Mount Clear Local Convenience Centre
29	Grant Street West at Barkly Street, Golden Point
30	Grant Street East at Barkly Street, Golden Point
31	Grant Street at Peel Street, Golden Point
32	Gilles Street at Hughes Street, Wendouree
33	Skipton Street near Bell Street, Redan
34	The Arches, Lake Gardens
35	Pleasant Street at Freehold Place, Ballarat Central
36	Skipton Street at Urquhart Street, Ballarat Central
37	Skipton Street at Lyons Street, Ballarat Central
38	Midvale Shopping Centre, Mount Clear
39	Miners Rest Township South
40	Carpenter Street at Oswald Street, Wendouree
41	Violet Grove, Wendouree
42	Macarthur Street, Ballarat North
43	Sturt Street at Kallioota Street, Alfredton

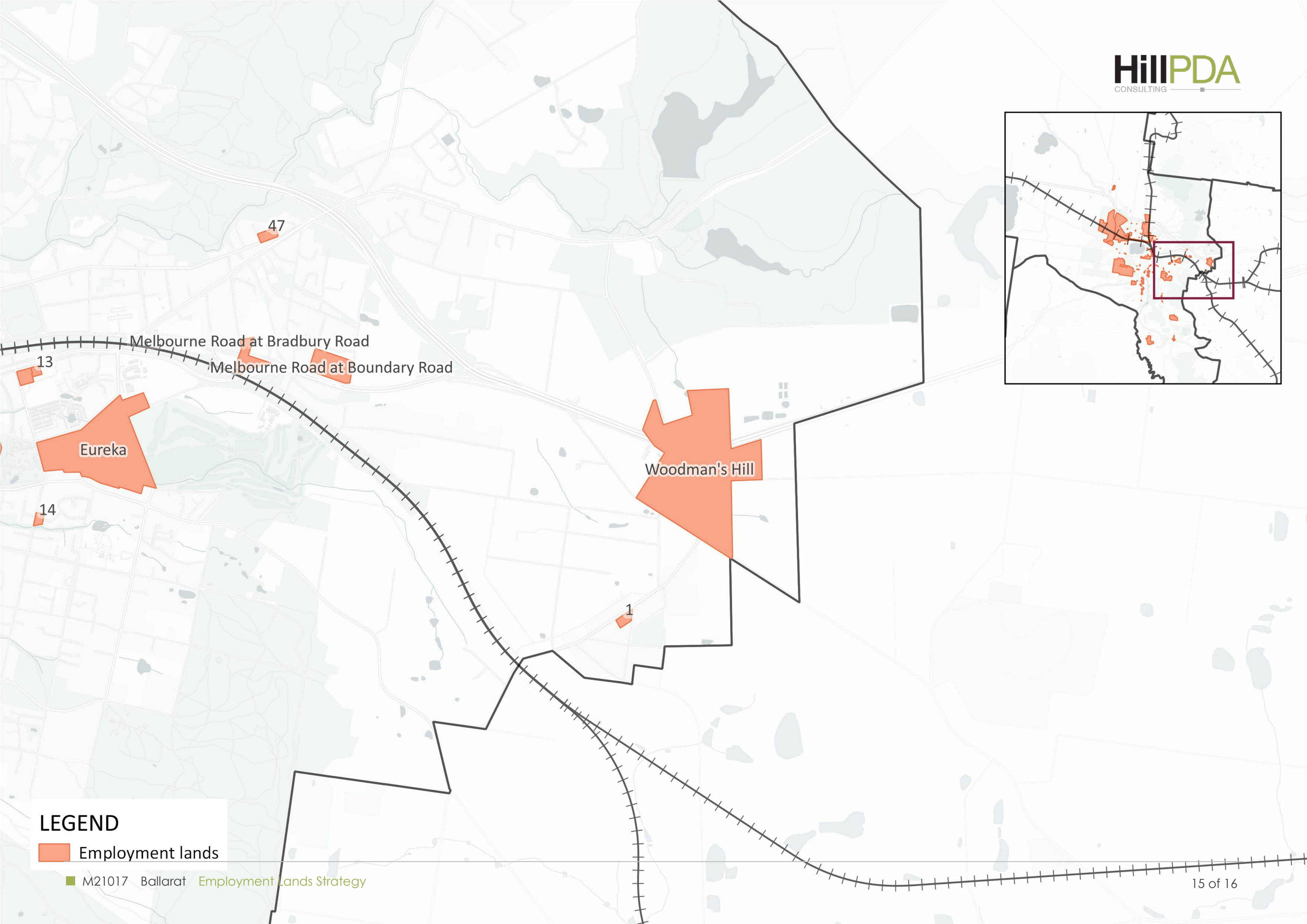
Minor precinct ID	Location
44	Grant Street at Bond Street, Golden Point
45	La Trobe Street at Pleasant Street, Redan
46	Lake Gardens Children's Centre
47	Humffray Street at Lawless Place, Brown Hill
48	Cuthberts Road Milk Bar, Alfredton
49	Norman Street at Dowling Street, Wendouree
50	Old Ballarat Orphanage
51	Barkly Street at Cobden Street, Mount Pleasant

The location of each employment precinct is shown in the maps below.


HillPDA
CONSULTING
BWEZ
Wendouree West
Wendouree East
Wendouree Homemaker's Centre
Wendouree Station Precinct
Howitt St
Selkirk Site
Howitt Street at Doveton Street
Alfredton
Trench Street Mill
Sturt Street
32
40
41
4
5
49
6
12
7
46
34
42
9
10
43
48
11
LEGEND
Employment lands

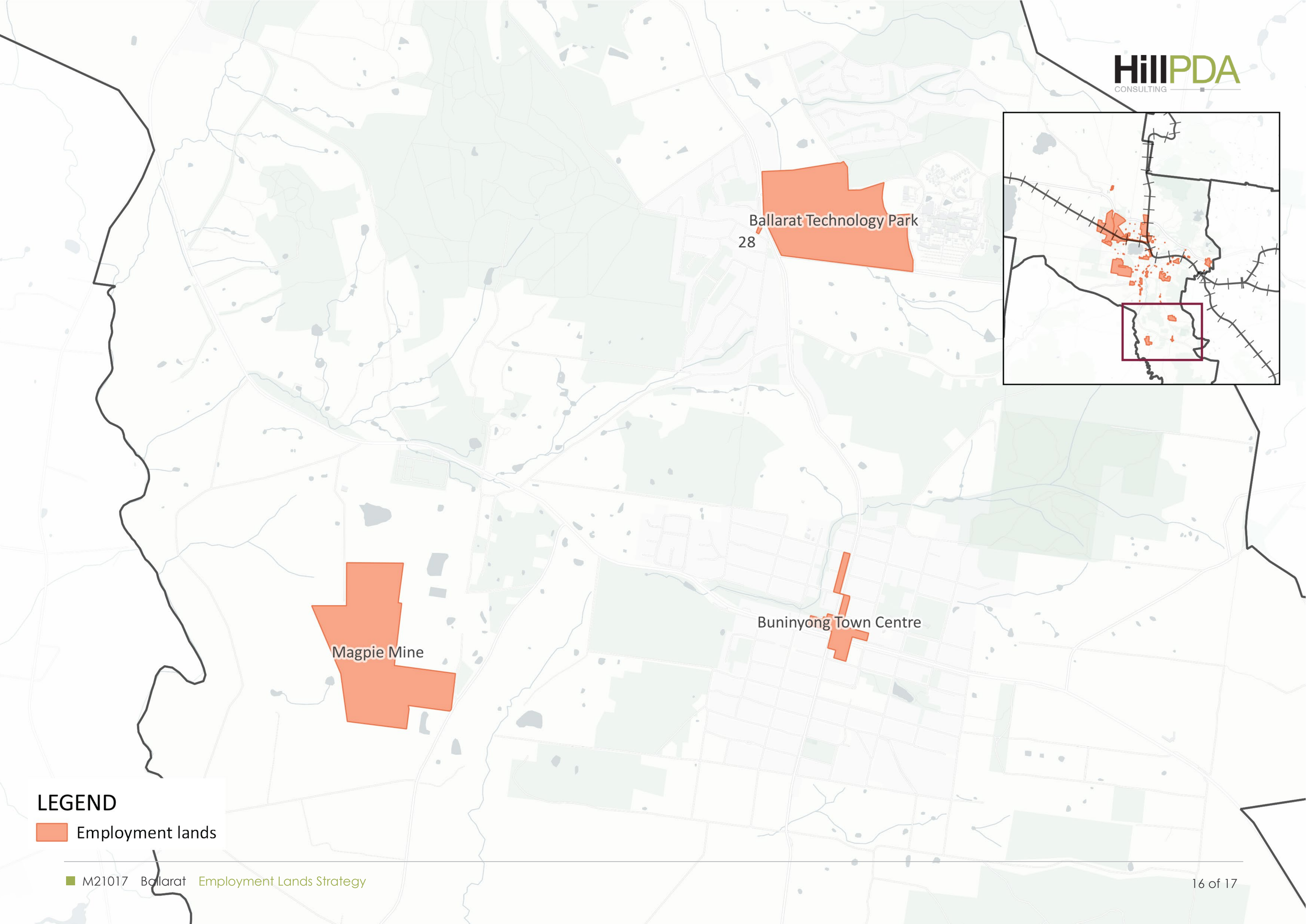

Old Saleyards
Saleyards/Delacombe
16
35
45
2
36
37
Skipton Street at Hill Street
19
20
33
Mount Pleasant
51
15
44
31
30
29
17
18
Lal Lal Street
21
Eureka St at Joseph St
Canadian
22
Albert St North
Sebastopol
Beverin Street
23
Yarowee Street
Albert St South
24
38
25
26
27
LEGEND
Employment lands

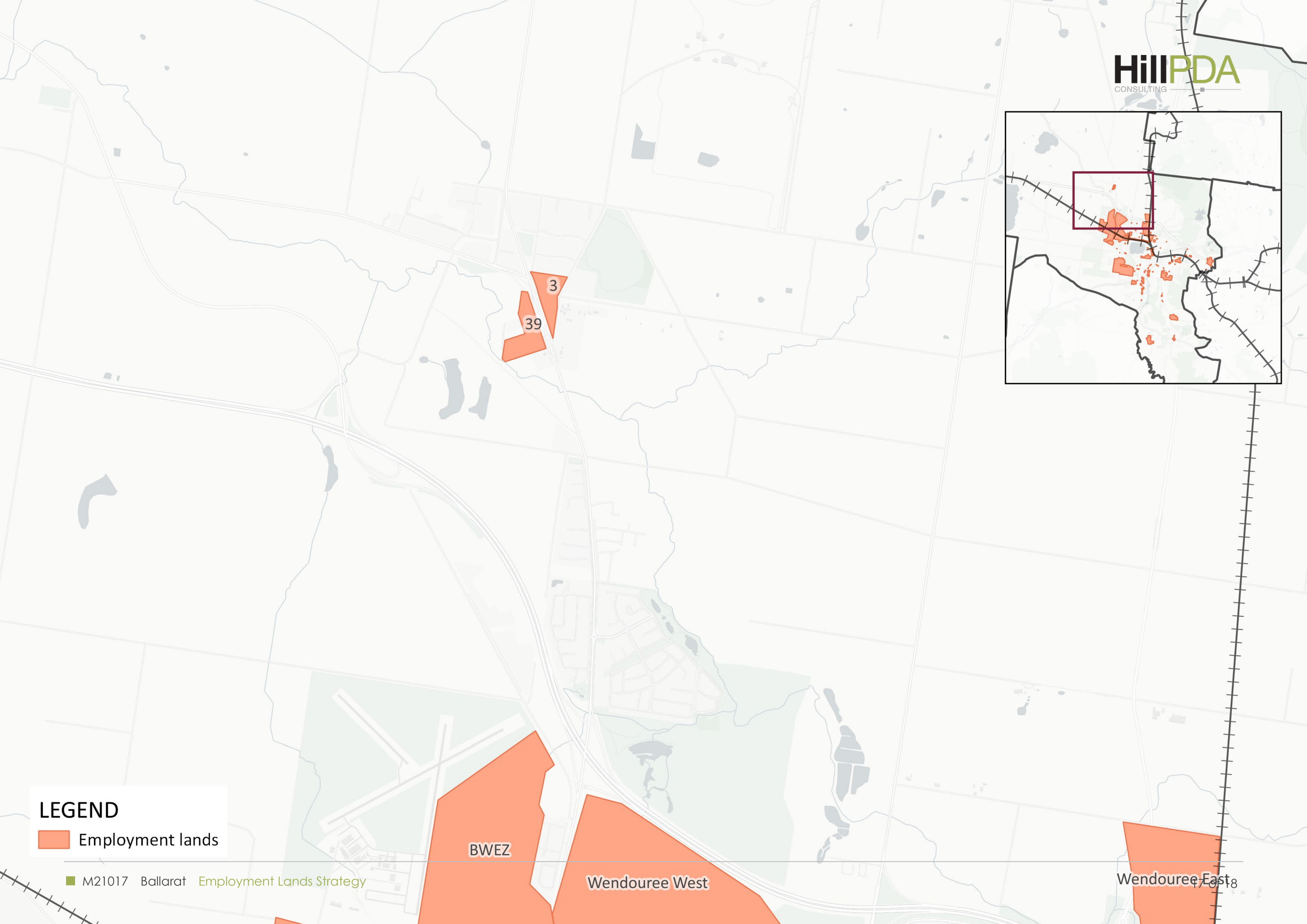
HillPDA CONSULTING



LEGEND

Employment lands


Ballarat Technology Park
28
Buninyong Town Centre
Magpie Mine
LEGEND
Employment lands


HillPDA
CONSULTING
3
39
BWEZ
Wendouree West
Wendouree East
LEGEND
Employment lands

2.2 Existing conditions

A summary of employment land area and development conditions is shown in the table below.

The municipality has approximately 1,349ha of employment land of which 370 ha (27.4%) is vacant and capable of development. In addition to that potential, additional development can be accommodated on some land that is classified as developed.

Employment land in Ballarat currently accommodates approximately 1.39 million sqm of floorspace.

Table 1: Employment land conditions as at 2020

Area	Variable	Square metres (sqm)	Hectares (ha)
Total	Land Area (sqm)	13,486,373	1348.6
	Number of Lots	2,710	
	Average Lot Size (sqm)	4,977	0.5
Occupied (Developed) Land Area	Land Area (sqm)	9,784,183	978.4
	Number of Lots	2,395	
	Average Lot Size (sqm)	4,085	0.4
	Floorspace (sqm)	1,389,473	138.9
Unoccupied (Vacant) Land Area	Land Area (sqm)	3,703,140	370.3
	Number of Lots	333	
	Average Lot Size (sqm)	11,121	1.1

Source: Derived from Ballarat property data; HillPDA

2.3 Potential Future Supply

In addition to zoned employment land supply, planning policy has identified potential future employment areas for future zoning. There is a further 437ha of proposed future industrial land and 39ha of proposed future activity centre land planned for Ballarat.

CONTEXT INFORMATION

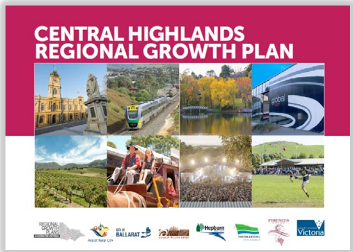
3.0 STRATEGY AND POLICY CONTEXT

3.1 Overview

This section provides a summary of policy and strategy documents relating to Ballarat's economy and employment land. A summary of themes follows:

- There is community support for transitioning to a knowledge-based economy with a focus on technology, creative industries, sustainability and entrepreneurship
- Ballarat is designated as one of Victoria's major regional cities with a growing workforce, research and knowledge infrastructure, and access to major markets
- Significant investment is expected to support employment lands in the BWEZ, including the Ballarat Airport upgrades and Ballarat Western Link Road
- The planning scheme should balance the need for employment lands near areas of residential growth while establishing sufficient buffers and preventing encroaching land uses
- The electricity, gas, water and waste services industry sectors have growth potential which will be supported by Council initiatives
- A future Circular Economy Precinct likely located in employment lands would act as a key attractor for activity and catalyse similar facilities in the long term
- Industrial and economic development activities are focused on the BWEZ which has capacity for 9,000 jobs over the next 20 years
- Council supports the transition of constrained industrial areas to less intensive uses where the long-term viability of industrial use has been compromised
- Over 41,000 new dwellings are expected to be in demand to 2051 in the City
- Infill residential development is expected in established urban areas well serviced by existing infrastructure - this represents a policy ambition of 50% of new development
- Most of the residential greenfield growth is expected to occur within the Ballarat West growth area, some of which borders the Delacombe employment precinct
- Previous analysis found that there is in excess of 15 years industrial zoned land in the Ballarat Urban Area. Most of the available land is in the Industrial 1 Zone
- There is policy support for greater diversity in employment generating land uses, BWEZ, the Technology Park, strong links to the University, regional freight gateway, western link road, protection of core industrial areas and a range of lot sizes and amenity improvements in existing and new industrial developments.

3.2 Central Highlands Regional Growth Plan (2014)



This plan establishes a framework for strategic land use and settlement planning for the Central Highlands Region (Ararat, Ballarat, Golden Plains, Hepburn, Moorabool and Pyrenees) that can sustainably accommodate growth. The plan will be used to help identify future regionally significant industrial and other employment locations and to develop consistent regional approaches on matters such as planning for key resources, waste, tourism and cultural heritage.

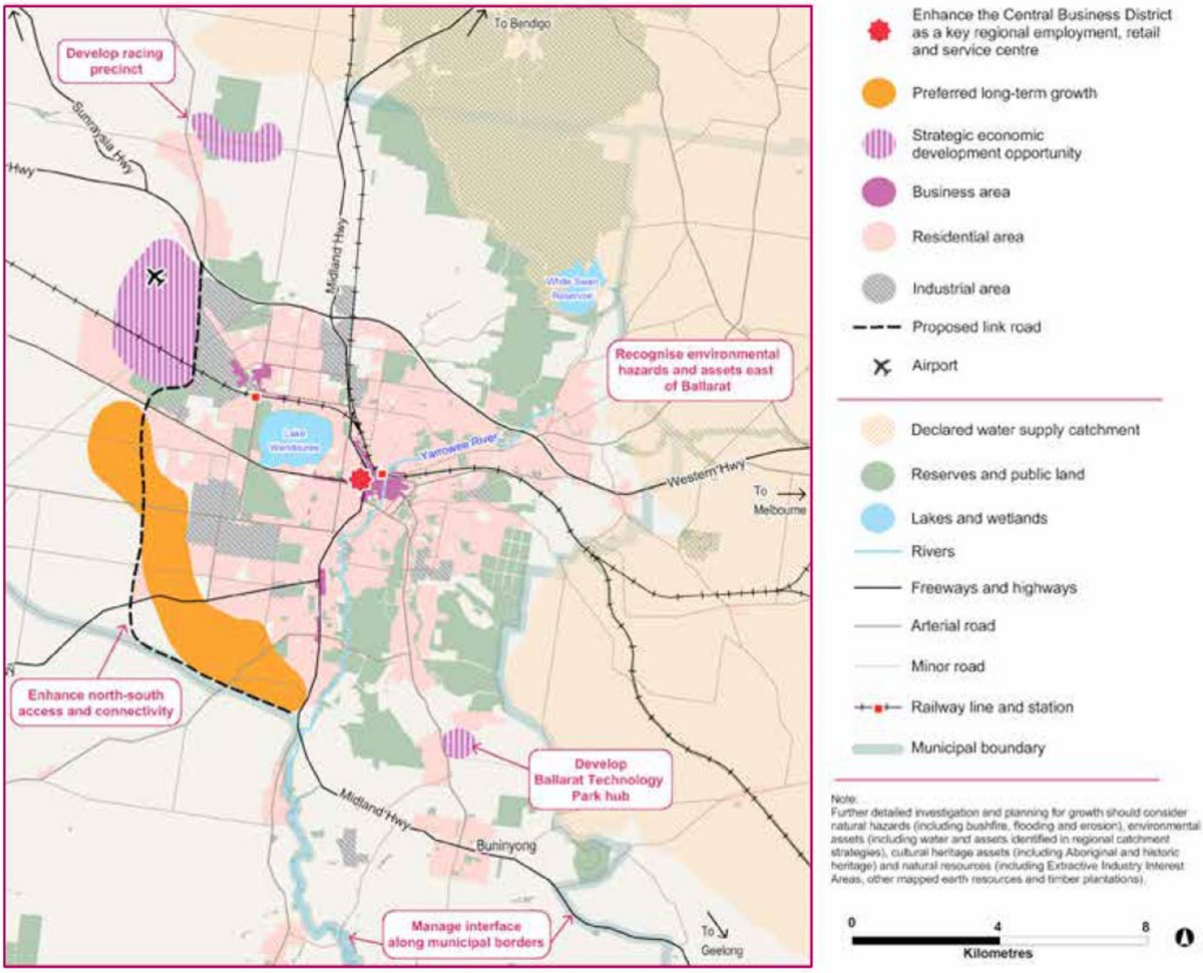
Ballarat is identified as the key regional city in the Central Highlands located along road and rail corridors, with an airport and significant tourism assets. Most population growth and employment activity is directed to Ballarat as a strategic regional city. Large-scale manufacturing, research and development and freight and logistics development will be directed towards the Ballarat West Employment Zone, located adjacent to Ballarat Aerodrome.

The Ballarat West Employment Zone has access to air, road and rail infrastructure within a master-planned framework. The Ballarat West Employment Zone will be developed over the next 20 years and is capable of accommodating up to 9,000 jobs once fully developed.

Future directions – Industry and employment
Encourage local employment opportunities and provide industrial land to support population growth and economic opportunities
Identify opportunities for the expansion of existing industries and the establishment of new industries in the region that leverage off the region's competitive strengths, including its workforce, research and knowledge infrastructure, and access to major markets
Exploit the regional significance of the Ballarat West Employment Zone in providing land for manufacturing, freight and logistics, and commercial uses
Support infrastructure investment where it provides for the expansion or establishment of new industry and other employment-generating uses

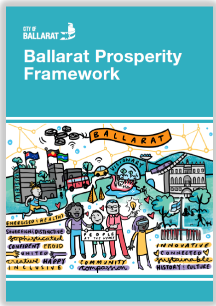
Policies, strategies, actions – Industry and employment
Recognise in planning schemes that employment growth needs to underpin population growth to enable residents to work locally and support the region's economy
Direct infrastructure investment where it will support business investment, including Stage 1 of the Ballarat Western Link Road, which will improve access to the Ballarat West Employment Zone
Review planning schemes to prevent the encroachment of sensitive uses into buffer areas for industry
Support the provision of industrial land in settlements designated for growth by providing land and monitoring the supply and demand for industrial land

Figure 2: Ballarat strategic framework



Source: Central Highlands Regional Growth Plan 2014

3.3 Ballarat prosperity framework (2020)



The Ballarat Prosperity Framework is a document that expresses the values and aspirations of the Ballarat community. Based on extensive consultation undertaken in late 2019, the framework makes commentary on Ballarat's perception, social inequality, environmental sustainability, urban design and the changing economy. This information helps shape the way City of Ballarat operates as an administrative body, particularly in strategic planning processes.

Ballarat's community expresses an appetite for progressive change across its economy and community seeking to build on the region's existing strengths and conserve key elements. The key directions relating to industry and employment land are summarised as follows.

Table 2: Ballarat Prosperity Framework – Community directions

Community directions – Industry and employment	
Community growth	Our city will become more energetic, edgy and adaptable to inevitable global changes if we can retain and attract citizens who demonstrate the ability to be agile, to see opportunities in problems and to use critical thinking to come up with new solutions.
Economic transition	As Australia and Ballarat continues to transform into a strong knowledge-based economy, our resilience will be heavily reliant on growing such industries locally and being ready to embrace new industries of the future.
Entrepreneurship	We need to focus on retaining our young people who come here to attend our universities and providing opportunities for those diverse population groups moving to Ballarat with new perspectives and ideas – by fostering a culture of entrepreneurship.
Digital transformation	We need to embrace digital transformation to provide economic growth and a better lifestyle for everyone – the internet of things, big data, artificial intelligence – they all open up amazing possibilities.
Creativity	The creative sector in Ballarat in crucial to our prosperity – we support a creative city that can wear the changes in economic forces, deliver new ideas, drive businesses to grow and provide greater community cohesion and wellbeing.
Sustainability	Sustainability in the Ballarat context could range from ensuring locally sustainable food systems, to becoming a national leader in renewable energy and substantially growing our economy as a result. The notion of a sustainable and circular economy will inevitably be a key theme in Ballarat's future.

Source: Ballarat Prosperity Framework

3.4 Circular Ballarat framework (2020)

This strategic document builds the foundations required for Ballarat to transition to a circular economy. A circular economy 'is one that is restorative and regenerative by design, and which aims to keep products, components and materials at their highest utility and value at all time'. Moving to regenerate natural systems, design out waste and pollution, and keep products and materials in use will strengthen the economy as both a mitigative and adaptive response to climate change.

The document establishes the aim for Ballarat to be 100% circular by 2050, which includes the aims for carbon neutrality, zero waste, and closed loop water, energy and waste material systems. Ballarat sees its future as a carbon neutral city and a leader in renewable energy systems, with collaboration across industries, systems and business models to secure future sustainability.

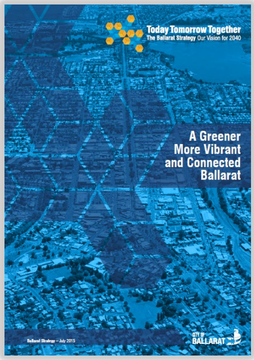
The particular policies, strategies and actions of the Framework that relate to industry and employment lands are summarised as follows.

- Circular business attraction
- Support innovation, research and development

- Facilitate jobs and skills attraction
- Integrated transport and land use planning
- Eco-design for all infrastructure and investment
- Infrastructure and innovation investment
- Establish a flagship Circular Economy Innovation and Learning Precinct that hosts the following:
  - All Waste/Materials Interchange
  - Resource Recovery Centre
  - Business Innovation and Research Centre
  - Renewable Energy Research, Innovation and Manufacturing Hub
  - Circular Economy Learning Hub
  - Immersive and comprehensive education experience for schools, business and industry.

A proactive role is expected from Council in developing a circular economy over the long term.

3.5 Today Tomorrow Together: The Ballarat Strategy Our Vision for 2040 (2015)



The Ballarat Strategy outlines a plan for managing forecast growth and change. It is a strategic document that guides future growth to the most efficient locations with the highest net community benefit as well as providing certainty for the community and the development industry on development areas and forms.

The strategy adopts principles of new urbanism centred on a '10 Minute City' direction to increase walkability and active transport patronage, densify certain areas and develop existing centres. Ballarat is recognised as a regional city with an economy transitioning from predominantly industrial to knowledge and creative sectors. Strategic directions relating to industry and employment are as follows:

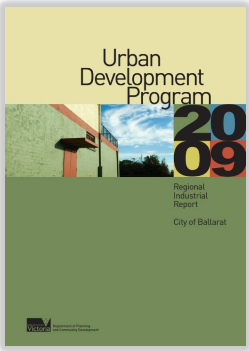
- **Initiative 1.12** – Continue to work in partnership with the Victorian Government to deliver the Ballarat West Employment Zone
- **Initiative 1.13** – Protect key industrial land from encroachment by sensitive uses and support its growth through infrastructure and transport
- **Initiative 1.14** – Support the transition of constrained industrial areas to less intensive uses where the long-term viability of industrial use has been compromised
- **Initiative 1.15** – Continue to streamline planning processes to reduce wait times and increase certainty regarding applications.

The strategic use of employment lands in Ballarat is changing – some underutilised or constrained areas may no longer be suitable for industrial, while areas such as the BWEZ are a focus for growth. The strategy makes precinct-specific recommendations. Council's strategic position on key employment lands are seen below.

Table 3: Ballarat Strategy – Precinct directions

Precinct directions – Industry and employment	
Ballarat West Employment Zone	BWEZ is a 623ha precinct earmarked as Ballarat's future industrial area supporting 9,000 jobs over the next 20 years. The precinct will include an airport, rail and freeway access. Land use will include industrial areas, a freight hub, business support precinct, research and development centre.
Wendouree Village	Although built around the Stockland shopping centre, the area lacks a cohesive design and built form which properly integrates it with the surrounding areas. With excellent access to shops, services and public transport (including the Wendouree Railway Station), this area has real potential for significant renewal
Creswick Road Precinct	A well-positioned site on the fringe of the CBD with excellent transport access. A range of light industrial, car-sales and other retail developments interface directly with established residential areas. This precinct has significant potential for a change of use.
Selkirk Precinct	A strategically important area, encompassing the Eureka Stadium precinct, current Ballarat Showgrounds site and large areas of industrial land close to the centre of Ballarat. This precinct represents independently a significant urban renewal opportunity in its own right involving significant land use change which will also complement the Eureka Stadium Sporting Precinct and utilize its direct access to the railway line and proximity to the Western Freeway.
Ballarat Saleyards Site and Light Industrial Precinct	This light industrial area developed when it was on the fringe of the city. Over coming years it will be encompassed by residential growth in Ballarat West. The current saleyards is intended for relocation. Given its interface with Victoria Park, and significant undeveloped land, it has potential for renewal towards new commercial, light industrial or other uses.
Land north of Norman Street	Due to historical reasons this area is already surrounded by housing. The area is zoned for heavy industry but heavily impacted by sensitive uses. Council will continue to work with landowners who seek to transition such land to less intensive uses.
Land west of Stawell Street	Land in urban areas at the entry to Ballarat in Ballarat East, including a parcel opposite the Museum of Australian Democracy at Eureka (M.A.D.E), and land to the west of Stawell Street are zoned for heavy industrial. These parcels are completely embedded in urban areas, and are historical legacies. Council will continue to work with landowners who seek to transition such land to less intensive uses.

3.6 Ballarat Urban Development Program (DELWP, 2009)



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 provide provides a strategic overview of the supply and demand of industrial land across key regional Victorian cities. The last UDP report for Ballarat was 2009.

At the time, the UDP identified that 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.

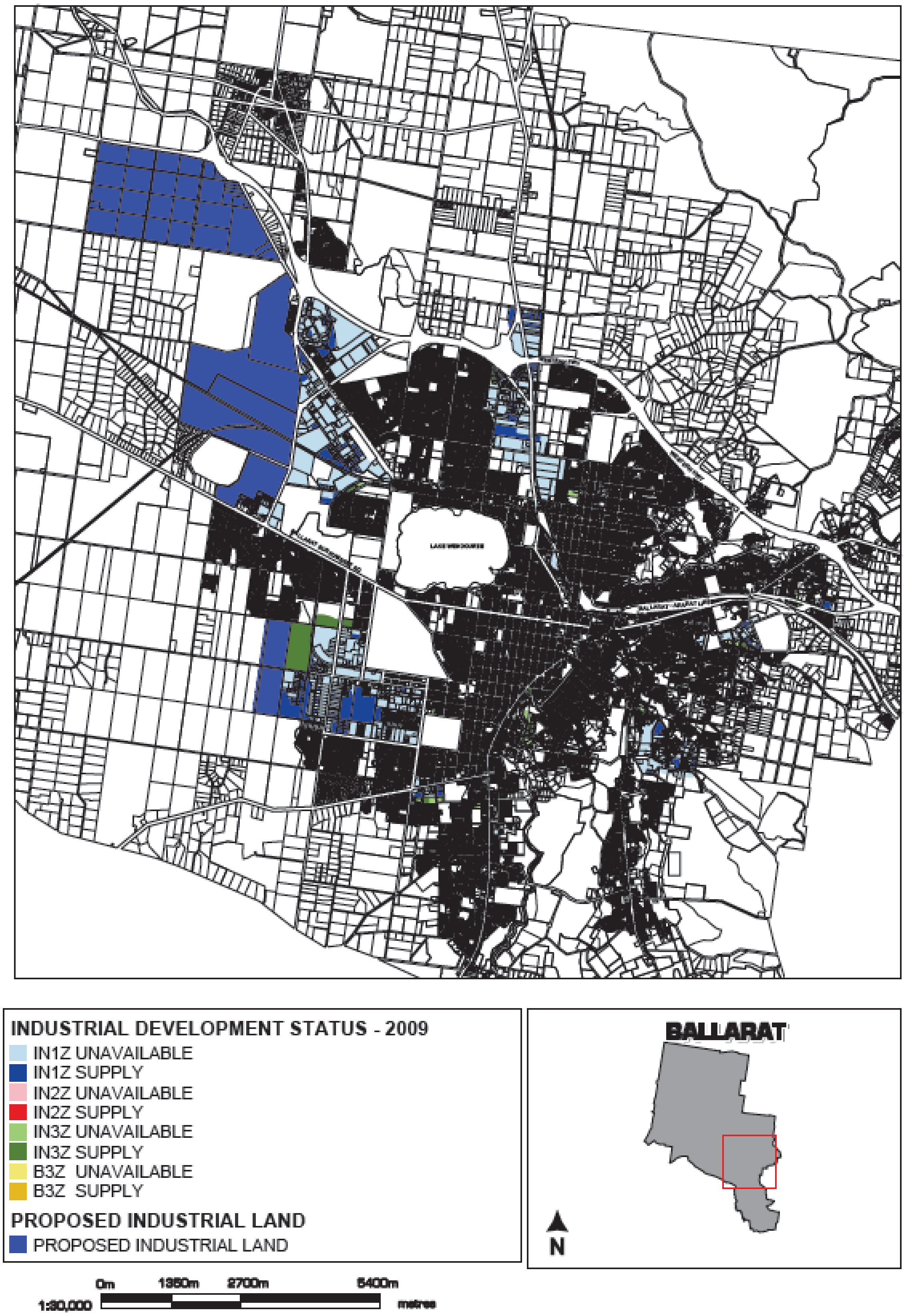
The location of industrial land as of 2009 is shown in Figure 3 below – since 2009 the development of land earmarked as supply has led to the following:

- BWEZ has been rezoned the Special Use Zone 14
- Parts of Delacombe have been subject to applied zoning through the Ballarat West Growth Area PSP

The report concluded that 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.

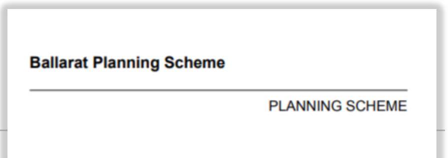
Land supply is further considered in Section 8.6 of this report.

Figure 3: Location of industrial land by type and availability (2009)



Source: Urban Development Program, 2009

3.7 Ballarat Planning Scheme


Ballarat Planning Scheme

PLANNING SCHEME

Clause 21.07 Economic Development

Clause 21.07 of the Ballarat Planning Scheme deals with Economic Development. Manufacturing is identified as a mainstay of the local economy along with mining, agriculture and construction. Service sectors from professional services, education, health, retail, cultural, sporting and government have been growing strongly over the past decade. The policy identifies the diversity of the local economy across primary, secondary and tertiary economic sectors as a great strength.

The policy identifies a number of Regionally Significant Precincts which offer a service, cluster of business or innovation, or a destination that significantly contributes to Ballarat's position as the Capital of Western Victoria. The policy adds that these precincts require targeted planning and infrastructure support to maximise their long-term potential.

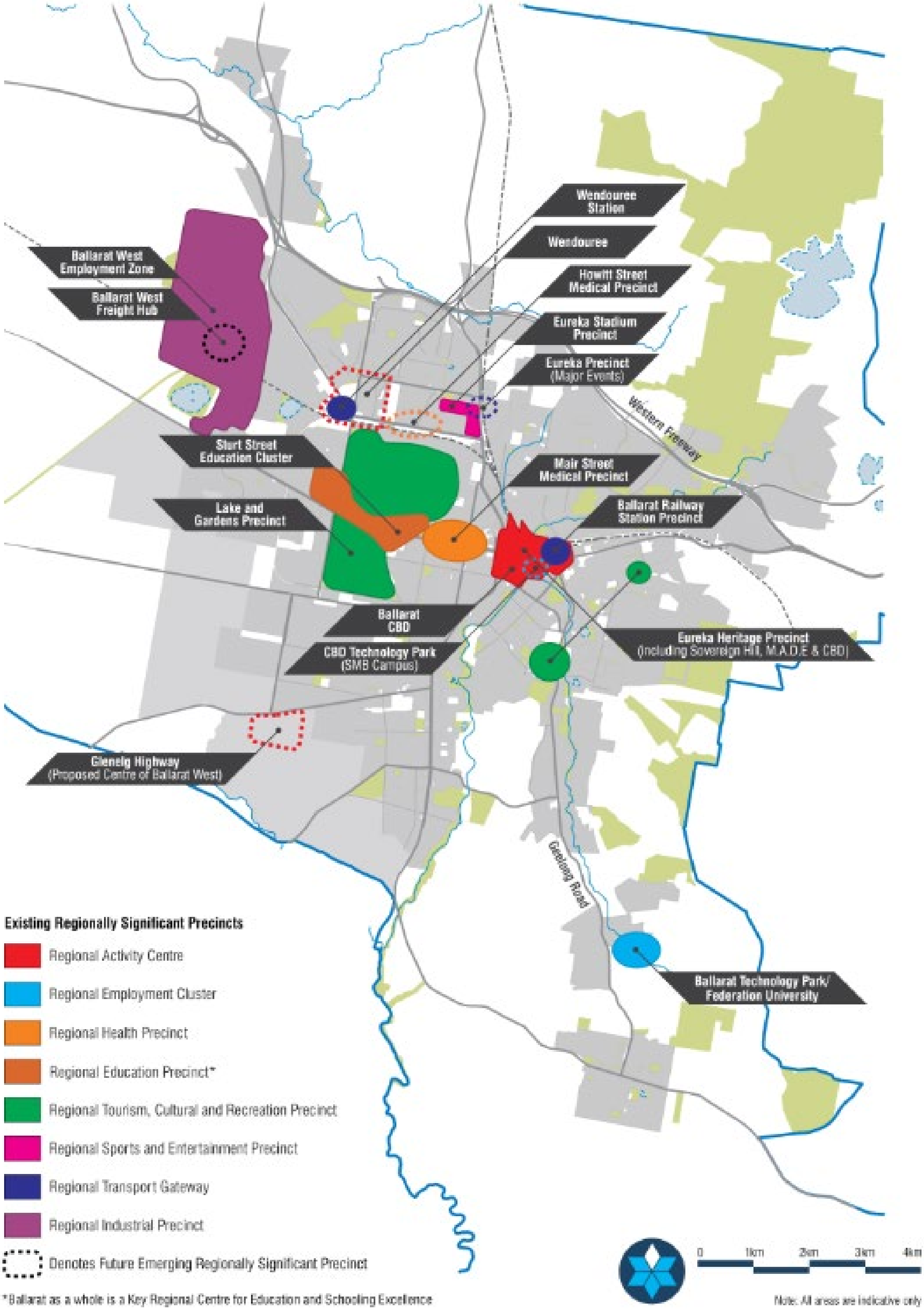
Table 4: Regionally significant centres

Type of regionally significant centre	Strategic direction
Regional Activity Centre	Encourage significant new mixed use development which supports knowledge sector and retail employment opportunities, more inner city living and street level and out of hours activation.
Regional Employment Cluster	Expand and diversify technology and innovation sector jobs, leveraging off the established Ballarat Technology Park Mount Helen campus.
Regional Health Cluster	Improve health provision for Ballarat and Western Victoria through ongoing development of a vibrant cluster of health and education institutions and services.
Regional Education Cluster	Facilitate ongoing expansion of high quality education services for Ballarat and Western Victoria through being responsive to the individual needs and aspirations of schools and tertiary institutions.
Regional Tourism, Cultural and Recreational Precinct	Improve the visitor experience to Ballarat by improving the public realm, better connecting key sites and the CBD, and supporting the growth in ancillary businesses such as accommodation, retail, food and entertainment in locations visible and highly accessible to tourists. Better activate key recreational precincts for both passive and active recreation.
Regional Sports and Entertainment Precinct	Support as a regionally significant destination for local, national and international sporting and entertainment events.
Regional Transport Gateway	Maximise the efficiency of passenger, freight, knowledge and commodity transfers between Ballarat and key destinations and markets.
Regional Industrial Precinct	Ensure industrial land is serviced, accessible and protected from encroachment so it can continue to support high-employing industrial businesses, which are critical to jobs in the Ballarat.

Source: Ballarat Planning Scheme

The locations of the regionally significant precincts are shown below.

Figure 4: Locations of regionally significant precincts



Source: Ballarat Planning Scheme

The strategies that are of relevance are:

- 3.1 Maintain Ballarat Technology Park as a location for the establishment of new information, communication and other higher technology based industry by restricting the establishment of other forms of industry within the precinct
- 3.2 Support expansion of the Ballarat Technology Park in accordance with the Canadian Valley Outline Development Plan
- 3.3 Provide for an Innovation – Research and Development Cluster- Enterprise zone in the Ballarat West Employment Zone.

The section dealing with Industry identifies that Industrial areas should be properly planned so businesses in these areas can adapt to changing market demands and be flexible in the types of industry they undertake on their land. The policy has two objectives.

Support for the long term viability and security of industry with the following strategies:

- 6.1 Encourage appropriate infill development in existing industrial areas to maximise the use of existing infrastructure and services
- 6.2 Promote Ballarat as a location for the establishment of high technology industry
- 6.3 Encourage new industrial development to take locational advantage of the transport and distribution opportunities provided by the Western Freeway, Western link Road, Ballarat Aerodrome, and rail services
- 6.4 Ensure an adequate supply of zoned, developable and readily serviced industrial land is available in a range of locations
- 6.5 Ensure a variety of lot sizes is provided to meet future demand for industrial land
- 6.6 Protect large holdings in strategically important long-term industrial growth areas for future industrial development
- 6.7 Ensure a variety of lot sizes is provided to meet future demand for industrial land. Ensure that new industrial lots are of sufficient size (generally having a minimum area of 1,500 square metres), to accommodate their intended use
- 6.8 Provide lot sizes between 1500 square metres and 3 hectares for small to medium sized industry in the Delacombe and Alfredton areas.

Support for the development of the Ballarat West Employment Zone with the following strategies:

- 7.1 Provide for industry, research and development, freight hub and related transport activities, aviation related uses, and support services in the Ballarat West Employment Zone (BWEZ)
- 7.2 Encourage manufacturing, construction, transport, logistics, wholesale trade and enabling industries in BWEZ

- 7.3 Maintain strategic development sites of 6 hectares in area for large scale employment generating operations.

The industry plan is shown below.

Figure 5: Industry plan

Source: Ballarat Planning Scheme

Clause 21.08 Transport and Infrastructure

The clause seeks to promote integrated transport networks and identifies that the layout, structure and connectivity of Ballarat is crucial to its economy.

Figure 6: Transport and infrastructure plan

Source: Ballarat Planning Scheme

The first objective is to integrate transport and urban growth by implementing the following strategies:

- 1.1 Consolidate development with a mix of uses in areas of Convenience Living, along future high frequency bus corridors, around activity centres, in urban renewal areas and the CBD
- 1.2 Support land use decisions which integrate and value add to major transport infrastructure
- 1.3 Ensure the development along the established boulevards of Victoria Street and Sturt Street maintains the prominence of their landscape character.

Clause 22.02 Industry

Clause 22.02 provides support for industrial development. The policy objectives are:

- To protect the integrity of viable and sustainable industrial areas from ad hoc intrusion of competing non-compatible land uses
- To ensure a high standard of urban design and landscaping is achieved to improve the amenity and appearance of industrial areas
- To minimise the impact on the amenity of surrounding residential areas from traffic, noise and emissions generated by industrial land uses
- To reduce and minimise conflict between industrial and non-industrial land uses
- To facilitate the redevelopment of under-utilised sites for more intensive forms of industry to make more efficient use of existing infrastructure
- To encourage best practice environmentally sustainable development, which utilises, where practicable, energy efficiency, water conservation and reuse, water sensitive urban design, and recycling or reuse of waste products.

The following policies apply to the lot sizes created by subdivision:

- A range of lot sizes will be provided to meet the needs of small, medium and large industrial activities
- A range of lot sizes, 1,500 square metres to 3 hectares, will be provided in the Delacombe and Alfredton industrial areas to accommodate small to medium sized industrial needs
- Large lots, 6 hectares or greater in area, will be provided in the Ballarat West Employment Zone on Strategic development sites (as identified in the Ballarat West Employment Zone Master Plan Document 2012). Consolidation of holdings to promote larger scale development where appropriate will be encouraged.

The policy also contains a number of policies intended to improve the internal amenity of the industrial areas as well as their impact on other nearby uses. These policies include:

- Buffer requirements
- Environmental impact and sustainability
- Transport and access
- Site layout and facilities
- Landscaping
- Signage.

Clause 22.03 Mt Helen Technology Park

Information Technology is a significant component in Ballarat's economic development strategy. The University of Ballarat Technology Park at Mt Helen has been established as a focus for this industry in Ballarat and a place where its locational requirements can be met.

The objectives of the policy are:

- To establish the Technology Park as a primary focus for technology and research enterprises which can extend and reinforce the linkages between the park and the University of Ballarat
- To allow for the establishment of appropriate facilities and services which support technology and research development enterprises
- To ensure that options for the future establishment of technology-based enterprises are maintained by only allowing enterprises which have a primary function of research and development and a limited number of houses in restricted circumstances
- To ensure that the park is developed to a high quality, not detracting from the surrounding amenity of the area
- To encourage the expansion of the existing technology park to the east towards the University of Ballarat Mount Helen Campus
- To ensure that any expansion of the existing technology park does not detract from the environmental and landscape values of the area.

4.0 SOCIO-ECONOMIC PROFILE

4.1 Overview

This section of the report provides socio-economic profile information.

- The City of Ballarat has a rapidly growing population and economy. The economy is diverse and home to an increasing number of knowledge-intensive industries such as healthcare, education and professional services
- Population-driven sectors like retail, construction and public administration are significant as are logistics and utilities services
- Traditional sectors like mining and manufacturing are now less significant than in decades past but remain important to the local economy
- The information suggests employment lands will continue to grow as the local economy and population base grows and diversifies.

Figure 7: Demographic profile

101,686	48,124	45,794
residents	labour force	jobs

38
Median age
(37 in Victoria)

9%
Overseas born
(28% in Victoria)

1.4%
Aboriginal and Torres Strait Islander population
(0.8% in Victoria)

$1,158
Median weekly household income
($1,416 in Victoria)

7.1%
Unemployment rate
(6.6% in Victoria)

28%
Lone person households
(23% in Victoria)

13%
Of the labour force were providing unpaid assistance to a person with a disability, long term illness or old age
(12% in Victoria)

29%
Of the labour force provided unpaid care to children
(27% in Victoria)

22%
Of the labour force did more than 14 hours of housework each week
(20% in Victoria)

26%
Couples with children
(31% in Victoria)

$316
Median weekly mortgage repayment
($391 in Victoria)

$254
Median weekly rent
($330 in Victoria)

Source: ABS Census 2016

4.2 Population growth and composition

The population forecast provided by Victoria in Future suggests that Ballarat will accommodate 60% of the population growth of all the Central Highlands.

Overall the population in Ballarat is expected to grow by 44,234 people between 2016 and 2036, and is the key driver of change in the region, generating demand for employment lands directly through employment and indirectly as the region attracts public and private investment.

The age brackets expected to see the highest growth are ages 35-49 and over 65s. This is consistent with an ageing population profile with fewer children per family.

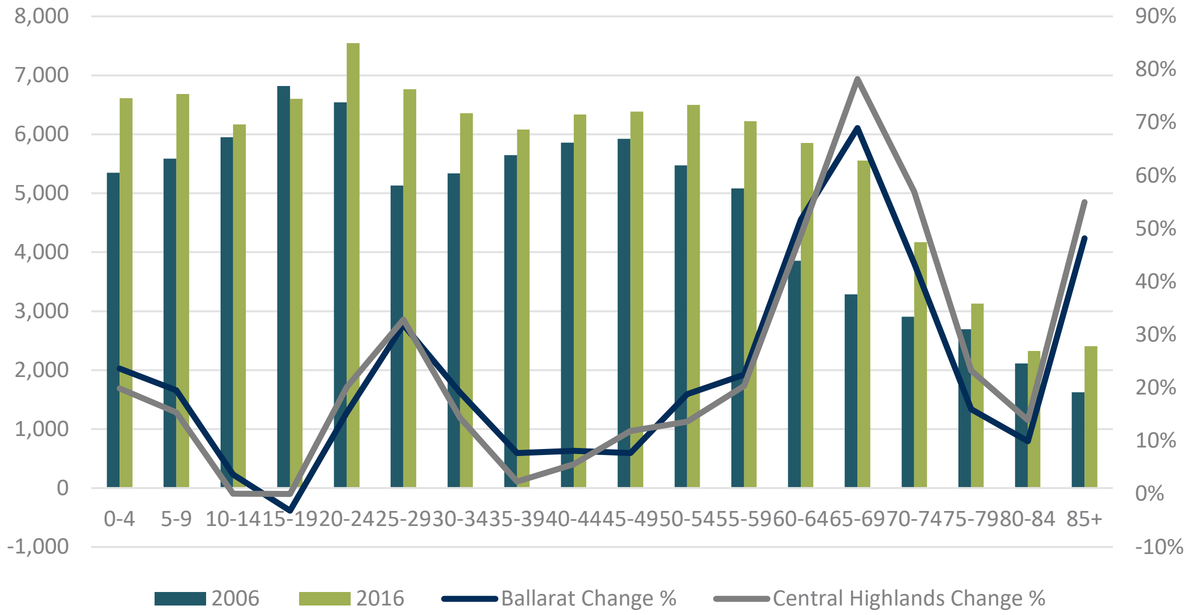
Table 5: Population forecast 2016-2036

Five year age groups (years)	Ballarat population			Growth 2016 - 2036		Proportion of Central Highlands Growth
	2016	2036	Proportion of total 2036	(n)	(%)	
0-4	7,029	8,404	6%	1,375	3%	56%
5-9	6,942	8,513	6%	1,571	4%	65%
10-14	6,273	8,443	6%	2,170	5%	63%
15-19	6,800	8,743	6%	1,943	4%	66%
20-24	8,024	9,887	7%	1,863	4%	59%
25-29	7,215	9,417	6%	2,202	5%	53%
30-34	6,586	8,706	6%	2,120	5%	53%
35-39	6,162	9,291	6%	3,129	7%	56%
40-44	6,422	9,443	6%	3,021	7%	56%
45-49	6,375	9,033	6%	2,658	6%	61%
50-54	6,509	8,496	6%	1,987	4%	61%
55-59	6,201	7,546	5%	1,345	3%	63%
60-64	5,750	7,795	5%	2,045	5%	64%
65-69	5,416	8,001	5%	2,585	6%	62%
70-74	4,106	7,672	5%	3,566	8%	59%
75-79	3,072	6,654	5%	3,582	8%	54%
80-84	2,261	5,014	3%	2,753	6%	52%
85+	2,357	4,869	3%	2,512	6%	51%
Total	**101,692**	**145,926**	**100%**	**44,234**	**100%**	**60%**

Source: Victoria in Future 2019

The population age structure in Ballarat shows three distinct generations – children, twenty year olds, and middle aged people. Between 2006 and 2016 there was a high growth rate in the 55-80 year old age bracket. Ballarat had a higher growth in children aged 0-10 and adults aged 30-45 as compared to the Central Highlands.

Figure 8: Population growth 2006-2016



Source: ABS Census 2016 TableBuilder

4.3 Resident qualifications

Residents in Ballarat are seeking more advanced non-schooling qualifications. Between 2006 and 2016 the proportion of people with post-graduate, graduate diploma and diploma level qualifications increased while the proportion of people with TAFE certifications decreased by 3%. The level of people with bachelor degrees has remained steady in Ballarat and the Central Highlands.

Table 6: Resident qualifications

Non-schooling qualifications	Ballarat			Central highlands		
	2006	2016	Change 06-16	2006	2016	Change 06-16
Postgraduate Degree Level	5%	7%	2.2%	4%	6%	1.9%
Graduate Diploma and Graduate Certificate Level	5%	6%	0.5%	5%	5%	0.3%
Bachelor Degree Level	27%	27%	-0.1%	24%	24%	0.0%
Advanced Diploma and Diploma Level	17%	18%	0.4%	18%	19%	0.9%
Certificate Level	46%	43%	-3.0%	49%	46%	-3.1%
Total	**100%**	**100%**	**0.0%**	**100%**	**100%**	**0.0%**

Source: ABS Census 2016 TableBuilder

The resident qualifications data suggests that the Ballarat labour force is transitioning towards having a more knowledge intensive skill set. This is consistent with the wider trend towards jobs in the knowledge sector, technology and creative industries.

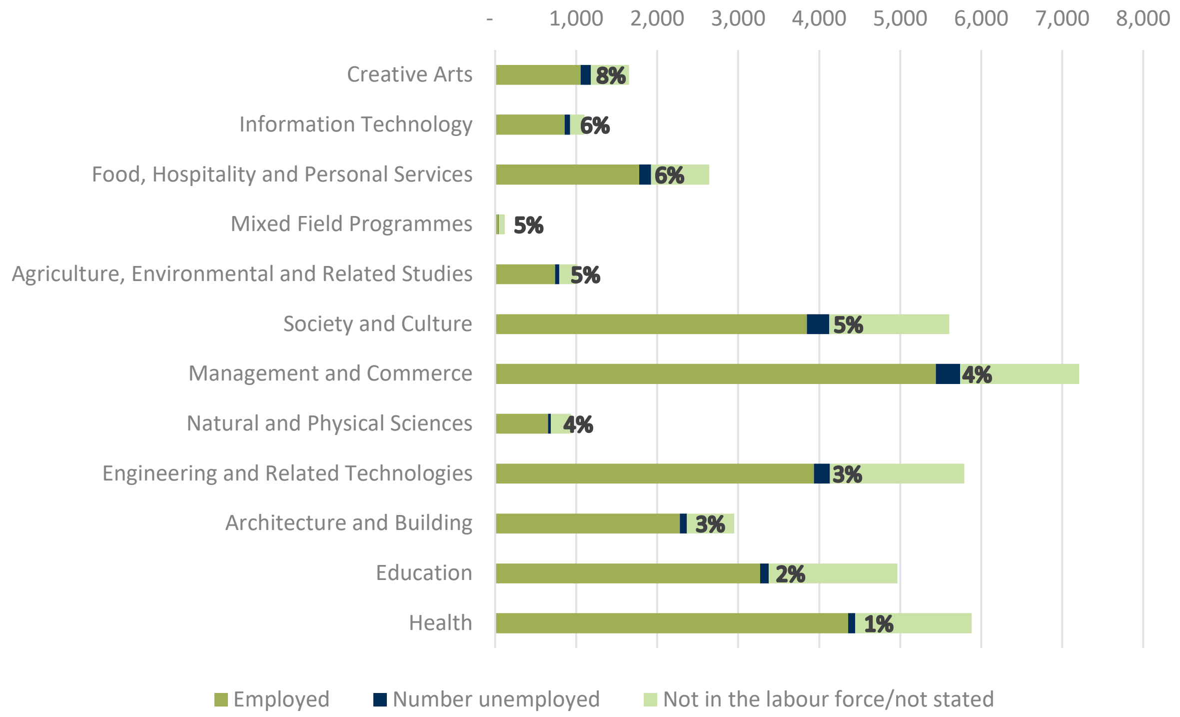
4.4 Unemployment

The unemployment rate in Ballarat was 7.1% in 2016, which was higher that the Central Highlands (6.3%).

The table below ranks fields of study by the rate of unemployment. The table counts people with a qualification in Ballarat in 2016. Creative arts, information technology and hospitality are the fields that have greatest proportion of qualified but unemployed people. The greatest nominal rate of unemployed people is in the society and culture and management and commerce fields with around 300 unemployed people each.

Generally, the fields with a greater number of qualified people have lower unemployment, as indicated by health, education, building and engineering having an unemployment rate of 3% or less.

Figure 9: Labour force participation by field of qualification



Source: ABS Census 2016 TableBuilder

4.5 Resident employment by industry

In total over the 10-year period leading to 2016, employed residents within Ballarat increased by 7,176 or 19%, to reach a total of 44,712.

The most common industries that employed Ballarat's residents has shifted over the 10-year period to 2016 – education and training has grown while manufacturing has employed 26% fewer people. The top industries in 2016 were:

- Health Care and Social Assistance (7,532 people or 16.8%)

- Retail Trade (5,068 people or 11.3%)
- Education and Training (4,890 people or 10.9%)
- Construction (3,974 people or 8.9%).

Over the period, the industries that grew the most were mining, health care and social assistance, arts and recreation services, construction, and education and training. Three of the four biggest industries grew larger while retail trade remained static.

Manufacturing and wholesale trade shrank by 27% and 21% respectively, representing the transition to a post-industrial economy.

These trends are consistent with Australia's changing economic profile.

Table 7: Resident employment growth 2006-2016

Industry sector	Ballarat						Central highlands	
	2006		2016		Change 06-16		Change 06-16	
	n	%	n	%	n	%	n	%
Agriculture, Forestry and Fishing	591	1.6	703	1.6	112	19%	-247	-6%
Mining	170	0.5	337	0.8	167	98%	284	80%
Manufacturing	4,805	12.8	3,515	7.9	-1,290	-27%	-2,241	-25%
Electricity, Gas, Water & Waste Serv.	317	0.8	416	0.9	99	31%	249	43%
Construction	2,915	7.8	3,974	8.9	1,059	36%	2,201	38%
Wholesale trade	1,158	3.1	912	2	-246	-21%	-447	-19%
Retail Trade	5,045	13.4	5,068	11.3	23	0%	142	2%
Accommodation and Food Services	2,657	7.1	3,453	7.7	796	30%	1,326	30%
Transport, Postal and Warehousing	1,218	3.2	1,552	3.5	334	27%	704	23%
Information Media and Telecom.	1,008	2.7	915	2	-93	-9%	-111	-8%
Financial and Insurance Services	811	2.2	766	1.7	-45	-6%	51	4%
Rental, Hiring and Real Estate Serv.	484	1.3	530	1.2	46	10%	206	26%
Prof., Scientific and Tech. Serv.	1,812	4.8	2,394	5.4	582	32%	1,055	35%
Administrative and Support Services	888	2.4	1,102	2.5	214	24%	506	31%
Public Administration and Safety	2,074	5.5	2,732	6.1	658	32%	1,472	36%
Education and Training	3,655	9.7	4,890	10.9	1,235	34%	1,875	30%
Health Care and Social Assistance	5,237	14	7,532	16.8	2,295	44%	3,771	44%
Arts and Recreation Services	661	1.8	906	2	245	37%	452	42%
Other Services	1,324	3.5	1,541	3.4	217	16%	548	23%
Inadequately described or not stated	706	1.9	1,474	3.3	768	109%	1,660	106%
Total employed persons aged 15+	**37,536**	**100**	**44,712**	**100**	**7,176**	**19%**	**13,432**	**19%**

Source: ABS Census 2016 TableBuilder

Location quotient (LQ) is a way of quantifying how concentrated a particular industry is in a region compared to a benchmark, in this case the Central Highlands region. A LQ of greater than 1 reveals that there is an above representation of production in that industry compared to the Central Highlands.

The LQ is shown on the vertical axis while the change in employment from 2006 to 2016 is on the horizontal axis.

Interpreting the graph below:

- The size of the circle represents the relative size of the industry
- The north eastern quadrant indicates specialised industries with growth over the period
- The south eastern quadrant indicates industries with low growth and low specialisation
- The north western quadrant indicates industries with low growth and high specialisation
- The south western quadrant indicates low growth and low specialisation.

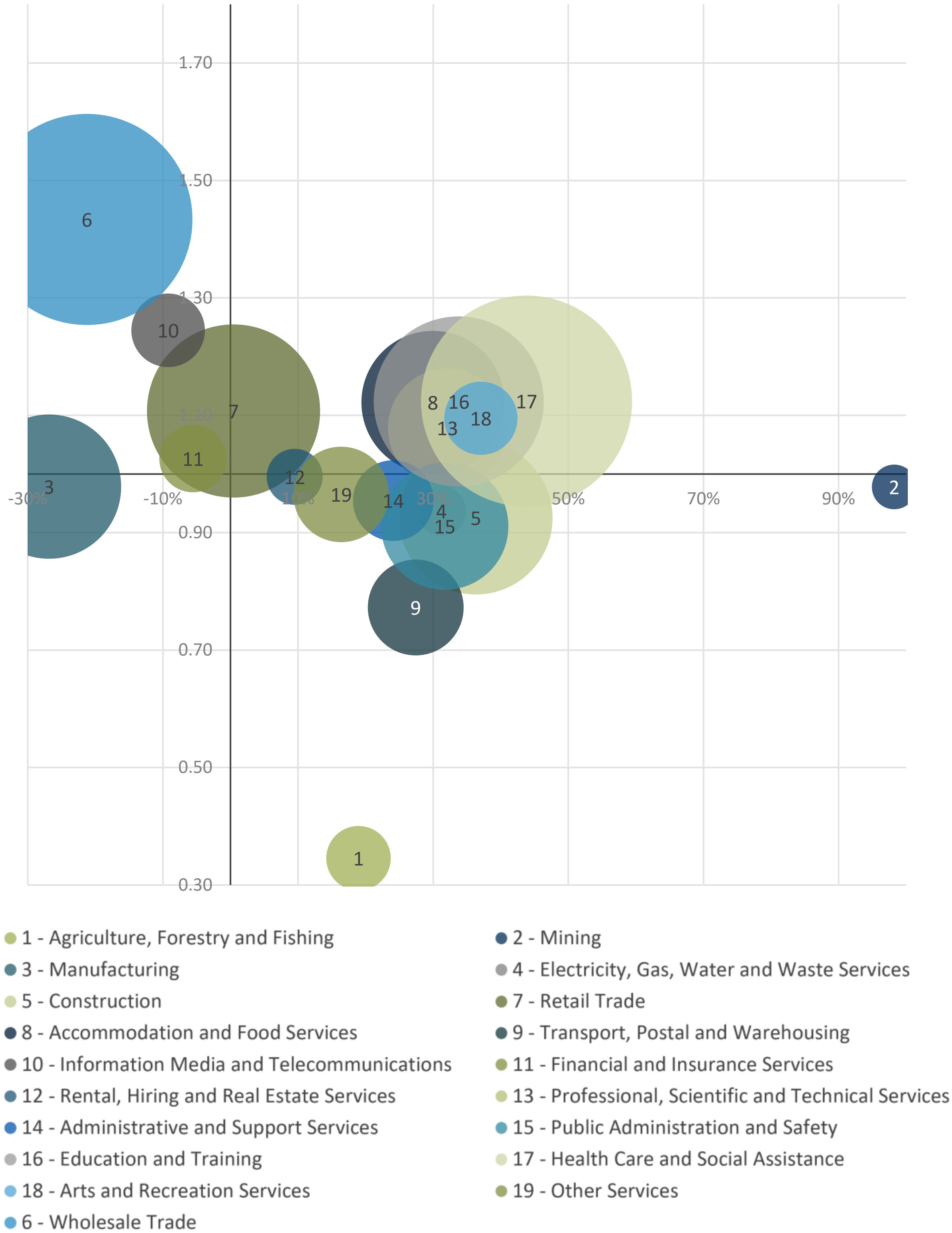
Quadrant	Indication	Industries
North eastern	High industry specialisation and growth – industries likely experiencing an expanding stage.	Health care and social assistance, education and training, arts and recreation services, professional, scientific and technical services, accommodation and food services
South eastern	Low industry specialisation and low growth – industries likely to be at the emerging stage.	Transport, postal and warehousing, agriculture, forestry and fishing, construction, public administration and safety, administrative support services, electricity, gas water and waste services,
North western	High industry specialisation and low growth	Wholesale trade, information media and telecommunications, financial and insurance services
South western	Low industry specialisation and low growth	Manufacturing

The data shows that Ballarat is host to expanding knowledge-intensive industries such as healthcare, education and professional services. Construction and public administration are emerging industries in Ballarat to service population growth. Transport, postal and warehousing and electricity, gas, water and waste services are emerging sectors.

Mining is a small, low specialisation but high growth industry, resulting from regional gold mining.

Ballarat has high specialisation and negative growth in wholesale trade.

Figure 10: Local workforce growth-share matrix 2006-2016



Source: ABS Census 2016 TableBuilder

4.6 Jobs by industry sector in area

The following table shows number of jobs in Ballarat by industry sector (rather than the occupation of residents previously outlined). The table is ranked by the compound annual growth rate of the respective industry.

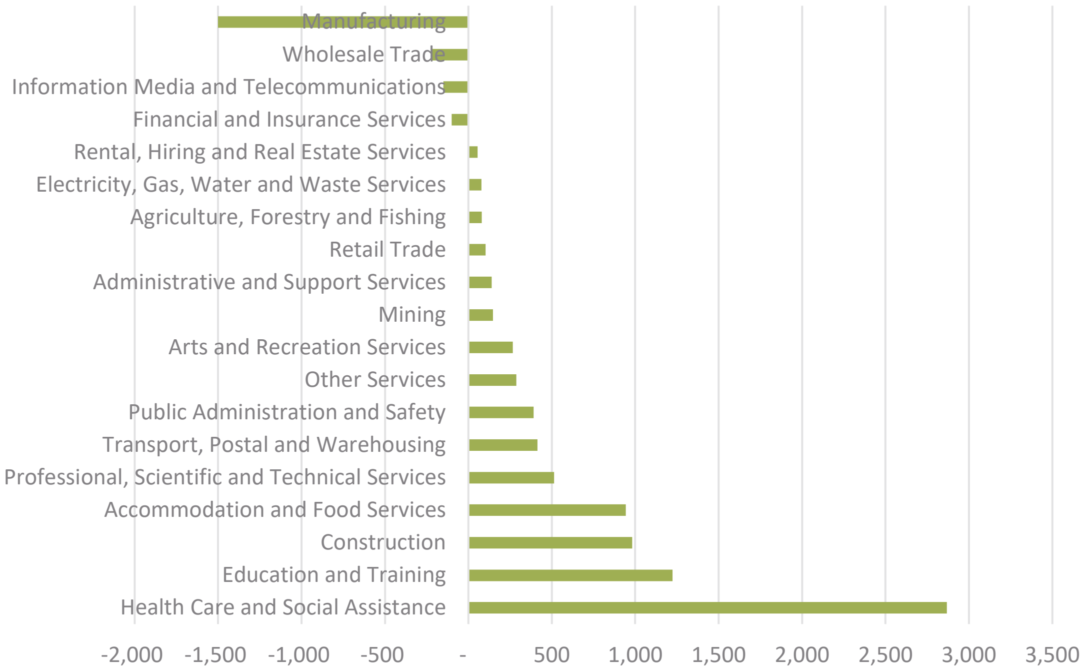
Table 8: Employment by industry 2006-2016 (place of work data)

Industry of employment	Number of employed persons		Change 2006-2016		Compound annual growth rate
	2006	2016	n	%	
Mining	177	324	147	83%	6%
Health Care and Social Assistance	5,710	8,578	2,868	50%	4%
Construction	2,172	3,154	982	45%	4%
Arts and Recreation Services	696	963	267	38%	3%
Transport, Postal and Warehousing	1,093	1,507	414	38%	3%
Accommodation and Food Services	2,667	3,610	943	35%	3%
Education and Training	3,844	5,067	1,223	32%	3%
Professional, Scientific and Technical Services	1,852	2,366	514	28%	2%
Electricity, Gas, Water and Waste Services	354	432	78	22%	2%
Other Services	1,377	1,665	288	21%	2%
Agriculture, Forestry and Fishing	420	501	81	19%	2%
Public Administration and Safety	2,080	2,471	391	19%	2%
Administrative and Support Services	795	935	140	18%	2%
Rental, Hiring and Real Estate Services	488	543	55	11%	1%
Retail Trade	5,403	5,507	104	2%	0%
Financial and Insurance Services	854	753	-101	-12%	-1%
Information Media and Telecommunications	1,107	956	-151	-14%	-1%
Wholesale Trade	1,207	986	-221	-18%	-2%
Manufacturing	5,421	3,920	-1,501	-28%	-3%
Inadequately described	227	1,079	852	375%	17%
Not stated	34	492	458	1347%	31%
Total	**37,972**	**45,794**	**7,822**	**21%**	**2%**

Source: ABS Census 2016 TableBuilder

Given that the Ballarat LGA study area encompasses the whole city, the industries of Ballarat's resident workforce and the jobs in Ballarat are similar.

Figure 11: Change in employment by industry 2006-2016 (place of work data)



Source: ABS Census 2016 TableBuilder

4.7 Employment containment

Employment containment rate data in Ballarat shows a strong containment rate of 77%. Almost 11,000 people leave the LGA for work, while around 8,500 people come to work in Ballarat from other LGAs.

*Counting persons aged 15 years and over

Indicator	Rate
Ballarat – Place of work	
Number of workers coming into the LGA for work	8,569
Proportion of jobs	19%
Ballarat – Place of usual residence	
Number of workers leaving the LGA for work	10,889
Proportion of workforce	23%
Containment rate	**77%**

Source: ABS Census 2016 TableBuilder

Table 9: Containment rate by Central Highlands LGA

LGA	Total working residents	Total residents that work in the LGA	Containment rate
Ararat	4,966	3,841	77%
Ballarat	48,129	37,255	77%
Golden Plains	10,694	2,128	20%
Hepburn	6,701	3,137	47%
Moorabool	15,524	4,941	32%
Pyrenees	2,845	1,308	46%
Central Highlands Total	**88,854**	**52,610**	**59%**

Source: ABS Census 2016 TableBuilder

The table below shows the containment rate by industry, ranked from largest to smallest containment rate. Manufacturing has a high containment rate however it has experienced reduction in employment generation.

Table 10: Containment rate by industry

Industry of employment	Total residents in labour force	Residents employed in Ballarat	Containment rate
Retail Trade	5,068	4,665	92%
Accommodation and Food Services	3,453	3,148	91%
Health Care and Social Assistance	7,532	6,808	90%
Manufacturing	3,515	3,098	88%
Other Services	1,541	1,345	87%
Arts and Recreation Services	906	774	85%
Rental, Hiring and Real Estate Services	530	452	85%
Education and Training	4,890	4,158	85%
Information Media and Telecom.	915	774	85%
Professional, Scientific and Tech. Serv.	2,394	1,994	83%
Wholesale Trade	912	759	83%
Not stated	449	364	81%
Inadequately described	1,025	829	81%
Electricity, Gas, Water and Waste Serv.	416	336	81%
Financial and Insurance Services	766	615	80%
Transport, Postal and Warehousing	1,552	1,187	76%
Administrative and Support Services	1,102	819	74%
Public Administration and Safety	2,732	1,943	71%
Mining	337	224	66%
Construction	3,974	2,584	65%
Agriculture, Forestry and Fishing	703	392	56%
Total	**44,715**	**37,255**	**83%**

Source: ABS Census 2016 TableBuilder

4.8 Workforce participation

Table 11: Workforce participation by age group

Age in Five Year Groups	Employed	Unemployed	Other	Not in labour force	Total	Proportion of workforce
15-19 years	2,702	603	333	2,962	3,638	7%
20-24 years	4,834	728	474	1,507	6,036	11%
25-29 years	4,888	412	390	1,068	5,690	11%
30-34 years	4,661	295	371	1,023	5,327	10%
35-39 years	4,542	238	328	964	5,108	10%
40-44 years	4,767	252	343	972	5,362	10%
45-49 years	4,774	268	336	1,011	5,378	10%
50-54 years	4,777	233	378	1,122	5,388	10%
55-59 years	4,180	189	350	1,506	4,719	9%
60-64 years	2,846	144	357	2,505	3,347	6%
65-69 years	1,191	29	369	3,958	1,589	3%
70-74 years	364	11	341	3,467	716	1%
75+	186	-	747	6,904	933	2%
Total	**44,712**	**3,402**	**5,117**	**28,969**	**53,231**	**100%**

Source: ABS Census 2016 TableBuilder

4.9 Gross regional product

Gross Regional Product in Ballarat has been strong between 2006 and 2019 and is estimated to have grown faster than the state average.

Table 12: Gross regional product trend 2006-2019

Region	Gross regional product ($ millions)				
	2006	2011	2016	2019	Total growth 2006-2019
Ballarat	4,281	4,726	5,207	6,050	+1,769
Change since previous data point (%)	-	10%	10%	16%	+41%
Victoria	319,863	357,659	398,730	441,816	+121,953
Change since previous data point (%)	-	12%	11%	11%	+38%

Source: Economy.id

4.10 Business turnover

The following table provides a profile of local business turnover by sector and business size. As is the case nationally, the municipality has a large number of small and medium sized (turnover) firms with a significant number in construction and a range of service sectors.

Table 13: Yearly business turnover by industry

Industry	Zero to less than $50k	$50k to less than $200k	$200k to less than $2m	$2m to less than $5m	$5m to less than $10m	$10m or more
Agriculture, Forestry and Fishing	151	139	148	9	3	5
Mining	9	6	6	0	0	3
Manufacturing	69	93	145	29	19	13
Electricity, Gas, Water and Waste Services	3	5	7	0	0	0
Construction	218	611	724	82	28	34
Wholesale Trade	36	47	92	30	7	15
Retail Trade	71	115	234	55	21	26
Accommodation and Food Services	38	105	231	19	12	3
Transport, Postal and Warehousing	197	145	120	16	3	8
Information Media and Telecommunications	27	18	8	0	0	0
Financial and Insurance Services	633	309	145	16	0	0
Rental, Hiring and Real Estate Services	299	384	259	24	5	6
Professional, Scientific and Technical Services	216	312	291	36	9	9
Administrative and Support Services	52	115	96	13	12	3
Public Administration and Safety	0	4	9	3	0	0
Education and Training	23	44	29	0	3	3
Health Care and Social Assistance	100	198	340	22	5	3
Arts and Recreation Services	35	44	41	11	3	3
Other Services	42	174	183	7	5	0
Currently Unknown	6	11	5	0	0	0
Total	**2,209**	**2,890**	**3,109**	**373**	**138**	**143**

Source: ABS Counts of Australian Businesses Cat. 8165.0, June 2019

5.0 ECONOMIC AND INDUSTRY TRENDS

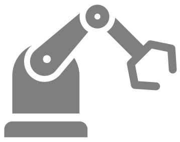
5.1 Overview

Global and national trends continue to impact demand for employment land and industry sectors that utilise such land. Key trends are as follows.

- Manufacturing has consolidated to focus on advanced manufacturing and in activities that draw on primary production like food and beverage manufacturing and activities that support domestic construction
- Many high tech modern industrial sectors are low-impact and compatible with other employment generating uses
- Sectors involved in logistics such as transport, storage and wholesale trade continue to be significant drivers of industrial land demand. These sectors tend to have low employment densities
- Various trends in high throughput distribution, "last mile" services and growth in e-commerce are likely to support the logistics sector further
- Land that offers access to major transport networks (such as BWEZ) is likely to remain in strong demand in the future
- Ballarat is well positioned to perform a primary role in western Victoria for such activities and support metropolitan Melbourne in a national context
- Another sector of the industrial land market is 'service industry'. This refers to population-driven activities like industrial-based repairs and services, construction, trade supplies and bulky goods retailing for example. Businesses of this type are more or less proportionate to the size of the catchment population
- The full extent of implications of COVID-19 on the industrial sector is unlikely to be fully understood for some time. The pandemic has impacted the economy significantly however at the current time the industrial land sector appears to be performing well.

5.2 Macro-economic context

Globalisation



Automation

Information technology

The demand for industrial floorspace in Australia continues to be influenced by the globalisation of trade, labour and production costs, the increasing dominance of information technology in production processes and access to primary goods.

5.3 Manufacturing

Traditional labour-intensive manufacturing has been in decline in Australia for approximately half a century whereas growth has been focused in so-called advanced manufacturing, where use of new technologies and equipment support competitive production, and in sectors that draw on primary production like food and beverage manufacturing. Sectors that support domestic construction also remain significant.

Deloitte identified value added food processing as one of "25 growth hotspots with the biggest potential to lift Australia's growth trajectory over the next 20 years". A range of other industries including pharmaceuticals, specialist machinery manufacturers, and manufacturers engaged in producing materials to meet the needs of the residential construction sector are also identified as growth sectors.

Many contemporary industrial uses, particularly in an Australian context, are now non-polluting and low impact, and often combine office functions with warehousing and distribution.

There is also an increasing amount of 'clean' high-tech industries, including Research & Development (R&D), information and communications, and advanced manufacturing. Advanced manufacturing is defined as a "broad set of enabling technologies, processes and practices that businesses from a wide range of industry sectors can adopt to improve their productivity and competitiveness"[1]. Advanced manufacturing industries can include additive manufacturing / 3D printing; advanced materials manufacturing, biotechnology, nanotechnology, and design-led innovation amongst others.

Many of these high tech modern industrial sectors are low-impact and compatible with other employment generating uses, including large-format retailing and standalone office. They are likely to have different demands from traditional manufacturing industries where

[1] Australian Government, Department of Industry, Innovation and Science

access to physical inputs (such as telecommunications infrastructure or proximity to logistics infrastructure) is a key location driver.

The need for labour cost savings has supported some manufacturing activities to remain viable in regional areas, which can offer a more stable and, in some cases, lower cost labour force compared to metropolitan centres.

The drive for efficiency has reduced the significance of manufacturing floorspace demand in the industrial land market.

5.4 An increasingly automated workplace

A report by the Committee for Economic Development of Australia (CEDA) found that almost 40% of Australian jobs could be replaced by technology by 2025.[2] If this prediction comes to fruition, there would be a need for significant re-shifting and the need for upskilling of the workforce. A way to mitigate this impact is for employees, companies and institutions to remain agile, embracing long-life learning and re-education to stay competitive and skilled.

5.5 Higher density industrial development

Historically, industrial developments typically have been single level, on large lots, with at-grade parking. However, this development model has been challenged in recent years resulting from limited land stocks, high inner city land values and rents.

These market trends have resulted in ‘vertical’ industrial development being explored within major cities like Sydney. This model has been successfully delivered in Asia by Goodman with a company spokesperson suggesting that ‘scarcity of sites in infill areas close to urban centres and consumers, combined with competing demand for quality locations is creating land use intensification. We are increasingly seeing a shift towards multi-storey industrial facilities or changes of use to commercial and residential.’[3]

5.6 Logistics

Sectors involved in logistics such as transport, storage and wholesale trade have become significant drivers of industrial land and floorspace demand. These sectors tend to have low employment densities and as such employment growth can be modest despite growth in property demand.

Globalisation and the free movement of people, goods and services has increased the amount of competition and have resulted in a decline in the proportion of jobs within manufacturing industries in Australia. As manufacturing employment has declined and imports have grown accordingly, warehousing, transport, distribution and logistics businesses have thrived. These types of businesses have shifted their locational preferences

[2] Australia’s future workforce?, CEDA, 2015
[3] Carolyn Cummins, ‘Goodman looks to go vertical’, Sydney Morning Herald, 16 February 2018

to areas which benefit from the availability of larger sites required for modern logistics businesses.

This 'high throughput distribution' space is essentially designed to facilitate the rapid movement of goods through the supply chain. Businesses with low inventory turnover are gravitating to inexpensive land and low-cost buildings.

In contrast, businesses that have high inventory turnover and high value products, and typically provide value added functions (including product customisation, packaging and customs) are more prepared to pay a premium for excellent access to a large customer base and proximity in time and space to roads, ports and airports.

5.7 Transport accessibility

The proximity of employment precincts to key transport routes has emerged as a key priority for industrial occupiers. The preference for industrial tenants to be located close to a freeway or highway was evident in recent CBRE research which found that for every additional minute drive closer to a motorway, equated to a 2.1% spike in rent.[4]

The reasons for this locational preference stems from transport costs typically comprising a large share of an industrial businesses' operational cost base, compared to its rental cost. As such, an industrial business can make cost savings by locating themselves near infrastructure.

With the rise of e-commerce and on-line distribution services, this demand, preference and requirement to have easy road access has increased and become a major consideration for businesses.

5.8 "Last mile" services and e-commerce

The rise of e-commerce has seen significant growth in the demand for freight and logistics industrial space in close proximity to customers, often referred to as "last mile" customer logistics. This decreases the delivery time of products, with some companies offering same day delivery services. With e-commerce's market share growing at a faster rate than traditional retail, there is likely to be a growing demand for space in appropriate locations for last mile services.

Goodman estimates that e-commerce tenancies account for about 60% of their global customer base with Amazon recently occupying 70,000sqm of warehouse space across two facilities, in Dandenong South in Melbourne and Sydney's Moorebank.[5] Knight Frank stated that in 2019, of the 680,000sqm of new industrial supply that entered the market, it is estimated that over half of this new supply "has come of the back of the e-commerce

[4] CBRE - Motorway access drives rental shift in Sydney's industrial powerhouse market, Natasha Pierson, 2018
[5] Ecommerce and last-mile logistics reshape property fortunes, AFR, Tim Boreham August 25, 2018

trade”.[6] A CBRE report estimated an additional 350,000sqm of distribution space required annually to service e-commerce growth across Australia.[7]

The growing demand for this type of service is evident in the creation of warehousing and storage services and courier pick-up and delivery services across the Central Highlands.

With the development of improved road and rail infrastructure, Ballarat has the capability to serve the estimated 147,000 additional residents forecasted to reside in the Central Highlands by 2036. This is more relevant given the fact that 29% of these new residents are forecast to reside within the Ballarat LGA.

In short, Ballarat’s strategic location in the Central Highlands coupled with proposed infrastructure improvements will increase the appropriateness and profile of Ballarat to logistics occupiers and hence there will be a growing demand for additional land and space.

5.9 Service industry

Another sector of the industrial land market is ‘service industry’. This refers to population-driven activities like industrial-based repairs and services, construction and installation services, trade supplies, motor vehicle retailing and services and bulky goods retailing, factory outlets and education and health services.

Businesses of this type serve population catchments and are more or less proportionate to the size of the catchment population.

Typically, these uses are attracted to industrial precincts given there relatively lower land values and rents, when compared to commercial centres, and the need for large lots with good access to the local road network. The presence of these uses, however, can increase market rents and land values in industrial precincts as competition increases and these types of uses can be typically more capable of paying higher rent.

The characteristics of Ballarat’s CBD is reflective of its heritage and regional city values making it more difficult to retrofit large office and retail premises. The industrial and commercial zones located close to commercial centres could play a role in creating job and service opportunities, while preserving the Ballarat CBD’s unique characteristics.

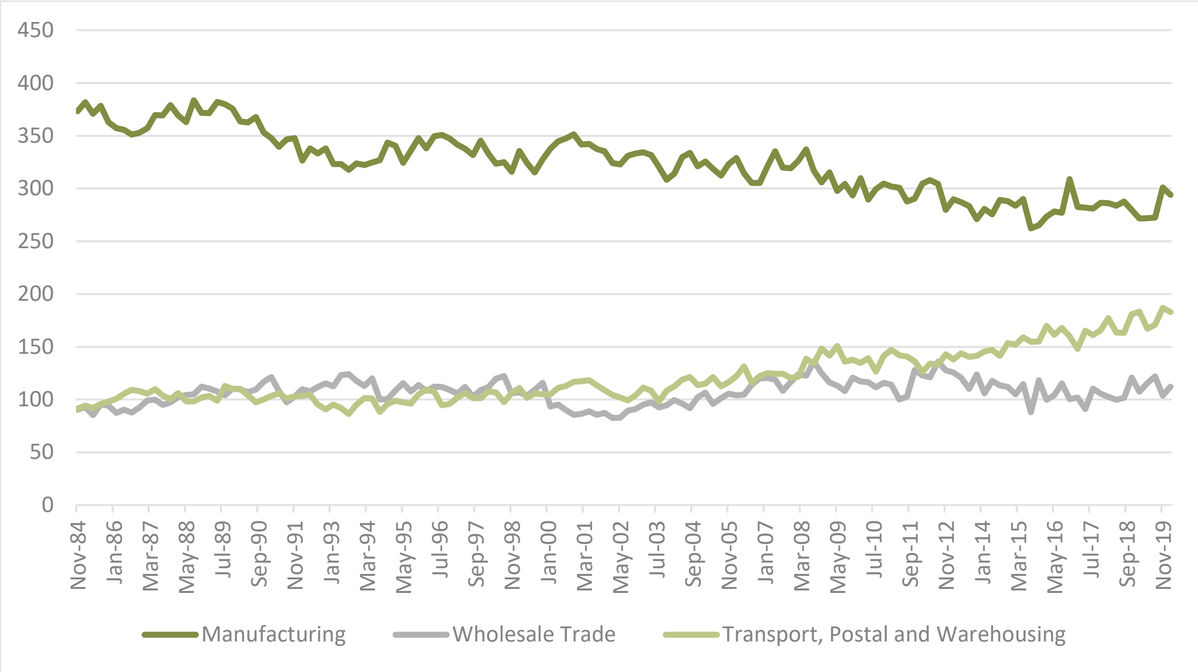
5.10 Employment trends

In Victoria, manufacturing and wholesale trade employment growth has declined whereas transport and storage have seen strong growth in employment numbers.

Manufacturing and wholesale trade employment numbers have decreased over the last 20 years with employment down 33% and 31% respectively. Transport and storage employment has growth 21% in the same time period.

[6] Sydney Industrial Market Overview July 2019, Knight Frank
[7] The Rise of Multistorey Warehousing in Australia, CBRE Research 2019

Figure 12: Employed persons by selected industries, Victoria



Source: ABS Labour force, Australia, November 2020

5.11 COVID-19 potential implications

The direct effect of COVID-19 and quarantine measures and indirect effect on the global supply chain have disrupted business operations and economic productivity and jobs. While Australia has been fortunate to stem the COVID-19 outbreak relatively quickly, the restrictions put in place have had impacts on local industries and employment. Disruptions are continuing to play out due to alterations in export demand, closure of ports, resourcing issues, consumer spending shifts and supply chain issues. The full extent of implications will unlikely be determined for some time.

A national survey undertaken by the Australian Chamber of Commerce and Industry identified that businesses in Victoria are twice as likely to be facing a greater than 80% revenue decline compared to NSW and other states.[8] In cases where businesses are fully online and e-commerce configured, disruptions from COVID-19 have been minimal. The JobKeeper payment has assisted eligible businesses to retain their workforce despite revenue loss or temporary closures, however this program ended in March 2021 and will likely affect the stability of businesses in the immediate term.

Maintaining and building new supply chains has been the most challenging issue for businesses, especially for those businesses that have been trying to diversify their international supply chains.

[8] Australian Chamber of Commerce and Industry, November 2020, 'Impact of Covid-19 On Australian Business A Joint Acci-Unisa Survey'

To begin to measure the impact of COVID-19 on industries, IBIS World developed a rating system that assesses an industry's reliance on international trade, supply chain risks and other industry-specific factors; indicating overall positive or negative exposure to COVID-19.[9]

Manufacturing industry – COVID-19 related impacts

- Heavily reliant on components manufactured in Asian economies.
- Ports closed and shipments diverted.
- China shutdown has affected food product manufacturers as demand for food products such as beef, lamb, dairy, flour and grain all declined due to the closure of food-service businesses.
- Local demand, for some products, sustained by construction industry which operates as essential service.
- Logistics challenges due to travel restrictions.
- Reduction in demand from hospitality businesses.
- Reduction in commercial flights which are significant for freight transport.
- Businesses with low reliance on imported inputs are well-equipped to maintain productivity.
- Strong local demand for non-perishable and essential food products such as pasta, frozen vegetable and meat, sauces, canned vegetables, milk and baking products.
- Some businesses have been able to pivot to support manufacturing of medical equipment.

Analysis

IBISWorld have identified export-based food products and textiles manufacturing as being at key risk of COVID-19 related impacts. These industries employ around 1,400 people in total. Other manufacturing industries such as wood, mineral and metal products may have lower potential impact ratings. Based on the IBISWorld risk information and Ballarat's employment profile, around one third of manufacturing jobs in Ballarat may be risk of indirect impacts.

Construction industry – COVID-19 related impacts

- Construction contractors have been adversely affected by supply chain disruptions for construction equipment, building materials and skilled labour.
- Supply chain disruptions for imported component parts, building materials and construction equipment have stemmed from delays in production and shipments from China, the United States and Europe. These disruptions have delayed the progress of some construction projects and potentially increased input costs.
- Division operators must adjust their operations to comply with strict guidelines governing social distancing on work sites, and ensure personal safety and hygiene.

[9] IBISWorld, November 2020 'COVID-19 Economic Assessment – Special Report', cited on 5 June at: https://www.ibisworld.com/industry-insider/press-releases/ibisworld-releases-COVID-19-special-report/

Construction industry – COVID-19 related impacts

- The construction sector has been adversely affected during the first two quarters of 2020-21 by the restrictions on construction activity in Victoria under the Stage 4 lockdown, however regional Victoria was less affected than metropolitan areas.
- The economic recession is expected to discourage foreign investment in the Australian property market and significantly diminish the capacity of local property developers to invest in new residential and non-residential buildings.
- Governments spending on shovel-ready infrastructure projects and bringing forward large infrastructure projects in the development pipeline are expected to increase demand in across many non-building construction markets, particularly for road and rail projects.

Analysis

Anecdotally the construction industry in Ballarat remained productive throughout the COVID-19 period. Ballarat is in a unique position in that metropolitan and rural migration is driving residential dwelling growth in the municipality.

6.0 MARKET RESEARCH

6.1 Overview

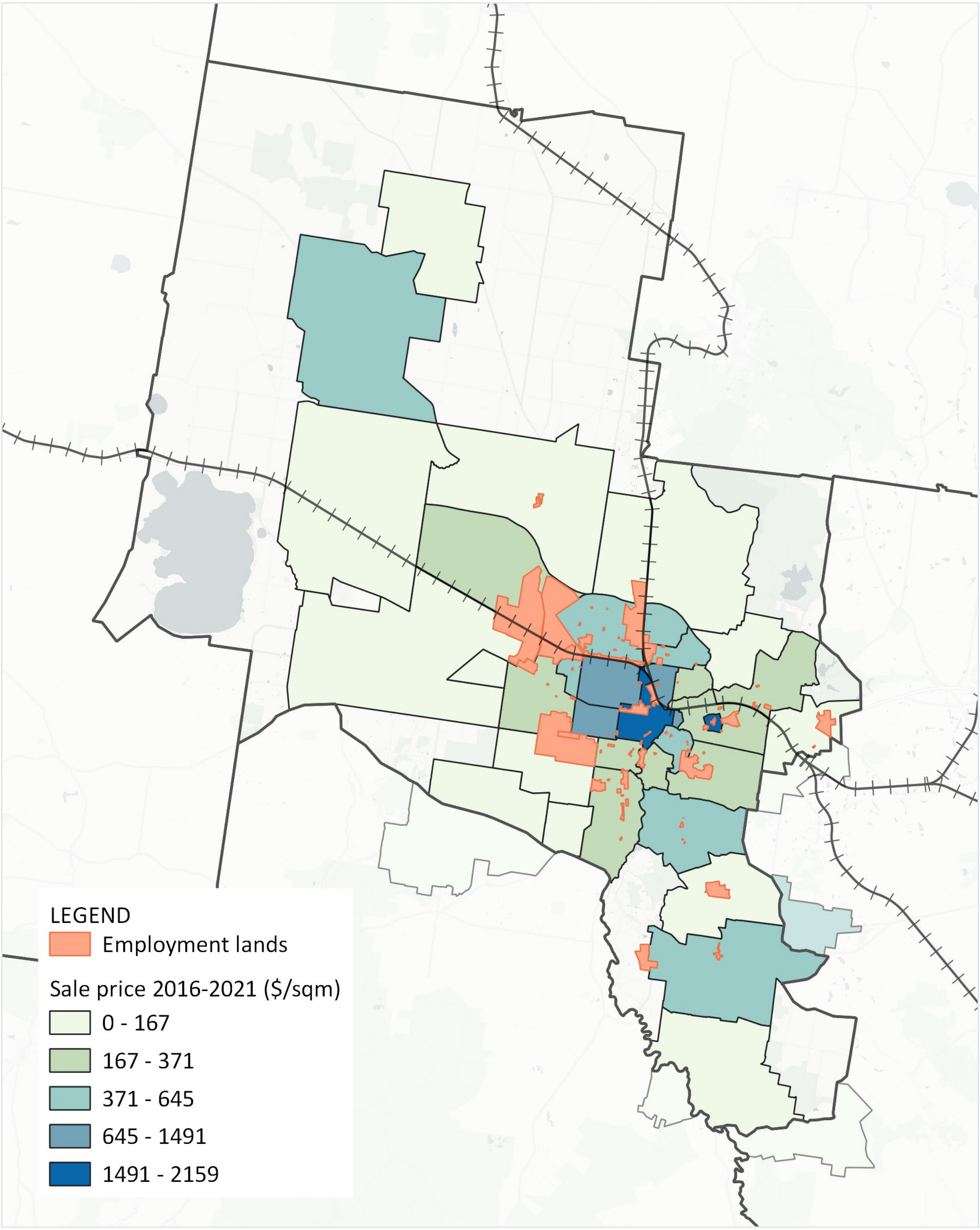
Property market research reveals the following characteristics of the local employment land market:

- Based on property sales data, the employment land market in Ballarat has a number of segments:
  - Commercial zone – provides small to medium sized lots, average size 800sqm, relatively high average value of $1,150/sqm
  - BWEZ – provides large lots, average size 4.45ha, relatively low average land value of $44/sqm
  - Industrial 1 and 3 zones – provides mixed lot sizes including small to large lots, with an average around 3,000sqm to 3,500sqm, average values in the $140/sqm to $240/sqm range. Industrial 3 zones tend to support more intensive uses
  - Mixed use zones have characteristics of industrial, commercial and residential zones and provide a mix of lot sizes with an average around 3,00sqm, relatively high values around $350/sqm
- Property sales activity has been significant in western Ballarat, mainly in Alfredton, Delacombe, Wendouree and Ballarat Central
- Most investment is happening in Delacombe, Wendouree, Mitchell Park and Canadian.
- Developments are occurring on lots between 1,500 to 9,500sqm
- Warehouses are the most common type of development, occasionally with office attached. Office-warehouse developments are popular according to sales data.

6.2 Sales trends

There have been around 700 transactions of commercial properties in the past ten years, with Alfredton, Delacombe, Wendouree and Ballarat Central being the most transacted suburbs, as shown in Figure 13 below. The map below also shows the location of Ballarat's employment lands in relation to suburb boundaries, noting that some precincts span more than one suburb.

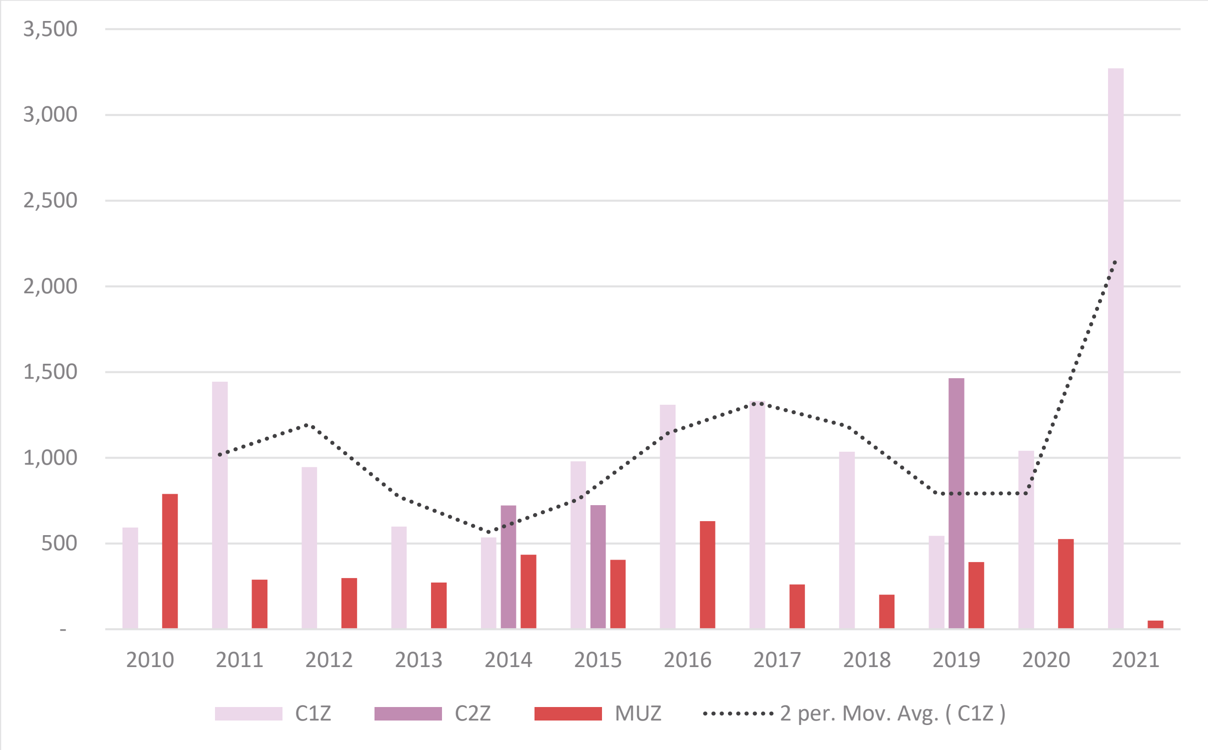
Figure 13: Ballarat commercial sale price per square metre of land area (2016-2021)



Source: RP Data Professional, Jan 2021

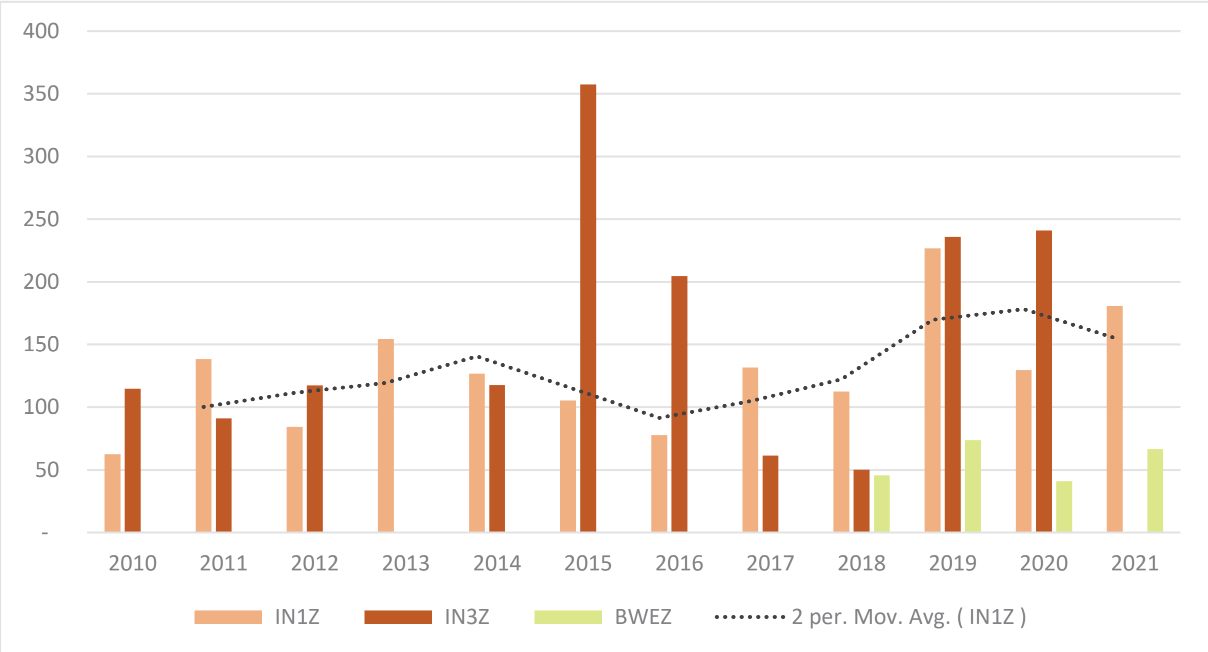
The sales trends for each zone is shown in Figure 14 and Figure 15 below, which indicate a variable increases in land values per square metre across both commercial and industrial zones.

Figure 14: Commercial zones sales price per square metre of land area, Ballarat LGA (2010-2021)



Source: RP Data Professional, April 2021; excludes Ballarat Central

Figure 15: Industrial zones sales price per square metre of land area, Ballarat LGA (2010-2021)



Source: RP Data Professional, April 2021; excludes Ballarat Central

Commercial zoned land (C1Z, C2Z and MUZ) saw peaks in 2012, 2017 and 2021 with growth overall.

Mixed use zoned land has historically sold for less per square metre than C1Z land – most C1Z is centrally located with good amenity.

For industrial zoned land (IN1Z, IN3Z and SUZ14 (BWEZ)) there were distinct peaks in sales prices in 2014 and 2019. The high sales price in 2021 suggests the demand for industrial land held throughout the COVID-19 pandemic.

Land in BWEZ sells for a lower rate compared to other industrial zones (sales began in 2017). This is because the area is located on the urban periphery and offers larger land holdings with sales data generally reflecting land value with no improvements.

BWEZ provides a complimentary offer in the local industrial market. Most other precincts have smaller lot sizes and are located within established areas.

6.3 Property market profile

A summary of recent sales transactions across each zone type in the study area is shown in Table 14 below.

Table 14: Recent industrial and commercial property transactions (Year to Q2 2021)

Row Labels	Lot sizes	Average lot size	Number of sales	Average sale price	Sales price ($/sqm)
Commercial 1 Zone	80 – 2,400sqm	789sqm	10	$893,500	$1,132
Commercial 2 Zone	None transacted				
Mixed Use Zone	200 – 23,731sqm	2,977sqm	24	$1,058,283	$341
Industrial 1 Zone	160 – 57,900sqm	3,481sqm	75	$497,289	$137
Industrial 3 Zone	1,900 – 3,900sqm	2,961sqm	4	$713,250	$241
BWEZ	17,800 – 96,000sqm	44,502sqm	3	$1,977,705	$44

Source: RP Data; excludes Ballarat Central, Jan 2021

Properties in the Commercial 1 Zone represent inner urban locations with more intensive retail, office and residential land uses, with smaller lot sizes at a sales price of around $1,100/sqm.

Properties within the Commercial 2 Zone (Wendouree Homemaker's Centre) were not transacted in the past year – the centre leases properties to tenants.

The Industrial 1 Zone was the most transacted zone in the study area, with the most commonly transacted lot size being between 3,500 and 4,100sqm.

Local agents indicated that tilt-slab concrete factoryette developments were a source of new industrial stock in the zone – three recent developments comprised five to twenty units in core industrial precincts were sold 100% off the plan.

High demand for IN1Z lots is also indicated in Figure 15, whereby IN1Z land value has increased by around 50% between 2018 and 2021 to reach approximately $180/sqm.

Properties zoned Industrial 3 support more intensive uses such as wholesalers, car dealerships, breweries, gyms and other specialist retailers. These non-traditional industrial uses command higher rents and higher land values – this is evident in the 838 Humffray Street South development in Mount Pleasant development which realised up to $1,400/sqm in 2017. Overall the IN3Z offers a pipeline of development sites at around $240/sqm. Sales data on the top ten most transacted suburbs shown below.

Table 15: Industrial sales price data (Year to Q2 2021)

Suburb	Number of transactions	Minimum sale price	Maximum sale price	Average sale price	Average lot size (sqm)	Sales value ($/sqm)
Alfredton	4	$310,000	$2,275,000	$917,500	2,695	$340
Delacombe	28	$170,000	$1,650,000	$562,454	2,643	$213
Canadian	5	$262,350	$600,000	$409,656	2,403	$170
Wendouree	17	$388,608	$2,200,000	$770,030	3,771	$168
Ballarat East	2	$410,000	$693,000	$551,500	4,221	$131
Mitchell Park	11	$215,000	$3,475,615	$758,456	13,739	$55
Comparison employment precincts						
East Melton	5	$429,000	$2,200,000	$877,800	1,500	$566
Somerton, Hume	20	$190,000	$3,300,000	$988,500	1,982	$449
Corio, Geelong	5	$330,000	$2,250,000	$1,032,000	4,865	$212
East Bendigo	21	$100,000	$3,932,500	$771,358	6,727	$97

Source: RP Data, Jan 2021

6.4 Key recent transactions

A sample of recent transactions is shown in the following pages.

1/5 Old Creswick Road, Wendouree

Land size: 1,388sqm
Building area: 767sqm
Zoning: Industrial 1 Zone
Employment precinct: Wendouree

Sale price: $847,000
Sale date: 15 December 2020
Sale price ($/sqm): $610/sqm

55 Airport Road, Mitchell Park

Land size: 1.9ha	Sale price: $1,275,000
Building area: Vacant land	Sale date: 17 August 2020
Zoning: Special Use Zone - Schedule 14	Land sale price ($/sqm): $67/sqm
Employment precinct: BWEZ	Note: Sold by Development Victoria

1 Laidlaw Drive, Delacombe

Land size: 1,576sqm	Sale price: $440,000
Building area: 403sqm	Sale date:27 November 2020
Zoning: Industrial 1 Zone	Sale price ($/sqm): $279/sqm
Employment precinct: Delacombe	

13 Lalor Street, Ballarat East

13 Lalor Street, Ballarat East	
Land size: 1,925sqm Building area: 108sqm Zoning: Industrial 3 Zone Employment precinct: Ballarat East	Sale price: $693,000 Sale date: 11 November 2020 Sale price ($/sqm): $360/sqm

1 Ring Road, Alfredton	
	
Land size: 1,266sqm Building area: 281sqm Zoning: Industrial 1 Zone Employment precinct: Alfredton	Sale price: $665,000 Sale date: 10 November 2020 Sale price ($/sqm): $525/sqm

6.5 Recent investment

Recent planning applications for commercial developments provide an indication of investment activity in Ballarat. Figure 16 shows the location of recent proposed investments, and details on each proposal are noted in the table that follows.

The activity data indicates:

- Most investment is happening in Delacombe, Wendouree, Mitchell Park and Canadian
- Developments are occurring on lots between 1,500 to 9,500sqm
- Warehouses are the most common type of development, occasionally with office attached.

HillPDA CONSULTING

Figure 16: Recent industrial and commercial planning applications in Ballarat

Map ID	Project title	Type	Estimated value	Status	Site area	Project commence
1	Paddy's Drive Storage Sheds	Storage Sheds	$150,000	Under assessment	5,302	17/01/2022
2	Gregory Street West Warehouses	Warehouses (12)/Offices (12)	$1,000,000	Under assessment	4,124	29/01/2022

Map ID	Project title	Type	Estimated value	Status	Site area	Project commence
3	Eon Energy Wendouree	Service Station - Altns & Addns	$300,000	Under assessment	N/A	5/01/2022
4	Marli Close Warehouses	Warehouses (5)	$1,000,000	Under assessment	2,098	23/08/2021
5	Sturt Street & Endeavour Way Commercial & Industrial Development	Office Building/Sheds (3)/Showroom - 2 Storey	$4,200,000	Under assessment	7,304	23/08/2021
6	Otway Street South Warehouses	Warehouses (5)	$1,500,000	Under assessment	5,682	7/01/2022
7	Grandlee Drive Warehouses	Warehouses (17)	$1,500,000	Commenced	N/A	1/10/2020
8	Grandlee Drive Warehouses	Warehouses (7)	$1,000,000	Under assessment	5,650	22/08/2021
9	Ballarat Airport Hut #44 & #45	Airport Hut - Renewal	$400,000	Firm	N/A	13/04/2021
10	Ballarat - Carngham Road Warehouse	Warehouse - Extn	$200,000	Under assessment	N/A	16/08/2021
11	Hertford Street Showroom	Showroom - Addn	$250,000	Under assessment	N/A	8/08/2021
12	Elizabeth Street Industrial Building	Industrial Building	$600,000	Under assessment	N/A	20/05/2021
13	Icon Drive Storage Shed	Storage Shed	$200,000	Abandoned	N/A	4/12/2020
14	Laidlaw Drive Industrial Buildings	Industrial Buildings (4)	$500,000	Under assessment	1,574	27/11/2021
15	Butt Street Warehouse	Warehouse - Altns & Addns	$400,000	Under assessment	N/A	15/04/2021
16	Grandlee Drive Commercial & Industrial Development	Office/Trade Supplies/Storage Sheds	$1,000,000	Under assessment	9,474	9/11/2021
17	Icon Drive Warehouses	Warehouses (17)	$2,000,000	Under assessment	N/A	30/11/2021
18	Airport Road Industrial Building	Industrial Building	$300,000	No Further Info Available	N/A	10/11/2020
19	Learmonth Street Industrial Development	Trade Supplies/Showroom/Storage	$1,000,000	Under assessment	5,300	8/07/2021
20	20 Stonepark Road, Delacombe	Industrial Park (40 lots)	Unknown	Under assessment	211,700	Unknown

Source: CoreLogic Cordell Connect, Jan 2021

6.6 Stakeholder views

HillPDA undertook eight semi-structured interviews with a sample of stakeholders during the first two weeks of March 2021.

A summary of themes regarding the employment land market is as follows:

- Sales prices have increased significantly in the past year – IN1Z land sold for around $100/sqm in the FY19/20 and is selling for around $150-160/sqm in FY20/21
- There is strong demand for smaller industrial lots – 1,000-4,000sqm to host stand-alone properties
- Most transactions of industrial properties are 3,000-4,000sqm
- BWEZ provides larger lots, supporting businesses to upsize and stay in Ballarat, such as 6,000-20,000sqm
- Industrial land was given the following categorisation:
  - Top tier – BWEZ
  - Second tier – Delacombe, Wendouree, Mitchell Park, Alfredton
  - Third tier – Canadian, Eureka, Ballarat East (lower price point due to location and geographic issues)
- BWEZ provides larger properties for upsizing Ballarat businesses and new businesses seeking to be located in western Victoria
- While it is mostly owner occupiers in BWEZ there are a number of businesses that do not want to be landowners
- Some prospective businesses are seeking smaller lots, which are not available in BWEZ due to its market offer and subdivision restrictions
- Access to the ring road and key transport routes is a primary determinant of demand
- There is a perceived shortage of land for standalone warehouses on 1,000 to 4,000sqm lots; this means some businesses are accepting smaller, attached warehouses
- Some landowners may be banking englobo land in strategic areas (Wendouree, Mitchell Park, Delacombe) and this creates scarcity of supply
- There is demand for office uses in the western growth corridor (Lucas, Delacombe)
- Older style industrial buildings have heritage value and could be an opportunity for new adaption. For example, Howitt Street at Doveton Street has a dance studio, gym, snooker centre, church and antiques warehouse
- A common contention is that some industrial land in inner Ballarat has reached the end of its life, constrained by residential land use interfaces, subject to buffer requirements, and high vacancy levels.

7.0 STATUTORY PLANNING REVIEW

7.1 Overview

This section provides an overarching review of planning scheme controls that apply to employment land. This includes a review of zones (permitted uses), overlays and related planning scheme controls. This review includes consideration of insights provided by stakeholders from the property industry including developers, real estate agents and urban planners.

7.2 Overview of zones by area

The following table provides an overview of the employment land zones by area. The Industrial 1 zone is by far the most significant employment land zone subject to this analysis. It comprises approximately 64% of employment land and 17% of the zone is undeveloped.

The Mixed Use Zone and Special Use Zone Schedule 14 (BWEZ) are the next most significant in terms of land area at 13.0% and 12% respectively. The BWEZ area is largely undeveloped at the current time.

Table 16: Zone area

Zone	Hectares (Ha)	Share of Total	Vacant Land Share
Industrial 1 Zone	867	64%	17%
Industrial 3 Zone	25	2%	27%
Commercial 1 Zone	107	8%	12%
Commercial 2 Zone	18	1%	22%
Mixed Use Zone	175	13%	7%
Special Use Zone Schedule 14 (Estimated precincts A and B (BWEZ))	156	12%	92%
Total	1,348	**100%**	**28%**

Source: Derived from Ballarat property data; HillPDA

7.3 Zone performance

The purpose, performance and identified issues relating to the zones are described in the table below. Overall, industrial zoned land in Ballarat hosts a large variety of employment uses – 'anything and everything' – which a testament to flexible and diverse zoning, which provides affordable land with a variety of levels of amenity and access to major roads and transport linkages.

It has also been reported that the pre-application meeting process used by the Council is a productive part of the approvals process.

Table 17: Zone performance

Zone	Purpose of zone	Performance and identified issues
Industrial 1 Zone (IN1Z)	▪ To provide for manufacturing industry, the storage and distribution of goods and associated uses in a manner which does not affect the safety and amenity of local communities.	▪ There is strong demand for IN1Z land, particularly for standalone and attached warehouses for a range of industries. ▪ Sizeable portions of zoned and vacant land are available however some landowners are not undertaking development. ▪ Ancillary office uses are appearing in the zone (e.g. head offices in Wendouree West, Alfredton). ▪ Restricted retail (bulky goods) and other retail uses create competition for land. ▪ There are several instances of industrial activities interfacing with residential land (i.e. Wendouree West, Wendouree East, Canadian, Delacombe) inhibits future development of offensive uses on industrial land.
Industrial 3 Zone (IN3Z)	▪ To provide for industries and associated uses in specific areas where special consideration of the nature and impacts of industrial uses is required or to avoid inter-industry conflict. ▪ To allow limited retail opportunities including convenience shops, small scale supermarkets and associated shops in appropriate locations. ▪ To ensure that uses do not affect the safety and amenity of adjacent, more sensitive land uses.	▪ Take up mostly supports population-servicing uses like automotive, bulky goods retail and indoor sports (see Mount Pleasant Precinct). ▪ This zone effectively maintains low-impact uses to buffer residential land in line with zone purpose. ▪ Growing retail component could place upward pressure on land price (see Minor Precinct 51: Barkly Street at Cobden Street, Mount Pleasant) ▪ Due to buffer requirements for certain uses, smaller land parcels may not be able to accommodate a full suite of industrial uses or only be able to develop a small portion of a site.
Commercial 1 Zone (C1Z)	▪ To create vibrant mixed use commercial centres for retail, office, business, entertainment and community uses. ▪ To provide for residential uses at densities complementary to the role and scale of the commercial centre.	▪ C1Z outside the Ballarat CBD is taken up by: – main-street style detached retail outlets (eg Alfred Street North and South), – shopping centres (smaller centre such as Northway and larger centre Stockland), ▪ Marginal take up by new residential or office uses.

Zone	Purpose of zone	Performance and identified issues
		■ Generally not a lot of demand for office uses in C1Z – however, there is growing office demand in the Ballarat West Growth Area ■ Recent transactions in Sebastopol suggest redevelopment in the near future.
Commercial 2 Zone (C2Z)	■ To encourage commercial areas for offices, appropriate manufacturing and industries, bulky goods retailing, other retail uses, and associated business and commercial services.	■ C2Z is solely used for Ballarat Homemaker's Centre. New large format retail supports population growth in western Ballarat.
Mixed Use Zone (MUZ)	■ To provide for a range of residential, commercial, industrial and other uses which complement the mixed-use function of the locality.	■ MUZ is used for local convenience retailing, strip mall retail, residential housing development, a hotel precinct and industrial uses. The zone also has some instances of underutilised and vacant land in some instances. ■ It is recognized as a flexible zone and suited for infill development with residential and/or commercial components. ■ There are a wide scope of uses that are permissible in the zone – if retail growth is supported over time these local centres could draw activity away from the CBD or major activity centres. ■ Highest and best use shows accommodation, small retail and café uses can be suited to the zone. ■ Recent redevelopments in MUZ occludes employment-generating uses (see Botanica Estate, Lake Gardens).
Special Use Zone Schedule 14 (SUZ14)	■ To facilitate the development of the BWEZ. ■ To provide for industry, research and development, freight hub and related transport activities, aviation-related uses, and support services in accordance with the Ballarat West Employment Zone Master Plan Document 2012. ■ To foster employment generating uses primarily through the manufacturing, construction, transport and logistics, wholesale trade and	■ Provisions include a requirement to meet job generation targets. ■ Purchasing caveats, procedural requirements and processing times for accessing land in BWEZ may be longer than average comparable precincts in Geelong, Lara, Bendigo or Bacchus Marsh. ■ Precinct A: BWEZ is attractive to a range of industrial and logistics businesses, and this is consistent with the SUZ14. ■ Precinct B: Not yet subject to subdivision or development. ■ Precinct C: Residential construction underway and selling well off the plan.

Zone	Purpose of zone	Performance and identified issues
	enabling industries sectors, and by limiting the extent of land in the BWEZ used for retailing, offices and warehouses. ▪ To ensure that subdivision of the BWEZ retains sites that will accommodate operators at a range of scales and makes provision for key landmark sites and catalyst developments. ▪ To provide that the development of the BWEZ is staged in an orderly manner, having regard to essential services, transport facilities, environmental and hydrological considerations, and the proximity of Ballarat Airport. ▪ To ensure that the development of the BWEZ enhances the environmental values of the surrounding area and the BWEZ site, and respects the identified heritage values of the BWEZ site. ▪ To ensure that any sensitive industrial operations in areas adjacent to the BWEZ are protected from emissions from the BWEZ area. ▪ To ensure that appropriate buffer distances are maintained between the BWEZ and adjacent existing and future residential areas. ▪ To provide for low-density residential development in the BWEZ Precinct C on lots which, in the absence of reticulated sewerage, can treat and retain all wastewater.	▪ Some businesses that seek large lots have sought the affordable and well serviced land in BWEZ.

Source: Ballarat Planning Scheme; HillPDA

7.4 Overview of overlays

The table below provides a summary of overlays that are applied to selected employment land areas in Ballarat.

Overlays address site-specific matters. No information has been identified in this research to suggest overlays are unreasonably restrictive to business operations. Key points are as follows:

- Overlays may require more resourcing to address procedural requirements, however there are no broad-based perceived issues for development regarding any particular overlay
- Development Plan Overlays (DPOs) have been useful in providing strategic direction for key precincts
- Design and Development Overlay (DDO) Schedule 18 will affect any proposals for buildings taller than 15 metres in the vicinity of the airport and flight paths in BWEZ
- Implementation of neighbourhood character through a Design and Development Overlay may potentially create conflict for employment-generating uses (see DDO4 – Soldier's Hill and DDO10 – Sturt Street).

Table 18: Summary of overlays

Overlay	Land subject to overlay	Operation of overlay in Ballarat
Environmental Significance Overlay	▪ Small areas (less than 500sqm) of riparian land including in Wendouree West, Melbourne Road at Boundary Road, Saleyards Delacombe and Magpie Mine	▪ Identifies areas where the development of land may be affected by environmental constraints. ▪ Requires permit to remove, destroy or lop vegetation ▪ Unlikely to seriously influence development activity in the study area
Vegetation Protection Overlay	▪ Small areas (less than 500sqm) of land with extant trees including in Melbourne Road at Boundary Road, Canadian and the Ballarat Technology Park	▪ Aims to protect areas of significant vegetation ▪ Requires consideration of vegetation values in planning applications ▪ Unlikely to seriously influence development activity in the study area
Design and Development Overlay	▪ DDO4 – Soldier's Hill ▪ DDO10 – Sturt Street ▪ DDO18 – Ballarat Airport/BWEZ	▪ Identifies areas which are affected by specific requirements relating to the design and built form of new development.

Overlay	Land subject to overlay	Operation of overlay in Ballarat
	■ DDO19/20 – Sturt Street	■ DDO18 impacts any building over 15m in height near the airport's flight paths. ■ DDO19 and DDO20 impact any building over 11.8m and 29.3m in height respectively in the area surrounding the Ballarat Base Hospital helipad.
Development Plan Overlay	■ DPO2 and DPO1 – Ballarat Homemaker's Centre ■ DPO4 – Delacombe Industrial ■ DPO9 – Other 13/Other 51/Former Ballarat Orphanage ■ DPO10 – BWEZ	■ Identifies areas which require the approval of a development plan before permits can be issues. The DPO lists the requirements that must be considered in the development plan. ■ Development Plan Overlays have been useful in providing strategic direction for key precincts. ■ DPO4 – Delacombe Industrial has since changed in scope, and is intended to be rezoned to non-commercial uses.
Heritage Overlay	■ Buninyong Town Centre (entire centre) ■ Sebastopol (selected parcels) ■ Sturt Street (entire centre) ■ Eureka Street at Joseph Street (majority of precinct) ■ Rodier Street (entire precinct) ■ Golden Point, Soldier's Hill, Mount Pleasant (selected MUZ precincts) ■ Saleyards Site Delacombe (part of site)	■ Aims to conserve and enhance heritage places of natural or cultural significance. ■ Soft law instrument requiring a heritage report to meet policy objectives. ■ Several examples of adaptive reuse under the Heritage Overlay suggests development appetite
Floodway Overlay/Land Subject to Inundation Overlay	■ Small area (less than 2,000sqm) of IN1Z land north of Wendouree East	■ Identifies waterways, major floodpaths, drainage depressions and high hazard areas which have the greatest risk and frequency of being affected by flooding ■ Floodway overlay to the north of Wendouree East could place limitations on industrial development activity
Bushfire Management Overlay (BMO)	■ Small area (less than 2,000sqm) of IN1Z land west of Wendouree	■ Development activity in employment zones are subject to permit application Pathway 2 for

Overlay	Land subject to overlay	Operation of overlay in Ballarat
	West ▪ Eastern portion of Eureka Precinct ▪ Southern portion of Golden Point ▪ Ballarat Technology Park (majority of precinct)	the BMO ▪ An application must provide a: Bushfire Hazard Landscape Assessment Bushfire Hazard Site Assessment Bushfire Management Statement Bushfire Management Plan
Airport Environs Overlay (AEO1 and AEO2)	▪ Portions of BWEZ adjacent to the flight path	▪ Identifies areas where the use of land for uses sensitive to aircraft noise will need to be restricted. ▪ AEO requires a permit for subdivisions and buildings to be constructed to Australian Standard 2021:2015. ▪ Compliance is dealt with in the BWEZ structure planning work.
Public Acquisition Overlay	▪ Portion of Woodman's Hill abutting the Western Highway	▪ Identifies land which is proposed to be acquired by a Minister, public authority or municipal council. ▪ Often used to acquire land for road widening. ▪ Accepted as part of the Woodman's Hill Masterplan
Environmental Audit Overlay	▪ Alfredton – Mixed Use Zone area ▪ Howitt Street – Mixed Use Zone area to the east ▪ Howitt Street at Doveton Street – Mixed Use Zone component ▪ Minor Precinct 49 – Entire site ▪ Eureka Street at Joseph Street – entire precinct ▪ Mount Pleasant – Mixed Use Zone component	▪ Ensures that potentially contaminated land is suitable for a use which could be significantly adversely affected by any contamination. ▪ Under the Planning Practice Note 30 - Potentially Contaminated Land, analysis of potential contamination is required for changes of land use. This could require additional resources for such applications.

Source: Ballarat Planning Scheme; HillPDA

7.5 Uses and activities with potential adverse impacts

Clause 53.10 of the Planning Scheme establishes buffer distances for certain types of uses and activities, which if not appropriately designed and located, may cause offence or unacceptable risk to the neighbourhood. A selection of such uses and their buffer requirements are seen in Table 19.

Applications to breach buffer requirements are referred to the Environment Protection Authority, which requires additional resources from the proponent and can extend the length of application, thus impacting feasibility of development or change of use. This could indirectly impact the ability to maximise employment objectives of the zone.

These provisions impact employment land that interfaces with sensitive land uses and in particular small employment precincts that are located within residential precincts. The impact of the controls is to limit the potential uses for such areas.

Table 19: Buffer requirements for uses with potential adverse impacts

Type of use or activity (purpose)	Threshold distance (metres)
Iron or steel production:	
up to 1,000,000 tonnes per year	500
exceeding 1,000,000 tonnes per year	1,000
Fertiliser production	1,000
Boiler maker	100
Metal coating and finishing	500
Structural or sheet metal production	500
Alcoholic and non-alcoholic beverage production, exceeding 5,000 litres per day	500
Bakery (other than one ancillary to a shop):	
exceeding 200 tonnes per year	100
night-time operations, exceeding 200 tonnes per year	500
Grain and stockfeed mill and handling facility	
with meat meals or tallow	500
no meat meals or tallow	250
Manufacture of milk products, exceeding 200 tonnes per year	300
Cement, lime, clay bricks, tiles and pipe refractories, with a design production rate exceeding 10,000 tonnes per year	500
Used plastics treatment or processing	500
Transfer station:	
accepting organic wastes	500
other	200

Source: Ballarat Planning Scheme, Clause 53.10

Buffer requirements mean that on certain small lots, the area of operational land for certain uses is too small to make development feasible. For example, a milk manufacturer requires any site to be at least 300m deep from the nearest sensitive use before the building footprint is permitted, and some zones in Ballarat do not span 300m.

Some properties in IN1Z areas that have existing use rights may not meet updated standards regarding buffer requirements for certain businesses. For example, a grain handling facility would breach buffer requirements on around half of the properties in the Wendouree West precinct and therefore require referral to the Environment Protection Authority.

Buffer requirements may also impact developability of urban renewal opportunities identified in previous strategic work (see Today, Tomorrow, Together: Ballarat 2040 and the Wendouree Station Precinct Masterplan). Ex-industrial land parcels such as the Selkirk site, the old Saleyards and the Wendouree Station Precinct are earmarked for urban renewal and are abutting industrial land. The potential for new residential and commercial uses will need to be seriously considered as potential for conflict between sensitive and offensive uses could raise issues previously mentioned.

EMPLOYMENT LAND NEEDS

8.0 SUPPLY AND DEMAND ANALYSIS

8.1 Overview

This section estimates how many years of zoned employment land supply is currently available based on anticipated future demand.

- It is Council and state policy to provide for between 10 and 15 years' supply of land for employment needs. This report adopts the 15 year benchmark for planning purposes.
- The methods used to forecast demand and years' supply are as follows:
  - **Method 1: Land take up** – This method forecasts land needs based on the historic development of vacant land
  - **Method 2: Population growth method** – This method uses the current amount of occupied employment land per person as a basis for forecasting growth in land needs, as the population increases
  - **Method 3: Floorspace growth method** – This method forecasts land needs based on the historic development of floorspace.
- The results are summarised in the graphic below as 21, 32 and 41 years of zoned employment land supply (average of methods being 31 years). This is in excess of the nominal 15 years supply called for in state planning policy.
- Nevertheless, there will be a need to continually monitor the situation and as required plan for future land release in advance of development reaching the nominal 15 year supply benchmark.

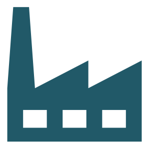
Method 1
Based on historic land take up

Ballarat has potential for
41 years
supply
of zoned employment land

Method 2
Based on forecast population growth

Ballarat has potential for
21 years
supply
of zoned employment land

Method 2
Based on historic floorspace development



Ballarat has potential for
32+ years
supply
of zoned employment land

8.2 Land supply policy

Local and state planning policies establish requirements to plan for a supply of employment land to service demand in a methodical and strategic way.

Clause 22.02-1 of the Ballarat Planning Scheme states the following:

> 'A ten-year supply of zoned, developable and readily serviced industrial land will be kept available for industrial growth in the locations identified in the Ballarat Review of Future Industrial Areas 2009.'

Clause 11.02-1 of the Ballarat Planning Scheme states the following as a strategic policy:

> 'Plan to accommodate projected population growth over at least a 15 year period and provide clear direction on locations where growth should occur.'

Clause 11.02-1S of the Victoria Planning Provisions (and Ballarat Planning Scheme) addresses supply of urban land. The objective is:

> 'To ensure a sufficient supply of land is available for residential, commercial, retail, industrial, recreational, institutional and other community uses.'

Strategies include:

> 'Ensure that sufficient land is available to meet forecast demand.'
>
> 'Opportunities for the consolidation, redevelopment and intensification of existing urban areas.'
>
> 'Monitor development trends and land supply and demand for housing and industry.'

Based on the above provisions of the planning scheme, this report assumes that at least a 15-year supply of employment land should be planned for as part of this strategy.

8.3 Method 1: Land take up method

The first method of assessing employment land needs is to compare observed land take up rates to vacant zoned land supply, which as shown earlier is 370.3ha. This method provides an indicator of number of years' supply assuming the take up rate continues into the future.

The land take up rate was found to be 9.0ha per annum during the period 2012 to 2021, an increase from 8.7ha per annum during the period 2001 to 2009 (as reported in the Ballarat Urban Development Program Report in 2009). Take up is defined as a vacant lot being developed with building(s).

The historic data is sourced from the Council rates database and represents the land take up rate over the past eight years.

On the basis of this approach, Ballarat has approximately 41 years' of zoned land supply available for future development.

This does not include opportunities that may be available from more intensive development of existing zoned land or zoning of land earmarked for future supply (such as near Mitchell Park for example).

Table 20: Land take up method

Indicator	
Data:	
Historic land take up rate per annum (2012-2021)	9.01ha
Vacant zoned land area (2021)	370.3ha
Employment land supply:	
Years' zoned land supply	41 years

Source: HillPDA

8.4 Method 2: Population growth method

This method assumes the Ballart employment land economy is measured by the ratio of occupied employment land to population. The ratio is approximately 86sqm per person. This ratio changes over time based on a range of factors but provides a guide to potential employment land needs in the future, as the population changes, all other things being equal.

Forecast population growth is sourced from Victoria in Future and Forecast.id to estimate the scale of occupied land that may be needed in the future. The data extrapolates to potential future take up of 17.7ha to 18.5ha per annum over time. This is well above observed trends of approximately 9ha per annum over the past eight years and indicates that this population method may be optimistic in terms of demand. The method suggests there is approximately 21 years of employment land supply in Ballarat.

Table 21: Population growth method

Indicator	
Data	
Ballarat population (forecast.id) (2021)	113,725
Occupied employment land supply (2021)	978.42ha
Occupied employment land per person (2021)	86.03sqm
Vacant zoned land area (2021)	370.3ha
Forecast population growth (2021 to 2036):	
Victoria in Future	32,201
Forecast.id	30,838
Forecast demand for employment land per annum:	
Victoria in Future scenario per annum	18.46ha
Forecast.id scenario per annum	17.69ha

Indicator	
Employment land supply:	
Victoria in Future scenario	20 years
Forecast.id scenario	21 years

Source: HillPDA

8.5 Method 3: Floorspace growth method

Similar to the land take up method, the floorspace growth model forecasts the amount of land that may be needed to accommodate floorspace development rates, assuming recent past trends in development continue into the future.

The historic floorspace development data is sourced from the Council rates database for the period 2012 and 2021. The average annual figure is 50,249sqm. Vacant land is estimated to have capacity for approximately 1.61m sqm of floorspace at an average floorspace to site area ratio of 43%. This figure is based on the average observed ratio for developed land.

This method suggests vacant land can accommodate approximately 32 years of development in Ballarat.

In addition to development on vacant land, new development in Ballarat may also occur on occupied land in the following scenarios:

- Existing businesses expand their operations and develop additional floorspace
- Existing buildings are at the end of their functional life and the property undergoes redevelopment
- Existing developed properties are subdivided to release more development capacity in the market.

The estimated additional floorspace capacity for infill development is based on an assessment of each precinct's existing and potential capacity as shown in the attachments to this report.

If development happens on occupied land, there is potentially an additional 60 years of land supply. This hypothetical supply stream would require 100% take up of available floorspace and is not considered viable. For employment land in Ballarat, the majority of the new floorspace is likely to be developed on vacant greenfield land. As such, infill development on occupied land is likely to represent only a minor portion of land supply in the future to augment greenfield land supply.

Table 22: Floorspace growth method

Indicator	
Data:	
Total current floorspace in employment lands (2021)	1,389,473sqm
Estimated additional floorspace capacity (2021)	
Occupied land	3,039,912sqm
Vacant land	1,606,973sqm
Total	**4,646,885sqm**
Historic floorspace take up rate per annum (2012-2021)	50,249sqm
Employment land years' supply:	
Vacant land	32 years
Occupied land	60 years

Source: HillPDA

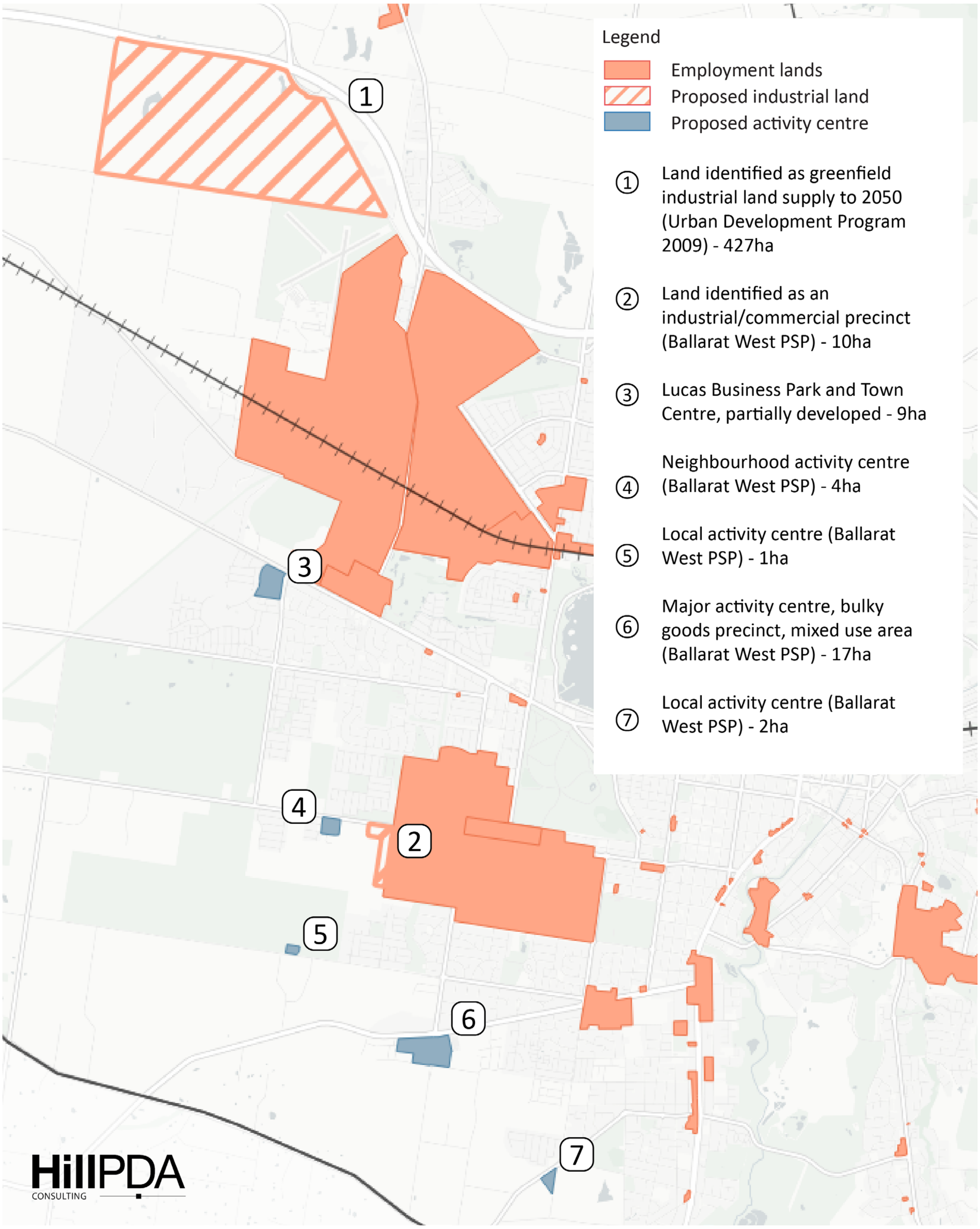
8.6 Future land supply

In addition to zoned employment land supply, planning policy has identified potential future employment areas for future zoning. The figure below shows the location of planned future supply. There is a further 437ha of proposed future industrial land and 39ha of activity centre land planned for Ballarat.

The data on years' supply shown above does not count capacity of this future supply, which may or may not be rezoned to accommodate employment land development in the future.

The need to activate future supply may be needed in the future to ensure the minimum 15 year land supply benchmark is maintained, especially if take up follows the population threshold method (currently showing 21 years' supply).

Figure 17: Proposed future land supply in planning policy



STRATEGIC DIRECTIONS

9.0 STRATEGIC DIRECTIONS

9.1 Overarching Objectives

The role, performance and strategic significance of employment land in Ballarat has been assessed in an overarching context. The objectives that guide the assessment of precincts are as follows.

- Ensure Ballarat maintains an appropriate supply of employment land to meet a range of business needs and property market segments for at least 15 years on an ongoing basis.
- Protect and enhance core employment precincts.
- Where possible, make better use of employment land that has spatial capacity for more investment.
- Where possible, facilitate alternative land use and development outcomes where land is deemed to be non-strategic in its current employment land zone.

9.2 Precinct classification

Each precinct has been assessed and classified according to the following groupings:

Core employment precinct

Efficiently functioning employment precincts – protect and enhance the economic and employment role of these areas.

Employment investigation area

Areas in transition to non-employment uses where the importance of employment uses requires assessment. Undertake strategic planning work to determine if land can be better utilised to deliver improved economic and employment outcomes.

Potential redevelopment area

Areas that have limitations or issues in performing an employment role. Undertake strategic planning work to determine if alternative land use and development outcomes can deliver a net community benefit.

9.3 Classification process

The process to classify precincts within the overarching objectives included the following steps:

- Identify the function of each precinct based on existing land uses (categories being: industrial, commercial and activity centre).
- Assess the performance of the precinct against strategic objectives of the Planning Scheme and relevant policy framework.
- Assess the performance of the precinct against economic and employment indicators including:
  - Vacancy rate
  - Land value
  - Historic land and floorspace take up
  - Recent transactions and planning activity
  - Environmental and planning constraints
  - Availability of transport linkages and accessibility to workforce and customer catchments
  - Viability of employment uses.

The minor precincts (1 to 51) are primarily Mixed Use Zones (43) with the remaining being Commercial 1 Zone (7) and Industrial 3 Zone (1). The process to classify these precincts within the overarching objectives also considered the following matters:

- Relationship to surrounding residential areas
- For local activity centres, having greater than five lots as established in the Ballarat Planning Scheme at clause 21.07-3, which states shop clusters of five to ten shops are classified as local activity centres in the retail hierarchy.

9.4 Classification outcomes

For the classification process, it was deemed necessary to separate out four sub-areas of three precincts as follows:

- Wendouree East – Selkirk Site
- Wendouree West – Station Precinct
- Saleyards Delacombe – Alfredton
- Saleyards Delacombe – Old Saleyards.

These sub-areas are classified differently to their parent precinct.

The classification of the 79 precincts plus four sub-areas (83 in total) is summarised as:

- 70 precincts are classified as 'core employment area'
- 6 precincts (including sub-areas) are classified as 'employment investigation area'
- 7 precincts are classified as 'potential redevelopment area'.

The table below provides a list of the classifications. The maps that follow show the information spatially.

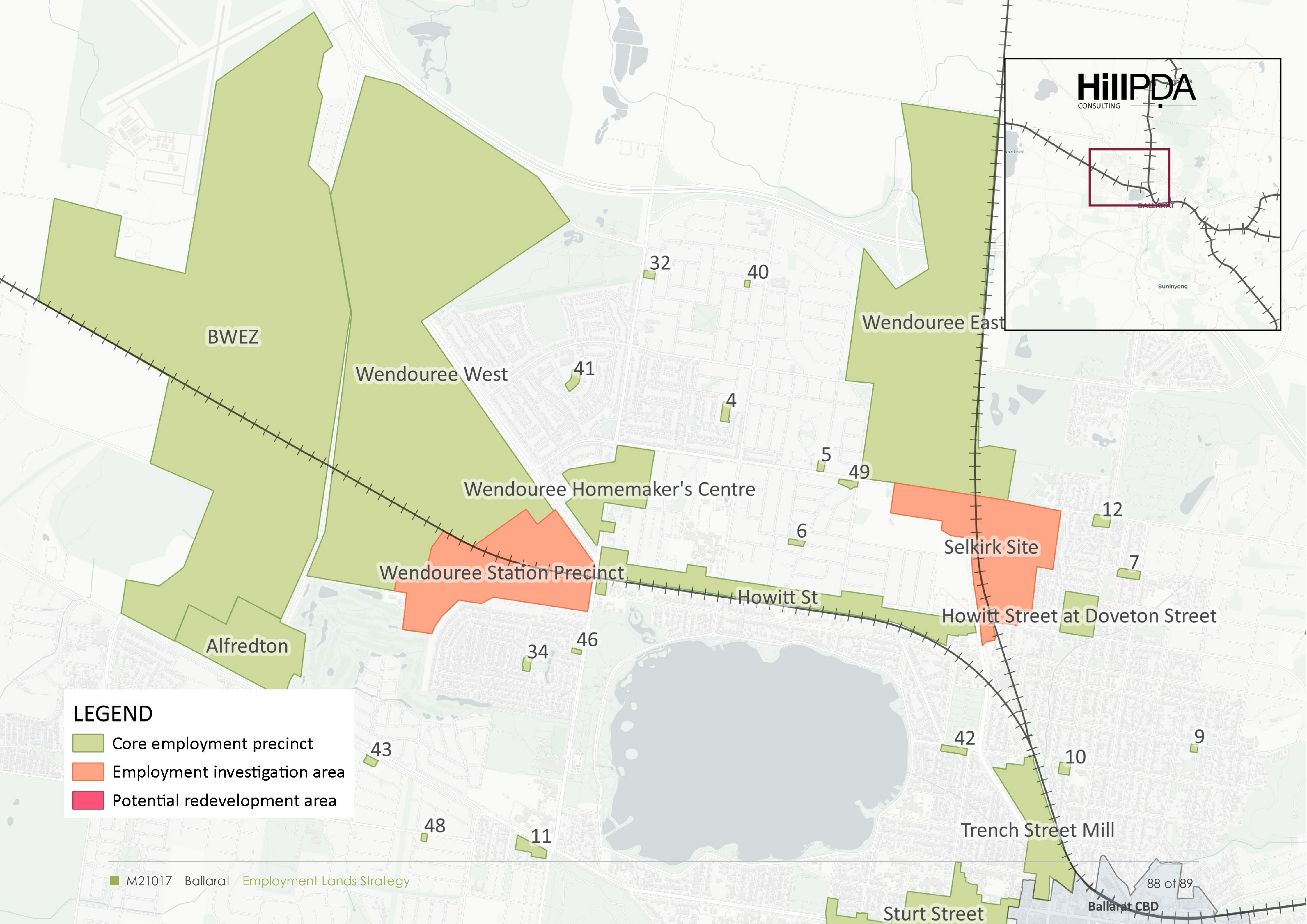
Additional information and discussion for each precinct is shown in the precinct profiles.

Table 23: Classification of Precincts

Precinct	Land Area (ha)	Vacant Land Area (ha)
Core employment precinct	**1,113.6**	**306.1**
Albert Street North	13.8	0.6
Albert Street South	5.2	0.3
Alfredton	25.1	3.3
Ballarat Technology Park	15.5	0.7
Buninyong Town Centre	5.2	0.3
BWEZ (estimate based on SUZ14 schedule)	151.9	149.5
Canadian	20.2	5.5
Eureka Street at Joseph Street	2.8	0
Howitt Street	27.6	0.9
Howitt Street at Doveton Street	5	0
Mount Pleasant	15.4	6.9
Saleyards Delacombe - Excluding Old Saleyards and Alfredton South	215.2	13.4
Sebastopol	21.3	2.2
Sturt Street	13.6	0
Trench Street Mill	15.4	0.9
Wendouree East - Excluding Selkirk Site	173	17.4
Wendouree Homemaker's Centre	18.2	0
Wendouree West - Excluding Station Precinct	283.8	82.6
Woodman's Hill	51.9	14.4
Warrenheip Township (1) **[RESIDENTIAL]**	0.4	0
Lonsdale Street, Redan (2)	0.4	0.4
Miners Rest Township North (3)	2.9	0.2
Howard Street Local Centre (4)	0.2	0
Grandview Grove at Norman Street, Wendouree (5)	0.1	0
College Street, Wendouree (6)	0.2	0
Landsborough Street at Lydiard Street, Ballarat North (7)	0.4	0
Walker Street at Simpson Street, Ballarat North (8)	0.2	0

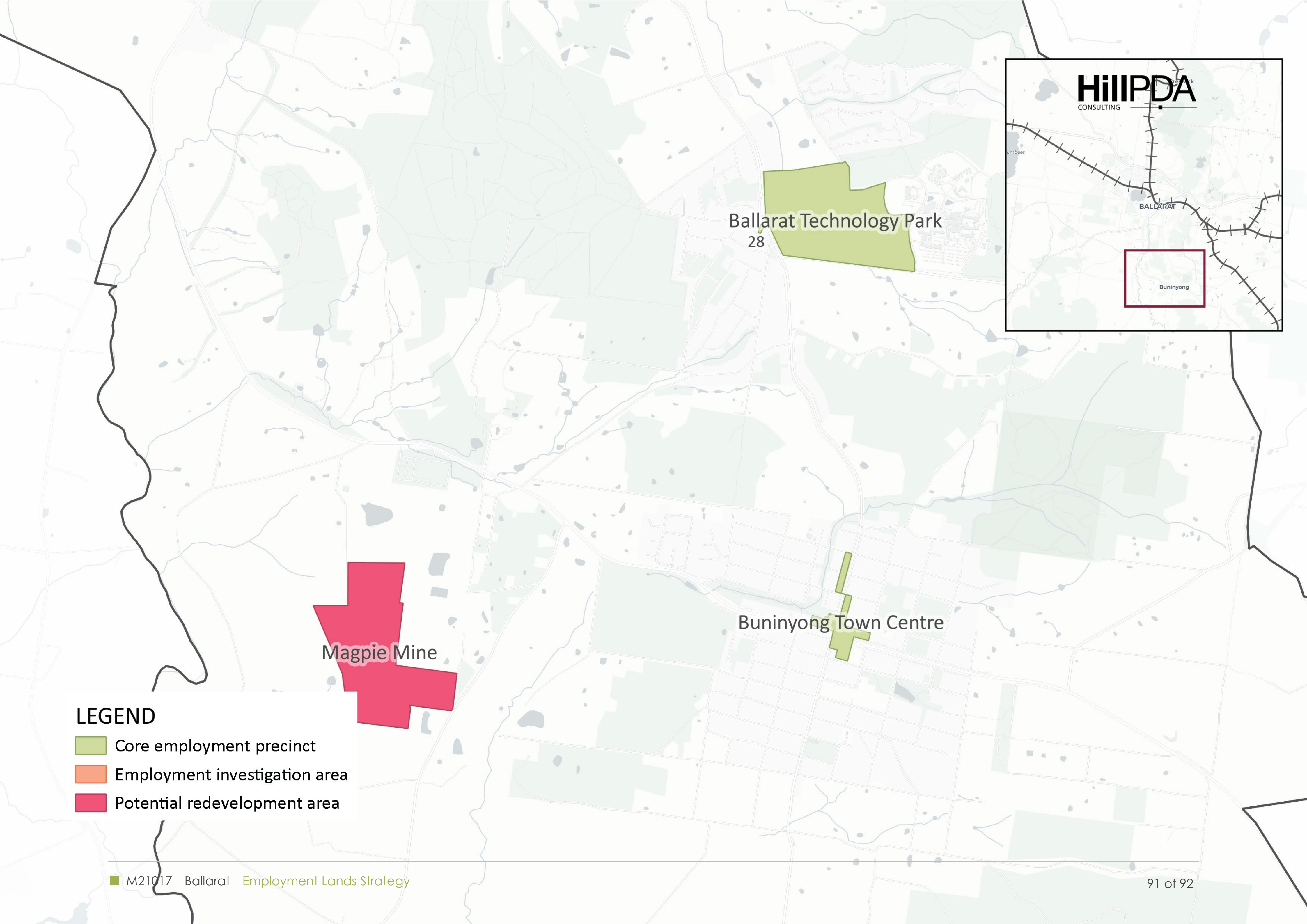
Precinct	Land Area (ha)	Vacant Land Area (ha)
Peel Street at Chisholm Street, Black Hill (9) **[RESIDENTIAL]**	0.2	0
Doveton Street at Macarthur Street (10)	0.2	0
Sturt Street at Gilles Street (11)	1.8	0
Northway (12)	0.6	0
Old Ballarat Orphanage (13)	0.4	0
Kline Street at Wesley Court (14)	0.3	0
Grant Street at Humffray Street, Golden Point (15)	0.1	0
Jessie Street at Waller Avenue, Newington (16)	0.2	0
Clayton Street at Main Road, Golden Point (17)	0.2	0
Main Road Service Station, Golden Point (18)	0.2	0
Skipton Street at Doveton Street, Redan (19)	0.2	0
Skipton Street at Darling Street, Redan (20)	1	0
Joseph Street at Clayton Street, Canadian (21)	0.2	0
Hertford Street at Alfred Street, Sebastopol (22)	0.4	0
Beverin Street near Vickers Street, Sebastopol (23)	0.4	0
Geelong Road at Hermitage Avenue, Mount Clear (24)	0.1	0
Albert Street at Queen Street, Sebastopol (25)	0.3	0.1
Dallas Avenue, Mount Clear (26)	0.2	0
Jones Avenue at Geelong Road, Mount Clear (27)	0.2	0
Mount Helen Local Convenience Centre (28)	0.1	0
Grant Street East at Barkly Street, Golden Point (29)	0.1	0
Grant Street West at Barkly Street, Golden Point (30)	0.04	0
Grant Street at Peel Street, Golden Point (31)	0.1	0
Gilles Street at Hughes Street, Wendouree (32) **[RESIDENTIAL]**	0.3	0
Skipton Street near Bell Street, Redan (33)	0.2	0
The Arches, Lake Gardens (34)	0.5	0
Pleasant Street at Freehold Place, Ballarat Central (35)	0.5	0
Skipton Street at Urquhart Street, Ballarat Central (36)	0.3	0.1
Skipton Street at Lyons Street, Ballarat Central	0.3	0

Precinct	Land Area (ha)	Vacant Land Area (ha)
(37)		
Midvale Shopping Centre, Mount Clear (38)	2.6	0.3
Miners Rest Township South (39)	7.2	1.9
Carpenter Street at Oswald Street, Wendouree (40)	0.1	0
Violet Grove, Wendouree (41)	0.4	0
Macarthur Street, Ballarat North (42)	3.5	3.1
Sturt Street at Kallioota Street, Alfredton (43)	0.2	0
Grant Street at Bond Street, Golden Point (44)	0.1	0
La Trobe Street at Pleasant Street, Redan (45)	2.7	0.3
Lake Gardens Children's Centre (46)	0.2	0
Humffray Street at Lawless Place, Brown Hill (47)	0.8	0
Cuthberts Road Milk Bar, Alfredton (48)	0.1	0
Norman Street at Dowling Street, Wendouree (49)	0.4	0
Old Ballarat Orphanage (50)	0.8	0.8
Barkly Street at Cobden Street, Mount Pleasant (51)	0.3	0
Employment investigation area	**171.2**	**78.9**
Beverin Street	2.2	0.1
Saleyards Delacombe - Alfredton South	42.4	42.4
Saleyards Delacombe - Old Saleyards	17.7	17.8
Wendouree East - Selkirk Site	48.7	8.1
Wendouree West - Station Precinct	56.8	10.4
Yarowee Street	3.4	0.1
Potential redevelopment area	**64.1**	**4.1**
Eureka	18.4	3.1
Lal Lal Street	0.8	0
Magpie Mine	37.3	0
Melbourne Road at Boundary Road	3.8	0.8
Melbourne Road at Bradbury	0.7	0.2
Rodier Street	2.7	0
Skipton Street at Hill Street	0.4	0
Grand total	**1,348.9**	**389.1**


HillPDA
CONSULTING
BWEZ
Wendouree West
Wendouree East
Wendouree Homemaker's Centre
Wendouree Station Precinct
Howitt St
Selkirk Site
Howitt Street at Doveton Street
Alfredton
Trench Street Mill
Sturt Street
Ballarat CBD
32
40
41
4
5
49
6
12
7
34
46
43
48
11
42
10
9
LEGEND
Core employment precinct
Employment investigation area
Potential redevelopment area


Alfredton South
Alfredton South
Old Saleyards
Saleyards/Delacombe
16
35
45
2
36
37
Skipton Street at Hill Street
19
33
Mount Pleasant
51
Ballarat CBD
15
44
31
29
30
17
18
Lal Lal Street
21
Rodier Stre
Eureka St at Joseph St
Canadian
22
Albert St North
Sebastopol
Beverin Street
23
Yarowee Street
Albert St South
24
38
25
26
27
Creswick
BALLARAT
Buninyong
LEGEND
Core employment precinct
Employment investigation area
Potential redevelopment area


HillPDA
CONSULTING
BALLARAT
Buninyong
47
13
14
1
Melbourne Road at Bradbury Road
Melbourne Road at Boundary Road
Eureka
Woodman's Hill
LEGEND
Core employment precinct
Employment investigation area
Potential redevelopment area


HillPDA
CONSULTING
BALLARAT
Buninyong
Ballarat Technology Park
28
Buninyong Town Centre
Magpie Mine
LEGEND
Core employment precinct
Employment investigation area
Potential redevelopment area


3
39
BWEZ
Wendouree West
Wendouree East
LEGEND
Core employment precinct
Employment investigation area
Potential redevelopment area
HillPDA
CONSULTING
BALLARAT
Buninyong

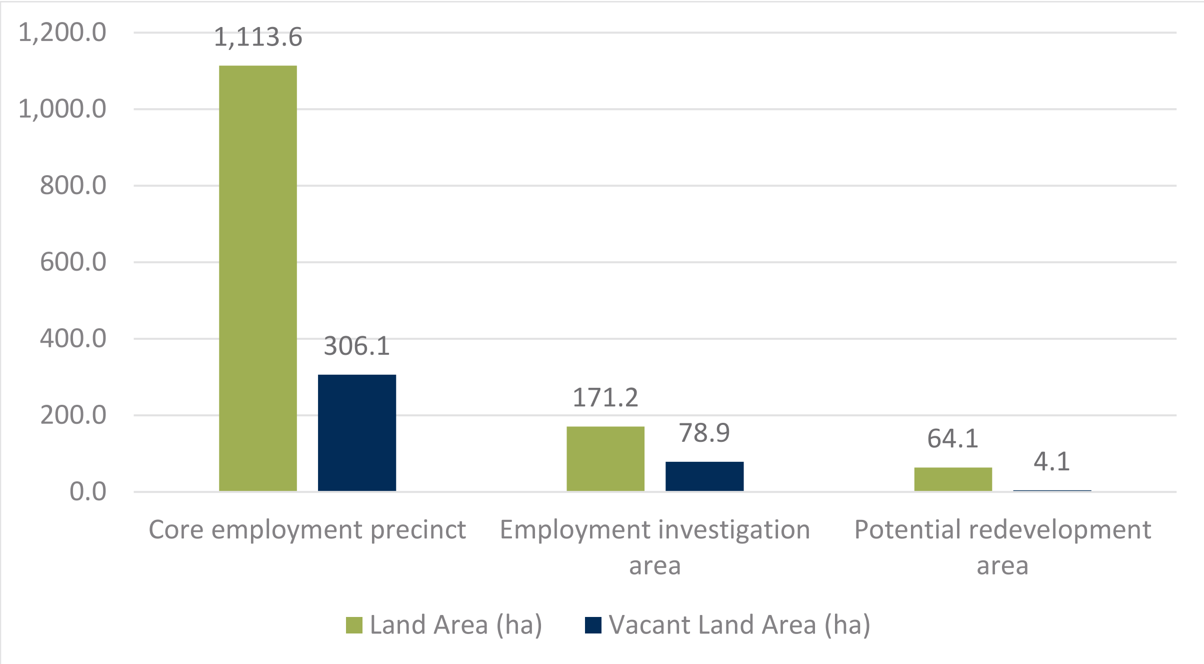
9.5 Implications for land supply

The land area classifications are summarised as follows.

- Core employment areas represent approximately 1,113ha of land (83% of total land), of which approximately 306ha is vacant (79% of vacant land supply).
- Employment investigation areas represent approximately 171ha of land (13% of total land), of which approximately 79ha is vacant (20% of vacant land supply).
- Potential redevelopment areas represent approximately 64ha of land (5% of total land), of which 4.1ha is vacant (1% of vacant land supply).

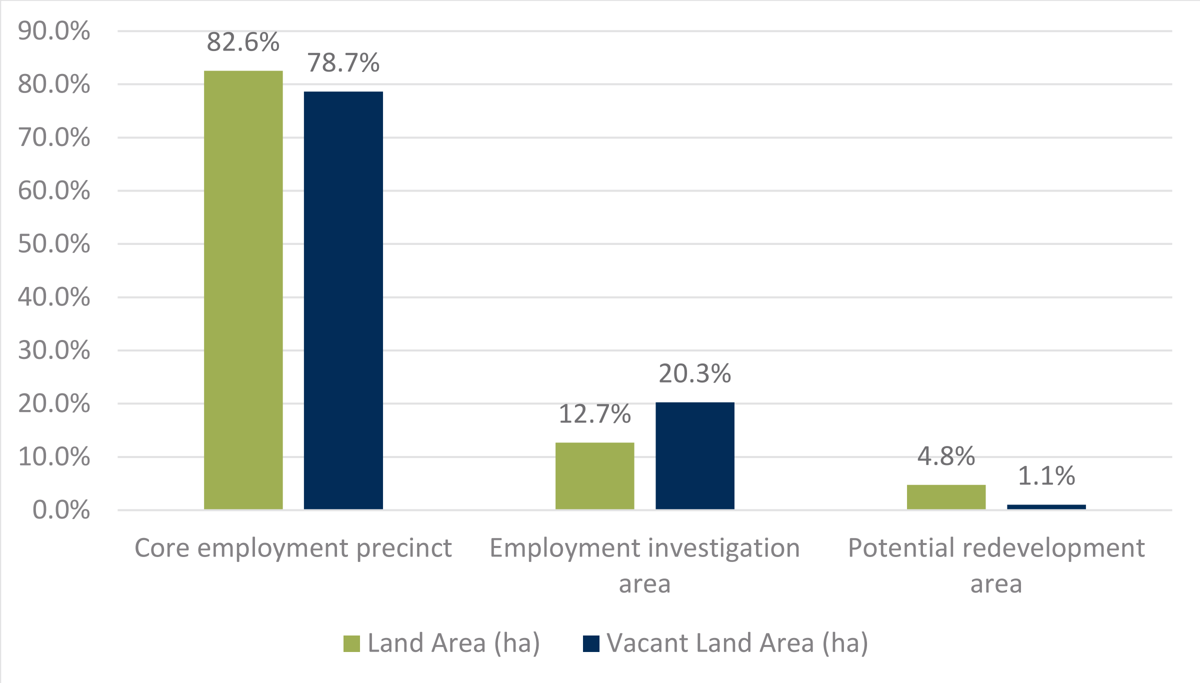
According to method 1 (land take up method) of the land supply and demand analysis, 3.6ha represents about a quarter of a years' supply and thus the indicative 41 years' supply would not change (perhaps be rounded down to 40 years' supply) if this land were to be removed from employment land supply. However, if such land is investigated for alternative uses, it could be possible other employment uses may be considered.

Figure 18: Precinct Classification by Land Area (ha)



Source: HillPDA

Figure 19: Precinct Classification by Share of Land Area (ha)



Source: HillPDA

LAND SUPPLY MANAGEMENT

10.0 LAND SUPPLY MANAGEMENT

10.1 Recommended management roles

The recommended employment land management roles for Council reflect existing planning and economic development activities.

Undertake ongoing employment land monitoring and review.

It is recommended that Council continue to monitor employment land supply on a biennial basis and publish a short land supply report on the topic to inform strategic planning policy.

Undertake strategic planning policy and implementation projects for precincts.

It is recommended that strategic planning work be undertaken for 83 precincts and sub-areas in accordance with the land supply classifications shown in this report as follows:

- Core employment precinct: Protect and enhance the economic and employment role of these areas.
- Employment investigation area: Undertake strategic planning work to determine if land can be better utilised to deliver improved economic and employment outcomes.
- Potential redevelopment area: Undertake strategic planning work to determine if alternative land use and development outcomes can deliver a net community benefit.

Within the context of the above directions, explore ways of better utilising existing zoned employment land.

The current land utilisation (floorspace to site area) ratios vary between 0.2 to 0.5 in Ballarat's core employment precincts. Floorspace ratios could aspire to 0.5 to 0.8 in some cases.

Moreover, there is 157ha of englobo employment land in Ballarat's core employment precincts. This may be in part due to land banking and planning or environmental constraints.

Potential initiatives could include:

- Undertake strategic planning work to assess potential for further development of land based on land characteristics and infrastructure availability
- Work with landowners and businesses to determine aspirations and potential development intensification areas
- Explore options to catalyse development on englobo industrial land in existing precincts.

Facilitate strategically justified rezoning of greenfield areas into industrial (employment) zoned land.

Rezoning of greenfield land to increase the supply of small and medium sized lots to complement development in BWEZ may be needed within approximately five years on the basis of a high growth scenario shown in this report.

Rezoning of greenfield land to increase industrial land supply will need to reflect market demand and planning principles.

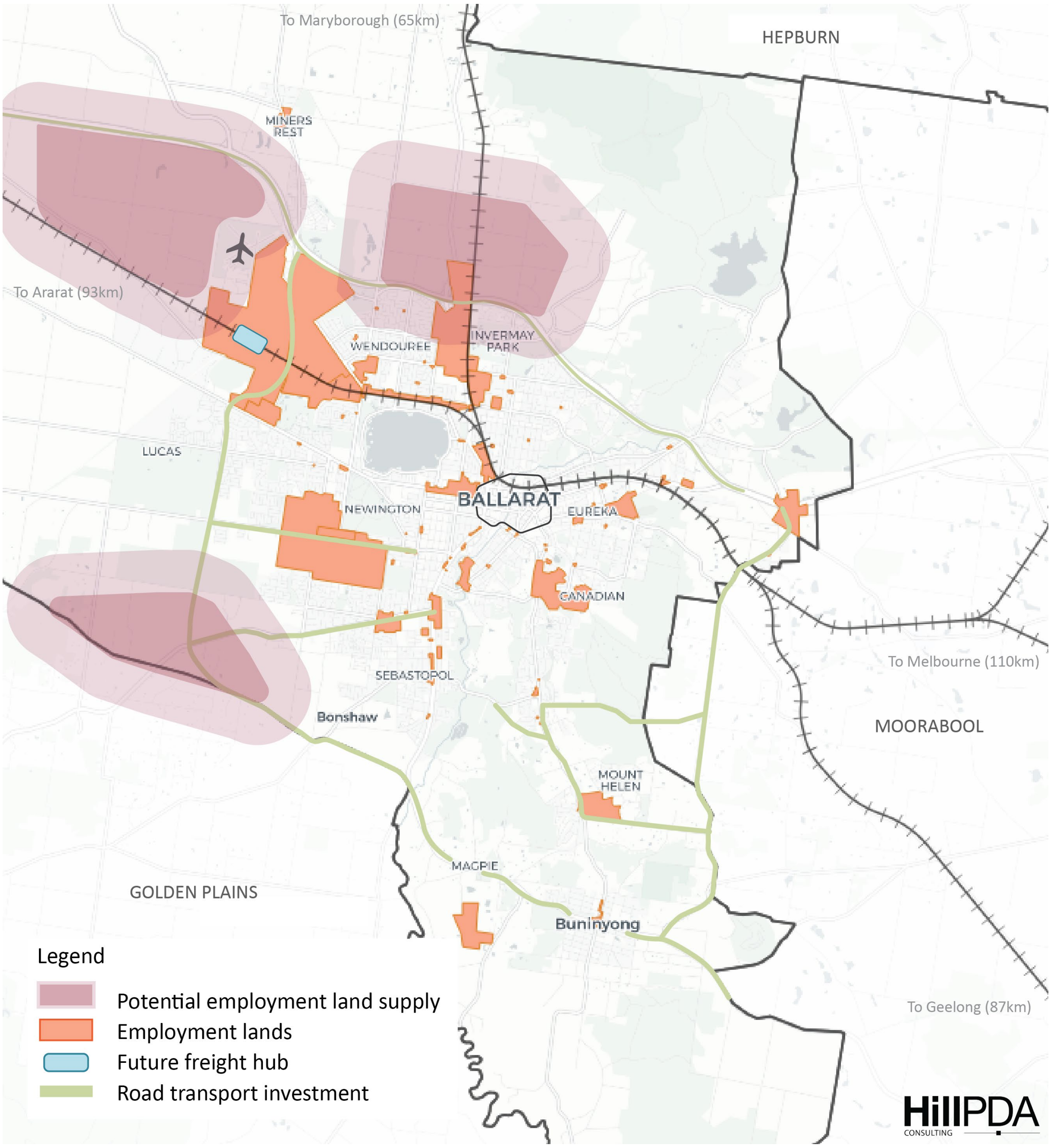
The land need is likely to be based on small and medium sized businesses in order to offer a point of difference to existing land supply at BWEZ, potentially similar to the typologies present in the Alfredton and Saleyards Delacombe precincts.

Locational preferences are based on the following criteria:

- Access to growing population, noting that a majority of residential development in the long term is expected in the Ballarat West Growth Area.
- The Ballarat Link Road transport investment (through Lucas) will be a key route connecting Ballarat's west to the north and south.
- Highway access is an important location preference for businesses.
- Environmental overlays and conditions must not inhibit development (i.e. land should not be subject to flooding, but also should be relatively flat).

Based on those criteria, the following potential exploration areas for future employment land supply are identified.

Figure 20: Future land supply exploration areas



10.2 Recommended statutory planning direction

Precinct or sub-precinct	Planning recommendation				
	Consider / Investigate rezoning	Consider / Investigate Development Plan Overlay	Consider / Investigate Development Contributions Plan	Identify in policy as strategic site	Other
Core employment precincts					
All Core Employment precincts	Protect and enhance to meet objectives of existing planning controls				
Employment investigation areas					
Beverin Street	X				
Saleyards Delacombe - Alfredton South	X	X			Revise cl 43.04 Schedule 4 (DPO)
Saleyards Delacombe - Old Saleyards	X			X	Revise cl 21.07
Wendouree East - Selkirk Site	X	X	X	X	Revise cl 21.07; consider DPO through cl 43.04 Schedule 4
Wendouree West - Station Precinct	X	X	X	X	Revise cl 21.07; consider DPO through cl 43.04 Schedule 4
Yarowee Street	X				
Potential redevelopment areas					

Precinct or sub-precinct	Planning recommendation				
	Consider / Investigate rezoning	Consider / Investigate Development Plan Overlay	Consider / Investigate Development Contributions Plan	Identify in policy as strategic site	Other
Eureka	X	X		X	
Lal Lal Street	X				
Magpie Mine	X				If there is no strategic merit to retaining the zone and the mine structurally, revise cl 27.01-4
Melbourne Road at Boundary Road	X				
Melbourne Road at Bradbury	X				
Rodier Street	X				
Skipton Street at Hill Street	X				

PRECINCT PROFILES

Albert Street North

Zones and overlays	Precinct Type	Land Uses
C1Z, MUZ Heritage Overlay (parts)	Core employment precinct	Detached Dwelling, Single Unit/Villa Unit/Townhouse, Retail Premises (single occupancy)

Total land		
Land Area (sqm)	Number of lots	Average Lot Size (sqm)
137,612	89	1,546

Occupied (Developed) Land Area						
Land Area (sqm)	Number of Lots	Average Lot Size (sqm)	Floorspace (sqm)	Floorspace ratio	Estimated Capacity Ratio	Estimated Additional Floorspace Capacity
131,778	84	1,569	29,524	0.2	0.6	49,543

Unoccupied (Vacant) Land Area				
Land Area (sqm)	Number of Lots	Average Lot Size (sqm)	Estimated Capacity Ratio	Estimated Additional Floorspace Capacity
5,834	5	1,167	0.6	3,500

Selected Ratios		Development		Property data		
Vacant Land Share of Total	Total Additional Floorspace Capacity	Historic Floorspace Take Up Rate (sqm) Per Annum	Historic Land Take Up Rate (sqm) Per Annum	Property Value $/sqm	Property Value Change Per Annum	Rental Value Change Per Annum
4%	53,043	388	494	222	4%	5%

Discussion

- Currently primarily residential floorspace
- New development is primarily standalone retail buildings
- Expected to continue redevelopment into activity centre type uses such as retail, office, housing
- Some recent transactions indicate there may be redevelopment in the near future
- Well located for retail and commercial uses with capacity for additional floorspace

Albert Street South

Zones and overlays	Precinct Type	Land Uses
C1Z Heritage Overlay (parts)	Core employment precinct	Retail Premises (single occupancy), Detached Dwelling , Vehicle Sales Centre

Total land

Land Area (sqm)	Number of lots	Average Lot Size (sqm)
51,539	45	1,145

Occupied (Developed) Land Area

Land Area (sqm)	Number of Lots	Average Lot Size (sqm)	Floorspace (sqm)	Floorspace ratio	Estimated Capacity Ratio	Estimated Additional Floorspace Capacity
48,522	42	1,155	9,121	0.2	0.6	19,992

Unoccupied (Vacant) Land Area

Land Area (sqm)	Number of Lots	Average Lot Size (sqm)	Estimated Capacity Ratio	Estimated Additional Floorspace Capacity
3,017	3	1,006	0.6	1,810

Selected Ratios		Development		Property data		
Vacant Land Share of Total	Total Additional Floorspace Capacity	Historic Floorspace Take Up Rate (sqm) Per Annum	Historic Land Take Up Rate (sqm) Per Annum	Property Value $/sqm	Property Value Change Per Annum	Rental Value Change Per Annum
6%	21,802	120	348	177	2%	4%

Discussion

- Well located with capacity for retail and commercial floorspace growth
- Some recent transactions indicate there may be redevelopment in the near future

Alfredton

Zones and overlays	Precinct Type	Land Uses
IN1Z, MUZ EAO (MUZ area)	Core employment precinct	General Purpose Factory, Industrial Development Site, General Purpose Warehouse

Total land		
Land Area (sqm)	Number of lots	Average Lot Size (sqm)
250,781	78	3,215

Occupied (Developed) Land Area						
Land Area (sqm)	Number of Lots	Average Lot Size (sqm)	Floorspace (sqm)	Floorspace ratio	Estimated Capacity Ratio	Estimated Additional Floorspace Capacity
218,249	66	3,307	74,057	0.3	0.5	35,068

Unoccupied (Vacant) Land Area				
Land Area (sqm)	Number of Lots	Average Lot Size (sqm)	Estimated Capacity Ratio	Estimated Additional Floorspace Capacity
32,532	12	2,711	0.5	16,266

Selected Ratios		Development		Property data		
Vacant Land Share of Total	Total Additional Floorspace Capacity	Historic Floorspace Take Up Rate (sqm) Per Annum	Historic Land Take Up Rate (sqm) Per Annum	Property Value $/sqm	Property Value Change Per Annum	Rental Value Change Per Annum
13%	51,334	3,927	5,960	100	3%	12%

Discussion

- Popular precinct given it has good access to western growth area, with vacant and serviced lots.
- High level of floorspace take up between 2012-2020 with around 4,000sqm of new employment floorspace per year.

Ballarat Technology Park

Zones and overlays	Precinct Type	Land Uses
C1Z ESO5, BMO, VPO1, DPO8	Core employment precinct	Office Premises, Electricity substation, terminal station, or transmission system switchyard, General Purpose Factory

Total land

Land Area (sqm)	Number of lots	Average Lot Size (sqm)
154,934	11	14,085

Occupied (Developed) Land Area

Land Area (sqm)	Number of Lots	Average Lot Size (sqm)	Floorspace (sqm)	Floorspace ratio	Estimated Capacity Ratio	Estimated Additional Floorspace Capacity
147,510	10	14,751	26,260	0.2	0.2	3,242

Unoccupied (Vacant) Land Area

Land Area (sqm)	Number of Lots	Average Lot Size (sqm)	Estimated Capacity Ratio	Estimated Additional Floorspace Capacity
7,424	1	7,424	0.2	1,485

Selected Ratios		Development		Property data		
Vacant Land Share of Total	Total Additional Floorspace Capacity	Historic Floorspace Take Up Rate (sqm) Per Annum	Historic Land Take Up Rate (sqm) Per Annum	Property Value $/sqm	Property Value Change Per Annum	Rental Value Change Per Annum
5%	4,727	77	-	120	86%	20%

Discussion

- Ballarat Technology Park – little to no development activity between 2012-2020
- Subject to significant environmental overlays
- Capacity for existing facilities to expand operations; partner with key institutions to grow employment
- Federation University expected to expand west subject to DPO

Beverin Street

Zones and overlays	Precinct Type	Land Uses
IN3Z	Employment investigation area	General Purpose Factory, Detached Dwelling, Unspecified

Total land

Land Area (sqm)	Number of lots	Average Lot Size (sqm)
22,310	8	2,789

Occupied (Developed) Land Area

Land Area (sqm)	Number of Lots	Average Lot Size (sqm)	Floorspace (sqm)	Floorspace ratio	Estimated Capacity Ratio	Estimated Additional Floorspace Capacity
21,337	7	3,048	8,096	0.4	0.5	2,573

Unoccupied (Vacant) Land Area

Land Area (sqm)	Number of Lots	Average Lot Size (sqm)	Estimated Capacity Ratio	Estimated Additional Floorspace Capacity
973	1	973	0.5	487

Selected Ratios		Development		Property data		
Vacant Land Share of Total	Total Additional Floorspace Capacity	Historic Floorspace Take Up Rate (sqm) Per Annum	Historic Land Take Up Rate (sqm) Per Annum	Property Value $/sqm	Property Value Change Per Annum	Rental Value Change Per Annum
4%	3,059	0	-	86	7%	4%

Discussion

- Hosts population servicing industrial and commercial uses (auto repairs, stone supplies, thrift store and community hall)
- A standalone IN3Z precinct – not acting as a buffer zone.
- Could support growth in commercial functions but retain population servicing industrial (auto repairs)

Buninyong Town Centre

Zones and overlays	Precinct Type	Land Uses
C1Z, MUZ HO181	Core employment precinct	Retail Premises (single occupancy), Detached Dwelling, Office Premises

Total land

Land Area (sqm)	Number of lots	Average Lot Size (sqm)
52,254	51	1,025

Occupied (Developed) Land Area

Land Area (sqm)	Number of Lots	Average Lot Size (sqm)	Floorspace (sqm)	Floorspace ratio	Estimated Capacity Ratio	Estimated Additional Floorspace Capacity
48,898	48	1,019	10,631	0.2	0.6	18,707

Unoccupied (Vacant) Land Area

Land Area (sqm)	Number of Lots	Average Lot Size (sqm)	Estimated Capacity Ratio	Estimated Additional Floorspace Capacity
3,356	3	1,119	0.6	2,014

Selected Ratios		Development		Property data		
Vacant Land Share of Total	Total Additional Floorspace Capacity	Historic Floorspace Take Up Rate (sqm) Per Annum	Historic Land Take Up Rate (sqm) Per Annum	Property Value $/sqm	Property Value Change Per Annum	Rental Value Change Per Annum
6%	20,721	13	- 4	275	11%	13%

Discussion

- Low change activity centre in a regional township
- Opportunity to grow employment functions in line with population growth, pursuant to the scale and function of an activity centre
- Most recent development has been attached residential

BWEZ

Zones and overlays	Precinct Type	Land Uses
SUZ14 DDO18, DDO10, AEO1, AEO2	Core employment precinct	Industrial Development Site, Parks and Gardens, Electricity substation

Total land

Land Area (sqm)	Number of lots	Average Lot Size (sqm)
1,518,685	33	46,021

Occupied (Developed) Land Area

Land Area (sqm)	Number of Lots	Average Lot Size (sqm)	Floorspace (sqm)	Floorspace ratio	Estimated Capacity Ratio	Estimated Additional Floorspace Capacity
23,677	6	3,946	5,693	0.2	0.4	3,778

Unoccupied (Vacant) Land Area

Land Area (sqm)	Number of Lots	Average Lot Size (sqm)	Estimated Capacity Ratio	Estimated Additional Floorspace Capacity
1,495,008	27	55,371	0.4	598,003

Selected Ratios		Development		Property data		
Vacant Land Share of Total	Total Additional Floorspace Capacity	Historic Floorspace Take Up Rate (sqm) Per Annum	Historic Land Take Up Rate (sqm) Per Annum	Property Value $/sqm	Property Value Change Per Annum	Rental Value Change Per Annum
98%	601,781	712	2,959	18	402%	1177%

Discussion

- Core employment precinct with 2014-2030 development horizon focusing on industrial, wholesale, logistics, construction
- Cheapest and most well serviced industrial zoned land in Ballarat and wider region – this is a competitive advantage

HillPDA CONSULTING

Canadian

Zones and overlays	Precinct Type	Land Uses
IN1Z, MUZ	Core employment precinct	General Purpose Factory, Industrial Development Site, Detached Dwelling

Total land

Land Area (sqm)	Number of lots	Average Lot Size (sqm)
201,984	71	2,845

Occupied (Developed) Land Area

Land Area (sqm)	Number of Lots	Average Lot Size (sqm)	Floorspace (sqm)	Floorspace ratio	Estimated Capacity Ratio	Estimated Additional Floorspace Capacity
147,494	53	2,783	23,712	0.2	0.5	50,035

Unoccupied (Vacant) Land Area

Land Area (sqm)	Number of Lots	Average Lot Size (sqm)	Estimated Capacity Ratio	Estimated Additional Floorspace Capacity
54,490	18	3,027	0.5	27,245

Selected Ratios		Development		Property data		
Vacant Land Share of Total	Total Additional Floorspace Capacity	Historic Floorspace Take Up Rate (sqm) Per Annum	Historic Land Take Up Rate (sqm) Per Annum	Property Value $/sqm	Property Value Change Per Annum	Rental Value Change Per Annum
27%	77,280	777	1,973	193	30%	7%

Discussion

- Population-servicing industrial precinct servicing the east of Ballarat
- Identified as industrial land in the Ballarat Planning Scheme
- Has some interface with residential areas, could potentially cause land use conflict
- Increasing property value could cause competition for land uses

Eureka

Zones and overlays	Precinct Type	Land Uses
IN1Z, IN3Z	Potential redevelopment area	General Purpose Warehouse, Detached Dwelling, Industrial Development Site

Total land

Land Area (sqm)	Number of lots	Average Lot Size (sqm)
183,582	23	7,982

Occupied (Developed) Land Area

Land Area (sqm)	Number of Lots	Average Lot Size (sqm)	Floorspace (sqm)	Floorspace ratio	Estimated Capacity Ratio	Estimated Additional Floorspace Capacity
153,078	21	7,289	24,547	0.2	0.5	51,992

Unoccupied (Vacant) Land Area

Land Area (sqm)	Number of Lots	Average Lot Size (sqm)	Estimated Capacity Ratio	Estimated Additional Floorspace Capacity
30,504	2	15,252	0.5	15,252

Selected Ratios		Development		Property data		
Vacant Land Share of Total	Total Additional Floorspace Capacity	Historic Floorspace Take Up Rate (sqm) Per Annum	Historic Land Take Up Rate (sqm) Per Annum	Property Value $/sqm	Property Value Change Per Annum	Rental Value Change Per Annum
17%	67,244	91	13	37	4%	5%

Discussion

- Constrained by residential and community uses to the north, west and south
- Not built to planning capacity
- Has vacant lots in the eastern section however not a lot of take up there due to lack of developer interest

Eureka Street at Joseph Street

Zones and overlays	Precinct Type	Land Uses
MUZ HO179, EAO	Core employment precinct	General Purpose Warehouse

Total land

Land Area (sqm)	Number of lots	Average Lot Size (sqm)
28,120	4	7,030

Occupied (Developed) Land Area

Land Area (sqm)	Number of Lots	Average Lot Size (sqm)	Floorspace (sqm)	Floorspace ratio	Estimated Capacity Ratio	Estimated Additional Floorspace Capacity
28,120	4	7,030	6,004	0.2	0.5	8,057

Unoccupied (Vacant) Land Area

Land Area (sqm)	Number of Lots	Average Lot Size (sqm)	Estimated Capacity Ratio	Estimated Additional Floorspace Capacity
0	0	0	0.5	0

Selected Ratios		Development		Property data		
Vacant Land Share of Total	Total Additional Floorspace Capacity	Historic Floorspace Take Up Rate (sqm) Per Annum	Historic Land Take Up Rate (sqm) Per Annum	Property Value $/sqm	Property Value Change Per Annum	Rental Value Change Per Annum
0%	8,057	14	-	16	-7%	4%

Discussion

- Potential to support growth in creative and complementary industries
- Occupied by creative and retail uses in historic warehouse buildings

Howitt Street

Zones and overlays	Precinct Type	Land Uses
C1Z, C2Z, MUZ EAO, DPO1, HO156 (parts)	Core employment precinct	Retail Premises (single occupancy), Vehicle Sales Centre, Retail Store/Showroom

Total land

Land Area (sqm)	Number of lots	Average Lot Size (sqm)
275,525	165	1,670

Occupied (Developed) Land Area

Land Area (sqm)	Number of Lots	Average Lot Size (sqm)	Floorspace (sqm)	Floorspace ratio	Estimated Capacity Ratio	Estimated Additional Floorspace Capacity
266,181	155	1,717	64,021	0.2	0.4	42,452

Unoccupied (Vacant) Land Area

Land Area (sqm)	Number of Lots	Average Lot Size (sqm)	Estimated Capacity Ratio	Estimated Additional Floorspace Capacity
9,343	10	934	0.4	3,737

Selected Ratios		Development		Property data		
Vacant Land Share of Total	Total Additional Floorspace Capacity	Historic Floorspace Take Up Rate (sqm) Per Annum	Historic Land Take Up Rate (sqm) Per Annum	Property Value $/sqm	Property Value Change Per Annum	Rental Value Change Per Annum
3%	46,189	1,467	340	326	3%	5%

Discussion

- Strip mall retail that services north-west Ballarat
- Car-reliant structure meaning site coverage is likely to remain low to support parking
- Mixed use zone taken up primarily by commercial land use – no residential component

Howitt Street at Doveton Street

Zones and overlays	Precinct Type	Land Uses
IN3Z, MUZ	Core employment precinct	Indoor Sports Centre, General Purpose Warehouse, Office Premises

Total land

Land Area (sqm)	Number of lots	Average Lot Size (sqm)
49,624	4	12,406

Occupied (Developed) Land Area

Land Area (sqm)	Number of Lots	Average Lot Size (sqm)	Floorspace (sqm)	Floorspace ratio	Estimated Capacity Ratio	Estimated Additional Floorspace Capacity
49,624	4	12,406	9,359	0.2	0.6	20,415

Unoccupied (Vacant) Land Area

Land Area (sqm)	Number of Lots	Average Lot Size (sqm)	Estimated Capacity Ratio	Estimated Additional Floorspace Capacity
0	0	0	0.6	0

Selected Ratios		Development		Property data		
Vacant Land Share of Total	Total Additional Floorspace Capacity	Historic Floorspace Take Up Rate (sqm) Per Annum	Historic Land Take Up Rate (sqm) Per Annum	Property Value $/sqm	Property Value Change Per Annum	Rental Value Change Per Annum
0%	20,415	106	-	61	14%	8%

Discussion

- Cluster of recreational uses in a historic warehouse precinct
- Land value is increasing at 14% per annum; this may increase take up of higher order uses
- Land uses within the precinct are more consistent with a commercial zone, given the retail, recreation and entertainment uses

Lal Lal Street

Zones and overlays			Precinct Type		Land Uses	
IN3Z			Potential redevelopment area		General Purpose Warehouse	
Total land						
Land Area (sqm)		Number of lots		Average Lot Size (sqm)		
7,710		1		7,710		
Occupied (Developed) Land Area						
Land Area (sqm)	Number of Lots	Average Lot Size (sqm)	Floorspace (sqm)	Floorspace ratio	Estimated Capacity Ratio	Estimated Additional Floorspace Capacity
7,710	1	7,710	4,453	0.6	0.6	173
Unoccupied (Vacant) Land Area						
Land Area (sqm)	Number of Lots	Average Lot Size (sqm)	Estimated Capacity Ratio	Estimated Additional Floorspace Capacity		
0	0	0	0.6	0		
Selected Ratios		**Development**		**Property data**		
Vacant Land Share of Total	Total Additional Floorspace Capacity	Historic Floorspace Take Up Rate (sqm) Per Annum	Historic Land Take Up Rate (sqm) Per Annum	Property Value $/sqm	Property Value Change Per Annum	Rental Value Change Per Annum
0%	173	-	-	48	-1%	4%
Discussion						

- Vacant warehouse previously used as a bakery
- Constrained by general residential zone on all sides
- Decreasing property value
- Unable to host a range of industrial uses due to buffer requirements limiting the developable portion of the site

Magpie Mine

Zones and overlays	Precinct Type	Land Uses
IN1Z	Potential redevelopment area	Mine

Total land

Land Area (sqm)	Number of lots	Average Lot Size (sqm)
372,764	1	372,764

Occupied (Developed) Land Area

Land Area (sqm)	Number of Lots	Average Lot Size (sqm)	Floorspace (sqm)	Floorspace ratio	Estimated Capacity Ratio	Estimated Additional Floorspace Capacity
372,764	1	372,764	0	0.0	0.0	0

Unoccupied (Vacant) Land Area

Land Area (sqm)	Number of Lots	Average Lot Size (sqm)	Estimated Capacity Ratio	Estimated Additional Floorspace Capacity
0	0	0	0	0

Selected Ratios		Development		Property data		
Vacant Land Share of Total	Total Additional Floorspace Capacity	Historic Floorspace Take Up Rate (sqm) Per Annum	Historic Land Take Up Rate (sqm) Per Annum	Property Value $/sqm	Property Value Change Per Annum	Rental Value Change Per Annum
0%	-	-	-	N/A	N/A	N/A

Discussion

- Disused mine site
- Subject to further investigation in its capacity as a site for extractive industry
- Uncertain whether there are employment generating uses currently on the site

Melbourne Road at Boundary Road

Zones and overlays	Precinct Type	Land Uses
IN1Z	Potential redevelopment area	Unspecified, Hardstand/Storage Yard, Vacant Industrial Englobo Land

Total land

Land Area (sqm)	Number of lots	Average Lot Size (sqm)
38,411	3	12,804

Occupied (Developed) Land Area

Land Area (sqm)	Number of Lots	Average Lot Size (sqm)	Floorspace (sqm)	Floorspace ratio	Estimated Capacity Ratio	Estimated Additional Floorspace Capacity
30,738	2	15,369	790	0.0	0.5	14,579

Unoccupied (Vacant) Land Area

Land Area (sqm)	Number of Lots	Average Lot Size (sqm)	Estimated Capacity Ratio	Estimated Additional Floorspace Capacity
7,673	1	7,673	0.5	3,837

Selected Ratios		Development		Property data		
Vacant Land Share of Total	Total Additional Floorspace Capacity	Historic Floorspace Take Up Rate (sqm) Per Annum	Historic Land Take Up Rate (sqm) Per Annum	Property Value $/sqm	Property Value Change Per Annum	Rental Value Change Per Annum
20%	18,416	80	2,663	21	-2%	10%

Discussion

- Storage units recently constructed on site
- Steep site not suitable for a range of industrial uses
- Has good access, facing Ballarat-Burrumbeet Road
- Constrained by general residential zoned land on all sides; range of industrial uses are therefore limited by buffer requirements

Melbourne Road at Bradbury Road

Zones and overlays	Precinct Type	Land Uses
IN3Z	Potential redevelopment area	Detached Dwelling, General Purpose Factory, Parks and Gardens

Total land		
Land Area (sqm)	Number of lots	Average Lot Size (sqm)
7,347	5	1,469

Occupied (Developed) Land Area						
Land Area (sqm)	Number of Lots	Average Lot Size (sqm)	Floorspace (sqm)	Floorspace ratio	Estimated Capacity Ratio	Estimated Additional Floorspace Capacity
5,805	4	1,451	1,441	0.2	0.5	1,462

Unoccupied (Vacant) Land Area				
Land Area (sqm)	Number of Lots	Average Lot Size (sqm)	Estimated Capacity Ratio	Estimated Additional Floorspace Capacity
1,542	1	1,542	0.5	771

Selected Ratios		Development		Property data		
Vacant Land Share of Total	Total Additional Floorspace Capacity	Historic Floorspace Take Up Rate (sqm) Per Annum	Historic Land Take Up Rate (sqm) Per Annum	Property Value $/sqm	Property Value Change Per Annum	Rental Value Change Per Annum
21%	2,233	-	-	94	0%	5%

Discussion

- Occupied by trailer manufacturer, sheet metal manufacturer, timber products warehouse
- Surrounded by general residential uses on all sides
- Fragmented ownership and layout that includes houses sandwiched between warehouses

Mount Pleasant

Zones and overlays	Precinct Type	Land Uses
IN3Z, MUZ EAO, HO44, ESO5 (parts)	Core employment precinct	Detached Dwelling, General Purpose Factory, Detached Dwelling

Total land		
Land Area (sqm)	Number of lots	Average Lot Size (sqm)
153,948	45	3,421

Occupied (Developed) Land Area						
Land Area (sqm)	Number of Lots	Average Lot Size (sqm)	Floorspace (sqm)	Floorspace ratio	Estimated Capacity Ratio	Estimated Additional Floorspace Capacity
84,752	40	2,119	14,330	0.2	0.5	28,046

Unoccupied (Vacant) Land Area				
Land Area (sqm)	Number of Lots	Average Lot Size (sqm)	Estimated Capacity Ratio	Estimated Additional Floorspace Capacity
69,196	5	13,839	0.5	34,598

Selected Ratios		Development		Property data		
Vacant Land Share of Total	Total Additional Floorspace Capacity	Historic Floorspace Take Up Rate (sqm) Per Annum	Historic Land Take Up Rate (sqm) Per Annum	Property Value $/sqm	Property Value Change Per Annum	Rental Value Change Per Annum
45%	62,644	988	1,625	100	7%	4%

Discussion

- Warehouses recently developed with take up from retail uses such as gym, bookstore, brewery
- Some interfaces with nearby general residential and Yarrowee River
- Heritage warehouse in the north could suit adaptive reuse
- Population servicing industrial uses (eg automotive repairs)

Rodier Street

Zones and overlays	Precinct Type	Land Uses
IN1Z HO179	Potential redevelopment area	Detached Dwelling, General Purpose Factory, Rendering Plant

Total land

Land Area (sqm)	Number of lots	Average Lot Size (sqm)
26,661	5	5,332

Occupied (Developed) Land Area

Land Area (sqm)	Number of Lots	Average Lot Size (sqm)	Floorspace (sqm)	Floorspace ratio	Estimated Capacity Ratio	Estimated Additional Floorspace Capacity
26,661	5	5,332	2,653	0.1	0.5	10,677

Unoccupied (Vacant) Land Area

Land Area (sqm)	Number of Lots	Average Lot Size (sqm)	Estimated Capacity Ratio	Estimated Additional Floorspace Capacity
0	0	0	0.5	0

Selected Ratios		Development		Property data		
Vacant Land Share of Total	Total Additional Floorspace Capacity	Historic Floorspace Take Up Rate (sqm) Per Annum	Historic Land Take Up Rate (sqm) Per Annum	Property Value $/sqm	Property Value Change Per Annum	Rental Value Change Per Annum
0%	10,677	-	-	19	-6%	0%

Discussion

- Constrained by residential to the west, tourism to the east
- Decreasing land value
- Not currently built to planning capacity
- Current operations are declining

Saleyards Delacombe

Zones and overlays	Precinct Type	Land Uses
IN1Z, IN3Z, MUZ EAO, DPO4, HO225 (parts)	Core employment precinct Employment investigation area (Old saleyards and Alfredton South)	General Purpose Factory, General Purpose Warehouse, Industrial Development Site

Total land		
Land Area (sqm)	Number of lots	Average Lot Size (sqm)
2,753,201	632	4,356

Occupied (Developed) Land Area						
Land Area (sqm)	Number of Lots	Average Lot Size (sqm)	Floorspace (sqm)	Floorspace ratio	Estimated Capacity Ratio	Estimated Additional Floorspace Capacity
2,194,758	524	4,188	320,212	0.1	0.5	777,166

Unoccupied (Vacant) Land Area				
Land Area (sqm)	Number of Lots	Average Lot Size (sqm)	Estimated Capacity Ratio	Estimated Additional Floorspace Capacity
558,444	108	5,171	0.5	279,222

Selected Ratios		Development		Property data		
Vacant Land Share of Total	Total Additional Floorspace Capacity	Historic Floorspace Take Up Rate (sqm) Per Annum	Historic Land Take Up Rate (sqm) Per Annum	Property Value $/sqm	Property Value Change Per Annum	Rental Value Change Per Annum
20%	1,056,388	12,686	31,678	57	5%	9%

Discussion

- Core employment precinct hosting a wide range of industrial uses
- Significant amount of englobo industrial land
- Interface with general residential land on most sides (some landscape buffers exist)
- Large site in the centre of Delacombe subject to DPO4 offers significant opportunity for new, well serviced land, however no clear proponent
- Saleyards have been relocated – approx. 12ha site now vacant crown land

Hertford Street Sebastopol

Zones and overlays	Precinct Type	Land Uses
IN1Z, IN3Z	Core employment precinct	General Purpose Factory, General Purpose Warehouse, Industrial Development Site

Total land

Land Area (sqm)	Number of lots	Average Lot Size (sqm)
213,099	63	3,383

Occupied (Developed) Land Area

Land Area (sqm)	Number of Lots	Average Lot Size (sqm)	Floorspace (sqm)	Floorspace ratio	Estimated Capacity Ratio	Estimated Additional Floorspace Capacity
191,591	55	3,483	22,077	0.1	0.6	92,878

Unoccupied (Vacant) Land Area

Land Area (sqm)	Number of Lots	Average Lot Size (sqm)	Estimated Capacity Ratio	Estimated Additional Floorspace Capacity
21,508	8	2,689	0.6	12,905

Selected Ratios		Development		Property data		
Vacant Land Share of Total	Total Additional Floorspace Capacity	Historic Floorspace Take Up Rate (sqm) Per Annum	Historic Land Take Up Rate (sqm) Per Annum	Property Value $/sqm	Property Value Change Per Annum	Rental Value Change Per Annum
10%	105,783	103	243	56	0%	9%

Discussion

- Hosts a cluster of automotive businesses
- Constrained by general residential zoned land on most sides; range of industrial uses are therefore limited by buffer requirements
- Adjacent to PUZ2 – School and Neighbourhood Centres (sensitive uses)
- Well located to continue supporting non-offensive population-servicing industrial uses
- IN3Z occupied by tennis centre

Skipton Street at Hill Street

Zones and overlays	Precinct Type	Land Uses
IN1Z, IN3Z HO168	Potential redevelopment area	General Purpose Warehouse

Total land

Land Area (sqm)	Number of lots	Average Lot Size (sqm)
3,686	2	1,843

Occupied (Developed) Land Area

Land Area (sqm)	Number of Lots	Average Lot Size (sqm)	Floorspace (sqm)	Floorspace ratio	Estimated Capacity Ratio	Estimated Additional Floorspace Capacity
3,686	2	1,843	2,864	0.8	0.8	85

Unoccupied (Vacant) Land Area

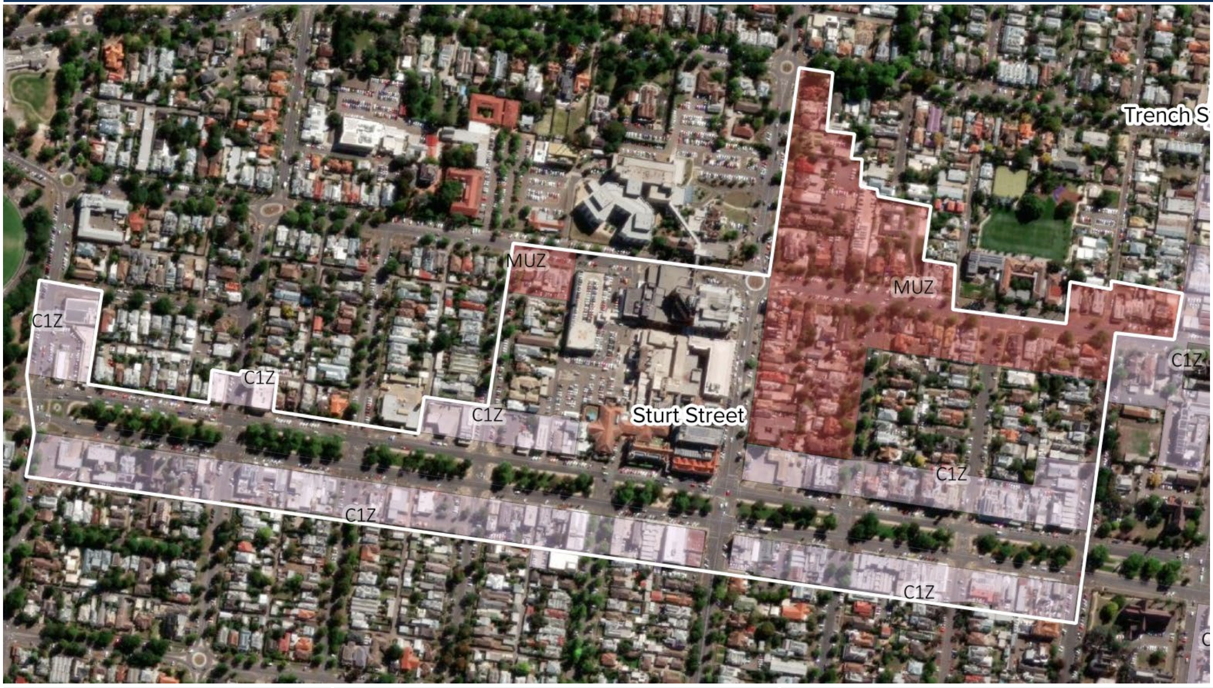
Land Area (sqm)	Number of Lots	Average Lot Size (sqm)	Estimated Capacity Ratio	Estimated Additional Floorspace Capacity
0	0	0	0.8	0

Selected Ratios		Development		Property data		
Vacant Land Share of Total	Total Additional Floorspace Capacity	Historic Floorspace Take Up Rate (sqm) Per Annum	Historic Land Take Up Rate (sqm) Per Annum	Property Value $/sqm	Property Value Change Per Annum	Rental Value Change Per Annum
0%	85	-	-	129	-2%	-1%

Discussion

- Two properties with automotive and sheet metal manufacturing businesses
- Built to full capacity under planning controls
- Adjacent to general residential area which limits further industrial uses

Sturt Street



Zones and overlays	Precinct Type	Land Uses
C1Z, MUZ HO167, HO166, HO123, DDO10	Core employment precinct	Retail Premises (single occupancy), Office Premises, Health Clinic

Total land

Land Area (sqm)	Number of lots	Average Lot Size (sqm)
135,962	168	809

Occupied (Developed) Land Area

Land Area (sqm)	Number of Lots	Average Lot Size (sqm)	Floorspace (sqm)	Floorspace ratio	Estimated Capacity Ratio	Estimated Additional Floorspace Capacity
135,962	168	809	37,619	0.3	0.6	43,958

Unoccupied (Vacant) Land Area

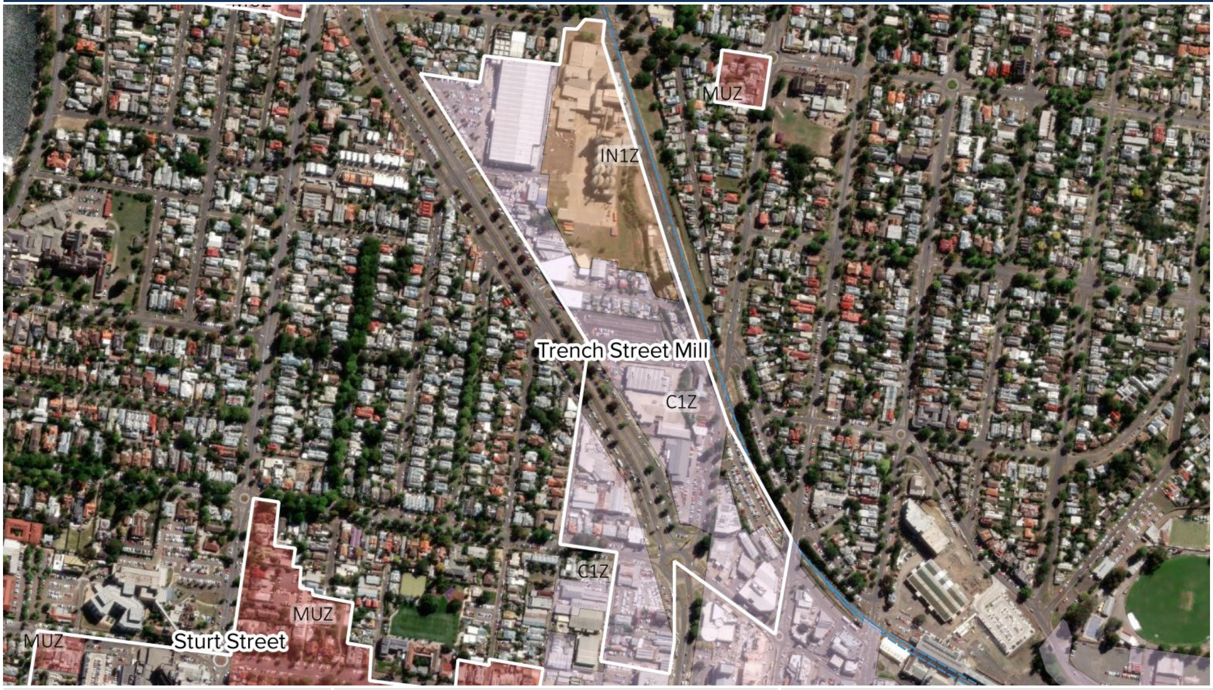
Land Area (sqm)	Number of Lots	Average Lot Size (sqm)	Estimated Capacity Ratio	Estimated Additional Floorspace Capacity
0	0	0	0.6	0

Selected Ratios		Development		Property data		
Vacant Land Share of Total	Total Additional Floorspace Capacity	Historic Floorspace Take Up Rate (sqm) Per Annum	Historic Land Take Up Rate (sqm) Per Annum	Property Value $/sqm	Property Value Change Per Annum	Rental Value Change Per Annum
0%	43,958	321	-	579	4%	6%

Discussion

- Neighborhood activity centre precinct hosts residential, retail, office and institutional uses
- Subject to further planning to grow activity centre and institutional uses in line with local population growth
- Distinctive heritage assets
- Strip mall type retail in parts

Trench Street Mill



Zones and overlays	Precinct Type	Land Uses
C1Z, IN1Z HO187, HO172, HO166, DDO7	Core employment precinct	Detached Dwelling, Retail Premises (single occupancy), Vehicle Sales Centre

Total land

Land Area (sqm)	Number of lots	Average Lot Size (sqm)
154,349	80	1,929

Occupied (Developed) Land Area

Land Area (sqm)	Number of Lots	Average Lot Size (sqm)	Floorspace (sqm)	Floorspace ratio	Estimated Capacity Ratio	Estimated Additional Floorspace Capacity
145,173	78	1,861	42,068	0.3	0.6	45,036

Unoccupied (Vacant) Land Area

Land Area (sqm)	Number of Lots	Average Lot Size (sqm)	Estimated Capacity Ratio	Estimated Additional Floorspace Capacity
9,176	2	4,588	0.6	5,506

Selected Ratios		Development		Property data		
Vacant Land Share of Total	Total Additional Floorspace Capacity	Historic Floorspace Take Up Rate (sqm) Per Annum	Historic Land Take Up Rate (sqm) Per Annum	Property Value $/sqm	Property Value Change Per Annum	Rental Value Change Per Annum
6%	50,541	81	-	250	-1%	4%

Discussion

- Transitioning from industrial uses to large format retailing – Bunnings, Officeworks, Aldi
- Likely to continue playing an activity centre role with higher order retail and office uses
- Fragmented ownership in parts with several instances of detached dwellings abutting industrial uses
- Some large lots offer good redevelopment opportunity for larger floor plate uses near the CBD

Wendouree East

Zones and overlays	Precinct Type	Land Uses
IN1Z, IN3Z	Core employment precinct Employment investigation area (Selkirk Site)	General Purpose Factory, General Purpose Warehouse, Industrial Development Site

Total land

Land Area (sqm)	Number of lots	Average Lot Size (sqm)
2,216,611	391	5,669

Occupied (Developed) Land Area

Land Area (sqm)	Number of Lots	Average Lot Size (sqm)	Floorspace (sqm)	Floorspace ratio	Estimated Capacity Ratio	Estimated Additional Floorspace Capacity
1,961,491	345	5,685	153,694	0.1	0.5	827,052

Unoccupied (Vacant) Land Area

Land Area (sqm)	Number of Lots	Average Lot Size (sqm)	Estimated Capacity Ratio	Estimated Additional Floorspace Capacity
255,120	46	5,546	0.5	127,560

Selected Ratios		Development		Property data		
Vacant Land Share of Total	Total Additional Floorspace Capacity	Historic Floorspace Take Up Rate (sqm) Per Annum	Historic Land Take Up Rate (sqm) Per Annum	Property Value $/sqm	Property Value Change Per Annum	Rental Value Change Per Annum
12%	954,612	5,049	18,101	32	2%	8%

Discussion

- Core industrial precinct hosting employment and population servicing uses for the north of Ballarat
- Significant amount of vacant land for infill industrial development
- Zoned land north of the Western Freeway is subject to inundation
- Selkirk Site has been identified as potential for significant urban renewal opportunity
- Sports precinct in the north-west corner helps buffer neighboring residential uses

Wendouree Homemaker's Centre

Zones and overlays	Precinct Type	Land Uses
C1Z, C2Z	Core employment precinct	Detached Dwelling, Single Unit/Villa Unit/Townhouse, Retail Premises (single occupancy)

Total land

Land Area (sqm)	Number of lots	Average Lot Size (sqm)
181,821	15	12,121

Occupied (Developed) Land Area

Land Area (sqm)	Number of Lots	Average Lot Size (sqm)	Floorspace (sqm)	Floorspace ratio	Estimated Capacity Ratio	Estimated Additional Floorspace Capacity
181,821	15	12,121	69,888	0.4	0.4	2,840

Unoccupied (Vacant) Land Area

Land Area (sqm)	Number of Lots	Average Lot Size (sqm)	Estimated Capacity Ratio	Estimated Additional Floorspace Capacity
0	0	0	0.4	0

Selected Ratios		Development		Property data		
Vacant Land Share of Total	Total Additional Floorspace Capacity	Historic Floorspace Take Up Rate (sqm) Per Annum	Historic Land Take Up Rate (sqm) Per Annum	Property Value $/sqm	Property Value Change Per Annum	Rental Value Change Per Annum
0%	2,840	136	-	177	0%	6%

Discussion

- Stockland Wendouree is a sub-regional shopping centre, with $164m annual turnover; 3 major and 120 specialty shops – has capacity to grow and improve performance in line with population growth
- Wendouree Homemaker's provides subregional retail for furniture, bulky goods, white goods, homewares, etc
- The precinct is considered to be built out under current controls – noting that the Eureka Homemaker Centre is under construction across the road

Wendouree West

Zones and overlays	Precinct Type			Land Uses		
C2Z, IN1Z	Core employment precinct Employment investigation area (Station Precinct)			General Purpose Factory, General Purpose Warehouse		
Total land						
Land Area (sqm)	Number of lots			Average Lot Size (sqm)		
3,406,143	388			8,779		
Occupied (Developed) Land Area						
Land Area (sqm)	Number of Lots	Average Lot Size (sqm)	Floorspace (sqm)	Floorspace ratio	Estimated Capacity Ratio	Estimated Additional Floorspace Capacity
2,475,715	337	7,346	346,025	0.1	0.4	644,261
Unoccupied (Vacant) Land Area						
Land Area (sqm)	Number of Lots	Average Lot Size (sqm)	Estimated Capacity Ratio	Estimated Additional Floorspace Capacity		
930,428	51	18,244	0.4	372,171		
Selected Ratios		**Development**		**Property data**		
Vacant Land Share of Total	Total Additional Floorspace Capacity	Historic Floorspace Take Up Rate (sqm) Per Annum	Historic Land Take Up Rate (sqm) Per Annum	Property Value $/sqm	Property Value Change Per Annum	Rental Value Change Per Annum
27%	1,016,433	22,414	18,751	36	6%	9%

Discussion

- Core industrial precinct hosting employment and population servicing uses for the north-west of Ballarat
- Hosts key logistics (Toll, StarTrack) and manufacturing (McCain, Mars) businesses
- Interfaces with residential land particularly in Mitchell Park
- Businesses build on a small portion of the site and leave room for potential expansion
- Significant amount of vacant englobo land and capacity for expansion of existing properties
- This precinct is competing with BWEZ which has cheaper land; this could slow down the take up rate for larger development types

Woodman's Hill

Zones and overlays	Precinct Type	Land Uses
MUZ	Core employment precinct	Industrial Development Site, General Purpose Warehouse, Detached Dwelling

Total land

Land Area (sqm)	Number of lots	Average Lot Size (sqm)
518,486	49	10,581

Occupied (Developed) Land Area

Land Area (sqm)	Number of Lots	Average Lot Size (sqm)	Floorspace (sqm)	Floorspace ratio	Estimated Capacity Ratio	Estimated Additional Floorspace Capacity
374,159	38	9,846	14,428	0.0	0.4	135,236

Unoccupied (Vacant) Land Area

Land Area (sqm)	Number of Lots	Average Lot Size (sqm)	Estimated Capacity Ratio	Estimated Additional Floorspace Capacity
144,327	11	13,121	0.4	57,731

Selected Ratios		Development		Property data		
Vacant Land Share of Total	Total Additional Floorspace Capacity	Historic Floorspace Take Up Rate (sqm) Per Annum	Historic Land Take Up Rate (sqm) Per Annum	Property Value $/sqm	Property Value Change Per Annum	Rental Value Change Per Annum
28%	192,967	249	485	16	-4%	7%

Discussion

- Commercial gateway precinct hosting tourism, light industrial, retail and population servicing land uses
- Developers have interest in industrial uses given the cheap land costs – some recent transactions have taken place

Yarowee Street

Zones and overlays	Precinct Type	Land Uses
IN1Z	Employment investigation area	General Purpose Factory, Detached Dwelling, General Purpose Warehouse

Total land

Land Area (sqm)	Number of lots	Average Lot Size (sqm)
33,501	14	2,393

Occupied (Developed) Land Area

Land Area (sqm)	Number of Lots	Average Lot Size (sqm)	Floorspace (sqm)	Floorspace ratio	Estimated Capacity Ratio	Estimated Additional Floorspace Capacity
32,833	13	2,526	8,904	0.3	0.5	7,512

Unoccupied (Vacant) Land Area

Land Area (sqm)	Number of Lots	Average Lot Size (sqm)	Estimated Capacity Ratio	Estimated Additional Floorspace Capacity
668	1	668	0.5	334

Selected Ratios		Development		Property data		
Vacant Land Share of Total	Total Additional Floorspace Capacity	Historic Floorspace Take Up Rate (sqm) Per Annum	Historic Land Take Up Rate (sqm) Per Annum	Property Value $/sqm	Property Value Change Per Annum	Rental Value Change Per Annum
2%	7,846	91	-	58	1%	4%

Discussion

- Constrained on all sides by general residential zoned land
- Currently hosts population servicing light industrial uses, detached houses and a retail outlet

Minor precinct 1 - Warrenheip Township

Zones and overlays	Precinct Type	Land Uses
MUZ	Core employment precinct	Detached Dwelling

Total land

Land Area (sqm)	Number of lots	Average Lot Size (sqm)
3,747	1	3,747

Occupied (Developed) Land Area

Land Area (sqm)	Number of Lots	Average Lot Size (sqm)	Floorspace (sqm)	Floorspace ratio	Estimated Capacity Ratio	Estimated Additional Floorspace Capacity
4,697	1	4,697	220	0.0	0.6	2,598

Unoccupied (Vacant) Land Area

Land Area (sqm)	Number of Lots	Average Lot Size (sqm)	Estimated Capacity Ratio	Estimated Additional Floorspace Capacity
-	-	-	0.6	0

Selected Ratios		Development		Property data		
Vacant Land Share of Total	Total Additional Floorspace Capacity	Historic Floorspace Take Up Rate (sqm) Per Annum	Historic Land Take Up Rate (sqm) Per Annum	Property Value $/sqm	Property Value Change Per Annum	Rental Value Change Per Annum
0%	2,598	-	-	54	9%	30%

Discussion

- Centre of the Warrenheip township – zoned for mixed use but currently just occupied by a single dwelling
- Adjacent to primary school
- Small, single lot out of scope for strategic employment generation

Minor precinct 2 - Lonsdale Street, Redan

Zones and overlays	Precinct Type	Land Uses
IN3Z	Core employment precinct	None

Total land

Land Area (sqm)	Number of lots	Average Lot Size (sqm)
3,991	1	3,991

Occupied (Developed) Land Area

Land Area (sqm)	Number of Lots	Average Lot Size (sqm)	Floorspace (sqm)	Floorspace ratio	Estimated Capacity Ratio	Estimated Additional Floorspace Capacity
0	0	-	0	0.0	0.6	0

Unoccupied (Vacant) Land Area

Land Area (sqm)	Number of Lots	Average Lot Size (sqm)	Estimated Capacity Ratio	Estimated Additional Floorspace Capacity
3,991	1	3,991	0.6	2,395

Selected Ratios		Development		Property data		
Vacant Land Share of Total	Total Additional Floorspace Capacity	Historic Floorspace Take Up Rate (sqm) Per Annum	Historic Land Take Up Rate (sqm) Per Annum	Property Value $/sqm	Property Value Change Per Annum	Rental Value Change Per Annum
100%	2,395	-	-	37	0%	0%

Discussion

- Segment of a property that hosts a general factory.
- Zoned area is considered residual.
- Factory site has previously been rezoned to General Residential Zone, indicating transition to non-industrial uses.

Minor precinct 3 - Miners Rest Township North

Zones and overlays	Precinct Type	Land Uses
MUZ	Core employment precinct	Detached Dwelling, Single Unit/Villa Unit/Townhouse, Vacant Residential Site/Surveyed Lot

Total land

Land Area (sqm)	Number of lots	Average Lot Size (sqm)
28,731	26	1,105

Occupied (Developed) Land Area

Land Area (sqm)	Number of Lots	Average Lot Size (sqm)	Floorspace (sqm)	Floorspace ratio	Estimated Capacity Ratio	Estimated Additional Floorspace Capacity
26,566	24	1,107	3,944	0.1	0.6	11,995

Unoccupied (Vacant) Land Area

Land Area (sqm)	Number of Lots	Average Lot Size (sqm)	Estimated Capacity Ratio	Estimated Additional Floorspace Capacity
2,165	2	1,083	0.6	1,299

Selected Ratios		Development		Property data		
Vacant Land Share of Total	Total Additional Floorspace Capacity	Historic Floorspace Take Up Rate (sqm) Per Annum	Historic Land Take Up Rate (sqm) Per Annum	Property Value $/sqm	Property Value Change Per Annum	Rental Value Change Per Annum
8%	13,294	-	-	161	9%	9%

Discussion

- Miner's Rest township expected to develop incrementally as an activity centre over the long term.

Minor precinct 4 - Howard Street Local Centre

Zones and overlays	Precinct Type	Land Uses
MUZ	Core employment precinct	Retail Premises (single occupancy)

Total land

Land Area (sqm)	Number of lots	Average Lot Size (sqm)
2,276	13	175

Occupied (Developed) Land Area

Land Area (sqm)	Number of Lots	Average Lot Size (sqm)	Floorspace (sqm)	Floorspace ratio	Estimated Capacity Ratio	Estimated Additional Floorspace Capacity
2,276	13	175	1,693	0.7	0.6	-328

Unoccupied (Vacant) Land Area

Land Area (sqm)	Number of Lots	Average Lot Size (sqm)	Estimated Capacity Ratio	Estimated Additional Floorspace Capacity
0	0	0	0.6	0

Selected Ratios		Development		Property data		
Vacant Land Share of Total	Total Additional Floorspace Capacity	Historic Floorspace Take Up Rate (sqm) Per Annum	Historic Land Take Up Rate (sqm) Per Annum	Property Value $/sqm	Property Value Change Per Annum	Rental Value Change Per Annum
0%	- 328	7	-	362	3%	3%

Discussion

- Harold Street Wendouree local convenience centre expected to grow incrementally and/or through efficiency gains in line with infill development

Minor precinct 5 - Grandview Grove at Norman Street, Wendouree

Zones and overlays	Precinct Type	Land Uses
MUZ	Core employment precinct	Retail Premises (single occupancy), Retail Premises (multiple occupancies)

Total land

Land Area (sqm)	Number of lots	Average Lot Size (sqm)
1,115	6	186

Occupied (Developed) Land Area

Land Area (sqm)	Number of Lots	Average Lot Size (sqm)	Floorspace (sqm)	Floorspace ratio	Estimated Capacity Ratio	Estimated Additional Floorspace Capacity
1,115	6	186	781	0.7	0.6	-112

Unoccupied (Vacant) Land Area

Land Area (sqm)	Number of Lots	Average Lot Size (sqm)	Estimated Capacity Ratio	Estimated Additional Floorspace Capacity
0	0	0	0.6	0

Selected Ratios		Development		Property data		
Vacant Land Share of Total	Total Additional Floorspace Capacity	Historic Floorspace Take Up Rate (sqm) Per Annum	Historic Land Take Up Rate (sqm) Per Annum	Property Value $/sqm	Property Value Change Per Annum	Rental Value Change Per Annum
0%	- 112	29	-	480	6%	2%

Discussion

- Grandview Grove local convenience centre expected to grow incrementally and/or through efficiency gains in line with infill development

Minor precinct 6 - College Street, Wendouree

Zones and overlays	Precinct Type	Land Uses
MUZ	Core employment precinct	Retail Premises (single occupancy)

Total land

Land Area (sqm)	Number of lots	Average Lot Size (sqm)
1,788	11	163

Occupied (Developed) Land Area

Land Area (sqm)	Number of Lots	Average Lot Size (sqm)	Floorspace (sqm)	Floorspace ratio	Estimated Capacity Ratio	Estimated Additional Floorspace Capacity
1,788	11	163	1,563	0.9	0.6	-490

Unoccupied (Vacant) Land Area

Land Area (sqm)	Number of Lots	Average Lot Size (sqm)	Estimated Capacity Ratio	Estimated Additional Floorspace Capacity
0	0	0	0.6	0

Selected Ratios		Development		Property data		
Vacant Land Share of Total	Total Additional Floorspace Capacity	Historic Floorspace Take Up Rate (sqm) Per Annum	Historic Land Take Up Rate (sqm) Per Annum	Property Value $/sqm	Property Value Change Per Annum	Rental Value Change Per Annum
0%	- 490	41	-	510	9%	1%

Discussion

- College Street Wendouree local convenience centre expected to grow incrementally and/or through efficiency gains in line with infill development

Minor precinct 7 - Landsborough Street at Lydiard Street, Ballarat North

Zones and overlays	Precinct Type	Land Uses
MUZ	Core employment precinct	Detached Dwelling, Shop and Dwelling (single occupancy), Retail Premises (multiple occupancies)

Total land

Land Area (sqm)	Number of lots	Average Lot Size (sqm)
4,036	6	673

Occupied (Developed) Land Area

Land Area (sqm)	Number of Lots	Average Lot Size (sqm)	Floorspace (sqm)	Floorspace ratio	Estimated Capacity Ratio	Estimated Additional Floorspace Capacity
4,036	6	673	671	0.2	0.6	1,750

Unoccupied (Vacant) Land Area

Land Area (sqm)	Number of Lots	Average Lot Size (sqm)	Estimated Capacity Ratio	Estimated Additional Floorspace Capacity
0	0	0	0.6	0

Selected Ratios		Development		Property data		
Vacant Land Share of Total	Total Additional Floorspace Capacity	Historic Floorspace Take Up Rate (sqm) Per Annum	Historic Land Take Up Rate (sqm) Per Annum	Property Value $/sqm	Property Value Change Per Annum	Rental Value Change Per Annum
0%	1,750	- 23	-	288	2%	3%

Discussion

- Comprised of three commercial and three residential properties, not built to full capacity
- Out of scope for strategic employment generation

Minor precinct 8 - Walker Street at Simpson Street, Ballarat North

Zones and overlays	Precinct Type	Land Uses
MUZ	Core employment precinct	Retail Premises (single occupancy), Office Premises, Detached Dwelling

Total land		
Land Area (sqm)	Number of lots	Average Lot Size (sqm)
1,783	2	892

Occupied (Developed) Land Area						
Land Area (sqm)	Number of Lots	Average Lot Size (sqm)	Floorspace (sqm)	Floorspace ratio	Estimated Capacity Ratio	Estimated Additional Floorspace Capacity
1,783	2	892	480	0.3	0.6	590

Unoccupied (Vacant) Land Area				
Land Area (sqm)	Number of Lots	Average Lot Size (sqm)	Estimated Capacity Ratio	Estimated Additional Floorspace Capacity
0	0	0	0.6	0

Selected Ratios		Development		Property data		
Vacant Land Share of Total	Total Additional Floorspace Capacity	Historic Floorspace Take Up Rate (sqm) Per Annum	Historic Land Take Up Rate (sqm) Per Annum	Property Value $/sqm	Property Value Change Per Annum	Rental Value Change Per Annum
0%	590	-	-	282	3%	1%

Discussion

- Simpson Street Ballarat North local convenience centre expected to grow incrementally and/or through efficiency gains in line with infill development

Minor precinct 9 - Peel Street at Napier Street, Black Hill

Zones and overlays	Precinct Type	Land Uses
MUZ	Core employment precinct	Single Unit/Villa Unit/Townhouse

Total land

Land Area (sqm)	Number of lots	Average Lot Size (sqm)
2,318	9	258

Occupied (Developed) Land Area

Land Area (sqm)	Number of Lots	Average Lot Size (sqm)	Floorspace (sqm)	Floorspace ratio	Estimated Capacity Ratio	Estimated Additional Floorspace Capacity
2,318	9	258	1,140	0.5	0.6	251

Unoccupied (Vacant) Land Area

Land Area (sqm)	Number of Lots	Average Lot Size (sqm)	Estimated Capacity Ratio	Estimated Additional Floorspace Capacity
0	0	0	0.6	0

Selected Ratios		Development		Property data		
Vacant Land Share of Total	Total Additional Floorspace Capacity	Historic Floorspace Take Up Rate (sqm) Per Annum	Historic Land Take Up Rate (sqm) Per Annum	Property Value $/sqm	Property Value Change Per Annum	Rental Value Change Per Annum
0%	251	-	-	264	104%	5%

Discussion

- 100% residential land use – terrace housing
- Out of scope for strategic employment generation

Minor precinct 10 - Doveton Street at Macarthur Street

Zones and overlays	Precinct Type	Land Uses
MUZ	Core employment precinct	Detached Dwelling

Total land

Land Area (sqm)	Number of lots	Average Lot Size (sqm)
2,108	6	351

Occupied (Developed) Land Area

Land Area (sqm)	Number of Lots	Average Lot Size (sqm)	Floorspace (sqm)	Floorspace ratio	Estimated Capacity Ratio	Estimated Additional Floorspace Capacity
2,108	6	351	595	0.3	0.6	670

Unoccupied (Vacant) Land Area

Land Area (sqm)	Number of Lots	Average Lot Size (sqm)	Estimated Capacity Ratio	Estimated Additional Floorspace Capacity
0	0	0	0.6	0

Selected Ratios		Development		Property data		
Vacant Land Share of Total	Total Additional Floorspace Capacity	Historic Floorspace Take Up Rate (sqm) Per Annum	Historic Land Take Up Rate (sqm) Per Annum	Property Value $/sqm	Property Value Change Per Annum	Rental Value Change Per Annum
0%	670	-	-	885	12%	4%

Discussion

- Majority residential uses with several shops/cafes
- Out of scope for strategic employment generation

Minor precinct 11 - Sturt Street at Gilles Street

Zones and overlays	Precinct Type	Land Uses
C1Z	Core employment precinct	Retail Premises (single occupancy), Pub/Tavern/Hotel/Licensed Club/Restaurant/Licensed Restaurant/Nightclub, Dental Clinic

Total land

Land Area (sqm)	Number of lots	Average Lot Size (sqm)
18,235	13	1,403

Occupied (Developed) Land Area

Land Area (sqm)	Number of Lots	Average Lot Size (sqm)	Floorspace (sqm)	Floorspace ratio	Estimated Capacity Ratio	Estimated Additional Floorspace Capacity
18,235	13	1,403	3,801	0.2	0.6	7,141

Unoccupied (Vacant) Land Area

Land Area (sqm)	Number of Lots	Average Lot Size (sqm)	Estimated Capacity Ratio	Estimated Additional Floorspace Capacity
0	0	0	0.6	0

Selected Ratios		Development		Property data		
Vacant Land Share of Total	Total Additional Floorspace Capacity	Historic Floorspace Take Up Rate (sqm) Per Annum	Historic Land Take Up Rate (sqm) Per Annum	Property Value $/sqm	Property Value Change Per Annum	Rental Value Change Per Annum
0%	7,141	-	-	214	-4%	7%

Discussion

- Neighborhood activity centre expected to grow incrementally and/or through efficiency gains in line with infill development

Minor precinct 12 - Northway

Zones and overlays	Precinct Type	Land Uses
C1Z	Core employment precinct	Retail Premises (multiple occupancies)

Total land

Land Area (sqm)	Number of lots	Average Lot Size (sqm)
5,678	4	1,420

Occupied (Developed) Land Area

Land Area (sqm)	Number of Lots	Average Lot Size (sqm)	Floorspace (sqm)	Floorspace ratio	Estimated Capacity Ratio	Estimated Additional Floorspace Capacity
5,678	4	1,420	2,193	0.4	0.6	1,214

Unoccupied (Vacant) Land Area

Land Area (sqm)	Number of Lots	Average Lot Size (sqm)	Estimated Capacity Ratio	Estimated Additional Floorspace Capacity
0	0	0	0.6	0

Selected Ratios		Development		Property data		
Vacant Land Share of Total	Total Additional Floorspace Capacity	Historic Floorspace Take Up Rate (sqm) Per Annum	Historic Land Take Up Rate (sqm) Per Annum	Property Value $/sqm	Property Value Change Per Annum	Rental Value Change Per Annum
0%	1,214	-	-	34	-5%	3%

Discussion

- Neighborhood activity centre expected to grow incrementally and/or through efficiency gains in line with infill development

Minor precinct 13 - Old Ballarat Orphanage

Zones and overlays	Precinct Type	Land Uses
MUZ Heritage Overlay	Core employment precinct	Vacant Englobo Residential Subdivisional Land

Total land

Land Area (sqm)	Number of lots	Average Lot Size (sqm)
3,534	1	3,534

Occupied (Developed) Land Area

Land Area (sqm)	Number of Lots	Average Lot Size (sqm)	Floorspace (sqm)	Floorspace ratio	Estimated Capacity Ratio	Estimated Additional Floorspace Capacity
3,534	1	3,534	800	0.2	0.6	1,320

Unoccupied (Vacant) Land Area

Land Area (sqm)	Number of Lots	Average Lot Size (sqm)	Estimated Capacity Ratio	Estimated Additional Floorspace Capacity
0	0	0	0.6	0

Selected Ratios		Development		Property data		
Vacant Land Share of Total	Total Additional Floorspace Capacity	Historic Floorspace Take Up Rate (sqm) Per Annum	Historic Land Take Up Rate (sqm) Per Annum	Property Value $/sqm	Property Value Change Per Annum	Rental Value Change Per Annum
0%	1,320	-	-	N/A	N/A	N/A

Discussion

- Old Ballarat Orphanage Site subject to precinct redevelopment

Minor precinct 14 - Kline Street at Wesley Court

Zones and overlays	Precinct Type	Land Uses
MUZ	Core employment precinct	Retail Premises (single occupancy), Detached Dwelling, Shop and Dwelling (single occupancy)

Total land		
Land Area (sqm)	Number of lots	Average Lot Size (sqm)
3,344	5	669

Occupied (Developed) Land Area						
Land Area (sqm)	Number of Lots	Average Lot Size (sqm)	Floorspace (sqm)	Floorspace ratio	Estimated Capacity Ratio	Estimated Additional Floorspace Capacity
3,344	5	669	1,039	0.3	0.6	968

Unoccupied (Vacant) Land Area				
Land Area (sqm)	Number of Lots	Average Lot Size (sqm)	Estimated Capacity Ratio	Estimated Additional Floorspace Capacity
0	0	0	0.6	0

Selected Ratios		Development		Property data		
Vacant Land Share of Total	Total Additional Floorspace Capacity	Historic Floorspace Take Up Rate (sqm) Per Annum	Historic Land Take Up Rate (sqm) Per Annum	Property Value $/sqm	Property Value Change Per Annum	Rental Value Change Per Annum
0%	968	-	-	94	-6%	2%

Discussion

- Local convenience centre expected to grow incrementally and/or through efficiency gains in line with infill development

Minor precinct 15 - Grant Street at Humffray Street, Golden Point

Zones and overlays		Precinct Type		Land Uses		
MUZ		Core employment precinct		Hotel, Detached Dwelling		
Total land						
Land Area (sqm)		Number of lots		Average Lot Size (sqm)		
1,405		2		703		
Occupied (Developed) Land Area						
Land Area (sqm)	Number of Lots	Average Lot Size (sqm)	Floorspace (sqm)	Floorspace ratio	Estimated Capacity Ratio	Estimated Additional Floorspace Capacity
1,405	2	703	464	0.3	0.6	380
Unoccupied (Vacant) Land Area						
Land Area (sqm)	Number of Lots	Average Lot Size (sqm)	Estimated Capacity Ratio	Estimated Additional Floorspace Capacity		
0	0	0	0.6	0		
Selected Ratios		**Development**		**Property data**		
Vacant Land Share of Total	Total Additional Floorspace Capacity	Historic Floorspace Take Up Rate (sqm) Per Annum	Historic Land Take Up Rate (sqm) Per Annum	Property Value $/sqm	Property Value Change Per Annum	Rental Value Change Per Annum
0%	380	-	-	347	0%	0%

Discussion

- Out of scope for strategic employment generation

Minor precinct 16 - Jessie Street at Waller Avenue, Newington

Zones and overlays	Precinct Type	Land Uses
MUZ	Core employment precinct	Detached Dwelling

Total land

Land Area (sqm)	Number of lots	Average Lot Size (sqm)
1,466	2	733

Occupied (Developed) Land Area

Land Area (sqm)	Number of Lots	Average Lot Size (sqm)	Floorspace (sqm)	Floorspace ratio	Estimated Capacity Ratio	Estimated Additional Floorspace Capacity
1,466	2	733	305	0.2	0.6	575

Unoccupied (Vacant) Land Area

Land Area (sqm)	Number of Lots	Average Lot Size (sqm)	Estimated Capacity Ratio	Estimated Additional Floorspace Capacity
0	0	0	0.6	0

Selected Ratios		Development		Property data		
Vacant Land Share of Total	Total Additional Floorspace Capacity	Historic Floorspace Take Up Rate (sqm) Per Annum	Historic Land Take Up Rate (sqm) Per Annum	Property Value $/sqm	Property Value Change Per Annum	Rental Value Change Per Annum
0%	575	-	-	217	9%	13%

Discussion

- Out of scope for strategic employment generation

Minor precinct 17 - Clayton Street at Main Road, Golden Point

Zones and overlays	Precinct Type	Land Uses
MUZ	Core employment precinct	Retail Premises (multiple occupancies)

Total land

Land Area (sqm)	Number of lots	Average Lot Size (sqm)
1,592	5	318

Occupied (Developed) Land Area

Land Area (sqm)	Number of Lots	Average Lot Size (sqm)	Floorspace (sqm)	Floorspace ratio	Estimated Capacity Ratio	Estimated Additional Floorspace Capacity
1,592	5	318	407	0.3	0.6	548

Unoccupied (Vacant) Land Area

Land Area (sqm)	Number of Lots	Average Lot Size (sqm)	Estimated Capacity Ratio	Estimated Additional Floorspace Capacity
0	0	0	0.6	0

Selected Ratios		Development		Property data		
Vacant Land Share of Total	Total Additional Floorspace Capacity	Historic Floorspace Take Up Rate (sqm) Per Annum	Historic Land Take Up Rate (sqm) Per Annum	Property Value $/sqm	Property Value Change Per Annum	Rental Value Change Per Annum
0%	548	-	-	168	2%	-3%

Discussion

- Local convenience centre expected to grow incrementally and/or through efficiency gains in line with infill development

Minor precinct 18 - Main Road Service Station, Golden Point

Zones and overlays	Precinct Type	Land Uses
MUZ	Core employment precinct	Fuel Outlet/Garage/Service Station

Total land

Land Area (sqm)	Number of lots	Average Lot Size (sqm)
1,475	1	1,475

Occupied (Developed) Land Area

Land Area (sqm)	Number of Lots	Average Lot Size (sqm)	Floorspace (sqm)	Floorspace ratio	Estimated Capacity Ratio	Estimated Additional Floorspace Capacity
1,475	1	1,475	743	0.5	0.6	142

Unoccupied (Vacant) Land Area

Land Area (sqm)	Number of Lots	Average Lot Size (sqm)	Estimated Capacity Ratio	Estimated Additional Floorspace Capacity
0	0	0	0.6	0

Selected Ratios		Development		Property data		
Vacant Land Share of Total	Total Additional Floorspace Capacity	Historic Floorspace Take Up Rate (sqm) Per Annum	Historic Land Take Up Rate (sqm) Per Annum	Property Value $/sqm	Property Value Change Per Annum	Rental Value Change Per Annum
0%	142	-	-	216	2%	-3%

Discussion

- Out of scope for strategic employment generation

Minor precinct 19 - Skipton Street at Doveton Street, Redan

Zones and overlays	Precinct Type	Land Uses
MUZ	Core employment precinct	Retail Premises (single occupancy)

Total land

Land Area (sqm)	Number of lots	Average Lot Size (sqm)
1,954	4	489

Occupied (Developed) Land Area

Land Area (sqm)	Number of Lots	Average Lot Size (sqm)	Floorspace (sqm)	Floorspace ratio	Estimated Capacity Ratio	Estimated Additional Floorspace Capacity
1,954	4	489	1,269	0.6	0.6	-96

Unoccupied (Vacant) Land Area

Land Area (sqm)	Number of Lots	Average Lot Size (sqm)	Estimated Capacity Ratio	Estimated Additional Floorspace Capacity
0	0	0	0.6	0

Selected Ratios		Development		Property data		
Vacant Land Share of Total	Total Additional Floorspace Capacity	Historic Floorspace Take Up Rate (sqm) Per Annum	Historic Land Take Up Rate (sqm) Per Annum	Property Value $/sqm	Property Value Change Per Annum	Rental Value Change Per Annum
0%	- 96	-	-	398	0%	3%

Discussion

- Local convenience centre expected to grow through efficiency gains in line with infill development

Minor precinct 20 - Skipton Street at Darling Street, Redan

Zones and overlays	Precinct Type	Land Uses
MUZ	Core employment precinct	Retail Premises (single occupancy), Single Unit/Villa Unit/Townhouse, Retail Store/Showroom

Total land

Land Area (sqm)	Number of lots	Average Lot Size (sqm)
10,171	13	782

Occupied (Developed) Land Area

Land Area (sqm)	Number of Lots	Average Lot Size (sqm)	Floorspace (sqm)	Floorspace ratio	Estimated Capacity Ratio	Estimated Additional Floorspace Capacity
9,742	12	812	2,036	0.2	0.6	3,809

Unoccupied (Vacant) Land Area

Land Area (sqm)	Number of Lots	Average Lot Size (sqm)	Estimated Capacity Ratio	Estimated Additional Floorspace Capacity
429	1	429	0.6	257

Selected Ratios		Development		Property data		
Vacant Land Share of Total	Total Additional Floorspace Capacity	Historic Floorspace Take Up Rate (sqm) Per Annum	Historic Land Take Up Rate (sqm) Per Annum	Property Value $/sqm	Property Value Change Per Annum	Rental Value Change Per Annum
4%	4,066	-	-	250	9%	8%

Discussion

- Small strip mall format commercial precinct
- Growing property value likely candidate for infill development

Minor precinct 21 - Joseph Street at Clayton Street, Canadian

Zones and overlays	Precinct Type	Land Uses
MUZ	Core employment precinct	Detached Dwelling, Shop and Dwelling (single occupancy)

Total land		
Land Area (sqm)	Number of lots	Average Lot Size (sqm)
2,298	4	575

Occupied (Developed) Land Area						
Land Area (sqm)	Number of Lots	Average Lot Size (sqm)	Floorspace (sqm)	Floorspace ratio	Estimated Capacity Ratio	Estimated Additional Floorspace Capacity
2,298	4	575	460	0.2	0.6	919

Unoccupied (Vacant) Land Area				
Land Area (sqm)	Number of Lots	Average Lot Size (sqm)	Estimated Capacity Ratio	Estimated Additional Floorspace Capacity
0	0	0	0.6	0

Selected Ratios		Development		Property data		
Vacant Land Share of Total	Total Additional Floorspace Capacity	Historic Floorspace Take Up Rate (sqm) Per Annum	Historic Land Take Up Rate (sqm) Per Annum	Property Value $/sqm	Property Value Change Per Annum	Rental Value Change Per Annum
0%	919	-	-	253	3%	2%

Discussion

– Predominantly residential – out of scope for strategic employment generation

HillPDA
CONSULTING

Minor precinct 22 - Hertford Street at Alfred Street, Sebastopol

Zones and overlays	Precinct Type	Land Uses
MUZ	Core employment precinct	Fuel Outlet/Garage/Service Station

Total land

Land Area (sqm)	Number of lots	Average Lot Size (sqm)
4,216	1	4,216

Occupied (Developed) Land Area

Land Area (sqm)	Number of Lots	Average Lot Size (sqm)	Floorspace (sqm)	Floorspace ratio	Estimated Capacity Ratio	Estimated Additional Floorspace Capacity
4,216	1	4,216	250	0.1	0.6	2,280

Unoccupied (Vacant) Land Area

Land Area (sqm)	Number of Lots	Average Lot Size (sqm)	Estimated Capacity Ratio	Estimated Additional Floorspace Capacity
0	0	0	0.6	0

Selected Ratios		Development		Property data		
Vacant Land Share of Total	Total Additional Floorspace Capacity	Historic Floorspace Take Up Rate (sqm) Per Annum	Historic Land Take Up Rate (sqm) Per Annum	Property Value $/sqm	Property Value Change Per Annum	Rental Value Change Per Annum
0%	2,280	31	-	350	N/A	N/A

Discussion

- Single lot – out of scope for strategic employment generation

Minor precinct 23 - Beverin Street near Vickers Street, Sebastopol

Zones and overlays		Precinct Type		Land Uses		
MUZ		Core employment precinct		Shop		
Total land						
Land Area (sqm)		Number of lots		Average Lot Size (sqm)		
3,971		1		3,971		
Occupied (Developed) Land Area						
Land Area (sqm)	Number of Lots	Average Lot Size (sqm)	Floorspace (sqm)	Floorspace ratio	Estimated Capacity Ratio	Estimated Additional Floorspace Capacity
3,971	1	3,971	630	0.2	0.6	1,753
Unoccupied (Vacant) Land Area						
Land Area (sqm)	Number of Lots	Average Lot Size (sqm)	Estimated Capacity Ratio	Estimated Additional Floorspace Capacity		
0	0	0	0.6	0		
Selected Ratios		**Development**		**Property data**		
Vacant Land Share of Total	Total Additional Floorspace Capacity	Historic Floorspace Take Up Rate (sqm) Per Annum	Historic Land Take Up Rate (sqm) Per Annum	Property Value $/sqm	Property Value Change Per Annum	Rental Value Change Per Annum
0%	1,753	-	-	191	-3%	4%
Discussion						

– Recently redeveloped into retail outlet

Minor precinct 24 - Geelong Road at Hermitage Avenue, Mount Clear

Zones and overlays	Precinct Type	Land Uses
MUZ	Core employment precinct	Detached Dwelling

Total land

Land Area (sqm)	Number of lots	Average Lot Size (sqm)
836	1	836

Occupied (Developed) Land Area

Land Area (sqm)	Number of Lots	Average Lot Size (sqm)	Floorspace (sqm)	Floorspace ratio	Estimated Capacity Ratio	Estimated Additional Floorspace Capacity
836	1	836	157	0.2	0.6	345

Unoccupied (Vacant) Land Area

Land Area (sqm)	Number of Lots	Average Lot Size (sqm)	Estimated Capacity Ratio	Estimated Additional Floorspace Capacity
0	0	0	0.6	0

Selected Ratios		Development		Property data		
Vacant Land Share of Total	Total Additional Floorspace Capacity	Historic Floorspace Take Up Rate (sqm) Per Annum	Historic Land Take Up Rate (sqm) Per Annum	Property Value $/sqm	Property Value Change Per Annum	Rental Value Change Per Annum
0%	345	-	-	N/A	N/A	N/A

Discussion

- Out of scope for strategic employment generation

Minor precinct 25 - Albert Street at Queen Street, Sebastopol

Zones and overlays	Precinct Type	Land Uses
MUZ	Core employment precinct	Retail Premises (multiple occupancies), Car park – Open Air, Pub/Tavern/Hotel/Licensed Club/Restaurant/Licensed Restaurant/Nightclub

Total land

Land Area (sqm)	Number of lots	Average Lot Size (sqm)
2,935	3	978

Occupied (Developed) Land Area

Land Area (sqm)	Number of Lots	Average Lot Size (sqm)	Floorspace (sqm)	Floorspace ratio	Estimated Capacity Ratio	Estimated Additional Floorspace Capacity
2,297	2	1,149	817	0.4	0.6	561

Unoccupied (Vacant) Land Area

Land Area (sqm)	Number of Lots	Average Lot Size (sqm)	Estimated Capacity Ratio	Estimated Additional Floorspace Capacity
638	1	638	0.6	383

Selected Ratios		Development		Property data		
Vacant Land Share of Total	Total Additional Floorspace Capacity	Historic Floorspace Take Up Rate (sqm) Per Annum	Historic Land Take Up Rate (sqm) Per Annum	Property Value $/sqm	Property Value Change Per Annum	Rental Value Change Per Annum
22%	944	72	311	317	2%	54%

Discussion

- Functioning retail and hospitality uses likely to grow/increase efficiency in line with infill development.

Minor precinct 26 - Dallas Avenue, Mount Clear

Zones and overlays	Precinct Type	Land Uses
MUX	Core employment precinct	Early Childhood Development Centre – Kindergarten

Total land

Land Area (sqm)	Number of lots	Average Lot Size (sqm)
1,490	1	1,490

Occupied (Developed) Land Area

Land Area (sqm)	Number of Lots	Average Lot Size (sqm)	Floorspace (sqm)	Floorspace ratio	Estimated Capacity Ratio	Estimated Additional Floorspace Capacity
1,490	1	1,490	294	0.2	0.6	600

Unoccupied (Vacant) Land Area

Land Area (sqm)	Number of Lots	Average Lot Size (sqm)	Estimated Capacity Ratio	Estimated Additional Floorspace Capacity
0	0	0	0.6	0

Selected Ratios		Development		Property data		
Vacant Land Share of Total	Total Additional Floorspace Capacity	Historic Floorspace Take Up Rate (sqm) Per Annum	Historic Land Take Up Rate (sqm) Per Annum	Property Value $/sqm	Property Value Change Per Annum	Rental Value Change Per Annum
0%	600	-	-	N/A	N/A	N/A

Discussion

- Out of scope for strategic employment generation

Minor precinct 27 - Jones Avenue at Geelong Road, Mount Clear

Zones and overlays	Precinct Type	Land Uses
MUZ	Core employment precinct	Detached Dwelling

Total land

Land Area (sqm)	Number of lots	Average Lot Size (sqm)
1,680	2	840

Occupied (Developed) Land Area

Land Area (sqm)	Number of Lots	Average Lot Size (sqm)	Floorspace (sqm)	Floorspace ratio	Estimated Capacity Ratio	Estimated Additional Floorspace Capacity
1,680	2	840	275	0.2	0.6	733

Unoccupied (Vacant) Land Area

Land Area (sqm)	Number of Lots	Average Lot Size (sqm)	Estimated Capacity Ratio	Estimated Additional Floorspace Capacity
0	0	0	0.6	0

Selected Ratios		Development		Property data		
Vacant Land Share of Total	Total Additional Floorspace Capacity	Historic Floorspace Take Up Rate (sqm) Per Annum	Historic Land Take Up Rate (sqm) Per Annum	Property Value $/sqm	Property Value Change Per Annum	Rental Value Change Per Annum
0%	733	-	-	217	4%	3%

Discussion

- Out of scope for strategic employment generation

Minor precinct 28 - Mount Clear Local Convenience Centre

Zones and overlays	Precinct Type	Land Uses
MUZ	Core employment precinct	Retail Premises (single occupancy)

Total land

Land Area (sqm)	Number of lots	Average Lot Size (sqm)
800	1	800

Occupied (Developed) Land Area

Land Area (sqm)	Number of Lots	Average Lot Size (sqm)	Floorspace (sqm)	Floorspace ratio	Estimated Capacity Ratio	Estimated Additional Floorspace Capacity
800	1	800	292	0.4	0.6	188

Unoccupied (Vacant) Land Area

Land Area (sqm)	Number of Lots	Average Lot Size (sqm)	Estimated Capacity Ratio	Estimated Additional Floorspace Capacity
0	0	0	0.6	0

Selected Ratios		Development		Property data		
Vacant Land Share of Total	Total Additional Floorspace Capacity	Historic Floorspace Take Up Rate (sqm) Per Annum	Historic Land Take Up Rate (sqm) Per Annum	Property Value $/sqm	Property Value Change Per Annum	Rental Value Change Per Annum
0%	188	-	-	374	11%	3%

Discussion

- Out of scope for strategic employment generation

Minor precinct 29 - Grant Street West at Barkly Street, Golden Point

Zones and overlays	Precinct Type	Land Uses
MUZ	Core employment precinct	Retail Premises (single occupancy)

Total land

Land Area (sqm)	Number of lots	Average Lot Size (sqm)
775	3	258

Occupied (Developed) Land Area

Land Area (sqm)	Number of Lots	Average Lot Size (sqm)	Floorspace (sqm)	Floorspace ratio	Estimated Capacity Ratio	Estimated Additional Floorspace Capacity
775	3	258	325	0.4	0.6	140

Unoccupied (Vacant) Land Area

Land Area (sqm)	Number of Lots	Average Lot Size (sqm)	Estimated Capacity Ratio	Estimated Additional Floorspace Capacity
0	0	0	0.6	0

Selected Ratios		Development		Property data		
Vacant Land Share of Total	Total Additional Floorspace Capacity	Historic Floorspace Take Up Rate (sqm) Per Annum	Historic Land Take Up Rate (sqm) Per Annum	Property Value $/sqm	Property Value Change Per Annum	Rental Value Change Per Annum
0%	140	-	-	523	15%	15%

Discussion

- Out of scope for strategic employment generation

Minor precinct 30 - Grant Street East at Barkly Street, Golden Point

Zones and overlays	Precinct Type	Land Uses
MUZ	Core employment precinct	Retail Premises (single occupancy)

Total land

Land Area (sqm)	Number of lots	Average Lot Size (sqm)
310	1	310

Occupied (Developed) Land Area

Land Area (sqm)	Number of Lots	Average Lot Size (sqm)	Floorspace (sqm)	Floorspace ratio	Estimated Capacity Ratio	Estimated Additional Floorspace Capacity
310	1	310	310	1.0	0.6	-124

Unoccupied (Vacant) Land Area

Land Area (sqm)	Number of Lots	Average Lot Size (sqm)	Estimated Capacity Ratio	Estimated Additional Floorspace Capacity
0	0	0	0.6	0

Selected Ratios		Development		Property data		
Vacant Land Share of Total	Total Additional Floorspace Capacity	Historic Floorspace Take Up Rate (sqm) Per Annum	Historic Land Take Up Rate (sqm) Per Annum	Property Value $/sqm	Property Value Change Per Annum	Rental Value Change Per Annum
0%	- 124	-	-	896	15%	15%

Discussion

- Out of scope for strategic employment generation

Minor precinct 31 - Grant Street at Peel Street, Golden Point

Zones and overlays	Precinct Type	Land Uses
MUZ	Core employment precinct	Retail Premises (single occupancy)

Total land		
Land Area (sqm)	Number of lots	Average Lot Size (sqm)
1,318	3	439

Occupied (Developed) Land Area						
Land Area (sqm)	Number of Lots	Average Lot Size (sqm)	Floorspace (sqm)	Floorspace ratio	Estimated Capacity Ratio	Estimated Additional Floorspace Capacity
1,318	3	439	270	0.2	0.6	521

Unoccupied (Vacant) Land Area				
Land Area (sqm)	Number of Lots	Average Lot Size (sqm)	Estimated Capacity Ratio	Estimated Additional Floorspace Capacity
0	0	0	0.6	0

Selected Ratios		Development		Property data		
Vacant Land Share of Total	Total Additional Floorspace Capacity	Historic Floorspace Take Up Rate (sqm) Per Annum	Historic Land Take Up Rate (sqm) Per Annum	Property Value $/sqm	Property Value Change Per Annum	Rental Value Change Per Annum
0%	521	-	-	307	15%	15%

Discussion

- Out of scope for strategic employment generation

Minor precinct 32 - Gilles Street at Hughes Street, Wendouree

Zones and overlays	Precinct Type	Land Uses
MUZ	Core employment precinct	Single Unit/Villa Unit/Townhouse

Total land

Land Area (sqm)	Number of lots	Average Lot Size (sqm)
3,387	1	3,387

Occupied (Developed) Land Area

Land Area (sqm)	Number of Lots	Average Lot Size (sqm)	Floorspace (sqm)	Floorspace ratio	Estimated Capacity Ratio	Estimated Additional Floorspace Capacity
3,387	1	3,387	1,220	0.4	0.6	812

Unoccupied (Vacant) Land Area

Land Area (sqm)	Number of Lots	Average Lot Size (sqm)	Estimated Capacity Ratio	Estimated Additional Floorspace Capacity
0	0	0	0.6	0

Selected Ratios		Development		Property data		
Vacant Land Share of Total	Total Additional Floorspace Capacity	Historic Floorspace Take Up Rate (sqm) Per Annum	Historic Land Take Up Rate (sqm) Per Annum	Property Value $/sqm	Property Value Change Per Annum	Rental Value Change Per Annum
0%	812	153	423	72	N/A	N/A

Discussion

- 100% residential – out of scope for strategic employment generation

Minor precinct 33 - Skipton Street near Bell Street, Redan

Zones and overlays	Precinct Type	Land Uses
MUZ	Core employment precinct	Retail Premises (single occupancy)

Total land

Land Area (sqm)	Number of lots	Average Lot Size (sqm)
1,766	2	883

Occupied (Developed) Land Area

Land Area (sqm)	Number of Lots	Average Lot Size (sqm)	Floorspace (sqm)	Floorspace ratio	Estimated Capacity Ratio	Estimated Additional Floorspace Capacity
1,766	2	883	270	0.2	0.6	790

Unoccupied (Vacant) Land Area

Land Area (sqm)	Number of Lots	Average Lot Size (sqm)	Estimated Capacity Ratio	Estimated Additional Floorspace Capacity
0	0	0	0.6	0

Selected Ratios		Development		Property data		
Vacant Land Share of Total	Total Additional Floorspace Capacity	Historic Floorspace Take Up Rate (sqm) Per Annum	Historic Land Take Up Rate (sqm) Per Annum	Property Value $/sqm	Property Value Change Per Annum	Rental Value Change Per Annum
0%	790	-	-	184	8%	2%

Discussion

- Out of scope for strategic employment generation

Minor precinct 34 - The Arches, Lake Gardens

Zones and overlays	Precinct Type	Land Uses
MUZ	Core employment precinct	Multi-Level Office Building, Low Rise Office Building, Retail Premises (single occupancy)

Total land

Land Area (sqm)	Number of lots	Average Lot Size (sqm)
4,848	1	4,848

Occupied (Developed) Land Area

Land Area (sqm)	Number of Lots	Average Lot Size (sqm)	Floorspace (sqm)	Floorspace ratio	Estimated Capacity Ratio	Estimated Additional Floorspace Capacity
4,848	1	4,848	1,292	0.3	0.6	1,617

Unoccupied (Vacant) Land Area

Land Area (sqm)	Number of Lots	Average Lot Size (sqm)	Estimated Capacity Ratio	Estimated Additional Floorspace Capacity
0	0	0	0.6	0

Selected Ratios		Development		Property data		
Vacant Land Share of Total	Total Additional Floorspace Capacity	Historic Floorspace Take Up Rate (sqm) Per Annum	Historic Land Take Up Rate (sqm) Per Annum	Property Value $/sqm	Property Value Change Per Annum	Rental Value Change Per Annum
0%	1,617	-	-	762	36%	4%

Discussion

- Local convenience centre/office complex expected to develop/grow efficiency in line with infill development

Minor precinct 35 - Pleasant Street at Freehold Place, Ballarat Central

Zones and overlays	Precinct Type	Land Uses
C1Z	Core employment precinct	Detached Dwelling, Hotel

Total land

Land Area (sqm)	Number of lots	Average Lot Size (sqm)
4,760	7	680

Occupied (Developed) Land Area

Land Area (sqm)	Number of Lots	Average Lot Size (sqm)	Floorspace (sqm)	Floorspace ratio	Estimated Capacity Ratio	Estimated Additional Floorspace Capacity
4,760	7	680	2,700	0.6	0.6	156

Unoccupied (Vacant) Land Area

Land Area (sqm)	Number of Lots	Average Lot Size (sqm)	Estimated Capacity Ratio	Estimated Additional Floorspace Capacity
0	0	0	0.6	0

Selected Ratios		Development		Property data		
Vacant Land Share of Total	Total Additional Floorspace Capacity	Historic Floorspace Take Up Rate (sqm) Per Annum	Historic Land Take Up Rate (sqm) Per Annum	Property Value $/sqm	Property Value Change Per Annum	Rental Value Change Per Annum
0%	156	-	-	49	1%	3%

Discussion

- Local convenience centre expected to grow through efficiency gains in line with infill development

Minor precinct 36 - Skipton Street at Urquhart Street, Ballarat Central

Zones and overlays	Precinct Type	Land Uses
C1Z	Core employment precinct	Office Premises, Commercial Development Site, Vehicle Sales Centre

Total land

Land Area (sqm)	Number of lots	Average Lot Size (sqm)
3,374	5	675

Occupied (Developed) Land Area

Land Area (sqm)	Number of Lots	Average Lot Size (sqm)	Floorspace (sqm)	Floorspace ratio	Estimated Capacity Ratio	Estimated Additional Floorspace Capacity
2,701	4	675	920	0.3	0.6	700

Unoccupied (Vacant) Land Area

Land Area (sqm)	Number of Lots	Average Lot Size (sqm)	Estimated Capacity Ratio	Estimated Additional Floorspace Capacity
673	1	673	0.6	404

Selected Ratios		Development		Property data		
Vacant Land Share of Total	Total Additional Floorspace Capacity	Historic Floorspace Take Up Rate (sqm) Per Annum	Historic Land Take Up Rate (sqm) Per Annum	Property Value $/sqm	Property Value Change Per Annum	Rental Value Change Per Annum
20%	1,104	-	-	727	15%	4%

Discussion

- Commercial uses expected to grow through efficiency gains in line with infill development

Minor precinct 37 - Skipton Street at Lyons Street, Ballarat Central

Zones and overlays	Precinct Type	Land Uses
C1Z	Core employment precinct	Retail Premises (single occupancy), Residential Investment Flats, Office Premises

Total land		
Land Area (sqm)	Number of lots	Average Lot Size (sqm)
3,344	6	557

Occupied (Developed) Land Area						
Land Area (sqm)	Number of Lots	Average Lot Size (sqm)	Floorspace (sqm)	Floorspace ratio	Estimated Capacity Ratio	Estimated Additional Floorspace Capacity
3,344	6	557	1,461	0.4	0.6	545

Unoccupied (Vacant) Land Area				
Land Area (sqm)	Number of Lots	Average Lot Size (sqm)	Estimated Capacity Ratio	Estimated Additional Floorspace Capacity
0	0	0	0.6	0

Selected Ratios		Development		Property data		
Vacant Land Share of Total	Total Additional Floorspace Capacity	Historic Floorspace Take Up Rate (sqm) Per Annum	Historic Land Take Up Rate (sqm) Per Annum	Property Value $/sqm	Property Value Change Per Annum	Rental Value Change Per Annum
0%	545	51	124	494	10%	4%

Discussion

- Commercial uses expected to grow through efficiency gains in line with infill development

Minor precinct 38 - Midvale Shopping Centre, Mount Clear

Zones and overlays	Precinct Type	Land Uses
C1Z	Core employment precinct	Retail Premises (single occupancy), Health Clinic, Detached Dwelling

Total land

Land Area (sqm)	Number of lots	Average Lot Size (sqm)
26,100	22	1,186

Occupied (Developed) Land Area

Land Area (sqm)	Number of Lots	Average Lot Size (sqm)	Floorspace (sqm)	Floorspace ratio	Estimated Capacity Ratio	Estimated Additional Floorspace Capacity
23,357	21	1,112	4,176	0.2	0.6	9,838

Unoccupied (Vacant) Land Area

Land Area (sqm)	Number of Lots	Average Lot Size (sqm)	Estimated Capacity Ratio	Estimated Additional Floorspace Capacity
2,743	1	2,743	0.6	1,646

Selected Ratios		Development		Property data		
Vacant Land Share of Total	Total Additional Floorspace Capacity	Historic Floorspace Take Up Rate (sqm) Per Annum	Historic Land Take Up Rate (sqm) Per Annum	Property Value $/sqm	Property Value Change Per Annum	Rental Value Change Per Annum
11%	11,484	-	-	153	1%	3%

Discussion

- Neighborhood activity centre expected to grow through efficiency gains in line with infill development

Minor precinct 39 - Miners Rest Township South

Zones and overlays	Precinct Type	Land Uses
MUZ	Core employment precinct	Detached Dwelling, Vacant Residential Site/Surveyed Lot, Shopping Centre

Total land

Land Area (sqm)	Number of lots	Average Lot Size (sqm)
71,956	20	3,598

Occupied (Developed) Land Area

Land Area (sqm)	Number of Lots	Average Lot Size (sqm)	Floorspace (sqm)	Floorspace ratio	Estimated Capacity Ratio	Estimated Additional Floorspace Capacity
53,023	17	3,119	4,136	0.1	0.6	27,678

Unoccupied (Vacant) Land Area

Land Area (sqm)	Number of Lots	Average Lot Size (sqm)	Estimated Capacity Ratio	Estimated Additional Floorspace Capacity
18,933	3	6,311	0.6	11,360

Selected Ratios		Development		Property data		
Vacant Land Share of Total	Total Additional Floorspace Capacity	Historic Floorspace Take Up Rate (sqm) Per Annum	Historic Land Take Up Rate (sqm) Per Annum	Property Value $/sqm	Property Value Change Per Annum	Rental Value Change Per Annum
26%	39,038	-	-	55	-1%	1%

Discussion

- Miner’s Rest township expected to grow through efficiency gains in line with infill development

Minor precinct 40 - Carpenter Street at Oswald Street, Wendouree

Zones and overlays	Precinct Type	Land Uses
MUZ		Retail Premises (single occupancy)

Total land

Land Area (sqm)	Number of lots	Average Lot Size (sqm)
627	4	157

Occupied (Developed) Land Area

Land Area (sqm)	Number of Lots	Average Lot Size (sqm)	Floorspace (sqm)	Floorspace ratio	Estimated Capacity Ratio	Estimated Additional Floorspace Capacity
627	4	157	434	0.7	0.8	68

Unoccupied (Vacant) Land Area

Land Area (sqm)	Number of Lots	Average Lot Size (sqm)	Estimated Capacity Ratio	Estimated Additional Floorspace Capacity
0	0	0	0.8	0

Selected Ratios		Development		Property data		
Vacant Land Share of Total	Total Additional Floorspace Capacity	Historic Floorspace Take Up Rate (sqm) Per Annum	Historic Land Take Up Rate (sqm) Per Annum	Property Value $/sqm	Property Value Change Per Annum	Rental Value Change Per Annum
0%	68	-	-	470	7%	5%

Discussion

- Local convenience centre expected to grow through efficiency gains in line with infill development

Minor precinct 41 - Violet Grove, Wendouree

Zones and overlays	Precinct Type	Land Uses
MUZ	Core employment precinct	Residential Investment Flats, Retail Premises (single occupancy), Licensed Retail Premises

Total land

Land Area (sqm)	Number of lots	Average Lot Size (sqm)
4,316	8	540

Occupied (Developed) Land Area

Land Area (sqm)	Number of Lots	Average Lot Size (sqm)	Floorspace (sqm)	Floorspace ratio	Estimated Capacity Ratio	Estimated Additional Floorspace Capacity
4,316	8	540	1,334	0.3	0.6	1,256

Unoccupied (Vacant) Land Area

Land Area (sqm)	Number of Lots	Average Lot Size (sqm)	Estimated Capacity Ratio	Estimated Additional Floorspace Capacity
0	0	0	0.6	0

Selected Ratios		Development		Property data		
Vacant Land Share of Total	Total Additional Floorspace Capacity	Historic Floorspace Take Up Rate (sqm) Per Annum	Historic Land Take Up Rate (sqm) Per Annum	Property Value $/sqm	Property Value Change Per Annum	Rental Value Change Per Annum
0%	1,256	-	-	164	20%	6%

Discussion

- Local convenience centre expected to grow through efficiency gains in line with infill development

Minor precinct 42 - Macarthur Street, Ballarat North

Zones and overlays	Precinct Type	Land Uses
MUZ	Core employment precinct	Retail Premises (single occupancy), Office Premises, Railway Switching and Marshalling Yards

Total land

Land Area (sqm)	Number of lots	Average Lot Size (sqm)
34,995	10	3,500

Occupied (Developed) Land Area

Land Area (sqm)	Number of Lots	Average Lot Size (sqm)	Floorspace (sqm)	Floorspace ratio	Estimated Capacity Ratio	Estimated Additional Floorspace Capacity
3,995	9	444	1,230	0.3	0.6	1,167

Unoccupied (Vacant) Land Area

Land Area (sqm)	Number of Lots	Average Lot Size (sqm)	Estimated Capacity Ratio	Estimated Additional Floorspace Capacity
31,000	1	31,000	0.6	18,600

Selected Ratios		Development		Property data		
Vacant Land Share of Total	Total Additional Floorspace Capacity	Historic Floorspace Take Up Rate (sqm) Per Annum	Historic Land Take Up Rate (sqm) Per Annum	Property Value $/sqm	Property Value Change Per Annum	Rental Value Change Per Annum
89%	19,767	-	3,631	60	-10%	10%

Discussion

- Local convenience centre expected to grow through efficiency gains in line with infill development

Minor precinct 43 - Sturt Street at Kalliioota Street, Alfredton

Zones and overlays	Precinct Type	Land Uses
MUZ	Core employment precinct	Retail Premises (single occupancy), Residential Investment Flats

Total land

Land Area (sqm)	Number of lots	Average Lot Size (sqm)
1,661	8	208

Occupied (Developed) Land Area

Land Area (sqm)	Number of Lots	Average Lot Size (sqm)	Floorspace (sqm)	Floorspace ratio	Estimated Capacity Ratio	Estimated Additional Floorspace Capacity
1,661	8	208	1,023	0.6	0.8	306

Unoccupied (Vacant) Land Area

Land Area (sqm)	Number of Lots	Average Lot Size (sqm)	Estimated Capacity Ratio	Estimated Additional Floorspace Capacity
0	0	0	0.8	0

Selected Ratios		Development		Property data		
Vacant Land Share of Total	Total Additional Floorspace Capacity	Historic Floorspace Take Up Rate (sqm) Per Annum	Historic Land Take Up Rate (sqm) Per Annum	Property Value $/sqm	Property Value Change Per Annum	Rental Value Change Per Annum
0%	306	-	-	713	6%	9%

Discussion

- Local convenience centre expected to grow through efficiency gains in line with infill development

Minor precinct 44 - Grant Street at Bond Street, Golden Point

Zones and overlays		Precinct Type		Land Uses		
MUZ		Core employment precinct		Retail Premises (single occupancy), Detached Dwelling		
Total land						
Land Area (sqm)		Number of lots		Average Lot Size (sqm)		
897		4		224		
Occupied (Developed) Land Area						
Land Area (sqm)	Number of Lots	Average Lot Size (sqm)	Floorspace (sqm)	Floorspace ratio	Estimated Capacity Ratio	Estimated Additional Floorspace Capacity
897	4	224	628	0.7	0.8	90
Unoccupied (Vacant) Land Area						
Land Area (sqm)	Number of Lots	Average Lot Size (sqm)	Estimated Capacity Ratio	Estimated Additional Floorspace Capacity		
0	0	0	0.8	0		
Selected Ratios		**Development**		**Property data**		
Vacant Land Share of Total	Total Additional Floorspace Capacity	Historic Floorspace Take Up Rate (sqm) Per Annum	Historic Land Take Up Rate (sqm) Per Annum	Property Value $/sqm	Property Value Change Per Annum	Rental Value Change Per Annum
0%	90	-	-	528	0%	0%
Discussion						

- Out of scope for strategic employment generation

Minor precinct 45 - La Trobe Street at Pleasant Street, Redan

Zones and overlays	Precinct Type	Land Uses
MUZ	Core employment precinct	Shopping Centre, Detached Dwelling, General Purpose Factory

Total land		
Land Area (sqm)	Number of lots	Average Lot Size (sqm)
26,964	6	4,494

Occupied (Developed) Land Area						
Land Area (sqm)	Number of Lots	Average Lot Size (sqm)	Floorspace (sqm)	Floorspace ratio	Estimated Capacity Ratio	Estimated Additional Floorspace Capacity
24,472	5	4,894	4,866	0.2	0.6	9,817

Unoccupied (Vacant) Land Area				
Land Area (sqm)	Number of Lots	Average Lot Size (sqm)	Estimated Capacity Ratio	Estimated Additional Floorspace Capacity
2,492	1	2,492	0.6	1,495

Selected Ratios		Development		Property data		
Vacant Land Share of Total	Total Additional Floorspace Capacity	Historic Floorspace Take Up Rate (sqm) Per Annum	Historic Land Take Up Rate (sqm) Per Annum	Property Value $/sqm	Property Value Change Per Annum	Rental Value Change Per Annum
9%	11,313	-	-	124	-2%	76%

Discussion

- Local convenience centre expected to grow through efficiency gains in line with infill development

Minor precinct 46 - Lake Gardens Children's Centre

Zones and overlays	Precinct Type	Land Uses
MUZ	Core employment precinct	Day Care Centre for Children

Total land

Land Area (sqm)	Number of lots	Average Lot Size (sqm)
1,760	1	1,760

Occupied (Developed) Land Area

Land Area (sqm)	Number of Lots	Average Lot Size (sqm)	Floorspace (sqm)	Floorspace ratio	Estimated Capacity Ratio	Estimated Additional Floorspace Capacity
1,760	1	1,760	435	0.2	0.6	621

Unoccupied (Vacant) Land Area

Land Area (sqm)	Number of Lots	Average Lot Size (sqm)	Estimated Capacity Ratio	Estimated Additional Floorspace Capacity
0	0	0	0.6	0

Selected Ratios		Development		Property data		
Vacant Land Share of Total	Total Additional Floorspace Capacity	Historic Floorspace Take Up Rate (sqm) Per Annum	Historic Land Take Up Rate (sqm) Per Annum	Property Value $/sqm	Property Value Change Per Annum	Rental Value Change Per Annum
0%	621	-	-	251	4%	-1%

Discussion

- Out of scope for strategic employment generation

Minor precinct 47 - Humffray Street at Lawless Place, Brown Hill

Zones and overlays		Precinct Type		Land Uses		
MUZ		Core employment precinct		Detached Dwelling, Retail Premises (single occupancy)		
Total land						
Land Area (sqm)		Number of lots		Average Lot Size (sqm)		
7,553		8		944		
Occupied (Developed) Land Area						
Land Area (sqm)	Number of Lots	Average Lot Size (sqm)	Floorspace (sqm)	Floorspace ratio	Estimated Capacity Ratio	Estimated Additional Floorspace Capacity
7,553	8	944	1,106	0.1	0.6	3,426
Unoccupied (Vacant) Land Area						
Land Area (sqm)	Number of Lots	Average Lot Size (sqm)	Estimated Capacity Ratio	Estimated Additional Floorspace Capacity		
0	0	0	0.6	0		
Selected Ratios		**Development**		**Property data**		
Vacant Land Share of Total	Total Additional Floorspace Capacity	Historic Floorspace Take Up Rate (sqm) Per Annum	Historic Land Take Up Rate (sqm) Per Annum	Property Value $/sqm	Property Value Change Per Annum	Rental Value Change Per Annum
0%	3,426	-	-	215	5%	1%
Discussion						

- Local convenience centre expected to grow through efficiency gains in line with infill development

Minor precinct 48 - Cuthberts Road Milk Bar, Alfredton

Zones and overlays	Precinct Type	Land Uses
MUZ	Core employment precinct	Retail Premises (multiple occupancies), Retail Premises (single occupancy)

Total land

Land Area (sqm)	Number of lots	Average Lot Size (sqm)
1,338	2	669

Occupied (Developed) Land Area

Land Area (sqm)	Number of Lots	Average Lot Size (sqm)	Floorspace (sqm)	Floorspace ratio	Estimated Capacity Ratio	Estimated Additional Floorspace Capacity
1,338	2	669	262	0.2	0.6	541

Unoccupied (Vacant) Land Area

Land Area (sqm)	Number of Lots	Average Lot Size (sqm)	Estimated Capacity Ratio	Estimated Additional Floorspace Capacity
0	0	0	0.6	0

Selected Ratios		Development		Property data		
Vacant Land Share of Total	Total Additional Floorspace Capacity	Historic Floorspace Take Up Rate (sqm) Per Annum	Historic Land Take Up Rate (sqm) Per Annum	Property Value $/sqm	Property Value Change Per Annum	Rental Value Change Per Annum
0%	541	-	-	237	4%	4%

Discussion

- Out of scope for strategic employment generation

Minor precinct 49 - Norman Street at Dowling Street, Wendouree

Zones and overlays	Precinct Type	Land Uses
MUZ	Core employment precinct	Retail Premises (single occupancy), Vehicle Sales Centre, Fuel Outlet/Garage/Service Station

Total land

Land Area (sqm)	Number of lots	Average Lot Size (sqm)
4,164	3	1,388

Occupied (Developed) Land Area

Land Area (sqm)	Number of Lots	Average Lot Size (sqm)	Floorspace (sqm)	Floorspace ratio	Estimated Capacity Ratio	Estimated Additional Floorspace Capacity
4,164	3	1,388	507	0.1	0.6	1,991

Unoccupied (Vacant) Land Area

Land Area (sqm)	Number of Lots	Average Lot Size (sqm)	Estimated Capacity Ratio	Estimated Additional Floorspace Capacity
0	0	0	0.6	0

Selected Ratios		Development		Property data		
Vacant Land Share of Total	Total Additional Floorspace Capacity	Historic Floorspace Take Up Rate (sqm) Per Annum	Historic Land Take Up Rate (sqm) Per Annum	Property Value $/sqm	Property Value Change Per Annum	Rental Value Change Per Annum
0%	1,991	-	-	258	0%	7%

Discussion

- Local convenience centre expected to grow through efficiency gains in line with infill development

Minor precinct 50 - Old Ballarat Orphanage

Zones and overlays	Precinct Type	Land Uses
C1Z	Core employment precinct	Commercial Development Site

Total land

Land Area (sqm)	Number of lots	Average Lot Size (sqm)
7,836	1	7,836

Occupied (Developed) Land Area

Land Area (sqm)	Number of Lots	Average Lot Size (sqm)	Floorspace (sqm)	Floorspace ratio	Estimated Capacity Ratio	Estimated Additional Floorspace Capacity
0	0	-	0	0.0	0.6	0

Unoccupied (Vacant) Land Area

Land Area (sqm)	Number of Lots	Average Lot Size (sqm)	Estimated Capacity Ratio	Estimated Additional Floorspace Capacity
7,836	1	7,836	0.6	4,702

Selected Ratios		Development		Property data		
Vacant Land Share of Total	Total Additional Floorspace Capacity	Historic Floorspace Take Up Rate (sqm) Per Annum	Historic Land Take Up Rate (sqm) Per Annum	Property Value $/sqm	Property Value Change Per Annum	Rental Value Change Per Annum
100%	4,702	-	-	186	47%	-3%

Discussion

- Part of the Old Ballarat Orphanage Site subject to redevelopment.

Minor precinct 51 - Barkly Street at Cobden Street, Mount Pleasant

Zones and overlays	Precinct Type	Land Uses
MUZ	Core employment precinct	Detached Dwelling, Retail Premises (multiple occupancies)

Total land

Land Area (sqm)	Number of lots	Average Lot Size (sqm)
2,700	6	450

Occupied (Developed) Land Area

Land Area (sqm)	Number of Lots	Average Lot Size (sqm)	Floorspace (sqm)	Floorspace ratio	Estimated Capacity Ratio	Estimated Additional Floorspace Capacity
2,700	6	450	783	0.3	0.6	837

Unoccupied (Vacant) Land Area

Land Area (sqm)	Number of Lots	Average Lot Size (sqm)	Estimated Capacity Ratio	Estimated Additional Floorspace Capacity
0	0	0	0.6	0

Selected Ratios		Development		Property data		
Vacant Land Share of Total	Total Additional Floorspace Capacity	Historic Floorspace Take Up Rate (sqm) Per Annum	Historic Land Take Up Rate (sqm) Per Annum	Property Value $/sqm	Property Value Change Per Annum	Rental Value Change Per Annum
0%	837	-	-	379	5%	5%

Discussion

- Majority residential – out of scope for strategic employment uses

Disclaimer

1. This report is for the confidential use only of the party to whom it is addressed ("Client") for the specific purposes to which it refers and has been based on, and takes into account, the Client's specific instructions. It is not intended to be relied on by any third party who, subject to paragraph 3, must make their own enquiries in relation to the issues with which this report deals.
2. HillPDA makes no representations as to the appropriateness, accuracy or completeness of this report for the purpose of any party other than the Client ("Recipient"). HillPDA disclaims all liability to any Recipient for any loss, error or other consequence which may arise as a result of the Recipient acting, relying upon or using the whole or part of this report's contents.
3. This report must not be disclosed to any Recipient or reproduced in whole or in part, for any purpose not directly connected to the project for which HillPDA was engaged to prepare the report, without the prior written approval of HillPDA. In the event that a Recipient wishes to rely upon this report, the Recipient must inform HillPDA who may, in its sole discretion and on specified terms, provide its consent.
4. This report and its attached appendices are based on estimates, assumptions and information provided by the Client or sourced and referenced from external sources by HillPDA. While we endeavour to check these estimates, assumptions and information, no warranty is given in relation to their reliability, feasibility, accuracy or reasonableness. HillPDA presents these estimates and assumptions as a basis for the Client's interpretation and analysis. With respect to forecasts, HillPDA does not present them as results that will actually be achieved. HillPDA relies upon the interpretation of the Client to judge for itself the likelihood of whether these projections can be achieved or not.
5. Due care has been taken to prepare the attached financial models from available information at the time of writing, however no responsibility can be or is accepted for errors or inaccuracies that may have occurred either with the programming or the resultant financial projections and their assumptions.
6. This report does not constitute a valuation of any property or interest in property. In preparing this report HillPDA has relied upon information concerning the subject property and/or proposed development provided by the Client and HillPDA has not independently verified this information except where noted in this report.
7. In relation to any valuation which is undertaken for a Managed Investment Scheme (as defined by the Managed Investments Act 1998) or for any lender that is subject to the provisions of the Managed Investments Act, the following clause applies:

   This valuation is prepared on the assumption that the lender or addressee as referred to in this valuation report (and no other) may rely on the valuation for mortgage finance purposes and the lender has complied with its own lending guidelines as well as prudent finance industry lending practices, and has considered all prudent aspects of credit risk for any potential borrower, including the borrower's ability to service and repay any mortgage loan. Further, the valuation is prepared on the assumption that the lender is providing mortgage financing at a conservative and prudent loan to value ratio.
8. HillPDA makes no representations or warranties of any kind, about the accuracy, reliability, completeness, suitability or fitness in relation to maps generated by HillPDA or contained within this report.

Liability limited by a scheme approved under the Professional Standards Legislation

MELBOURNE

Suite 114, 838 Collins Street

Docklands VIC 3008

t: +61 3 9629 1842

f: +61 3 9629 6315

e: melbourne@hillpda.com

SYDNEY

Level 3, 234 George Street

Sydney NSW 2000

GPO Box 2748 Sydney NSW 2001

t: +61 2 9252 8777

f: +61 2 9252 6077

e: sydney@hillpda.com

WWW.HILLPDA.COM