

Background issues and options Submissions Evaluation

	Brief Summary (key points)	What are the implications of this information for the Strategy?
Submission #1:	Key points are: <ul style="list-style-type: none"> “Land described in 4.7.4”, which is the “Investigation Area” land parcel at 175 Dead Horse Lane, Mansfield. Consideration required for the interface with Midland Highway (opposite the Race Track) and maintaining visual amenity due to Midland Highway being an ‘entrance’ to Mansfield (ie, raising concern that industrial buildings may ‘blight’ the existing visual amenity. 	Noted: will be reflected in recommendations in strategy document
	<ul style="list-style-type: none"> Advocates that “Land further to the west along Lakins Road adjacent to Council owned land makes sense for industrial as not seen from the highway.” 	Noted: strategy will recommend location for new industrial uses. Submitters will be able to submit on this during the public consultation process to support the delivery of the strategy.
	<ul style="list-style-type: none"> Suggestion: Developers of industrial and commercial land need clarity on planning for both subdivisions and development, eg contributions, etc. 	Noted: This will be considered in the development of the strategy
	<ul style="list-style-type: none"> Request for Information: “No mention in report regarding niche businesses, small scale industrial that would attract innovation – innovation hub.” 	Noted: will be incorporated into the strategy
Submission #2:	Key points are: <ul style="list-style-type: none"> Advocates that “land at 3486 Maroondah Highway Mansfield be actively considered within the proposed Strategy for rezoning to allow for limited retail uses” to “allow its use and development for motor vehicle sales.” (The land is currently zoned Rural Living Zone and, as such, the use of land for motor vehicle sales is prohibited). 	Noted: This will be considered in the development of the strategy
	<ul style="list-style-type: none"> Notes existing Toyota Dealership has experienced strong demand and is seeking to expand, which aligns with Discussion Paper’s stated growth in demand for commercial land. 	Noted: land supply for large scale commercial uses will be considered in the development of the strategy.
	<ul style="list-style-type: none"> Notes land owners have experienced a shortage of available appropriately-zoned sites as they’ve sought to expand, which aligns with Discussion Paper’s analysis. 	Noted.
	<ul style="list-style-type: none"> Advocates this land – should it be permitted for automotive sales – would align with ‘Township Approaches Planning and Guidelines Study’. 	Noted:
	<ul style="list-style-type: none"> Notes that “there is also a push to get bulky goods style uses such as our client’s motor vehicle dealership, out of the town centre.” 	Noted: future of bulky goods will be considered in the strategy
	<ul style="list-style-type: none"> Advocates that “Whilst there is a defined settlement boundary around the current township, it is suggested that this could be reviewed as part of any investigation into new areas for commercial and industrial development).” 	Noted: review of the township boundary is not within the scope of the analysis.
	<ul style="list-style-type: none"> Advocates that “that land fronting the southern side of the Maroondah Highway, from 3486 Maroondah Highway east towards Kidston Parade presents an opportunity to be re-zoned to mixed use/commercial zoning”, thereby expanding the supply of commercial land in Mansfield. 	Noted: Submitters will be able to submit on this during the public consultation process to support the delivery of the strategy.
Submission #3:	Key points are: <ul style="list-style-type: none"> Advocates for 115 Dead Horse Lane, Mansfield to be included in the “Mansfield Shire Council – Commercial and Industrial Strategy”. 	Noted: strategy will recommend location for new industrial uses. Submitters will be able to submit on this during the public consultation process to support the delivery of the strategy.

	Brief Summary (key points)	What are the implications of this information for the Strategy?
	<ul style="list-style-type: none"> Asserts that “There are inconsistencies between the background paper, current planning scheme Mansfield Township strategic directions (21.09, Mansfield Township Framework Plan) and Housing Strategy (adopted but not implemented) – provide certainty with strategic direction, giving precedence for future residential development and clearly identifying future industrial land.” 	Strategy will set new directions while also providing certainty in relation to future industrial and commercial growth.
	<ul style="list-style-type: none"> Asserts that “Theoretical regional analysis that underplays the extent of local demand and sub-regional role of Mansfield for industrial and commercial uses / developments – Mansfield is a service centre for Mt Buller which is not fully recognised. 	While this topic does appear to be covered in the Discussion Paper, this topic will also be noted in the Strategy
	<ul style="list-style-type: none"> Asserts that “The extent of Commercial 1 Zone along the western (Maroondah Highway) entrance into Mansfield is excessive and has led to the recent convenience store proposal being an ‘as-of-right’ use where Council can only consider development under a permit application. The background paper completely disregards this issue.” 	This seems to already be included in the Discussion Paper (p.23): “Under their current zoning, dwellings along Curie, Erril, Nolan and Ailsa Streets are, for instance, able to conduct a wide variety of commercial uses without requiring a planning permit including the operation of a retail premises, education centre, office, child care centre and food and beverage outlet.”
	<ul style="list-style-type: none"> Advocates that “No further extension of highway commercial zoning and dev should be considered.” 	Noted: strategy will recommend location for new industrial uses. Submitters will be able to submit on this during the public consultation process to support the delivery of the strategy.
	<ul style="list-style-type: none"> Notes that “Recognises residential uses in commercially zoned areas but provides no guidance on how to assess proposals – how should new residential proposals be considered on commercially zoned land? Should the land be protected for future commercial uses/ What happens with commercially zoned land where substantial residential use / dev has been allowed, eg Baldry St?” 	Strategy will propose solutions to this
	<ul style="list-style-type: none"> Notes that “Design and development guidelines should be considered to better guide existing commercial developments at west (Maroondah Hwy) and east (Mt Buller Rd). 	Noted
	<ul style="list-style-type: none"> Advocates that “important to provide a range of locations and types of industrial land to cater for future needs.” 	Strategy will advocate for a range of new industrial spaces but not a range of locations
	<ul style="list-style-type: none"> Notes that “3.7 – Agree that interface between industrial and residential is important. Interface can be managed through design / development guidelines and separating industries requiring greater setbacks from residential uses.” 	Noted
	<ul style="list-style-type: none"> Advocates that: “No further industrial use and rezoning of highway locations for industry should take place – protect entrances from north, west and east. Design and development guidelines should be developed to better guide existing service industry at east (Mt Buller Rd).” 	Noted: strategy will recommend location for new industrial uses. Submitters will be able to submit on this during the public consultation process to support the delivery of the strategy.
	<ul style="list-style-type: none"> Notes that: “No mention whatsoever of the OD route that has been a key transport initiative of Council for some years. What is status of this OD route initiative? This route offers significant opportunity for more efficient heavy traffic movement and associated industrial use and development along the route.” 	Noted: strategy will seek to identify new industrial land on the basis of its accessibility, current use and capacity to link with trunk infrastructure
	<ul style="list-style-type: none"> Notes that: “4.7.4 notes that there is limited land in this area, which is not accurate.” 	The Dead Horse Lane precinct east of Midland Highway is a fully occupied industrial area.

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		As such, the area has limited capacity to support new industrial uses. There is some underutilised land within the precinct that might support redevelopment, however, there are currently no vacant sites.
	<ul style="list-style-type: none"> Advocates that: "This general area is ideal for industry and should be further investigated and promoted." 	Noted
	<ul style="list-style-type: none"> Advocates that: "Land on the northern side of Dead Horse Lane, further to the west closer to the WTP has been gradually been converted to industrial; this area should be recognised, with this whole strip being formally recognised by being rezoned from Farming to Industrial 1." 	Noted: Strategy will facilitate long term outcomes and will not include retrospective rezoning
	<ul style="list-style-type: none"> Advocates that: "WTP buffer area ideal for immediate industrial rezoning and development – solves GVW objectives to protect area from a 'sensitive use', avoiding need for application of the ESO, which is highly unlikely given the existing residential uses within the proposed buffer area." 	Noted: strategy will seek to identify new industrial land on the basis of its accessibility, current use and capacity to link with trunk infrastructure:
	<ul style="list-style-type: none"> Notes that: "Figure 23, indicating areas for industrial investigation conflicts with current planning scheme Mansfield Township strategic directions (21.09, Mansfield Township Framework Plan) for exploration of residential options on the southern side of DHL – make consistent, allowing both to be explored with appropriate interface treatment." 	Strategy will set new direction for the planning scheme
	<ul style="list-style-type: none"> Advocates that: "An internal road link between the identified Lakins Road industrial area and DHL should be explored." 	Noted