21.11 EMPLOYMENT

Context

Only a small number of employment opportunities are provided within Casey. These opportunities are limited to employment in the retail, industrial and service sectors. Most Casey residents travel outside the municipality to work.

Accordingly, an overwhelming majority of Casey residents drive to work. By making employment centres more accessible to other modes of transport, the personal and environmental costs of commuting will be lowered.

The quality of life for many Casey residents can also be improved by reducing the amount of time and other resources spent commuting to employment centres outside the municipality. The ability to work from home or close to home will also benefit working parents by allowing them to better balance their family and career demands.

The restructuring of the economy means that an increasing amount of work is no longer performed in traditional workplaces. The growth of the service sector, the tendency for firms to outsource non-core business and improvements in telecommunications, have led to work arrangements that are far more flexible than they have been before. There are now more opportunities for self employment and in some occupations it is no longer necessary to commute to work.

However, industrial areas still remain vital for the economic well being of most metropolitan municipalities. They provide employment and services for local residents and they help to sustain other local business. Industrial land should therefore be viewed as a precious resource that should be protected from encroachment by non-industrial land uses which are often attracted by relatively lower land prices and road exposure. Such uses may prejudice the future use of land for industrial purposes.

Objectives, strategies and implementation

Objectives

- To expand the number of employment opportunities within Casey.
- To provide employment opportunities in and around activity centres.
- To maximise the long-term development and employment potential of the Fountain Gate-Narre Warren CBD.
- To make employment centres more accessible to all modes of transport.
- To protect the limited supply of industrial land in the municipality from inappropriate land uses.
- To maximise the employment potential of the Cranbourne West employment precinct.
- To provide for the expansion of the home-based business sector.

Strategies

- Strengthen the hierarchy of activity centres and direct major commercial, community and entertainment facilities to the two Principal Activity Centres at Cranbourne and Fountain Gate-Narre Warren.
- Encourage home occupations that can be carried out with minimal or no detriment to neighbouring properties.
Encourage business investment that generates significant employment opportunities to locate in accessible areas such as activity centres, designated employment precincts or public transport nodes.

Encourage mixed use developments in activity centres that incorporate an appropriate combination of commercial, residential and other land uses.

Encourage the retention of industrial zones primarily for industrial purposes. Exceptions can be made for non-industrial uses that complement industrial zones, such as takeaway food premises, or for uses that do not prejudice the use of nearby land for industrial purposes.

Discourage the rezoning of industrial zones to other zones except in exceptional circumstances where it can be demonstrated that there is a significant net benefit to the community, or in accordance with the Fountain Gate-Narre Warren CBD Incorporated Plan (May 2013) in the schedule to Clause 81.

Encourage the development of a diverse and job intensive employment precinct in Cranbourne West in accordance with the Cranbourne West Precinct Structure Plan.

**Implementation**

These strategies will be implemented by:

**Use of policy**

- Using the Retail Centres Policy to encourage the consolidation of the role of the two Principal Activity Centres and hierarchical development of all activity centres (Clause 22.07).

- Using Industrial Development Policy to facilitate high quality development for appropriate uses of Casey’s industrially zoned land (Clause 22.09).

**Application of zones and overlays**

- Implementing Council’s Retail Policy to ensure commercial uses occur in appropriate locations, by applying the:
  - Commercial 1 Zone to designate activity centres with a primary retail function.
  - Commercial 1 Zone to designate activity centres with an office and commercial function.
  - Commercial 2 Zone to designate activity centres, business and industry parks with an office and manufacturing function.
  - Commercial 2 Zone to designate activity centres with a peripheral sales, manufacturing and service business function.
  - Mixed Use Zone to designate activity centres with a mixed use or lower order retail function and community activity clusters.

- Applying the Priority Development Zone, where appropriate, to land within the Fountain Gate-Narre Warren CBD to provide for the use and development of the land for projects of regional significance in recognition of the centre’s role as a Activity Centre under the metropolitan strategy.

- Applying the Activity Centre Zone, where appropriate, to land within the Cranbourne Town Centre to provide for the use and development of the land in recognition of the centre’s role as an Activity Centre under State Government Policy.

- Applying the Comprehensive Development Zone to a new activity centre in Lyndhurst to facilitate the early development of this centre.
CASEY PLANNING SCHEME

- Applying the Industrial 1 Zone to preserve industrial land for industrial uses and protect against inappropriate commercial development.

- Applying the Industrial 3 Zone to specific sites in the Fountain Gate-Narre Warren CBD to protect residential areas from inappropriate industrial uses.

- Applying the Commercial 1 Zone to the Tooradin Township to reflect the designation of this town as a centre for tourism-based activities.

- Applying the Activity Centre Zone to designated Activity Centres to encourage a mixture of uses and the intensive development of the activity centre.

- Applying the Incorporated Plan Overlay to those parts of the Fountain Gate-Narre Warren CBD not included in the Priority Development Zone or Public Use Zone to ensure the use and developments of those parts of the CBD are in accordance with the Fountain Gate-Narre Warren CBD Incorporated Plan (May 2013).

Further strategic work

- Preparing and/or reviewing structure plans for all activity centres.

- Preparing a strategy for the Hallam Industrial Estate.

Other actions

- Preparing and implementing Streetscape programs for most activity centres in Casey.

- Implementing the recommendations of Council’s Economic Development Strategy.

- Partner with VicRoads to investigate potential options for changes to the arterial road network in Cranbourne.

21.11-3

Reference Documents

Activity Centres Strategy, (October 2006) City of Casey, in association with Ratio Consultants Pty Ltd.

Cranbourne West Precinct Structure Plan (January 2010), City of Casey

Cranbourne Town Centre Plan (August 2011), City of Casey