

22.01 INDUSTRIAL LOCAL POLICY12/06/2008
C97**22.01-1 Industrial Areas and Business Parks**12/06/2008
C97

This policy applies to land located in the Industrial 1, Industrial 3 and Business 3 Zones excluding land covered by Schedule 16 to the Development Plan Overlay.

Policy Basis

Industry and large scale business are key contributors to the City's strong employment base. The appearance and amenity of development strongly influences people's impressions of the City and the amount of investment by business and industry attracted to high quality environments.

Haphazardly developed or poorly designed industrial areas adversely affect the amenity and appearance of the City, particularly if the area is close to residential areas, major roads or natural heritage sites. It is important that industrial areas achieve a high architectural and landscape standard. Stormwater management, car parking provision and vehicular access are also important considerations.

The enhanced amenity and appearance of the City's employment areas and gateways is a key objective in the MSS.

The City's main industrial areas are located adjacent to the Hume Highway or around Melbourne Airport. Sunbury and Craigieburn also contain industrial areas that accommodate mainly service and light industrial-type uses.

The City contains several developing business parks that offer a high quality industry and business environment and substantial employment opportunities. These parks have excellent access to the metropolitan freeway network and Melbourne Airport. It is important that these parks are promoted for their employment and investment potential and that development is of a high design and landscape standard.

The development of Northcorp Industry Park, Global Business Park and land in the vicinity of Annandale Road and Trade Park Drive as high quality business and industrial is a key strategy of the MSS.

Cooper Street is an important east-west arterial road which links Somerton and the Hume Highway industrial corridor with the City of Whittlesea. The industrial activities located adjacent to Cooper Street include large scale warehousing, manufacturing and distribution activity. Its proximity to national road, rail, air and port transport linkages, makes the Cooper Street precinct an ideal location for industrial development, reliant on good transport networks and freight movement.

The precinct also contains several natural heritage sites of significance. One of these is a grasslands community located on the south side of Cooper Street, between the proposed Hume Freeway Extension and Merri Creek, which is of State significance.

The development of an attractive, unique and cohesive landscape and urban design theme within the Cooper Street Precinct which is reflective of the rural landscape character of the surrounding area and the industrial nature of the neighbourhood is a key strategy in the MSS.

Objectives

To provide a range of lot sizes to meet current and anticipated employment needs.

To ensure that new development is well designed and will enhance the visual and streetscape amenity of the area, particularly along roads with a residential interface.

To protect significant natural and cultural heritage sites wherever possible.

To provide for effective stormwater management as part of new development proposals.

To ensure that new development along major roads such as the Hume Highway enhances the appearance and function of those roads.

To establish and maintain a consistently high quality industry and business environment that protects and enhances the investment of those who choose to locate and work within, and the amenity of those who reside near, the City's business parks.

To create an attractive park-like setting in the City's business parks focussing on ample landscaped open areas complemented by high quality architecture and urban design.

Cooper Street

To soften the appearance of all streetscapes in the Cooper Street precinct and ensure that any future widening of Cooper Street does not give it a barren highway appearance.

To create gateway features at the intersection of Cooper Street with the Hume Highway to identify the Cooper Street precinct.

To give the entire length of Cooper Street an identifiable character.

To unify the precinct through the use of colour, similar building materials, building setbacks and landscape furniture.

To protect and provide appropriate open space linkages along the Merri Creek and its tributaries, and preserve areas identified as having high floral and faunal significance such as the Cooper Street Grasslands area.

To create a landscape buffer between potentially conflicting land uses in the Cooper Street precinct.

Policy

It is policy that:

Subdivision design

New subdivisions should provide a range of lot sizes that cater for different types of employment uses.

New lots should:

- be at least 4000 square metres in area, where adjoining a road included in a Road Zone.
- be at least 800 square metres in area, where adjoining any other road;
- have a frontage to a road that is at least 21.2 metres wide; and
- have a depth of at least 30 metres.

A clutter of small allotments along major road frontages or adjacent to non-industrial zones should be avoided.

Large, 'prestigious' style lots should be located on service roads along roads in a Road Zone.

High amenity, larger scale developments that will benefit from close proximity to the metropolitan freeway network and Melbourne Airport, are encouraged on Annandale Road.

Environmental impacts

Effective stormwater management should be considered.

Development should not adversely affect the Cooper Street Grasslands area.

Lots and open spaces are arranged to maximise the retention of trees and other significant natural and cultural heritage sites.

Subdivisions and buildings should be designed so that natural heritage sites become a feature or focus of the development, rather than backing onto these sites.

Existing Redgum trees should be incorporated into open space areas or street reserves, which can accommodate tree canopies, wherever possible.

An appropriate interface between development and waterways including Merri Creek, Steele Creek and their environs should be provided to minimise visual impacts and disturbance to the waterways.

Building setbacks

Except in established industrial areas where existing developments have created a uniform, new developments should be setback:

Location	Setback
Roads included in a Road Zone	20 metres from a front boundary (including at least a 3 metre landscape strip)
Any other road,	6 metres (including a 3 metre landscape strip) plus 0.5 metre per 1000 square metres of site area above 4000 square metres
Vineyard Road frontage,	A 20 metre wide, with a densely planted landscape strip to screen new development from view.
Side boundaries	5 metres (including a 1.8 metre wide landscape strip)
Northcorp Industrial Park	
Area A – Camp Road	As shown in the attached Northcorp Industry Building Areas plan
Area A – Northcorp Boulevard;	9 metres
Lakeside Drive	6 metres
Areas B, D-G	6 metres
Area C	5 metres
Annandale Road	
Keilor Park Drive and Annandale Road.	A landscaped area of at least 5 metres
All other frontages and sideages to a road.	A landscaped area of at least 3 metres

Architecture

Development adjacent to open space area or waterways should complement the scale and appearance of the open space area or waterway environs.

Buildings in Business Parks proposed for each site should seek to achieve a high standard of design.

Outbuildings and/or ancillary installations in Business Parks should be compatible with the design theme established by primary buildings on each site.

Plant and equipment in developments in Business Parks should be concealed or, in the case of freestanding structures, appropriately screened from view.

Buildings in Area A of the Northcorp Industrial Park should be designed and finished having a high regard to their prominent position in Camp Road. Specifically, buildings in this Area should address this frontage and Northcorp Boulevard and/or Lakeside Drive, where relevant.

Building materials and finishes

Buildings should be constructed in masonry or other material suited to the type of building and its use with appropriate use of glazing.

Except where face brickwork is integral to the overall design and appearance of buildings, external walls should be painted or finished with a quality textured coating.

The use of timber as a dominant building material should be avoided

Except in the Cooper Street precinct buildings constructed of colourbond materials should be avoided.

In the Cooper Street Precinct a combination of colourbond steel and precast concrete should be used. Buildings constructed of galvanised iron should be avoided unless they are adequately screened from roadways and abutting properties.

Fencing

Frontages should be unfenced. If fencing is required for security purposes, it should be designed to have a high degree of transparency and be located behind the front landscape setback.

Fence and gate design should be integral to the design of buildings.

Side and rear boundary fences should be black plastic coated cyclone wire.

In the Cooper Street Precinct security fencing should be black chainmesh or steel. Screen fencing should be solid timber, 'earthy' coloured colourbond steel fencing is discouraged.

Car Parking

A 1.5 metre wide landscaped area should be provided between car parking and buildings/side property boundaries to provide a visual contrast and ensure safe vehicular movements.

Large areas set aside for car parking should be provided with landscape islands to allow the planting of shade trees and shrubs.

All car parking areas should be provided with suitable lighting to ensure safety and security of users after dark.

Car parking areas external to buildings are encouraged to be screened and designed so as not to be visible from Vineyard Road.

Loading and servicing areas should be designed as an integral part of the development on each site.

Land uses generating regular truck movements are to provide designated truck parking in addition to spaces provided within loading bays.

Disabled car parking spaces should be provided as follows:

TOTAL NUMBER OF SPACES	NUMBER OF DISABLED SPACES
1-40	1
41-80	2
81-120	3
121-160	4
161-300	5
301-400	6
401-500	7

USE	SPACE REQUIRED
Warehouse	1:90m ² or 1.1 spaces per 100m ²
Factory/Industry	1:55m ² or 1.8 spaces per 100m ² for buildings up to 500m ² 1:70m ² for 1.4 spaces per 100m ² for area exceeding 500m ²
Office	3.5 spaces for every 100m ² of floor area Where the office is part of a factory/Industry or warehouse and is less than 20% of the total built floor area, the Factory/Industry spaces are required
Caretaker's House	1 space
Trade Supplies	2.5 spaces per 100m ²

Storage and disposal of waste

Where possible, storage areas should be an integral part of the design of buildings.

Outside storage areas should be screened and designed to prevent the proliferation of litter and other material within and beyond the site.

Frontage setbacks should not be used to store goods, materials or waste.

Lighting

All lighting should be located, directed and baffled to limit light spill beyond the site boundaries.

All premises should provide external lighting to ensure adequate site security.

Signage

Signage should be integrated with the development design.

Signage should be limited to the name of the business, and where necessary, give a brief description of the services/goods provided.

Visual clutter, created by too many or inappropriate sign types should be avoided.

Illuminated signs should be enclosed within an internally lit box or sensitively designed with spot lighting.

Freestanding, low level signage in the front setback area may be considered in association with planting.

In Business Parks only one sign should be located in the front setback area (not including any standard business signage provided by the park's developer).

Melbourne Airport

All development should have regard for the operational requirements of Melbourne Airport in terms of aircraft noise, building height and form, bird hazards, lighting and radio transmission.

Services

Electricity supply should be underground.

Landscaping

The landscaping theme adopted for a development should be simple and include use of semi-mature trees

Landscaped areas located within front setbacks should be mounded, where the lot is greater than 4000 square metres.

Automated watering systems should be provided to landscaped areas in the front setback and are encouraged in all other landscaped areas.

Fast growing screening species should be used between properties (along side boundaries). However, species having a reputation for short lifespan, unstable structure or unruly habit should be avoided.

An application to construct a building or construct or carry out works for a business park should be accompanied by a landscape plan that:

- recognises the themes already established in the major roads and open space;
- establishes a “green” theme for each site, complementary to the simple, bold and appropriately scaled theme established for the park;
- contributes to the creation of an attractive business environment;
- visually reduces the bulk of new development and enhances the appearance of new buildings;
- provides summer shade and windbreaks to areas used by pedestrians or occupied by car parking;
- minimises surface run-off; and
- is practical to implement and maintain.

Where buildings are not built to side or rear property boundaries, provision should be made for a landscape screen to be established along these boundaries.

Particular attention should be paid to achieving a very high quality and appropriately scaled landscape in the front setback that extends the themes established in the streetscapes. Residential scale details such as rockeries and sleeper walls are strongly discouraged.

The location and choice of vegetation should take account of the existing landscape theme, as well as local soil conditions and prevailing weather.

Species should usually be chosen to minimise long-term watering requirements.

Massed planting of single species are preferred rather than a mixture of various species.

Northcorp Industry Park

Tree and plant species used in landscaping should accord with the Northcorp Industry Park Planning and Design Guidelines.

Development abutting Cooper Street

Basalt walls should be constructed:

- at the intersection of the Hume Highway and Cooper Street and at collector road intersections to act as signage walls and entry statements.
- along the Hume Highway and Cooper Street frontages wherever possible.

Bluestone threshold paving should be used at roads which intersect with Cooper Street wherever possible.

Boulevard planting should be established along the full length of Cooper Street, using similar planting styles and species.

Centre median and nature strips should be planted with street trees, utilising tree species recommended in the Cooper Street Precinct Strategy Landscape Design Guidelines.

Planting in new developments should be positioned to enhance entry walls at road intersections, using tree species recommended in Cooper Street Precinct Strategy Landscape Design Guidelines.

Understorey planting arranged in a massed formation should be used at entry/signage walls to create a visually striking groundplane.

The use of basalt plinths or endwalls, and solid timber or earthy 'coloured' colourbond steel fencing should be used along property frontages to Cooper Street.

Balance of Cooper Street precinct

- The provision of a landscape buffer incorporating landforming and planting should be provided along street frontages.
- Street planting should be provided in nature strips wherever possible, utilising species recommended in Cooper Street Precinct Strategy Landscape Design Guidelines.
- Lighting which is a simple boom and mast style powdercoated light that reflects the contemporary nature of the surrounding area should be used.
- The application of a bollard style that is reminiscent of rural post and rail fencing but constructed of materials reflective of the contemporary nature of surrounding development is encouraged.
- All steel work in new developments should be in non-reflective earthy colours.

- All new roads should have a footpath on at least one side.
- Where appropriate, roundabout aprons should be paved with local basalt, bluestone or with a material that is related to local basalt, such as exposed aggregate concrete. Brick, segmental pavers and other similar materials should be avoided. Roundabout intersections should only be used at major intersections and roundabout aprons are to be of sufficient width to protect planting in roundabout centre.
- Road entrances to new estates should be paved with local basalt or bluestone cobbles to indicate an entry or gateway.
- Advertising signs should not project above the building line.

Policy Reference:

Hume City Council Industrial Development Strategy (Amended version, April 1995)

Cooper Street Precinct Strategy (1996); Cooper Street Precinct Landscape Design Guidelines (1996); Cooper Street Precinct Strategy Background Report (1996).

