

21.08 INDUSTRIAL17/09/2009
VC59**21.08-1 Overview**02/10/2008
C52

Manningham has few areas zoned for industrial use. These areas are shown in Industrial Framework Plan 4. The industrial centres at Bulleen and Templestowe are located within high quality landscapes and vistas. A key challenge for Council is to ensure that the use and/or development of these industrial areas, does not have a detrimental impact on nearby residential areas and existing environment and/or landscape values.

Industrial use

Council will discourage the establishment of non-industrial uses in the Bulleen and Templestowe areas to consolidate the role of these light industrial areas.

It is envisaged that industrial uses within Doncaster Hill will be phased out over time as the area is developed for higher density living.

Council will encourage measures that ensure a competitive operating environment for business, through the encouragement of sustainable business practices, including initiatives, which foster best practice environmental management and use of competitive business technologies.

Urban design and built form

It is important that new development improves the visual appearance, accessibility, safety, promotes sustainable development and addresses the scale and form of surrounding development through site responsive design.

21.08-2 Industrial use17/09/2009
VC59**Key issues**

- Consolidating the role of industrial areas.
- Impacts of industrial use and development on the environment and residential amenity.
- The changing role of the Doncaster Hill Activity Centre.

Objectives

- To retain opportunities for industrial uses within existing industrial areas.
- To encourage industrial uses that does not adversely affect the amenity of the local area and the natural environment.
- To phase out industrial uses in the Doncaster Hill Activity Centre, over time to accommodate higher density living.

Strategies

Strategies to achieve these objectives include:

- Discourage the establishment of non-industrial uses within the industrial areas.
- Consolidate the role of these areas to minimise the need to rezone additional land for industrial purposes.

- Discourage uses that may have a negative impact on the local area.
- Encourage businesses to adopt best practice environmental management and consider latest business technologies.
- Discourage the further expansion of industrial uses within the Doncaster Hill Activity Centre.

Implementation

These strategies will be implemented by:

Zones and overlays

- Applying the Industrial 1 Zone.
- Applying the Activity Centre Zone to industrial land within the Doncaster Hill Activity Centre.

Policy and exercise of discretion

- Implementing the *Doncaster Hill Strategy* (2002).
- Using Local Policy to guide the use and development of land in industrial areas (*Industrial areas policy, Clause 22.16*).

Further strategic work

- Reviewing the *Manningham City Council 2003-2006 Economic Development Strategy* (2003) to consider industrial land use and development.

Other actions

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Urban design and built form

Key issues

- Appearance of buildings, car parking and signage.

Objectives

- To ensure that scale and built form of development makes a positive contribution to the streetscape character and visual amenity.
- To achieve development with a high standard of amenity, functionality and safety.
- To reduce the visual impacts of car parking and driveway areas.
- To ensure that all advertising signs complement the character of the area, the site and surrounds, built form and streetscape, minimise clutter, are well designed and improve the site's attractiveness and function.
- To encourage development to have regard to Ecologically Sustainable Development principles.
- To provide landscaping to soften built form within industrial areas.

Strategies

Strategies to achieve these objectives include:

- Encourage development that improves the visual appearance of industrial areas through appropriate built form and minimises the visual impacts of car parking and signage.
- Require development to include stepped heights, articulation, and sufficient setbacks to avoid detrimental impacts to the area's character and amenity.
- Encourage car parking areas to be located at the rear, side or basement of buildings in a way that responds to landform and surrounding development.
- Encourage the use of appropriate landscaping and water sensitive design to soften the visual appearance of large areas of car parking within developments.
- Encourage signs which complement the character of the area, the site and surrounds, built form and streetscape, minimise clutter, are well designed and improve the site's attractiveness and function.
- Minimise the impacts of signs on key landmarks, views and vistas.
- Provide adequate setbacks for buildings located adjacent to parkland to allow appropriate landscaping to be undertaken.
- Ensure that any development adjacent to parkland is of a scale and form that minimises its visual impact on users of the parkland.
- Require the retention of native vegetation wherever practical and/or requiring landscaping to incorporate indigenous flora.
- Require safe and convenient vehicle and pedestrian access.

Implementation

These strategies will be implemented by:

Zones and overlays

- Applying an Environmental Significance Overlay to industrial areas in Bulleen and Templestowe.
- Applying a Significant Landscape Overlay to industrial land in Websters Road, Templestowe.
- Applying an Activity Centre Zone to industrial land within the Doncaster Hill Activity Centre.
- Applying an Environmental Audit Overlay to former industrial land within the Doncaster Hill Activity Centre.

Policy and exercise of discretion

- Implementing the *Doncaster Hill Strategy* (2002).
- Using Local Policy to encourage appropriate uses within industrial areas and improve the built form and functionality of industrial developments, including design and location of car parking areas (*Industrial areas policy, Clause 22.16 and Access for disabled people policy, Clause 22.09*).

- Using Local Policy to guide the location and display of advertising signs (*Outdoor advertising signs policy, Clause 22.07*).
- Using Local Policy to encourage high standards of development and appropriate uses in the Bulleen industrial area (*Bulleen gateway policy, Clause 22.10*).

Further strategic work

- Reviewing Clause 22.10 *Bulleen Gateway policy*, to determine if it is still relevant.

Other actions

21.08-4

Reference documents

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- Manningham City Council (2002) *Doncaster Hill Strategy*, Manningham City Council, Doncaster.

INDUSTRIAL FRAMEWORK PLAN 4

