

21.09 INDUSTRIAL LAND USE

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21.09-1 Overview

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Industrial development and land use in Maroondah forms the basis of a strong local economy. Appropriately located manufacturing, processing and service industries provide a range of employment and development opportunities. The provision of high quality industrial estates and development is critical for the local economy. This is particularly relevant where significant levels of development investment by industrial companies and the operation of industrial uses can be achieved without impact on the local environment. The presentation, urban image and form of development in these industrial areas is a critical factor in their success.

21.09-2 Objectives, strategies and implementation

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Objective 1

- To promote Maroondah as a prime location for industrial development, land use and investment in the north east region.

Strategies

- Ensure that industrial areas are serviced by efficient and convenient public transport and have access to an extensive intra and inter municipality road network.
- Maintain an emphasis on manufacturing and high value added industrial uses and warehouse activities within Maroondah's industrial precincts.

Objective 2

- To create visually attractive, functional and well planned industrial developments, estates and precincts.

Strategies

- Minimise the potential environmental impact of industrial development and use on adjoining residential and other sensitive land uses.
- Ensure that the range of industrial development and land subdivision includes provision for large strategic sites and buildings to serve as an attractor for major industrial companies.
- Ensure that industrial land subdivision provides for a wide range of potential industrial uses and lot sizes.
- Facilitate sensitive and responsive industrial development along residential and other sensitive use interfaces.
- Require landscaping and design treatments which achieve energy and water efficiency.
- Identify land with drainage and flood constraints and ensure development responds to these constraints.

Objective 3

- To maximise industrial employment opportunities for both Maroondah residents and the wider community.

Strategies

- Provide economic and planning incentives for the development of existing vacant industrial land in Maroondah.
- Encourage the re-development of underutilised or low quality sites in existing industrial areas.
- Promote the development of the Bayswater North Strategic Industrial Area as a prime location for major industrial land uses.

Objective 4

- To strengthen the industrial role of the Croydon Major Activities Area.

Strategy

- Support the consolidation and economic growth of the service industrial areas in the future of the Croydon Major Activities Area, as a major contributor to local employment and as a customer base, particularly the area to the east of Main Street, Croydon and north of Coolstore Road, Croydon.

Objective 5

- To encourage environmentally sustainable forms of industrial development.

Strategy

- Ensure that the planning, design, siting and construction of development responds to best practice environmental design guidelines for energy efficiency, waste and recycling, and stormwater management.

Implementation

These strategies will be implemented by:

Policy and exercise of discretion

- Ensuring all industrial use and development is in accordance with the Industrial Urban Design and Development Clause 22.07.
- Ensuring the use and development of industrial land is in accordance with the Waterways Protection Clause 22.01.
- Ensuring the development of high quality industrial development in the Bayswater North Strategic Industrial Area is in accordance with the Canterbury Road and Dorset Road Strategic Industrial Area, Clause 22.08.
- Encouraging a high standard urban design and landscape in all industrial areas.
- Requiring the undergrounding of all utilities infrastructure in new industrial development.

- Encouraging the provision of large industrial allotments in attractive industrial estates to serve as attractors for major investment.

Zones and overlays

- Applying the Industrial 1 Zone to all areas of existing and proposed industrial land identified on the Framework Plan suitable for conventional industrial development or re-development.
- Ensuring that where industrial land has an interface with an adjoining sensitive use, that the Industrial 3 Zone is applied to create an appropriate physical, visual and noise buffer.
- Applying the Special Building Overlay to land affected by overland flows in storm events that exceed the capacity of underground drainage systems.
- Applying a Design and Development Overlay and Development Plan Overlay to provide direction and control for urban form in the Bayswater North Strategic Industrial Area.
- Applying a Design and Development Overlay over the Croydon Major Activities Area to identify height limits for development.

Future strategic work

- Working in conjunction with Business East or other industry groups to compile current versions of the Industrial Land Register and pro-actively target industrial land uses to locate in Maroondah.
- Investigating the occurrence and impact of industrial waste and pollutants being deposited to waterways in Maroondah.
- Establishing policies and initiatives for the re-development of under-utilised industrial land located in prime industrial areas.
- Develop an Ecological Sustainability Strategy, including a Water Sensitive Urban Design Policy.

Other actions

Reference documents

Maroondah Business Analysis, Maroondah City Council, 2011

Industrial Land Register, Business East, 1997

Canterbury Road Urban Design Guidelines, Maroondah City Council, 1998

Croydon Town Centre Structure Plan, Planisphere, 2006

Industrial Land Use Framework Plan

