

22.15 INDUSTRIAL DESIGN GUIDELINES

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This policy applies to all applications for industrial subdivision and buildings and works on land located in an Industrial 1 or 3 Zone or a Commercial 2 Zone.

This policy also applies to all industrial development on land in the Urban Growth Zone, where the applied zone is an Industrial 1 or 3 Zone or a Commercial 2 Zone, and there is no approved Urban Design Framework.

22.15-1 Policy Basis

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Industry is a key contributor to the City of Melton's employment base. The appearance and amenity of industrial areas can influence decisions to conduct business or work in the City of Melton.

Well designed industrial areas positively affect the amenity and appearance of the City. It is important that industrial areas are well designed to attract investment by business, and to minimise adverse amenity impact on surrounding residential and sensitive uses.

The policy will support the creation of industrial areas that are functional, attractive and sustainable.

22.15-2 Objectives

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To facilitate the development of industrial subdivisions that respond to the local characteristics of their site and its context.

To ensure industrial subdivisions cater to a variety of potential business types and sizes.

To ensure that the subdivision of industrial land provides lots of adequate size to achieve appropriate access, landscaping and built form outcomes.

To ensure that new industrial development is well designed and enhances the visual amenity of the area.

To establish and maintain a high quality industry environment that attracts businesses, workers and visitors to the City of Melton's industrial estates.

To encourage principles of environmental sustainability within industrial developments.

To facilitate consistency in built form outcomes throughout the municipality.

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It is policy that the following matters be taken into account when considering an application to develop land, including the subdivision of land and alterations to an existing building or works.

22.15-4 Subdivision Design

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Subdivision Application Requirement - Site and Contextual Analysis

Applications for subdivision must be accompanied by an analysis of the site and surrounds showing, as appropriate:

- Site shape, dimensions and size.
- Surrounding land uses (proposed and existing).
- Access points.
- Existing and future transport networks (where available) including road, public transport, cyclist and pedestrian routes.
- Surrounding built form character, including building heights and setbacks.
- The topography and physical features of the site including significant vegetation and natural features.

- Areas of Aboriginal Cultural Heritage Sensitivity.
- Drainage and areas of flooding.
- The location of easements and utilities including electricity, gas, water, sewer, and telecommunications infrastructure.
- Views to and from the site.
- Climatic considerations, including prevailing winds and solar access.

Subdivision Requirement - Street Network

The design of the street network should be easy to navigate and provide an efficient grid network of connecting streets. The street network should be designed to:

- Provide a street network that is permeable and easy for vehicles, cyclists and pedestrians to navigate.
- Provide a separation between industrial and residential uses.
- Provide a landscaped central median or service road if the proposed subdivision adjoins a residential area, to provide a buffer between the two land uses.
- Facilitate buildings that address areas of the public realm (such as streets, waterways, railways lines, conservation areas, and public open space) to improve passive surveillance and avoid significant and unsightly blank interfaces.
- Orientate streets to be north-south and east-west to promote passive solar design.
- Provide a local road hierarchy that caters for all road users including heavy vehicles, buses, cars, cyclists and pedestrians.
- Discourage heavy vehicle traffic from entering adjoining residential streets.

Subdivision Requirement - Lot Layout and Design

Industrial subdivisions should:

- Create lots that are regular in shape and square to the street.
- Create a variety of lot sizes, ensuring lots are large enough to accommodate natural features, access, landscaping and built form outcomes.
- Orientate lots so the primary frontage is to the higher order street.
- Design the lot layout to ensure buildings have sufficient frontage to positively address areas of the public realm such as streets, main roads, rail corridors, waterways, conservation areas, and public open space.
- Where street frontage lots screen lots at the rear, the office and pedestrian entry of the rear lots should be visible from the main street frontage.
- Create lots that enable buildings to be sited and aligned for solar efficiency.

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Development Design

Building Setbacks

All development should enhance the streetscape character. New development should:

- Respond to the predominant front setbacks of surrounding buildings. Structures over pedestrian entries (such as canopies) can protrude into the setback.
- Provide a minimum three metre building setback where there are no existing setbacks on surrounding properties.
- Provide a minimum five metres setback where an industrial area has an interface to a residential area.

- Provide a minimum five metre setback where an industrial area has an interface with a road identified as a Road Zone Category 1 (RDZ1).
- Provide a minimum three metre building setback to each street frontage on corner lots.
- Avoid providing loading areas at the front of the property. Where it is demonstrated that this cannot be complied with, a five metre landscaping setback must be provided to screen any loading areas from street view.

Building Design

The design of buildings should be attractive and engage with the streetscape. New development should:

- Locate customer service, retail / showroom and office areas at the front of the building so they are clearly visible from the primary street frontage and visitor parking areas.
- Provide opportunities for street activation and passive surveillance, such as the incorporation of substantial window glazing facing street frontages.
- Place feature treatments at the corner which addresses both street frontages, where a lot is a corner allotment.
- Provide articulation and visual interest to the areas of built form that will be visible from the public domain, including side and rear facades.
- Integrate exterior elements such as utilities into the design of the building (including fire hydrant boosters, plumbing, heating and ventilation).
- Locate roof top services (such as lift overruns, solar panels, and air conditioning units) out of sight from the public domain, or screen them from view by extending the height of the parapet.

Building Height

Building heights must respond to the scale of built form in the area.

If an industrial or warehouse building proposes an office component, the office component should be at least 40% of the height of the main building.

Building Materials and Finishes

New development should:

- Avoid blank walls and facades through the provision of glazing, variation in building alignments, feature cladding, detailing, materials, finishes and colours.
- Provide a schedule of colours, materials and finishes that enhance variation and interest in the built form and are consistent with the character of the area.
- Use external materials that have low reflectivity.
- Avoid the use of untreated concrete panels.
- Consider the use of translucent sheeting in the building design on northern and southern facades of large format buildings.

Outdoor Storage

External plant, service yards and outdoor storage areas should be located at the side or rear of the lot where it can be screened from view by the building. Where it is not possible to locate these elements at the side or rear of the lot, screening in the form of high quality fencing and landscaping should be provided.

Parking Areas and Cycling Facilities

The site layout should be designed so car parking, loading and servicing are provided at the side or rear of the lot.

Car parking areas should be designed to:

- Separate pedestrian circulation from vehicular movements wherever possible.
- Provide passive irrigation to landscaped areas within the allotment.
- Visitor parking should be provided close to the office entry, and provided with clear directional signage.

Fencing

The use of landscaping rather than fencing is encouraged to delineate the front and side boundaries of a lot. Where a fence is proposed it should:

- Be no higher than 1.5 metres in height.
- Be designed and use materials which are compatible with the character of the site and surrounding development.
- Be transparent and unobtrusive, to allow clear views between the public domain (streets, parks or waterways) and the site.

If high security fencing is required, it should avoid the use of razor or barbed wire, and be located at (or behind) the front building line, with additional landscaping between the fencing and the front lot boundary.

Landscaping

Landscaping should be provided to enhance on-site amenity and the streetscape setting.

A landscape strip with a minimum depth of three metres should be provided within the front setback. This should be increased to five metres where the site has a residential interface or is located on a main road.

A landscape strip with a minimum depth of five metres should be provided along the boundary of a site where there is a residential interface.

Landscaping should:

- Be provided along street frontages, and adjacent to waterway reserves.
- Be low maintenance and hardy.
- Incorporate a mix of trees, low shrubs and ground covers.
- Ensure that ground level views to and from the public domain remain unobscured when the vegetation is mature.
- Ensure utilities such as fire hydrant boosters are designed to be an integral part of the landscape or built form to minimise visual impact.

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Interface Areas

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Interface with Residential Areas

New development in industrial areas with a direct interface to land which is zoned for residential purposes should be designed to:

- Respond to the heights of the adjoining residential area. The office should be limited to a maximum height of seven metres, and the main building should be limited to a maximum height of nine metres.
- Provide loading areas away from the boundary adjoining the residential area.

Interface with Main Roads and Railway Corridors

New development should present in an attractive and unobtrusive manner in high exposure locations. New development along high exposure traffic corridors (such as roads identified in the Melton Planning Scheme as a Road Zone Category 1, or railway corridors) should be designed to:

- Address the high exposure traffic corridor through the incorporation of visual interest elements such as glazing and building articulation, rather than blank or visually unappealing interfaces.
- Where a site's side or rear boundary is to a high exposure traffic corridor, the site should be designed to either:
 - Provide a five metre landscaped setback along the boundary of the traffic corridor, or
 - The boundary facade should be treated with colour variation and three dimensional articulation (such as recessed concrete imprints or feature cladding).
- Conceal rooftop services from view from the traffic corridor.
- Provide a black chain mesh or black steel picket fence on rail corridor boundaries.

Interface with Waterways

New development should address and provide passive surveillance of waterways. New development adjacent to waterways should:

- Provide a minimum two metre landscaped setback along the boundary with the waterway.
- Provide passive surveillance to the waterway through glazing and location of outdoor staff areas (if provided).
- Provide loading and storage areas away from the waterway.
- Provide a frontage road along at least one side of the waterway.

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Decision Guidelines

The responsible authority will consider, as appropriate:

- The extent to which the proposal meets the objectives and directions of this policy.
- Whether the industrial development is in an estate with approved design guidelines, and the proposed development's compliance with the approved guidelines.

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Reference Documents

Industrial Design Guidelines, Melton City Council, March 2016