

22.01 INDUSTRIAL AREAS

28/03/2018
VC145

This policy applies to land in the Industrial 3 Zone.

22.01-1 Policy basis

08/10/2009
C84

The economic role of industrial areas within the Shire's townships is recognised in the Municipal Strategic Statement. Many of the Shire's townships have historically developed with industrial areas on one or more of the major access roads. Although more recent planning has sought to concentrate factory and industrial activity rather than continuing linear strips, many areas still retain very high exposure. Accordingly, in seeking to encourage the further development of manufacturing employment, it is also appropriate to set guidelines for the development of industrial land.

In addition, the range of opportunities for future development depends in part on the range of lot sizes that are available. Land that is suitably located for industrial use is a scarce resource, having regard to the separation of industrial and residential areas, including the separation of industrial and residential traffic, the costs of providing infrastructure and the environmental and landscape protection policies for the Peninsula. Land which has been identified for industrial development should therefore be retained for its long term strategic value, particularly in townships, such as Mornington, Rosebud, Hastings and Somerville which still have substantial residential growth potential, creating greater demand for service industries.

The Municipal Strategic Statement also aims to strengthen the hierarchy of activity centres. It seeks to promote the growth of major and township activity centres and avoid inappropriate out-of-centre commercial development that may undermine the activity centres policy. This is particularly the case for out-of-centre bulky goods retailing along main roads. Commercial development also has the potential to restrict the availability of land needed to facilitate industrial business and employment opportunities, as well as a range of service industries.

Many of the existing industrial areas consist of relatively small lots and small factory developments. Although this is consistent with the needs of smaller industries and may provide suitable "incubator" conditions, it is important that the remaining areas of land that are situated in areas appropriate for industrial development are not committed in advance to a limited range of use by premature subdivision.

22.01-2 Objectives

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C84

- To ensure the subdivision of industrial land provides lots that are capable of accommodating a range of industrial uses and associated industrial storage and access requirements.
- To achieve orderly design and development in industrial areas by maintaining consistent standards for buildings in relation to siting, height and building materials.
- To prevent out-of-centre commercial developments in the industrial zones that undermine the activity centres policy at Clause 22.02, particularly along main roads.
- To provide for the establishment of landscaping, using native vegetation of local provenance where appropriate, which contributes to the appearance of industrial development and provides screening where necessary.
- To protect the amenity of residential and commercial areas in proximity to industrial land and the amenity, safety and efficiency of main roads.

22.01-308/10/2009
C84**Policy****Industrial development**

It is policy that:

- The design of new industrial development positively contributes to local urban character and enhances the public realm while minimising detrimental impact on neighbouring properties.
- Development proposals include a site analysis and design response statement.
- Recommended design standards to achieve the objectives of this policy are listed in the table to this policy. Alternative design approaches may be considered provided it is demonstrated that an equal or better design outcome in terms of the objectives of this policy is achieved, to the satisfaction of the responsible authority.
- Proposals for industrial development must also have regard to any adopted design guidelines for specific industrial areas.

Commercial development

It is policy that:

- Proposals for out-of-centre commercial developments that undermine the activity centres policy at Clause 22.02 will not be supported.

Subdivision

It is policy that:

A development plan be required prior to the subdivision or development of large areas of industrial land. A development plan must ensure that proper design is not limited by inappropriate lot sizes or subdivisional layout. A development plan should provide for:

- Coordinated servicing of the land and the connection of all lots to reticulated sewerage, drainage, under ground electricity supply and other infrastructure services.
- Control of access to main roads and the provision of any necessary road improvements.
- Protection of remnant areas of vegetation, streamlines, wetlands and other environmentally sensitive features.
- Creation of larger sites to accommodate greater building setbacks and landscaping adjoining main roads.

Subdivision of industrially zoned land should provide for a minimum lot size of 2000 square metres, unless it is demonstrated that there is a market demand for smaller lots. The market analysis should have regard to the impact on the available supply of lots capable of accommodating larger industrial developments.

Where it is proposed to create lots with an area of less than 2000 square metres, a site development plan may be required to indicate the proposed siting of buildings, carparking areas, accessways, landscaping and other design elements and to incorporate appropriate siting and building design guidelines.

Interface with other uses

It is policy that:

- Material recycling yards, including motor wrecking yards and demolition yards, and uses involving plant and equipment that are likely to be visually obtrusive, such as concrete batching plants, not be located on main roads or in proximity to residential or commercial areas.

- The design of new industrial areas incorporates buildings that front, rather than back onto, adjoining roads and other public areas.
- Building design demonstrates an orientation towards the adjoining roads and public spaces by:
 - Avoiding blank building facades and incorporating windows and other design elements.
 - Locating office components at the front of the building.
 - Incorporating facades that address both streets on corner buildings.
 - Industrial use and development not have a detrimental effect on the safety, efficiency or visual amenity of adjoining roads. All vehicles be able to enter or leave an industrial site in a forward direction.
 - Land that is developed as a landscaped median strip or as a nature strip separating car parking or display areas from main road reserves, be retained for landscaping and not be used for the display of advertising signs or other forms of use and development.

Other design features

It is policy that proposals for industrial development incorporate:

- Provision of screening for external storage areas.
- Provision of screening for all structures above the building roofline.
- Provision for waste material storage bins in locations that enable effective screening and the convenient collection or emptying of such bins.
- Provision for safe pedestrian movement between buildings and parking areas and provision for emergency access.
- The siting of security fencing behind landscaping to reduce visual impact.

22.01-4 Decision guidelines

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C84

Before deciding on an application the responsible authority will consider:

- The extent to which the application meets the objectives and directions of this policy.
- The extent to which the application responds to the provisions of Clause 19.03-Design and built form.
- The extent to which any commercial development would be better located in an existing activity centre.
- Whether it is reasonable and practical to meet the provisions of this policy, having regard to the objectives of this policy, the area of the site, the established pattern of development in the area and the proposed use of the building.
- The extent to which proposed industrial development meets the objectives of State Environment Protection Policies, best practice environmental management guidelines, provision of infrastructure (such as sewerage) and the preservation of air and noise buffers between incompatible uses.

Table 1 to Clause 22.01-3 – Industrial subdivision and design

Design element	Recommended standard
Building setback from a road frontage	Buildings should be setback in accordance with the established building line for the road on which they are to be located. Where adjoining land is vacant a minimum setback of at least 15 metres, should be provided with the first 9 metres set aside for landscaping. The building setback may be reduced to 9 metres if the land does not adjoin a Road Zone and the maximum building height does not exceed 4.5 metres within 15 metres of the frontage.
Building setback from a side road	At least 5 metres, with the setback area set aside for landscaping.
Building setback from a residential zone boundary	At least 20 metres.
Minimum landscaped area	At least 20% of the site area, including the frontage setback landscape area and excluding any areas that have a dimension of less than 3 metres. A landscaped area with a minimum dimension of at least 10 metres should be provided adjacent to a residential zone boundary or any site occupied by a school or institutional use.
Maximum building height	10 metres.
Minimum lot size and frontage	At least 2000 square metres, with a minimum road frontage of at least 30 metres.
Building materials and elevations	The external walls of all buildings and pitched roofing to be constructed of concrete masonry, brick, colour treated steel cladding or other similar construction materials of a non reflective nature.