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INDUSTRIAL DEVELOPMENT

This policy applies to an application for industrial development in the Industrial 1 Zone, Industrial 3 Zone, and Farming Zone.

Policy basis

This policy builds on the Municipal Strategic Statement objective in clause 21.06-1 to ensure that industrial development meets standards for amenity and urban design that promotes the attractiveness of the municipality.

Objective

To encourage well planned industrial development throughout the municipality setting out clear requirements for industrial development and dealing efficiently with proposals that meet these requirements.

Policy

It is policy to:

Buildings

- Ensure that buildings do not occupy more than 50 percent of the site. Applications for buildings that occupy more than 50 percent of the site should show how matters such as car parking can be satisfactorily addressed.
- Ensure that buildings are constructed in materials that are visually attractive such as brick, masonry or Colorbond metal.

Setbacks

- Ensure that setbacks are responsive to existing site conditions, existing development and the need to ensure safe traffic circulation.
- Ensure that front setbacks are reduced and consistent, with minimal car parking located in the front setback. Car parking should be located along the side and rear.

Car parking

- Ensure that on site car parking is provided according to the rate prescribed in the planning scheme unless a proposed use warrants a reduction.
- Ensure that vehicle loading and unloading is designed to occur totally within the site.
- Ensure that common parking areas are considered as part of any integrated development.

Advertising

- Ensure that advertising signs identify the name of the business occupying the premises and the service offered.
- Discourage above roof signs.
- Ensure that integrated projects involving a number of lots and buildings include a directory sign indicating business names and services offered.

Landscaping

- Ensure that landscaping on each site:
 - Retains existing vegetation where practical.
 - Uses locally indigenous vegetation.
 - Screens areas where visibility for safety is not essential.

WARNAMBOOL PLANNING SCHEME

- Defines areas of pedestrian and vehicular movement.
- Provides landscaping that minimises maintenance requirements.
- Allows appropriate maintenance and landscaping of areas where future building may occur.
- Uses landscaping instead of fencing in areas such as the frontage of the site.
- Avoids fencing at the site frontage unless the applicant demonstrates fencing is required for security reasons.

Industrial development in rural areas

- Ensure that industrial development in rural areas:
 - Minimises the impact on agricultural land and land management practices.
 - Provides access to sealed roads.
 - Can appropriately manage effluent and storm water.
 - Maintains the visual qualities of the rural landscape.

Noise abatement measures

- Ensure that before deciding on an application, the responsible authority considers any significant effects which the use or development may have on the environment, or which the responsible authority considers the environment may have on the use or development.

Application requirements

An application for industrial development in the Industrial 1 Zone, Industrial 3 Zone, and Farming Zone must be accompanied by the following information, as appropriate:

A site analysis of the site and surrounding area including:

- The location of the proposed building/s and car parking (including the number of car parking spaces to be provided).
- An indication of uses within the building/s such as office areas, production areas, storage areas (including storage of hazardous chemicals and flammable liquids) etc.
- Elevations of proposed buildings and structures.
- Topography of the land and existing vegetation.
- Soil capability (rural areas).
- Existing land uses and buildings and works on the site and on adjoining properties.
- Road access and internal vehicle circulation.
- Proposed landscaping and fencing.
- Distance to residential uses, if applicable, and measures demonstrating how residential amenity will not be adversely affected by the development.
- Where the development is adjacent to a residential zone or use, appropriate visual and acoustic screening on the common boundary between the premises.

A report explaining the proposal and how it addresses this policy.