

21.09 INDUSTRIAL LAND USE25/08/2016
C177**Key Issues****21.09-1 Industrial Precincts**25/08/2016
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Brimbank currently has the largest supply of Industrial zoned land in the western region.

The estimated 2,230 hectares of industrial land comprises approximately 10% of the total metropolitan supply (*Urban Development Program, 2009*).

The south west of the municipality contains large tracts of Industrial 2 zoned land. The Derrimut area has been listed in the State Planning Policy Framework as an industrial area of State significance. These areas have seen the infiltration of small strata style industrial uses attracted to the area due to the cheaper price of land in comparison to business zoned land. This type of development does not achieve the objectives of the Industrial 2 zone.

The incremental intrusion of retail and other non-industrial activities should be managed to ensure the core function of these Industrial 2 areas remain for industrial uses.

Objective 1

Strengthen and consolidate Brimbank's role as a location for transport, logistics and distribution, manufacturing, wholesale industries and resource recovery and recycling industries.

Strategies

- 1.1 Support development of the Derrimut industrial area as one of Melbourne's key logistics hubs.
- 1.2 Limit any retail component associated with an industrial and/or warehouse use.
- 1.3 Discourage retailing and non-industrial uses within industrial areas, other than manufacturing sales, takeaway food premises and other uses that provide a service to employees.
- 1.4 Ensure office developments in industrial areas are associated with the industry carried out on the site.
- 1.5 Maintain the viability and purpose of industrial areas by minimising land use conflicts and encroachment from non-industrial uses.
- 1.6 Ensure the development of industrial sites avoids and/or minimises the loss of native vegetation.
- 1.7 Support the redevelopment of the Brooklyn Industrial and Commercial Precinct into a high quality business and industrial precinct.
- 1.8 Reduce amenity impacts from the Brooklyn Industrial and Commercial Precinct.

Objective 2

To protect existing industrial areas.

Strategies

- 2.1 Retain the Industrial 2 zoned land in Derrimut.
- 2.2 Discourage the development of community uses such as fitness centres, places of assembly and entertainment facilities within the Industrial 2 zone.

- 2.3 Discourage the development of factoryettes in the core of the Industrial 2 Zone.

Objective 3

To provide a buffer between industry and sensitive land uses.

Strategies

- 3.1 Ensure Industrial 3 zoned land provides a buffer between industry and sensitive land uses.
- 3.2 Ensure new industrial developments minimise the impacts of noise, odour, dust and traffic.
- 3.3 Ensure the location of new development considers the proximity and interface with existing commercial, residential, open space and other sensitive uses

Objective 4

To support businesses in Industrial 3 zones.

Strategies

- 4.1 Support the development of the North Sunshine Industrial Estate as a high quality business and light industrial precinct with a focus on trade supplies and start up businesses.
- 4.2 Ensure the use and development of the Solomon Heights area bounded by Munro, Vermont and Baldwin Avenues and the Melbourne-Sydney railway line does not proceed until provision has been made for roads, water supply, sewerage, drainage and other services.
- 4.3 Support the development of non-industrial uses such as fitness centres and places of assembly where there is good access to public transport, walking and cycling networks.
- 4.4 Encourage the development of factoryettes in Industrial 3 areas.

21.09-2 Environmental Impacts of Industrial Uses

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Sustainable land practices and environmental management has not been a feature of industrial activity in Brimbank. This has resulted in on and off-site amenity impacts including odour, dust, pollutants, noise emissions and contamination.

Best-practice community safety and environmental standards should be a feature of future industrial development, to mitigate any off-site environmental impacts and provide appropriate threshold distances from nearby sensitive uses.

Objective 1

To ensure industrial activity minimises environmental risks on-site and to nearby sensitive uses.

Strategies

- 1.1 Encourage industry to adopt best-practice community safety and environmental standards regarding matters such as noise, odour and dust emissions, stormwater quality and contamination.
- 1.2 Industrial activities with potential for on and/or off-site amenity impacts should provide an appropriate threshold distance or implement appropriate on site mitigation measures from nearby sensitive uses.

- 1.3 Require the precautionary principle to be applied when deciding on appropriate mitigation measures to consider future implications to health and/or the environment.
- 1.4 Within the Brooklyn Industrial and Commercial Precinct, require as appropriate:
- A dust management plan that includes real time dust monitoring and response for land uses with high truck movements, dust generating activities and/or sites with areas that are unsealed.
 - The location of stockpiles, the storage of materials and areas for the processing of recycled materials accord with best practice.
 - Trafficable areas on sites to be appropriately sealed.
 - New developments and additions to existing development to implement best practice technologies to minimise off site amenity impacts.

Application Requirements

An application for industrial activities with potential for on and/or off-site amenity impacts must be accompanied by the following information, as appropriate:

- An Environmental Management Plan (EMP) for approval by the responsible authority outlining:
 - The identification of any on-site and off-site environmental and/or amenity impacts, including contamination;
 - Mitigation measures including but not limited to the use of low frequency beepers, air filters, noise attenuation, dust suppressants, landscaping and adoption of appropriate hours of operation and threshold distances from sensitive uses;
 - How the proposed measures will be successful at preventing on and off-site environmental and amenity impacts; and
 - How the development could harvest and re-use storm water.
- A Peer Review of the EMP may be required.

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Industrial Design

Council has taken the initiative in requiring design guidelines to be prepared for the new industrial estates that are developing in the southern area of the municipality. These guidelines set out minimum standards for design, landscaping and car parking. These have been successful in providing an improved quality to built form in these areas.

However, the older, established industrial areas are typified by ad hoc development, with little landscaping, poor quality building design and amenity. Redevelopment in these areas should be of a high quality urban design.

Objective 1

To improve the design and appearance of buildings and sites in industrial areas.

Strategies

- 1.1 Ensure new development highlights key corners and intersections on main roads, through the use of design projections, detailing and massing that presents to surrounding street frontages.
- 1.2 Ensure new development sits harmoniously within the streetscape and landscape in terms of scale and proportion.
- 1.3 Encourage new buildings to create visual interest through the use of various forms, robust building materials, openings and colours.

- 1.4 Encourage office uses associated with industrial buildings to face the primary frontages to achieve natural surveillance and present a positive aspect.
- 1.5 Ensure the design of new development considers the proximity and interface with existing commercial, residential, open space and other sensitive uses.

Objective 2

To ensure new development demonstrates best practice environmentally sustainable design.

Strategy

- 2.1 Encourage new development to incorporate water sensitive urban design, water harvesting and re-use systems, and other environmentally sustainable design initiatives.
- 2.2 Require that perimeter planting is provided on redeveloped sites

Policy Guidance (criteria for the exercise of discretion)

It is policy that, as appropriate:

- New industrial developments should incorporate underground power and solar street lighting.
- New subdivisions should provide multiple through-block connections to provide for efficient pedestrian and cycling connections.
- New subdivisions should incorporate high quality public open space areas for employees within the industrial areas.
- New subdivisions should incorporate adequate street widths to provide for waste collection and emergency vehicles, walking and cycling infrastructure.
- Outdoor storage areas are effectively screened from public view.
- New industrial development should incorporate passive surveillance of open space and car parking areas.
- Fencing is transparent, compatible with the style of the building and maintains adequate security.
- The provision of security cameras must be accompanied by associated signage and be visible at all site access points.
- The use of barbed wire fencing is discouraged.
- Loading facilities should be located away from public spaces, streets and residential areas, and screened from the public realm.
- Exposed side and rear walls of buildings should be well articulated and provide visual interest.
- Large areas of blank exposed walls are discouraged.
- Development should not impact on Melbourne Airport's Prescribed Airspace.

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Implementation

Zones and Overlays

- Apply the Industrial 1 Zone to land designated for manufacturing and logistics industries.
- Apply the Industrial 2 Zone to land designated for industrial uses with potential for adverse amenity impacts.

- Apply the Industrial 3 Zone to land designated for industrial uses that have low amenity impacts on nearby residential communities.
- Apply the Environmental Audit Overlay to areas identified as being potentially contaminated.

Further Strategic Work

- Review the Brimbank Industrial Areas Strategy.
- Advocate for the development of the Living Brooklyn Gateway site to provide a high quality entrance to the Brooklyn Industrial and Commercial Precinct.
- Investigate the rezoning of redundant industrial areas.
- Develop industrial design guidelines for those established industrial estates where there are no existing design provisions.
- Investigate the application of the Commercial 2 Zone to areas within existing industrial areas that have substantial retail uses.
- Undertake a review of the Solomon Heights Strategic Development Site bounded by Munro, Vermont and Baldwin Avenues and the Melbourne-Sydney railway line to identify policy direction for the future development of the area.
- Develop a Landscape Master Plan for the Brooklyn Industrial and Commercial Precinct.
- Advocate for the alignment of the Western Section of the East West Link, the extension of Grieves Parade, Brooklyn and duplication of Somerville Road, Brooklyn.
- Develop industrial design guidelines for the Brooklyn Industrial and Commercial Precinct incorporating water sensitive design to minimise environmental impacts.

Reference Documents

Western Region Employment Industrial Development Strategy, July 2007.
Melbourne Airport Master Plan, Australia Pacific Airports (Melbourne) Pty. Ltd., 2003.
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West Park, Stage 9, March 2009.
The Brooklyn Evolution, February 2016.

