

INDUSTRY

This policy applies to all land in the Industrial 1 Zone, Industrial 3 Zone, Mixed Use Zone and Special Use Zone Schedules 2, 3, 4 and 5.

Policy basis

Hobsons Bay contains extensive areas of industrial land. This land is of vital economic importance to the municipality and the State of Victoria. The use and development of this industrial land is also of great importance in determining the physical and environmental character of the municipality.

The Council has a responsibility to the State and the region to help ensure the continuing viability of major industries within its borders. Major industries are substantial employers and are vital elements in Victoria's economic prosperity. These industries also attract further investment within the area and substantially contribute to the rate base of the municipality.

These extensive reserves of industrial land are well located to attract new investment to Hobsons Bay and contribute to the economic base of the municipality. Much of this land, particularly in the north-western sector of the municipality, is well suited to large scale manufacturing, transport and storage industries.

Many kinds of industries have the potential for substantial negative off-site impacts that, if not properly managed, can depress the livability and environmental quality of the municipality. All industries and service businesses can mitigate any potential negative amenity impacts by ensuring that their sites are properly landscaped and maintained, environmental assets of the area are protected and enhanced, and rubbish and unsightly materials removed. Given the topography and sparse vegetation of the industrial areas, it is particularly important that large industries play a major role in ensuring that their locality is visually attractive. Well maintained and attractive industrial and mixed use precincts will play a role in attracting modern industries that want to locate in landscaped settings to project a positive image.

The *Hobsons Bay Industrial Land Management Strategy June 2008* and the *Hobsons Bay Industrial Development Design Guidelines June 2008* establish a framework to provide clear direction on the appropriate use and development of each of Hobson Bay's Industrial Precincts. Through consistent application of the guidelines Council is able to provide industry, greater certainty about how industrial areas will be managed and developed.

Objectives

- To facilitate appropriate industrial activity and employment opportunities within the municipality.
- To encourage quality landscaping and site design within industrial areas.
- To protect sensitive environmental areas from encroachment of inappropriate industrial activities.
- To encourage water sensitive and energy efficient urban design within industrial developments.
- To ensure that land use and development in the vicinity of core and secondary industrial areas does not adversely affect the viability of established industry within the area.

Policy

It is policy to:

- have regard to the *Hobsons Bay Industrial Land Management Strategy June 2008* and the *Hobsons Bay Industrial Development Design Guidelines June 2008* when considering any applications for subdivision, use and/or development in any of the zones to which this policy applies.
- require applications to be accompanied by an analysis of the use of the site, including the likely type and frequency of heavy vehicles, the proposed routes to access the site and the anticipated level of car parking that will be generated by the use of the site.

HOBSONS BAY PLANNING SCHEME

- ensure that the orientation of the site, landscaping and layout of new development is designed to enhance the amenity of the area, reduce energy use and optimises natural ventilation, daylight and solar access.
- ensure landscaping is provided within frontage and side setbacks to the street, to outdoor car parking areas and where appropriate, along rear and side boundaries to the satisfaction of the responsible authority.
- encourage quality architectural design within new industrial developments to enhance the character and visual amenity of Hobsons Bay.

Policy references

- Hobsons Bay Industrial Land Management Strategy June 2008
- Hobsons Bay Industrial Development Design Guidelines June 2008
- Burns Road Industrial Estate Structure Plan, 1997
- Freightway Melbourne, Department of Transport, 1995
- Transporting Melbourne, Department of Infrastructure, 1996