

**DESIGN OF INDUSTRIAL AND COMMERCIAL DEVELOPMENT**

This policy applies to all land in the Industrial 1 Zone, Industrial 2 Zone, Industrial 3 Zone and Commercial 2 Zone.

**Policy basis**

The Shire's industrial and business areas are an important resource for the Shire's economic development, and in particular, for the provision of local employment opportunities. They sit within the context of the Macedon Ranges being recognised as an environmentally sensitive area in the State Planning Policy Framework.

Clause 21.05 of the Municipal Strategic Statement (MSS) recognises the significance of the environment and landscape throughout the Shire. The Shire is valued by many for its rural character. With a number of industrial areas located along main roads, at township entries and key gateways, the design of future development is critical in reinforcing the valued character of the Shire and each individual township.

Within the urban areas of the Shire, the MSS at Clause 21.08-3 identifies the need to improve the appearance and amenity of existing industrial areas; protect residential amenity; manage the development of future industrial areas; and, create attractive main road frontages, township edges and gateways. This is imperative to ensuring the Shire's quality of life; natural setting and attractiveness are protected.

A comprehensive set of design guidelines, which address these issues and the objectives of this policy, has been prepared for the design of subdivisions, buildings and works and advertising signs. These guidelines form part of the planning scheme and will be consistently applied by the responsible authority in guiding the design of developments and assessing planning permit applications for new industrial and commercial areas.

**Objectives**

To facilitate the development of functional, well serviced, amenable and attractive industrial and commercial areas that have regard to their local context.

To ensure the design of industrial and commercial development has a positive impact on the amenity and the physical environment of the Shire.

To ensure industrial and commercial development reinforces the preferred visual character of the Macedon Ranges Shire townships and complements the desired rural character adjoining townships and key road gateways and corridors.

To ensure that industrial and commercial development is designed to:

- accommodate the functional needs of industry and commerce, including providing appropriate site layout, car parking provision and access;
- provide the infrastructure needed for industry and commerce, including appropriate drainage and an accessible and safe road network;
- be attractive and provide amenity (including a safe public realm) for workers and visitors to the areas with attention to matters such as pedestrian circulation, transport access, landscaping and open space;
- complement the heritage and landscape values of the Shire through measures such as appropriate siting, building form, materials and colours;
- minimise negative amenity impacts on nearby residential and rural areas through measures such as setbacks, landscaping and fencing;
- contribute to a sustainable environment, with attention to matters such as energy efficiency, sustainable transport modes, and vegetation protection and enhancement; and,
- contribute to attractive township edges and gateways.

## MACEDON RANGES PLANNING SCHEME

To ensure advertising signs are designed and located to be compatible with their context and the desired character of their surrounds.

### **Policy**

It is policy to:

- Assess proposals against the Incorporated Document Design Guidelines for Industrial & Commercial Development for the Macedon Ranges Shire, June 2012.
- Require an application for permit to be accompanied by sufficient information to assess its compliance with the Incorporated Document Design Guidelines for Industrial & Commercial Development for the Macedon Ranges Shire, June 2012.

### **Decision guideline**

Before deciding on an application, in addition to the decision guidelines in Clauses 33.01, 33.02, 33.03, 34.03 and 34.04 and any relevant particular provisions, the responsible authority will consider:

- Whether the proposal complies with the Incorporated Document Design Guidelines for Industrial & Commercial Development for the Macedon Ranges Shire, June 2012.

### **Reference document**

Design Guidelines for Industrial & Commercial Development for the Macedon Ranges Shire Background and Issues Report, 2012