

INDUSTRIAL DEVELOPMENT POLICY

This policy relates to industrial development within the City of Whittlesea.

Policy Basis

Industrial development within the City of Whittlesea provides both local employment and economic development opportunities. Council has however been concerned that the appearance and functioning of existing industrial areas in the municipality has been of a low standard and lacks cohesion. Invariably, these areas tend to portray a poor image at the major gateways to the municipality, and in some cases experience problems in relation to car parking and traffic congestion. In turn, new investment is often reluctant to locate in an area perceived not to encourage the presentation of quality developments and streetscapes.

To assist in achieving appropriately located and designed industrial developments, Council has prepared a comprehensive industrial development policy.

Objective

To achieve well designed, quality industrial developments that are suitably located so as to meet stated economic development objectives.

Policy

It is policy to:

- Ensure that the scale and appearance of all buildings and works is consistent with the purpose of the zone, site location, and surrounding land uses.
- Encourage appropriate landscape and building setbacks that enhance and / or improve the appearance of industrial areas.
- Ensure that development abutting main or other important streetscapes orient themselves toward rather than away from the street.
- Encourage developments on larger and main road frontages to have a facade and the front third of the building in tilt up concrete slab, glass or brick.
- Encourage the use of one dominant material, with primary materials of construction being, concrete, brick masonry or glass.
- Encourage the provision and location of appropriate business signage in the design of the front building façade for any industrial building. Business signage should be confined to that necessary to identify the business on the site.
- Ensure landscape plans are provided, showing:
 - an automatic sprinkler irrigation system;
 - simple landscaping which includes provision of lawn and high canopy trees especially along front setbacks;
 - provision of trees in carpark areas;
 - preservation of existing trees on site.
- Consider the requirement for levying a landscape bond to ensure the provision and maintenance of all landscaping required.
- Encourage landscaping in large carparks of 20 or more spaces.
- Discourage fencing along the front boundary or in front of the building line.
- Ensure all external storage of goods and materials, refuse collection areas and garbage skips is fully screened from view. Screening should be in materials consistent with buildings to be constructed on the site.

WHITTLESEA PLANNING SCHEME

- Ensure underground optical fibre services are provided in accordance with Council's Telecommunications Conduit Policy (see Clause 22.13).

Policy Reference

Planning Guidelines for Industrial Developments