

## 22.03 INDUSTRIAL DEVELOPMENT POLICY

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### Where the policy applies

This policy applies to all industrially zoned land, the and the Employment Area identified in the Cranbourne West Precinct Structure Plan and the land identified for industrial use and development in the Activity Centre Zone – Schedule 1 for the Cranbourne Town Centre.

### 22.03-1 Policy basis

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Both the *Casey C21: A vision for our future* strategy and the Municipal Strategic Statement identify the need to provide more local employment opportunities in response to rapid growth and to reduce the need of Casey residents to seek work outside the municipality. Industrial zones are significant employment generators and maintaining an adequate supply of land for industrial purposes is essential for any community that strives to be more self-reliant.

Over time, extensive tracks of vacant industrial zoned land in Casey have been rezoned to allow for residential and other urban land uses. There is a need to halt, and if necessary, to reverse this process to ensure that there is sufficient industrial land in the right locations for continued business investment in the municipality. The inefficient use of industrial land will be to the detriment of Casey's long term economic competitiveness.

Industrial areas in Casey are often located close to residential areas and sensitive uses such as schools. For this reason, industries with noxious off-site emissions or significant safety risks should not be sited in Casey unless planning requirements such as Environment Protection Authority buffer distances can be met.

### 22.03-2 Policy objectives

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- To develop industrial areas as local employment centres.
- To ensure that there is an adequate supply of industrial zoned land in suitable locations throughout the municipality.
- To ensure that remaining stocks of industrial land are used primarily for industry and related uses.
- To ensure that land use conflict does not arise between industry and sensitive uses in surrounding areas.
- To encourage industrial development with high standards of visual amenity.

### 22.03-3 Policy

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It is policy that:

- A supply of industrial-zoned land sufficient to meet the foreseeable needs of industry be provided in strategic locations throughout the municipality.
- A range of lot sizes be provided to meet the diverse needs of industry.
- Larger lots along main roads be provided or retained to meet the needs of major industrial firms that require good road access, a large site and prominent exposure.
- All lots be provided with services including reticulated underground electricity and roads that are suitable for use by industrial traffic.

- Commercial and other non-industrial uses be excluded from industrial zones except for those uses which:
  - Serve the convenience needs of industrial uses.
  - Are ancillary to industrial uses.
  - Form part of an integrated development that is predominantly industrial in nature.
  - Are unsuitable to be located in other zones by reason of the nature of the use, the intensity of activities associated with the use, or by the scale of the building(s) required to accommodate the use.
- Each development be landscaped to enhance the built environment and to screen unsightly areas from public view.
- Industrial buildings which are visible from main roads and railways lines incorporate good design principles which enhance the visual appeal of the surrounding area.
- Sufficient areas be provided on each lot for car parking, goods loading, vehicle manoeuvring and, in larger developments, staff amenity.

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**Performance standards**

It is policy that proposals are assessed against the following performance standards, as appropriate:

**Subdivision**

- Lots should be rectilinear in shape with a depth-to-frontage ratio from 2:1 to 3:1.
- Lots that abut the following roads should have a minimum area as shown:
  - Princes Highway: 2 hectares.
  - Hallam South Road and Berwick-Cranbourne Road: 0.4 hectare.
- Unless otherwise provided for in an approved development plan for the area, lots should have a minimum area of 1,000 square metres, a minimum frontage of 20 metres and a minimum depth of 35 metres.
- Lots should be of a size that enables all articulated vehicles up to 19 metres long to enter and exit the site in a forward direction.
- Small factory or “factoryette-style” developments should not be located on larger sites abutting arterial roads so that opportunities for large industries are preserved.
- Road pavements and reservations should be designed and constructed having regard to the Casey Standard Drawings.
- In the absence of an approved development plan for the area, the applicant should demonstrate that the proposed road layout allows for the safe and orderly flow of traffic and the proper integration of the subdivision with surrounding land and roadways.
- Public open space or landscaped buffers should be provided along residential interfaces or where the land abuts other sensitive land uses.
- A landscaping theme should be applied to any new road reserves to enhance the appearance of the locality and the subdivision.

### **Building and landscaping setbacks**

- Any reduced building setbacks from those specified in the planning scheme or approved development plan for the area should not unduly impact on the streetscape character of the area and/or create an undesirable precedent.
- Any reduced landscaping setbacks from those specified in the planning scheme or approved development plan for the area should comprise a higher-than-normal landscape quality and not unduly impact on the streetscape character of the area and/or create an undesirable precedent. Higher quality landscapes may include the provision of in-built sprinkler systems, mounding or more intense planting with satisfactory ongoing maintenance arrangements.

### **Building appearance**

- New industrial buildings should make a positive contribution to the streetscape, particularly where the building is visible from an arterial road.
- Attention should be given to the visual form and compatibility of buildings, with innovative design being encouraged.
- The walls of any building facing a road should be of brick, masonry or coloured/painted concrete construction, unless it can be demonstrated that any alternative building materials would contribute to, or enhance, the visual amenity of the area.
- Blank walls with no visual relief should not be visible from any public areas.
- Lower-level components of a building, such as office/reception areas, should be set forward of any high-wall construction where adjacent to a road frontage as a means of mitigating any impacts of building bulk on the streetscape.
- Building height should be limited to 7 metres and two-storeys, unless it can be demonstrated that the development would not unduly impact on the visual amenity of the locality.

### **Car parking, access and loading/unloading facilities**

- Car parking should be located where it can be most effectively used by employees and visitors, with no reliance on on-street parking.
- Any request to reduce or waive the standard car parking requirement specified in the table at Clause 52.06-5 of the planning scheme should be supported by an independent traffic and car parking assessment that adequately justifies the car parking level proposed.
- All car parking areas must be designed to:
  - Provide safe and convenient access to working areas and to discourage on-street car parking.
  - Cause minimal conflict with other vehicular or pedestrian traffic.
  - Preferably locate staff car parking to the rear of the site (on larger allotments) and visitor parking adjacent to office areas.
- The visual impact of parked vehicles should be minimised by the use of appropriate contouring and landscaping treatments.
- All vehicles should be able to enter and exit the site in a forward direction, including articulated vehicles up to 19 metres long.

- All parking areas and accessways must be constructed with an all-weather sealed surface (such as concrete or asphalt), clearly line-marked or otherwise defined on the ground, and drained to the satisfaction of the responsible authority.
- Access points should be limited to one per site in order to maximise landscape/nature strip areas and to minimise the number of 'conflict' points. A greater number of access points may be allowed provided they do not collectively comprise more than 40 per cent of the street frontage.
- Where loading/unloading facilities are required to be provided under Clause 52.07 of the planning scheme, they should, where possible:
  - Allow delivery vehicles to enter and leave the site in a forward direction, unless it can be demonstrated that no substantial traffic hazard is likely to occur.
  - Be located to the side or rear of the site.
  - Be located within a building.

### **Landscaping**

- All industrial developments should be landscaped so as to enhance the development, reduce its visual impact, and create a pleasant and harmonious environment.
- A landscape plan submitted with any planning application for industrial development should:
  - Be based on a comprehensive design and planting analysis prepared by a suitably qualified landscape consultant.
  - Address matters such as the existing physical environment, the use of various landscape techniques (such as contouring, paving, rock beds and massed planting), amenity areas, lighting, cut and fill, and location of services.
  - Complement the landscape theme promoted in the adjoining road reserve, if applicable.
- Applicants should discuss specific landscaping requirements and species selection with the responsible authority prior to preparing detailed landscape plans.

### **Storage facilities**

- Each industrial development should be provided with an area for the storage of an industrial waste container having minimum dimensions of 3 metres x 5 metres, or as otherwise considered satisfactory by the responsible authority, which is located so as to be readily accessible for servicing or removal.
- Any areas intended for the storage of industrial waste, goods or machinery should be located behind the front building line and be screened from any street or neighbouring property to the satisfaction of the responsible authority.

### **Security fencing**

- Security fencing should be of a type and colour that will have minimal visual impact, be visually compatible with the development, and be set back from any road so that it is either within or behind landscape buffer areas.

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### **Decision guidelines**

Before deciding on an application, it is policy that the responsible authority considers:

- Whether the location and siting of the use is appropriate, having regard to surrounding land uses.
- Whether the use and development will contribute positively to the area, with respect to the design of the building, traffic, car parking, access and overall site layout.
- Whether the proposal is located on appropriately designed roads.
- Whether the development is designed and sited to complement the style and character of the overall streetscape.
- Whether the use or development is generally in accordance with the Cranbourne West Precinct Structure Plan, where relevant.
- The use and development is consistent with the Cranbourne Town Centre Plan.

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**Policy references**

*Casey C21: A vision for our future*, City of Casey, 2002.

*Casey C21: Building a Great City*, City of Casey, 2011.

*Casey Standard Drawings*, City of Casey, 2012.

Cranbourne Town Centre Plan (August 2011), City of Casey.

*Cranbourne West Precinct Structure Plan*, City of Casey, 2010.

*Industrial Development Policy*, City of Casey, 2003.