

22.06 SOUTH ROAD INDUSTRIAL GATEWAY POLICY

19/01/2006
VC37

This policy applies to all land shown on the local planning policy map which forms part of this clause.

22.06-1 Policy basis

19/01/2006
VC37

The Municipal Strategic Statement identifies the need to promote high amenity industrial development in key gateway locations and on land in close proximity to established residential areas. This policy seeks to further the objectives of the MSS for the South Road gateway site.

22.06-2 Objectives

19/01/2006
VC37

- To promote high amenity industrial development on this key gateway site into the municipality, which incorporates integrated architectural and landscape treatments and high standards of presentation to the South Road frontage.
- To ensure that development has regard for the amenity of nearby residential land.

22.06-3 Policy

19/01/2006
VC37

It is policy that:

- New development provides a high standard of urban and landscape design, incorporating integrated architectural treatments, low profile buildings and sensitive landscaping to improve the visual quality of the South Road corridor.
- Industry, motor vehicle sales and repairs, vehicle stores uses are contained within buildings of a very high design standard to protect the visual amenity of nearby residential land.
- New development provides safe and efficient vehicle access to the site and minimise traffic impact on South Road.
- All access to the policy area be provided via Kings Way and the service road, with direct vehicle access from South Road discouraged.
- Well landscaped setbacks of at least 3 metres depth be provided along the South Road frontage of the site to provide a high degree of visual interest and appropriate visual screening for the adjacent residential interface.
- Advertising signs on the site be low profile and contribute to the visual quality of the South Road corridor.

Map 1: South Road Industrial Gateway

