

22.02 INDUSTRIAL AND RESTRICTED RETAIL SALES AREA DESIGN18/06/2015
C134

This policy applies to all land in an Industrial 1 Zone or Commercial 2 Zone.

22.02-1 Policy basis08/07/2010
C70

This policy gives effect to Clause 19.03 (Design and built form) in the State Planning Policy Framework and the MSS strategic themes of Clause 21.04 “Urban Design” and Clause 21.07 “Economic Development”.

To maintain and encourage further growth in local employment, industrial and service business activity needs to be retained and increased. A high standard of design of industrial and restricted retail sales development can encourage further industrial and service business activity, enhance Knox’s image as a business and residential location as well as maintain the amenity of nearby land.

Much of the industrial development in the City of Knox has occurred under detailed design controls directed since the early 1970s at providing a distinct urban character to these areas. These estates are highly regarded by the local resident and business communities for the design standards set. Design guidelines are important in reinforcing the design elements which have contributed to the success of these industrial estates.

22.02-2 Objectives19/01/2006
VC37

- To facilitate growth in employment by ensuring that the design of industrial and restricted retail sales development maintains and enhances the appearance of industrial areas.
- To ensure that development in industrial and restricted retail sales areas is compatible with the surrounding streetscape and landscape character, with particular attention to complementing adjoining built form.
- To promote design and subdivision which are functional to the needs of industry.

22.02-3 Policy19/01/2006
VC37

It is policy that:

Subdivision

- Lot sizes and dimensions reflect existing standards of nearby industrial development or raise the standard of nearby development.
- Large lots be provided on main road frontages to enable landscaping and sensitive building siting.
- If nearby industrial development is of “garden industrial” character with a high visual standard, subdivisions provide for a similar or higher standard of presentation.
- If internal lots are proposed to be smaller than those on the road frontages of the site, the internal lots provide a smooth transition in size from the larger lots along the road frontages.

Siting

- Buildings be set back from roads to enhance visual amenity.
- Industrial and restricted retail sales buildings not adversely affect the visual amenity of nearby residential land or land used for open space purposes.

- Unsightly areas and works be screened from external view.

Landscaping

- Landscape plans be submitted with applications.
- Landscape plans promote the “green leafy image” of Knox.
- High quality landscape treatments be provided on road frontages (including road sideages) of the development.
- The edges of accessways be landscaped to soften the appearance of paved surfaces.
- Landscaping softens and screens development from adjacent land.
- Additional trees be provided on the nature strip of adjoining road reserves.
- Existing vegetation be retained if practical.
- High fencing be located on unobtrusive areas of the site.
- Low fences or no fencing be provided at the main frontage of the site.
- Fencing be colour coated (i.e. not exposed wire or uncoated timber).

Architectural quality

- The external design treatment of large buildings minimises the apparent visual bulk of the buildings.
- Buildings incorporate design elements that add visual interest.

Signage

- Signage be uncluttered.
- Signage be integrated with the architecture and landscaping of a building.

22.02-4

08/07/2010
C70

Performance standards

The following performance standards are considered to satisfy the policy objectives and statements outlined above:

Subdivision

- If a site is within 1 kilometre on the same road of “garden industrial” development (as shown on the Industrial & Restricted Retail Sales plan included in this Clause), lots along the common road frontage are at least 4,000 square metres with frontages of at least 35 metres and depths of at least 60 metres. Alternatively, the lots along the common road frontage have the same or larger dimensions as the average of those of the “garden industrial” development.
- On sites abutting a Category 1 Road other than Kelletts Road or Dorset and located more than 1 kilometre from “garden industrial” development (as shown on the Industrial & Restricted Retail Sales plan included in this Clause), the lots along the Category 1 Road frontage are at least 2,000 square metres with frontages of at least 30 metres and depths of at least 45 metres.
- On sites abutting Kelletts Road or Dorset Road and more than 1 kilometre from “garden industrial” development (as shown on the Industrial & Restricted Retail Sales plan included in this Clause), the minimum size of lots fronting Kelletts Road or Dorset Road is 1,000 square metres with a frontage of at least 20 metres and a depth of at least 35 metres.

Siting

- Buildings and car parking areas are set back a minimum of 20 metres from all Category 1 Roads (and their service roads). This does not apply to sites on Kellets Road or Dorset Road which are more than 1 kilometre from “garden industrial” development (as shown on the Industrial & Restricted Retail Sales plan included in this Clause), where a smaller minimum setback may be provided.
- Buildings and car parking areas are set back a minimum of 7.5 metres from the Public Acquisition Overlay for the proposed Dorset Road Extension or Ring Road.
- Buildings and car parking areas are set back a minimum of 7.5 metres from a Category 2 Road or lower order road with a road reserve of more than 9 metres in width.
- If a building is over 12 metres high, the building is set back in accordance with the following formula:

Setback = [Minimum setback (see above)] + [(Height of building in metres - 12) ÷ 2].

This does not apply to land adjoining a residential zone or the buffer area north-east of the Jells Park Industrial Estate, Ferntree Gully Road, Scoresby, 950 metres west of Stud Road.

- For land adjoining a residential zone or the buffer area north-east of the Jells Park Industrial Estate, Ferntree Gully Road, Scoresby, 950 metres west of Stud Road, if a building is over 6 metres high, the building is set back in accordance with the following formula:

Setback = [Minimum setback (see above)] + [(Height of building in metres - 6) ÷ 2].

- Front facades of main buildings are facing the main road frontage.
- Unightly storage areas are located to the rear of the site, away from public view.
- Waste bins are located away from public view.
- Fencing or landscaping is used to screen storage areas and waste bins.
- Electricity supply is located underground.
- Landscaping, sealed car parking and access areas are located in front of buildings.

Landscaping

- A landscaped buffer to adjacent residential land is at least 6 metres wide.
- A landscaped buffer to adjacent land in a public land zone used for open space or recreation purposes is at least 3 metres wide.

Signage

- The design of the front facade of the building provides for the location of a business sign.
- Signage is confined to that necessary to identify the business(es) on the site and to provide clear traffic and pedestrian directions.
- If multiple businesses are accessed via a common road or driveway, provision is made for joint signage at one location.

FIGURE 1

