

22.07 INDUSTRIAL URBAN DESIGN AND DEVELOPMENT

11/07/2014
C91

This policy applies to the industrial development and use of land in an Industrial 1 Zone, an Industrial 3 Zone or a Commercial 2 Zone.

22.07-1 Policy basis

11/07/2014
C91

This policy builds on the MSS objective in clause 21.06 to ensure the ongoing development of a quality and attractive built environment based on sound planning and consistent urban design principles and to protect and enhance the visual amenity of residential, commercial and industrial precincts and streetscape and to encourage development that provides and creates high quality urban places.

This policy builds on the MSS objective in clause 21.09 to promote Maroondah as a prime location for industrial development, land use and investment in the north east region and to create visually attractive, functional and well planned industrial developments, estates and precincts.

This policy builds on the MSS objective in clause 21.10 to minimise the physical impact and stress of development and land use on the natural environment.

22.07-2 Objectives

11/07/2014
C91

- To improve the appearance, quality and urban design of industrial development in all industrial areas.
- To ensure that industrial development contributes to the development and maintenance of a sustainable economy and high quality urban form.
- To ensure industrial development creates a high quality urban environment and maintains high environment standards.
- To ensure siting and development of industrial uses minimises impact on the environment and the generation of off site effects.
- To ensure industrial development in the Bayswater North area provides larger lots to serve as key attractors to major industrial users and facilities.
- To ensure industrial development provides a diversity of lot sizes to allow industry to develop and expand.
- To ensure industrial development provides landscape setback areas to road frontages.
- To ensure signage in industrial areas presents a consistent and uniform image and relates to the activities carried out in the area.
- All utility services are provided underground.
- To provide landscaping treatments that have an attractive setting which assists with the integration of a site with adjoining properties and the location in general.

22.07-3 Policy

11/07/2014
C91

It is policy to:

Landscaping

- Provide landscaping on a site to repeat the dominant road reserve treatment.

- Provide landscaping based on open lawns with all weather pedestrian access and the use of a mix of ground covers, low shrubs, large shrubs and trees which are indigenous species to the area.
- Provide shade for car park landscaping that is be low maintenance, visually softens large expanses of hard seal and assists with screening building bulk.
- Design landscaping with species that are hardy, have low water requirements, do not harbour vermin or animal pests and which are not known to be environmental weeds or invasive species.
- Dominate landscaping by providing trees with visually high crowns that also provide good visibility below the crown, through the open trunks. These trees are to be indigenous to the area or other acceptable species.
- Provide landscape borders adjoining and outside the fence where fencing is provided between the site frontage and the building setback.
- Provides landscaping to screen fences (or complements it if the fence is well designed) and car parking areas.

Fencing

- Discourage the use of fencing on the front property boundary of a site.
- Design fencing with a set back to the building line on both the frontage and sideage.
- Discourage the use of chain or cyclone mesh fencing due to its unsightly appearance.
- Ensure construction materials and fence design be consistent with adjoining and nearby sites.
- Encourage living green fences or hedges if a physical screening or acoustic barrier is deemed necessary.

Building design

- Design and locate buildings to ensure that they have front setbacks which match the predominant setback of existing buildings in the surrounding area (not necessarily those on adjacent sites if they do not conform to the character of the area).
- Discourage use or activity in the building setback area, other than landscaping to the responsible authority's satisfaction, visitor car parking, vehicle crossovers and driveways, and signage.
- Design buildings on the corner of a Road Zone Category 1 or 2 Road and a local road, to be designed to have a frontage and predominant visual setback which addresses the Road Zone Category 1 or 2 Road.
- Consider the use of articulated parapets and fenestration, consistent with physical elements of the local neighbourhood character, or reflective of a particular theme, on all industrial buildings.
- Design building facade treatments to:
 - Reflect a human scale.
 - Identify the entry point for pedestrians.
 - Significantly improve the aesthetic amenity of the area.
- Design the mass and height of buildings to minimise the impact on solar access and daylighting to habitable room windows on the adjoining property.

- Limit the mass and height of buildings to ensure high levels of sunlight access to any areas of private residential open space.
- Minimise the mass and height of buildings to prevent the overbearing scale and impact affecting the amenity of the adjoining property.

Advertising signage

- Support illuminated signage in appropriate locations only if a company has a 24 hour operation or requires night identification due to late night operation.
- Provide signage in multi-tenancy developments on a coordinated basis, using a single sign structure displaying multiple advertising signs.
- Discourage advertising signage on fencing on the property.

Services

- Provide all services underground as part of the development of new industrial estates.
- Minimise or prevent overhead services crossing main roads and strategies be implemented to eliminate this visual element from the streetscape, where they currently exist.
- Appropriately place services in road verges or nature strips to minimise any potential conflict in terms of street tree planting and the growth of tree crowns.
- Ensure existing overhead services be progressively provided underground along main roads and provided underground as part of any new subdivision proposal which increases lot yield or creates a new road.

22.07-4 Performance standards

11/07/2014
C91

Landscaping

- Landscape screening that matures to a height of at least 1.5 metres provided around car parking areas and loading bays.
- Car park areas incorporating landscape planting beds, equal in size to one (1) car space for each ten (10) parking spaces. These island beds should contain at least one tree capable of providing full shade to the extent of one car space either side of the island.
- Protection of landscape areas from accidental trafficking or vehicle damage by providing kerbs with a height of at least 150 millimetres or traffic bollards.

Fencing

- Fence heights not exceeding 1.8 metres and fences articulated or changed in detail every 15 metres.
- Fencing set back at least 5 metres from a main road front property boundary and at least 3 metres from a main road sideage property boundary.
- No solid fencing. Fencing should be at least 50 per cent transparent.
- Front fencing set back from a local road be at least half of the required building setback, but not less than four (4) metres from the road frontage of the site.

- Solid fencing on a local road sideage of a site provided it is screened by appropriate landscaping.

Building design

- No building constructed nearer to the boundary of a residential zone, land used for a hospital, school or public open space or land in a Public Acquisition Overlay to be acquired for a hospital, school or public open space than the distance obtained with the following formula: Setback distance = $h / 2$ (where h = height (in metres) of the building nearest the boundary).
- Buildings set back at least fifteen (15) metres from a main road frontage and at least 7.5 metres from a sideage if the site has direct sideage abuttal to a main road. The sideage setback may be reduced to five (5) metres if the site has direct sideage abuttal to a local road (and a main road site frontage).
- Buildings set back at least 7.5 metres from a local road frontage and at least three (3) metres from a sideage if the site has direct sideage abuttal to a local road.
- An integrated color scheme, including color treatments, to reduce or minimise building bulk used on all facades of the building.
- The front elevation of adjoining industrial buildings within a complex designed using a “stepped” facade, with visual elements such as windows and all weather entrance porches addressing the street.
- The office component of an industrial business located on the front elevation of the proposed building.
- Large, blank concrete tilt slab walls at the side or rear of a development painted in a muted colour scheme.
- Design features such as corbelling or some form of abstract castellation used to prevent buildings from assuming a block appearance.
- Corner buildings designed to emphasise the corner with a clear, strong and integrated design. Higher physical corner elements are encouraged to emphasise the location.
- Buildings designed to bring more intensive “people element” uses such as office components to the front of the site.
- Exterior design components such as plumbing, heating, cooling, ventilation and communication equipment integrated into the architectural design, located at the side or rear of buildings and not overhanging the street.
- The use of non-obtrusive elements such as arches, geometrical glass, and new and recycled timber products to reduce the amount of concrete in building design.
- Buildings constructed from concrete tilt slabs articulated using three dimensional imprint relief, labelling or penetration in appropriate locations.
- The facade of buildings located on a corner site addressing both street frontages.
- Building heights in respect to side and rear site boundaries adjoining a residential zone, land used for a hospital, school or public open space or land in a Public Acquisition Overlay to be acquired for a hospital, school or public open space not exceeding a height (H) defined by $H = S^2$ (where S = distance from any side or rear property boundary).
- Industrial buildings on a main road not exceeding seven (7) metres in height within 15 metres of a main road site frontage. This includes the wall height, roof features, gable ends, design articulation, parapets and any associated fenestration.

- Building works or additions on a main road greater than seven (7) metres in height designed with a 45 degree building angle to create a stepped building effect.
- Industrial buildings on a local road not exceeding 3.6 metres in height within 7.5 metres of a local road. This includes the wall height, roof features, gable ends, design articulation, parapets and any associated fenestration.
- Building works or additions on a local road greater than 3.5 metres in height designed with a 30 degree building angle to create a stepped building effect.

Advertising signage

- Within the front setback area for any separate tenancy, advertising signage designed and located to ensure that it:
 - Does not overhang the public domain.
 - Is attached to a single structure set within the required building setback area.
 - Is limited to only one advertising sign per property.
 - Does not exceed 20 per cent of the building frontage if located on the facade of the building and signage not mounted above or allowed to project above the facade height of the building.
- Single-occupancy site on a main road: Stand alone pole sign not exceeding 6 metres in height, with a maximum 5 square metre signage area. If a pole sign (or similar sign) is not required, alternative forms of signage should be constructed from a low visual impact material with an area not exceeding 6 square metres.
- Multiple-occupancy site on a main road: Combined signage structure with a maximum 9 square metre dimension and constructed from a material with low visual impact.
- Single-occupancy site on a local road: Stand alone pole sign not exceeding 4 metres in height, with a maximum 3 square metre signage area. Any alternative form of signage structure should be constructed from a low visual impact material with an area not exceeding 3 square metres.
- Multiple-occupancy site on a local road: Combined signage structure with a maximum 5 square metre dimension and constructed from a material with low visual impact.
- No more than two directional car parking signs on any site, with a maximum area of 0.5 square metre per sign.

Policy references

Bayswater North Industrial Urban Design Guidelines, 1999

Croydon Town Centre Structure Plan, Planisphere, 2006