

22.16 INDUSTRIAL AREAS DESIGN GUIDELINES14/07/2016
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This policy applies to land located in the Industrial 1 and Industrial 3 Zones, and former Business 3 Zone land at 28 Thornton Crescent Mitcham and 630 Mitcham Road Mitcham.

22.16-1 Policy Basis14/07/2016
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The City of Whitehorse has a unique yet strong industrial base and contains some of the most active industrial areas in Melbourne's south east region. Industry and associated business are key contributors to the City's strong employment base.

Industrial land uses within the City of Whitehorse are undergoing a shift from manufacturing and logistics to fine grain warehouse, factory and office related activities. The Municipal Strategic Statement identifies and emphasises the importance of developing new forms of industrial development to complement existing industrial uses and protecting the industry base for the prosperity of the municipality.

This policy provides direction for the design and development of industrial areas. The appearance and amenity of development strongly influences people's impressions of the City and the amount of investment by business and industry attracted to high quality environments.

The policy focuses on urban design and landscape to improve the function and appearance, community perception, access and connectivity and interface of industrial areas.

22.16-2 Objectives13/12/2012
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- To promote the creation of industrial precinct character and a sense of address through gateway or entrance statements, including appropriate landscape treatments.
- To facilitate the development of functional, well serviced, amenable, and attractive industrial areas that have regard to the context of individual industrial precincts.
- To effectively co-ordinate the redevelopment of industrial areas to minimise the conflicts between industrial and more sensitive land uses such as adjoining and nearby residential uses.
- To establish a standard of design and development that promotes industry whilst not adversely impacting on surrounding residential and public uses.
- Where necessary, to encourage the consolidation of allotments to facilitate the urban renewal of land parcels within industrial precincts.
- To encourage the unification of industrial streetscapes through the provision of items such as consistent landscape treatments, street trees, signage and street furniture.
- To reduce visual impact of on-site storage and general refuse/waste storage areas from street view through improved siting, design, landscaping, fencing and other screening treatments.
- To improve connectivity, access and mobility within and between industrial precincts and surrounding areas whilst not adversely impacting on surrounding residential or public uses.
- To promote safer areas through improved building design and orientation, and by designing new development to ensure passive surveillance of open spaces and within the industrial areas.
- To encourage innovative building practices, water sensitive and energy efficient urban design within industrial developments.

- To ensure the protection of sensitive environmental areas and public open space from encroachment from inappropriate industrial activities.

22.16-313/12/2012
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It is policy that the following matters are taken into account when considering an application to use or develop land, including the subdivision of land and alterations to an existing building or works within all industrial areas:

Building Form & Interfaces

- The external appearance of buildings must be attractively designed. New industrial buildings must make a positive design contribution to the streetscape, particularly where these buildings are visible from main or secondary roads. Blank walls with no visual relief must be avoided if these are visible from public areas.
- Where high wall construction is proposed along a road frontage, consideration should be given to varying the building elevations by the inclusion of lower level office/reception areas or some other means that will serve to break down the building bulk and the appearance of blank walls.
- Development adjacent to open space areas, waterways or sensitive uses such as residential land use should be of a complimentary/transitional scale and appearance to the adjoining environs.
- The design of new buildings in industrial areas should:
 - Be consistent in scale with nearby buildings.
 - Encourage high quality contemporary building forms and presentation to street frontages and other key interfaces.
 - Provide clear entrances, interesting facades and detailing.
 - Emphasise the importance of “landmark” and gateway sites.
 - Incorporate facades that address both streets on corner buildings.
 - Locate office components to the front of the building.
 - Have no advertising signs projecting above the building line.
 - Screen plant and equipment from street view.
 - Integrate or conceal exterior elements of services, plumbing, heating and ventilation systems into the building. Roof top services should be located out of sight from the street.
- Outbuildings and/or ancillary installations should be compatible with the design theme established by primary buildings on each site.
- Adequate interface setbacks are to be provided to ensure that:
 - There will be no adverse amenity impacts on residential properties.
 - There is sufficient land set aside for landscaping to improve the visual amenity of the area.

Streetscape Amenity and Landscaping

- Landscaping should be designed as an integral part of any development and assist in creating a unified appearance within an industrial area and in improving the environmental quality of the area.
- The provision of a landscape buffer incorporating landscaping and planting should be provided along street frontages to soften the visual impact of the built form and

improve the amenity of the area. Landscape areas which are narrow and provide maintenance challenges should be avoided.

- The landscaping theme adopted for a development should be simple and include use of semi-mature trees and where possible, the retention of existing mature trees.
- An application for buildings and works should be accompanied by a landscape plan that:
 - recognises the themes already established in nearby major roads and open spaces;
 - establishes a “green” theme;
 - contributes to the creation of an attractive business environment;
 - visually reduces the bulk of development and enhances the appearance of buildings;
 - promotes the provision of canopy trees where appropriate complimented by mid and lowers level plantings to soften the building form;
 - provides summer shade and windbreaks to areas used by pedestrians or occupied by car parking;
 - minimises surface run-off; and
 - is practical to implement and maintain and is sustainable.

Frontage Carparking and Vehicle Loading

- Car parks and car parking within front boundary setbacks should be avoided with the exception of a limited proportion of visitor parking.
- Large car parks shall include landscaped traffic islands to allow additional canopy tree and understorey planting. Plant species shall be selected to allow clear sightlines for freight movements, pedestrians, cyclists and motorists.
- The visual impact of parked vehicles should be minimised by the use of appropriate contouring and landscaping treatments while maintaining overall safety and sightlines.
- All cars should be able to enter and leave frontage carparking in a forward direction.
- All truck loading and servicing shall occur within the site. No loading or servicing is permitted in the frontage carparking or on public roads.
- Loading and services bays should be separated from private vehicle, pedestrian and bicycle routes.
- Frontage carparking and other car parks are not to be used for temporary storage of goods or for servicing or loading.
- Truck parking shall not be located within designated frontage carparking areas or landscape setbacks. If truck parking is required, designated truck parking spaces are to be provided. On-street parking of trucks will not be permitted.

General Refuse/Waste Storage

- General refuse/waste storage areas should be confined to the rear/side of the lot where the side setback is not a street frontage or abutting a sensitive or residential land use. If this is not possible, the general refuse/waste storage area should be screened by landscaping and/or fencing to avoid visual impact to the street.
- Any areas intended for the exterior storage of goods or machinery should be screened from any street or neighbouring property.
- Where possible, storage areas should be an integral part of the design of buildings.
- Outside storage areas should be designed to prevent the proliferation of litter and other material within and beyond the site.

- The informal storage of goods or material around buildings should be avoided and landscape and/or screening should be provided to ensure the visual amenity of the streetscape and adjoining properties.
- Street setbacks should not be used to store goods, materials or waste.

Access and Circulation

- New development should provide improved circulation to promote walking and cycling.
- New development should provide secure bicycle storage lockers and showers for staff and employees.
- New development should avoid creating access conflicts with residents and other land users accessing their homes or facilities and vehicles accessing the industrial precinct.
- Loading and service areas shall be integrated with the built form and landscape treatments for each lot.
- Loading bays should:
 - allow delivery vehicles to enter and leave the site in a forward direction (generally on larger sites), unless it can be demonstrated that no substantial traffic hazard is likely to occur; and
 - be located to the side (if not a street frontage) or rear of the site (generally for larger sites); or
 - be located internally within buildings or screened from street view.

Security/Safety

- Buildings should be orientated and glazing provided where possible to provide passive surveillance to the street and other adjoining public areas.
- Pedestrian and cyclist circulation should be separated from vehicular movements wherever possible/appropriate.
- Clear sightlines should be maintained at all vehicular crossovers.
- External lighting should be provided for security, safety and amenity for all exterior areas including car parks, pedestrian paths and storage areas without causing light spill into adjoining properties or neighbouring areas.
- Security fencing should be:
 - of a type and colour which will have minimal visual impact;
 - visually compatible with the development; and
 - set back from the road boundary so that it is either within or behind landscape buffer areas.

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Policy – Rooks Road Industrial Precinct

In addition to the provisions of Clause 22.16-3, it is policy that the interface with abutting residential areas associated with the Rooks Road industrial precinct be sensitively managed and that the amenity of the area is improved through the provision of adequate landscaping.

These matters are to be taken into account when considering an application to use or develop land, including the subdivision of land and alterations to an existing building or works within the Rooks Road industrial precinct:

Within the Rooks Road Industrial Area, it is policy that:

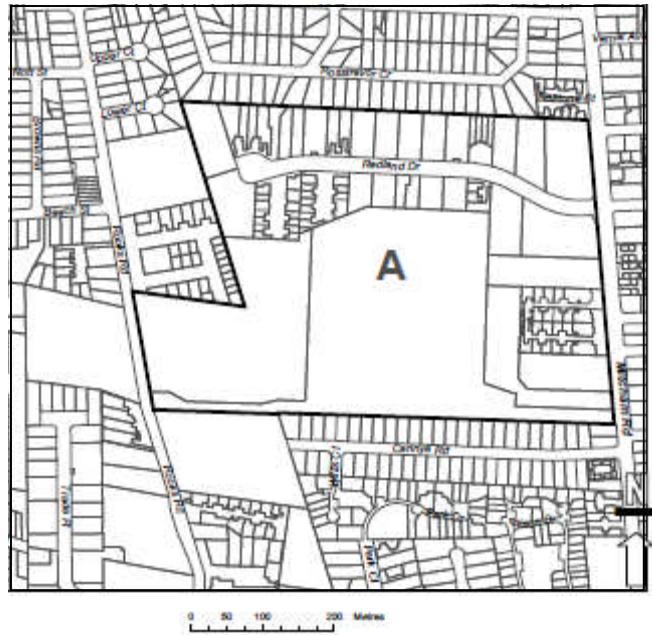
Building setbacks

- Adequate setbacks be provided to ensure that:
 - There will be no adverse amenity impacts on residential properties.
 - There is sufficient land set aside for landscaping to improve the visual amenity of the area.

Performance Standards

- The following building setback standards are considered to satisfy the policy objectives and statements outlined above:

Precinct	Boundary / Road Frontage	Minimum Building Setback
A	Mitcham Road	15 metres
	Northern boundary (rear of Lots 1 – 14 on Plan of Subdivision No. 332167K)	22 metres
	Redland Road	6 metres
	Part of southern boundary that abuts residential properties fronting Carinya Road	9 metres



Landscaping

- Fences are not to be constructed in the landscaped frontage setback area of the property known as 15-17 Maurice Court, Nunawading.

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Reference Documents

City of Whitehorse Economic Development Strategy 2014-2019

City of Whitehorse Industrial Strategy 2011