

22.07 INDUSTRIAL AND COMMERCIAL ACTIVITY19/01/2006
VC37

This policy applies to all land in the Industrial 1 Zone, Industrial 3 Zone and Business 3 Zone in the City of Darebin.

22.07-1 Policy Basis19/01/2006
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The industrial base of the City of Darebin has been undergoing considerable change with the decline of the traditional footwear and textile industries and the increasing demand for the recycling of old industrial building stock for new uses including residential.

The City of Darebin supports appropriate industrial and commercial development as an integral component of the economic growth and viability of the Municipality. The Council is committed to retaining employment opportunities and encourages the orderly transition from the declining industries to the light industry and commercial sectors.

Council recognises that development must be sustainable and must be balanced with social, environmental and cultural development to ensure Darebin remains a vibrant place to live and work. Council must work proactively with industry, business and education to support economic growth and local employment opportunities essential to the long-term growth and vitality of the municipality.

Land use patterns in the municipality are changing in response to population renewal, property price increases and shifts in the main economic activity. The Darebin City Council is keen to ensure that these changing patterns can provide a secure economic future for the local community. Council acknowledges that this change must be managed to ensure continued appropriate land uses and to manage areas of conflict between competing land uses and interfaces between non-complimentary uses.

New industry will be encouraged to locate in the identified core industrial areas as identified in the Industrial Land-Use Strategy which have been identified as suitable for industrial development and use in the long-term.

When making decisions on applications Council should have particular regard to the provisions of Clause 52.10 of the Darebin Planning Scheme.

22.07-2 Policy Objectives19/01/2006
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- To protect the integrity of viable and sustainable industrial areas (core and secondary areas) from ad hoc intrusion or compromise from competing non-compatible land uses.
- To ensure a high standard of urban design is achieved to improve the visual character, functioning and layout in industrial and commercial areas.
- To require the provision of suitable landscaping to improve the appearance of industrial and commercial areas.
- To encourage existing industry to improve it's performance including cleaning up and improving the appearance of existing buildings and reducing off-site impacts.
- To minimise the impact on the amenity of surrounding residential areas from traffic, noise and emissions resulting from industrial land uses.
- To reduce and minimise conflict between industrial and non-industrial land uses.
- To create and provide for a mix of local employment opportunities.
- To create a sustainable vibrant local economy providing a variety of both jobs and services.
- To facilitate the transition of under-utilized sites and inappropriate industries to more suitable economic uses that provide choices in local employment.

- To encourage environmentally sustainable development which utilizes, where practical, best practice, energy efficiency, water reuse and recycling.
- To restrict caretakers' dwellings to those that are properly planned and appropriately located for their supervisory role to associated industrial or commercial activity.
- To ensure caretakers' dwellings do not adversely impact upon the primary use of the zone.
- To prevent caretakers' residences being developed for general residential purposes.

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Policy

Design

The design and construction of new buildings should improve the streetscape and amenity of the local area.

It is policy that:

- The development of the land takes place in an orderly and proper manner with Council considering the following issues when assessing the impacts of development:
 - vehicle movement - to ensure safe and efficient vehicle access with trucks entering and leaving the site in a forward direction;
 - loading bay provisions and access;
 - pedestrian movement;
 - car parking, including provision for bicycles and disabled parking and landscaping of the car park;
 - streetscape amenity - ensuring there are adequate setbacks and the scale and form of new buildings are compatible with the streetscape particularly on sites abutting residential development;
 - the provision of adequate and suitable landscaping;
 - provision for storage, including waste storage, which is adequately secured and screened;
 - the need to promote environmentally sustainable development through the encouragement of permeable surfaces, energy efficient design and practices, water reuse, stormwater best practice management and recycling.
- Buildings incorporate design elements that add visual interest, are of contemporary design, use modern materials and address the streetscape.
- Buildings are designed and located to ensure front setbacks conform to the prevailing setbacks in the area.
- The use of front setbacks is restricted to landscaping, visitor car parking, access ways and signage.

Use

The type of use permitted should contribute to the economic viability of the City and should have regard to the amenity of the streetscape and surrounding area.

It is policy that:

- The use of the land takes place in an orderly and proper manner with Council considering the following issues when assessing the impacts of land use:

- noise;
 - emissions;
 - hours of operation;
 - the likely number of vehicle movements generated and the impact of this on the surrounding areas;
 - the off-site impacts of any use on surrounding areas, particularly residential areas and more sensitive land uses.
- Land uses that generate a diversity of employment opportunities shall be encouraged.
 - Industries shall be encouraged to adopt best practices to minimise adverse off site environmental impacts, including the use of the quietest and lowest emission, technologically advanced equipment.
 - Land uses that utilize environmentally sustainable and energy efficient practices, water reuse and recycling will be encouraged.
 - Caretakers' dwellings shall only be provided directly in association with and ancillary to approved commercial or industrial uses.

Subdivision

Subdivision patterns have a direct impact on the form of urban development, urban design outcomes and the streetscape.

It is policy that:

- Lots be of a sufficient size so as to accommodate all intended needs on-site including parking (truck, car, bicycle and disabled), storage, loading/unloading and landscaping.
- Amalgamation of holdings to promote larger scale development where appropriate will be encouraged. Subdivision of industrial land will be discouraged, unless in accordance with an approved concept plan, to facilitate better design solutions.
- Large lots be provided on main road frontages to allow landscaping, appropriate setbacks and sensitive building siting and design.
- The layout, nature and intensity of buildings, works and services and provision for car parking and landscaping be established via a concept plan prior to the subdivision and development of the land.
- The layout, use and intensity of buildings and provision for car parking be established prior to the subdivision and development of existing buildings.

Landscaping

Landscape treatment should enhance the visual appearance of development and be used to create an attractive and sustainable environment. Where practical landscape should improve the amenity of surrounding area.

It is policy that:

- Landscaping should be provided within front and side setbacks to the street, to car parking areas and around outdoor goods storage areas. Landscaping should also be provided along rear and side boundaries, particularly those which form an interface with a more sensitive use (such as a creek) or are visually prominent.
- Landscaping plans must be submitted with permit applications and should show:
 - retention of existing vegetation;

- simple, low maintenance landscaping which complements existing landscaping themes;
- the use of low water use plants and indigenous plants and the avoidance of use of environmental weeds;
- the provision of canopy trees;
- provision of trees in car parking areas;
- landscaping of access ways.
- Where ten or more car parking spaces are provided trees, or other appropriate landscaping, are required to increase permeability, break up the bitumen area, provide shade and improve the visual amenity of the area.
- There should be low fencing or no fencing at the main street frontage. Front fencing to be colour coated (not exposed wire or uncoated timber). If security fencing is required it should be recessed behind the building line.

Amenity

A high standard of amenity within industrial and commercial areas is desired.

It is policy that:

- Industrial or commercial development in the immediate area of residential uses, open space or other sensitive land uses should enhance the preferred urban character of the neighbourhood, particularly in regard to the scale of the building and its setback from the street frontage and any abutting non-industrial uses.
- Any proposal to use or develop land for industrial or commercial purposes in the immediate area of residential uses, open space or other sensitive land uses must incorporate measures to limit adverse impact on the surrounding area, particularly in terms of emission of noise, artificial light, vibration, odour, fumes, smoke, vapour, steam, soot, ash, dust, waste water, waste products, grit or oil.
- Plant and equipment, including air conditioning units, must be insulated and located to minimise noise impacts on the surrounding area.
- Well-defined interface buffers between industrial/commercial and residential land uses be maintained to minimise potential conflict.
- Storage and waste areas be appropriately secured and screened from sensitive uses and public sight.
- Existing industries will be encouraged to take appropriate measures to improve their site when proposing expansion or redevelopment of the site, including:
 - reducing/minimising nuisance
 - improving maintenance of buildings and grounds
 - surfacing of parking areas, access ways
 - providing landscaping and improved maintenance of grounds
 - providing screened areas for storage, including storage of wastes
- New and existing industries be encouraged to adopt best practices to minimise detrimental impact on amenity and to achieve long term environmental sustainability.
- New activities which are potentially unsightly, noisy or smelly be discouraged from establishing in areas other than the Core Industrial areas, as identified in the *Industrial Land Use Strategy – A Framework for Decision Making*.

- In both core and non-core industrial areas, activities should be located to minimise the impact on non-industrial land-uses.
- Fencing should be located at or behind the building line and is discouraged along the front boundary or in front of the building line.

Transport/Access

Appropriate location of industries minimises impact on residential areas. Well designed accessways and loading bays reduce traffic conflicts and improve traffic flows within the site and neighbouring sites.

It is policy that:

- Industrial and commercial development adjacent to arterial roads and rail corridors should address those interfaces and be of a high visual standard to enhance the amenity of the transport corridors.
- Industrial developments should be designed and laid-out to enable trucks to enter and leave the site in a forward direction.
- Sufficient parking should be provided on-site for staff and visitors, trucks, cars, bicycles and disabled.
- Traffic flow to and from industrial areas be improved where possible to minimise the impact of noise and congestion on the surrounding residential areas.
- A road hierarchy be defined to ensure appropriate access is available and maintained to industrial areas.
- New industries that rely heavily on road transport, such as transport and storage industries, be encouraged to locate on sites with good access to major arterial roads.

Signage

Signage must be integrated into the development.

It is policy that:

- The number of advertising signs be minimised and, where possible, incorporated in the design of the building to avoid visual clutter.
- Where multiple businesses operate on a site, a single shared advertising hoarding is encouraged.
- All signage shall be in accordance with Council's *Outdoor Advertising Policy and Guidelines 2001*.

Policy References

- *Industrial Land-Use Strategy – A Framework for Decision Making*, 2001
- *Economic Development Strategy 1998/2002*, June 1998
- *Going Places – The Darebin Integrated Travel Plan*, 2001
- *Outdoor Advertising Policy and Guidelines*, 2001
- *Darebin Creek Design and Development Guidelines*, 2000
- *Development Guidelines for the Merri Creek*, 1999
- *State Environment Protection Policy N-1 (SEPP N-1)*