

21.0719/01/2006
VC37**GUIDING FUTURE TOWNSHIP DEVELOPMENT**

The townships of the Peninsula provide a base from which many of the social and economic needs of the community are met. Planning for the Peninsula's townships will also have a critical influence on environmental outcomes. Planning for these townships requires a range of land use issues to be considered. These are addressed in the following elements:

- 21.07-1 Housing and integrated local area planning
- 21.07-2 Local area character
- 21.07-3 Commercial activity centres
- 21.07-4 Industrial areas

21.07-119/01/2006
VC37**Housing and integrated local area planning**

The Mornington Peninsula Strategic Framework Plan anticipates an increase in the Shire's population by approximately 26,000 people over the next 20 years. The intention expressed in the framework plan is to contain this growth within defined areas of the Peninsula's major townships, including Mornington, Hastings Somerville, Dromana/Safety Beach and Rosebud.

This strategy, of focussing future population growth in major towns, is seen to:

- Meet the demand for housing on the Peninsula in areas that already have the highest levels of access to services, facilities and employment opportunities.
- Build the population base of the major townships to support the provision of a wider range of services and facilities.
- Reduce the pressures for more dispersed development that is incompatible with the Peninsula's other strategic priorities.

Both within existing townships and in new growth areas, Council is committed to servicing and developing communities and promoting equity of access to a broad range of services and programs. Environmental sustainability is also applied as a guiding principle, with a need to balance and integrate social needs, ecological care and economic development. This range of objectives may be addressed through integrated local area planning.

In the context of the Peninsula's townships this will involve:

- Providing for balanced development, with appropriate areas of commercial, industrial and public land included in structure plans for major townships.
- Ensuring major areas of new residential development have reasonable access to employment centres, commercial services and public transport.
- Providing for a diversity of housing choice and promoting more sustainable forms of residential development, in terms of construction practices, energy conservation, waste water and storm water disposal.
- Improving access to recreational and open space areas, including open space linkages to regional open space networks.
- Improving accessibility between residential areas and activity centres/community facilities, including the provision of pedestrian and bicycle paths.
- Appropriate provision for traffic management and the creation of a safe and efficient road hierarchy.

- Protecting and enhancing local environmental conditions and environmentally sensitive features, particularly associated with areas of remnant vegetation, streamlines and wetlands.
- Ensuring the timely provision of all infrastructure, including health, education and community care facilities.
- Establishing equitable mechanisms for funding the provision of infrastructure.

These principles are also applicable to established areas, areas of low density residential development and to townships and villages that are not intended to accommodate expansion, and there may be additional focus in these areas on maintaining local character and environments.

Key issues

- Council's commitment to servicing and developing communities requires an approach that integrates environmental, social and economic planning.
- Provision for housing diversity is necessary to cater for the changing housing needs of current and future communities. This demand may be accommodated with less disruption in newly developing areas.
- The efficient and equitable provision of infrastructure requires an appropriate combination of public investment and private development contributions.
- The distribution of demographic and household characteristics throughout the municipality is very uneven and it is important to consider the current and likely future population profile of particular areas when planning for service and facilities, and providing for housing diversity.

Objectives - what we want to achieve

Objective 1

To provide for land use and development within township areas which meets the needs and respects the values of local communities.

Strategies

Strategies to achieve this objective include:

- Direct growth to major townships to give these towns the population base necessary to support a wider range of infrastructure, facilities and services and to encourage the development of a stronger employment base.
- Plan and coordinate the development of townships having regard to the surrounding environment, the character and functions of the particular settlement, and to achieving a balance between planned population growth and:
 - The level of public investment in services, open space and other facilities and infrastructure to be provided.
 - Provision for the development of retail and commercial floor space.
 - The areas set aside for the development of service industries and manufacturing.
 - The facilities provided to encourage and support tourism.
- Provide for the development of greater housing diversity in new growth areas and through appropriate consolidation within established areas, having regard to:

- The function of each township.
 - Existing and projected population characteristics.
 - Environmental capacity and principles of best practice environmental management.
 - The available and accessibility of services and infrastructure.
 - The capacity of local infrastructure systems and roadways.
 - The character of the neighbourhood and heritage significance of the site or precinct.
- Require the preparation of comprehensive development plans for major areas of new development.
 - Clearly define areas for future residential development in order to facilitate the efficient, equitable and coordinated provision of infrastructure and services.
 - Encourage the development of multi-function facilities and the co-location of services to the extent that this is compatible with maintaining and improving the accessibility of services.
 - Ensure that development does not reduce the extent or integrity of areas of significant indigenous vegetation and provides for the reinstatement of native vegetation and the creation of habitat corridors where development is proposed adjacent to areas of environmental sensitivity
 - Ensure that proposals for new development provide appropriate stormwater treatment measures and that construction activities do not adversely impact on the regional drainage function of waterways, drains, retarding basins and floodplains.
 - Require that major new development areas be connected to reticulated sewerage.
 - Ensure that infill development proposals which will result in new or increased waste water discharge are approved only where connected to reticulated sewerage or where the applicant demonstrates that wastewater discharges will meet State environmental standards and will not contribute further to the pollution of groundwater or surface waters.
 - Ensure that all development, including drainage, roads and sewerage systems are designed to protect the air environment, land, waterways and ground water resources from polluting discharges and activities in accordance with State Environment protection policies and relevant best practice environmental management guidelines.
 - Ensure that proposals for non residential uses in residential areas respect the character and amenity of residential areas.

Implementation

These strategies will be implemented by:

Zones and overlays

- Ensuring that appropriate areas of land are zoned for residential, commercial and industrial activities to reflect a balance between current and likely future needs and the role of specific townships in the Peninsula's hierarchy of towns and villages.
- Applying the Residential 1 Zone to the major areas set aside for future residential development.
- Utilising the Road Zone to identify major roads where the control over new access points is required.

- Utilising Environmental Significance Overlays and the Vegetation Protection Overlay to identify significant features and maintain environmental values within township areas.
- Utilising the Erosion Management Overlay to identify areas of slope instability or land degradation within township areas.
- Applying a Development Plan Overlay to the Mornington East Growth area in order to coordinate future development.

Policies and the exercise of discretion

- Requiring the preparation of comprehensive outline development plans where appropriate for areas of new development, including major redevelopment sites.
- Applying a local policy to ensure environmental standards are maintained. (Clause 22.13 - Township environment).
- Ensuring that proposals for redevelopment of sites in public ownership are based on a strategic assessment in consultation with the local community.
- Requiring that proposals for non-residential uses in residential zones meet local policy objectives. (Clause 22.12 - Non residential uses in residential zones).

Further strategic work

- Developing strategic statements for specific townships to provide more detailed direction.
- Reviewing existing outline development plans and developing integrated implementation strategies, including the preparation of development contribution plans, for major areas of new development and areas where infrastructure capacity requires upgrading.
- Completing the review of the Mornington East Development Contribution Plan and introduce a Development Contributions Plan Overlay to provide for equitable contributions towards the future provision of infrastructure and facilities.
- Developing an implementation program for the Recreational Cultural and Open Space Strategy within township areas.
- Reviewing the Mornington Peninsula Drainage and Stream Condition Due Diligence report to:
 - Identify necessary environmental management actions.
 - Identify potential engineering infrastructure requirements.
 - Develop storm water management plans, policies and provisions to implement adopted recommendations.
- Investigating the requirements for facilities, including traffic management and car-parking works, to manage peak demands associated with recreational visitors.
- Liaising with the County Fire Authority (CFA) to complete fire hazard mapping as a basis for the introduction of appropriate overlay provisions.
- Liaising with Melbourne Water to complete mapping of land subject to inundation as the basis for the introduction of appropriate overlay provisions.

Other actions

- Coordinating Council’s capital works program and development contribution plans, in conjunction with other service and infrastructure providers to respond to current and anticipated community needs and to reinforce the township development strategy.
- Completing a Community Needs Profile to assist in the development of relevant service programs.
- Establishing more effective mechanisms for ongoing community consultation, including targeted consultation with specific groups.
- Facilitating the development of management plans for major areas of public open space, including foreshores, recognising their environmental and recreational values.
- Liaising with other public authorities to extend opportunities for community use of facilities in off peak periods.
- Pursuing an asset rationalisation strategy to ensure effective use of resources in meeting community needs.
- Encourage home based businesses that are compatible with maintaining residential amenity.

21.07-219/01/2006
VC37**Local area character****Overview**

There is continuing demand for new housing on the Peninsula and, as with the rest of Melbourne, a changing demographic profile in some areas, that may be reflected in greater demand for medium density housing. The availability of a range of housing may also enable people with different housing needs at different stages of their lives to remain in an area and maintain community contacts.

However, there is concern that in some areas the cumulative effect of market driven changes may adversely effect the features of residential environments which are valued by existing residents. It is therefore critical to identify areas where change to the residential environment may be both appropriate and desirable, areas where some change is possible without adverse impact and areas where minimal change is appropriate. One of the key challenges in this process is to identify local area character.

The concept of local area character is still in the process of being defined and translated into operative planning principles and provisions. However, planning on the Peninsula has sought to reinforce the sense of place associated with different townships, and different areas within townships, recognising that this is one of the things that makes the Peninsula special and that it is highly valued by residents and visitors. To this end, efforts have been made to maintain the relationship between townships, coastal areas and rural landscapes by containing expansion and preserving the non-urban areas between and around townships.

In addition, some areas, such as parts of Mornington and Sorrento, have a strong heritage element, while in others the natural environmental features and landform have produced a definite local character. In a number of these areas a key factor is the balance between open space, built form and vegetation. One key distinction is between areas where the street space is defined and enclosed by buildings in contrast to areas where open space, landform and landscape are dominant and provide a setting for buildings.

It is clear that the extent of site coverage has a direct effect on the ability to retain or establish site vegetation and that the ability to retain a “bushland” or “woodland” setting is often dependent on retaining larger lot sizes. It is therefore important to define requirements for site- and area-responsive design—design that integrates subdivision and development with the natural landform and vegetation and recognises the importance of existing townscapes and streetscapes.

Key issues

- There is a continuing strong demand for housing on the Peninsula, with changing demographic and housing demand profiles in some areas.
- It is appropriate to accommodate demand for greater diversity of housing to the extent that is compatible with the achievement of other planning objectives for the Peninsula.
- Limits need to be clearly established to avoid the loss of critical values, including the distinctive character of some of the Shire's existing residential areas.

Objectives - what we want to achieve

Objective 1

To ensure that the design and intensity of new residential subdivision and development is site and area responsive, having regard to:

- Environmental capacity and principles of best practice environmental management.
- The availability of infrastructure.
- The neighbourhood character and heritage of the area.
- The accessibility of the area to facilities, services and employment centres.

Strategies

Strategies to achieve this objective include:

- Identify areas of distinctive character based on land form, environmental, heritage or building and subdivision design elements
- Require site and location responsive design in the subdivision of land and in the siting and design of buildings and other development.
- Ensure that proposed subdivision and development within existing townships demonstrates regard to:
 - Environmental features and environmental capability.
 - The retention of native vegetation of local provenance and other existing vegetation.
 - The established residential fabric.
 - Sites and areas of heritage significance.
 - Maintaining the balance between open space, vegetation and building density.
 - The landform and avoiding extensive or excessive excavation or landfill.
 - Building profiles that complement the natural topography of the site.
 - Energy conservation.
 - The relationship between the intensity of land use, traffic circulation, and parking requirements.
 - The capacity of local streets and safe pedestrian movement.
 - The provision of appropriate landscaping and the capacity of drainage systems and other infrastructure.
- Identify sites and areas of State and regional heritage significance based on existing heritage studies, promote greater understanding of the value of these sites and develop more specific provisions for the effective and equitable conservation.

Implementation

These strategies will be implemented by:

Zones and overlays

- Utilising land use zoning to identify the intended township boundaries and to maintain the relationship between townships and the surrounding rural and coastal landscapes.
- Applying the Residential 1 Zone in combination with Development Design Overlays to recognise areas of greater sensitivity where the design of development must respect particular locational, environmental, infrastructure or landscape factors and the limited capacity of these areas to absorb further development.
- Utilising Design and Development Overlays to identify a density of development which is considered to be consistent with maintaining the character and environmental values of specific areas - having regard to the potential cumulative impact of higher density infill and site redevelopment within established areas.
- Providing siting, design and height provisions within Design and Development Overlays to encourage site responsive design.
- Applying specific Environmental Significance, Vegetation Protection and Heritage Overlays within parts of the township areas, where adequate information is available, in order to ensure appropriate site responsive design.
- Applying a Development Plan Overlay to the Park Road area of Mt Martha to provide for a more site responsive redesign of an existing subdivision.

Policy and the exercise of discretion

- Recognising the locational advantage of sites within walking distance (approximately 400 metres) of commercial activity centres for medium density housing and redevelopment, subject to consideration of environmental, township character and infrastructure factors.
- Applying a local policy in the consideration of applications involving sites and locations of cultural heritage significance. (Clause 22.04 - Cultural heritage places and Clause 22.05 - Aboriginal cultural heritage).
- Requiring site analysis and design response plans, where appropriate, as part of applications for single dwellings in areas of greater sensitivity
- Requiring development plans based on a site analysis and design response plan, as part of subdivision applications in areas of greater sensitivity.
- Requiring all proposals for major site development or redevelopment, including those involved in the disposal of public land, to be based on a comprehensive site analysis conducted in conjunction with extensive community consultation.
- Applying a local policy in consideration of proposals for non residential uses within the residential zones in order to protect residential amenity. (Clause 22.12 - Non residential uses in residential areas).

Further strategic work

- Completing the exhibition of proposed Heritage Overlays that implement the recommendations of existing Heritage Studies.

- Preparing a more detailed Housing Strategy for the Mornington Peninsula, which will provide a clear definition of those areas where Council supports different degrees of change in response to anticipated housing demand.
- Undertaking a Local Area Character Study to refine the methodology of assessment and provide the basis for development of performance based principles and provisions, aimed at promoting excellence in design outcomes.
- Completing the Hastings Heritage Study, reviewing existing Heritage Studies and preparing a more detailed policy regarding the future use and development of heritage sites and precincts.
- Investigating the use of Development Contribution Plans to fund necessary upgrades in infrastructure and facilities, including, drainage systems, road capacity and street scape improvements in areas subject to proposals for infill development.

Other actions

- Establishing more effective means of community consultation in relation to housing issues.
- Developing management plans for local areas of public open space to recognise environmental and cultural features, and to increase recreational value.
- Liaising with servicing authorities to coordinate programs for the installation of new infrastructure and to promote the use of techniques which create least disruption to the residential environment, including the use of underground cables, joint trenching and co-location of structures.
- Investigating the use of traffic calming and local area traffic management plans in areas in proximity to town centres to avoid intrusive traffic movements through residential areas and to reduce the impact of peak visitor traffic and parking demand.

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Commercial activity centres

While commercial centres in the Shire are based on shopping, they are more than just a collection of shops; they are a focus for both local communities and visitors and provide a range of entertainment, recreational, cultural and community facilities and activities.

The existing pattern of commercial activity forms an effective hierarchy of centres serving different (but overlapping) catchment areas and providing access to different (but complementary) levels of retail service. There are more than twenty local centres, ten service centres and four major centres on the Peninsula. In general, the larger a centre's catchment area, the higher it will be in the hierarchy—with major centres offering a wider range of goods, more opportunities for comparison shopping, and higher levels of public investment in facilities including car parking, road systems and streetscaping.

The pattern of development on the Peninsula, based on townships with limited catchment populations, tends to increase the economic vulnerability of existing centres to new development. An oversupply of land for commercial purposes tends to produce sprawling; uncoordinated centres dominated roads and parking areas. Equally, commercial expansion on main roads, outside of the centres, may reduce the range of goods available within the centre, reducing the benefits to shoppers in terms of a compact centre providing a wide range and variety of goods and shopping convenience.

Without a clear and consistent framework, potential traders will not have the certainty they need to make critical investment decisions and the level of services to the community will be reduced. This kind of certainty is especially important to traders in areas such as the Peninsula, where markets are relatively vulnerable and viability may be dependent on seasonal trading.

By concentrating commercial activity in the townships, it is intended to achieve sufficient critical mass to attract other kinds of investment and generate multiplier effects—for example, through the expansion of ancillary business services.

The strategy of supporting the existing hierarchy and consolidating development in existing centres may be contested, with arguments that greater flexibility in the location of new development would increase competition and the level of service. However, the commercial strategy must consider the long term, cumulative effects of fragmentation and dispersal of commercial activity. In the context of the Mornington Peninsula it is considered that a strategy of consolidation is more sustainable and equitable, and will result in net community benefits.

Township character is also strongly influenced by the presentation of the town centres and development on main roads. New development must preserve and, where possible, enhance the sense of coherent design that is both attractive and functional. Enhancing the quality of urban design in the town centres, including the relationship with foreshore areas, is a key factor in maintaining the attraction of these areas for both visitors and residents, and therefore is central to the economic performance of the centres.

Key issues

- Provision for further retail and commercial development on the Peninsula should provide for net community benefit, involving a balance between opportunities for competition and support for existing public and private investment.
- A strategy of consolidating new retail and commercial activity within existing town centres and in support of the existing commercial hierarchy is considered to best achieve long term community benefit and will reinforce the overall strategic framework plan for the Peninsula.
- Pressure for retail development outside of the main town centres, on main highways or fringe sites, based on gaining greater exposure, would adversely effect the viability of planned town centres.
- Areas for non retail commercial activity will be provided in support of town centres but must not undermine the commercial strategy.
- New development and redevelopment within town centres should contribute to the overall quality of design within these centres and should have regard to the current and future structure of the centre and the general scale and character of existing buildings, streetscapes and public spaces.

Objectives - what we want to achieve

Objective 1

To improve community access to a wider range of commercial and retail services.

Strategies

Strategies to achieve these objectives include:

- Support the existing pattern of commercial activity on the Mornington Peninsula in which Mornington, Rosebud and Hastings are key centres and reinforce the development and consolidation of existing commercial centres.
- Ensure that new development is integrated with and supports existing centres and does not fragment the distribution of commercial activity or lead to a decline in the level of service and amenity provided by existing centres.

- Provide for the development of appropriate additional commercial floor space in support of the existing commercial pattern, with provision for new floor space planned on the basis of each catchment's capacity to support economically viable activity.
- Ensure that the timing of new commercial development coincides with the increase in the population of the catchment area. Timing of development should sufficiently flexible to avoid unnecessary timelags in the development process.
- Provide facilities and infrastructure for visitors in appropriate townships and foreshore areas to consolidate the Peninsula's recreational role and to achieve greater levels of service for visitors, better environmental outcomes and increased economic activity.
- Manage commercial activity on foreshore areas to avoid adverse impact on the activity levels of the town centres and maintain a focus on uses which are dependent on a foreshore location.
- Provide for the development of minor service centres and new neighbourhood commercial centres to serve the day-to-day needs of local residents in conjunction with new residential development. The floor area of neighbourhood commercial centres must reflect their mainly local function.
- Designate limited areas for low-intensity commercial development, which require large areas in accessible locations, particularly along main roads.

Implementation

These strategies will be implemented by:

Zones and overlays

- Applying the Business 1 Zone to identify primary retail areas, with the extent of the zoning reflecting the role of the township in the Peninsula's commercial hierarchy and the ability of both current and future catchments to support retail floor space.
- Using the schedule to the Business 1 Zone to ensure that proposals for retail use within the area west of Queen Street, Mornington or west of Russell Street, Balnarring reflect the need to maintain the generally supporting and complementary role of these areas to the core retail areas.
- Using the schedule to the Business 1 Zone to identify appropriate floor space limits for the development of a new neighbourhood shopping centre on Dunns Road, East Mornington.
- Applying the Business 4 Zone to provide for non-retail commercial areas, in combination with manufacturing and industrial use.
- Applying the Business 5 Zone to indicate areas, generally adjacent to the main commercial centres where non-retail commercial development and housing may be combined.

Policies and the exercise of discretion

- Requiring that proposals for substantial commercial use and development should include an economic impact assessment, including proposals involving a gross floor area greater than 1000 square metres and proposals for commercial use west of Queen Street, Mornington or west of Russell Street, Balnarring.
- Requiring that future commercial development in the Western Port coastal villages be consolidated on existing commercial sites, providing for a maximum floor area of 240 square metres.

Further strategic work

- Reviewing and consolidate existing commercial centre strategies.
- Develop more detailed policies and guidelines in relation to the distribution of restricted retailing, including the appropriate location of major bulk goods stores.

Other actions

- Supporting the development of “health checks” for activity centres, which respond to economic, social and structural issues affecting retail activity and provide the basis for ongoing monitoring of a range of performance and quality of life indicators.
- Developing a plan for implementation of actions from the economic development strategy relating to commercial activity centres.
- Promoting the development of coordinated marketing strategies for activity centres.

Objective 2

To encourage development design within commercial centres that contributes to their economic viability, functional performance, level of service and local character.

Strategies

Strategies to achieve these objectives include:

- Encourage development which provides a range of amenities for shoppers and other visitors and which includes design features that improve pedestrian access through commercial centres, including all weather arcades and walkways to offstreet parking areas.
- Coordinate the provision of community facilities and infrastructure, including road system improvements, drainage, sewerage, car parking, and streetscape works to reinforce the role of each township and to accommodate emerging demands. Such facilities and infrastructure should be designed to support and strengthen the individual character of each centre and to provide a focus for image improvement where necessary.
- Maintain a continuous retail frontage in core retail areas / shopping streets by encouraging professional offices and residences to locate in upper floors and by opposing the introduction of yards, service stations and other uses which require vehicle crossings that disrupt safe and convenient pedestrian movement in commercial areas.
- Require major development proposals to include development plans that address built form, landscaping, pedestrian access, traffic circulation, car parking and servicing issues.
- Require new development in commercial centres to have regard to any adopted local centre plans and demonstrate high standards of environmentally responsive design.

Implementation

These strategies will be implemented by:

Zones and overlays

- Utilising Development Plan Overlays to provide specific guidelines for the use and development of major areas within the Business 1 Zone, including areas within the Mornington, Rosebud, Hastings and Balnarring Commercial centres.

Policies and the exercise of discretion

- Using a local policy to guide the form of new commercial development. (Clause 22.02 - Commercial subdivision and siting).
- Using a local policy to provide guidelines for advertising signs. (Clause 22.10 - Advertising signs).
- Requiring new development in commercial centres to have regard for any adopted local centre plans and to demonstrate high standards of environmentally responsive design.

Further strategic work

- Completing preparation of the Mt Eliza Commercial Area structure plan.
- Progressively reviewing and where necessary preparing town centre structure plans, including urban design frameworks and development design guidelines, to provide greater direction for potential new development and redevelopment.
- Investigating equitable funding mechanisms for physical works improvements in activity centres where required to enhance their function and appearance.

Other actions

- Coordinating Council's capital works program and liaise with other service and infrastructure providers to respond to current and anticipated community needs and to reinforce the commercial activity centre strategies. This should include works to reduce the environmental and amenity impact of higher peak period populations in some areas, including traffic and parking management, waste water disposal and litter control.

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Industrial areas

Manufacturing is a significant employer in the Shire; involving local service industry and manufacturing based in the townships as well as the major concentration of employment at the Western Port Industrial complex in Hastings. If the Peninsula is to expand its manufacturing employment base, it must compete with the major growth areas to the north. In this aim the Peninsula offers a number of advantages including:

- The residential attraction of the Peninsula for business owners.
- The availability of serviced sites.
- Particular advantages in relation to marine based industry and processing of agricultural products.

It is also necessary to monitor the rate of development to ensure that there is adequate land supply. Providing too little land for industry could constrain development and reduce local employment opportunities, while zoning too much would tie up serviced land within township areas that could be used for other purposes.

Care must be taken to identify areas for industry that can develop without intruding on residential areas—for example, land on the edge of towns or sites which are separated from residential areas by buffers, such as railway lines, drainage reserves or main roads. As far as possible, industrial development should be located to avoid the need for trucks and other industrial traffic to pass through residential areas. Industrial development should only be located where adequate infrastructure is available or can be provided at the time of

development and where the potential for conflict between industrial zones and nearby sensitive land uses is avoided or minimised.

While Mornington Peninsula currently has a substantial supply of light industrial land, there is a relative shortage of lots larger than 2,000 square metres. It is necessary to prevent the premature subdivision of remaining industrial land to maintain a supply of larger development sites.

Key issues

- Manufacturing and service industry remain a significant component of the Shire's employment base.
- The retention of a supply of land for further industrial development, in locations which facilitate industrial activity and trade is important to local economic development.
- Industrial areas are often in prominent locations at the entry to townships and adjoining main roads. It is therefore important that the standard of design applied to industrial buildings and sites contributes to the presentation of these areas and that they respect the community's aspirations for a built environment which is orderly, safe and attractive.
- The interface between industrial areas and residential areas, and the use of main roads which extend through residential areas, requires careful management to avoid loss of residential amenity or constraints on industrial use

Objectives - what we want to achieve

Objective 1

To facilitate the expansion of existing industries and to attract new industries that provide services to the Peninsula community, contribute to the local employment base and that are compatible with the Peninsula's character and environment.

Strategies

Strategies to achieve these objectives include:

- Ensure that adequate areas are available in appropriate locations for a range of industrial development.
- Provide areas for industrial development on the basis of current and anticipated demand, where possible in locations that provide separation from major residential and commercial areas and do not generate industrial through traffic on residential roads. The area of industrial land should be in proportion to the anticipated population growth of the township, unless other factors are identified.
- Retain larger areas of industrial land as a resource to provide opportunities for a wider range of manufacturing activities.
- Encourage the redevelopment of older and under utilised industrial sites in a way which makes effective use of available infrastructure and improves the amenity of adjoining areas.
- Protect industrial areas from encroachment by incompatible uses that may limit future opportunities.
- Support retail or office activity in industrial areas only if:
 - It is ancillary to an industrial use on the same site (such as manufacturing sales).

- It is intended primarily to provide services to the industrial area (such as food premises or industry supplies).
- It consists of restricted retail premises, which require large display and storage areas, and where it is shown that the use cannot be reasonably located in existing commercial activity centres.

Implementation

These strategies will be implemented by:

Zones and overlays

- Applying the Industrial 3 Zones to areas suitable for industrial use and development, subject to additional assessment of the potential impact of proposed industrial uses on adjacent residential areas, including the generation of industrial traffic through residential areas.

Policies and the exercise of discretion

- Protecting industrial land from inappropriate rezoning which would reduce the supply of industrial sites and the range of lot sizes available for development.
- Ensuring that subdivision and development of large industrial areas is preceded by the preparation and approval of a development plan for such areas.
- Ensuring that suitable buffer areas are provided and maintained in the approval of new industrial land uses.
- Promoting the use of access routes which minimise the likelihood of intrusion of industrial traffic into residential areas wherever possible.

Further strategic work

- Establishing an inventory of industrial land available in the Shire for new industrial development.
- Preparing a development plan for the East Mornington Industrial Area and adjoining Mornington racecourse precinct.

Other actions

- Establishing a trial business incubator at Hastings to encourage new business development.
- Encourage the establishment of industry and services which reinforce the Peninsula's comparative advantages in agriculture and marine based activity.

Objective 2

To ensure appropriate development of industrial areas which:

- Meets best practice environmental management guidelines.
- Contributes to the efficient function of industrial area, in terms of traffic movement, carparking, and loading.

- Ensures development design and built form which complements and contributes to the township environment.
- Maintains the safety and efficiency of main roads.
- Provides and maintains appropriate buffers between residential areas and other land uses which are incompatible with industrial activity.

Strategies

Strategies to achieve these objectives include:

- Require all development to be designed to ensure the protection of the air environment, land, waterways and groundwater resources from polluting discharges and activities in accordance with State environment protection policies and relevant best practice environmental management guidelines.
- Ensure industrial development is adequately serviced to avoid adverse environmental impacts or loss of amenity to adjoining areas.
- Require the preparation of a development plan prior to the development of large areas of industrial land. The development plan should:
 - Provide for coordinated servicing of the land.
 - Make provision for the control of access to main roads.
 - Establish appropriate site and building design guidelines.
 - Provide for the protection of remnant areas of vegetation, streamlines, wetlands and other environmentally sensitive features.
- Prevent the development of unsightly industrial uses in exposed locations.

Implementation

These strategies will be implemented by:

Zones and overlays

- Using the Development Plan Overlay to require the approval of a development plan for the Mornington Industrial Area adjacent to the Nepean Highway.
- Using the Restructure Overlay at Crib Point to provide for the consolidation of old and inappropriate subdivisions into appropriate lot sizes for new service industry.

Policies and the exercise of discretion

- Using a local policy to guide the subdivision, siting and design of industrial development. (Clause 22.01 - Industrial subdivision and design).
- Using a local policy to provide guidelines for advertising signs. (Clause 22.10 - Advertising signs).
- Applying State Environment Protection Policies to industrial uses in consultation with the EPA and requiring best practice environmental management plans where appropriate.
- Encouraging the recycling and reduction of industrial wastes.
- Requiring that applications for subdivision of industrially zoned land into lots of less than 2000 square metres include:

- A development plan for the site, demonstrating the ability of proposed lots to meet appropriate development standards.
 - An assessment of supply and demand for industrial lots of various sizes in the locality.
- 21 Supporting industrial use and development only in the industrial zones.
- Avoiding the establishment of junkyards and other premises that are difficult to visually integrate with other forms of development on main roads or other highly exposed locations.

Further strategic work

- Developing more detailed guidelines for industrial development particularly for township “gateway” areas.
- Investigating equitable funding mechanisms for physical works improvements in industrial areas where required to enhance their function and appearance.

Other actions

- Coordinating Council’s capital works program and liaise with other service and infrastructure providers to reinforce industrial area strategies. This should include works to reduce the environmental and amenity impact of industrial uses, including traffic and parking management, waste water disposal and litter control.
- Working in partnership with land owners and other key agencies to improve the presentation, landscaping building design, site layout, parking and access in the Shire’s older industrial areas, particularly where these adjoin main roads. is necessary to maintain a development density and land use pattern that is compatible with protecting environmental systems.