

22.23 INDUSTRIAL DEVELOPMENT

This policy applies to industrial use and development throughout the Shire.

Policy Basis

Mount Alexander Shire has provided for future industrial development by identifying the preferred location. New industrial uses and developments should proceed in a manner that is consistent with the township and landscape character of the area, infrastructure capacity and environmental standards.

Objectives

- To encourage well planned industrial development throughout the Shire, setting out clear requirements for industrial development and dealing efficiently with proposals that meet with these requirements.

Policy

It is policy that:

- In considering applications for the use and development of land applicants may be requested to provide three copies of a plan or plans showing the following:
 - Proposed building dimensions with distances to site boundaries
 - An indication of uses within the building such as office area, production area, storage area
 - Parking areas - location and number of spaces
 - Signs - location
 - Elevations
 - Drainage
 - Storage and service areas including hazardous chemicals and flammable liquids
 - Landscaping and fencing
 - Access and internal vehicle circulation
 - The following statistical information should be included on the plans
 - Total lot area (m²)
 - Total building area
 - Number of car spaces
 - Total landscape area
 - Any other aspects of the proposal including details on advertising signs, buildings materials, chemicals to be used and any chemical process to be employed and lighting should be described.
 - Distance to residential uses should be indicated if applicable and measures shown on how residential amenity should not be adversely affected by the development.
- Development should seek to achieve the following performance standards:
 - Buildings should be constructed in materials that are visually attractive such as brick, masonry or muted toned metal.

Setbacks

- Setbacks may vary depending on the nature of the site, existing development and the need to ensure safe traffic circulation.
- Frontage setbacks - buildings in new areas should take account of existing building alignments from side, rear boundaries and any existing or proposed road alignment. This area may be used for car parking in conjunction with landscaping.

Car Parking

- Vehicles directly associated with the use of the site and materials on the site should be stored inside a building or a screened portion of the site.
- Common parking areas should be considered as part of any integrated development.

Storage and loading

- Vehicles directly associated with the use of the site and materials on the site should be stored in a location that will not compromise the traffic safety on adjoining roads. Generally, vehicles will be encouraged to be stored inside a building or within a screened portion of the site.

Advertising

- Advertising signs should identify the name of the business occupying the premises and the service offered.
- Above roof signs are discouraged.
- Integrated projects involving a number of lots and buildings should include a directory sign indicating business names and services offered.

Landscaping

- Landscaping should be provided on each site which:
 - retains of existing vegetation where practical;
 - uses locally native vegetation;
 - screens areas where visibility for safety is not essential;
 - defining areas of pedestrian and vehicular movement;
 - is low maintenance;
 - allows appropriate maintenance and landscaping of areas where future building may occur; and
 - avoids the need for fencing in areas such as the frontage of the site unless the applicant demonstrates fencing is required for security.

Industrial Development In Rural Areas

- Development sites in rural areas are supported where they can:
 - minimise impact on agriculture land and land management practices;
 - have access sealed roads;
 - dispose of effluent properly;
 - maintain the visual qualities of the rural landscape; and
 - minimise impact on residential amenity.