

21.10 INDUSTRIAL LAND USE

12/09/2013
C56

21.10-1 Strategic significance

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VC37

Industrial development and land use in Maroondah forms the basis of a strong local economy. Appropriately located manufacturing, processing and service industries provide a range of employment and development opportunities. The provision of high quality industrial estates and development is critical for the local economy. This is particularly relevant where significant levels of development investment by industrial companies and the operation of industrial uses can be achieved without impact on the local environment. The presentation, urban image and form of development in these industrial areas is a critical factor in their success.

21.10-2 Overview

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In 1996, there were approximately 568 industrially zoned sites in the City of Maroondah, which contained 1089 factories in the form of 217 industrial complexes. A large portion of the vacant industrial land capable of development in the Bayswater North industrial precinct is currently owned by the Roads Corporation and forms part of the possible future alignment of the Healesville Freeway.

The bulk of the industrial land in Maroondah was previously zoned for light industrial or general industrial purposes, which has prevented the establishment of offensive and dangerous industries. Wholesale/warehousing and light industrial uses are the predominant form of industrial activity in the municipality and are primarily concentrated in the Bayswater North, Ringwood (New Street/Heatherdale Road precinct), east of Main Street, Croydon and north of Coolstore Road, Croydon. .

The strength of the local industrial sector is evident in the low vacancy rate identified in Maroondah during late 1996. The vacancy rate of industrial premises was determined at approximately 3%.

Maroondah has a solid base of industrial infrastructure, with a significant percentage (approximately 60%) of industrial buildings in Maroondah being constructed from either brick or concrete tilt slab. A majority of industrial properties are also well designed in terms of truck access and vehicle parking. 95% of industrial premises have truck access, with approximately 79% of sites having on-site car parking.

21.10-3 Objectives, strategies and implementation

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Objectives

- To promote Maroondah as a prime location for industrial development, land use and investment in the north east region.
- To create visually attractive, functional and well planned industrial developments, estates and precincts.
- To maximise industrial employment opportunities for both Maroondah residents and the wider community.
- To strengthen the industrial role of the Croydon Major Activities Area.

Strategies

Strategies to achieve these objectives are:

- Ensure that industrial areas are serviced by efficient and convenient public transport and have access to an extensive intra and inter municipality road network.
- Maintain an emphasis on manufacturing and high value added industrial uses and warehouse activities within Maroondah's industrial precincts.
- Minimise the potential environmental impact of industrial development and use on adjoining residential and other sensitive land uses.
- Provide economic and planning incentives for the development of existing vacant industrial land in Maroondah.
- Encourage the re-development of underutilised or low quality sites in existing industrial areas.
- Actively seek to attract high technology, environmentally conscious industries to the municipality.
- Promote sound environmental practices and awareness within the industrial community.
- Ensure that the range of industrial development and land subdivision includes provision for large strategic sites and buildings to serve as an attractor for major industrial companies.
- Ensure that industrial land subdivision provides for a wide range of potential industrial uses and lot sizes.
- Facilitate sensitive and responsive industrial development along residential and other sensitive use interfaces.
- Require landscaping and design treatments which achieve energy and water efficiency.
- Identify land with drainage and flood constraints and ensure development responds to these constraints.
- Promote the development of the Bayswater North Strategic Industrial Area as a prime location for major industrial land uses.
- Support the consolidation and economic growth of the service industrial areas in the future of the Croydon Central Activities Area, as a major contributor to local employment and as a customer base, particularly the area to the east of Main Street, Croydon and north of Coolstore Road, Croydon.

Implementation

These strategies will be implemented by:

Policy and exercise of discretion

- Ensuring all industrial use and development is in accordance with the Industrial Urban Design and Development Policy, Clause 22.09.
- Ensuring the use and development of industrial land is in accordance with the Waterways Protection Policy, Clause 22.02.
- Ensuring the development of high quality industrial development in the Bayswater North Strategic Industrial Area is in accordance with the Canterbury Road and Dorset Road Strategic Industrial Area Policy, Clause 22.11.
- Encouraging a high standard urban design and landscape in all industrial areas.
- Requiring the undergrounding of all utilities infrastructure in new industrial development.
- Encouraging the provision of large industrial allotments in attractive industrial estates to serve as attractors for major investment.

Zones and overlays

- Applying the Industrial 1 Zone to all areas of existing and proposed industrial land identified on the Framework Plan suitable for conventional industrial development or re-development.
- Ensuring that where industrial land has an interface with an adjoining sensitive use, that the Industrial 3 Zone is applied to create an appropriate physical, visual and noise buffer.
- Applying the Special Building Overlay to land affected by overland flows in storm events that exceed the capacity of underground drainage systems.
- Applying a Design and Development Overlay and Development Plan Overlay to provide direction and control for urban form in the Bayswater North Strategic Industrial Area.
- Applying a Design and Development Overlay over the Croydon Major Activities Area to identify height limits for development.

Future strategic work

- Working in conjunction with Business East or other industry groups to compile current versions of the Industrial Land Register and pro-actively target industrial land uses to locate in Maroondah.
- Undertaking an investigation of the Major Development Site (proposed Healesville Freeway alignment) identified on the Framework Plan, regarding its suitability and potential for industrial subdivision and development.
- Investigating the occurrence and impact of industrial waste and pollutants being deposited to waterways in Maroondah.
- Preparing Urban Design and Development guidelines for industrial precincts in Maroondah, based on the adaptation of the Canterbury Road precinct model.
- Establishing policies and initiatives for the re-development of under-utilised industrial land located in prime industrial areas.

Other actions

Reference documents

Maroondah 2020 - A Shared Future, Maroondah City Council, 1996
Corporate Plan 1996 – 1999, Maroondah City Council, 1996
Economic Strategy – Draft, Maroondah City Council, 1997
Industrial Land Register, Business East, 1997
Canterbury Road Urban Design Guidelines, Maroondah City Council, 1998
Croydon Town Centre Structure Plan, Planisphere, 2006

Industrial Land Use Framework Plan

