INDUSTRIAL DEVELOPMENT POLICY

Where the policy applies

This policy applies to all industrially zoned land, the Employment Area identified in the Cranbourne West Precinct Structure Plan and the land identified for industrial use and development in the Activity Centre Zone – Schedule 1 for the Cranbourne Town Centre.

Policy basis

The MSS identifies the need to provide more local employment opportunities to reduce the need of Casey residents to seek work outside the municipality. Industrial zones are significant employment generators and maintaining an adequate supply of land for industrial purposes is essential for any community that strives to be more self-reliant.

Over the past decade, extensive tracks of vacant industrial zoned land in Casey have been rezoned to allow for residential and other urban land uses. There is a need to halt, and if necessary, to reverse this process to ensure that there is sufficient industrial land in the right locations for continued business investment in the municipality. The inefficient use of industrial land will be to the detriment of Casey’s long term economic competitiveness.

Industrial areas in Casey are often located close to residential areas and sensitive uses such as schools. For this reason, industries with noxious off-site emissions or significant safety risks should not be sited in Casey unless planning requirements such as Environment Protection Authority buffer distances can be met.

Policy objectives

- To develop industrial areas as local employment centres.
- To ensure that there is an adequate supply of industrial zoned land in suitable locations throughout the municipality.
- To ensure that remaining stocks of industrial land are used primarily for industry and related uses.
- To ensure that land use conflict does not arise between industry and sensitive uses in surrounding areas.
- To encourage industrial development with high standards of visual amenity.

Policy

It is policy that:

- A supply of industrial zoned land sufficient to meet the foreseeable needs of industry be provided in strategic locations throughout the municipality.
- A range of lot sizes be provided to meet the diverse needs of industry.
- Larger lots along main roads be provided or retained to meet the needs of major industrial firms that require good road access, a large site and prominent exposure.
- All lots be provided with services including reticulated underground electricity and roads that are suitable for use by industrial traffic.
- Commercial and other non-industrial uses be excluded from industrial zones except for those uses which:
  - serve the convenience needs of industrial uses;
are ancillary to industrial uses;
form part of an integrated development that is predominantly industrial in nature.

- Each development be landscaped to enhance the built environment and to screen unsightly areas from public view.
- Industrial buildings which are visible from main roads and railways lines incorporate good design principles which enhance the visual appeal of the surrounding area.
- Sufficient areas be provided on each lot for car parking, goods loading and vehicle manoeuvring.
- Industrial development in the Cranbourne West Employment Area be consistent with the Cranbourne West Precinct Structure Plan.

## Decision guidelines

In considering applications for use and development, the responsible authority will consider the following guidelines:

- The location and siting of the use is appropriate, having regard to surrounding land uses.
- The use and development will contribute positively to the area, with respect to the design of the building, traffic, car parking, access and overall site layout.
- The use and development must locate on appropriately designed roads.
- The development is designed and sited to complement the style and character of the overall streetscape.
- The use and development is consistent with the Cranbourne West Precinct Structure Plan.
- The use and development is consistent with the Cranbourne Town Centre Plan.

## Policy reference

- Cranbourne West Precinct Structure Plan (January 2010), City of Casey.
- Cranbourne Town Centre Plan (August 2011), City of Casey.