

MINUTES OF THE ORDINARY MEETING OF COUNCIL

4 APRIL 2016

11.6 CITY OF MELTON INDUSTRIAL DESIGN GUIDELINES**Author: Tim Sergiacomi- Strategic Planner & Urban Designer****Presenter: Laura-Jo Mellan- Manager City Design, Strategy & Environment**

Cr Turner left the Chamber 8.01pm.

Cr Turner returned to the Chamber at 8.03pm.

PURPOSE OF REPORT

For Council to consider the City of Melton Industrial Design Guidelines and the preparation of Amendment C174 to the Melton Planning Scheme to implement recommendations of the Melton Industrial Design Guidelines.

RECOMMENDATION:

That Council:

1. adopt the City of Melton Industrial Design Guidelines attached at **Appendix 1** dated March 2016
2. seek authorisation to prepare Planning Scheme Amendment C174 from the Minister for Planning
3. upon receipt of authorisation exhibit the amendment in accordance with the *Planning and Environment Act 1987*.

Bentley/Turner. That the recommendation be adopted.

CARRIED

REPORT**1. Executive Summary**

The City of Melton Industrial Design Guidelines attached at **Appendix 1** guide built form and streetscape outcomes in industrial areas in a similar manner that housing design guidelines guide residential development in residential areas.

This project has involved developing design guidelines to achieve consistent and high quality streetscape and development outcomes within industrial areas. The guidelines will help guide Council officers in assessing planning applications in industrial areas, while also providing guidance to applicants in the design of industrial development.

The guidelines are intended to be referenced within the Melton Planning Scheme as a local policy in order to give them statutory weight. The application of the guidelines would exclude approved precinct structure plan areas, which are within the Urban Growth Zone, however Council will request that future Precinct Structure Plans reference the guidelines to ensure quality outcomes in growth areas. The guidelines, when implemented into the Melton Planning Scheme, will also support Council officer's position at the Victorian Civil and Administrative Tribunal (VCAT) when required.

2. Background/Issues

Council's City Strategy team undertook background analysis to inform the guidelines in relation to the following:

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- Detailed site analysis of existing City of Melton industrial areas;
- Case studies of industrial areas with desirable outcomes in other municipalities;
- Literature review of similar guidelines by other municipalities; and
- Identification and analysis of key issues.

The key findings of the background analysis included:

- Poor quality building finishes (such as unfinished concrete) and subdivision lot layout is common;
- A lack of sufficient landscaping to soften the built form;
- Storage areas, services and car parking frequently being visually prominent from the street; and;
- Important interfaces, such as to a main road or residential area, are often overlooked.

The above key findings informed the format and issues addressed by the guidelines.

3. Council Plan Reference and Policy Reference

The Melton City Council 2013-2017 Council Plan references:

1. Managing our Growth: A clear vision to connect and develop a sustainable City
 - 1.1 *Strategically plan for a well designed and built City*

4. Financial Considerations

The City of Melton Industrial Design Guidelines were prepared in house and any cost of the amendment will be covered within the recurrent budget.

It is not envisaged that the implementation of the City of Melton Industrial Design Guidelines will require any additional staff resource as the project will be integrated into the work program of relevant Council departments. It will assist with the processing and assessment of Planning Applications as it provides clear policy direction.

5. Consultation/Public Submissions

Internal technical consultation

Internal consultation was undertaken with staff from Economic Development, Planning, Engineering, and Landscape Architecture to ensure the guidelines reflected current construction and design standards and were consistent with relevant legislation. Council's Planning Services Department provided detailed feedback to ensure the guidelines are able to be clearly and effectively applied by Council's planning officers in relation to planning applications.

Councillor briefing

A draft of the guidelines was presented at the Council briefing on 24 November 2015. As no significant concerns were raised, the guidelines proceeded to public consultation.

Public consultation

Public consultation was undertaken on the Industrial Design Guidelines from November 27, 2015 until 29 January, 2016. The public consultation methods included advertisement in a local newspaper (Melton Leader), letters to industrial land owners (landowners affected by current or future Precinct Structure Plans excluded) and a web page on the Council website. Existing Precinct Structure Plans (PSPs) have urban design frameworks and guidelines that

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deal with industrial land while future PSPs are intended to reference the guidelines and would have their own public consultation process with landowners during preparation.

Council received five (5) submissions during the consultation period.

The key items and responses received in the consultation period included:

Key items	Amendments in final guidelines
Concern from one landowner regarding use of a photo of their land as an example which conflicts with the guidelines.	Photo removed from guidelines.
Request from rail authorities for transparent fencing to rail corridors, inclusion of reference to guidelines for connector level streets and other minor requirements.	Addition of suggested requirements
Request from estate developer for minor changes to guidelines to make some elements such as street layouts and height of buildings more flexible.	Some amendments made where considered appropriate while ensuring the purpose of the guidelines remained intact.

A full summary of submissions received during the public comment period are attached at **Appendix 2**.

6. Risk Analysis

If Council choose not to adopt the project or the request to authorise and exhibit Amendment C174 to the Melton Planning Scheme there are a number of associated risks:

1. The absence of these design guidelines and the introduction of a policy referencing the guidelines into the Melton Planning Scheme will result in a lack of clear direction for Council Officers in assessing future planning permit applications in a consistent and efficient manner.
2. A lack of clear guidance for land owners and developers in developing industrial land.
3. Potential underinvestment in industrial land in the City of Melton due to unattractive and inconsistent development outcomes rendering City of Melton industrial areas less appealing compared to other industrial areas within metropolitan Melbourne.

7. Options

Council has the option to:

1. Adopt the Industrial Design Guidelines March 2016 and request authorisation from the Minister for Planning to prepare and exhibit Amendment C174 to the Melton Planning Scheme to reference the guidelines through a local policy in accordance with the requirements of the *Planning and Environment Act, 1987*.
2. Not adopt the Industrial Design Guidelines March 2016 and request authorisation from the Minister for Planning to prepare and exhibit Amendment C174 to the Melton Planning Scheme to reference the guidelines through a local policy in accordance with the requirements of the *Planning and Environment Act, 1987*.

LIST OF APPENDICES

1. City of Melton Industrial Design Guidelines document dated March 2016
2. Public consultation comments summary table