

Industrial Design Guidelines

City of Melton

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Document control

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Introduction

Purpose of these Industrial Design Guidelines

The Industrial Design Guidelines (IDG) establish a set of design principles for industrial developments and industrial subdivisions within the City of Melton. They will ensure that a high level of amenity and functionality is achieved. The guidelines will also provide assistance to Council and key stakeholders on how to design aesthetically pleasing and practical industrial environments and how to better manage these areas.

Objectives of Melton's Industrial Design Guidelines

The objectives of the guidelines are:

- To encourage high quality industrial development.
- To facilitate the assessment of planning applications through the development of clear and instructive design guidelines.
- To encourage principles of environmental sustainability within industrial developments.
- To facilitate consistency in built form outcomes throughout the municipality.
- To provide an appropriate benchmark for development in industrial zones.
- To provide a framework for clear decision making.

Relationship with the Melton Planning Scheme

Council's intent is to endorse these guidelines as a reference document to a local policy that would be incorporated into the Melton Planning Scheme. This will help to give the guidelines statutory weight and to help achieve improved design outcomes throughout Council's substantial industrial areas which are growing at a significant rate.

Land to which the guidelines apply

These guidelines apply to the subdivision of any land within an industrial zone, any development within the existing City of Melton industrial areas (identified in Part C of this document) or any use for an industrial purpose that has no relevant existing urban design framework applied through a Precinct Structure Plan.

Any developer-proposed guidelines for industrial areas within the City of Melton must reflect the guidelines contained in this document.

Existing estate guidelines are encouraged to be updated to be consistent with these guidelines in order to ensure a robust framework for high quality design outcomes. Where development in existing estates is consistent with existing estate guidelines and not with these guidelines, the estate guidelines will prevail except where they are silent on an issue that these guidelines are not. Any changes to existing guidelines should be consistent with these guidelines.

Overview

These guidelines are divided into sections specific to the relevant type of development (land subdivision or use/works application) and a third section providing additional guidelines relating to development adjacent to particular interfaces to land.

Part A - Subdivision Design Guidelines

Part A provides guidelines that seek leading subdivision design outcomes in an industrial context.

Part B - Development Design Guidelines

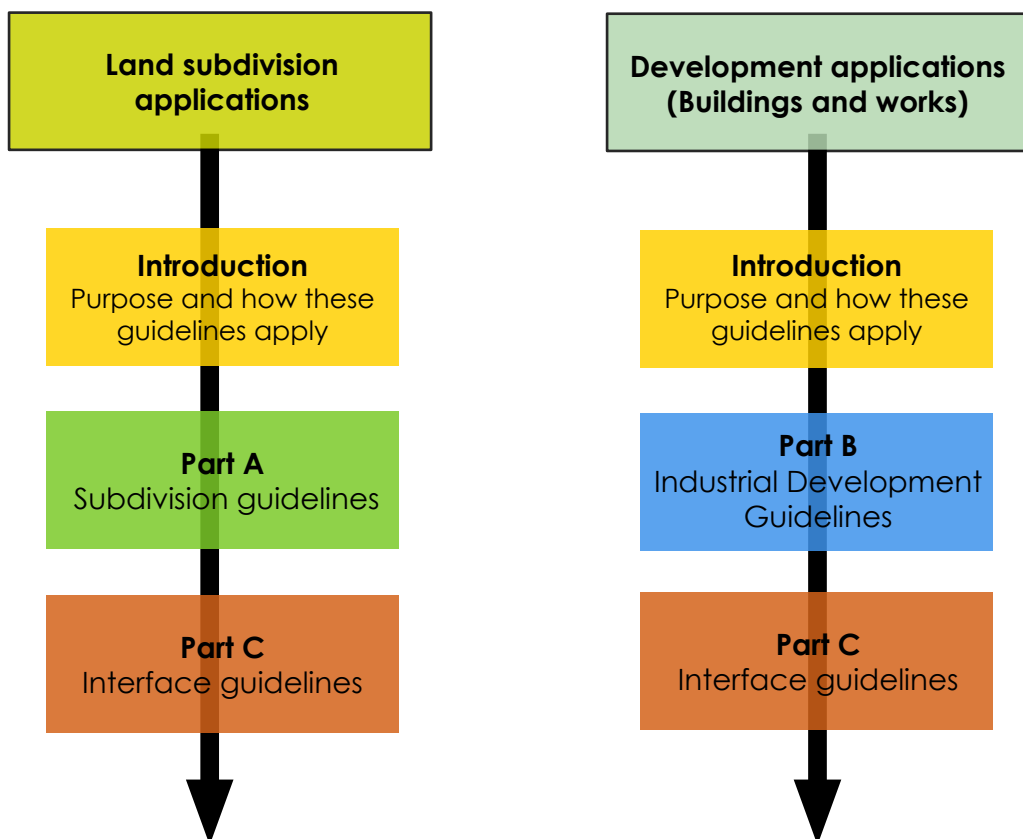
Part B provides guidelines that seek positive design outcomes for a range of industrial activities.

Part C - Interface Guidelines

Part C provides additional guidelines to Part B for industrial development with particular interfaces such as along prominent roads or adjacent to residential uses.



How to apply these guidelines to your proposal



Part A - Subdivision design

Subdivision design has a lasting impact on how an industrial precinct develops, operates and integrates with surrounding areas. This section identifies objectives for desirable subdivision design and guidelines to achieve these objectives.

Objectives

- To ensure the design of new industrial subdivisions respond to the local characteristics of the site and its context.
- To allow for the efficient, safe and easy movement of people and goods.
- To integrate appropriately with surrounding urban and non-urban areas.
- To provide a safe and attractive street network.
- To promote passive solar design through the orientation of the street network.
- To create allotments that positively contribute to the streetscape.
- To create lots of a range of suitable sizes to meet the needs of different businesses.
- Create lots of an adequate size to achieve appropriate access, landscaping and built form outcomes.

Site and contextual analysis

A site and contextual analysis is important in ensuring the subdivision design responds to relevant local factors. For example, the topography of the site or the scale of nearby urban development may be relevant to the design of the subdivision.

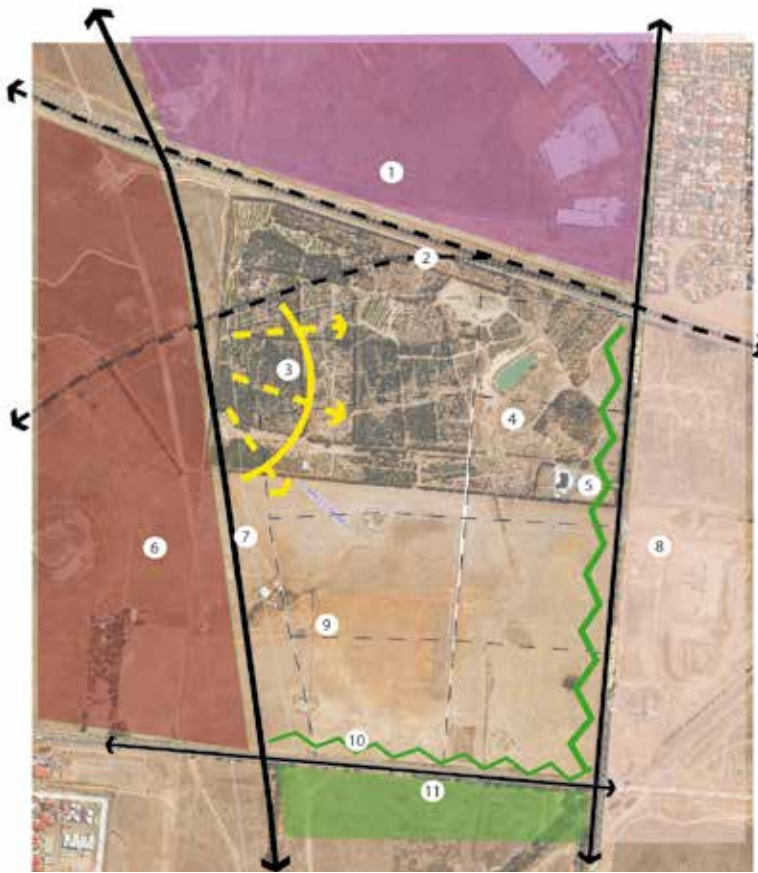


Guidelines

A1 In addition to any application requirements prescribed in the Melton Planning Scheme, prepare and provide site analysis and design response plans with any subdivision application that addresses the following items to inform the design of the subdivision:

- Surrounding land uses (proposed and existing).
- Existing and future (where available) transport networks including road, public transport, cyclist and pedestrian routes.
- Surrounding built form character and heights.
- Significant vegetation and other natural features.
- Areas of Cultural Heritage Sensitivity.
- Drainage and potential flooding impacts.
- High pressure gas pipelines and easements
- Servicing (electricity, gas, water, sewer, telecommunications).
- Significant views to and from the site.
- Climatic considerations including prevailing winds and solar access.

Context plan

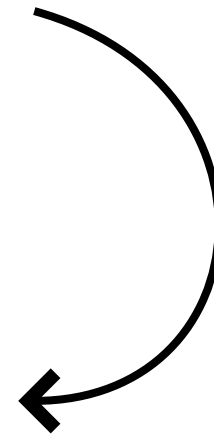


- 1 commercial land to north
- 2 interface to rail line
- 3 views from overpass
- 4 natural drainage paths
- 5 interface to residential properties and main street
- 6 farming land to west
- 7 interface to freeway
- 8 residential land to east
- 9 logical broad road layout
- 10 interface to main street
- 11 conservation land to south

Figure 1 - Site context plan to guide subdivision layout



Figure 2 - Industrial precinct developing following subdivision

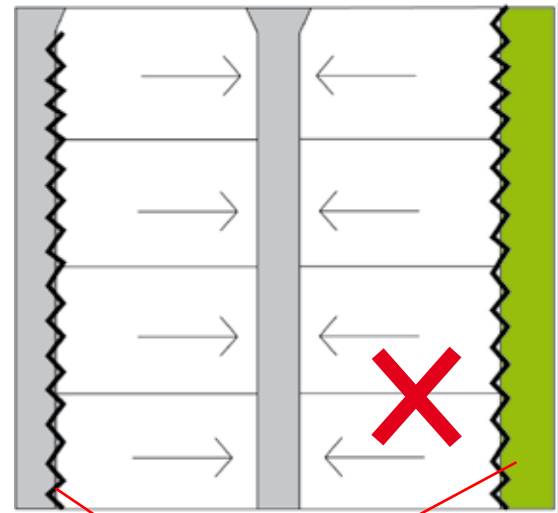


Street network

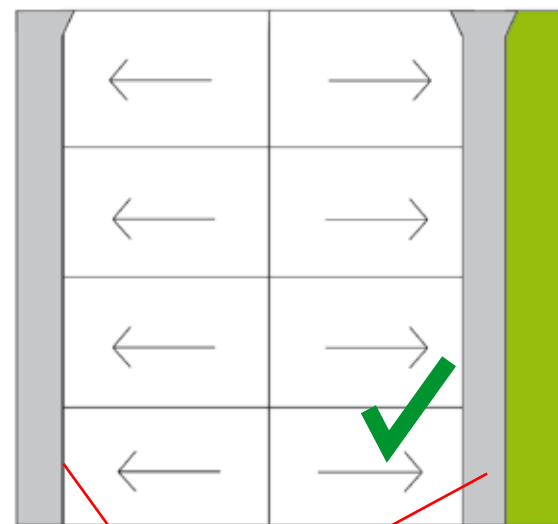
The design of the street network will impact on the presentation, legibility and efficiency of the precinct. For example, cul-de-sac street arrangements are generally not as easy to navigate or efficient as a grid network of connecting streets and also generally result in irregular allotments with poor streetscape presentation.

Guidelines

- A2** Connect new street networks with existing street networks to enhance permeability and to provide a street layout for that is easy to navigate for vehicles, pedestrians and cyclists (Refer Figure 6).
- A3** Design the street network to facilitate buildings that address areas of the public realm (such as streets, waterways, railway lines and public open space) to improve passive surveillance and avoid significant and unsightly blank interfaces (Refer Figure 4).
- A4** Orientate and design streets to capture any key landscape views to enhance the amenity of the precinct (Refer Figure 3).
- A5** Orientate streets north-south and east-west wherever possible to promote passive solar design.
- A6** Provide a logical road hierarchy that considers all road users including heavy vehicles, public transport, cars, cyclists and pedestrians (clearly indicate road hierarchy and treatments as part of subdivision application).
- A7** Connector streets in industrial areas should be consistent with the most recent and relevant state government cross sections (such as those prepared by the Victorian Planning Authority).



Blank fencing interface to street, park, creek, reserve



Lots have a street frontage and address adjoining areas

Figure 4 - Ensure new streets address surrounding areas and provide no blank interfaces

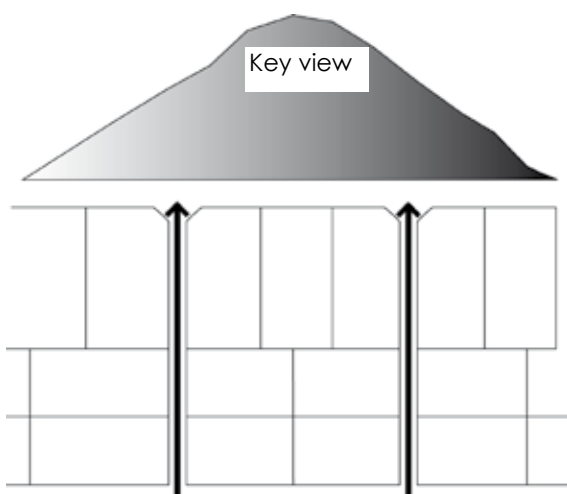
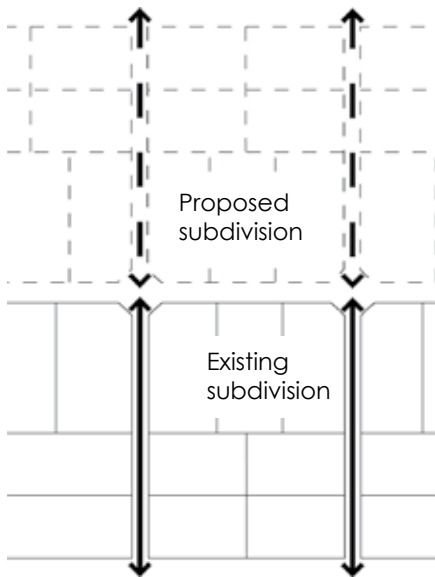


Figure 3 - Streets with views to key landscape aspects



Figure 5 - Prominent landscape visible from the road network



Figures 6, 7 and 8 - New streets that connect with existing streets create a more legible and efficient road network

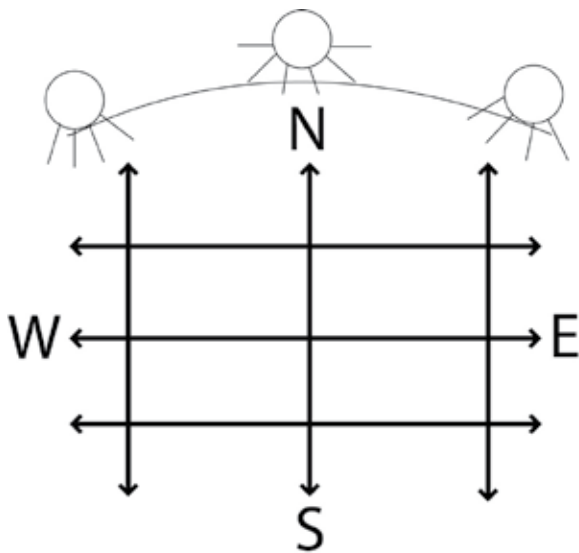


Figure 9 - North-south and east-west (or within 15 degrees) streets promote environmentally responsive development

Figure 10 - The street layout can optimise solar access



Figure 11 and 12- The street layout largely informs whether industrial and non-industrial streets address each other or create blank interfaces and poor street activity

Lot design

While it is acknowledged that the lot layout of land subdivision is largely driven by market demand, the lot layout should not jeopardise uniform, attractive streetscapes and generally provide rectangular allotments that will be capable of future adaptation

Objectives

- To create allotments that would promote built form which positively contributes to the streetscape.
- Create lots of an adequate size for desirable access, landscaping and built form outcomes.
- To create an appropriate range of lots for development.



Figure 12 and 14 - Irregular shaped allotments often result in a poor building address to the street due to design requirements such as access and parking

Guidelines

A8 Orientate lots so that the primary frontage is to the higher order street.

A9 Design the lot layout to ensure buildings would have sufficient frontage to positively address areas of public realm such as streets, creek reserves and public open space.

Where lots at the frontage would screen lots at the rear, exposure to the rear lot/s should be such that the office and pedestrian entry would be visible from the main street. A 15 metre minimum access width is considered appropriate to achieve this.

A10 Create larger lots where natural features reduce the developable area.

A11 Create lots that are regular in shape and square to the street wherever possible for an efficient use of land and to promote a visually uniform streetscape.

A12 Create a variety of lot sizes appropriate for a variety of different types of industry to avoid further subdivision that is likely to have a negative impact on the streetscape and therefore the presentation of the locality.

Further subdivision of allotments often has negative impacts such affecting established landscaping treatments and creating internal facing developments on larger lots due to a lack of small allotments being initially provided.



Figure 14 - Orientate lots to the higher order street to promote better activation and visual interest on main streets

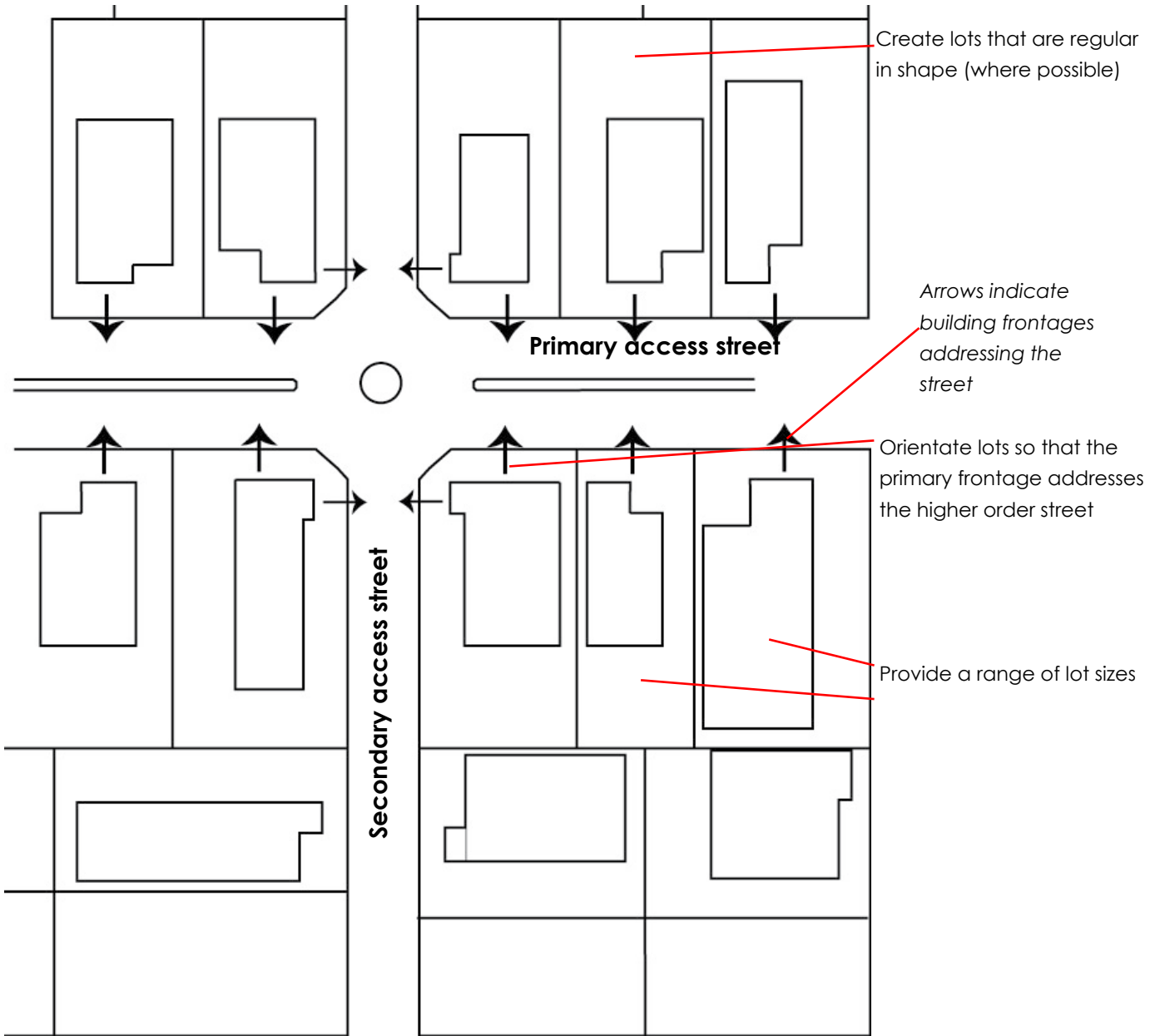


Figure 16 - Lot sizes, shape and orientation



Figure 17 and 18 - A variety of lot sizes support a variety of industrial uses including small lot factoryette uses and large allotment uses

Part B - Development design

This section relates to the specific design of development on an allotment, including the built form, car parking and landscaping elements. Consideration must also be given to existing estate guidelines. In a case where there is conflict on the same issue between the two guidelines, estate guidelines prevail.



Figure 19 - Factoryette development that provides offices and landscaping at the street frontage and loading to the rear via an access driveway

Objectives

- To create attractive buildings and a consistent streetscape
- To enhance streetscape amenity through landscaping
- To provide clear and safe visitor entry points.
- To ensure convenient access for pedestrians of all abilities and cyclists.
- To provide visual engagement with the street.
- To facilitate passive environmental design through building siting and orientation.

Development siting, orientation and circulation

Guidelines

Building setbacks

- B1** Where there are existing setbacks within the street, match the predominant street setback.
- B2** Where there are no existing setbacks, provide a minimum 3 metre setback to allow adequate space for landscaping, except where a greater setback is identified for important interfaces in Part C.
- B3** For corner lots, provide a minimum 3 metre setback to each street frontage.
- B4** Structures over pedestrian entries can protrude into the front setback.

Building orientation and layout

- B5** Ensure offices are clearly visible from the street frontage/s and visitor parking areas.
- B6** Provide customer service, retail and office components closest to the street frontage to provide a clear point of contact for visitors to enhance the human scale of the streetscape.
- B7** Visitor car parking should be within convenient proximity to the office entry, while also minimising visual dominance from the street as per guideline B8.
- B8** Where possible, orientate buildings to take advantage of a northern aspect to maximise opportunities for passive solar heating and cooling.

B9 Outdoor storage areas should not be visible from the street network.

Parking areas and cycling facilities

- B10** Design the site layout so that car parking, loading and servicing occurs at the side or rear.
- B11** Ensure car parking design complies with the *Melton City Council Off Street Car Parking Guidelines*, which includes specific guidelines for elements such as landscaping, pedestrian access, the use of 'Small Car Parking Spaces' and other technical requirements.
- B12** Provide undercover bicycle storage, shower and change facilities either within or in close proximity to the main building. This provision should also be in accordance with any planning scheme requirements.
- B13** Provide clear directional signage to visitor parking areas.



Figure 20 - Locate bicycle facilities close to the building entry

General principles for development siting

Provide a minimum three metre front setback (or five metres where identified in Part C) to allow adequate space for landscaping to soften the built form and contribute to the streetscape

Provide car parking and loading to the side or rear of the building

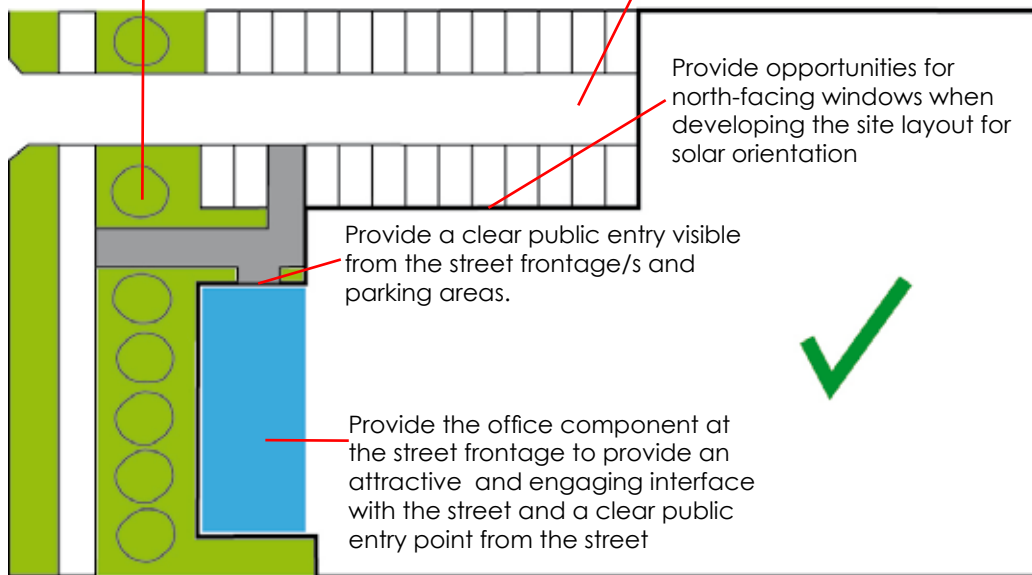


Figure 21 - Elements of appropriate development siting



Figures 22 and 23 - Examples of development that addresses the street well through appropriate siting



Figures 24 and 25 - Examples of development that poorly addresses the street due to the overall siting design

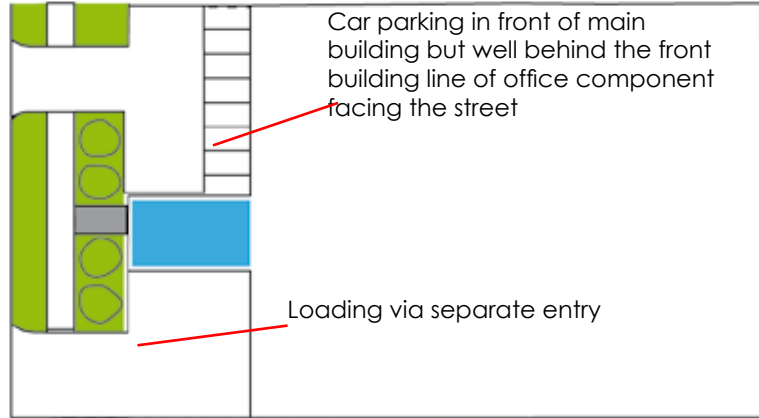
Development siting, orientation and circulation (continued)

Acceptable development siting arrangements

A



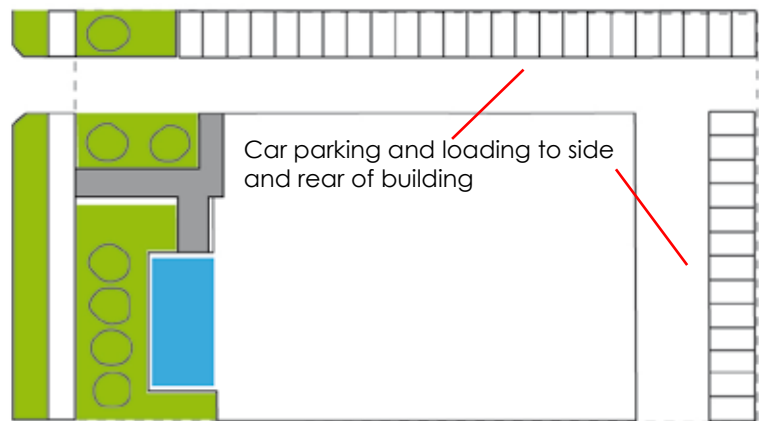
Suitable where a site has a wide frontage (minimum 30m) and there is a large building footprint requirement



B



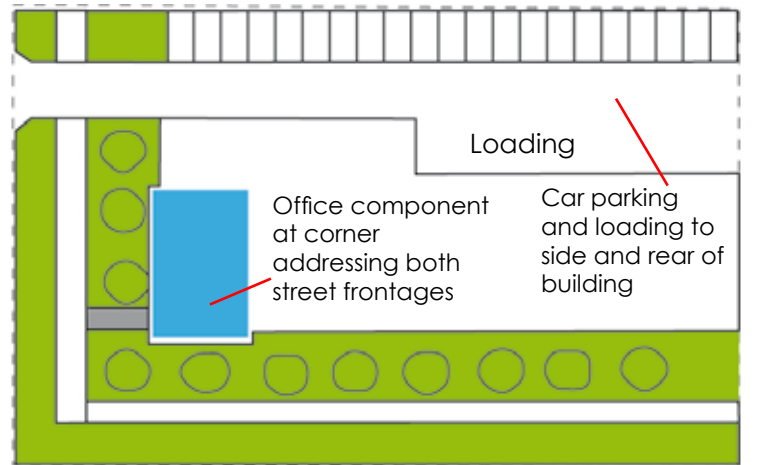
Suitable where there is a substantial car parking requirement



C



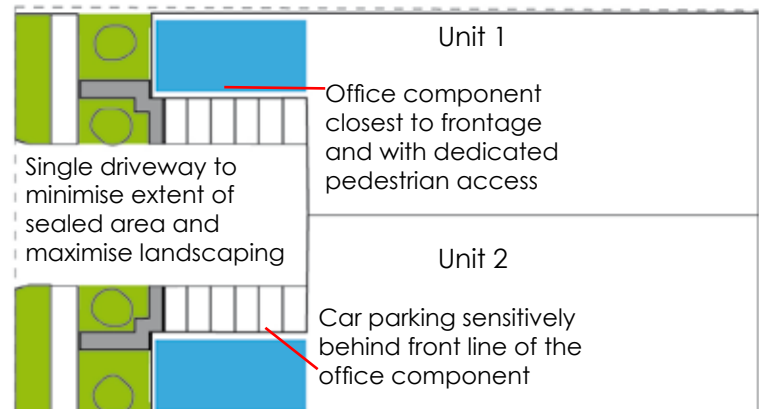
Suitable for development on corner allotments



D



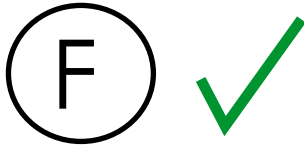
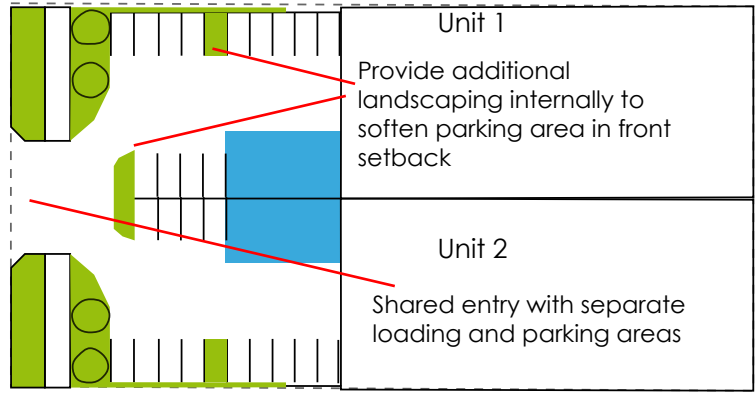
Suitable for development of multi-unit or 'factoryette' development



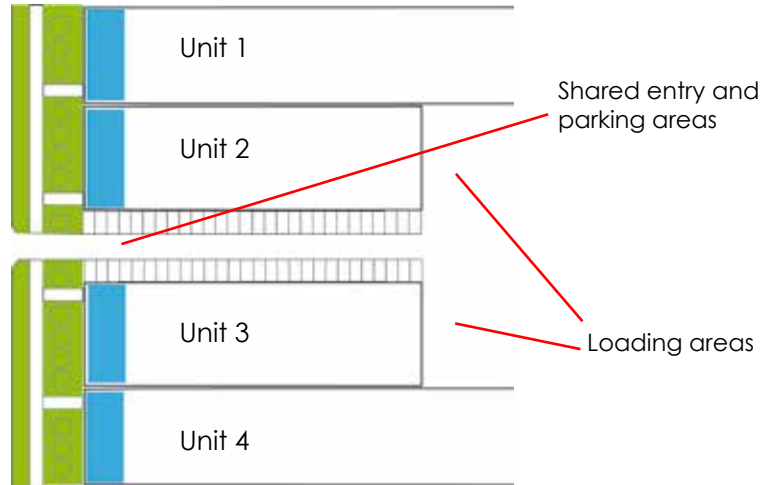
Acceptable development siting arrangements (continued)



Suitable for development of multi-unit or 'factoryette' development with greater car parking requirement



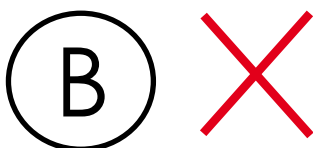
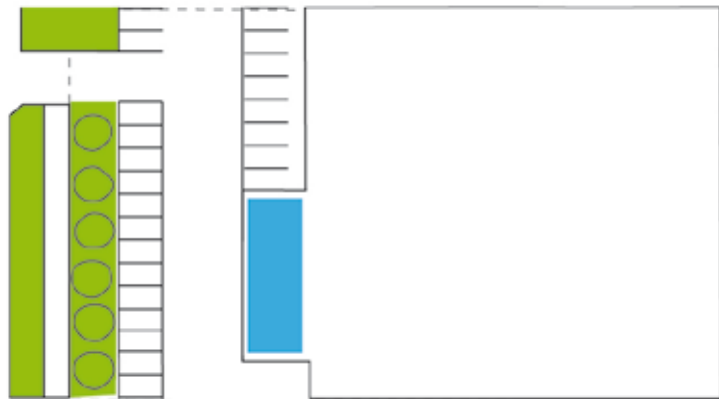
Suitable for narrow multi-unit or 'factoryette' development (less than 15 metres frontage per unit)



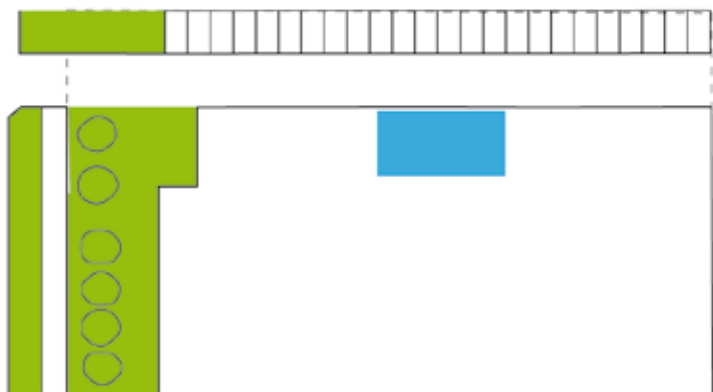
Unacceptable siting arrangements



Excessive car parking at the street frontage



Office component not at the street frontage



Building design

Building design, such as building form and height, use of windows, materials, feature elements and colour play an important role in creating attractive, engaging and well balanced streetscapes. This section provides guidelines on various elements that relate to good building design in an industrial context.

Objectives

- To provide an attractive and visually interesting built form
- To provide a built form that engages with the streetscape.
- To facilitate an environmentally sensitive building design.

Guidelines

B14 Incorporate substantial window glazing facing the street frontage.

B15 Provide building entries and office components close to and clearly visible from the street frontage/s to provide a clear visitor entry point and to activate the street frontage.

B16 Provide office components at a minimum 40% of the height of the main building in order to achieve an appropriate proportion of office component activating the street. (refer Figure 31)

B17 For corner allotments, provide feature treatments at the corner and ensure buildings address both street frontages (refer Figures 28 - 30).

B18 Business identification signage should be carefully incorporated into the building design and shown in proposal plans for new buildings.

B19 Business signage should be integrated into the building design and shown in proposal plans.



Figures 26 and 27 - Offices should be a minimum of 40% of the main building height to minimise the visual bulk of industrial building facades

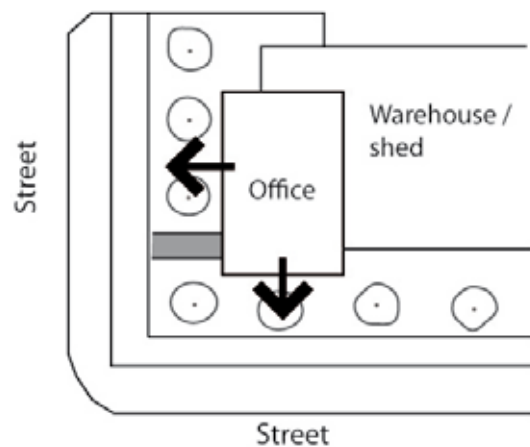


Figure 28 (above right) and 29 and 30 (below) - Corner allotments should provide office components which address both street frontages



Building heights

B20 Provide building heights that respond to the scale of the built form in the area, including industrial development.

B21 Building heights should not exceed 9 metres unless a specific use requires a greater height. Where a greater height is needed, the facade should be well articulated through additional building elements such as highlight material or color treatments or window glazing.

B22 Provide office components at a minimum of 40% of the height of the main building (maximum 9 metre building height), so the main building does not dominate the streetscape and a lower, less overbearing scale as viewed from the street frontage is achieved.

Where this is not possible, articulation elements such as feature cladding should be applied to the main building facade to appropriately reduce visual bulk.

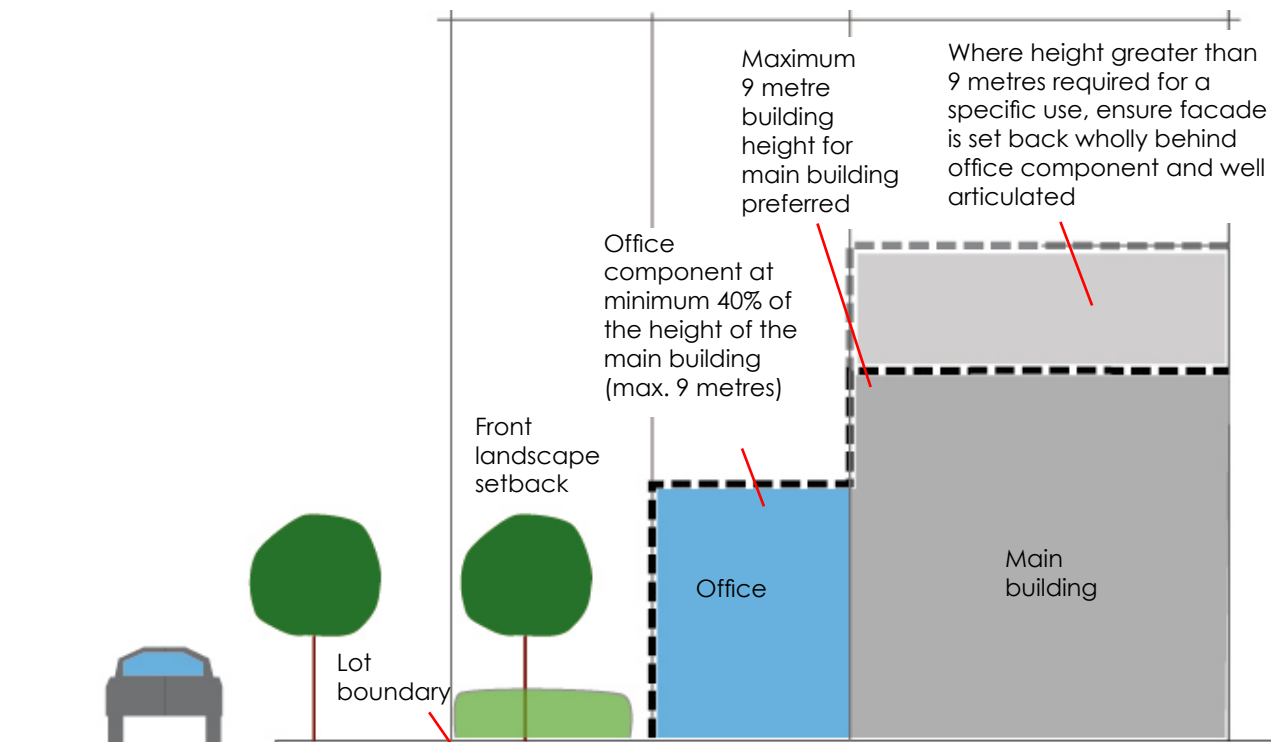


Figure 31 - Building heights and setbacks from the street



Figure 32 - Building with appropriate height office closest to street frontage and larger main building tapering up away from the street frontage and including windows to articulate the facade

Building design (continued)

Materials, colours and variation

B23 Avoid blank facades by providing sufficient building articulation through window glazing and variation in building alignments, materials, finishes and colours as appropriate.

B24 Provide a palette of colours and finishes that enhance variation and interest in the built form.

B25 Where there is the potential for side or rear building facades to be visible from the public realm into the foreseeable future they should be provided variation in colour and replicate treatments from the primary facade to enhance their visual presentation.

B26 Ensure external finishes are of low reflectivity.



Figure 33 - Contrasting colour and projecting building elements improve visual presentation



Figure 34 and 35 - Variation in built form provides visual interest to large building facades



Figures 36 and 37 - Large areas of continuous building facade in a single plane can be better articulated through geometric patterning



Figures 38 and 39 - Concrete panels visible from the street should be articulated through impressions into the panels and colour variation

B27 Provide high quality design treatments to loading areas to lift their appearance. Low cost awning structures substantially detract from the appearance of loading areas.

B28 Provide a minimum 5m landscape setback to large loading areas where, due to the scale of the use, it is not possible to provide these areas out of street view.



Figure 40 - Loading areas with low quality treatments result in a poor visual outcome

B29 Concrete panels built on boundary must be treated as per guideline B19. Untreated concrete panels are prone to unappealing colour variation and vandalism, causing them to be generally visually unattractive.



Figures 43 and 44 - Untreated concrete walls are visually unappealing and prone to graffiti vandalism

B30 Where possible for larger buildings, incorporate translucent sheeting into the building facade to allow natural light to penetrate (refer Figure 44). In addition to environmental benefits, it can help to improve visual articulation and variation in the building facade.

Note, avoid this treatment to east or west facing facades as these are prone to excessive heating in the summer months.



Figures 41 and 42- Loading areas with quality design treatments which tie into the colour palette of the main building lift the appearance from the street



Figure 45 - Translucent sheeting can provide variation to a facade and can facilitate passive heating and lighting

Building design (continued)

Feature elements and cladding

B31 Incorporate feature cladding, facade delineation and colour variation as an effective way to reduce the sense of visual bulkiness, particularly at street corners or for large sections of facade.



Figure 46-49 - Examples of feature cladding used effectively in industrial development

B32 Use the roof form to screen infrastructure on roof tops

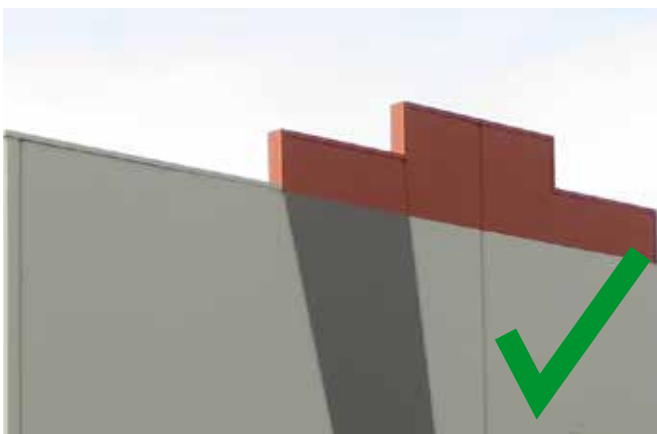


Figure 50 and 51 - Elements in the roof form can effectively screen infrastructure on rooftops

Colour and materials palettes

B33 Applications should provide labeled colour elevations or a colour and materials palette that clearly demonstrate the nature of the proposal. The colour and materials palette should be coordinated and appropriate to the locality.

B34 New subdivisions should provide a colour and materials palette as part of design guidelines for the subdivision. These should include a range of subtle and natural colour tones complemented by the limited use of highlight colours. Avoid the use of primary colours to large sections of facade, which can render an overly synthetic building presentation and one that has a higher likelihood of dating more rapidly.



Figure 52 - Use of bright colours in large portions is likely to render an overly synthetic building appearance

Reflective materials

B35 Avoid the use of reflective materials such as zincalume which cause visual nuisance through reflection and reduce the overall quality of the built form by rendering an unfinished, low-cost presentation.



Figures 54 and 55 - Unfinished reflective materials



Figure 53 - Examples of appropriate base colours which could form part of an estate colour palette, complemented with highlight or feature colours



Figures 56 and 57 - Roller doors, often a large proportion of the building facade, should tie into the colour palette

Landscape design

Landscaping elements play an important role in improving the visual presentation of industrial premises, reducing the 'heat-island' effect created by large areas of hardstand and by providing natural drainage and improved water quality runoff from industrial sites.

Objectives

- To enhance on-site amenity
- To enhance the streetscape setting
- To ensure fencing contributes positively to, and not dominate the appearance of, the streetscape



Figures 58 and 59 - Trees that have a canopy above ground level maintain view lines between the street and the use



Figure 60 - Passive irrigation in parking areas

Guidelines

B36 Incorporate a mix of low shrubs, ground covers and trees.

B37 Landscape design should ensure ground level views remain unobstructed when vegetation is mature.

B38 Provide outdoor seating and tables within landscape areas (and adjacent to natural interfaces where relevant) to encourage use by visitors and staff.

B39 Ensure utilities in landscape areas such as fire hydrant boosters integrate with the development through colour treatments compatible with the building.

B40 Landscaping species should be low maintenance and hardy and not require irrigation from a potable water supply.

B41 Car parking and civil design should ensure that landscape areas receive passive irrigation from car park areas, rather than all surface rain water being directed to stormwater infrastructure.

B42 For detailed guidance on landscape design, refer to the *Melton City Council Landscape Guidelines*.

Car park landscaping

B43 Refer to the *Melton City Council Off Street Car Parking Guidelines* for requirements of landscaping within car parking areas.

Fencing

B44 Preferably, use landscaping rather than fencing to delineate the front boundary to provide a more open and attractive streetscape appearance.

B45 Front fencing should:

- Not exceed 1.5 metres high
- Be of black steel post style (not rounded tubular pool fence style)
- Allow clear views between the street and the site across the whole street frontage, and
- Utilise high quality materials and colours compatible with the character of the locality

B46 High security fencing visible from the street frontage should only be used where necessary to screen outdoor storage areas that cannot locate out of public view and it must:

- Avoid the use of razor or barbed wire fencing, and
- Locate fencing at or behind the front building line to create an open and attractive street presence.



Figures 61 and 62 - Utilities that integrate into development rather than creating a prominent visual feature



Figure 63 - Canopy trees substantially improve the visual amenity of car park parking areas



Figure 64 - Landscaping can be an attractive and less visually imposing method of delineating the property boundary as opposed to fencing



Figures 65 and 66 - Passive drainage into landscape areas improves soil moisture and landscape health

Part C - Interfaces

This section considers interfaces to land zoned for industry to ensure appropriate integration and presentation with surrounding areas. Figures 65 and 66 illustrate important interfaces in the Melton Township and eastern growth corridors respectively which will require specific design measures to achieve appropriate built form outcomes relating to their context. The specific guidelines relating to these interfaces are provided in the following 'interface treatments' section.

Melton Township

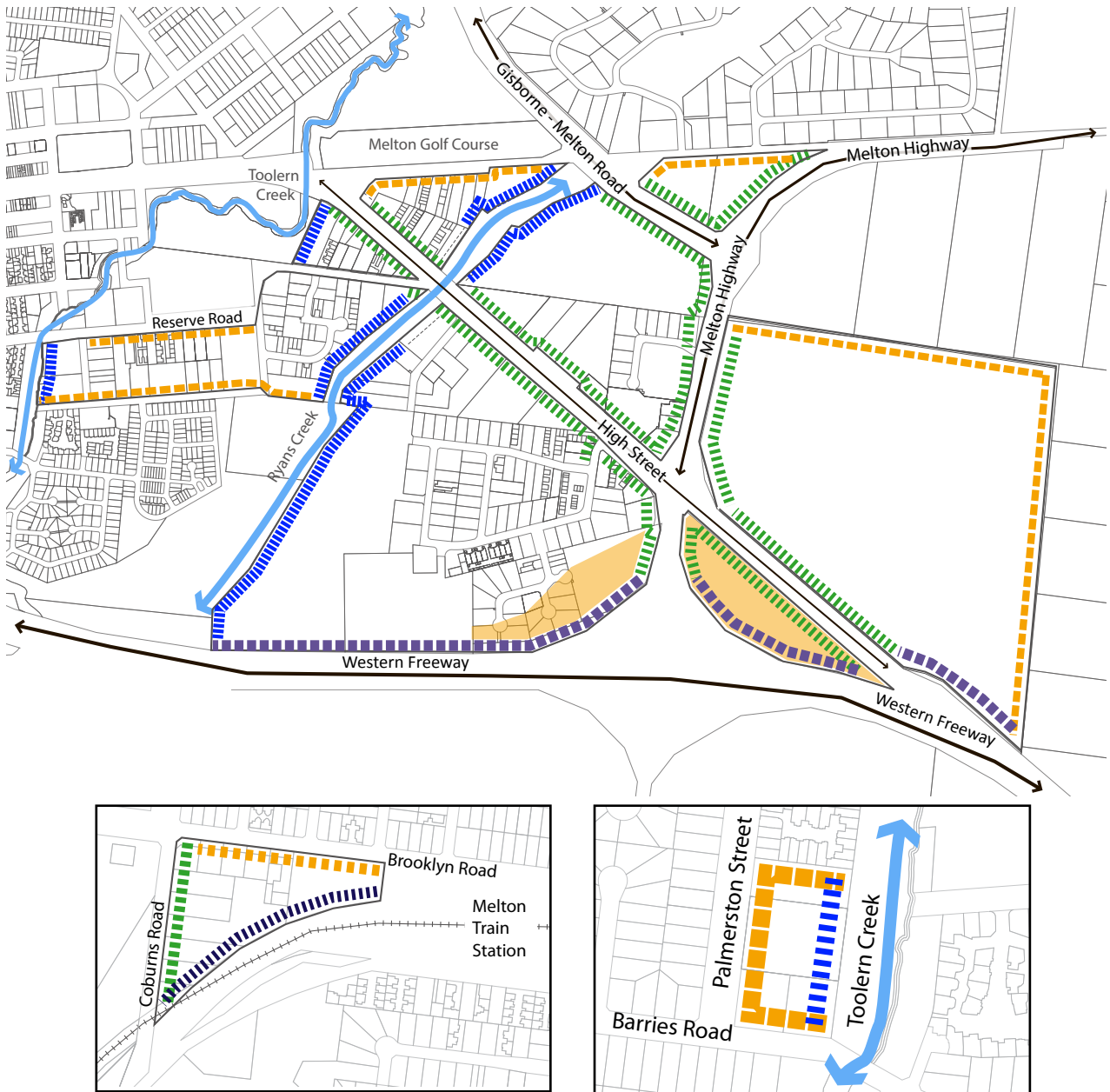








Figure 67 - Interfaces within the Melton Township which require specific treatments

Legend







-  Main road interface, refer guidelines C14 and C15.
-  Railway interface, refer guideline C11 - C13.
-  High visibility area from overpass, refer guideline C12.
-  Interface with creek or other waterway, refer guidelines C16 - C18.
-  Residential or community use interface, refer guidelines C1 - C9.
-  Freeway interface, refer guidelines C10 - C12

Eastern Corridor (Ravenhall and Truganina)



Figure 68 - Interfaces within the Eastern Corridor which require specific treatments

Legend

-  Main road interface, refer guidelines C14 and C15.
-  Railway interface, refer guideline C11 - C13.
-  High visibility area from overpass, refer guideline C12.
-  Interface with creek or other waterway, refer guidelines C16 - C18.
-  Residential or community use interface, refer guidelines C1 - C9.
-  Freeway interface, refer guidelines C10 - C12

Interface treatments

Interfaces between industrial uses and other land uses, main streets and transport corridors require special consideration and treatments because these areas have more exposure than internal areas within.

Objectives

- To ensure development responds to the established built form character of the area
- To ensure development presents in an attractive and unobtrusive manner in high exposure locations
- To ensure the amenity of residential and other sensitive uses is not jeopardised by industrial development
- To ensure that buildings address and provide passive surveillance to public areas such as roads, creeks and railways

Guidelines

Interfaces to residential and other sensitive land uses

- C1** Provide a 5m landscape setback (rather than 3m) along a frontage opposite residential uses, to help visually soften the interface and respond to the residential private landscape setbacks.
- C2** Do not provide illuminated signage adjacent to residential or community uses.
- C3** The built form of development opposite residential uses should step building heights from a maximum of seven metres at the street frontage to a maximum of nine metres as illustrated in Figure 68, except where the applicant can demonstrate the scale of the development is consistent with the residential character of the locality.
- C4** For development that shares a side or rear boundary with a sensitive use, provide a landscape setback of five metres to the adjoining boundary. Also ensure noise impacts are mitigated through acoustic fencing or other design measures.
- C5** Avoid loading areas along boundaries adjoining sensitive uses.
- C6** Avoid front fencing that is out of character with surrounding residential properties. Utilise landscaping instead where possible.
- C7** Provide car parking to the side or rear and not at the street frontage, in order to maintain a similar built form setback to adjacent residential or other sensitive uses

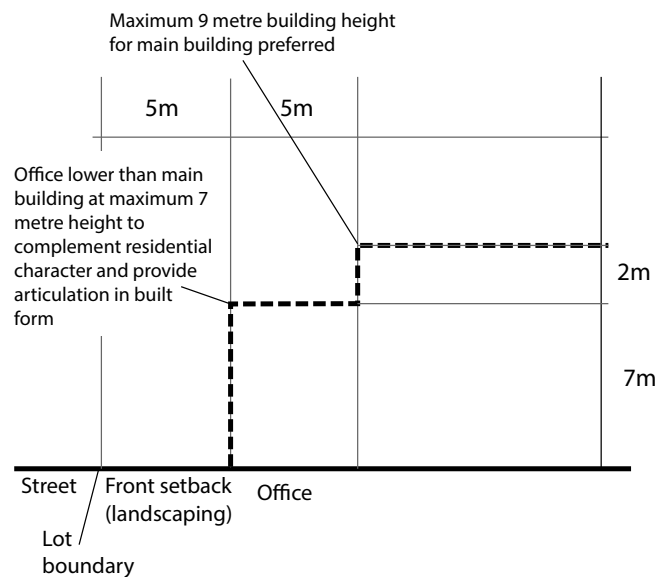


Figure 69 - Building heights opposite sensitive interfaces

C8 For subdivisions, incorporate landscaped central landscaping in new roads or service roads, where possible, in order to provide a further visual buffer between industrial and residential development.

C9 Provide a landscaping plan to ensure development visually softens the interface between the two adjacent types of land uses.



Figures 70 and 71 - Examples of appropriate and inappropriate interfaces opposite sensitive land uses

Interfaces with the Western Freeway, Melton Highway, Deer Park Bypass or a railway line

C10 Buildings should address the Western Freeway or Melton Highway in addition to any primary street frontage through window glazing and appropriate building treatments, rather than providing a blank interface and visually unappealing interface.

C11 Uses with a freeway, highway or railway frontage should incorporate either:

- a three metre landscape strip with appropriate planting species to soften the interface (noting tree species must be of mature size that would not encroach into these transport corridors), or
- visual interest through a treated building facade with colour variation and three dimensional articulation through recessed concrete imprints or feature cladding. Provide landscape breaks in the built form with canopy vegetation every 20 metres at a minimum.

Note: Buildings built to boundary with major transport corridors should contain parapets to prevent objects falling from the rooftop.

C12 Uses that are prominent from an overpass or bridge should ensure they visually enhance the building or outdoor areas through building treatments and landscaping as appropriate.

C13 Uses that share a boundary with railway corridors should provide either black chain mesh (where not visible from the public street network) or black steel picket fencing.



Figure 72 - Uses should address a freeway frontage rather than creating a blank and graffiti-prone interface



Figure 73 - Railway interfaces should provide visual interest

Interfaces with main streets

C14 Provide a 5m landscape setback (rather than 3m) along a frontage to a main street identified in Figures 67 and 68.

C15 Ensure a high standard of built form and landscaping which addresses and engages effectively with the street in an attractive and open manner.



Figure 74 - Buildings on main streets should address the main street frontage in a positive manner

Interfaces with creeks and other waterways

C16 Buildings that have frontage to creeks should ensure they positively address the creek through window glazing and outdoor staff areas. This would provide both passive surveillance opportunities of the creek and take advantage of an area of high quality amenity.

C17 Provide a 2m landscape setback where adjoining a creek to soften the interface.

C18 Ensure loading and storage areas do not dominate views from the creek.



Figure 75 - Creeks are landscape features that land uses should address through built form, such as through outdoor staff areas