

22.0519/01/2006
VC37**INDUSTRIAL DEVELOPMENT**

This policy applies to land in the industrial zones, and the township and rural zones.

Policy Basis

Industrial development is vital to the economic future of the shire. Many of the Shire's industrial areas are situated at visually exposed locations. Improving the visual amenity of industrial areas is a major issue for Maryborough and other major towns. Industrial development located in the rural zones needs to satisfy criteria relating to the impact on the rural landscape, capacity of infrastructure and environmental management. This policy builds on the MSS objectives and strategies in Clause 21.07 relating to encouraging well planned industrial development.

Objectives

- To facilitate well planned industrial areas with good road access and levels of visual amenity.
- To ensure that development within industrial areas does not adversely affect the amenity of residential areas.
- To encourage industrial development which adds value to local product.

Policy*Exercising discretion*

Where a permit is required for use or development, it is policy to:

- Require industrial development to be connected to reticulated water, sewerage, power and stormwater facilities.
- Encourage the design of industrial estates and the siting and design of buildings and works that protect the amenity of adjacent residential areas.
- Encourage proposed development that seeks to achieve high levels of visual amenity. Proposals may be required to demonstrate how high levels of visual amenity will be achieved by the design and siting of buildings and works, including:
 - Appropriate site coverage that allows for building setbacks, landscaping and provision for car parking and traffic movements.
 - Building mass, scale and form that is of visual interest and generally reflects existing built form.
 - Construction materials such as brick, masonry or colour metal that will enhance the visual amenity of the industrial area.
 - Signage that is not visually intrusive.
- Encourage industrial development in rural areas and in unsewered urban areas where the proposal can demonstrate the following:
 - The proposed development cannot be located in an established industrial zone.
 - Good standard of road access is available or can be provided.
 - Containment of effluent is within the site and there is a method of disposal that minimises the potential for pollution to waterways and groundwater systems.

- A reliable potable water supply is available in the absence of a reticulated water supply.
- The impact on adjacent productive agriculture land is minimised.
- The impact on the visual amenity of the rural landscape is minimised.
- The impact on residential amenity is minimised.