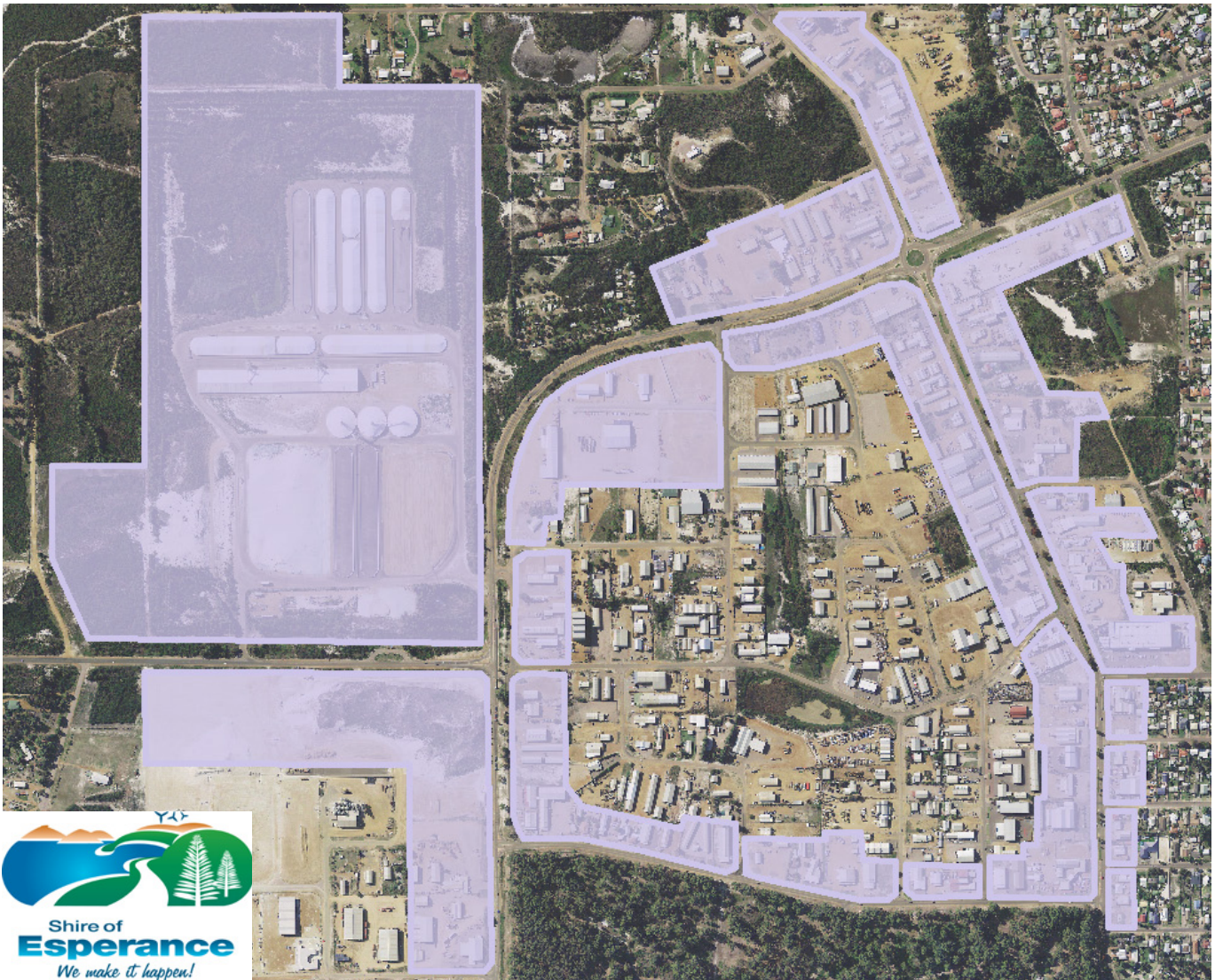

ESPERANCE INDUSTRIAL PRECINCT INDUSTRIAL LOTS BORDERING MAJOR ROADS DESIGN GUIDELINES MAY 2012



01 INTRODUCTION

POLICY NAME:	LOCAL PLANNING POLICY: INDUSTRIAL PRECINCT DESIGN GUIDELINES
AIMS:	To develop an attractive industrial precinct along the main entrances to town that improves the character and setting of the area and enhances Esperance’s reputation as a desirable place to live, work and visit.
KEY WORDS:	Industry, Business, Design, Character, Setting
STATUTORY COMPLIANCE	Local Planning Scheme No. 23

Policy Aims

To develop an attractive industrial precinct along the main entrances to town that improves the character and setting of the area and enhances Esperance’s reputation as a desirable place to live, work and visit.

Policy Application Area

This policy applies to the main entrances to Esperance and includes those areas that are adjacent to major roads, as defined in the plan shown on the cover of this document in Figure 1.

Policy Objectives

1. To ensure that development incorporates high quality design, materials and finishes that enhance the visual amenity of the precinct.
2. To ensure that the location, scale and bulk of development afford high levels of visual amenity and enhance the character and setting of the area.
3. To ensure that landscaping softens the impact of development and enhances the character of the area.
4. To ensure that advertising signs enhance the character of the area.

Figure 1 - Policy Application Area (shaded)

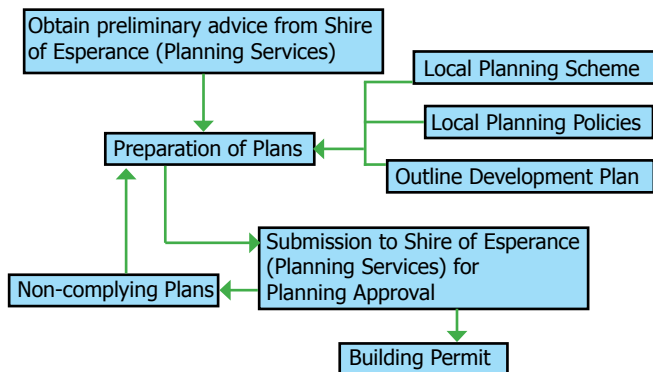


02 DESIGN REQUIREMENTS AND ADVICE

The area affected by these guidelines is zoned Industry - General and Industry - Business under Shire of Esperance Local Planning Scheme No. 23 (LPS 23). All sites affected by these Guidelines are identified as sharing a boundary with a State Highway or Important Local Road under LPS 23.

Applicants are encouraged to seek pre-application advice from the Shire's Planning Officers.

The following flow chart maps out the process for assessing any application for development within the Shire of Esperance.



1. All development must meet the aims, objectives and requirements of this policy and the relevant planning provisions contained within Local Planning Scheme 23, unless Shire Officers consider that a relaxation of the Design Requirements can be justified.

2. Relaxation of the design requirements will take into account the impact of the development on the character of the area as well as the proposals compliance with the policy objectives.

3. All development must incorporate high quality design, materials and finishes that enhance the visual amenity of the precinct are encouraged. Colour Schemes must meet the aims and objectives of this policy. Colour schemes for development are encouraged to be selected from the colour palette in Appendix 1 at the rear of this document (the palette has been chosen from the Colours of Esperance brochure – 2002).

ADVICE

Solar Panels and Wind Turbines are strongly encouraged for Industrial Developments within the Shire of Esperance.



03 DESIGN REQUIREMENTS AND ADVICE



4. The development of long blank walls that are visible from major roads will not be permitted, to avoid a detrimental impact on the character of the area. Alternative solutions may be considered for corner lots where the aims and objections of this policy are met.

Avoid long blank walls

ADVICE

The impact of blank walls can be softened by articulation, doors, windows, awnings, artistic features and landscaping, or a combination of such elements



A well articulated industrial building

04 DESIGN REQUIREMENTS AND ADVICE



Bulk reduced by office frontage, parking and entrance to the side.

5. Buildings located within 30 metres of a major road (see: Definitions) must be designed to reduce building mass and increase visual interest. Locating the office components to face on to major roads can reduce bulk and present an attractive frontage.

ADVICE

There are a number of existing businesses in the area with parking and building entrances located to the side.

ADVICE

Good design and layout don't have to be expensive. Using modern materials (e.g. Colourbond) can help keep the price down and produce an attractive building.

6. Car parking areas must not be located between new buildings and major roads, unless the applicant can demonstrate that the subject lot is too narrow, as this would have a detrimental visual impact on the character of the precinct. Exceptions to this provision may be made for Agricultural and Earthmoving Machinery, Motor Vehicle, Boat and Caravan Sales premises.

05 DESIGN REQUIREMENTS AND ADVICE

7. The setback of new buildings must respond to their particular context. Development may be permitted within the front setback where the aims of this Policy are met. The front setback area shall not be used for storage purposes.

8. All crossovers, open storage and vehicle parking, manoeuvring and circulation areas shall be suitably constructed, sealed (asphalt, concrete or brickpavers), drained and thereafter maintained.

ADVICE

Roller doors are discouraged along front setbacks.

9. Perimeter fencing should be dark coloured fencing or mesh fencing. Solid fencing and walls may only be permitted along perimeter boundaries where the visual impact is mitigated by landscaping or the boundary adjoins residential land.

10. Where fencing to the front boundary is required, it must be to a maximum height of 1.8m and located behind adequate landscaping arrangements. Well designed landscaping can enhance security.

ADVICE

Solid fencing and walls are strongly discouraged along main road boundaries, as the visual impact is likely to detract from the character of the area.

11. All stormwater must be contained to site. All drainage systems must be capable of handling a 1 in 100 year flood event. Green Infrastructure may be considered as an alternative solution. Green Infrastructure Guidelines are available at:

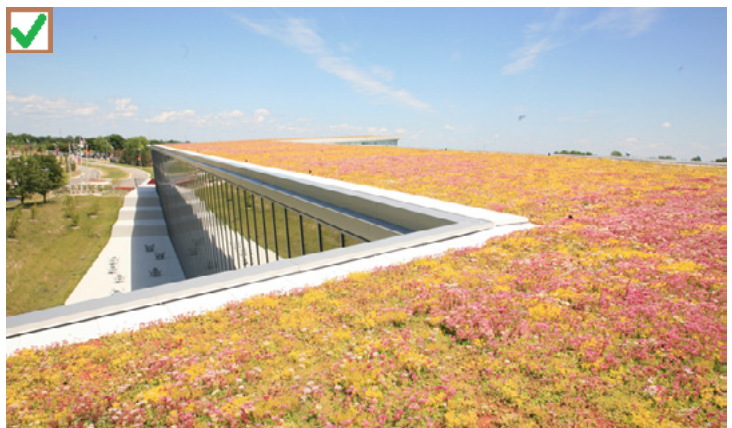
http://www.esperance.wa.gov.au/3/231/1/development_guidelines.pm



Messy parking in front setback



An effective combination of fencing and landscaping



Green Roofs are more cost effective than normal roofs.

DESIGN REQUIREMENTS AND ADVICE

12. In order to enhance the character of the precinct, landscaping arrangements shall be designed to:
- complement building design;
 - integrate with the attractive landscaping themes of adjoining sites;
 - provide an attractive balance between grassed and garden areas;
 - incorporate drought resistant plant and species that require little maintenance and water;
 - incorporate drainage swales on road boundaries;
 - allow views into and across industrial sites rather than seeking to screen them entirely from view;
 - soften views of outdoor storage areas and car parking areas visible from the road and other public spaces; and

13. Generally, narrow landscaping strips are ineffective and will not be permitted on boundaries to roads and other public places unless part of a wider landscaping plan.

14. Where landscaping cannot be fully provided within the site because of existing buildings and works, planting outside the site will be considered.

15. Open planting provides better security. Dense planting adjacent to public thoroughfares and foot paths will not be permitted.

16. Rainwater shall be collected on-site from buildings and car parking areas and used for watering the landscaped areas. The details of this should be incorporated into the landscaping design.

See the attached Appendix for a list of recommended species for landscaping



Good landscaping adds to the visual amenity of a well designed development.

ADVICE

Landscaping should be of an appropriate scale relative to the road reserve and building bulk. Take into account the provision of shade. Vegetation can be incorporated into a development's sustainable design features by reducing heat load through the shading of buildings



Poor landscaping detracts further from ugly buildings



Even visually interesting buildings suffer from poor landscaping.

07 ADVERTISING SIGN REQUIREMENTS



Small freestanding pylon signs



Messy advertising signs detract from the amenity of the area.

17. Advertising signs must enhance the design and external appearance of buildings and the character of the area. Advertising signs that are considered to be detrimental to the design of buildings or the character of the area shall not be permitted.

18. Fluorescent, animated, flashing, scintillating and non-flashing signs shall not be permitted, as they would have a detrimental impact on the character of the precinct.

19. Advertising signs shall not be permitted within public road reserves.

08 APPLICATION AND IMPLEMENTATION

Application Information

The following information is required to be submitted to enable an assessment of Industrial development proposals:

- Completed 'Application for Planning Approval' form;
- Payment of application fee in accordance with Council's Fees & Charges Schedule;
- Three (3) copies of the following:
- Site plan (to scale) showing the following:
- Predominant use of the land, including all structures in relation to the lot boundaries
- Car Parking, Vehicle Accesses, Loading and Unloading Areas and Turning Bays must be marked on the Plans submitted to Planning Services as part of the Development Application.
- Elevations of the proposed development, showing the appearance of the building, and height from natural ground level.
- Landscaping plan, including layout, plant type and species and arrangements for future maintenance.
- Details of external finishes and colour schemes (The Shire of Esperance encourages the use of the Colours of Esperance).

All development applications require a building license to be submitted after the issuance of a valid Planning Approval.

Applications for new development not consisting of retaining walls, or for a change in use application, must also supply a Stormwater Management Plan showing on-site stormwater retention measures and calculations demonstrating the ability to retain all stormwater on site, and a Landscaping Management Plan showing all landscaping and reticulation measures.

Policy Implementation

1. This policy shall operate in addition to the requirements of Local Planning Scheme 23.
2. Applications that are recommended for refusal shall be put to Council for determination.

Definitions

Development has the same meaning as in the Planning and Development Act 2005.

Major Roads means the South Coast and Coolgardie-Esperance Highway, and Norseman, Harbour and Shelden Roads.

APPENDIX I

COLOURS AND RECOMMENDED VEGETATION

The Shire of Esperance encourages the use of colours found in the colour palette below.

Colour Palette



* Please note, colours may change with printing, refer to the colours of Esperance brochure for accuracy

The Shire of Esperance strongly encourages the use of plant species endemic to the Shire of Esperance in landscaping, including the species listed below:

Botanical name	Common name	Characteristic
• <i>Alyogyne huegelii</i>	• Lilac Hibiscus	• Large flowered shrub
• <i>Calothamnus quadrifidus</i>	• One-sided Bottlebrush	• Large flowered shrub
• <i>Dodonaea viscosa</i>	• Sticky Hopbush	• Large flowered shrub
• <i>Indigofera australis</i>	• Australian Indigo	• Large flowered shrub
• <i>Lambertia inermis</i>	• Chittick	• Large flowered shrub
• <i>Kunzea baxteri</i>		• Large flowered shrub
• <i>Hakea laurina</i>	• Pincushion hakea	• Large flowered shrub
• <i>Melaleuca sp (undulate)</i>		
• <i>Acacia cyclops</i>	• Coastal Wattle	• Shrub or Small Tree
• <i>Acacia saligna</i>	• Orange Wattle	• Small Tree
• <i>Acacia nigricans</i>		• Small Shrub
• <i>Acacia rostellifera</i>	• Summer-scented Wattle	• Small Tree
• <i>Acacia triptycha</i>		• Bushy Shrub

Please note that the Shire of Esperance Environment Officer can be contacted for further advice.