

5. INDUSTRY

5.1 EXPLANATION

“Industry” embraces the physical acts of fabricating, repairing or servicing a product adding value in the process.

5.2 KEY ISSUES

The key issues dictating the planning strategy relating to the Shire’s industry include:

- a shallow but broad industrial base which includes agricultural, fishing, manufacturing, service, tourism and cottage industries;
- a lack of large, adequately serviced and suitably located land available for new industrial areas or the expansion of existing ones;
- a need to address the impacts of development on amenity and the environment including building design, road design and layout, signage, working conditions and visual and spatial separation;
- a need to curb industry along the Shire’s arterial roads, particularly in rural areas, which tends to fragment productive agricultural land, to be isolated from the populations which it serves and to detract from the Shire’s generally attractive rural character;
- the fundamental changes occurring in the areas of employment growth, work practices and demographic and social characteristics which indicate a need to encourage finer integration and mix of land uses and to provide greater opportunities for the establishment of new small businesses; and
- the need to address effects of State controlled road and rail network, including visual impacts and the impacts of traffic noise, dust and vehicle emissions.

5.3 INDUSTRY STRATEGY

The following elements comprise the strategy for planning the Shire’s identified industry areas and its industry generally.

5.3.1 The Strategic Plan Map identifies areas suited to new industrial areas or the consolidation of existing ones. Provision is made for a new area at Chevallum and the expansion of the existing estates at Coolum, Pacific Paradise, Fishermans Road, Maroochydore and Nambour.

5.3.2 The Strategic Plan Map identifies areas for future investigation for industrial purposes. These areas of investigation relate to predicted industrial growth and the future role the Shire will play to provide for industry in the region. The locations provide an indication of the amount of industrial land that will be required in the Shire for the life of this Planning Scheme and are based on Council’s Business and Industry Location Study (Stage 1, October 1998). The results of the study will assist Council in fulfilling its obligations to the Regional Growth Framework of SEQ2001 to identify and protect future strategically important industrial areas.

5.3.3 Some industrial activity close to the Maroochydore Principal Activity Centre is encouraged to adopt a commercial character and function to support that centre.

5.3.4 It is intended to minimise the incidence of development for non-industrial uses in identified industrial areas to ensure the efficient use of limited resources.

5.3.5 Additional industrial use along the Shire’s rural arterial roads is to be discouraged.

5.3.6 It is intended to allow some industry to establish within the urban fabric and within retail and commerce areas where it can be shown to be both non-intrusive and supportive of the surrounding land uses and the community.

5.3.7 Development in all industrial areas and of all industry is to be cognisant of its aesthetic, environmental and amenity impacts and is to meet best environmental management practice.

5.3.8 Encourage the development of industrial uses which will complement and consolidate future activity nodes generally and in particular the Sunshine Coast Airport locality.

5.3.9 Appropriate Planning Area and Precinct provisions and Planning Scheme codes have been formulated to reflect the above elements of Council’s Industry Strategy.

5.4 PREFERRED DOMINANT LAND USE

5.4.1 Industry

Major industrial areas have been indicated on the Strategic Plan Map. These cover existing and new centres.

Ancillary activities which are complementary and compatible with industry and provide direct services to industrial firms and their employees will be encouraged to co-locate within identified industrial areas.

5.4.2 Areas Under Investigation for Industry

An area for future investigation for industrial purposes has been identified by the Strategic Plan Map. This location is based on Stage 1 of the Business and Industry Location Study (October 1998) and provides an indication of the amount of industrial land that will be required in the shire for the life of this Planning Scheme.

5.5 Objectives and Implementation Measures

5.5.1 To Identify Areas of Land for Possible Future Investigation for Industrial Purposes

In accordance with the South East Queensland Regional Growth Framework, areas considered important for the future location of industry for the region or for the Shire should be identified and protected in order to ensure their most appropriate future use.

Implementation

- (1) Identify areas potentially suitable for future industrial use and consider these locations for further investigation.
- (2) Further investigation to determine the suitability of these sites will have to address issues such as:
 - flooding;
 - transport, including traffic generation and access;
 - impact on surrounding land-uses and the environment;
 - impact on existing infrastructure and whether an increase in service provision is required;
 - good quality agricultural land and the requirements of State Planning Policy 1/92.
- (3) Prior to these studies being finalised, the existing designation on the Strategic Plan Map and Planning Area and Precincts shall determine the appropriate land-uses.

5.5.2 To Provide Appropriately Located Centres of Employment for a Range of Industry Necessary to Meet the Future Needs of a Broad Based Economy and to Consolidate Industrial Activity into these Areas

This objective instills confidence in the Council's commitment to industrial development and to the specified areas in particular. It embodies the Council's intentions which are aimed at best utilising a limited resource.

Consolidation minimises the spread of industrial development into urban and rural areas and consequently preserves amenity and character and maintains as much good quality agricultural and other rural land as possible. It also provides for a network of interdependent industrial activities in preferred areas.

The allocation of industrial land at any point in time is proposed to be adequate to meet the needs of the Shire and consequently there should be limited reason for claiming that development outside nominated areas is justified due to the unavailability of suitable land elsewhere.

Implementation

- (1) Applications for industry other than those compatible with commercial activities are not likely to be supported elsewhere than in nominated industry areas and in accordance with the applicable Planning Area, Precinct and code provisions (included in Volumes 2 and 3 of the Planning Scheme).
- (2) Nominated industry areas are intended to accommodate only those industries which are best isolated from urban areas because of their scale, their generation of noise, dust, smell or traffic or their appearance. Applications for industry which can be readily accommodated in commercial areas or elsewhere are likely to not be supported in nominated industry areas.
- (3) Applications for industry in nominated Industry areas will be favourably considered where:
 - access is available to a suitable standard of road which does not direct traffic onto normal urban streets;
 - the land is suitably distant or buffered from other existing or future residential or other incompatible uses;
 - the land is so sited or intended to be treated that it will not visually scar views of the Shire which are important to its character or tourist image;
 - the land is reasonably accessible to necessary services, workforces and supply routes; and
 - expansion of an existing industrial area can be achieved through the orderly and progressive extension of existing infrastructure.
- (4) Council will monitor and continue to investigate opportunities for expanding and consolidating the industrial base for the Shire. As part of these continued investigations it is intended that the Planning Scheme could be modified to enable changes to the nominated industrial areas in accordance with future identified requirements.
- (5) The allocation of industrial land at any point in time is proposed to be adequate to meet the needs of the Shire and consequently there should be little reason for claiming that development outside a designated industrial area or investigation area is justified because of the unavailability of suitable land elsewhere.

5.5.3 To Cater for Some Appropriate Industrial Activities Within the Urban Fabric

This objective:

- establishes the mechanism by which nominated areas are able to be used solely for bona fide industrial purposes;
- allows low impact industries to locate within the urban fabric where they are closer to customers, transport and urban services;
- recognises the difficulties in categorising activities which mix commercial and industrial uses (such as furniture manufacturers and repairers); and
- recognises that specific proposals may be able to overcome traditional industry compatibility problems through building design and process control.

Such uses are facilitated so that communities can have reasonable access to frequently used services and so that the limited amount of land allocated for Industry can be efficiently utilised without being displaced by activities which do not demand such a location.

Implementation

- (1) Various Precincts facilitate the establishment of some industries by references in Planning Area and Precinct intents and desired character statements and the allocation of assessment categories.
- (2) Some industrial and commercial definitions recognise that the manner in which an industrial use is conducted, as distinct from the mere fact that it is an industry, may determine its compatibility with uses in a particular Precinct.
- (3) Council may support an application for an industrial use outside an industrial area depicted on the Strategic Plan Map and Precinct Map where it is satisfied that the performance characteristics of the proposal make the use compatible with its surroundings, having regard to:
 - its potential generation of noise, dust and smell; and
 - the layout of the site and the design and construction of the building in which it is to be accommodated;
 - the likely impact of the use on the amenity of its surroundings;
 - the aesthetics of the proposal relative to the expectations of development in the locality;
 - particularly with regard to a commercial area, whether the use would fragment a cohesive Precinct and the manner in which it satisfies the

criteria applicable to development in commercial areas in Section 4.0 of the Strategic Plan; and

- where appropriate, the ability of the use to be compatible with the role of the centre in which it is to be located and to be compatible with the other uses, layout and efficiency of the centre.

5.5.4 To Protect Industrial Areas from the Unwarranted Intrusion of Non-Industrial or Less Intensive Industrial Development

It is recognised that purpose designed industrial areas experience lower than typical urban standards of amenity. Legitimate industry should be able to operate in that environment without being compromised by complaints from neighbouring non-industrial activities or lower intensity industries that the Precinct allows for. Council's commitment to this objective promotes confidence in industrial operators that incompatible activities are unlikely to be permitted to establish next door.

Implementation

- (1) The Planning Area intents and statements of desired Precinct character (in Volume 3), the required levels of assessment and the definitions broadly ensure that only like or compatible industries establish in particular areas.
- (2) Council will not generally support applications for development in industrial areas which are incompatible with the other activities intended in that Precinct.
- (3) If it can be established that a use should be established in a Precinct in which it may be incompatible with the uses typically allowed for in that Precinct, the Council will require that use to make on-site provision for minimising the impact on adjoining industrial uses.
- (4) Attention will be paid to all development in industrial Precincts to ensure that incompatibility does not occur or is minimised.
- (5) The development of sites either side of the interface between nominated industrial areas and other land uses may be subjected to conditions relating to matters such as buffering and the setback of certain activities, particularly where this interface is with residential or community uses.

5.5.5. To Ensure that Industrial Areas have no Unacceptable Impacts on the Integrity of Ecosystems

Efficient uncontaminated ecosystems are essential to the community's health, living standards and pride in its environment and are important to the Shire's tourist

image. There are also substantial costs involved in carrying out remedial action if required. Management of land use location and site activity, at the development stage and thereafter, is essential to the maintenance of environmental integrity.

Implementation

- (1) Council may require the submission of an environmental impact statement.
- (2) For all applications, details of the intended processes used to dispose of stormwater run-off, general waste and industrial wastes are to be requested. For proposals utilising processes which may cause the emission of any dust, smoke, smell or hazardous waste, the application is to describe the processes and the means by which impacts are to be managed. The Council may not support an application, require modifications or specify requirements aimed at managing impacts, including long-term monitoring and assessment programs.
- (3) Council may support an application for an industry having high environmental impact potential where the site is in an environmentally stable area and where a positive assessment has been made of the proposed pollution control and waste management practices, or where an industrial site is suitable and compatible with other land uses and where energy and resource efficient technology and alternative best practice technology is intended to be implemented to manage impacts.
- (4) Council is unlikely to support any applications for the extension or establishment of an industrial area in a potentially environmentally sensitive location unless proposals can demonstrate that they will have no unacceptable impact on that environment.

5.5.6 To Ensure that Due Regard is Given to the Visual and Amenity Impacts of Industrial Developments

Considerable emphasis is given to the creation or maintenance of a high standard of urban design for commercial, residential and other forms of development, given the quality of life of residents and the importance of image in a predominantly tourist based economy. It is considered that giving due regard to achieving a high standard of design is in the best interests of the Shire because of:

- the location of industry within the urban fabric;
- the location of many industrial areas on higher order roads and close to tourist areas; and
- Council's commitment to attracting further industry to the Shire.

Implementation

- (1) In assessing relevant applications for material change of use, the Council will have regard to:
 - accessibility to major arterial roads, ensuring that industrial traffic does not pass through other urban and particularly residential areas;
 - the proximity to residential and commercial areas, ensuring that any noise, dust, smell, traffic, light and so on likely to be generated will not detrimentally affect amenity;
 - the provision of buffering on the perimeters of land parcels forming edges of nominated industrial areas; dedication may occur either by way of land transfers for open space purposes or allocations of private land which is not to be used for industrial activities; Public open space may be required to cover any land allocated for such purposes;
 - the visibility of the land parcel from major roads, public areas and significant residential areas;
 - the retention of existing vegetation, native tree planting and landscaping surrounding each industry; and
 - the allocation of Precincts providing for a progressive gradation of industrial intensity from the edge to the centre of the nominated area and providing for relatively low intensity activities in highly visible areas or areas frequented by the public.
- (2) In assessing development applications, the Council will have regard to:
 - the allocation of activities on land towards the edge of nominated areas, adjoining major roads and in otherwise highly visible locations such that visually intrusive activities are, or are able to be, obscured;
 - the allocation of landscaping and screening devices and significant existing vegetation is to be retained;
 - the impact of signage; in most circumstances, no more than one sign per premises is likely to be supported;
 - the proposed signage, such that the premises will exhibit a relatively low-key character to arterial roads; and
 - the placement of lights, security measures, alarms and waste storage.
- (3) In assessing relevant lot reconfiguration applications, the Council will have regard to lots on land at the edge of nominated areas, adjoining major roads or otherwise in highly visible locations, ensuring that they are sufficiently large to accommodate the extent

of landscaping required to satisfy this objective;

- (4) The criteria for industrial development shall become more performance based to allow greater flexibility in the assessment of development while still ensuring that amenity issues are addressed. This is reflected in Council's relevant Planning Scheme codes.

5.5.7 To Enhance Working Conditions in Industrial Areas

It is recognised that suitable site conditions allow for improved working conditions and therefore improve the health and efficiency of workforces.

Implementation

- (1) In assessing industrial site plans, regard will be had for the facilities provided for workforces. Council may require that space be set aside in a location reasonably distant from the major industrial activities on the site.
- (2) In assessing relevant lot reconfiguration applications, Council may seek the provision of suitably sited and specified public parkland for the use of workforces. Conditions of workforces will be considered in assessing applications with respect to matters such as the allocation of parking and the impact of site activities on the working conditions on neighbouring properties.
- (3) Development of new premises along the State controlled road network, and in particular, on sites abutting the Bruce Highway and the Sunshine Motorway, is to recognise the potential impacts and provide means for attenuation of traffic noise, emissions and dust, and use building and site design and landscaping to improve visual amenity and minimise those impacts.

5.5.8 To Encourage the Design of Buildings and Landscapes which relate to their Physical Context and are User Friendly

Building design can produce a more livable building if the design has regard to local climate, effective use of passive (low energy) design principles, the appropriate use of native landscapes and the physical relationship to adjoining buildings or potential buildings. The visual character of the building is important if it is to be reflective of the Sunshine Coast and respect the immediate amenity in which it is to be located. The building design must not lose sight of its purpose and its accessibility to its users.

Implementation

- (1) Development is designed to be in accordance with Council's Planning Scheme codes to ensure that:
 - Site layouts, including building and landscape designs address local climate, and topography including such issues as the use of space, effective use of passive (low energy) design principles and site excavation;
 - Landscape works appropriately incorporate the use of endemic and non-native species, and shade planting; and
 - Pedestrian, disabled and vehicular access, vehicle parking and service areas are adequate, functional and do not unduly compromise other aspects of the development.
- (2) Council in assessing applications will have regard to the visual character of a development to ensure that the character of the particular Planning Area, the immediate amenity and the historical and cultural character of the area in which it is located, has been considered. The visual character of a development will also integrate any associated infrastructure which must be designed as part of the total visual presentation