

Mount Alexander Shire

Industrial Strategy 2026

Working together for a
healthy, connected shire



Mount Alexander Shire Industrial Strategy

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Glossary

ABS	Australian Bureau of Statistics
ERP	Estimated Residential Population
ILS	Industrial Land Strategy
IN1Z	Industrial 1 Zone
IN3Z	Industrial 3 Zone
C2Z	Commercial 2 Zone

Acknowledgement of Country

Mount Alexander Shire Council acknowledges that the traditional custodians of this land, the Dja Dja Wurrung and Taungurung peoples, proudly survive. We acknowledge their continued practice of custom and their close cultural, spiritual, physical, social, historical and economic relationship with the land and waters that make up their Country, which includes Mount Alexander Shire.

Council recognises the Victorian Government's Recognition and Settlement Agreements with both the Dja Dja Wurrung Clans Aboriginal Corporation and the Taungurung Land and Waters Council



Mayor's message



Councillor Toby Heydon – Mayor
Mount Alexander Shire Council

I'm pleased to present the Industrial Strategy, an outline of Council's vision for industrial use and development over the next 20 years.

Industrial lands across Mount Alexander Shire are essential to our manufacturing, fabrication, food and service economy, and local and regional employment.

Our industrial areas have continued to grow and diversify, and now include major food manufacturing, specialist automotive, transport, construction supply, artisan, and wholesaling enterprises. These industries generate an estimated \$1.5 billion in economic output annually for the shire, while supporting over 1500 manufacturing jobs alone.

The Industrial Strategy sets out actions and initiatives to guide the evolution of our industrial lands and sector, with the aim of supporting the economic wellbeing, creativity and sustainability of our community as we collectively respond to the challenges of the 21st century.

The Strategy includes four key objectives:

1. Support, improve and protect industrial areas
2. Identify industrial expansion land
3. Embrace the new sustainable mixed-use economy
4. Address planning anomalies

As well as supporting our industrial sector, the strategy is part of our commitment to a wellbeing economy.

We want local businesses to have access to everything they need to flourish in our shire, including enough room for them to operate and grow.

The strategy will support a wellbeing economy by:

- boosting the sustainability of industrial built form and precincts
- boosting worker amenity in new industrial precincts
- creating options for aged industry to upgrade to new more sustainable facilities
- creating new land options to support circular economy and new energy infrastructure and activity
- addressing amenity issues between industrial and non-industrial uses
- supporting the space needs of our shire's creative community
- celebrating and embracing our local industry that provides the community with many jobs.

The strategy will also help us support a more sustainable future that embraces new energy, a circular economy and construction innovation.

Expanding and improving industrial land supply, along with high quality, sustainable, and contemporary industrial development will help retain and attract industry, foster creative and emerging sectors, and enhance community amenity and perceptions.

The Industrial Strategy was developed in consultation with our community, local businesses and government agencies. They provided valuable insight into how the use of these lands will affect our local businesses, economy and environment.

Thank you to everyone who contributed to this strategy over three rounds of consultation. We're confident the final document reflects the collective wants and needs for our industrial sector now and into the future.

I'm delighted to introduce the Industrial Strategy, a document that's integral to the future of our industrial sector, and one that will us plan for the sustainable growth of industries in our shire.

Introduction



01

1.0 Purpose

Mount Alexander Shire's industrial lands are essential to the manufacturing, fabrication, food and service economy, local and regional employment and the Shire's capacity to support a more sustainable future that embraces new energy, a circular economy and construction innovation.

This strategy sets out actions and initiatives to guide the evolution of Mount Alexander Shire's ("the Shire's") industrial lands and sector with the aim of supporting the economic wellbeing, creativity and sustainability of the Shire's community as Mount Alexander Shire Council ("Council") responds to the challenges of the 21st century.

The future entails challenges and opportunities. Climate change, new energy, the digital economy, the growth of services, population growth and supply chain uncertainty, present an array of transformative challenges and opportunities.

This strategy details economic development and land use planning settings to help industry and the broader community prepare for and ultimately benefit from ongoing change.



1.1 The Mount Alexander Shire Industrial Strategy 2026

The Mount Alexander Shire Industrial Strategy 2026 integrates land use planning, urban design and economic development initiatives to support the ongoing evolution of the Shire's industrial precincts as they respond to an array of economic, environmental and social change and opportunity.

Mount Alexander Shire Industrial Precincts

The Shire's European economy was founded in the gold-mining era, with Maldon and Castlemaine growing as major town settlements in this era. As the Shire's community grew, industrial activity in the form of the Woollen Mill, breweries and foundries established on the edge of Castlemaine township. Since then, the Shire's industrial areas have continued to grow and diversify and now include major food manufacturing, specialist automotive, transport, construction supply, artisan and wholesaling enterprises. In 2021, these industries generated an estimated \$1.5 billion in economic output for the Shire while supporting over 1500 manufacturing jobs alone.

This strategy is focused on the sustainable development of the Shire's industrial precincts which comprise 131 hectares of industrial and commercial land. The Shire incorporates three distinct industrial precincts within the township of Castlemaine as well as solitary industrial areas at Maldon and Harcourt. These locations together support the Shire's industrial base while being a leading source of employment, a staging ground for innovation and creation, and critical locations for delivering the mechanical, engineering, trades and construction services, skills and inputs required by the Shire's community.

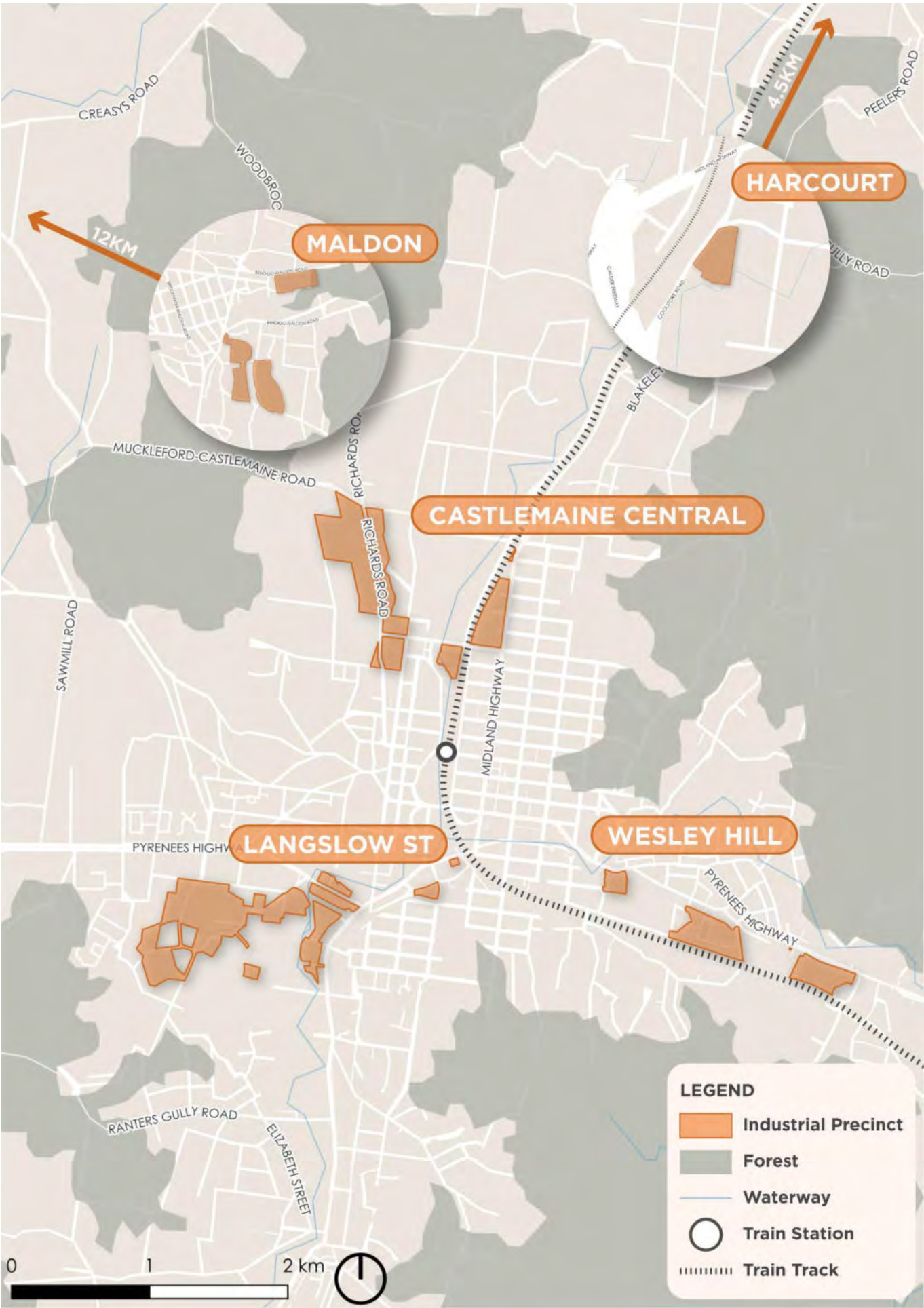
Mount Alexander Shire's long-standing industrial areas in central Castlemaine and McKenzie Hill emerged from historic foundry, manufacturing and mining industries. Over time, these industrial areas have grown and diversified to include both traditional industrial industries and new consumer, leisure and service focused industries.

The role, function and outlook of Mount Alexander Shire's industrial areas differ by precinct. Central Castlemaine supports large format manufacturing industries while industrial uses along and around Langslow Street incorporate an array of nationally focused precision fabricators, construction suppliers and smaller niche consumer focused enterprises. Wesley Hill incorporates new industrial facilities that reflect the high quality, welcoming and sustainable design evident in contemporary industrial areas.

Table 1: Industrial Precincts

Precinct	Description
Castlemaine Central	<p>The Shire's Castlemaine Central precinct comprises three large format industrial areas to the north of Castlemaine's CBD. The area includes two of the Shire's largest manufacturers and employers (Don KR and FlowServe) as well as the Mill which has emerged as a major visitor destination that supports an array of hospitality and local artisan enterprises.</p> <p>There are a variety of dwellings in direct proximity to the Precinct's industrial facilities that support key worker accommodation. The precinct is also home to significant industrial heritage.</p>
Langslow Street	<p>The Langslow Street industrial area encompasses industrial uses in McKenzie Hill. The precinct is home to a number of long standing large format industrial operations including foundries, logistics, earth moving and construction enterprises that operate from relatively self enclosed locations. Established uses increasingly coincide with artisan, consumer and leisure focused uses.</p> <p>The precinct is comprised of many irregular shaped lots and an irregular street network in which industrial uses are interspersed with dense bushland. Industrial uses and bushland both abut and buffer the Castlemaine water reclamation plant and the Castlemaine waste facility. The precinct is in close proximity to locations experiencing residential growth.</p>
Wesley Hill	<p>The Wesley Hill industrial area comprises three industrial areas along the Pyrenees Highway. The Wesley Hill Business Park at Hitchcock Street represents the most recent industrial subdivision in the Shire and the largest industrial area in the Wesley Hill precinct.</p> <p>Enterprises in industrial zoned land along the Pyrenees Highway operate from large relatively isolated industrial lots. Much of the industrial land throughout the precinct is in direct proximity to residential land.</p>
Maldon	<p>Maldon's industrial areas and zoned land predominately support non-industrial uses. The Beehive Mine Ruins and Chimney embody historically significant gold mining relics and artefacts of the Shire's Gold Mining Era. The Beehive area is a visitor and recreation destination.</p> <p>Industrial land to the south of the Beehive area incorporates a small number of low density industrial and non-industrial uses including storage uses, community uses, retail operations and residential housing.</p>
Harcourt	<p>Harcourt incorporates industrial land to the south of Harcourt Valley Primary School that currently supports a timber yard and cool storage space. The Harcourt Industrial Precinct was impacted by the January 2026 bushfires. The Victorian and Federal governments are providing \$500,000 to rebuild the Harcourt Cooperative Cool Store which stored wine, beer, cider, seed potatoes, apples and produce for more than 90 small businesses.</p>

Figure 1: Mount Alexander Shire Industrial Precincts



1.2 Why are industrial areas important?

1 Industrial land is essential to a thriving community

Mount Alexander Shire enjoys incomparable lifestyle advantages and scenic beauty which every year attracts new residents to the community. For many residents, lifestyle, connection and landscape define the Shire's identity.

In this context, the scale, role and importance of industrial areas is not well known or frequently acknowledged, however, the enterprise and uses supported by Mount Alexander Shire's industrial land is of vital importance.

Mount Alexander Shire's industrial areas are important to the community:

- **Employment:** Manufacturing is the Shire's largest industry sector by employment (1,500 jobs) and economic output (\$933 million per annum). Additionally, the manufacturing sector purchases a range of inputs and services from within the Shire creating a wide range of related economic benefits and multiplier impacts.
- **Urban Services:** the Shire's population is supported by an array of essential services that operate from industrial areas including trades, construction, automotive, wholesaling, design, recreation, leisure, and engineering services. Industrial land delivers a range of essential and non-essential services to the Shire's community.
- **Innovation:** artisans, fabricators and boutique food and clothing industries rely on industrial settings which provide space and freedom to craft and create. Affordable floor space in industrial areas is a core part of the Shire's creative economy.

2 A sustainable, innovative future requires industrial land

Industrial areas are changing. New industrial facilities include landscaping, organised access and waste areas, attractive facades, administrative space, and water sensitive and solar energy systems.

The drive toward a low emissions sustainable future is set to transform the Shire's community. The industrial sector has a major role in this. Contemporary industrial facilities increasingly address the environmental impact of their activities by incorporating solar energy systems, water retention and energy efficient equipment and by also focusing on the sustainability of inputs and materials. The creation of self-sufficient industrial areas in which energy is harvested from roof top solar systems which is then stored and used on site is increasingly possible. In food production locations there are now examples of circular economy systems in which water, waste and energy form fully integrated production systems.

According to a survey of the Shire's industrial enterprise, many industrial businesses are embracing a more sustainable approach to their activities. Many of the Shire's industrial enterprises report that they have introduced solar energy systems, energy and water saving equipment, and are focused on waste reduction and sustainably sourced inputs.

As part of the development of this industrial strategy Council has also developed Industrial Design Guidelines that will boost the attractiveness and sustainability of new industrial built form.

Industrial Design Guidelines require sustainable industrial development and built form, providing the community with new sustainable industrial accommodation options.

A new sustainable economy requires industrial land as a staging ground for circular economy activities, creative industry and sustainable food systems. Council aims to bring to life opportunities for new work, new industries, waste and resource recovery, social enterprise, and supporting flourishing First Nations enterprises. Through this the Shire will reduce their environmental footprint, making great strides toward Zero Net Emissions, and create new enterprises and value-chains along the way.

3 There is a need to improve land use interactions

The development of new houses in locations near industrial areas has resulted in residents raising concerns about the impact of industrial uses on the amenity of residents and corresponding concerns from industry in relation to the security and certainty of their operations.

As residential base expands Council needs to manage the interaction between residential and industrial uses to ensure that residential growth does not adversely impact on the operations of existing enterprises and vice versa.

4 Increasing presence of industrial uses in non-industrial areas

This strategy identifies a number of policy and amenity interventions to help manage the long term interaction of industrial and non-industrial uses.

Locations on the fringe of Mount Alexander Shire's urban areas include industrial type activities. A long standing lack of industrial land has likely compelled local trades and transport operators to undertake industrial type uses in non-industrial areas near our population centres.



5 A growing community requires new industrial land

There is a lack of industrial land in the Shire. At present, Castlemaine township incorporates 10 hectares of vacant industrial land comprising 12 vacant lots.

Mount Alexander Shire's lack of industrial land is adversely impacting on the enterprise sector and the capacity of enterprise to service the trade, construction, automotive and fabrication needs of the growing community. The Shire is viewed as a good location to conduct enterprise. However, the lack of industrial land is adversely impacting on the ability to retain existing business, who may want to grow, and attract new business.

New industrial land will enable the development of industrial areas that support the wellbeing of workers. Likewise, industrial land is needed to support circular economy activities and industries related to primary production.

Creative and artisan community requires small and medium sized industrial spaces to freely create at any hour. Some of the Shire's most successful cultural attractions such as the Mill and Wesley Hill are within industrial settings that provide unique opportunities for creators.

New industrial land will also provide opportunity for long standing industries within aged industrial accommodation to locate to more sustainable and contemporary facilities.

Industrial land is also critical to ensuring orderly and planned urban environments. Council know that industrial uses are increasingly evident in farming and residential areas owing to the lack of space in areas designated for industrial uses.

To address the shortage of industrial land the Strategy asks local residents and business to identify potential industrial expansion investigation areas. These are areas in which accessibility, topography, and land conditions may enable industrial uses to be introduced with minimal adverse impacts. All suggested locations will be evaluated according to set criteria related to:

- *Current use*
- *Environmental conditions*
- *Amenity impacts*
- *Access Transport accessibility*
- *Topography*

Delivering on Community Objectives

Supporting the Community Vision

The Strategy forms part of the delivery of Council's Community Vision by, in particular, enabling land use settings that will help to actively address the service and employment needs of the Shire's community:

"We are a welcoming community where everybody has access to services and supports, and opportunities for housing, education, employment and creative and social pursuits."

~ Council Plan 2025-2029

The strategy also articulates industry and urban design initiatives that will help enhance the amenity and attractiveness of industrial locations while preserving valued industrial heritage in keeping with the community's broader aspirations for place making and heritage:

"We're known as a vibrant place which draws upon its creative spirit and shared heritage."

"We're building a place where everyone can enjoy the beauty, history and friendliness of the Shire."

~ Council Plan 2025-2029

Supporting the Wellbeing Economy

Internationally, nationally, within Victoria, and within the Loddon Campaspe region, there is a movement toward bringing the concepts of economy and human and environmental wellbeing together through an approach called 'wellbeing economy'. A wellbeing economy is an economy designed to serve people and the planet, not the other way around.

Rather than treating economic growth as an end in and of itself and pursuing it at all costs, a Wellbeing Economy puts human and planetary needs at the centre of its activities, ensuring that these needs are all equally met, by default. With a strong base in manufacturing, innovation, building and infrastructure, as well as knowledge economy and research professionals, Mount Alexander Shire is well positioned to facilitate an economy that promotes wellbeing.

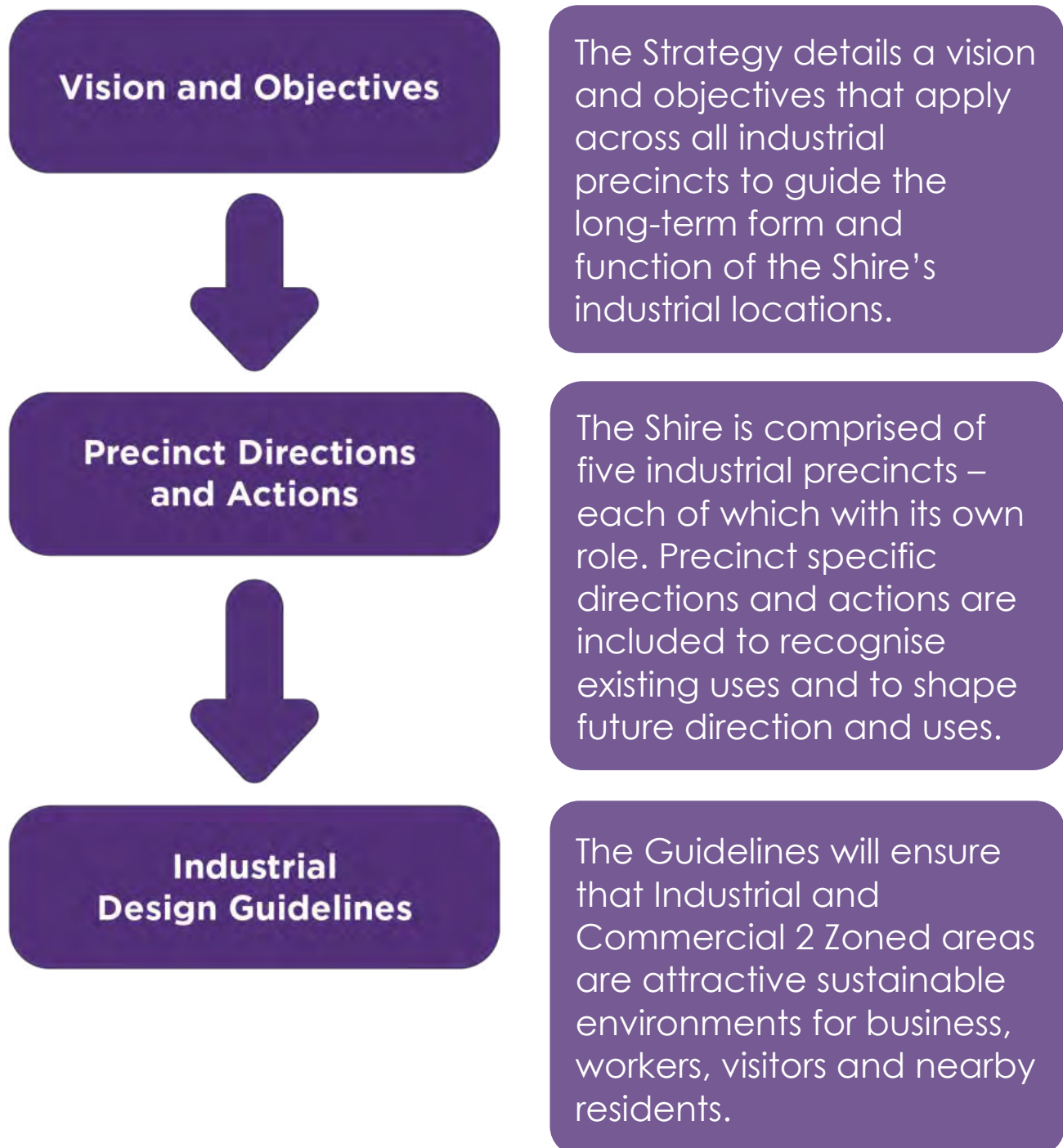


The strategy supports the wellbeing economy by:

- *boosting the sustainability of industrial built form and precincts.*
- *boosting worker amenity in new industrial precincts.*
- *creating options for aged industry to upgrade to new more sustainable facilities.*
- *creating new land options to support circular economy and new energy infrastructure and activity.*
- *addressing amenity issues between industrial and non-industrial uses.*
- *supporting the space needs of the Shire's creative community.*
- *helping to celebrate and embrace the Shire's local industry that provides the community with many jobs.*

How to use the Strategy

The Mount Alexander Shire Industrial Strategy 2026 provides guidance for business, government and residents on the preferred long-term trajectory of the Shire's industrial precincts. The component parts of the strategy and companion Industrial Design Guidelines are set out below:



Strategy Stakeholder Impacts

The following table summarises how the strategy influences key stakeholder groups across the Shire. It highlights the specific interests, opportunities, and considerations for each group, demonstrating how the strategy's directions and actions support their needs while contributing to broader economic and planning objectives.

Table 2: Strategy Stakeholders

Stakeholder	
Residents	<p>For residents the Strategy details land use and economic development actions that support the retention of existing industry, explore measures to address amenity and transport issues and provide direction for the long-term role and development of the Shire's industrial precincts.</p> <p>The Strategy also aims to raise community awareness of the benefits of the Shire's industrial sector and the way in which the sector can continue to coincide with the natural and urban elements of the Shire while also helping the Shire to grow and transform.</p>
Workers	<p>For industrial workers the Strategy affirms the role of the Shire's industrial areas as enduring employment locations and the Shire as a location that combines outstanding lifestyle opportunities with economic opportunity.</p>
Business	<p>For the Shire's current and future business community, the Strategy provides investment certainty as to the long-term role of industrial areas and the Shire's commitment to the sustainable development of its industrial sector.</p>
Landholders	<p>For owners of industrial land, the Strategy provides certainty as to the long-term role of land use and the planning direction of industrial land while also identifying opportunities to address zoning anomalies in specific locations.</p>
State Government	<p>For Victoria's State Government the Strategy provides insight into the ongoing role of locally significant industrial land and precincts and their future role and function in the economy of the region and Victoria's north.</p>
Mount Alexander Shire Council	<p>For Mount Alexander Shire Council the Strategy provides the rationale for updating the local planning scheme to bolster economic land uses and industrial amenity while also providing a basis to assess planning applications and strategic initiatives. The Strategy also provides a mechanism to engage with landholders, developers, government agencies and industry sectors and to advocate for infrastructure investment and support from state and federal government and major institutions.</p>

Mount Alexander Shire Industrial Strategy and Industrial Design Guidelines

The Mount Alexander Shire Industrial Design Guidelines (the 'Guidelines') aim to support the Shire's transition towards a sustainable, low-emissions, and innovative economy by providing a framework to guide future industrial development and subdivision.

The Guidelines provide guidance on how industrial areas should look, function, and respond to their local context, ensuring they are attractive, sustainable, and economically viable. By promoting best-practice environmentally sustainable development, the Guidelines aim to ensure the ongoing economic viability and growth opportunities of the Shire's industrial areas, whilst preserving the amenity and liveability of the broader community.

For new industrial subdivisions, the Guidelines provide direction on:

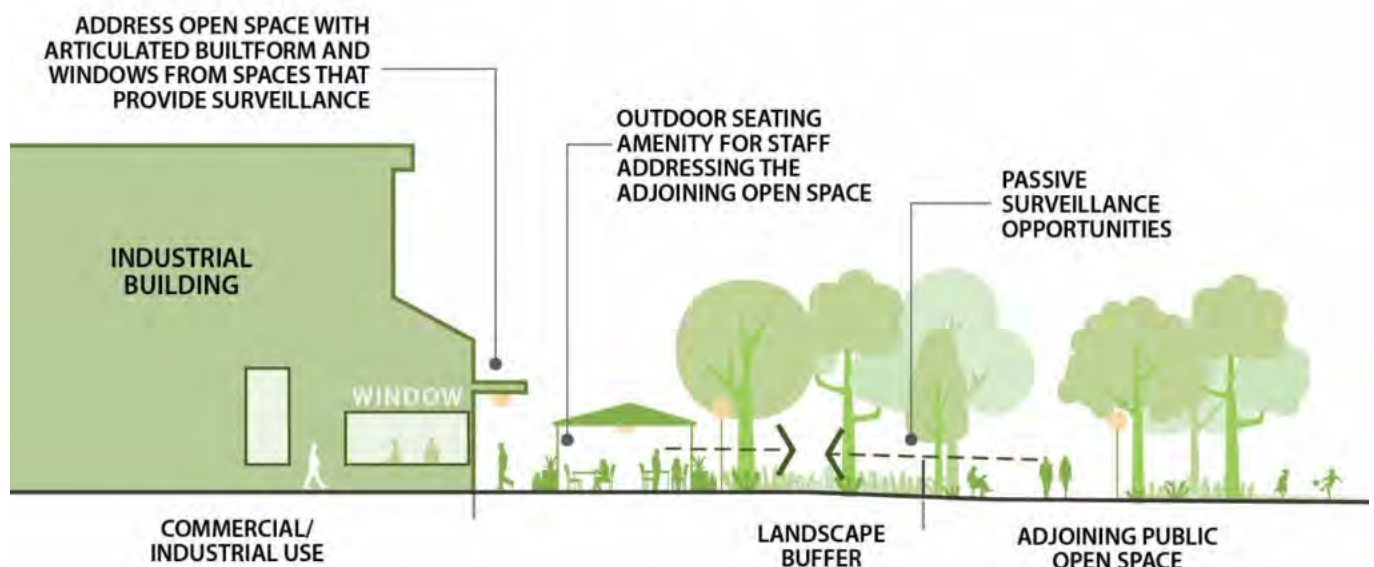
- Site Responsive Design
- Subdivision Layout
- Lot Layout
- Interface Treatments
- Integrated Water Management

Additionally, the guidelines provide direction for building, works and signage relating to:

- Building, Siting and Orientation
- Built Form
- Interface Treatments
- Access and Car Parking
- Landscaping
- Site Amenity

To enhance clarity, the Guidelines include Precinct Specific Guidelines that provide direction for the treatment of various interfaces affecting existing industrial areas.

Figure 2: Industrial Land Urban Design Section



Project Stages

The development of the Mount Alexander Shire Industrial Strategy 2026 comprised a series of project stages that encompassed background research, community, government and industry consultation and in depth strategic economic and built form analysis.

Shaping an Industrial Future Discussion Paper

In 2024, Mount Alexander Shire Council initiated an engagement process to explore the future of the Shire's industrial land and industrial based industries.

The engagement included an industry forum, industry interviews, an online survey and discussion paper.

Through this stage of the project, Council detailed a range of critical employment, economic and land use information while canvassing community and business views on improving industrial areas, innovation, worker housing, zoning anomalies and the need and opportunity to expand industrial land supply.



Industry insights

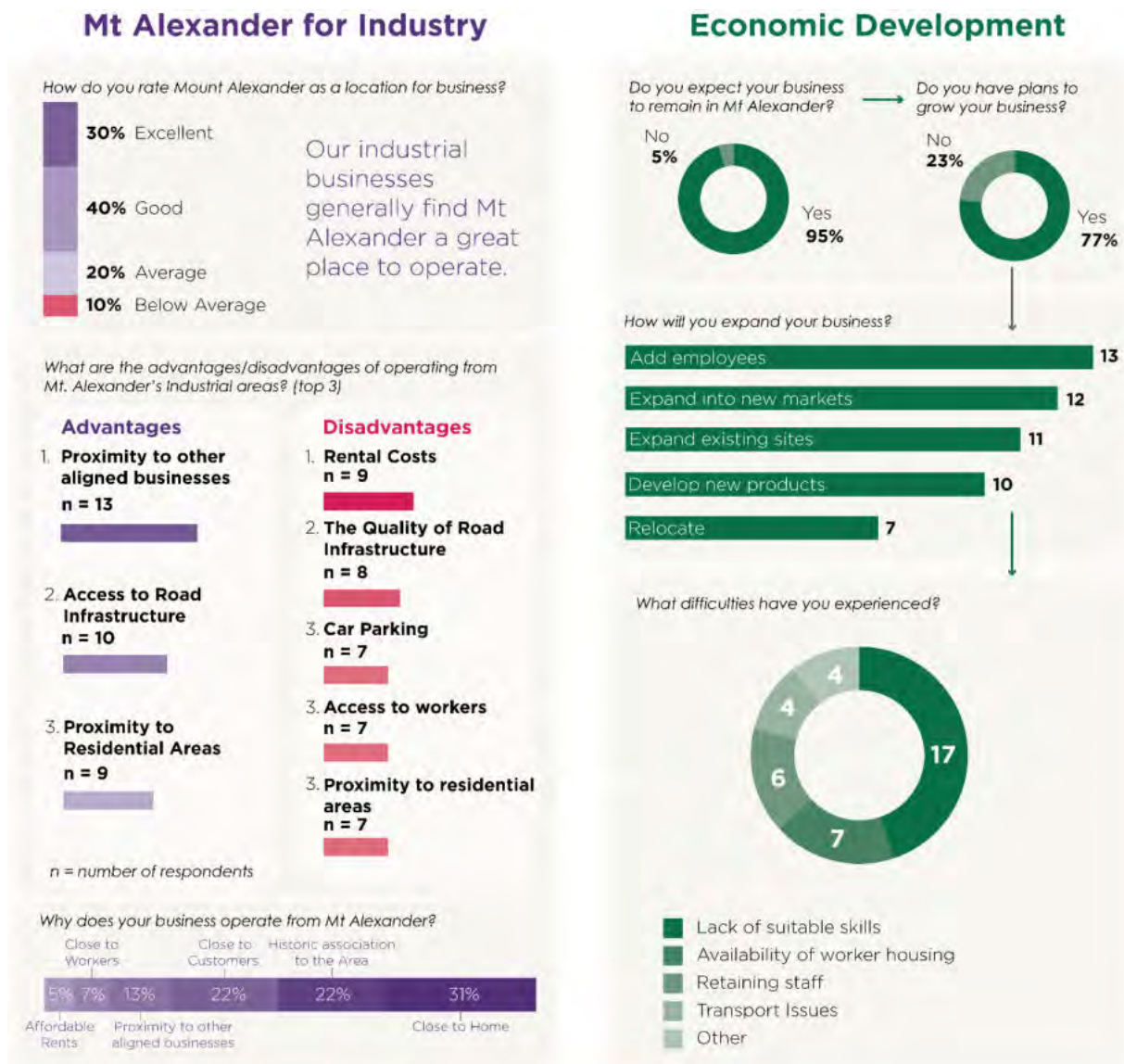


02

2.0 Business Perspectives

Throughout the preparation of the Strategy, Council have surveyed and interviewed our local industrial businesses to explore industry views on our industrial land and the future of industrial uses in the Shire. We also conducted an online industry forum in November 2024.

Figure 3: Business Survey Results Dashboard



Key Issues to Explore

What are the key issues that need to be addressed in the strategy?

1. Availability of Industrial Land

n = 14



2. Expanding the diversity of industrial businesses

n = 13



3. Improving the amenity of Industrial Areas

n = 12



Key Comments

Amenity and navigation

"If gutter access can be improved so that we can improve off-site parking that would be great."

"Signage improvements from Martin Street to connect to the Sewerage treatment plant would help trucks navigate the area. Some of the trucks get lost."

Economic Development

"All businesses are welcome to Castlemaine, the greater the diversity of businesses here, the better it is for our economy. We all get more options."

"Our order of priority is looking to house our key workers. We are bringing workers into the economy and there is the whole economic multiplier effect for Castlemaine."

Finding new space for expansion

"Our business partners want to expand near us but have not been able to find suitable land. They are looking at Bendigo and Maryborough instead."

"We need more storage space in Castlemaine; multiple businesses are looking to store their materials and trade supplies but have been unable to find suitable space."

Available Land and Land Use Conflict

"We have heavily invested into Castlemaine and are planning to stay long term. We want certainty from Council that there will be a buffer from residential uses."

"We have had to relocate to Maryborough as we reached out to the shire and there was no land for us to move to."

"Residential encroachment has impacted our ability to undertake shift work as we arent able to operate into the night. It has a direct economic impact to our business."

Survey Observations

Business Networks

Business to business interaction is a key driver of local activity. However, new businesses have found it difficult to co locate with existing businesses due to the lack of land.



Transport Access

Access to the Calder Freeway is a major advantage for industrial business.

Local road infrastructure requires improvement including road signage, informal parking and attention to flooding issues.



Business Outlook

Over three quarters of businesses want to grow their operations through staff, sites, and new markets. However, businesses are finding it hard to hire and retain staff. Key worker housing is an issue.



Strategic context



03

3.0 Key Influences

The impetus for the Strategy's directions and actions is informed by a range of economic, land use and environmental influences.

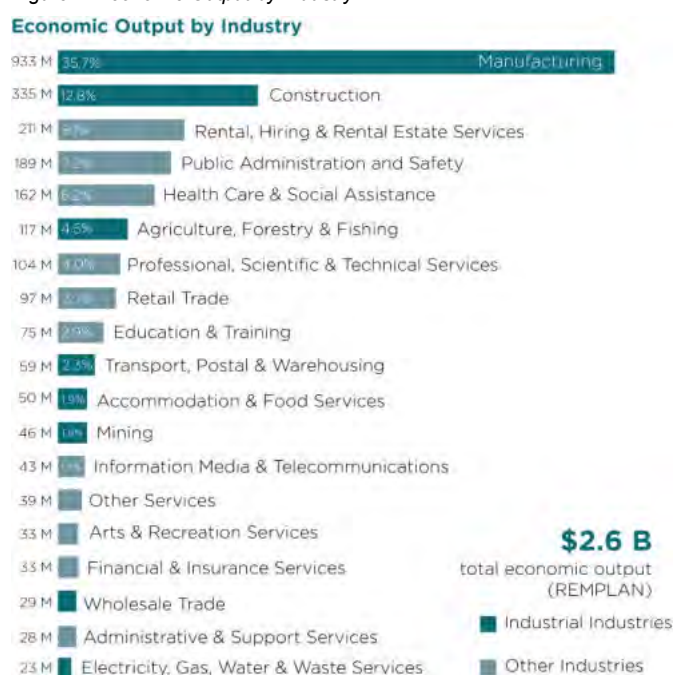
1 A productive and creative community

Industrial development and activities have been central to the Shire's European settlement and the development of a European economy throughout the broader region. Since settlement industrial areas have undergone successive period of change and growth. Today the Shire's industrial areas include major food manufacturing, specialist automotive, transport, construction supply, artisan and wholesaling enterprises. In 2021, these industries generated an estimated \$1.5 billion in economic output for the Shire (REMPAN).

Industries associated with industrial land (manufacturing, transport, postal & warehouse, construction) make up a significant share of the Shire's employment, comprising an estimated 30% of all current jobs.

Manufacturing is the Shire's leading industry sector which encompasses specialised food, hydraulics, fabrication and processing operations. Manufacturing alone, accounts for 36% of the Shire's economic output and in 2021 employed over 1,500 people representing 19% of all local jobs.

Figure 4: Economic Output by Industry



Construction based businesses employ over 700 people generating \$335 million in economic value per annum, representing 12.8% of the Shire's total economic output.

While traditional industrial enterprises continue to underpin the Shire's industrial sector, the role and use of industrial land is, nonetheless, evolving and changing. Burgeoning creative industries are establishing within industrial areas attracted by the freedom, space and flexibility offered by industrial floor space.

The Woollen Mill; prized as a major tourist attraction for the region, now accommodates a mix of skilled artisans, specialist creators as well as unique food, catering, retailing and office uses. Similarly, design, architecture, performance and other creative businesses are integrating into industrial areas in Langslow Street, Mckenzie Hill which includes events space and artist studios.

Strategic Implications

- *Industry and industrial areas are central to the Shire's economic output and employment base*
- *The Shire's industries continue to change and diversify*
- *The relative freedom and space afforded by industrial areas attracts creative industries.*

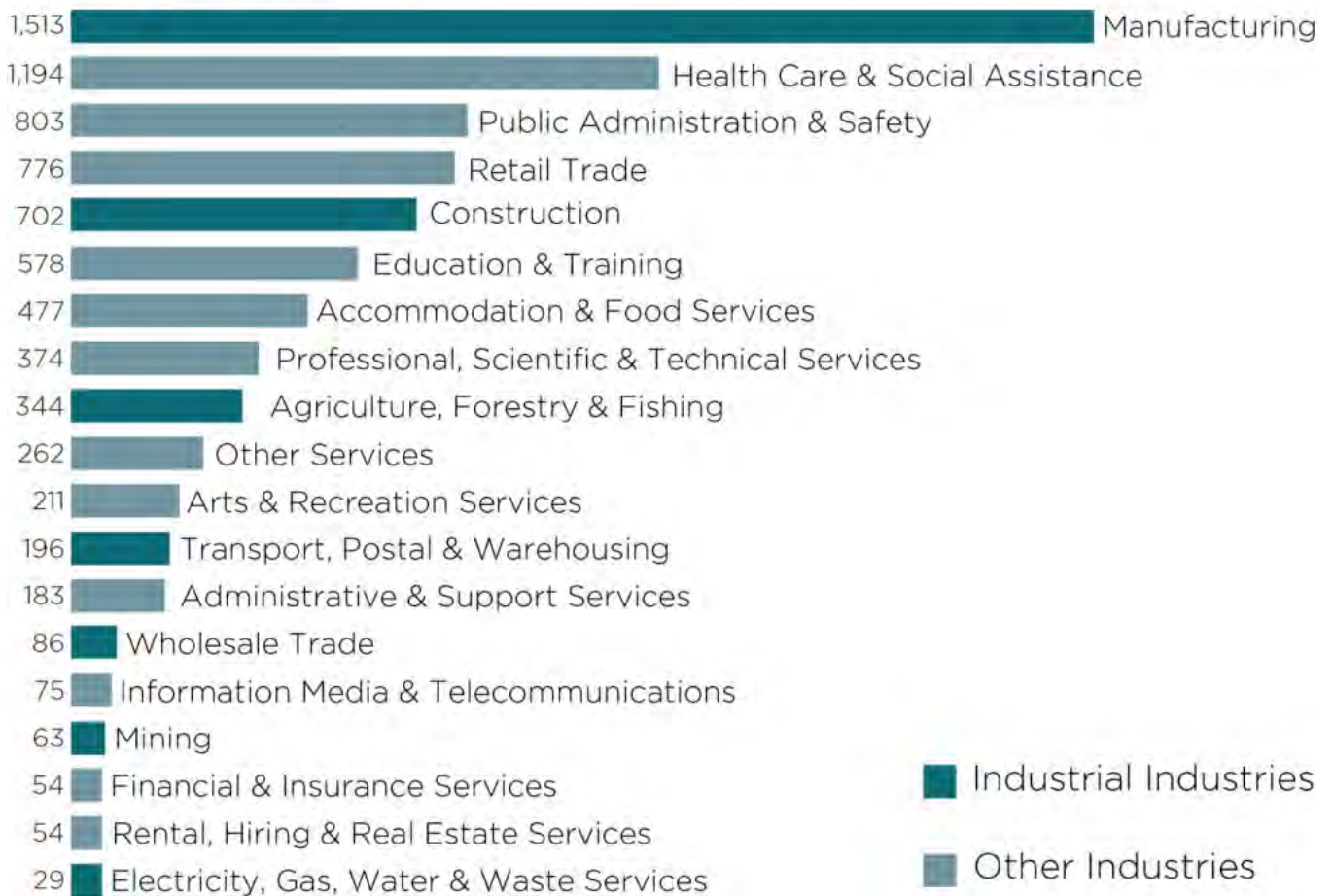
Figure 6: Economic Indicators

Economic Indicators



Figure 5: Jobs by Industry

Jobs by Industry



2 A growing and ageing community

The Shire's population is both growing and ageing. In 2024, the Shire's community included 20,800 residents. The Shire has a relatively older population, with a median age of 51 compared to Regional Victoria's median age of 43.

Since 2001, the Shire has welcomed an average of 160 new residents every year. Relatively newer residential areas such as those in Campbells Creek are the youngest communities in the Shire (median age of 44), whereas more established towns and suburbs, such as Maldon and Castlemaine, are the eldest (median age of 59 and 52 respectively).

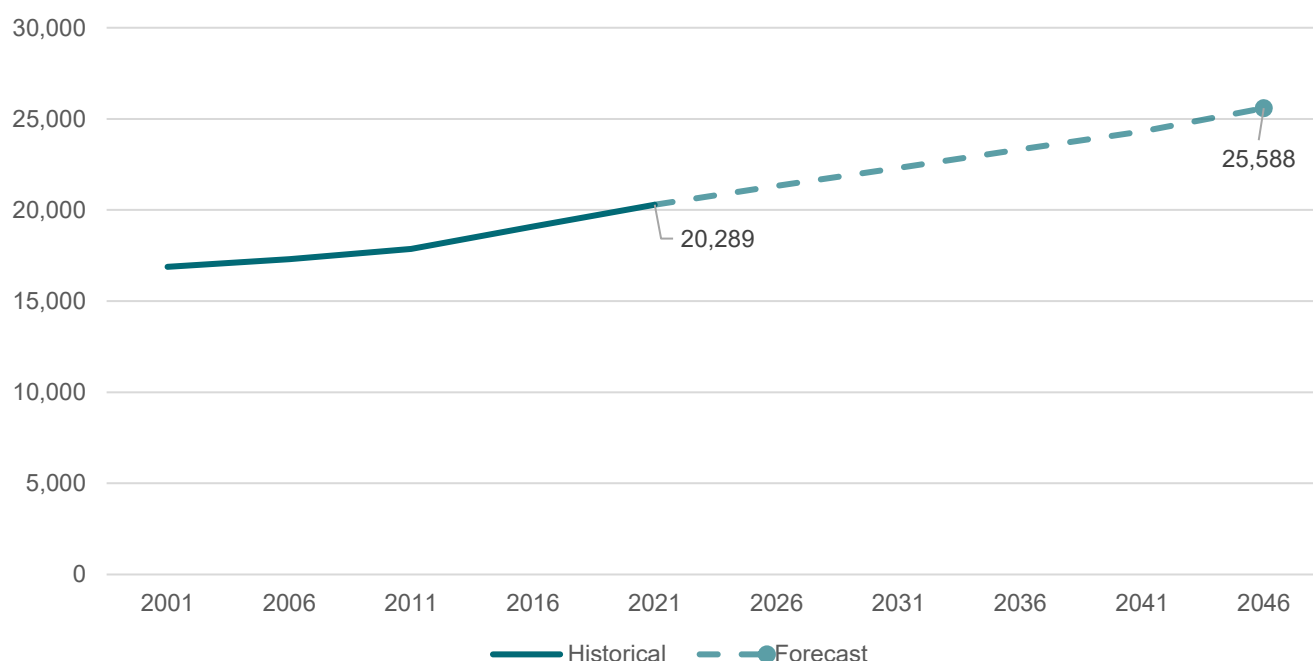
In the future, the population is expected to expand at a faster rate. According to REMPLAN population projections, the Shire is expected to welcome an additional 5,474 residents by 2046 (from 2021), which equates to an average of 230 new residents every year. The majority of the Shire's population growth is projected to be focused in Castlemaine (+1,405 residents), Harcourt (+777 residents) and along the Calder Corridor (+496 residents). As a result, Castlemaine will continue to be the Shire's epicentre for economic activity and population growth.

Over the next 20 years, 66% of the incoming migrant population is forecast to be over the age of 65. This has significant implications for the Shire's future labour pool which already includes significant numbers of older workers and will place greater pressure on health care and social services sectors. Attracting younger migrants to the Shire through increased employment opportunities will be essential to the economic vitality of the region and Council's capacity to service the needs of the community.

Strategic Implications

- *Maintaining and growing employment opportunities and industries is essential to attracting new and younger migrants to help sustain and renew the Mount Alexander Shire community.*
- *Equally, the location of projected population growth is likely to limit opportunities to expand industry and industrial precincts within established urban areas.*

Figure 7: Historical and Forecasted Population Growth 2001-2046



Source: ABS; Charter Keck Cramer, REMPLAN

3 A shortage of industrial land

The availability of industrial land within the Shire has been a long standing issue. As far back as the 1980's, industry analysis identified issues with the availability of industrial land and its corresponding impact on the Shire.

There is currently 131.7 hectares of zoned industrial land in the Shire. The vast majority of which (101.7 ha) is located in and around the Castlemaine township.

Vacant and Vacant Constrained Land

At 2023, 99 ha of the Shire's zoned industrial land had been developed while 32 ha of land was theoretically vacant and thereby theoretically able to support future industrial expansion.

A detailed review of vacant industrial land has been undertaken by Charter Keck Cramer. This identified potential vacant land development constraints including constraints resulting from the role of vacant land as buffer areas and/or parkland, heritage constraints and limitations resulting from vegetation and topography. According to Charter Keck Cramer's review of vacant industrial land, there are 14 vacant lots totalling 14.6 hectares that are subject to potential development constraints. Deducting these constrained vacant lots from total vacant land supply results in a vacant land supply of 17.4 ha, or 13% of zoned land. Vacant and vacant constrained lots are depicted in Figure 9.

Within Castlemaine township there is currently 10 hectares of vacant industrial land which is comprised of 12 individual lots. These lots include a number of highly irregular shaped lots in which the shape and size of the lot may restrict future development. Across the municipality, there are a total of 16 vacant industrial lots.

Table 4: Industrial Land Status by Zone

Zone	Occupied	Vacant	Vacant (C)*	Grand Total
IN1Z	79.4	13.9	13.7	106.9
IN3Z	15.4	3.2	1.3	19.9
C2Z	4.6	0.3		4.9
Grand Total	99.4	17.4	15.0	131.7

Table 3: Industrial Land Status by Precinct (Hectares)

Precinct	Occupied	Vacant	Vacant (C)	Grand Total
Castlemaine	37.5	2.4		39.9
Maldon	14.5	7.5	5.1	27.0
Wesley Hill	13.6	1.7	2.4	17.7
Langslow St	30.5	5.9	7.4	43.9
Harcourt	3.3			3.3
Grand Total	99.4	17.4	15.0	131.7

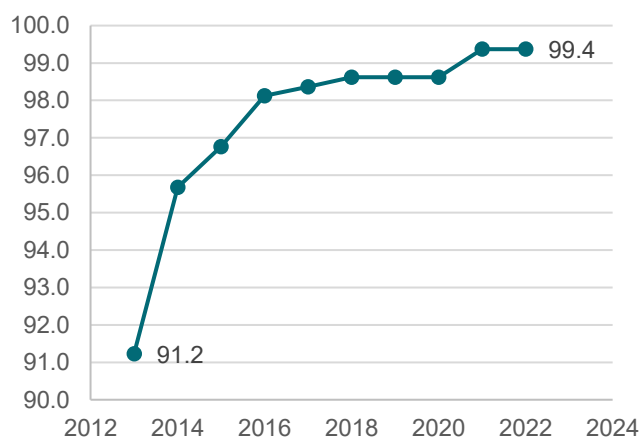
Land Consumption

Average annual industrial land consumption over the last 10 year period (2012-2022) has occurred at a rate of approximately 9000 sqm per annum. This is consistent with the *Regional Industrial Report 2012* which identified a similar rate of annual industrial land consumption.

The long term average encompasses a high development period between 2013 and 2016 when an average of 23,000 sqms of industrial land was developed per annum and the period between 2016 and today when industrial land development slowed to an average of 2000 sqms per annum.

It is important to note that the post 2016 decline in industrial development coincides with ongoing population and housing growth in the Shire and, in turn, the likely underlying growth in the need for trades and construction services by the community. It is, therefore, highly unlikely that the need and demand for industrial floor space has declined since 2016. Rather a lack of available industrial land in the Shire's prime population and economic area in Castlemaine Township is more likely responsible for the decline in industrial development post 2016. Accordingly, in the recent past the Shire is seeing increasing evidence of industrial uses in non-industrial land such as farm land and residential land which is not the preferred outcome for the community and the Shire's land use system.

Figure 8: Occupied Industrial consumption in hectares 2013-2022

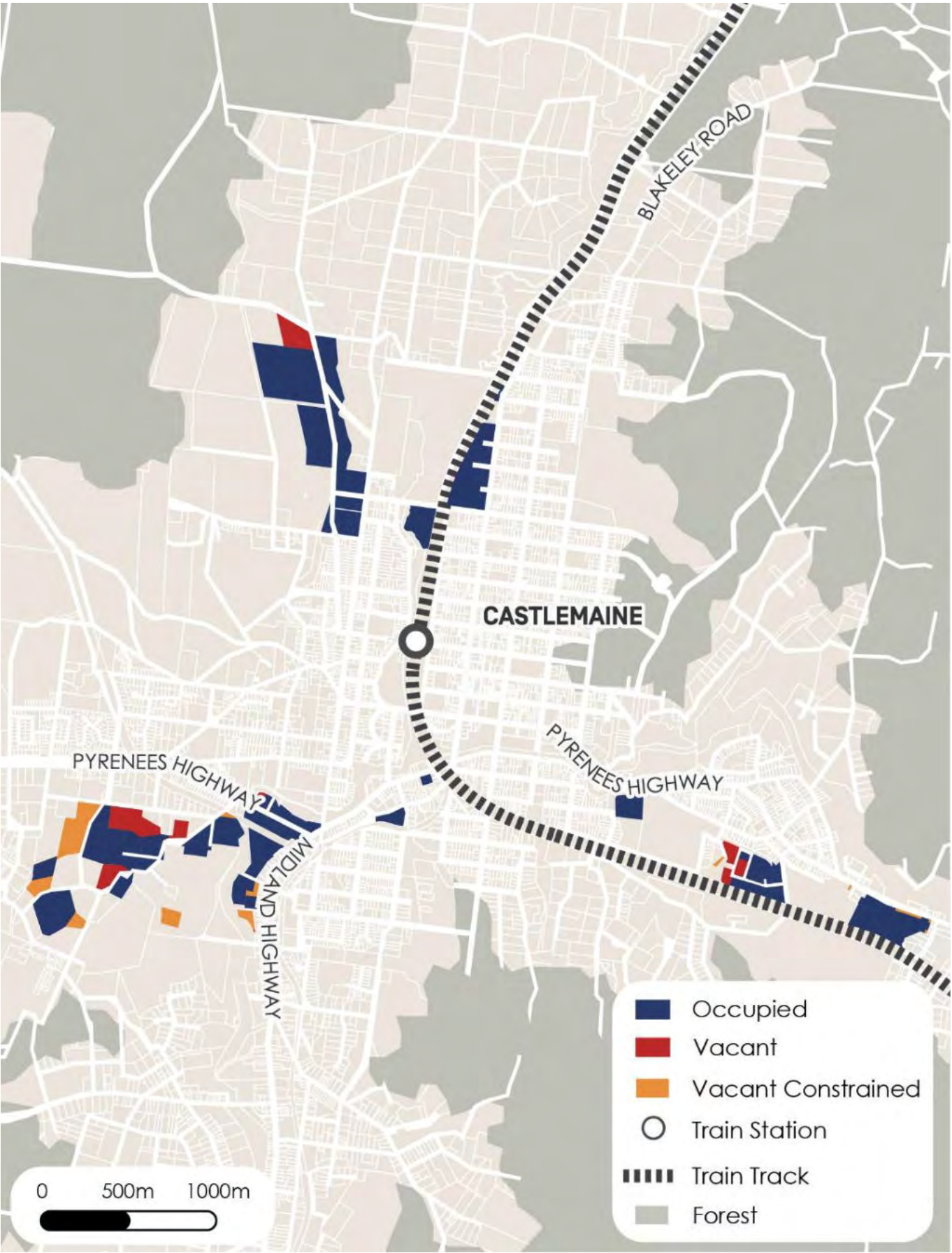


Source: CKC

^ See Section 6.2 for further discussion and mapping of land categories.

*Vacant (C) refers to vacant constrained land see Section 6.2 for definition

Figure 9: Industrial Land by Vacancy Status



Source: CKC

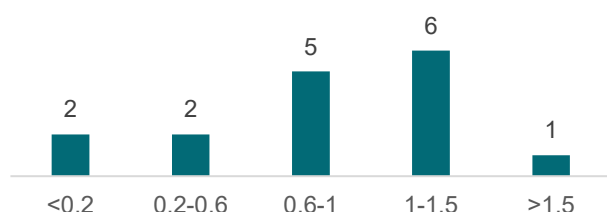
How many years of land supply can Mount Alexander Shire's vacant industrial land support?

Mount Alexander Shire Council has a regulatory responsibility to ensure sufficient supply of industrial land to support at least 15 years of demand. As such a key question is whether there is sufficient land in the Shire to accommodate 15 years of demand.

As per the above analysis, there is currently 17.4 hectares of land available for industrial development. In light of the above, is there 15 years of supply?

- Based on long term average annual industrial land consumption of 9000 sqms per annum there is over 19 years of theoretical industrial land supply in the Shire. This however assumes the attractiveness of industrial land in Maldon which to date has not been a preferred industrial development location owing to its more limited accessibility and lack of workforce.
- Focusing on the Shire's core population and economic area of Castlemaine township which currently incorporates 10 hectares of industrial land supply, there is 11 years of land supply under long term average annual industrial land consumption and only five years of supply under more active market conditions as was evident in the 2013 to 2016 period.
- Lot size and encroachment: Within Castlemaine township there are currently 16 individual vacant lots which include a number of highly irregular shaped lots in which the shape of the lot is likely to restrict future development. A number of lots are also in direct proximity to established residential areas potentially further limiting future use.

Figure 10: Vacant lots¹ by lot size (Ha) Castlemaine



Source: CKC

There is an industrial land supply problem within the Shire

There is an industrial land supply problem in the Shire. This is evidenced by:

- *Historic Analysis:* A lack of industrial land has been identified as an issue impacting on the Shire in previous strategic analysis and Council reports.
- *Enterprise Survey Results:* Survey results have identified a lack of industrial land as a concern for local enterprise.
- *Land supply:* There is less than 10 years industrial land supply in the prime population and economic area of Castlemaine township which is projected to continue to grow as the epicentre of the Shire's growth.
- *Business attraction and retention:* There is evidence that a lack of available land has been a detriment to both retaining and attracting enterprise to the Shire.

To meet Council's statutory requirement of 15 years of industrial land supply, the Shire requires at least 13.5 ha of vacant industrial land assuming an average annual consumption rate of 9000sqm. The Shire therefore requires a further 4 hectares of zoned vacant industrial land to meet this baseline requirement. Assuming more active market conditions (of 23,000 sqms per annum) then the Shire requires at least 25 hectares of additional zoned vacant industrial land to 2036.

Strategic Implications

There is a chronic shortage of industrial land. Industrial land is needed to support economic development, industry growth and adaption and a sustainable economy.

For households, a lack of industrial land limits the delivery of industrial services for a growing community and is likely to propel further expansion of industrial uses in agricultural areas. Overall, limited developable industrial land entails significant opportunity costs for the Shire's community.

¹ Excludes Vacant Constrained lots.

4 A more sustainable economy

The industrial sector is a major contributor to greenhouse gas emissions through its use of energy and other production processes. Contemporary industrial facilities are, however, increasingly addressing the impact of their activities by incorporating solar energy systems, water and energy efficient equipment and by focusing on the sustainability of inputs and materials.

Self-sufficient industrial areas in which energy is harvested from roof top solar systems which is then stored and used on site is increasingly prevalent and possible in industrial areas. In food production locations there are now examples of circular economy systems in which water, wastes and energy form fully integrated production systems.

According to the Council's survey of industrial enterprise, many of the Shire's industrial businesses have embraced a more sustainable approach to their activities via the introduction of solar energy systems, energy and water saving equipment, and via a focus on waste reduction and sustainably sourced inputs.

Industrial areas that have traditionally been synonymous with pollution and environmental degradation, have the potential to lead sustainable change through sustainable built form and practice and as locations that stage sustainable infrastructure for the broader community. Industrial areas are the appropriate locations for new energy infrastructure including community battery infrastructure, waste to energy and circular economy activity.

Council also notes that Mount Alexander Shire is set within a diverse yet vulnerable eco-system and that industrial activity through chemical pollution, noise disturbance, light pollution, and water impacts can pose multiple threats to habitat and sensitive ecologies. A key priority of a more sustainable economy, therefore, entails pro-actively ensuring that industrial activity minimises adverse impacts on biodiversity and wildlife.

Strategic Implications

Industrial areas are central to the sustainable transformation of industry and the community via:

- *The adaption of new sustainable water, waste and energy*
- *Hosting sustainable community infrastructure*
- *Pro-actively avoid adverse impacts on habitat and wildlife from industrial uses.*

5 The mixed-use industrial economy

The Shire's most recent industrial development, the Wesley Hill Business Park, exemplifies the clean and cohesive character of new industrial areas. Along with high quality built form, the Wesley Hill Business Park incorporates relatively consistent site layouts, heights, setbacks, building materials and finishes. This provides a sense of rhythm and cohesion to the area and positively influences the overall presentation of the precinct.

Wesley Hill Business Park also exemplifies the way in which contemporary industrial facilities support a mixture of traditional and contemporary uses including food production, construction, design, and population serving businesses. In industrial areas the distinction between traditional industrial uses and the contemporary economy is increasingly blurred. In Mount Alexander Shire and many other industrial locations, as uses in industrial areas diversify, the role of industrial areas is expanding beyond traditional industries to encompass new creative, service and digitized industries.

In the future, the Shire's industrial areas will be prime locations for future industries such as additive and advanced manufacturing and many forms of digitised precision fabrication and production.

As per global trends the Shire is also seeing the renewal of aging industrial sites as exemplified by the renewal of the Mill at Walker Street, Castlemaine into a mix of hospitality, artisan, retail and digital economy spaces.

As discussed, the Mount Alexander Shire Industrial Design Guidelines will help ensure the renewal, expansion and development of new industrial facilities results in a more sustainable, integrated and attractive built form.

Strategic Implications

High quality and attractive industrial areas are central to the growth of creative and new economy uses that fuse knowledge and technology with production.

Contemporary, new, affordable and attractive industrial floor space are essential to attracting visitors and integrating industrial areas into the community.

Within Castlemaine, industry and housing are in relatively close proximity which reflects the influence of the town's historic settlement and the recent growth of residential areas.

As the Shire's community continues to grow, interaction between expanding residential areas and established industrial facilities has given rise to a range of amenity concerns by residents in relation to noise, odour and traffic which has resulted in industry expressing concerns about the impact of growing residential areas on their operations and continuity.

Table 5: Industrial Precincts Strategic Context

Precinct	
Langslow Street	<p><i>Road infrastructure</i> – the growth of visitor destinations and the precinct's proximity to residential growth areas has resulted in the precinct's irregular street network supporting growing volumes of residential, visitor and heavy vehicle movements.</p> <p><i>Legibility</i> – the area amalgamates bushland and major civic and industrial uses along an irregular street network. Businesses and visitors report encountering difficulty navigating the area.</p> <p><i>Encroachment</i> – the growth of nearby residential communities is impacting on the operation of industrial enterprises which are now subject to noise concerns that have limited operating hours and added to costs.</p>
Central Castlemaine	<p><i>Long term certainty</i> – protecting industry from the amenity concerns and operational disruption arising from encroachment is critical to retaining the Shire's largest industry sector in central Castlemaine.</p> <p><i>Key worker</i> – expanding the availability of high quality worker accommodation is central to expanding and retaining major industry.</p> <p><i>Industrial heritage</i> - the area includes heritage industrial buildings that may warrant heritage protection and preservation.</p> <p><i>Accessibility</i> - the area is an important worker destination. Worker experience of the precinct can be improved through improved transport links and recreational infrastructure.</p>
Wesley Hill	<p><i>Residential amenity</i> - In the recent past, industrial operations in Wesley Hill industrial areas have attracted amenity concerns from nearby residents.</p>
Maldon	<p>The area currently supports limited industry. To date, no location specific amenity or land use issues have been reported or observed for industrial enterprise in Maldon's industrial areas.</p>
Harcourt	<p>To date, no location specific amenity or land use issues have been reported or observed for industrial enterprise in Harcourt's industrial areas. Industrial land in Harcourt is currently zoned industrial 3 which generally permits light industry and trades and retail uses while limiting heavy industry.</p>

Strategic Implications

There is a need to address community amenity concerns while providing operational certainty for major industry. This will help:

- *retain established industry*
- *attract new industry and investment*
- *improve community perceptions of industrial areas*

National, State and Regional economic and land use policy impacts on Mount Alexander Shire's industrial land use, decision-making, and investment outlook.

Victorian Economic Growth Statement (2024)

The Victorian Economic Growth Statement identifies advanced manufacturing and defence, health technologies and medical research, circular economy, digital technologies and agribusiness as priority growth sectors for the Victorian economy.

Critically, to support sector growth the Victorian government is committed to delivering a 10-year pipeline of industrial land, focusing on Melbourne's northern and western growth corridors and regional Victoria. This initiative aims to provide businesses with clear pathways for expansion and development. The industrial land initiative is supported by a commitment to streamline regulatory processes and to support market led investment.

Loddon Campaspe Regional Economic Development Strategy (2022)

Mount Alexander Shire is located within the Loddon Campaspe economic region. The region is home to approximately 250,000 residents that together produce over 11.7 billion in economic value per annum.

Manufacturing including food processing is a key and growing comparative advantage and source of economic output for the region. It follows that the Strategy's leading priority is to:

Support growth in agriculture and food product manufacturing to enhance value adding throughout the supply chain

The strategy builds on The Australian Government's Make it Happen – The Australian Government's Modern Manufacturing Strategy and the Victorian Government's Food and Fibre Sector Strategy which both highlight that food and beverage manufacturing is a priority industry.

The strategy also commits to:

Leverage local opportunities to strengthen value chains and diversify into new industries, including in mining, renewable energy and waste processing

Plan for Victoria (2025)

Plan for Victoria is the Victorian Government's land use strategy. The plan seeks to deliver more jobs near homes by planning for, protecting and readying commercial and industrial land for development.

Action 8: Ensure new industrial and commercial land is ready for development

Accordingly, government commits to resolving issues preventing development, including service, drainage and environmental constraints.

The Plan also commits to increasing climate resilience (Action 18) and trailing development and tree cover in new industrial precincts (Action 12).

Separation distance guidelines (2024)

The Environment Protection Authority provides guidelines for industry separation distances. The guidelines recommend specific buffer distances for various industrial activities to manage the impact of odour, dust, and noise.

Mount Alexander Shire Planning Scheme

The Mount Alexander Shire Planning Scheme details directions to guide the development of industry and industrial land. The scheme recognises that the majority of the Shire's industrial land is concentrated in Castlemaine, that there is limited land available for industrial expansion and that the concentration of industrial activity in urban areas is resulting in amenity issues in some residential areas and the town centre.

Key strategic directions at Clause 02.03-7 for industry growth include:

- Preserving existing industrial land and buffers to safeguard opportunities for the expansion of existing industries or establishment of new industries.
- Providing locations for industrial development adjacent to a highway or major road, and away from existing or proposed residential areas.
- Discouraging the establishment of industry that may have offsite amenity impacts on land outside of existing and planned industrial estates.

The scheme identifies Elphinstone as potential industrial growth area. As such, the scheme supports the provision of sewerage and other infrastructure to Elphinstone to allow for the development of an industrial precinct in the town.

Strategic Implications

Mount Alexander Shire can support the delivery of state and regional economic land use policy by:

- *boosting industrial land supply*
- *introducing industrial development guidelines to boost the sustainability of industrial built form*
- *supporting the growth and retention of manufacturers including major food processors.*

Existing land use policy in the Mount Alexander Shire planning scheme provides a basis to continue to support industrial industry while exploring opportunities to boost land supply.

What are Council planning for?

The Shire's economy and community is faced with a wide range of positive influences and potentially constraining challenges.

The Shire's Industrial land supports a regionally significant manufacturing and industrial sector that generates vital income, employment and enduring business networks for the community. Equally, industry is changing and adapting in response to the need to address climate and sustainability challenges and the opportunities evolving from the digital and creative economy.

Council know that there is very limited land to support the needs of a growing population, industry expansion and the floor space and land needs of new energy and new economy activity. Council also know that the Shire's growing community needs space to innovate and explore its creative impulses.

At a state and regional level, industrial and economic policy seeks to foster the region's competitive strengths in food manufacturing and fabrication, which includes industries in Mount Alexander Shire. Statewide economic development policy has also identified boosting regional industrial land supply as a key element of the State's growth.

In light of the above Council are planning to:

- support the retention and growth of industry
- support the sustainable evolution and transition of industry
- continue to identify opportunities to expand industrial land supply
- foster the mixed use industrial economy
- provide space for the Shire's creative industries to grow
- improve the profile of the Shire's industrial lands.

Strategic vision & directions



04

4.0 Strategic Vision and Directions

Mount Alexander Shire's industrial lands will support a sustainable and growing economy in which local innovators, designers, service professionals and new economy enterprise successfully intermingle with traditional industrial uses including food processors, automotive specialists and fabricators. Through renewal, adaptation and expansion our existing and future industrial areas will embrace new energy, economic and sustainability opportunities that will propel vital local investment and employment while helping to improve the environmental performance of our community.

The above vision will be implemented through land use policy and the Mount Alexander Shire Planning Scheme, the application of Industrial Design Guidelines, public and private investment in amenity improvements, economic development initiatives and regional and statewide advocacy.

Objective 1

Support, Improve and Protect Industrial Areas

Objective 2

Identify Industrial Expansion Land

Objective 3

Embrace the New Sustainable Mixed Use Economy

Objective 4

Address Planning Anomalies

Objective 1 Support, Improve and Protect Industrial Areas

Industrial areas will encapsulate the sustainability and amenity of contemporary industry while experiencing increased business certainty through ongoing planning protections and support.

Council is committed to the retention of existing industrial industry and the sustainable development of existing operations, new industry and industrial lands. As industry grows, Council will ensure new industrial development achieves high levels of sustainability through the introduction of Industrial Design Guidelines.

Council is committed to ongoing land use policy and actions support that provides certainty for industry. This includes exploring opportunities to mitigate emerging amenity issues arising from the interaction of industrial and residential areas, discouraging further encroachment on industry, and helping industry attract and retain staff through key worker housing development. New policy will help guide the ongoing evolution of the Shire's primary industrial areas by supporting their unique economic and industry strengths.

Directions & Actions

Direction 1.1

Support the growth and renewal of industrial areas

Council will support and guide the growth and renewal of the Shire's industrial precincts by:

- Introducing and applying industrial design guidelines
- Elevating the status of our primary industrial precincts
- Improving the amenity of industrial areas by addressing key accessibility and transport issues.
- Reducing encroachment and managing industrial impacts
- Continuing to explore opportunities to grow industrial land supply
- Promoting industrial areas as locations for new energy and new economy activity.
- Honouring and celebrating the Shire's industrial heritage.

Action 1

Planning scheme amendment

Undertake a planning scheme amendment to implement the Mount Alexander Industrial Strategy into the Mount Alexander Planning Scheme by amending:

- Clause 02.03 -7 Strategic Directions Industry to incorporate directions from the Industrial Strategy and industrial guidelines
- Clause 17.03 – Introducing a new local clause that outlines clear land use and specific directions for Central Castlemaine, Wesley Hill and Langslow Street
- Insert a new Schedule to Clause 43.02 Design and Development Overlay to apply the Design Guidelines to all industrial and select land in the Commercial 2 Zone.
- Amend Clause 72.08 Background Documents to include the Industrial Strategy and as a Background Document.
- Update the zoning of anomaly sites to better reflect existing land use.

Direction 1.2

Implement Mount Alexander industrial guidelines

Council will guide the built form and amenity of new industrial development via the application of the Mount Alexander Shire Industrial Design Guidelines. The guidelines set a new standard for architecture, Environmentally Sustainable Design (ESD) and respond appropriately to sensitive interfaces.

The Design Guidelines will encourage new high quality development that elevates the presentation and sustainability of new industrial development.

Over time the implementation of the guidelines will enhance perceptions of our industrial areas by residents, visitors and businesses.

Addressed in Action 1

Planning scheme amendment

Action 1 will implement Design Guidelines into the planning scheme following which the guidelines will influence future industrial development.

Direction 1.3

Support and direct the long term growth of industrial precincts

A precinct approach to strategic development enables a coordinated and deliberate focus on supporting the planning and development of a location with the aim of achieving cohesive on the ground outcomes.

Castlemaine Central, Langslow Street and Wesley Hill each support different economic uses and eras of development.

Directions in the precinct section of this strategy:

- define the identity and role of each precinct
- identify urban design interventions that address the age and stage of development of each precinct.
- communicate to enterprise, government and our community the direction of our industrial areas.

Addressed in Action 1

Planning scheme amendment

The implementation of the Strategy in the Planning Scheme at Clause 17.03 will guide the long term role and direction of the Shire's industrial precincts.

Direction 1.4

Support industrial renewal

The Shire lacks industrial expansion land. The renewal of existing and underutilised facilities provides an opportunity to increase available industrial floor space.

Council will support industrial renewal, particularly for underutilised sites that results in contemporary sustainable industrial floor space.

Addressed in Action 1

Planning scheme amendment

Update Clause 2.03-7 to support the renewal of underutilised industrial sites to deliver contemporary, high quality and sustainable industrial floor space.

Direction 1.5

Improve industrial transport infrastructure

Council will seek to:

- improve road infrastructure in industrial areas
- minimise the use of industrial roads to access residential areas
- improve pedestrian accessibility to key visitor and major workforce destinations.

Action 2

Investigate transport improvements

Along Langslow St, undertake a traffic assessment to:

- identify opportunities to improve vehicular safety, access, and circulation.
- improve road infrastructure and review key intersections.
- investigate opportunities to discourage industrial traffic along residential streets (and vice versa).
- enhance wayfinding to key consumer and land use destinations.

In Castlemaine Central:

- investigate opportunities to support pedestrian and active transport uses to key destinations.
- ensure there are adequate and formal pedestrian crossings from parking areas, the botanic gardens and residential areas to key destinations.
- improve pedestrian linkages to the Station Precinct particularly due to its role as both a major visitor and worker destination.

Direction 1.6

Minimise adverse impacts on adjoining areas and ecosystems

The Shire's main industrial precincts have evolved in close proximity to our residential communities. The development of new dwellings in proximity to industrial uses has resulted in amenity concerns.

Strategic planting of canopy trees and vegetation are effective in both reducing noise and improving air quality.

Council will identify opportunities to screen industrial uses from residential locations in select areas through canopy tree planting and landscaping treatments.

Council will seek to minimise adverse industrial impacts on local ecosystems, biodiversity and wildlife by integrating conservation priorities into the management of land around industrial areas and by fostering pro-active conservation collaboration with industry.

Council will continue to protect biodiversity by:

- affirming policy directions set out in Clause 2.03-2 and 12.01-1S.
- minimising the impact of development in areas at the urban-forest interface to protect native flora and fauna.
- discouraging the establishment of uses and developments that impact habitat conservation.

Action 3

Investigate opportunities to minimise impacts

In the Langslow Street Precinct the Shire will:

- explore opportunities to screen industrial uses from dwellings along Monaghan Street.

In Wesley Hill:

- explore opportunities in Fitzgerald Close to screen future development from residential areas to the west.

Council will also consider further options to screen uses in other locations as opportunities are identified.

Sustainable Stewardship.

- Foster collaboration between industry, regulators, and conservation groups by ensuring shared awareness of nearby habitats and species and opportunities to mitigate industrial impacts on sensitive areas.
- Work with industry to encourage pro-active protection of air, water and sensitive habitats in proximity to industrial areas.
- Ensure that industrial areas do not impact on established wildlife corridors and movement patterns as part of broader species and habitat protection.
- Ensure new industrial areas avoid adverse environmental impacts including impacts on habitat and species vulnerability.

Direction 1.7

Protect industry from encroachment

Council aims to retain and support the operations of existing industry while creating the conditions to welcome new industry.

Existing land use policy at Clause 17.03-2S explicitly limits encroachment onto industrial precincts from incompatible uses.

Council will continue to support the retention of industry by:

- affirming policy directions at Clause 17.03-2S
- discouraging the rezoning of land for residential purposes in direct proximity to existing industrial uses.
- discouraging the introduction of sensitive uses in proximity to industrial areas.
- supporting the long term land use protection of established major industry in the Shire through the provision of existing land use buffers.

Action 3

Affirm and strengthen existing policy discouraging encroachment

In updating Clause 17.03- 2S:

- retain existing land use policy in relation to the preservation of industrial land and buffers
- introduce a new policy that discourages new sensitive uses in direct proximity to industrial areas that will negatively impact industrial operations and employment.

Direction 1.8

Elevate awareness of key precincts

Council will clearly communicate the distinction between industrial and non-industrial areas by providing signage that identifies the Castlemaine Central, Langslow Street and Wesley Hill precincts. Signage will identify the economic role and boundaries of precincts to elevate community recognition of industrial precincts and their spatial scale.

Action 4

Introduce signage

Introduce signage that identifies industrial precincts, their economic role and maps the boundary of the precinct.

Direction 1.9

Honour and celebrate industrial heritage

The establishment of flour and wool mills, foundries and food manufacturing operations from the mid 19th century onward has resulted in a rich legacy of historic industrial built form in both Castlemaine and Maldon.

Historic industrial buildings encapsulate the Shire's post colonial settlement industrial led growth while the re-use and adaptation of historic industrial buildings in contemporary Castlemaine encapsulates the Shire's ongoing transformation.

Council is committed to preserving historic industrial buildings and built form.

Action 5

Ensure future heritage assessments include industrial areas

Future heritage assessments will review industrial built form and the need to protect and conserve industrial heritage sites via statutory mechanisms.

Direction 1.10

Support worker housing development

Major industrial industries are highly reliant on imported labour.

The development of dedicated worker housing in proximity to major employment locations incorporates a wide range of benefits including:

- helping retain major industry
- improving the health and well being of key workers
- reducing the conversion of private market housing, holiday accommodation and rentals into worker facilities
- reducing worker commuter and transport time and costs
- growing the Shire's workforce and community

Council is committed to working with major employers to support the development of high quality worker housing. Council is also committed to working with State and Federal government to introduce policy settings that further enable worker housing investment.

Action 6

Facilitate the development of worker housing

Facilitate the development of dedicated worker housing by:

- working with major employers to facilitate the development of high quality worker housing in proximity to major employment locations.
- advocating to State and Federal government for the development of policy that support the facilitation of worker housing in regional locations.

Objective 2 Identify Industrial Expansion Land

A new industrial precinct will alleviate long term issues of limited industrial land supply while creating opportunities to embrace a more sustainable economy and community.

Long standing land supply constraints limit the Shire's capacity to embrace new industry, and new economy and energy opportunities. A lack of vacant developable industrial land has been a recognised economic development issue since the 1980s. Council's survey of industrial businesses has so far shown that 95% of surveyed businesses want to remain in Mount Alexander Shire. Additionally, 80% of surveyed businesses want to expand their business and 70% identified available land as a key issue preventing this. Council is committed to establishing the industrial land supply conditions that help the Shire's community undergo sustainable growth and transformation. The Shire's existing industrial areas do not provide logical expansion opportunities. As a result, Council is committed to identifying and facilitating the development of a new industrial precinct in a location that is accessible, serviceable and remote from residential and sensitive environmental areas (see industrial land supply criteria set out in Appendix A).

Directions & Actions

Direction 2.1

Identify an industrial expansion precinct

Council will undertake a land search to identify a preferred industrial precinct. The land search will identify a preferred site by considering:

- Site Attributes – the size, safety, topography, environmental status and accessibility of the site.
- Site Context – the site's proximity to sensitive uses including residential areas, other businesses and servicing infrastructure.
- Ownership – desire of land owners to support a new industrial precinct.

To date Council has identified sites at 2009 Pyrenees Highway, Muckleford-Walmer Road, Muckleford, Matherson Road, Wesley Hill and Harmony Way, Elphinstone. A full list of investigation sites can be found in the appendix.

Action 7

Undertake a land search process and identify a preferred precinct

Undertake a land search process that:

- assesses potential industrial expansion precincts according to key criteria
- nominates a preferred industrial expansion precinct.

Direction 2.2

Establish conditions to deliver the preferred precinct

Upon the completion of Direction 2.1 and the selection of a preferred precinct, Council will undertake a series of investigations that assess the infrastructure, financial, and environmental implications of delivering the preferred precinct.

Action 8

Undertake investigations to support delivery of the precinct

Undertake a series of investigations to establish the conditions to deliver a new industrial precinct including:

- servicing investigation
- environmental investigation
- market perceptions

Direction 2.3

Monitor the delivery of the BREP and its implications for the Shire

The future Bendigo Regional Employment Precinct (BREP) is located at Marong along the Calder Highway. The BREP will deliver between 200 and 300 hectares of new industrial land.

The BREP is 41 kilometres from Castlemaine and is intended to support regionally significant industrial uses. Over time, the BREP may provide solutions that benefit the Shire, particularly in relation to large format industrial uses.

Council, therefore, is committed to engaging with State government to explore the opportunity of a new regional industrial precinct.

Action 9

Engage with State Government and Greater Bendigo

Identify the implications and opportunity presented by the BREP by:

- Engaging with State government and Greater Bendigo City Council
- Monitoring the delivery and development of BREP
- Reviewing the regional role of the BREP and its implications for the Shire.

Objective 3 Embrace the New Sustainable Mixed Use Economy

Industry and industrial lands will embrace a sustainable, carbon neutral future while continuing to diversify our economy.

The Shire's community is committed to a more sustainable, carbon neutral, equitable and circular economy future. Key industrial sectors including logistics, automotive, manufacturing and construction sectors are positioned to lead the adoption of 21st century innovations in energy, waste, digital production and automation. Likewise, industrial areas are ideally positioned to host new distributed energy systems essential to a low carbon future. The Shire's industrial areas are already changing and diversifying. Gyms, events, design, hospitality and fabricators now intermingle with traditional industrial enterprises. Council will continue to support the diversification of the Shire's industrial areas as locations that embrace all of the community and economy while seeking to ensure certainty of operations for major industry.

Directions & Actions

Direction 3.1

Support industry to adopt sustainable practices

As small-scale power generation and storage technologies evolve, industrial areas provide an opportunity to introduce infrastructure and distribution systems for a low carbon future. Council is committed to facilitating and enabling sustainable energy systems that advance the community toward carbon neutrality.

Likewise, Council are committed to supporting industry and industrial areas as they continue to adopt water and energy saving technology and also waste reduction initiatives.

Action 10

Support adoption of new energy and sustainable technology

Council will maintain an up-to-date understanding of localised clean energy technologies and how these might be integrated into our community and enterprise sector.

Council, through ongoing economic development initiatives, will investigate opportunities for the development and integration of localised battery facilities that support community, commercial and industrial needs.

Through our economic development and land use planning, Council will support and facilitate enterprise in the adoption of new sustainable technology.

Direction 3.2

Support the re-use of industrial heritage in the mixed use industrial economy

Council is committed to the ongoing sensitive transformation and renewal of industrial heritage to support commercial activities and the visitor economy. The revitalisation of the Mill in Central Castlemaine represents the adaptation of historical industrial facilities for new creative and tourism-related uses.

Into the future, the renewal of the Railway Station precinct will provide further opportunity to grow and expand the visitor and creative economy via sensitive re-use of industrial heritage.

Addressed in Action 1

Planning scheme amendment

In refining Clause 02.03-7, support the re-use and adaptation of industrial heritage for commercial purposes.

Direction 3.3

Manage the impact of the mixed use industrial economy

Council supports the ongoing evolution of the Shire's industrial areas as mixed enterprise locations. In doing so, Council aims to minimise the risk of land use conflict and ensure the continuity and investment certainty of major industry. To do so, Council will:

- encourage population focused enterprise to locate in accessible areas including locations that can support higher volumes of private vehicle movements
- discourage population focused enterprise from locating in direct proximity to major industry particularly if the use may ultimately conflict with the needs of heavy industry in relation to odour, noise and hours of operation.

Addressed in Action 1

Planning scheme amendment

In updating Clause 17.03, encourage hospitality, gym, recreation, and service uses in industrial areas to locate in accessible locations that can support higher volumes of private vehicle traffic while discouraging these uses from establishing in locations in direct proximity to major industry to avoid triggering noise, odour and other operational concerns.

Objective 4 Address Planning Anomalies

There are a number of sites zoned for industrial purposes that due to their context, heritage attributes and/or existing use are inappropriate for future industrial development. This includes sites that are residential in character, are part of bushland reserves or form part of public infrastructure. Council is committed to rezoning these locations to accurately reflect their existing use and role and to avoid future development applications that may result in undesirable outcomes.

Properties identified for rezoning are identified in the table below.

Table 6: Sites with identified zoning anomalies

Site	Address	Existing Use	Current Zone	May be rezoned to
1	Church St, Maldon VIC 3463	Beehive Mine Chimney and Mine Ruins	Industrial 1 Zone	Public Conservation and Resource Zone
2	Allans Road, Maldon	Vacant	Industrial 1 Zone	Residential
3	Martin Street McKenzie Hill, 3451	Castlemaine Bushland Reserve	Industrial 1 Zone	Public Conservation and Resource Zone
4	11-13 Langslow Street Castlemaine	Sewerage Treatment Plant – noting that a small parcel is currently IN1Z	Industrial 1 Zone	Public Use Zone 1
5	176 Duke Street Castlemaine, 3450	Residential	Industrial 1 Zone	General Residential Zone 1



Directions & Actions

Direction 4.1

Ensure unsuitable sites for future industrial development are appropriately zoned

Avoid future undesirable development outcomes by rezoning sites not suited to future industrial development.

Addressed in Action 1

Planning scheme amendment

Update the zoning of anomaly sites to better reflect existing land use.

Industrial precincts



05

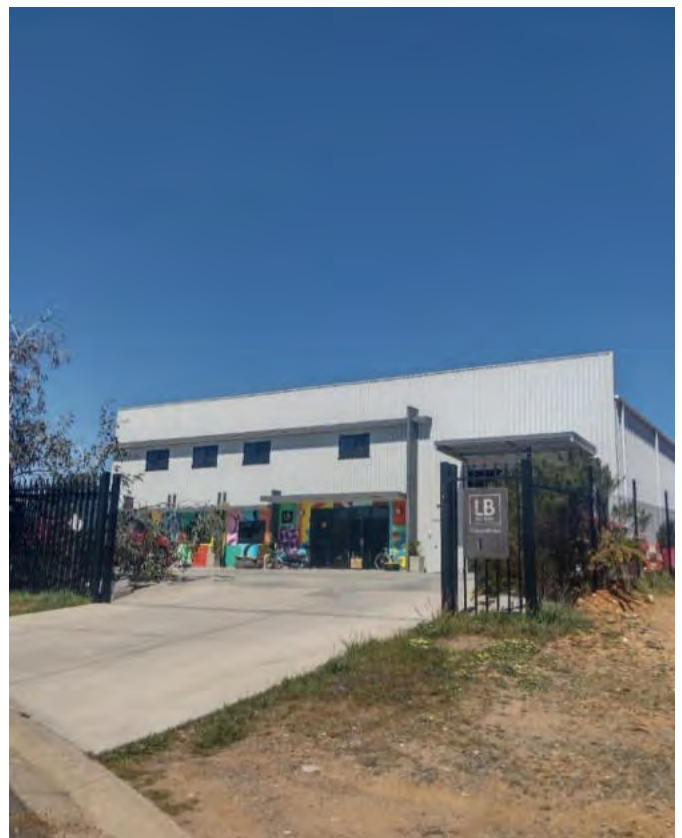
5.0 Industrial Precincts

The Mount Alexander Shire Industrial Strategy 2026 and accompanying Industrial Design Guidelines acknowledge the different economic role and development trajectory of Shire's industrial precincts and industrial sites.

The long-term growth outlook for the Shire's industrial precincts differs according to their locational advantages and constraints. Over time, for instance, the Strategy supports the ongoing development of the Wesley Hill precinct into a diverse population serving node that comprises a range of trade, design, service, recreational, automotive businesses operating from small and medium sized industrial facilities. Equally, the Strategy supports the ongoing role of Central Castlemaine in supporting large format industry and, in select locations, visitor destinations.

The following explores the outlook and evolution of the Shire's industrial precincts.

Figure 11: Central Castlemaine and Wesley Hill



Precinct 1 Castlemaine Central

Central Castlemaine's large format manufacturers will continue to support economically significant manufacturing operations that will continue to grow and transform over time as they embrace new standards of sustainability and new economy and energy technology. Equally, the precinct's industrial heritage will continue to support diverse uses that attract visitors to the Shire.

Central Castlemaine precinct comprises three large format industrial areas to the north of Castlemaine's CBD. The area includes some of the Shire's largest employers (including Don KR) as well as the Mill which has emerged as a major visitor destination that supports an array of hospitality and local artisan enterprises.

The strategy seeks to retain major employers by providing long term certainty, boost the precinct's accessibility and access to worker housing while ensuring the precinct's industrial heritage continues to support economic diversification and the growth of the visitor economy.

Directions & Actions

Direction 5.1

Retain and support major industry as it grows and transforms

The Shire's economic history exemplifies the ongoing transformation of the regional economy in response to technological and societal change. From mining, to foundries and fabrication, to food and new economy diversification our economy will continue to change and achieve higher standards of sustainability and sophistication.

The Strategy supports the retention and growth of major industry in Central Castlemaine by:

- protecting major industry from encroachment.
- improving pedestrian and active transport infrastructure.
- supporting the development of new high quality dedicated worker housing.
- supporting the sustainable redevelopment and expansion of existing manufacturing facilities.

Addressed in Actions 1, 2, 3 & 6

Land use policy, transport and sustainability changes

Land use policy:

- introduce policy directions at Clause 17.03 that support the retention of large format industrial uses in Castlemaine Central (Action 1).
- affirm and strengthen directions to limit encroachment on industry (Action 3)
- support the development of dedicated worker housing (Action 6).

Urban improvements:

- investigate a range of transport improvements to support the accessibility of the precinct (Action 2).
- investigate mitigation opportunities (Action 3).

Sustainable development:

- supporting the sustainable redevelopment and expansion of existing manufacturing facilities (Action 1).

Direction 5.2

Support industrial heritage adaptation in Castlemaine Central

Industrial and public use land along the Bendigo rail line in Central Castlemaine incorporates significant industrial heritage.

Council is committed to the ongoing sensitive adaptation and renewal of industrial heritage. Within industrial areas Council supports the re-use and adaptation of industrial heritage to support commercial operations and visitor economy.

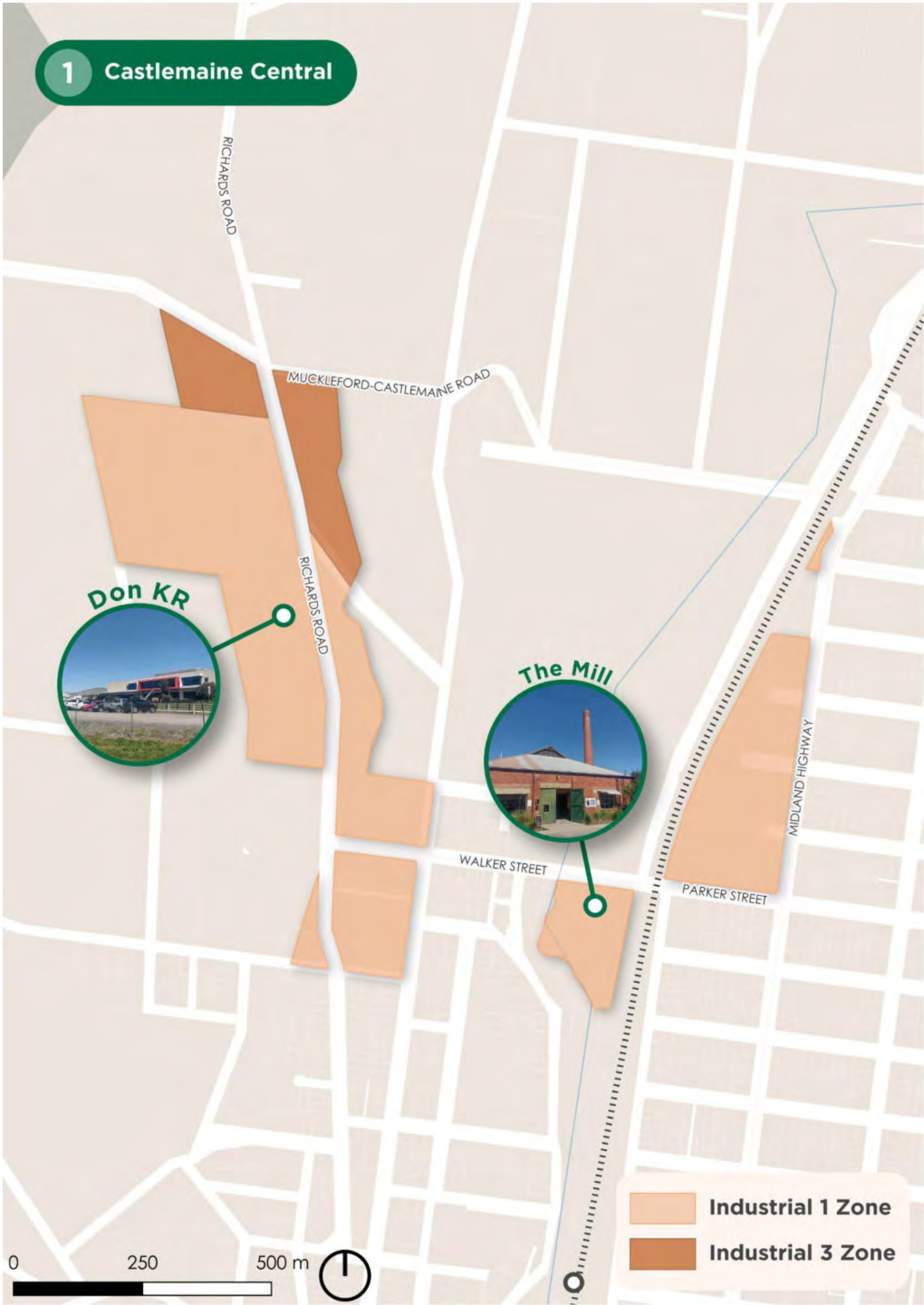
Addressed in Action 1

Planning scheme amendment

Land use policy:

- In refining Clause 02.03-7, support the re-use and adaptation of industrial heritage for commercial purposes (Action 1).

Figure 12: Castlemaine Central Industrial Precinct



Precinct 2 Langslow Street

The Langslow Street Precinct will grow into a more coherent and navigable location that continues to support essential public infrastructure, major fabricators and new population-based uses in appropriate locations.

The Langslow Street industrial area encompasses industrial uses in Mckenzie Hill. The precinct is home to a number of long standing large format industrial operations including foundries, logistics, earth moving and construction enterprises that operate from relatively self enclosed locations.

The precinct is comprised of many irregular shaped lots and an irregular street network in which industrial uses are interspersed with dense bushland including Campbells Creek bushland, the Castlemaine Gravel Reserve, and bushland along Martin Street. Industrial uses and bushland both abut and buffer the Castlemaine water reclamation plant and the Castlemaine waste facility.

The precinct encompasses a diversity of mainly older industrial sites in which the organisation of front setbacks, fencing, entrances, and access differs on a lot by lot basis. New residential estates and housing development along Diamond Gully Road and Monaghan Street has increased the number of new residents and households in direct proximity to the precinct's industrial uses.

Council will continue to support industrial uses in Langslow Street Precinct by seeking to improve road infrastructure, improve the area's legibility, limiting encroachment and by discouraging new uses that may impact on residential amenity.

Directions & Actions

Direction 6.1

Support the improvement of the Langslow Street Precinct

Council will support the ongoing improvement of the Langslow Street precinct by:

- signifying the location, role and extent of the precinct via the introduction of wayfinding and signage.
- reviewing opportunities to improve transport and transport infrastructure.
- supporting the retention and protection of existing industry.
- identifying opportunities to mitigate the amenity impacts of industrial uses through buffer treatments.
- rezoning land that comprises the Castlemaine Bushland Reserve.
- supporting Langslow Street for new energy and circular economy activities in direct proximity to waste and water facilities if sensitively designed.

Addressed in Actions 1, 2, 3, 4 & 10

Land use policy, transport and sustainability changes

Land use policy:

- introduce a vision to guide the development of Langslow Street at Clause 17.03 (Action 1).
- rezone non-industrial land into an appropriate zone (Action 1).

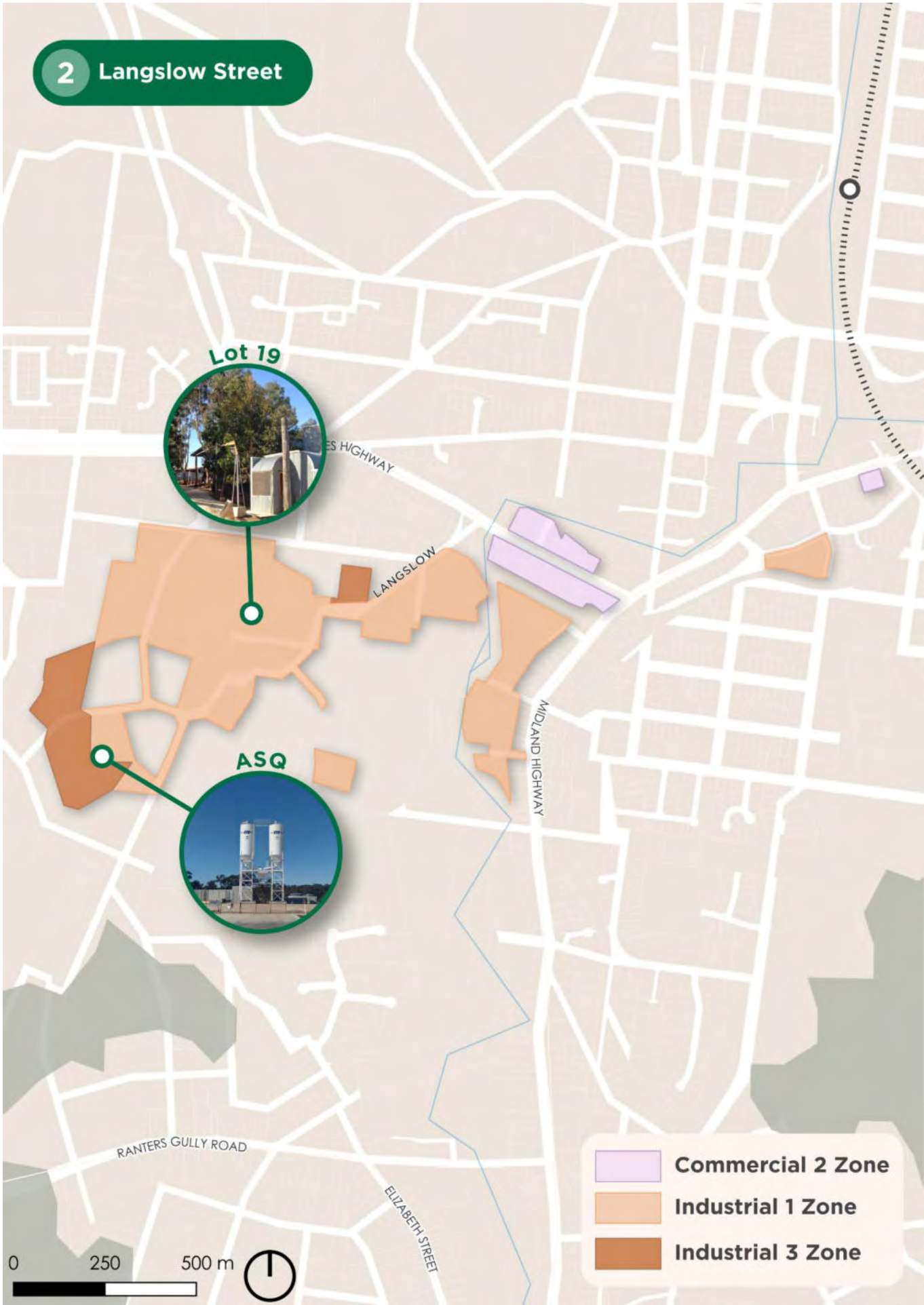
Urban improvements:

- review the precinct's transport infrastructure (Action 2).
- introduce wayfinding signage to communicate the role, location and extent of the precinct (Action 4).
- investigate options to introduce buffer treatments to mitigate industrial amenity impacts (Action 3).

Sustainable development:

- investigate and facilitate opportunities for the precinct to support new energy, water and waste infrastructure in proximity to existing facilities (Action 10).

Figure 13: Langslow Street Industrial Precinct



Precinct 3

Wesley Hill

The Wesley Hill Precinct will continue to lead Mount Alexander Shire's mixed use industrial economy as it continues to support traditional industrial enterprises (construction, trades, transport, and automotive) and a growing range of non-traditional uses (leisure, design, fitness, health) in contemporary small and medium sized facilities.

The Wesley Hill industrial area comprises three industrial areas along the Pyrenees Highway. The Wesley Hill Business Park at Hitchcock Street represents the most recent industrial subdivision in the Shire and the largest industrial area in the Wesley Hill precinct.

The precinct includes vacant and underutilised lots that provide opportunity to grow the Shire's light industrial and consumer focused industries.

Much of the industrial land throughout the precinct is in direct proximity to residential land which has resulted in noise complaints in relation to industrial activity. Any future industrial development will require careful interface management.

Directions & Actions

Direction 7.1

Support contemporary industrial growth in Wesley Hill

Council will support the ongoing growth of Wesley Hill precinct by:

- supporting the renewal of existing underutilised industrial sites.
- supporting the development of vacant land.
- encouraging the development of small and medium sized facilities that support diversification of enterprise population serving uses including artisan, trades, fitness and automotive uses.
- applying industrial design guidelines to new development.
- seeking opportunities to mitigate the impact of industrial uses on residential areas.

Addressed in Actions 1 & 3

Land use policy and sustainability changes

Land use policy:

- introduce a vision to guide the development of Wesley Hill at Clause 17.03 that supports the development and renewal of underutilised sites in the precinct (Action 1).

Sustainable development:

- apply industrial design guidelines to new development in Wesley Hill (Action 1).
- explore opportunities to mitigate the impact of industrial uses on residential areas (Action 3).



Figure 14: Wesley Hill Industrial Precinct



Other Industrial Areas

Table 7: Other Industrial Precincts – Directions & Actions

Precinct	Directions & Actions
Maldon	<p>Council will:</p> <ul style="list-style-type: none">• Rezone the Beehive Mine to reflect its role as recreation area• Monitor the ongoing use and development of vacant industrial land in Maldon
Harcourt	<p>Council will:</p> <ul style="list-style-type: none">• Monitor the ongoing use and development of vacant industrial land in Harcourt and the use and development of land in direct proximity to established industrial sites

Appendices



6.0 Appendices

Industrial Land Search

In order to identify suitable new industrial land, Council has developed a series of guiding preconditions to help identify appropriate land.

Table 8: Industrial Land Search Criteria

Preconditions	Description
Site Attributes	<p>Size: Sites that are of a sufficient size to enable a range of industrial development formats including the opportunity to incorporate mixed office or restricted retail use.</p> <p>Safety: The site is not subject to bushfire and flooding risk.</p> <p>Topography: Sites that are flat are preferred.</p> <p>Environment: Avoid areas designated for conservation and protection.</p>
Context	<p>Access: The site is located within proximity to major transport networks and population centres. The site can connect to established road infrastructure enabling safe access and egress. The site should be in proximity to road networks suitable for heavy vehicles.</p> <p>Business networks: The site is preferably located within or near a precinct that includes an agglomeration of existing industrial businesses.</p> <p>Proximity to residential areas: The site is not in close proximity to residential areas. The site should ideally enable traditional industrial uses that generate noise without the risk of amenity impacts on nearby residents.</p> <p>Proximity to infrastructure: Ideally the site is located in close proximity to established water and energy infrastructure.</p>

Industrial Land Search Checklist

Location	<i>Where is the site?</i>		
Site Description	<i>What is the current use?</i>		
Site Attributes	Please tick the following questions		
	Is the site flat?	Yes	No Not Sure
	Is the site subject to flooding risk?	Yes	No Not Sure
	Is the site densely vegetated?	Yes	No Not Sure
	Is the site subject to bushfire risk?	Yes	No Not Sure
	Is the site a recognized heritage or conservation area?	Yes	No Not Sure
Context	Is the site in proximity to the Principal Freight Network? (Calder Freeway or Pyrenees Highway)	Yes	No Not Sure
	Is the existing road infrastructure capable of accommodating heavy trucks?	Yes	No Not Sure
	Is the site located in or close to existing industrial areas?	Yes	No Not Sure
	Is the site adjacent to existing businesses?	Yes	No Not Sure
	Are there residential uses nearby?	Yes	No Not Sure

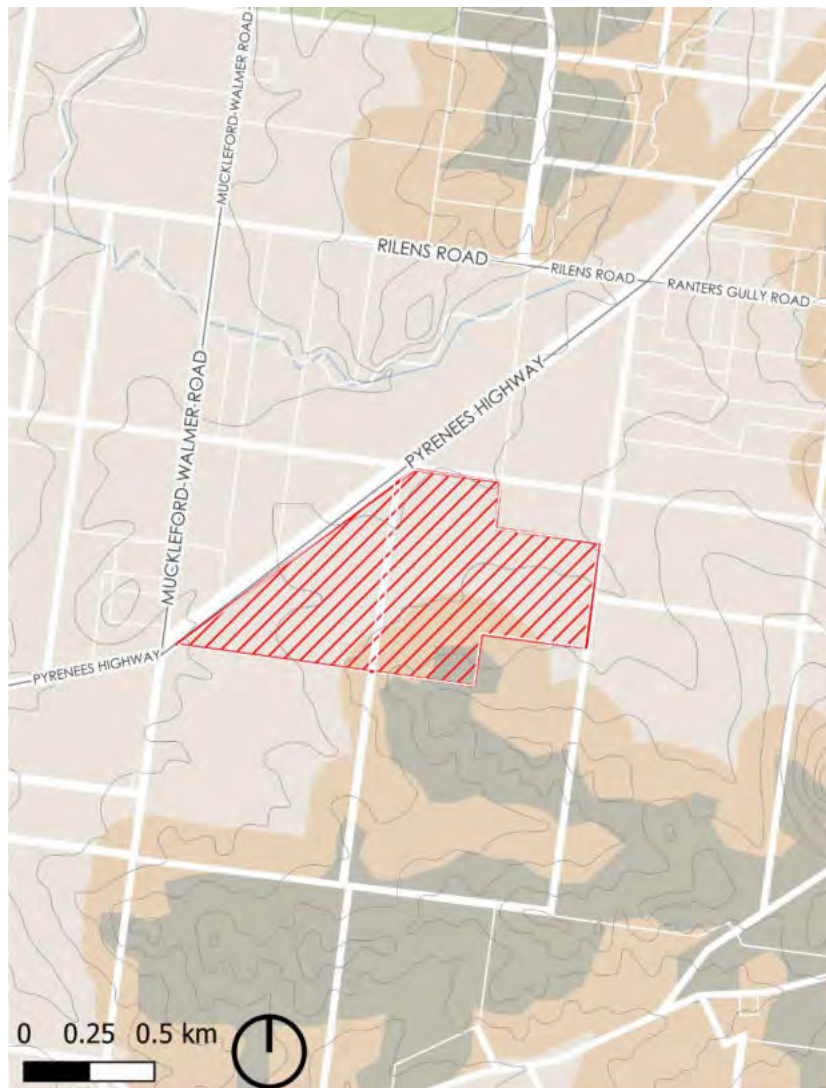
Industrial Suitability Assessment

Table 9: Industrial Investigation Sites

Site	Land Available (ha)	Industrial Suitability	Rationale
100 Fords Road, Yapeen	363	Moderate	Site is largely constrained by environmental factors and topography but includes an area that could be developed
1 Grants Lane, Harcourt	8.25	Low	Limited size
21 Donkey Gullys Road, Campbells Creek	10.8	Low	Limited size
2009 Pyrenees Highway, Muckleford	72	High	Minimal constraints with favourable access, topography and infrastructure
105 Blakeley Road, Castlemaine	4.4	Low	Limited size
Muckleford-Walmer Road	208.5	Moderate-High	Large scale lots in an isolated area with limited constraints
15 Tomkies Road, Castlemaine	42.7	Low-Moderate	Site is largely constrained by environmental factors and topography but includes an area that could be developed
2 & 22 Twyford Street, Harcourt	11.1	Low	Limited Size
Matherson Road, Wesley Hill	22	Moderate-High	Large scale lots in a well-connected area with limited constraints
Harmony Way, Elphinstone	395	Moderate-High	Numerous flat lots isolated from major townships and well connected to transport infrastructure with some constraints
Total	1,138		

1

2009 Pyrenees Highway, Muckleford - 72ha



LEGEND

-  10M CONTOUR
-  INVESTIGATION AREA
-  BUSHLAND
-  PROPERTY BOUNDARY
-  BUSHFIRE MANAGEMENT OVERLAY








ADVANTAGES

- Highway access
- Land size
- Relatively flat
- In proximity to infrastructure
- Isolated from residential areas and sensitive uses

CONSTRAINTS

- Partially subject to fire hazard

CONSTRAINTS

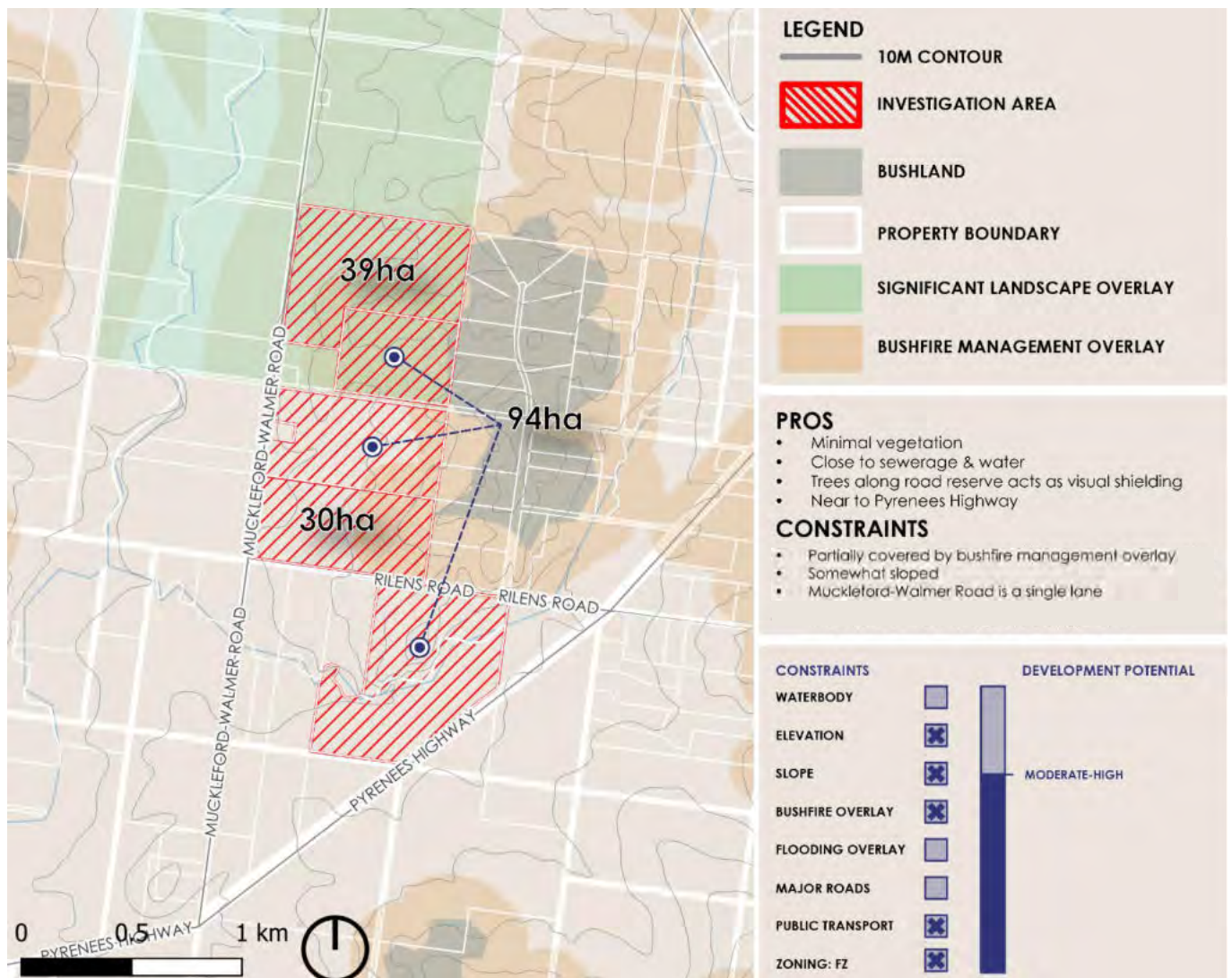
- LOT SIZE 
- WATERBODY 
- ELEVATION 
- SLOPE 
- BUSHFIRE OVERLAY 
- FLOODING OVERLAY 
- MAJOR ROADS 
- PUBLIC TRANSPORT 
- ZONING: FZ 

DEVELOPMENT POTENTIAL

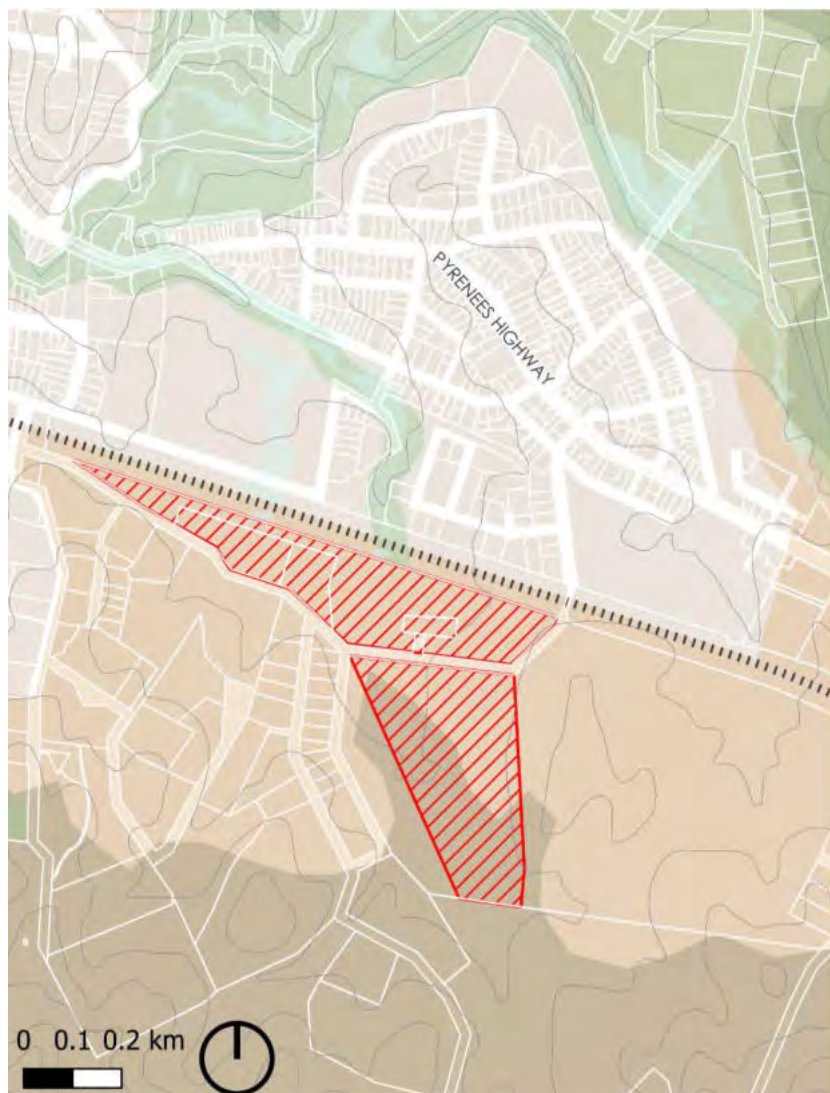


2

Muckleford-Walmer Road, Muckleford - 285.2ha



3 Matherson Road, Wesley Hill - 22ha



LEGEND

- 10M CONTOUR
- TRAINLINE
- INVESTIGATION AREA
- PROPERTY BOUNDARY
- SIGNIFICANT LANDSCAPE OVERLAY
- LAND SUBJECT TO INUNDATION OVERLAY
- BUSHFIRE MANAGEMENT OVERLAY

ADVANTAGES

- Large sites, government owned
- Flat land, minimal vegetation
- Connected to infrastructure, sewerage, water and major transport infrastructure
- In proximity to Wesley Business Park

CONSTRAINTS

- Subject to fire hazard
- Requires improvements to Hitchcock Street and connecting bridge to facilitate freight movement
- Need to explore existent role of land for public use and whether a change of zoning is appropriate.

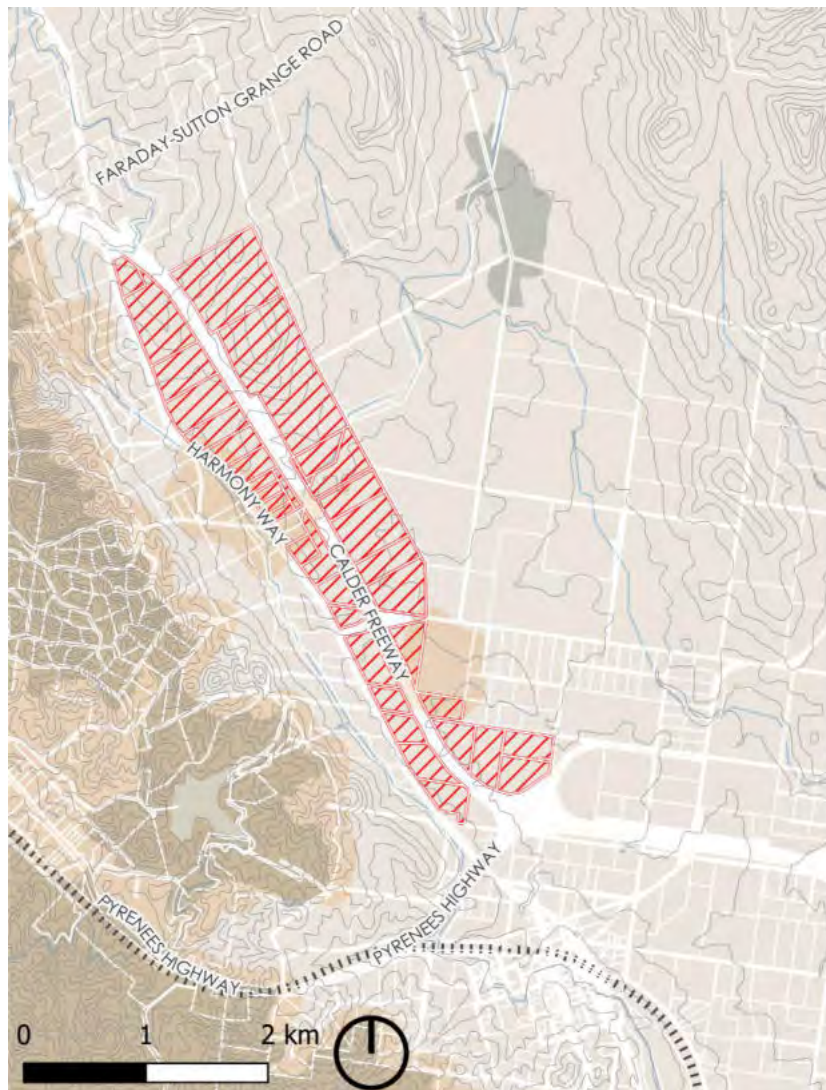
CONSTRAINTS

- LOT SIZE
- WATERBODY
- ELEVATION
- SLOPE
- BUSHFIRE OVERLAY
- FLOODING OVERLAY
- MAJOR ROADS
- PUBLIC TRANSPORT
- ZONING: PCRZ & PUZ3

DEVELOPMENT POTENTIAL



4 Harmony Way, Elphinstone - 395ha



LEGEND

- 10M CONTOUR
- TRAINLINE
- INVESTIGATION AREA
- PROPERTY BOUNDARY
- BUSHFIRE MANAGEMENT OVERLAY
- BUSHLAND

ADVANTAGES

- Flat land, minimal vegetation
- Isolated from major townships
- Connected to major transport infrastructure

CONSTRAINTS

- Subject to fire hazard
- Impact upon existing single dwelling rural properties
- Lacks access to water and sewerage infrastructure

CONSTRAINTS

- LOT SIZE
- WATERBODY
- ELEVATION
- SLOPE
- BUSHFIRE OVERLAY
- FLOODING OVERLAY
- MAJOR ROADS
- PUBLIC TRANSPORT
- ZONING: FZ

DEVELOPMENT POTENTIAL

MODERATE-HIGH

6.1 Industrial Supply Methodology

Industrial land supply are areas that are currently zoned for industrial uses under the Mount Alexander Planning Scheme. Within Mount Alexander Shire's planning scheme, these zones include the Industrial 1 Zone (IN1Z) and the Industrial 3 Zone (IN3Z). The **Industrial 1 Zone** are land uses for manufacturing, warehousing, distribution and associated uses that does not impact the safety and amenity of surrounding communities.

The **Industrial 3 Zone** is applied to locations with a special consideration of the nature and impacts of industrial uses is required or is to avoid inter-industry conflict. It also allows for limited retail opportunities such as convenience shops, small scale supermarkets and associated shops in appropriate locations.

A third zone available under the planning scheme, but currently not utilised within the Shire is the **Industrial 2 Zone (IN2Z)**. This zone is used for land uses that require a substantial buffer from the local community as these uses are considered highly disruptive.

This supply analysis has also chosen to include the **Commercial 2 Zone (C2Z)**. Traditionally the C2Z encourages commercial areas for offices, appropriate manufacturing and industries, bulky goods retailing, and other retail uses and commercial services. A lot of the existing business base in these zones are complimentary to the industrial land uses surrounding and therefore have been included as forming the industrial land supply.

6.2 Industrial Supply by Precinct

In order to quantify the existing industrial land supply within Mount Alexander Shire, distinct land categories are attributed to the existing land stock. These categories include:

Occupied land: Sites zoned for industrial land and is occupied by industrial or ancillary uses. Sites under construction are considered occupied land developments.

Vacant land: properties that contain no physical development and is not being utilised.

Vacant Constrained land: Vacant sites that are likely to be restricted for development by environmental, physical attributes and proximity to sensitive uses are categorised as vacant constrained. The Castlemaine Bushland Reserve while vacant and zoned for industrial uses is classified as vacant constrained based on its dense bushland and recreational role. The environmental and contextual features that have resulted in sites being identified as vacant constrained is identified in the mapping below.

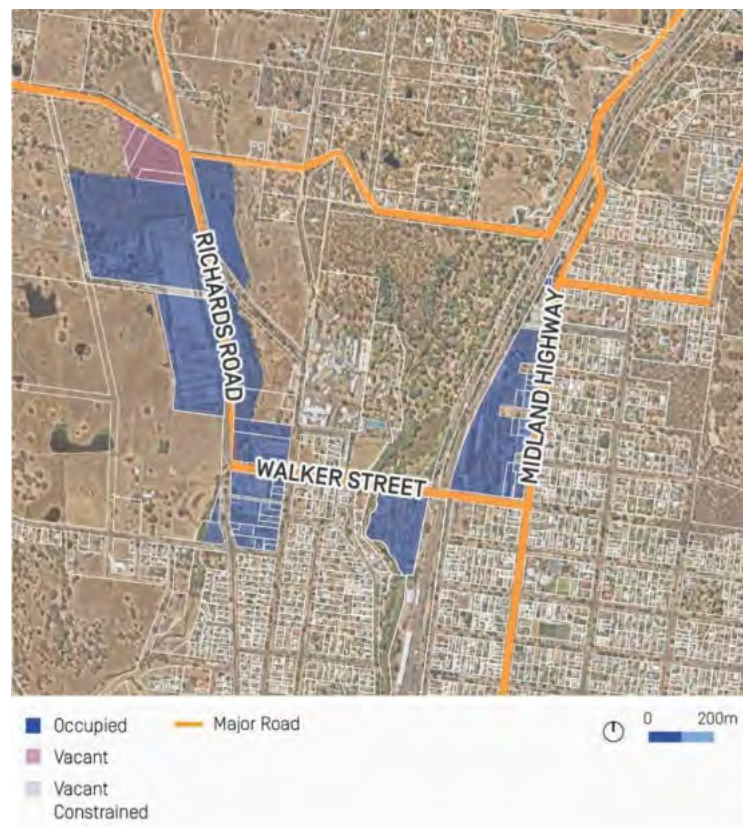
Classifications are applied to the individual property parcel and is assessed by its size and applied zoning. This enables total industrial land stock assessment by category.

Castlemaine

Table 10: Castlemaine Industrial Supply by Zoning

Status	IN1Z (ha)	IN3Z (ha)	Total	%
Occupied	34.5	3	37.5	94%
Vacant	0	2.4	2.4	6%
Total	34.5	5.4	39.9	

Figure 15: Castlemaine Industrial Supply



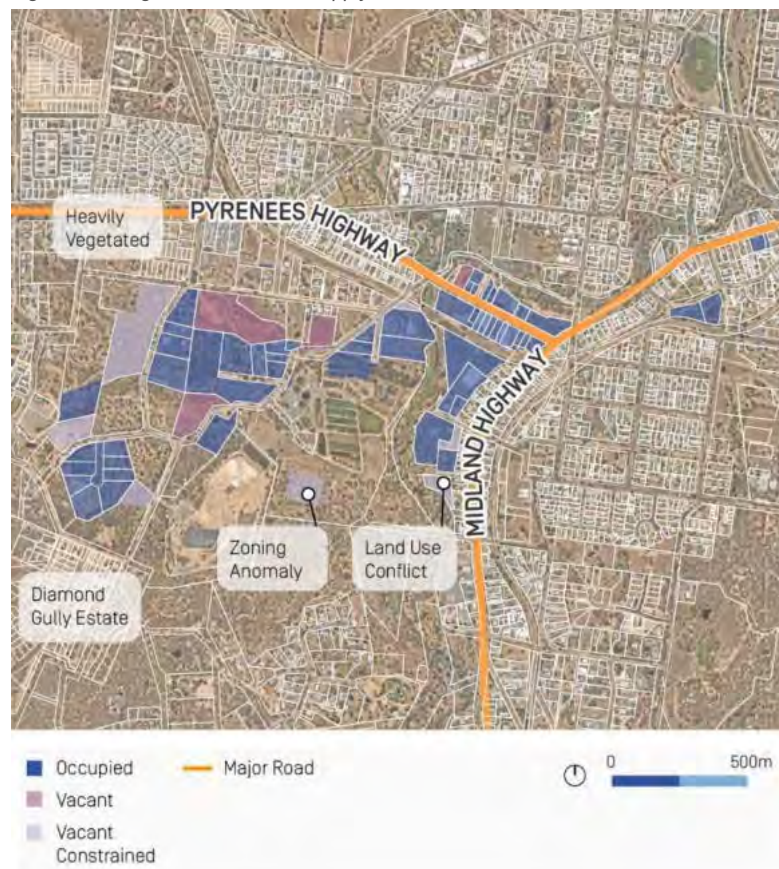
Source: Charter Keck Cramer

Langslow St

Table 11: Langslow St Industrial Supply by Zoning

Status	IN1Z (ha)	IN3Z (ha)	C2Z	Total	%
Occupied	21.5	4.4	4.6	30.5	70%
Vacant	4.7	0.8	0.3	5.9	13%
Vacant - Constrained	6.4	1.0		7.4	17%
Total	32.7	6.3	4.9	43.9	

Figure 16: Langslow St Industrial Supply



Source: Charter Keck Cramer

Wesley Hill/ Chewton

Table 12: Wesley Hill/Chewton Industrial Land Supply by Zoning

Status	IN1Z (ha)	IN3Z (ha)	Total	%
Occupied	8.9	4.7	13.6	77%
Vacant	1.7		1.7	10%
Vacant - Constrained	2.2	0.3	2.4	14%
Total	12.8	4.9	17.7	

Figure 17: Wesley Hill/ Chewton Industrial Land Supply



Source: Charter Keck Cramer

Maldon

Table 13: Maldon Industrial Land Supply by Zoning

Status	IN1Z (ha)	Total	%
Occupied	14.5	14.5	54%
Vacant	7.5	7.5	28%
Vacant - Constrained	5.1	5.1	19%
Total	27	27	

Figure 18: Maldon Industrial Land Supply



Source: Charter Keck Cramer

Harcourt

Table 14: Harcourt Industrial Land Supply by Zoning

Status	IN1Z (ha)	Total	%
Occupied	3.3	3.3	100%

Figure 19: Harcourt Industrial Land Supply



Source: Charter Keck Cramer

6.3 Industrial Land Demand Methodology

Demand for industrial land is informed through surveys of aerial imagery combined with property cadastral data. The change in the use of the land into industrial, or the construction of buildings for industrial associated uses is deemed as occupied land. This aerial survey method establishes an annual rate of consumption and therefore can be projected forward to calculate the availability of land supply.

It is important to recognise historical consumption does not equate to future consumption. In reality, consumption of industrial land is subject to a myriad of factors, including business activity of the private sector; trends in the global economy; establishment of new businesses; technological advancements; population/ employment changes and environmental changes. To adjust for these sensitivities, three scenarios are created to consider alternative land demand outcomes into the future. These include:

1. Business as Usual Growth: This scenario assumes the 10-year average land consumption rate continues.
2. Medium Growth: This scenario assumes a 25% increase to the 10-year trend.
3. High Growth: This scenario assumes a 50% increase to the 10-year trend.

Contact Us

To find out more, ask about the strategy, or share your thoughts, all are welcome to contact us:

- By email: strategicplanning@mountalexander.vic.gov.au
- By phone: (03) 5471 1700 and ask for Strategic Planning
- By post: Strategic Planning, PO Box 185, Castlemaine VIC 3450



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Mount Alexander
Shire Council

Industrial Design Guidelines

Mount Alexander Shire Industrial Design Guidelines

Prepared for
Mount Alexander Shire Council

by Tract

www.tract.com.au

Acknowledgement of Country

Mount Alexander Shire Council acknowledges Aboriginal and Torres Strait Islander people as the Traditional Owners of Country. We recognise and respect their cultural heritage, beliefs and continuing relationship with the land. We pay our respects to leaders and Elders, past, present and emerging of the Dja Dja Wurrung and the Taungurung peoples as the traditional owners of the lands and waters of Mount Alexander Shire. We also recognise all other Indigenous people of the Shire.

We acknowledge the vital role that Dja Dja Wurrung and Taungurung peoples and their Ancestors play as custodians of this region for many centuries, performing age-old ceremonies of celebration, initiation and renewal.



Mount Alexander
Shire Council

Our Country, 2022

88 x 119 cm Acrylic on canvas

Original artwork by

Alfred Carter

Gunaikurnai

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Glossary

Accessibility

The ease of reaching destinations. In a highly accessible location, a person, regardless of age, ability or income, can reach many activities or destinations quickly, whereas people in places with low accessibility can reach fewer places in the same amount of time.

Amenity

The features of an area, street, or building, that provide facilities and services that contribute to physical or material comfort and benefit and are valued by users. Amenity can be either tangible, such as open space, seating, a swimming pool, or gym; or intangible, such as pleasant views, air quality, or proximity to a local school or supermarket.

Arterial Road / Freeway

The principal routes for the movement of people and goods within a road network. They connect major regions, centres of population, major transport terminals and provide principal links across and around cities. Arterial roads are divided into primary and secondary arterial roads. Declared arterial roads generally zoned Transport Zone – Schedule 2.

Articulation

Building articulation is the visual treatment of a façade and its functional relationship with the street, neighbouring properties, and open spaces. Visual articulation of the façade can be achieved through including various elements such as setbacks, balconies, verandas, windows, materials, and colour. Additionally, functional articulation encompasses the treatment of forms concerning scale, proportions, the definition of different areas or functions and address. Overall, articulation helps to make a building's design more understandable and aesthetically pleasing.

Building

A building includes a structure and part of a building or a structure; fences, walls, out-buildings, service installations and other appurtenances of a building; and a boat or a pontoon which is permanently moored or fixed to land.

Blank Wall

A wall which has few or no windows or doors and has no decoration or visual interest.

Deep Soil Zones

Deep soil zones are areas within a development of natural ground with no obstructions above or below. Deep soil zones help promote healthy growth of large trees and allow infiltration of rainwater. They exclude areas on structures (above basements), pools and non-permeable paved areas. For success they should have a minimum dimension of 4.5 metres x 4.5 metres.

Environmentally Sustainable Design (ESD)

Design that minimises environmental impacts and supports health and wellbeing by embedding sustainability principles across energy, water, materials, transport, ecology, indoor environment quality, and waste, from design and construction through to operation.

Habitable areas

Areas in which patrons and users of the building typically carry out day to day activities. Examples include office spaces, lunchrooms, meeting rooms, etc.

Facade (or 'building facade')

The principal wall of a building that is usually facing the street and visible from the public realm. It is the face of the building and helps inform passers-by about the building and the activities within.

Form (or ‘built form’)

Refers to the three-dimensional character of the building and to the massing, height, street scale and urban density of a building.

Frontage

The frontage is the length of a lot, property or building that directly faces a street, public space, or other accessway. Where a lot is on a corner and addresses more than one street, the front of the lot is generally identified as the shortest boundary that faces a street.

Gateways

Key entry points that mark the transition between different areas, such as neighbourhoods, precincts, or cities. A gateway may be represented as a structure, built form element, sculptural element or landscaped feature. They help to designate and identify places and access points and should positively contribute to the local character of a place.

Interface

Where different types of land uses meet or are near each other, and where there may be conflict due to air emissions and noise from a land use detrimentally affecting another.

Landscape buffer

An area in which landscaping is used to screen or protect amenity to or from the adjacent land or property.

Major road

Major roads and key networks that connect neighbourhoods and link local streets to the arterial road network. Major roads may also provide for on-street carparking, buses, bicycle lanes, as well as verge space for pedestrian paths, infrastructure and landscaping.

Micro Mobility

Micro mobility options include bicycles, e-bikes, electric scooters, electric skateboards, shared bicycle fleets, and electric pedal assisted bicycles.

Open space

Land that provides recreation and leisure benefits and is accessible to the public.

Passive Solar Design

The design and orientation of a building such that it can benefit from natural heating and cooling, without the use of mechanical equipment. This can include the orientation of the building, site orientation, materials and finishes and design features that allow for air circulation and natural daylighting, shading and cooling of the building in summer months and the capture and storing of heat in the winter months.

Permeable / Permeability

The extent to which the urban structure permits, or restricts, movement of people or vehicles through an area, and the capacity of the area network to carry people or vehicles.

Primary frontage

The street frontage which holds the main address to the lot and from which the site is most accessed. Typically, the primary building frontage is adjacent to the street, driveway, or parking lot that provides access to the building.

Roof Form and Roofline

Roof form refers to the shape of the external surface at the top of the building. The roofline refers to the silhouette produced by the roof form. Rooflines and their materiality are visible from greater distances and directly effect how the building integrates into the local context and its impact on wider views of the landscape.

Scale

The size of a building in relation to its surroundings, or the size of parts or details of the building, particularly in relation to the scale of a person. Scale refers to the apparent size, not the actual size.

Sensitive Uses

Land uses considered to be potentially sensitive to emissions from industry and infrastructure including but not limited to, residential developments, hospitals, hotels, motels, hostels, caravan parks, schools, nursing homes, childcare facilities, shopping centres, playgrounds, and some public buildings.

Setback (Front or Street)

The distance of a building from the front lot boundary. The depth of the front setback influences the street character and how the building relates to and addresses the street. It can add to the perceived width of the street, provide additional public or private space, and allow space for landscaping. A building set on the front property boundary has zero street setback.

Setback (Side or Rear)

The minimum distance of a building from any lot boundary other than the front lot boundary. All structures including the building and features such as pergolas, porches and verandas should not occur within the setback distance. Side and rear setbacks affect the relationship of the building with its neighbours and affect the quality of space between the buildings, landscaping opportunities, acoustics and solar access.

Sightline

Lines of clear, uninterrupted sight from a viewer's location to other locations and distances.

Signage

Signage refers to all signs that are public display panels or boards that visually communicate information. Signage includes signs that are located on the building or freestanding and can include permanent or temporary signs.

Streetscape

The visual character of a street space that results from the combination of street width, curvature, paving, street furniture, plantings and the surrounding built form and detail. The people and activities present in the street also contribute to the streetscape.

Subdivision

The act of subdivision means the division of a land parcel into two or more parts which can be disposed of separately. It is also a term used for the resulting pattern of blocks and lots, and streets.

Surrounding Context

Surrounding context refers to the broader setting of an identified area. The context may include the physical surroundings of topography, movement patterns and infrastructure, built form and uses, and the cultural, social, and economic environment.

Sustainable modes of transport

Transport modes that are low emissions based such as elective vehicles, micro mobility and public transport.

Passive surveillance

Observation, from the street or from adjacent buildings, provided by ordinary people as they go about their daily activities. This kind of observation can deter criminal activity or anti-social behaviour and make places feel safer. Sometimes termed 'casual surveillance' and 'eyes-on-the-street'.

Urban Structure

Urban structure refers to the arrangement and organization of elements within an urban environment. These elements include buildings, roads, public spaces, green areas, and infrastructure. The structure dictates how these elements are laid out and interconnected, shaping the overall form and functionality of a precinct. A well-planned urban structure enhances the liveability, accessibility, and sustainability of urban areas. It covers the patterns of land use, transportation networks, and the relationships between different urban components, contributing to the neighbourhood character and identity.

Views

Views refer to the visual connections and perspectives within and around environments. This includes views from various points within the neighbourhood, such as views from a place, a building, a street, open spaces, or other public spaces.

Views are an essential element in urban design as they contribute to the aesthetic quality and character of a place, influencing how people experience and interact with their surroundings. Views can enhance the attractiveness of urban areas, provide orientation and way-finding, and create a sense of openness and connection to nature or significant landmarks. Consideration should be given to protecting and enhancing key views to improve the overall visual and experiential quality of the precinct and neighbouring areas.

PART A

Introduction





*Industrial Development,
Chambers Road, Altona North*

1 Purpose

1.1 Purpose

The purpose of the **Mount Alexander Shire Council Industrial Design Guidelines** (the 'Guidelines') is to guide future industrial development and subdivision within Mount Alexander Shire.

The Guidelines aim to assist applicants in preparing planning permit applications for industrial development and support Council in assessing these proposals. They provide a framework for how industrial areas should look, function, and respond to their local context, ensuring they are attractive, sustainable, and economically viable.

By promoting best-practice environmentally sustainable development, the Guidelines aim to ensure the ongoing economic viability and growth opportunities of Mount Alexander's industrial areas, whilst balancing and maintaining the amenity and liveability of the broader community.

1.2 Objectives of the Guidelines

The objectives of these Guidelines are to:

- Provide guidance, clarity, and certainty for the use and development of industrial areas.
- Facilitate the development of functional, well-served, sustainable, and attractive industrial areas that respect local conditions and amenity.
- Ensure appropriate interfaces between industrial and commercial land and nearby sensitive uses.
- Support the growth, productivity, and innovative industrial and commercial opportunities while achieving state and local planning policies.

1.1 Desired Outcomes for Future Development

The Guidelines aim to support the practical on ground outcomes expected of future development that deliver Council's vision and support Mount Alexander Shire's transition to a sustainable, low emissions and innovative economy by:

- **Promoting sustainability and innovation:** Encouraging best-practice environmentally sustainable design, including energy-efficient systems, sustainable materials, and circular economy initiatives, while actively protecting the natural environment and biodiversity. This includes managing ecological impacts through sensitive site planning, habitat preservation, and integration of green infrastructure.
- **Enhancing functionality and attractiveness:** Ensuring industrial precincts are efficient, visually appealing, and well-integrated, enhancing their long-term viability and desirability.
- **Enabling new opportunities:** Supporting the integration of sustainable infrastructure, such as community batteries, distributed energy systems, and innovative industrial uses.
- **Managing sensitive interfaces:** Balancing industrial development with surrounding residential and environmental areas to maintain community amenity and liveability.
- **Preserving the existing industrial heritage:** Recognising, protecting and responding to existing industrial heritage areas, by fostering a balance between honouring historical significance and accommodating sustainable future-ready development.
- **Defining industrial precincts:** Employing placemaking initiatives that communicate the distinction between industrial and non-industrial areas by creating tailored zoning, integrating visual cues such as landscaping or buffer zones, and implementing design elements that reflect the character and function of each area.



Industrial development that celebrates the innovative and unique industrial heritage of Mount Alexander Shire.

Shedshaker Brewing Company, The Mill Precinct, Castlemaine

1.2 Mount Alexander Shire's Industrial Areas

The project is focused on industrial zoned land within Mount Alexander Shire. Specifically, it includes the following industrial precincts:

- **Precinct 1** – Castlemaine;
- **Precinct 2** – Wesley Hill Business Park / Chewton;
- **Precinct 3** – Langslow Street;
- **Precinct 4** – Maldon;
- **Precinct 5** – Harcourt.

These industrial areas are mapped on Figure 1 opposite.

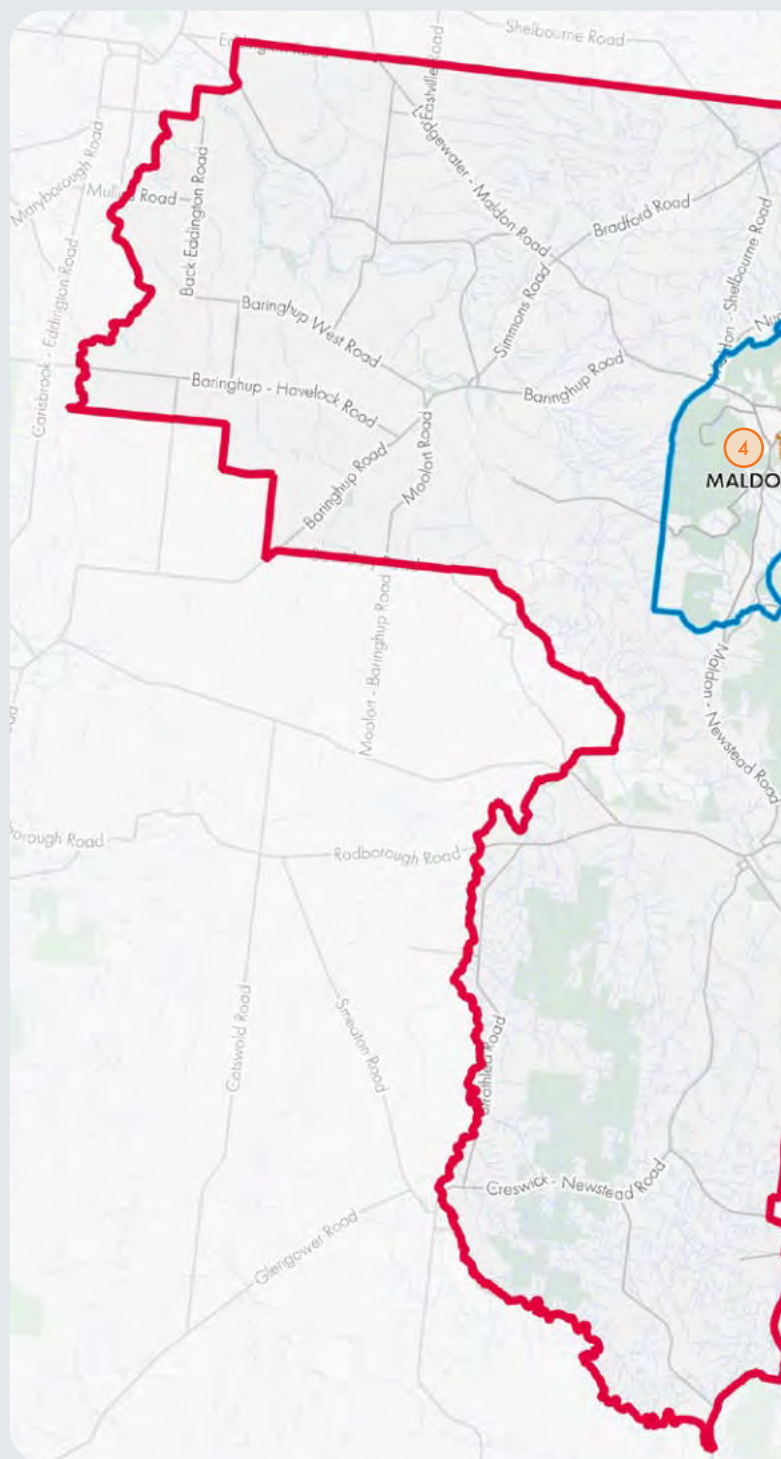
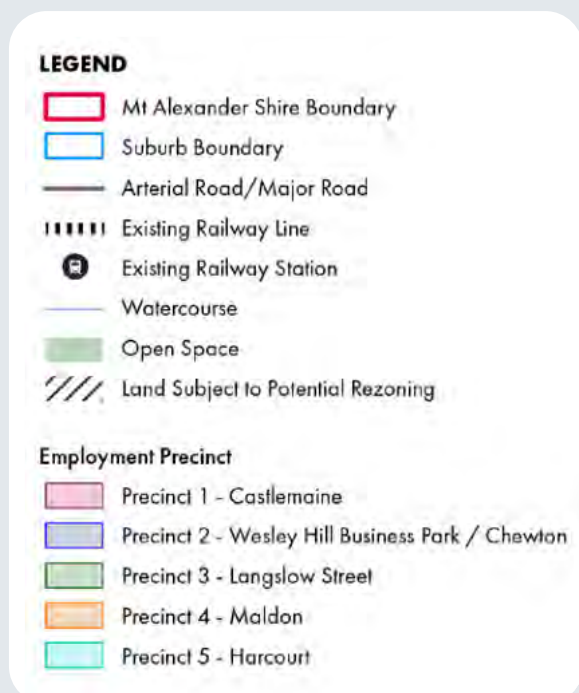
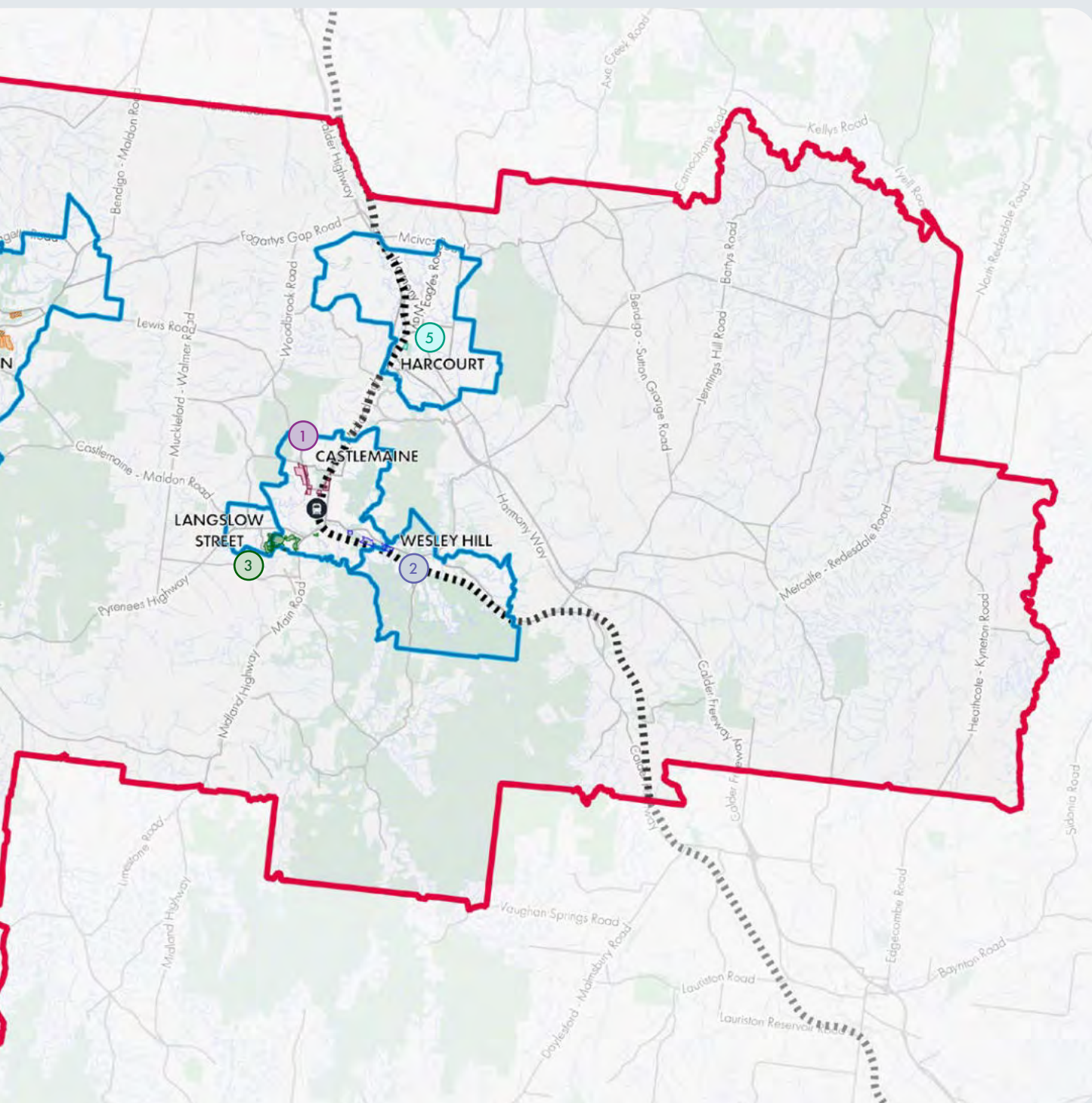


Figure 1. Mount Alexander Industrial Precincts



2 How to use the Guidelines

2.1 Where the Guidelines apply

The Guidelines apply to all planning permit applications for the subdivision or development of land within the following land use zones:

- Industrial 1
- Industrial 3

In addition, the Guidelines apply specifically to Public Use zoned land along Baker Street, Castlemaine (i.e. Precinct 1) and Commercial 2 and Public Use zoned land along Langslow Street (i.e. Precinct 3).

The context maps for each precinct on the following pages, figures 2-5, broadly outline these industrial areas.

2.2 How the Guidelines apply

The Guidelines provide design principles and supporting diagrams and illustrations to assist in developing and assessing future development proposals.

These Guidelines will provide a consistent framework to the use, development, and management of industrial land within the Mount Alexander Shire.

Where there is a conflict between these Guidelines and a restrictive covenant or Section 173 Agreement, the restrictions will prevail; except in cases where the Guidelines cover a matter that the restrictions do not address.

2.3 Relationship with the Mount Alexander Shire Planning Scheme

The Guidelines sit alongside the Mount Alexander Shire Planning Scheme as a Council reference document.

Council will have regard to the Guidelines when considering proposals against the objectives, requirements and decision guidelines of the relevant zones, overlays and particular provisions.

Where there is any inconsistency, the Planning Scheme prevails.



The Mill in Castlemaine, a repurposed heritage site formerly known as the Castlemaine Woollen Mill, features street art murals that reflect and celebrate its industrial past.

The Mill Precinct, Castlemaine

LEGEND

-  Suburb Boundary
-  Arterial Road/Major Road
-  Existing Railway Line
-  Existing Railway Station
-  Watercourse
-  Open Space
- Land Use Zones**
 -  IN1Z-Industrial 1
 -  IN3Z-Industrial 3
 -  PUZ7-Public Use Zone 7
 -  Land Subject to Potential Rezoning
- Employment Precinct**
 -  Precinct 1 - Castlemaine
 -  Precinct 2 - Wesley Hill Business Park / Chewton
 -  Precinct 3 - Langslow Street

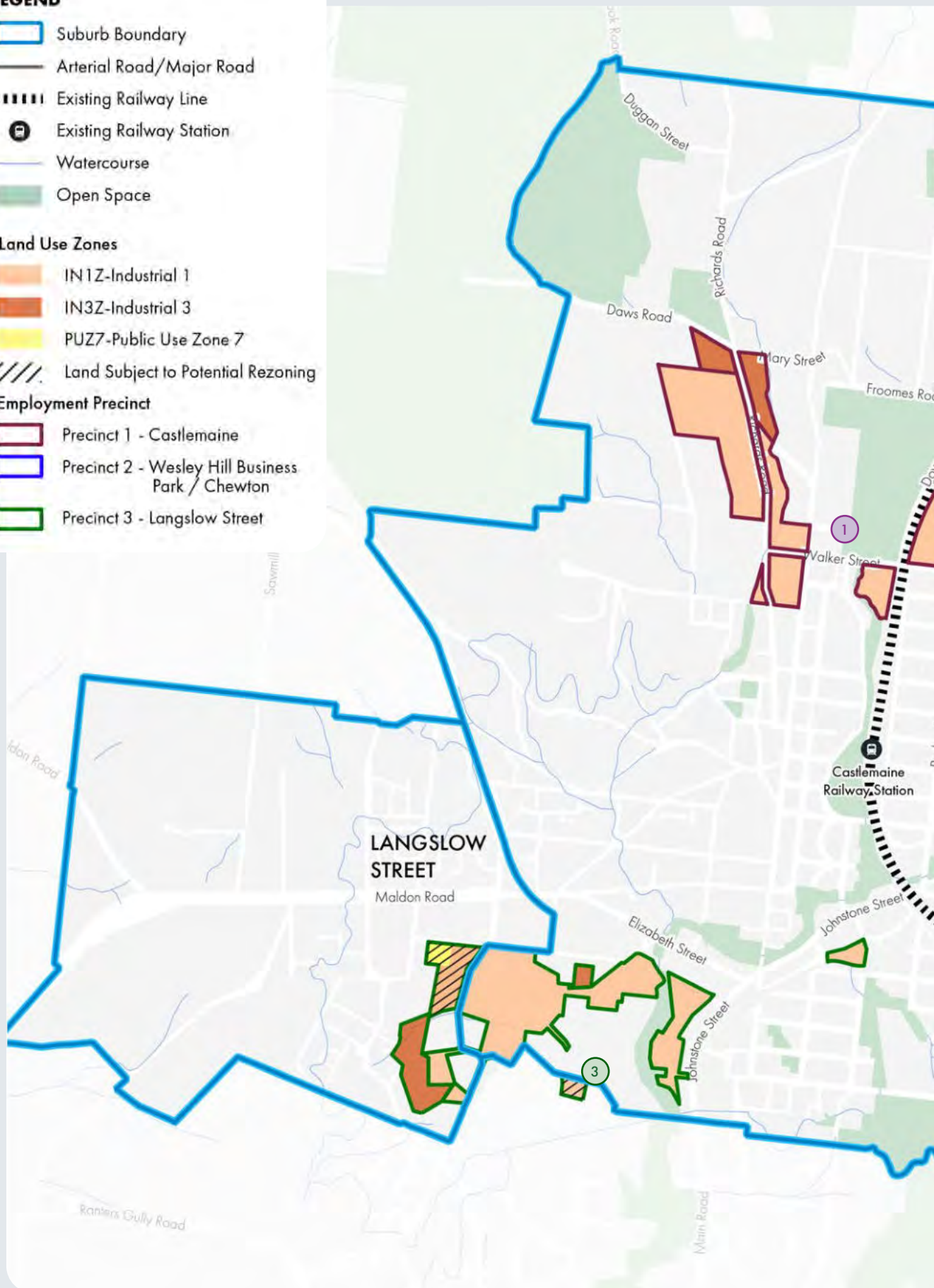
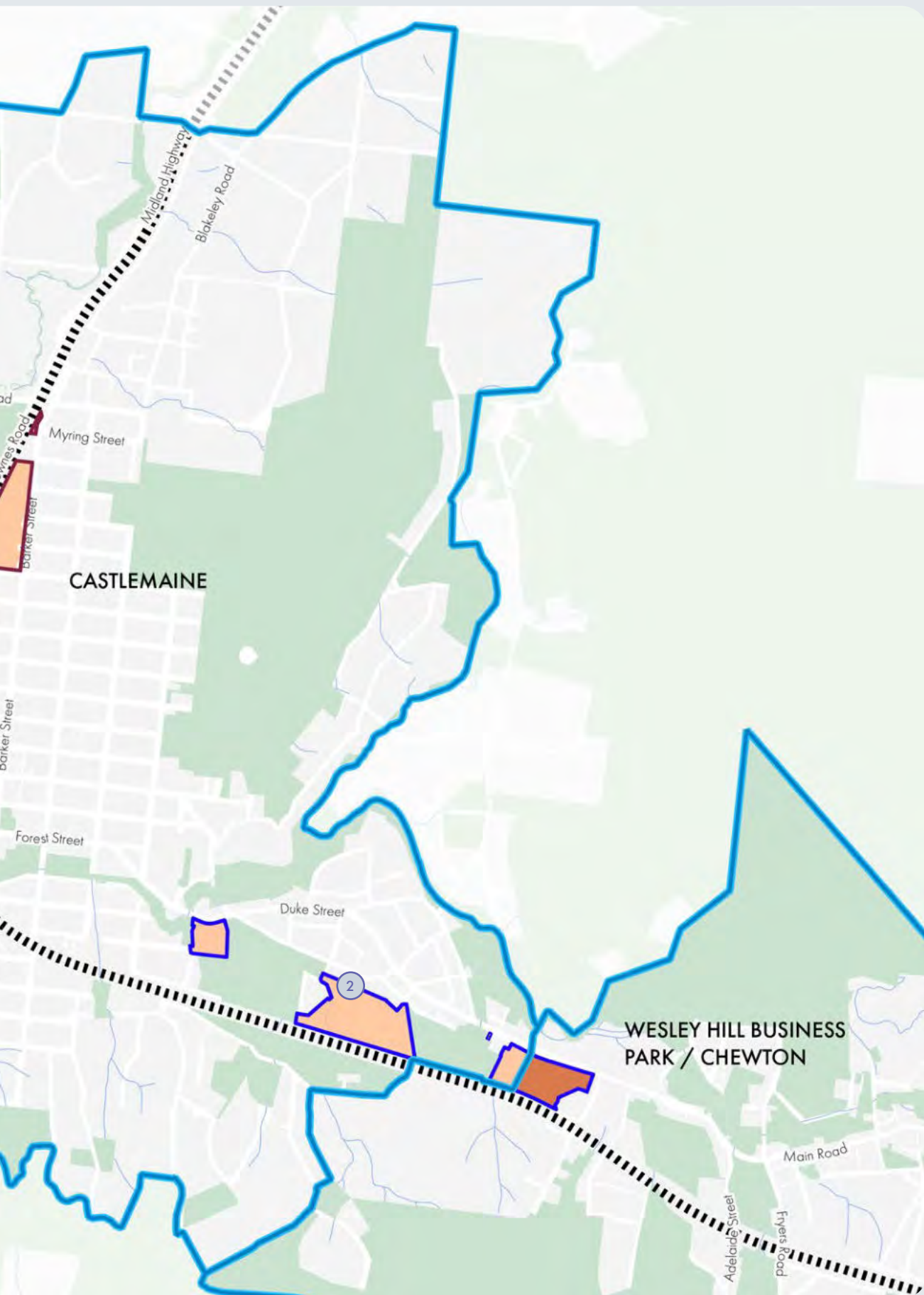


Figure 2. Precincts 1, 2 and 3



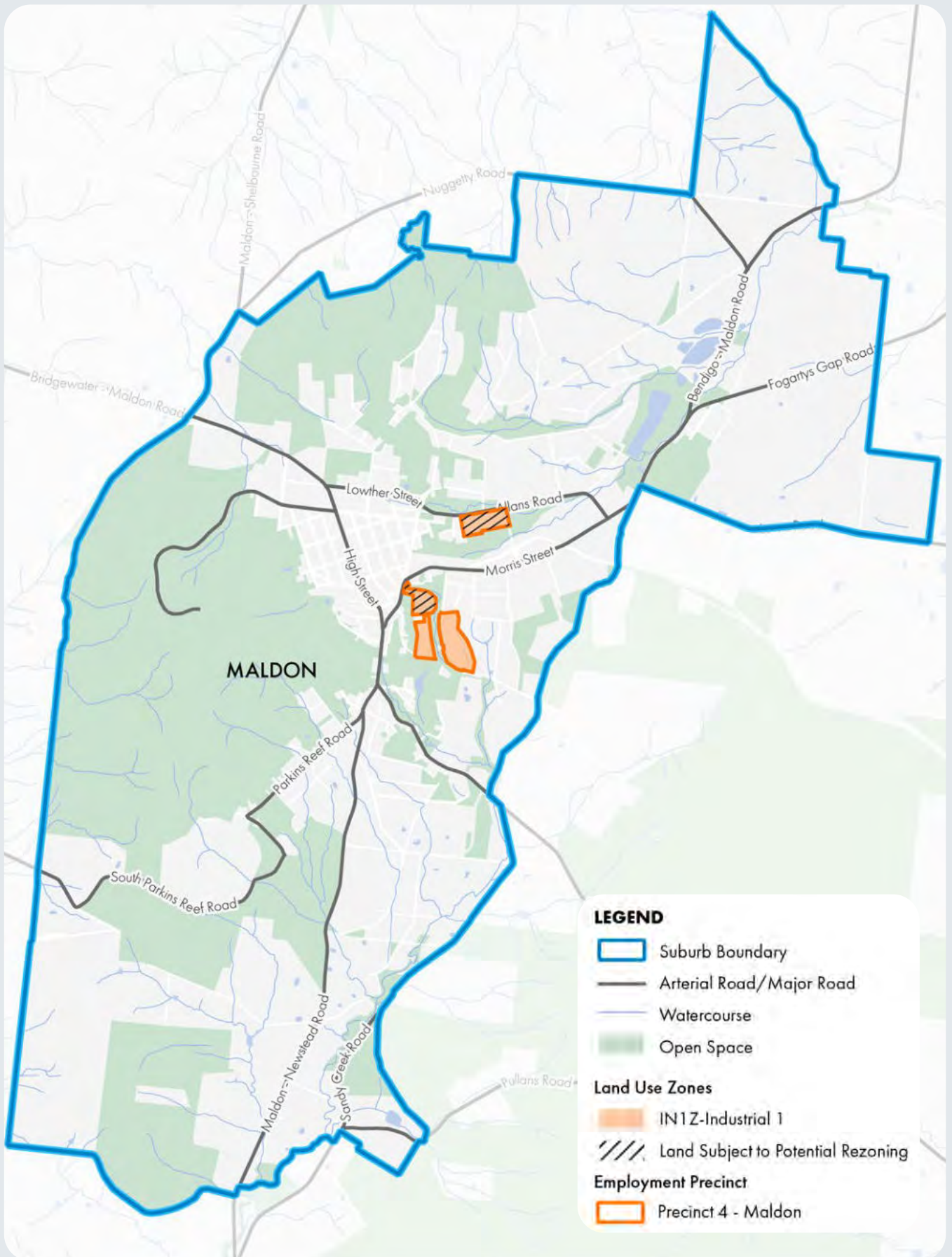


Figure 3. Precinct 4

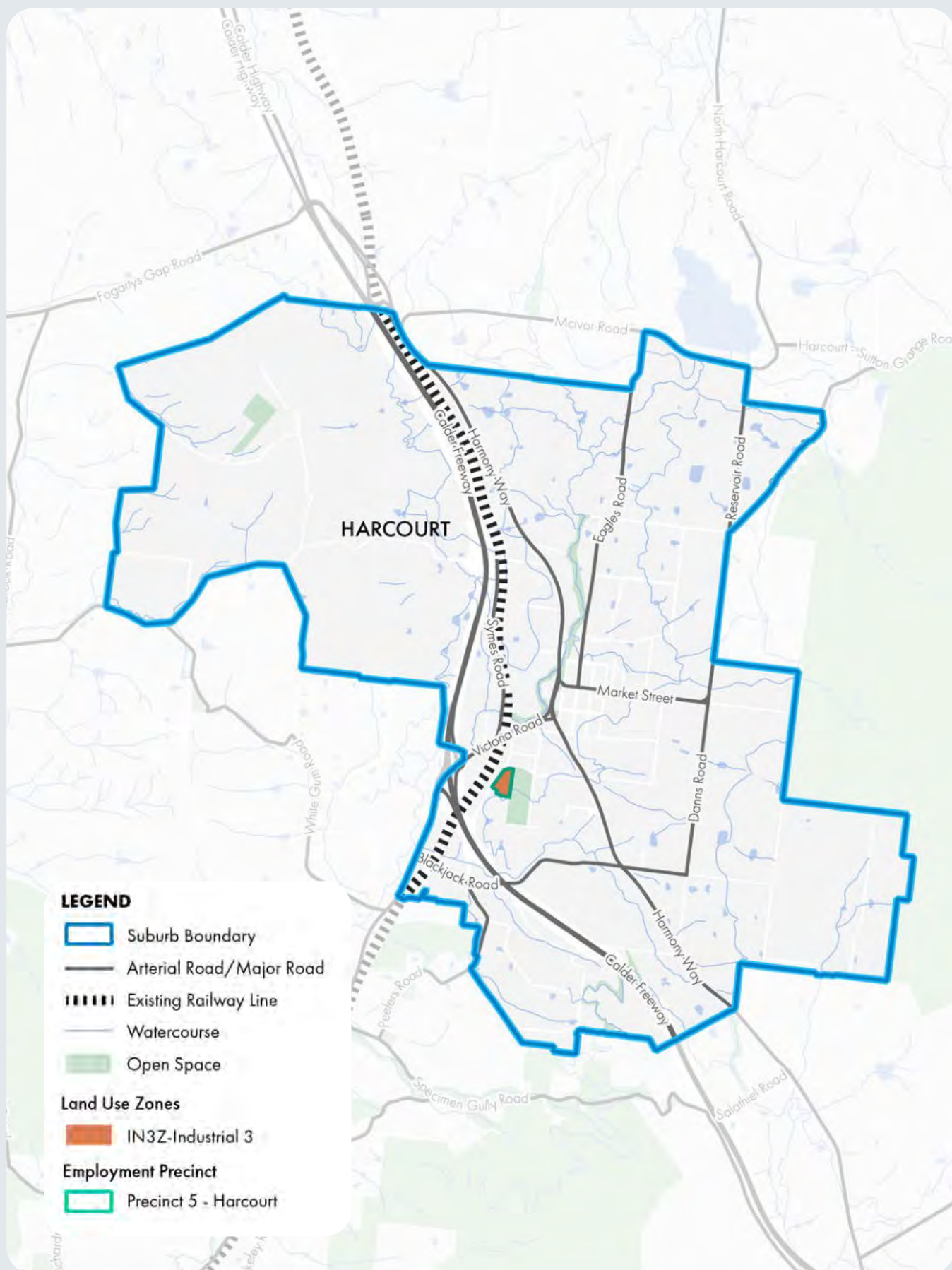


Figure 4. Precinct 5

2.4 Reference Documents

Several existing guidelines are relevant to industrial development within Mount Alexander Shire. These include:

- Mount Alexander Shire Industrial Strategy (2026)
- Mount Alexander Shire Council Plan 2025-2029
- Mount Alexander Shire Active Transport Strategy 2023-2033
- Mount Alexander Shire Economic Development Strategy (2024)
- Mount Alexander Shire Climate Change Strategy (2023)
- Mount Alexander Shire Public Open Space Strategy (2016)
- Castlemaine Urban Waterways Management Plan (2018)
- Maldon Design Guidelines (2022)

Applicants should refer to these documents for further information, as appropriate.

2.5 How the Guidelines are Structured

The Guidelines are structured into the following parts:

Part A - INTRODUCTION

Provides the overall objectives for the Guidelines and instructions on how they apply.

Part B - SUBDIVISION DESIGN GUIDELINES

Provides guidelines for subdivision permit applications within relevant zones and precincts listed in Section 2.1.

Part C - DEVELOPMENT DESIGN GUIDELINES

Provides guidelines for buildings and works and signage permit applications within the zones listed in Section 2.1.

Figure 5. Document Structure

2.6 Helpful Tips and Links

The diagram below outlines the sections of the Guidelines that are to be considered for each type of permit application.

All parts relevant to the proposal should be considered.

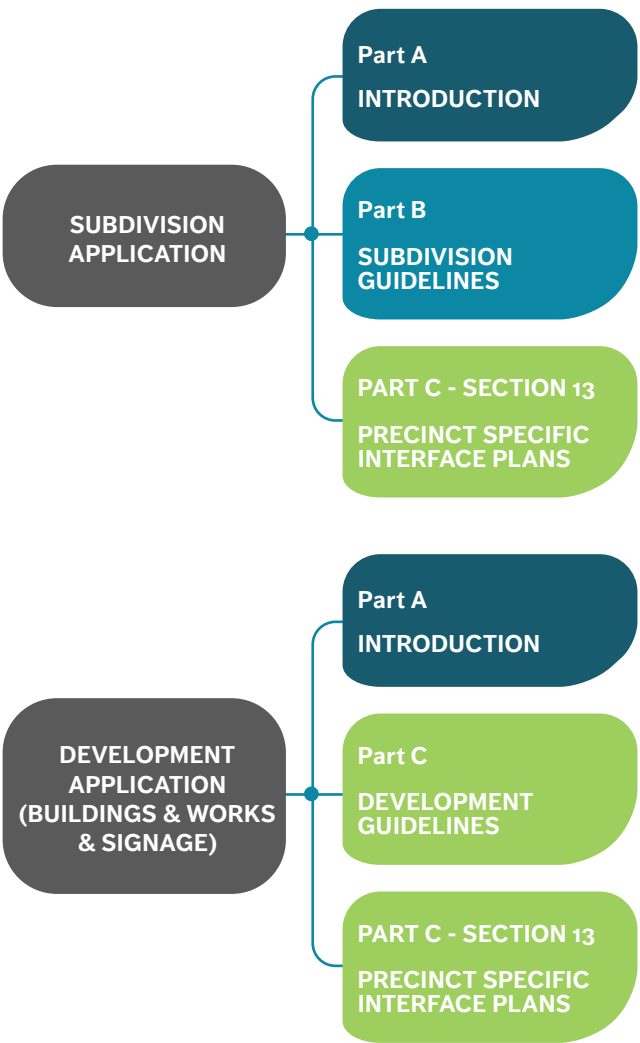
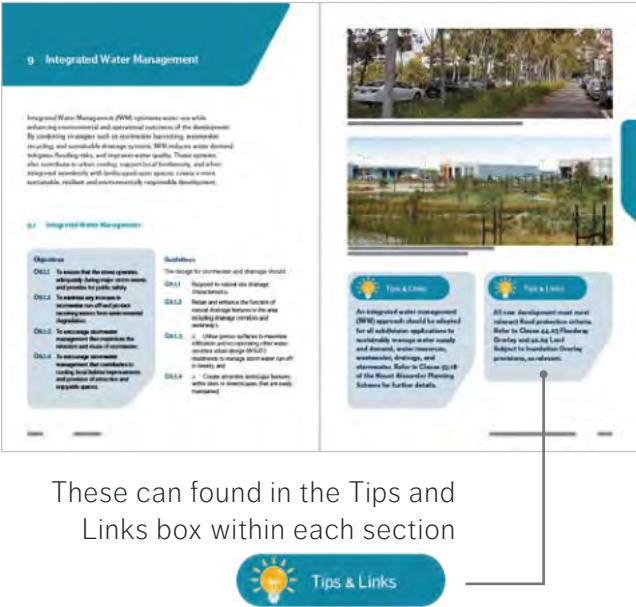


Figure 6. How to use this Document

The Guidelines include helpful tips and links to assist in providing further information for applicants. This includes links to relevant sections of the Mount Alexander Planning Scheme and other reference documents, as appropriate.



These can found in the Tips and Links box within each section

Figure 7. Tips and Links

It should be noted that while links are provided, the helpful tips and links do not provide a comprehensive list of all requirements or conditions to be considered as part of a permit application; nor does it consider restrictive covenants, Section 173 Agreement or other specific restrictions.

It is the responsibility of the applicant to ensure all relevant requirements and obligations are met.

3 Approvals Process

Applications for subdivision and development within relevant zones and precincts (listed in Section 2.1) will be subject to the standard approvals process.

Applicants should use the Guidelines alongside the requirements of the Mount Alexander Shire Planning Scheme to shape and justify permit applications for subdivision, buildings and works, and signage, demonstrating how proposals meet relevant provisions of the Planning Scheme. Council will consider the extent to which a permit application responds to the Planning Scheme and these Guidelines when assessing an application.

3.1 Requirements for Permit Applications

Before applying for a planning permit, applicants are encouraged to meet with Council officers, as part of their pre-application service, to:

- Discuss what information is required for the application,
- Discuss any relevant development constraints, and
- Confirm which Guidelines are relevant to their application.

A checklist of drawing and written requirements for Commercial and Industrial applications can be found on Council's website.

For more information, visit the Mount Alexander Shire Council website for guidance and resources to support your permit application.

In addition, further information may be requested by Council or referral authorities as part of an application or as a condition of the planning permit.

Council will make a formal request pursuant to Section 54 of the Planning and Environmental Act 1987 should this information be required, following a thorough assessment of a permit application.

It is recommended that pre-application discussions be held with Council prior to lodgement to ascertain any further requirements.

3.2 Assessing permit applications

Council will consider each development proposal on its merits, taking into consideration the individual context and site characteristics.

Council may impose permit conditions that will enable the development proposal to meet the requirements of the Mount Alexander Planning Scheme and these Guidelines.



KR Castlemaine has been a longstanding industrial anchor contributing to Castlemaine's economic identity and shaping the evolution of surrounding land uses.

Don KR Castlemaine Factory, Castlemaine

4 Environmentally Sustainable Design

An overarching objective of the design guidelines is to integrate the principles of sustainable design into new industrial developments and the redevelopment of existing infrastructure within Mount Alexander Shire.

Industrial development should achieve best practice in environmentally sustainable development from the design stage through to construction and operation. Considering sustainable design in the planning process enhances the ability to meet best practice and exceed the minimum standards set by the building approval process. In addition, it potentially minimises additional extra costs associated with retrofitting a development to implement environmentally sustainable design principles in the future.

Environmentally Sustainable Design (ESD) objectives and guidelines have been incorporated throughout these design guidelines, as outlined below.

ESD ELEMENT	RELEVANT GUIDELINES
Indoor Environment Quality Improving the indoor environment quality at home and in the workplace will generally enhance well-being and reduce the likelihood of ill-health. Through the implementation of passive design principles, good indoor environment quality also leads to energy savings due to reduced energy demands for heating, cooling and artificial lighting.	Part C – 10.2 Building Siting and Orientation Part C – 11.1 Building Address, Design and Detail
Water Efficiency Water conservation and the efficient use of water is an important component of sustainable development. By utilising basic water conservation techniques such as the collection and reuse of rainwater and efficient water use in buildings systems and landscaping, significant reductions in water usage can be achieved.	Part B – 9 Integrated Water Management Part C – 14.1 Landscape Design Part C – 14.2 Paving and Surface Treatments Part C – 15.1 Integrated Water Management
Building Materials Sourcing sustainable building materials can have a significant impact on the environment. Some considerations include harvesting of raw materials, a material's high embodied energy (i.e. the energy it took to extract and process the material), on-going maintenance requirements and the ability of materials to be recycled.	Part C – 11.5 Materials and Finishes

ESD ELEMENT

RELEVANT GUIDELINES

Waste Management

Waste management must be considered in the design, development, operation and ongoing management of industrial sites. The Guide recommends undertaking waste management planning to reduce waste and increase recycling.

Part C – 11.5 Materials and Finishes

Part C – 16.2 Waste and Storage

Energy Efficiency

The operational and environmental costs of development can be significantly influenced by building design and, in particular careful consideration of the building envelope, siting and orientation, and the installation of energy efficient appliances and lighting etc.

Part B – 5.1 Site and Context Assessment

Part B – 7.1 Lot Size and Shape

Part C – 10.2 Building Siting and Orientation

Part C – 11.1 Building Address, Design and Detail

Part C – 16.3 External Lighting

Part C – 16.4 Energy Efficiency

Stormwater Management

Typically in areas of industrial developments there are large areas of impervious surfaces. Industrial buildings and car parks can be designed to mitigate the negative impacts of stormwater runoff through the on-site capture, reuse of stormwater and water quality improvement measures.

Part B – 9 Integrated Water Management

Part C – 15.2 Paving and Surface Treatments

Sustainable Transport

Design of industrial sites should seek to discourage reliance on vehicles and, where possible prioritise forms of active transport, as well as micro mobility options. Subdivisions should be well connected to public transport services and be safe and comfortable walking environments. Development should provide end of trip facilities.

Part B – 6.2 Pedestrian and Cyclist Access

Part B – 6.3 Public Transport

Part C – 14.1 Pedestrian and Cyclist Access

Urban Ecology

Through the process of subdivision and development of industrial areas there are opportunities to protect and enhance local biodiversity and environmental systems. Encouraging the planting of native vegetation in landscaped areas, retaining high value trees and vegetation, including on public land and within road reserves, protecting wildlife corridors where appropriate and building strategies such as green roofs should be considered. Landscape design provides the biggest opportunity to improve urban ecology outcomes.

Part B – 5.1 Site and Context Assessment

Part B – 6.4 Streetscapes

Part B – 6.5 Open Space Provision and Design

Part C – 15.1 Landscape Design

PART B

Subdivision Design Guidelines

Subdivision design significantly shapes the way industrial precincts evolve, operate, and connect with their surrounding environments. It directly impacts aspects such as accessibility, infrastructure efficiency, adaptability, and overall integration with existing urban, suburban, or natural contexts. Thoughtful subdivision planning can contribute to precincts that are not only functional and economically viable but also harmonious with broader community needs and environmental considerations.

Part B outlines clear objectives for achieving desirable subdivision outcomes and provides practical and actionable guidelines to realise these objectives.





5 Site Responsive Design

Site responsive design is critical in industrial precincts because it ensures that development respects and integrates with the unique characteristics of the site and its surroundings. The design of an industrial development should consider and respond to factors such as topography and natural features, historical and heritage elements, ecological and environmental systems, interfaces, and existing infrastructure.



Development should respond to the local character of the site including existing trees, vegetation and context. *(Adobe Stock image)*

5.1 Site and Context Assessment

Objectives

- O5.1.1** To ensure new subdivisions are designed to respond to the local characteristics of the site and its broader context.
- O5.1.2** To ensure that new development addresses adjacent land uses in a considered and harmonious way.
- O5.1.3** To ensure that historical and heritage elements are considered, to preserve and celebrate local identity.

Guidelines

- G5.1.1** Undertake an analysis of the existing site and context, prior to any subdivision design to ensure that the new subdivision responds appropriately. It is desirable to undertake analysis of and provide a subdivision design that responds to:
 - Surrounding land uses and sensitive interfaces (existing and proposed);
 - Surrounding transport networks, detailing connections to existing (and any proposed) road, pedestrian and cycle paths, and public transport services;
 - Areas of high value vegetation and habitat / biodiversity, including optimal and critical tree protection zones;
 - Climatic conditions including solar access and prevailing winds;
 - Predominant landscape and cultural heritage character of the area and consideration of the site's heritage significance (if applicable);

- Assessment of drainage systems both within and beyond the site;
- Natural and man-made features within the site i.e. landform and topography, exposed geological features, wind row planting etc; and
- Views from within and external to the site to significant landscapes, landforms (on or close to prominent ridges and hilltops), water features and from key public locations.

It will need to be demonstrated that the subdivision design responds to each of these elements.

- G5.1.2** Discouraging development that is on or close to prominent ridges and hilltops to protect views and areas of remnant vegetation.

- G5.1.3** Historical or heritage elements on the site should be preserved and celebrated. New development must be respectful and responsive to these elements and designed such that view-lines to these elements from public access areas are maintained where possible.



Development should respond to the existing qualities of the site including existing trees and drainage requirements. (Access way, Carrum Downs)

6 Subdivision Layout

The design of industrial subdivisions plays a crucial role in shaping the development, functionality, and integration of industrial precincts with their surrounding areas. Thoughtfully planned subdivisions should incorporate considered movement networks and landscaped open spaces that serve as vital green buffers, mitigating noise, visual impacts, and pollution while ensuring harmony with nearby residential or sensitive areas.

This section identifies the primary objectives for effective subdivision design and presents guidelines to help achieve these aspirations.

6.1 Street Network

Objectives

- O6.1.1** To provide safe, functional, connected, and attractive streets that integrate appropriately with surrounding areas.
- O6.1.2** To limit the impacts of heavy vehicles and industrial traffic on adjoining town centre, residential areas and sensitive uses.
- O6.1.3** To provide sufficient capacity within the street network to cater for the needs of industrial uses, waste collections and emergency vehicles.
- O6.1.4** To allow for safe and efficient movement of people and goods, at all hours of the day.
- O6.1.5** To provide active frontages for passive surveillance of existing and new street frontages.

- O6.1.6** To provide site responsive street network that integrates with the environmental and landscape features of the site.
- O6.1.7** To demonstrate the consideration of passive solar design in the layout of street network.



The design of the subdivision should consider existing and future connections and traffic movement. (*Botanica Park, Acacia Ridge*)

Guidelines

- G6.1.1** Provide a logical road hierarchy that considers all road users including heavy vehicles, public transport, cars, cyclists, pedestrians and micro mobility users and separates them where necessary. Road hierarchy and treatments should be clearly articulated as part of the subdivision application including defined heavy vehicle routes, where applicable.
- G6.1.2** Connect new streets with established arterial and major street networks to enhance permeability and ensure future connections to adjoining industrial areas are provided (refer to Figure 8). Avoid court bowls, where possible.
- G6.1.3** Design the street network to avoid directing industrial traffic along local residential streets. (refer to Figure 9).
- G6.1.4** Design the street network to enable buildings to front onto public spaces such as streets, waterways, and public open space (refer to Figure 10).
- G6.1.5** Ensure building frontages are active and visually connected to the street, avoiding barriers like high fences or blank walls, to support passive surveillance and integrate with the public realm.
- G6.1.6** Design street networks to integrate and respond to existing site features such as drainage, topography, vegetation, and heritage.
- G6.1.7** Orientate streets north-south and east-west, wherever possible, to maximise passive solar access opportunities for lots (refer to Figure 10).
- G6.1.8** Orientate streets to capture and maintain any key views to enhance the amenity of the precinct. (refer to Figure 11).
- G6.1.9** Ensure new subdivisions incorporate adequate street widths to provide for waste collection, emergency vehicles, street tree planting, walking, and cycling infrastructure and public transport, where required.

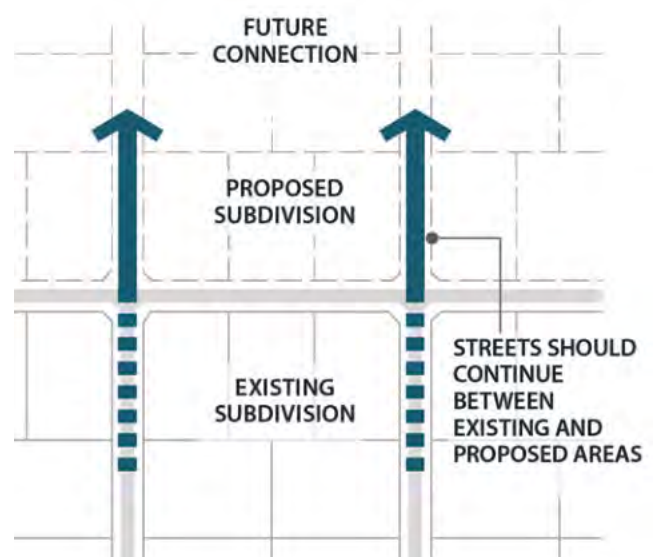


Figure 8. Connection to adjoining subdivisions

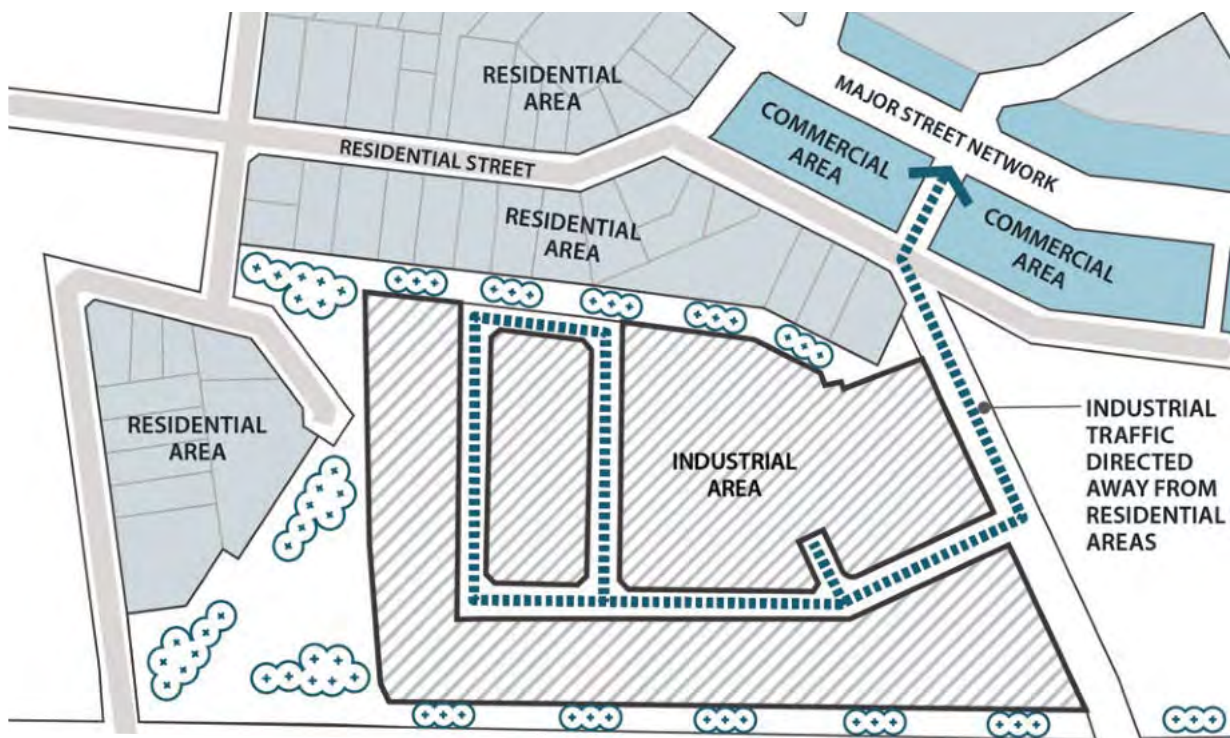


Figure 9. Industrial traffic movement.

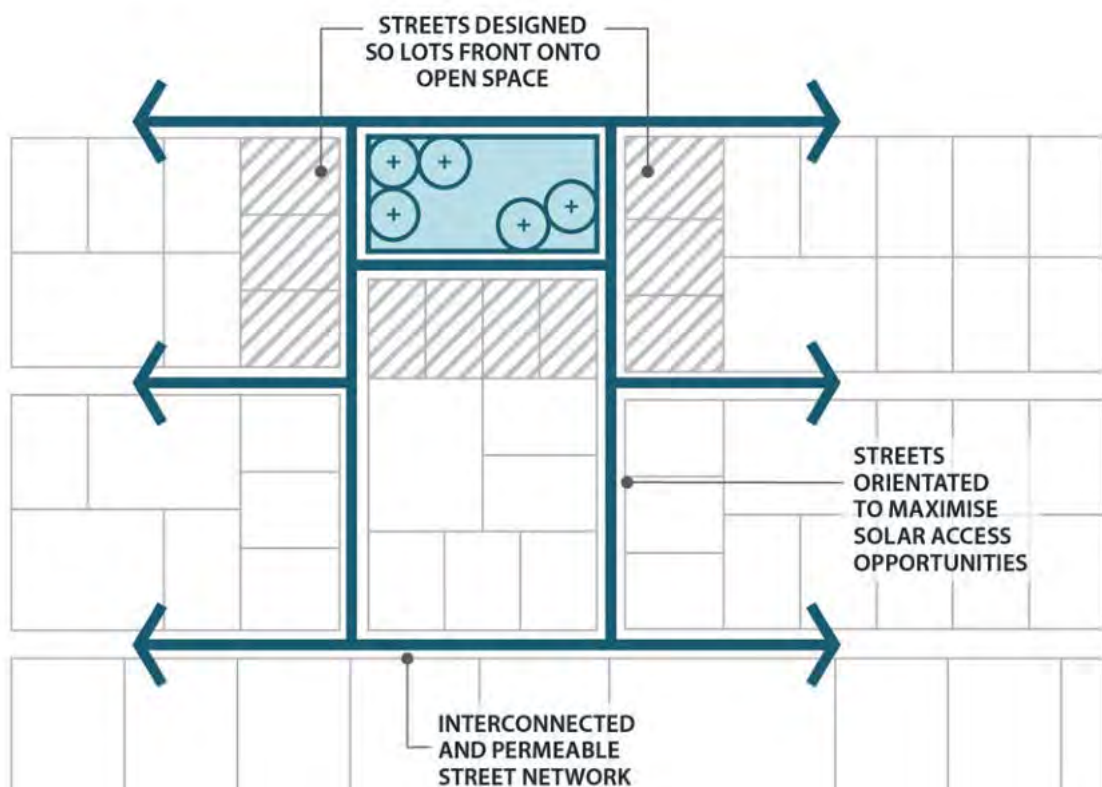


Figure 10. Designing the street network.

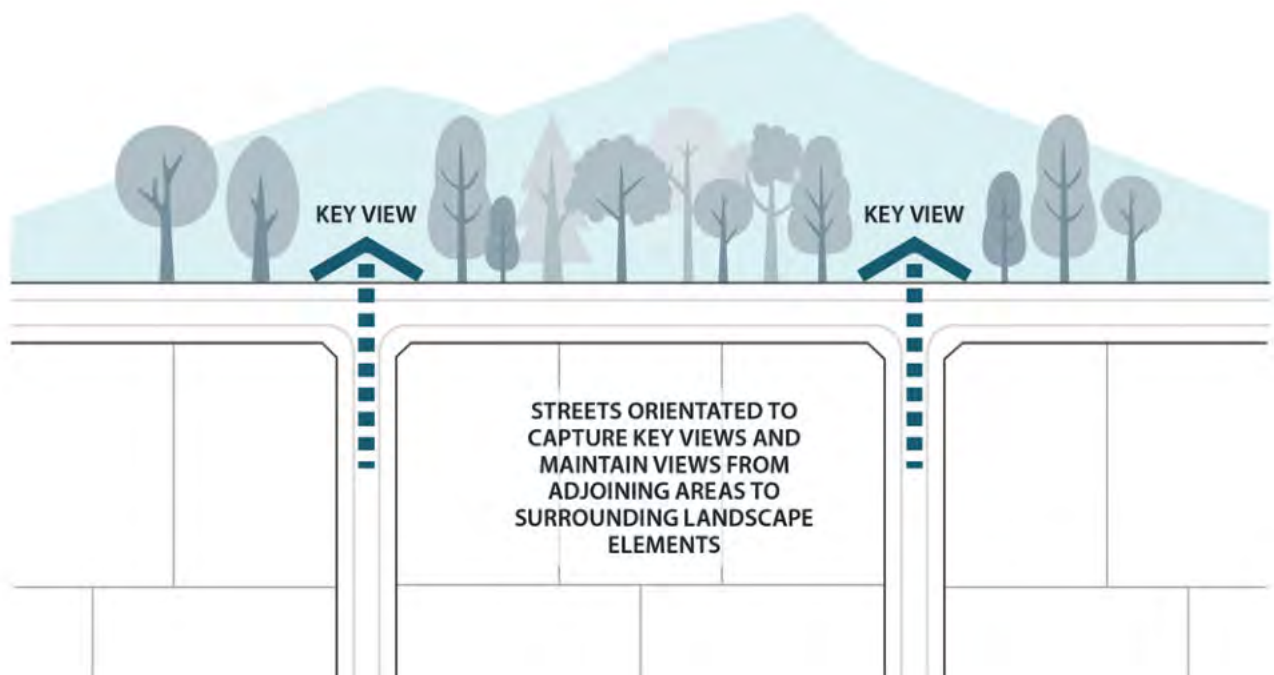


Figure 11. Orientation of streets to key views.



The street network should allow for the safe and efficient movement of people and goods. (*Northcorp Business Park, Broadmeadows*)



Tips & Links

Streets should be designed in accordance with the Infrastructure Design Manual (IDM) available on Council's website and Australian Standards.

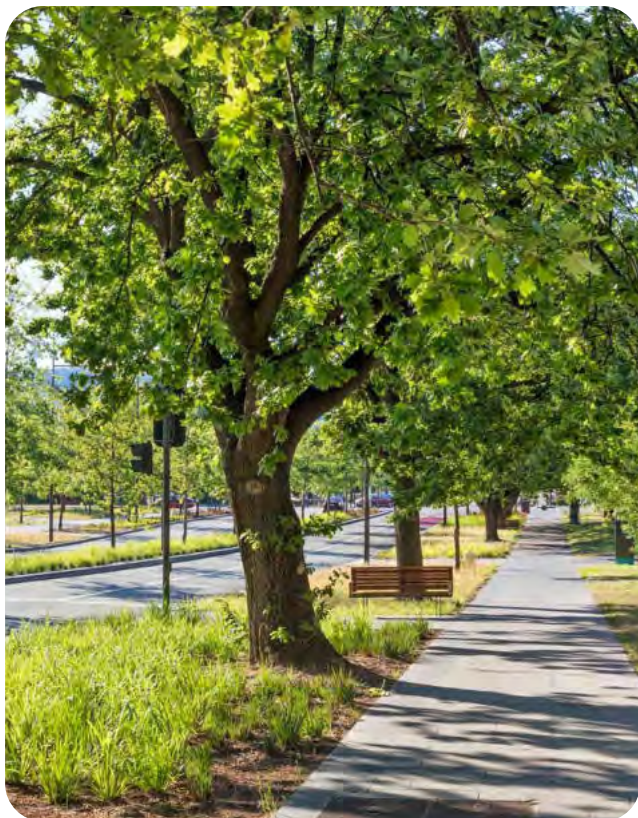
6.2 Pedestrian and Cyclist Access

Objectives

- O6.2.1** To ensure pedestrian and cycle access are integrated into the design of future subdivisions.
- O6.2.2** To promote walking, cycling and micro mobility devices as suitable transport alternatives for workers and visitors.
- O6.2.3** To provide safe, convenient, and comfortable access for pedestrians and cyclists.

Guidelines

- G6.2.1** Develop a pedestrian and cycle network as part of the subdivision application that provides for continual and safe access between key destinations, open space, and public transport within the precinct and surrounding areas. The network should provide street tree planting for amenity and shade, connect into existing trails and residential areas, and provide signage to direct people to key destinations and connections.
- G6.2.2** Provide shared pedestrian and cycle paths along key routes including major and arterial road and thoroughfares. Shared paths should be sealed surface and a minimum width of 2.5m to provide a comfortable level of separation between pedestrians and cyclist.
- G6.2.3** Provide sealed pedestrian paths on both sides of new streets. Along key routes including major and arterial road and thoroughfares, shared paths should be provided on one side and a standard footpath provided along the other side. Shared paths should be a minimum width of 2.5m to provide a comfortable level of separation between pedestrians and cyclist. Standard footpaths should be a minimum width of 1.5m.



Provide continuous and safe routes for pedestrian and cyclist. (Constitution Avenue, Canberra)

6.3 Public Transport

Objectives

- O6.3.1** To provide adequate access to public transport within new industrial and commercial areas.

Guidelines

- G6.3.1** Design streets with adequate width to accommodate potential future bus services, ensuring flexibility in transport planning and supporting long-term accessibility.



Ensure sufficient road width to carry bus service. (Dysons Bus Mernda Station)

6.4 Streetscapes

Objectives

- O6.4.1** To provide streetscapes that respond appropriately to valued local characteristics of the site and precinct, encourage the retention of high value trees and planting of new trees.
- O6.4.2** To ensure streetscapes are durable and require minimal maintenance.
- O6.4.3** To ensure tree planting is provided within all streets.

Guidelines

G6.4.1 Develop a landscape masterplan for new streetscape and open spaces as part of any subdivision application. The landscape masterplan should outline how the design will:

- Design subdivision around existing vegetation, through the provision of verges and incorporating existing significant vegetation. Verges should be wide enough to accommodate large street trees, particularly when located adjacent to a creek reserve;
- Incorporate gateway features at key entries into key industrial and commercial areas, including signage;
- Utilise street tree planting species and siting to reinforce the movement hierarchy and desired character for an area. This could include formalised avenue planting for areas such as key entries and planting to reinforce movement connections;
- Utilise low level native or indigenous shrubs and grasses in conjunction with canopy trees;
- Utilise low maintenance passive irrigation techniques to irrigate street trees with captured stormwater; and
- Integrate WSUD systems where appropriate to achieve storm-water retention and reuse.



Using appropriate street tree species and siting helps to reinforce the movement hierarchy and should be consistent with the desired character for an area. (*Access Way, Carrum Downs*)

- G6.4.2** Incorporate street lighting that is located and designed to provide for a safe journey along pedestrian paths. Refer to Part C section 13 for specific lighting guidelines when located near sensitive use areas.
- G6.4.3** Provide public furniture including seating and bins at key open space nodes and key streetscapes within new subdivisions to activate streets.
- G6.4.4** Provide tree planting along all new streets, existing roads and within open space areas to provide tree canopy cover and vegetation within new development areas.
- G6.4.5** Incorporate underground power and solar street lighting in new developments.



Canopy street tree planting and path connections make it easier and more comfortable for pedestrians to move within industrial precincts and enhance streetscape amenity. (Parker Street, Castlemaine North)



Tips & Links

Street lighting should be designed and located in accordance with relevant Australian Standards.



Tips & Links

High value canopy trees and vegetation to be protected in accordance with Australian Standards AS 4970:2009 – Protection of trees on development sites.

6.5 Open Space Provision and Design

Objectives

- O6.5.1** To provide adequate provision of usable and amenable open space within industrial and commercial areas.
- O6.5.2** To provide suitable activation and passive surveillance of existing and new open space areas.
- O6.5.3** To integrate natural and valued landscape elements that reflect the local character qualities of Mount Alexander Shire within new open space areas.

Guidelines

- G6.5.1** Ensure open space is located so that it is accessible to nearby workers within the industrial area.
- G6.5.2** Incorporate paths, seating, shade, and landscape features within open space areas. Refer to Council requirements as to appropriate tree and plant species.
- G6.5.3** Incorporate natural elements into the open space network such as creeks, water bodies, trees, and areas of established vegetation.
- G6.5.4** Provide linear open space links along creeks with appropriate pedestrian and cycle access.
- G6.5.5** Where encumbered land is to be retained as open space, this will not count towards the open space contribution.
- G6.5.6** Locate open space to maximise views and vistas to key landmarks and topographic features.
- G6.5.7** Design street networks so that buildings will front onto the open space on each side and provide smaller lots at the open space frontage to achieve greater activation (refer to Figure 12).
- G6.5.8** Open space should have a minimum of three street interfaces.
- G6.5.9** Locate uses such as cafes and convenience shops adjacent to the open space to take advantage of the outlook and provide a location for staff and visitors to enjoy outdoor dining (refer to Figure 12).



Landscaped open spaces provide amenities for local workers to enjoy. (Frankston Gardens Drive, Carrum Downs)

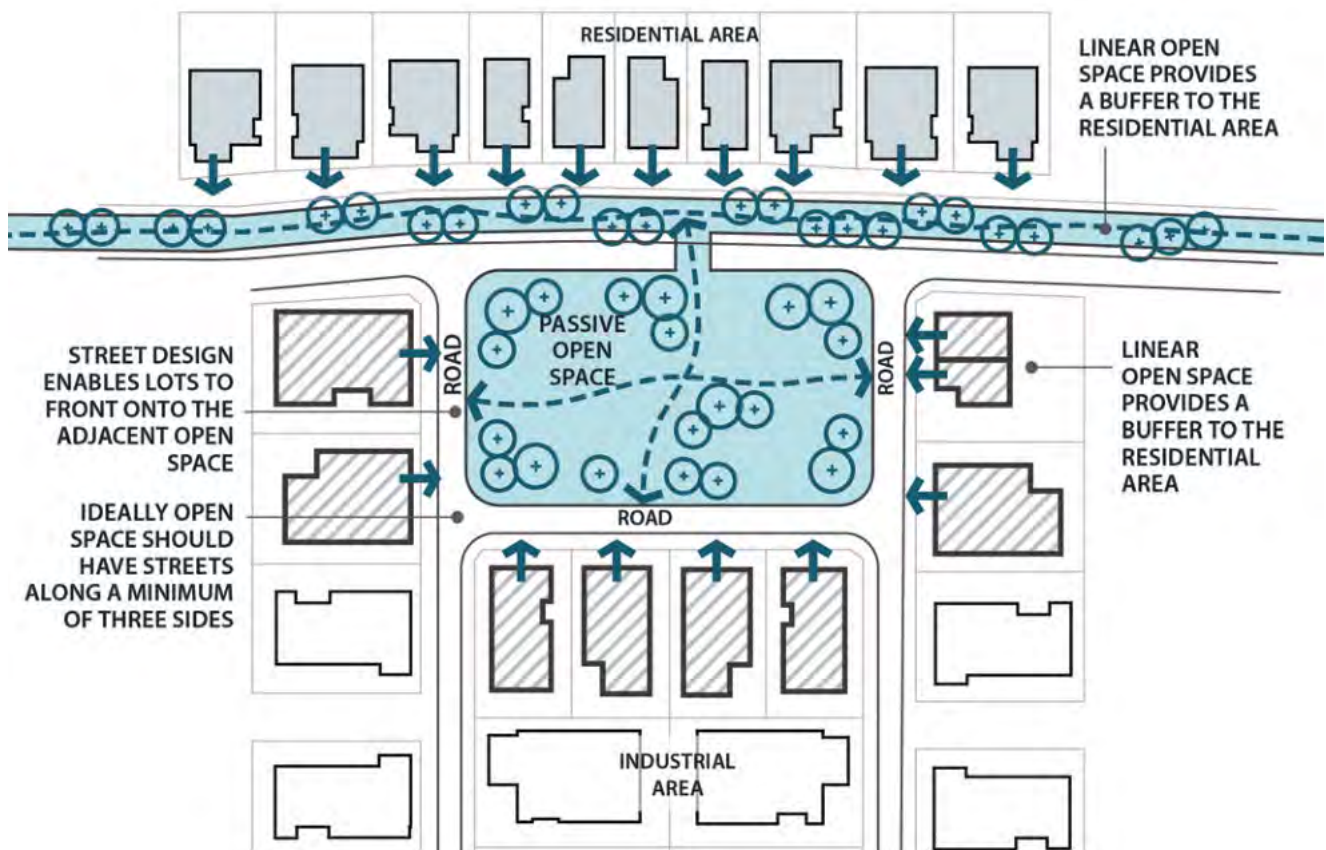


Figure 12. Lot frontages to open space



Incorporate natural elements into the open space network such as creeks, water bodies, trees, and areas of established vegetation. ('The Mill' neighbourhood, Wyndham Vale)



Tips & Links

The Mount Alexander Planning Scheme requires a public open space contribution for land that is to be subdivided for industrial or commercial uses. Refer to the Mount Alexander Planning Scheme and Mount Alexander Public Open Space Strategy (2016) for further details.

7 Lot Layout

Lot layout is a key consideration in industrial subdivision design, especially where the balance between functionality and integration with the surrounding environment is essential. Effective lot layout ensures that industrial uses are accommodated efficiently while maintaining flexibility for future development or changing market demands. Additionally, thoughtful lot layouts can optimise infrastructure provision, enhance accessibility, and promote sustainable practices, contributing to the long-term success and adaptability of the precinct.

7.1 Lot Size and Shape

Objectives

- O7.1.1** To create suitably sized lots that are functional, accessible and contribute positively to public spaces.
- O7.1.2** To provide for a diversity of lot sizes and enable flexibility within lots to cater for a range of industrial and commercial uses, including small industrial lots.
- O7.1.3** To appropriately respond to the site's constraints and features whilst providing lots that are usable in terms of size and shape.

Guidelines

Lot Size

- G7.1.1** Lot sizes are to be of an adequate size and dimension, to enable objectives and guidelines contained in Part C - Development Guidelines, to be satisfied for future development.
- G7.1.2** New subdivision should create a variety of lot sizes. In determining the appropriate mix of lot sizes, the applicant should have regard to the Mount Alexander Industrial Strategy and Section 13 - Precinct Specific Interface Plans as applicable.
- G7.1.3** Ensure larger lots are provided where natural features, including high value trees and vegetation and topography, constrain the site.

- G7.1.4** Ensure larger lots are provided near sensitive interfaces to allow for additional setbacks and landscaped buffers, such that the lots development potential and use is not limited.

Lot Shape

- G7.1.5** Create lots that are regular in shape and square to the street, wherever possible, for an efficient use of land and to provide a visually uniform streetscape.

Orientation

- G7.1.6** Orientate lots north-south or east-west to maximise passive solar design, where possible (refer to Figure 13).
- G7.1.7** Orientate lots so that the primary frontage is to the higher order street within the road hierarchy (refer to Figure 13) and buildings have sufficient frontage to address the public realm including streets, creek reserves and public open space.

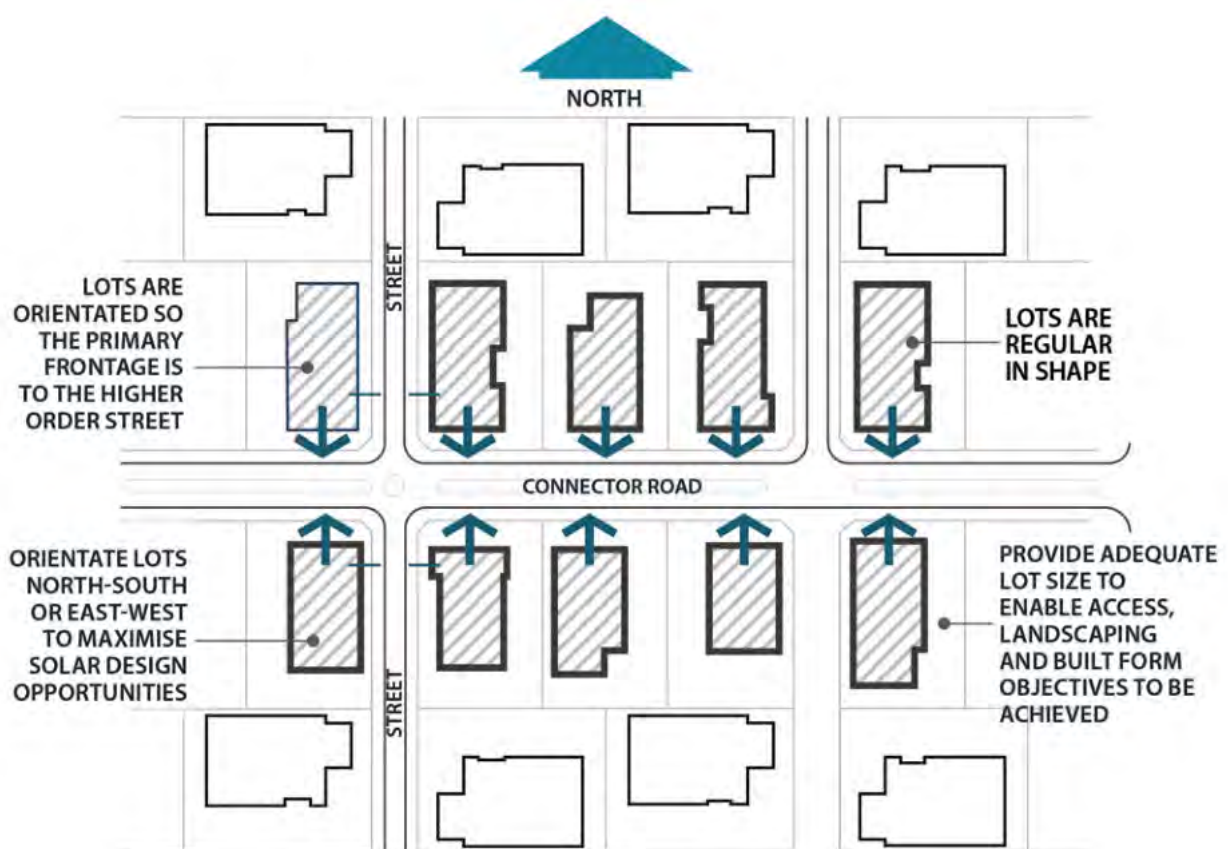


Figure 13. Indicative lot layout

8 Interface Treatments

Careful consideration of interfaces between industrial activities and adjacent residential, commercial, or environmentally sensitive areas is essential. These treatments can help mitigate potential conflicts by addressing issues such as noise, air quality, visual impact, safety concerns and impacts on biodiversity. Incorporating elements like landscaping buffers, acoustic barriers, and carefully planned building orientation not only enhances the precinct's functionality but also improves its aesthetic and environmental performance.

8.1 Interface Treatments

Objectives

- O8.1.1** To carefully manage the interface between industrial and commercial uses and adjoining residential areas, sensitive land uses, key thoroughfares, open space, and environmental areas.
- O8.1.2** To ensure adequate noise and amenity buffers are provided between industrial and commercial land and adjoining residential areas and sensitive land uses.
- O8.1.3** To ensure industrial developments are efficiently connected to major transport routes while minimising impacts on residential and sensitive areas.
- O8.1.4** To ensure bushfire and flooding risks are appropriately considered and managed.

Guidelines

Enhance separation between proposed industrial areas and residential or sensitive land uses by implementing the following measures:

- G8.1.1 Direct Interface:** Where an industrial lot directly abuts a residential or sensitive use (side or rear boundary), provide a minimum 10m wide open space landscape buffer.
- G8.1.2 Industrial Access Road Interface:** Where an industrial access road runs along the boundary with a residential or sensitive use, provide a minimum 6m wide landscape buffer between the road and the interface.
- G8.1.3 Existing Residential/Sensitive Use Road Interface:** Where an existing residential or sensitive use road or street abuts the industrial boundary, provide a minimum 6m wide landscape buffer.
- G8.1.4** Position larger industrial lots (greater than 2,500sqm) along residential or sensitive use interfaces to accommodate a substantial landscape screen (minimum 10m wide) within the lot.

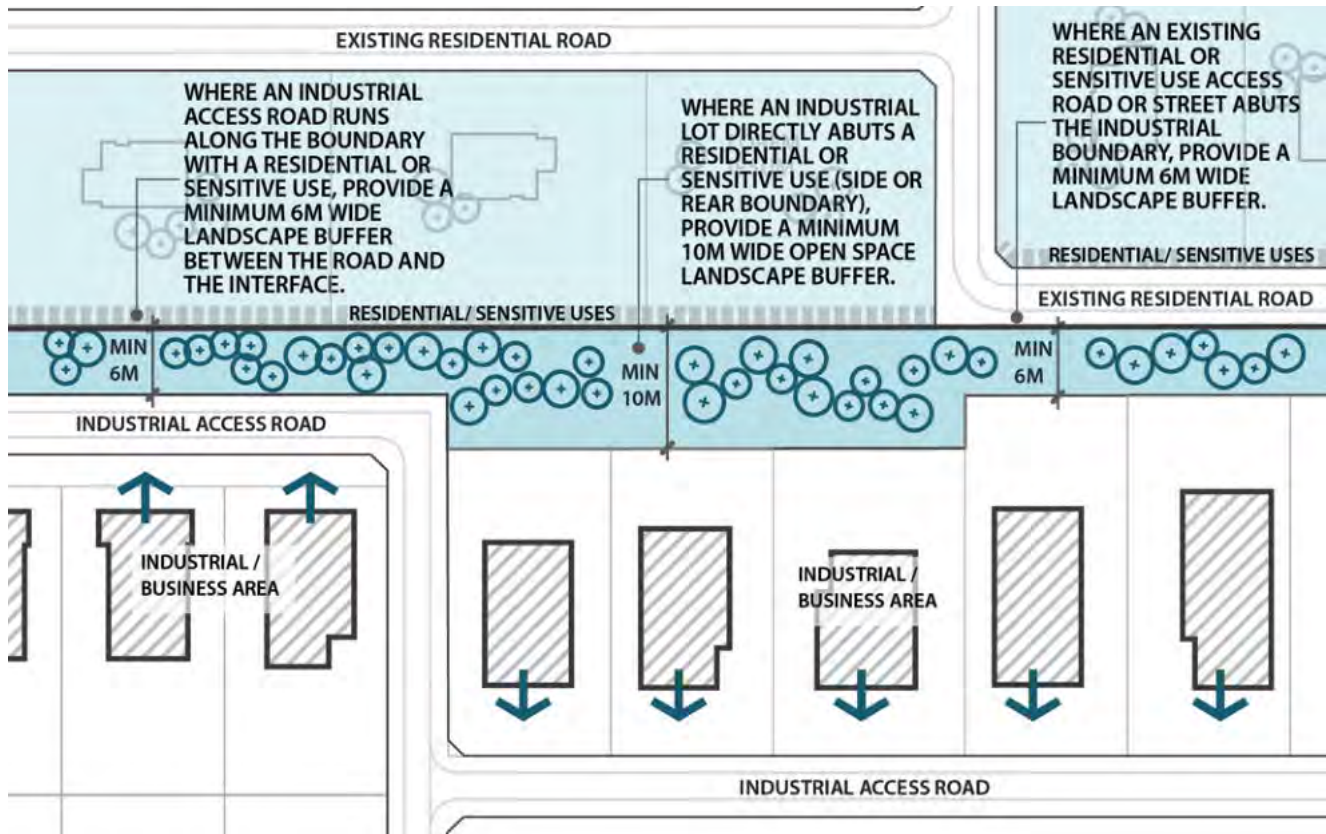


Figure 14. Large lots to a residential / sensitive interface

G8.1.5 Incorporate landscape screening and noise attenuation techniques, such as planting and mounding, within all buffer areas and open spaces.

Refer to Figure 14 and Section 12 for further details.

G8.1.6 Prioritise direct access to industrial sites from major roads or rural interfaces, avoiding residential areas where possible, and incorporate service roads or direct connections to support safe and efficient freight movement.

G8.1.7 Where proposed industrial lots interface with open spaces, creeks, water bodies, or rural land:

- Provide a road with a minimum 6m wide landscape buffer between the industrial lot and the adjoining open space, waterway, or rural land. (Refer to Section 12 for further details);
- Where it is demonstrated that a road and buffer cannot be accommodated, a reduced landscape buffer may be considered, subject to further assessment.

G8.1.8 Provide enhanced buffer zones adjacent to areas identified as bushfire-prone or flood-prone, in accordance with the requirements of the Mount Alexander Planning Scheme.



Tips & Links

Proposed land uses should be appropriately designed and located in accordance with separation distances outlined in Clause 13.02, 13.05, 13.06, 13.07 and land use buffers outlined in Clause 53.10 of the Mount Alexander Planning Scheme.

9 Integrated Water Management

Integrated Water Management (IWM) optimises water use while enhancing environmental and operational outcomes of the development. By combining strategies such as stormwater harvesting, wastewater recycling, and sustainable drainage systems, IWM reduces water demand, mitigates flooding risks, and improves water quality. These systems also contribute to urban cooling, support local biodiversity, and when integrated seamlessly with landscaped open spaces, create a more sustainable, resilient and environmentally responsible development.

9.1 Integrated Water Management

Objectives

- O9.1.1** To ensure that the street operates adequately during major storm events and provides for public safety.
- O9.1.2** To minimise any increase in stormwater run-off and protect receiving waters from environmental degradation.
- O9.1.3** To encourage stormwater management that maximises the retention and reuse of stormwater.
- O9.1.4** To encourage stormwater management that contributes to cooling, local habitat improvements and provision of attractive and enjoyable spaces.

Guidelines

- G9.1.1** The design for stormwater and drainage should:
 - Respond to natural site drainage characteristics;
 - Retain and enhance the function of natural drainage features in the area including drainage corridors and waterways;
 - Utilise porous surfaces to maximise infiltration and incorporating other water sensitive urban design (WSUD) treatments to manage storm water run-off in streets; and
 - Create attractive landscape features within sites or streetscapes, that are easily maintained.



Create attractive landscape features within sites or streetscapes, that are easily maintained.

(McShanag Rd, Castlemaine & Pyrenees Hwy, Castlemaine)



Encourage stormwater management that contributes to cooling, local habitat improvements and provision of attractive and enjoyable spaces. (Logis Boulevard, Dandenong South)



Tips & Links

An integrated water management (IWM) approach should be adopted for all subdivision applications to sustainably manage water supply and demand, water resources, wastewater, drainage, and stormwater. Refer to Clause 53.18 of the Mount Alexander Planning Scheme for further details.



Tips & Links

All new development must meet relevant flood protection criteria. Refer to Clause 44.03 Floodway Overlay and 44.04 Land Subject to Inundation Overlay provisions, as relevant.

PART C

Development and Building Design Guidelines

The placement and design of buildings and development on a lot can influence the appearance, functionality, and sustainability of the broader industrial precinct.

Elements such as building design, siting and orientation, access and car parking, landscaping and waste and storage can influence the way in which people engage and use a space and the presentation and character of the precinct. Responding to existing features such as drainage, vegetation or heritage can ensure development is enduring, cohesive and positively contributes to the broader character of the industrial and commercial precinct. Setbacks also provide visual relief and separation between land uses.

Part C identifies objectives for desirable development and building design and guidelines to achieve these objectives.

Building design and siting outcomes aim to achieve best practice in environmentally sustainable development from the design stage through to construction and operation.

Crime Prevention Through Environmental Design (CPTED) principles should be considered for all development. CPTED principles aim to improve the safety of the built environment, minimise the opportunity for crime, and promote safe, accessible, and liveable places. Refer to the Safer Design Guidelines for Victoria for further details.





10 Building, Siting and Orientation

Considering building siting and orientation in industrial precinct design is vital for optimising functionality, sustainability, and compatibility within the surrounding context. Thoughtful siting ensures efficient land use, facilitates access for transportation and logistics, and minimises conflicts with neighbouring areas. Strategic orientation enhances energy efficiency by maximising natural light and ventilation, while reducing heat gain or loss, thus lowering operational costs and environmental impact. Additionally, aligning buildings to address prevailing winds or topography can mitigate noise and emissions, further enhancing the precinct's integration within its environment and improving conditions for workers and the wider community.

10.1 Setbacks

Objectives

- O10.1.1** To ensure new development responds appropriately to the local characteristics of the site and its context.
- O10.1.2** To create cohesive streetscapes characterised by consistent building setbacks.
- O10.1.3** To ensure building siting allows adequate space for intended uses, landscaping, and planting to strengthen the area's landscape character.
- O10.1.4** To promote active frontages within front setbacks that contribute to a sense of arrival and place, enhancing the interface between buildings and the public realm.

Guidelines

Front Setbacks

- G10.1.1** For infill development, front building setbacks must align with the predominant setbacks in the street if the surrounding lot sizes and uses are consistent with the subject site (refer to Figure 15).
- G10.1.2** Where no predominant front setback exists, front setbacks should be no less than 10 metres from the front property boundary to allow for landscaping and building access.
- G10.1.3** Front setbacks should incorporate active frontage elements, such as entry forecourts, seating areas, display windows, or architectural features, that enhance the sense of arrival and contribute to the public realm.
- G10.1.4** Front setbacks must be landscaped in accordance with Figure 15 and must not be used for the storage of goods, materials, waste, or rainwater tanks.

- G10.1.5** Buildings should be sited on the side lot boundary or setback a minimum of 3m to provide appropriate passive surveillance and minimise concealment areas.
- G10.1.6** Buildings wider than 30 metres should be set back a minimum of 3 metres from both side boundaries to reduce the visual impact of continuous built form and allow space between properties.

Corner Sites

- G10.1.7** For corner sites, the secondary street frontage setback should be a minimum of 6 metres to allow for landscaping and building access. This setback may be reduced if the secondary façade is well articulated and contributes positively to the streetscape. Reduced side setbacks will not be supported where the side boundary is opposite a residential zone.



Front setbacks should provide sufficient space for car parking, access and landscaping. (Helen St Business Park, Heidelberg West)



Example of consistent materials, setbacks and landscaping that provides cohesion to the streetscape. (Springvale Business Park, Randwick)

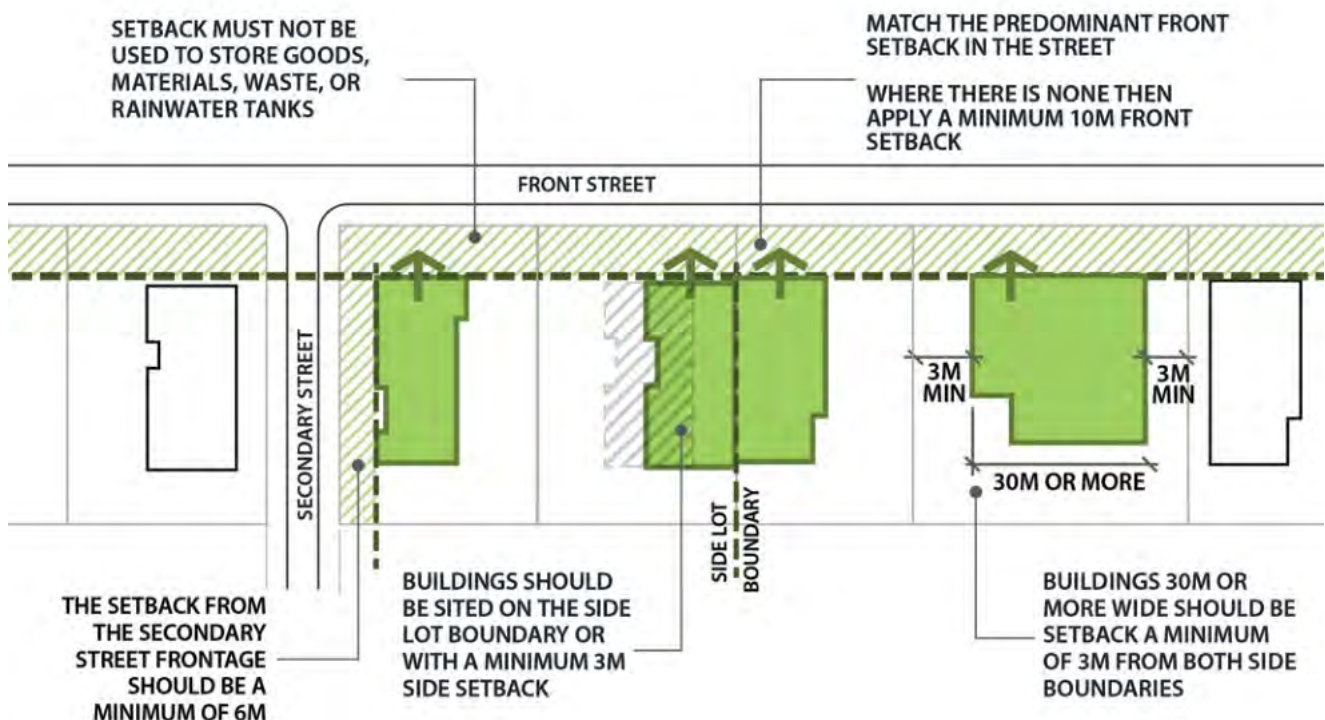


Figure 15. Front setback - All precincts

10.2 Building Siting and Orientation

Objectives

- O10.2.1** To ensure buildings are appropriately located to address the primary street frontage.
- O10.2.2** To ensure building frontages provide opportunities for passive surveillance of the surrounding public realm.
- O10.2.3** To maximise opportunities for access to daylight and passive heating and cooling of buildings.

Guidelines

- G10.2.1** Site buildings so that the primary frontage, including entrance, reception, and customer service area, is oriented parallel to and opens directly onto the primary street frontage. Where this is not possible, the entry must remain clearly visible and easily identifiable to visitors, contributing to a positive and active street interface. Building entrances should not be hidden or concealed.
- G10.2.2** Orientate the habitable areas of the building to maximise solar access in winter and opportunities for passive heating and cooling. Buildings should achieve a daylight factor of at least 2.0% for at least 30% of the floor area of regularly occupied primary spaces.
- G10.2.3** Orient buildings to ensure that loading and servicing areas, as well as large car parking areas (e.g. double access ways with parking on both sides), are located to the rear or side of the site. Loading and servicing areas should be clearly signed.
- G10.2.4** Buildings should not be sited in a position which will result in overshadowing any existing rooftop solar energy facility.



Organised and orderly front setbacks with clearly defined spaces for uses. (Main Road, Chewton)



Site buildings so that the building frontage is parallel to and opens onto the primary street frontage, or the entry is otherwise legible to visitors. (*Don KR Castlemaine, Richards Road, Castlemaine*)

11 Built Form

Successful built form design establishes a strong identity, enhances functionality, and positively contributes to the overall character of the area. Thoughtful building address and articulation ensure a visually engaging and accessible streetscape, while carefully considered details and design create cohesion across the development.

Appropriate building heights and roof designs optimise operational efficiency and maintain compatibility with the surrounding context. The use of durable and aesthetically appealing materials and finishes ensures longevity and visual quality, while well designed signage provides clarity and reinforces the development's presence.



Well designed built form activates the street with a clear, welcoming public frontage and discreetly located service areas, contributing to an attractive and cohesive streetscape. *(Botanica Park, Acacia Ridge)*



Example of built form that contributes to creating attractive, engaging, and cohesive streetscapes and public spaces. *(Gushan Fish Market)*

11.1 Building Address, Design & Detail

Objectives

- O11.1.1** To provide built form that contributes to creating active/visually engaging frontages, and cohesive streetscapes and public spaces.
- O11.1.2** To ensure development provides adequate activation and passive surveillance of the surrounding public realm.
- O11.1.3** To provide attractive and visually appealing buildings that reinforce the local characteristics of the site and its context.
- O11.1.4** To provide buildings that are fit for purpose and representative of their industrial or commercial use.
- O11.1.5** To encourage flexible and innovative building design that allow for a variety of uses and future adaptation as industry needs change over time.
- O11.1.6** To ensure the appearance of buildings do not adversely impact on adjoining residential and sensitive uses.

Guidelines

- G11.1.1** Locate pedestrian-generating uses including customer service, retail, and office components at the street frontage to provide visual interest and provide opportunities for passive surveillance of the street.
- G11.1.2** Customer service, retail and office components of buildings should be well articulated by projecting and recessing building elements, utilising glazing, and varying building materials, finishes and colours. The industrial component of the building should be recessive.
- G11.1.3** Building entrances should be clearly visible, easily identifiable from the street, and designed to provide logical and convenient access for visitors.
 - Incorporate feature architectural elements such as canopies, material changes, vertical elements, or lighting to highlight entry points and provide weather protection;
 - Integrate clear and well positioned signage that complements the building design and reinforces the visibility and legibility of the entrance without overwhelming the façade;
 - Entrances should contribute to an active and welcoming frontage.

- G11.1.4** Where lots have two street frontages, buildings should be orientated to address the higher order streetscape, where practical.
- G11.1.5** Buildings on corner lots should address both street frontages with articulated façades.
- G11.1.6** Where the site adjoins public open space, buildings should be designed to front the open space. Where this is impractical, the building should address the open space with articulated built form and habitable rooms or spaces or outdoor staff amenity areas (refer Figure 16).
- G11.1.7** All building walls that are visible from the street, public open space or key public viewing areas should be articulated to provide visual interest. Avoid large blank, unarticulated walls that can be viewed from the public realm.
- G11.1.8** Design buildings to be contemporary and fit for their intended industrial or commercial purpose.
- G11.1.9** Design external shading devices to provide protection from summer sun angles and respond to different façade orientations.
- G11.1.10** Provide openable external windows to circulation corridors to facilitate natural ventilation and daylight.
- G11.1.11** Design outbuildings to be consistent with the overall design theme of the site.

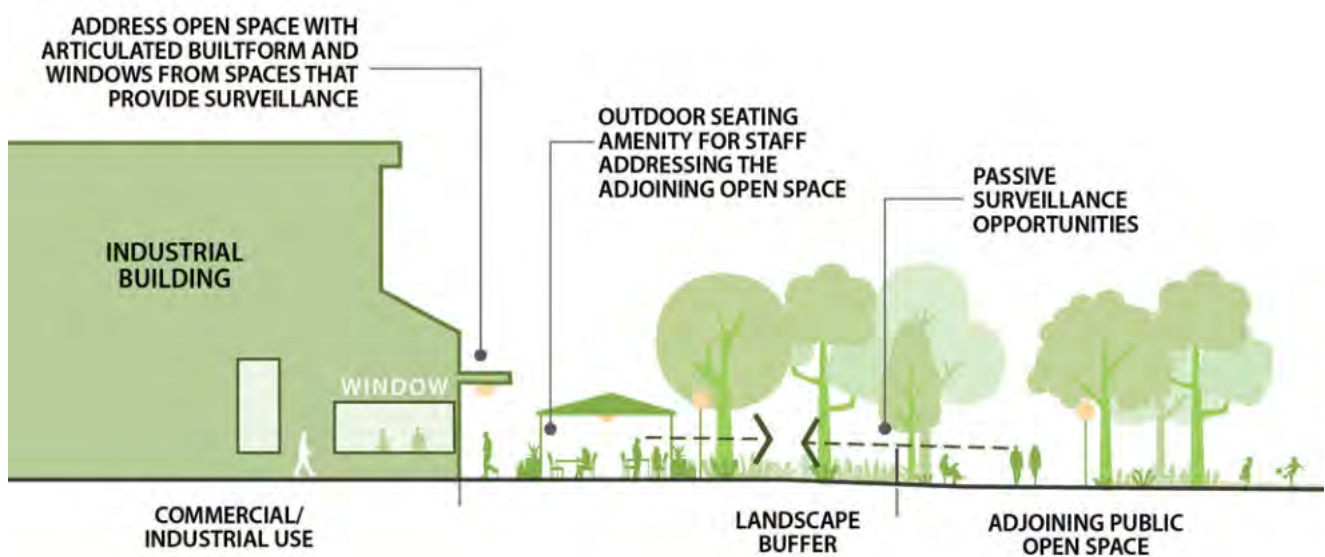


Figure 16. Open space address

11.2 Heritage Considerations

Objectives

- O11.2.1** To ensure industrial development respects and responds to the heritage character within Mount Alexander Shire.
- O11.2.2** To protect and enhance the visual and cultural integrity of heritage places and streetscapes.
- O11.2.3** To integrate new industrial built form sensitively within heritage contexts, ensuring compatibility in scale, form, and materiality.

Guidelines

- G11.2.1** New industrial buildings within or adjacent to heritage overlays must be designed to complement the scale, form, and character of nearby heritage buildings, without mimicking historic styles.
- G11.2.2** Use materials, finishes, and colours that are sympathetic to the heritage context, avoiding highly reflective or visually dominant treatments that detract from the surrounding character.
- G11.2.3** Maintain appropriate setbacks from heritage buildings and streetscapes to preserve sightlines and reduce visual impact. Building massing should be broken up to avoid large, monolithic forms.
- G11.2.4** Where possible, retain and adapt existing heritage structures for industrial use, preserving key architectural features and integrating new elements in a respectful manner.
- G11.2.5** Incorporate landscaping and screening that enhances the heritage setting, using plant species and design treatments that reflect the local character.
- G11.2.6** Ensure signage and external lighting are discreet and complementary to the heritage context, avoiding excessive illumination or visual clutter.
- G11.2.7** All proposals affecting heritage overlays should be accompanied by a heritage impact assessment and may require consultation with Council's Heritage Advisor. The subdivision layout must reflect any relevant requirements of an approved Cultural Heritage Management Plan (CHMP).



Thompson's Foundry located within Castlemaine's industrial precinct.
(Area of cultural heritage sensitivity, Parker Street, Castlemaine)

11.3 Building Heights

Objectives

- O11.3.1** To ensure building heights respond to the predominant scale of built form in the area.
- O11.3.2** To ensure that the visual bulk of the built form is located away from the street interface and surrounding public areas.
- O11.3.3** To ensure buildings are appropriately scaled to maintain key views in surrounding public areas.
- O11.3.4** To ensure industrial buildings have minimal impact on the amenity of the adjoining public realm and residential areas.

Guidelines

- G11.3.1** Ensure new buildings step down to respect the height of neighbouring buildings and dwellings, incorporating lower elements towards the street and recessing taller elements. This is particularly important in the case where development is located opposite a residential area or public open space. (refer to Figure 17)
- G11.3.2** Taller buildings should be located where visual impacts on surrounding sensitive uses, freeways and major roads can be mitigated.
- G11.3.3** Minimise building overshadowing onto public footpaths, public open spaces and residential lots.

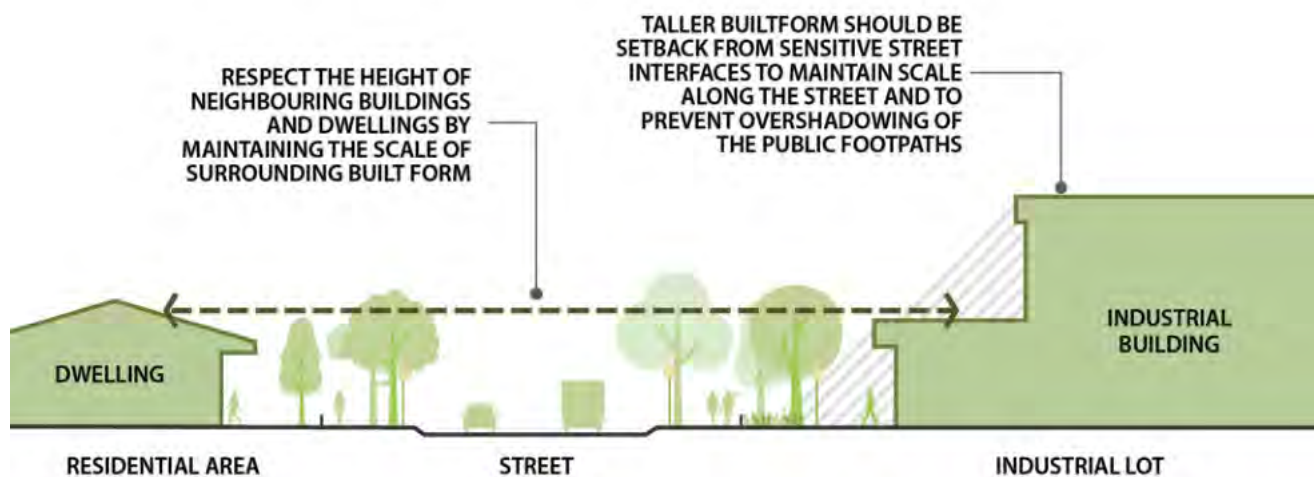


Figure 17. Building heights responding to existing scale

11.4 Roof Design

Objectives

- O11.4.1** To provide articulated roof forms that create visual interest and variation in the streetscape.
- O11.4.2** To integrate the roof form into the overall design of the building.
- O11.4.3** To minimise the visual impact of roofing and building infrastructure on adjoining areas.

Guidelines

- G11.4.1** Roof forms should generally be of a low pitch unless necessitated by the particular industry function. Only use steeper pitched roof forms when reducing the apparent bulkiness of large roofing areas or responding to the prevailing streetscape character within the precinct.
- G11.4.2** Design the roof form to delineate the office and entry areas from the industrial components of the building.
- G11.4.3** Building infrastructure which is located on the roof including air conditioning units, plant room, lift motor rooms, exhaust systems, rooftop car parking etc. is to be screened from adjoining public spaces. (refer to Figure 18)
- G11.4.4** Incorporate natural lighting into the roof design for large span buildings.

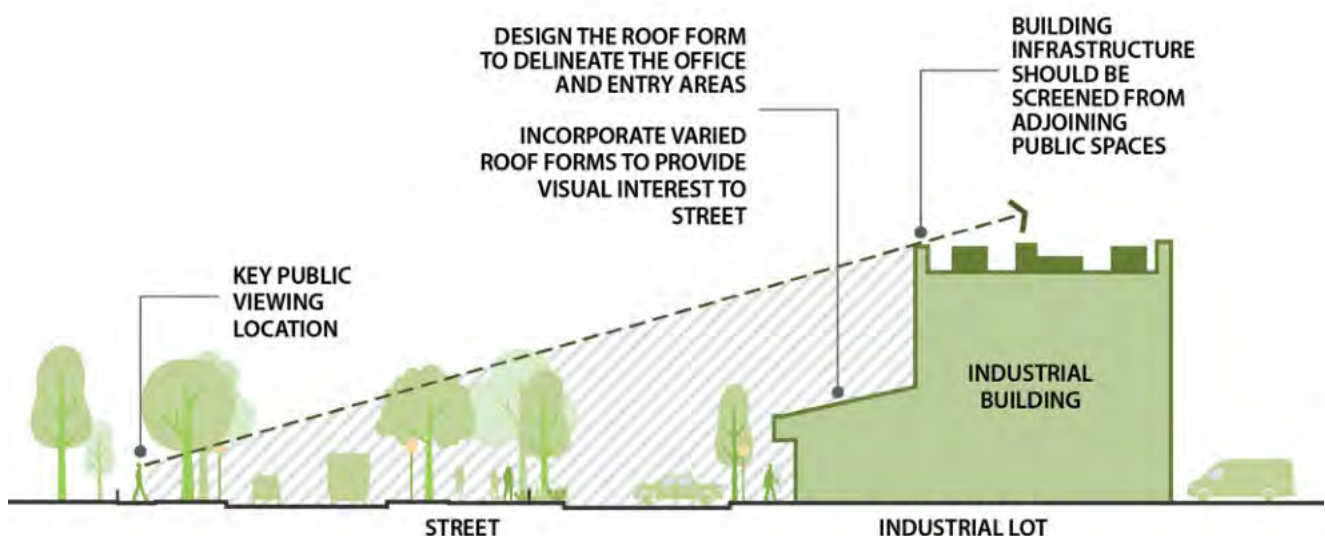


Figure 18. Utilising roof forms to screen building infrastructure



This building utilises a variety of roof articulation, shade and landscaping to create an interesting contemporary facade. (Pivot City, Geelong)



Textured surface and change of colour on the rear wall provides visual interest on larger expanses of wall. (Alliance Business Park, Epping)



A simple palette of materials and textures can be used to make articulate contemporary architectural façades. (Adobe Stock image)



Use of high quality materials and appropriate architectural treatments to emphasise entry areas and provide facade articulation. (Goodman Place, Murarrie)

11.5 Materials and Finishes

Objectives

- O11.5.1** To support the desired contemporary character of industrial and commercial development and encourage the use of high-quality materials and appropriate architectural treatments.
- O11.5.2** To encourage the use of materials that are robust, durable, sustainable and require low maintenance.
- O11.5.3** To encourage the use of a coordinated palette of building colours, material and finishes that are appropriate to local characteristics of the site and its context.

Guidelines

- G11.5.1** Design new buildings using contemporary materials and finishes.
- G11.5.2** Use materials, finishes and/or colours to provide articulation in the building facade. Avoid the excessive use of heavy looking materials, unfinished pre-cast concrete walls or exposed plain concrete block walls.
- G11.5.3** Specify high performance facade treatments that are well sealed for improved environmental performance.
- G11.5.4** Use recycled and sustainably sourced materials, where possible. Materials selection should also consider the embodied energy required in the production of the material. Limit or do not use aluminium, zinc and other high embodied energy materials and avoid materials that contain Volatile Organic Compounds (VOC's). Where possible substitute some cement content of concrete with recycled content. Source all timber from sustainably managed sources that hold third party verification.
- G11.5.5** Materials should utilise muted, earthy tones or other colours approved by Council. Avoid the use of bright, bold colours that are not compatible with the muted tones of the natural landscape. Development applications must provide a colour and materials palette that clearly demonstrates the nature of the proposal.
- G11.5.6** Where the rear or side of a building is visible from a publicly accessible area or residential area, provide articulation or utilise a textured surface treatment to provide visual interest.
- G11.5.7** External finishes should be of low reflectivity to minimise glare and reflection to surrounding areas.

11.6 Signage

Objectives

- O11.6.1** To ensure signage and advertising is designed and located to be compatible with the surrounding streetscape character.
- O11.6.2** To ensure signage is integrated into the design of the building, particularly in visually sensitive areas.
- O11.6.3** To ensure signage is clear, informative and enables visitors to easily locate the front entrance and key site areas.
- O11.6.4** To ensure that signs for a multi-tenanted buildings are of a consistent shape, size and presentation and are displayed in similar locations.

Guidelines

- G11.6.1** Ensure signage is simple, clear, and incorporated into the building design and shown in proposed plans for new buildings.
- G11.6.2** Ensure the scale and proportion of signage is in proportion to the primary frontage including the scale of the building. Limit the amount of signage used on the building facade to avoid visual clutter and ensure signs do not project above the roofline (refer to Figure 20).
- G11.6.3** Main advertising signage should be integrated into the building façade to support clear business identification and contribute to a cohesive streetscape.
 - Freestanding signage is discouraged and will only be supported where it is demonstrated that façade-mounted signage is not feasible or effective;
 - If permitted, freestanding signage must be designed to complement the overall site design, including scale, form, materials, and landscaping. It should be oriented parallel or at right angles to the road and must not obstruct key views or detract from the streetscape character (refer to Figure 20).
- G11.6.4** Avoid locating illuminated signage and along sensitive interfaces.
- G11.6.5** Internally illuminated signs should be positioned to avoid casting light that could pose a visual or traffic hazard or significantly impact the amenity of neighbouring properties.



Integrate signage and advertising as a logical element on the building facade. (Warral Maldon building signage, Maldon)

G11.6.6 Major promotional signs are discouraged along landscaped freeways, open space reserves or waterways and where they will form a visual dominant element along sensitive interfaces.

G11.6.7 Where there are multiple business occupancies within the one site, one consolidated sign should be provided. A small identification sign may be provided for each business that it is co-ordinated with the shared sign in terms of shape, size and presentation and are located in a similar location.

G11.6.8 Signage attached to front and side boundary fences and temporary signage on footpaths should be avoided.

G11.6.9 Clear directional signage should be used to identify entries and exit points, visitor and staff car parking areas, office and receptions areas and loading bays.

G11.6.10 Signage should not be placed where it will require pruning/removal of existing vegetation for visibility.



Tips & Links

Refer to Clause 52.05 of the Mount Alexander Planning Scheme for detailed signage guidance.

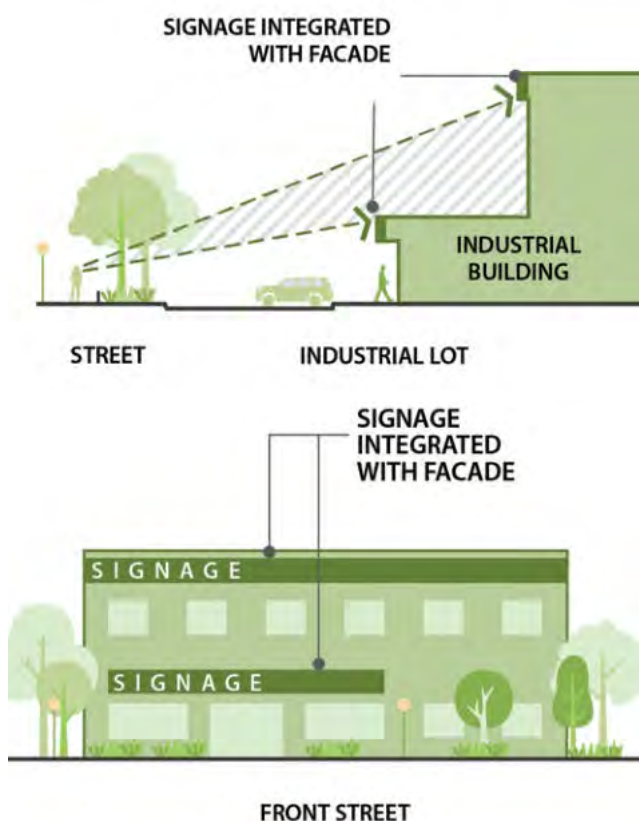


Figure 19. Siting and design of facade signage

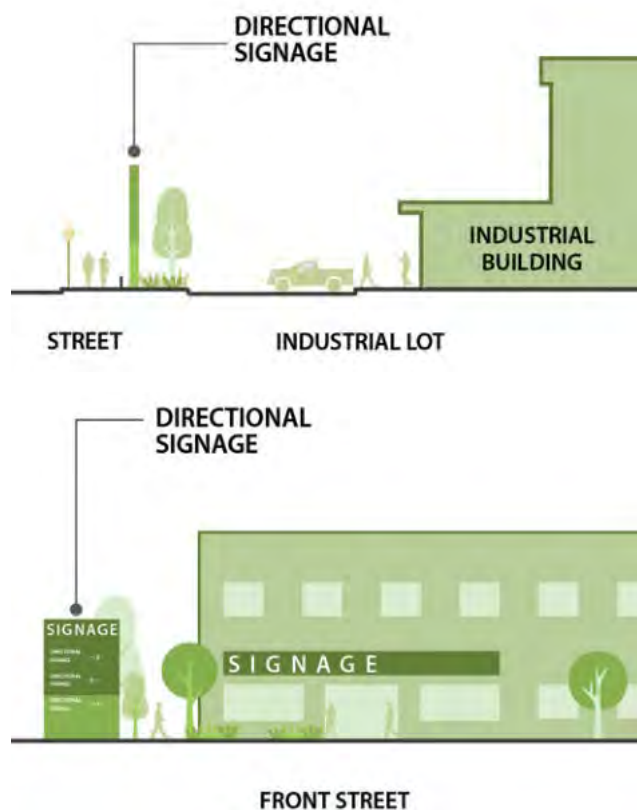


Figure 20. Siting and design of free-standing signage

12 Interface Treatments

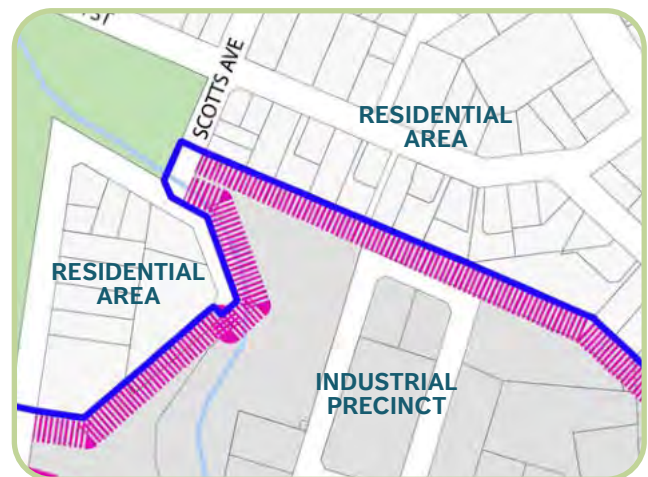
It is essential to carefully consider the impact on interfaces when designing industrial developments, to ensure harmony with the surrounding context and to minimise potential conflicts. Key concerns include mitigating noise, visual, and environmental impacts on adjacent residential and rural areas, while creating a respectful and functional relationship with major roads. By carefully addressing these interfaces through strategic design, industrial developments should achieve a balance between operational needs and their broader urban or rural setting.

The 'Precinct Specific Interface Plans' for key sensitive interfaces that outlines where the below treatments will apply are included in section 13 of this document.

12.1 Residential Interface

Objectives

- O12.6.1** To protect the amenity of residential and other sensitive uses.
- O12.6.2** To maintain and reinforce built form setbacks and landscape buffers to established, adjacent residential use areas.
- O12.6.3** To ensure industrial areas appropriately integrate with and present a high-quality interface to surrounding residential uses.



Extract from Wesley Hill Precinct Plan used to illustrate a Residential Interface (refer to Section 13 for the full plan).

— Precinct Boundary Residential Interface

Guidelines

G12.1.1 Site new development away from surrounding sensitive interfaces and provide sufficient visual and acoustic screening within the industrial property.

G12.1.2 Where an industrial lot shares a boundary with a residential lot and where:

- it directly abuts a residential side or rear boundary, provide a minimum 10m wide open space landscape buffer within the industrial property;
- an industrial access road runs along the boundary of a residential lot, provide a minimum 6m wide landscape buffer between the road and the interface.

Refer to Section 8: Interface Treatments, where this is shown in figure 14.

G12.1.3 Where the lot abuts an existing residential/sensitive use road provide a landscape buffer of at least 6m wide.

G12.1.4 Locate industrial uses that could potentially cause acoustic, smell or visual disturbance to established residential areas away from the sensitive boundary interfaces.

G12.1.5 Buildings visible from residential areas must be articulated, textured, or painted to address the residential interface.

G12.1.6 Ensure new buildings located adjacent to residential areas step down to respect the height of neighbouring buildings and dwellings.

G12.1.7 Avoid light spillage onto adjoining residential properties.

G12.1.8 Avoid locating, expanding or altering industrial activities or operations adjacent to residential and sensitive uses where these activities or operations are anticipated to occur outside of normal day periods (i.e. 7am to 6pm Monday to Saturdays).



Example of how landscaping can be used to create engaging, and cohesive streetscapes whilst softening the address and impact on neighbouring residential uses. (*Ferntree Business Park, Notting Hill*)



Examples of built form that contributes to creating attractive, engaging, and cohesive streetscapes and public spaces.
(Botanica Park, Acacia Ridge & Pivot City, Geelong)



Site new development away from sensitive interfaces and incorporate visual and acoustic screening within industrial and commercial areas. Where screening is required, consider integrating elements such as signage, entry features, or other forms of visual interest at the frontage to clearly communicate the site's purpose and enhance street-level activation. *(Main Road, Chewton)*

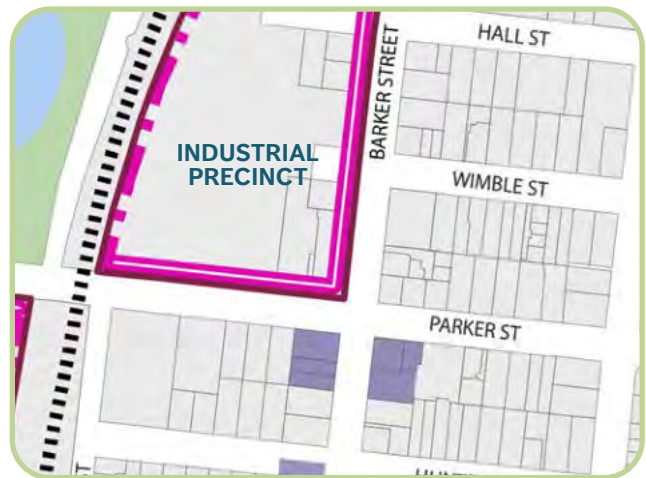
12.2 Key Road Interface

Objectives

- O12.2.1** To protect the amenity and desired character of major roads, particularly those considered as gateways.
- O12.2.2** To ensure industrial and commercial areas contribute to a high-quality image of the Mount Alexander Shire when viewed from key roads.

Guidelines

- G12.2.1** Ensure built form located on key roads generally contributes to creating an active and continuous built form edge.
- G12.2.2** Locate larger lots (i.e. at least 2,500sq.m or with a frontage width of at least 30m), along key roads to allow loading, storage and working parking to be located to the side or rear of the building, where possible.
- G12.2.3** Front setbacks should be no less than 10 metres for lots that share a front boundary with a key road. The front setback can comprise landscaping and building access and may be reduced to 6m on lots less than 2500sqm or where it is proven that the depth of the lot does not allow for a 10m front setback.
- G12.2.4** Incorporate a minimum 6m landscape buffer where an industrial site shares a side or rear boundary with a key road.
- G12.2.5** Avoid large blank, unarticulated walls that can be viewed from key road interfaces.
- G12.2.6** Limit signage and roadside advertising to minimise visual clutter. Avoid excessive or temporary signage on footpaths, front setbacks, and boundary fences. Where appropriate, consider integrated signage



Extract from the Castlemaine Precinct Plan used to illustrate a Key Road Interface (refer to Section 13 for the full plan).

— Precinct Boundary — Key Road Interface

- G12.2.7** Retain existing mature trees and vegetation that positively contribute to the character of the key road. This includes street trees and trees and vegetation within the site. New vegetation and tree planting should respond to and reinforce the character of the major road.
- G12.2.8** Limit driveway crossovers to one consolidated entry and exit point for each site to minimise disruption to the streetscape and footpaths.



Front setbacks should be no less than 10 metres for lots that share a front boundary with a key road. The front setback can comprise landscaping and building access. (Fitzgeralds Close, Castlemaine)

12.4 Open Space Interface

Objectives

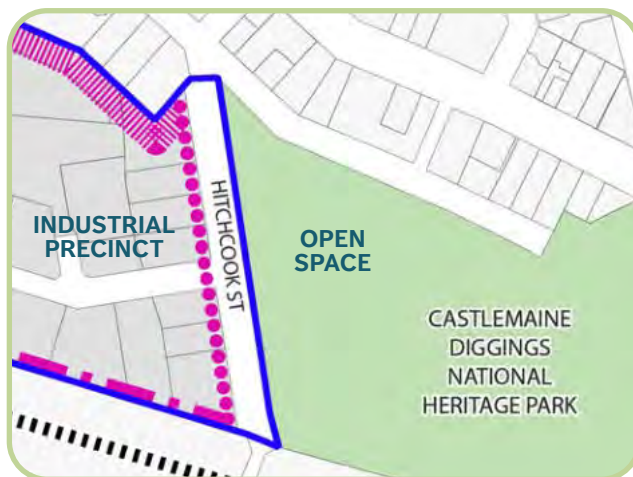
- O12.4.1** To protect the amenity and local character of open space areas.
- O12.4.2** To ensure industrial areas contribute to a high-quality image when viewed from surrounding open space areas.
- O12.4.3** To minimise bushfire risk.

Guidelines

- G12.4.1** Incorporate a minimum of 6m wide landscape buffer along all boundaries abutting public open spaces. Where space is limited consider alternative methods such as green walls and green façades.
- G12.4.2** Landscaping within the development should complement adjacent public open spaces and be responsive to local level of bushfire risk, where applicable. Native tree and vegetation species are preferred.



Ensure built form addresses surrounding open space. (*Industry Boulevard, Carrum Downs*)



Extract from Wesley Hill Precinct Plan used to illustrate a Open Space Interface (refer to Section 13 for the full plan).

— Precinct Boundary Open Space Interface

Fronting Public Open Space

Where development fronts a public open space, the building should address the open space by providing:

- G12.4.3** Primary building entrance to be located on the primary street frontage, with a footpath connection to the public realm.
- G12.4.4** Windows and openings at ground level.
- G12.4.5** Internal uses or habitable rooms located within the building to provide passive surveillance opportunities over the public open space.

Siding or Backing onto Public Open Space

Where development sides or backs onto public open space, the building should address the open space by;

- G12.4.6** Providing habitable rooms with windows overlooking the open space.
- G12.4.7** Ensuring built form visible from the surrounding open space is articulated in its form and detailing, avoiding the creation of large blank walls.
- G12.4.8** Outdoor staff amenity areas should be located to provide passive surveillance of adjacent public open space.

- G12.4.9** Provide fencing, where an industrial site shares a side or rear boundary with an open space to reduce wind-blown rubbish from entering open space and to restrict motor vehicle access. Gates or openings maybe provided for pedestrian access, where required. Transparent fencing such as black PVC coated chain mesh or black vertical steel posts (not rounded tubular pool fence style) fencing with a maximum height of 2.0m, is preferred. Avoid the use of high, solid fencing, unless required for screening or amenity purposes.

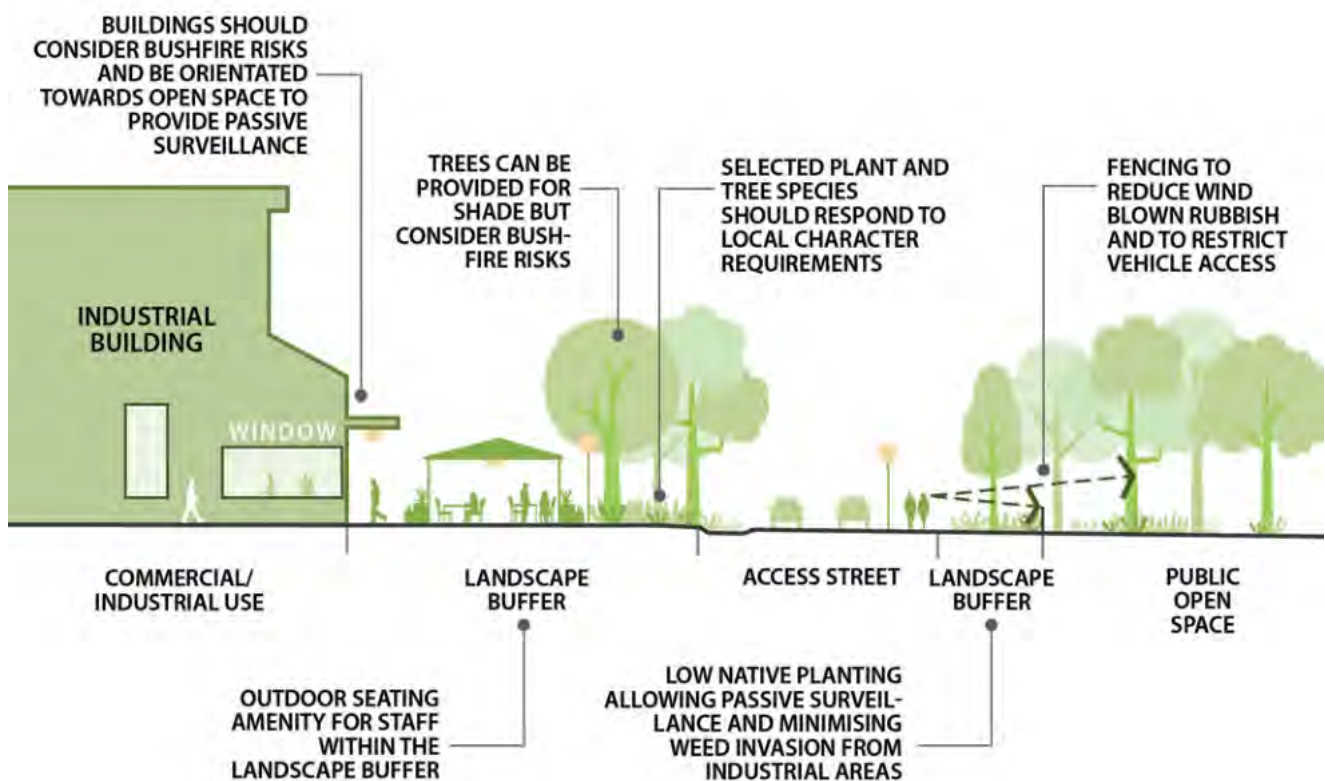


Figure 21. Open space interface

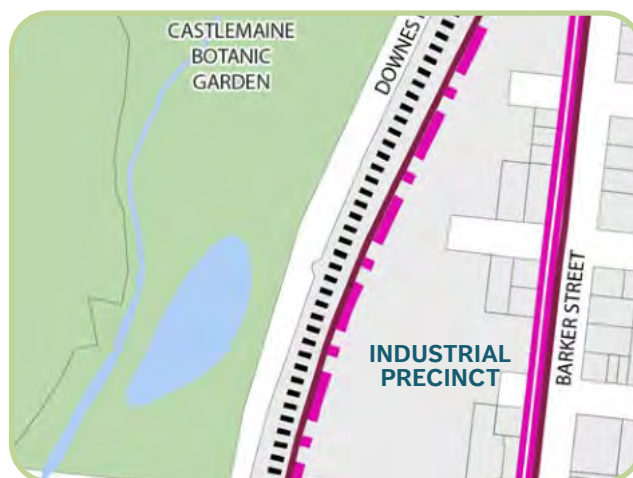
12.5 Railway Corridor Interface

Objectives

- O12.5.1** To ensure industrial and commercial areas contribute to a high-quality image of Mount Alexander Shire when viewed from the railway corridor.
- O12.5.2** To ensure that the interface with rail corridors does not negatively impact or hinder railway operations.

Guidelines

- G12.5.1** Incorporate a minimum 6m landscape buffer where an industrial site shares a side or rear boundary with a railway corridor. The landscape buffer should include dense vegetated screening or mounding to soften the visual impact of the proposed development. Where it is proven that the depth of the lot does not allow for a 6m rear or side setback to the railway this may be reduced provided that all VicTrack requirements for this interface are met.
- G12.5.2** Ensure signage and advertising does not detract from a visually pleasing arrival experience.
- G12.5.3** Avoid illumination or glare spill onto the railway corridor.
- G12.5.4** Fencing along the railway corridor should be in accordance with Vic Tracks Rail Development Interface Guidelines 2019, which is generally a 1.8m high black cyclone mesh fence located within the landowner's property.



Extract from the Castlemaine Precinct Plan used to illustrate a Railway Corridor Interface (refer to Section D for the full plan).



Ensure that the industrial built form presents well to the railway corridor and considers the functional requirements of the railway use. (*Leather goods factory, Ardennes*)



Tips & Links

Proposed development should be appropriately designed and located in accordance with VicTrack's Rail Development Interface Guidelines 2019.

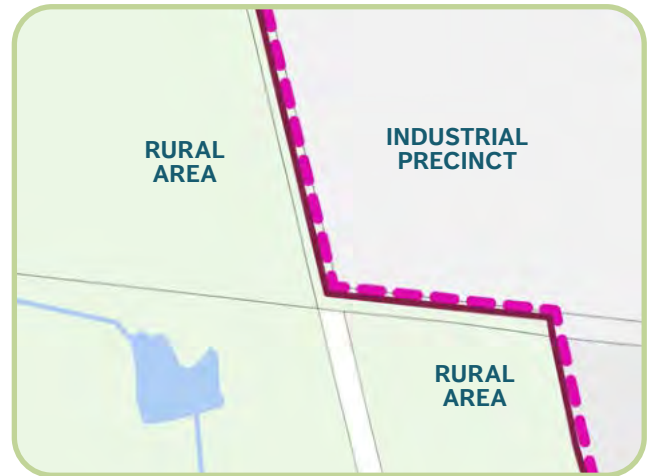
12.6 Rural Interface

Objectives

- O12.6.1** To protect the amenity of rural areas.
- O12.6.2** To ensure industrial and commercial areas appropriately integrate with and present a high-quality interface to surrounding rural uses.
- O12.6.3** To minimise bushfire risk.

Guidelines

- G12.6.1** Site new development as far as possible from surrounding rural interfaces and provide sufficient visual and acoustic screening within the industrial property.
- G12.6.2** Provide low level vegetated screening to soften the visual impact of the proposed development, where an industrial or commercial site shares a side or rear boundary with a rural property. The vegetated screening should be located within the property setback. Where a vegetated screen only is provided, this should be a minimum width of 6m but maybe reduced to 3m on lots less than 2500sqm.
- G12.6.3** Provide fencing, where an industrial site shares a side or rear boundary with a rural property to reduce wind-blown rubbish from entering rural land and to restrict motor vehicle access. Gates or openings maybe provided for pedestrian access, where required. Transparent fencing such as black PVC coated chain mesh or black



Extract from the Castlemaine Precinct Plan used to illustrate a Rural Interface (refer to Section D for the full plan).

— Precinct Boundary - - - Rural Interface

vertical steel posts (not rounded tubular pool fence style) fencing with a maximum height of 2.0m, is preferred. Avoid the use of high, solid fencing, unless required for screening or amenity purposes.

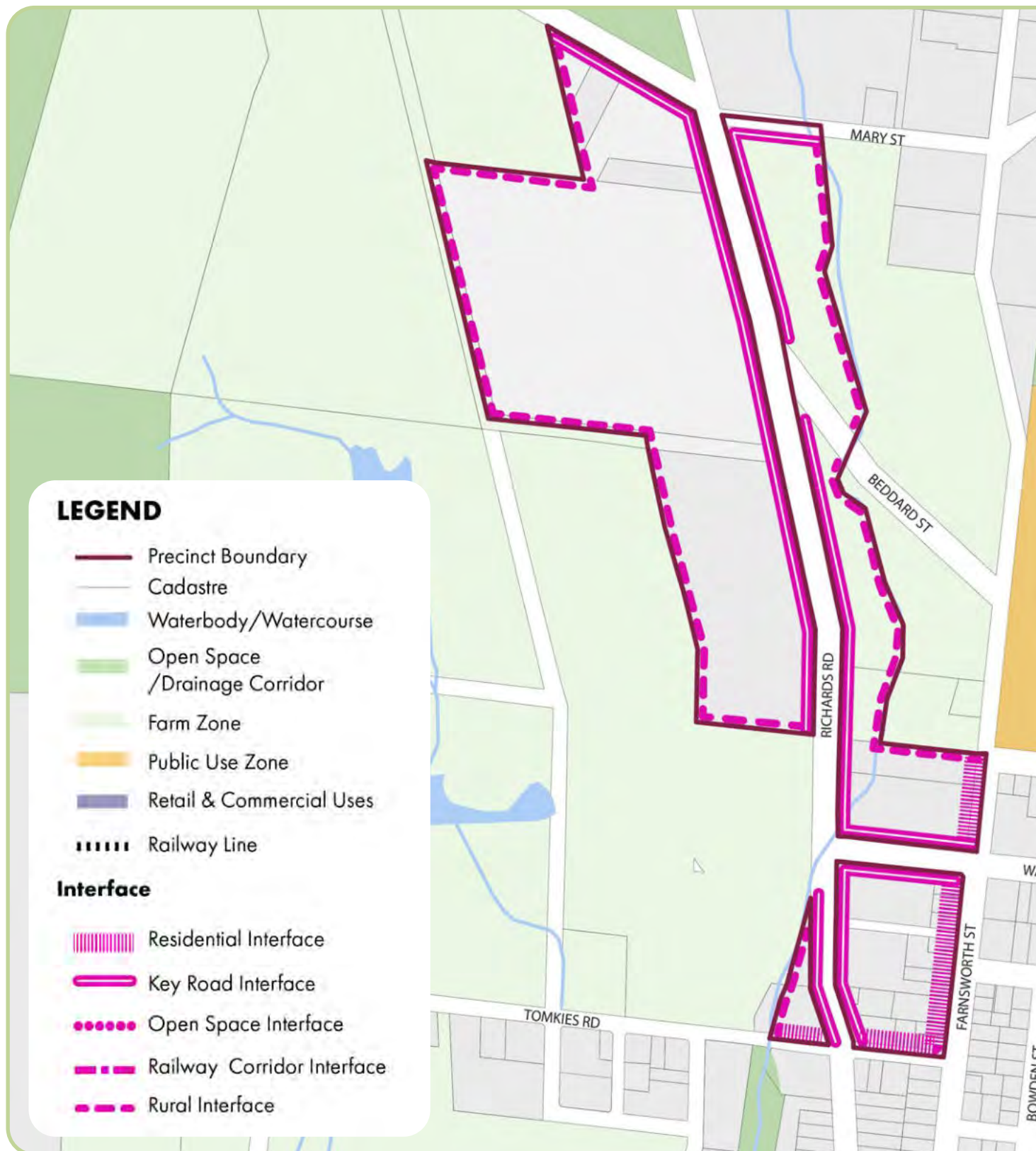
- G12.6.4** Landscaping within the development should complement adjacent rural land and be responsive to local level of bushfire risk, where applicable. Native tree and vegetation species are preferred.



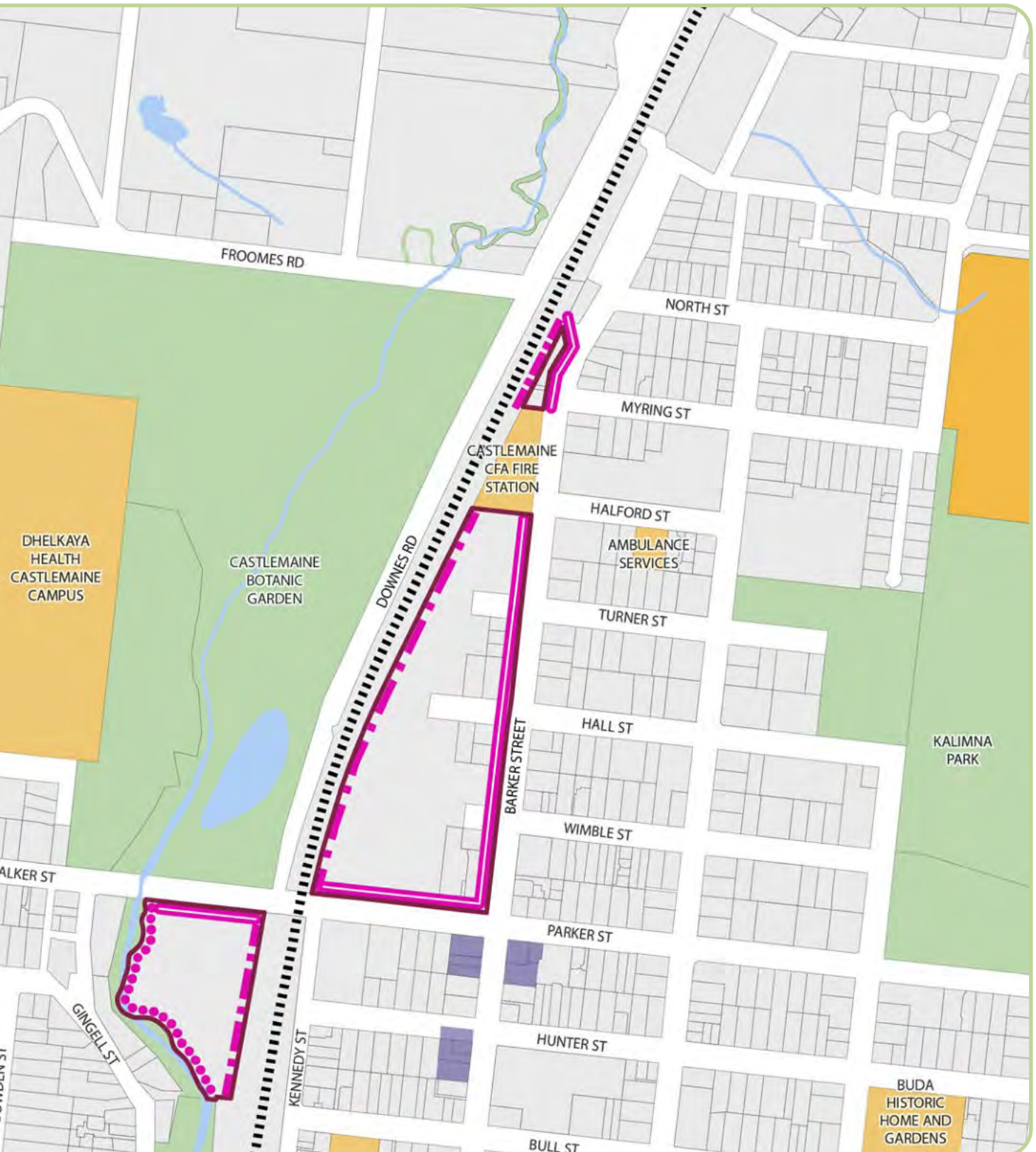
Tips & Links

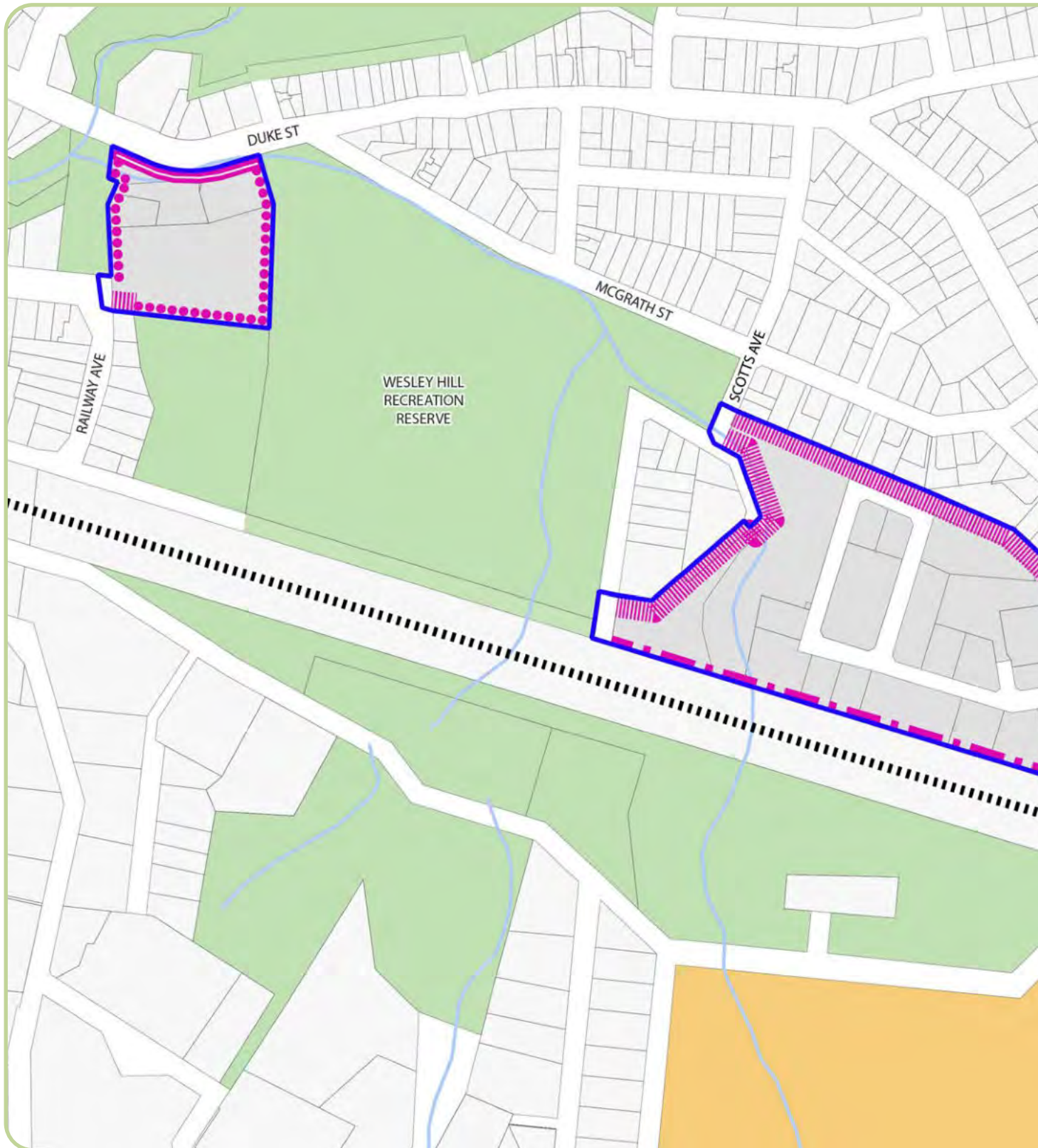
Proposed development should be appropriately designed and located in accordance with separation distances and building requirements in AS3959- 2018 Construction of buildings in bushfire prone areas and Bushfire Attack Level (BAL) standards.

13 Precinct Specific Interface Plans

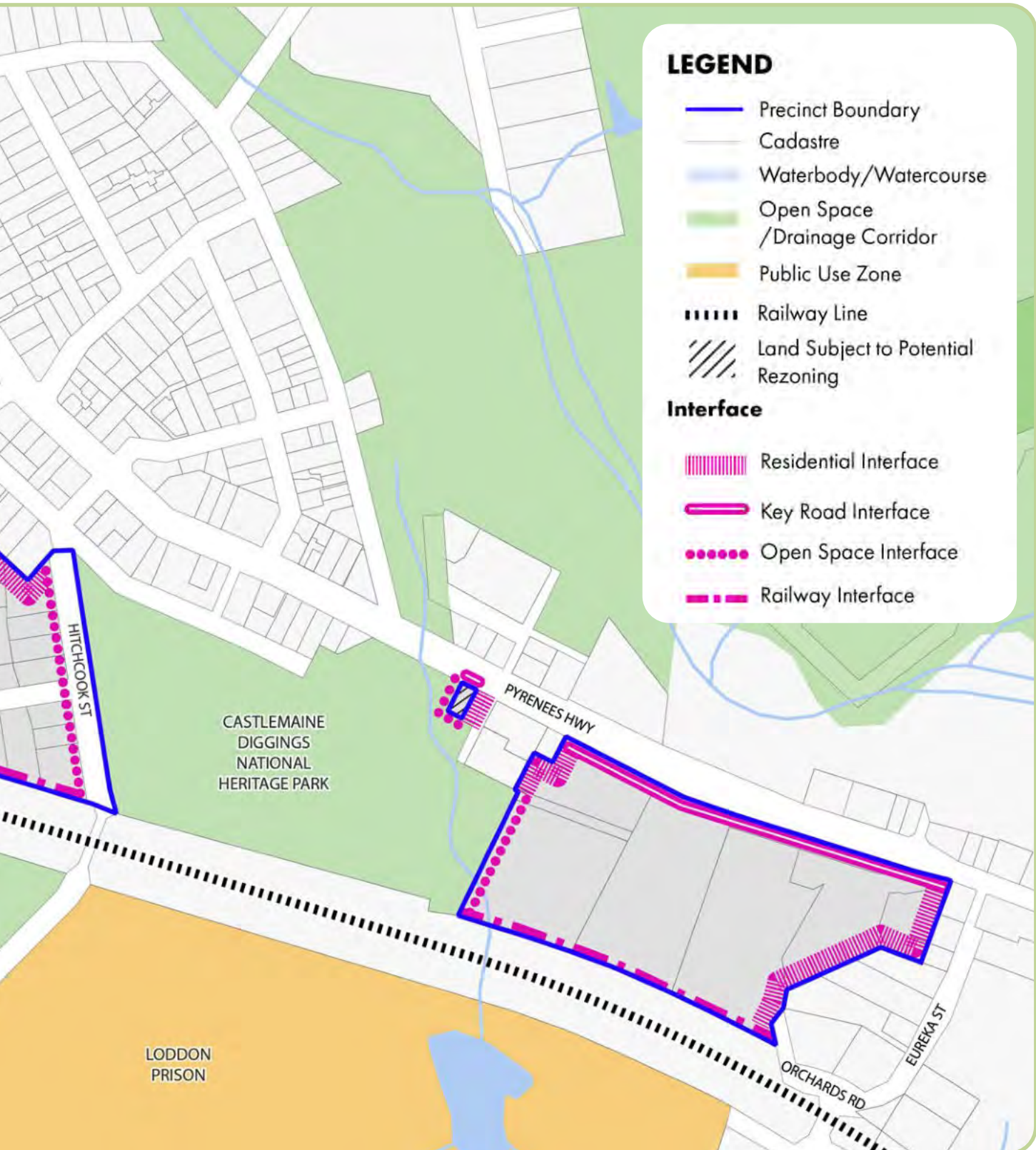


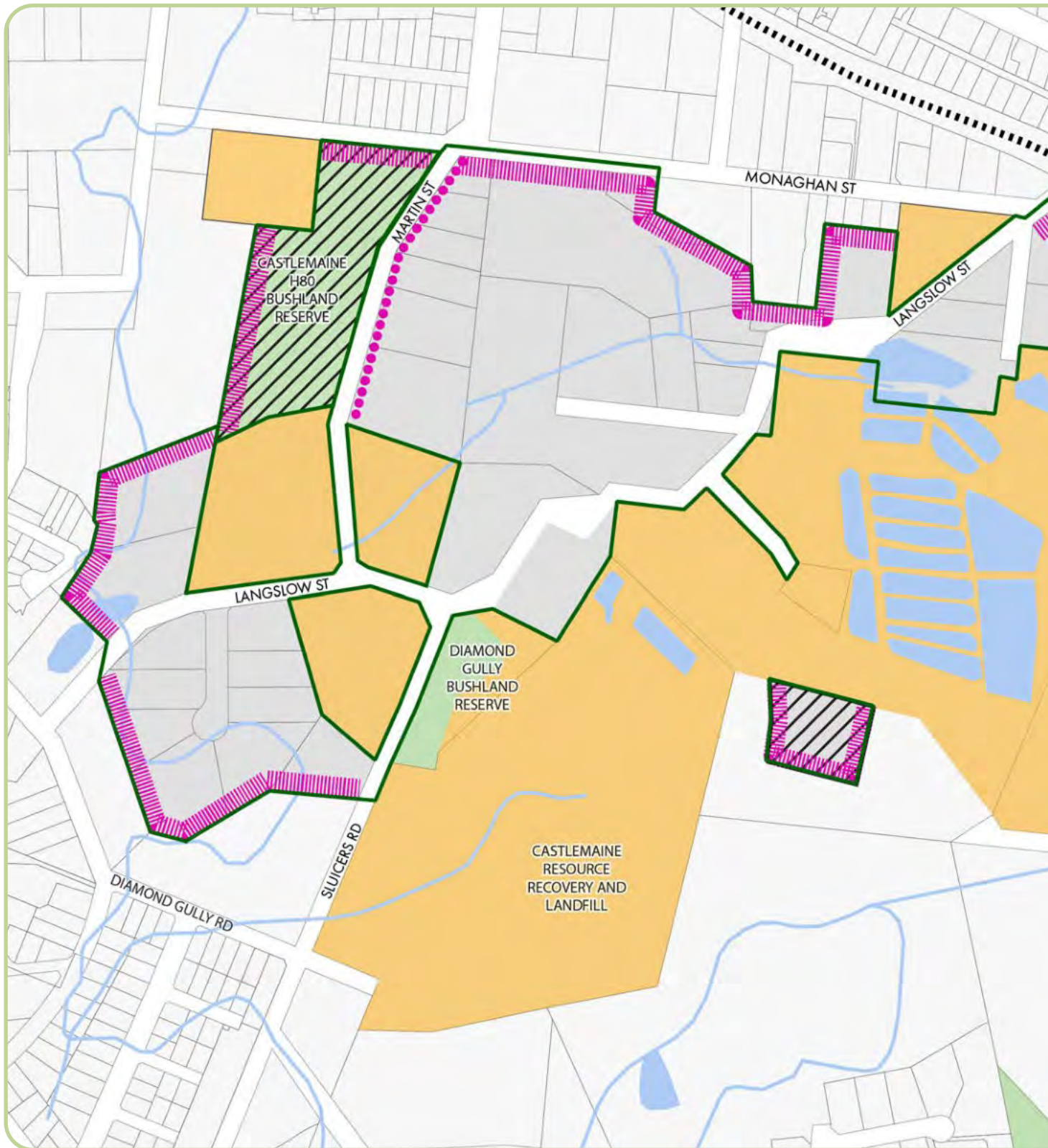
13.1 Precinct 1 – Castlemaine



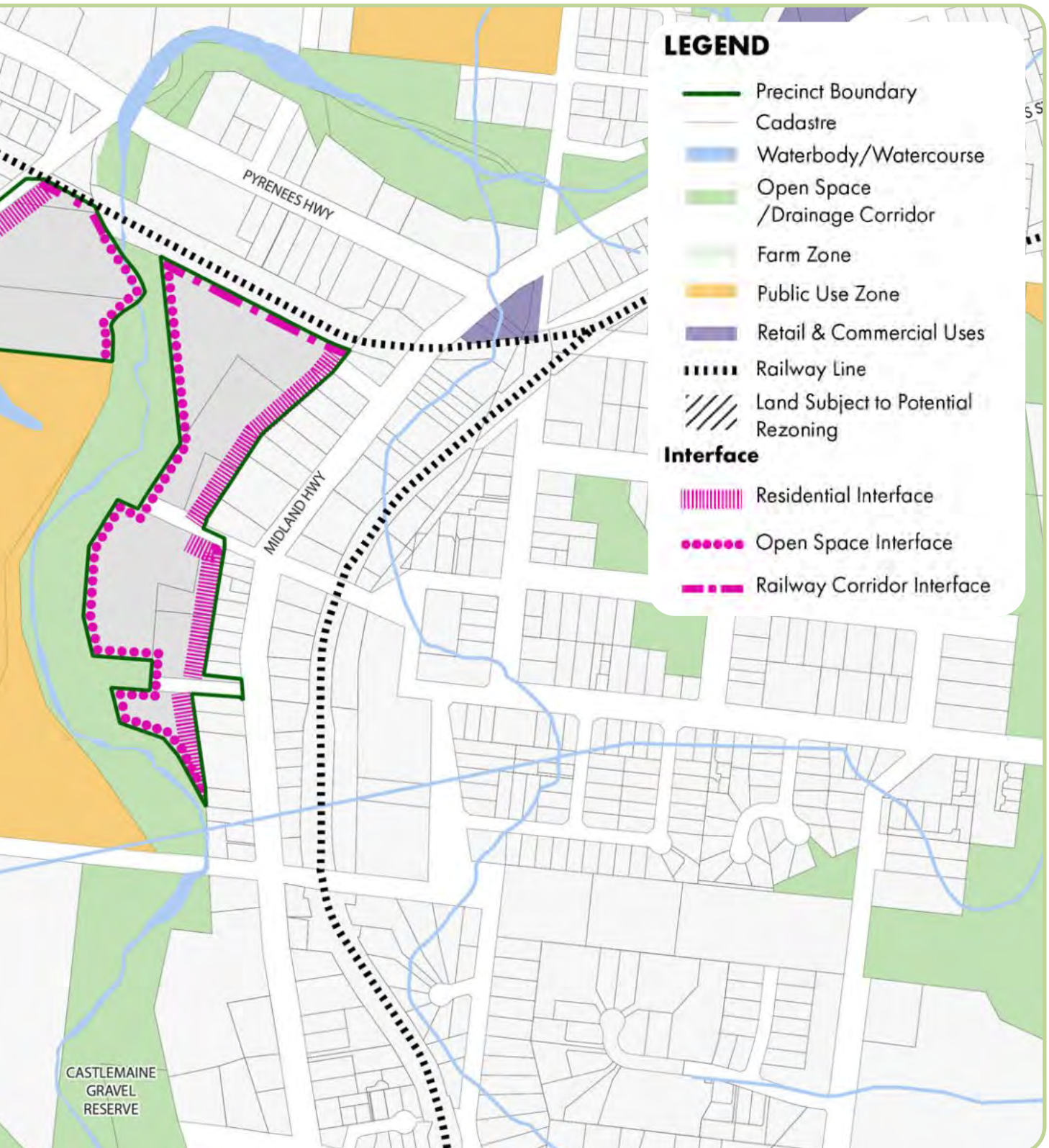


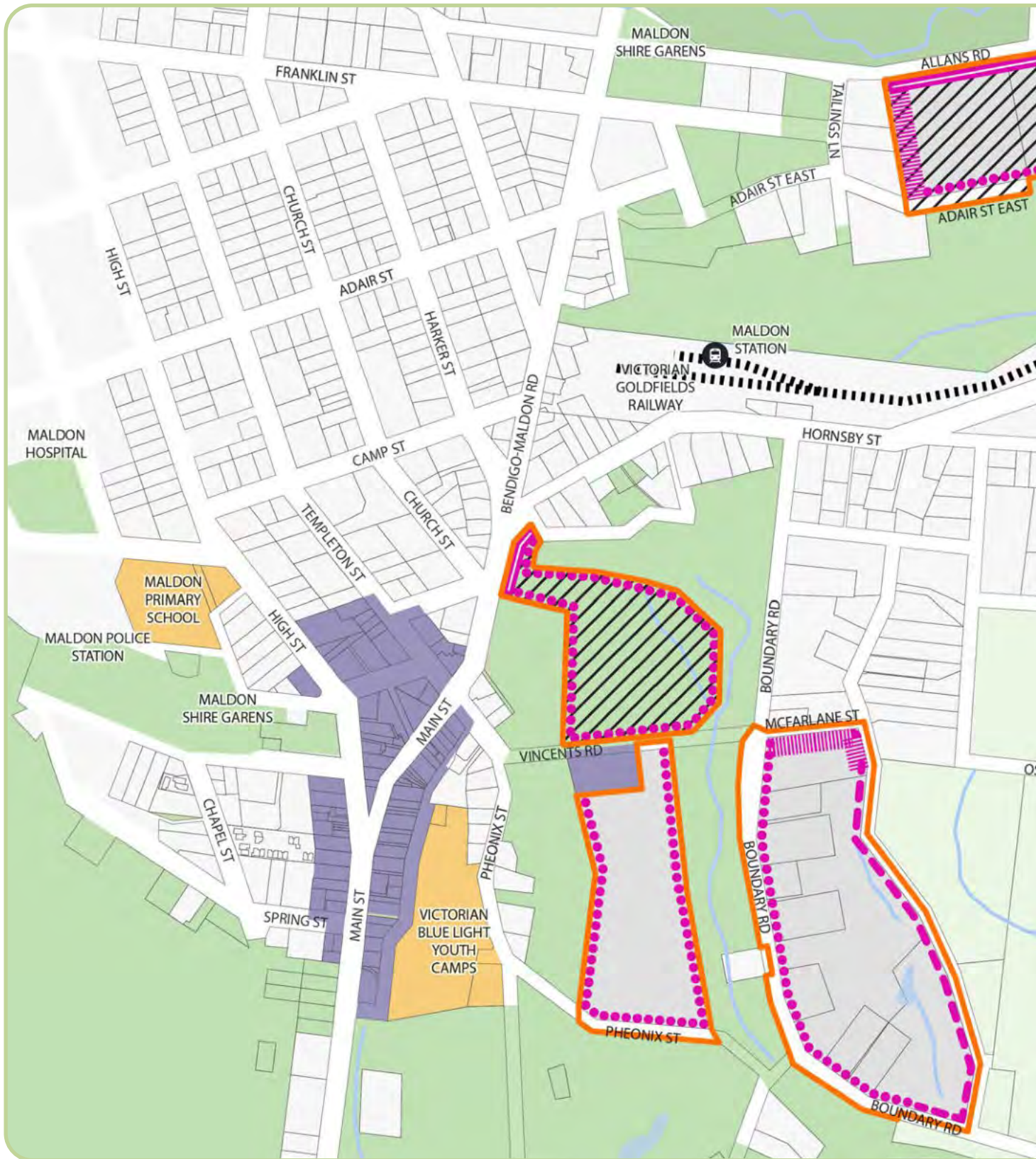
13.2 Precinct 2 – Wesley Hill Business Park / Chewton





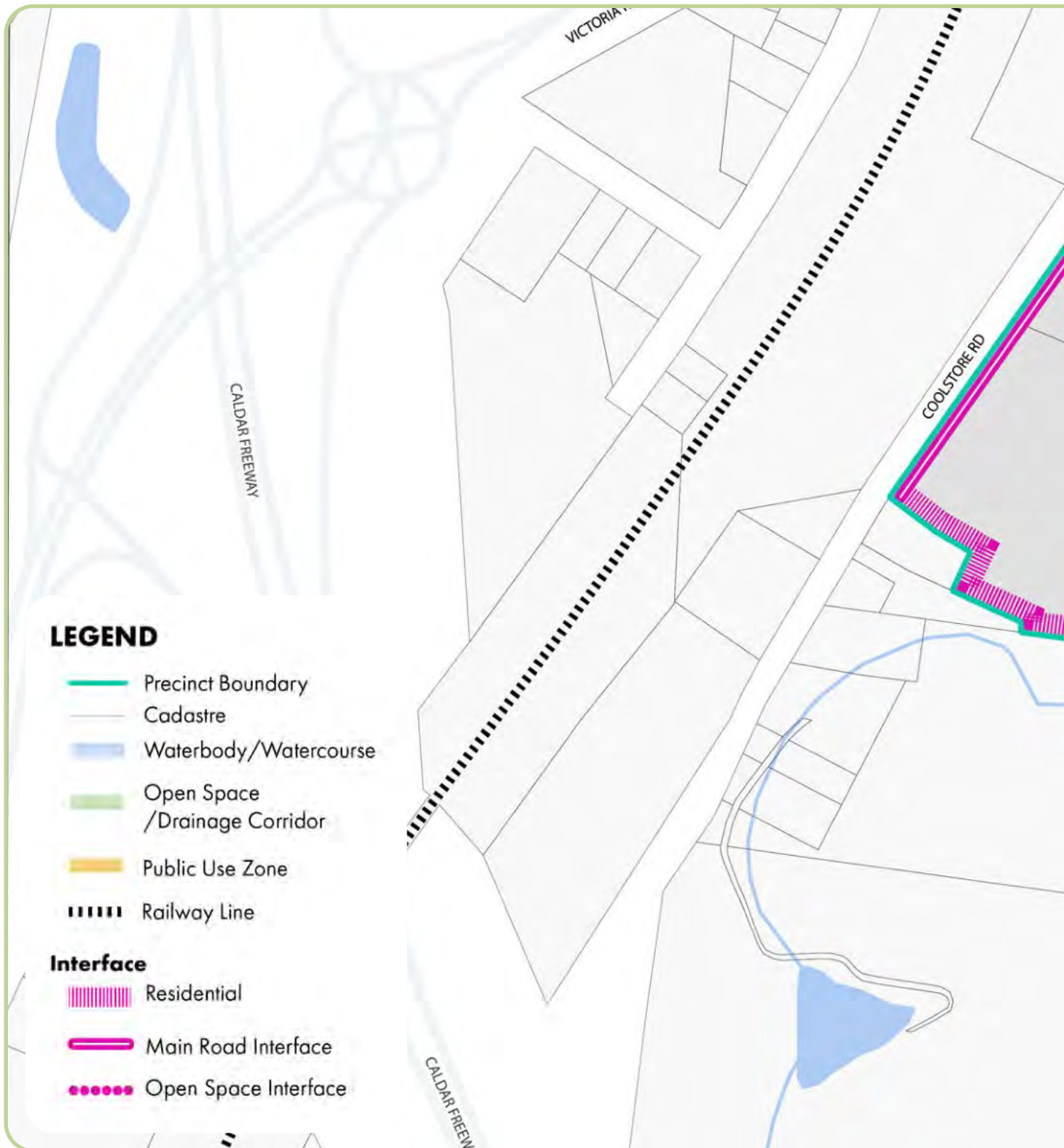
13.3 Precinct 3 – Langslow Street





13.4 Precinct 4 – Maldon





13.5 Precinct 5 – Harcourt



14 Access and Car Parking

Effective design of access and car parking is essential for the functionality and safety of industrial developments. Consideration should be given to ensuring safe and efficient pedestrian and cyclist access that minimises conflicts with vehicles. Vehicle access must accommodate a range of movements, including heavy vehicles, with appropriate loading and servicing areas to support operations without disrupting traffic flow. Thoughtful car parking design and layout should balance adequate provision with operational needs, ensuring clarity, accessibility, and compliance with standards.

14.1 Pedestrian and Cyclist Access

Objectives

- O14.1.1** To provide safe, comfortable, and convenient access for pedestrians and cyclists throughout new developments.
- O14.1.2** To promote walking, cycling and micro mobility devices as suitable transport alternatives for workers and visitors.
- O14.1.3** To provide safe, convenient, and comfortable access for pedestrians and cyclists.

Guidelines

- G14.1.1** Provide clearly defined and pedestrian and cyclist entry points from the footpath or shared path to the main building entrance, especially for customer facing businesses. This should include the provision of directional signage.
- G14.1.2** Design pedestrian access within the site and principal building entrances to achieve Disability Discrimination Act (DDA) compliance.
- G14.1.3** Provide clear sight lines at vehicle crossover points to minimise potential conflict between vehicles, pedestrians, cyclists and other active transport modes.
- G14.1.4** Where feasible, pedestrian and bicycle pathways should be separated from vehicle traffic, especially from loading and servicing vehicle operations.
- G14.1.5** Provision of infrastructure to support electronic bike charging is strongly encouraged.



Front entrances of industrial buildings, usually the office area, should be identifiable from the street. (Rockfield Way,Ravenhall)



Tips & Links

The provision of secure, accessible, and convenient bicycle parking spaces, along with associated shower and change facilities should be provided in accordance with Clause 52.34 of the Mount Alexander Planning Scheme.

14.2 Vehicle Access

Objectives

- O14.2.1** To provide safe, convenient, and efficient access for all vehicles within industrial sites.
- O14.2.2** To minimise the impacts of traffic on surrounding sensitive land uses.
- O14.2.3** To minimise the impacts of vehicle crossovers on pedestrian and cyclist access and streetscapes, where possible.

Guidelines

- G14.2.1** Locate site entry and exit points to enable clear sight lines along the road, allowing vehicles to enter and exit safely and efficiently and avoid street tree removal, where practical.

- G14.2.2** For sites less than 2500 sqm, limit driveway crossovers to one consolidated entry and exit point for each site to minimise disruption to the streetscape and footpaths.

- G14.2.3** For sites greater than 2500sqm, design vehicle movements through the site to allow all vehicles to enter and exit the site in a forward motion. Additional crossovers are permitted where there is a loop circulation network within the site but should be minimised.

- G14.2.4** For sites where B-double access is required, vehicle swept path plans should be prepared, in accordance with the relevant legislation, to demonstrate that vehicles can enter and exit and manoeuvre within the site safely and efficiently, and with minimal impact on the streetscape and surrounding uses.

- G14.2.5** New developments should minimise the impact of traffic on surrounding sensitive land uses including residential areas, schools, and shopping areas. A Traffic Impact Assessment may be required for some developments were considered necessary by the Council.



Example of safe, convenient, and efficient access for all vehicles within industrial sites. (*Fitzgeralds Close, Castlemaine*)



Tips & Links

Vehicle access should be provided in accordance with Clause 52.06 of the Mount Alexander Shire Planning Scheme



Loading areas should be located to the rear or side of the property away from the primary street frontage. (*Botanica Park, Acacia Ridge*)

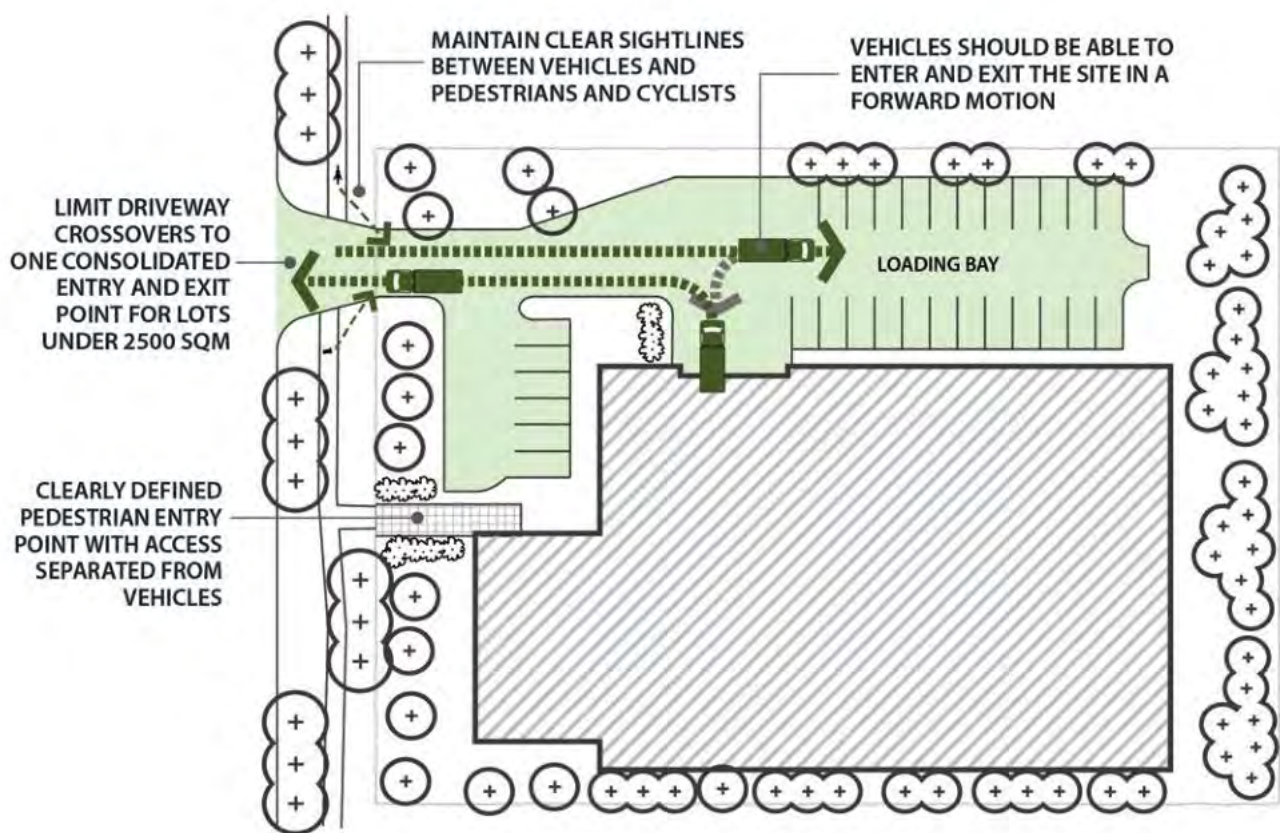


Figure 22. Vehicle and pedestrian movement plan

14.3 Loading and Servicing

Objectives

- O14.3.1** To provide safe and efficient loading and servicing of industrial sites and operational premises.
- O14.3.2** To minimise the visual impact of loading bays and service areas when viewed from the surrounding streets and other key viewing areas.

Guidelines

- G14.3.1** Whenever feasible, position loading areas at the rear or side of the property, away from the main street frontage (refer to Figure 23). Ensure loading zones are clearly identifiable through integrated signage or entry treatments that communicate their function without contributing to visual clutter.
- G14.3.2** Locate loading and servicing areas so that all loading activities are completely contained within the site. No part of the vehicle should extend into the public road reserve when loading/unloading.
- G14.3.3** Avoid locating loading areas along boundaries adjoining residential and sensitive uses.
- G14.3.4** Where feasible, integrate loading areas into the design of the building so that loading occurs internally. If loading areas are visible from adjoining land uses, utilise landscaping or articulated built form to screen loading areas.
- G14.3.5** Separate loading areas from pedestrian and bicycle access routes, and where practical, from vehicle access routes.



Tips & Links

Loading areas to be designed in accordance with Australian Standards AS 2890.2 – Parking facilities Part 2: Off-street commercial vehicle facilities.

Where there is a conflict between these guidelines and a OH&S requirement, the requirements will prevail; except where they are silent on an issue that these Guidelines address.

- G14.3.6** Ensure storage and loading areas are of sufficient size and dimensions to avoid the use of car parks for temporary storage of goods.
- G14.3.7** Define loading areas with clear line markings to facilitate unobstructed vehicle access and ensure the provision of appropriate turning areas.
- G14.3.8** Allow for sufficient and safe collection of waste materials.

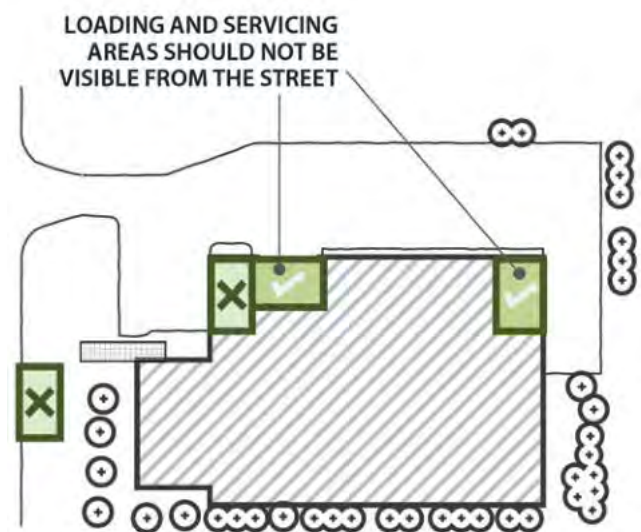


Figure 23. Location of loading and servicing areas

14.4 Car parking provision, Layout & Design

Objectives

- O14.4.1** To ensure the location, design and layout of vehicle parking areas are integrated into the site planning and is logical and legible to employees and visitors.
- O14.4.2** To provide safe and secure car parking that reduces conflict between vehicles, pedestrians, cyclists and micro mobility users.
- O14.4.3** To provide adequate parking spaces and facilities.

- G14.4.1** Undercroft car parking may be provided if it does not form a dominant element of the building frontage and enables larger areas of landscaping to be provided within the front or side setback.
- G14.4.1** Provision of infrastructure to support electronic vehicle (EV) charging is strongly encouraged.
- G14.4.1** Where electric vehicle (EV) charging bays are proposed, the location of the charge point(s) and/or infrastructure and cabling is to be clearly identified, dimensioned, and labelled on development application plans.
- G14.4.1** Provide security lighting in car park areas.

Guidelines

- G14.4.1** Car parking within the front setback of the site should be generally restricted to visitor parking. Visitor spaces should be clearly distinguished with suitable signage or pavement markings and should be made permanently available for visitor use. Staff parking may be provided in the front setback if it can be demonstrated that sufficient car parks have been provided for visitors (refer to Figure 24).
- G14.4.1** Large expanses of car park of greater than 20 spaces should be located to the side or rear of the building (refer to Figure 24).
- G14.4.1** Car parking must be avoided within 3m of the front property boundary to allow sufficient space for landscaping.
- G14.4.1** All trafficable areas must be sealed to the satisfaction of Council.



Tips & Links

Car parking (including DDA parking) should be provided in accordance with the provisions specified in Table 1 - Car Parking Requirements Clause 52.06 of the Mount Alexander Planning Scheme and designed in accordance with the dimensions specified in the Mount Alexander Planning Scheme and the Australian Standards.

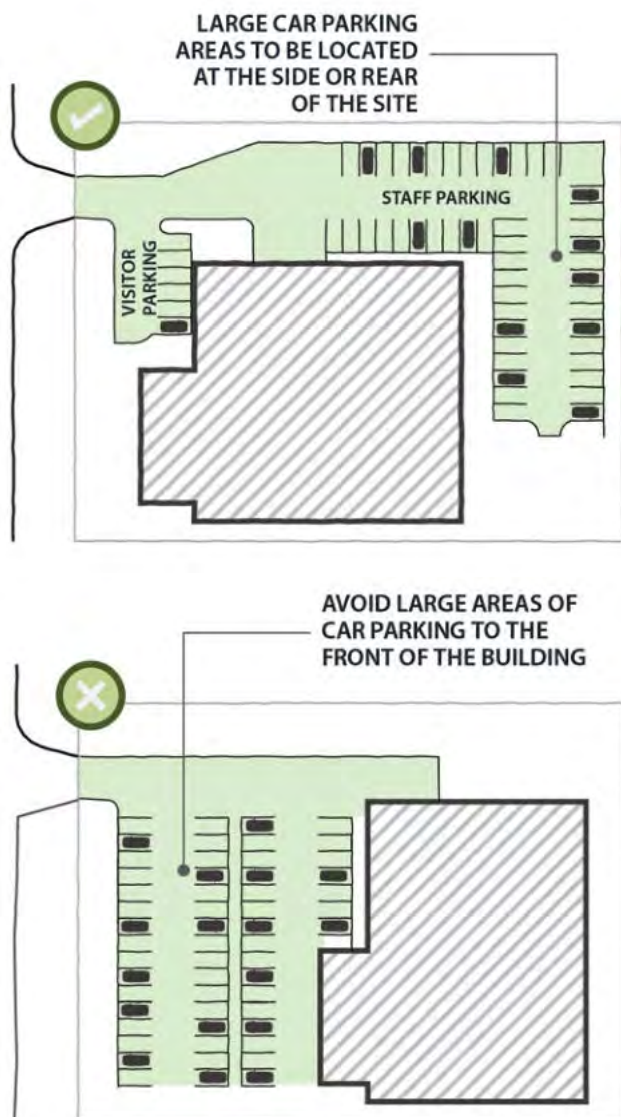


Figure 24. Car parking layouts



Provision of infrastructure to support electronic vehicle (EV) charging is strongly encouraged. (EV Charging Station, Harcourt)

14.5 Drones / eVTOL

Objectives

- O14.5.1** To support the integration of drones and electric vertical take-off and landing (eVTOL) vehicles and other emerging aviation technologies within industrial areas.

Guidelines

- G14.5.1** Provision of infrastructure to support drones and electric vertical take-off and landing (eVTOL) vehicles and other emerging aviation technologies is strongly encouraged except when adjoining any sensitive environmental areas.



Tips & Links

The Australian Government is currently developing an Infrastructure Planning Framework to ensure a nationally consistent approach to infrastructure and planning decisions for emerging aviation technologies. These guidelines should be updated to reflect these guidelines, once complete and as appropriate.

15 Landscaping

Landscape design plays a fundamental role in the design of industrial developments, enhancing both aesthetic appeal and environmental performance. Thoughtfully planned landscaping should provide visual screening, soften the impact of large structures, and create a more inviting environment for workers and visitors. Additionally, it supports sustainability by improving stormwater management, increasing biodiversity, and mitigating the urban heat island effect. Landscaping design should incorporate areas that offer amenity for staff and visitors, such as shaded seating and green spaces that contribute to a more pleasant and functional working environment.

15.1 Landscape Design

Objectives

- O15.1.1** To provide high quality, attractive landscaping that positively contributes to the streetscape, sensitive interfaces, and the surrounding context.
- O15.1.2** To embrace sustainable landscape design principles that respond to the characteristics and qualities of the site and surrounding area.
- O15.1.3** To protect existing significant trees and vegetation.
- O15.1.4** To encourage the use of local, drought tolerant, low ongoing maintenance species.
- O15.1.5** To enhance local biodiversity habitat values.

- O15.1.6** To reduce the urban heat island effect of industrial and commercial development.
- O15.1.7** To ensure the provision of landscaping has regard for passive surveillance and safety.

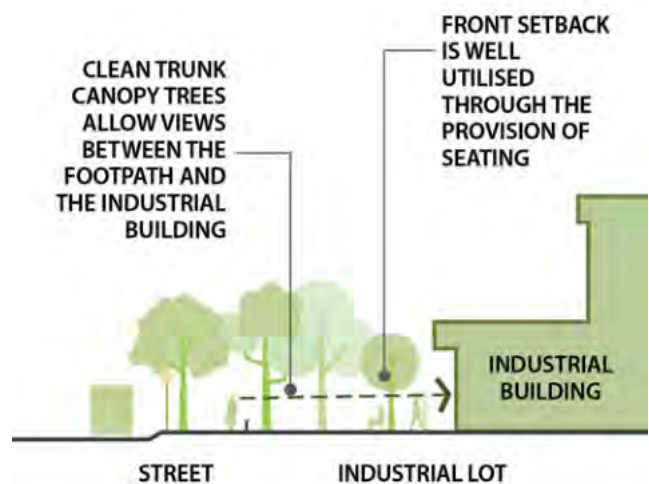


Figure 25. Recommended front setback design

Guidelines

Tree Siting and Area Requirements

- G15.1.1** Where practical and possible, existing high value canopy trees and significant vegetation should be retained. Buildings and landscaping should be located and designed to retain existing trees and vegetation on Site. These can be retained within building setbacks, building recesses, or within future open space areas.
- G15.1.2** New development, driveways, and vehicle crossovers must be setback from the protection zone of existing trees that have been identified to be retained.
- G15.1.3** Avoid locating tree species where the root system might impact on services and assets within the road reserve and service easements.
- G15.1.4** Provide for the effective impact of vegetation by planting at appropriate densities, and where possible, consolidating landscape areas.
- G15.1.5** Provide adequate space for the planting of new canopy trees. Where possible locate deep soil zones adjacent to deep soil zones on adjoining properties to form contiguous areas for large tree planting.
- G15.1.6** Site large trees with consideration of their ability to shade windows (and minimise the need for internal mechanical cooling).

Primary Frontage Landscape Zone

- G15.1.7** Front setbacks should incorporate clean trunk canopy trees that will reach over 12m in height and enable clear views between the street and the front of the building. One tree should be provided for every 8 lineal metre of road frontage. Indigenous and native trees are preferred.
- G15.1.8** Low shrubs, grasses, sedges, and ground covers can be utilised in combination with the canopy trees provided uninterrupted views at ground level are maintained. Semi-mature trees should be utilised when appropriate (refer to Figure 25).
- G15.1.9** Consider providing elements within the front landscape setback that will encourage use of the space by staff and visitors, including seating, shade treatment and bike parking.
- G15.1.10** Corner sites should provide landscaped setbacks along both the street frontages.



Tips & Links

High value canopy trees and vegetation to be protected in accordance with Australian Standards AS 4970:2009 Protection of trees on development sites.

Side & Rear Boundary Landscape Zone

- G15.1.11** Landscaping should be incorporated into a 1.5m wide (minimum) side and rear setback with consideration of vehicle access.
- G15.1.12** Provide a landscape buffer along the rear property setback if the site adjoins a public street or is visible from a freeway, railway corridor, major road, residential area or other sensitive interfaces. Where the property abuts open space the landscape treatment should encourage passive surveillance opportunities. Refer to Section 12 : Interface Treatments for further guidance.
- G15.1.13** Use landscaping treatments to minimise the visual impact of blank walls and hard surface areas.

Car Park Landscaping

- G15.1.14** A minimum of one large canopy tree provided within the car parking area for every five car parking spaces, or one large canopy tree per ten double linear parking bays. The species should be selected to provide shade for vehicles and pedestrians and allow clear views between pedestrians and the vehicles.
- G15.1.15** Protect landscaped areas abutting car park and vehicle access ways through provision of appropriate barriers and tree outstands. Diamond shaped barriers should be avoided.

- G15.1.16** A landscape strip of at least 1.5 metre should be provided to separate car parks from side and rear boundaries.

- G15.1.17** Utilise water sensitive urban design measures to treat stormwater runoff from car parks to passive irrigate vegetation.

Landscaping Adjoining Open Space

- G15.1.18** For sites adjoining creek corridors or areas of indigenous or native vegetation, utilise plant species that reflect the species within the area to provide a visual and ecological connection.

Visual and Acoustic Screening

- G15.1.19** Design landscape buffers to be a minimum of 6m wide and planted with species that provide an appropriate level of coverage for visual screening.
- G15.1.20** Utilise landscaped mounding in combination with planting of shrubs and canopy trees for effective and aesthetically pleasing screening (refer to Figure 26).



An example where the front car park is not a dominant element and its impact is softened by landscaping in the front setback. Windows allow for passive surveillance of the car park. (*The Mill, Walker Street, Castlemaine*)

- G15.1.21** Use landscape screening on large building façades (i.e. green walls) to improve the appearance of the building and minimise presentation of blank walls.
- G15.1.22** Acoustic screening should comply with EPA Noise Protocol noise limits and Australian Standards, where practicable.

Establishment and Maintenance

- G15.1.23** Provide for the ongoing maintenance of landscaped areas and generally utilise low maintenance, appropriate irrigation and durable landscaping techniques.

Species Selection

- G15.1.24** Plant selection to be hardy and robust species, low maintenance, with trees being relevant to scale of buildings being proposed. Group plants with similar water needs and irrigate accordingly.
- G15.1.25** Indigenous or native species that integrate with the surrounding landscape character are preferred. These contribute to the local character and biodiversity values of the area. Planting of environmental weeds must be avoided.
- G15.1.26** Plant selections should be discussed with the local authority prior to submitting a proposal.



Tips & Links

Acoustic screening must be designed to achieve compliance with the applicable noise limits determined under EPA Victoria's Noise Protocol (Publication 1826.5) and assessed in accordance with the Environment Protection Regulations 2021.



Visual and Acoustic screening to sensitive streetscapes. (Fitzgerald Close, Wesley Hill)

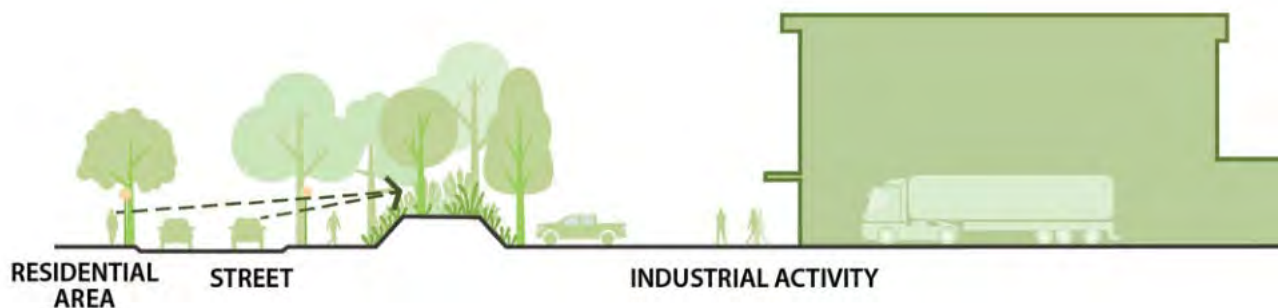


Figure 26. Visual and acoustic screening

15.2 Paving and Surface Treatments

Objectives

- O15.2.1** To provide areas of paving and hardscaping that are appropriate in an industrial and commercial environment.
- O15.2.2** To minimise large areas of impervious surfaces and reduce negative impacts of stormwater runoff.
- O15.2.3** To support sustainable stormwater management through Water Sensitive Urban Design (WSUD) principles.

Guidelines

- G15.2.1** Minimise the use of impervious paving materials to reduce stormwater runoff from hardscape areas.
- G15.2.2** Use porous paving or permeable surfaces suitable for heavy vehicle traffic, to allow for natural infiltration of water, where possible.
- G15.2.3** Integrate WSUD elements such as swales, rain gardens, or bio-retention areas into landscape and hardscape design to treat and slow stormwater runoff.
- G15.2.4** Specify paving materials for internal site pathways that are robust and durable and can withstand heavy loads.
- G15.2.5** Provide shade over large, paved areas to minimise contributing to the heat island effect.



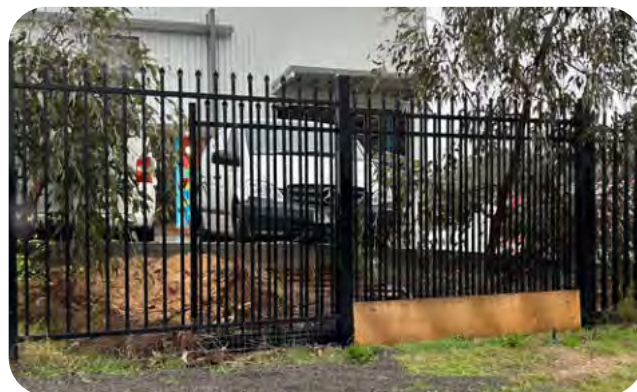
Tips & Links

Council requires that stormwater runoff must meet the Urban Stormwater – Best Practice Environmental Management Guidelines (Victoria Stormwater Committee, 1999).

Mount Alexander Shire Council have developed a document to guide designers on input parameters and design considerations for *Model for Urban Stormwater Improvement Conceptualisation (MUSIC)*.



Minimise large areas of impervious surfaces and reduce negative impacts of stormwater runoff.



Black vertical steel fencing is an ideal fencing material because of its transparency and durability. (Fitzgerald Close, Wesley Hill)

15.3 Fencing

Objectives

- O15.3.1** To ensure the front boundary treatment contributes positively to the appearance of the streetscape and clearly delineates the public and private realms.
- O15.3.2** To ensure fencing provides for adequate site security.
- O15.3.3** To ensure fencing is cohesive and harmonises with the building's design and surrounding landscaping.
- O15.3.4** To enable passive surveillance of car parks, streets, and the surrounding public realm using transparent fencing.

Guidelines

- G15.3.1** Fencing along the front boundary should generally be avoided unless specifically required for security or screening purposes.
- G15.3.2** Where front fencing is necessary, transparent options such as black PVC-coated chain mesh or black vertical steel posts (excluding rounded tubular pool-style fencing) with a maximum height of 2.0m are preferred. Landscaping should be incorporated to help the fence integrate seamlessly with the development. High, solid fencing should be avoided. (refer to image of Black vertical steel fencing on previous page).
- G15.3.3** When front security fencing is required, it should be positioned at or behind the front building line.
- G15.3.4** Razor or barbed wire fencing is not permissible.

15.4 Outdoor Amenity Space

Objectives

- O15.4.1** To provide well located, integrated areas of attractive outdoor space with weather protection, lighting and seating for staff and visitors.
- O15.4.2** To encourage the siting of outdoor amenity space in areas that contribute to an activated public realm.

Guidelines

- G15.4.3** Usable landscaped outdoor areas for staff and visitors to be provided on lots greater than 2,500sqm. Where possible, outdoor areas should be located to take advantage of the northern aspect and to enhance the activation of adjoining public spaces.
- G15.4.4** Outdoor areas should be landscaped with shade and seating, as well as lighting, if appropriate.
- G15.4.5** Do not locate services, such as air conditioning units, rainwater tanks and hot water units in outdoor amenity areas.



Attractive outdoor space providing seating area, tree shading and lighting for staff and visitors. (Federal Mills, Pivot City, Geelong)

16 Site Amenity

Site amenity is a key factor in creating functional and sustainable industrial developments. Integrated water management ensures effective stormwater control and resource efficiency, while well planned site services and waste storage promote operational convenience and cleanliness. External lighting must balance security and usability while minimising light pollution. Acoustic treatments are essential for mitigating noise impacts on nearby areas, ensuring compliance and fostering harmony with the surroundings. Additionally, energy efficient design reduces operational costs and environmental impacts, supporting sustainable practices.

16.1 Site Services

Objectives

- O16.1.1** To ensure public utilities (water, power, waste and communications/ ICT infrastructure) can be provided in a sustainable and cost-effective manner and can be easily accessed and maintained.
- O16.1.2** To minimise the visual impact of site services.

- G16.1.2** Consider the most appropriate location for all site services such as sub-stations and firefighting equipment when undertaking site planning and provide screening where necessary.
- G16.1.3** Services should be located away from front setback, integrated with the design of the building, and not impact on landscaping opportunities.

Guidelines

- G16.1.1** Provide adequate space within developments to accommodate the installation and maintenance of services.



Tips & Links

Ensure site services comply with Australian standards and confirm the location of any infrastructure or utilities easement prior to submitting a development application.

16.2 Waste and Storage

Objectives

- O16.2.1** To ensure adequate access to waste and recycling facilities is provided for each business or industry.
- O16.2.2** To ensure waste and storage areas are appropriately located and designed to minimise impacts on the public realm.

Guidelines

- G16.2.1** All sites are to provide dedicated waste and storage areas located internally, where possible.
- G16.2.2** If located outdoors, waste and storage areas must be located away from the street frontage, staff amenity areas, waterways and stormwater drains. They must not be located in front of the building, within landscaped areas, driveways, car and truck parking spaces or vehicle turning areas.
- G16.2.3** Waste and storage areas, as well as loading areas, electrical substations, and heavy machinery, should be adequately screened from public view and waste areas appropriately managed. Waste areas should also be screened from staff amenity areas and adjoining residential properties.



Consider the most appropriate location for all site services such as sub-stations and fire fighting equipment when undertaking site planning and provide screening where necessary. (Meridian business park, Thomastown)



(Distribution Dr, Mickleham)

16.3 External Lighting

Objectives

- O16.3.1** To ensure lighting is adequate for the purposes of navigation for pedestrians and security.
- O16.3.2** To minimise the spill of light onto adjoining and nearby residential and rural properties.
- O16.3.3** To minimise ecological light pollution and protect nocturnal wildlife in nearby natural areas.

Guidelines

- G16.3.1** Car park areas that are obscured from public view should be lit at night for safety.
- G16.3.2** Lighting is to be directed towards the ground, baffled and of a height that prevents light spillage into adjoining sensitive uses such as residential development or open space where wildlife may reside.

G16.3.3 Lighting should not adversely impact on the safety of road users or be directed into the sky.

G16.3.4 Light poles must not be higher than buildings.

G16.3.5 Avoid continuous lighting in areas adjacent to sensitive habitats; use adaptive lighting controls to reduce illumination during low-activity periods. Where appropriate lighting should be motion activated, or time controlled to reduce energy consumption and unnecessary illumination on surrounding areas.

G16.3.6 Select lighting types that minimise ecological disruption, such as amber or warm-white LEDs with low correlated colour temperature (CCT). Avoid high-intensity blue-rich white light (e.g., >3000K) which can disrupt humans and wildlife.



An example of soft amber or warm-white lighting designed to avoid glare and excessive light spread to the surrounding areas. (Adobe Stock image)



Car park lighting should be designed to be directed at the ground and of a warm colour to minimise light spill impacts to surrounding sensitive use areas. (Dark Skies Lighting, Dorothy House, Bath, UK)

16.5 Acoustic Treatments

Objectives

- O16.5.1** To ensure acoustic treatments are designed to achieve their purpose and integrate with the surrounding context.
- O16.5.2** To ensure acoustic treatments match in with the site design.

Guidelines

- G16.5.1** Where practical, utilise acoustic treatments internal to the building through the design of the building layout, and the use of acoustic insulation or suitable building materials.
- G16.5.2** Where external acoustic treatments are required, utilise tree and shrub planting, mounding, acoustic walls or a combination of each as required. The acoustic treatment areas should be accessible and maintained. Treatments should comply with EPA Noise Protocol noise limits and Australian Standards, where practicable.
- G16.5.3** Design acoustic treatments so that they contribute positively to the public realm and adjoining properties, and integrate with the design of the building and landscaping.

16.4 Energy Efficiency

Objectives

- O16.4.1** To provide economically viable solutions to energy efficient design.

Guidelines

- G16.4.1** Install energy efficient lighting, hot water, heating and cooling systems and appliances.
- G16.4.2** Consider on-site production of renewable energy generation through solar hot water systems. Maximise north facing roof spaces to facilitate energy production.
- G16.4.1** Where practicable, integrate battery energy storage to capture on-site solar generation and manage peak demand.
- G16.4.2** Consider wind generation as a form of renewable energy if it can be demonstrated that the turbines have minimal impact on the streetscape and adjoining properties.
- G16.4.3** Ensure basement carpark are either fully naturally ventilated or use Carbon Monoxide monitoring to control the speed and operation of ventilation fans.



Consider on-site production of renewable energy generation through solar hot water systems. (Adobe Stock image)

MOUNT ALEXANDER INDUSTRIAL STRATEGY IMPLEMENTATION PLAN



November 2025

MOUNT ALEXANDER SHIRE COUNCIL 27 Lyttleton Street, Castlemaine

Implementation

Implementation of the four objectives and corresponding directions and actions outlined in the Mount Alexander Shire Council Industrial Strategy is critical to ensuring its success. This will be dependent on collaboration between local, State and Federal Governments, agencies, organisations and the community as well as the successful implementation of an Amendment to the Mount Alexander Planning Scheme.

Approach

The Mount Alexander Industrial Strategy will:

- Be a Council-adopted document used to implement the actions over a 20-year timeframe.
- Provide a clear framework to inform the community, major stakeholders and government agencies of projects that are to take place in the Shire’s industrial precincts.
- Provide clear direction on the priority projects and resource allocation which has been developed following extensive consultation with the community, government agencies, major stakeholders and senior management within Council.
- The implementation plan is to be reviewed every five years.

Guiding principles

The following guiding principles lay the foundation for the Action Plan on the following page:

- It provides a strategic link to:
 - The Strategy.
 - Council work plans and budget allocations.
 - Council seeking external funding direction.
 - Council’s advocacy role.
 - It is an accountability tool to ensure that the actions identified in the Strategy are not just shelved and forgotten.

Actions

Thirteen (13) actions are listed in the Strategy which are summarised in the below Action Plan, and identify the following:

- The allocated timeframe.
- The responsible agent (Council or the Victorian Government department/agency where Council will play an advocacy role).
- How the delivery/outcome of the task will be measured.

Timeframe

The timeframe for each action has been allocated in the following three categories:

- Short term (0-5 years).
- Medium term (5–10 years).
- Long Term (10+ years, likely to be beyond the life of the Strategy, which includes advocacy).

Responsible agency

Each action identifies the responsible agent that has a role in implementing the action. In cases where a Victorian Government department/agency has been identified, Council will play an advocacy role in the action identified.

The Strategy identifies a number of actions/projects, the delivery of which is Council’s responsibility. Such projects place additional strain on the existing Council budget and Council needs to explore a range of other sources to assist in funding these projects. A range of mechanisms will need to be explored which include (but are not limited to):

- Potential Development Contributions arrangements.
- An open space contribution of 5%.
- Victorian Government funding sources.
- Australian Government funding sources.

Victorian Government departments and agencies will need to play a key role in implementing the identified actions that are beyond the control of Council. Council will however play an advocacy role to develop long-term partnerships for the delivery of these projects. It is acknowledged that any Victorian or Australian government funding would need to be considered as part of future budget processes and against other state/nationwide priorities.

Measure

‘Measures’ have been identified for some actions to ensure they can be tracked and monitored, and more importantly to identify if an action has been delivered within the identified timeframe.

Objective / Strategy

Provides a reference to the relevant Objective and / or Strategy that the Action relates to.

Planning Scheme Amendment

If the Strategy and Design Guidelines are adopted, a planning scheme amendment can be prepared to implement elements of the Strategy into the Mount Alexander Planning Scheme. This will undergo an additional phase of consultation during the exhibition period. The recommended approach for implementing the Strategy into the Planning Scheme is outlined in the Statutory Implementation section.

Action Plan

Actions	Council Department	External	Timeframe	Measure	Objective / Direction
Objective 1. Support, Improve and Protect Industrial Areas					
<p>Planning scheme amendment</p> <p>Undertake a Planning Scheme Amendment to implement the Mount Alexander Industrial Strategy and the Mount Alexander Industrial Design Guidelines into the Mount Alexander Planning Scheme.</p>	Strategic Planning	DTP	Short term	Planning scheme amendment gazetted	Multiple objectives and directions
<p>Investigate transport improvements</p> <p>In Langslow Street and Castlemaine Central to: -improve road infrastructure in industrial areas -minimise the use of industrial roads to access residential areas -improve pedestrian accessibility to key visitor and major workforce destinations</p>	Strategic Planning Engineering	DTP VicRoads	Long term	Feasibility study of transport improvements prepared	Direction 1.5
<p>Investigate opportunities to minimise the impacts of industrial precincts on adjoining areas and ecosystems</p> <p>Vegetation screening in Langslow Street and Wesley Hill to minimise adverse impacts on adjoining areas and ecosystems.</p>	Parks, Recreation and Community Facilities Works Strategic Planning	Landowners	Medium term	With appropriate funding, execute tree planting and landscape treatments to achieve an increase in screening mechanisms	Direction 1.6
<p>Affirm and strengthen existing policy discouraging encroachment</p> <p>By updating Clause 17.03-2S to protect industry from encroachment.</p>	Strategic Planning	DTP	Short term	Planning scheme amendment gazetted	Direction 1.7
Introduce signage to elevate awareness of key precincts	Strategic Planning Communications Engineering	DTP VicRoads	Short term (subject to funding)	Wayfinding signage implemented	Direction 1.8

Introduce signage that identifies industrial precincts, their economic role and maps the boundary of the precinct.				throughout the industrial precincts	
<p>Ensure further heritage assessments include industrial areas</p> <p>Future heritage assessments will review industrial built form and the need to protect and conserve industrial heritage sites via statutory mechanisms.</p>	Strategic Planning	Landowners	Medium term	Council-adopted heritage work that references industrial precincts	Direction 1.9
<p>Facilitate the development of worker housing</p> <p>Working with major employers to facilitate the development of high-quality worker housing in proximity to major employment locations and advocating to State and Federal Government for the development of policy that support the facilitation of worker housing in regional locations.</p>	Strategic Planning Housing Solutions Broker	Landowners DTP	Long term	Delivery of key worker housing in the Shire	Direction 1.10
Objective 2. Identify Industrial Expansion Land					
<p>Undertake a land search process to identify a preferred precinct</p> <p>Identify an industrial expansion precinct.</p>	Strategic Planning	Landowners DTP	Short term	Identification of a preferred investigation area	Direction 2.1
<p>Undertake investigations to support delivery of the precinct</p> <p>Undertake a series of investigations that assess the infrastructure, financial, and environmental implications of delivering the preferred precinct.</p>	Strategic Planning Engineering	DTP Coliban Water NCCMA Powercor VicRoads	Medium term	Feasibility study or similar completed	Direction 2.2
Engage with State Government and City of Greater Bendigo (COGB)	Strategic Planning	COGB DTP	Short term	Meeting held with COGB and/or State government regarding BREP updates and implication of the	Direction 2.3

Monitor the delivery of the Bendigo Regional Employment Precinct and its implications for the shire.				10-year plan for industrial land	
Objective 3. Embrace the New Sustainable Mixed-Use Economy					
Support adoption of new energy and sustainable technology Support industry to adopt sustainable practices that advance the community towards carbon neutrality.	Strategic Planning Statutory Planning Grants Economic Development Climate Change Coordinator	DTP RDV	Long term	Applications / Proposals for new energy and sustainable technology supported in industrial precincts	Direction 3.1
Planning scheme amendment Support the re-use of industrial heritage in the mixed-use industrial economy	Strategic Planning	DTP	Short term	Planning scheme amendment gazetted	Direction 3.2
Planning scheme amendment Manage the impact of the mixed-use industrial economy by minimising the risk of land use conflict.	Strategic Planning	DTP	Short term	Planning scheme amendment gazetted	Direction 3.3
Objective 4. Address Planning Anomalies					
Planning scheme amendment Ensure unsuitable sites for future industrial development are appropriately zoned.	Strategic Planning	DTP	Short term	Planning scheme amendment gazetted, sites rezoned	Direction 4.1

Statutory Implementation

The Action Plan contains a set of statutory actions that are necessary to implement the vision for the industrial precincts.

Mount Alexander Planning Scheme

The following amendments to the Mount Alexander Planning Scheme are proposed to ensure that the vision for the industrial precincts is realised:

- Clause 02.03 -7 (Strategic Directions - Industry) to incorporate directions from the Industrial Strategy and industrial guidelines
- Clause 17.03 – introducing a new local clause that outlines clear land use and specific directions for Central Castlemaine, Wesley Hill and Langslow Street
- Insert a new Schedule to Clause 43.02 Design and Development Overlay to apply the Design Guidelines to all industrial and select land in the Commercial 2 Zone.
- Amend Clause 72.08 Background Documents to include the Industrial Strategy and Design Guidelines as a Background Document.
- Amend Clause 33.03 to rezone non-industrial sites to reflect their existing and future use.
- Implement Design Guidelines into the planning scheme following which the guidelines will influence future industrial development.
- Implementation of the Strategy in the Planning Scheme at Clause 17.03 will guide the long-term role and direction of the Shire’s industrial precincts.
- In refining Clause 02.03-7, support the re-use and adaptation of industrial heritage for commercial purposes.
- Clause 17.03, encourage hospitality, gym, recreation, and service uses in industrial areas to locate in accessible locations that can support higher volumes of private vehicle traffic while discouraging these uses from establishing in locations in direct proximity to major industry to avoid triggering noise, odour and other operational concerns.
- Clause 33.03, ensure non-industrial uses reflect existing and future uses.

Monitoring and Evaluation

Successful implementation is underpinned by effective monitoring, review and evaluation processes. Council is responsible for the monitoring and evaluation of the actions identified within this Action Plan. Targeted communications are proposed to ensure Government departments, agencies, key stakeholders and the community as a whole will remain well-informed and engaged in the process. Examples of targeted communications include (but are not limited to):

- Major projects/tasks and milestones published via a media release; and
- Council’s website will be updated (when considered necessary) to advise the community of the achievements and milestones for projects/tasks.

An open and transparent monitoring and evaluation process that allows the community, stakeholders and Government agencies access to information about the progress of the Strategy and increases Council’s credibility and accountability. The implementation plan will be reviewed every five years. A progress report will be prepared, outlining the extent to which each objective and corresponding action has been addressed. This report will document the actions undertaken, assess outcomes against established objectives and measures, and identify any adjustments required to ensure continued alignment with strategic priorities. The review process will provide a transparent record of implementation progress for stakeholders.

Community Engagement Summary

Draft Industrial Strategy
and draft Industrial Design Guidelines 2026



SHAPE

Mount Alexander

Acknowledgement of Country

Mount Alexander Shire Council acknowledges that the traditional custodians of this land, the Dja Dja Wurrung and Taungurung peoples, proudly survive. We acknowledge their continued practice of custom and their close cultural, spiritual, physical, social, historical and economic relationship with the land and waters that make up their Country, which includes Mount Alexander Shire.

Council recognises the Victorian Government's Recognition and Settlement Agreements with both the Dja Dja Wurrung Clans Aboriginal Corporation and the Taungurung Land and Waters Council.



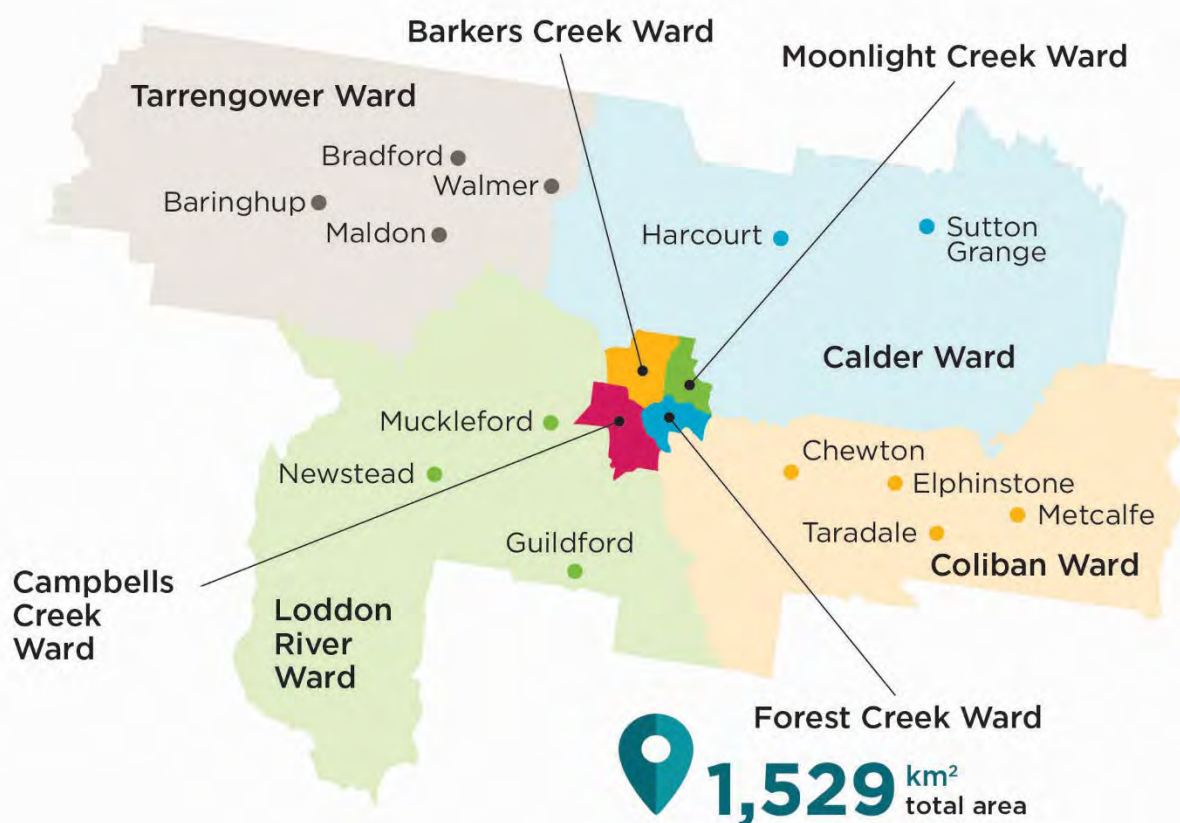
Our shire

Mount Alexander Shire – a snapshot

Mount Alexander Shire is diverse, with urban and rural communities. It has much to offer: Beautiful heritage streetscapes and picturesque towns, stunning natural surroundings, a thriving local economy and a vibrant cultural life.

Our community comprises more than 20,000 people with most living in and around the townships of Castlemaine, Harcourt, Maldon, Campbells Creek, Newstead, Elphinstone, Guildford, Chewton and Taradale.

Located within commuting distance of Melbourne and Bendigo, the popularity of the shire continues to grow as new residents move to the area to make the most of the lifestyle and all the shire offers.



Introduction

We've prepared a draft Industrial Strategy and draft Industrial Design Guidelines to provide a plan for supply of industrial land into the future and provide guidelines for development on industrial land so that our local community benefits.

Background

Last November (2024) we asked our community how we can support new and established businesses in the sector to grow and innovate and the feedback we received was used to inform the draft strategy and guidelines.

These two documents are integral to the future of our industrial sector and also demonstrate our commitment to a wellbeing economy.

Consultation overview

Timeline:

Monday 1st September 2025 – Friday 3rd October 2025

Objective:

Stage 3 consultation feedback will inform the final Industrial Strategy and Industrial Design Guidelines

Strategic Opportunity Site landowners have the opportunity to speak with Council



Industrial Strategy and Industrial Design Guidelines

Last updated: 24 Sep, 2025

A plan to support local businesses to grow

[Learn more](#)

How did we consult?



Established a Shape Mount Alexander **webpage**



Offered an **Online Business Forum** with the project team to interested local business owners



Provided an **online survey** enabling residents to provide feedback on the draft documents



Distributed **letters** to strategic opportunity site landowners



Emailed key stakeholders and local businesses about the project to seek feedback



Promoted the consultation opportunity through media releases, newspaper ads and social media

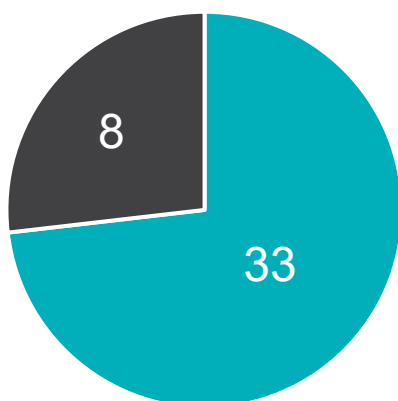


Had **conversations** with key stakeholders via email and over the phone



Met with strategic opportunity site landowners on site and over the phone

Strategic opportunity site landowner engagement



Spoke to the landowner directly

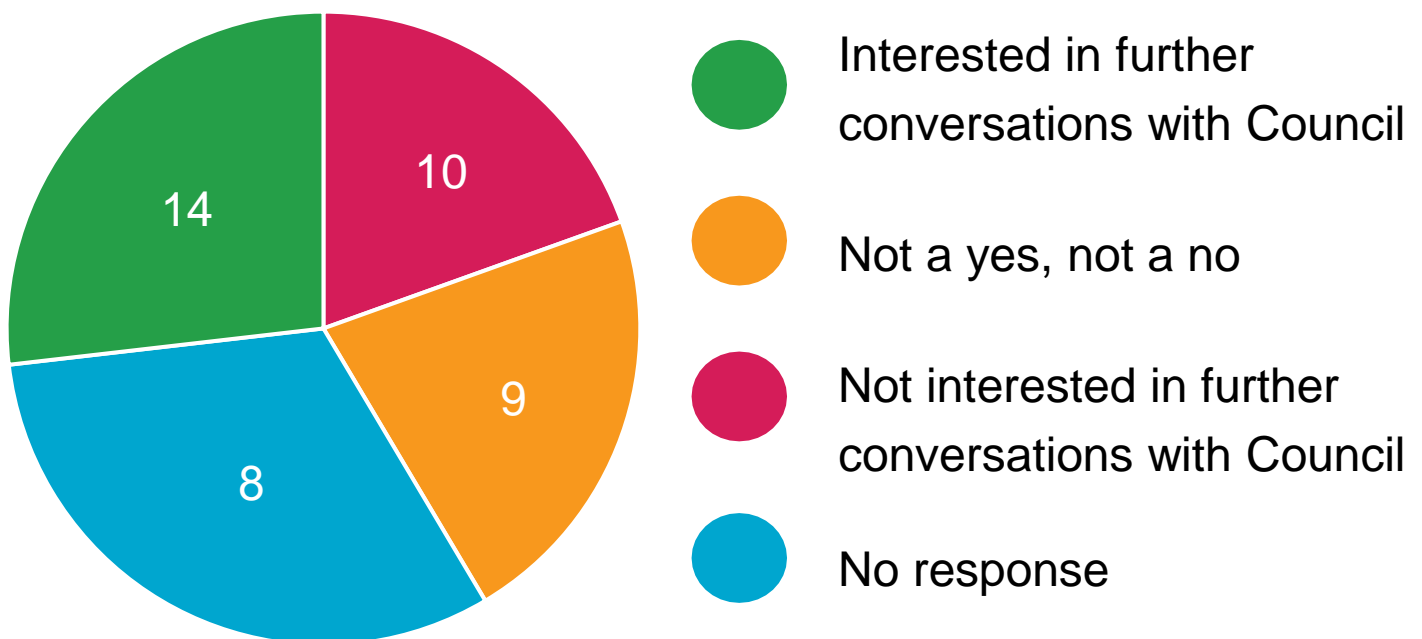


Didn't speak to landowner / unable to get in contact

How did people get involved?

- 182** Visits to the Shape Mount Alexander webpage
- 100** Draft Industrial Strategy document downloads
- 43** Draft Industrial Design Guideline document downloads
- 33** Strategic opportunity site landowner conversations
- 5** Written submissions this consultation period

What did strategic opportunity site landowners say?



Key themes

Location of future industrial areas

- Future industrial areas to be close to major transport corridors
- Future industrial areas to consider biodiversity

Rural character & biodiversity

- Not adversely impact the prized rural character of areas such as Muckleford
- Consideration for biodiversity, flora and fauna

Infill development and revitalisation

- Focus on infill development for future industrial areas
- Improve the current industrial precincts

Well-being economy

- Apply and consider the wellbeing economy and other key Council documents

Issues and opportunities

Issues

- Land use conflicts
- Identification of future industrial areas
- Impact on biodiversity
- Lack of industrially zoned land

Opportunities

- Work to be completed along side Rural Land Use Strategy to alleviate and address land use conflicts
- Future industrial areas subject to further feasibility studies, funding and community and stakeholder engagement
- Enhanced biodiversity consideration through the Industrial Design Guidelines
- Identification of sites for potential future industrial uses

Community priorities

Consideration and protection for biodiversity



More industrially zoned land close to transport corridors



Protection of rural landscapes and character



Infill development where possible



Enhancing existing industrial areas



Timeline

What	When
Community consultation on draft documents (Stage 3)	1 September 2025 – 3 October 2025
Review feedback, speak to submitters and strategic opportunity site landowners, update and finalise documents	October – December 2025
Brief Councillors on community feedback	Early 2026
Council meeting to consider adoption of documents	Early 2026
Planning scheme amendment	2026 onwards

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