



POLICY NAME: AMENITY POLICY FOR INDUSTRIAL ZONES

POLICY No: AP16

PURPOSE OF POLICY:

The purpose of this policy is to:

- a. Further the vision, and more specifically Action 4, of the *Brighton Industrial Estate Brand & Place Strategy 2020*.
- b. Ensure that an adequate level of amenity is provided and maintained for all developers in industrial zones.
- c. Provide guidance to developers about Council's expectations regarding the level of amenity required for developments early in the planning process.
- d. Establish clear and consistent guidelines for Council staff when assessing development applications in regards to amenity.
- e. Ensure a level playing field for all developers regarding amenity.

SCOPE:

This policy applies to all development applications, including change of use applications, within the Light Industrial Zone and General Industrial Zone.

POLICY:

1.0 General Principles

- 1.1 A Development Application in a Light Industrial Zone and General Industrial Zone must demonstrate that a high level of amenity will be achieved, particularly in terms of frontage presentation and built form.
- 1.2 The property owner will be required to maintain the amenity of the site in accordance with the approved documents, to the satisfaction of Council.
- 1.3 This Policy does not override any applicable standards of the Planning Scheme and is to be read in conjunction with these standards.

2.0 Business Presentation

- 2.1 A Development Application for a use and/or development (including change of use) should provide the necessary documentation (e.g landscape plan, signage detail, parking and access plan, etc.) to demonstrate that it satisfies the "Top 10 Tips for Good Business Frontage Presentation"¹ (see Appendix 1) which may include:
 - Site Plan
 - Landscape Plan

¹ Appendix 1 refers to the "Brighton Industrial Estate", but for the purposes of this policy is applicable to all industrial zoned land within the Brighton municipality.

- Signage details
- Parking and access plan

2.2 Elevation Plans for a new building should demonstrate that:

- All external metal building surfaces are clad in non-reflective pre-coated metal sheeting or painted; and
- All concrete tilt panels must be painted, or treated by exposed aggregate or other surface deemed appropriate by Council.

2.3 The above requirements must continue to be maintained to the satisfaction of Council.

RESPONSIBILITIES:

Planning: Ensure that the requirements of this Policy are applied to all relevant development applications.

REFERENCES:

Brighton Industrial Estate Brand & Place Strategy 2020
Tasmanian Planning Scheme – Brighton
Land Use Planning and Approvals Act 1993

ADMINISTRATIVE DETAILS:

Policy compiled: January 2014
Adopted by Council: 21st January 2014
Reviewed: October 2021
To be Reviewed: October 2023
Responsibility: Director Development Services



GENERAL MANAGER

TOP 10 TIPS FOR GOOD BUSINESS FRONTAGE PRESENTATION

In the eyes of customers, perception is everything. This includes everything from the name of a business, brand and logos, the maintenance of landscape, condition of signs and the many ways your image is projected.

The following top 10 tips provide guidance to improving business presentation to make Brighton Industrial Estate a place that people feel proud of.

You only get one chance to make a good first impression. Customers perceptions are formed within the first 10 seconds of interacting with brand image and business, so let's make sure it is a positive one!

The time is NOW to create some small changes in your business, be it new or old, that will produce positive results for you, your staff, your customers and the Brighton Industrial Estate.

The simple goal is, provide a welcome mat out front and keep the mess out back!

1. WELCOME MAT OUT FRONT

Your front of house presentation is a 'welcome mat' for your customers. Provide an arrival experience that is memorable and represents the image you want associated with your business' brand.

2. OPEN FRONTAGE

Don't hide behind an ugly security fence. Providing an open frontage will allow oversight of property front during out of hours, making it safer and more attractive. Locate security fence back from the front edge of the property.

3. BUSINESS SIGNAGE

Provide clear business signage, attached to building or free standing, sharing name of business & what you do.

Sign should be large enough that it is readable by passing traffic and lit at night to get the attention of potential customers you might miss during the day.

We recommend you sign includes:

- Clear business name and branding
- Information on what your business does
- Contact details
- High contrast graphics
- Informative graphics

4. LANDSCAPE & MAINTENANCE

Small areas of landscaping and improved amenity to the front of the property will create visual appeal. Integrate staff seating areas into these areas of higher amenity. Happy staff = better productivity!

5. VISITOR CAR PARKING AREA

Do you provide visitor and disability car parking areas? Ensure these are clearly signposted for customers and ensure they are not used for staff car parking.

6. PEDESTRIAN ACCESS

It is not cool to make people walk on roadways, particularly when they are regularly used by trucks and heavy vehicles. Pedestrians need their own access to your business premises. This will create a safe environment and encourage people to get out and walk at lunchtime.

7. KEEP IT CLEAN

Keep the frontage clear of litter, rubbish and vandalism. If you have a 'smokers area' for staff, locate it to the side or back of business and provide appropriate bins for cigarette butts.

8. MESS OUT BACK

Locate 'messy' business operations to back of business, outside of line of sight. Allow space for safe collection of waste materials but locate to the side, instead of front, of the property.

9. LOADING AND SERVICING AREAS

In an ideal world loading areas should be located to the rear or side of the property away from the primary street frontage.

10. CAR PARKING AREAS

Don't hide behind a sea of carparking! in an ideal world, small visitor car parking areas are provided to the front of the building. Large areas of car parking would be better located to the side or back of the buildings.

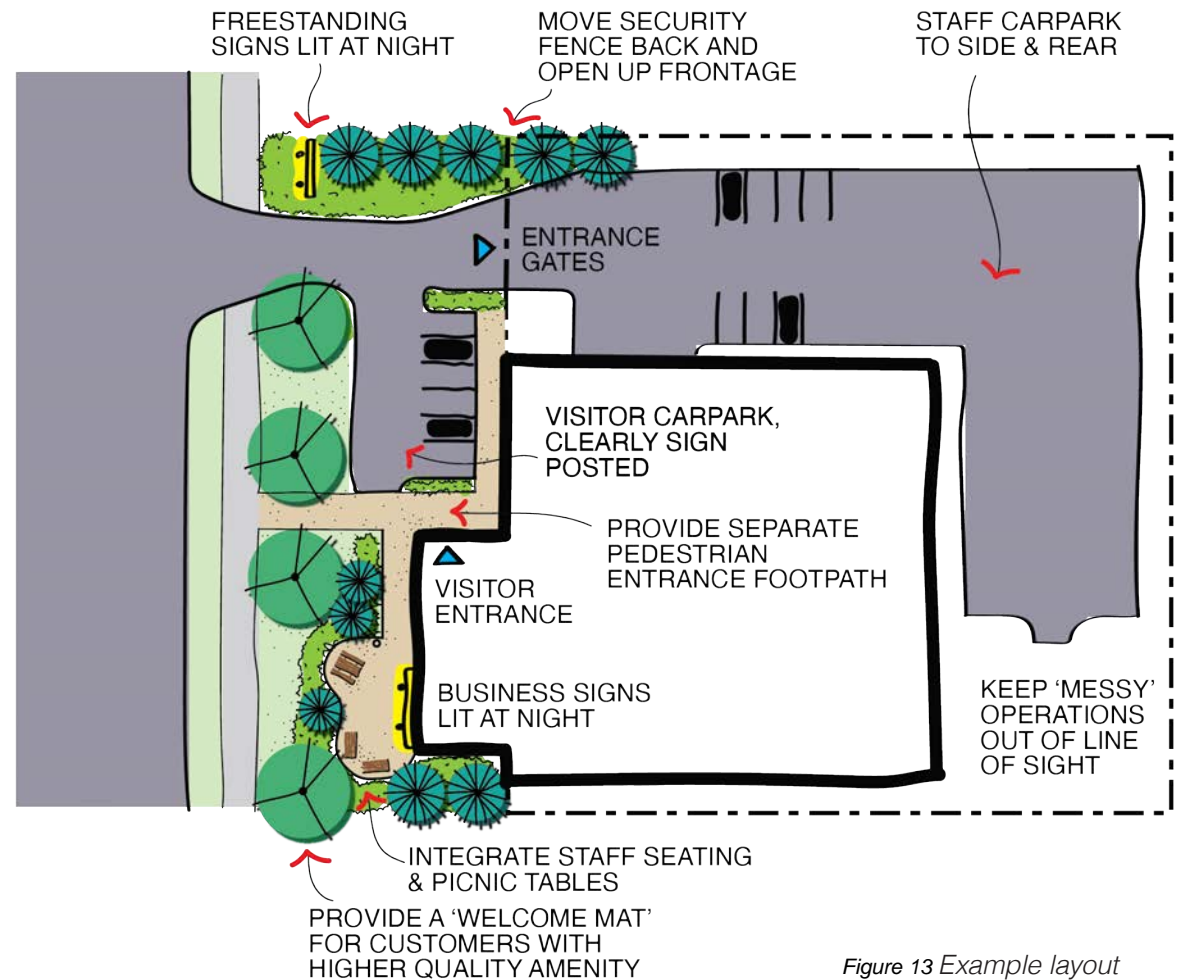


Figure 13 Example layout