

Waikato District Council
Growth and Economic Development Strategy

Project 2

Industrial Land Evaluation

Part 2.2 a

Projected Future Industrial Land Demand for

'Cottage Industries' and 'Service Trades'

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Demand for Land for *'Cottage Industries' and 'Service Trades'*

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1.0 INTRODUCTION AND DEFINITIONS

This Report is intended to scope the nature and likely future demand for ‘*Cottage Industries*’ and ‘*Service Trades*’ in the Waikato District up to 2045.

‘***Cottage Industries***’ – can be defined as the small scale, low impact production of light weight products, substantially by hand, often using traditional or craft based processes and its modern equivalent involving the small scale production or assembly of components to make customised and bespoke products.

Visual References: ‘Cottage Industries’



A separate ‘*Cottage Industries: Guidelines and Definition*’ Attachment outlines the type of performance based guidelines that could be applied to such uses (Attachment ‘A’).

Note: The Appendix ‘1’ to this report provides a list of industries under the ANZSIC codes that could possibly be considered ‘Cottage Industries’ if they meet these guidelines. (This list should not be used as a definition of ‘Cottage Industries’ as not all the activities listed can easily meet these guidelines).

‘Service Trades’ – can be defined as businesses operated by tradespeople (such as plumbers, electricians), and property service providers (such as cleaners, landscapers, pest-control and maintenance services).

This definition can be expanded to include the following *secondary activities*:

‘*Trade Supplies*’ - businesses supplying trades people and property service providers with products and related services (including ancillary showrooms and incidental retail sales)

‘*Customised Production and Assembly*’ – the low impact production of customised and bespoke products for domestic and commercial end users (such as computers, computer equipment, shower-screens, fly-screens; picture framing, soft furnishings, curtains and blinds)

‘*Product Repair Services*’ – the low impact repair and maintenance of small sized domestic, commercial and trade equipment (such as electrical, medical, computer equipment and trade tools - excluding engines, pumps and motor vehicles and activities likely to have adverse amenity impacts)

‘*Small Storage and Hire Services*’ – the storage and display of small products and equipment for short term hire to domestic, commercial or trade customers (where the items for hire are of a relatively small size and stored and displayed within a building)

Visual References: ‘Service Trades’



Visual References: 'Secondary Activities'



This definition could expressly exclude 'Other Building, Construction or Hire Services' such as:

- 'Building Structural and Engineering Services' (including as engineering, geological and surveying services; site preparation, concreting, building structural and completing services) – where operations, vehicles or equipment are stored outside the building
- 'Builders, Suppliers, Utility, Hire and Trade Yards' (used for the outside storage, display or sale of products, materials, vehicles or equipment)
- 'Landscaping and Garden Centres' (where landscaped and garden products, plants and materials are display, stored or sold to customers)

Visual References: 'Possible Inappropriate Uses'



A separate *'Service Trades: Guidelines and Definition'* Attachment outlines the type of performance based guidelines that could be applied to such uses (Attachment 'B').

The Appendix to that report provides a list of industries under the ANZSIC codes that could possibly be considered *'Service Trades'* if they meet these guidelines. (This list should not be used as a definition of *'Service Trades'* as not all the activities listed can easily meet these guidelines).

'Home Based Businesses'

Many *'Cottage Industries'* and *'Service Trades'* can operate successfully as *'Home Based Businesses'* - operated on a small scale by residents, with few employees, from residential or rural properties.

A separate *'Home Based Business: Guidelines and Definition'* Report (not part of this brief) could be commissioned that outlines the type of performance based guidelines that could be applied to these *'Home Based Businesses'*.

There are also many self-employed construction workers and tradespeople who operate from home and travel to clients for work. These may not need to be treated as a *'Home Based Business'* if they only have a home office and there is no 'off-site' or residential amenity impact from this arrangement.

The Data Used For This Report

This Report is based on analysis of recent employment growth from 2001 to 2017 in the Waikato District and in *Regional North Island New Zealand* (identified as the North Island minus Hamilton, Auckland, Wellington, Upper and Lower Hutt).

The figures used in this Report are based on the *'High Growth' Scenario* – where Waikato's future employment growth matches the *highest recent growth* achieved for different activities in Regional North Island or the Waikato District (whichever was the highest between 2001 and 2017).

A separate *'Relative Competitive Advantage of Waikato'* Report outlines the basis and rationale for using this scenario and database.

The same database and scenario was used for the *Waikato Blueprint Strategy*.

Accounting For Home Based Businesses

The projected increased demand for industrial land for *'Cottage Industries'* and *'Service Trades'* by 2045 is based on the projected increase in employment in the relative activities requiring 'commercial business space' – having deducted the employment in 'home based businesses' or operating from home.

The component of home based employment deducted was based on this author's professional judgement having worked on home based business trends in Australian and New Zealand over the last decade.

2.0 PROJECTED DEMAND LAND FOR ‘COTTAGE’ and ‘SERVICE INDUSTRIES’

The likely future demand for ‘*Cottage Industries*’ and ‘*Service Trades*’ in the Waikato District up to 2045 was projected based on the ‘*High Growth Scenario*’ – where Waikato’s future employment growth matches the *highest recent growth* achieved for different activities in Regional North Island or the Waikato District (whichever was the highest between 2001 and 2017).

This was based on the employment growth projected under this scenario for businesses likely to meet each definition – having deducted the proportion of this employment likely to be located in home based businesses.

2.1 Likely Demand for Industrial Land for ‘Cottage Industries’

The results of this analysis revealed a projected demand for 7.2 ha of industrial land for ‘*Cottage Industries*’ in the Waikato District.

Some 3.7 ha (26%) of this ‘*Cottage Industry*’ land would require to be located in ‘*clean production*’ areas.

Some 3.5 ha (92%) of this ‘*clean production*’ land can be expected to be needed for food related ‘*Cottage Industries*’.

Some 100,000 sq. m. of land could be needed for ‘*Cottage Industries*’ requiring ‘*showroom space*’. This would desirably be well located to attract ‘*passing trade*’.

2.2 Likely Demand for Industrial Land for ‘Service Trades’

The results of this analysis revealed a projected demand for 12.6 ha of industrial land for ‘*Service Trades*’.

Some 4.4 ha (35%) of future demand for industrial land for ‘*Service Trades*’ can be expected to come from businesses requiring at least some ‘*showroom space*’.

Only 0.7 ha (6%) of this land for future ‘*Service Trades*’ is likely to be required by businesses needing to be located in ‘*clean production*’ areas.

Seventy percent (70%) of the required ‘*Service Trades*’ land (8.83 ha) could be accommodated in ‘*General Industry*’ areas – although a better quality business and employee environment would be more attractive.

3.0 CONCLUSIONS ABOUT PLANNING FOR 'SERVICE TRADES' AND 'COTTAGE INDUSTRIES'

Overall, approximately 20 ha of *Industrial Land* may be needed for 'Cottage Industries' and 'Service Trades' in the Waikato District before 2045.

Some 4.4 ha (22%) of this land needs to be provided in '*clean production*' areas where there can be no impact from neighbouring land uses.

A similar 4.4 ha (22%) needs to accommodate '*showroom space*'. This is best located where these activities are highly visible and able to attract 'passing trade'.

Separate '*Service Trades*' and '*Cottage Industry*' Reports outline the type of definitions and performance based guidelines that could be applied to such uses.

However, given the limited demand it could be advisable to plan for these activities to be accommodated in larger, landscaped '*Trading Estates*' or '*Business Parks*' that could accommodate a broad range of 'new economy'; low impact activities and light industries requiring high amenity settings.

It could be desirable to develop '*Performance Based*' *Planning Provision* to manage and protect the desired character and amenity of such 'new economy' industrial areas - rather than relying on traditional definitions and restrictive lists of permitted uses.

It could be advantageous to commission this type of *Performance Based Guidelines* suitable for '*Business Parks*' that could also accommodate low impact industrial, service trades and cottage industries.

Industrial land subject to such guidelines and performance measures could position the Waikato District to also attract a broad range of creative, new economy and technology based businesses.

**Possible Guidelines and Definitions for
'Cottage Industries'**

Intention

The intention is to permit small scale manufacturing of products that are essentially handmade or of a craft nature and the limited display and sale of these products produced at this site.

Such uses are envisaged to be acceptable in the following circumstance:

- a. In urban residential, retail and business areas and small sized rural lots
- b. On large size rural lots - where larger operations may be permitted.

These guidelines are intended to ensure the permitted uses are of a small scale and compatible with nearby sensitive land uses (such as residential, retail shops, offices and environmentally sensitive areas) with no significant 'off site' impacts.

Note: These Guidelines are not necessarily consistent with the present planning regime and do not address the requirements of this and other relevant legislation.

Structure of the Guidelines

These guidelines have a number of components:

- a. *Statement of Intent*
- b. *Desirable and Undesirable Uses*
- c. *Performance Objectives*
- d. *Desired Performance Outcomes*
- e. *Acceptable Solutions*

Statement of Intent

The Statement of Intent provides a broad outline of what is sought to be achieved and what is sought to be avoided.

Desirable and Undesirable Uses

Seek to explain the nature and type and scale of uses permitted as 'Cottage Industries'.

Desirable uses are uses that would generally be considered desirable and are likely to be able to easily meet the desired performance outcomes.

Undesirable uses are those that are unlikely to be acceptable and are unlikely to meet the desired performance outcomes.

However, it is open for the applicant to establish that any proposed use can meet the objectives and intent and meet the desired performance outcomes.

This section includes '*visual references*' to further explain the nature and scale of uses intended to be permitted under these guidelines

Objectives

Objectives provide general statements of intent.

They provide the applicant with the opportunity to propose a variety of possible solutions to achieve these objectives

Desired Performance Outcomes

Performance criteria are general statements about the means of achieving the intended objectives.

The emphasis is on what needs to be achieved, rather than *how* it is to be achieved

Acceptable Solutions

Acceptable solutions are agreed standards and agreed ways of meeting each proposed Performance Outcome.

They represent one acceptable way of achieving the desired outcome.

They are not a minimum standard and other ways can be proposed to meet the Desired Performance Outcome

Note: A full ANSIC list of possible Cottage Industries that could realistically meet these guidelines is provided at Appendix '1'. However, this classification is not considered satisfactory for defining appropriate or acceptable uses.

'Cottage Industries' should not to be confused with Home Based Businesses (Appendix '2') to which the same performance considerations could apply. This classification is not considered satisfactory for defining appropriate or acceptable uses.

'Cottage Industry'

Definition and Guidelines

Statement of Intent

The intention is to permit small scale manufacturing of products that are essentially handmade or of a craft nature - including the limited display and sale of these products produced at the site.

The scale of the operation should be such as to be compatible with nearby residential, retail and office uses that could be located on the same building or on the same or adjoining site, or nearby environmentally sensitive areas.

As such, the operation and buildings should be of a modest scale, compatible with the existing and possible future use of this and neighbouring properties.

Consequently smaller operations are permitted in existing and proposed future urban areas.

Larger operations are permitted in industrial areas and in rural and other non-urban areas - provided there is minimal adverse physical, visual, traffic and parking impact on the street and neighbouring properties.

Desirable and Undesirable Uses

Desirable Uses include the small scale production of handmade, creative and crafted items including, (but not restricted to):

- Creative Arts (including photography, pottery, painting and print making)
- Cottage Foods (including cakes, biscuits, chocolates, pies and preserves)
- Crafted Wood Products (including lead lighting and wood turning)
- Computer and Software Products (including small scale assembly to order)
- Design Crafts (including bespoke lights, lamps and soft furnishings)
- Printing, Embroidering, Dying (of materials, clothing and products)
- Small Scale Printing and Publishing (including desk-top publishing)
- Small scale Electronic Products (including drones, model cars and toys)
- Small run, bespoke and customised 3D Printed Products
- Garden Crafts (including small scale ornaments, furniture and features)
- Repair of small scale Domestic, Commercial, Optical and Medical Devices
- Scents, talcs, creams, toiletries, health and beauty products
- Tailoring, Dress Making (including alterations, repurposing and repairs)
- Fashion Accessories, Haberdashery and Soft Furnishings
- Jewellery, Gem Stone, Lapidary and Cultural Products
- Sporting and Recreational Goods (including leather and canvas goods)
- Toy, Trophy, Souvenir and Gift Making (including paper and packaging)
- Web site and computer game making and computer repair services

Visual Reference of Some 'Desirable Uses'



Undesirable Uses include large scale and long run commercial production of products and services likely to have significant 'off-site' impacts, including (but not restricted to):

- Motor Vehicle, Boat or Trailer (servicing, component fitting, sale or repair)
- Commercial Sign- making, Door making and Cabinetry
- Sale of Products not hand crafted, assembled or produced on site
- Storage of Products not hand crafted, assembled or produced on site
- Motor Vehicle or Caravan Hire and Valet Services (non-owner operated)
- Hire or Sale of Other Products (not produced 'on-site')
- Concrete, Fibre-glass, Reinforced Plastic and Cement Products
- Recycling and Recovery of Plastics, Oils and Timber Products
- Outside Assembly, Manufacturing or Storage of non-garden products

Visual Reference of Some 'Undesirable Uses'



Performance Objectives

Scale of Operation Objectives

The scale of operation in *residential areas* should be in keeping with the area where people live.

The scale of operation in *business areas* should be typical of the smaller retail and office space in local business areas.

The scale of operation in *rural areas* should be compatible with rural and small holdings in the vicinity.

The scale of operation in *industrial areas* should be compatible with the scale of operation of other industries permitted in that area.

Visual Appearance Objectives

The appearance of the business/Industry in *residential areas* should be compatible with the surrounding residential area

The appearance of the business/Industry in *business areas* should be compatible with retail and office space in local business areas.

The appearance of the business/Industry in *rural areas* should be compatible with the rural character of the area.

The appearance of the business/Industry in *industrial areas* should be compatible with desired intent for other businesses and industries desired for that area.

Environmental Quality Objectives

The business/industry should not cause any unacceptable impact on the environment or amenity of the surrounding area.

The materials and products used in the operation of the business/industry should not cause a risk to the neighbourhood beyond that acceptable as normal for a residential area.

Performance Outcomes

A. Scale of Operation

In *Residential or Rural Areas* – the scale of operation:

- a. Should be compatible with nearby residential uses
- b. Should generate no more traffic than is typical of the area
- c. Should not impact on the safe and efficient function of adjoining roads
- d. Should not cause a nuisance to the neighbourhood
- e. Should not detrimentally affect the safety, visual appearance or access to nearby properties.

In *Business or Industrial Areas* – the scale of operation:

- a. Should be compatible with nearby business or industrial uses
- b. Should generate no more traffic than is typical of the area
- c. Should not impact on the safe and efficient function of adjoining roads
- d. Should not cause a nuisance to nearby business or industrial uses
- e. Should not detrimentally affect the safety, visual appearance or access to nearby businesses or industrial uses.

B. Visual Appearance

In *Residential Areas*:

- a. The visual appearance shall be residential in scale and character
- b. Any workshop, shed or garage shall be of a residential scale
- c. Buildings and structures shall be compatible with the desired residential built form and not detract from the visual amenity and streetscape of the area
- d. The storage of goods or materials and any outside production shall not detract from the visual amenity and landscape quality of the locality
- e. Signage shall not have any significant negative impact upon residential amenity

In *Rural Areas*:

- a. The visual appearance shall be in scale and character with the nearby rural area
- b. Any workshop, shed or garage shall be of rural scale typical of the area
- c. Buildings and structures shall be compatible with the rural character of the area and not detract from the visual amenity of the area
- d. The storage of goods or materials, the parking of vehicles and any outside production shall not detract from the visual amenity, streetscapes and rural landscape quality of the locality
- e. Signage shall not have any significant negative impact upon visual amenity, streetscapes and rural landscape quality of the locality

C. *Environmental Quality*

- a. The operation of the business/industry shall not have a detrimental effect on neighbouring properties, nearby businesses or the natural environment
- b. The storage and use of hazardous goods or materials shall not cause risks to the occupants, clients, employees, neighbouring residents, nearby businesses or the natural environment

Acceptable Solutions

A. Scale of Operation

In Residential Areas:

- i. The business occupies less than 100 sq. m. and each production run is less than 200 items products or set of products (e.g. bars of chocolate, packets of biscuits)
- ii. The product is created, produced and moved substantially by hand
- iii. Each product, or set of products, weighs less than 20 kg and the product is moved without the use of mechanical lifting or movement equipment (such as a crane, hoist or fork-lift)
- iv. The business employs no more than three persons at any one time
- v. The business requires no more than three 'off-street' parking spaces
- vi. No more than one commercial vehicle associated with the business/industry, of no more than 3 tonnes capacity, is present on site, or in the vicinity of the site, at any one time
- vii. The business/industry operates entirely within the building or any outside business/industry activity is not visible from the road or from the grounds of any adjacent property.

In Business Areas:

- i. The business occupies less than 200 sq. m. and each production run is less than 200 items products or set of products (e.g. bars of chocolate, packets of biscuits)
- ii. The product is created, produced and moved substantially by hand
- iii. Each product, or set of products, weighs less than 20 kg and the product is moved without the use of mechanical lifting or movement equipment (such as a crane, hoist or fork-lift)
- iv. The business/industry operates entirely within the building or any outside business/industry activity is not visible from the road or from the grounds of any adjacent property.

In Rural Areas:

- i. The business occupies less than 1,000 sq. m. and each production run is less than 200 items products or set of products (e.g. bars of chocolate, packets of biscuits)
- ii. The product is created, produced and moved substantially by hand
- iii. Each product weighs less than 40 kg and the product is moved without the use of mechanical lifting or movement equipment (such as a crane, hoist or fork-lift)
- iv. Sufficient 'of-street' parking is providing for each employee and for any commercial vehicle associated with the business/industry
- v. The business/industry is not easily visible from the street or from any adjacent property

In Industrial Areas:

- i. The business/industry conforms to the scale of operation, building size and outdoor operations requirements set for that industrial area
- ii. The business/industry conforms to the parking and vehicle manoeuvring set for that industrial area

B. Visual Appearance

In Residential Areas:

- i. Buildings and structures are to be residential in design, scale and character
- ii. The scale and size of any workshop, shed or garage shall be of a residential scale and no larger or higher than that of a typical double garage
- iii. No materials, equipment, outside production areas or vehicles under repair shall be visible from the street at any time
- iv. Existing trees and landscaping are to be retained as far as practicable and new landscaping introduced to substantially screen the business/industry, and any outside production areas, from the street and adjoining properties
- v. Signage should not exceed two square metres; not be over 1.5 metres in height, and should not be moving, flashing, illuminated or audible

In Business Areas:

- i. Buildings and structures are to be compatible with the existing or proposed business area in design, scale and character
- ii. The space occupied by the business/industry shall be compatible and similar in scale and character to other businesses in the same or adjoining buildings
- iii. No materials, equipment, outside production areas or vehicles under repair shall be visible from the street, or from ground floor level on adjoining properties
- iv. Existing trees and landscaping are to be retained as far as practicable and new landscaping introduced where possible to improve the street scape and visual amenity for businesses/industries located at ground floor level
- v. Signage should not exceed two square metres; not be over 1.5 metres in height, and should not be audible

In Rural Areas:

- i. Buildings and structures are to be rural or residential in design, scale and character
- ii. The scale and size of any workshop, shed or garage shall be of a rural scale and no larger or higher than that of a typical rural shed in that rural area
- iii. No materials, equipment, outside production areas or vehicles under repair shall be visible from the street at any time
- iv. Existing trees and landscaping are to be retained as far as practicable and new landscaping introduced to substantially screen the business/industry and any outside production areas from the street
- v. Signage shall not exceed six square metres; not be over 2.5 metres in height, and should not be moving, flashing, illuminated or audible

In *Industrial Areas*:

- i. The business/industry conforms to the desired scale and is consistent with the character and scale of businesses sought to attract to this particular industrial area
- ii. Vehicle parking and manoeuvring is in a form and location conducive to attracting the types businesses sought to attract to this particular industrial area
- iii. Landscaping is in a form, height and location conducive to attracting the types businesses Council is seeking to attract to this particular industrial area

C. *Environmental Quality*

- i. The activity does not operate outside of the hours 8am to 6 pm
- ii. Any fabrication, manufacturing or repair activities take place entirely within a building
- iii. The level of noise measured at the property boundary or at any neighbouring property does not exceed the background noise by more than 5dB (A) or does not exceed the maximum noise level of 52 dB (A) between the hours of 8 a.m. to 6 p.m. and 45 dB (A) between the hours of 6p.m. and 8 a.m.
- iv. The storage and handling of hazardous, flammable and combustible materials meets the standards for minor storage for residential buildings
- v. The level of electromagnetic radiation does not exceed normal background radiation levels measured at the property boundary or at any neighbouring property

Possible Guidelines and Definitions for 'Service Trades'

Intention

The intention is to permit the location of the small scale premises of tradespeople, trade suppliers; repair and service businesses, and businesses making and supplying individual, customised products to domestic and commercial end-users.

Such uses are envisaged to be acceptable in industrial areas and adjacent to local retail and shopping precincts.

These guidelines are intended to ensure the permitted uses are of a small scale and compatible with nearby sensitive land uses (such as residential, retail shops, offices, technology and clean production areas).

Note: These Guidelines are not necessarily consistent with the present planning regime and do not address the requirements of this and other relevant legislation.

Structure of the Guidelines

These guidelines have a number of components:

- f. Statement of Intent*
- g. Desirable and Undesirable Uses*
- h. Performance Objectives*
- i. Desired Performance Outcomes*
- j. Acceptable Solutions*

Statement of Intent

The Statement of Intent provides a broad outline of what is sought to be achieved and what is sought to be avoided.

Desirable and Undesirable Uses

Seek to explain the nature and type and scale of uses permitted as 'Cottage Industries'.

Desirable uses are uses that would generally be considered desirable and are likely to be able to easily meet the desired performance outcomes.

Undesirable uses are those that are unlikely to be acceptable and are unlikely to meet the desired performance outcomes.

However, it is open for the applicant to establish that any proposed use can meet the objectives and intent and meet the desired performance outcomes.

This section includes '*visual references*' to further explain the nature and scale of uses intended to be permitted under these guidelines

Objectives

Objectives provide general statements of intent.

They provide the applicant with the opportunity to propose a variety of possible solutions to achieve these objectives

Desired Performance Outcomes

Performance criteria are general statements about the means of achieving the intended objectives.

The emphasis is on what needs to be achieved, rather than *how* it is to be achieved

Acceptable Solutions

Acceptable solutions are agreed standards and agreed ways of meeting each proposed Performance Outcome.

They represent one acceptable way of achieving the desired outcome.

They are not a minimum standard and other ways can be proposed to meet the Desired Performance Outcome

Note: A full ANSIC list of possible Service Trades that could possibly meet these guidelines is provided at Appendix '3'. However, this classification is not considered satisfactory for defining appropriate or acceptable uses. '

‘Service Trades’

Definition and Guidelines

Statement of Intent

The intention is to permit the premises of small scale businesses operated by *tradespeople* (such as plumbers, electricians), and *property service providers* (such as cleaners, landscapers, pest-control and maintenance services).

The intention is to permit the co-location of *wholesale trade suppliers* (such as plumbing and electrical supplies); small *product repairs*; and the small scale *manufacture of individual, customised products* used in construction and for domestic and commercial end users (such as computers, soft furnishings, curtains, fly screens, blinds) – provided there is no outside storage of products or materials.

The intention is also to permit *small storage and hire services* that support building and construction trades and meet the needs of the local resident population – provided there is no outside storage of products or materials.

These activities and their premises should be modest in scale, with their operations contained entirely inside the buildings on the site – without visible outside storage of products, materials or machinery.

Particular attention is to be given to building scale, landscaping and maintaining a high visible amenity and landscaped streetscape for the area. Also ensuring there will be no significant traffic or local road impacts, and no ‘off-site’ impacts on neighbouring properties and land uses.

The over-riding concern is that form of development and the way the business will operate will maintain the desired landscaped, low impact, high amenity ‘business environment’.

Desirable and Undesirable Uses

Desirable Uses include the small scale operations and premises of

- *Tradespeople* (including, but not restricted to, plumbers, electricians)
- *Property Service Providers* (such as cleaners, pest-control and maintenance services, locksmiths, glaziers, fire and security service providers).
- *Wholesale Trade Suppliers* - businesses supplying trades people and property service providers with products and related services (including ancillary showrooms and incidental retail sales)
- *Customised Building Product Suppliers* – the low impact production of individual or customised products for building trades or domestic and commercial end users (such as computers, computer equipment, shower-screens, fly-screens; picture framing, soft furnishings, curtains and blinds)
- *Product Repair Services* – the low impact repair and maintenance of small sized domestic, commercial and trade equipment (such as electrical, medical, computer equipment and trade tools - excluding engines, pumps and motor vehicles and activities with likely adverse amenity impacts)
- *'Small Storage and Hire Services'* – the storage and display of small products and equipment for short term hire to domestic, commercial or trade customers (where the items for hire are of a relatively small size and stored and displayed within a building)

Visual References of Some Desirable 'Service Trades' Land Uses'



Undesirable Uses include large scale and long run commercial production of products; retailing, and services likely to have significant 'off-site' impacts, including (but not restricted to):

- Motor Vehicle, Boat or Trailer (servicing, component fitting, sale or repair)
- Commercial Sign-making, Window or Door Making and Cabinet Making
- Retail Sales (including retail warehouses selling furniture, floorcoverings or whitegoods)
- Products not produced to individual order (including doors, cabinets and furniture)
- Storage of Manufactured Products not hand crafted, assembled or produced on site
- Motor Vehicle, Caravan, Crane, Construction, Farming Equipment Hire and Valet Services
- Concrete, Fibre-glass, Reinforced Plastic, Concrete and Cement Products
- Timber Milling, Saw Milling, Building Framing and Roof Truss Production
- Recycling and Recovery of Plastics, Oils and Timber Products
- Garden Centres, Landscaping, Horticultural, Farming and Garden Supplies
- Food, Fruit or Vegetable, Meat and Poultry Processing (except as 'Cottage Industries')
- Building, Construction and Utility Service Yards
- Removalists and Customer Storage Sheds or Lockers
- Outside Assembly, Manufacturing or Storage
- Warehousing and Storage Depots
- Transport and Courier Depots

Visual Reference of Some 'Undesirable Uses'



Performance Objectives

Visual Appearance Objectives

The appearance of the business/industry should be compatible with the desired character of the area and nearby businesses conforming to that desired character.

The development and the activities and operations on the property should generally achieve a high standard of visual amenity and worker amenity.

The property should present as being well landscaped, in a desirable landscaped setting that complements or enhances the streetscape and helps to create a desirable business setting.

There should be no adverse visual impacts from vehicle parking or manoeuvring; outside production activities or the outdoor storage of vehicles, materials, products or supplies.

Scale of Operation Objectives

The scale of the operation, the buildings, structures and the premises should be compatible with the desired character of the area and nearby businesses conforming to that desired character.

The scale of buildings, structures and operations should be of a similar size and not be 'out of scale' with similar and other businesses it is sought to attract to the area.

Retailing and the display of goods should be incidental to the acceptable primary purpose and not a major or predominant use of space.

Environmental Quality Objectives

The development and use of the property should enhance and not detract from the clean, green character and superior business environment sought to be established and maintained for the area. The business/industry should not cause any unacceptable impact on the environment or amenity of nearby and neighbouring land uses or the surrounding area.

The materials and products used in the operation of the business/industry should not cause a risk to the neighbourhood beyond that acceptable as normal for a light industrial area.

There should be no adverse impacts on local traffic and local roads or substantial increases in the demand for local 'on-street' parking.

Operations should not interfere with the desired clean and quiet nature of the desired business environment (including on public holidays, at night and weekends).

Performance Outcomes

D. Visual Appearance

- f. The property should present as being in a green, landscaped setting providing high visual and worker amenity
- g. The visual appearance shall be consistent with the desired clean, green character and high quality business environment sought for the area
- h. The development, uses and operations on the property shall achieve a high standard of visual amenity when seen from the road and from neighbouring properties
- i. The storage of goods or materials; vehicle parking, storage and manoeuvring, and any outside production shall not detract from the visual amenity and landscape quality of the locality

E. Scale of Operation

- a. The scale of the operation, and the scale of buildings and other structures should be compatible with the desired business character of the area and consistent with that of nearby businesses
- b. The scale of buildings and structures should be of a similar size and not be 'out of scale' with the desired business character of the area and consistent with that of nearby businesses
- c. Retailing and the display of goods shall be incidental to the acceptable primary purpose and not a major or dominant use of space.

F. Environmental Quality

- c. The development and its operations shall maintain the clean, green character and superior business environment sought for the area
- d. The operation of the business/industry shall not have a detrimental effect on neighbouring properties, nearby businesses or the natural environment
- e. The storage and use of hazardous goods or materials shall not cause risks to the clients, visitors, employees, neighbouring businesses, nearby residents or the natural environment
- f. There should be no adverse impacts on local traffic and local roads or substantial increases in the demand for local 'on-street' parking.
- g. Operations should not interfere with the desired clean and quiet nature of the desired business environment (including on public holidays, at night and weekends).

Acceptable Solutions

D. Visual Appearance

- i. The property presents as having a clean, green appearance, consistent with the desired character and high quality business environment sought for the area
- ii. The site coverage of all buildings and structures on the property comprise less than 50% of the site area
- iii. At least 15% of the site area is landscaped; with deep, dense planting or physical screening to screen any outside storage of vehicles, products or materials and any outside production areas
- iv. The frontage to any road shall be well landscaped to a minimum depth of three meters (3m) with no on-site parking and no part of any building located within this landscaped set-back area

E. Scale of Operation

- i. The height, scale and frontage of buildings and any other structures is compatible with the desired business character of the area and consistent with that of nearby businesses
- ii. The useable area of any building on the site does not exceed 1,000 sq. m. (including any upper storey or mezzanine floor area)
- iii. Retailing and the display of goods shall be incidental to the acceptable primary purpose and not occupy more than 15% of the occupied space or 200 sq. m of floor area (whichever is the lesser)

F. Environmental Quality

- i. Sufficient parking and manoeuvring is provided 'on-site for the activity, its clients, visitors and employees (or otherwise, as set by the appropriate standards for this area or this use)
- ii. The activity does not regularly operate outside of the hours 8am to 6 pm on weekends or public holidays
- iii. Any fabrication, manufacturing or repair activities take place entirely within a building
- iv. The level of noise measured at the property boundary or at any neighbouring property does not exceed the background noise by more than 5dB (A) or does not exceed the maximum noise level of 52 dB (A) between the hours of 8 a.m. to 6 p.m. and 45 dB (A) between the hours of 6p.m. and 8 a.m.
- v. The storage and handling of hazardous, flammable and combustible materials meets the standards for minor storage for light industrial areas and/or industrial buildings
- vi. The level of electromagnetic radiation does not exceed normal background radiation levels measured at the property boundary or at any neighbouring property

**List of Possibly Acceptable
'Cottage Industries'
(If operated on a small domestic scale)**

(by 4 digit ANZSIC Code)

'ANSICS: 2111 Meat Processing '

'ANSICS: 2112 Poultry Processing '

'ANSICS: 2113 Bacon, Ham & Smallgoods Mfg '

'ANSICS: 2121 Milk & Cream Processing '

'ANSICS: 2122 Ice Cream Manufacturing '

'ANSICS: 2130 Fruit & Vegetable Processing '

'ANSICS: 2151 Flour Mill Product Manufacturing '

'ANSICS: 2152 Cereal Food & Baking Mix Mfg '

'ANSICS: 2161 Bread Manufacturing '

'ANSICS: 2162 Cake & Pastry Manufacturing '

'ANSICS: 2163 Biscuit Manufacturing '

'ANSICS: 2170 Other Food Manufacturing, undef '

'ANSICS: 2172 Confectionery Manufacturing '

'ANSICS: 2173 Seafood Processing '

'ANSICS: 2174 Prepared Animal & Bird Feed Mfg '

'ANSICS: 2181 Soft Drink, Cordial & Syrup Mfg '

'ANSICS: 2182 Beer Manufacturing '

'ANSICS: 2183 Wine Manufacturing '

'ANSICS: 2184 Spirit Manufacturing '

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'ANSICS: 2215 Textile Finishing '

'ANSICS: 2221 Made-Up Textile Product Mfg '

'ANSICS: 2222 Textile Floor Covering Mfg '

'ANSICS: 2231 Hosiery Manufacturing '

'ANSICS: 2232 Cardigan & Pullover Mfg '

'ANSICS: 2241 Men's & Boy's Wear Mfg '

'ANSICS: 2242 Women's & Girls' Wear Mfg '

'ANSICS: 2243 Sleepwear , Underwear & Infant Clothing Mfg '

'ANSICS: 2249 Clothing Manufacturing, nec '

'ANSICS: 2250 Footwear Manufacturing '

'ANSICS: 2261 Leather Tanning & Fur Dressing '

'ANSICS: 2262 Leather & Leather Substitute Prod Mfg '

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'ANSICS: 2330 Paper & Paper Prods Mfg, undef '

'ANSICS: 2339 Paper Product Manufacturing, nec '

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'ANSICS: 2412 Printing '

'ANSICS: 2413 Services to Printing '

'ANSICS: 2420 Publishing, undef '

'ANSICS: 2421 Newspaper Printing or Publishing '

'ANSICS: 2422 Other Periodical Publishing '

'ANSICS: 2423 Book & Other Publishing '

'ANSICS: 2430 Recorded Media Mfg & Publishing '

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'ANSICS: 2543 Medicinal, Pharmaceutical Product Mfg '

'ANSICS: 2545 Soap & Other Detergent Mfg '

'ANSICS: 2546 Cosmetic, Toiletry Prep Mfg '

'ANSICS: 2547 Ink Manufacturing '

'ANSICS: 2561 Plastic Blow Moulded Product Mfg '

'ANSICS: 2562 Plastic Extruded Product Mfg '

'ANSICS: 2565 Plastic Foam Product Mfg '

'ANSICS: 2566 Plastic Injection Moulded Prod Mfg '

'ANSICS: 2610 Glass, Glass Product Mfg '

'ANSICS: 2622 Ceramic Product Manufacturing '

'ANSICS: 2623 Ceramic Tile & Pipe Mfg '

'ANSICS: 2632 Plaster Product Manufacturing '

'ANSICS: 2733 Non-Ferrous Metal Casting '

'ANSICS: 2751 Metal Container Mfg '

'ANSICS: 2762 Spring & Wire Product Mfg '

'ANSICS: 2813 Automotive Electrical Instrument Mfg '

'ANSICS: 2831 Photographic, Optical Good Mfg '

'ANSICS: 2832 Medical, Surgical Equip Mfg '

'ANSICS: 2839 Professional & Scientific Equipment Mfg nec '

'ANSICS: 2840 Electronic Equipment Mfg undef '

'ANSICS: 2841 Computer, Business Machine Mfg '

'ANSICS: 2851 Household Appliance Mfg '

'ANSICS: 2854 Electric Light & Sign Mfg '

'ANSICS: 2859 Electrical Equipment Mfg nec '

'ANSICS: 2863 Food Processing Machinery Mfg '

'ANSICS: 2864 Machine Tool & Part Mfg '

'ANSICS: 2921 Wooden Furniture, Upholstered Seat Mfg '

'ANSICS: 2922 Sheet Metal Furniture Mfg '

'ANSICS: 2923 Mattress Mfg (Except Rubber) '

'ANSICS: 2929 Furniture Manufacturing, nec '

'ANSICS: 2940 Other Manufacturing, undef '

'ANSICS: 2941 Jewellery & Silverware Mfg '

'ANSICS: 2942 Toy & Sporting Good Mfg '

'ANSICS: 4200 Construction Trade Services, undef '

'ANSICS: 4234 Fire, Security System Services '

'ANSICS: 4245 Glazing Services '

'ANSICS: 4251 Landscaping Services '

'ANSICS: 5261 Household Equip Repair Services (Electrical) '

'ANSICS: 5269 Household Equip Repair Services, nec '

'ANSICS: 5322 Automotive Electrical Services '

'ANSICS: 8636 Chiropractic Services '

ANSICS: 7833 Computer Maintenance Services

ANSICS 7851 Advertising Services

ANSICS 7852 Commercial Art & Display Services

'ANSICS: 9111 Film & Video Production '

'ANSICS: 9112 Film & Video Distribution '

'ANSICS: 9121 Radio Services '

'ANSICS: 9122 Television Services '

'ANSICS: 9242 Creative Arts '

'ANSICS: 9251 Sound Recording Studios '

'ANSICS: 9522 Photographic Film Processing '

'ANSICS: 9523 Photographic Studios '

'ANSICS: 9526 Hairdressing & Beauty Salons '

**List of Possibly Acceptable
'Home Based Businesses'
(If operated on a small, domestic scale)**

(by 4 digit ANZSIC Code)

109 Other Mining Support Services
117 Bakery Product Manufacturing
118 Sugar & Confectionary Manufacturing
119 Other Food Manufacturing
121 Beverage Manufacturing
132 Leather & Leather Product Manufacturing
133 Textile Product Manufacturing
134 Knitted Product Manufacturing
135 Clothing & Footwear Manufacturing
142 Other Wood Product Manufacturing
151 Paper Manufacturing
162 Reproduction of Recorded Media
184 Pharmaceutical and Medical Product Manufacturing
185 cleaning and toiletry preparations
201 Glass and Glass Product Manufacturing
202 Ceramic Product Manufacturing
204 Other Non-Metallic Mineral Product Manufacturing
213 Basic Non-Ferrous Metal Manufacturing
214 Non-Ferrous Basic Metal Product Manufacturing
225 Other Fabricated Metal Product Manufacturing
231 Motor Vehicle and Part Manufacturing
239 Other Transport Equipment Manufacturing
241 Professional and Scientific Equipment Manufacturing
242 Computer & Electronic Equip Manufacturing
243 Electronic Equipment Manufacturing
247 Other Machinery & Equipment Manufacturing
251 Furniture Manufacturing
259 Other Manufacturing
301 Residential Building Construction
302 Non-Residential Construction
303 Heavy & Civil Engineering Construction
321 Land Develop & Site Preparation Services
322 Building Structure Services
323 Building Installation Services
324 Building Completion Services
325 Other Construction Services
391 Motor Vehicle Retailing
392 Motor Vehicle Parts Retailing
412 Specialised Food Retailing
421 Furniture, Floor Coverings, Housewares & Textile Goods Retailing
422 Electrical & Electrical Goods Retailing
423 Hardware, Building & Garden Supplies
424 Recreational Good Retailing
425 Clothing and Soft Good Retailing
428 Retail Commission Based Buying & Selling
461 Road Freight Transport
462 Road Passenger Transport

501 Scenic & Sightseeing Transport
510 Postal and Courier Services
521 Water Transport Support Services
529 Other Transport Support Services
541 Newspaper, Periodical & Book Publishing
542 Software Publishing
551 Motion Picture & Video Activities
552 Sound Recording & Music Production
561 Radio Broadcasting
570 Internet Publishing & Broadcasting
591 Internet Service Providers & Web Search Portals
592 Data Processing and Web Hosting
624 Financial Asset Investing
631 Life Insurance
632 Health & General Insurance
633 Superannuation Funds
641 Auxiliary Finance & Investment Services
642 Auxiliary Insurance Services
661 Motor Vehicle & Transport Equipment Rental & Hiring
663 Other Goods & Equipment Hiring
664 Non-Financial Intangible Asset Leasing
671 Property Operators
672 Real Estate Agents
691 Scientific Research Services
692 Arch Engineering & Technical Services
693 Legal and Accounting Services
694 Advertising Services
695 Market Research & Statistical Services
696 Management & related Consulting Services
697 Veterinary Services
699 Other Prof, Scientific & Technical Services
700 Computer System Design & Related Services
721 Employment Services
722 Travel Agency & Tour Arrangement Services
729 Other Administrative Services
731 Building Cleaning, Pest Control & Gardening Services
P821 Adult, Community and Other Education
P822 Educational Support Services
851 Medical Services
853 Allied Health Services
Q859 Other Health Care Services
879 Other Social Assistance Services
891 Museum Operations
892 Parks & Gardens Operations
900 Creative & Performing Arts
911 Sports & Physical Recreation
941 Automotive Repair & Services
942 Machinery & Equipment Repair & Servicing
943 Other Repair & Maintenance
951 Personal Care Services
953 Other Personal Services
954 Religious Services
955 Civic Prof & Other Interest Groups

**List of Possibly Acceptable
'Service Trades'**

(If operated at an appropriate scale
with limited subsidiary retail or display)
(by 4 digit ANZSIC Code)

4200 Construction Trade Services, undef
4230 Installation Trade Services, undef
4231 Plumbing Services
4232 Electrical Services
4233 Air Conditioning, Heating Services
4234 Fire, Security System Services

**List of Possibly Acceptable
'Secondary Activities'**

(If operated at an appropriate scale
with limited subsidiary retail or display)
(by 4 digit ANZSIC Code)

2229 Textile Product Mfg, nec
2262 Leather & Leather Substitute Prod Mfg
2329 Wood Product Manufacturing, nec
2410 Printing & Services to Printing undef
2413 Services to Printing
2864 Machine Tool & Part Mfg
2921 Wooden Furniture, Upholstered Seat Mfg
2940 Other Manufacturing, undef
4210 Site Preparation Services
4220 Building Structure Services, undef
4530 Builders Supplies Wholesaling undef
4613 Computer Wholesaling
4614 Business Mach Wholesaling, nec
4615 Electrical Equipment Wholesaling nec
4619 Machinery, Equip Wholesaling nec
4700 Personal, Household Good Wholesaling undef
4730 Household Good Wholesaling, undef
4731 Household Appliance Wholesaling
4733 Floor Covering Wholesaling
4790 Other Wholesaling, undef
5260 Household Equip Repair Services, undef
5261 Household Equip Repair Services (Electrical)
5269 Household Equip Repair Services, nec
7700 Property Services, undef
7740 Machinery & Equipment Hiring Leasing undef
7822 Surveying Services
7823 Consulting Engineering Services
7829 Technical Services, nec
7830 Computer Services, undef
7851 Advertising Services
7864 Security, Invest Services (Ex Police)
7865 Pest Control Services
7866 Cleaning Services

