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SCHEDULE 3 TO CLAUSE 43.02 DESIGN AND DEVELOPMENT OVERLAY

Shown on the planning scheme map as **DDO3**.

NORTHERN AND MURRAY VALLEY HIGHWAYS PRECINCT ECHUCA

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Design objectives

To create a vibrant and active highway business precinct based around large buildings for bulky goods retailing, manufacturing and associated services within a well landscaped boulevard setting.

To promote the existing built form character of large 'big box' commercial activities with display setbacks. And to ensure new developments maintain and reinforce the inherent 'big box' character of large regular buildings with consistent front setbacks for display of goods.

To encourage contemporary architectural outcomes in terms of building facades, roof forms and lines, colours and materials that reinforces an attractive gateway.

To ensure that signage does not dominate the streetscape image or lead to visual clutter.

To ensure that landscape treatments contribute to the boulevard streetscape character of the Northern and Murray Valley Highways, and rear setbacks are landscaped to reduce the impact of commercial development on the adjoining residential neighbourhoods.

To ensure access from the Northern and Murray Valley Highways to the new residential areas are clearly defined, legible and provide attractive gateways.

To ensure safe and efficient parking and vehicular/pedestrian access is provided on the site.

To encourage environmentally sustainable designs that incorporate solar orientation, natural ventilation, efficient use of energy and water.

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Buildings and works

All buildings and works should comply with the following requirements:

Building height

- Buildings should not exceed a maximum height of three storeys (or 11.5 metres), (which ever is the lesser) above natural ground level.
- The street wall height of a building frontage should not exceed two storeys (or 8 metres) (which ever is the lesser) above natural ground level.

Building setbacks

- Building setbacks should be a minimum of 20 metres from the front boundary for lots directly abutting the Northern or Murray Valley Highways.

Fences

Front fences

- Any front fencing onto Northern and Murray Valley Highways should be permeable and have a maximum height of 1.8 metres.
- Where front fencing is proposed, a pool type fence, black in colour, should be provided to contribute to an attractive streetscape character.
- Chain wire or mesh/cyclone fencing is not encouraged. Where it is proposed, it is to be black in colour and barbed or razor wire topping is not permitted.

Side fences

- The construction of side fences within the front setback of the property should be avoided to facilitate efficient car parking and movement along business outlets. Where side fences are proposed, they should be consistent with front fences and complement their form and character.
- Side fences should be co-ordinated with neighbouring properties to allow any cross movement.
- Chain wire or mesh/cyclone fencing is not encouraged within 25 metres of Northern and Murray Valley Highways.

Rear fences

- A minimum 1.8 metre high timber paling or Colorbond style fence should be erected on the rear boundary of each lot abutting a residential zone or the Farming Zone at the expense of the permit applicant.

Landscaping

- A minimum of 15% of the area to the lot frontage should be landscaped to include a variety of shrubs and at least two significant trees (mature height 10 metres) with all plant species suitable to this area and to the satisfaction of the responsible authority.
- A minimum 3 metre wide landscape buffer should be provided the full length of the rear boundaries for those properties abutting the General Residential Zone or Farming Zone.
- A minimum 1.5 metre wide landscape buffer is to be provided for a minimum distance of 50% of the length of the side boundary along all side boundaries.

Design guidelines

The aim of these guidelines is to assist with the design of development proposals so that a coherent and attractive character is created for the precinct and where people will want to come and do business.

Building design

- Developments at gateway sites should contain innovative landmark built form and landscape treatment or urban art that signify entrances to the residential areas that are sited behind the highway business precinct. Nominated gateway sites are:
 - Murray Valley Hwy and Bridlington Ave
 - Murray Valley Hwy and Ogilvie Ave
 - Northern Hwy and McSwains Rd
 - Northern Hwy and Park Ave
- Buildings and associated works should be attractively designed, contemporary in style and be progressive in design, concept and finish.
- Encourage a lower administration/reception/sales area or a veranda to the street frontage with the larger storage or manufacturing building to the rear of the site.
- Buildings are encouraged to incorporate low pitched, flat or curved roof forms to the 'big box' with front offices reflecting a complementary roof form with the rest of the development.
- Building facades should incorporate architectural features to the building frontage to address the street, provide legibility for customers, and reduce the visual impact of the large building mass. Extensive blank facades should be avoided.
- Entrances should have well defined pedestrian access to car parking and street footpaths.

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- Provide sustainable water use in buildings by implementing measures to collect rain water runoff from roof areas. Water storage tanks should be located away from public view, and not impact on neighbours visual amenity.
- Encourage exterior walls to be of brick, concrete, steel or glass.
- Encourage all external surfaces to be painted or finished with a quality textured coating.
- Ensure tilt slab buildings display a trowel finish or render in non-reflective earthy tones with a texture to avoid large bland areas.
- Bright, extravagant colour schemes that are indicative of franchise industries are strongly discouraged, as they tend to create visual chaos and detract from the desired precinct character.
- Encourage earthy colours, with greater attention to signage, as a more effective display of the advertiser's message.
- Encourage front and side fencing to be black pool type fencing.
- The landscape treatment should serve to soften and partially screen 'big box' retail and manufacturing buildings. Landscaping should be designed to enhance the appearance of the overall development and the streetscape.
- Encourage paving materials that provide texture, patterns, subtle colour and permeability to the lot frontage.
- Discourage large expanses of harsh grey cement or asphalt.
- Plant equipment, vents and any other mechanical equipment should be screened from view by parapet walls or screens or incorporated into the roof design so as to avoid visibility from the street, surrounding properties and buildings.

Floodlighting

- Lighting should not cast glare onto adjacent sites, the street or abutting future residential land.
- Overhead lights should not be higher than the building height and should be baffled to prevent light spilling onto adjoining lots.

Parking and access

- Adequate on-site parking should be provided in a form and manner that will not reduce the amenity of the area.
- Car parks should be clearly marked to ensure efficient and general safety.
- All driveways and car parking areas within the front setback of the building should be constructed of an impervious all-weather seal coat such as concrete or bitumen. All remaining areas should be sealed with a pervious all-weather seal (such as crushed rock).
- Parking and access ways should be setback a minimum of 3 metres from the rear boundary.
- Car parking is not to encroach upon the required landscape setback areas, and clear delineation between car parking and landscaping areas should be provided.

Loading, services and storage

- Adequate provision for loading and unloading of vehicles on-site should be made together with an area set aside for industrial waste collection.
- All loading and unloading facilities should be located to the side of the site and where possible located within the building.
- Loading areas should be screened so as not to be visible from public view, where possible screening devices should be integrated with the building form.
- Loading should not be located in the front setback areas.

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- Loading and unloading areas and storage areas should be setback a minimum of 3 metres from the rear boundary.
- Materials, supplies or equipment should be stored within the building or screened from view with suitable fencing.

Front boundary

- The softening and filtering of views to buildings from Northern and Murray Valley Highways including larger native canopy trees and low lying native understorey plants to allow visual exposure from the street.
- The planting of native shade trees in association with car parking areas.
- An irrigation system which implements water wise, water sensitive urban design and low water use plant materials.
- Identification that no storage or displays are to be located within these areas.
- Paving materials that provide texture, patterns, subtle colour and permeability to the lot frontage should be used. Large expanses of harsh grey cement or asphalt should be avoided.
- Shade trees throughout car parking areas.

Side boundary

- A 1.5 metre wide landscape buffer is to be provided for a minimum distance of 50% of the length of the side boundary along all side boundaries consisting of a mixture of trees and shrub species.
- Provision of grassed areas, landscaping at building entrances and canopy trees in car parks.

Rear boundary

- The rear landscaping buffer should:
 - use suitable planting species to provide a thick vegetation cover along the rear boundary.
 - use a mix of taller and shrubby vegetation.
 - include 50% of canopy trees planted that are tube stock and the other 50% that are semi-matured stock of a minimum height of 2 metres.
 - provide adequate spacing of canopy trees of a maximum 5 metre.
 - ensure that soil is prepared to inhibit erosion.
 - use soil, including mounding is a suitable fill grade and that can provide good growing conditions for any vegetation.
 - incorporate drainage swales for filtration of surface runoff from hard surfaces such as car park areas.
 - incorporate a combination of native grasses and vegetated areas.
 - not contain any storage sheds or plant infrastructure.
 - be maintained in a sustainable way to ensure vegetation is established.
 - be established and maintained by the property owner.

Application requirements

An application for buildings and works should be accompanied by a report that demonstrates how the application satisfactorily responds to the objectives and requirements of this schedule.

Landscaping plan

A landscape plan should be submitted with any application for buildings and works and should provide for:

- The retention and incorporation of existing on-site vegetation in particular large native canopy trees and any tree that contributes to local amenity and character.

Exemption from notice and review

An application under this overlay is exempt from the notice requirements of Section 52(1)(a), (b) and (d), the decision requirements of Section 64(1), (2) and (3) and the review rights of Section 82(1) of the Act. This exemption does not apply to advertising signs located within 60 metres of a freeway or arterial road declared under the Road Management Act 2004 from notice to the Roads Corporation only.

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Advertising signs

The provisions of Clause 52.05 for advertising signs apply except that Section 1 signs in Category 1 – Business areas and Category 2 – Office and Industrial require a permit.

A permit may be granted to vary the following requirements:

- Development which contains a number of premises should consolidate signage into a single directory board, low in profile and located within the landscaped front setback.
- One business identification sign attached to a building is permitted per development. Multiple business occupancies are to share space on the sign which has been designed to present as a single sign.
- Freestanding signs are discouraged on individual lots with frontages less than 40 metres (excluding areas of common property). Freestanding signs are to fit in an envelope that is a maximum height of 7 metres, and a maximum width of 1.5 metres. This envelope includes the height of any supporting structure. Exemptions may be made for smaller lot frontages where the site is used for ‘motor vehicle sales’ where signs are well designed and present corporate logos.
- Pole signs are discouraged.
- Signs attached to a building are encouraged and should be a maximum height of 1.0 metre, and a maximum width of 3.0 metres. Exemptions may be made for signs composed of individual letters that form an integral part of the building façade.
- The total advertisement area of all signs to each premises should not exceed 8sqm. This does not include a direction sign.
- Promotional signs are discouraged.
- Floodlit signs are discouraged in preference for internally illuminated signs.
- Above verandah signs including V-boards signs and advertising elements such as banners, flags and inflatables must be avoided.
- Colours and materials that interfere with the safety or efficiency of traffic circulation must be avoided.
- Visual clutter created by too many signs must be avoided.
- Signs should be designed to complement the style of the building and be proportionate in scale.
- Signs shall not be located on the roof or exceed the parapet height of the building.
- Animated signs are discouraged, as is the use of coloured neon lighting.
- Advertising and business identification signage is not permitted at the rear of the property or on the rear façade of any building.

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Decision guidelines

Before deciding on an application, the responsible authority must consider, as appropriate:

- Whether the height of a proposed building accords with the scale of the local environment and the type of surrounding buildings.
- The effect of the development on the amenity of abutting buildings.
- Whether the proposed landscape treatment contributes to the character of the town entrance.
- Whether the design, siting and appearance of buildings improves visual presentation of the frontages at the town entrance.
- The architectural quality and innovative response of the building design.
- Whether building setbacks provided demonstrate appropriate consideration of the streetscape and the residential interface.
- Whether the layout allows for safe access and egress from the site.
- The location of any proposed car parking.
- The inclusion of design elements which protect the amenity of abutting residents.
- Whether the design considered energy and resource efficient and sustainable design principles.

Reference documents

- Campaspe Entrances Strategy 1998