

21.07 BUILT ENVIRONMENT09/02/2017
C250**21.07-1 Overview**09/02/2017
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Perception is reality, and how a city is perceived is fundamental to its social and economic well-being and the opportunities it can create.

Good design is an essential contributor to a place's perception, and it follows that good design in both the public and private realm fosters community pride, quality of life and the perception of Casey as a great place to live. Different local communities have different values and neighbourhood characteristics, and it is important that planning and design outcomes recognise and value the intrinsic characteristics of these local areas.

As Casey evolves, it is recognised that the City's form will be that of a generally suburban environment, punctuated by dynamic "urban" activity centres. It is framed with a non-urban area that consists of landscapes of agricultural, natural, cultural and heritage significance, that combine with the suburban areas to form the overall image of Casey as having a "country feel, city living" character.

In this context, it is recognised that trees can have the greatest positive impact in enhancing the image and identity of Casey. Trees and landscaping can define the character of suburban areas, townships and non-urban areas, and provide links between all these areas.

21.07-2 Objective 109/02/2017
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To create both an image that reflects Casey as a whole and images that reflect Casey's diverse range of communities and places.

Strategies*Natural, cultural and built heritage*

- 1.1 Protect significant natural, cultural and built heritage places from adverse impacts resulting from deterioration and inappropriate use and development.
- 1.2 Encourage the retention and maintenance of heritage places for the benefit of present and future generations.
- 1.3 Require an assessment of the impact of new development proposals in 'greenfield' areas on any Aboriginal cultural heritage values.
- 1.4 Promote an awareness of State and Commonwealth Government legislation and protocols for the protection of Aboriginal cultural heritage.
- 1.5 Ensure that the values of Casey's Green Wedges are protected from inappropriate development.

Neighbourhood character

- 1.6 Undertake neighbourhood character studies to recognise and value the intrinsic characteristics of different areas within Casey.
- 1.7 Encourage and deliver trees as the dominant suburban streetscape element.
- 1.8 Manage design and built form outcomes having regard to the strong suburban sense of place, which recognises green space and landscaped setbacks.
- 1.9 Recognise and value the intrinsic characteristics of Casey's diverse local areas.
- 1.10 Manage the special and unique character qualities of Casey's townships and villages.

- 1.11 Ensure development within Casey adds to the preferred character of an area, where this has been identified.
- 1.12 Ensure that non-residential uses do not detract from the amenity, character and function of existing residential areas.
- 1.13 Manage design and built form outcomes to ensure that existing neighbourhood character is not eroded by ad hoc, insensitive and poorly designed development.
- 1.14 Create and maintain green breaks between suburban areas.
- 1.15 Maintain and enhance the treed landscape setting of Casey's suburban areas and its non-suburban townships and villages through extensive tree planting and maintaining views and links through to open space and non-urban areas.
- 1.16 Provide extensive boulevard planting along Casey's main road network.
- 1.17 Protect the landscape qualities of Casey's non-suburban areas, including Casey Foothills and coastal environs.
- 1.18 Strengthen the 'country feel' in Casey's suburban and non-suburban communities.
- 1.19 Ensure residential development in sensitive areas (coastal areas and areas of identified landscape significance) is low-key in terms of roof treatment and the height, massing and finish of buildings, using natural and muted colours and non-reflective materials.

Urban environment

- 1.20 Facilitate the development of Casey's activity centres in a manner which:
 - Reflects a human scale and creates street-based activity.
 - Reflects local community values and aspirations.
 - Improves the safety and amenity of private and public spaces.
 - Balances commercial viability and community design imperatives.
 - Promotes a dense urban form.
 - Creates local community landmarks and reinforces community identity and a sense of place.
- 1.21 Encourage the integration of community art and urban design projects in new development.
- 1.22 Enhance the visual quality of industrial areas.
- 1.23 Maintain attractive views of Casey from the main road network to enhance the overall image and perception of the City.
- 1.24 Protect Casey's freeways, main roads and collector roads from obtrusive promotional advertising signs.
- 1.25 Manage advertising signs along the main road network to allow opportunities for business identification, but in a way that adds value to Casey's image, rather than detracting from it.
- 1.26 Manage development along Casey's main road network to achieve a high quality built form in a landscaped setting.

21.07-3 Objective 2

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To manage Casey's physical and community development to improve safety, acknowledging the strong community desire to feel safe and secure.

Strategies

- 2.1 Plan for the appropriate design and provision of road and community infrastructure to ensure safe and liveable neighbourhoods.
- 2.2 Ensure new development has regard to the crucial impact that design and layout has on safety and the opportunity to prevent crime in an area.
- 2.3 Maximise opportunities for natural surveillance of public spaces in the design and layout of suburban environments.

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Implementation

These strategies will be implemented by the following measures:

Policy guidelines

- Using the Retail Policy at Clause 22.01 to facilitate the hierarchical development of a robust, high-amenity activity centre system that serves community needs.
- Using the Advertising Signs Policy at Clause 22.04 to ensure that the display of advertising signs does not detract from the visual amenity of Casey.
- Using the Telecommunications Facilities Policy at Clause 22.06 and the Satellite Dishes Policy at Clause 22.07 to ensure the sensitive siting and design of telecommunications facilities and satellite dishes to minimise any loss of visual amenity.

Applications of zones and overlays

- Applying the Heritage Overlay to heritage places of national, State and local significance, as identified in Council's relevant heritage studies and strategic work.
- Applying the Design and Development Overlay to areas requiring specific development controls to achieve a preferred built form outcome.

Further strategic work and other actions

- Undertaking a detailed program of further strategic work and other actions set out in the *Casey C21 Strategy*.
- Undertake neighbourhood character studies to recognise and value the intrinsic characteristics of different areas within Casey.

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Reference documents

Casey C21: A vision for our future, City of Casey, 2002.

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City of Berwick Heritage Conservation Study, City of Berwick, in association with Context Pty Ltd, 1993.

City of Casey Activity Centres Strategy, City of Casey, in association with Ratio Consultants Pty Ltd, 2006.

City of Casey Arterial Roads Tree Strategy, City of Casey, 2003.

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City of Casey (Cranbourne, Knox) Heritage Study, City of Casey, 1998.

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