

21.15 CRANBOURNE09/02/2017
C250**21.15-1 Profile**09/02/2017
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The older parts of residential Cranbourne have a character and quality that is clearly recognised and valued by the community. The Cranbourne Town Centre manages to keep its country town atmosphere while serving as a regional hub for a diverse community that has a growing sense of pride.

21.15-2 Objectives09/02/2017
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- To retain Cranbourne's clear sense of identity, self-reliance and township character.
- To maintain and strengthen the distinctive landscape character of the Cranbourne Township and the surrounding residential areas.
- To provide diversity in housing choice in the historic core of Cranbourne, which has a unique amenity of wide tree-lined streets.
- To create quality and diverse housing and lifestyle opportunities.
- To ensure that the Cranbourne Town Centre can maintain its present role and serve the additional significant residential growth forecast for the area.
- To use the attraction of the Cranbourne Racecourse and Training Complex and Royal Botanic Gardens Cranbourne to create a distinctive sense of place.
- To refurbish, expand and develop Cranbourne's spaces, places and programs to reflect population growth.
- To upgrade main roads/intersections and provide safer local streets, convenient bus services and a safe trail network.
- To provide for the diversion of regional and through traffic out of Cranbourne.
- To create strong links to Cranbourne from surrounding areas.

21.15-3 Strategies09/02/2017
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- Reinforce the identity, character, and sense of place of the older parts of residential Cranbourne and ensure new housing is complementary to these elements.
- Strengthen the established garden suburb environment, characterised by canopy trees, generous setbacks, a sense of openness and the dominance of the landscape setting.
- Encourage higher density residential development (i.e. 3-4 storeys) on well located sites within easy walking distance of the Cranbourne Town Centre and public transport that respects the neighbourhood character, responds to the local landscape context, and minimises off-site amenity impacts.
- Provide for a full range of suburban housing opportunities throughout Cranbourne's residential areas, including well designed medium-density housing around lower order activity centres and major open space.
- Expand and strengthen the Cranbourne Town Centre to reflect its traditional role as a major service centre for the South Gippsland region and also its role as a Principal Activity Centre servicing the southern part of Melbourne's South East Growth Corridor. Key strategies include:

- Provide for a major expansion of the Town Centre retail core that allows for a new discount department store and speciality shops.
 - Encourage the growth and development of the High Street retail core.
 - Provide for the improved integration of Cranbourne Park Shopping Centre with High Street.
 - Encourage the consolidation and growth of the northern and southern approaches to the Cranbourne Town Centre along the South Gippsland Highway, as a major commercial and business corridor.
 - Facilitate the development of the proposed Cranbourne Bypass Road (Linsell Boulevard) to reduce through traffic in the Cranbourne Town Centre.
 - Revitalise the Cranbourne Town Centre to improve its image, built form and landscape character to create an active, attractive and accessible town centre that serves its increasing catchment area without detracting from its country town character.
 - Encourage the consolidation of lots to achieve good design outcomes.
 - Provide for “youth-friendly” spaces in the future planning of the Cranbourne Town Centre.
- Encourage the expansion of the Cranbourne Homemaker Centre south to the proposed Cranbourne Bypass Road (Linsell Boulevard).
 - Encourage the upgrading of the significant racing and associated tourism facilities at the Cranbourne Racecourse and Training Complex.
 - Discourage the establishment of uses that are incompatible with horse stabling activities within the designated horse stabling area identified on the Cranbourne Local Area Map.
 - Ensure new horse stabling facilities, including the upgrade or expansion of existing facilities, do not adversely affect adjoining residential areas
 - Ensure any application relating to land that has been filled within the Horse Stabling precinct identified on the Cranbourne Local Area Map be referred to the referral authority specified in Clause 66.04 or a schedule to that clause.
 - Recognise, protect and enhance any areas of biodiversity significance within the surrounds of the Royal Botanic Gardens Cranbourne.
 - Encourage the sensitive siting and design of buildings in proximity to the Royal Botanic Gardens Cranbourne to respond to its biological values, landscape quality and amenity.
 - Create a suburban bushland and open space area under the major electricity transmission lines between Cranbourne-Frankston Road and Ballarto Road to act as an inter-suburban break between Cranbourne and Cranbourne West.
 - Provide extensive boulevard planting along the main road network.
 - Recognise uses with adverse amenity potential and prevent the encroachment of sensitive uses, until such time as any adverse off-site amenity impacts have been appropriately addressed or the activities creating the need for the buffers cease to operate.
 - Seek to extend the electrification of the Cranbourne Railway line to Cranbourne East.
 - Upgrade Cemetery Road in the long-term to a collector road linking Ballarto Road with Sladen Street.
 - Upgrade the standard of Ballarto Road between Cranbourne-Frankston Road and the entrance to the Royal Botanic Gardens Cranbourne.

- Facilitate the redevelopment of existing residential areas in the Cranbourne Town Centre in accordance with the Cranbourne Town Centre Plan (August 2011).

21.15-4 Implementation

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These strategies will be implemented by the following measures:

Use of policy and the exercise of discretion

- Ensuring that the future use and development of land is generally in accordance with the Cranbourne Local Area Map.
- Using the Retail Policy at Clause 22.01 to consolidate the role of the Cranbourne Town Centre as a Principal Activity Centre and to provide for the orderly development and expansion of the Camms Road, Cranbourne Place, Hotham Street, Lurline Street and Thompsons Road Convenience Activity Centres.
- Using the Industrial Development Policy at Clause 22.03 to create an attractive and well maintained industrial area.

Application of zones and overlays

- Applying the Activity Centre Zone to land in the Cranbourne Town Centre to implement the objectives and preferred use and development contained in the Cranbourne Town Centre Plan.
- Applying the Activity Centre Zone to existing residential land in the Cranbourne Town Centre to identify areas for increase residential density and diversity of housing choice.
- Applying the Activity Centre Zone, where appropriate, to land within the Cranbourne Town Centre to provide for the use and development of the land in recognition of the centre's role as an Activity Centre under State Government Policy.
- Using the Activity Centre Zone in the Cranbourne Town Centre to promote the development of signature and landmark buildings in strategic locations and gateways to create a positive image of the centre and the municipality.
- Applying the Commercial 1 Zone to activity centres with a primary retail function, including Cranbourne Town Centre and the Camms Road, Cranbourne Place, Hotham Street, Lurline Street and Thompsons Road Convenience Activity Centres.
- Applying the Commercial 1 Zone to areas with an office and commercial function around the periphery of Cranbourne Town Centre.
- Applying the Commercial 2 Zone to areas with an office and manufacturing function around the periphery of Cranbourne Town Centre.
- Applying the Commercial 2 Zone to areas with a restricted retail function along South Gippsland Highway.
- Applying the Environmental Significance Overlay to identified buffer areas in the vicinity of the Royal Botanic Gardens Cranbourne, to protect the ecological integrity, landscape values and amenity of the Gardens.
- Applying the Vegetation Protection Overlay to protect areas of significant remnant vegetation in the Brookland Greens estate.
- 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 Development Plan Overlay to provide for the integrated and orderly planning of future and developing residential areas, activity centres and other mixed use/commercial areas, as appropriate.
- Applying the Development Contributions Plan Overlay to future and developing residential areas to facilitate the timely delivery of appropriate transport, physical and community infrastructure.

Further strategic work

- Preparing urban design guidelines to ensure that new development adds value to the preferred future character of the area.
- Reviewing access to the Cranbourne Town Centre.
- Preparing specific advertising sign guidelines for the Cranbourne Town Centre to improve visual amenity.
- Undertaking a strategic review of future land use and development within the Cyril Beechey Lane precinct, as identified on the Cranbourne Local Area Map.
- Partner with VicRoads to investigate potential options for changes to the arterial road network in Cranbourne.

Other actions

- Implementing the Cranbourne Community Action Plan.
- Implementing the Cranbourne Town Centre Plan.

21.15-5 Cranbourne Local Area Map

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