

**21.06**22/09/2016  
C93**BUILT ENVIRONMENT AND HERITAGE**

This clause provides local content to support Clause 15 (Built Environment and Heritage) of the State Planning Policy Framework.

Specific requirements for activity centres and designated growth areas are also included within Clause 21.11 (Local Areas).

**21.06-1**09/07/2020  
C103warr**Urban environment****Urban design**

The appearance of residential, commercial and industrial areas is considered important in maintaining a strong level of civic pride.

The siting and design of buildings can have a critical impact on visual appearance within urban streetscapes. Council is also committed to ensuring that ecologically sustainable development (ESD) principles influence the design, siting and servicing of all buildings.

A number of Design and Development Overlays have been implemented to recognise areas that require sensitive design solutions in areas such as Younger Street (west), Logans Beach, areas of South Warrnambool and the Coastal/Hopkins River Environment Growth Area.

View sharing is also an emerging issue within the municipality. The ocean, the Merri River, the Hopkins River, inland hilltops and ridgelines, and surrounding rural areas can be viewed from numerous public areas and private dwellings throughout the City. Respect for the sharing of views, rather than necessarily retaining all existing views, is an important characteristic of Warrnambool.

Design guidelines and Design and Development Overlays have been prepared to address this issue from the public realm and some private areas to the east of Merri Street, however a broader approach is required to address this issue across the municipality.

Council acknowledges that distracting and dominating signage and advertising, particularly in areas of high sensitivity including areas of heritage significance and along the Warrnambool City and township entrances, can impact public amenity.

**Key issues**

- High quality urban design outcomes.
- Consideration of view sharing.
- Providing for advertising signs that are in context with the scale of development, the surrounding environment and with the surrounding signage patterns.

**Objective 1**

To achieve urban design of the highest standard.

**Strategies**

- |              |   |
|--------------|---|
| Strategy 1.1 | Support development that provides an appropriate degree of visual interest and design articulation and a high standard of amenity for residents.  |
| Strategy 1.2 | Require the siting (including setbacks and site coverage) of new development to respond to the opportunities, constraints and features of the site.   |
| Strategy 1.3 | Require new development to present integrated building forms that have a sense of address.  |
| Strategy 1.4 | Support new development that applies design techniques (including façade variation, contrast/repetition, colour, texture and detail) that will integrate a building with its surrounds and create attractive and interesting forms. |
| Strategy 1.5 | Require that new development highlights key corners or intersections through the use of design projections, detailing and massing that presents to its surroundings and street frontages.   |
| Strategy 1.6 | Require landscaped areas as part of new development proposals which positively contributes to the appearance of built form and integrates development into the surrounds.   |

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- Strategy 1.7 Require advertising signage to be controlled in a manner that achieves its commercial objectives and makes a positive contribution to the overall presentation of the general streetscape.
- Strategy 1.8 Industrial development should meet high standards of amenity and urban design that promote the attractiveness of the municipality.

### Objective 2

To improve the appearance of the major entrances to urban areas.

#### Strategies

- Strategy 2.1 Improve the visual quality of major transport routes in recognition of their role in influencing the local urban character, through such measures as signage consolidation and landscaping.
- Strategy 2.2 Improve the major road entrances to Warrnambool to provide significant boulevard entrances to the City.
- Strategy 2.3 Maintain the Princes Highway as the major boulevard entrance to Warrnambool and develop and maintain the Hopkins Highway and Caramut Road as secondary major boulevard entrances to Warrnambool.

### Objective 3

To ensure that building heights maintain view lines to the coast.

#### Strategies

- Strategy 3.1 Limit development heights to maintain coastal view lines from public spaces and respect scale and character.
- Strategy 3.2 Promote view sharing between properties.

### Objective 4

To protect the City's natural environment and built heritage.

#### Strategies

- Strategy 4.1 Ensure that the selective redevelopment of sites for units and townhouses complements the area's heritage character, incorporates appropriate design standards and achieves high quality development.
- Strategy 4.2 Ensure that infill development and redevelopment proposals are complementary to the inherent values of the sensitive landscape areas of the City.
- Strategy 4.3 Maintain the current average lot size for lots within Rodger Place to ensure the semi rural aspect and environmental quality of the area.
- Strategy 4.4 Encourage limited rural living and low-density residential development within existing zoned areas around Bushfield and Woodford.
- Strategy 4.5 Limit the impact of residential development upon adjacent farmland, with the Rural Living Zone being maintained as an effective buffer between residential areas and surrounding farms in Bushfield and Woodford.
- Strategy 4.6 Limit further development on the northern side of the Merri River from the main area of Bushfield and Woodford.

### Implementation

Strategies relating to urban design will be implemented by:

#### Application of zones and overlays

- Applying the Design and Development Overlay Schedule (DDO2) to the land within the Logans Beach Area to specify requirements relating to the design and built form of new development.
- Applying the Design and Development Overlay Schedule (DDO5, DDO6, DDO7, DDO8, DDO9 and DDO10) within South Warrnambool to specify requirements relating to the design and built form of new development.
- Applying the Design and Development Overlay Schedule (DDO11) to land within Rodger Place, Bushfield to specify requirements relating to the design and built form of new development.

- Applying the Design and Development Overlay Schedule (DDO12) to land within the Caramut Road Business Park Area and Entrance Precinct to specify requirements relating to the design and built form of new development.
- Applying the Design and Development Overlay Schedule (DDO13) to the Younger Street (West) land to specify requirements relating to the design and built form of new development.
- Applying the Design and Development Overlay Schedule (DDO14 - Protection of Ocean Views from the Public Realm: Raglan Parade) to specify requirements relating to the design and built form of new development.
- Applying the Design and Development Overlay Schedule (DDO15 - Foreshore Design Character and View Sharing: Merri Street East) to specify requirements relating to the design and built form of new development.
- Applying the Design and Development Overlay Schedule (DDO17) to land within the Coastal/Hopkins River Environment Growth Area to specify requirements relating to the design and built form of new development.
- Applying the Design and Development Overlay (DDO18) to specify requirements relating to the design and built form of new commercial development within the Eastern Activity Centre.

### **Policy guidelines**

When deciding on an application for use and development, the responsible authority will consider as appropriate:

- Applying Clause 22.02 – *Industrial development* of this Scheme.

### **Future strategic work**

- Develop a local policy to guide consideration of advertising signage in commercial and industrial areas, and areas of high sensitivity including areas of heritage significance and along City and township entrances.
- Prepare urban design guidelines for the established residential precincts to promote high quality design responses that recognise neighbourhood character.
- Undertake a study to identify opportunities for sharing of views to the ocean, rivers and surrounding rural areas.
- Undertake a design study to develop a landscape vision for the eastern gateway to Warrnambool.

### **Reference documents**

*Logans Beach Urban Design Guidelines (2000)*

*Design Guidelines for Younger Street (2005)*

*Merri Street East and Raglan Parade Analysis and Issues Report (2008) (including Merri Street East Design Guidelines and Raglan Parade Design Guidelines)*

*Warrnambool Eastern Activity Centre Structure Plan (2016)*

### **Design for safety**

Council recognises that the design of the built environment can influence the incidence of crime and feelings of safety within a city. Council also acknowledges that aspects of the natural and built environment can promote, or be a barrier to public health and wellbeing.

### **Key issues**

- Recognising the role of design in increasing safety and the perception of safety of residents.

### **Objective 1**

To ensure new development contributes to safe neighbourhoods.

### Strategies

- Strategy 1.1 Support the design of buildings, front fences, subdivisions, car parks and public open space that maximises natural surveillance to provide for safe neighbourhoods.

### Objective 2

To enhance the presentation of streetscapes.

### Strategies

- Strategy 2.1 Support urban design that enhances the streetscape and promotes activity in the public realm.
- Strategy 2.2 Support development that contributes to an active street frontage by use of porches, and low front fences.

### Implementation

#### Future strategic work

- Investigate an appropriate planning control or local policy to guide consideration of planning permit applications for front fences.

#### Cultural identity and neighbourhood character

Central Warrnambool has increasingly become the focus for medium density redevelopment as urban consolidation is recognised as delivering important environmental, social and economic benefits. Within the inner residential areas there are buildings and streets of historic value and areas that combine a mix of housing, some of which makes a substantial contribution to the overall quality and character of the area.

It is acknowledged that failure to consider neighbourhood character has resulted in some development within the inner areas of Warrnambool being out of character with the area. Maintaining the overall character requires that new development respond to the site context and be effectively integrated with the existing architectural, historic and landscape character of the neighbourhood. Heritage and character considerations do not preclude infill development rather they add to the range of design considerations that should be considered and responded to.

#### Key issues

- Ensuring that the quality of the built environment is protected and enhanced.

### Objective 1

To maintain neighbourhood character.

### Strategies

- Strategy 1.1 Protect the character of the existing residential precincts.
- Strategy 1.2 Require that new development responds to site context.
- Strategy 1.3 Require that new development integrates with the existing architectural, historic and landscape character of the neighbourhood.
- Strategy 1.4 Require that building heights respect the scale and character of existing buildings.

### Objective 2

To develop neighbourhoods with a strong sense of place with well designed attractive built form and landscape character.

### Strategies

- Strategy 2.1 Ensure development contributes to the character, identity and sense of place of the area, particularly in newly developing areas.

Strategy 2.2                      Ensure new development is designed to address public spaces and enhance the public realm.

**Implementation**

The strategies in relation to cultural identity and neighbourhood character will be implemented through the planning scheme by:

**Application of zones and overlays**

- Applying the General Residential Zone to encourage development that respects the neighbourhood character of the area.
- Applying the Heritage Overlay to conserve and enhance heritage places of cultural significance.

**Future strategic work**

- Progressively undertake neighbourhood character assessments within established urban areas.

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**Sustainable development**

The principle of a sustainable urban form is that the needs of the current generation are provided for without compromising the needs of future generations. A sustainable urban form is a compact urban environment that encourages increased public transport patronage as well as walking and cycling, has substantial benefits in reducing reliance on motor vehicles and has a consequent reduction in greenhouse gas emissions.

Council is committed to ecologically sustainable development principles especially in relation to water conservation, the minimisation of greenhouse gas emissions, protection of biodiversity assets and the protection of natural coastal resources.

**Key issues**

- Ensuring that ecologically sustainable development principles are considered in new development.

**Objective 1**

To minimise greenhouse gas emissions.

**Strategies**

Strategy 1.1      Support developments that reduce energy and greenhouse gas emissions through the use of passive systems to achieve comfortable indoor conditions.

**Objective 2**

To promote water conservation principles.

**Strategies**

Strategy 2.1      Require urban development to apply water sensitive urban design principles, including the option of managing stormwater through the use of constructed wetlands.

**Objective 3**

To provide a compact urban environment and a sustainable urban form.

**Strategies**

Strategy 3.1      Facilitate urban development to be consolidated around activity nodes and public transport routes to reduce car dependency, and maintain the existing urban settlement boundary.

Strategy 3.2      Provide solar oriented allotments and other sustainable design features as part of new subdivision developments.

Strategy 3.3      Provide indigenous plant species and water sensitive urban design as part of subdivision, site layout, design and landscaping schemes for new developments.

## Heritage

### Heritage conservation

Warrnambool is of historic, architectural, botanical, industrial and social significance. Places in the City are of historic significance for its long history as a civic, cultural and service centre, and as a market, port and place of residence. The typical variety and large number of public buildings, shops, stores and residences dating from the nineteenth and twentieth century, reflect the continuing importance of Warrnambool.

Identified places in Warrnambool are of architectural significance for the range of domestic, civic and commercial structures which survive from the nineteenth and twentieth century, representing the diversity of social conditions and architectural styles over the 150 years of the City's history and the work of local and metropolitan architects.

There are 26 heritage precincts where streetscape and character issues are a key consideration.

The Warrnambool Botanic Gardens located on Botanic Road, Warrnambool, and the many other public parks, along with early and fine street plantings, illustrate the scientific and recreational interest in botany and landscape.

Listed places in Warrnambool are of industrial significance as a focus for wool production, textiles and clothing manufacturing.

The social significance of Warrnambool is reflected in its schools, churches, clubs and societies.

### Key issues

- Protecting and enhancing heritage places.

### Objective 1

To identify, conserve and enhance items, places and areas of natural, built, cultural and indigenous heritage.

### Strategies

- Strategy 1.1 Support the preservation of existing historic buildings and the use of high quality site responsive design.
- Strategy 1.2 Identify, protect and enhance Warrnambool's heritage including individual buildings, heritage precincts, landscapes, trees and other items of cultural heritage significance.
- Strategy 1.3 Require that new development is consistent with the predominant scale of heritage buildings.

### Objective 2

To conserve, maintain and enhance the character of heritage precincts, particularly individual listings and contributory elements in the Heritage Overlay.

### Strategies

- Strategy 2.1 Support the conservation of prominent and intact early buildings.

### Objective 3

To conserve and enhance significant trees, and rows of trees which are of aesthetic, historic or cultural value.

### Strategies

- Strategy 3.1 Conserve and maintain the important landscape qualities in the precinct, including rows of mature Norfolk Island pine trees.

### Implementation

The strategies in relation to heritage will be implemented through the planning scheme by:



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- Where there is a known Aboriginal archaeological site, requesting a report from a suitably qualified archaeologist detailing the impact of the proposal on the aboriginal cultural heritage values.
- Seek comment on the above report from the appointed Aboriginal authority.