

**22.03**22/12/2016  
C123**STREETSCAPE CHARACTER – BEECHWORTH ROAD**

This policy applies to land either side of Beechworth Road within the urban area of Wodonga, extending from the Water Tower roundabout to the Street's Road intersection.

**Policy Basis**

Beechworth Road is the most significant boulevard entry to the City, featuring a planted central median leading from the edge of Wodonga to the Central Business Area. Beechworth Road also features an interesting mix of residential properties which include several older homes of local historic significance. In recent years the northern end of Beechworth Road has experienced a gradual transition from residential to commercial with many of the houses converted to use as commercial offices. The residential character of Beechworth Road has however remained intact.

**Implementation**

It is policy that:

- The residential character of Beechworth Road be preserved and protected.
- The redevelopment of buildings to provide a commercial type frontage be strongly discouraged.
- Extensions or renovations to existing buildings should complement the mass and scale of surrounding buildings.
- Extensions or renovations to existing buildings should complement the architectural style and character of the building.
- A maximum of one business identification sign in accordance with Category 4 of Clause 52.05 and this should be sited in a manner which complements the residential character of the area.
- Roof mounted advertising and pylon signs higher than 3 metres be discouraged.
- Carparking be provided at the rear of premises to ensure the residential garden setting of the frontage of properties is maintained.
- There will be no additional central median car parking provided within Beechworth Road.