

**21.07**31/03/2016  
C127**BUILT ENVIRONMENT AND HERITAGE**

East Gippsland is renowned for its natural beauty. We will link this to the built environment through encouraging high standards of design across the Shire, ensuring that developments are in keeping with the character of the natural landscape and supports the social and economic wellbeing of our many towns. Where developments may impact on local Indigenous culture, we will always consult with the relevant Aboriginal communities.

This Clause provides local content to support Clause 15 of the State Planning Policy Framework.

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C127**Urban Design****Objective 1**

To ensure that future development contributes to, reinforces and enhances East Gippsland's identity, aesthetic quality, and economic diversity.

**Strategy 1.1**

Encourage high standards of design in all new developments, with special emphasis on urban areas, coastal and lakeside areas and other localities of high landscape quality, and land adjacent to parks and reserves.

**Strategy 1.2**

Progressively develop and update Urban Design Frameworks for each of the major towns and incorporate the outcomes in to the Planning Scheme.

**Strategy 1.3**

Ensure all development is designed in keeping with landscape and town character.

**Strategy 1.4**

Ensure that foreshores and other public areas are not overshadowed by buildings.

**Objective 2**

Improve vehicle, pedestrian and cycle circulation and movement patterns within Bairnsdale and the CBD.

**Strategy 2.1**

Support development within the Bairnsdale CBD which enhances connectivity in the public realm, between key activity nodes and other significant places through the use of paths, signage and street treatments identified in the Improving Walking and Wayfinding in the Bairnsdale CBD - Report, May (2011).

**Strategy 2.2**

Provide for the upgrade and display of Map-based Panel Signs, Independent Directional Pointer Signs, and street name blades within Bairnsdale identified in the Re- Imagining Bairnsdale Master Plan, May (2013) and Improving Walking and Wayfinding in the Bairnsdale CBD, May (2011).

**Objective 3**

Identify and recognise the Main Street gardens as a recreation and community space that is a distinguishing characteristic of Bairnsdale.

**Strategy 3.1**

Support the enhancement of Bairnsdale's Main Street Gardens as recommended in the Re-Imagining Bairnsdale Master Plan, May (2013).

#### **Objective 4**

To identify design improvements to active building frontages, laneways and arcades, and residential streets in the Bairnsdale CBD and residential areas.

#### **Active Building Frontages**

##### **Strategy 4.1.1**

Support development applications for the Bairnsdale CBD that provide active frontages to adjoining streets.

##### **Strategy 4.1.2**

Support commercial development applications that provide weather protection elements such as awnings, and verandahs which make a positive contribution to the visual quality of the building and public realm environment.

##### **Strategy 4.1.3**

Support development that ensures ground floor windows and door openings to commercial developments remain transparent.

##### **Strategy 4.1.4**

Provide elements associated with retail business that are located adjacent to businesses that do not impede the flow of pedestrian traffic.

Activating Laneways and Arcades

##### **Strategy 4.2.1**

Support development that encourages the revitalisation of Bairnsdale CBD laneways by opening up the north-south connections between the Nicholson Street Mall and Main Street Gardens identified in the Re-Imagining Bairnsdale Master Plan, May (2013).

##### **Strategy 4.2.2**

Support development applications that ensure new buildings adjoining laneways incorporate active edges and upper floors that are active to laneways.

##### **Strategy 4.2.3**

Upgrade the physical form of laneways as identified in the Re-Imagining Bairnsdale Master Plan, May (2013).

#### **Residential Streets**

##### **Strategy 4.3.1**

Facilitate improvements to Bairnsdale's residential footpaths and streetscapes to enhance the quality of residential neighbourhoods and improve pedestrian accessibility identified within the Re-Imagining Master Plan, May (2013) and Improving Walking and Wayfinding in the Bairnsdale CBD, May (2011).

##### **Strategy 4.3.2**

Require subdivision and development applications within Bairnsdale to provide safe, consistent and accessible paths of travel for all pedestrians in residential streets by incorporating good practice and sound urban design principles.

#### **Objective 5**

Enhance linkages between Bairnsdale's CBD and Mitchell River Environs

**Strategy 5.1**

Support development that provides opportunities for strong connections between Bairnsdale CBD and the Mitchell River.

**Objective 6**

Create a sustainable Bairnsdale CBD with high quality and consistent street tree patterns and landscape.

**Strategy 6.1**

Support and reinforce a consistent tree character in the CBD using species from the Greening Bairnsdale Strategy and Bairnsdale Suite - Preferred Street Tree Species List identified within the Re-Imagining Bairnsdale Master Plan, May (2013).

**Strategy 6.2**

Maintain the planting of single species within a single street in residential areas of Bairnsdale.

**Strategy 6.3**

Avoid development of street furniture and paving that will impact on street trees.

**Strategy 6.4**

Facilitate design and construction that adheres to good practice Environmental Sustainable Design (ESD) and Water Sensitive Urban Design (WSUD) principles within the public realm areas of Bairnsdale CBD.

**Objective 7**

Create a unified, cohesive and consistent character for Bairnsdale's CBD through the use of pedestrian pavement, streetscape furniture themes, lighting, signage and public art.

**Pedestrian Pavement**

**Strategy 7.1.1**

Require the incorporation of consistent streetscape and landscape treatments in development applications for Bairnsdale CBD consistent with the Re-Imagining Bairnsdale Master Plan (Volumes 1 and 2), May (2013).

**Strategy 7.1.2**

Maintain heritage elements, such as brick channels and metal grates where possible.

**Strategy 7.1.3**

Facilitate development of new and the upgrade of existing pedestrian path systems that are continuous, highlighting pedestrian priority areas and crossing points.

**Streetscape Furniture Themes**

**Strategy 7.2.1**

Require development within Bairnsdale CBD to incorporate furniture themes consistent with the Public Realm Guidelines in the Re-Imagining Bairnsdale Master Plan, May (2013).

**Strategy 7.2.2**

Support the use of good quality furniture materials to provide durable and robust quality.

**Strategy 7.2.3**

Maintain a clutter free environment through careful placement of the street furniture.

## Lighting

### Strategy 7.3.1

Facilitate development within Bairnsdale CBD that incorporates lighting to help improve public safety and highlight particular elements and buildings.

### Strategy 7.3.2

Require development applications to incorporate streetscape and public realm lighting consistent with the general guidelines contained within the Re-Imagining Master Plan, May (2013).

## Signage

### Strategy 7.4.1

Encourage rationalisation of the number of signs and forms of advertising on a site, including permanent, removable and temporary forms of advertising.

### Strategy 7.4.2

Encourage advertising that complements the architectural style, built form and character of the place.

### Strategy 7.4.3

Encourage advertising including corporate colouring to:

- complement character, be in proportion to the building and to avoid bright or fluorescent block colouring
- respect sensitive areas and the heritage significance of buildings.

### Strategy 7.4.4

Encourage advertising and signage that maintains active street frontages, shop fronts, windows and passive surveillance.

## Public Art

### Strategy 7.5

Support the incorporation of public art consistent with the general guidelines in the Re-Imagining Bairnsdale Master Plan, May (2013).

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## Heritage

### Objective 1

To foster recognition, appreciation and protection of heritage, both natural and cultural, including Aboriginal heritage.

### Strategy 1.1

Encourage the development of historic places to take into account their special values.

### Strategy 1.2

Prevent subdivision or other development of sites or areas of importance for Aboriginal cultural heritage unless studies and consultation with local Aboriginal communities show that development can be carried out without detriment to the relevant values.

### Strategy 1.3

Engage with the local indigenous community to obtain input on indigenous issues within Bairnsdale.

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## Sustainable Development

### Objective 1

To ensure that future development contributes to the achievement of liveable, productive and sustainable communities in East Gippsland.

#### Strategy 1.1

Ensure new development and land use applications consider potential positive and negative social impacts on the community

#### Strategy 1.2

Require proposals for new development, land use, infrastructure and changes in policy to consider social impact through the preparation of social impact comments and/or assessments as identified in the East Gippsland Shire Council Social Impact Assessment Guidelines for Development Applications.

### Implementation

The strategies in relation to built environment, urban design, and heritage will be implemented through the planning scheme by:

#### Policy Guidelines

New development proposals will apply the policy guidelines contained in the East Gippsland Shire Council Social Impact Assessment Guidelines for Development Applications.

- When considering applications for new development or infrastructure, take into account policy recommendations and design principles identified in Re-Imagining Bairnsdale Master Plan Volumes 1 and 2, (May 2013), Bairnsdale Growth Strategy, November (2009), Improving Walking and Wayfinding in the Bairnsdale CBD, (May 2011).

#### Application of Zones and Overlays

Applying the Heritage Overlay to places identified for their heritage significance.

Applying the Design and Development overlay to protect the unique nature of coastal settlements.

#### Other Actions

Seek funding for restoration and adaptive reuse of heritage buildings and places owned or controlled by the Shire.

Initiate a program of works to upgrade historic, heritage, and cultural resources in the Shire.

Review and update the Heritage Overlay for planning purposes and for community information.

Prepare a Street Tree Programme that increases and maintains canopy cover within Bairnsdale CBD in accordance with the recommendations of the Re-Imagining Bairnsdale Master Plan (May 2013).

Ensure the upgrade of laneways within Bairnsdale CBD through a Capital Works Program.

#### Reference Documents

- Town of Bairnsdale Heritage Study, the Register of the National Estate, the Victorian Heritage Register, the National Trust of Australia [Victoria], or Aboriginal Affairs Victoria.
- East Gippsland Shire Council Social Impact Assessment Guidelines for Development Applications (EGSC May 2013)
- Bairnsdale Growth Strategy, (November 2009)
- Re-Imagining Bairnsdale Master Plan, Volumes 1 & 2, (May 2013)

- Improving Walking and Wayfinding in the Bairnsdale CBD , May (2011).