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LOCAL AREAS

Wangaratta Central Activities Area

Context and issues

- Wangaratta Central Activities Area (CAA) is located on the Ovens River which forms an important defining feature of the CAA and provides access to extensive open space.
- The vibrancy of the Wangaratta CAA is significant for the economic performance of the municipality.
- The Wangaratta CAA has office and professional services throughout the retail area, creating some pressure on the available area for retail uses. Unused upper storeys of existing commercial buildings have the potential for office use and shop top housing.
- There is further potential for office expansion within and on the periphery of the Wangaratta CAA.
- There is potential for medium to large retail stores.
- There is potential for medium to high density residential development.
- There is potential for activation of laneways and under-used sites.

WANGARATTA PLANNING SCHEME

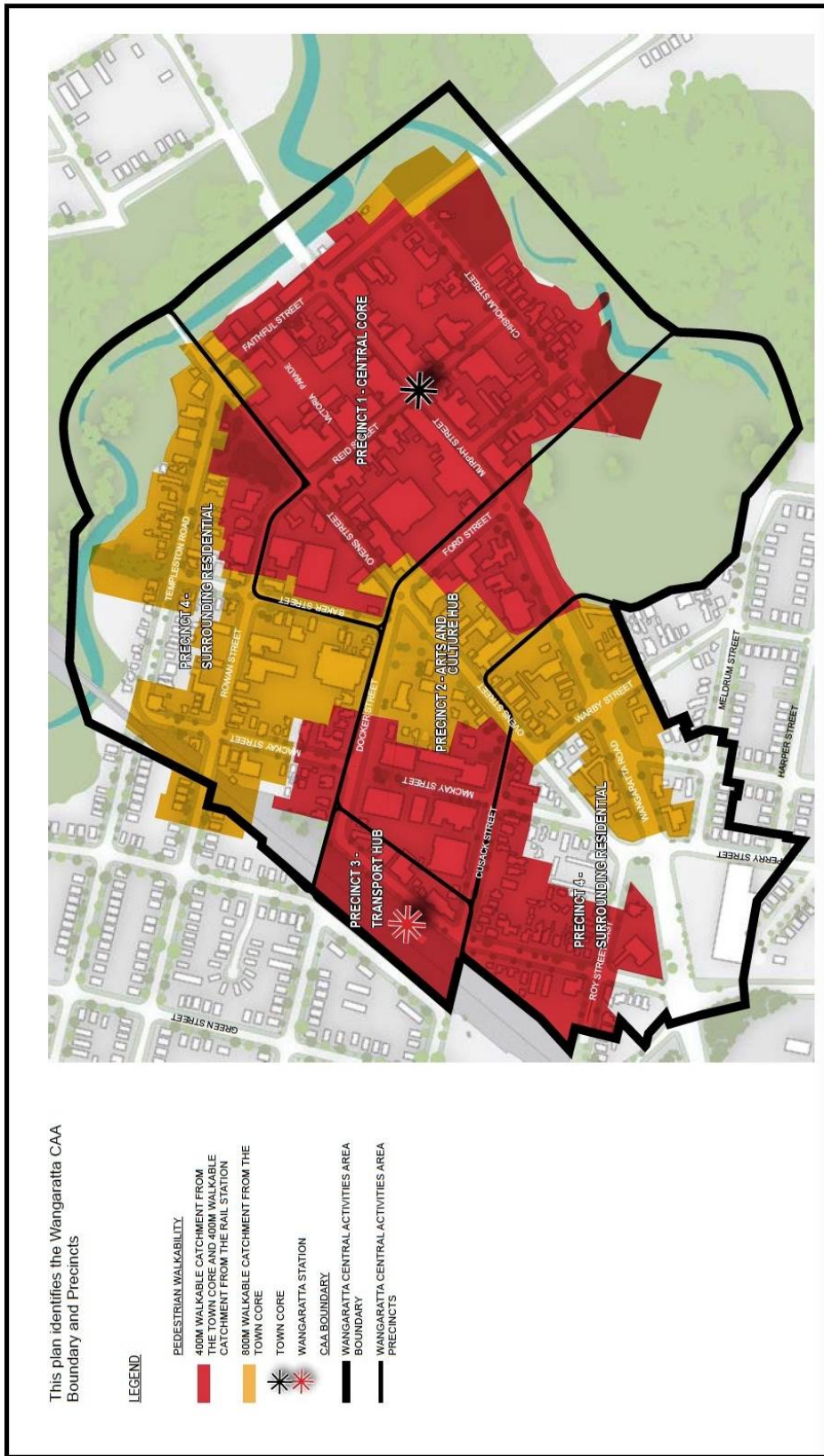


FIGURE 6: 21.11-1 Wangaratta Central Activities Area

Objectives and strategies

- Objective 1 To enhance the economic performance of the Wangaratta Central Activities Area through provision of a range of retail, office, recreation, educational and other opportunities.**
- Strategy 1.1 Maintain the Wangaratta Central Activities Area as the primary retail and commercial focus area in Wangaratta.
- Strategy 1.2 Support medium to large scale retail stores.
- Strategy 1.3 Facilitate expansion of office related uses on the periphery of the Wangaratta Central Activities Area.
- Strategy 1.4 Provide an attractive and unique riverfront precinct.
- Strategy 1.5 Provide links to integrate the Wangaratta Central Activities Area and the Ovens River.
- Strategy 1.6 Create an arts and cultural precinct in Ford Street
- Strategy 1.7 Support a broad range of residential, retail, office, accommodation, entertainment and recreation uses.
- Strategy 1.8 Facilitate development that provides an improved visitor experience.
- Strategy 1.9 Provide adequate car parking in the Wangaratta Central Activities Area.
- Strategy 1.10 Support relocation of the existing water treatment plant in central Wangaratta so that the redevelopment potential of this site can be realised.
- Objective 2 To support an intensification and broadening of residential uses in the Wangaratta Central Activities Area.**
- Strategy 2.1 Locate intensive housing forms up to four storeys within the Wangaratta Central Activities Area.
- Strategy 2.2 Support shop top housing within the Wangaratta Central Activities Area.
- Strategy 2.3 Facilitate residential development that suits the needs of younger and older people and people with disabilities.
- Strategy 2.4 Support development that provides cycling infrastructure above minimum requirements.
- Objective 3 To improve the appearance of the Wangaratta Central Activities Area as a business, community, residential, tourism and entertainment area.**
- Strategy 3.1 Provide better access to public open spaces.
- Strategy 3.2 Recognise the interface between different land uses.
- Strategy 3.3 Facilitate development that provides high levels of amenity for residents, users and occupants.
- Strategy 3.4 Reinforce views across the Ovens River, King River, parklands and public spaces.
- Strategy 3.5 Support activated edges along open space areas, public squares and pedestrian linkages.
- Strategy 3.6 Support high quality urban design and community art.
- Strategy 3.7 Support development that complements and contributes to a safe, pedestrian scale environment.
- Strategy 3.8 Support development that adds to the artistic, cultural and recreational opportunities.
- Objective 4 To improve linkages in the Wangaratta Central Activities Area.**
- Strategy 4.1 Develop a new street oriented east-west between Mackay Street and Ovens Street to support residential and mixed-use development in Precinct 3.
- Strategy 4.2 Create well defined and attractive pedestrian linkages between precincts to help strengthen retail trading.
- Strategy 4.3 Provide enhanced pedestrian/bicycle routes, streetscapes and an active river frontage.
- Strategy 4.4 Facilitate attractive, landscaped and accessible interfaces between each site and the public domain, including vehicular and pedestrian ways.
- Strategy 4.5 Improve permeability and connectivity for pedestrians, cyclist and motorists, including the retention and enhancement of a network of laneways.
- Objective 5 To create a bustling, inspiring, open, just, inviting, easy to navigate Wangaratta Central Activities Area.**
- Strategy 5.1 Support the expansion of the Precinct 2 - Arts and Cultural Hub.
- Strategy 5.2 Create opportunities for live music.
- Strategy 5.3 Support development of new learning opportunities and resources.
- Strategy 5.4 Strengthen the offer of local shops, cafes and restaurants.
- Strategy 5.5 Strengthen Wangaratta's role as a significant cycling destination for tourists.
- Strategy 5.6 Facilitate a greater variety and quantity of visitor accommodation.
- Strategy 5.7 Improve streetscapes.
- Strategy 5.8 Provide support for new types of retail and employment opportunities.
- Objective 6 To improve the Wangaratta Central Activities Area arrival experience.**
- Strategy 6.1 Facilitate improved gateways to the Wangaratta Central Activities Area at the following locations:
- Northern Entry: Along Murphy Street and Parfitt Road, adjacent Apex Park.
 - Eastern Entry: The bridge on Chisholm and Faithfull Streets.

WANGARATTA PLANNING SCHEME

- Southern Entry: Starting at One Mile Creek, Wangaratta Road intersection and Ryley and Warby Street intersections.
- Train Station Entry: Via Docker and Ford Street
- Western Entry: Rowan Street Underpass.

- Objective 7 To ensure built form is proportionate in scale and recognises existing heritage values.**
- Strategy 7.1 Protect existing heritage values.
- Strategy 7.2 Support opportunities to celebrate or promote heritage values.
- Strategy 7.3 Maintain the existing quality, low scale built form outcomes for retail and commercial uses.
- Strategy 7.4 Support increased floor areas where appropriate.
- Strategy 7.5 Support built form that provides seamless integration of uses.
- Strategy 7.6 Require buildings to respond to the existing height, streetscape and heritage values.
- Objective 8 To improve the movement network to, in and around Wangaratta Central Activities Area.**
- Strategy 8.1 Facilitate development of the pedestrian and cycling network as the priority form of transport to, from and within the Wangaratta Central Activities Area.
- Strategy 8.2 Improve connections between the town core, art precinct and river precinct through public spaces and local streets.
- Strategy 8.3 Reinforce the existing road network and provide for alternative routes around the Central Activities Area to reduce traffic congestion and increase safety.
- Strategy 8.4 Reduce car parking dependency within the Wangaratta Central Activities Area.
- Strategy 8.5 Facilitate improved train services.
- Strategy 8.6 Create the Wangaratta Loop – a cycling and pedestrian trail around the Central Activities Area.
- Strategy 8.7 Support development of mid block laneways to facilitate pedestrian linkages.
- Objective 9 To consolidate Precinct 1 – Town Core as a desirable destination to visit, live, work and play.**
- Strategy 9.1 Support co-location of similar land uses.
- Strategy 9.2 Support a diversity of businesses throughout the Town Core.
- Strategy 9.3 Facilitate activation of street frontages within the Town Core.
- Strategy 9.4 Support medium density residential development above shops where amenity impacts can be managed.
- Strategy 9.5 Support the redevelopment of key sites to improve overall amenity of the Town Core.
- Strategy 9.6 Provide pedestrian links for convenient and safe access between shops, car parks and public spaces.
- Strategy 9.7 Support street activation through built form outcomes, shelter and places to sit and rest.
- Strategy 9.8 Support development of a multi-purpose building for education and community uses within the grounds of Wangaratta Primary School.
- Objective 10 To develop Precinct 2 – Arts and Cultural Hub as a thriving arts and culture hub which forms the southern gateway to Wangaratta Central Activities Area.**
- Strategy 10.1 Reinforce the location of the Performing Arts Centre and the Art Gallery as the cultural heart of Wangaratta.
- Strategy 10.2 Facilitate development of Merriwa Park and Goulburn Ovens TAFE as focal points of the Arts and Cultural Hub.
- Strategy 10.3 Provide better connections to Merriwa Park from Murphy Street.
- Strategy 10.4 Strengthen physical and visual connections between the TAFE and the Library.
- Strategy 10.5 Support land use and development that creates a sense of arrival to the Wangaratta Central Activities Area.
- Objective 11 To revitalise Ford Street as a link between Precinct 2 – Arts and Cultural Hub and Precinct 1 – Town Core.**
- Strategy 11.1 Support small tenancy shopfronts that directly front Ford Street and contribute activity and interest at street level.
- Strategy 11.2 Create safe, comfortable and easy pedestrian access from Ford Street linking into the Discount Department store site and Reid Street.
- Strategy 11.3 Provide a new pedestrian connection from the existing primary school, St Catherine's Hostel and St Patrick's Church directly to the Ford Street Precinct.
- Objective 12 To provide a central transport hub for all modes of public transport in Precinct 3 - Transport Hub.**
- Strategy 12.1 Provide a high quality and vibrant transport hub that promotes sustainable modes of public transport.
- Strategy 12.2 Strengthen physical and visual connections between the Transport Hub and the Town Centre.
- Strategy 12.3 Provide a high quality pedestrian route that links the Transport Hub to the Town Centre along Norton Street and Docker Street.
- Strategy 12.4 Provide safe, attractive and direct pedestrian and cycling access to the Transport Hub.
- Objective 13 To encourage diverse housing types within Precinct 4 – Surrounding Residential.**
- Strategy 13.1 Support a diversity of housing.

Strategy 13.2 Facilitate intensification of residential uses along main roads including Ovens Street, Reid Street, Faithfull Street and Murphy Street.

Objective 14 To improve connections from Precinct 4 – Surrounding Residential to the rest of Wangaratta Central Activities Area

Strategy 14.1 Improve streetscapes connecting Precinct 4 to the Precinct 1 – Town Core.

Strategy 14.2 Improve streetscapes connecting Precinct 4 to adjoining open space areas.

Implementation

Policy Guidelines

- Seek permission to use land for pedestrian/cyclist linkages through a permit condition or license agreement as a first option.

Planning Scheme Implementation

- Apply the Design and Development Overlay to ensure development respects existing streetscapes, vistas, heritage assets, landscaping and open space.

Further strategic work

- Prepare an Urban Design Framework and guidelines for the Wangaratta Central Activities Area.
- Prepare a Masterplan for Precinct 3 – Transport Hub in the Wangaratta Central Activities Area.
- Investigate development of an active performance space within Merriwa Park (Precinct 2 – Arts and Cultural Hub) for performance and festivals in the Wangaratta Central Activities Area.
- Investigate streetscape works along the Norton Street frontage (Precinct 3 – Transport Hub) to improve visual amenity, safety and functionality in the Wangaratta Central Activities Area.
- Prepare a detailed streetscape design plan for Ford Street addressing improved cycling and pedestrian movements, low level landscaping and mature street trees, relocation of the bus interchange to the south to enable easy access to Ford Street, and a mid block pedestrian connection.

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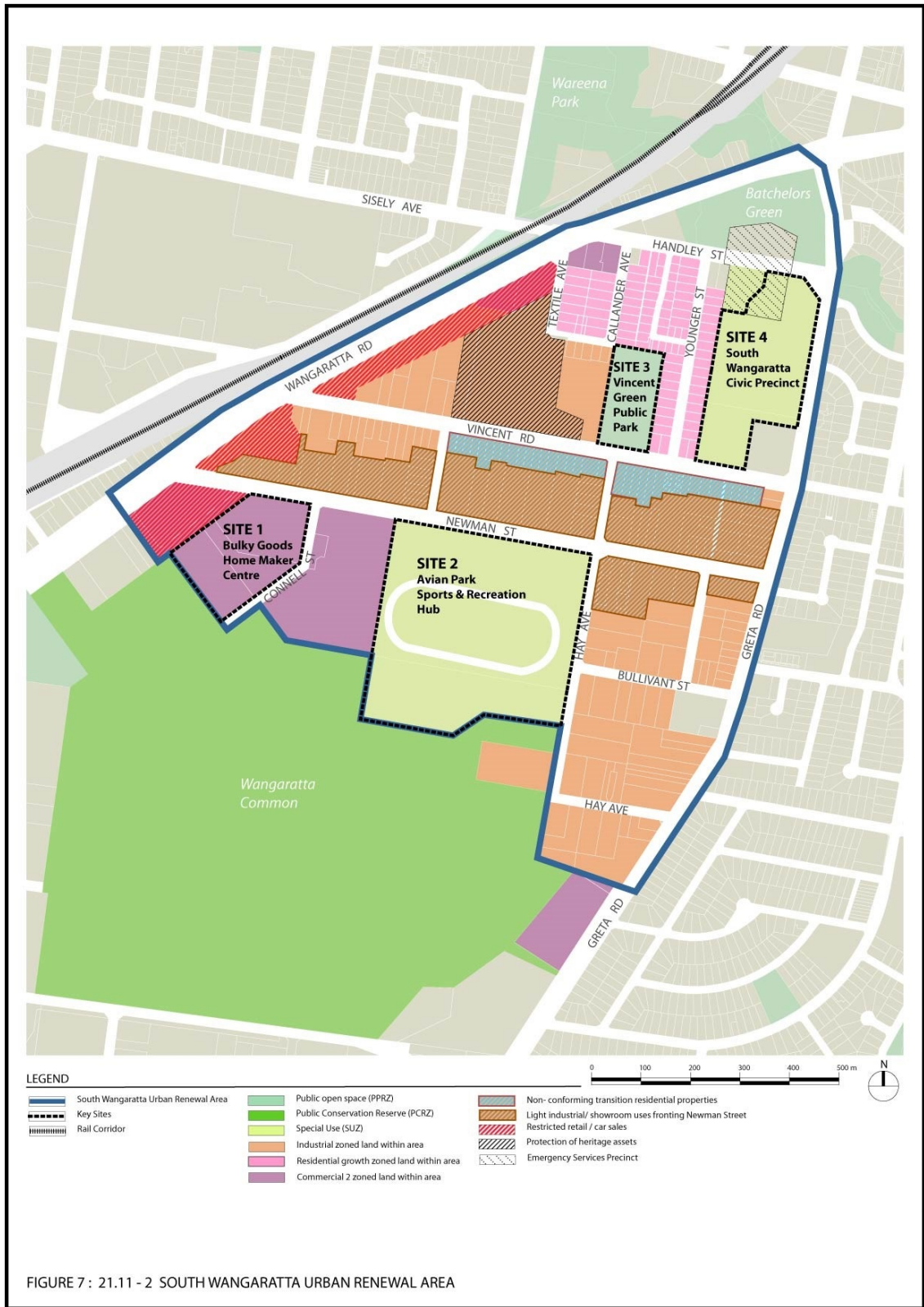
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South Wangaratta Urban Renewal Area

Context and issues

- Renewal of the South Wangaratta Urban Renewal Area is being undertaken to create a mixture of uses in the area.
- This renewal includes redevelopment of four key sites for bulky goods sales, recreation, civic, open space and accommodation purposes.
- There is a need to protect the extent of Industrial 1 Zone land for industrial purposes and avoid encroachment by sensitive uses.
- The South Wangaratta Urban Renewal Area is capable of being efficiently developed and serviced, with many under-utilised sites and sites in transition from industrial to mixed uses.
- Care is required to facilitate compatibility of land uses to avoid potential future land use conflicts, particularly between the existing Industrial 1 Zone land and nearby residentially zoned land.

WANGARATTA PLANNING SCHEME



Objectives and strategies

Objective 1 To reinvigorate South Wangaratta Urban Renewal Area.

- Strategy 1.1 Facilitate development of a bulky goods precinct along Tone Road and Newman Road (Site 1).
- Strategy 1.2 Facilitate development of the former landfill at Vincent Green as open space (Site 2).
- Strategy 1.3 Facilitate development of the Trotting Track as the Avian Park Sports and Recreation Hub that contributes to Wangaratta as a regional sporting destination (Site 3).
- Strategy 1.4 Facilitate development of the former Ovens College site as the South Wangaratta Civic Precinct (Site 4).
- Strategy 1.5 Support industrial infill development within South Wangaratta Urban Renewal Area.
- Strategy 1.6 Support an emergency services precinct in Handley Street.
- Strategy 1.7 Protect the Industrial 1 Zoned land within South Wangaratta Urban Renewal Area from encroachment from sensitive uses.

Objective 2 Create consistent, quality urban renewal and design outcomes for development sites in South Wangaratta Urban Renewal Area.

- Strategy 2.1 Provide a gateway into Wangaratta along Tone Road, including the continuation of restricted retail and car sales.
- Strategy 2.2 Require industrial development to provide common boundary design treatments, including screening, vegetation buffers, acoustic fencing, building setbacks between conflicting land uses.
- Strategy 2.3 Strengthen the pedestrian and bicycle network and facilitate improvements in pedestrian and bicycle movement through the area
- Strategy 2.4 Create safe, attractive and functional public streets and open spaces to define South Wangaratta Urban Renewal Area.

Implementation

Policy guidelines

- Industrial land use and development proposals on or adjoining sites of heritage significance must have regard to the industrial heritage significance of these sites.
- Require development in the Tone Road bulky goods retailing precinct to provide:
 - active showroom frontage to Newman Street and Tone Road;
 - convenient and safe vehicular access and car parking for customers, employees and service vehicles;
 - adequate assessment of traffic conditions through preparation of a Traffic Impact Assessment Report (TIAR) including the impact on the Tone Road – Newman Street intersection and any mitigation works required.
 - convenient and safe bicycle access and parking for customers and employees;
 - easily identifiable pedestrian entry points to buildings that are safely accessible from car parking and bicycle parking areas;
 - a high level of amenity for users;
 - appropriate on-site facilities including ancillary food and drink premises, visitor and staff bathrooms.
 - a high quality built form with a variety of design features, materials and colours to soften the presentation, proportions, scale and bulk of buildings.
 - high quality landscaping, including landscaped walkways to retail areas and landscape swales and shade trees between parking rows;
 - appropriate landscaped buffers on site boundaries.
 - an appropriate level of advertising signage that does not dominate the landscape, impact on road safety or on the amenity of nearby properties.

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This policy applies to land identified as the Wangaratta North West and Wangaratta South Residential Growth Area to which the North West and South Growth Area Structure Plans and Development Contribution Plans, (September and October 2018) apply.

Wangaratta is one of three regional cities within the Hume region. Wangaratta provides a range of regional housing, employment, commercial, recreational, educational and healthcare services. The Wangaratta Residential Growth Areas respond to residential growth anticipated over the next 20 years, specific to greenfield development.

- The Wangaratta North West and Wangaratta South Growth Areas are the primary growth areas for Wangaratta.
- The North West Growth Area, covers an area of approximately 215 hectares and is expected to at capacity, result in a lot yield of approximately 1670 lots, accommodating 5, 000 residents.
- The South Growth Area covers an area of 71.5 hectares and at capacity will result in a lot yield of 615, accommodating 1800 residents.
- Development in the Growth Areas will provide a wide range of housing types and densities in an urban structure, based on walkable neighbourhoods, public transport and mixed use neighbourhood activity centres.
- The Growth Areas will be developed as a sustainable community, setting new benchmarks in best practice urban development which contribute to achieving high quality residential environments.

This policy guides how proposals for the use and development of land will be considered, to create new well connected and serviced communities and fostering a positive sense of place.

Vision

The vision of the Wangaratta North West and Wangaratta South Growth Area Structure Plans is to establish a sustainable, well-connected, uniformly planned and well serviced neighbourhood that establishes a positive sense of place.

Objectives and Strategies

Five key elements provide the overarching objectives for Wangaratta's new residential growth areas.

Movement Network

Objective 1	To provide for interconnected, safe and legible road networks in new residential neighbourhoods.
Strategy 1.1	Facilitate grid based local road networks.
Strategy 1.2	Support the development of a flourishing natural landscape character.
Strategy 1.3	Protect existing native vegetation within the existing road reserves.
Strategy 1.4	Facilitate internal road connections between neighbourhoods and externally to surrounding neighbourhoods.
Strategy 1.5	Provide accessible public transport routes and linked pedestrian/cycle networks that encourage sustainable living patterns.

Open Space Biodiversity and Bushfire Management

Objective 2	To achieve interlinked open space networks within new residential growth areas.
Strategy 2.1	Protect existing natural features including native vegetation along the One Mile and Three Mile Creeks (as applicable).
Strategy 2.2	Require interlinked open space networks to physically connect to surrounding land uses
Strategy 2.3	Require interlinked open space networks to be developed to facilitate a range of key functions including the provision of drainage infrastructure, active and passive recreation, walking/cycling paths and the protection of native vegetation

Strategy 2.4	Facilitate high amenity settings for diverse housing outcomes including medium density housing
Strategy 2.5	Require that planning and landscaping of open spaces balances bushfire protection measures as relevant.

Activity Centres and Community Facilities

Objective 3	To create centralised activity and community centres
Strategy 3.1	Facilitate a local focus point for the community.
Strategy 3.2	Create opportunities to allow the co-location of community facilities.
Strategy 3.3	Create opportunities for shared use of facilities where possible.
Strategy 3.4	Create a street-based form and active street frontages.
Strategy 3.5	Create a town square.
Strategy 3.6	Require a context for medium density housing.

Neighbourhood and Density

Objective 4	To develop sustainable and activated neighbourhoods of varying densities to meet the needs of a dynamic population
Strategy 4.1	Create high quality residential environments.
Strategy 4.2	Support diversification of landscape, streetscape and built form character.
Strategy 4.3	Require and incorporate clearly defined sustainable design principles.
Strategy 4.4	Create an identifiable neighbourhood core (consisting of open space, activity centre and key natural features as relevant) to establish a sense of place.
Strategy 4.5	Facilitate opportunities for diverse housing outcomes, from smaller to larger lots, to achieve an average density of 10 lots per net developable hectare and meet the varying needs of the local population.

Utilities and Drainage

Objective 5	To facilitate the timely development of infrastructure to meet current and on-going requirements of the community
Strategy 5.1	Require an holistic and coordinated stormwater management system, incorporating best practice water sensitive urban design techniques and management.
Strategy 5.2	Protect and enhance key watercourse and drainage lines.
Strategy 5.3	Require innovative, sustainable and energy efficient approaches to the provision of services.
Strategy 5.4	Support the co-location and trenching of services
Strategy 5.5	Require equitably funded and efficiently delivered infrastructure
Strategy 5.6	Support best practice design and provision.

Implementation Strategies

Ensure that any proposed use or development within the Wangaratta North West and Wangaratta South Growth Areas is generally in accordance with the Development Plan Overlays, Schedules 8 and 9 and Development Contribution Plan Overlay, Schedules 1 and 2, the Wangaratta North West and Wangaratta South Growth Area Structure Plans and Development Contribution Plans.

Policy Reference

- *Wangaratta North West Growth Area Structure Plan, September 2018*
- *Wangaratta South Growth Area Structure Plan, September 2018*
- *Wangaratta North West Development Contribution Plan, October 2018*
- *Wangaratta South Development Contribution Plan, September 2018*

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North Wangaratta Industrial Area

Context and issues

- The land zoned industrial and public use in North Wangaratta has flexibility to respond to a range of future industrial uses, sizes and locational requirements, including opportunities for value adding industries.

WANGARATTA PLANNING SCHEME

- There are current limitations in the provision of reticulated water and electricity services with both services requiring upgrading.
- There is potential to rezone land located north of Detour Road and adjoining the North Wangaratta Industrial Area for industrial purposes. This land is currently zoned Public Use Zone and Council has recently acquired it.
- Land use and development guidance is required in the North Wangaratta industrial area to protect the economic potential and performance of industry in the municipality.

Objectives and strategies

Objective 1 To achieve the economic potential and performance of industrial land and public use zone land in North Wangaratta industrial area and surrounds.

Strategy 1.1 Facilitate development of a range of medium to large industrial uses.

Strategy 1.2 Upgrade reticulated water and electricity services.

Strategy 1.3 Protect the North Wangaratta industrial area from encroachment by sensitive uses.

Strategy 1.4 Avoid development that may prejudice the availability of land for future industrial requirements or the operation of land for industrial purposes.

Strategy 1.5 Avoid non-industrial land use and development in the North Wangaratta industrial area.

Implementation

Further strategic work

- Rezone Council owned land designated as Public Use Zone 1 land for Industrial use within the North Wangaratta Industrial Estate.