

21.06 BUILT ENVIRONMENT

08/08/2013
C152

Key Issues

21.06-1 Heritage

22/03/2012
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Heritage buildings and places provide an historical snapshot of the development within the municipality and should be protected for future generations. New development within heritage areas must be carefully managed to ensure the conservation and protection of heritage buildings and places.

The introduction of heritage overlays to protect these heritage assets is a recent initiative within Brimbank. The community need to understand and appreciate the value of Brimbank's historical places. To achieve this, the Council needs to promote and educate the community about the value of its heritage places.

Objective 1

To conserve and enhance historic buildings, features and precincts that contribute to the community's understanding of the development within the municipality.

Strategies

- 1.1 Identify and protect heritage places and objects of natural, aboriginal and cultural significance.
- 1.2 Encourage the retention and restoration of heritage places.

Objective 2

To ensure alterations and additions to heritage buildings and places do not negatively impact on the heritage quality of the building or place.

Strategies

- 2.1 Ensure alterations and additions to heritage buildings and places maintain the building's architectural integrity and character.
- 2.2 New buildings and works should be unobtrusive.
- 2.3 Ensure that heritage applications are considered in accordance with the Brimbank Heritage Policy at Clause 22.01.

Objective 3

To ensure new development is sympathetic to the character of the surrounding buildings and places.

Strategies

- 3.1 Development of buildings in heritage precincts should respect the character and significance of these places.
- 3.2 Avoid reproduction or 'mock' heritage design for new buildings and works.

21.06-2 Signage22/03/2012
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Business and commercial uses require the promotion and identification of their businesses. The design and siting of this signage needs to be managed to ensure that the advertising is effective, clear and of high visual quality while protecting the amenity of the surrounding area.

Excessive and inappropriate advertising signage has been erected along freeways, roads and major entrances throughout the municipality. Well designed signage in these locations will result in a consistent signage theme and positively contribute to the improved appearance of the site and surrounds.

Objective 1

To ensure that the form and location of signs respect the character of buildings to which they are attached and the streetscape in which they are located.

Strategy

1.1 Signage should be located to have regard to the building design, scale and presentation and to the surrounding area.

Objective 2

To maximise the effectiveness of advertising signs to prevent or reduce signage clutter.

Strategies

2.1 Signs should be located within the land to which they relate.

2.2 The display and location of signage is to be innovative and creative to positively contribute to the appearance of the area and enhance and add interest to the locality.

Policy Guidance (exercise of discretion)

It is policy that, as appropriate:

In residential areas:

- Encourage small business identification signage for home occupation uses.
- Encourage the illumination of signage by spotlight to limit light spillage onto adjoining sites.
- Encourage signage to be fixed onto buildings, other than heritage buildings.
- Discourage pole and V board signage.
- For non residential uses in residential areas, ensure that business identification signage avoids visual clutter and minimises light spillage into adjoining residential areas.

In industrial areas:

- Signage should not dominate building facades, walls, parapets or landscaped surroundings or obscure windows.
- Internally illuminated signage should be limited in size, number and scale and be of appropriate design.
- Multiple occupancies on industrial sites are encouraged to use business directory signage.

- Promotional signage will only be considered where the signage is:
 - set back from the street;
 - located within the setback area;
 - designed in a creative manner;
 - limited to one per frontage/site; and
 - has minimal impact on the amenity of the surrounding area.
- Bunting, reflective, flashing, animated, sky and A-frame signage are discouraged.

In commercial areas:

- Signs should not protrude over building lines or above the rooflines of buildings. Where signs are to be located above the roofline, they should provide an architectural interesting skyline that does not dominate the overall setting.
- Signage should not dominate building facades and should be limited on upper levels.
- Promotional and pole signage will only be considered where the sign is:
 - set back from the street;
 - located within the setback area;
 - designed in a creative manner;
 - limited to one per frontage/site; and
 - has minimal impact on the amenity of the surrounding area.
- Multiple occupancies in business/retail areas are encouraged to share signage space.
- Signage facing residential areas should be respectful to the residential character.

On or adjacent to major arterial roads, freeways and gateways:

- Promotional signage will be discouraged.
- Signage should not detract from the gateways and major entrances to the municipality.
- Signage should not contain any flashing or intermittent lighting.
- Signage should include architecturally designed and innovative supporting structures.
- Signage on building walls that have an interface with a freeway or major arterial road should:
 - be limited to identifying only the business on site;
 - be limited to a maximum one third of the top of the wall;
 - be encased in a frame;
 - be unobtrusive; and
 - be encouraged to use a palette of colours that complement the surrounding landscape of the area.
- Encourage the location of signage where it can be demonstrated that the signs have been sited to:
 - reduce clutter when viewed along the road corridor;
 - not adversely impact on the visual amenity of surrounding residential areas; and
 - not create road safety hazards.

In areas of environmental and natural significance:

- Signage on buildings or free standing signage facing areas of public open space and waterways are to be appropriate to the scale of the building and surrounds;
- Signage should be finished in muted tones and colours; and
- Discourage signage associated with sponsorship of sporting clubs.

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The Maribyrnong River forms the eastern boundary of the municipality. The river flows through a deep valley surrounded by escarpments. The preferred character of the Maribyrnong River as identified by the *Maribyrnong River Valley Design Guidelines, April 2010* is to provide a continuous network of open space that maintains the landscape character that supports indigenous vegetation and flora.

The Kororoit Creek is a major asset within the municipality and provides habitat for endangered species such as the Growling Grass Frog and the Striped Legless Lizard. The *Kororoit Creek Regional Strategy Plan 2005-2010* provides guidelines to ensure that the effects of land use and development has a minimal impact on the waterway environment.

Managing the visibility of buildings, particularly height and building materials, along and adjacent to the escarpments and ridgelines is a critical factor in achieving and maintaining the preferred character of the Maribyrnong River valley and the Kororoit Creek waterway.

Objective 1

To ensure that any new development on the ridgelines or adjacent to the escarpments provides a positive interface with the waterways.

Strategies

- 1.1 The Maribyrnong River and Kororoit Creek corridors should not be impacted by buildings and works to ensure the natural ridgelines and views along the waterways are retained.
- 1.2 New buildings and works should be adequately set back from the edge of escarpment and ridgelines and should incorporate sensitive design, muted building materials and landscape elements.
- 1.3 New buildings and works should protect the landscape qualities of the area and provide for habitat and open space corridors.
- 1.4 New buildings and works should maintain the valley's natural land form to protect escarpment and ridgeline vegetation and prevent soil erosion.
- 1.5 Buildings should relate to the topography of the site.

Objective 2

To ensure the use of building materials and the siting and height of new buildings respect the preferred character of the river valley and surrounding natural environment.

Strategies

- 2.1 New development should be set back from the escarpments and ridgelines and screened by topography and/or landscaping to reduce its visibility.
- 2.2 The siting and design of buildings should preserve the existing natural landscape views from the river.

- 2.3 New development should utilise a colour and external finishes scheme that complements the adjoining natural environment.
- 2.4 Built form that dominates escarpments and ridgelines is discouraged.
- 2.5 Fencing abutting the escarpments and ridgelines should be visually transparent.
- 2.6 New development along the escarpments and ridgelines should incorporate water sensitive urban design.
- 2.7 Landscaping on the ridgeline should incorporate indigenous trees and plants that reflect the adjoining natural setting.

Policy Guidance (exercise of discretion)

It is policy that, as appropriate:

- Development on the escarpment and ridgelines should provide deeper setbacks to allow for increased landscaping.
- Development or subdivision on the escarpment and ridgelines should be designed to front onto the open space along the riparian corridor.
- Areas of hard paving adjacent to the escarpment and ridgelines should be avoided.
- New development should incorporate design that responds to the natural topography and minimise cut and fill.
- Building mass should be positioned away from any boundary abutting an escarpment or ridgeline.
- Development should not impact on Melbourne Airport's Prescribed Airspace.

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Landscaping

Landscaping is an important component that helps to define the character and appearance of the municipality and improve the appearance of properties, streets and districts.

Landscaping can also play an important role in making outdoor spaces useful, enjoyable and attractive, contributing positively to the amenity, safety and comfort of the places we live, work and play in.

Landscaping has an important environmental role to play in reducing the impacts of urban development on the local ecosystem.

Objective 1

To ensure landscaping within new developments respects the natural environment and landscape character of the surrounding area.

Strategies

- 1.1 Landscaping should incorporate indigenous, drought tolerant species contained within the *Brimbank Landscape Guidelines, July 2001*.
- 1.2 Landscaping should be designed to complement the landscape treatments of adjoining public realm areas.
- 1.3 Permeable hard surfaces are encouraged.
- 1.4 Landscaping should be integrated into a development to improve the appearance of the built form and contribute positively to the development.
- 1.5 Landscaping should not include environmental weeds.

- 1.6 Landscaping within the Melbourne Airport Environs Overlay Schedule 1 and Schedule 2 areas should not be bird attracting and comply with the Melbourne Airport Urban Landscape Plantings Guide.

Objective 2

To ensure landscaping along active interfaces incorporates crime prevention measures.

Strategies

- 2.1 Encourage pedestrian-scale lighting along pathways.
- 2.2 Encourage low-level fencing or vegetation around areas of private ownership.
- 2.3 Encourage low-level planting adjacent to windows, fencing and pathways to define private and public land.

Policy Guidance (criteria for the exercise of discretion)

It is policy that, as appropriate:

- Landscaping should clearly guide pedestrians along defined pathways.
- Landscaping design should not create concealment or entrapment areas.
- Landscaping should incorporate low or transparent fencing to increase visibility through sites.
- Landscaping should ensure clear site lines throughout landscaped areas.

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Implementation

Zones and Overlays

- Apply the Heritage Overlay to protect places of heritage significance.
- Apply the Rural Conservation Zone to sensitive escarpment and ridgelines and riparian areas.
- Apply the Public Conservation and Resource Zone to areas of environmental and habitat significance in public ownership.

Further Strategic Work

- Develop a Heritage Strategy.
- Conduct a Heritage 'Gap' study to identify further buildings and areas of heritage importance.
- Develop Environmental Sustainable Design Guidelines.
- Apply Environmental Significance Overlays along the Maribyrnong River and Kororoit Creek to protect habitat corridors, views and vegetation.

Reference Documents

Maribyrnong River Valley Vision and Design Guidelines, April 2010.

Kororoit Creek Regional Strategy Plan 2005 – 2010.

Brimbank Landscape Guidelines, July 2001.

Melbourne Airport Master Plan, Australia Pacific Airports (Melbourne) Pty. Ltd., 2008.

