

04/04/2014
C86**SCHEDULE 10 TO THE DESIGN AND DEVELOPMENT OVERLAY**

Shown on the planning scheme map as **DDO10**.

OGILVIE AVENUE COMMERCIAL PRECINCT ECHUCA**1.0**04/04/2014
C86**Design objectives**

To ensure that development is in keeping with and contributes to high quality and innovative architectural standards of commercial development as set out in the Municipal Strategic Statement.

To encourage architectural outcomes that make a positive contribution to the overall appearance of the precinct.

To ensure that key corner sites in the precinct are developed with high quality built form that reflects the visual prominence of the sites and sets the standard for development in the surrounding area.

To ensure consistent front and side setbacks across the precinct.

To ensure that new buildings interact visually and physically with the street.

To encourage landscape treatments that soften the appearance of large commercial buildings and that are consistent throughout the precinct.

To ensure that car parking and vehicle accessways do not dominate the front setbacks of new buildings.

To ensure that signage and colour schemes do not detract from or dominate the streetscape.

To ensure that the design and location of fencing, service areas and storage areas do not detract from the appearance of sites or the streetscape.

To encourage environmentally sustainable designs that incorporate solar orientation, natural ventilation and the efficient use of energy and water.

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C86**Buildings and works**

All buildings and works should comply with the following requirements:

Building setbacks*Front setbacks*

- Buildings should be setback a maximum of 10 metres from the front boundary.
- Front setbacks should be derived from the front setbacks of the buildings on adjacent sites unless the front setbacks of these buildings are greater than 10 metres.
- Front setbacks should include a landscaped area unless buildings are constructed to the front boundary. Front setbacks should not be used for outdoor display or storage purposes.

Side and rear setbacks

- Side and rear setbacks should be at least 2 metres if buildings are not constructed to the boundary.

Relationship with street

- The main entrance of new buildings should be located within the front third of the building.
- New buildings should provide an active frontage that allows visual interaction with the street for at least 60% of the area of the front facade. Freestanding buildings should provide an additional frontage that is active for at least 30% of its area.
- Buildings on corner sites should incorporate substantial active frontages on both street elevations.

Scale and massing

- Developments at 'landmark sites' should contain building forms or other treatments that define the corner and demonstrate a high degree of compliance with the requirements of this schedule. Landmark sites are:
 - North east corner of Ogilvie Avenue and Sutton Street
 - North west corner of Ogilvie Avenue and Bowen Street
 - North east corner of Ogilvie Avenue and Sturt Street
 - South east corner of Ogilvie Avenue and Old Aerodrome Road
- Any office/reception/sales components of large manufacturing or storage buildings should be lower in height than that the remainder of the building.

Architectural features, materials, colours and finishes

- Main buildings should not be constructed entirely or substantially of colourbond.
- Tilt slab concrete on elevations that front streets should be painted, rendered, patterned, or otherwise treated to provide visual interest.
- Buildings should not be painted in bright or extravagant colour schemes or be substantially painted in corporate colours.

Energy efficiency

- Buildings should incorporate louvres, eaves or other design elements to shade large windows that face east, west and north.
- Buildings should be designed to allow for natural ventilation.

Parking and access

- The majority of car parking should be located at the side or rear of new buildings.
- Driveways and car parking areas used by customers and visitors should be constructed of an impervious all-weather seal coat such as concrete or bitumen.
- Well defined pedestrian access should be provided between entrances, car parking and street footpaths.

Fences

- All front and internal fences, including security fences, should be located behind the building line.

- Front fencing should be transparent, should not be constructed of brick or masonry and should be not more than 1.8 metres in height.
- Side fencing between the frontage and building should be consistent in style and form with any front fencing.
- Chain wire or mesh/cyclone security fencing should not be used. If it is proposed, it should be black in colour and should not contain barbed or razor wire unless the applicant can demonstrate that its visibility from the street will be minimal.

Service areas and plant

- All loading/unloading facilities, storage areas and rubbish enclosures should be located at the side or rear of the main building and screened to minimise visibility from the public realm.
- Plant, equipment, vents and any other mechanical equipment should be screened from view by parapet walls or screens or incorporated into the roof design so as to avoid visibility from the street, surrounding properties and buildings.

Lighting

- Lighting should be sited or baffled so as to prevent spillage onto adjacent properties or roads.

Landscaping

- A minimum of 15% of the area of the lot should be landscaped with a variety of shrubs suitable for the conditions of the site.
- Landscaping should include at least two significant trees (mature height 10 metres). The trees should be located to provide shade and should be located centrally within larger car parks.

Exemption from notice and review

An application under this overlay is exempt from the notice requirements of Section 52(1)(a), (b) and (d), the decision requirements of Section 64(1), (2) and (3) and the review rights of Section 82(1) of the Act. This exemption does not apply to advertising signs located within 60 meters of a freeway or arterial road declared under the Road Management Act 2004 from notice to the Roads Corporation only.

Application requirements

An application should be accompanied by a report that demonstrates how the application satisfactorily responds to the objectives and requirements of this schedule.

3.0

Advertising signs

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- Signage should be proportionate in scale to the building and should not protrude above the parapet or roof line.
- Signage should not be located on poles, fences or other structures unless the signage is used to identify multiple businesses.
- Developments that contain a number of businesses should consolidate signage into a single directory board.

- Signage should not include V-board signs or include moveable advertising elements such as banners, flags and inflatable or animated objects.
- Signage should not be located in windows that contribute to active building frontages.

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Decision guidelines

Before deciding on an application, the responsible authority should consider, as appropriate:

- Whether the design, form and layout of the development enhances the streetscape and visual quality of the surrounding area.
- The architectural quality of the building design.
- The effect of the development on the amenity of abutting buildings.
- Whether the proposed landscape treatment contributes to the character of the precinct.
- Whether pedestrian and vehicle access is safe, manageable and convenient.
- Whether all areas of the site can be appropriately accessed and maintained.
- Whether the proposed building and works implement sustainable development principles.
- The shape, size and orientation of the site, easements and any constraints imposed by existing development or the features of the site.

Reference documents

- Echuca South East Industrial and Commercial Growth Corridor Land Strategy, 2011