

22.03 PAYNESVILLE TOWN CENTRE01/06/2017
C133

This policy applies to the Paynesville Town Centre, being the area generally bounded by Langford Parade and Victoria Street to the west and north, the foreshore to Newlands Backwater to the south and to McMillan Strait to the east, in the Commercial 1 Zone and Public Park and Recreation Zone (see Map 1 below).

Policy basis

This policy is consistent with objectives and strategies expressed at Clause 21.12-2 of the Municipal Strategic Statement.

The Paynesville Town Centre is the focus of a village like coastal settlement. Paynesville is unique in that the town's maritime heritage has been preserved not just as a remnant in the urban fabric but as a fundamental component of the local economy. The foreshore location on the Gippsland Lakes and the evolution of an interaction with the water is also unique creating a connection with world class environmental areas for people who live and work in Paynesville as well as visitors who are attracted to the water and associated water based activities. Paynesville is also uniquely placed to accommodate growth in the municipality. There are tourism and growth pressures to be balanced against the need to protect and enhance natural values and minimise risk to natural hazards. There is a strong community based imperative to maintain the human scale and village feel and character, particularly in the town centre and its relationships to surrounding interdependent land uses.

Key issues with development are:

- The Town Centre needs to be integrated with other key land use areas including the foreshore and Slip Road maritime precincts.
- There is a need for consolidation and expansion of diverse retail, commercial and community activities in the town centre for Paynesville to provide for visitors, the local community and as a provider in the local settlement network throughout the year.
- The urban fabric, built form and public spaces need to continue to be conducive to naturally occurring activities that bring the place to life and engender the sense of a friendly and inclusive community
- The landscape setting and natural environment are fundamental to the local distinctiveness of Paynesville.
- Protecting the water quality of the Gippsland Lakes and dependent natural systems requires a higher order of sensitivity to the impacts of development.

Objectives

Facilitate integration and linkages between activity spaces within the town centre as well as with adjacent precincts including the foreshore, the active waterfront and the Slip Road Maritime precinct.

Enhance and create public spaces that are conducive to community interaction.

Encourage architectural and design features that reflect the importance of the maritime character and the authentic local distinctiveness of Paynesville.

Recognise the significance of the town centre's environmental setting including the geography, topography, the at the gateway to the Gippsland Lakes., the biophysical attributes of the Lakes and the RAMSAR significance of the environment.

Encourage a mix of accessible land use activities.

Facilitate the active waterfront as a place where boats and boating visitors use and interact with the facilities and services of the town centre, including community based activities and spaces.

Policy

It is policy that:

- The Town Centre is recognised as integral to other activity areas, precincts and biophysical environment.
- The built form respects the village like feel and scale of the Paynesville Town Centre.
- A village like feel and scale is maintained by a focus on pedestrian interaction with the urban environment and adjacent precincts and activity areas.
- A pedestrian focus drives usability, access and safety.
- Tourism opportunities are developed to embrace the world class nature based and eco tourism experiences at this gateway to the Gippsland Lakes.

Decision guidelines

In evaluating applications for use and development, including subdivision, in this policy precinct, the responsible authority will consider the following decision guidelines:

- Non vehicular pedestrian and bicycle trails link activity spaces and precincts.
- Non vehicular pedestrian and bicycle trails are landscaped, have appropriate seating and recreation facilities and are landscaped to incorporate appropriate safety and security features.
- Visual bulk is appropriate for the village like scale. Ensure that buildings do not overshadow the foreshore or other public areas. Building height may be two storeys with the opportunity to add a third storey at the rear of key landmark sites.
- Unobstructed views of the water are protected.
- The liveability of public spaces associated with the build environment, including protection from coastal winds, rain and the provision of shade, is incorporated into building design.
- A maritime theme is the signature of the built environment through bulk, form, colours and architectural details in accordance with the Paynesville Town Centre Design Guidelines.
- Place making is developed through a contribution to coordinated and themed public art, street furniture, information signage, directional signage and the like that enhances the Paynesville signature.
- Individual building design is consistent with the character of the town centre.
- Parking with shade trees is provided at the rear of buildings. in the town centre

Policy references

Paynesville Place Essence and Visioning Report, February 2009

Paynesville Town Centre Structure Plan, September 2009

Paynesville Town Centre Design Guidelines, September 2009

