

22.02 URBAN DEVELOPMENT AND CENTRAL ACTIVITIES AREA24/07/2014
C50**22.02-1 WANGARATTA CENTRAL ACTIVITIES AREA URBAN DESIGN FRAMEWORK, APEX PARK, THE FAITHFULL STREET PRECINCT**21/09/2006
C26(Part 1)

This policy applies to all land in the Wangaratta Central Activities Area (as identified in the Municipal Strategic Statement), to Apex Park, and to Faithfull Street in between Ovens Street and Murphy Street on the north-eastern side.

Policy Basis

The *Wangaratta Urban Design Framework 2002* provides a comprehensive assessment of issues facing the Wangaratta Central Activities Area (CAA) in response to projected economic and demographic changes, including an ageing population and an increase in tourism. The *Ovens River/Faithfull Street Masterplan 2001* and the *Ovens River/Faithfull Street Structure Plan 2001* also propose the redevelopment of a series of properties in Faithful Street.

The purpose of this policy is to implement the Wangaratta Urban Design Framework and the *Ovens River/Faithfull Street Masterplan and Structure Plan* by protecting and enhancing the cultural, heritage and tourism values of Wangaratta, and to ensure that both commercial and residential development, as well as a range of public investment proposals, occurs in an orderly manner.

This will be achieved by providing guidance in relation to the preferred location of new uses, the physical form of development, car parking and vehicle circulation in the assessment of applications, and by coordinating development between the public and private domains.

Specifically, this policy:

- Prepares a strategic framework for the CAA, Apex Park and Faithfull Street aimed at building upon its activities and potential.
- Identifies precinct development opportunities with an emphasis on delivering an integrated and sustainable urban environment outcome.
- Uses a 'triple bottom line' benchmark of 'environmental', 'economic' and 'social' values to deliver a fully integrated town centre offering both 'live', 'work' and 'play' opportunities.
- Emphasises the creation of new opportunities for tourism-related development by supporting the objectives of the Legends, Wine and High Country Regional Tourism Plan to capitalise on new infrastructure development, develop new commercial visitor products, and build on the 'fine wine and food' image.
- Provides design guidance for new development and/or the redevelopment of land by identifying gaps in the urban fabric, and recommends redevelopment scenarios via planning scheme recommendations, as required.
- Integrates planning scheme zones and overlays that support development initiatives.

Objectives***Land use:***

- Encourage a broad range of residential, retail, office, accommodation, entertainment and recreation uses, where relevant.
- Encourage the redevelopment of land with alternative land uses by specifying preferred uses for particular sites and locations.

Tourism and economic development:

- Facilitate projects targeted towards providing an improved visitor experience.
- Provide tourism experiences through increased access to parkland and the Ovens River and King River reserve areas and foreshores.
- Provide opportunities for investment, employment and economic development.

Integration between land uses:

- Integrate development with planned improvements in the public domain including enhanced pedestrian/bicycle routes, streetscapes and an active river frontage.
- Ensure the interface between commercial and residential, or other sensitive land uses, is considered and that new development provides high levels of amenity for residents, users and occupants of new or redeveloped buildings.

Design and built form:

- Capitalise on views across the Ovens River, King River, parklands and public spaces.
- Encourage activated edges to buildings that are situated along open space areas, public squares and pedestrian linkages.
- Ensure buildings are constructed to a high standard with a strong emphasis on environmental sustainability and sensitivity and access, including access for people with disabilities.
- Ensure buildings and open space areas are designed to enable solar access.
- Ensure development contributes to activity, vitality and a relaxed and comfortable year round atmosphere.

Policy

Exercising discretion:

It is policy to:

Land use:

- Locate new uses in respect of the CAA in accordance with the activity precincts shown in the following Table:

Precinct	Location	Preferred land use
1 – Civic	Northern side of Ford Street	Retail – key anchor, large chain department store/supermarket
	South-eastern corner of Ford Street and Docker Street	Performing arts centre (redeveloped town hall)
2 – Railway & TAFE	Railway Reserve at Docker Street	New or relocated railway station
3 – New Use	Western side of Mackay Street	Aged care accommodation
	Proposed east-west road between Norton Street and Ovens Street	Mixed use development to corner sites Residential (terrace style housing)
4 – King George V Gardens and Sydney Beach	Eastern end, northern side of Templeton Street	Tourism accommodation
	Northern side of Templeton Street	Residential (apartments)

Precinct	Location	Preferred land use
5 – Northern Gateway, Faithfull Street and Apex Park	Refer to the <i>Ovens River/Faithfull Street Masterplan 2001 and the Ovens River/Faithfull Street Structure Plan 2001</i>	
5 – Victoria Parade	South-eastern corner of Ovens Street and Faithfull Street	Mixed use
	South-western corner of Faithfull Street and Victoria Parade	Mixed use
	North-western side of Victoria Parade	Residential (medium density) and Mixed use
6 – Chisholm Street	South-western corner of Faithfull Street and Chisholm Street	Mixed use
	North-western side of Chisholm Street, both sides of Reid Street intersection	Mixed use (retail below, accommodation above)
	South-eastern side of Chisholm Street, central sites	Residential
7 – Southern Gateway & Merriwa Park	Southern side of Ely Street	Residential (apartments) and Tourism accommodation
	North-eastern corner of Merriwa Park	Information building (icon)
No Precinct Specified	Bounded by Norton Street, Green Street and the Railway line	Residential (medium density)

- Consider the *Ovens River/Faithfull Street Masterplan 2001 and the Ovens River/Faithfull Street Structure Plan 2001* where applicable.

Development in all precincts:

- Encourage development that compliments and contributes to a safe, pedestrian scale environment.
- Encourage development that adds to the artistic, cultural and recreational opportunities.
- Ensure that development maintains or enhances permeability and connectivity for pedestrians, cyclist and motorists, including the retention and enhancement of a network of laneways.
- Seek permission to use land for pedestrian/cyclist linkages through a permit condition or license agreement as a first option.
- Ensure that buildings and their immediate surrounds provide an attractive, landscaped (where appropriate) and accessible interface between the site and the public domain, including vehicular and pedestrian ways.
- Ensure the interface between commercial and residential, or other sensitive land uses, is considered, and new development provides high levels of amenity for residents, users and occupants of new buildings.
- Encourage activated edges to buildings that are situated along open space areas, public squares and pedestrian linkages.
- Ensure that buildings are constructed to a high standard, with a strong emphasis on environmental sustainability and sensitivity and access, including access for people with disabilities.
- Provide solar access to buildings and open spaces.

Development in Precinct 1 – Historic Precinct:

- Disallow new buildings, including replacement buildings, that block views of the church located on the south-western corner of Ford Street and Ryley Street, from Ryley Street.
- Encourage improved visual quality and accessibility to key buildings within the precinct.

Development in Precinct 3 – New Use Precinct:

- Ensure that development supports the creation of a new street oriented east-west between MacKay Street and Ovens Street to support residential and mixed-use development.

Decision guidelines

It is policy that Council consider, as appropriate, the contribution that proposals make towards meeting the objectives and recommendations of the:

- *Master Plan and Structure Plan for the Ovens River/Faithfull Street Precinct 2001.*
- *Wangaratta Urban Design Framework 2002.*

Policy References

- *Master Plan and Structure Plan for the Ovens River/Faithfull Street Precinct, MacroPlan Cox, 2001.*
- *Legends Wine and High Country Tourism Plan 1997.*
- *Wangaratta Urban Design Framework, Cox Sanderson Ness Architects, MacroPlan, EnviroPlan and Wilde & Woollard, 2000.*

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South Wangaratta Urban Renewal Area

This policy applies to land in South Wangaratta area, east of Tone Road, south of Handley Street and west of Greta Road, to which the *South Wangaratta Urban Renewal Strategy, 2012* applies.

Policy Basis

Renewal of the South Wangaratta area is being undertaken to create a mixture of uses in the area in accordance with the *South Wangaratta Urban Renewal Strategy, 2012*. This renewal will include redevelopment of key opportunity sites for bulky goods sales, recreation, civic and alternative accommodation purposes.

This policy provides an assessment tool to guide how proposals for the use and development of land will be considered. This process will include the use and development planning process for selected key sites.

Objectives

- Create consistent, quality urban renewal and design outcomes for key development opportunity sites in South Wangaratta.
- Facilitate economic development, enhancement of recreation spaces and provision of an expanded range of civic uses in the South Wangaratta area.
- Outline guidance for the future use, development and design of land through the use of a development planning process for selected key sites.

Policy

It is policy to:

General:

- Support reinvigoration of the South Wangaratta area via redevelopment and enhancement of key sites including:
 - Existing bulky goods site and proposed expansion area located on Tone Road;
 - Avian Park Sport and Recreation Hub (existing Trotting Track);
 - Vincent Green (former landfill site); and
 - Civic Precinct (former Ovens College Campus).

71 – 81 Newman Street, 2 & 4 Connell Street and the existing bulky goods site at 95 – 103 Tone Road, South Wangaratta:

- Facilitate a dedicated bulky goods retailing precinct (Wangaratta Homemaker Centre).
- Ensure that development in the bulky goods retailing precinct:
 - Provides active showroom frontage to Newman Street;
 - Provides convenient and safe vehicular access and car parking for customers, employees and service vehicles;
 - Provides 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.
 - Provides convenient and safe bicycle access and parking for customers and employees;
 - Provides easily identifiable pedestrian entry points to buildings that are safely accessible from car parking and bicycle parking areas;
 - Provides a high level of amenity for users;
 - Provides appropriate on-site facilities including ancillary food and drink premises, visitor and staff bathrooms.
 - Delivers a high quality built form with a variety of design features, materials and colours to soften the presentation, proportions, scale and bulk of buildings.
 - Provides high quality landscaping, including landscaped walkways to retail areas and landscape swales and shade trees between parking rows;
 - Provides appropriate landscaped buffers on site boundaries.
 - Incorporates an appropriate level of advertising signage that does not dominate the landscape, impact on road safety or on the amenity of nearby properties.

Avian Park Sport and Recreation Hub, south of Newman Street and west of Hay Avenue, South Wangaratta:

- Create a sport and recreation hub that reinvigorates the existing harness racing facilities, by accommodating a wider range of sport and recreation facilities and community uses.
- Encourage development of infrastructure to enhance community participation in sport and to promote Wangaratta as a regional sporting destination.
- Prepare a development plan (to be prepared by Council or others) prior to redevelopment of the Avian Park Sport and Recreation Hub.
- Consult extensively with the community during preparation of the Development Plan.

Vincent Green, 86 Vincent Road, South Wangaratta:

- Assess potential site contamination prior to the development of the site due to its former use as landfill. If required undertake site remediation to enable development of the land as a public park that provides a safe, family based, landscaped setting servicing the informal recreational needs of the local neighbourhood.

Former Ovens College Campus, south of Handley Street, west of Greta Road and north of Vincent Street:

- Prepare a development plan for the Civic Precinct that provides for a high quality architecture and landscape design.
- Plan and develop a Civic Precinct to incorporate a range of civic/community and alternative accommodation options.