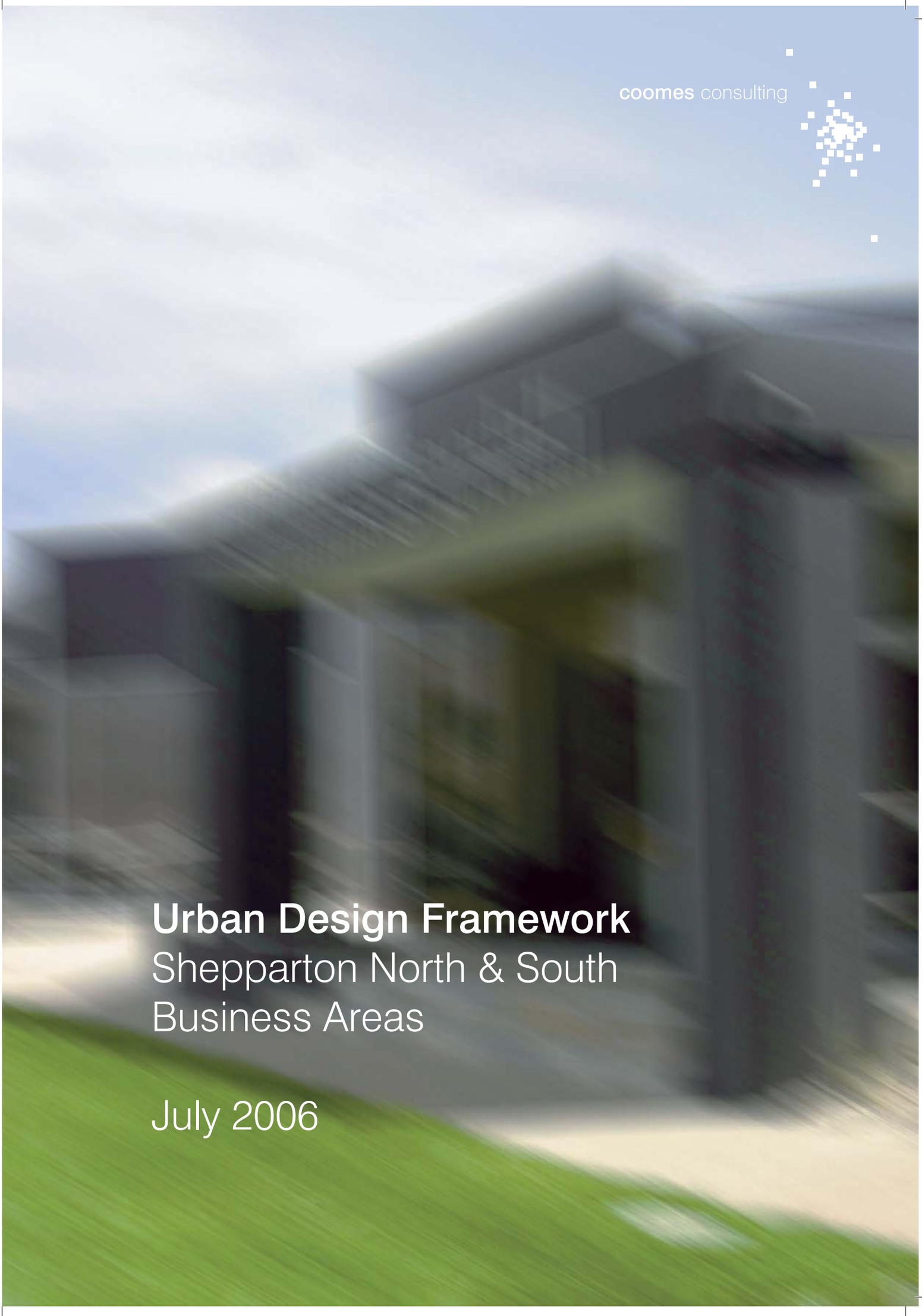

Urban Design Framework

Shepparton North & South Business Areas

July 2006

Contents

Acknowledgements and Recognition

The Shepparton North and South Business Areas Urban Design Framework has been prepared by Coomes Consulting Group for the City of Greater Shepparton.

The preparation of the Urban Design Frameworks was informed by community and stakeholder needs and concerns. The success and value of understanding these requirements was ensured by the participation of the local community, including:

- Councillors and Council Officers
- Local interest groups (property developers, builders, landscape architects, development professionals, architects, building designers and real estate agents)
- Local residents
- Vicroads

The Project Team

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1.0 Introduction

Shepparton is continually undergoing change as the result of population growth and new development opportunities. The Greater Shepparton City Council is responsible for managing this change across the city. In some instances, this will mean facilitating change to meet the expectations of the community, and in others, it will mean protecting neighbourhoods and precincts to maintain an existing character.

Over recent years, a number of new developments in the business zones along Wyndham Street/ Goulburn Valley Highway have attracted unfavourable comment due to their appearance, size, and relationship with the surrounding neighbourhood. Another feature of change is that business activities evolve, requiring different building styles for their operations. New commercial buildings are impacting on Shepparton's identity and local character, particularly along main arterial roads.

The existing Greater Shepparton Planning Scheme contains provision for controlling built form and permitted uses, but it is felt that additional guidelines should be put in place to provide direction about a vision for Shepparton and the desired future character.

The purpose of the project is to develop design guidelines that will provide a clear and consistent approach for future developments in the designated business areas along the Goulburn Valley Highway in Shepparton. These areas are;

- Wyndham Street from Balaclava Road to Knight Street.
- Welsford Street from Knight Street to Nixon Street.
- Sobraon Street from Welsford Street to Wyndham Street
- Wyndham Street from Sobraon Street to the railway line
- Wyndham Street from the railway line to the Broken River
- Wyndham Street from the Broken River to Raftery Road

These areas include Business 1, Business 4 and Business 5 planning zones.

They will enable the planning system to promote well-designed buildings that assist achieve the vision that has been set for Shepparton. The Urban Design Framework is also intended to direct developers and business to particular areas of the city where particular built forms are desired, rather than producing outcomes that are not consistent with community expectations.

The frameworks have been prepared in consultation with the local community to assist developers, designers, planners and residents apply good urban design principles to the future development of the business zones along Wyndham Street, Welsford Street and Sobraon Street.

The guidelines have been structured around a number of urban design principles;

- Building mass and height
- Setbacks
- Roof form
- Traffic requirements (access, parking)
- Landscape
- Signage
- Building character (facades, materials and colour)

Under each element there is a series of objectives and design suggestions that will enable good design responses to be prepared for submission to Council.

Designers will need to assess the specific objectives and design suggestions within the parameters of their particular sites and the objectives of the project.

1.1 Good design matters

The business areas should be vibrant and active focal points for Shepparton, and reflect the vitality and character of the community. New buildings should reinforce the aspirations of the community and contribute to the sense of the city's identity.
The value of good urban design should not be underestimated; it's about making places work for people. Often this is about managing how buildings, streets, front yards, parks and all other areas that make up the public realm relate to each other. Good urban design enhances both the appeal AND function of our towns and cities. It is an essential ingredient of town and city building. Well designed new development and public spaces really can improve quality of life for all. Every town and city should strive to be a beautiful, vibrant, safe, and inclusive place. But how do we achieve this? The first step is to create a shared vision for a place. The next step is to use good design strategies to realize this vision. Some of these strategies are listed below:

Creating places of character and identity

Cities need to be distinctive in character to allow people 'take ownership' of their community and have a sense of pride about where they live. Neighbourhoods should be made up of a rich mix of land uses. In most great neighbourhoods people can have a rich variety of urban experiences within a five minute walk, and in the best neighbourhoods, they can have all these experiences within walking distance of their home. To achieve this; a broad range of land uses need to be packed efficiently into a relatively small area.

Cities are for people. Good urban environments are designed on a human scale, and prioritise the pedestrian experience. They must always cater for cars, infrastructure and business – but put people first.

Creating safe and pleasant environments

- Safe places are not made with security systems and surveillance cameras. The best way to make a neighbourhood safe is busy and active streets. If you walk down a deserted street alone, or if there is one person or a group walking towards you, it can feel dangerous, but as soon as you see a third person you feel that you are safer. This strategy of creating active streets, and arranging buildings and houses so that they overlook the street, is called passive surveillance or 'eyes on the street', and is probably one of the most important ingredients of successful neighbourhoods.
- An environment should stimulate all the human senses. People feel most comfortable in a place that has been designed to look, sound, feel and smell good.
- How well public space works is largely determined by what surrounds it – a popular public square is usually surrounded and overlooked by active buildings and thoroughfares.
- Providing green/open space is integral to the success of an urban environment – however in order for it to be successful it must be well designed, and must consider both the local context and needs of the community.
- There is nothing attractive about car parks, and they can often be unsafe. The best developments integrate car parking into developments so they do not dominate the streetscape by locating car parking within, behind or under urban blocks.

Creating places which are easy to move around in

- Cities should be connected by a functional circulation network of streets and blocks. This system should be maintained and improved in ways that accommodate various modes of transportation balanced with needs for pedestrians.
- Car dominated neighbourhoods are rarely pleasant to live in or walk around; aim to strengthen pedestrian and cycling amenity – providing adequate alternatives to the car.
- Cities should be easy to understand, and convey a clear image. Locals and visitors should be able to have a clear mental map of the city which allows them to drive and walk around it with ease.

Creating high quality new developments

- New developments should respond to the local culture and image.
- New development should be designed to create attractive, comfortable and safe walking environments.
- New developments should be not only environmentally sustainable, but must also ensure that the development is socially and economically viable. This allows for a strong community to develop.
- New developments should be sensitive to the environment and the setting, be it natural or made by humans.
- Councils and regulators need to be tough on bad design, while working to enable developers to achieve good outcomes, and supporting those who are striving for best practice.

1.2 Glossary

Articulation
Building articulation is the treatment of a façade and its relation to the street, neighbouring allotments and open space. The façade of a building can be articulated using elements such as setbacks, balconies, verandas, fenestration, materials and colour.

Character
Sometimes known as 'sense of place', character distinguishes an area by a certain range of features. These include; topography, buildings, architecture, circulation networks, materials, textures, colours, land uses, parks, trees, gateways, landmarks, views, natural and cultural assets etc. Produced through time and diverse influences within a community, planning can provide for a positive or preferred community character and restricts those elements that are seen as detrimental.

Facade
An architectural term referring to the exterior front wall of a building.

Fenestration
This is the pattern and arrangement of doors and windows on a building.

Form
Built form is concerned with the three dimensional character of buildings, and includes mass, height, street scale, and urban density.

Frontage
This refers to the street alignment at the front of a lot. In the case of a lot that abuts more than one street, it is usually the shortest boundary that faces a street.

Gateways
These are used to signify the entrance to a city, a transition point between suburbs and/or a dominant element of orientation. Their form may include a structure or built element, a landscaped feature or an artistic form. Gateways help assist in defining places and passages of movement and contribute to defining local character.

Landscape and Front Gardens
Front Gardens are the landscaped space (typically planted) between the street boundary and the front walls of the building. Landscapes and Front Gardens influence local character as well as the character and appearance of the street.

Materials, Colours and Finishes
Materials are used to construct buildings or houses, for example timber or bricks, while colour and finishes (the surface texture) refer to the detail of this material.

Mass and Height
Both refer to the built form.

- Mass is the size and bulk of a building.
- Height is measured from ground level to the upper most point of the building and does not include any antennas, chimneys or flues. Height has implications for views, solar access, privacy and character, as well as topography.

Parking
Parking is the space which is provided to park vehicle/vehicles.

Natural Ground Level
This is the existing undisturbed ground level of the site. The natural ground level provides a reference for measuring the height of a building.

Public Landscape
Spaces that are intended for use by the public, and include buildings, streets, roads, footways, plazas, squares, parks, benches, reserves, waterways and shops.

Roof Form and Roofline
A roof is the external surface of the top of a building. The form is the shape of this surface, while the roofline is the silhouettes produced by this shape. Rooflines including their form, materials and type are typically visible from a distance and therefore, their appearance has impacts on a building's appearance and its integration within the local context, as well as on views beyond.

Side and Rear Setback
The minimum distance from a building to the lot boundary other than those edges that front a street. All structures including houses, decks, pergolas, porches, verandas and garages are not to occur within the specified setback distance. Side and rear setbacks affect the quality of space between buildings, visual privacy, acoustics, and solar access.

Signage
Signs are public display panels or boards to visually communicate information. They may be permanent such as a road sign or company name, or temporary like an advertising sandwich board.

Street setbacks
The minimum distance from a building wall to any boundary edge that fronts onto a street. It may be one edge or in the case of a corner block, two edges. All structures including houses, decks, pergolas, porches, verandas and garages are not to occur within the specified setback distance. Street setback influences street character through its effect on how private space relates to and addresses the street.

Street Wall Height and Upper Building Setback
Street Wall Height refers to the height of a wall that addresses adjoining streets. Upper Building Setback is the distance from the lot boundary to the facing walls of a building that is above one story.
Both Street Wall Height and Upper Building Setbacks influence street character through their effect on the visual enclosure of street spaces and on apparent scales from street level in relation to the building. They also affect the protection offered from the weather and access to light.

Structure
Urban structure covers the general features of a town that help to make it legible. These include gateways, landmarks, road layout and edges.

Views
Can be one of the following;

- a field of vision
- a scene
- a vista or view through a long narrow opening
- a way of showing or seeing something from a particular position or angle

Views provide a public amenity to residents and can have either a positive or negative effect on local character, depending on the particular 'view'. They are important to the issue of community safety through offering surveillance opportunities, yet unrestricted views may also impact upon privacy.

2.0
Contextual Analysis

An analysis of the study area was undertaken to gain an understanding of the existing character, the issues that have been raised and opportunities for future development. This analysis resulted in the identification of five distinct business precincts along Wyndham Street/ Goulburn Valley Highway. An assessment of the urban form the character, and the strengths and issues of these areas has shaped the vision for each of these precincts.

2.1 Balaclava Road to Knight Street

Existing Character: Urban Form

– The existing fine grained urban character of this area is defined by the residential houses that are found along Wyndham Street and the surrounding residential streets. Recent developments along Wyndham Street are of a larger building mass and do not respect the existing residential character.

– The Wyndham Street road reserve north of Balaclava Road is large with a diffused built edge. South of Balaclava Road, this road reserve narrows significantly with the adjoining buildings and their front gardens being more legible from the street. This narrowing of the road reserve creates a visual 'funnel effect' and is a distinct characteristic of this precinct.

Existing Character: Predominant Features, Values and Strengths

- This stretch of Wyndham Street from Balaclava Road to Knight Street has a strong residential character, displayed by its traditional residential built forms of 1 to 2 storeys, pitched roofs, verandas and front gardens.
- The Alexander Miller Homes are a landmark feature of this precinct, and reinforce the existing traditional residential character. The homes are also in the Heritage Overlay.
- The street edges are well defined by garden trees.
- Several examples of 'adaptive reuse' exist in this precinct, with residential dwellings converted to commercial use while maintaining their inherent residential character.
- A few contemporary commercial buildings of larger visual mass are becoming evident in the precinct. Some of these buildings respect the existing neighbourhood character in terms of built form, maintaining low 1-2 storey heights, using pitched roofs, and displaying a front landscape setting. However recent large developments do not respect the existing residential scale.

Issues and Threats

- Some of the newer commercial buildings along this street do not display a residential character. They are generally a basic shed structure of tilt slab construction with a simple façade attachment.
- Asphalt parking is increasingly dominating the street frontage, as gardens are being reduced or replaced to accommodate parking needs for commercial / business activities.
- Long narrow driveways to the rear of some sites create a 'gun barrel' corridor along some of the newer and larger developments. These also create problems with vehicle circulation along Wyndham Street, particularly when access to the site is blocked by a car exiting the 'gun barrel'.
- Wide asphalt aprons reduce the landscape strip along the footpath. Vehicular access to and from the site conflicts with pedestrian movement along the footpath.
- Signage along the front lot lines dominates the streetscape.


Commercial character


Large blank reflective facade


'Gun barrel' driveway


Blank facades

Contextual Influences

The strong characteristics and influences which define the vision and future character of the precinct include:

- The road reserve of Wyndham Street narrows significantly south of Balaclava Road to create a 'funnel effect'.
- This 'funnel effect' is indicative of an 'entry area' into Shepparton town centre.
- Densification of urban form occurs south of Balaclava Road.
- The built form is predominantly residential though the primary use is for commercial and business activities.
- There is a predominant front landscape setback to Wyndham Street.

Vision: 'Shepparton Town Entry – North'

Encourage a vibrant and active business centre with new commercial development that respects the scale and character of the surrounding residential area.

Developments must respond and contribute to the existing residential built form character.
It is important to direct future business development in this precinct towards a built form that reinforces the surrounding residential character; particularly building mass and height, and architectural style (pitched roof forms, façade articulation, entrances and front landscapes). This precinct is not considered as a 'business park', and so buildings should not be designed as if they should be located in one.

Developments must maintain a front landscape setting to contribute to the existing character.
A key feature of the precinct is the front gardens presented to Wyndham Street. New developments should maintain and reinforce this characteristic of a front landscape setting.

Reinforce the gateway role this precinct plays to the Shepparton central activities district.
In order to clearly define the northern 'entry' to the Shepparton town centre and to provide legibility, gateway style architecture at the intersections of Wyndham Street / Balaclava Road and Wyndham Street / Knight Street is encouraged. This vision also relates to naming this precinct 'Shepparton Town Entry – North'.

2.2 Knight Street to Nixon Street

Existing Character: Urban Form

– There is a marked change in the urban form along Welsford Street south of Knight Street in comparison with the low density residential urban form to the north. This urban form is characterised by considerably larger building mass with smaller street setbacks, and for the most part, they distinctly express commercial and civic business activities.

– A finer grained residential urban form adjoins the business zone on the west side of Welsford Street.

Existing Character: Predominant Features, Values and Strengths

- This precinct has one to two storey commercial and civic buildings on larger consolidated lots, generally in the Business 1 zone on the east side of Welsford Street. Lower scale residential dwellings on smaller lots exist in the Business 5 zone on the west side of Welsford Street.
- The built form is generally of larger visual bulk and is closer to the front lot line, providing a strong built street edge and a consistent 'street wall'.

Issues and Threats

Provisions for vehicle access and parking have created a number of issues. These include:

- Long narrow driveways down the side of buildings that create a 'gun barrel' effect and present conflicts between vehicles entering and existing the sites.
- Large front asphalt parking areas that detract from the streetscape.
- Conflicts with pedestrian movement along the footpath.
- The buildings lack a front landscape treatment.
- Roof top plant structures that dominate the skyline.
- The relationship between multi-storeyed commercial buildings and adjoining residential dwellings will need to be carefully considered to maintain appropriate amenity.
- The northern part of this precinct lies in the floodplain of the Goulburn River and is within the LSIO (Land Subject to Inundation Overlay). Due regard of relevant provisions must be considered for construction of new developments, particularly floor levels.

Large areas of asphalt

Roof top plant equipment

Contextual Influences

The strong characteristics and influences which define the vision and future character of the precinct include;

– This precinct displays a predominant character of denser urban form, with larger visual bulk and smaller street setbacks.

– The predominance of commercial and civic buildings lends a ‘town centre’ character to the precinct.

Vision: ‘Shepparton Civic – North’

Establish a ‘town centre’ character by encouraging increased density to take advantage of the close proximity to the central activities district and to the Civic Centre.

Encourage larger buildings with smaller street setbacks to create a denser urban form.
New buildings of larger visual mass, at least two storeys in height, and with small street setbacks should be encouraged to contribute to an increased urban density of this precinct.

Establish a ‘town centre’ character by encouraging commercial use and community services that reinforce and contribute to the existing civic character.
New buildings should reinforce the predominance of civic buildings offering civic use and community services, so as to impart a civic character to the precinct. This vision also relates to naming this precinct ‘Shepparton Civic – North’.

It is anticipated that in the coming years, market forces will lead to increasingly larger built form in this precinct to take advantage of the proximity to the town centre and the civic centre.

2.3 Sobroan Street to the Railway Line

Existing Character: Urban Form

- This precinct along Wyndham Street is unique in terms of being the only area along the Goulburn Valley Highway (GVH) corridor that has development on only one side of the road.
- Victoria Park Lake represents a significant gateway and is an important public open space for the city of Shepparton.
- The intersection of Wyndham Street and Sobraon Street is a significant decision point for a number of destinations.

Existing Character: Predominant Features, Values and Strengths

- There is a great potential and opportunity to take advantage of the lake amenities, open space and views offered to Victoria Park Lake.
- The street edge along the east side of Wyndham Street is well defined by garden trees and on the west side by specimen trees in Victoria Park.
- A consistent front landscape setting is presented to Wyndham Street.
- There are a number of large buildings in this precinct that exhibit a 'grand' style of architecture.
- This precinct is in close proximity to the town centre.

Issues and Threats

- There is a conspicuous absence of landmark built form defining the important decision point at the intersection of Wyndham Street and Sobraon Street.
- The traffic along the GVH dominates the precinct. Pedestrian access across the GVH is not easy.
- Overtly commercial architecture and signage will establish a character that is not in keeping with the landscape setting and general urban context.
- This precinct lies in the floodplain of the Goulburn River and is within the LSIO (Land Subject to Inundation Overlay). Due regard of relevant provisions must be considered for construction of new developments, particularly floor levels.

Inconsistent architectural style

Signage and extravagant colours

Contextual Influences

The strong characteristics and influences which define the vision and future character of the precinct include;

- This precinct is facing Victoria Park Lake which is a major landmark feature. New developments should respond to 'place' and take advantage of the scale presented by the open space and lake amenities.
- Development on only one side of the Goulburn Valley Highway.
- A 'grand' architectural style is expressed by some of the existing buildings.
- The front landscape setting of existing developments contributes positively to the streetscape.
- The significant intersection at the corner of Wyndham Street and Sobraon Street offers the opportunity and potential to increase city legibility.

Vision: 'Lakeside Precinct'

Encourage a prestigious Lakeside precinct that responds to the amenity of Victoria Park Lake.
Promote larger built forms with sufficient visual mass and presence to balance and complement the adjacent open space of Victoria Park Lake.

Ensure that developments do not compromise the lake amenity.
Large trees along the east side of Victoria Park Lake contribute significantly to the skyline viewed from the west side of the lake. New buildings along the GVH should not dominate this existing skyline.

Develop the Lakeside Precinct as a principal entry boulevard into Shepparton.
Utilise the value of Victoria Park Lake as a major landmark feature and important public open space of Shepparton to establish a prestige boulevard with complementary architecture.

Encourage prestigious or iconic architecture to convey a strong and unique identity for the Lakeside Precinct.
Provide grand building styles for new developments to reinforce the existing character, and to promote a unique identity for this precinct.

Promote mixed commercial-residential use that takes advantage of the lake amenity and proximity to the town centre.
Buildings with ground floor commercial use and residential use on upper floors would take advantage of the lake amenity while responding to proximity and walkability for residents to the town centre.

2.4 The Railway Line to Broken River

Existing Character – Urban Form

- This precinct is relatively well defined by two 'gateways'; the rail line and the Broken River. Each marks the passage into and out of the precinct.
- The general urban form of this area is characterised by fine grained residential development, though some discreet business zones along the highway reduce this impression.
- The road reserve is relatively wide with low scale buildings set back from the street edge.
- Street trees and front gardens dominate the streetscape, and reduce the visual impact of the built form.

Existing Character: Predominant Features, Values and Strengths

- The general residential character of this area with low scale dwellings and landscaped front gardens is the predominant feature.
- The overall landscape of the road reserve, particularly the southern section, is a significant feature of the precinct, and contributes to the integration of the built form with the streetscape environment.

Issues and Threats

- Like the Shepparton Town Entry – North precinct, there is the possibility of increasing pressure by commercial and business interests to construct inappropriate building styles for this area.
- Building design and facades of new commercial developments out of character with the existing residential neighbourhood character.
- Commercial developments lack front landscape treatment and present large asphalt car parking areas to the GVH.
- This precinct lies in the floodplain of the Goulburn River and is within the LSIO (Land Subject to Inundation Overlay). Due regard of relevant provisions must be considered for construction of new develop

Contextual Influences

The strong characteristics and influences which define the vision and future character of the precinct include;

- The predominantly residential environment
- A strong street tree edge and front gardens with low scale built forms that are not directly visible along the streetscape.

Vision: 'Shepparton South – Village'

Encourage a 'village' environment that complements the surrounding residential neighbourhood.

Promote business activities that serve the residential neighbourhood and contribute to a local 'village' atmosphere.
New business activities in this precinct should contribute to the establishment of a 'village' that provides a vibrant and active local community centre. Commercial developments and services should cater principally to the needs of the immediate residential neighbourhood.

Ensure that developments respect and maintain the existing residential environment.
New buildings should respect the existing form of the residential environment, and reinforce a local village character.

Ensure that building mass and bulk of new developments respect the existing domestic scale of the urban form.
New developments should maintain the low scale profile of the existing residential character. Due care should be exercised to avoid built forms of intrusive design or extravagant treatments that do not respect the prevalent residential character.

Promote greater 'greenness' in commercial areas.
The front areas of new commercial developments should be landscaped to contribute to the general streetscape character, and to assist with the integration of the built form along the GVH. Front parking areas should not dominate the streetscape.

2.5 Broken River to Raftery Road

Existing Character – Urban Form

- Large big box service businesses comprising of bulky goods retailing, manufacturing plants, auto related services, home making and other eclectic uses characterise this precinct.
- The GVH landscape gateway treatment is a key feature signifying arrival to Shepparton city. The Broken River also forms a significant gateway feature to the north end of this precinct.

Existing Character: Predominant Features, Values and Strengths

- A marked consistency in front setbacks is displayed all along this portion of the GVH corridor.
- There is a general consistency in the scale of the large big box regular buildings along this corridor.
- The GVH landscape treatment is an important feature valued by the community, and contributes significantly to reducing the visual impact of the large buildings.
- Some developments display a consistent front treatment through black fencing to the GVH lot boundary.
- Some showrooms show a gradation of building mass with a 'human scale' entry area (single storey) to the front, a medium scale administration area, and a large storage shed behind. This form of building contributes positively to the streetscape character of the precinct.
- Some developments present front landscape treatments which complement the GVH landscape.
- The former Drive-in cinema site presents a significant development opportunity for a 'neighbourhood centre' and iconic landmark for the area.

Issues and Threats

- Eclectic built forms and some extravagant colours and treatments detract from the streetscape viewed along the highway.
- Car parking and 'goods' display dominates the streetscape, with a lack of front landscape.
- Pressure from individual property owners to remove large trees along the GVH landscape strip will have a detrimental effect on the overall character of the area.
- There is a general lack of suitable landscape treatment to the rear of the developments, which impacts on the amenity of the residential areas to the rear.
- Entrances to the residential developments behind the business / commercial strip are not well defined.
- This precinct lies in the floodplain of the Goulburn River and is within the LSIO (Land Subject to Inundation Overlay). Due regard of relevant provisions must be considered for construction of new developments.


Extravagant colour scheme

Lack of front landscape


Poor display of 'goods'


Lack of front landscape

Contextual Influences

The strong characteristics and influences which define the vision and future character of the precinct include;

- The existing GVH landscape gateway treatment within the highway is a key feature that requires ongoing maintenance and reinforcement.
- An established, predominant light industrial character of large regular buildings is displayed by this precinct of the GVH corridor. Large 'big-box' development proposals (including those of a 'business park' character) should be restricted to this precinct.
- Consistent front setbacks contribute to an integrated built form.
- There is a strong emphasis on the display of goods.
- Substantial new residential areas behind the commercial strips are accessed off the GVH and these access points will need to be clearly legible.
- The redevelopment of the former Drive-in Cinema site as a 'neighbourhood centre'.

Vision: Kialla Park Boulevard

Create a vibrant and active principal commercial and business precinct based around large buildings for bulky goods retailing, manufacturing and associated business services within a well landscaped boulevard setting.

Ensure that the Neighbourhood Centre functions as a key component of the precinct.
The proposal for a Neighbourhood Centre at the former Drive-in site should cater to the needs of the neighbouring businesses and residential areas.

Accept and promote the existing built form character of large 'big box' commercial activities with display setbacks.
New developments should maintain and reinforce the inherent 'big box' character of large regular buildings with consistent front setbacks for display of goods.

Encourage landscape treatment to complement the GVH landscape gateway.
Developments should provide front landscapes that complement the existing GVH landscape, and reinforce the landscaped street edges.

Provide robust, suitably scaled landscape treatments to integrate the built form, provide an appropriate scale, reduce its visual impact and provide a suitable interface between the commercial and the residential areas.
Developments should provide landscape treatment that would visually integrate the commercial areas and contribute to a pleasing streetscape. This would also help in partially screening the buildings when viewed from the highway. A landscaped rear setback should be provided to reduce the visual impact of large buildings on the adjoining residential neighbourhoods.

Provide clearly defined, legible and attractive gateways to the residential areas behind the commercial activity areas.
Access from the GVH to the new residential areas should be clearly defined by appropriate gateway treatments.

Encourage a significant Neighbourhood Centre providing specialty services to surrounding residential and business areas.
The proposed Neighbourhood Centre at the former Drive-in cinema site should provide services that support the neighbouring businesses and residential areas.

3.0

Framework Shepparton Town Entry North

Vision

Encourage a vibrant and active business centre with new commercial development that respects the scale and character of the surrounding residential area.

- Developments must respond and contribute to the existing residential built form character.
- Developments must maintain front landscape setting to contribute to the existing character.
- Reinforce the gateway role this precinct plays to the Shepparton central activities district.

3.1 Structure

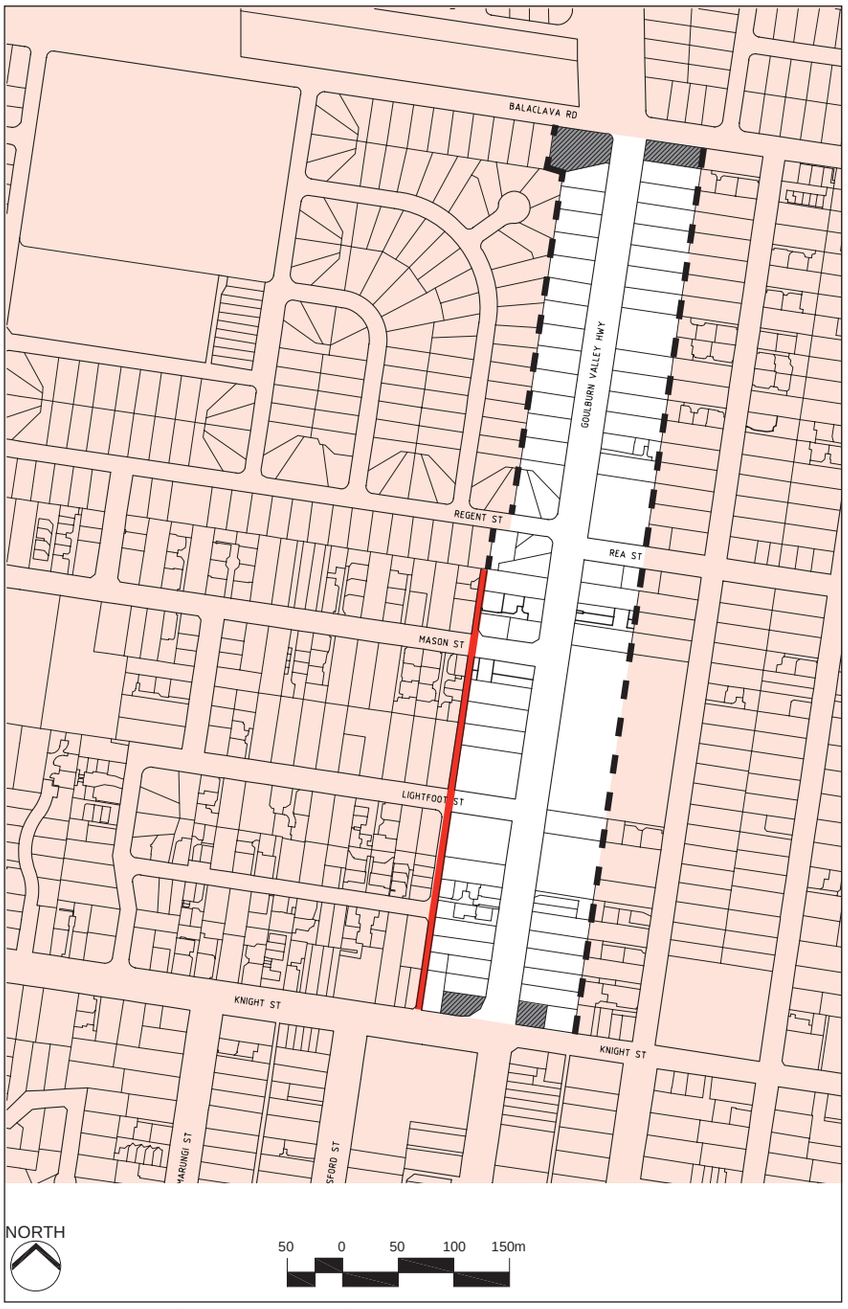
GATEWAYS

Objectives

- Encourage gateway features at specific localities within the precinct to signify entrance points to central Shepparton
- Encourage significant architectural outcomes that reinforce the extent of this precinct.

Requirements

- Developments at the intersection of Wyndham Street and Knight Street should contain innovative built form and landscape treatment that is reflective of its gateway location.
- Developments at the intersection of Wyndham Street and Balaclava Road should contain innovative built form and landscape treatment that is reflective of its gateway location.



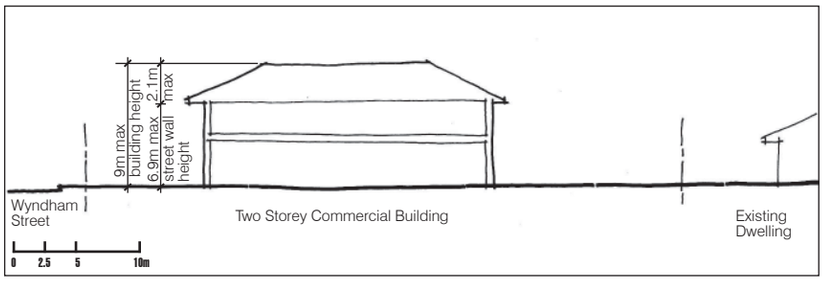
Note: In case of consolidation of lots which include these designated gateway sites, the entire consolidated development must be treated as a gateway site.

Legend

- Precinct area
- Gateway site
- Laneway
- Interface between residential and commercial developments

3.2 Form

MASSING AND HEIGHT



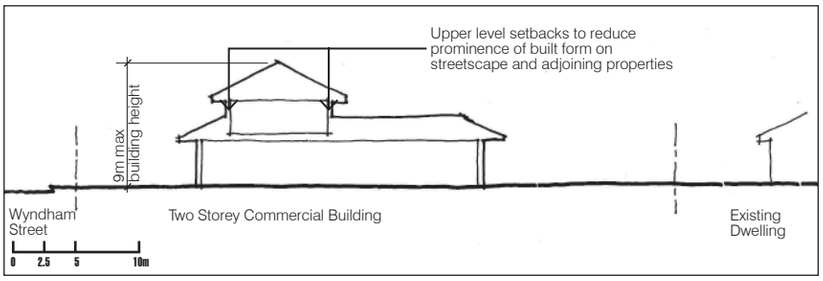
Objectives

- To ensure the prevailing scale of the precinct is retained.
- To avoid large 'box-like' buildings that adversely impact on the desired character for the area.
- To provide for building height that is responsive to changes along the corridor but maintains a human scale.

Requirements

- The size of new buildings is to be in keeping with the surrounding residential fabric, or buildings should be articulated in such a way as to maintain the appearance of the existing residential urban fabric.
- Buildings should be articulated to avoid a large dominant façade to the street.
- Buildings must be a maximum of two storeys within a maximum height of 9.0 metres from natural ground level.
- For heights of multi deck car parking buildings, refer to the section on Parking.

STREET WALL HEIGHT & UPPER BUILDING SETBACKS



Objectives

- To ensure that building mass does not adversely impact on the streetscape.
- To provide a human scale to the street frontage and the surrounding residential interface.
- To ensure a sensitive interface with the existing residential neighbourhood.

Requirements

- The street wall height of a building frontage must not exceed 6.9 metres from natural ground level.
- Consider varying the upper level setbacks to provide some articulation of the building and to reduce the dominance of built form on the streetscape and adjoining properties.
- New developments must consider overlooking and overshadowing, so as not to impact on the amenity of neighbouring buildings.

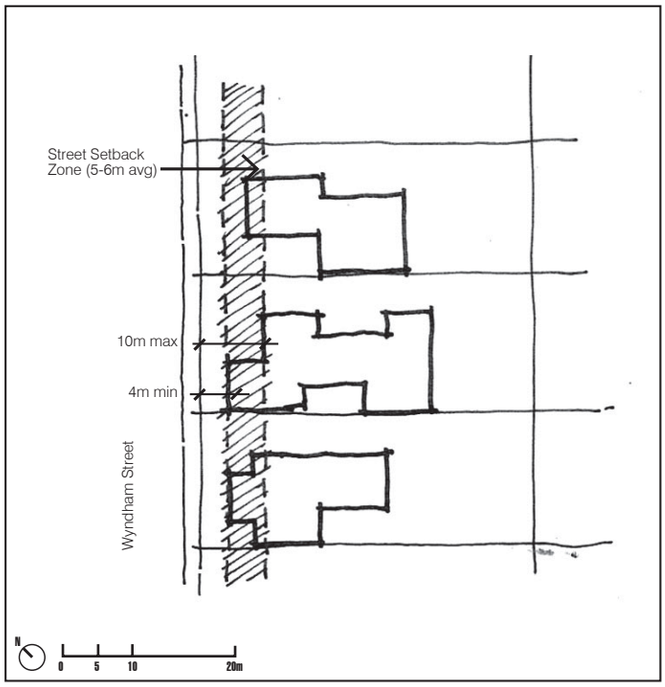
STREET SETBACKS

Objectives

- To maintain and reinforce the existing street setbacks.
- To ensure that street setbacks contribute to the efficient use of the site.
- To ensure that street setbacks contribute to an articulated streetscape.

Requirements

- Street setbacks must be a minimum of 4 metres and a maximum of 10 metres from the front lot boundary with an average of 5 - 6 metres over the width of the building frontage.
- Street setbacks must consider parking requirements, and can be utilised to provide short term parking spaces to the lot frontage. Setbacks can also provide clear sightlines and legibility for access to rear parking spaces.



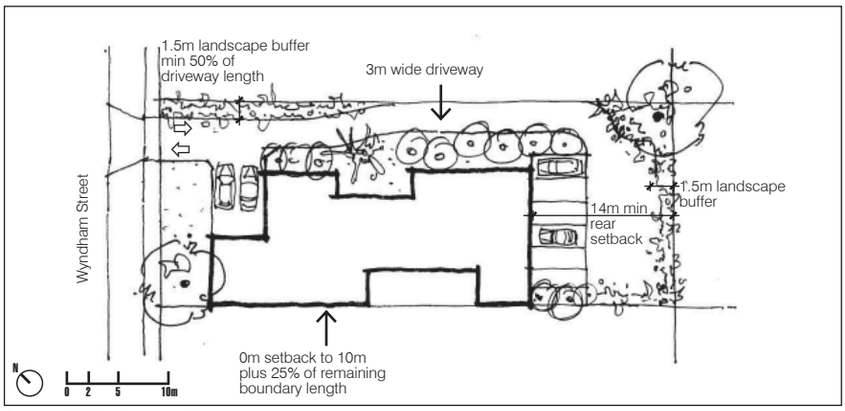
SIDE AND REAR SETBACKS

Objectives

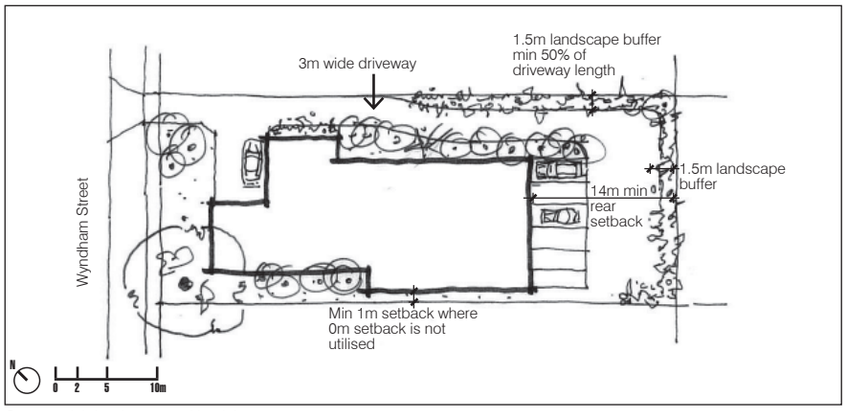
- To ensure an appropriate interface is provided between new developments and the residential areas to the rear.
- To limit the impact of new developments on the amenity of neighbouring buildings and dwellings.
- To provide opportunities for efficient solar access that will address environmentally sustainable site planning.

Requirements

- A minimum 1.5 metre landscape buffer is to be established along rear boundaries to ensure a suitable interface with adjoining residential lots.
- A minimum rear building set back of 14 metres is to be provided to avoid a dominating built form interface with adjoining residential lots and to provide opportunities for long term parking.
- A zero setback to the south boundary is permitted to 10 metres plus 25% of the remaining boundary length. For the remainder of the south boundary length, a minimum 1 metre side setback is required.
- Where a zero setback is used to the southern boundary, consider providing an increased setback from the north boundary to;
  - Enable opportunities for the provision of building articulation and appropriate fenestration along the north facing façade that allows efficient solar access for energy efficiency objectives.
  - Ensure that long, bland continuous walls are avoided.
  - Provide opportunities for additional landscaped areas and pedestrian refuges along the vehicular access corridor.

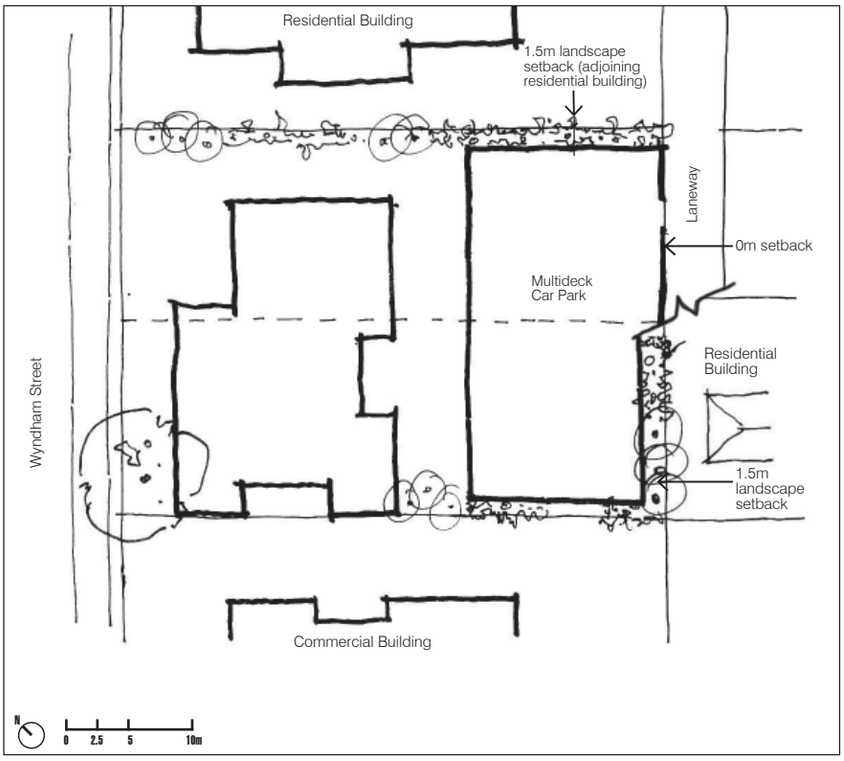


Commercial development with zero setback to the south boundary.

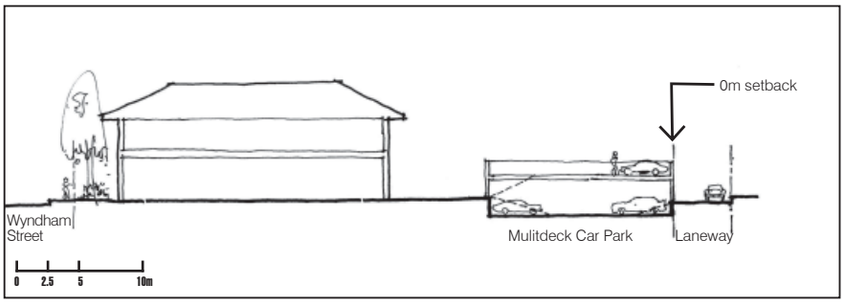


Commercial development with minimum 1 metre setback to the south boundary.

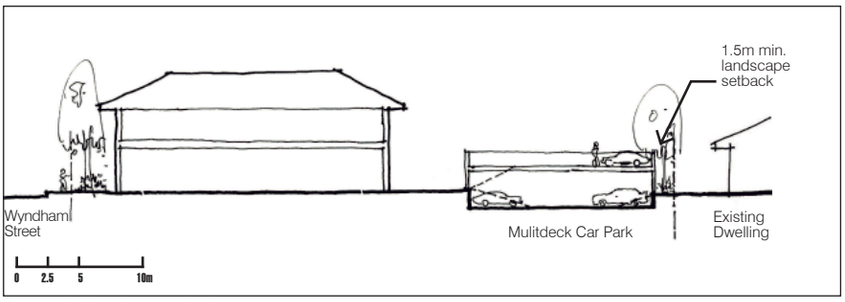
- Where a zero setback provision is not utilised to the south boundary, a minimum 1 metre side setback to each of the north and south boundaries is required.
- Vehicular access to the rear of sites must be set back a minimum of 1.5 metres from the side boundary to enable the provision of a landscaped buffer and pedestrian refuges that will reduce the impact of 'gun barrel' laneways. This setback may be transferred to the building side of the laneway for a maximum of 50% of the laneway length in order to provide opportunities for varying alignment and providing some visual relief.



Commercial development on consolidated lots abutting rear laneway or residential property.



Commercial development abutting rear laneway.



Commercial development abutting residential property at rear boundary.

– Multi deck car parking buildings may be constructed to the rear of lots.
  – Where the lot abuts a rear laneway, the parking deck may be built on the boundary line, with a zero setback to the rear boundary.
– Where the lot abuts residential properties, a 1.5 metre landscaped setback is to be provided to the parking deck to ensure a suitable interface with adjoining residents.

ROOF FORM AND ROOFLINE

Encourage pitched roof forms that complement those used in the precinct.

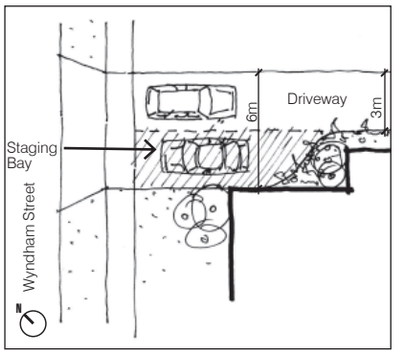
Objectives

- To reflect and retain existing roof forms so as to reinforce the prevailing roofline of the streetscape.
- To ensure that roof forms are an integral and considered aspect of the building design.

Requirements

- Building roof form and pitch should be designed to complement prevailing roof forms and incorporate gables, half gables and hipped roofs.
- Plant equipment, vents and any other mechanical equipment must be carefully designed or incorporated into the roof design so as to avoid visibility from the street, surrounding spaces and buildings.
- Provide sustainable water use in buildings by implementing measures to collect rain water runoff from roof areas. Ensure that water storage tanks are located away from public view, and do not impact on neighbours' visual amenity.

ACCESS POINTS AND CROSSOVERS



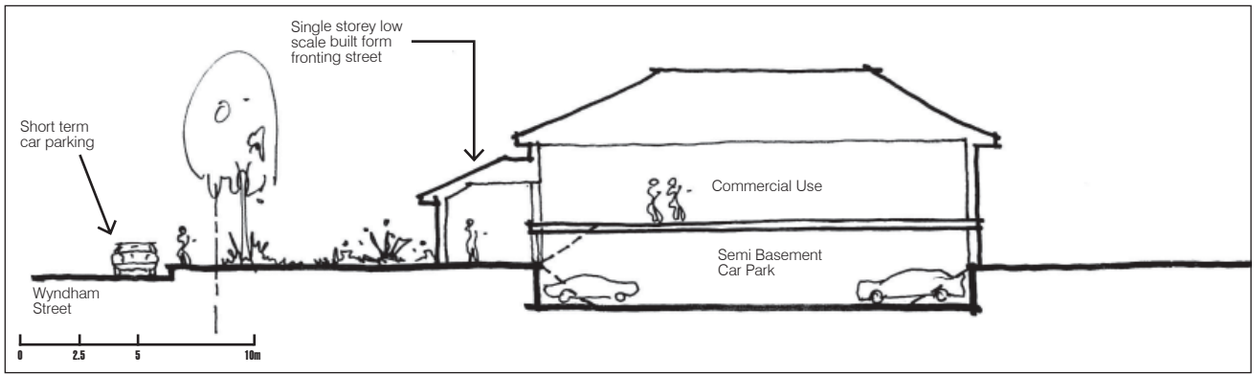
Objectives

- To ensure vehicle access to and from a site is safe, manageable and convenient.
- To minimise the impact of driveways on footpaths and streetscapes.

Requirements

- Vehicular access points and driveways should be designed to allow convenient, safe and efficient vehicle movements and connections within the development and to the street network.
- Driveways shall be designed to minimise any conflict of vehicle movements with pedestrians. This is to include a consideration of side fences and / or buildings that will impact on sight lines between pedestrians and vehicular traffic.
- Access to the rear of sites must provide passing or staging bays to ensure that vehicles do not bank up on Wyndham Street and present a dangerous situation to passing traffic.
- For the purpose of providing an active street frontage, not more than 6 metres is to be occupied for vehicular access purposes.

PARKING

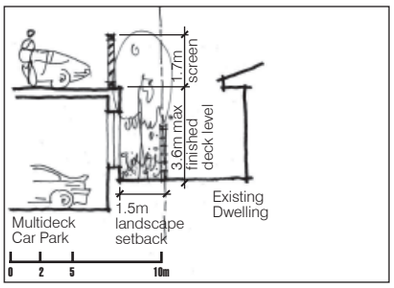


Objectives

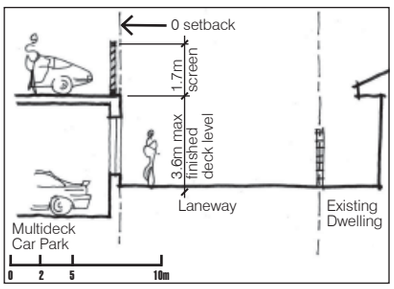
- To provide for the parking needs of building occupants and visitors without adverse impacts on streetscape.
- To avoid parking and traffic difficulties on site and in the surrounding neighbourhood.

Requirements

- Sufficient car park spaces should be provided on-site for occupants and visitors in accordance with the Greater Shepparton Planning Scheme.
- Consider the provision of short term parking to the site frontage and long term parking to the rear of the site.
- Building design can be used to address parking requirements on site eg. A split level parking basement to the rear of the site will also assist with building articulation (upper level setbacks).
- Multi deck car parking buildings may be constructed to the rear of lots. The upper parking level must be uncovered without any roof. Multi deck car parks are encouraged to be constructed underground or partly below ground level to reduce visual impact.
  - The wall height and the finished upper level of the parking deck must not exceed a maximum height of 3.6 metres above natural ground level, with an average height of 3.0 metres.
  - Where constructed, the exterior facades of multi deck car parks shall be screened with architectural elements or an appropriate landscape treatment to reduce their visual impact on adjoining properties, and to minimise overlooking.
  - Architectural elements to minimise overlooking from the parking deck into adjoining residential properties must be 1.7 metres above finished upper level of the parking deck. These elements must not exceed 25% transparency Architectural design solutions for this screening will be considered.
  - Walls of multi deck car parks abutting laneways are encouraged to provide secured openings so as to partly illuminate the laneway at night.



Multideck car park abutting residential property at rear boundary.



Multideck car park abutting rear laneway.

LANDSCAPE AND FRONT GARDENS

Objectives

- To encourage a front landscape setting that contributes to and maintains the existing streetscape character and amenity.
- To ensure buildings do not significantly dominate the streetscape.

Requirements

- A minimum of 25% of the area to the lot frontage must be landscaped to include a variety of shrubs and at least one significant tree (mature height 8 metres). Plant species must be appropriate and suitable to this area, and to Council's satisfaction.
- Paving materials that provide texture, patterns, subtle colour and permeability to the lot frontage should be used. Avoid large expanses of harsh grey cement or asphalt.
- Front fences are encouraged to contribute to the street edge. These shall have a maximum pier / post height of 1.2 metres, and have a transparency ratio of at least 50%, including piers, columns and bases.
- Provide sustainable water use by implementing water sensitive urban design principles and low water use plant material.

Encourage a front landscape setting to reinforce the existing streetscape character. ✓

Encourage front fencing to define the street edge and contribute to the streetscape character. ✓

This asphalted parking area dominates the streetscape, and is exaggerated by the lack of planting. ✗

SIGNAGE

Objectives

- To provide for business identification.
- To provide for signage that contributes to the commercial activities of the precinct without dominating the streetscape.
- To minimise the visual chaos that unchecked signage can have on the streetscape.
- To reinforce the objectives and provisions of the Advertising Signs Policy in the Greater Shepparton Planning Scheme.

Requirements

- The influential character of this small business activities area is a residential scale and architectural form, and as such, large dominating signs are to be avoided.
- Only one business identification sign or advertising sign is permitted per development.
- Multiple business occupancies shall share space on one business identification sign.
- V-board signs and advertising signs such as banners, flags and inflatables are discouraged.
- Freestanding business identification signs and advertising signs are to be a maximum height of 1.5 metres, and a maximum width of 1.0 metres.
- Signs attached to a building are to be a maximum height of 1.0 metre, and a maximum width of 3.0 metres.
- Signs should form an integral part of the building façade or landscaped front area, and be in keeping with the scale of the building.
- Colours and materials that interfere with the safety or efficiency of a road are to be avoided.

Avoid using inflatables for advertising signs.

Large and multiple freestanding business identification signs dominate the streetscape and are not permitted.

3.3 Character

Façade treatment and architectural features

Objectives

- To maintain and reinforce the small scale residential character of this precinct through the use of architectural elements and features.
- To ensure that building facades maintain and reinforce the existing residential character, and contribute to Shepparton's sense of place.
- To ensure that new buildings contribute to the streetscape in a positive way.

Requirements

- Building facades must maintain door and window proportions that reflect a residential character.
- Buildings should include elements such as verandas, balconies and pitched roof forms.
- Building frontages must be articulated to reduce the impact of their visual bulk on the streetscape. Large blank or uniform front facades must be avoided.

This building facade displays appropriate door and window proportions, and building materials to reflect residential character. ✓

This building does not display a residential character, and dominates the streetscape with its large reflective facade. ✗

This building facade has been articulated to reduce visual bulk. ✓

The articulated finishes and entrance awning present a human scale to this commercial building. ✓

MATERIALS, COLOURS AND FINISHES

Objectives

- To ensure that a cohesive streetscape character is achieved through the appropriate use of colour and materials.
- To maintain co-ordination and variety within the restricted palette of materials, colours and finishes that characterise this precinct.

Requirements

- Materials for all external surfaces of new developments should consider and complement those used in existing buildings in the area, such as brickwork and timber. The use of rendered concrete may be used where it is complemented by the use of specific claddings such as timber and metals that highlight façade definition.
- Reflective glass, PVC, unrelieved painted render, unarticulated concrete surfaces and unarticulated cladding systems must be avoided.
- Colour schemes of all external surfaces of new developments must complement those found in the local neighbourhood. These should consider references to brickwork in red-brown tones, and other neutral colours such as whites and cream. Contrasting colours may be used to highlight architectural elements or façade definition. Bright, extravagant colour schemes are to be avoided.

Materials, colours and finishes should complement those used in the precinct.

✓

This bright colour scheme dominates the streetscape to the detriment of a harmonious local character.

✗

4.0

Framework Shepparton Civic North

Vision

Establish a 'town centre' character by encouraging increased density and encouraging commercial and community services to take advantage of the close proximity to the central activities district and the Civic Centre.

- Encourage larger buildings with smaller street setbacks to create a denser urban form.
- Establish a 'town centre' character by encouraging commercial use and community services that reinforce and contribute to the existing civic character.

It is anticipated that in the coming years, market forces will lead to increasingly larger built form in this precinct to take advantage of the proximity to the town centre and the civic centre.

4.1 Structure

4.2 Form

MASSING AND HEIGHT

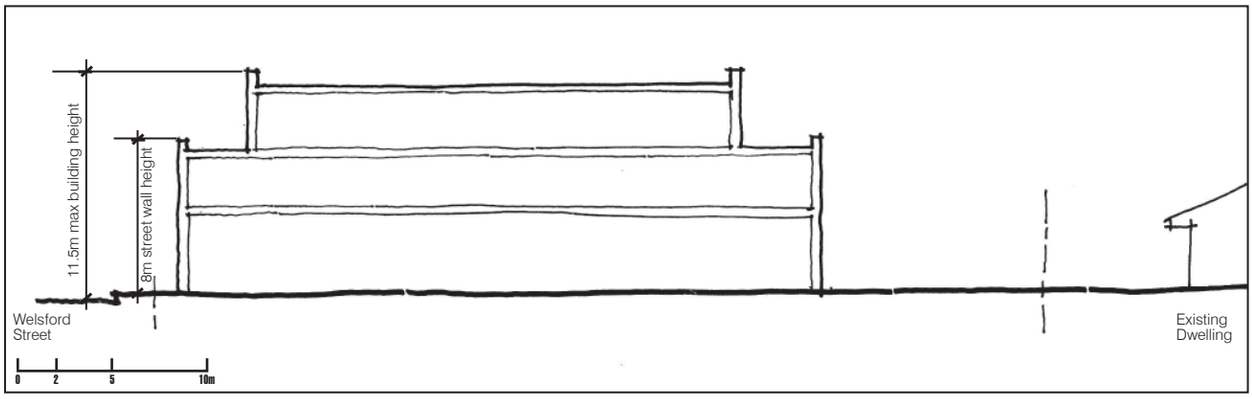
Note: The northern areas of the Shepparton Civic – North precinct lie in the floodplain of the nearby Goulburn River, and are within the LSIO (Land Subject to Inundation Overlay). 'Finished ground floor level' must be determined by planning provisions of the LSIO schedule, and by requirements of the Catchment Management Authority (CMA).

Objectives

- To contribute to the 'town centre' character through larger built form of a commercial and civic nature.
- To encourage denser development and the location of appropriate commercial and community services to this precinct.

Requirements

- Buildings must be a minimum of two storeys and a maximum of three storeys, within a minimum height of 7 metres and a maximum height of 11.5 metres from natural ground level.
- The size of new buildings is to be in keeping with the adjoining Central Business District fabric, and buildings should be articulated in such a way as to reinforce the larger mass of existing buildings that are found there.
- For heights of multi deck car parking buildings, refer to the section on Parking.



STREET WALL HEIGHT & UPPER BUILDING SETBACKS

Objectives

- To ensure that the building mass contributes in a positive manner to the streetscape.
- To provide a human scale to street frontages.
- To ensure a sensitive interface with adjoining developments
- To deliver environmentally sustainable design by providing opportunities for solar penetration and efficient energy use.

Requirements

- The street wall height of the building frontage must not exceed 8.0 metres from natural ground level.
- New developments must consider over looking and over shadowing, so as not to impact on the amenity of neighbouring buildings.
- Consider upper building setbacks to provide opportunities for architectural features that increase environmental efficiency such as solar access, natural ventilation and passive winter heating.

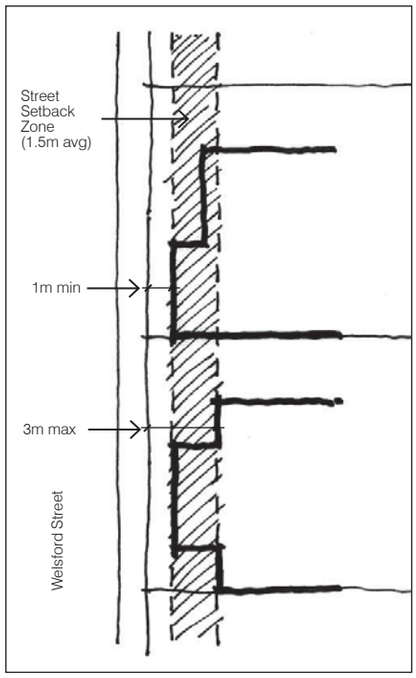
STREET SETBACKS

Objectives

- To ensure that building setbacks contribute to the preferred dense urban character of the precinct.
- To ensure that street setbacks allow for efficient use of the site.
- To ensure that street setbacks contribute to an articulated streetscape.

Requirements

- Building setbacks must be a minimum of 1 metre and a maximum of 3 metres from the front lot boundary, with an average setback of 1.5m.
- Building setbacks must consider vehicular access to rear parking areas by ensuring that there are clear sightlines and legibility for access.
- Where short term parking is proposed to the front of the lot, proposals should consider building address to the streetscape and the nominated setbacks.



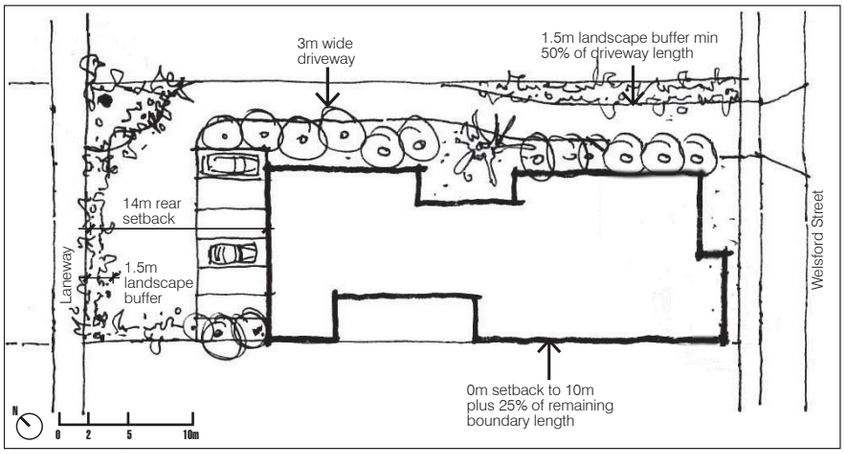
SIDE AND REAR SETBACKS

Objectives

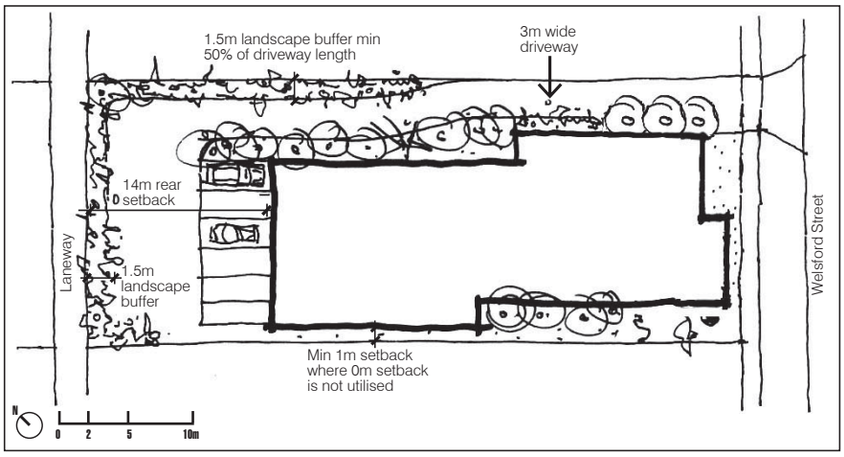
- To ensure an appropriate interface is provided between new developments on the west side of Welsford Street and the residential area to the rear.
- To limit the impact of new developments on the amenity of neighbouring buildings and dwellings.
- To provide opportunities for efficient solar access that will address environmentally sustainable site planning.
- To provide opportunities for the provision of long term parking to the rear of sites.

Requirements

- A minimum 1.5 metre landscape buffer is to be provided to the rear boundaries of new developments along the west side of Welsford Street to ensure visual screening from the adjoining residential neighbourhood.
- A minimum rear building set back of 14 metres is to be provided for all new developments.
- A zero setback to the south boundary is permitted to 10 metres plus 25% of the remaining boundary length. For the remainder of the south boundary length, a minimum 1 metre side setback is required.



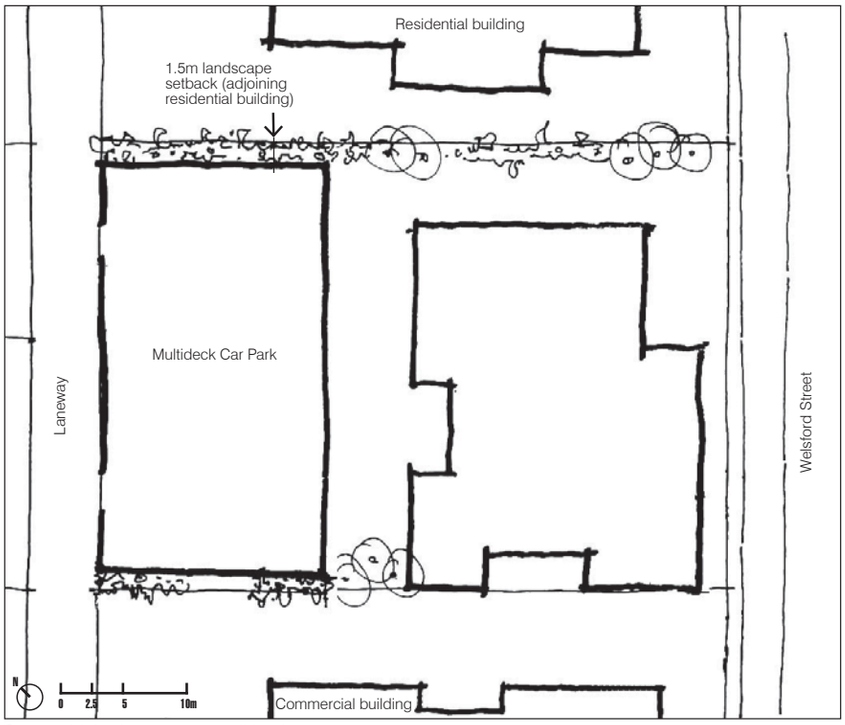
Commercial development with zero setback to the south boundary.



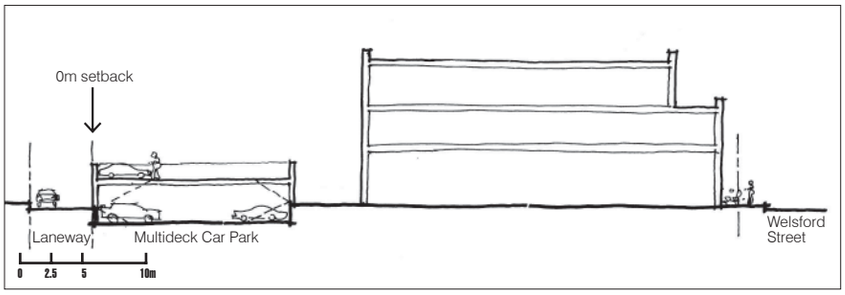
Commercial development with minimum 1 metre setback to the south boundary.

- Where a zero setback is used on the southern boundary, consider providing an increased setback on the northern boundary to;
  - Enable opportunities for the provision of building articulation and appropriate fenestration along the north facing façade that allows efficient solar access for energy efficiency objectives.
  - Ensure that long, bland continuous walls are avoided.
  - Provide opportunities for additional landscaped areas and pedestrian refuges along the vehicular access corridor.
- Where a zero setback provision is not utilised to the south boundary, a minimum 1 metre side setback to each of the north and south boundaries is required.
- Vehicular access to the rear of sites must be set back a minimum of 1.5 metres from the side boundary to enable the provision of a landscaped buffer and pedestrian refuges that will reduce the impact of 'gun barrel' laneways. This setback may be transferred to the building side of the laneway for a maximum of 50% of the laneway length in order to provide opportunities for varying alignment and providing some visual relief.

– Multi deck car parking buildings may be constructed to the rear of lots.
  – Where the lot abuts a rear laneway, the parking deck may be built on the boundary line, with a zero setback to the rear boundary.
  – Where the lot abuts residential properties, a 1.5 metre landscaped setback is to be provided to the parking deck to ensure a suitable interface with adjoining residents.



Commercial development on consolidated lots abutting rear laneway.



Commercial development abutting rear laneway.

ROOF FORM AND ROOFLINE

Objectives

- To provide contemporary roof forms that contribute to the central activities district character.
- To ensure that roof forms are an integral and considered aspect of the building design.
- To avoid plant machinery dominating the roofline.

Requirements

- Flat or innovative roof forms, and / or parapets should be integral components of the built form design that reinforces and contributes to the commercial or civic character.
- Plant equipment, vents and any other mechanical equipment must be carefully designed or incorporated into the roof design so as to avoid visibility from the street, surrounding spaces and buildings.
- Provide sustainable water use in buildings by implementing measures to collect rain water runoff from roof areas. Ensure that water storage tanks are located away from public view, and do not impact on neighbours' visual amenity.

Encourage flat roof forms that contribute to the civic character of this precinct. ✓

The roof form of this building is an integral aspect of its contemporary design. ✓

Plant equipment dominates the roofline and must be avoided. ✗

The roof top equipment on this building is detrimental to the streetscape character and must be avoided. ✗

ACCESS POINTS AND CROSSOVERS

Objectives

– To ensure vehicle access to and from a site is safe, manageable and convenient.

– To minimise the impact of driveways on pedestrian paths and streetscapes.

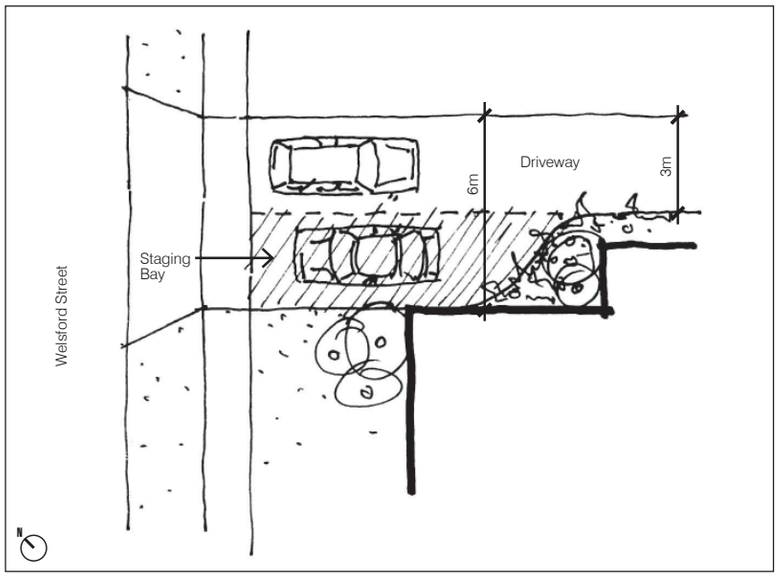
Requirements

– Vehicular access points and driveways should be designed to allow convenient, safe and efficient vehicle movements and connections within the development and to the street network.

– Driveways should be designed to minimise any conflict of vehicle movements with pedestrians. This is to include a consideration of side fences and / or buildings that will impact on sight lines between pedestrians and vehicular traffic.

  Access to the rear of sites must provide passing or staging bays to ensure that vehicles do not bank up on Welsford Street and present a dangerous situation to passing traffic.

– The width of driveways should be no more than 6.0 metres.



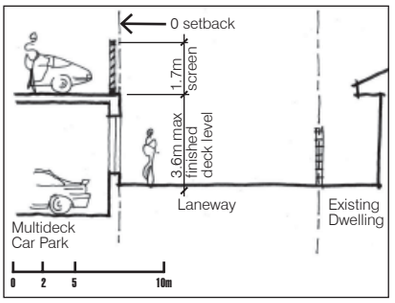
PARKING

Objectives

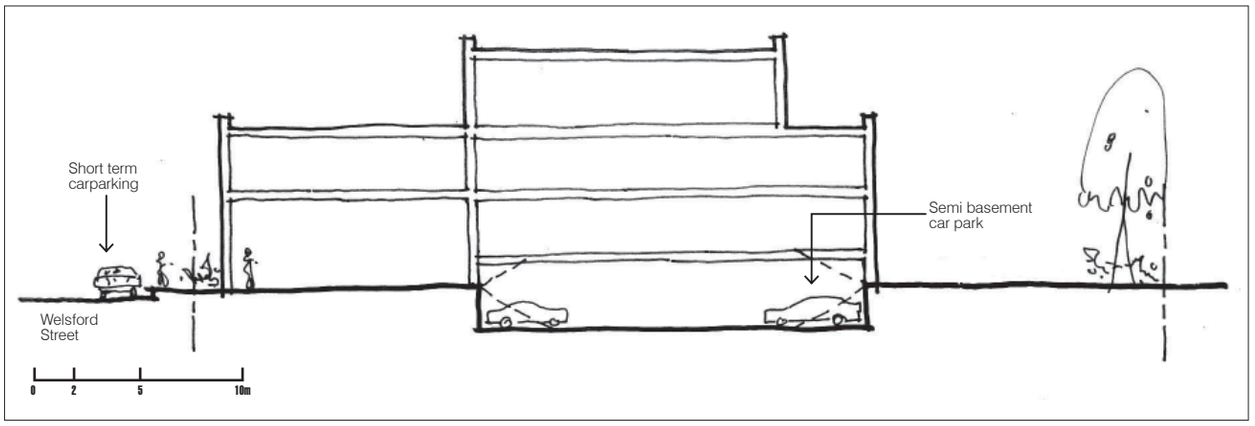
- To provide for the parking needs of building occupants and visitors without adverse impacts on streetscape.
- To avoid parking and traffic difficulties on site and in the surrounding area.

Requirements

- Sufficient car park spaces should be provided on-site for occupants and visitors in accordance with the Greater Shepparton Planning Scheme.
- Consider the provision of short term parking to the front or side of the site, and long term parking to the rear.
- Building design and setbacks that contribute to a preferred built form outcome can be used to address parking requirements on site. For example, a building setback from the north boundary can be used to provide easy access to short term parking near the front of the site, and a split level long term parking basement can be provided at the rear of the site
- Multi deck car parking buildings may be constructed to the rear of lots. The upper parking level must be uncovered without any roof. Multi deck car parks are encouraged to be constructed underground or partly below ground level to reduce visual impact.
  - The wall height and the finished upper level of the parking deck must not exceed a maximum height of 3.6 metres above natural ground level, with an average height of 3.0 metres.
  - Where constructed, the exterior facades of multi deck car parks shall be screened with architectural elements or an appropriate landscape treatment to reduce their visual impact on adjoining properties, and to minimise overlooking.
- Architectural elements to minimise overlooking from the parking deck into adjoining residential properties must be 1.7 metres above finished upper level of the parking deck. These elements must not exceed 25% transparency Architectural design solutions for this screening will be considered.
- Walls of multi deck car parks abutting laneways are encouraged to provide secured openings so as to partly illuminate the laneway at night.



Multideck car park abutting rear laneway.



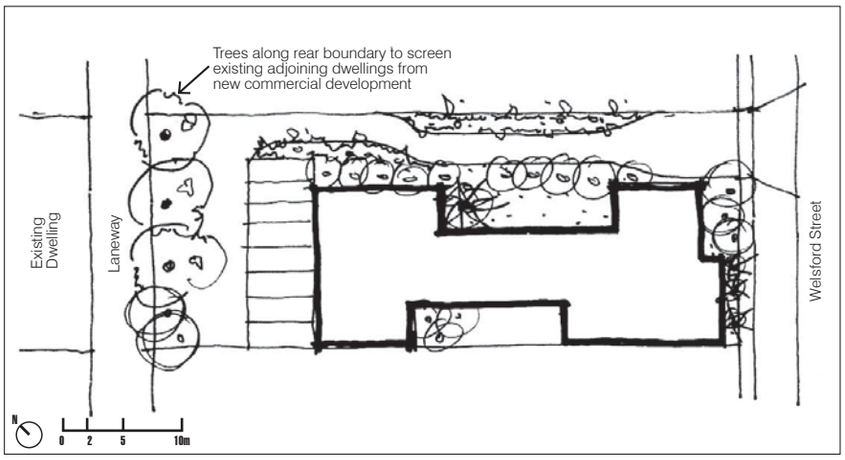
LANDSCAPE

Objectives

- To encourage front landscape treatments that provide a visual setting for new building developments.
- To provide screening from adjoining residential properties, and to contribute to neighbourhood amenity.
- To provide an appropriate scale for the larger built form that is preferred for this precinct.

Requirements

- The front building setback should be landscaped to include a variety of shrubs and ground covers. Plant species must be appropriate and suitable to this area, and to Council's satisfaction.
- Paving materials that provide texture, patterns, subtle colour and permeability to the lot frontage should be used. Avoid large expanses of harsh grey cement or asphalt.
- Where space permits, small to medium sized trees should be planted to provide scale, aesthetic relief and shade to front entrances.
- The landscape buffer to the rear boundaries of new developments along the west side of Welsford Street should include medium sized trees (mature height 8 metres) that are appropriate for the site conditions and provide some screening of new developments from adjoining residential properties.
- Provide sustainable water use by implementing water sensitive urban design principles and low water use plant material.



SIGNAGE

Objectives

- To provide for business identification.
- To provide for signage that contributes to the commercial activities of the precinct without dominating the streetscape.
- To minimise the visual chaos that unchecked signage can have on the streetscape.
- To reinforce the objectives and provisions of the Advertising Signs Policy in the Greater Shepparton Planning Scheme.

Requirements

- Only one business identification sign or advertising sign is permitted per development.
- Multiple business occupancies shall share space on one business identification sign.
- Signs attached to buildings are encouraged. These should be an integral part of the building façade, and be in keeping with the scale of the building.
- Signs attached to a building are to be a maximum height of 1.0 metre, and a maximum width of 3.0 metres.
- Freestanding business identification signs and advertising signs are to be a maximum height of 1.5 metres, and a maximum width of 1.0 metres.
- Colours and materials that interfere with the safety or efficiency of traffic circulation are to be avoided.
- V-board signs, and advertising elements such as banners, flags and inflatables are discouraged.

✓

The signage on these buildings are an integral element of the building facade.

✓

4.3 Character

Façade treatment and architectural features

Objectives

– To encourage building facades that contribute to and reinforce the 'town centre' character that is preferred for this precinct.

– To ensure that new buildings contribute to the streetscape in a positive way.

Requirements

– Building design and façade treatment must reflect a commercial, civic or community services character to maintain and reinforce the preferred character of this central activities precinct.

– Building frontages must be articulated to reduce the impact of a large visual mass on the streetscape. Consider entrance features that integrate public and private spaces.

– Building facades should be articulated to ensure that there is some interaction between streetscape activity and the building interior.

– Avoid the presentation of a large unbroken street wall that dominates the streetscape without any visual interaction. Large blank or uniform front facades must be avoided.

This building façade contributes to the commercial character of the precinct. ✓

The facades of this contemporary building reflect its civic character, and are well articulated to draw visual interest. ✓

MATERIALS, COLOURS AND FINISHES

Objective

- To ensure materials and finishes are appropriate to the commercial, civic or community services character of the precinct.
- To encourage the use of materials and finishes that reflects contemporary architectural style.

Requirements

- External walls of developments should display materials and finishes such as quality textured paint coating, timber or metal cladding, and glass. The use of rendered concrete may be used where it is complemented by use of specific claddings such as timber and metals that highlight façade definition.
- Reflective glass, PVC, unrelieved painted render, unarticulated concrete surfaces and unarticulated cladding systems must be avoided.
- External walls of buildings may consist of large expanses of glass at ground floor levels. The glass must be clear or lightly tinted, and non-reflective.
- Colour schemes of all external surfaces of new developments must be coordinated and consistent with the building design intention. Avoid bright extravagant colour schemes that do not contribute to an integrated streetscape.

The mock columns attached to this building present bright colours that are inconsistent with the overall colour scheme, and must be avoided.

This building façade displays an unrelieved paint render and must be avoided.

5.0
Framework Lakeside

Vision

Encourage a prestigious Lakeside precinct that responds to the amenity of Victoria Park and the scale of Wyndham Street (Goulburn Valley Highway).

- Promote denser built forms with large visual mass to balance and complement the adjacent open space.
- Ensure that developments do not compromise the lake amenity.
- Develop the Lakeside precinct as a principal entry boulevard into Shepparton.
- Encourage prestigious or iconic architecture to impart a strong unique identity to the Lakeside precinct.
- Promote mixed commercial-residential use that takes advantage of the lake amenity and the proximity to the town centre.

'Grand' building styles (rather than the size or mass).

5.1 Structure

GATEWAYS

Objectives

– To encourage noteworthy architectural outcomes at specific localities within the precinct to signify significant places.

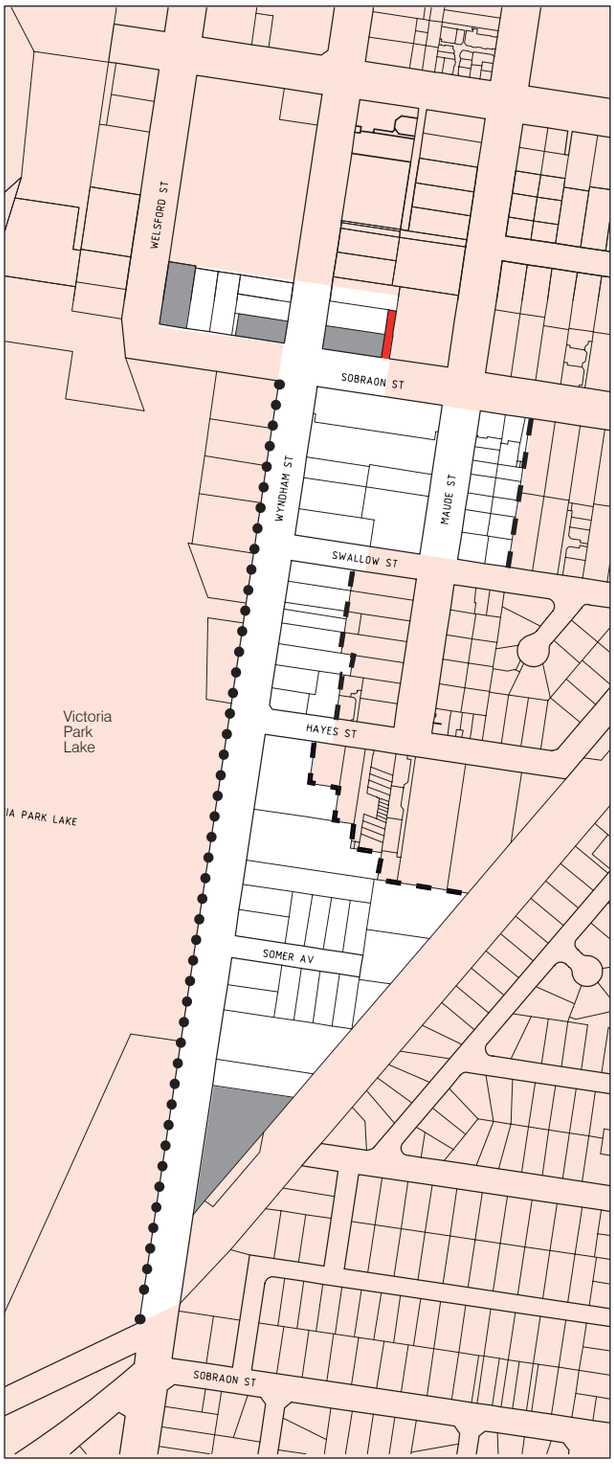
– To clearly define the major intersection at the north end of the precinct as an important 'decision point' for local destinations.

Requirements

– Developments at the southern end of Wyndham Street near the rail crossing should contain innovative built form and landscape treatments to signify entry to the Lakeside precinct.

– Developments at the intersection of Wyndham St and Sobraon St, and at the intersection of Sobraon Street and Welsford Street should provide distinctive architecture to reinforce the intersection and give definition to the edge of the central activities district.

– Built form design at these locations should consist of architectural features or design elements that contribute to its clarity and legibility.



Legend

- Precinct area
- Gateway site
- Laneway
- Interface between residential and commercial developments
- Interface with Victoria Park

Note: In case of consolidation of lots which include these designated gateway sites, the entire consolidated development must be treated as a gateway site.

5.2 Form

ARCHITECTURE

Objectives

– To promote a premier mixed use boulevard style precinct that contributes to the sense of arrival in Shepparton and reinforces the city's sense of identity.

– Architecture that embraces a contemporary style and demonstrates site responsive design.

Requirements

– Buildings in this precinct should be of a 'grand' style of architecture that contributes to the desired premier quality sought for this precinct

– Developments in the Lakeside Precinct should express built form that promotes a prestigious character through the use of appropriate architectural features and detail.

This building expresses a contemporary architectural style that contributes to the prestigious character of this precinct.

LAND USE

Objectives

– Encourage mixed commercial-residential use that takes advantage of the proximity to the town centre and a premium location that overlooks Wyndham Street (Goulburn Valley Highway) and Victoria Park Lake.

Requirements

– Developments should provide for a mixture of commercial and retail use with residential use at upper floors, where feasible, to take advantage of lake amenity and proximity to the town centre.

A premier corporate character displayed by this building contributes to the preferred building style for this precinct.

MASSING AND HEIGHT

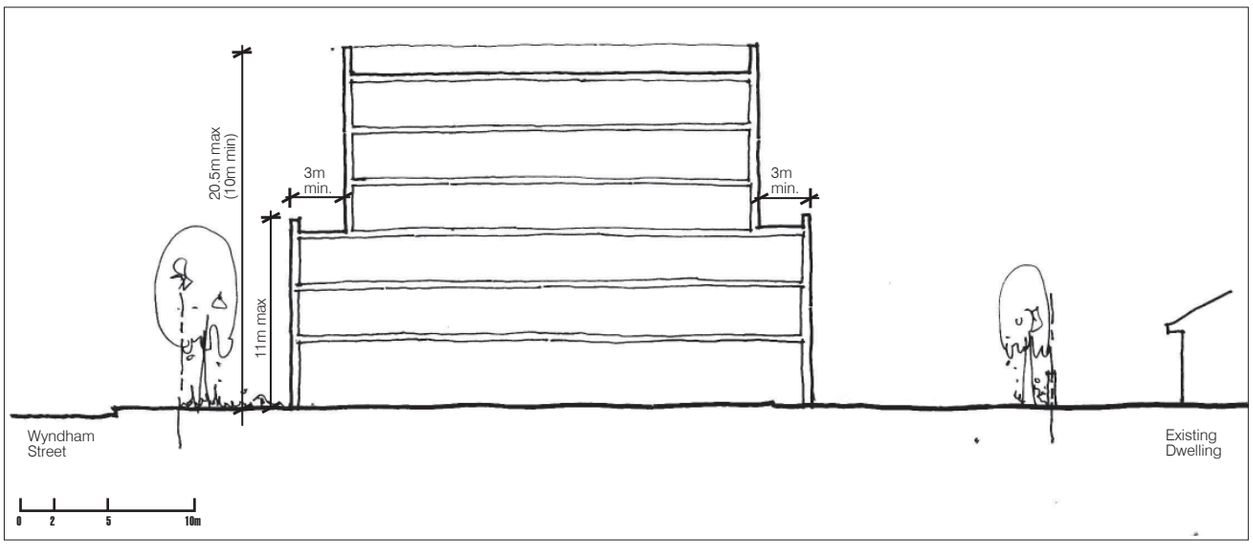
Note: The Lakeside Precinct lies in the floodplain of the Goulburn River and is within the LSIO (Land Subject to Inundation Overlay). 'Finished ground floor level' must be determined by planning provisions of the LSIO schedule, and by requirements of the Catchment Management Authority (CMA).

Objectives

- To encourage a larger built form along the east side of Wyndham Street (Goulburn Valley Highway) that will balance and 'contain' the adjoining open space of Victoria Park, without compromising the lake amenity.
- To encourage larger built form of a mixed use (commercial and residential) nature.
- To encourage the location of appropriate commercial and business activities to this precinct.

Requirements

- The size of new buildings should contribute to the 'grand' scale of a desired boulevard character, and present to the streetscape as a significantly larger building mass.
- Buildings must be a minimum of three storeys and a maximum of six storeys, within a minimum height of 10 metres and a maximum height of 20.5 metres from natural ground level.
- The size of new developments should compliment the existing large buildings found in the precinct, and should be articulated in such a way as to reinforce a larger mass.
- For heights of multi deck car parking buildings, refer to the section on Parking.



STREET WALL HEIGHT & UPPER BUILDING SETBACKS

Objectives

- To ensure an appropriate interface with the adjoining streetscape and neighbouring buildings.
- To provide a human scale to street frontages.
- To ensure a sensitive interface with adjoining developments
- To encourage built form that is consistent with the desired future character and vision for this precinct.
- To deliver environmentally sustainable design by providing opportunities for solar penetration and efficient energy use.

Requirements

- The street wall height of a building frontage must not exceed three storeys (or 11.0 metres) from natural ground level.
- Upper level setbacks to the street frontage should be a minimum of 3 metres.
- Buildings over 3 storeys should maintain a 3 storey (or 11.0 metre) wall height where they adjoin residential properties to the rear so as to respect their amenity and character.
- New developments must consider overlooking and overshadowing, so as not to impact the amenity of neighbouring buildings.
- Consider upper building setbacks to provide opportunities for architectural features that increase environmental efficiency such as solar access, natural ventilation and passive winter heating.

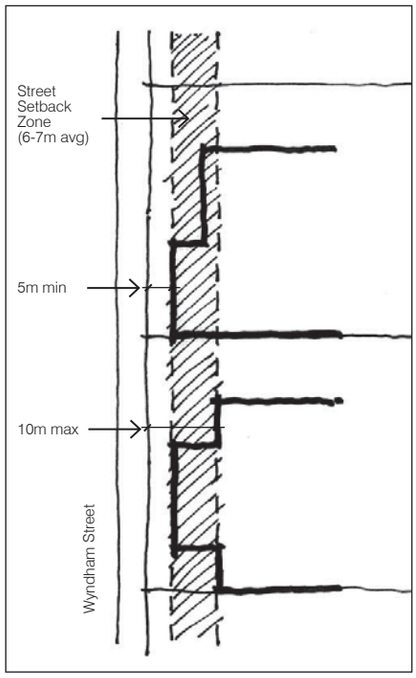
STREET SETBACKS

Objectives

- To maintain and reinforce existing street setbacks.
- To ensure that street setbacks contribute to an articulated streetscape and a sense of enclosure for the east side of Wyndham Street (Goulburn Valley Highway).
- To ensure that street setbacks contribute to the efficient use of the site.

Requirements

- Street setbacks must be a minimum of 5 metres and a maximum of 10 metres from the front lot boundary with an average of 6 – 7 metres over the width of the building frontage.



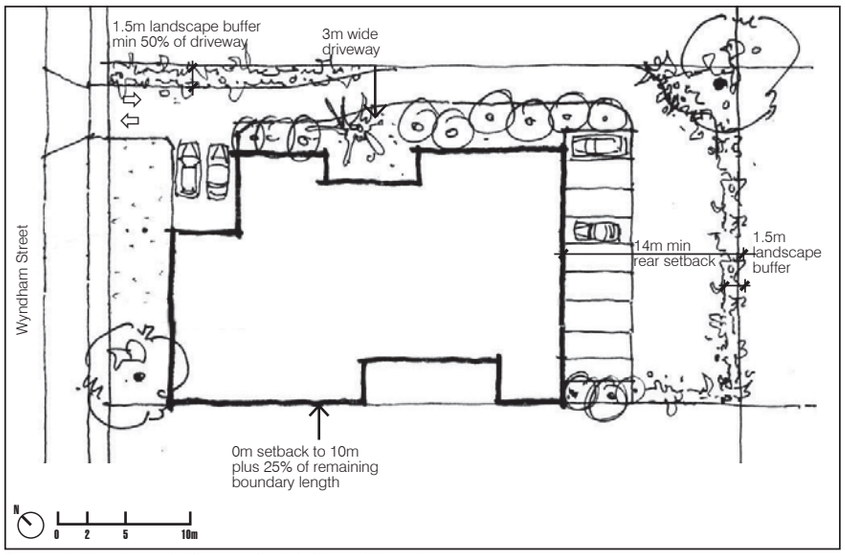
SIDE AND REAR SETBACKS

Objectives

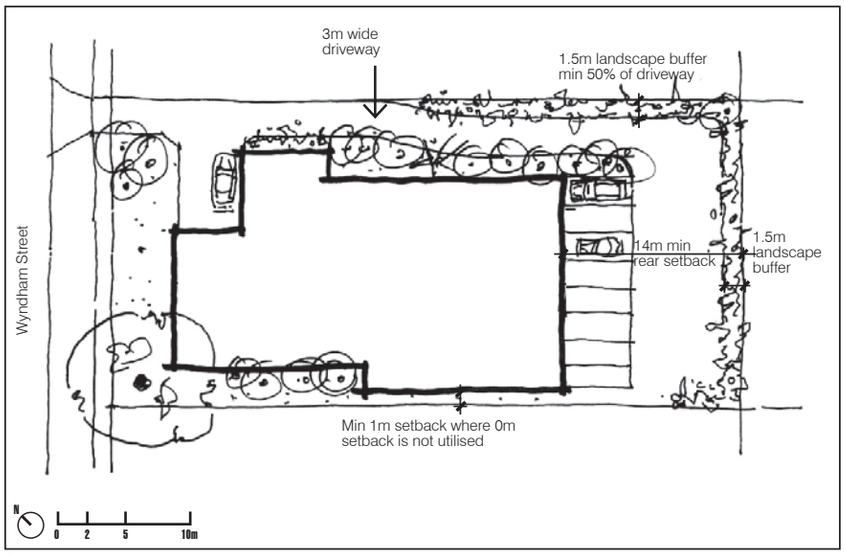
- To ensure an appropriate interface is provided between new developments and the residential areas to the rear.
- To limit the impact of new developments on the amenity of neighbouring buildings and dwellings.
- To provide opportunities for efficient solar access that will address environmentally sustainable site planning.

Requirements

- Where new developments have a rear boundary with a residential lot, a minimum 1.5 metre landscape buffer must be provided to the rear boundary.
- Where new developments have a rear boundary with a residential lot, a minimum building set back of 14 metres is to be provided to avoid a dominating built form interface, and to provide opportunities for long term parking.
- A zero setback to the south boundary is permitted to 10 metres plus 25% of the remaining boundary length. For the remainder of the south boundary length, a minimum 1 metre side setback is required.
- Where a zero setback is used to the southern boundary, consider providing an increased setback from the north boundary to;
  - Enable opportunities for the provision of building articulation and appropriate fenestration along the north facing façade that allows efficient solar access for energy efficiency objectives.
  - Ensure that long, bland continuous walls are avoided.
  - Provide opportunities for additional landscaped areas and pedestrian refuges along the vehicular access corridor.



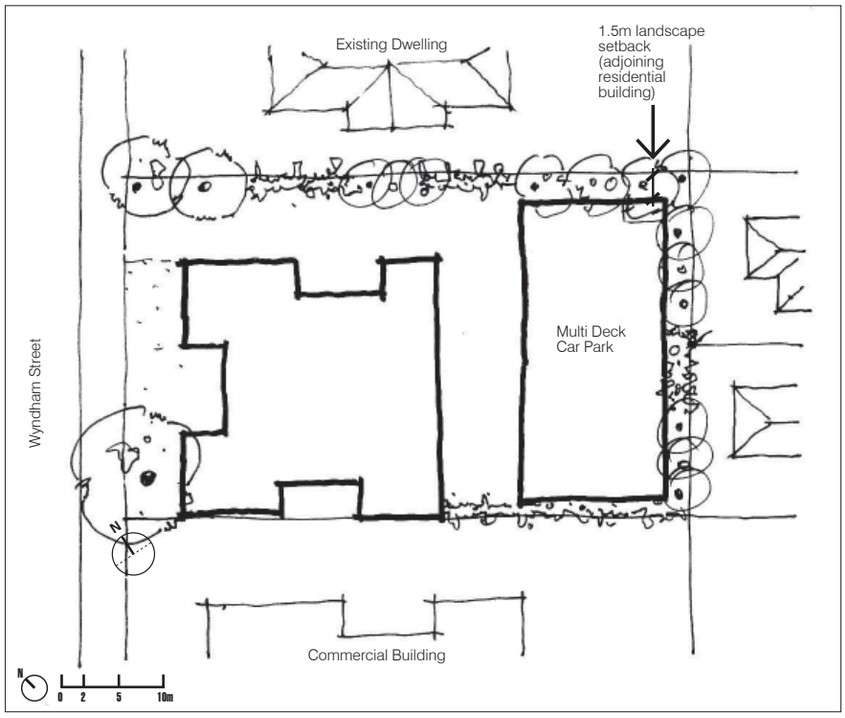
Commercial development with zero setback to the south boundary.

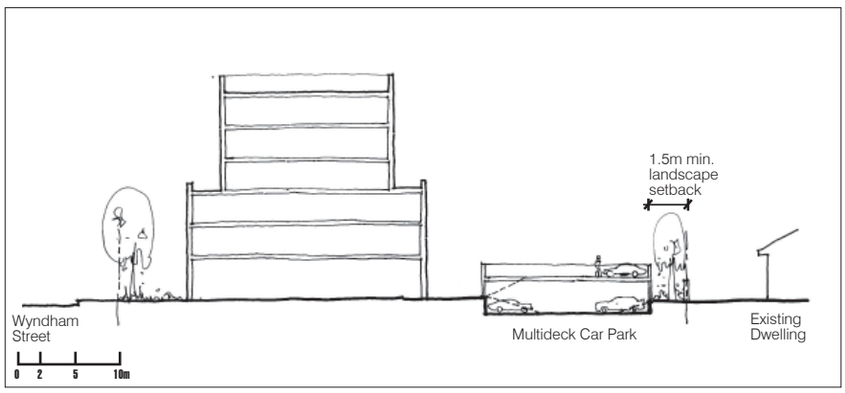


Commercial development with minimum 1 metre setback to the south boundary.

- Where a zero setback provision is not utilised to the south boundary, a minimum 1 metre side setback to each of the north and south boundaries is required.
- Vehicular access to the rear of sites must be set back a minimum of 1.5 metres from the side boundary to enable the provision of a landscaped buffer and pedestrian refuges that will reduce the impact of 'gun barrel' laneways. This setback may be transferred to the building side of the laneway for a maximum of 50% of the laneway length in order to provide opportunities for varying alignment and providing some visual relief.

– Multi deck car parking buildings may be constructed to the rear of lots.
  – Where the lot abuts a rear laneway, the parking deck may be built on the boundary line, with a zero setback to the rear boundary.
  – Where the lot abuts residential properties, a 1.5 metre landscaped setback is to be provided to the parking deck to ensure a suitable interface with adjoining residents.





ROOF FORM AND ROOFLINE

Objectives

– To ensure that roof forms contribute to the desired character for the Lakeside Precinct.

– To ensure that roof forms are an integral and considered aspect of the building design.

Requirements

– Roof form should be proportional to the building and comprise of simple, flat or sculptural forms.

– Flat or innovative roof forms that reinforce the desired future character of a prestigious boulevard should be an integral component of the built form design. Parapets may be used to reinforce elements of the building form and character.

– Plant equipment, vents and any other mechanical equipment must be carefully designed or incorporated into the roof shape. They should not impinge on or detract from any views to, from or over the site.

– Provide sustainable water use in buildings by implementing measures to collect rain water runoff from roof areas. Ensure that water storage tanks are located away from public view, and do not impact on neighbours' visual amenity.

The roof and parapet design of this building reflects its grand character. ✓

Promote innovative roof forms that contribute to the prestigious character of the precinct. ✓

ACCESS POINTS AND CROSSOVERS

Objectives

– To ensure vehicle access to and from a site is safe, manageable and convenient.

– To minimise the impact of driveways on pedestrian paths and streetscapes.

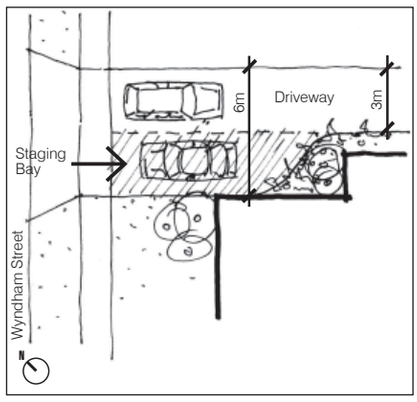
Requirements

– Vehicular access points and driveways should be designed to allow convenient, safe and efficient vehicle movements and connections to the street network and within the site.

– Driveways should be designed to minimise any conflict of vehicle movements with pedestrians. This is to include a consideration of sight lines and the impact buildings and fences have on these.

– Access to the rear of sites must provide passing or staging bays to ensure that vehicles do not bank up on Wyndham Street and present a dangerous situation for passing traffic.

– No more than 6 metres of the street frontage is to be occupied for vehicular access purposes.



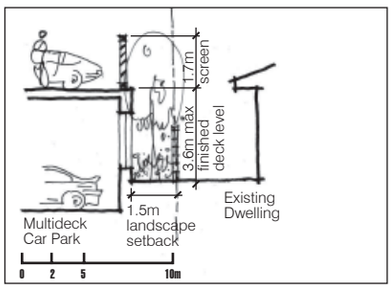
PARKING

Objectives

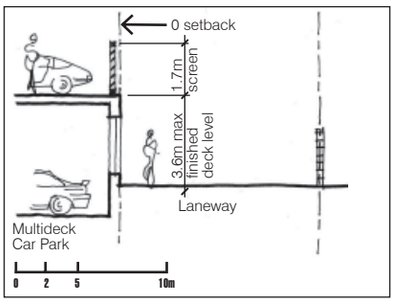
- To provide for the parking needs of building occupants and visitors without adverse impacts on building mass, neighbouring sites or the streetscape.
- To avoid parking and traffic difficulties along Wyndham Street and in the surrounding neighbourhood.
- To provide parking solutions that do not adversely impact on the amenity of the surrounding neighbourhood.

Requirements

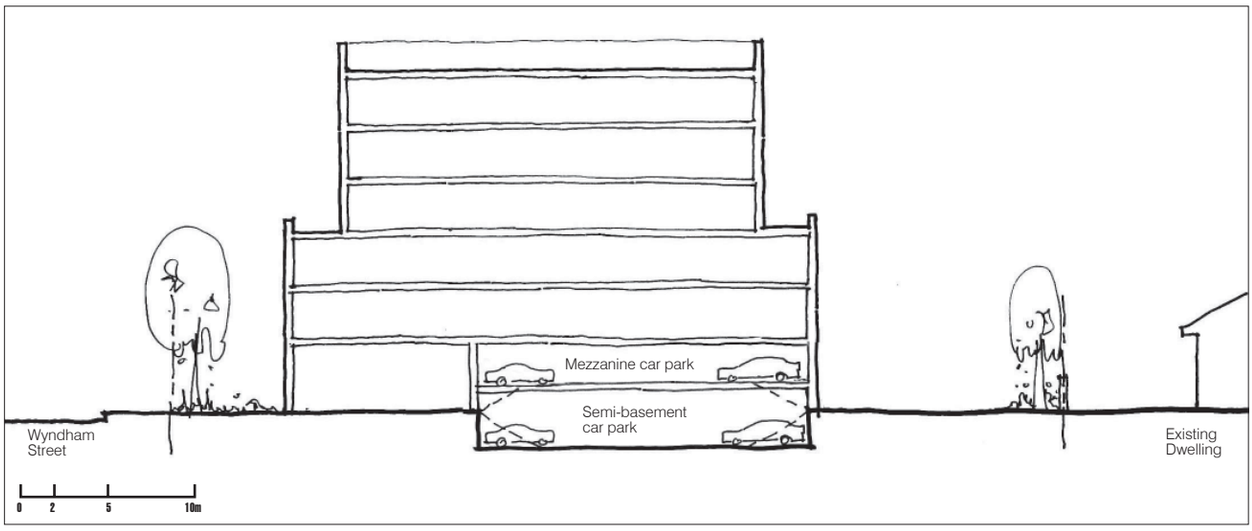
- Sufficient car park spaces should be provided on-site for occupants and visitors in accordance with the Greater Shepparton Planning Scheme.
- Consider on-site underground parking subject to LSIO provisions, CMA approval, and geotechnical investigations.
- Multi deck car parking buildings may be constructed to the rear of lots. The upper parking level must be uncovered without any roof. Multi deck car parks are encouraged to be constructed underground or partly below ground level to reduce visual impact.
  - The wall height and the finished upper level of the parking deck must not exceed a maximum height of 3.6 metres above natural ground level, with an average height of 3.0 metres.
  - Where constructed, the exterior facades of multi deck car parks shall be screened with architectural elements or an appropriate landscape treatment to reduce their visual impact on adjoining properties, and to minimise overlooking.
- Architectural elements to minimise overlooking from the parking deck into adjoining residential properties must be 1.7 metres above finished upper level of the parking deck. These elements must not exceed 25% transparency Architectural design solutions for this screening will be considered.
- Walls of multi deck car parks abutting laneways are encouraged to provide secured openings so as to partly illuminate the laneway at night.
- Large trees should be planted through car parks to improve local environmental conditions, to reduce the visual impact of large areas of bitumen, and to provide summer shade.



Multideck car park abutting residential property at rear boundary.



Multideck car park abutting rear laneway.



LANDSCAPE

Objectives

- To encourage front landscape settings that contribute to the streetscape amenity.
- To provide appropriate landscaped areas within sites that assist with the integration of adjoining buildings.
- To improve the environmental and aesthetic amenity of Wyndham Street and to contribute to the landscaped setting of Victoria Park.

Requirements

- The area to the front of the building shall be landscaped to include a variety of shrubs, groundcovers and at least two significant trees (mature height 8 metres). Refer to the City of Greater Shepparton's 'Victoria Park Lake Redevelopment Strategy' for a list of appropriate species that are suitable to this area.
- Paving materials that provide texture, patterns and subtle colour to the building frontage should be used.
- Front fences, where constructed, shall have a maximum pier / post height of 1.8 metres, and have a transparency ratio of at least 50%, including piers, columns and bases.
- Provide sustainable water use by implementing water sensitive urban design principles and low water use plant material.

The front landscape setting presented by this development contributes to the streetscape character and complements Victoria Park.

✓

This development does not present any front landscape and is detrimental to the streetscape character.

✗

SIGNAGE

Objectives

- To provide for business identification.
- To provide for signage that contributes to the commercial activities of the precinct without dominating the streetscape.
- To minimise the visual impact of advertising signage on the streetscape in this precinct.
- To reinforce the objectives and provisions of the Advertising Signs Policy in the Greater Shepparton Planning Scheme.

Requirements

- The vision for this precinct is to establish a premier commercial / residential boulevard, and as such, signage needs to be of high quality without dominating the streetscape.
- Only one business identification sign or advertising sign is permitted per lot.
- Multiple business occupancies shall share space on one business identification sign.
- Freestanding business identification signs and advertising signs are to be a maximum height of 1.5 metres, and a maximum width of 1.0 metres.
- Colours and materials that interfere with the safety or efficiency of traffic circulation are to be avoided.
- V-board signs, and advertising elements such as banners, flags and inflatables are discouraged.

The large and bright coloured signage of this building - both attached and freestanding - dominates the streetscape and must be avoided. Only one business sign per development is permitted.

5.3 Character

FAÇADE TREATMENT AND ARCHITECTURAL FEATURES

Objectives

– To encourage building facades that contribute to and reinforce the prominent and prestigious character that is preferred for this precinct.

– To ensure that new buildings respond to Victoria Park Lake, and provide a strong built edge character to this large public open space.

Requirements

– Building design and façade treatment should promote grandeur and scale to maintain and reinforce the preferred future character of the Lakeside precinct.

– Building design should be orientated towards Victoria Lake by means of balconies, verandas, porticos, 'book ends', upper building setbacks and other architectural features.

– Building facades of large developments should be modulated and articulated, by expression of structural elements, or horizontal and vertical expression lines.

– Building facades should be articulated to ensure that there is some interaction between streetscape activity and the building interior. Avoid the presentation of a large unbroken street wall that dominates the streetscape without any visual interaction.

This building facade is well articulated and promotes interaction with the street.

MATERIALS, COLOURS AND FINISHES

Objectives

- To ensure materials and finishes reinforce and reflect the prominent character of the precinct.
- To encourage the use of materials and finishes that reflects contemporary architectural style.

Requirements

- Building materials should include steel-and-glass structures, masonry, concrete, and timber.
- External walls of developments should display materials and finishes such as quality textured paint coating, timber or metal cladding, steel structures, and glass. The use of rendered concrete may be used where it is complemented by use of specific claddings such as timber and metals that highlight façade definition.
- Avoid reflective glass, PVC, unrelieved painted render, unarticulated concrete surfaces and unarticulated cladding systems.
- External walls of buildings may consist of large expanses of glass, though the glass must be clear or lightly tinted, and non-reflective.
- Colour schemes of all external surfaces of new developments must be coordinated and consistent with the building design intention.
- Avoid bright extravagant colour schemes that do not contribute to an integrated streetscape.

The use of quality textured finishes, glass and steel is encouraged to express the prestigious character of this precinct.

6.0

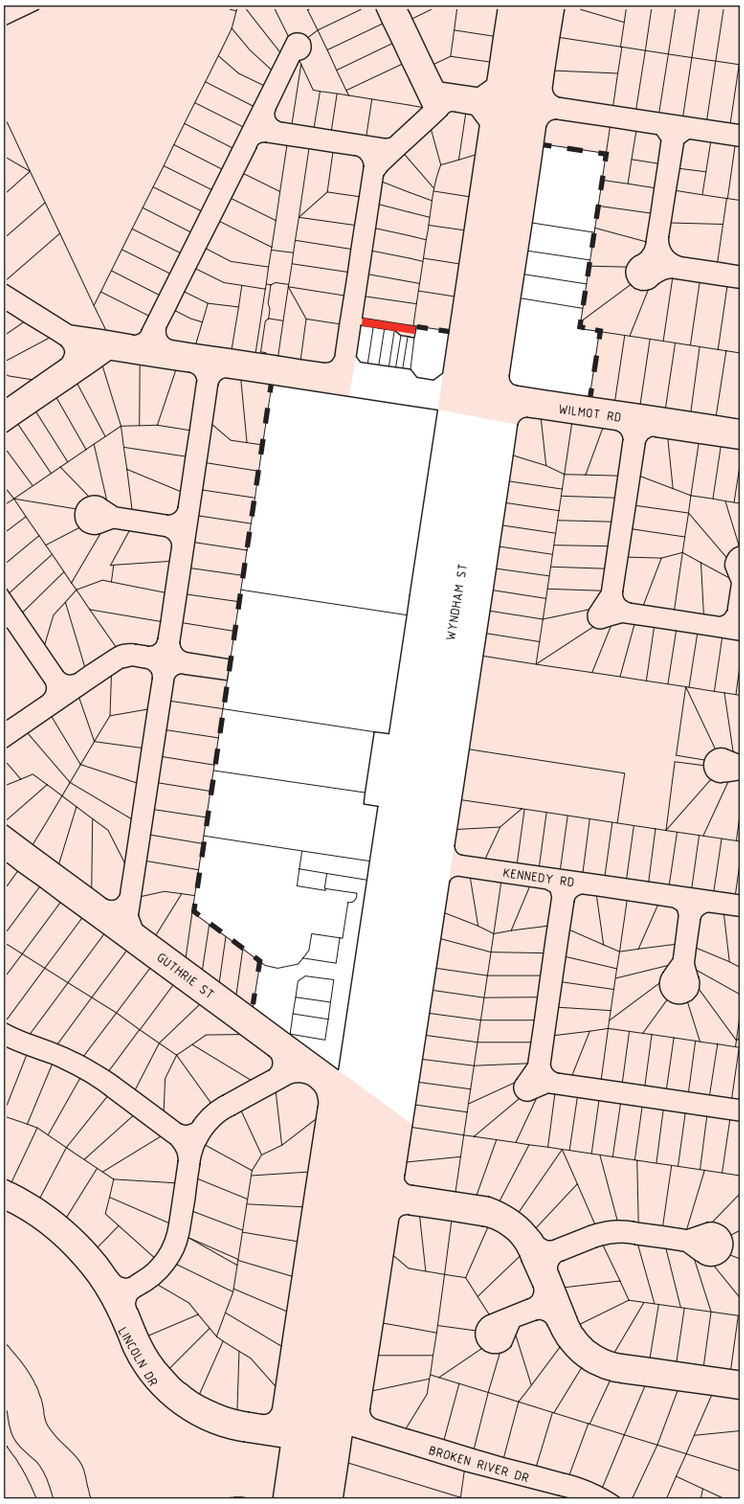
Framework
Shepparton South – Village

Vision

Encourage a 'village' environment that contributes to and supports the surrounding residential neighbourhood.

- Promote business and retail activities that serve the residential neighbourhood and contribute to a local 'village' character.
- Ensure that developments respect the existing residential environment.
- Ensure that building mass and bulk of new developments respect the existing domestic scale of the surrounding urban form.
- Promote greater 'greenness' in commercial areas.
- Avoid large industrial or business park style architecture that detracts from the residential nature of the precinct.

6.1 Structure



Legend

- Precinct area
- Laneway
- Interface between residential and commercial developments

NORTH

50 0 50 100 150m

6.2 Form

MASSING AND HEIGHT

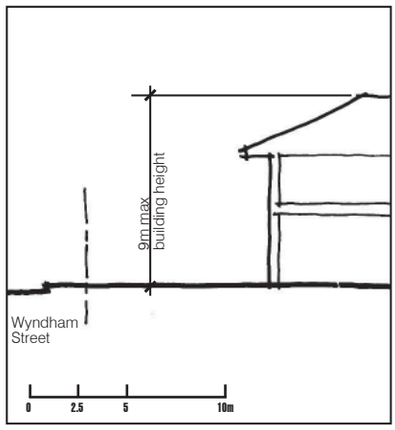
Note: Shepparton South - Village lies in the floodplain of the Broken River, Goulburn River and the Sevens Creek, and is within the LSIO (Land Subject to Inundation Overlay). 'Finished ground floor level' must be determined by planning provisions of the LSIO schedule, and by requirements of the Catchment Management Authority (CMA).

Objectives

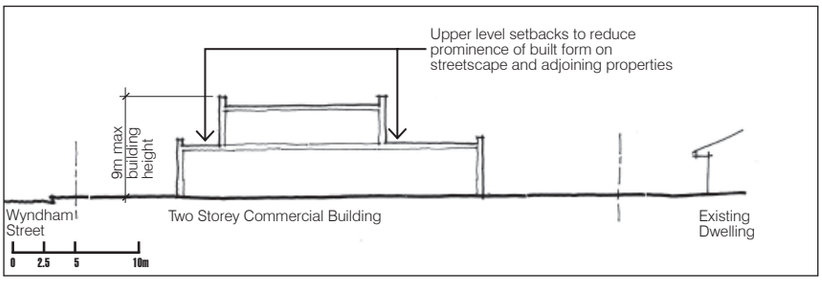
- To ensure that new developments respect the scale of the existing residential urban form.
- To avoid large 'box-like' buildings that detract from the low scale urban form of the area.
- To provide for built form that is responsive to changes in the area, but maintains the preferred residential scale for the area.

Requirements

- The size of new buildings should be responsive to the surrounding residential character, and buildings should be articulated in such a way to maintain the fine grained urban fabric found in the area.
- Buildings must be a maximum of two storeys within a maximum height of 9.0 metres from natural ground level.
- Buildings should be articulated to present small building mass to the streetscape.
- For heights of multi deck car parking buildings, refer to the section on Parking.



STREET WALL HEIGHT & UPPER BUILDING SETBACKS

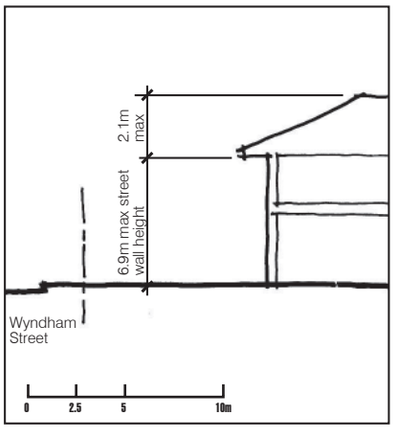


Objectives

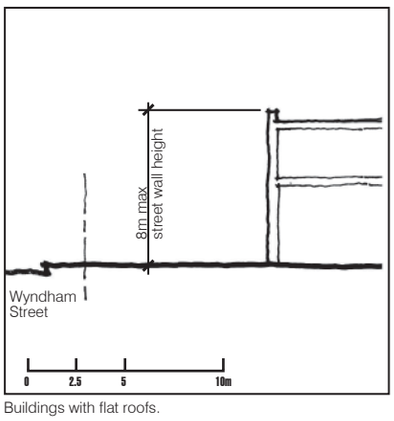
- To encourage built form that is consistent and sympathetic to the prevailing building forms in the surrounding area.
- To provide a human scale to the street frontage
- To ensure a sensitive interface with existing residential neighbourhood.

Requirements

- The height of a building frontage must not exceed 6.9metres for pitched roofs and 8 metres for flat roofs, from natural ground level.
- New developments can use upper building setbacks to address overlooking and overshadowing and avoid adversely impacting on the amenity of neighbouring properties
- Consider varying the upper level setbacks to provide some articulation of the building and to reduce the dominance of the built form on the streetscape and adjoining properties.



Buildings with pitched roofs.



Buildings with flat roofs.

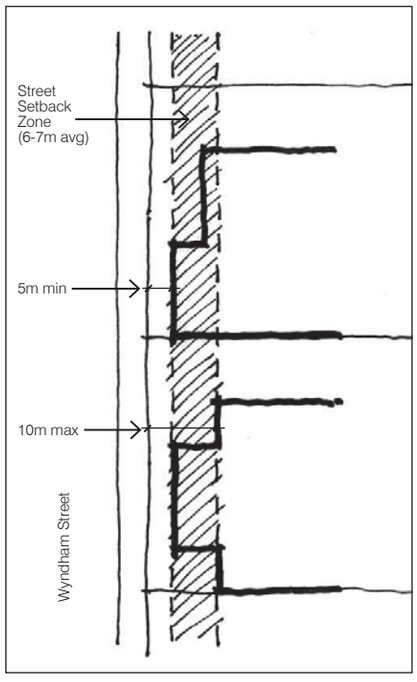
STREET SETBACKS

Objectives

- To ensure that street setbacks of new developments contribute to the existing streetscape character.
- To ensure that street setbacks make efficient use of the site.
- To ensure that street setbacks contribute to an articulated streetscape.

Requirements

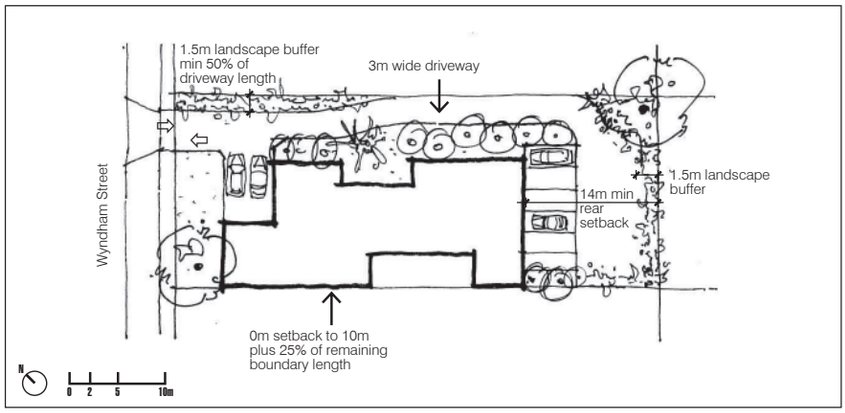
- Street setbacks must be a minimum of 5 metres and a maximum of 10 metres from the front lot boundary.
- Front setbacks of buildings must consider both short term and long term parking requirements, and can be used to provide clear legibility for site access.



SIDE AND REAR SETBACKS

Objective

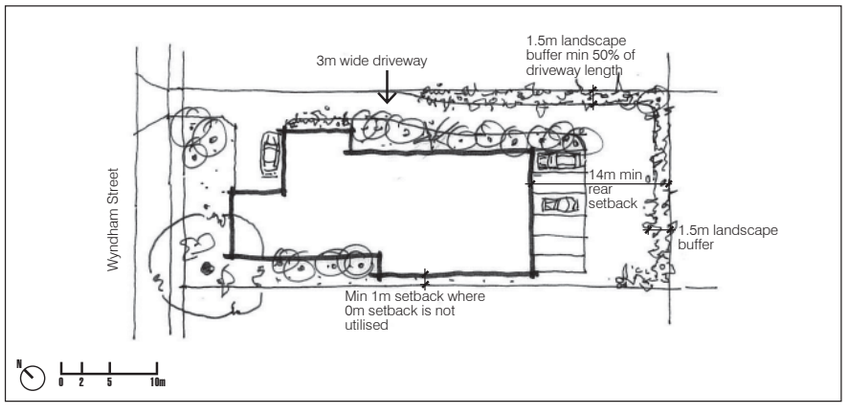
- To ensure an appropriate interface is provided between the new developments and the adjoining residential areas.
- To reduce the impact of new developments on the amenity of neighbouring buildings and dwellings.
- To provide opportunities for effective site planning.
- To provide opportunities for efficient solar accesst



Commercial development with zero setback to the south boundary.

Requirements

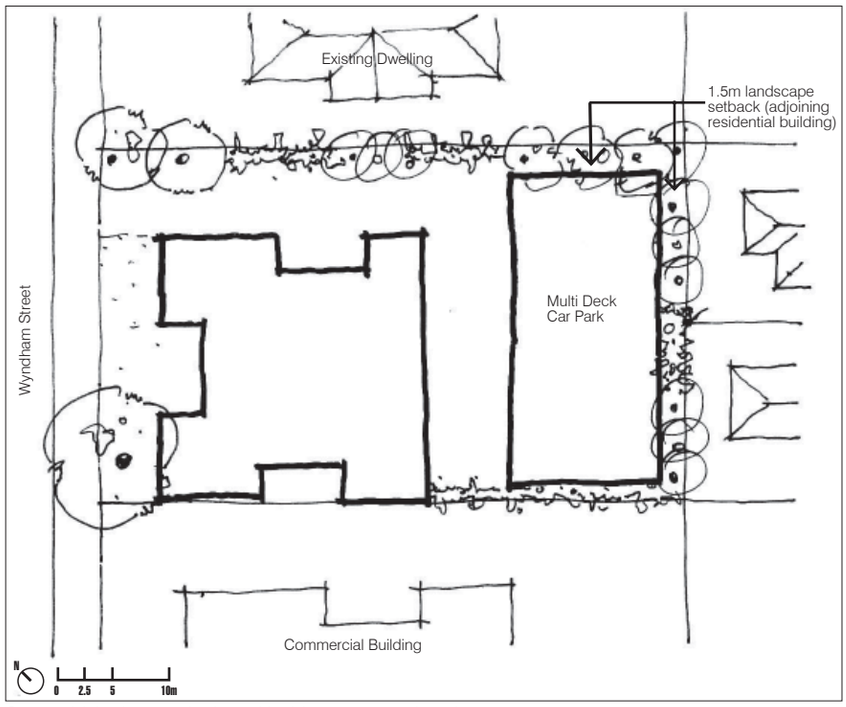
- A minimum 1.5 metre landscape buffer is to be established along rear lot boundaries to ensure a suitable interface with adjoining residential lots.
- A minimum rear building setback of 14 metres is to be provided to avoid a dominating built form interface with adjoining residential lots, and to provide opportunities for long term parking.
- A zero setback to the south boundary is permitted to 10 metres plus 25% of the remaining boundary length. For the remainder of the south boundary length, a minimum 1 metre side setback is required.
- Where a zero setback is used to the southern boundary, consider providing an increased setback from the north boundary to;
  - Enable opportunities for the provision of building articulation and appropriate fenestration along the north facing façade that allows efficient solar access for energy efficiency objectives.
  - Ensure that long, bland continuous walls are avoided.
  - Provide opportunities for additional landscaped areas and pedestrian refuges along the vehicular access corridor.



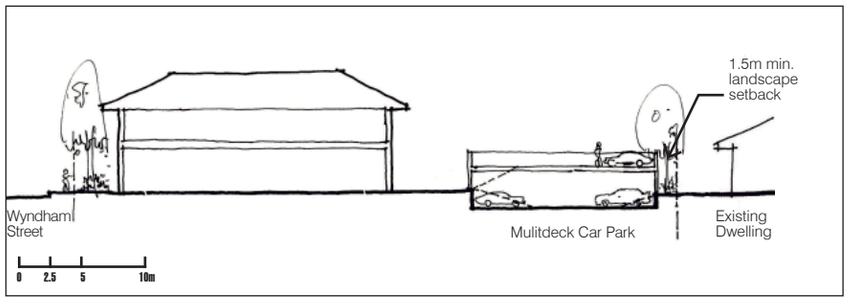
Commercial development with minimum 1 metre setback to the south boundary.

- Where a zero setback provision is not utilised to the south boundary, a minimum 1 metre side setback to each of the north and south boundaries is required.
- Vehicular access to the rear of sites must be set back a minimum of 1.5 metres from the side boundary to enable the provision of a landscaped buffer and pedestrian refuges that will reduce the impact of ‘gun barrel’ laneways. This setback may be transferred to the building side of the laneway for a maximum of 50% of the laneway length in order to provide opportunities for varying alignment and providing some visual relief.

– Multi deck car parking buildings may be constructed to the rear of lots.
  – Where the lot abuts a rear laneway, the parking deck may be built on the boundary line, with a zero setback to the rear boundary.
  – Where the lot abuts residential properties, a 1.5 metre landscaped setback is to be provided to ensure a suitable interface with adjoining residents.



Commercial development abutting residential property at rear boundary.



Commercial development abutting residential property at rear boundary.

ROOF FORM AND ROOFLINE

Objective

- To reflect the prevailing roof forms of the neighbourhood and reinforce a local residential character.
- To ensure that roof forms are an integral and considered aspect of the building design.

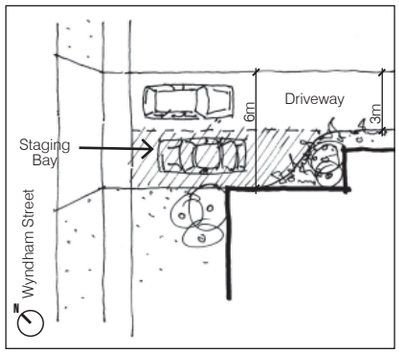
Requirements

- Encourage pitched roof forms (gables, half gables and hips) to complement prevailing roof character in the area.
- Where parapets and flat roofed forms are proposed, consider details that contribute to a local village atmosphere (rather than an industrial or business park).
- Plant equipment, vents and any other mechanical equipment must be carefully designed or incorporated into the roof design so as to avoid visibility from the street, surrounding spaces and buildings.
- Provide sustainable water use in buildings by implementing measures to collect rain water runoff from roof areas. Ensure that water storage tanks are located away from public view, and do not impact on neighbours' visual amenity.

The roof forms of these buildings contributes to a village character.

The roof top equipment on this building is visible from the street and must be avoided.

ACCESS POINTS AND CROSSOVERS



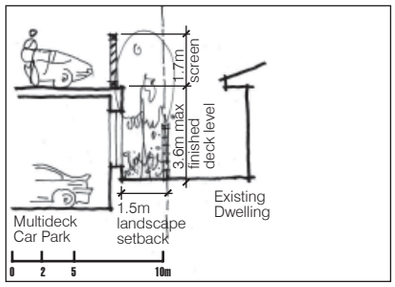
Objective

- To ensure vehicle access to and from a development is safe, manageable and convenient.
- To minimise the impact of driveways on pedestrian paths and streetscapes.

Requirements

- Vehicular access points and driveways should be designed to allow convenient, safe and efficient vehicle movements and connections within the development and to the street network.
- Driveways shall be designed to avoid any conflict of vehicle movements with pedestrian paths. This is to include a consideration of side fences / walls that may impact on sight lines between pedestrian and vehicular traffic.
- Not more than 6 metres is to be provided for vehicular access purposes to the site.
- Access to the site must provide a passing or staging area to ensure that vehicles do not cause a traffic hazard in the street.

PARKING



Multideck car park abutting residential property at rear boundary.

Objective

- To provide for the parking needs of building occupants and visitors without adverse impacts on streetscape.
- To avoid parking and traffic difficulties within the site and in the surrounding neighbourhood.

Requirements

- Sufficient car park spaces should be provided on-site for occupants of the development and visitors in accordance with the Greater Shepparton Planning Scheme.
- Multi deck car parking buildings may be constructed to the rear of lots. The upper parking level must be uncovered without any roof. Multi deck car parks are encouraged to be constructed underground or partly below ground level to reduce visual impact.
  - The wall height and the finished upper level of the parking deck must not exceed a maximum height of 3.6 metres above natural ground level, with an average height of 3.0 metres.
  - Where constructed, the exterior facades of multi deck car parks shall be screened with architectural elements or an appropriate landscape treatment to reduce their visual impact on adjoining properties, and to minimise overlooking.Architectural elements to minimise overlooking from the parking deck into adjoining residential properties must be 1.7 metres above finished upper level of the parking deck. These elements must not exceed 25% transparency Architectural design solutions for this screening will be considered.
- Walls of multi deck car parks abutting laneways are encouraged to provide secured openings so as to partly illuminate the laneway at night.

LANDSCAPE

Objective

- Promote greater 'greenness' in commercial and business areas.
- To complement and reinforce the existing landscape qualities of the precinct.
- To provide screening from adjoining residential properties, and to contribute to neighbourhood amenity.

Requirements

- Front setbacks of developments must contain landscape treatment to reduce the visual mass of buildings, and to reinforce the existing 'village' character.
- Paving materials that provide texture, patterns, subtle colour and permeability should be used. Avoid large areas of harsh grey concrete or asphalt.
- Where space permits, small to medium sized trees should be planted to provide scale and contribute to aesthetic amenity.
- The rear landscaped buffer to the rear boundaries of new developments should include medium sized trees (mature height 8 metres) that are appropriate for the site conditions and provide some screening of new developments from adjoining residential properties.
- Provide sustainable water use by implementing water sensitive urban design principles and low water use plant material.

SIGNAGE

Objective

- To provide for business identification.
- To provide signage that contributes to the commercial and business activities of the precinct without dominating the prevailing residential character.
- To minimise the visual chaos that unchecked signage can have on the streetscape.
- To reinforce the objectives and provisions of the Advertising Signs Policy in the Greater Shepparton Planning Scheme.

Requirements

- The prevalent and preferred character of this precinct is residential with local business activities intended to contribute to this rather than dominate it. As such, business identification and advertising signs should be in keeping with the scale of the area and be of a low profile design to minimise visual intrusion.
- Only one business identification sign or advertising sign is permitted per lot.
- Freestanding business identification signs or advertising signs are to be a maximum height of 1.5 metres, and a maximum width of 1.0 metres.
- Freestanding A frame advertising boards that are temporarily placed on the nature strip are not supported due to their visual prominence.
- V-board signs and advertising signs such as banners, flags and inflatables are not supported.
- Colours and materials that interfere with the safety or efficiency of the Goulburn Valley Highway and local roads are to be avoided.

Large freestanding business identification signs dominate the streetscape and are not permitted.

Large and multiple freestanding business identification signs create 'visual clutter' and are not permitted.

6.3 Character

FAÇADE TREATMENT AND ARCHITECTURAL FEATURES

Objective

- To maintain and reinforce the small scale residential character of this precinct through the use of architectural elements and features.
- To ensure that new buildings contribute to the local neighbourhood and streetscape in a positive way.

Requirements

- Building facades must maintain door and window proportions that reflect a local village character.
- Buildings should include elements such as verandas, balconies and awnings.
- Building frontages must be articulated to reduce the impact of its visual mass on the streetscape. Long continuous front facades must be avoided.

This facade presents an unrelieved blank facade with features that do not contribute to the village character.

The building facade of this commercial building has been articulated with vertical openings and horizontal bands to contribute to the village character of the precinct.

MATERIALS, COLOURS AND FINISHES

Objective

- To ensure materials and finishes are appropriate to the local village character that is preferred for this precinct.
- To maintain a sense of co-ordination within the existing palettes of materials, colours and finishes that are found in the precinct.
- To encourage the use of materials and finishes that reflects contemporary architectural style.

Requirements

- Materials of all external surfaces of new developments should consider and complement those used in existing buildings in the area, including brickwork and timber. The use of rendered concrete may be used where it is complemented by use of specific claddings such as timber and metals that highlight façade definition.
- Reflective glass, PVC, unrelieved painted render, unarticulated concrete surfaces and unarticulated cladding systems must be avoided.
- Colour schemes of all external surfaces of new developments must complement those found in the local neighbourhood. These should consider references to brickwork and other neutral colours. Contrasting colours may be used to highlight architectural elements or façade definition.
- Bright extravagant colour schemes are to be avoided.

7.0

Framework
Kialla Park Boulevard

Vision

Create a vibrant and active principal commercial and business precinct within a well landscaped boulevard.

Ensure that the proposed Neighbourhood Centre functions as a key component of the precinct.

- Accept and promote the existing built form character of large big box commercial activities with product display setbacks.
- Encourage landscape treatments to complement the Goulburn Valley Highway (GVH) landscape.
- Provide robust, suitably scaled landscape treatments to integrate the commercial activities, to reduce its visual impact and to provide an appropriate interface between the commercial and the residential areas.
- Promote an integrated private and public realm along the GVH.
- Provide clearly defined and legible attractive gateways to the residential areas behind the commercial activity areas.
- Encourage a significant Neighbourhood Centre providing a community space and specialty services to the surrounding residential and business areas.

7.1 Structure

GATEWAYS

Objectives

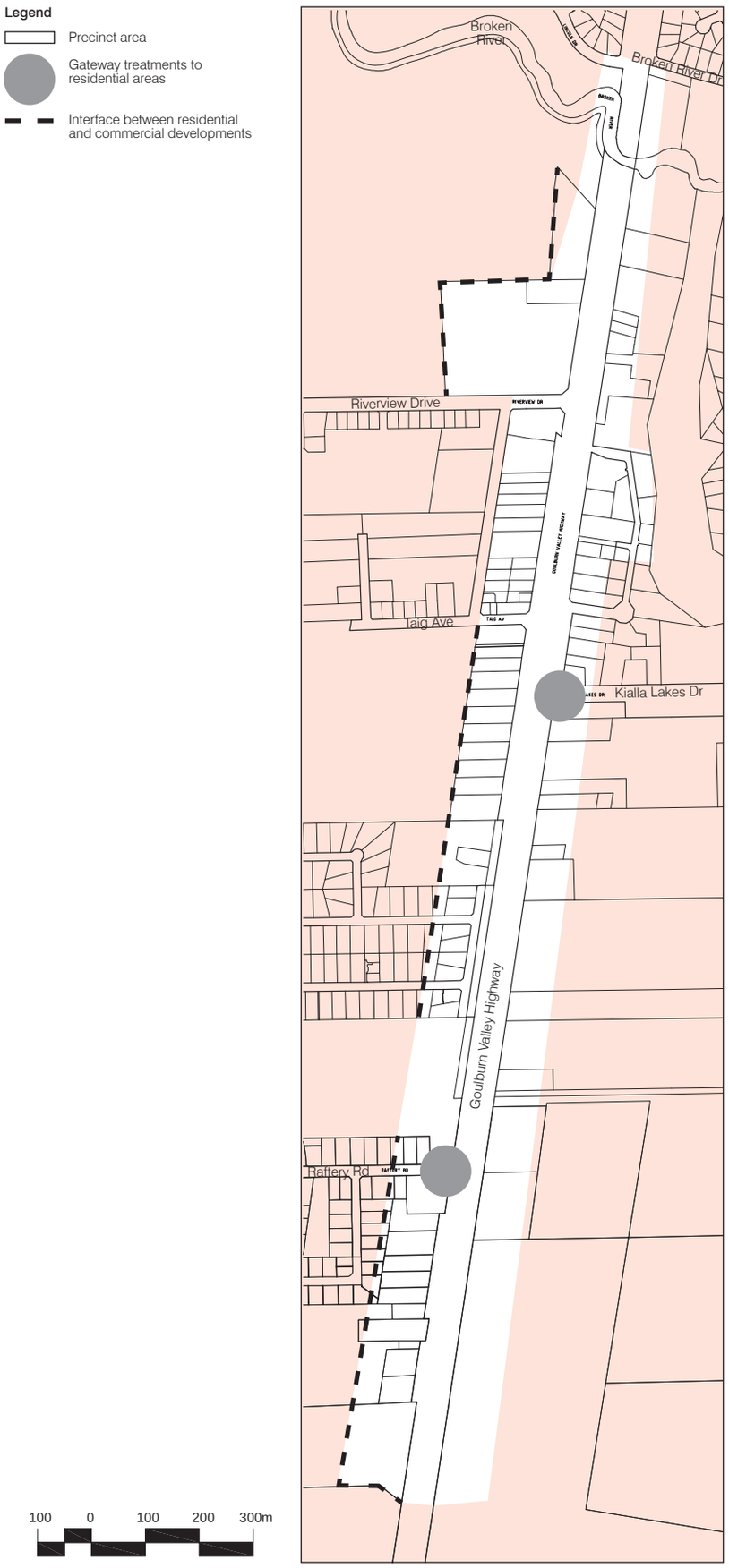
– Provide clearly defined, legible and attractive gateways along the Goulburn Valley Highway to the residential areas behind the business activity areas.

Requirements

– Well defined, legible and attractive gateway treatments should be provided at the intersection of the GVH with Kialla Lakes Drive and with Raftery Road, to signify entrances to residential areas.

– Consider innovative landscape treatments and urban art to increase legibility and create clear distinctive gateways and landmarks.

– Development sites at these locations should consider innovative built form and landscape treatments to signify these gateways, provide landmarks and reinforce the intersections.



7.2 Form

LAND USE

Objectives

– To consolidate bulky goods retailing, manufacturing industries and associated business services within this precinct.

Requirements

– Ensure that new developments maintain and reinforce the existing land use by providing similar commercial and bulky goods retail activities.

MASSING AND HEIGHT

Note: Kialla Park Boulevard lies in the floodplain of the Broken River, Goulburn River and the Sevens Creek, and is within the LSIO (Land Subject to Inundation Overlay). 'Finished ground floor level' must be determined by planning provisions of the LSIO schedule, and by requirements of the Catchment Management Authority (CMA).

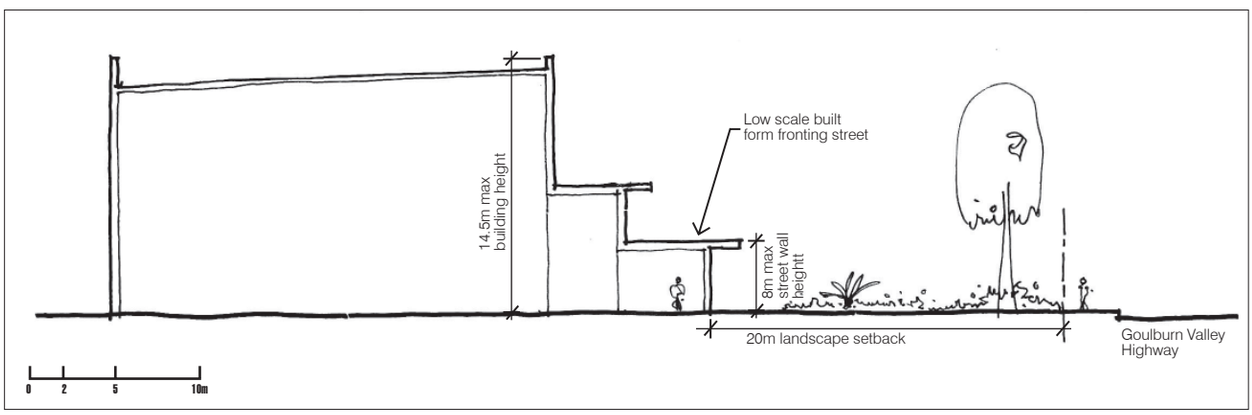
Objectives

– To accept and promote the development of the existing large 'big box' style retail and manufacturing buildings.

Requirements

– Buildings must be within a maximum height of 14.5 metres from natural ground level.

– Building heights and mass will be considered on their merits, consideration of the scale of the local environment, and the type of surrounding buildings.



STREET WALL HEIGHT & UPPER BUILDING SETBACKS

Objectives

- To ensure that building mass does not dominate the adjoining GVH environment.
- To provide a human scale to the street frontage.

Requirements

- The street wall height of a building frontage must not exceed 3 storeys (or 8.0 metres) from natural ground level.
- Consider a lower administration / reception / sales area or veranda to the street frontage, with a larger storage or manufacturing building to the rear as a means of reducing the impact of built form on the streetscape.

The massing of this large big box structure has been articulated to reduce its visual bulk, by presenting a low scale building element to the street.

✓

STREET SETBACKS

Objectives

– To maintain and reinforce consistency in the existing building setbacks.

Requirements

– Street setbacks must comply with the Building Lines Policy set out in Clause 22.07 of the Greater Shepparton Planning Scheme.

– Front setback requirement is 20 metres from the front lot boundary.

SIDE AND REAR SETBACKS

Objectives

– To ensure an appropriate interface between the commercial and the residential areas.

– To limit the impact on the amenity of neighbouring buildings.

Requirements

– A minimum 3 metre landscaped buffer must be provided along rear boundaries to ensure a suitable interface with adjoining residential properties.

Legend

Consistent 20m front setback

Strong landscape buffer at interface with residential areas

ROOF FORM AND ROOFLINE

This building presents a low scale entrance feature flanked by a veranda element, to reduce its visual bulk. ✓

Roof top equipment should be integrated into the roof design so as to avoid its visibility from the street. ✗

Objectives

- To provide roof forms consistent with a 'big box' retailing and manufacturing character.
- To ensure that roof forms are an integral and considered aspect of the building design.

Requirements

- Roof form should reflect the various components of the building and consider the visual impact on the streetscape. Consider the transition from the front reception / administration / sales area to the larger storage / manufacturing shed behind.
- The visual mass of buildings should be minimised by avoiding bulky roof forms.
- Roof design should be consistent with the building design and function.
- Plant equipment, vents and any other mechanical equipment must be carefully designed or incorporated into the roof design so as to avoid visibility from the street, surrounding spaces and buildings.
- Provide sustainable water use in buildings by implementing measures to collect rain water runoff from roof areas. Ensure that water storage tanks are located away from public view, and do not impact on neighbours' visual amenity.

ACCESS POINTS AND CROSSOVERS

Objectives

- To ensure vehicle access to and from a development is safe, manageable and convenient.
- To minimise the impact of driveways on pedestrian paths and streetscapes.

Requirements

- Driveways should be designed to allow convenient, safe and efficient vehicle movements and connections within the development and to the street network.
- Driveways should be designed to avoid any conflict of vehicle movements with pedestrian paths.
- The width of crossovers and access driveways will be dependant on vehicle types, and should consider ease of circulation. All vehicles, including those delivering to or servicing the site, must be able to enter and leave in a forward direction.

PARKING

Objectives

- To provide for the parking needs of building occupants and visitors without adverse impacts on streetscape.
- To avoid parking and traffic difficulties in the development and the neighbourhood.

Requirements

- Sufficient car park spaces should be provided on-site for occupants of the development, and visitors in accordance with the Greater Shepparton Planning Scheme.
- Consider providing trees to parking areas to assist with reducing the scale of the large buildings, contributing to the GVH landscape, and breaking up large paved areas necessary for the business activities in this precinct.

LANDSCAPE

Objectives

- To encourage street tree planting and private landscapes that complement the existing GVH landscape.
- To provide appropriate scale and integration for the large building forms that are located in this precinct.
- To extend the landscape treatment of the GVH within the front setback of developments.
- To complement and reinforce the existing landscape qualities of the precinct.
- To encourage front landscape treatment that will reduce the visual mass of new developments.

Requirements

- Provide sufficiently wide nature strips in the GVH reserve to enable large trees to be planted.
- A minimum of 15% of the area to the lot frontage must be landscaped to include a variety of shrubs and at least one significant tree (mature height 10 metres). Plant species must be appropriate and suitable to this area, and to Council's satisfaction.
- The landscape treatment should serve to soften and partially screen 'big box' retail and manufacturing buildings. Landscaping should be designed to enhance the appearance of the overall development and the streetscape.
- Paving materials that provide texture, patterns, subtle colour and permeability to the lot frontage should be used. Avoid large expanses of harsh grey cement or asphalt.
- Front fences are encouraged to contribute to the street edge. These shall have a maximum pier / post height of 1.2 metres, and have a transparency ratio of at least 50%, including piers, columns and bases. Black metal picket fences are encouraged.
- Promote the use of low water use plants and rain gardens, with storm water runoff from parking areas to water these plants.
- Provide sustainable water use by implementing water sensitive urban design principles and low water use plant material.

This development presents front landscape treatment to screen the building bulk and contribute to the streetscape character. ✓

The front landscape complements existing GVH landscape treatment. ✓

The streetscape is enhanced by the variety of appropriate paving material, street furniture and street trees that screen on-street parking. ✓

Black metal picket fencing is encouraged. ✓

This development does not present a front landscape to the GVH. ✗

SIGNAGE

Objectives

- To provide for business identification
- To provide for signage that contributes to the commercial activities of the precinct without dominating the streetscape.
- To reduce the impact of signage on the streetscape, and minimise the visual chaos usually associated with bulky goods retailing, car sales and manufacturing business zones.
- To reinforce the objectives and provisions of the Advertising Signs Policy in the Greater Shepparton Planning Scheme.

Requirements

- Business and advertising signs are a significant component of activities in this zone, and therefore special consideration is required to ensure that a balance between streetscape amenity, city pride and promotion is achieved.
- A maximum of one business identification and / or advertising sign is permitted per lot.
- Multiple business occupancies shall share space on the one sign.
- Signs attached to buildings are encouraged. These should be an integral part of the building façade, and be in keeping with the scale of the building.
- Signs attached to a building are to be a maximum height of 1.0 metre, and a maximum width of 3.0 metres, unless they are composed of individual letters and are an integral part of the building facade.
- Freestanding business identification signs and advertising signs are to be a maximum height of 2.0 metres, and a maximum width of 1.5 metres.
- Colours and materials that interfere with the safety or efficiency of traffic circulation are to be avoided.
- Freestanding A frame advertising boards that are temporarily placed on the nature strip are not supported due to their visual prominence.

The advertising signs on this building dominate the streetscape and are to be avoided.

Avoid large freestanding signs that protrude from the front lot line and dominate the streetscape.

The signage on this building is an integral element of the facade.

7.3 Character

FAÇADE TREATMENT AND ARCHITECTURAL FEATURES

Objectives

– To ensure building facades are of a simple modern architectural style, and reflect a bulky goods retailing, light industrial or commercial character, as appropriate.

Requirements

– Façade treatments should incorporate architectural features to the building frontage to address the street, provide legibility for customers, and reduce the visual impact of the large building mass.

– The visual mass of buildings should be reduced by avoiding extensive blank facades.

MATERIALS, COLOURS AND FINISHES

Objective

To reflect the preferred future character of Kialla Park Boulevard.

Requirements

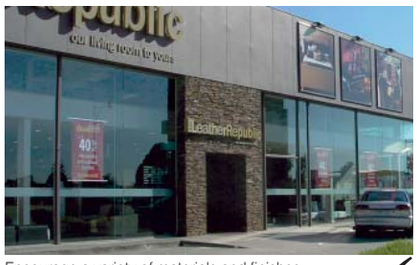
– Exterior wall should be of brick, concrete, steel or glass.

– All external surfaces should be painted or finished with a quality textured coating.

– Tilt slab buildings should display a trowel finish or render in non-reflective earthy tones with a texture to avoid large bland areas.

– Avoid bright, extravagant colour schemes that are reflective of franchise industries and create visual chaos when competing with similar activities. Neutral colours, with greater attention to signage, are more effective at displaying the advertiser's message.

Encourage a variety of renders and finishes that enhance the facade treatment. ✓

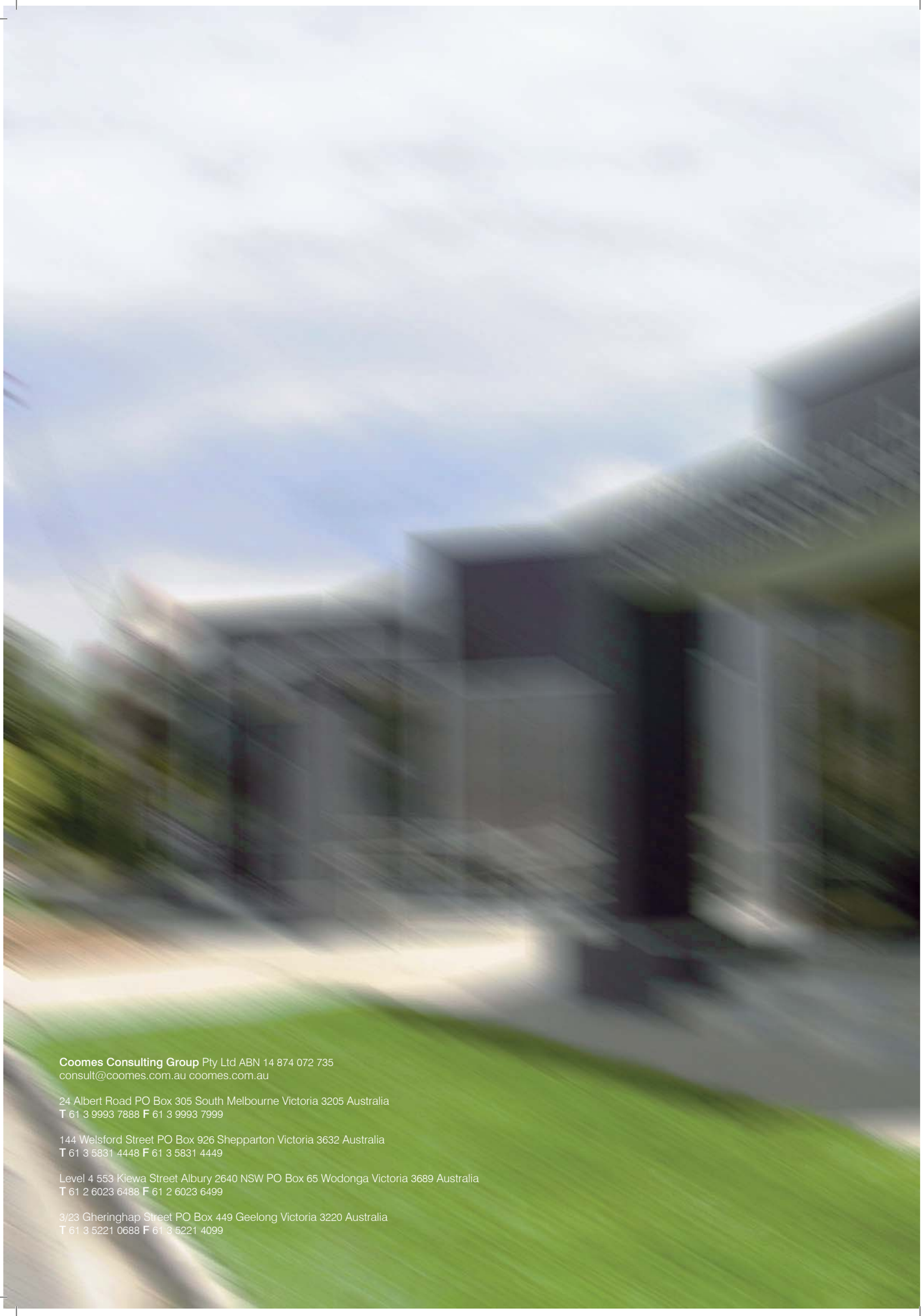


Encourage a variety of materials and finishes that enhance the facade treatment. ✓

Large blank facades detract from the streetscape character and are to be avoided. ✗

Avoid large bland tilt slab facades without any render or texture. ✗

Avoid bright extravagant colour schemes that dominate the streetscape. ✗



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