

21.05 URBAN DESIGN**21.05-1 Overview**

The City of Manningham is committed to providing an environment and a quality of life that provides the highest benefits to all. Urban design in Manningham should respond to the urban and non-urban character of the municipality, diverse community needs, cultural heritage, and natural assets, providing a 'sense of place' for residents and visitors.

Effective urban design will influence and establish an identifiable character for the municipality and its individual areas, including commercial, industrial, residential, open space and non-urban areas. Development in Manningham should improve functionality, accessibility, safety, social interaction, promote energy efficiency, and address scale and identity through site responsive design.

Emphasis should be placed on improving the image and appearance of Activity Centres, residential and commercial developments. The future use and development of Doncaster Road, should create a 'sense of arrival' to the City. Development that reflects high quality built form and best practice environmental design will be encouraged.

21.05-2 Key issues, objectives, strategies and implementation

The key issues relating to urban design together with the objectives, strategies and implementation measures are set out below.

Key issue 1

- The need for a 'sense of arrival' at Manningham's gateways.

Objectives

- To clearly define, improve and identify gateways to the municipality which promote the identity of the City.

Strategies

Strategies to achieve this objective include:

- Encourage appropriate built form at gateways that reflects the character of the local neighbourhood, promotes a positive image for the municipality and provides a sense of arrival.
- Introduce a program of works for public land at gateway sites.

Implementation

These strategies will be implemented by:

Policy and exercise of discretion

- Using local policy to encourage appropriate built form at gateways. (*Design and development policy, Clause 22.01*)
- Taking into account the views of Council's Streetscape Design Taskforce and the Urban Design Taskforce.

Zones and overlays**Further strategic work**

- Preparing an urban design framework which promotes urban design objectives for the municipality and to guide planning proposals.

Other actions

- Implementing the Gateway Sculpture Program to clearly define, improve and identify municipal gateways.
- Implementing the Bulleen Gateway Study (1991), which outlines opportunities to capitalising on assets such as the river, parks, heritage areas and commercial centres.

Key issue 2

- The design and appearance of new commercial development.

Objectives

- To achieve commercial development that makes a positive visual contribution to existing commercial areas and activity centres.

Strategies

Strategies to achieve this objective include:

- Ensure high standards of urban design which enhance the appearance of existing commercial areas and activity centres.

Implementation

This strategy will be implemented by:

Policy and exercise of discretion

- Negotiating with developers for a contribution towards the enhancement of the public realm as part of major development proposals, or rezoning requests, where appropriate.
- Taking into account the views of Council's Streetscape Design Taskforce and the Urban Design Taskforce.

Zones and overlays

- Applying a Design and Development Overlay to provide specific guidelines for the use and development of land adjacent to Doncaster Road.

Further strategic work

- Completing the Doncaster Road 'River of Life' Strategy and identifying implementation opportunities through the planning scheme to set out the direction for the appearance of new commercial development along the road.

- Completing the Neighbourhood Character Study to identify the major contributors to neighbourhood character and identifying implementation opportunities through the planning scheme.
- Developing, implementing and reviewing structure plans for each activity centre to provide landscape and urban design measures to increase public safety, comfort, functionality and achieve a high standard environment.

Other actions

- Implementing the Streetscape and Neighbourhood Character Study (1998) which identifies key physical elements which strengthen the municipality's sense of identity.
- Implementing the energy efficiency design guidelines for commercial buildings as outlined in Energy Efficient Commercial Buildings – Design Guidelines and Case Studies (1994).

Key issue 3

- Scale of residential development along Doncaster Road.

Objectives

- To achieve development along Doncaster Road so that a distinct boulevard edge is created.

Strategies

Strategies to achieve this objective include:

- Facilitate, through development, the creation of a distinct boulevard edge to Doncaster Road.

Implementation

This strategy will be implemented by:

Policy and exercise of discretion

- Taking into account the views of Council's Urban Design Taskforce on major development applications.

Zones and overlays

- Applying the Design and Development Overlay to ensure the scale of development along Doncaster Road is appropriate.

Further strategic work

- Completing the draft Neighbourhood Character Study (1999) to identify the major contributors to neighbourhood character and identifying implementation opportunities through the planning scheme.

- Completing the Doncaster Road ‘River of Life’ Strategy (1997) to set out desirable architectural features in order to create visual interest and appropriate scale and identifying implementation opportunities through the planning scheme.
- Preparing and implementing a Residential Development Strategy.

Other actions

- Implementing the Streetscape and Neighbourhood Character Study (1999) which identifies key physical elements, which strengthen the municipality’s sense of identity.

Key issue 4

- Functionality of commercial developments.

Objectives

- To achieve development with a high standard of amenity, functionality and safety.

Strategies

Strategies to achieve this objective include:

- Encourage development to provide:
 - A high standard of landscape treatment.
 - Safe and convenient vehicle and pedestrian access.
 - Access for people with limited mobility.
 - Appropriately designed and located carparking.
 - Improved accessibility to integrated public transport.

Implementation

This strategy will be implemented by:

Policy and exercise of discretion

- Using local policy to improve the functionality of commercial developments. (*Design and development policy, Clause 22.01; Accommodation premises policy, Clause 22.04; Eating and entertainment premises policy, Clause 22.06; Medical and veterinary centres policy, Clause 22.07; and Access for disabled people policy, Clause 22.09.*)

Zones and overlays

- Applying the Design and Development Overlay between Doncaster Shoppingtown and the Municipal Offices to ensure the functionality of commercial developments.

Further strategic work

- Implementing centre structure plans and investigating implementation opportunities in the planning scheme.

Other actions

Key issue 5

- Visual amenity of small, neighbourhood level shopping centres.

Objective

- To ensure that small, neighbourhood level shopping centres make a positive visual contribution to the neighbourhood.

Strategies

Strategies to achieve this objective include:

- Encourage rejuvenation and redevelopment of commercial properties.
- Promote economic development opportunities in small, neighbourhood level shopping centres.
- Investigate the need for physical works in the public domain.

Implementation

These strategies will be implemented by:

Policy and exercise of discretion

- Encouraging uses that contribute to the vitality and convenience of smaller centres, while maintaining neighbourhood amenity.

Zones and overlays***Further strategic work***

- Investigating the on-going vitality and changing role of small, neighbourhood level shopping centres.

Other actions

- Completing an inventory of small, neighbourhood level shopping centres to determine the scope, scale and priority of physical works necessary to achieve an increase in visual amenity, and incorporate in Council's Corporate Plan and Capital Works Program.

Key issue 6

- Multi-level development (commercial and residential).

Objectives

- To ensure that multi-level development makes a positive contribution to an area's local character and visual amenity.

Strategies

Strategies to achieve this objective include:

- Encourage high quality built form that complements surrounding developments.
- Encourage appropriate multi-level development in suitable locations in or adjacent to activity centres.
- Require multi-level development to include stepped heights, articulation, and sufficient setbacks to avoid detrimental impacts to the area's character and amenity.

Implementation

These strategies will be implemented by:

Policy and exercise of discretion

Zones and overlays

- Applying the Mixed Use Zone to facilitate multi-level developments, particularly where they include a commercial component.

Further strategic work

- Completing building bulk guidelines to ensure that developments are not excessively bulky or out of scale with surrounding development and identifying implementation opportunities in the planning scheme.
- Preparing and implementing an urban design framework.
- Completing the draft Neighbourhood Character Study (1999) and identifying implementation opportunities through the planning scheme.
- Preparing and implementing a residential development strategy.

Other actions

- Encouraging collaborative design processes with key stakeholders for significant proposals.

Key issue 7

- Scale and character of development within the local neighbourhood.

Objectives

- To ensure that development is designed and landscaped to create a high quality built form which complements the scale of surrounding development and contributes positively to the neighbourhood character.
- To ensure that built form responds to the landform.

Strategies

Strategies to achieve these objectives include:

- Encourage high quality built form, which complements surrounding developments.

- Ensure that buildings and works enhance design and management objectives and investment in buildings and works on public land where development is proposed adjacent to or abutting public land or major traffic routes.
- Encourage development on steeply sloping sites to adopt suitable architectural techniques that minimise earthworks and building mass.

Implementation

These strategies will be implemented by:

Policy and exercise of discretion

- Requiring applications for buildings and works to respond to design and management objectives and investment in buildings and works on public land.
- Requiring buildings on steeply sloping sites to incorporate a tiered design to avoid incompatible scale and bulk with surrounding development.
- Using local policy to ensure that development is responsive to the scale and character of the local neighbourhood. (*Design and development policy, Clause 22.01*).

Zones and overlays

Further strategic work

- Completing the draft Neighbourhood Character Study (1999) to encourage appropriate built form and identifying implementation opportunities through the planning scheme.
- Completing building bulk guidelines to ensure that developments are not excessively bulky or out of scale with surrounding development and identifying implementation opportunities in the planning scheme.
- Preparing and implementing an urban design strategy which achieves high quality built form that functions efficiently, increases public safety, comfort, functionality and provides a high standard of environmental quality.
- Preparing and implementing an urban design framework.

Other actions

Key issue 8

- Indigenous and exotic vegetation that provides a sense of identity for an area.

Objectives

- To promote the identity of the city with a focus on indigenous vegetation where appropriate and in accordance with the Streetscape and Neighbourhood Character Study (1998).
- To promote the use of exotic vegetation where appropriate and in accordance with the Streetscape and Neighbourhood Character Study (1998).

Strategies

Strategies to achieve these objectives include:

- Retain and enhance indigenous vegetation.
- Encourage the use of indigenous vegetation in new developments.
- Revegetate Council owned/managed land using indigenous plants.
- Encourage the longevity of older exotic species with landscape character or heritage values, where this does not pose a threat of environmental weed invasion.

Implementation

These strategies will be implemented by:

Policy and exercise of discretion

- Using local policy to protect and enhance indigenous vegetation along roadsides. (*Indigenous flora and fauna policy, Clause 22.02*)
- Applying the design elements of the Site Design Guide for Residential Development on Bushland Fringes in the City of Manningham (1995).
- Requiring development proposals to include landscape plans incorporate the use of indigenous plants.
- Requiring the retention of native vegetation wherever practical and/or requiring landscaping to incorporate indigenous flora.

Zones and overlays

- Applying the Vegetation Protection Overlay, Significant Landscape Overlay, Environmental Significance Overlay and Heritage Overlay, in areas where indigenous vegetation is identified as a significant contributor to the area's character and identity.

Further strategic work

- Updating the Site Design Guide for Residential Development on Bushland Fringes in the City of Manningham (1995) and include Wonga Park.

Other Actions

- Implementing the Streetscape and Neighbourhood Character Study (1998) which emphasises the use of indigenous and exotic vegetation that provides a sense of identity for areas defined in the study.
- Developing and implementing a revegetation program on Council owned/managed land using indigenous plants along identified habitat corridors, natural areas, main arterial roads, and at main gateways.
- Promoting and encouraging species appropriate for street tree planting in accordance with Street Trees Appropriate Species for the City of Manningham – A Pictorial Guide (1998).

Key issue 9

- Use of resources and materials.

Objectives

- To reduce the amount of raw material used in developments.

Strategies

Strategies to achieve this objective include:

- Promote and encourage the use of recycled materials.
- Reduce wastage of materials.

Implementation

These strategies will be implemented by:

Policy and exercise of discretion

- Encouraging the use of recycled materials, particularly where a reliable source exists.

Zones and overlays***Further strategic work***

- Developing a register of recycled material suppliers as a resource for applicants.

Other actions

- Encouraging changes to ordering practices to reduce wastage.

Key issue 10

- The protection and enhancement of Manningham's landmarks, views and vistas.

Objectives

- To retain and strengthen key landmarks, views and vistas.

Strategies

Strategies to achieve this objective include:

- Require development proposals to respond to key landmarks, views and vistas in Manningham.

Implementation

This strategy will be implemented by:

Policy and exercise of discretion

- Requiring developments to capitalise on views and vistas.

- Having regard for the Middle Yarra Concept Plan (1993) which implements government policies that protect and enhance Manningham's landmarks, views and vistas which for part of the Middle Yarra.

Zones and overlays

- Applying a Significant Landscape Overlay to provide specific guidelines for the use and development of land in areas containing significant views and vistas.
- Applying a Design and Development Overlay along the Doncaster Road viewing corridor.

Further strategic work

- Preparing and implementing an urban design framework to provide guidance where development applications potentially have a detrimental impact on key landmarks, views and vistas.

Other actions

Key issue 11

- Integration of art in the urban landscape and in the public realm.

Objectives

- To achieve an increase in the number of art works incorporated in public and private building and development works and infrastructure.

Strategies

Strategies to achieve this objective include:

- Encourage the incorporation of art works that are site responsive and form an integral component of appropriate development applications.

Implementation

This strategy will be implemented by:

Policy and exercise of discretion

- Using local policy to encourage the incorporation of art in appropriate development applications (*Design and development policy, Clause 22.01*).
- Encouraging the incorporation of art in appropriate development proposals.
- Referring development applications, where appropriate, to Council's Art Works Committee to approve all commissioned art works.

Zones and overlays

Further strategic work

Other actions**Key issue 12**

- Visual impact of car parking areas.

Objectives

- To reduce the visual impacts of car parking and driveway areas.

Strategies

Strategies to achieve this objective include:

- Encourage car parking areas at the rear, side or underneath buildings in a way that responds to landform and surrounding development.

Implementation

This strategy will be implemented by:

Policy and exercise of discretion

- Using local policy to guide the location and design of car parking areas (*Design and development policy, Clause 22.01*).

Zones and overlays**Further strategic work****Other actions****Key issue 13**

- Visual impact of signs.

Objective

- To ensure that all advertising signs complement the character of the area, the site and surrounds, built form and streetscape, minimise clutter, are well designed and improve the site's attractiveness and function.

Strategies

Strategies to achieve this objective include:

- Encourage signs which complement the character of the area, the site and surrounds, built form and streetscape, minimise clutter, are well designed and improve the site's attractiveness and function.
- Minimise the impacts of signs on key landmarks, views and vistas.

Implementation

These strategies will be implemented by:

Policy and exercise of discretion

- Using local policy to guide the location and display of advertising signs. (*Advertising signs policy, Clause 22.08*).

Zones and overlays***Further strategic work******Other actions***