

22.0119/01/2006
VC37**URBAN DESIGN**

This policy applies to the built form, landscape context and public spaces in Maryborough and the Shire's towns. It specifically applies to all urban zones.

Policy Basis

Residents value the quality of lifestyle offered by the Shire's urban centres. Urban heritage and landscape character of these centres provides the appeal for residents and tourists. This policy builds on the MSS objectives in Clauses 21.11, 21.12 and 21.13 relating to the development of tourist potential and the encouragement of good design. The policy provides a basis for retaining and improving the urban design qualities of urban areas and achieving good presentation and quality of tourist developments in the Shire.

Objectives

- To preserve and enhance the visual amenity and character of the Shire's city and towns.
- To ensure the siting and design of new development has regard to built form, landscape character and visual qualities of urban centres.
- To enhance the visual qualities and character of the major road entrances to Maryborough and townships in the Shire.
- To encourage and promote high quality tourist development that preserves heritage and landscape character.
- To provide opportunities to promote the Shire's tourism image at key locations such as city/town centres and entrances and major attractions.

Policy*Exercising discretion*

Where a permit is required for use or development, it is policy to:

- Encourage development where the design and siting of new development has demonstrated the following:
 - How building scale, height, mass and external finishes reflect dominant building forms, particularly heritage buildings and structures.
 - How the proposal contributes to the overall appearance and character of the town.
 - The site has the capacity to accommodate the proposed development, including traffic circulation and carparking.
 - How the proposals responds to identified streetscape character.
 - Retention of native vegetation and other natural features and landscaping and tree specie selection that is consistent with the landscape character of the city, town or locality.
 - Promotion of an identified tourism image, especially along city/town entrances and within city/town centres.
- Encourage the use of landscaping as a means to achieve good quality presentation of development. Use of native species, indigenous to the locality, will be supported.
- Encourage development proposals along or near to city and town where:
 - A city's or town's image is reflected along the entrance.

- The character of the entrance is enhanced.
- Proposed landscaping is consistent with identified planting themes.
- Encourage significant architectural treatment of new buildings and features at key entrance sites that enhance the visual quality and character of the entrance and create a memorable entrance.
- Encourage protection and enhancement of landmarks, heritage and natural features, and the location of clearly visible signage to improve legibility of the urban area for tourists.
- Encourage proposals that are located within urban areas or located to take advantage of proximity to urban centres.
- Discourage unplanned linear development along major highways and roads.

Where a permit is required for new use and development of land located on highways, main roads, the edges of town areas, at town entrances or in important or prominent areas, the responsible authority may require:

- Plans prepared by a person with suitable qualifications or experience as recognised by the responsible authority:
- A site analysis to accompany a development proposal. The site analysis report will demonstrate how the proposal responds to the urban and landscape character of the locality, city or town.

Where a permit is required for development proposals that affect the Maryborough Central Business Area (CBA), it is policy to:

- Support development proposals that protect and/or enhance the Maryborough Central Business Area (CBA) character. Central Business Area character is defined as a compact centre with heritage streetscapes and good pedestrian amenity.
- Encourage medium density housing in the vicinity of the Maryborough Central Business Area.

Decision guidelines

In relation to development proposals within the Central Business Area it is policy that the responsible authority will consider as appropriate:

- Maintenance and improvement to pedestrian amenity in High Street.
- Concentration of peripheral development and mixed use development south east of the Central Business Area.
- Protection of existing streetscape character, particularly prominent corner properties.
- Private and government offices and civic developments in the Civic precinct.
- Design and use of public spaces that strongly reinforce Maryborough's character and tourism role.

References

The following reference documents may be considered in the assessment of development proposals relating to urban design and tourist development:

Tourism Development and Marketing, E N Mouritz (1994).

Central Goldfields Street Trees Strategy – Maryborough, Terrastyle P/L (June 1998).

Dunolly Retail and Tourism Business Plan (1996).