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## **MACEDON STREET OFFICE AREA LOCAL POLICY**

This policy applies to land on the north side of Macedon Street, between Jacksons Street and Ardcloney Drive, Sunbury.

### **Policy Basis**

The key purpose of this policy is to ensure that Macedon Street continues to be developed as a major gateway to Sunbury and destination for office and institutional-based activities; and that new developments reflect as far as possible the local character and heritage of the area.

Macedon Street is the eastern approach road to Sunbury and a major gateway to the Macedon Ranges and Spa Country tourism region. It is bordered by a mixture of mainly low-scale residential, commercial and institutional developments and contains several sites of cultural heritage significance. Its scale and the architectural style of many of its buildings are reminiscent of the large formal boulevards found in many small country towns.

Macedon Street also forms the northern boundary of the Sunbury activity centre. This centre is the principal retail and commercial centre in the region and its continued development as the focus for retail, commercial and entertainment activity is identified in the Municipal Strategic Statement as a specific outcome Council wishes to achieve.

Whilst the unique character and architectural qualities of Macedon Street owe much to the presence of a mix of low-intensity and attractive developments, increasingly it is coming under pressure to be developed for retail purposes. This is particularly the case for land on the north side of Macedon Street, between Jackson's Street and Ardcloney Drive, due to its proximity to the Sunbury activity centre and exposure to high traffic volumes. These pressures have the potential to undermine the role of the centre as the primary focus for retail and commercial activity and are generally inconsistent with the established role of Macedon Street as a destination for office and institutional developments.

### **Objectives**

To ensure that the use and development of land in Macedon Street recognises the role of this street as a major entry to the Sunbury township;

To ensure that the use and development of land in Macedon Street reflects and complements the unique rural appearance and architectural character of the Sunbury environs; and

To encourage well-designed office and institutionally based developments in Macedon Street.

### **Policy**

It is policy that:

- Land within the Macedon Street Office Area be developed and used primarily for office and institutionally based purposes;
- Only retail developments which are ancillary to a large office or institutional-based development will be encouraged to locate in the policy area;
- Developments are of a scale, height, bulk and appearance that is compatible with the distinctive landscape or streetscape character of the surrounding area;

- Developments are designed and located so that views of significant heritage, natural, urban or rural features and places are not obscured;
- Developments are designed in accordance with the principles of the Sunbury Town Centre Theme Planning Guidelines in respect of building materials, colours, roofs, advertising signs and verandahs;
- Land within the policy area is developed and used for purposes that recognise the importance of Macedon Street as a major entry to Sunbury; and
- Applicants for permits to use or develop land where this policy applies be required to provide a design report and appropriate plans showing how the design, location and landscaping of the proposed development enhances the appearance and character of Macedon Street, and the Sunbury township generally.

### **Decision Guidelines**

When considering applications to use and develop land in Macedon Street, the Responsible Authority will have regard to and promote the objectives, guidelines, and design and siting standards of the following:

- Hume City Council Sunbury Town Centre Theme Planning Guidelines.
- Hume City Council Planning Guidelines for Outdoor Advertising.

### **Policy Reference**

Sunbury Town Centre Theme Planning Guidelines (1995).

Hume City Council Planning Guidelines for Outdoor Advertising (1995).