

21.04 HERITAGE AND CHARACTER

08/12/2016
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This clause provides local content to support Clause 15 (Built Environment and Heritage).

The Council Plan 2013-2017 is committed to the following heritage and character issues:

- *Prepare a thematic history of Mansfield in accordance with guidelines of funding received from State Government*

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Heritage

Overview

The history of settlement and development of areas ensures that the Shire is rich in natural, cultural and built heritage. There are gaps in the knowledge of the Shire's heritage assets, particularly in rural areas and the smaller settlements. A heritage gap study will address these areas. Aboriginal heritage also needs to be addressed in this context.

The character of Mansfield is linked to its heritage, which is expressed most clearly through its extant original buildings. These include prominent buildings within the central retail area of High Street, as well as less obvious residential buildings.

The Goulburn, Howqua and Big Rivers have been declared Heritage Rivers under the *Heritage Rivers Act 1992*, which has implications for land use in the vicinity of watercourses.

Key Issues

- There is a lack of documentation and research into the significance of the extant built heritage of Mansfield.
- The location of the extant buildings within the centre of Mansfield Township, with its prominent streetscape and lineal open space, provides the opportunity for an integrated presentation of these elements in order to strengthen the town centre overall.
- The location of some of the key heritage buildings of Mansfield Township around the central High Street/Highett Street intersection, which also contains the Police Memorial, provides the opportunity to consider the street system as an integral component of the built heritage.
- The lack of identification of the Shire's heritage assets.
- The tourism and economic potential of the local heritage.
- The importance of the heritage values of the Big and Howqua rivers.
- The consideration of Aboriginal heritage in planning.

Objective 1

To ensure all known and potential heritage buildings and places are protected.

Strategies

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| Strategy 1.1 | Provide for the protection of built heritage. |
| Strategy 1.2 | Encourage appropriate redevelopment of heritage sites to ensure they can be adapted for ongoing use. |

Objective 2

To protect areas of Aboriginal heritage.

Strategies

Strategy 2.1 Engage with the local Aboriginal community to identify areas and sites of cultural sensitivity.

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Character

Overview

Character can be distinguished as urban and rural character.

Mansfield Township's residential areas are characterised by wide streets with on street parking, large lots and street trees. Any residential intensification should maintain these key attributes. Medium density housing will grow as a proportion of the housing over time in response to the ageing of the community. This redevelopment should protect identified heritage buildings and the spacious garden setting of many of Mansfield Township's residential areas.

Linear development along the major routes into and out of the Mansfield Township should be sensitive to the role that the town plays as an 'Alpine Approach'. Development of land along the Maroondah Highway on the western entry into town should be designed in such a way that the 'gateway' to the Alpine areas is promoted and themed so it becomes obvious to locals and visitors that Mansfield Township has embraced its heritage and capitalised on its attractiveness.

Development along the Mount Buller Road on the eastern side of Mansfield Township should also retain these themes; however, it is acknowledged that the northern side of Mount Buller Road is the preferred linear corridor for business, commercial, mixed use and service industry development.

Development along ridgelines or highly visible slopes can impact the landscape character of the area.

Key Issues

- Infill development in Mansfield Township will challenge the urban character of some areas.
- Significant ridgelines and some Alpine approaches have no statutory protection in the planning scheme.
- Recognising that development along the approaches to Mount Buller and Mount Stirling should maintain a high visual amenity.

Objective 1

To ensure the urban character of the Mansfield Township and other towns is maintained.

Strategies

Strategy 1.1 Ensure issues of building scale, siting, vegetation and access in medium density planning applications are considered.

Objective 2

To ensure development and advertising signs are sensitive to the role of the Alpine approaches as gateways to Mansfield Township and the Alps.

Strategies

- Strategy 2.1 Ensure development has a high standard of design and appropriate siting.
- Strategy 2.2 Ensure development uses muted non-reflective colours.
- Strategy 2.3 Existing mature scattered native and exotic trees should be retained with new plantings necessary to further complement development and minimise visual impact.

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Further strategic work

- Prepare a Design and Development Overlay control for the Mansfield shopping centre and revise the existing Design and Development Overlay for the alpine approaches/gateways to broaden its application.
- Prepare an advertising signs policy for the Mansfield shopping centre and its key gateways/alpine approaches.
- Prepare development guidelines to manage the interface of sensitive uses in Mansfield.