

**21.06**17/08/2017  
C163**BUILT ENVIRONMENT****21.06-1**05/03/2015  
C134**Neighbourhood Character**

Council recognises that residents are attracted to Moonee Valley because of an appreciation of the aesthetics of the area and aims to provide high quality residential neighbourhoods for future generations. Council supports urban consolidation within Moonee Valley. However, it is recognised that increased residential density is often contentious among residents where building design bears no relation to the established streetscape and street interfaces are poor.

Council acknowledges that all streetscapes within the city possess unique qualities that deserve recognition and careful design responses such as architectural styles, dwelling setbacks, pattern of built form, building materials and landscaping. Council has prepared 'Neighbourhood Character Precinct Profiles' for each Neighbourhood Character Area which will be used in the assessment of all applications.

Moonee Valley's residential neighbourhoods include a number of areas that have been identified for their highly consistent and valued character. These areas of significant neighbourhood character may be valued for a range of reasons such as showing a particularly consistent building form, scale or siting; as an example of a rare or exemplary form of residential development; displaying a high number of intact buildings from a particular era of the City's development; or their particular subdivision quality.

**Objective 1**

- To ensure new development is in accordance with the preferred character of each residential precinct as outlined in the Neighbourhood Character Precinct Profiles 2012.

**Strategy**

- Maintain and enhance residential streetscape quality and character.
- To ensure that new development makes a positive contribution to the appearance and amenity of the streetscape.
- Ensure new residential development considers the design objectives as outlined in the Neighbourhood Character Precinct Profiles 2012 as appropriate.
- Ensure the siting of new development contributes to the preferred character of the neighbourhood.
- Ensure that the distinct neighbourhood character attributes within identified significant neighbourhood character areas within the municipality are retained and enhanced.

**21.06-2**17/08/2017  
C163**Heritage**

The Moonee Valley Heritage Strategy 2011 acknowledges the importance of Moonee Valley's heritage places to the built and natural environment. Moonee Valley has extensive areas and numerous individual places of heritage significance and the protection and conservation of these heritage assets is required.

In conserving areas of heritage significance there is also a need to provide for adaptive reuse and change of buildings.

In addition to protecting existing heritage places, Council is committed to continually undertake and implement heritage studies to assess places and precincts for their heritage significance.

**Objective 1**

- To protect and conserve places of cultural heritage significance including buildings, streetscapes, gardens and archaeological sites.

### Strategies

- Ensure all heritage places in Moonee Valley are identified, assessed and documented.
- Provide protection for all heritage places of natural and cultural significance by inclusion in the appropriate overlays.
- Promote the identification, protection and management of Aboriginal cultural heritage.
- Reveal and enhance the significance of heritage places by:
  - Encouraging maintenance and repair rather than replacement, and accurate restoration and reconstruction of significant fabric.
  - Discouraging inappropriate additions and alterations and demolition.
- Ensure the significance of heritage precincts is not diminished by:
  - New development that is inappropriate due its scale, siting or design.
  - Incremental loss of buildings and other features including in the public realm that contribute to its significance.
- Consider the cumulative effect of incremental changes to heritage places over time.
- Ensure that heritage places are used and occupied.
- Work with Heritage Victoria to ensure protection of archaeological remains.

### Implementation

- Apply the Heritage Policy (22.01) to the assessment of applications under the Heritage Overlay.
- Promote the use of the *City of Moonee Valley Heritage Guidelines 2016*.

## 21.06-3

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### Safety, Health and Wellbeing

Council recognises that the design of the built environment can influence the incidence of crime and feelings of safety within a city. It also acknowledges that aspects of the natural and built environment can promote, or be a barrier to public health and wellbeing.

People should feel safe getting around Moonee Valley, whether crossing the road, on public transport, walking about the streets or accessing facilities. In addition to being safe, public and private spaces should also be accessible and promote activity and interaction.

Council supports active planning and design principles that promote opportunities for formal and informal leisure and recreation activities, accessible transport and social connection.

Council recognises that a safe and healthy city must support the varying needs of people at different stages in the life course, including creating a child-friendly and age-friendly municipality.

Council supports the establishment of urban agriculture and localised food supplies to contribute to food security and to the liveability of the municipality.

#### Objective 1

- To ensure new developments create safe environments.

#### Strategies

- Encourage the Complete Street principles to design safe, attractive and multipurpose streets.
- Encourage the design of buildings, subdivisions, car parks and public open space that maximises natural surveillance to provide for safe neighbourhoods.
- Encourage building design with active street frontages.

- Discourage designs that provide opportunities for concealment and entrapment along paths and in community spaces.

#### **Objective 2**

- To ensure that the design of the public and private environment supports accessibility, wellbeing and healthy living.

#### **Strategies**

- Encourage the application of universal design principles that improve accessibility to all aspects of the built environment, including the maintenance and retrofitting of existing building stock, roadways, pedestrian and bicycle paths, and public transport infrastructure.
- Encourage major urban development projects to incorporate landscaped pedestrian and bicycle paths as links to open space where possible.
- Encourage opportunities for social interaction at interfaces between public and private areas, spaces and facilities within multi-storey residential and mixed use development.
- Encourage the provision of public art in new development.

#### **Objective 3**

- To provide food friendly neighbourhoods and increase resident and community participation in food production.

#### **Strategies**

- Design subdivisions and new buildings to provide for private and, where suitable, shared garden space for food production.
- Prioritise passive solar design principles for garden design to maximise their food growing potential.
- Encourage roof top and vertical gardens to provide opportunity for food growing.

#### **Objective 4**

- Ensure that access to healthy food choices is supported by the built environment.

#### **Strategies**

- Encourage adequate provision and location of food retail outlets across the municipality.
- Encourage development around activity nodes and good public transport options which will enhance access to food premises.
- Support the establishment of farmers markets and the operation of food carts/vans.
- Support the establishment of community gardens.

### **21.06-4**

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#### **Urban Design**

The community's increasingly demanding high quality architectural and urban design outcomes for built form and open spaces. The appearance of residential, commercial and industrial areas is considered important in maintaining a strong level of civic pride.

The siting and design of buildings can have a critical impact on visual appearance within urban streetscapes. Council is keen to ensure that sustainability principles strongly influence the design, siting and servicing of all buildings.

#### **Objective 1**

- To achieve contemporary development that is innovative, legible and designed in a manner that responds to its location and context.

### Strategies

- Encourage development that provides an appropriate degree of visual interest and design articulation and a high standard of amenity for residents.
- Enhance and create visual and physical links to adjoining streets, public transport and/or key community facilities when developing large or consolidated sites.
- Ensure the siting (including setbacks and site coverage) of new development responds to the opportunities, constraints and features of the site.
- Ensure development minimises off-site amenity impacts.
- Ensure new development presents integrated building forms that have a sense of address.
- Encourage new development to apply design techniques (including façade variation, contrast/repetition, colour, texture and detail) that will integrate a building with its surroundings and create attractive and interesting forms.
- Ensure that new development highlights key corners or intersections through the use of design projections, detailing and massing that presents to its surroundings and street frontages.
- Encourage new developments up to but not exceeding preferred heights as outlined in relevant design guidelines, overlays or plans. In cases where a development seeks to exceed preferred maximum building heights it must clearly demonstrate a net community benefit to be delivered through this increased height, and an exemplary urban design outcome.
- Where relevant all new development must be designed to protect flight safety by recognising its proximity to Essendon Airport and the height restrictions within airspace prescribed under the Airports Act 1996.

### Objective 2

- To ensure that new development of five or more storeys is designed and located to complement the surrounding neighbourhood, and is considerate of potential off site impacts.

### Strategies

- Ensure development is consistent with the Guidelines for Higher Density Residential Development (Department of Sustainability and Environment 2004), and the City of Moonee Valley Design Guidelines for Multistorey Residential Buildings, December 2003.
- Ensure that taller built form is located within areas that have been identified for High to Substantial Housing Intensification as defined at Clause 21.05-1.
- Ensure that all new development of five or more storeys makes a positive contribution to an area's character, protecting and contributing to its valued natural, built and community qualities.
- Ensure that all new development of five or more storeys reinforces the character of the area. Building height, scale and massing are to be derived from the local context, street conditions and local character objectives.
- Ensure that all new development of five or more storeys provides an appropriate relationship with adjoining buildings, separation between buildings to maximise light, air and outlook.
- Encourage new development of five or more storeys to achieve the highest architectural standards possible. Design should give careful consideration of building scale and form, movement patterns, and external spaces and their interrelationships.

- Ensure that new development of five or more storeys contributes to the creation of private and public open spaces that are accessible, attractive, safe and comfortable for their users.

## 21.06-5

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### Signage

Council recognises that businesses have a right to advertising and well-designed signs that provide information and create interest in the streetscape have an important role in the built environment.

Within Moonee Valley there is a variety of industrial and commercial areas. The expectation for neighbouring residential areas is for a high level of amenity and privacy, with minimal intrusion from business use and signage which is not part of the character of these areas.

Some industrial areas and open spaces along freeways and declared main road offer some limited opportunities for promotional high wall and sky signs in locations with long distance visibility. Generally, these signs are illuminated to maximise their visibility subject to consideration of the impact of such signage on the amenity of the surrounding area.

There is also a wide variety of shopping centres that vary in size, character and the role in which they serve the community. Council promotes a co-ordinated approach to advertising in terms of common themes, colours and building identification.

#### Objective 1

- To ensure that signage is compatible with the character of the area and its local streetscapes.

#### Strategies

- Ensure that signs do not cause loss of amenity or adversely affect the natural or built environment, or the safety or efficiency of a road.
- Ensure that advertising signage is considered in accordance with the “Policy Guidelines” at Clause 21.06-5.

#### Policy Guidelines (exercise of discretion)

- Policy guidelines for signage in residential areas are found at Clause 52.05-3.

For **non-residential uses in residential areas**, Council will consider:

- Business identification signage having regard to the need to avoid visual clutter.
- Illumination of these signs only where it can be shown that the impact from light spillage on adjoining residential areas is minimal.

In **industrial areas**, Council will consider:

- Business and identification signs which are necessary to identify the location of the premises and the use of the building.
- Business directory signs for buildings with multiple occupants/uses.
- Internally illuminated pole signs where the building is set back from the street frontage and for uses such as petrol filling stations and car sales.
- Architecturally innovative sign structures that demonstrate a regard to the building design, scale and presentation and to the surrounding area.
- Promotional signage but only where it can be demonstrated that the amenity of the area will not be detrimentally affected and the sign will not obscure existing signage.

**Along or near freeways and main roads**, Council will consider:

- Innovative and creative signage which positively contributes to the appearance of the area and enhances and adds interest to the locality

- Architecturally designed and innovative supportive structures.
- Large promotional panel or sky signs but only where they are located in industrial zones and where it can be demonstrated that the signs have been designed to minimise intrusion on the skyline, not dominate the area of building walls and parapets and not have a negative impact on traffic safety.
- Signs that contain no flashing or intermittent lighting.
- Signs that are designed to become an architectural feature.
- The illumination of promotional signs which have appropriate baffling to minimise light spillage onto adjoining land.

In **commercial areas**, Council will consider the use of:

- Suspended under-verandah sign, including internally illuminated signage.
- Ground and first floor window signs.
- Awning fascia and parapet signs and first floor wall face signs.
- A-frame signs.
- Above verandah signage at 90 degrees angle to the building, if it is appropriate to the scale of the building.
- Projecting above-awning parapet level signs.
- Free-standing pole signs of appropriate scale to the buildings with a front setback.
- Side wall, upper storey panel signs which are of appropriate scale to the building.

#### 21.06-6

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#### Implementation

- Apply the *Heritage Overlay* to identified heritage places.
- Implement updated heritage precinct citations.
- Apply the *Neighbourhood Character Overlay* to areas which have been identified as having a significant neighbourhood character.
- Apply the *Design and Development Overlay* to control built form outcomes based on adopted built form or urban design guidelines.

#### 21.06-7

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#### Further Strategic Work

- Review the Moonee Valley Neighbourhood Character Study prior to the next Planning Scheme Review in line with relevant VCAT decisions and any other analysis.
- Develop a consolidated permit exemptions policy for heritage precincts and ensure all precinct citations are revised to include identification of contributory and non-contributory buildings/structures.
- Develop Heritage Design Guidelines to better guide decision-making.
- Investigate the places of potential cultural significance recommended for further research in the Moonee Valley Thematic Environmental History.
- Undertake an Aboriginal Cultural Heritage Study.
- Prepare a Food Security Policy.
- Develop an overarching municipal-wide Urban Design Policy to guide built form outcomes.
- Prepare Airport West Design and Development Guidelines.
- Consider the preparation of Design and Development Guidelines for industrial development.

- Develop a Laneway Development Policy.
- Update the Waste Management Guidelines to provide clearer guidance for waste management for multi-storey developments.

**21.06-8**

**Reference Documents**

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- Moonee Valley Neighbourhood Character Study, Planisphere, 2012
- Mt Alexander Road Corridor Urban Design Guidelines, 2010
- Urban Design and Development Guidelines for Heritage Areas, Moonee Valley City Council, 2006.
- City of Moonee Valley Design Guidelines for Multistorey Residential Buildings, December 2003.
- Essendon Conservation Study, Graeme Butler, 1985
- Flemington and Kensington Conservation Study (Individual data-sheets, City of Moonee Valley), Graeme Butler, 1995
- Moonee Valley Heritage Gap Study, Heritage Alliance, 2005
- Moonee Valley Heritage Strategy, Moonee Valley City Council, 2011
- Review of Heritage Overlay Precincts Report, David Helms Heritage Planning 2012
- Moonee Valley Thematic Environmental History, Living Histories, 2012
- Guidelines for Higher Density Residential Development, Department of Sustainability and Environment, 2004.
- Moonee Valley Thematic Places Heritage Study, Context Pty Ltd, 2012-14
- Heritage Overlay Review, David Helms Heritage Planning, 2014
- Moonee Valley Heritage Study, Context Pty, Ltd, 2015
- City of Moonee Valley Heritage Guidelines, City of Moonee Valley 2016