This clause provides local content to support Clause 15 (Built Environment and Heritage) of the State Planning Policy Framework.

Specific references to individual suburbs and towns are also included in Clause 21.11 (Local Areas).

Urban environment

One of the themes identified in the Council Plan focuses on improving Wyndham’s image. It is acknowledged that there is insufficiently defined character and thematic urban design in some of Wyndham’s development. Urban areas often lack visual appeal due to ineffective landscaping. This is evident at some major entrances and along sections of key arterial roads.

The siting and design of development needs to consider character and local heritage values. The design of buildings, their mass and scale are important in preserving the character and historical attributes of urban areas. Streetscape issues are also important to the character of urban areas and should be taken into account in the consideration of new use and development.

While advertising signs support economic activity, they can have negative effects on urban amenity. Given Wyndham’s diverse business activities, with strip shopping centres and stand-alone retail centres, it is necessary that advertising signs be assessed with regard to built form and surrounding land uses to improve visual amenity.

Key issues

- Improving the presentation of urban areas and entrances, particularly from major roads, gateways and waterways.
- Improving the design, siting and landscaping of development.
- Minimising the role of advertising signs in the visual environment.

Objective 1

To improve the quality of development through improved design, siting and landscaping.

Strategies

1.1 Ensure that urban design and landscaping is addressed in managing the visual amenity of gateways, transport routes, the coast, waterways, streets and places.
1.2 Ensure that multi-unit housing is well landscaped, with tree and shrub selection creating a positive visual image.
1.3 Ensure there is adequate scope for canopy tree planting in private properties and within street reservations.
1.4 Provide adequate road reserve widths or tree reserves in new subdivisions to respect road safety and power lines.
1.5 Ensure buildings and works along Princes Highway maintain the treed boulevard character of the corridor.
1.6 Implement native vegetation plantings along the coast and waterways.
1.7 Ensure that landscape and urban design minimises urban heat island effects.
1.8 Ensure that high quality urban design outcomes are achieved for lots with rear access.

Heritage

Many of Wyndham’s heritage places consist of remnants of the municipality’s indigenous past and early European settlement of the Western Plains. The protection and management of these significant heritage assets helps our understanding of the past, enriches the present and will be of value to future generations. Council has prepared the Wyndham North Heritage Strategy for an area which has historically been associated with agricultural uses but which has more recently been included within the urban growth boundary. The area currently consists of a number of places defining the historical and rural nature of the area.
Key issues
- Protecting significant areas and features of the built and natural environment.
- Managing heritage places and dry stone walls to ensure their preservation.

Objective 2
To identify, recognise and protect places of heritage, cultural and social significance.

Strategies
1. Ensure that the significance of a site is identified, assessed and protected.
2. Discourage demolition approvals for heritage assets until replacement buildings have been approved.
3. Ensure that additions, alterations and replacement buildings are sympathetic to the heritage area and surrounds.
4. Ensure that development makes a positive contribution to the built form of the area.
5. Ensure development is respectful of the historic character and appearance of the area.
6. Ensure that the use and development of heritage places and adjoining land is compatible with and does not adversely affect the significance of the place.
7. Ensure the retention and conservation of dry stone walls.

Implementation
The strategies will be implemented through the planning scheme by:

Application of zones and overlays
The objectives, strategies and policy guidelines in the Planning Scheme are implemented through the application of appropriate zones and overlays.
- Outside PSP areas, apply Environmental Significance Overlay with design guidelines along Werribee River, Skeleton Creek, Lollypop Creek and Little River.
- Apply Schedule 1 to the Design and Development Overlay to maintain the boulevard appearance of the Princes Highway.
- Apply the Environmental Significance Overlay to protect sites, areas and corridors of current and potential future environmental significance.
- Apply Design and Development Overlays to protect major gateways.
- Apply the Heritage Overlay to heritage places and precincts.
- Apply the Heritage Overlay in accordance with the recommendations of the Wyndham North Heritage Strategy.
- Apply appropriate flooding overlays to areas identified by the Floodplain Manager (Melbourne Water) as subject to flooding.
- Apply Design and Development Overlays to areas requiring specific design solutions.
- Apply Development Contributions Plan Overlays to properly plan for infrastructure provision.

Policy Guidelines
The objectives, strategies and policy guidelines in the Planning Scheme will be implemented through the application of the following local planning policy.
- Clause 22.02 (Advertising Signs Policy) seeks to provide direction on a range of advertising applications that are permitted under Clause 52.05.
- Clause 22.05 (Heritage Conservation Policy) seeks to protect the heritage assets of the community and ensure respectful infill development.
- Clause 22.07 (Dry Stone Wall Policy) seeks to encourage retention and conservation of dry stone walls.
Clause 22.08 (Environmentally Sustainable Development Policy) seeks to ensure development achieves best practice in environmentally sustainable development from the design stage through to construction and operation.

- Require that an application for development specified in Table 1 of Clause 22.08 is accompanied by specified assessments, as appropriate.
- Require that an application to demolish an individually significant building or site be accompanied by a report justifying the demolition.
- Require a conservation analysis or cultural heritage management plan in accordance with the principles of the Burra Charter, as appropriate.

**Further strategic work**

- Prepare Industrial Design Guidelines for existing and proposed industrial areas in the city.
- Identify dry stone walls considered appropriate for protection.
- Develop strategies to minimise heat island impacts.
- Implement the ‘Residential Design Guidelines: Rear Loaded Lots’.

**Reference documents**

- Heritage of the City of Wyndham Volumes 1 and 2 (1997).
- Wyndham Dry Stone Walls Study (2015).
- Built Environment Sustainability Scorecard (BESS) bess.net.au
- Council Alliance for a Sustainable Built Environment (CASBE), 2015
- Guide for Best Practise for Waste Management in Multi-Unit Developments, Sustainability Victoria, 2010
- Nationwide House Energy Rating Scheme (NatHERS), Department of Climate Change and Energy Efficiency, www.nathers.gov.au