



WANGARATTA CENTRAL ACTIVITY AREA URBAN DESIGN FRAMEWORK

Prepared by **Tract Consultants** for Rural City of Wangaratta
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PART A

INTRODUCTION

1 INTRODUCTION

The Wangaratta Urban Design Framework (UDF) covers the area identified in the Wangaratta Municipal Strategic Statement (MSS) as the Central Activities Area (CAA).

The purpose of the Wangaratta UDF is to set out an integrated vision for both public and private lands within the Wangaratta CAA and guide its future use and development in the context of the existing built form and natural environment.

The UDF will provide certainty and guidance to those seeking to develop, and certainty to Council officers by establishing the specific objectives and guidelines to help grow Wangaratta. The goals of the UDF are:

- Establish a clear and integrated vision for the Wangaratta CAA
- Guide the use and development of the Wangaratta CAA by detailing appropriate objectives and guidelines
- Implementation of guidelines from within the Wangaratta Planning scheme

As the city changes over time, it will be necessary for this document to be updated to reflect how the Rural City of Wangaratta intends to grow into the future. The vision and frameworks contained within this document are anticipated to reflect a 15-20 year development horizon for the city. The Wangaratta UDF will be periodically updated to ensure that it reflects best practice planning and design principles, to ensure that any changes to the UDF continue

1.1 HOW TO USE THIS DOCUMENT

The Wangaratta Urban Design Framework is structured in three parts:

1A. Introduction - Describes why Wangaratta needs an Urban Design Framework and how the framework should be applied

2A. Strategic Context - Summarises the background, the development of the framework and the key directions

3A. Issues and Opportunities - Illustrates the known issues and opportunities within the Wangaratta CAA, and provides recommendations for what needs to be addressed in the Wangaratta UDF

1B. Vision for the CAA - Outlines the objectives UDF Vision

2B. Activity and Growth Framework - Outlines the objectives for the future activity and growth areas within the CAA

3B. Access and Movement Framework - Outlines the preferred movement hierarchy for the Wangaratta CAA

4B. The Built Form Framework - Provides guidelines to assist development within the CAA

5B. Public Realm and Streetscaping Framework - Provides guidelines and details surrounding the public realms, and different street treatments

1C. Planning implementations options - recommendations for how to implement the Wangaratta UDF

1.2 PURPOSE OF THE UDF

Rural and regional townships in Victoria are increasingly looking to achieve long term, sustainable economic development and related social benefits by leveraging the special qualities unique to each place. These picturesque regional landscapes, iconic tourism attractions, cultural heritage sites, arts and special events, regional produce, lifestyle values and health considerations are proving to be attractive to people seeking to move to a centre of activity outside of capital cities.

Wangaratta is an attractive regional city strategically located in north east Victoria and along major road and rail corridors linking Melbourne to Sydney and Canberra. It provides a gateway to the region's world class wineries, gourmet food, spectacular scenery, historic legends, cultural heritage and access to numerous State and National Parks. It also provides higher order services and facilities for surrounding towns and employment opportunities across a range of industries.

The Urban Design Framework (UDF) will provide Council and the Wangaratta community with the tools to guide future development in a positive way benefiting all. The UDF will consider the significant body of strategic work that has been undertaken, particularly in the Central Activities Area and the CBD Masterplan, as well as current projects including the Railway Precinct Enhancement Project and The Heath Precinct Structure Plan.

The Urban Design Framework will provide Council with the tools to deliver the vision and ideas of the CAA Framework Plan and the CBD Master Plan.

The Urban Design Framework (UDF) will;

- Enable the high level strategic aspirations of the CAA Framework Plan, the CBD Masterplan to be implemented in detail,
- Consider a broad range of key CBD issues including future land uses, economic opportunities, activation, heritage values, public space improvements, place making opportunities, integrated transport planning, access, circulation and parking and community infrastructure,
- Provide a clear course of action for delivery on capital works, advocacy and planning scheme recommendations, and
- Draft planning scheme policies and controls which consider the most appropriate mechanisms for implementing key recommendations from the issues and opportunities analysis.

2 STRATEGIC CONTEXT

2.1 THE CENTRAL ACTIVITIES AREA

The Central Activities Area boundary was defined as part of the development of the Central Activities Framework Plan in 2013, is endorsed in the Wangaratta Planning Scheme, and is largely defined by the current Parking Overlay. The criteria used when defining the boundary was:

The location of existing commercial, government and institutional uses, as well as public open space

- Environmental and flooding constraints
- Heritage precincts
- Possible strategic redevelopment sites
- Residential areas and physical barriers and opportunities for improvement
- Location of existing transport infrastructure
- Opportunities to improve walk ability
- Streets and natural barriers

*see Section 02 Defining the CAA in the CAA Framework Plan

This work also identified four key precincts for the CAA:

- Precinct 1 Central Core
- Precinct 2 Arts & Culture Hub
- Precinct 3 Transport Hub
- Precinct 4 Surrounding Residential

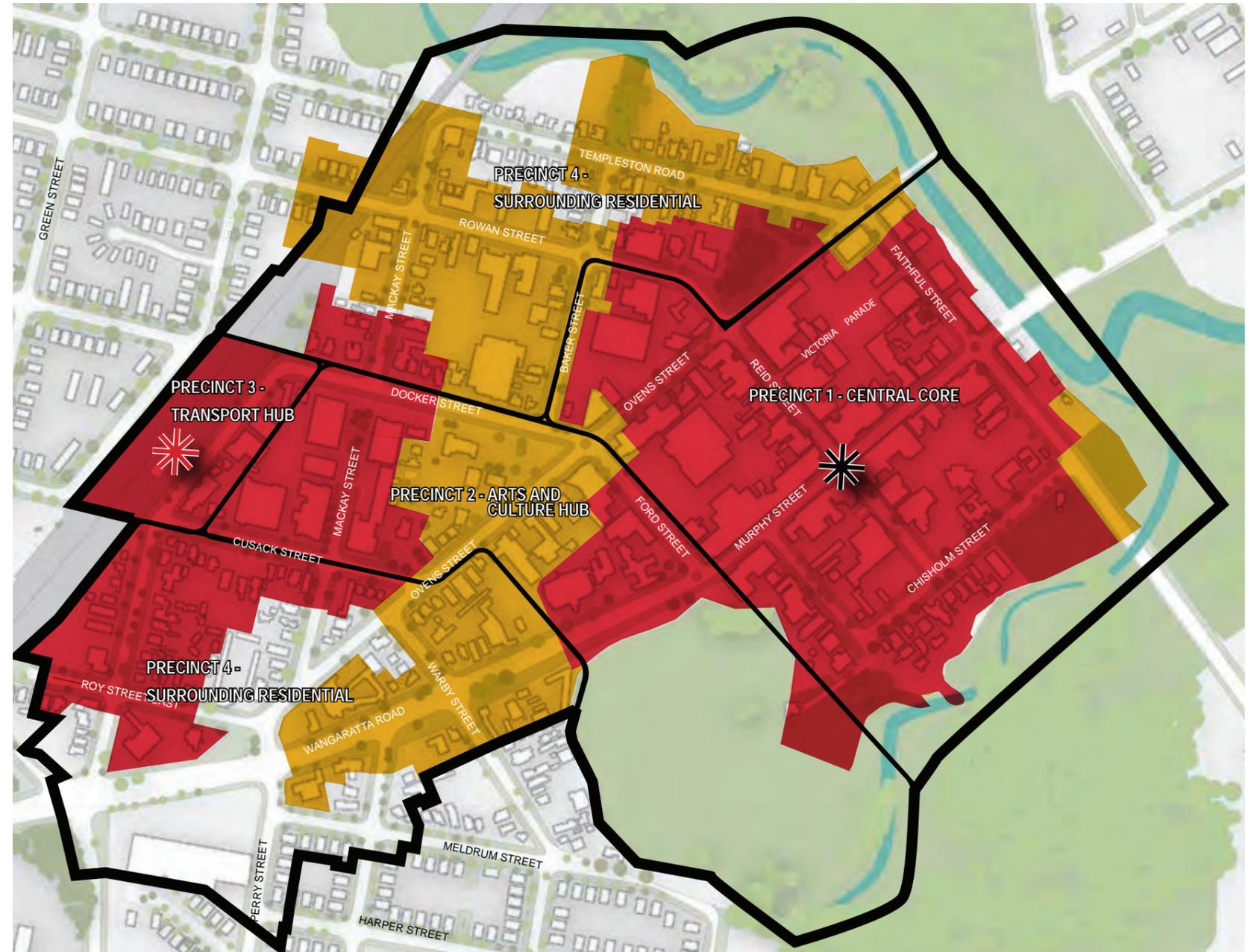


Figure 1. Central Activities Area Precincts SOURCE: SMEC Urban

LEGEND

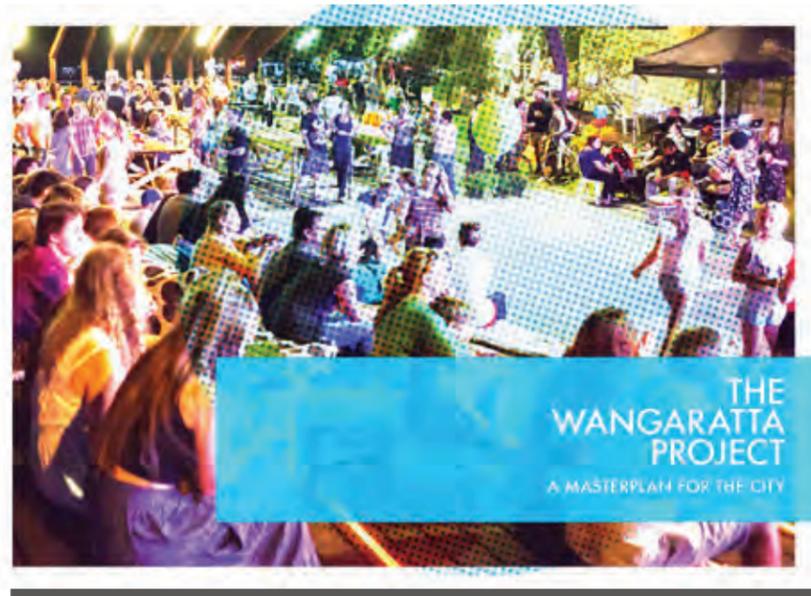
- PEDESTRIAN WALKABILITY**
- 400M WALKABLE CATCHMENT FROM THE TOWN CORE AND 400M WALKABLE CATCHMENT FROM THE RAIL STATION
 - 800M WALKABLE CATCHMENT FROM THE TOWN CORE
- TOWN CORE**
- WANGARATTA STATION
- CAA BOUNDARY**
- WANGARATTA CENTRAL ACTIVITIES AREA BOUNDARY
 - WANGARATTA CENTRAL ACTIVITIES AREA PRECINCTS

2.2 THE CBD MASTERPLAN

The Wangaratta Project CBD Masterplan aspired to reinvent masterplanning for Wangaratta – where previous more traditional masterplans or strategic planning efforts have either stalled, or not resulted in significant renewal, change and local support for the CBD.

It did this by allowing the plan to emerge from an all-of-city conversation about the future of the place, and in the development of a masterplan that focuses as much on people, activity, experience and moments as it does on buildings, streets and large infrastructure. The community engagement initiatives throughout the masterplanning process were important in understanding the community's perceptions about the CBD experience, and their opinions on how it could change.

The CBD Masterplan provided a set of 'Big Ideas' which emerged from the discussion with the community, providing guidance and direction on what future actions could take place to transform the Wangaratta CBD.



The Wangaratta Project, CBD Masterplan for the City

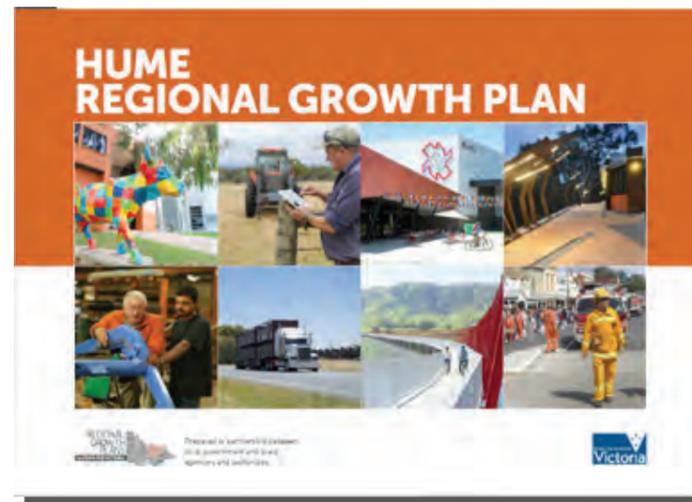
2.3 HUME REGIONAL GROWTH PLAN

The Hume Regional Growth Plan establishes a framework for areas covering the municipalities of Alpine, Benalla, Greater Shepparton, Indigo, Mansfield, Mitchell, Moira, Murrindindi, Strathbogie, Towong, Wangaratta and Wodonga.

The plan identifies strategic land use and settlement boundaries in order to sustainably accommodate residential and economic growth. Items of regionally important infrastructure and providing long term growth to the region is considered and prioritised. The plan's key land use directions are implemented in the state planning system, providing a regional context to guide and inform councils in planning and decision making for their municipalities.

It found that urban growth should be largely directed to areas with the greatest capacity to accommodate growth in areas that are low risk and away from natural hazards. This focused the location of growth to five urban centres, including Shepparton, Wodonga, Wangaratta, Benalla and Seymour, while supporting some growth in other centres.

Locating residential growth in these locations is co-located with strategic employment areas, and adequate locations for growth in industries.

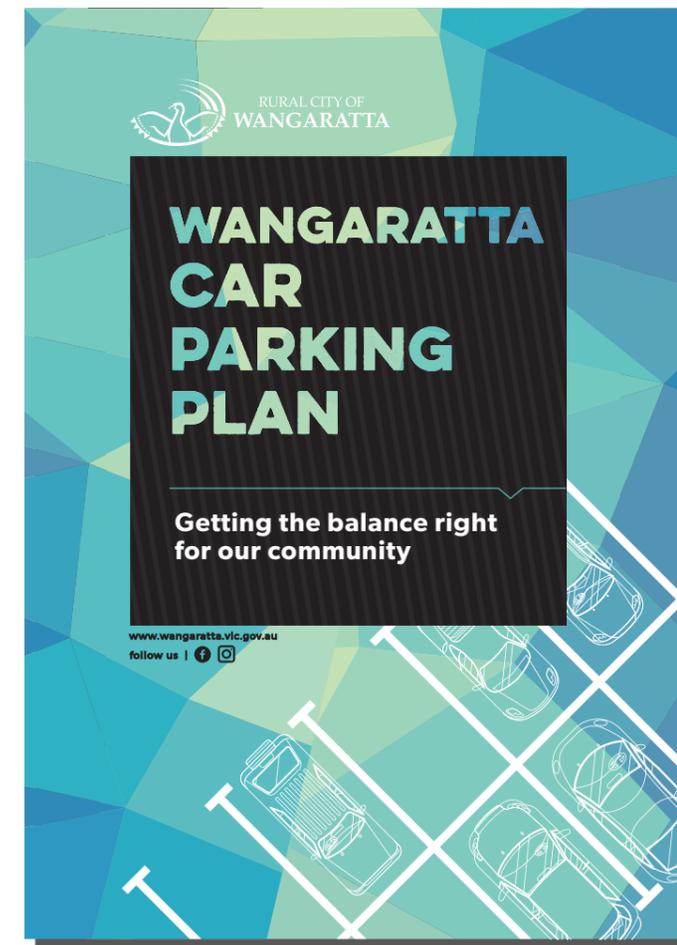


Hume Regional Growth Plan, 2014

2.4 WANGARATTA CAR PARKING PLAN

The Wangaratta Car Parking Plan provides a progressive approach to managing car parking in a regional city, whilst trying to encourage walkability and pedestrian friendly streets within the CAA.

A car park occupancy study found that the CBD has an occupancy rate at less than 85%, revealing that parking in Wangaratta is appropriate for current and medium term projected growth. The Car Parking Plan seeks to minimise the net loss in overall car parking in the future, formalising unmarked car parking areas, and review restricted time zoned parking areas for better facilitate movement within the CAA. The UDF will consider the Car Parking Plan, and it's vision for the role of cars in the CAA.



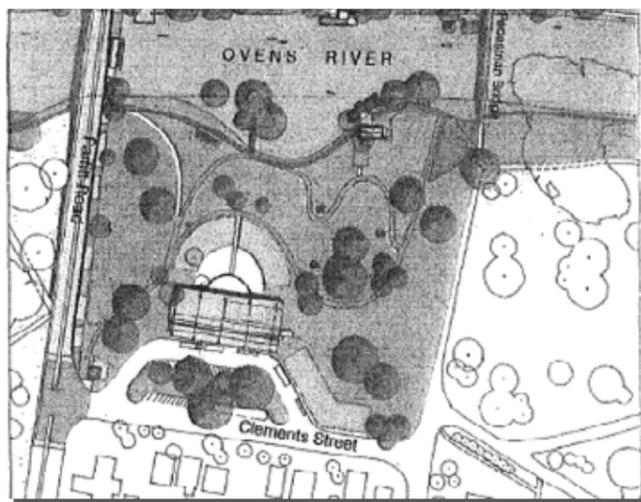
Snapshot of car parking occupancy levels in the CAA

2.5 OVENS RIVER/FAITHFUL STREET PRECINCT STRUCTURE PLAN

This Structure Plan covers a precinct on the northern edge of the CBD and includes Apex Park, Faithful Street and the Ovens River. It was nominated as a priority area for redevelopment by the community through a consultation process. The plan was developed in conjunction with a 2001 Master Plan of the area to guide private investment. It required new zoning and overlays to be endorsed by Council in order to align with the newly developed local policies to focus development on tourism, retailing and recreation. Linking Apex Park with the commercial centre of Wangaratta to provide a tourist activity node was a key element of the Structure Plan.

Implications for the UDF:

- The local policies established in conjunction with this plan will be reviewed in order to understand the desired character and objectives for this section of the study area and make sure the UDF will align with this.



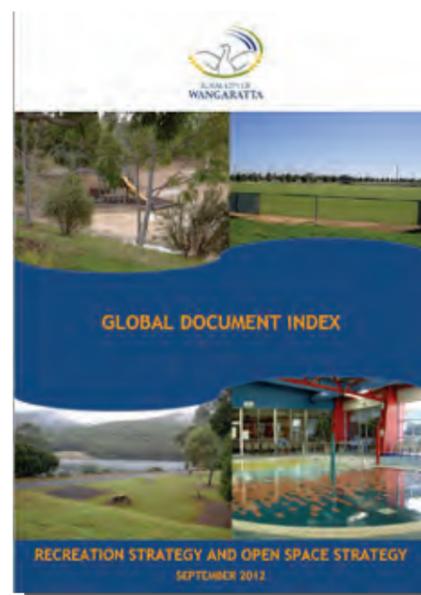
Ovens River / Faithful Street Structure Plan, 2001

2.6 RECREATION STRATEGY & OPEN SPACE STRATEGY – 2012

Created to manage sport/recreational opportunities and open space in Wangaratta, this strategy aims to protect and develop these spaces in order to meet the needs of both the rural and urban communities. Sustainability in Wangaratta is flagged in this strategy and should be considered in relation to the protection of natural environments when creating the UDF.

The UDF will consider:

- There are provisions for pedestrian connections to all the key parks and recreational areas, and in particular, support for 'active aging' in the local community
- Establish guidelines to ensure that newly built recreational environments are of a high quality and suit the needs of the wider community to encourage participation in the planning of these spaces
- Establish principles that seek to protect existing natural environments
- Map the existing open spaces, key pedestrian connections from the CAA & potential informal walking/exercise circuits



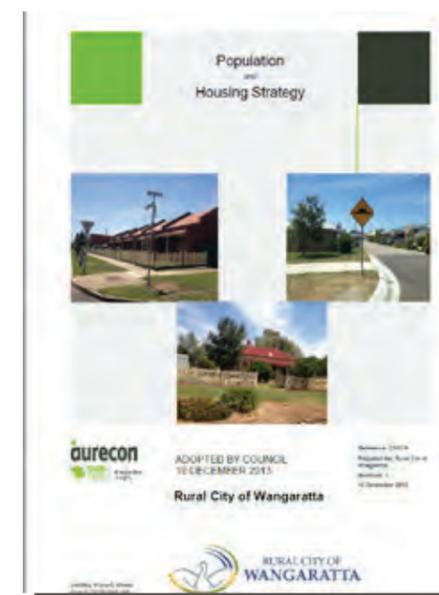
Recreation strategy, 2012

2.7 POPULATION & HOUSING STRATEGY, 2013

This strategy aims to concentrate growth within Wangaratta City with consideration of a high and low growth scenario. It identifies townships located in close proximity to Wangaratta as opportunities for rural growth and more compact and affordable residential housing options within the CAA. A sustainability charter to guide development was created in conjunction with the strategy.

The UDF will consider:

- The strategic directions outlining the preferred type and distribution of population and housing within the residential precincts of the CAA,
- Preferred areas of infill development within the existing urban area



Population and Housing strategy, 2013

2.8 INDUSTRIAL LAND USE STRATEGY, 2017

This strategy has been adopted by Council and is in the process of forming an amendment to the planning scheme. This strategy sets out objectives that are considered to be relevant for the next 20-30 years and need to be incorporated into the UDF, where appropriate. The main consideration for the CAA UDF is the rezoning of a small section of land referred to as Roy Street East, from Industrial 1 zone to Industrial 3 zone. The main focus of this strategy is for industrial areas outside the CAA boundary. The current land available for industrial purposes is sufficient and there is no intention to rezone any further land for industrial purposes.

- The UDF will need to consider this strategy for any land that is zoned C2Z, MUZ or PUZ and is being used or promoted for industrial development
- To the south of the CAA boundary, existing industrial areas will need to be considered so that residential encroachment does not occur. This means that residential growth will need to be controlled in the south of the city through the UDF.



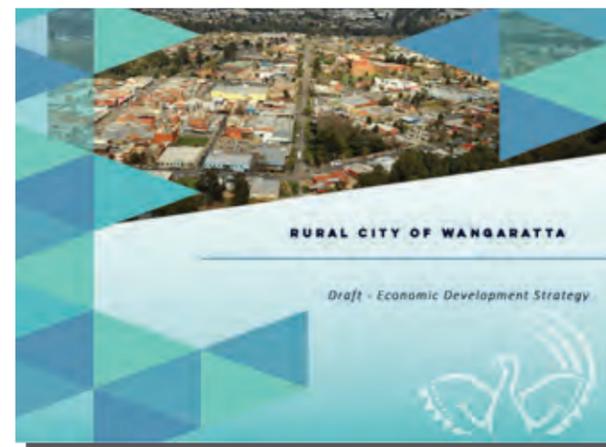
Industrial Land Use Strategy, 2017

2.9 ECONOMIC DEVELOPMENT POLICY

This policy recognises that the key strengths of Wangaratta's industry are in health care and social assistance, manufacturing and transport. Education and training, professional, scientific and technical services as well as tourism are growing industries that can help boost jobs, population and investment. The UDF will be developed to support and promote the growth of these key economic drivers and follow the objectives as set out in the policy.

The UDF will:

- Consider how to support Wangaratta as a place for investment, quality jobs and business creation,
- Support quality employment and education areas within the CAA boundary
- Ensure a high quality CAA for residents and visitors



Economic Development Strategy, 2018

2.10 OTHER INFLUENCING WORK IN THE CAA

There are a range of masterplans, strategies and development applications that are in progress that will impact and have regard to the Wangaratta UDF. While these may not all be finalised, they are still influential in setting the agenda for the Wangaratta CAA.

The other pieces of work influencing the CAA include, but are not limited to:

- Railway Precinct Enhancement Project
- Wangaratta Health Precinct Structure Plan
- Wangaratta Walking and Cycling Strategy
- Development of key strategic sites

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3 ISSUES & OPPORTUNITIES

3.1 KEY DRIVERS OF CHANGE

The Wangaratta Central Activities Area is undergoing significant change in new built form, changes to land use, and upgrades to critical pieces of public infrastructure.

In order to guide the development of the private and public realm within the CAA into the future a consistent approach needs to be utilised in order to respond to the drivers of change.

The drivers of change as referenced in the early pages of this report include:

- Community pride and expectation after the success of the community led CBD Masterplan
- Strategic upgrade of the Railway precinct, Norton Street, Docker Street and Cusack Street
- The River Walk streetscaping upgrade and materials utilised
- Owen's Street upgrade and change of materials palette
- Wangaratta CBD Car Park and Traffic Plan
- Unconventional residential development within the CAA
- New retail and commercial development within the CBD
- Providing public realm upgrades that are accessible and inclusive to all
- Pedestrian/cyclist movement and access through the CAA.

We have assessed the issues and opportunities are in relation to the changing nature of the Wangaratta CAA, and have consolidated the summary of influences on the plan opposite.

The issues and opportunities have been consolidated into four key themes which the Urban Design Framework will be structured to respond to. The key themes are:

- **Activity and Growth**
- **Movement and Access**
- **Built Form**
- **Public Realm and Streetscaping**

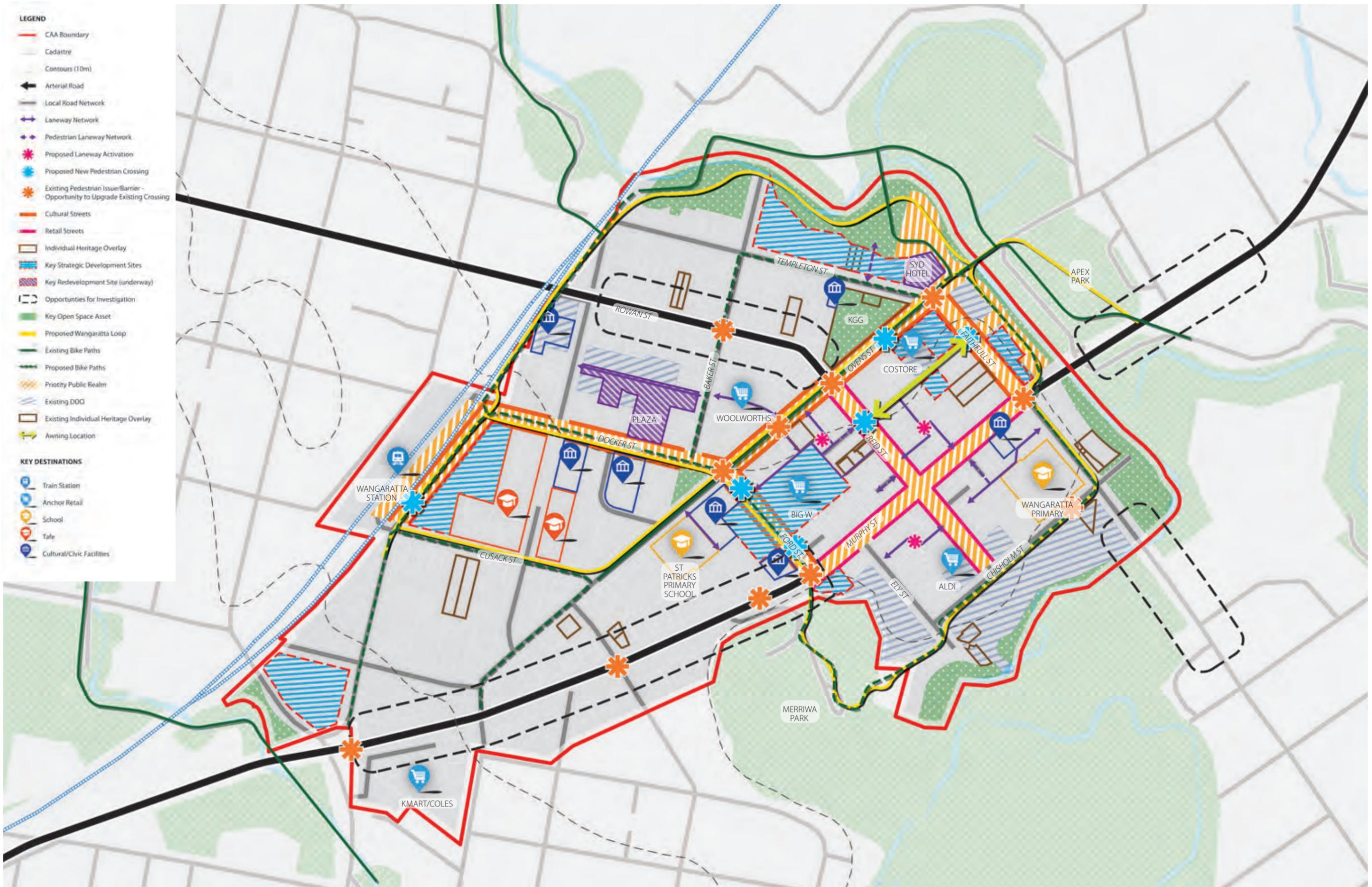


Figure 2. Issues and Opportunities

3.2 ACTIVITY AND GROWTH

Key issues and opportunities which related to Activity and Growth are outlined in the table below:

Table 1 Activity and Growth Issues & Opportunities Summary

DRIVER FOR CHANGE	WHAT WE CAN IMPROVE IN THE CAA	HOW TO ACHIEVE THIS
Increase the appeal of residential development within the CAA	<ul style="list-style-type: none"> Promote a night-time economy with that can attract new businesses, and generate activity in the CBD Promote residential development opportunities proximate to the CBD and nearby high amenity areas Investigate the right zoning mix right to create change through redevelopment opportunities 	<ul style="list-style-type: none"> Locate residential development in areas with an existing mix of uses Where located on a retail/commercial street front, locate a retail tenant on ground floor, with residential located above Appropriate zoning to facilitate growth Activate the CAA beyond the 9-5 peak time
Locate appropriate commercial and retail development within the CAA	<ul style="list-style-type: none"> Facilitate development sites in well serviced locations Foster diverse types of retail and commercial uses within in the CAA 	<ul style="list-style-type: none"> Public realm improvements to attract public and private investment in commercial/retail floorspace Locate amenities nearby to facilitate healthy/attractive places to live/work Consider car parking and access to work by public transport or by walking/cycling Ensure pedestrian safety, by facilitating 'people on the street', through longer opening hours, after hours retail food and beverage premises, and other community activities
Increase tourism opportunities in the CBD	<ul style="list-style-type: none"> Support adequate supply of tourism facilities and accommodation within the CAA Continued support of Wangaratta's major events calendar Establish key commercial drivers to attract tourists Leverage natural assets as eco-tourism opportunities 	<ul style="list-style-type: none"> Improve the public realm through streetscaping initiatives Long term car parking located with clear and safe access to the CBD Clear and legible streetscape hierarchy Enhance the river frontage entertainment experience Provide guidelines for new development taking advantage of river and park frontage Provide clear guidelines for outdoor and al-fresco dining along key streets Consolidate the retail experience to the CBD environment, to provide critical mass as opposed to a dispersed retail environment
A cohesive series of township approaches into the CBD	<ul style="list-style-type: none"> Promote the open space and rivers as Wangaratta's natural assets Update the vehicle and pedestrian gateways into Wangaratta to Reduce the pavement width of Ryley Street Ensure that built form and signage isn't a dominant feature of these approaches 	<ul style="list-style-type: none"> Understand the existing need along the township approaches, and what can be done to facilitate redevelopment Front development onto Merriwa Park to facilitate high end accommodation opportunities Plant canopy street trees along township approaches Construct suitable footpath network to facilitate walking and cycling access into the CBD

3.3 MOVEMENT AND ACCESS

Key issues and opportunities which related to Movement and Access are outlined in the table below:

Table 2 Movement & Access Issues & Opportunities Summary

DRIVER FOR CHANGE	WHAT WE CAN IMPROVE IN THE CAA	HOW TO ACHIEVE THIS
<p>PEDESTRIAN</p> <p>Improved pedestrian infrastructure and access for people of all abilities</p>	<ul style="list-style-type: none"> • Provide infrastructure that supports inclusive mobility aids, such as mobility scooters parking areas and level crossings for walking frames • Support a comfortable pedestrian environment through the CBD, including clear pedestrian paths and shaded streets • Provide a pedestrian oriented CBD that prioritises pedestrian safety, accessibility, and slower vehicle speeds 	<ul style="list-style-type: none"> • Guidance on how to design for all abilities, and utilise the existing Disability Discrimination Act 1992 for additional requirements • Maintain a clear 1.8m from the building line • Provide additional street furniture for people with mobility issues • Provide charging points for motorised scooters • Reinforce walk friendly terrain • Reduce the day to day conflict between vehicles and people • Investigate if traffic light sequencing is currently prioritising pedestrians • Create a public campaign about vehicle speed and pedestrian / cyclist safety • Introduce traffic calming measures that reduces speed in key locations with high pedestrian/cyclist interactions • Implement clear pedestrian/cyclist wayfinding to encourage high pedestrian/cyclist traffic through key areas, as opposed to having priority in all locations • Promote pedestrian opportunities through private plazas
<p>CYCLING</p> <p>Supporting the growing cycling culture</p>	<ul style="list-style-type: none"> • Provide bike infrastructure that supports recreational and commuter style riders available within the CAA • Provide opportunities for cycling connections within, and through the CBD • Improve cycle safety in the CAA 	<ul style="list-style-type: none"> • Promote Wangaratta as a cycling destination. • Encourage local accommodation providers to supply bikes as part of their accommodation • Recognition & reinforcement of the cycle friendly terrain and great local cycling paths • Guidance on implementing safe cycling streets with recommended street treatments e.g. sharrows & shared lanes • Identity and implement the missing links in cycling network (as outlined in the CBD masterplan) • Provision of bike infrastructure and end of trip facilities in appropriate locations such as lockers at the train station, water stations, bike pumps and repair stands along the connection to the Murray to Mountains Trail • Encourage cycle storage in work places through the provision of bike storage/change facilities and showers in private premises • Include provision for future E-Bike charging locations co-located with other bike infrastructure located within the CBD
<p>PUBLIC TRANSPORT</p> <p>Increased public transport usage</p>	<ul style="list-style-type: none"> • Infrastructure that supports and encourages public transport usage with comfortable waiting areas, clear wayfinding and appropriate signage • Supporting retail and commercial uses around public transport locations to promote safety and activity 	<ul style="list-style-type: none"> • Improved signage palette • Advocate for increased bus stop frequency • Higher quality bus shelters at stops • Advocate for Wangaratta as a logical location for a High Speed Rail destination/station location • Leverage High Speed Rail as a draw card for other high value strategic investments

3.4 BUILT FORM

Key issues and opportunities which related to Built Form are outlined in the table below:

Table 3 Built Form Issues & Opportunities Summary

DRIVERS FOR CHANGE	WHAT WE CAN IMPROVE IN THE CAA	HOW TO ACHIEVE THIS
Increased activation and lively streets	<ul style="list-style-type: none"> Promote a complimentary mix of businesses Create a vibrant CBD through a mix of offices, residential, retail, restaurants and other businesses together to create activity 	<ul style="list-style-type: none"> Buildings should provide a pedestrian scaled street environment that is comfortable to walk & cycle around Locate easy and safe pedestrian crossing for people of all abilities to utilise Encourage active and transparent ground level street frontages Encourage opportunities for passive surveillance on upper floors Allow some business to operate with longer trading hours Incorporate a range of street furniture to cater for all abilities
Weather protected streets	<ul style="list-style-type: none"> Comfortable pedestrian environments should be provided through hard and soft materials Provide weather protection that does not detract from the overall amenity of the heritage built form 	<ul style="list-style-type: none"> Ensure proposed development responds to the local climate (hot summer/cold winter) and the existing street/precinct character Ensure that streets trees have a large enough canopy and are of a suitable species to provide shade over the footpath Ensure that new buildings have awnings/verandahs that do not inhibit street tree growth Provide consistent guidelines on awning/verandah design and function Provide consistent guidelines on shade structure design and function
Protection of heritage values throughout Wangaratta	<ul style="list-style-type: none"> Promotion of development that enhances and values the existing heritage built form in Wangaratta 	<ul style="list-style-type: none"> Require buildings to respond to the existing height, streetscape, heritage values and significant view lines Ensure the heights of new buildings are generally consistent with the low rise character of the CBD Encourage transitional development where commercial development interfaces with residential and where residential interfaces with heritage significant buildings Ensure new buildings respect adjacent scale and bulk of the existing heritage streetscape
Sustainable buildings and construction techniques	<ul style="list-style-type: none"> Promote landscape strategies that mitigate urban heat island effect New built form provides the opportunity for upper level landscaping elements to enhance vegetation within the CBD Buildings should support passive heating and cooling techniques in order to reduce the reliance on mechanical heating and cooling 	<ul style="list-style-type: none"> Encourage innovative & sustainable built form outcomes by embedding principles of sustainability into design controls Encourage design that is responsive to the local climate conditions Encourage passive design of buildings to allow appropriate ventilation and sunlight access Limit the use of high glass and reflective materials on external surfaces which may transfer heat elsewhere Encourage vertical greening of buildings to reduce heat retention of building facades Encourage rooftop gardens to increase stormwater retention and re-use, while also providing additional insulation

3.5 PUBLIC REALM AND STREETSCAPING

Key issues and opportunities which related to Public Realm and Streetscaping are outlined in the table below:

Table 4 Public Realm & Streetscaping Issues & Opportunities Summary

DRIVER FOR CHANGE	WHAT WE CAN IMPROVE IN THE CAA	HOW TO ACHIEVE THIS
Increased pedestrian comfort	<ul style="list-style-type: none"> • Pedestrian friendly streets that clearly articulate the role and identity of the different precincts in Wangaratta • Strengthening of the place value of key civic, retail and cultural streets 	<ul style="list-style-type: none"> • Streetscape upgrades (shade/seating/traffic calming) • Ensure appropriately sized trees to fit the scale of the built form and streetscape • Lighting • Pedestrian crossings and facilities • Wayfinding/signage
Improve arrival experience	<ul style="list-style-type: none"> • Arrival experiences that support pedestrian movement in all weather, including natural and artificial shade • Pedestrian infrastructure that supports pedestrian safety at road crossing • Reduce the amount of signage permitted along arrival corridors • Ensure built form is of a high standard and has architectural merit 	<ul style="list-style-type: none"> • Install boulevard landscaping treatments to define gateway experience • Provide appropriate cycle and footpath facilities • Install canopy street trees line arrival corridors • Improve wayfinding to be consistent with the adopted Branding and Marketing policies • Ensure signage and branding is consistent with the adopted Branding and Marketing policies
Implementation of the design intentions of the CBD masterplan	<ul style="list-style-type: none"> • Rural City of Wangaratta branding and signage across the CBD that reflects the history and attractiveness of the region • Utilisation of hard and soft materials to identify different city precincts 	<ul style="list-style-type: none"> • Reinforce visual and physical connections to the surrounding landscape • Encouraging use of CAA parks by providing good pedestrian & bike connections (and facilities in parks) • Retain and celebrate existing heritage • Provide guidance on how to smoothly transition from heritage to contemporary streetscaping

PART B

**THE URBAN DESIGN
FRAMEWORKS**

1 VISION FOR THE CAA

1.1 OVERVIEW

Wangaratta has a clear vision for the future, established through the development of the Central Activities Area Plan (2013) and confirmed by the Wangaratta CBD Masterplan. It is a shared people and place based vision, developed in close consultation with the community, and now been adopted by the community for their city.

The Wangaratta Urban Design Framework sets out an integrated vision for the Wangaratta CAA to guide its future use and development. The aim of the UDF is to provide certainty in the guidance and future development within the UDF area, to both Council and landowners alike. The UDF document will focus on establishing and quantifying key development objectives and guidelines for the public and private realm. Supporting these guidelines and objectives for the public realm are an indicative 'kit of parts' with additional guidance on how to site and locate different streetscape elements.

Wangaratta is blessed with a truly beautiful natural setting. Located at the confluence of the Ovens and King Rivers, the CBD has a unique setting with river frontage on three sides. Further enhancing its natural beauty are the four key parks located within the CBD. The rivers and parks offer a range of outdoor leisure experiences, all within a stones throw of the bustling CBD with retail and business activity. These unique characteristics are what contribute to both Wangaratta's local identity and lifestyle opportunities, and make Wangaratta a great place to live, work and visit. Future development should protect, strengthen and build on these distinct landscape elements.



THE VISION FOR THE WANGARATTA CBD

Based on the broad engagement process carried out for The Wangaratta Project, the vision for the future of Wangaratta was defined to give everyone working in, for and on the city a shared view of where we are trying to get to and how we will know when we've got there. The vision for the CBD complements the Wangaratta Vision Principles outlined in the Wangaratta Central Activities Area - Future Planning Report (August 2013) but takes in more than the physical, planning-based components of Wangaratta's city centre - it builds a place and people based vision which the community of Wangaratta can adopt for their CBD.

Whatever you do, do it interesting!

Now is Wangaratta's time to shine

THE GOALS FOR THE WANGARATTA CBD

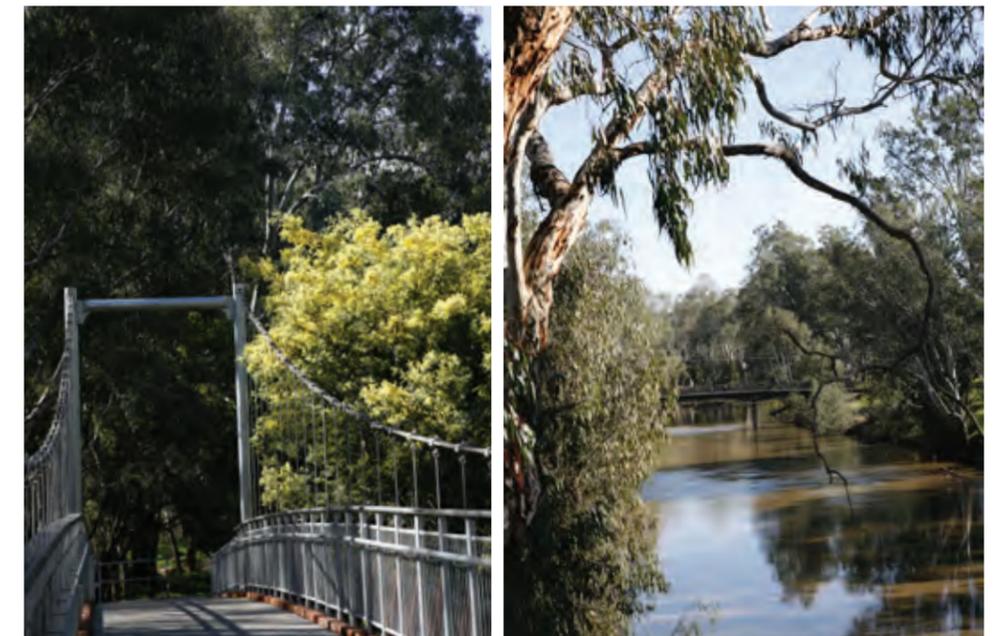
The following goals have been produced as a tool to guide the people who will be implementing the Wangaratta Masterplan over time and bringing its ideas to life. Implementation involves thousands of decisions and actions, big and small, that will continue to shape the CBD over many years.

These goals can be used as a framework for making decisions as the specific challenges and opportunities shift over time and the work to enhance the Wangaratta CBD evolves.

Wherever possible, decisions, actions, initiatives and projects should support one or more of the following goals.

1. reinforcing key retail and cultural streets
2. stitching together the river, the parks and the CBD
3. connecting the east and west sides of the city
4. achieving a broader and more resilient economic base
5. creating a unique sense of place
6. repositioning Wangaratta as the tourist, cultural and economic heart of the region rather than just the functional centre of the region
7. enabling creativity
8. maximising quality of life
9. achieving a strong sense of arrival and welcome
10. performing multiple functions at once, for example, any intervention that can combine elements such as street furniture, artwork, saving materials from landfill, water catchment, wayfinding, shading, etc.
11. achieving high levels of community involvement, leadership and participation
12. minimising impact on the environment

bustling	inspiring	open	just	inviting	easy to navigate
<p>What you will see, feel, experience</p> <p>People on the streets</p> <p>Shops, cafes and restaurants full of customers</p> <p>More people living in, working in and visiting the CBD</p> <p>Few vacant shops and businesses</p> <p>How you will be able to measure the change</p> <p>Low vacancy rates</p> <p>High demand for new business opportunities</p> <p>Thriving and diverse businesses</p> <p>Diverse employment, recreation and cultural opportunities</p> <p>Increased residential population in CBD</p> <p>Increased economic activity driving increased employment, business and investment opportunities</p>	<p>What you will see, feel, experience</p> <p>Art, culture and expression everywhere you look, in the fabric of the city</p> <p>Lots of opportunities to learn, explore, share and make</p> <p>Intriguing new spaces to experience exhibitions, events and festivals</p> <p>How you will be able to measure the change</p> <p>Cultural institutions recognised as regionally significant</p> <p>Multiple platforms for producing and exhibiting art of both emergent and established practices</p> <p>Diverse arts programs across offerings</p> <p>Increased cultural and artistic activities and presence within the CBD</p> <p>Increased pride and use of the city centre</p>	<p>What you will see, feel, experience</p> <p>Lots of chances to share thoughts, ideas and views about the future of the city</p> <p>A feeling of trust and optimism</p> <p>How you will be able to measure the change</p> <p>High levels of engagement and participation</p> <p>High levels of trust between individuals, groups and institutions</p>	<p>What you will see, feel, experience</p> <p>Ease of recycling, reusing, repurposing and avoiding wastefulness</p> <p>People looking out for one another</p> <p>How you will be able to measure the change</p> <p>High levels of recycling and reuse</p> <p>More renewable energy use</p> <p>High levels of institutional and collaborative environmental practices</p>	<p>What you will see, feel, experience</p> <p>Cleaner, more accessible, better used waterways and river precincts</p> <p>More young people choosing to stay in the area and putting their own stamp on the city</p> <p>Positive news stories</p> <p>How you will be able to measure the change</p> <p>More visitors choosing to make Wangaratta their base and explore the surrounding region from the city</p> <p>High levels of positive reports in the media</p> <p>Supporting diverse population growth ahead of regional averages</p> <p>High retention rate of under 25 year olds</p> <p>Increased tourism and visitation to both the city and the region</p> <p>Improved city infrastructure, facilities and landscaping</p>	<p>What you will see, feel, experience</p> <p>Lots of people walking, cycling and using public transport</p> <p>Diverse businesses, products and people</p> <p>How you will be able to measure the change</p> <p>High levels of people walking, cycling and using public transport</p> <p>Diverse business ownership</p>



Bring the surrounding natural beauty into the CBD

Figure 3. Extract from the CBD Masterplan - Vision for the CBD



Enhance existing connections for pedestrians and cyclists



Make the CBD fun



Enable a connection to natural elements throughout the CBD



Facilitate walkable streets



Cater for bicycle parking in the CBD for ease and convenience of active transport modes



Update the streetscape palette to a more contemporary materials palette



Provide places for gathering, sports and play in a landscaped setting

1.2 APPLYING THE VISION

The goal of the UDF is to encourage all future work within the CAA to be undertaken with a sensitive response to the local context, in particular, Wangaratta’s unique landscape environment. This section outlines the vision underpinning the UDF guidelines and requirements, and provides guidance to Council and the Wangaratta community on how to embed the agreed vision into all future development projects.

The following section identifies the key CAA precincts and outlines a site specific interpretation of the agreed vision. A set of key design principles provide overarching guidance for all future development and public realm improvements. These are ‘concise local’ visions that ultimately contribute to achieving a site responsive design and achieving a shared vision or Wangaratta’s future CBD. Future development outcomes should be considerate of these qualities, as well as contributing to an improved public realm.

Figure 3. CAA outlines the broad areas of the CAA which the UDF aims to affect. The specific vision for these areas is outlined further on pages 23-24.

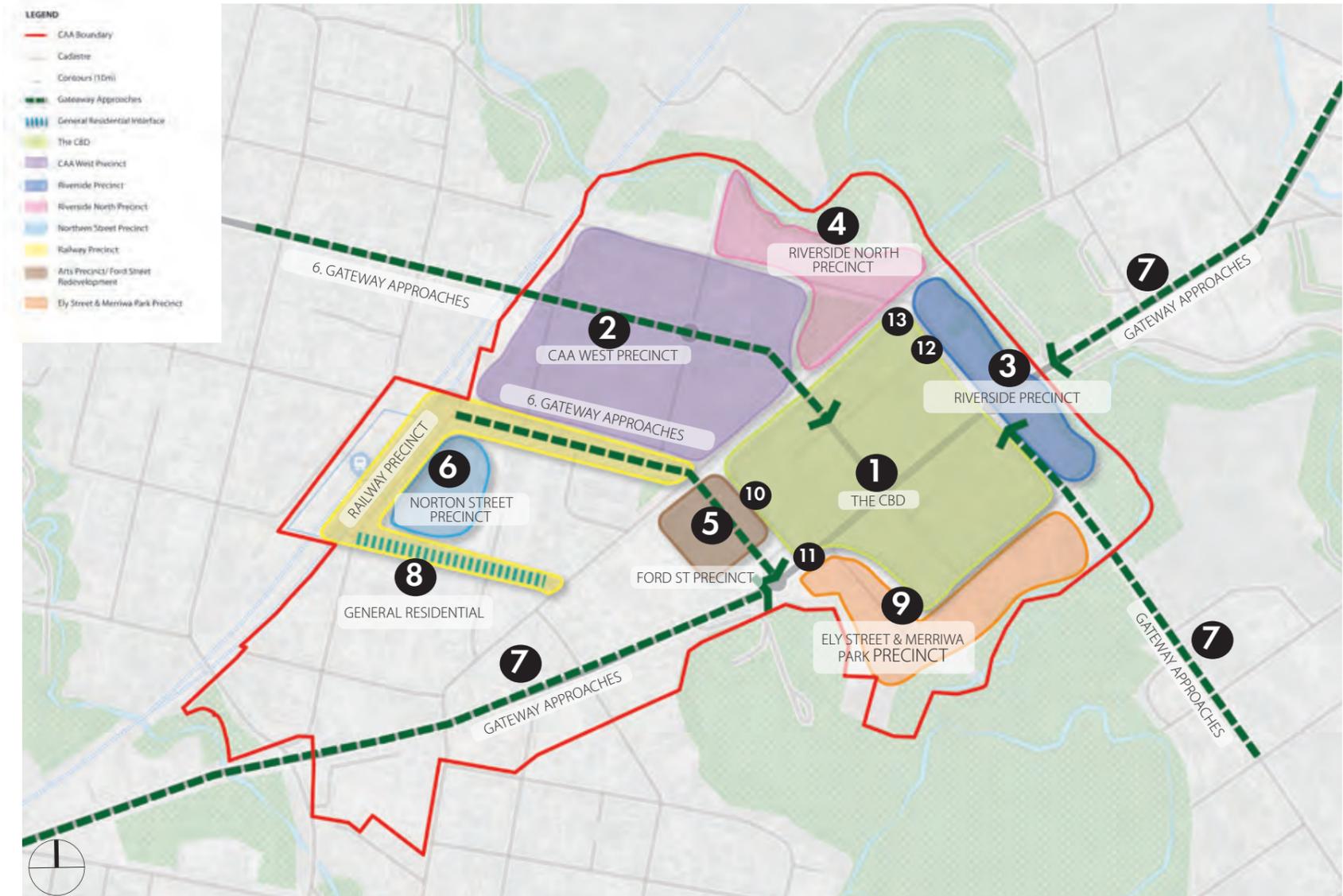


Figure 4. The Wangaratta CAA

1 CBD PRECINCT

The vision for the CBD Precinct is to create a bustling and inviting regional centre that is easy to navigate, and welcomes both locals and visitors for a wider variety of local activities. The CBD will support a true mixed-use character and identity, allowing people to work, live, shop and play within the centre of town in a variety of different and interesting ways.

Future works should positively contribute to improvements by;

- Creating connections to, and celebration of the two rivers that form the CBD, and their environments as green 'assets' for Wangaratta,
- Strengthening walking and cycling connections to surrounding streets, neighbourhoods, precincts and open spaces that support an active population,
- Creating public open spaces that connect key areas or attractions in the CBD, and act as locations for a variety of local and seasonal events and festivals as well as day-to-day happenings,
- Encouraging engaging shop fronts that provide an active footpath experience incorporating areas of kerbside activity, including dining, and support a growing night-time and weekend economy for the CBD, and
- Encouraging high quality upper-level renewal and development above shops that give businesses a location to thrive within the CBD, and places to stay and live for residents or visitors.

2 CAA WEST PRECINCT

The vision for the CAA WEST Precinct is to create a mixed-use extension of the CBD that incorporates a wide variety of supporting retail, and commercial activities and uses.

The key design principles that should guide future development within this precinct include;

- Encouraging built form, active and interesting street level tenancies fronting the street and potential for upper-level tenancies or dwellings, particularly along Rowan Street, the key CBD approach from the west,
- Encouraging mixed-use development and opportunities for people to live and work in close proximity to the CBD, and the Ovens River corridor,
- Supporting new larger development and renewal sites that contribute positively to the streetscape character of the CBD, and minimise the adverse effects of car parking to the public realm,
- Encouraging renewal and re-use over time of residential house sites into either commercial or professional services tenancies, or more compact forms of CBD living, and
- Ensuring new development (on Ovens Street) respects the King George Gardens.

3 RIVERSIDE PRECINCT

The Riverside Precinct is a well loved entertainment and hospitality precinct incorporating great places to experience the river environment for both locals and visitors. All future work should positively contribute to supporting activities in the precinct, in particular;

- Encourage opportunities for sites adjacent to the Ovens River corridor to open out onto the river promenade, and where appropriate, incorporate riverside dining or seating areas,
- Support the development of walking and cycling connections north into Apex Park, and south to the CBD, as well as links to the adjacent Rail Trail, and
- Support the continued development of the Riverside Square for a variety of regular, and seasonal local events, as the key civic public space adjacent the river.

4 RIVERSIDE PRECINCT NORTH

The Riverside North Precinct is transitional precinct located between Templeton Street and the Ovens River corridor. The future vision for the precinct is to provide improved access and connectivity to Sydney Beaches and the Riverside Precinct. Future development should consider;

- How it addresses the Ovens River, ensuring respect for existing vegetation and the established river character,
- Supporting the opportunity for sites adjacent to the Ovens River corridor to address the Sydney Beaches area,
- Providing clear pedestrian connections between Templeton Street, Ovens and Faithfull Streets and the precinct,
- Enhancing key view-lines in the precinct,
- Supporting high-quality renewal of the Sydney Hotel site (as the key landmark to the corner of Ovens Street), the Bickerton Street bridge, and the Ovens River corridor,
- Incremental relocation of industrial uses to more appropriate sites (such as highly visible sites fronting the highway beyond the CBD), and,
- Ensuring new larger development contributes positively to the desired streetscape character of the CBD and minimises the adverse effects of car parking to the public realm.

5 FORD STREET PRECINCT

The vision for an arts and cultural precinct on Ford Street was articulated in the CBD Masterplan. The key principles of the vision are;

- Creating a new Cultural Centre to complement and expand the Art Gallery and PAC operations,
- Creating a new public plaza space fronting Ford Street, and
- Creating a more pedestrian friendly environment, with strong connections north through the Big W site to Reid Street.
- For further detail please refer to the design concept for Ford Street outlined on page 35 of the CBD Masterplan.

6 NORTON STREET PRECINCT

The Wangaratta Railway Precinct Masterplan sets out a vision for the future activation of the precinct focused on 'making Norton Street a comfortable place to linger longer'. The proposed design for Norton Street focuses on improving the arrival and departure experience for bus and train passengers, as well as improving the streetscape amenity. Future development and land use in Norton Street should support this vision with consideration of;

- Making a contribution to the creation of a truly mixed-use precinct,
- Taking up opportunities for transformation of existing sites into 2-3 storey mixed-use development, potentially incorporating elements of smaller urban living and housing,
- Encouraging new tenancies to activate the street frontage and contribute to creating a desired precinct character,
- Creating stronger connections to the TAFE and Health precincts, (potentially with allied and supporting uses or activities for these important anchors),
- Supporting a night-time and weekend visitor economy, and
- Encouraging, over time, arts, creative and small business incubator-type uses to locate in Norton Street.

7 GATEWAY APPROACHES

The CBD Masterplan sets out the vision for improving the CBD arrival experience. The vision seeks to draw on Wangaratta's natural assets and strong arts community to create a sense of arrival into the CBD. The masterplan provides design guidance on transforming the five key arrival streets into green gateway experiences. The following are overarching design principles that all development occurring along key gateways should consider;

- Contribution to the creation of an identity around each of the main approaches into the CBD,
- Encouraging landscaping along the road reserve that is consistent, high-quality and represents the landscape character of the CBD,
- Creating consistent setbacks and built form massing for commercial, industrial or retail uses within these approaches,
- High quality architectural outcomes,
- Consideration of the appropriate use signage to ensure simple and consistent wayfinding outcomes for visitors and locals, and
- Feature landscaping and/or public artwork in selected locations within the approaches to signify the 'arrival' into the CBD area.

8 GENERAL RESIDENTIAL INTERFACE

The vision for the residential area located adjacent to the CBD is for a precinct that evolves over time providing a range of urban forms of living supporting a diversity of housing choices for Wangaratta within the CAA.

Future development should contribute to this vision by;

- Encouraging the harmonious coexistence of contemporary and more urban housing opportunities with important heritage buildings and sites,
- Ensuring the retention and renewal of the significant mature street trees and the character of leafy streetscapes occurs to support the evolving built form,
- Encouraging a gradual re-location of larger industrial or commercial type uses to more appropriate commercial sites fronting the main roads and the outskirts of the town centre, and
- Supporting high quality developments of larger convenience, and commercial key uses fronting main roads within on the CBD approach.

9 ELY STREET & MERRIWA PARK PRECINCT

The CBD Masterplan sets out the vision for strengthening Merriwa Park as a point of arrival into the CBD. The key driver for the vision is to improve access to the park to better integrate park activities into daily CBD life. The vision for the surrounding precinct is one of a mixed-use precinct, capitalising on its interface with the CBD and the King River riparian corridor.

Potential renewal opportunities should consider;

- Encouraging smaller scale hospitality, visitor accommodation or professional services to locate in Ely Street,
- How new development can positively contribute to the established streetscape character on Ely Street, and minimise the adverse effects of car parking to the public realm, and
- Support uses that open out onto and engage with Merriwa Park in visually public ways, and
- Encourage uses that contribute positively to the views from the park and the overall landscape environment.

A number of key strategic sites that have been identified in the CAA because of their prominent location and for the potential positive contribution development on these sites can make to realising the vision for the CAA.

Future key redevelopment sites include:

10 BIG W SITE

The CBD Masterplan identifies the need to transform large format retail sites into more people friendly places. Due to their larger size, often the site and building design of large format premises leads to poor urban design outcomes. In the case of the Big W site there are large areas of visually dominant car parks, limited landscaping and areas of shade, areas of large blank walls and generally not very supportive of a pedestrian friendly environment.

In the case where there is renewal opportunity the following design principles should be used to achieve a more people friendly retail environment and surrounding public realm;

- Consideration of the relationship to Ford Street and contribution to the Ford Street Cultural Precinct,
- Sleeving smaller retail tenancies along the Ford Street frontage,
- Providing pedestrian connections from Ford Street, through the site, linking to Maloney's Square and Reid Street,
- Ensuring all loading and servicing occurs at the rear of the site and not conflicting with any pedestrian movements, and
- Providing car parking below ground level and not in view of Ford Street.

11 LOT 8 MURPHY STREET (CURRENTLY HARVEY NORMAN)

The CBD Masterplan identifies the site as a priority location for a permanent civic use because of its prominent gateway location. Any future development on this site should consider a design response that;

- Creates a visually exciting arrival experience into the CBD,
- Creates an active and engaging street frontage and building address,
- Integrates the natural elements and captures the key views into Merriwa Park, and
- Provides physical connections, where possible.

12 27-29 FAITHFUL STREET

This is an important strategic site due to its size and proximity to the Riverside Precinct. The primary site frontage on Faithful Street takes up a significant part of the block. The current building design misses the opportunity to contribute to the activation of Faithful Street and Victoria Parade. This is further enhanced by the elevated entrance. Any future redevelopment opportunity should seek to improve these outcomes.

13 90 -100 OVENS STREET

This site is located on a prominent corner, at the intersection of Ovens and Faithful Streets. If there is opportunity to redevelop this site consideration should be given to;

- Responds sensitively to the King George Gardens opposite,
- Relationship to the prominent Sydney Hotel site,
- Creating a landmark building acting as a gateway to the Riverside Precinct, and
- Contributing an active street frontage to both Ovens and Faithful Streets.

2 ACTIVITY AND GROWTH FRAMEWORK

2.1 SUMMARY

The Activity and Growth Framework supports development that contributes to the vibrancy and revitalisation of Wangaratta's Central Activities Area, whilst preserving the existing regional character and history of the city. Growth is encouraged in a manner that does not conflict with the existing land uses and character of Wangaratta, while also contributing to a diverse and interesting streetscape.

Fostering redevelopment of land for higher and better uses which contribute positively to the diverse mix of business and industries within Wangaratta is a key driver of the Activity and Growth Framework. Complimentary to business and commercial redevelopment is the inclusion of additional housing and accommodation options within the Wangaratta CAA. Additional housing options within the existing CAA can create safer streets with more people moving between the CBD and their accommodation, and also provide the opportunity for smaller dwellings for people's changing housing needs over time.

2.2 OBJECTIVES

The key objectives for the Activity and Growth Framework are:

- Enabling Wangaratta to grow and develop both in population and as a tourist destination within the north east region
- Supporting the economic performance of the Wangaratta Central Activities Area through provision of a range of retail, office, recreation, educational and other opportunities, whilst seeking opportunities to achieve a broader & more resilient economic base
- Supporting an intensification and broadening of residential uses in Wangaratta Central Activities Area
- Locating areas for redevelopment which can positively impact the growth and vibrancy of the CAA
- Identifying key areas to facilitate redevelopment which will enhance the approaches into the Wangaratta CBD
- Encourage destination shopping in the central core, reinforcing key retail streets, particular Reid and Murphy Streets
- Supporting uses that extend the activity in the central activities area beyond workday, 9-5 peak time

2.3 ACTIONS

There are a number of key locations for redevelopment, which will increase the vitality and activity of the CAA. These key locations below are shown in Figure 3. Activity and Growth Framework:

1. The Norton Street precinct adjacent the Train Station is a key area for future redevelopment. This precinct is zoned Mixed Use Zone, and is a zone appropriate to entice future development, including retail, food and beverage, and other uses as soon as visitors exit the train.
2. The southern pocket of residential zoned Mixed Use Zone is zoned appropriately to facilitate diverse housing opportunities and other complimentary commercial and retail uses. This area requires planning applications which respond to the existing residential context, but also the thriving township approach along Ryley Street.
3. Properties along Templeton Street can facilitate built form engagement with the Ovens River and Sydney Beach. Redevelopment of this area can provide destination event spaces, accommodation, or act as an extension to the restaurant precinct along Faithful Street.
4. Commercial redevelopment of the The Wangaratta Water Treatment Plant may be possible in the long term, however short-term there is opportunity to connect the public with the confluence of the King and Ovens Rivers without impacting on the operation of the water treatment plant, similar to the boardwalk west of Parfitt Road. This opportunity can also include streetscape improvement along Faithfull Street, including art, murals, and screening of the visible elements of the treatment facility.
5. The southern township approach along Ryley Street locates a high proportion of short stay accommodation for visitors and temporary workers alike. This southern approach to the CBD provides an interface between the industrial precinct to the south, and the finer grain of the CBD and Murphy Street. Redevelopment of key sites should provide a rejuvenated built form outcome with better streetscape amenity for pedestrians and cyclists.
6. The western township approach along Rowan Street should provide a higher level of amenity between the railway underpass and Ovens Street. The area currently provides a dislocated mix of services, with a significantly wide road pavement acting as a barrier between the sides of the street.

7. Support the continued redevelopment of the plaza north of Docker Street, ensuring that existing key pedestrian and vehicular links are retained.
8. Eastern, and Northern gateway approaches (outside of the CAA and this UDF) should promote a landscaped and pedestrian friendly experience into town, including streetscape upgrades, street tree planting, landscaping in the private realm, and limits on advertising signage.

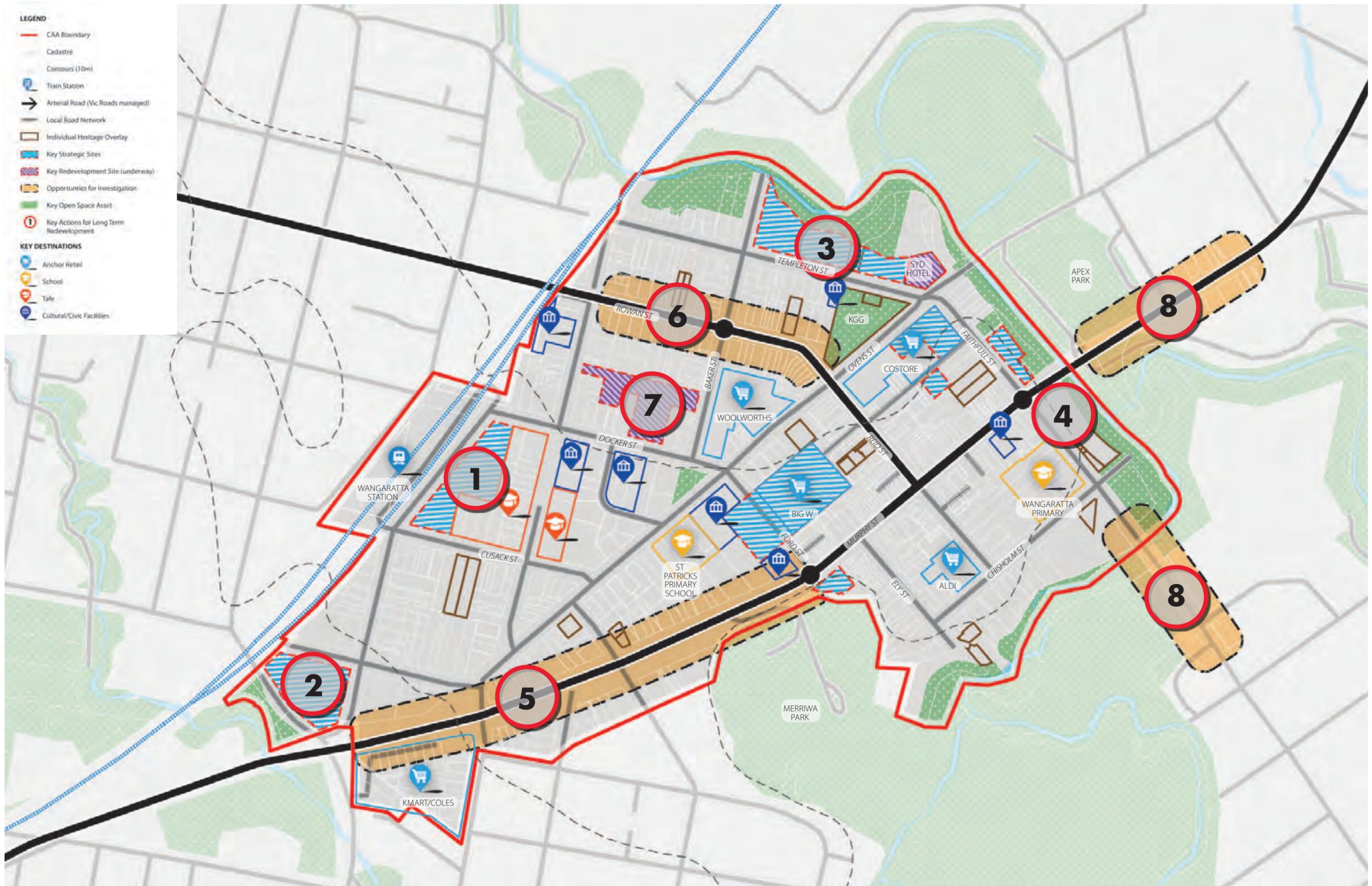


Figure 5. Activity and Growth Framework Plan

3 ACCESS AND MOVEMENT FRAMEWORK

3.1 SUMMARY

The Access and Movement Framework acknowledges the existing nature of pedestrian, bicycle, and vehicle movement throughout the Wangaratta Central Activities Area, and establishes a revised network of opportunities which can redirect and enhance movement through the CAA.

Many regional centres such as Wangaratta are highly car dependent for business, due to their regional locations and travel distances between different townships. Additionally, vehicle traffic brings people into Wangaratta for the medical precinct, which forms a significant portion of the economic activity for the city. While these vehicle movements through the city are important form of transport, they are regularly and often prioritised at the expense of pedestrian and cyclist movements.

This movement hierarchy can be adjusted to provide additional pedestrian and cyclist safety and priority at key locations, without excessively hindering the movement of private vehicles. This refinement of the existing network will allow free flowing vehicle traffic in some locations, whilst slowing down and giving pedestrians the priority in other locations.

Increasing pedestrian and cyclist movement through the CAA also allows for increased access without the burden of large roadways. Pedestrians can take advantage of smaller access locations, navigate through mid-block connections, and connect down steep inclines with relevant DDA compliant ramps and stairs. These connections are easier, simpler, and more cost effective than providing vehicle access to all locations.

3.2 OBJECTIVES

Supporting the changing nature of the Wangaratta CAA is a set of objectives which are intended to drive a preferred movement network for all users.

Key objectives for the Wangaratta Movement and Access Framework:

- Promote walking and cycling as the safest, most convenient and enjoyable way to get around the Wangaratta CBD
- Prioritise pedestrian safety at street crossings
- Slow vehicle traffic at key intersections to increase pedestrian safety
- Allow key vehicle routes to exist and continue to function as key arterial routes
- Provide clear open space links from the CBD, through to parks and the King and Ovens Rivers for pedestrian and cyclist priority movement
- Create a bustling, inspiring, open, just, inviting, easy to navigate Wangaratta Central Activities Area (OBJECTIVE 5 CBD Masterplan)
- Improve the Wangaratta Central Activities Area arrival experience (OBJECTIVE 6 CBD Masterplan)
- Improve the movement network to, in and around Wangaratta Central Activities Area (OBJECTIVE 8 CBD Masterplan)
- Improve connections from the surrounding residential area to the rest of Wangaratta Central Activities Area (OBJECTIVE 14 CBD Masterplan)
- Provide a central transport hub for all modes of public transport in Precinct 3 - Transport Hub (OBJECTIVE 12 CBD Masterplan)
- Promote street life and safety, through additional street based retail and movement
- Promote multi-modal travel - making public transport a more attractive and realistic option
- Support the growing cycling culture, both local participants and visiting ones
- Connect Wangaratta with other regional cities through High Speed Rail network
- Connect the Wangaratta CAA to the Health Precinct through the Wangaratta Station precinct
- Provide opportunities for electric vehicle charging stations, co-located with other e-vehicles (bike, scooter, mobility aid) charging locations at key locations

3.3 ACTIONS

There are a number of strategic upgrades as part of the Access and Movement Framework which will contribute to enhancing the vitality and activity of the CAA, whilst also making it a safer space for all users.

1. Include additional raised pedestrian crossings at mid street block to enhance pedestrian permeability, which will also reduce vehicle speeds
2. Where mid-block crossings are proposed or upgraded, encourage development opportunities around new pedestrian crossing treatments which facilitate eyes on the street, such as alfresco dining opportunities or public seating locations.
3. Upgrade existing and proposed crossings to incorporate:
 - Larger surface area and width,
 - Minimal level changes for DDA compliance
 - Provide a consistent pedestrian crossing treatment throughout the CAA
4. Ensure footpaths and bike paths throughout the central activities area maximise pedestrian and cyclist safety and comfort, and provide connection to all key destinations
5. Incorporate laneway upgrades to encourage safer pedestrian passage
6. Identify key vehicle routes to retain higher order movement function
7. Locate a preferred pedestrian and cyclist route through the station precinct to connect into the Hospital precinct
8. Locate cycle priority areas to facilitate the development of the future Council Walking and Cycling Strategy
9. Transitions in pavement around accessible spaces, to be consistent (ie avoid kerb where practical)
10. Advocate for a High Speed Rail destination/station at Wangaratta, in order to leverage its location as a regional City with a high quality health precinct

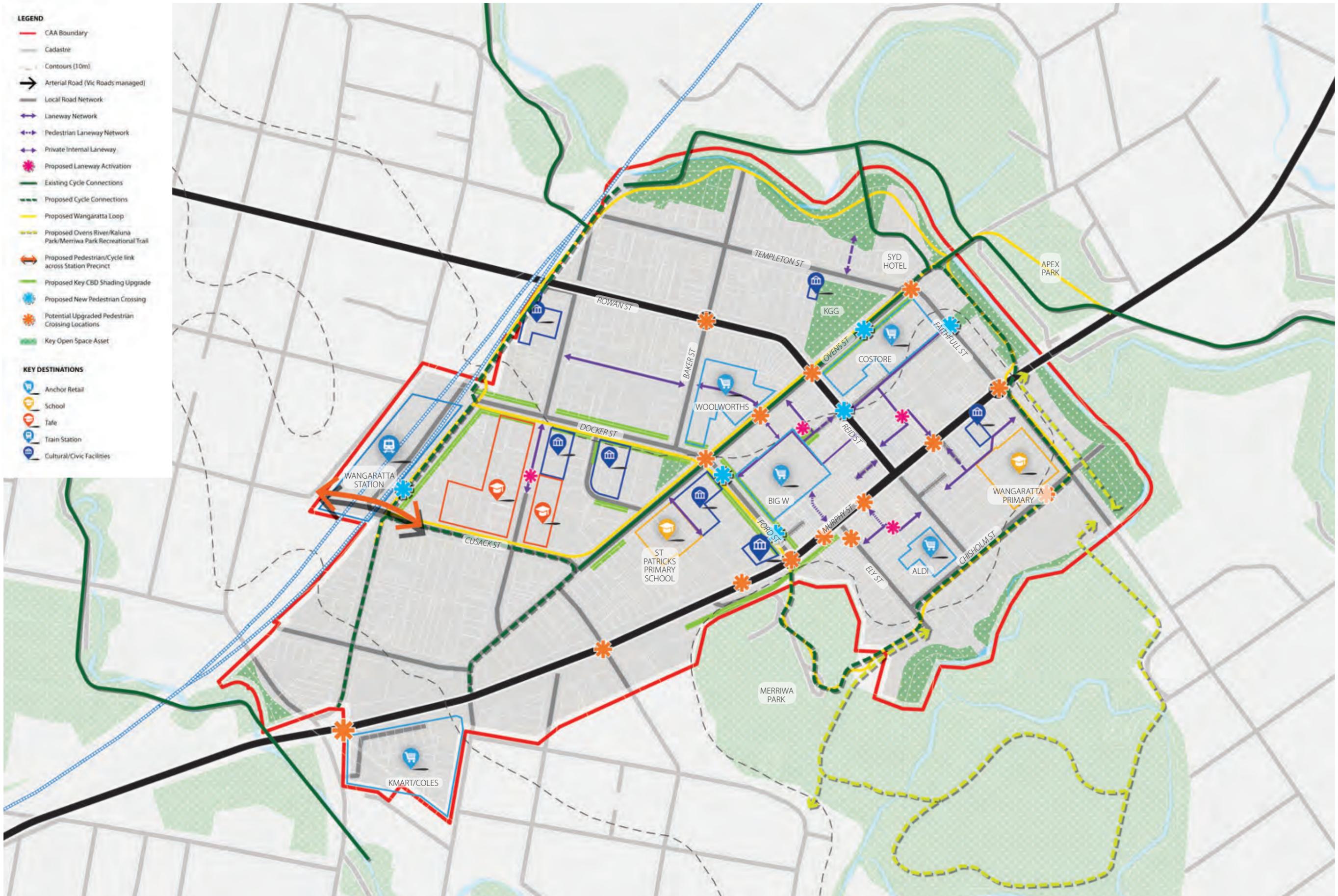


Figure 6. Access and Movement Framework Plan

4 THE BUILT FORM FRAMEWORK

4.1 SUMMARY

As Wangaratta grows there will be pressures relating to building activity within the central business district. In order to maintain and enhance Wangaratta's current urban fabric of laneways, heritage buildings, and active streets, a Built Form Framework is required to provide guidance on appropriate design. All new land use and development (including re-development) within the central activities area should incorporate good design by:

- Responding to the surrounding context, is proportional in scale and recognises existing heritage values and neighbourhood character
- Improving the appearance of the CBD as a business, community residential, tourism and entertainment area
- Being innovative in responding to potential amenity issues on neighbouring sites and the surrounding public realm, such as access to sunlight, noise and building servicing
- Respecting Wangaratta's existing heritage fabric and contribute to the creation of an active and interesting streetscape

It is desirable that development:

- Considers the intensification and broadening of residential uses in CBD
- Is site responsive and employs sustainable building design and construction methods, particularly in regards to climate control and energy efficiency

4.2 OBJECTIVES

Key objectives of the Built Form Framework include ensuring that:

- all new land use and development enhances public and private amenity
- the existing street based amenity is not compromised
- new built form provides for a range of uses, including retail outlet, food and beverage, residential, office and employment
- there is increased activity and appeal of the CBD area through a diverse land use offering
- there is increased value and importance of the pedestrian experience, through appropriate design principles

These objectives will be achieved through design controls which will provide guidance on the appropriate development of the Wangaratta Central Activities Area. These will create a design criteria to assist in the evaluation and assessment of development proposals in the private realm, including public works. These design guidelines will be used by the Rural City of Wangaratta to assess proposed developments in a consistent and objective manner, within the framework of a CAA wide vision.

These guidelines provide detail on building responses, such as:

- Scale, Massing and Setback
- Active Streets and Signage
- Weather Protection
- Accessibility

The Built Form Design Controls should be used in conjunction with the Public Realm & Streetscaping Framework outlined in Chapter 4.

4.3 BUILT FORM CHECKLIST

When assessing any development application the following provides a checklist of key considerations to ensure maximum benefit is being generated to the surrounding environment. Development should contribute to the amenity of the street, as well as having regard to the;

- Activation of interfaces with the public realm
- Public realm benefits that might occur from any development
- Loading and servicing is located away from areas of high public amenity
- Role and connectivity of the streetscape
- Opportunity this development might have as a catalyst for change in this area
- Siting of the building, and the connection with major pedestrian thoroughfares
- Provision of secure bicycle parking, storage lockers and showers to promote active modes of transport
- Construction time line of this project, and whether it can tie in with any capital works/streetscaping works which may be co-funded or developed in conjunction
- Overall sustainability of the building, including recycled elements, water saving, and environmental value
- Retention or restoration of heritage façades, materials, or colours where they may have been obscured or concealed in the past
- Relevant Bushfire Management Overlay and the requirement to meet the specific BAL rating as described in the planning scheme

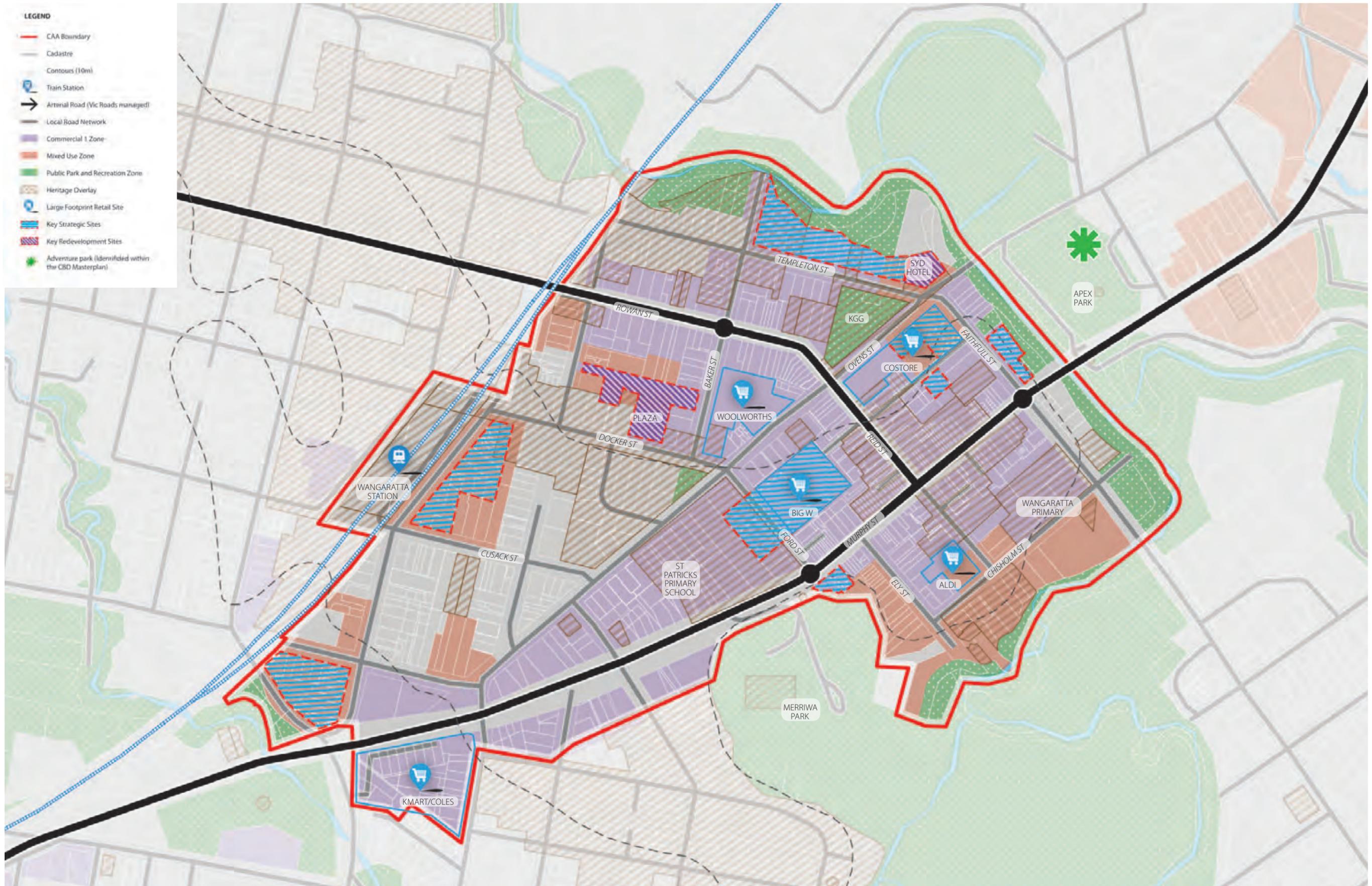


Figure 7. Built Form Framework Plan



4.4 GUIDELINES

4.4.1 Building Scale, Massing & Setback

New retail development should achieve an urban form consistent with the local character and contribute to the intensification of activity in the retail core of the central activities area. This can be achieved through the appropriate use of Building Scale, Massing and Setbacks.

Building Scale

Building scale relates to the appropriate built height and context of the surrounding built form. Managing building scale can be accomplished by having consideration to the following objectives and guideline:

Objectives

- O1** To ensure the siting of new built form responds positively to the existing character of its surrounds
- O2** To minimise the impact of overshadowing within the site and adjoining development

Guidelines

- G5** Provide a building height that is consistent with low rise character of the central activities area in order to prevent new buildings from dominating the streetscape and surrounding area
- G6** Respond to the scale of adjacent building, particularly heritage buildings, to allow a consistent scale of the streetscape
- G7** Respect the heritage built form, to allow the heritage building to remain the dominant streetscape element
- G8** Be proportionate to the width and depth of the allotment to provide consistency in the visual rhythm of the street
- G9** Encourage larger scale development on key corner sites, with vertical elements responding to the prominent location and grounding the location to the corner - refer Figure 6 - in order to signalise a built form gateway into a street
- G10** Encourage shop-top housing options throughout the Town Centre where conditions are suitable and practical, in order to promote diverse housing options in the city.

Building Massing

Building massing relates to the visual bulk and presence that a building has from the street. Important when regarding massing is the surrounding streetscape elements, and heritage built form that may need to be sensitively addressed. Building massing can be addressed in new developments by considering the following objectives and guidelines.

Objectives

- O3** To provide development that addresses the street and contributes to on street activity
- O4** To respond to the existing heritage elements within its surrounds

Guidelines

- G11** Limit the mass or bulk of a building to not overwhelm a street
- G12** Include a site responsive built form outcome, ensuring the building is appropriate to its environmental context
- G13** Sensitively respond to the existing built form in order to maintain a harmonious streetscape
- G14** Transition between the existing built form and the new building in a considered and appropriate manner
- G15** No unnecessary reduction in existing amenity for existing buildings, streets, and private open space
- G16** Utilise fine grain elements to break up the mass of any proposed new built form
- G17** Utilise articulated facades to differentiate multiple tenancies for clarity of building functionality
- G18** Avoid the large scale use of corporate colours which dominate the streetscape and hide the fine grain materials of a building

Building Setback

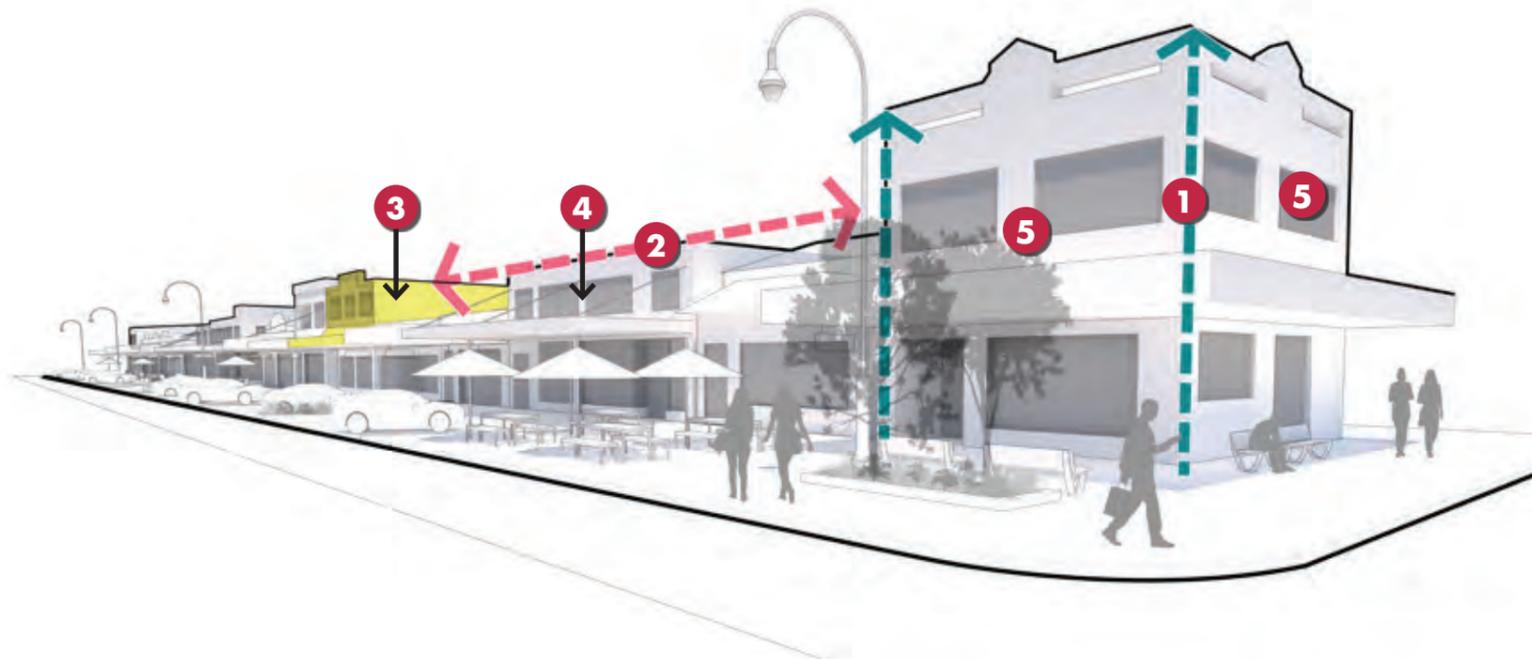
Building setbacks relate to the building elements that abut a property line, and how far close or far away that building is. In central areas, no setback to the street is considered best practice approach, in order to facilitate a consolidated built form edge lining a street. However, variations to this can create visual interest and result in a scale reflective of the pedestrian friendly vision.

Objectives

- O5** To create cohesive streetscapes that are legible and consistent
- O6** To enable consistent development controls across the CAA
- O7** To encourage activity and safe streets in the Wangaratta CBD

Guidelines

- G19** Zero ground floor setback to the street front in order to ensure a consistent street presence
- G20** Include localised intrusions/extrusions/projections of the built form at the street level to encourage activity and visual interest
- G21** Provide a generally consistent street wall in context with the existing street level
- G22** Where upper levels are proposed, they must also reflect the appearance of having no setback to the street, however this may be presented as a balcony area, and not only as a habitable room
- G23** Activation of upper floors with appropriate commercial/retail/residential uses as appropriate are encouraged to provide activity and use of upper levels



- 1** Increased vertical scale on key corner sites
- 2** Consistent building height with adjacent buildings
- 3** Respect existing heritage built form and influence on the street
- 4** Incorporate fine grain tenancies to reduce the overall mass of larger buildings
- 5** Address both frontages

Figure 8. Scale and Massing Diagram



- 1** Consistent streetfront built form setback
- 2** Localised intrusions / extrusions to add visual interest on the street
- 3** Where upper levels are proposed, they must reflect the appearance of having no setback to the street
- 4** Upper level floors may be setback where parapets or heritage built form elements are required to retain street prominence

Figure 9. Setbacks Diagram

4.4.2 Activated Street Frontage & Signage

The street edge of a building should clearly articulate the transition between the public and private realm. New development or alterations to a building should contribute to this articulation and the visual interaction between people on the street and those inside shops and business.

Two types of retail interfaces that have been identified based on this land use; retail shop front, and food & drink premises shop front. These are two common on the ground outcomes, and as such two sets of Street Frontage guidelines have been created to address them.

Retail/Commercial and Food & Beverage/Cafe Street Frontage

Street Frontage has regard to how a building presents to the street on the ground floor, where the majority of pedestrian interactions are going to occur. Providing street frontages that allow for visual interaction between the street and the inside of the building enables opportunities for passive surveillance and safe street to exist. Food and Beverage / Cafe street frontages are similar to retail and commercial frontages in that they create additional pedestrian traffic and interaction, and provide a food/drink based service. These frontages are more likely to facilitate positive pedestrian interaction, and encourage passive surveillance and eyes on the street. Considering the following objectives and guidelines can help to achieve this.

Objectives

- O8** Enable safe places for pedestrian movement during extended trading hours
- O9** Provide activated, exciting and interactive streets for people to use
- O10** Create safe and slow streets that facilitate pedestrian engagement and safety
- O11** Provide high quality built form outcomes which reflect the slow, pedestrian speed streets, encouraging high quality and detailed use of materials
- O12** Provide clear access and movement without cluttering the street

Guidelines

- G24** Maximise the extent of the frontage to the primary street, ensuring high value frontage is built out
- G25** Zero ground floor setback to the street front in order to ensure a consistent street presence
- G26** Include localised intrusions/extrusions/projections of the built form at the street level to encourage activity and visual interest
- G27** Allow opportunities for visual interaction between people on the street and people in the shop through large proportions of clear glazing
- G28** Limit obstructions, such as large opaque stickers, shelving, or displays, that will restrict views to and from the shop and reduces activity
- G29** Where commercial premises exist; encourage foyer/showrooms to address the main street frontage, while locating private meeting rooms away from the main street frontage, to enable privacy, without compromising the street presence.
- G30** Provide visual interaction between the street front and people dining inside the premises
- G31** Where food preparation occurs in a building, do not locate this at the front of the store, unless it is a feature of the store, providing an interesting and active display
- G32** Provide kerb side dining where practicable to facilitate on street activity
- G33** Locate kerb side dining with appropriate access clearances from retail entrances to allow for safe movement for pedestrians
- G34** Provide appropriate street furniture to allow access for all types of users and abilities
- G35** Ensure that diners do not inhibit the function of adjacent shops and block entrance way or access to any required infrastructure
- G36** Use subtle delineation markers between al-fresco dining areas and clearways for pedestrian access to facilitate understanding between pedestrian and dining areas

Building Signage

The use of signage in activity centres can provide businesses with a sense of identity and ability for their customers to locate them easily. However, amongst many other businesses advertising along the same street, businesses are seeking more prominent ways to advertise their business. Controlling this additional signage is critical, as it can greatly reduce the aesthetic of the urban environment. The following objectives and guidelines will provide additional guidance on how to manage signage in these areas.

Objectives

- O13** Design signage to be well located and co-ordinated to enhance the public realm
- O14** Limit additional signage to appropriate locations
- O15** New signage should compliment the existing urban fabric, providing an additional piece to the activation of the street, without detracting from the overall appearance of the area

Guidelines

- G37** Limit excessive signage on the primary and secondary frontages of corner sites
- G38** Signage on verandahs/awnings should not exceed the height of the awning/verandah provided on the building
- G39** Temporary/retractable awnings/umbrellas should not contribute to the signage of a business
- G40** Signage should not be included on the second storey of businesses unless located on a key corner site with separate upper level uses
- G41** Signage should be located hanging from beneath the shade structure, at a height that does not impede pedestrian traffic flow along footpaths
- G42** Signage should respect the surrounding heritage elements, and not contrast or reduce the importance of nearby heritage buildings
- G43** Restrict corporate paint colours (signage) on buildings to ensure that signage is not a dominant element of the building



Figure 10. Activated Street Frontage Diagram

- 1 Maximise opportunities for visual interaction between the street and the inside of the premises
- 2 Provide localised intrusions/extrusions for doors/windows to add visual interest along the street
- 3 Provide kerbside dining/street trading where appropriate
- 4 Ensure clear pedestrian access ways are maintained for safety



Figure 11. Signage Diagram

- 1 Manage signage to the primary and secondary frontages (if applicable)
- 2 Signage on verandah's and awnings must not exceed the height of the awning/verandah structure
- 3 Signage should not be included on the second storey of any built form elements
- 4 Signage should be located overhead, without impeding pedestrian flow

4.4.3 Weather Protection

Weather protection is a critical element within a pedestrianised spaces, such as a laneway or a public street. Weather protection increases the attractiveness of using active modes of transport, such as walking or cycling, and allows people without access to a private vehicle with the same equal opportunities as those with a car. Weather protection increases the times at which the CBD can generate activity, and increase the usability and comfort of the street.

Temporary and Fixed Weather Protection

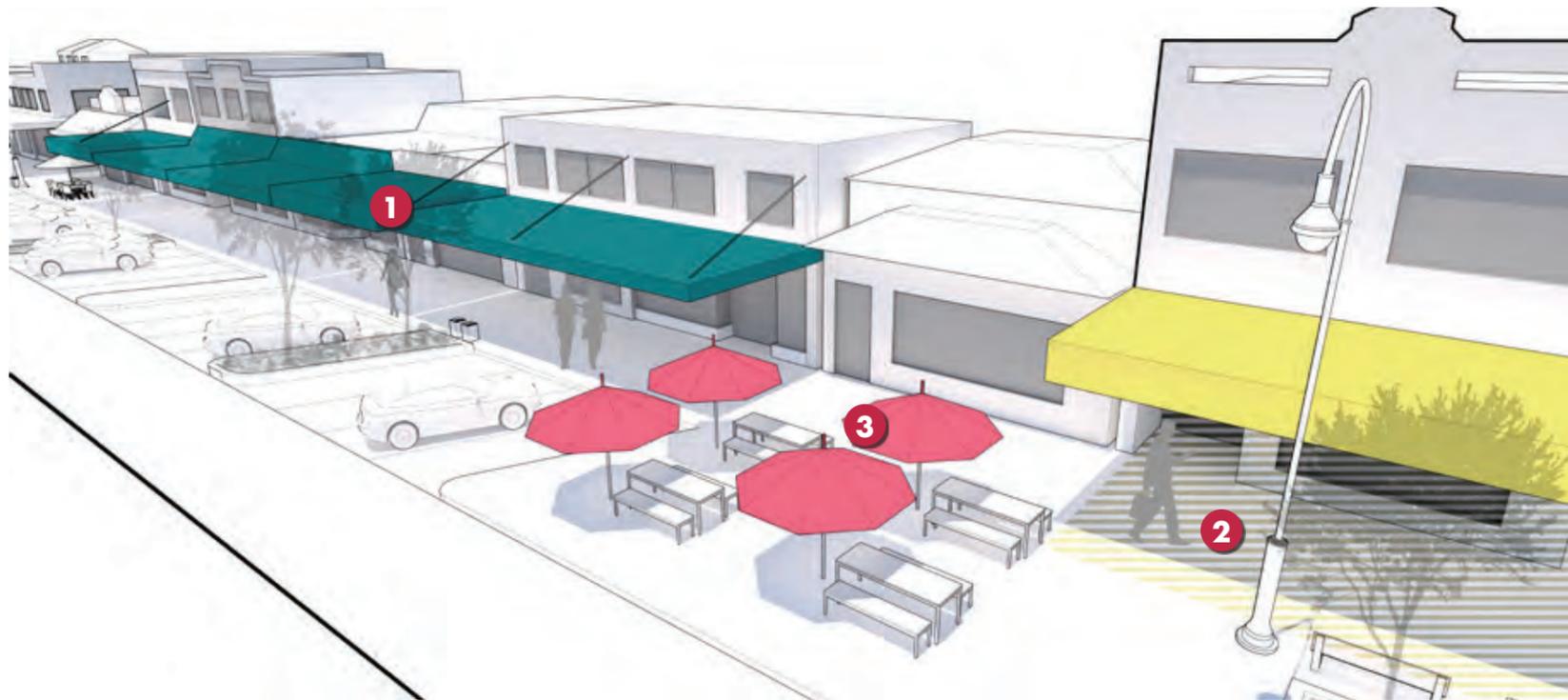
Weather protection can be considered either temporary or fixed structures, which are either moveable or de-mountable/foldable in a way that does not impact the public realm when un-used. Where permanent structures are not an option, temporary or moveable structures are encouraged in order to facilitate increased pedestrian amenity on the street.

Objectives

- O16** Provide shade from heat and rain to pedestrians
- O17** Provide a consistent approach to weather protection throughout the CBD
- O18** Locate key public areas with adequate weather protection
- O19** Consider heritage buildings, and any controls relevant to building modifications

Guidelines

- G44** Include temporary or movable shade structures such as umbrellas, or permanent awnings for weather protection, in order to enhance usability of the streetscape
- G45** Ensure that umbrellas are high enough to not impede pedestrian flow
- G46** Ensure that umbrellas do not overhang the road reserve, and are not safety issues for passing motorists or cyclists
- G47** Utilise retractable awnings as required - where included, retractable awnings should not inhibit pedestrian clear zones
- G48** Ensure that retractable awnings and their pattern/colour do not clash with the established palette of the existing built form
- G49** Ensure that fixed awnings cover at least 90% of the width of the footpath
- G50** Ensure that structures (fixed and temporary) allow for both existing and new street trees to be planted, and not impede their potential growth
- G51** Where shading is to occur in public areas other than a streetscape, ensure that the shading device does not impede the future use of that space (public plaza, park etc)



- 1** Consistent weather protection along the street
- 2** Awnings or verandah's should protect 90% of the footpath width
- 3** Where permanent structure cannot be implement, temporary or movable structure can be utilised

Figure 12. Weather Protection Diagram



- 1** Where heritage or other building restrictions limit the inclusion of weather protection:
- 2** - Trees can be located in the footpath to provide weather shade
- 3** - Temporary or movable shading can be included

Figure 13. Weather Protection Diagram

4.4.4 Access

Access includes able and disabled pedestrian access, shop front access, and vehicle access and loading. Access is important in order to facilitate multiple modes of transport to and through the CBD area, however in some areas prioritising one mode of transport over the other is critical to the success of a walkable retail and business environment.

All modes of access have a hierarchy and a place in the development of a centre, it is therefore crucial to allow all modes to co-exist in a way that does not restrict the desired function of another.

Building Entrance

Entrances to buildings where services are provided and purchases are made need to provide access for all users in order to encourage a wider user base the opportunity to contribute to the transactional economy. Providing safe and well designed entrances facilitates long term usage.

Objectives

- O20** Provide access in accordance with the Disability Discrimination Act
- O21** Allow all users access

Guidelines

- G52** Provide direct, convenient and safe all abilities access from the primary street frontage into a building
- G53** Locate the primary entrance onto the primary frontage
- G54** Where a corner building exists, ensure that retail sites have entrances on both faces which address the street to provide clear access arrangements
- G55** Allow retail outlets to address a laneway to if appropriate distances for vehicles and pedestrian clear-ways are considered

Truck Loading

Vehicle loading and unloading is a critical part of allowing a business area to grow and provide goods to local customers. Loading can be tricky to negotiate, especially when truck, pedestrian and cycle movement are in conflict. The following objectives and guidelines will provide some critical considerations when regarding new or modified loading zones.

Objectives

- O22** Consider impact on surrounding footpath and cycle networks and visual amenity
- O23** Consider consolidated loading areas that reduce the total number of adjoining loading bays

Guidelines

- G56** Locate loading bays to the rear or side of the property and away from direct view lines in order to maintain the appearance of the street
- G57** Integrate, where possible, loading areas into the design of the building so that loading occurs internally, and away from key view lines
- G58** Consideration should be given to the co-location and consolidation of loadings areas for multiple stores where possible, in order to reduce the number of loading bay areas if possible
- G59** Include screening with landscaping or articulated built form to reduce the visual impact from the streets and public areas
- G60** Provide a rear lane for service and loading traffic (where practical) to separate loading from customer access and parking
- G61** Ensure storage and loading areas are of sufficient size and dimensions to avoid the use of car parks for temporary storage of goods.

Car Parking

Car parking is a critical and contentious element of activity centres. People want to be able to park close to the shops, but too much parking can result in a dysfunctional, unattractive and disconnected streetscape and retail network. Car parking options should be provided to users, with a range of time constraints available in order to enable decision making.

Objectives

- O24** Car parking should facilitate trips to multiple businesses/shops, not just single destination points
- O25** Consider car parking in consolidated areas to encourage critical mass of parks
- O26** Provide safe pedestrian movements through and to car parks
- O27** Implement the Wangaratta Car Parking Plan 2019

Guidelines

- G62** Respond to the provisions specified in Clause 52.06 of the Wangaratta Planning Scheme and the relevant car parking overlay.
- G63** Provide staff parking in different locations to car parks being provided for customers.
- G64** Ensure that customer car parking spaces should be permanently reserved for customer access and not utilised for storage etc.
- G65** Prioritise pedestrian movements at car park entrances on the street
- G66** Provide pedestrian pathways in all car parks to provide safe and clear access
- G67** Ensure large areas of car parking are not the dominant view from the street, and that built form is located close to the street frontage
- G68** Allow a limited number of 'hero' car parks in front of the shop, with more located at the rear, but still within appropriate distances

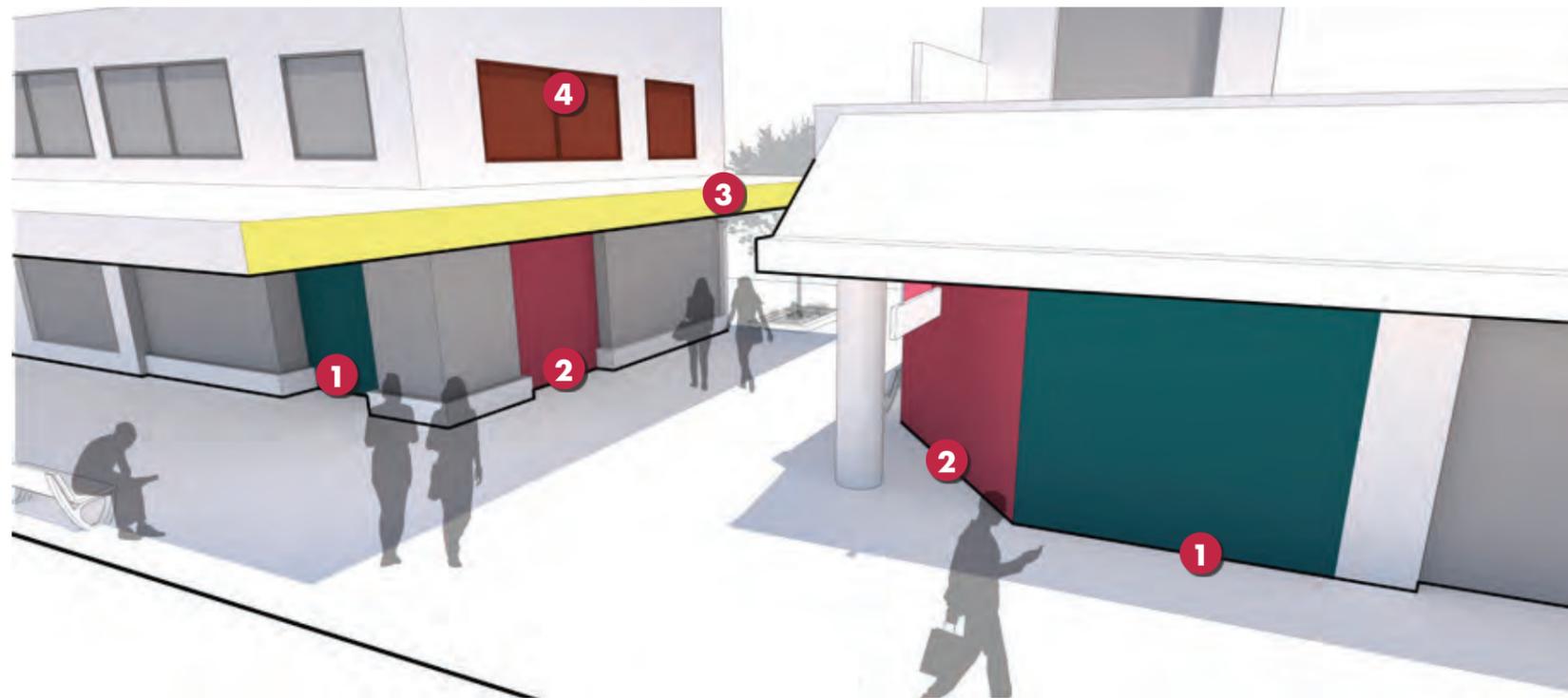


Figure 14. Shop Entrance Diagram

- 1 On corner sites, ensure that an entrance is located on the primary street frontage
- 2 Ensure that access is also available on secondary street frontages
- 3 Ensure laneways and secondary frontages have weather protection and potentially street tree canopy cover
- 4 Provide upper level activation with windows for residential or commercial purposes

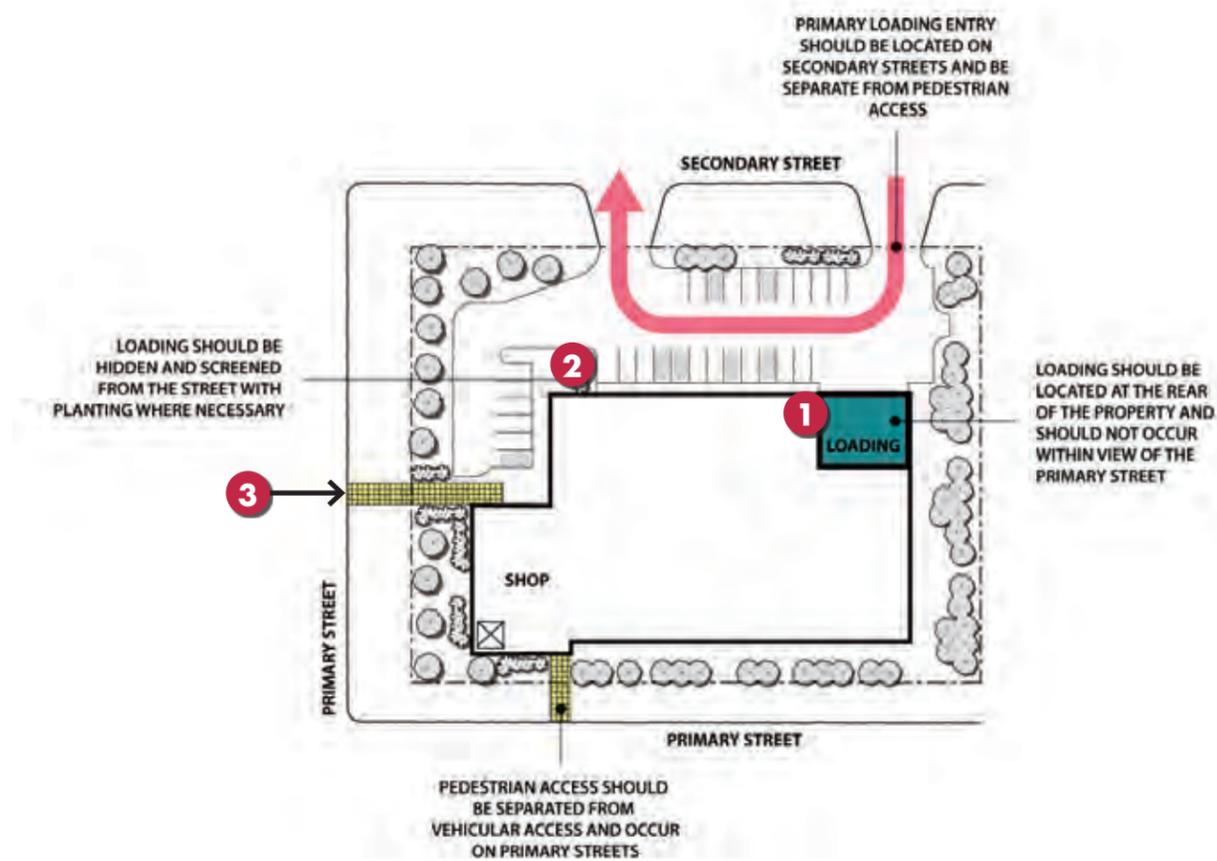


Figure 15. Car Park Movement Diagram

- 1 Locate loading at the rear, away from primary and secondary street frontages
- 2 Provide landscape or built form screening of the loading area
- 3 Locate pedestrian priority access into and through the car park



Loading bay screening using stone wall, and creeping vines

Waste Storage Facilities and other Services in Building Design

Waste storage and building services are a common occurrence for businesses and most buildings. Building services may include fire hydrants, water boosters and meters, electrical sub stations, electrical switch boards, communications cupboards, gas meter, heating & cooling plants etc. Some or all of these areas required in new buildings, in addition to waste storage area which are typically located out of site from the main frontage.

Objectives

- O28** Create a attractive pedestrian environment where the locations of services does not impact the public realm
- O29** Co-locating services, waste, loading, and access areas where possible in order to provide a consolidated service core

Guidelines

- G69** Co-locate service cabinets with internal loading, waste or parking areas where possible to avoid impacting on the public realm
- O30** Ensure that building services and waste storage areas do not dominate street level
- O31** Ensure that building services and waste storage areas are not the most prominent element of a building or business from the street
- O32** Where possible, locate loading, vehicle access and storage areas away from main frontages in order to reduce their impact when viewed from the street

Bicycle Parking and Storage

Encouraging the use of cycling as a legitimate mode of transport is important in making the central area of Wangaratta a more accessible and safe public environment. By facilitating cycling we can encourage healthy and active modes of transport, and add vibrancy to the CAA. Cycling can also act as a tourism generator, and promote the creation of additional visits to Wangaratta and the broader region.

Objectives

- O33** Encouraging cycling as a safe alternative mode of transport
- O34** Encouraging cycling as a tourism generator, to increase visitation to Wangaratta

Guidelines

- G70** Support cycling as a mode of transport through the provision of safe and accessible bicycle lock up and storage facilities.
- G71** Bicycle storage, change room and locker facilities should be located in new businesses where practical, in order to improve end of trip facilities for cyclists
- G72** Encourage other tourism related uses in association with cycling and in proximity to bike parking and storage facilities
- G73** Provide cyclist priority areas on footpaths and near intersection to allow safe areas to stop, mount the bike, and take off.

Internal Malls, and Walkways

Where some building tenancies are accessed via internalised walkways (private or public), their built form presence and access arrangements may slightly differ from those fronting onto a traditional street. Access into and through these sites is important, and should be facilitated through good design principles.

Objectives

- O35** Encourage the use of off street car parking in order to reduce vehicles on pedestrian orientated streets, and provide safe and convenient access through internalised laneways to connect car park and street.
- O36** Ensure tenancies within internalised laneways provide appropriate interfaces to the laneway

Guidelines

- G74** Encourage the use of off street car parking by enhancing and providing appropriate internalised laneway access for pedestrians
- G75** Ensure tenancies do not encroach into the laneway walk way, inhibiting pedestrian flow
- G76** Ensure that clear glazing is used on any walls fronting the laneway, providing a safe environment for pedestrians and workers

4.4.5 Sustainability

Sustainability is a critical element when considering the long term role that buildings play in our urban environment. When sustainable initiatives are not undertaken as early as possible, the long term effects of power usage and amenity issues for users can be substantial. In addition to lowering costs, the greening of our urban environment can also benefit from considered sustainability interventions.

Sustainability

Sustainability incorporates a range of best practice initiatives, including utilising recycled materials, double glazed windows, passive heating and cooling, all the way through to understanding how the end user travels, and how the building can encourage more sustainable methods of travel. Consideration should be given to the following objectives and guidelines to further these sustainability goals.

Objectives

- O37** Ensure that new built form considers ESD and green star building principles
- O38** Active modes of transport (and end of trip facilities) are considered as part of any new building
- O39** Encourage the use of recycled materials

Guidelines

- G77** Built form should include recycled materials in order to lower the carbon footprint of new buildings
- G78** Built form should include passive heating and cooling where possible in ensuring energy and building efficiency are maximised
- G79** Built form should provide end of trip cycle facilities (lockers, bike storage, shower) within the building to support sustainable transport methods
- G80** Built form should include rainwater harvesting, through water tanks or other methods to re-use or recycle water on site
- G81** Buildings should be sited and oriented to maximise opportunities for solar access to both indoor and outdoor amenity areas
- G82** Siting should allow for adequate solar penetration into existing and future development and adjoining properties
- G83** Where possible, orientate large openings to avoid hot sun and strong winds
- G84** Where accessible rooftop are planned, vegetated areas to capture and re-use stormwater, and communal facilities for residents should be incorporated and are supported

4.4.6 Housing

Housing within the CBD area is an important and evolving part of the future growth of Wangaratta. Housing in this area can be diverse, from shop-top housing with other commercial/retail uses on the ground floor, through to dedicated residential only developments. There are many different ways of getting residential development to exist within the CBD, however it is important to be certain that any new residential use is designed to withstand the high volume of a central city life, and provide appropriate levels of privacy and safety for residents.

Shop Top Housing

The location of housing above existing or new ground floor retail or commercial uses within the Wangaratta CBD is to be encouraged and supported. This type of residential development can contribute positively to the built form of the street, provide additional activation at different times of the day, and encourage a more diverse range of uses to operate in the CBD to service these residential uses.

Objectives

- O40** Encourage the development of above ground level residential housing within the CBD to promote more housing diversity and opportunity
- O41** Ensure that new housing provides safe entry and appropriate private open space as required in order to enhance the appeal of living in the CBD

Guidelines

- G85** Ensure that access to upper level development is from a safe and secure access point on a primary frontage
- G86** Provide appropriate car parking for housing in a location that does not detract from the primary commercial frontage. Note that car parking for shop top housing may not require a planning permit and a reduction or waiver may be granted for car parking requirements.
- G87** Encourage the provision of private open space as required, ensuring privacy and access to sunlight
- G88** Ensure that the building design is site responsive to the noise and layout of the CBD and adjoining buildings
- G89** The site for shop-top housing should ensure that it does not conflict with any other uses in the CBD - where it does, mitigating measures must be considered to reduce that conflict (double glazed windows, additional insulation etc)

Multi-Level Residential Development

Dedicated multi-storey residential development within the Wangaratta CBD is encouraged in order to provide additional housing choices and enhance the market of inner city living. Multi-storey development should be located on an allotment large enough to cater for car parking and servicing requirements, in proximity to the activity of the CBD. This type of living can foster increased activation of the city centre, promote walking and cycling as efficient and sustainable modes of transport, and allow smaller and more affordable living arrangements in proximity to many required services (such as schools, public transport, supermarkets, and public open space).

Objectives

- O42** Encourage residential development to be located within close proximity to the Wangaratta CBD in order to compliment and enhance the existing built form and land uses nearby
- O43** Encourage additional housing diversity and options in order to allow residents to age in place and enjoy the Wangaratta CBD

Guidelines

- G90** Car parking requirements should be considered, and car parking should not be the dominant view from the street
- G91** Provide appropriate private open space as required, ensuring privacy and access to sunlight
- G92** Provide bicycle parking facilities in order to accommodate other modes of transport
- G93** Ensure that the location of a multi-residential building does not conflict with any adjacent uses, and should be sited within a context that does not unnecessarily prejudice existing businesses or land uses.
- G94** Built form should respond to the site, and actively manage nearby interfaces to mitigate any potential land use conflicts
- G95** Housing should be located within proximity to key walking and cycling paths in order to provide convenient access to equitable transport methods

5 PUBLIC REALM & STREETSCAPING FRAMEWORK

5.1 STREETSCAPING APPROACH IN THE CAA

The Streetscape Framework outlines Council's aims and approach to the upgrading and improvements to the public realm within Wangaratta's CAA. This section is organised into:

1. A **Public Realm Works Checklist** that summaries what are the key considerations when undertaking public realm/capital works in the CAA
2. A set of **Streetscaping Guidelines** that outline the requirements and provide guidance on for improvements to the public realm. The guidelines in Section 4.3 set out a general streetscaping approach to the CAA, as well as specific guidance for key streets, such as the core retail, cultural and civic streets, gateway approaches and the laneways (the plan opposite shows where the different street typologies are located).
3. A recommended **Hard & Soft Landscaping Materials Palette** to provide a clear direction regarding preferred streetscape treatments throughout the central activities area,

The Streetscaping Guidelines and the Materials Palette aim to provide a easy to follow guidance for Council, key stakeholders, and the community on the future design direction of the public realm within the CAA.

Fundamentally the design approach to improving the public realm and streetscapes is to transition to a more contemporary tone, ensuring there is consistency in the use of materials, colour palettes and streetscaping elements. This approach aims to;

- Create a **unified and visually appealing** central activities area,
- Create **high quality** streetscapes,
- Reinforce existing and desired **streetscape characters**,
- **Reduce visual clutter** in the streetscape,
- Improve **pedestrian and cycling comfort**, and
- Create a **local sense of place**, connecting the community to the surrounding natural landscapes.
- Increase the capacity of existing **green networks** to enhance biodiversity and habitat corridors

5.2 PUBLIC REALM WORKS CHECKLIST

The following guidelines outline how to implement the design intentions of the CBD Masterplan. The aspiration of the masterplan is to create a CBD that encourages people to gather, socialise, work and enjoy themselves. When undertaking any improvements or new streetscaping works the following provides a checklist of key considerations to ensure maximum benefit is generated towards achieving this vision.

All streetscape works should contribute to improving the place value and the experience of the CAA, and will contribute to the Vision by improving the:

1. Visual Appeal

- Creating a unified and visually appealing CBD
- Reinforcing existing streetscape characters
- Reducing visual clutter

2. Connection to Place

- Creating a local sense of place
- Reinforcing identity and telling local stories
- Revealing connections to country and heritage

3. Access & Movement

- Improving pedestrian & cyclist comfort and safety
- Connecting the community to the surrounding natural landscape
- Improvement in mobility access, circulation and connectivity in the pedestrian and cycling network
- Investigating if additional public transport facilities are required?
- Mitigating the effects of vehicle congestion

4. Activation & Diversity

- Generating more activity, and extending the 'opening hours' in the CBD
- Improving current land uses and future opportunities to increase activity of surrounding land use
- Potential private realm investment, or opportunity to undertake works in conjunction with a service provider or private developer.

5. Environmental Function

- Improving in the environmental function of the street
- Embracing opportunities to increase passive irrigation and stormwater
- Replacing landscape treatments that are at the end of their life cycle



1 Visual Appeal - Does the intervention improve the aesthetic value of the street?



4 Activation & Diversity - Does the intervention contribute to improving and extending the duration of activity within the CBD beyond business hours?



2 Connection to Place - Does the intervention contribute to enhancing and embracing the sense of place and revealing elements of local stories?



5 Environmental Functions - does the design contribute to regenerating the environmental health of the landscape and biodiversity of the region?



3 Access & Movement - Does the intervention contribute to improving pedestrian & cyclist enjoyment, comfort and safety?

5.3 STREETSCAPING PALETTE

Street furniture is a critical element of a streetscape in providing comfort throughout the public realm. When appropriately placed it creates opportunity for people to enjoy, meet, relax and gather. The purpose in renewing the existing street furniture in the CAA is to ensure all elements contribute to improving the character and comfort of the CAA.

The Streetscaping Palette outlines the preferred streetscaping furniture and hardscaping elements. Street furniture has been selected to fit with the new contemporary materials used in selected areas (Riverside precinct, Ovens Street and the Bike Hub). The following street furniture elements; seating, bins, water fountains, and bicycle storage has been selected to cohesively be incorporated into the existing streetscape, as well as easily procured and with consideration of Council's budget. The streetscaping palette of street furniture should be consistent with the surrounding streetscape context, however they should appropriately transition with any different materials utilised further afield.

The guidelines set out how to approach the transition from the existing heritage streetscaping palette to a contemporary palette whilst maintaining a consistent, attractive and comfortable streetscape. The new palette will be used throughout the CAA, with variation in some highlight precinct areas, such as the Riverside precinct.

The Streetscaping Palette outlines the recommended approach to:

- Seating
- Bin Enclosures & Recycling Centres
- Drinking Fountains & Refill Stations
- Bike Parking
- Street Lighting
- Paving
- Street Furniture Materials & Colours

Seating & Benches

Seating can be provided in a multiple of ways, from a formal group arrangement, to informal benches incorporated into building forms, such as seatwalls. All seating and benches should be located in areas of weather protection to provide shade and comfort. Seating elements should complement and the design of other streetscape elements.



Group seating



Integrated seating



Bin Enclosures & Recycling Centres (PPR)

Bins and Public Place Recycling (PPR) systems should be located in highly visible and accessible locations with high pedestrian traffic areas, such as the retail core, along shared paths and at entrances and exits to recreational facilities, and ensure the system is regularly maintained for hygiene. (Public Place Recycling are recycling bins installed in public areas to collect recyclable material from the waste stream).



Stainless steel enclosures



Located close to pedestrian areas



Colocated with bike facilities

Drinking Fountains & Refill Stations

The key considerations when installing new drinking fountains and refill stations is to locate the stations in high pedestrian and cycling traffic areas, on even ground and at a height that is easy for children and people in wheelchairs to access and use, and ensure the station is regularly maintained for hygiene.



Right height for children



Integrated fountains

Bike Parking

There are a range of bike storage options available. In addition to the traditional bike hoop, other options allow bike to be hung, locked, stacked or parked in a convenient manner. They should be located in areas of activity, such as cafes and parks where bikes are under observation.



Simple hanging racks



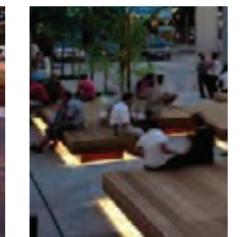
Bespoke designs

Street Lighting

Key functions of street lighting is the balance between illuminating for safety versus illuminating for ambience and facilitating after hours activity in public areas. Energy efficient luminaires should be installed in all light fittings. The street light poles should be multi-functional and allow for temporary seasonal displays, banners, and other adornment as required by the Rural City of Wangaratta.

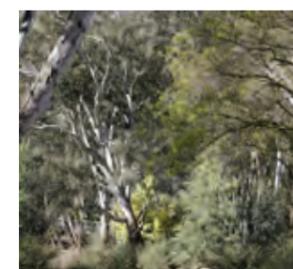


Integrated lighting



Colours & Materials

The Streetscaping Palette should use natural colours that reference the local environment. The Streetscaping Palette should reference colours and materials used in local landmarks and the contemporary streetscaping works. Where possible, recycled materials should be used.



Natural flora



Local parks



Riparian corridors



Comfortable seating

STANDARD PALETTE RECOMMENDATION
Classic Plaza Range (Seat, Setting & Bench)
 Supplier - Street Furniture Australia
 Material - Eco-certified timber battens/recycled plastic battens on stainless steel frames as per manufacturer specification
 Colour - Timber battens (or recycled plastic) - standard timber finish with stainless steel frame



Public Place Recycling facilities



STANDARD PALETTE RECOMMENDATION
Rural City of Wangaratta
 Stainless Steel Bin Enclosure



Wheelchair friendly facilities



Kid friendly facilities



Accessible height

STANDARD PALETTE RECOMMENDATION

Prospect Drinking Fountain
 Supplier - Botton & Gardiner

Material - 316 grade stainless steel with bright polish and cast aluminum grate



Integrated designs



Close to seating areas



Well spaced facilities

STANDARD PALETTE RECOMMENDATION

Bike Hoops - Large Hoop/ Buried Circle

Material/Colour - Eco-certified timber battens on stainless steel frames



Multi-functional light pole



Ambient light for evening activation



Solar / Energy Efficient Lighting

STANDARD PALETTE RECOMMENDATION

Modern Pole Street Lighting

VicPole Custom Design

Material/Colour - Black (Corten in key areas)



Timber Cathedral spire



Red brick tower (historic)



Contemporary steel



Contemporary corten



0318-0180-R001 40 Wangaratta UDF



Tract Consultants

5.4 STREETSCAPING GUIDELINES

The guidelines have been developed to guide the direction of future streetscaping upgrades and new capital works in the CBD. The Guidelines are structured into the following sections.

Section 1 General Guidelines:

- Street Furniture
- Footpaths
- Crossovers
- Ramps & Steps
- Pedestrian Crossings
- Signage & Wayfinding
- Street Tree & Landscaping
- Public Art

Section 2 Specialist Streets:

- Core Retail Streets
- Civic & Cultural Streets
- Gateway Approaches

5.4.1 Street Furniture

Objectives

- O60** Unify the CAA streets using a consistent yet limited street furniture materials palette.
- O61** Provide high quality, robust, easily maintained and attractive street furniture at convenient locations throughout the CAA.
- O62** The colour palette for all street furniture elements should complement Wangaratta's surrounding natural landscape.

Guidelines

- G96** A standard suite of street furniture should be used throughout the CAA. Consider using temporary interventions such as seasonal wraps to emphasise a theme or celebration. In highlight areas of the CAA, for differentiation it is appropriate to use bespoke furniture. This has been successfully delivered in the Riverside Square.
- G97** All street furniture should be constructed of natural materials such as timber and stainless steel and where possible, use recycled materials, to reflect the surrounding natural landscape.
- G98** Undertake a considered, staged transition from the older heritage furniture to the recommended contemporary palette using the recommended streetscaping furniture palette.
- G99** Locate and position seating and benches with consideration of:
- Placing seating where people are likely to enjoy sitting, such as on street corners, opposite parks, near raised pedestrian crossings and near key community services. Also consider locating seating on key pedestrian routes such as along Docker Street between the train station and Merriwa Park,
 - Locating backed seats where people are likely to sit for longer periods, and benches where people will sit temporarily, such as street corners and outside shops,
 - Taking advantage of summer shade, winter sun and interesting views or activities (weather protection can include tree canopy, shade sail, awning, and/or a veranda)
 - Keeping the footpath and circulation areas obstruction free. Locate the backs of seats 400 - 600mm from the kerb and orientated to face store fronts,
 - Public and al-fresco dining furniture is located in areas that is distinguishable enough in order to avoid confusion between public and private,
 - Crime Prevention Through Environmental Design (CPTED) principles

- G100** Locate all other street furniture elements, including bike parking, bins, drinking fountains & street lighting with consideration of:
- How people use the space
 - Proximity to high pedestrian traffic areas
 - Positions that do not disrupt the flow of the street
 - Allowing enough space for car door opening onto the footpath
- G101** Bike hoops should be arranged parallel to the kerb, setback by 900mm, allowing 1200mm between a minimum 800mm clearance for any other street furniture
- G102** Prioritise the installment of missing street furniture in the retail core, with consideration of updating entire streets together
- G103** All street furniture should demonstrate high quality design and construction to limit ongoing maintenance
- G104** Avoid permanent, private, al-fresco dining structures in high value pedestrian environments

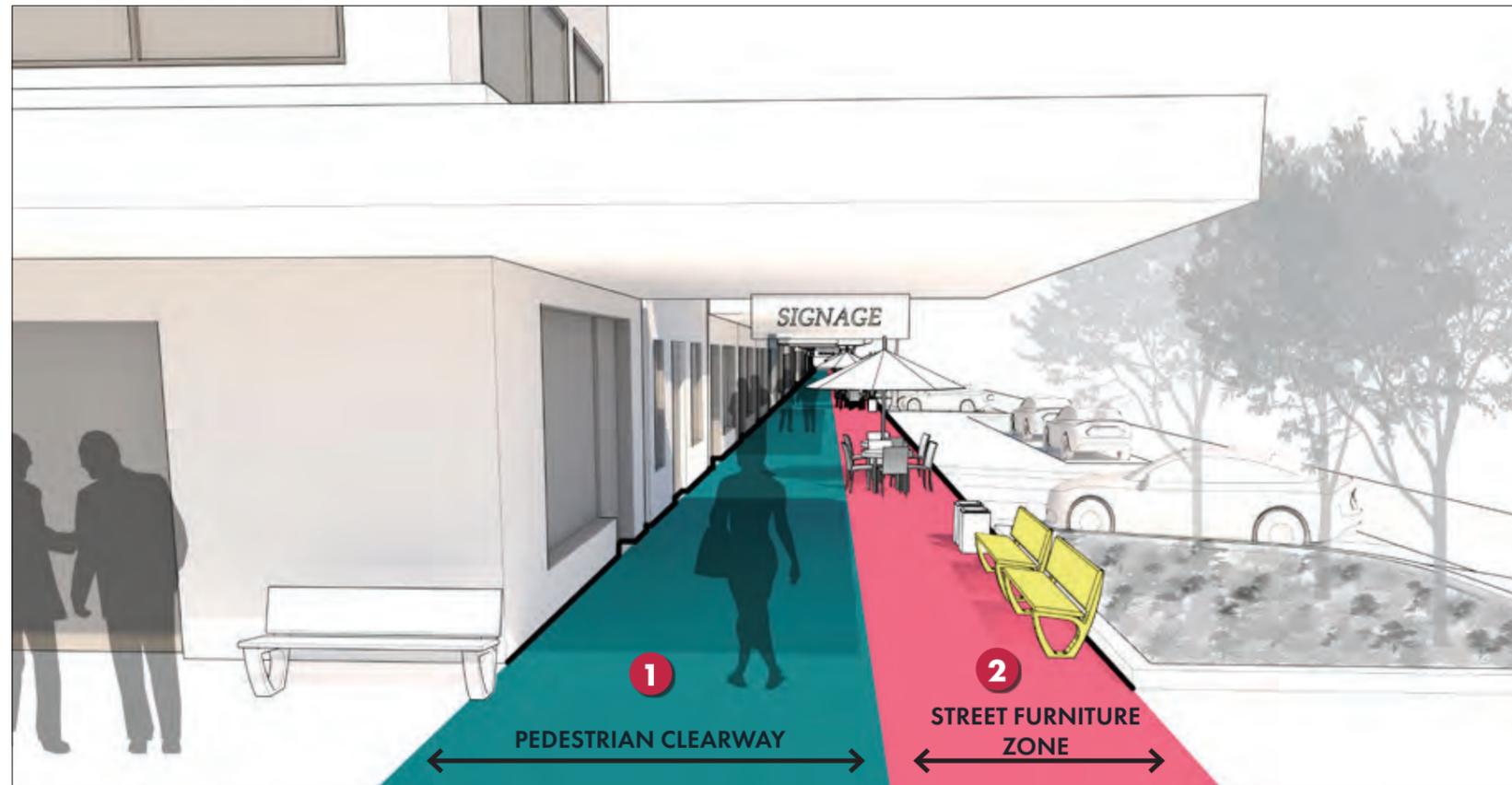


Figure 16. Pedestrian Environment Diagram

- 1 Keep the footpath/pedestrian thoroughfare zone free (green area) of potential obstructions
- 2 Locate all street furniture in the street furniture zone (pink area)

Standards References:

- Australian Standards (AS1428) & AS 1428.4 -2002
- Austroads Part 6A:Pedestrian and Cyclist Paths
 - Disability Discrimination Act (DDA)
- Rural City of Wangaratta Road Management Plan, 2017 - 2021
 - Rural City of Wangaratta IDM
 - Local Laws - Footpath Trading

5.4.2 Footpaths

The following guidelines seek to achieve a safe pedestrian environment for the whole community. The desired footpath approach is to provide high quality, continuous, footpaths so it is easy and comfortable for pedestrians and users of mobility devices to move throughout the CAA (all guidelines support Council's Local Law Policy - Using Footpaths (LLP23)).

When undertaking improvements to footpaths (or in the verges of the road reserve) within the CAA, consideration should be given to the following objectives and guidelines:

Objectives

- O63** Make the CAA a pedestrian priority area, encouraging more local trips throughout the CAA to be undertaken on foot.
- O64** Encourage more non-retail related activities to occur in the CBD throughout the day and evening to create a lively and safe atmosphere beyond standard business hours.

Guidelines

- G105** Maintain accessible footpaths throughout the central activities area, ensuring there is a clear path with no obstructions for pedestrians along the footpath and building frontages. Ensure there is a clear pedestrian thoroughfare zone that is at least 2m wide from the building frontage to comfortably accommodate two wheelchairs/mobility scooters/strollers to pass one another.
- G106** All street furniture, trading stalls, cafe seating and tables, retail displays and A-Frame signage must be located close to the kerb, out of the pedestrian clearway to avoid creating any potential trip hazards. These elements can be located in break out areas such as kerb out stands, however they must be located with vision and mobility impaired people in mind. Where street trading is permitted to occur, delineate trading areas with small plaques inlaid in the footpath. Refer to Wangaratta Local Law Policy 23 "LLP23 Using Footpaths" for further information.
- G107** Mobility scooters should travel at walking pace throughout the CAA to minimise any potential conflict with pedestrians,
- G108** Ensure there is continuous footpath connections throughout the CAA, particularly between precincts and along laneways, to encourage people of all walking abilities to undertake more trips on foot throughout the CAA.

- G109** Use a consistent paving material (as outlined in the Materials Palette) to delineate pedestrian priority areas so all street users understand where pedestrians have priority. Ensure new and upgraded footpaths are level with existing surfaces and there is minimal gradient across the path.
- G110** Ensure footpaths are evenly illuminated minimising potential glare, to provide comfort and safety for users throughout the day and evening.
- G111** Tactile Ground Surface Indicators are to be used throughout the CAA in accordance with current Australian Standards (and see the VicRoads Road Design Note RDN -06-06 July 2010 for design guidance).
- G112** Footpaths are to be designed and constructed in accordance with Australian Standards and Austroads Guide to Pedestrian and Cyclist Paths.
- G113** Footpaths are to be maintained in accordance with Council's Road Management Plan, 2017 - 2021.

5.4.3 Crossovers

Whilst the road, kerb and footpath are Council's responsibility, the crossover is the responsibility of the property owner. When designing a new crossover the following guidelines should be considered:

Guidelines

- G114** Locate vehicle crossovers on straight street sections to ensure pedestrians have clear sightlines to oncoming vehicles
- G115** Where possible minimise the number of vehicle crossovers that intersect with pedestrian and bicycle paths to reduce potential conflict between pedestrians, bikes and vehicles.
- G116** In the case where a crossover also functions as a pedestrian entry/exit point (such as a supermarket car park entrance) clearly indicate to all users that the crossover also functions as a pedestrian area. Paving treatment should be considered, keeping in mind that the crossover is often potentially subject to heavy vehicle use.

5.4.4 Ramps & Steps

Guidelines

- G117** All ramps and steps must be designed in accordance with Australian Standards and be DDA compliant to ensure the CBD is accessible to all pedestrians of ages and abilities.
- G118** Ensure ramps and steps are evenly illuminated minimising potential glare, to provide comfort and safety for users throughout the day and evening.
- G119** Primary entrances and doorways should directly connect to the footpath.

5.4.5 Pedestrian Crossings

Objectives

- O65** Make it safe and convenient for pedestrians of all walking abilities to cross the street safely and comfortably, particularly at roundabouts and intersections.

Guidelines

- G120** Locate all pedestrian crossings on sections of straight roads, and where possible on pedestrian desire lines, to ensure sight-lines are maintained between pedestrians and approaching vehicles.
- G121** Integrate landscaping and WSUD interventions, such as rain gardens into all crossing designs, where possible.
- G122** Ensure all pedestrian crossings are evenly illuminated at night and signage.
- G123** Provide clear signage explaining the crossing obligations to both vehicle users and pedestrians.
- G124** Ensure new crossings include tactile indicators as per Australian Standards for disability and visually impaired ease of use.
- G125** When installing or upgrading pedestrian crossings ensure the design is compliance with Rural City of Wangaratta Engineering Standards, Infrastructure Design Manual (latest version), Disability Discrimination Act 1992 and the Australian Standards

5.4.6 Paving Approach

Street paving is a significant element in the streetscape. The existing red brick unit pavers have been an important element of Wangaratta's CAA streetscape however as the CAA transforms in the future it is recommended that the red brick pavers be replaced with a more contemporary and user friendly paving material.

The transition over such a large area is difficult to implement in a systematic way. This consolidated combination of paving materials will help to ensure a smooth transition to a more contemporary paving palette across the CAA.

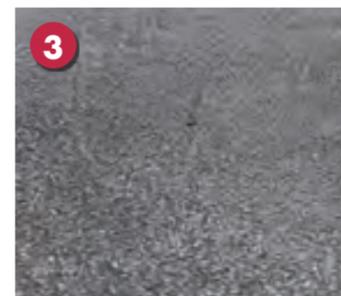
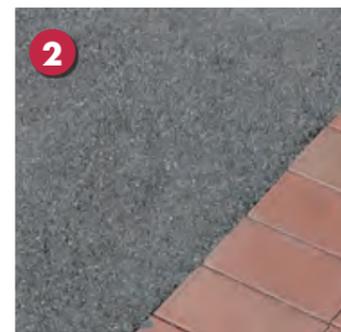
To facilitate a systematic transition, when ever public capital works, such as street re-sheeting, where large areas are being undertaken the opportunity to upgrade large areas of public realm paving should be prioritised. This section considers how paving may be improved to enhance the pedestrian experience within the CAA.

Objectives

- O66** Ensure that all paving contributes to the creation of a cohesive public realm throughout the CAA, that is safe, robust, comfortable and easy to maintain

Guidelines

- G126** In **high value areas within the CAA (1)** transition to using exposed aggregate paving in areas within feature areas to highlight their special value. In high value areas where renewal has been undertaken, such as the Riverside Precinct, continue to use the same treatment (exposed aggregate concrete in the case of the Riverside Precinct) for consistency.
- G127** In **high activity areas located outside of the central core (2)** such as shopping precincts, aged care centres, senior citizen centres, schools, hospitals, libraries, community centres and transport hubs the preferred paving material is asphalt with a red brick paving edge detail.
- G128** For **all other footpaths located within the CAA (3)** that are not included in the high use categories, the standard approach should be to use asphalt or concrete as the primary paving material.
- G129** Paving should clearly identify the pedestrian area within shared pedestrian/vehicle zones



HIGH VALUE AREAS

Exposed aggregate paving to be used for all high value footpaths located within the CAA.

Consideration should be given as the CAA transitions from the existing red brick pavers to exposed aggregate, to ensure a cohesive and staged delivery.

HIGH ACTIVITY AREAS

Red Brick Paving Edging with Asphalt to be used in high activity area footpaths located within one street block of key destinations* See Plan on page 53 for detail on paving areas

STANDARD CAA

The following options will be used - asphalt or concrete. Asphalt is an inexpensive, durable, smooth, non-slip surface that is easy to replace. Recycled & locally sourced, black asphalt is the preferred variety of asphalt.

(colour: Standard hot mix)

5.4.7 Street Tree & Landscaping Guidelines

When any capital works within the CAA are undertaken the impact on surrounding street trees and landscaping should be considered. For longevity when selecting street trees there needs to be consideration of the right size tree, the most suitable specie, and the most appropriate planting position.

The following guidelines support the delivery of the Rural City of Wangaratta's Tree Management Strategy to protect the existing urban trees, maintain the visual appeal of existing streetscapes, enhance landscape values and minimise risk and damage to the urban trees.

Objectives

- O67** Prioritise an increase in the street tree canopy throughout the CAA, particularly key pedestrian streets and areas, recognising that Wangaratta's liveability is connected to the biodiversity of the local environment,
- O68** Maximise the opportunities for incorporating landscaping into the streetscape (kerb out stands, verges and roundabouts) to buffer noise, screen pedestrians from vehicle traffic and beautify the streetscape, and provide weather protection,
- O69** Increase the amount of permeable surfaces, soft landscape areas and shade trees in the CAA.

Guidelines

Selection of Street Tree Species

- G130** Adheres to the strict species selection Council adopts to make sure that invasive plants (or plants currently listed as an environmental weed) are not planted
- G131** Ensure a consistent selection of street tree species is used when implementing the actions outlined in the CBD Tree Plan (as per Tree Management Strategy, 2016 - 2020). Consideration should be given to the following:

Species

- Select a European species that has capacity to form a large, closed canopy to provide shade cover for the surrounding footpath and road pavement,
- Select locally native species for planting along the river corridors and parks,
- Species that minimise Council's need for management and high level maintenance, such as expensive formative pruning,
- Species with a trunk and root form that allows traffic movement around them without impediment,
- Allows a consistency with the existing street tree species within the street

Scale

- The preferred size of a street tree canopy size is in proportion to the surrounding street and built form,
- Adheres to the recommendations outlined in the Rural City of Wangaratta's Tree Management Strategy, 2016 - 2020

Locating Street Trees

G132 Locate street trees with consideration of:

- Maintaining clear sight lines by:
 - Allowing a minimum 3m offset from intersections between vehicles and pedestrians at intersections street crossing points
 - Allowing a 2.5m clearance from street signage and street trees. In the case where a street tree can only be positioned in the footpath ensure there is a minimum 1.5m clearance between the back of the kerb and the tree pit to accommodate the tree canopy. Cut out areas in awnings to accommodate street trees are not acceptable.

- Clear sight lines should be maintained at vehicle exit points with low level landscaping restricted within the immediate vicinity to a maximum of 500mm in height
- Avoid opportunities for concealment along walking and cycling routes
- Street trees should be positioned in kerb out stands (in the carriageway) with consideration of:
 - Minimal disruption to existing services such as storm water drains, underground cables or overhead power lines. The use of root control barriers should be considered to avoid future growth disruption of services.

G133 In the case when traffic calming devices are being considered to mitigate traffic volumes and speeds, consider the use of street trees which will provide additional benefits, such as aesthetic and environmental to the streetscape

G134 Tree planting and landscaping within private realm, such as car parks, is encouraged to provide additional amenity and tree canopy cover

G135 Where possible, passive irrigation of street trees through WSUD interventions should be considered

Street Tree Establishment and Maintenance

G136 Use a consistent street tree pit detail and a tree protection barriers,

G137 Ensure street trees are mulched regularly to help retain water and reduce weeds,

G138 Ensure ongoing maintenance and management of street trees to Australian Pruning Standards AS 43.73-2007, and in accordance with Council's Tree Management Strategy Plan, 2016 - 2020.

Landscape

G139 Located native, drought tolerant species in kerb outstands and high volume vehicle areas, such as car parks

G140 Where possible, passive irrigation of landscaping through WSUD interventions should be considered

G141 Car parks should include a landscaped edge between the footpath and the private realm via low level landscaping

G142 Where possible, include landscaping within private car parking areas in order to reduce the urban heat island effect, and soften the hardstand areas, and clearly designate the pedestrian pathway within the car park

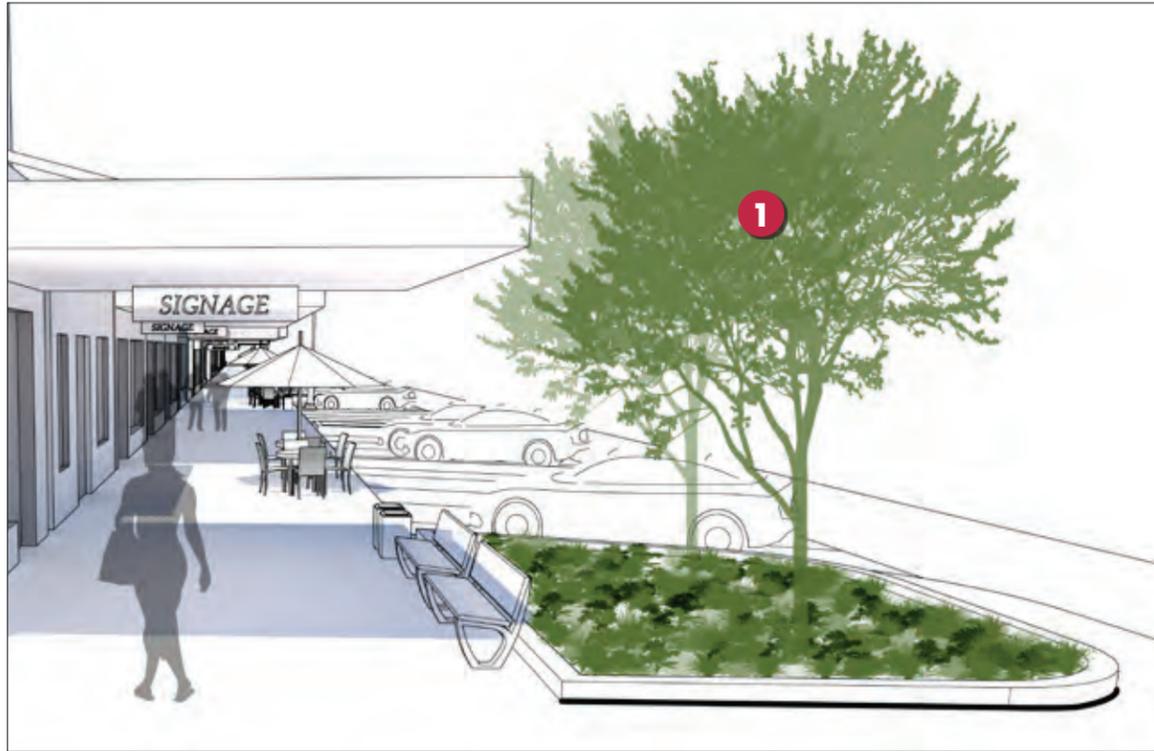


Figure 19. Priority Pedestrian Crossing Locations

1 Street tree should be located in kerb out stands, and their size should be relative to the surrounding built form, ideally providing shade on the footpath and street

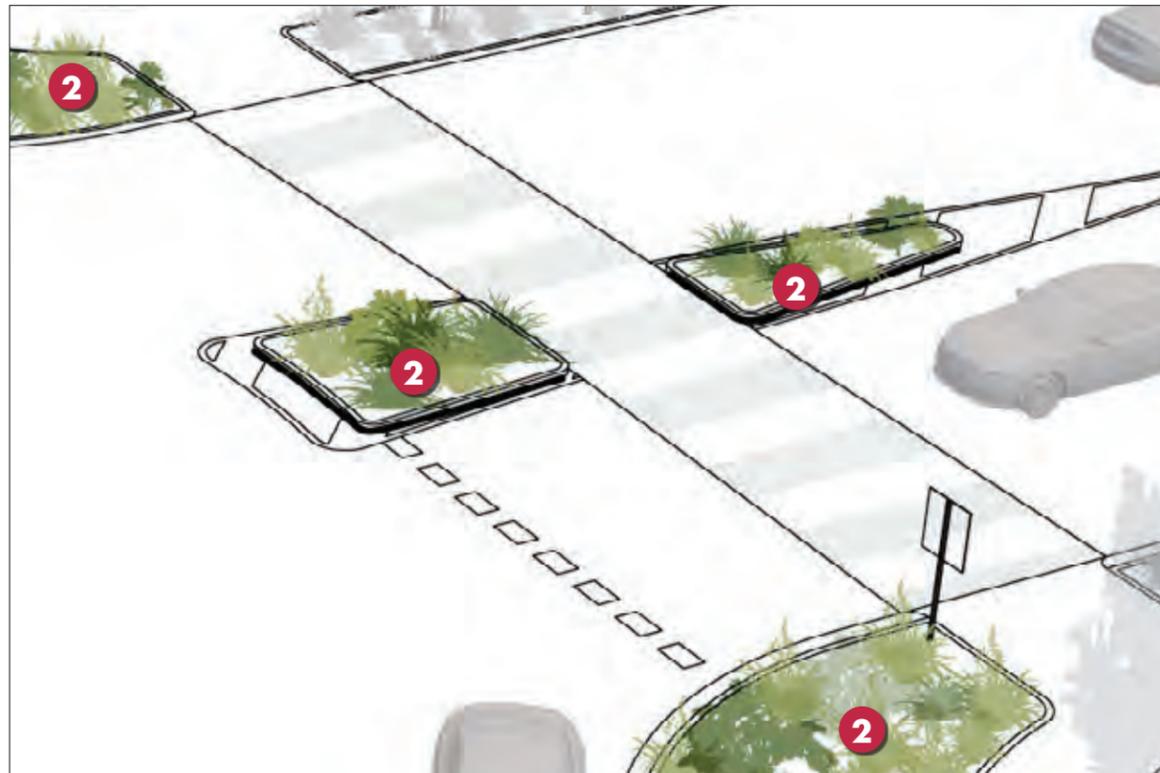


Figure 20. Priority Pedestrian Crossing Locations

2 Wherever possible low level landscaping and WSUD interventions should be incorporated into traffic management interventions

5.4.11 On Street Parking

Car parking is an ongoing public item that affects many regional centres, where private vehicle use is the predominant travel choice for people travelling to and from activity centres.

The application of different car parking configurations can change the context of how a street is read based on how convenient, and how many car parks are available, but also, how the pedestrian spaces are utilised and landscaped.

Consideration should be given to what the role and function of the street is currently, and what the planned future role is. If the future role of the streets differs from the current role, then the type of car parking in that street should be considered as a way of helping a streetscape transition to a new style.

The three styles of on street car parking to be considered are:

Angled Parking (existing)

Parallel Car Parking (widen footpath)

Parallel Car Parking (retain footpath, add on street cycle lane)

There are different pro's and con's for each, and the following discussion points can assist in the decision making process for Council.

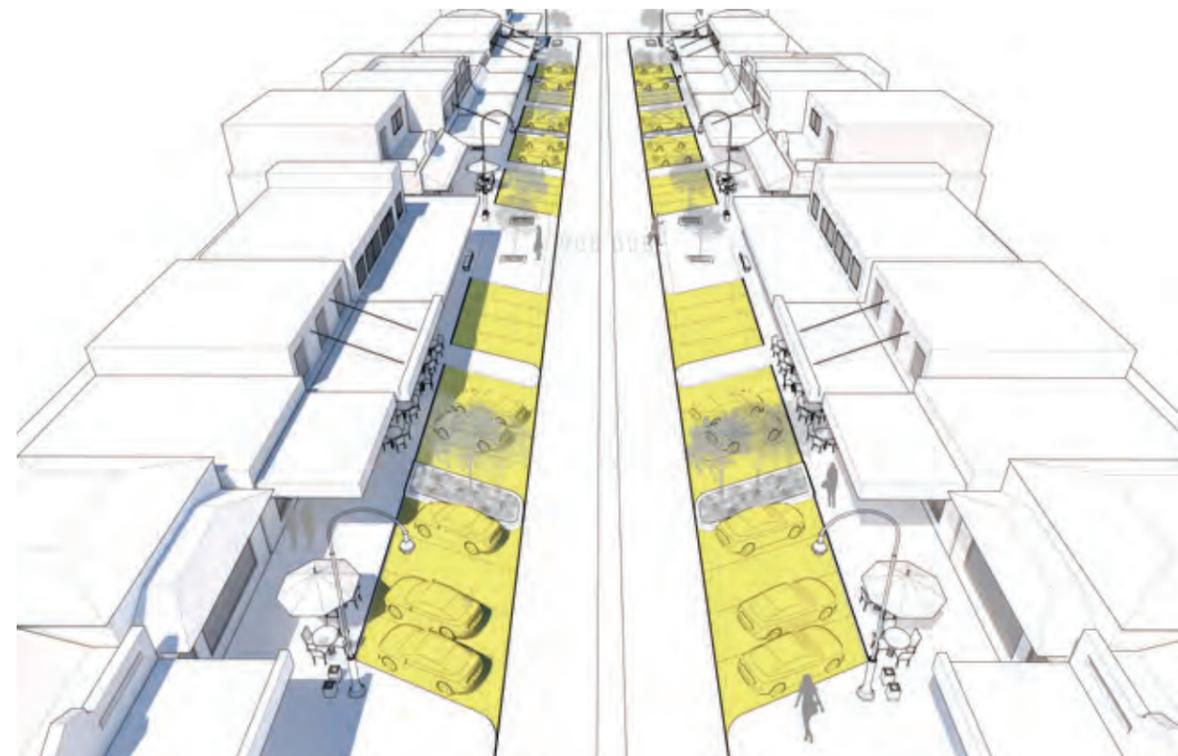


Figure 21. Angle Parking Configuration

Angled Car Parking (Existing)

Angled car parking provides the most car parks possible in a street (without considering off street car parking), which is synonymous with car dominated regional centres.

Positive Attributes

- Large separation of pedestrians and moving vehicles on road - potentially safer
- Maximum car parks in front of shops
- 'Country feel' is colloquially associated with angled parking
- Larger areas available for pedestrianised spaces at kerb outstands and pedestrian crossing locations
- Where Kerb outstands exist, more possibility for significant landscape interventions
- This is the most common parking layout in Wangaratta, and won't need to change

Negative Attributes

- Not a pedestrian scale road to cross - less amenable for pedestrians
- Problematic for cyclists conflicting with reversing vehicles leaving car parks
- Reduction in pedestrian space
- More pavement/hard stand surfaces can increase the urban heat island effect
- Encourages car dependency and provides less incentive for active modes of transport

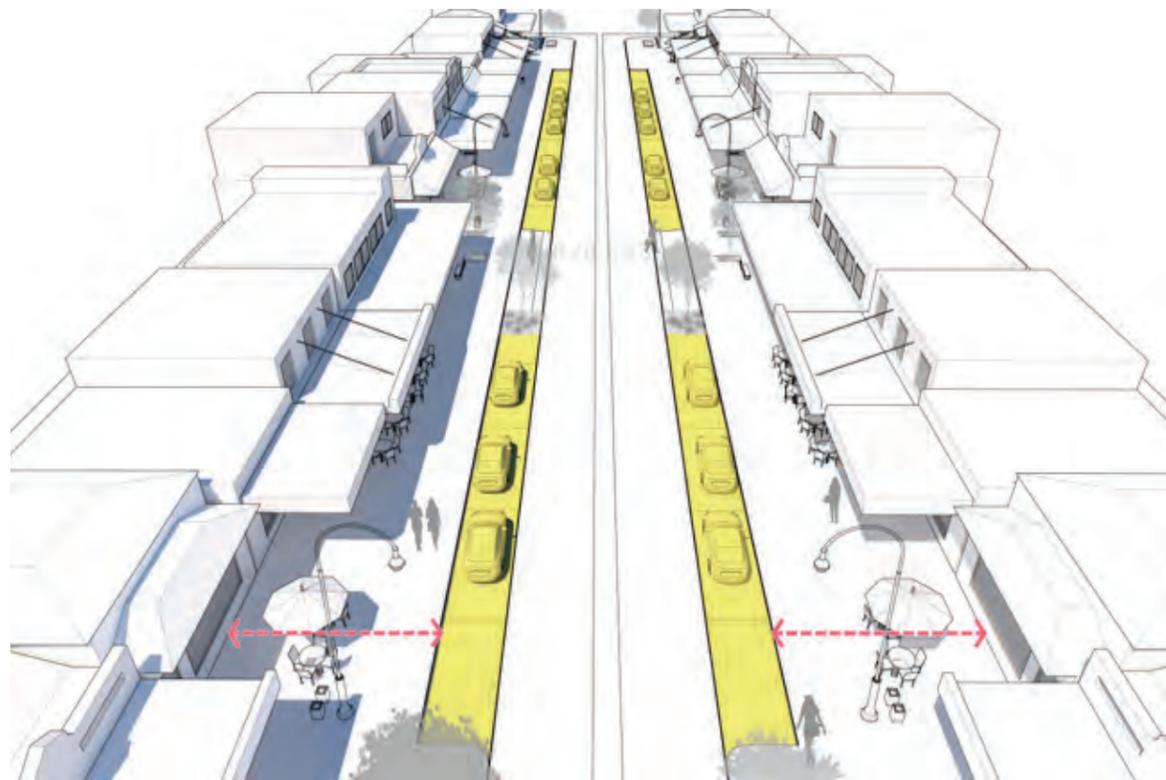


Figure 22. Parallel Parking Configuration

Parallel Car Parking + Wider Footpaths

Positive Attributes

- Parallel parking is safer for cyclists compared with angled parking
- Additional space allocated to pedestrian zones through wider footpaths
- Wider footpaths fosters more usage of al-fresco dining and street trading
- Additional activity on the streets promote a safer and more accessible environment
- Additional space within the footpath can be used for landscaping, public rest areas, shading
- Smaller road pavement reduces the effort required to cross the road, making it safer for all users

Negative Attributes

- Reduces the number of car parks on the street and in front of shops significantly
- Wider footpath is more expensive than wider roads
- Requires additional programs/uses for the streetscape environment
- Additional planting and landscaping requires additional maintenance

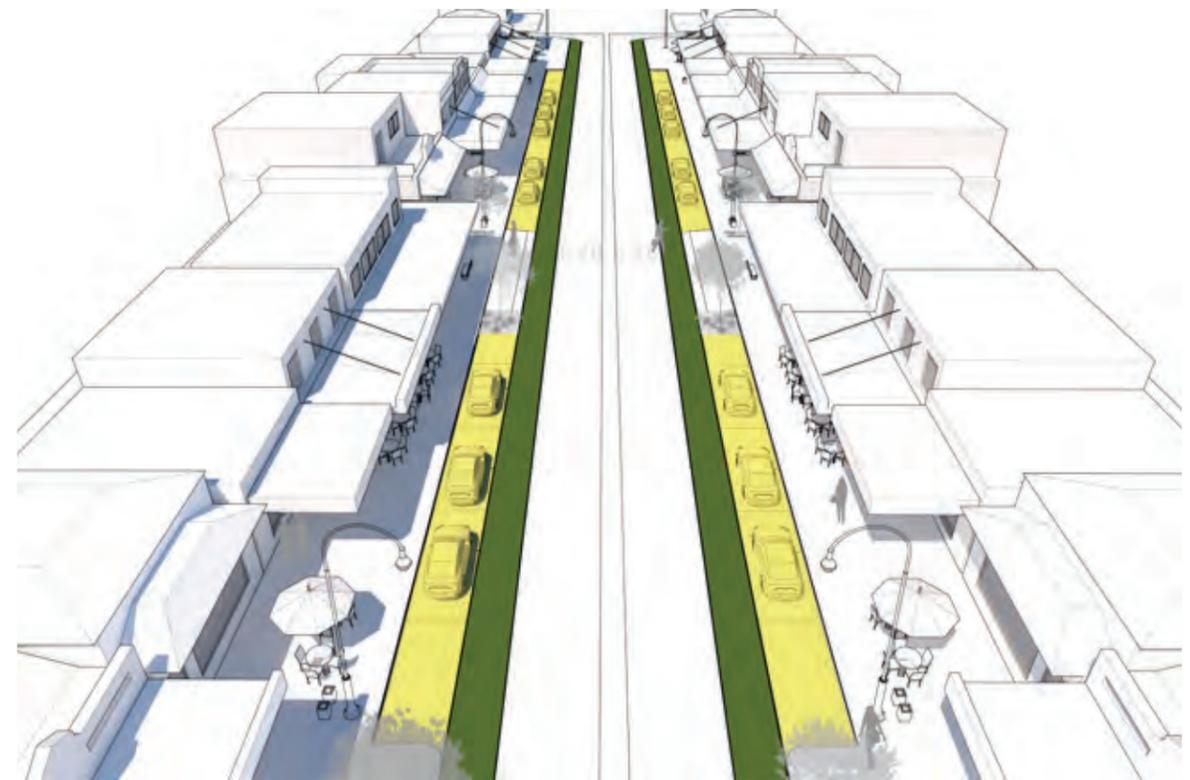


Figure 23. Parallel Parking with Bike Lane Configuration

Parallel Car Parking + Bike Lane

Positive Attributes

- Cyclists provided with a safer environment with dedicated on road cycle lane
- Pedestrians retain existing footpath width and maximise usage of al-fresco and street trading where possible
- Parallel parking in peak times required drivers to use off street parking areas and walk to their desired retail/restaurant - activating the streetscape and the businesses
- Pedestrian crossing is easier than angled parking, as road pavement includes dedicated cycle lanes which traditionally slows traffic

Negative Attributes

- Waste of road space for limited usage by cyclists
- Cyclists will further utilise footpath space for parking
- Reduces the number of car parks on the street and in front of shops significantly

5.4.8 Signage & Wayfinding

Objective

- O71** Make it easy for people, especially visitors, to navigate through the CBD with confidence and in comfort.

Guidelines

- G143** Ensure there is a comprehensive suite of directional, information and regulatory signage to assist people, especially visitors, in navigating their way around throughout the CAA,
- G144** Consistent use of a landscaping plant palette and hardscape palette can act as wayfinding elements where other forms of traditional wayfinding are unsuitable or inappropriate
- G145** Ensure all types of signage use:
- Clear fonts, legible text and readable colours, with consideration of vision impaired people,
 - A graphic style consistent with the Rural City of Wangaratta brand identity
 - Simple and concise information and maps to guide both locals and visitors,
 - Include languages other than English on key signage for users who may be from a non English speaking background
- G146** Consider the incorporation of technology such as wi-fi points for visitor information and use, public phone charge points, and scannable information links such as QR codes to help wayfinding within the CBD,
- G147** Consider using more subtle cues to improve wayfinding and legibility throughout the CAA.

5.4.9 Lighting

Objective

- O72** Street lighting within the public realm should contribute to the amenity of an area by providing safety (the safe and comfortable movement of people) ambience and aesthetic value.

Guidelines

- G148** Prioritise the installation of LED street lights in key laneways (such as the north/south connection between Ford Street and the Riverside Square) to encourage pedestrian use after dark, and around key destinations such as the PAC so surrounding footpath areas are easily navigated and perceived as safe and inviting spaces at night
- G149** Install pathway lighting on all shared trails and paths to make getting around safe and easy at night (either pole top luminaries or bollard lights)
- G150** When designing new, or improvements to public realm area consider ways to maximise activity and passive surveillance opportunities, integrating CPTED principles

5.4.10 Public Art Guidelines (as per Public Art Strategy, 2005)

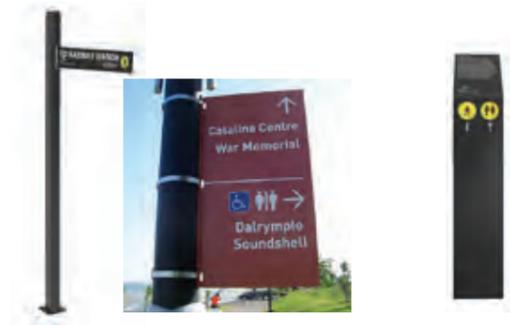
Objective

- O73** Public Art should contribute to enlivening the CAA public realm and provide an accessible way for the community to experience and enjoy a variety of creative arts, cultural and heritage experiences.

Guidelines

- G151** The Public Art Collection is to be representative of historical and contemporary art from Australia, particularly attention should be directed towards the Collection area of works of sculpture and site specific public art by living national artists (including Indigenous artists).
- G152** Priority should be given to the acquisition of contemporary works of art which depict aspects of the social, natural and man-made environment of the Wangaratta region and North East Victoria, for example: early indigenous art, site specific works of art, heritage of the region, buildings, landscape, flora and fauna etc.
- G153** Irrespective of subject matter, the Public Art Collection should include acquisition of the works of significant visual artists resident, or working in, North Eastern Victoria.
- G154** In the ongoing accumulation of art works there should exist no specific bias towards acquiring items of any particular medium, style or approach.
- G155** The acquisition of public art should be guided by Council's Public Art Policy 2005. Key considerations in the acquisition process include acquiring;
- Permanent site specific contemporary public art at the time of undertaking capital works programs
 - Via grants, commissions and/or artist-in-residence projects. for the production of temporary or ephemeral art in public spaces
 - Engagement of professional artists in collaborative community based projects;
 - Engagement of curators or artistic directors for development and direction of specific projects.
- G156** Priority locations for Public Art include high value precincts such as the Cultural and Civic Streets, Norton Street Precinct, and the Riverside Precinct. These locations function differently to the other streets within the CAA, and can facilitate high pedestrian movement between key locations.

Signage



Directional signage is typically wall mounted or overhead signs and include directional arrows



Safety, Regulatory & Advisory signage is used to control activity and movement by providing information about known dangers



Information and educational/interpretative signage typically identifies key destinations, places of interest, building entrances and facilities. Often they include maps and information about the surroundings



Wayfinding devices can be incorporated into artistic streetscape works

Lighting



Integrate lighting into the public realm



Lighting should be energy efficient



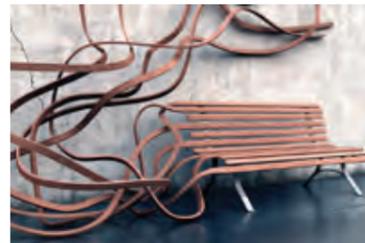
Lighting poles can be multifunctional



Public Art



Integrate artworks into streetscape elements



Make it fun and playful



Public art can be multifunctional



Public art should make a positive contribution to the local heritage, culture and/or environment



5.5 GUIDELINES FOR SPECIALIST STREETS

The previous guidelines outlined a general approach that should be applied throughout the central activities area. Some of the key streets in the CAA require specialist treatments because they perform a different role, some special treatments have been identified as being able to assist in enhancing that role. Differences in materials palettes or street furniture should be subtle and generally complement the CBD as a contiguous urban environment. These special treatment areas are defined as the following streetscape character types:

Core Retail Street

The core retail streets are Reid and Murphy Streets, with the central focus on the key intersecting axis of Reid and Murphy Streets. These streets support the main retail shopping and gathering activity in the CBD, and generally, is the busiest part of Wangaratta for pedestrians and vehicles movements.

Cultural & Civic Street

The cultural and civic streets are those that connect and support many of the important community, arts and cultural attractions and facilities. Docker, Ford, Ovens and Faithful Streets (potentially Templeton) are the key cultural and civic streets and have the potential to extend their activities and programs out into the street and surrounding public realm.

Gateway Approach

There are five main arrival routes into Wangaratta. From the south via Ryley/Murphy Streets, from the north along Parfitt Road, along Rowan Street from the west, and Faithfull Street/Wilson Road from the east, and Docker Street connecting visitors from the Train Station precinct. These approaches define the transition from the greater city area into the central activities area. Ideally the arrival experience should communicate Wangaratta's strength as a gateway city to the surrounding north west region.

Laneways - City Places & Spaces

These laneways (as identified in the CBD Masterplan) have the attributes and potential to be people friendly spaces where locals and visitors are attracted to visit because they feel welcome and comfortable. Generally in these lane ways, pedestrians are prioritised and vehicle access restricted. These are the ideal spaces for transformation into people places, potentially to stage temporary events.

The plan opposite shows where these street typologies are located.

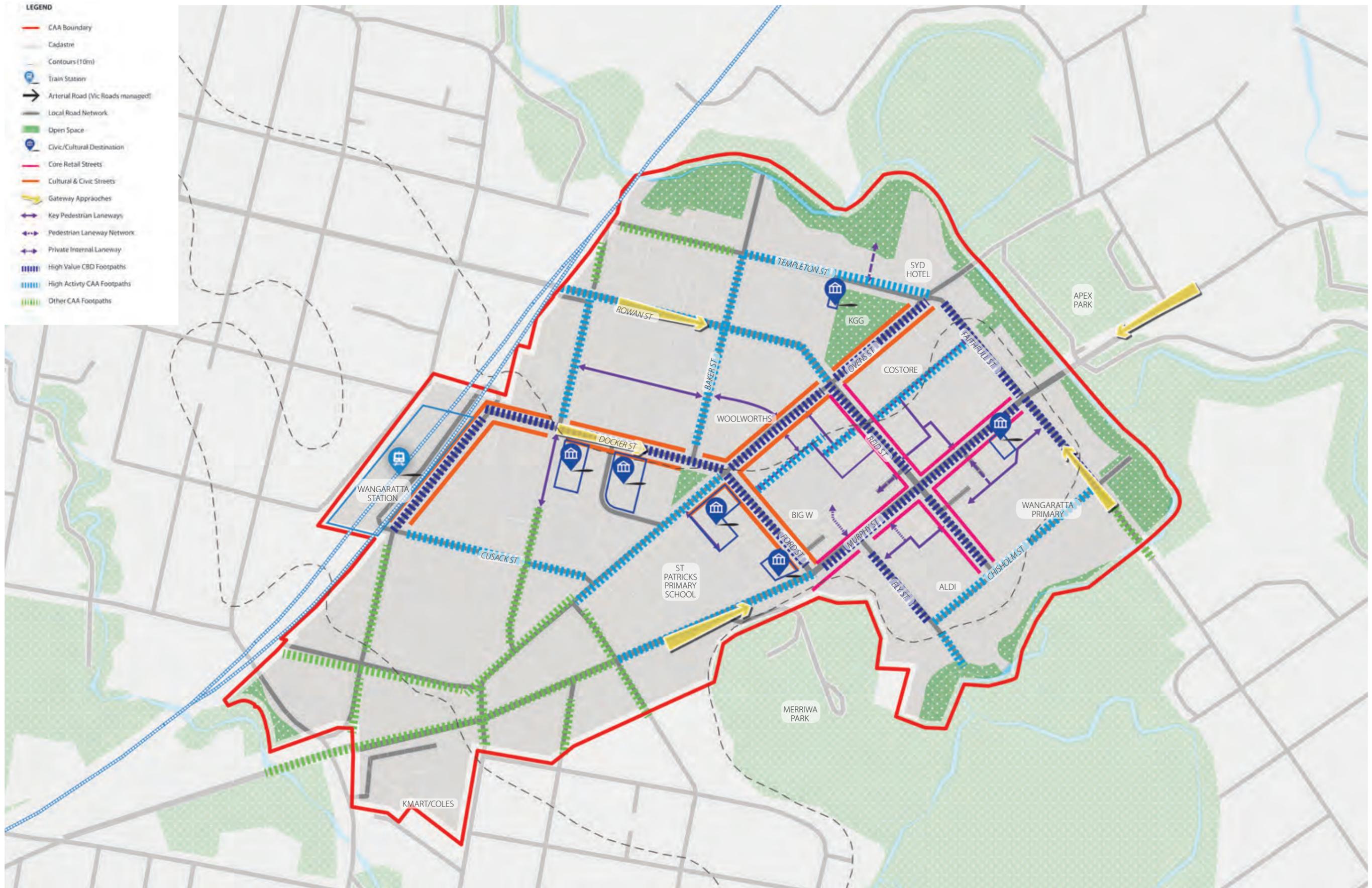


Figure 25. Streetscape and Public Realm Framework Plan

5.5.1 Core Retail Street Guidelines

Wangaratta's core retail area comprises of Reid and Murphy Streets. These streets provide the main shopping and retail offerings and, in the future, should become the key shopping destination for North East Victoria.

The streetscape influences people's shopping experience. The ability to move easily through the CBD on foot, safely cross streets, as well as the attractiveness and comfort influences people decision to shop locally.

The retail core is generally the busiest part of the CAA, supporting the main shopping and gathering activities.

The desired outcomes in the Retail Core include:



Encourage retail stores to use a spill out space in front of shops to provide more interest but ensure a clear zone for safe pedestrian mobility of at least 2m, directly abutting the shop front edge. Street trading against the front of buildings should not be allowed



Encourage articulated frontages with canopy and/or awning treatments. Awnings should cover the footpath and provide pedestrians with continuous weather protection



Encourage shops and traders to open up the shop fronts directly to the street, to bring a level of visual permeability to the streetscape and share activity between shops and the footpath zones.



In retail areas where people are likely to be sitting and waiting provide supported seating that has backs and arms) so is comfortable for longer periods of sitting. Situate seating where people want to sit, and locate seats to frame nearby activities and points of interest. Improve the comfort of seating areas along Reid and Murphy Streets by providing shade. Introduce areas of landscaping to soften the environment and provide a buffer to vehicles on the street. This landscaping style should continue in the central median areas.



Pedestrian entrances and exits to retail stores should be separated from vehicle access points and delineated as pedestrian priority areas using the same paving treatment. Loading areas should be located away from road frontages and separated from pedestrians and other vehicles. In the case where vehicles and pedestrian access points can not be separated ensure the access and circulation areas are designed with clear sight lines for pedestrians and drivers.

5.5.2 Cultural & Civic Streets Guidelines

In addition to Core Retail Streets, there are a number of streets highlighted on the Public Realm Streetscaping Plan identified as contributing to the public realm as having a Core Civic function. These streets are seen to have a different composition to other streets, and as such require a slightly different set of guidelines to frame their role in the CAA.

The cultural streets within the CAA generally accommodate the cultural and civic attractions and public institutions such as the Performing Arts Centre, the Wangaratta Art Gallery, and the key local landmark, the Wangaratta Cathedral. These institutions are all clustered around Ford and Ovens Streets. The Wangaratta Library, Tafe and Train Station are located close-by on Docker Street, a logical gateway to the cultural cluster around Ford and Ovens Streets.

The desired outcomes in the Cultural & Civic streets include:



Provide areas of informal seating where people are likely to temporarily rest, or wait. These types of seating can be low walls (like the example at the Riverside Precinct above) or steps.



Improve the pedestrian connection between the cultural cluster located at the southern end of the CBD and the retail core (Reid and Murphy Streets)



Provide areas of comfortable seating for longer stays outside key destinations such as the PAC and Library. When arranging seating consider configuring the seating to allow for small groups to gather



Reinforce the role and identify of the cultural streets by integrating significant public artworks into the streetscape



Additional street and ambient lighting should be used to illuminate areas surrounding the cultural institutions that have extended opening hours and evening functions

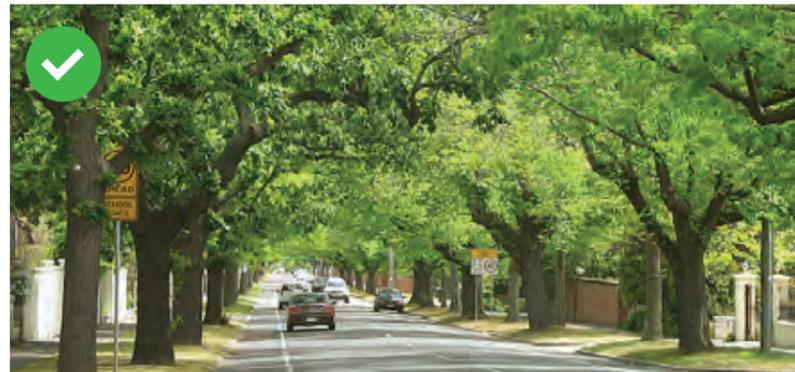
5.5.3 Gateway Approaches Guidelines

Approaches to the Wangaratta CBD area provide a different function to the other streets within Wangaratta. The role of these streets is to moving large volumes of traffic (vehicular and cycle) into and through the CBD.

These streets are seen to have a different composition to other streets, and as such require a slightly different set of guidelines to frame their role in the CAA.

It is recommended that further work is undertaken to ensure that the landscape and built form quality of these gateways is considered, in order to guide capital works projects and as development occurs.

The desired outcomes along the Gateway Approaches include:



Establish a sense of arrival to the central activities area through landscaping boulevard treatments



Establish a sense of arrival to the central activities area through public realm improvements and public art



Establish a sense of arrival to the central activities area through low level landscape elements



Establish a sense of arrival to the central activities area through sculptural gateway landmarks



Establish a sense of arrival to the central activities area through low level landscape elements



Establish a sense of arrival to the central activities area through built form gateway landmarks

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PART C

IMPLEMENTATION

1 RECOMMENDATIONS FOR IMPLEMENTATION

Planning Scheme Implementation

The Wangaratta Urban Design Framework (UDF) seeks to set a vision for the central activities area and guide future development within the context of the existing built form and environment.

The UDF will provide Council with a guide to assessment of future planning applications for land forming part of the study area. This will require the guidelines to be implemented through appropriate references in the Wangaratta Planning Scheme.

For greenfield or large urban infill areas in a metropolitan or major regional city context, the design guidelines and objectives of a UDF would normally be implemented through applied controls in a Precinct Structure Plan (PSP) and reference to the UDF within the zone. However given that the study area is a rural centre, is already established and that Council seeks to guide future land use and development consistent with the UDF, we consider that more traditional controls are appropriate in this instance.

There are a number of ways within the Victorian Planning Provisions that this direction can be provided, including new zoning, application of overlays or introduction of new municipal strategic statements (MSS) or local policy, or the inclusion of the UDF as a background/reference document or an incorporated document. Importantly, the selected tools need to be easy to use and understand by the local community, reflect the intent of the UDF and be provided statutory weight for the assessment of planning applications by Council and at VCAT.

As part of VC148, Council will be required to integrate state, regional and local policy to remove duplication, conflict and provide greater clarity to users. This needs to be considered in the drafting of any provisions and controls as part of this project and will be subject to DELWP's consideration through the roll-out of the PPF over during 2018 and 2019.

The table below identifies updates to existing planning controls or the introduction of new planning controls. It is preferred that existing planning controls be updated rather than introducing new controls. These options will be subject to further discussion with Council prior to finalising the recommended approach for this project.

Further Actions

Framework	Further Action Required
Activity and Growth	<ul style="list-style-type: none"> ■ Council to undertake a Commercial and Retail Space Audit and Strategy to identify whether there is a need to modify/expand the Commercial Zones across the greater Wangaratta area ■ Council to coordinate an approach to address the Smart Cities Code, including a smart car parking, smart energy grid, smart street lights, and a smart water network.
Movement and Access	<ul style="list-style-type: none"> ■ Advocate for high speed inland rail and the supporting commercial opportunities that come with such a project ■ Advocate for a future, well designed, railway underpass connecting the Wangaratta CAA and the Health Precinct ■ Incorporate E-Bike charging station locations in conjunction with the Walking and Cycling Strategy, and other broader electric vehicle charging locations and policies ■ Advocate for, and investigate potential future heavy vehicle bypass/alternative routes around the Wangaratta CAA
Built Form	<ul style="list-style-type: none"> ■ Rezone ALDI car park to Commercial 1 zone, consistent with the surrounding area ■ Rezone Pinset Hotel car park to Commercial 1 zone, consistent with the surrounding area ■ Rezone Corner Ovens Street and Faithfull Street to Commercial 1 Zone ■ Rezone former Wangaratta Plaza site a mix of Commercial 1 Zone, Neighbourhood Residential 1 Zone, and Mixed use Zone
Streetscape	<ul style="list-style-type: none"> ■ Finalise the Rural City of Wangaratta brand identity and reference within any streetscape upgrades where applicable ■ Undertake a Gateway study, to understand the vision for the gateways, and the policy work required to protect and enhance these important sites

Table 1 – Available Planning Scheme Controls

POLICY	TITLE	SUGGESTION/INSTRUCTION
EXISTING PLANNING SCHEME CONTROLS		
Clause 21.02-2	Activity Centres	<p>Update references to the Wangaratta Urban Design Framework where needed.</p> <p>Any drafting of a new Clause 21 policy will need to be mindful of the new Planning Policy Framework introduced through VC148 and would be subject to DELWP's consideration around form and content.</p>
Clause 21.11-1	Local Areas: Wangaratta Central Activities Area	<p>Update references to the Wangaratta Urban Design Framework throughout the Clause and include a new overall framework plan that provides high level strategic direction.</p> <p>The overall framework plan would need to complement existing Figure 6 in Clause 21.11-1.</p> <p>Any drafting of a new Clause 21 policy will need to be mindful of the new Planning Policy Framework introduced through VC148 and would be subject to DELWP's consideration around form and content.</p>
Clause 21.12	Reference Documents	Update the list of Reference Documents to include the Wangaratta Urban Design Framework and the Wangaratta Project: A Masterplan for the City, March 2016.
Clause 43.02	Design and Development Plan Overlay (DDO1) – Wangaratta Central Activities Area	<p>Update the existing DDO1 to include the provision for Wangaratta Urban Design Framework objectives and design guidelines around the themes of:</p> <ul style="list-style-type: none"> • Activity and Growth; • Movement and Access; • Built Form; and • Public Realm and Streetscape. <p>A revision to the DDO mapping would also be required to better reflect the commercial and mixed use zoned areas within the Wangaratta Central Activities Area with consideration if there is a need to apply the DDO to core residential areas.</p> <p>There is the option to just rely on updating policy in Clause 21 if more detailed built form performance based and prescriptive requirements are required to be included in the existing DDO1.</p>

POLICY	TITLE	SUGGESTION/INSTRUCTION
PROPOSED PLANNING SCHEME CONTROL OPTIONS ONLY		
Clause 37.08 (new)	Apply an Activities Centre Zone to the CAA	<ul style="list-style-type: none"> • Rezone Wangaratta Central Activities Area to an Activity Centre Zone with consideration if there is a need to apply the Activity Centre Zone to core residential areas. • This would require rezoning of land and would remove third party notice/decision and review rights for some applications. • Could include specific guidelines/height/setbacks etc for smaller precincts. • There is an ability to tailor the table of uses. <p>This option would require further work to better understand residential and commercial land supply and demand needs and how prescriptive built form outcomes for precinct areas within the Wangaratta Central Activities Area should be determined.</p>
Clause 43.02 (new)	Design and Development Overlay (DDO4) – New Schedule	<p>Create a new DDO4 schedule which provides more detailed built form performance based and prescriptive requirements around the themes of:</p> <ul style="list-style-type: none"> • Activity and Growth; • Movement and Access; • Built Form; and • Public Realm and Streetscape. <p>This option would require further work to better understand the prescriptive built form outcomes for precinct areas within the Wangaratta Central Activities Area.</p> <p>A revision to the DDO mapping would also be required to better reflect the commercial and mixed use zoned areas within the Wangaratta Central Activities Area with consideration if there is a need to apply the DDO to core residential areas.</p>
Clause 22.05 or 22.13 (new)	Prepare a new Wangaratta Central Activities Area Urban Design Policy	<ul style="list-style-type: none"> • Ability to specify that the policy would apply to land within the Wangaratta Central Activities Area. • Ability to include the provision for Wangaratta Urban Design Framework objectives and design guidelines. <p>Any drafting of a new Clause 22 policy will need to be mindful of the new Planning Policy Framework introduced through VC148 and would be subject to DELWP's consideration around form and content.</p>

WANGARATTA URBAN DESIGN FRAMEWORK

Prepared by **Tract Consultants** for Rural City of Wangaratta
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