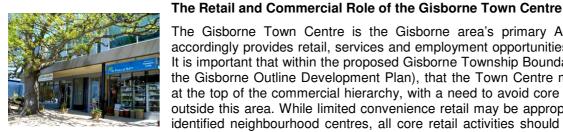


Theme 1: Activities

The Activities Theme relates to relates to the types of land uses that are preferred in different parts of Gisborne, including retail, residential, office and civic uses.

Background



The Gisborne Town Centre is the Gisborne area's primary Activity Centre and accordingly provides retail, services and employment opportunities to the local area. It is important that within the proposed Gisborne Township Boundary (as indicated in the Gisborne Outline Development Plan), that the Town Centre maintains its status at the top of the commercial hierarchy, with a need to avoid core retail development outside this area. While limited convenience retail may be appropriate within certain identified neighbourhood centres, all core retail activities should be directed to the Gisborne Town Centre.

Retail

The Town Centre is the retail focus for Gisborne and New Gisborne. Land is very tightly held within the existing retail area however there is sufficient Business 1 Zoned land to accommodate future demand for small format retail development (Urban Enterprise, 2007). This is reflected in the ODP, which states that "there is an adequate area of land currently zoned for the provision of retail / commercial purposes".

Streets throughout the Town Centre currently perform different retail functions. It is important for Aitken Street to retain its status as the 'main street' and to continue to represent what Gisborne has to offer. Day to day retail, such as supermarkets can be contained behind Aitken Street. This will encourage passers-by to stop and explore Gisborne. In addition, the vitality of the Aitken Street, Brantome Street, Heritage Way and Hamilton Street block could be enhanced by encouraging on-street activity such as outdoor dining.

As reflected in existing policy, it is important for the commercial area to retain its compact format and avoid outward expansion, particularly while there are still available redevelopment sites. There are many sites within the Retail Core Precinct that are either vacant or present subdivision opportunities, particularly along Heritage Way. Although Heritage Way is currently being used as a service laneway (primarily for the Food Works Supermarket), it has strong potential to be used as a pedestrian friendly small format, niche retail area. This would potentially require investigation of another option for primary truck access to Food Works and waste storage and collection. New and existing east-west pedestrian links would also need to be upgraded in order to emphasise the role of Heritage Way as a retail area.

At present there are limited opportunities for the development of large format retail premises. The ODP outlined concern regarding escape expenditure, among other things, for bulky goods. If existing uses along Robertson Street between Prince and Brantome Streets were to relocate to the New Gisborne Industrial Estate, this would present an opportunity for larger format retail sites. This area and the southern side of Hamilton Street, east of Aitken Street should generally be emphasised as secondary retail areas, with improved access to increase their integration with the Core Retail Precinct.

The majority of the Town Centre's off-street parking is located within the Core Retail Precinct. Most of these car parks could be considered as development opportunity





sites. Car parking could either be relocated to other peripheral parts of the centre or provided in decks or underground. The feasibility of underground car parking would need to be further investigated and as such would be considered a long-term action.



The Nexus Building

Office and Commercial

Offices and service retail premises are generally scattered throughout the existing retail area. While there is no real need for land uses such as these to be located within the Core Retail Precinct, they should be located within close proximity of it.

Offices could be accommodated above retail uses and within the Office / Commercial Precinct. Service retail (such as copy shops, well-being services, travel agents) could be accommodated anywhere in the town centre, however it should be encouraged to locate at ground level within the Office/Commercial Precinct.

Once completed, the Nexus Centre will provide a focus for office development within the Office / Commercial Precinct.

Civic and Community



Mechanics Institute



Example of a welldesigned shop-top residential development



Existing residential development

Civic and community uses are focused around the north-eastern side of the Aitken/Hamilton Street intersection. The civic and community uses focus of this locality should be retained and further emphasised. The Mechanics Institute, for example, presents opportunities for additional community uses. It would also be ideal for the Municipal Offices to be located close to these community uses, although this would be a long-term action requiring further investigation.

Community facilities within Gardiner Reserve could also be improved and consolidated, with one potential option being the development of sporting club meeting rooms, a café and amenities/change rooms east of the Robertson Street intersection. Pedestrian and vehicular access to the area could be improved by extending Robertson Street to the east, or creating a service road from the north, off Aitken Street.

There are also a number of general issues related to access between this locality and the retail area, with limited pedestrian crossing points on Aitken Street. This is further investigated under the Access Theme.

Residential

The economic viability of developing medium density residential development within the Town Centre is currently low. In the future, the demand for well-located medium density housing such as shop-top housing may increase. When the time is right, this should be encouraged in locations throughout the Core Retail Precinct above ground level.

There are several sites within the business zoned area of the Town Centre that are currently occupied by residential uses. A number of these sites exist along the southern boundary of the Study Area. This location would be suited to mixed uses, including medium density housing and would act as a buffer between commercial and residential areas.

Due to the currently low economic viability of residential development within the Town Centre, the surrounding residential areas will be crucial in the short-term for increasing housing densities. The Gisborne Outline Development Plan encourages medium density housing in the areas immediately to the south and the west of the Town Centre.

Industrial



New Gisborne is the focus of industrial development for the overall Gisborne township. The New Gisborne Industrial Estate, located east of Barry Road, provides an adequate location for industrial uses. The Gisborne/New Gisborne Outline Development Plan has also earmarked an area to the south of the existing Industrial Estate as the preferred location for future expansion of the estate. Given the availability of industrial land at New Gisborne, it is unnecessary for industrial development to locate within the Town Centre.

Industrial development at New Gisborne

Culture and Entertainment

The lack of cultural and entertainment facilities within Gisborne emerged as a common theme through community consultation. The ODP also expressed concern regarding escape expenditure for entertainment.

Several people expressed a desire for a stadium, while others noted concern for the lack of general entertainment options for younger people. Consultation with young people in Gisborne revealed demand for a central youth hub with opportunities for music and stage performances. Suggested sites for such a facility included the site adjacent to the Skate Park or the former Police Station.

The development of a facility such as a stadium would need to be investigated in the wider municipal context, existing buildings within the Civic and Community Precinct could be investigated as places to accommodate functions. The development of facilities east of the Robertson Street intersection could also be investigated for entertainment and/or hiring out for functions.

Mixed Use

Some parts of the southern edge of the centre act as a transition or buffer between the retail core and the residential land uses surrounding the centre. Specifically, these include sites within the Study Area fronting the eastern side of Prince Street, Brantome Street and the eastern side of Aitken Street. The use of these sites is not suited to core retail due to their location next to residential land uses and distance from the heart of the centre, therefore the current zoning is not appropriate. They are considered to be appropriate for mixed uses such as medium density housing, offices, service business and medical/health services. This area is shown on the Activities Map as "Mixed Use".

Goals, Strategies and Actions

Goals

Facilitate the development of a consolidated retail core that comprises a mix of thriving retail activities, restaurants and cafes.

Provide mixed use areas that accommodate small offices and other commercial uses and provide a transition to surrounding residential areas.

Retain and promote the development of medium density housing within close proximity of the town centre in accordance with the Outline Development Plan for the town, providing diversity of housing opportunities for residents with convenient access to the services offered within the centre.

Promote, facilitate and guide the development of additional community, cultural and entertainment facilities within the town centre.

Cater for the demand for medium-density shop-top housing within the town centre as the need and commercial viability arises.

Activate frontages of existing and future pedestrian thoroughfares, through-block walkways and laneways.

Strategies

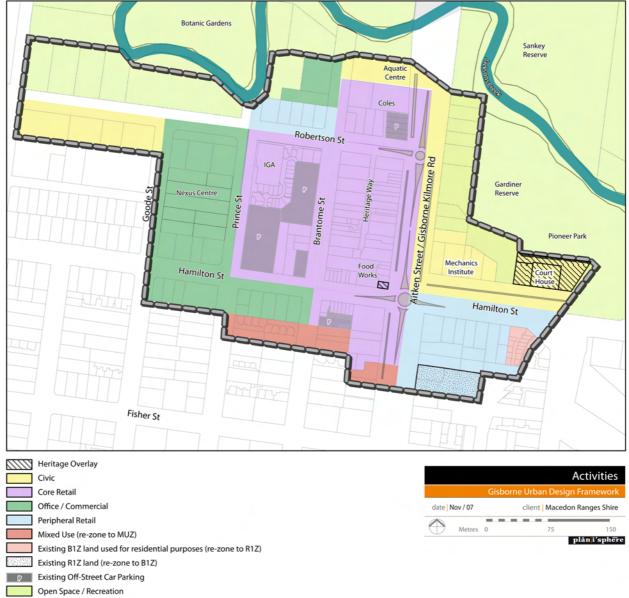
- Upgrade the community facilities associated with the Mechanics Institute and facilitate the increased use of these for various age groups within the town. The facilities should support activities / uses such as music/entertainment performances, indoor sports, shared meeting rooms and a youth centre etc.
- Pursue the recommendations of the Outline Development Plan to encourage medium density housing in appropriate areas surrounding the Town Centre.
- In the long term, encourage the relocation of the existing peripheral retail on Robertson Street to New Gisborne to free this area up for core retail or service retail uses.
- Encourage the mixed use area south of Hamilton Street to be used as medium density residential, or small offices with residential above.
- Through Council's open space and recreation planning, investigate the demand for, and an appropriate location for a sports facility such as a stadium within close proximity of the Gisborne Town Centre.
- Investigate the redevelopment of facilities at the Robertson Street entrance to Gardiner Reserve to provide additional and improved facilities in this location.
- Develop Heritage Way as a niche retail destination, with shops that present active frontages to the street.

Actions

The following actions are to be read in conjunction with the Activities Map on Page 16.

- Consider redevelopment options within the Mechanics Institute site (see Gardiner Reserve and surrounds Concept Plan).
- Implement the findings of the Outline Development Plan in relation to medium density housing surrounding the Town Centre.

- Make changes to the Local Planning Policy for the Gisborne Town Centre to encourage recommended uses within the various parts of the centre consistent with the Activities Map on Page 16.
- As recommended by The Macedon Ranges Leisure Strategy Plan, undertake an options assessment and feasibility study for a new indoor community recreation centre at Gisborne.
- Consider different options available for the upgrading of the Robertson Street entrance of Gardiner Reserve (see Gardiner Reserve and surrounds Concept Plan), including the retention or upgrade of existing facilities, provision of new facilities and activities, including a café and combined meeting rooms, and improved means of access.
- Consider future options for Heritage Way to become a focus for niche retail uses (See Heritage Way Concept Plan).
- Council to commission a masterplan for Heritage Way in order to develop design solutions regarding parking, access, loading and waste disposal areas.
- Re-zone the Business 1 Zoned land currently used for residential purposes as identified on the map to the Residential 1 Zone.
- Re-zone the Residential 1 zoned land in Aitken Street to Business 1 in conjunction with an appropriate proposal for a peripheral retail use.
- Rezone properties fronting Aitken, Prince and Brantome Streets from Business 1 zone to the Mixed Use zone and include a 500sq.m. floor space limit for offices in the schedule.



Study Area

Theme 2: Buildings

The buildings of a town centre play a key role in strengthening the identity of a place and influencing the function of an area. The Buildings Theme considers the relationship between the built form and the street space, as well as the scale and setbacks of buildings.

Background

Image and Character of the Centre

Gisborne is a township that blends the old and the new, with a number of older buildings that contribute to the valued character of the town centre, as well as some examples of contemporary architecture. The Vision for Gisborne seeks to continue the pattern of protecting and maintaining older buildings, while allowing for new development that sets Gisborne apart as a vibrant and contemporary township. It is important for new buildings to respect the history of Gisborne's built form and to be uniquely designed to fit in with the character of the town centre.



Heritage

Although only a small number of buildings are listed as heritage places in the Planning Scheme, including the Court House Precinct and the former Haig and Hussey store, there are many older contributory buildings throughout the town centre. These have been identified in the Draft Review of Heritage Precincts and Places (Heritage Alliance, 2007). Existing heritage buildings should be retained and protected, with strategies developed to ensure that adjoining development respects their appearance.

The former Haig and Hussey Store on Aitken Street

Building Design

Gisborne is a predominantly low-scale town centre, with buildings of varying setbacks and densities. Recent development has set a new precedent, with new buildings ranging in height up to three storeys. One of the key roles of the Urban Design Framework is to articulate a desired form for buildings within the town centre.

Heights

In terms of building heights, a number of factors are taken into consideration, including existing building heights, views to surrounding landscapes as well as market forces and the economic viability of increased building scale.

Density

The density of buildings is varied throughout Gisborne. In some parts of the town centre, for example, the western side of Aitken Street and the eastern side of Brantome Street, buildings are fairly fine grain, with narrow shop fronts and no or limited side setbacks. In other parts of the centre, different development patterns have occurred, for example, Gisborne Village Shopping Centre is a large single building form with internally focused retail stores. There is potential for a greater density of buildings throughout many parts of the centre, particularly around Heritage Way and on the Gisborne Village Shopping Centre block.

Setbacks

Wherever possible, setbacks should be consistent and should ensure that buildings retain a connection to the street space. In the core retail area, buildings should be

located on the front boundary, with large front windows and weather protection. In other parts of the centre, a 3-5 metre setback is encouraged. Setbacks should be attractively landscaped while maintaining a visual and physical connection to the street space with the use of large windows and well-articulated facades and adequate pedestrian connections. Car parking and the dominance of access ways should be avoided wherever possible in front setbacks.

Articulation and Materials

Building articulation and use of materials are important considerations in the design of new development. Building articulation relates to the placement of openings, variations in the building setback and the treatment of facades with different materials. All of these elements add visual interest and richness to the quality of architecture.

Residential Amenity

At the interface between the commercial element of the town centre and the surrounding residential areas, buildings need to be carefully and thoughtfully designed to retain residential amenity and ensure that overlooking and overshadowing are avoided. This can be done by applying ResCode standards, particularly for setbacks, to commercial properties that abut residential areas.

Sustainable Land Use and Development

The retention of the existing compact layout of Gisborne will assist in the creation of a sustainable urban form. As discussed under the Activities Theme, there is sufficient business zoned land to accommodate future demand for retail and commercial uses. There is also large potential for infill development as well as redevelopment of poor quality commercial stock, therefore signalling that outward expansion of the centre should be avoided.

With many opportunities for restoration and redevelopment, sustainability is a crucial consideration in all cases. It is important to promote the incorporation of Ecologically Sustainable Design (ESD) practices within individual buildings, either in new developments or through the retrofitting of existing buildings. The development of the Coles Supermarket in Aitken Street could help to provide a platform for the Council to promote the benefits of ESD and other approaches used in this project. The benefits may include the costs that are saved in the long-term as well as the benefits of working with Council officers to agree on design outcomes.

New Development Opportunities

Throughout the town centre there are many opportunities for redevelopment. These occur on vacant lots, and on lots with buildings that are in poor condition. There are also some opportunities for larger lots to be subdivided, and for other lots to be consolidated. In promoting a sustainable urban form, it is important that under utilised sites within the town centre are developed before expansion is ever contemplated.

A number of key sites have been identified through consultation and site surveys. These are marked on the Key Sites, Views and Gateways Map on page 22 and include:

- Rear of shops on Aitken Street fronting Heritage Way;
- Sites along Hamilton Street adjoining the Nexus Centre;
- The vacant site next to the church on Brantome Street;
- The site on Aitken Street currently occupied by Mitre 10;



Coles Supermarket



Heritage Way



Vacant land within the town centre

plån¦i'sphere 18

- Car parking lots within the Robertson, Brantome, Hamilton and Prince Street block;
- Sites along the northern side of Robertson Street currently occupied by peripheral retail / service / supplies.

Goals, Strategies and Actions

Goals

Where possible, retain and protect historical buildings within the town centre that provide reminders of the town's evolution.

Facilitate the development of a complementary mix of building styles that are of a high architectural standard and unique in their own right while being responsive to surrounding built form and landscapes.

Encourage buildings that present Gisborne as a leader in ecologically sustainable design.

Establish an appropriate scale of buildings in specific locations, with clear detailed design and site layout guidance that ensures an overall low-scale commercial centre.

Strategies

- Implement the Building Heights and Setbacks Map (on page 23) which shows the proposed heights and setbacks of new buildings within the town centre.
- Encourage individually designed buildings that are suited to their location, surroundings and proposed function.
- Preserve existing views and encourage new development to take advantage of certain views, particularly where this will reinforce informal surveillance.
- Encourage landmark development at gateways to the town centre.
- Emphasise important corner sites through the quality of architectural design.
- Ensure that buildings within the retail areas make a positive contribution to the pedestrian environment, the streetscape character and the activity of the Town Centre. Refer to the design guidelines that follow this section.
- Ensure that amenity at the residential interface is retained by setting buildings back from boundaries and ensuring a lower building scale at the interface boundary.
- Through the following design guidance, ensure that new development is respectful of existing heritage and older contributory buildings.
- Encourage the use of Ecologically Sustainable Design (ESD) techniques for all new development. Guidelines that will assist development are provided in the following section.
- Promote the Coles development as a leading example of ecologically sustainable development (ESD) and utilise 'learnings' from this project for others in the town.
- Develop a signage strategy for Gisborne Town Centre that establishes a coordinated suite of identification, directional, information or promotional signs.

Actions

- Encourage developers to use qualified and experienced design professionals and promote the message that good design can save long term costs.
- Apply the following design guidelines for retail and commercial buildings within the retail core, emphasising the need for consistent and contiguous active frontages, weather protection and retention of a fine grain building form.
- Apply ResCode standards to the setbacks of commercial buildings that abut residential areas.
- Encourage development of new buildings or retrofitting of existing buildings to apply the following ESD guidelines. Consider use of rating systems for residential and commercial development, namely the Sustainability Scorecard System or STEPS, that have been developed at Moreland and Port Phillip Councils.
- Consider the preparation of brochures to outline how sustainable development can save costs in the long run and how a good overall design outcome can be achieved in cooperation with the Council.
- Through Local Planning Policy, encourage landmark developments that represent the character of Gisborne at gateways and on prominent sites (see the Key Sites, Views and Gateways Map on page 24 and the Concept Plan for the Robertson Street Gateway).
- Implement the recommendations of the *Macedon Ranges Shire Review of Heritage Precincts and Places (2007)* which would see the creation of a heritage precinct for Gisborne that would include buildings, street trees and street infrastructure identified as significant in the review.

Additional Guidelines

ESD Guidelines

Planning and design

- Encourage the construction of smaller dwellings that consume fewer resources.
- Re-use and adapt existing buildings where possible.
- Design new buildings so that they can be easily adapted for expansion or re-use in the future and can more easily respond to the different needs of a range of future occupants, including accessibility requirements.
- For sites that have limited or no garden areas, encourage the use of rooftop gardens or vertical gardens (whereby plants grow up walls or balcony frameworks within a confined space).

Orientation and shading

- Orient windows to maximise sunlight access in winter and cross-ventilation in summer.
- Maximise north facing daytime living or activity areas and outdoor spaces.
- Use external shading devices such as eaves, awnings or blinds to avoid heat gain in summer.

- Consider how new buildings can be sited to retain existing vegetation or incorporate new planting that assists in passive solar heating/cooling.
- Plant deciduous trees outside north or west facing windows and other appropriate species within open space areas to provide shade.

Choice of building materials

- Employ building techniques that slow transmission of heat between the building exterior and interior thereby reducing heat loss in winter and heat gain in summer. This could include:
 - Insulation materials in the walls, ceilings and floors.
 - External building materials with a high thermal mass which are cased in lightweight, well insulated external materials.
- Use appropriate glazing products, or double glazing, and window framing materials to contain heat in winter and release heat in summer.
- Encourage the use of building materials with minimal environmental impact such as materials that are recycled, have a low embodied energy, are locally and sustainably produced and are able to be re-used at the end of their useful life.
- Encourage the reduction and recycling of construction waste.

Energy efficiency

- Promote the use of:
 - Alternative renewable energy sources such as solar power and hot water.
 - Energy efficient gas or electricity systems.
 - Energy efficient appliances, lighting, heating and cooling.
 - Outdoor clothes drying.
- Avoid overshadowing of any active solar collecting device or passive solar elements of adjoining buildings, excluding areas where a substantial change in built form character is envisaged.
- Utilise building articulation to maintain a reasonable level of solar access to windows of existing buildings.
- Utilise low energy and where possible solar powered public lighting in the provision or replacement of public lighting.

Water conservation

- Promote water conservation measures:
 - Rainwater tanks or grey-water recycling systems, particularly for domestic or garden use.
 - Water efficient showers, taps, toilets and appliances, in both residential and commercial buildings.
- Promote Water Sensitive Urban Design (WSUD). There is a range of different initiatives that will suit the size and context of the site, including:
 - Minimise areas of impervious surfaces or grade impervious surfaces to drain to planted areas.
 - Use permeable paving materials such as porous pavers, granitic sand or grasscrete.
 - Use hardy plants such as natives with low water requirements.

- Reduce lawn areas and mulch garden beds.
- Minimise stormwater run-off by reusing rainwater.
- Swale drains (grassed or gravel) and bioretention trenches.
- Underground storage facilities such as tanks.

Retrofitting existing buildings

• Encourage the retrofitting of existing buildings with installation of sustainable features, such as rainwater tanks, additional insulation and energy / water efficient appliances.

Waste management and off site impacts

- To encourage provision of purpose built storage areas for recyclable waste, wherever practical.
- Consider how building materials can be recycled if demolishing a building.

Heritage Guidelines

- Apply the policy objectives recommended in the Heritage Review:
 - Maintain the historic and visual relationship between the residential and commercial areas within the precinct and the creek areas.
 - Encourage the retention of original exotic landscape schemes to places where they relate to the significance of the place.
 - Maintain the physical and visual relationship between significant places within the precinct, particularly the Aitken and Hamilton Streets area that encompasses the concentrated core of historic buildings.
- Refer to *The Heritage Overlay: Guidelines for Assessing Planning Permit Applications* (Heritage Victoria and the Heritage Council of Victoria, 2007) for assistance and advice in determining applications. These guidelines will also be a useful reference when considering development of buildings that are not currently located within the Heritage Overlay but may be of heritage significance.
- Encourage creative re-use of heritage buildings that will see them enhanced, well utilised and maintained. Commercial buildings could be re-used for mixed use, potentially with additional levels or rear extensions.
- Encourage the restoration of historic shopfronts and the removal of upper level signage where it obscures the original building facades.
- Ensure that new buildings adjoining heritage sites are respectful of the form, scale, siting and design of the heritage building.
- Encourage the re-fitting of verandahs and posts for buildings where original verandahs have been removed.
- Investigate the potential to establish a heritage restoration fund that could offer financial assistance to property owners to upgrade heritage buildings or adapt them to new uses.

Retail Development Guidelines

• Ensure that street facades in core retail areas are 'active', meaning that:

- They are designed to include clear glazing at the lower levels that allows a visual connection between the building occupants and people on the street (approximately 75% of the ground level façade should be clear glazing).
- Entrances are accessed directly from principal street spaces and are designed to show a strong sense of street address.
- Decorations or window displays are included to add interest at the street level, without blocking views into or out of the building.
- Articulate building facades through design treatments such as:
 - Well considered placement of doors and windows.
 - Variations in surface texture, colours or materials.
 - Inclusion of balconies or terraces in the upper levels, that overlook the street space.
 - Avoiding large expanses of blank walls, particularly at street level.
 - Ensuring that buildings on corner sites are designed to address both street frontages.
- Maintain existing horizontal or vertical design rhythms in the streetscape, where these are dominant features, through design treatments such as:
 - Referencing the established roof or parapet heights of adjoining buildings, where this is a consistent feature in the streetscape, in the design of a new facade.
 - Maintaining the existing 'fine grain' appearance of buildings within the core retail areas that is created by the narrow shopfronts by providing vertical articulation in wide building frontages.
 - Providing well articulated facades to larger scale buildings on wider allotments.
- Require that crossovers, garages or car park entrances are kept to a minimum width and do not dominate the street frontage of a building.
- Provide continuous weather protection along retail streets by providing verandahs or canopies.
- Design new buildings with the ground floor at street level to avoid the need for ramp or staircase access.
- Ensure that new development is designed to address specific design considerations of sensitive interfaces, such as residential properties or heritage buildings.
- Where adjoining open spaces or public car parks, design new buildings to overlook these spaces and provide a positive façade to enhance their appearance, amenity and safety.
- Locate parts of a commercial building that will produce noise or odours away from any residential interface, or provide suitable buffering.

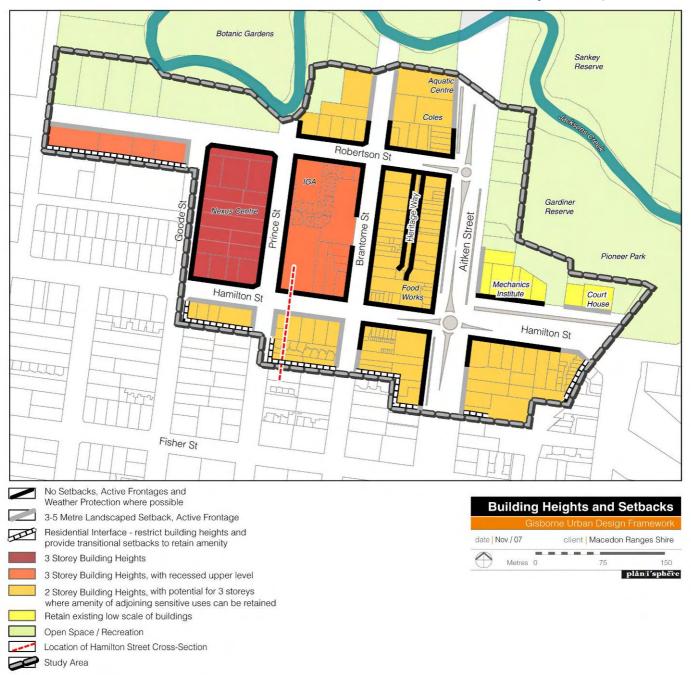
Buildings adjoining open spaces

- Ensure that buildings adjoining public spaces within the centre provide active frontages and uses to increase interaction with and passive surveillance of the space.
- Physically integrate buildings with adjoining public spaces by:

- The design of new buildings and refurbishment or extension of existing buildings should provide an outlook onto open space, particularly from upper level habitable room windows.
- Avoid blank walls and high solid fencing, to create passive surveillance opportunities and improve safety and perceived safety.
- Demonstrate that there will be no overshadowing of public spaces from 11am-2pm on 22nd June.



Gisborne Urban Design Framework | Themes



The Section below illustrates the application of the Building Heights and Setbacks on the map above to the area marked on the map.

