



plān|ī'sphēre [ urban strategy planners ]

## IRYMPLE STRUCTURE PLAN

**FINAL**



Mildura Rural City Council

JULY 2012

## Acknowledgements

The Mildura Rural City Council acknowledges the traditional custodians of the land that now comprises the Mildura Rural City. We pay respect to their tribal elders, we celebrate their continuing culture and we acknowledge the memory of their ancestors.

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## Preface

An Ordinary Council Meeting of the Mildura Rural City Council was held on 26 August 2010 and Council resolved the following:

*That Council:*

- (i) Adopts the Irymple Structure Plan: Draft for Adoption by Council 29 July 2010, with the inclusion of preparing an amendment to rezone Business 4 zoned land on the south-east corner of Fifteenth Street and Sandilong Avenue to Business 1.*
- (ii) Adopts the Fifteenth and Deakin Structure Plan: Draft for Adoption by Council 29 July 2010.*
- (iii) Adopts the Mildura Retail Strategy 2010 May 2010; and*
- (iv) Agrees to request Authorisation for an amendment to the Mildura Planning Scheme to implement the recommendation of each strategy.*

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# 1

## INTRODUCTION

# INTRODUCTION

## HOW TO READ THE PLAN

The Structure Plan has been divided up into three parts:

### CHAPTER 1: INTRODUCTION

This chapter sets the context of the Draft Structure Plan and introduces the Study Area.

### CHAPTER 2: THEMES

The Plan is structured around 3 Key Themes:

- ◆ Theme 1: Activities;
- ◆ Theme 2: Buildings;
- ◆ Theme 3: Access & Spaces.

Chapter 2 separates each of the themes, gives a broad overview, and identifies strategic objectives that apply to the Study Area in its entirety.

Maps are provided to illustrate the key directions of the Structure Plan, under each of the relevant themes.

### CHAPTER 3: IMPLEMENTATION PLAN

## WHY WE NEED THE PLAN

This document has been prepared by the Mildura Rural City Council to articulate a vision, for Irymple, in accordance with the intent of the State Planning Policy Framework, which requires planning to:

*‘integrate relevant environmental, social and economic factors in the interests of net community benefit and sustainable development’...*

The purpose of the Irymple Structure Plan is to provide a framework for integrated development of this important growing settlement, managing change to the physical environment and guiding future activities.

The Plan sets a framework for action of major and incremental changes in land use and built form, movement networks and public spaces, to achieve economic, social and environmental objectives described in the vision for the future.

The Plan defines the specific policy and objectives for the transformation of the area, and identifies opportunities and strategies to realise those objectives.

## IMPLEMENTING THE PLAN

Successful realisation of this 15 year Structure Plan will require commitment and involvement from all stakeholders. The Mildura Rural City Council will manage the Structure Plan and resource much of its implementation. Other actions will require input from a variety of sources and organisations.

The Structure Plan contains a comprehensive implementation plan for all actions. The implementation plan identifies short, medium and long-term actions, allocates priorities and identifies agencies that will assist with implementation of the Plan.

The Plan will be ultimately implemented through amendments to local planning policy framework, zoning controls, and council's development priorities.

# INTRODUCTION

## COMMUNITY INPUT

This Plan has been prepared with input and assistance from a wide range of community stakeholders.

A community consultation strategy was developed with the Council to engage and involve community and Council representatives, key stakeholders and the broader community in shaping the content and direction of the Irymple Structure Plan.

Issues, opportunities, ideas and aspirations have been shared about the study areas through the first phase of consultation. This included:

- ◆ A Steering Committee involved members from Mildura Rural City Council, Planisphere and sub-consultants.
- ◆ A Reference Group involving the Mildura Rural City Council and community representatives was established to oversee the preparation of the Plan.
- ◆ Project Bulletin 1 was issued in early 2010 to owners and residents in the Study Area to provide the community with project information and notification of the first Community Workshop. The bulletin included a questionnaire which provided an opportunity for community members to make initial comments on what they would like to see the Structure Plan address.
- ◆ A Community Workshop was held on 24 March to discuss issues, opportunities, ideas and aspirations for the future of Fifteenth and Deakin and Irymple study areas. The session was attended by approximately 50 people (see below for further details).
- ◆ Project Bulletin 2 was issued in April 2010 to owners and residents in the Study Area to inform the community about the public exhibition of the Draft Structure Plan (between 17 June and 11 July).

- ◆ A second Community Workshop was held on 25 May to present and receive feedback on the Draft Structure Plans. The session was attended by approximately 50 people (see below for further details).

## WHAT WE'VE HEARD

Community feedback has indicated key issues, opportunities, ideas and aspirations to help shape the content and direction of the Irymple Structure Plan.



### Key issues identified by the community:

- ◆ Poor bike/ pedestrian connections to Mildura.
- ◆ Drainage issues.
- ◆ Safety concerns regarding: car parking, vehicle speed and traffic control.
- ◆ Pedestrian/ cyclist safety, and infrastructure.
- ◆ Lack of medical facilities and other services.
- ◆ Identified community need for a supermarket.

- ◆ Direction of future residential/ industrial land.
- ◆ Maintaining tourist accommodation.

### Key priorities identified by the community:

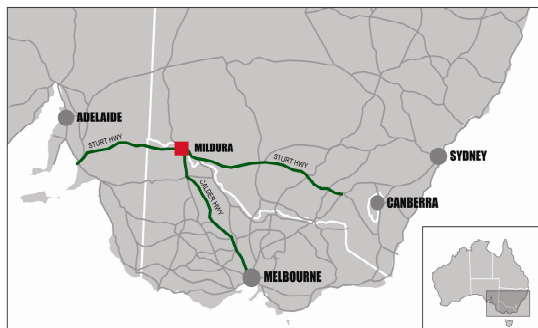
- ◆ Create/upgrade walking/ bike tracks to Mildura.
- ◆ Develop new town centre (incl. supermarket)
- ◆ Strengthen Irymple community hub centred around swimming pool, library, Henshilwood Park.
- ◆ Improve pedestrian safety and traffic management.
- ◆ Gateway upgrade, signage, landscaping.
- ◆ Improve key pedestrian routes and access.
- ◆ Facilitate medical, and age care facilities.
- ◆ Protect and enhance distinct local character.

# INTRODUCTION

## REGIONAL CONTEXT

Mildura, located on the Murray River in the north-west corner of Victoria, is the major regional service centre serving the needs of residents and visitors in the north-western part of Victoria and adjoining areas in New South Wales (NSW) and South Australia.

Mildura's central location relative to capital cities in adjoining States, has cemented the centre as a major link for interstate transportation via the Sturt and Calder highways.



A booming agricultural industry, growth in tourism and recreation sectors and strong migration due to broader tree change/ lifestyle trends have contributed to steady population growth in the region.

The Mildura area contains a resident population of approximately 53,100 persons (estimate for 2008) and has experienced population growth of 1.0% pa over the past seven years, slightly greater than the Victorian average (0.9% pa).

Continued population growth is projected for the region. The Mildura Retail Strategy (2010) provides an updated analysis of population, projecting a population increase of up to 10,850 persons by 2025 for the primary trade area.

## PREVIOUS STUDIES

Previous strategic studies completed by Council have attempted to garner a better understanding of the impact of growth and in part established a framework to manage growth and development. Key strategic studies relevant to, and that provide context to this project include:

- ◆ The Mildura and Irymple Residential Land Strategies Review, 2003
- ◆ The Mildura Retail Strategy Review, 2004
- ◆ Mildura – Irymple Interface Study, 2006
- ◆ The Mildura Industrial Land Strategy Update, 2006
- ◆ Mildura CBD Plan, 2007
- ◆ Residential Development Plans for Irymple, and Etiwanda Avenue, 2007
- ◆ Mildura South Strategic Framework Plan, 2007
- ◆ Mildura – Irymple Urban Transition Area Urban Design Guidelines, 2008
- ◆ Mildura Planning Scheme Review 2010



## THE CURRENT STUDIES

Three studies were undertaken simultaneously in 2010: Mildura Retail Strategy, Fifteenth and Deakin Structure Plan and Irymple Structure Plan.

### Mildura Retail Strategy 2010

The Mildura Retail Strategy 2010, prepared by Essential Economics, was commissioned to assess demand and supply trends for retailing in the urban Mildura area, and provide a strategy which will guide the future location of retail development over the period 2010 to 2025. One of the main functions of the Strategy is to review the 2000 retail strategy, and the update that occurred in 2004.

The study area for this project is the urban area of Mildura, plus the nearby towns of Merbein, Irymple and Red Cliffs. The study estimates that there is currently around 150,000m<sup>2</sup> of occupied retail floorspace in this study area.

### Fifteenth and Deakin Structure Plan 2010

The purpose of the Fifteenth and Deakin Structure Plan 2010, prepared by Planisphere, is to prepare a structure plan for Fifteenth Street and its immediate hinterland, covering the area between Walnut and Benetook Avenues. The Retail Strategy 2010 provides an important strategic context for this structure plan.

### Irymple Structure Plan 2010

The purpose of the Irymple Structure Plan 2010, also prepared by Planisphere, is to prepare a structure plan for the settlement of Irymple. The Retail Strategy 2010 provides an important strategic context for resolving the future of the Irymple town centre.

# INTRODUCTION

## COUNCIL'S OBJECTIVES

The Council's aims in undertaking the Fifteenth and Deakin and Irymple Structure Plans were to:

- ◆ Ensure that retail development on Fifteenth Street does not threaten the long term viability and sustainability of retailing in the Mildura CBD as the primary regional centre.
- ◆ Ensure that the types of development and activities on Fifteenth Street are consistent with its designation as a sub-regional centre, and complements the offer of the Mildura CBD.
- ◆ Confirm the strategic basis for land uses with the study areas;
- ◆ Identify the long-term preferred land use vision and development future for the land;
- ◆ Identify realistic development options for the land and an appropriate zoning regime to realise its attainment;
- ◆ Recognise the strategic and visual importance of the area;
- ◆ Identify urban design issues and appropriate planning responses to ensure that future use and development of the land occurs in a manner that reflects the preferred land use vision;
- ◆ Establish sound planning and design and development principles to guide future development and the preparation of development plans;
- ◆ Identify any consequential changes which need to be made to the Mildura planning scheme.
- ◆ Support growth and development of Mildura and Irymple in a sustainable manner.

## RETAIL STRATEGY FINDINGS

The Strategy concludes that approximately an additional 60,000m<sup>2</sup> of retail floorspace is supportable over the period 2010 to 2025.

A variety of locations in Mildura are candidates for future retail development, including:

- ◆ The Mildura CBD, including the redevelopment of major land holdings currently containing large anchor tenants (currently 63,000m<sup>2</sup> of occupied retail floorspace);
- ◆ The Centro Mildura and surrounding area (referred to in this study as City Gate) for grocery and specialty retailing (currently 19,000m<sup>2</sup>, with potential for up to an additional 20,000m<sup>2</sup> – but that includes 11,000m<sup>2</sup> for the approved Big W based development);
- ◆ Fifteenth Street for homemaker retailing (currently 47,000m<sup>2</sup>, with potential for up to an additional 20,000m<sup>2</sup> of retail);
- ◆ Development of a Neighbourhood Activity Centre at Irymple (potential for up to an additional 4,500-6,000m<sup>2</sup>, including a full-line supermarket);
- ◆ Tourist and limited retail development at the Marina; and
- ◆ Neighbourhood centre development in the growth areas of Mildura, which is to be investigated at the structure planning phase for these areas.
- ◆ The Mildura South Structure Plan shows locations for two local activity centres, one each side of the Calder Highway corridor.

## Implications for the Structure Plans

**City Gate** can continue to develop as a Sub-Regional Activity Centre, playing a lesser role than the Mildura CBD, but still developing as the second most important activity centre in the municipality. According to the Retail Strategy 2010, potential exists for up to an additional 9,000m<sup>2</sup> of additional retailing (including an additional supermarket), over and above the amount of retail development that has already been approved (ie the Big W based development). Up to an additional 3ha of B1Z land is estimated to be needed to accommodate this.

**Fifteenth Street** can continue to develop as a homemaker/bulky goods strip, which is congruent with the present B4 Zone that covers most of this area. This type of retail activity is also appropriate in the western section of the SUZ, rezoned recently in the transitional interface area between the B4Z land and Irymple. According to the Retail Strategy 2010, potential exists for up to an additional 20,000m<sup>2</sup> of additional homemaker/bulky goods retailing in these combined areas along Fifteenth Street, plus a further 5,000m<sup>2</sup> of non-retail. There is already sufficient land zoned B4Z or SUZ to accommodate this growth.

**Irymple**, as a growing residential neighbourhood, has potential for a Neighbourhood Activity Centre containing a full-line supermarket and associated specialty shops, with a total floorspace of up to around 4,500-6,000m<sup>2</sup>. There is planning approval for a shopping centre with a less than full-line supermarket. Advice from the Retail Strategy consultants is that, there is an insufficient catchment to support the development of two supermarket-based shopping centres in Irymple.

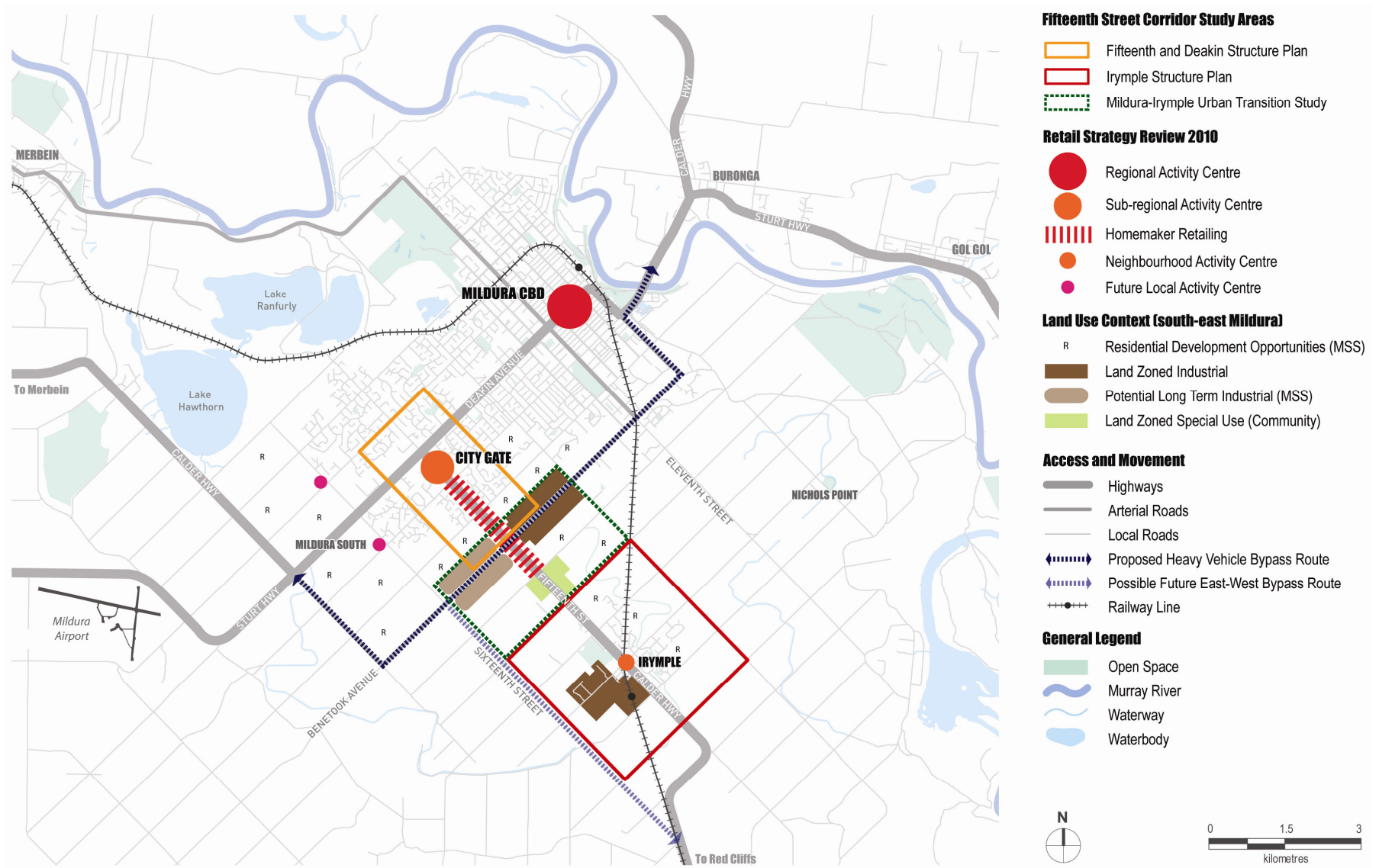


Figure 1: Strategic Context Map



# INTRODUCTION

## FIFTEENTH STREET CORRIDOR

As a result of strong population growth, commercial development has established along Mildura's main south-eastern arterial thoroughfare, the Calder Highway, commonly known as *Fifteenth Street*.

### Mildura-Irymple Urban Transition Study 2008

The purpose of the Urban Transition Study was to resolve the future land use and development of the 'non-urban break' area between Mildura and Irymple.

Urban Design Guidelines were prepared to guide the future development of the land along Benetook Avenue, between Fifteenth and Fourteenth Streets, and land along Fifteenth Street, between Benetook and Sandilong Avenues.

Fifteenth Street has been rezoned to Special Use Zone (SUZ) with special provision to maintain a break in urban form between Mildura and Irymple, in terms of land use, landscaping and built form. This zone allows for the continuation of the Homemaker/ Bulky Goods Retailing activity between Benetook and Cowra Avenues. Community, tourism and education uses are encouraged between Cowra and Sandilong Avenues.

### Residential Growth

The majority of population growth and residential development in the Mildura Region has occurred within urban Mildura, particularly in the south and south eastern parts of the urban area and also in the township of Irymple over the past decade.

Extensive residential growth is planned to the south and south east of Mildura. This includes Mildura south, areas to the north of Fifteenth Street, and expansion of Irymple itself.

Caravan park accommodation, for visitors, itinerant workers and others, has long been an important land use along the Fifteenth Street corridor.

The Council intends to prepare a housing strategy in the near future.

### Industrial Land

Benetook Avenue north of Fifteenth Street has recently been rezoned to Industrial 3 (IN3Z). This direction supports Council's promotion of Benetook Avenue as a heavy vehicle bypass route and Industrial activity precinct. The MSS shows Benetook Avenue south of Fifteenth Street as a location for long term future industrial activity.

There is a large area in Irymple zoned for Industrial 1.

## CORRIDOR STRATEGY

Refer to Figure 2: Fifteenth Street Corridor Strategy.

The findings of the Fifteenth & Deakin and Irymple Structure Plan need to be seen in the context of an overall strategy for the Fifteenth Street Corridor, as shown on the accompanying map. The essence of this strategy is:

**Develop City Gate** (the area mostly on the north side of 15<sup>th</sup>, between Deakin and San Mateo) **as a sub-regional centre**. The major challenge for City Gate is to develop it in a way that: physically integrates components of the centre that are developed by separate private developers. By this is meant integration of:

- ♦ vehicle access arrangements, consistent with traffic management of 15<sup>th</sup> street
- ♦ car park layout and management
- ♦ public transport access

- ♦ pedestrian routes, both to and within the centre, so that the whole centre (not just each component) is safe and pleasant to walk around

**Develop Fifteenth Street from San Mateo to Sandilong Avenues as a homemaker/bulky goods retailing strip.** The challenges here are to:

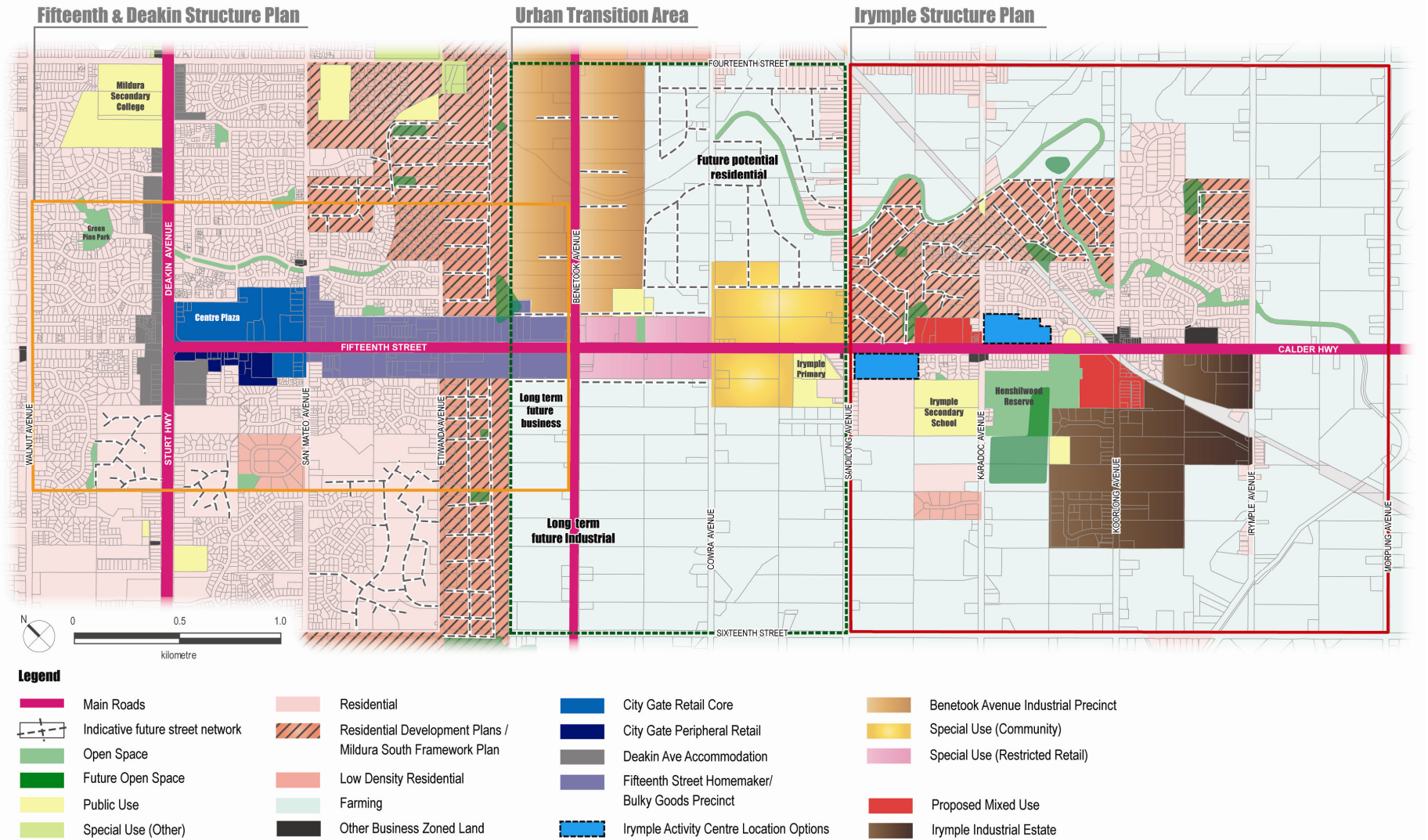
- ♦ produce a reasonably consistent built form
- ♦ limit access points off the highway
- ♦ integrate as far as possible the car parking areas
- ♦ provide for the extensive landscaping concept envisaged in the Mildura-Irymple Urban Transition Study 2008

**Develop a single, attractive Neighbourhood Activity Centre in Irymple** that:

- ♦ links into the physical layout of its surrounding area
- ♦ is easily accessible from all parts of Irymple, including by non-motorised means
- ♦ connects with other community locations
- ♦ includes, or is well connected with, a breadth of activities and services needed by a neighbourhood community

**Resolve the location of other land uses in Irymple** as it expands, including residential, open space, industrial and community uses.





**Figure 2: Fifteenth Street Corridor Strategy**

# INTRODUCTION

## IRYMPLE STUDY AREA

The Irymple study area is located approximately 4.5 km south of the Mildura CBD, and 3.5 km south-east of Deakin Avenue.

The township of Irymple serves as a satellite settlement to Mildura. It has been argued as distinctly different in character from Mildura. Irymple includes an eclectic mix of land use activities, including, a small number of commercially zoned pockets located along Fifteenth Street, a large industrial estate to the south east, considerable community facilities and open space, some tourism related accommodation and established residential areas.

The main commercial strip borders the north side of Fifteenth Street and east side of Koorlong Avenue. The strip accommodates a number of small convenience stores and the local post office. Further west along Fifteenth Street is the Irymple Tavern and caravan park.

The Study Area encompasses the area generally surrounding Irymple township and residential areas, bounded by Fourteenth Street / Sixteenth Street (north and south) and Sandilong Avenue / Morpung Avenue (west and east (refer to the *Study Area Map* on page 10).

Irymple has an interesting history. The name was originally associated with a settlement that was to have been developed to the south of Mildura. The present location was both the first stop out of Mildura on the rail line to Melbourne, and the first settlement out of Mildura on the Calder Highway. The industrial area, which until recently included the Sunbeam dried fruit packing operation, is located in the vicinity of the rail line.

Today, Irymple is becoming a valued residential location. Part of its attraction is the fact that it has remained separate from the Mildura urban area. Its distinguishing features include:



- ◆ Topography – it is located in a slight depression in a close to flat landscape
- ◆ Its separation from urban Mildura by undeveloped land
- ◆ Its location on the Calder Highway, at a point where the railway crosses
- ◆ The way the remaining vineyards are interspersed with urban development
- ◆ The Irymple 'green belt', a former irrigation channel that winds its way around the eastern flank of the settlement

The centre of Irymple is dominated by the highway, and the settlement's community activities are mostly strung alongside the highway.

Irymple is self-contained in some respects – it has secondary college and a diverse range of community facilities. In other ways it is a satellite of Mildura, particularly in terms of its residential population, many of whom commute to the city.

However, there is scope to strengthen Irymple's sense of identity and community. The main opportunity is to

provide a neighbourhood activity centre, with supermarket and other facilities – preferably linked in to the existing community facilities. There is also scope to develop a distinct character for Irymple's residential areas, along the lines proposed in the Residential Development Plan.

Figure 3: *Irymple Study Area Map* is provided on page 10. It identifies the study area and two Precincts.

Figure 4: *Existing Land Use Zones Map* is provided on page 11, and shows the existing land use zone context.

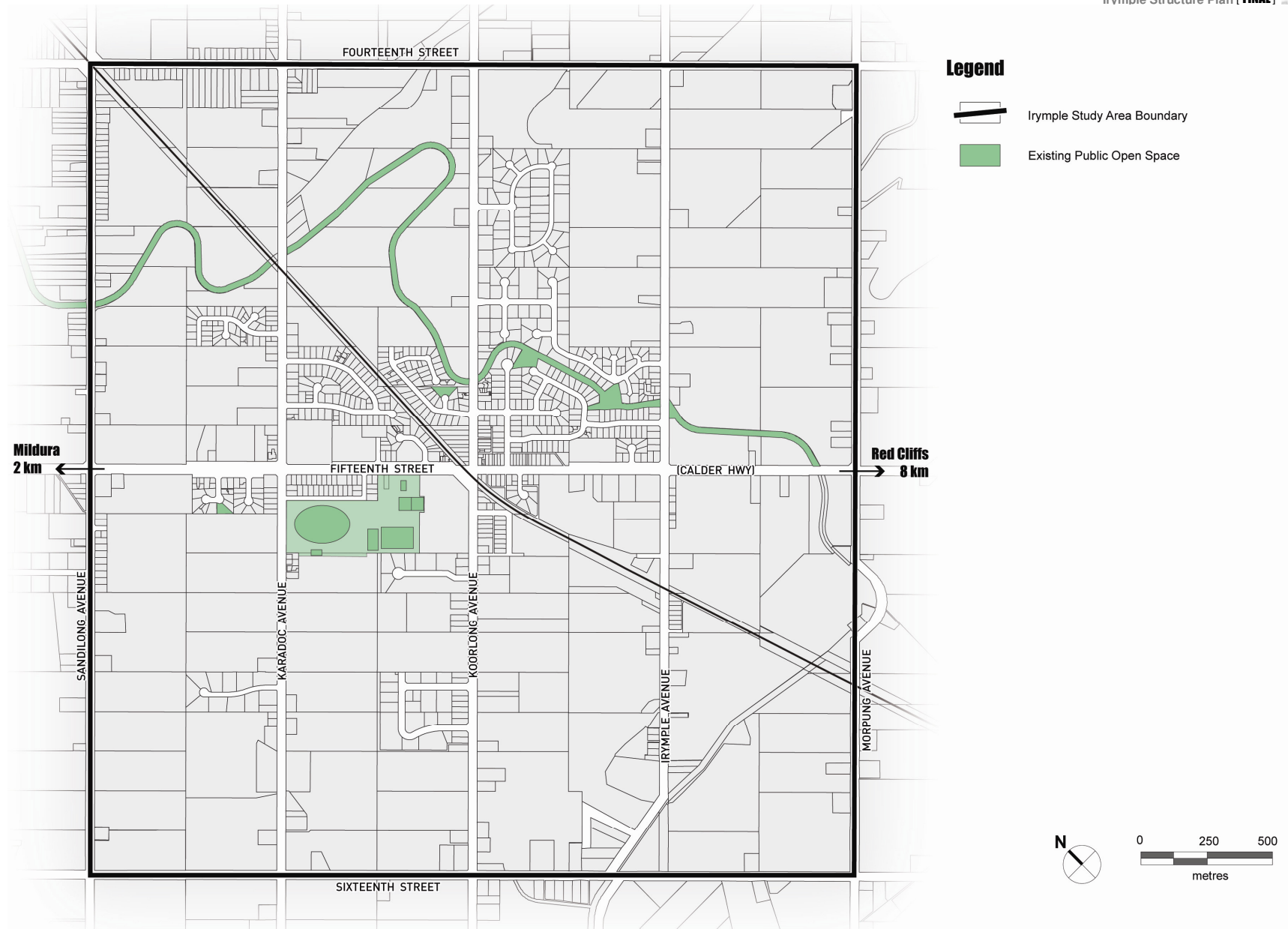


Figure 3: Irymple Structure Plan Study Area Map

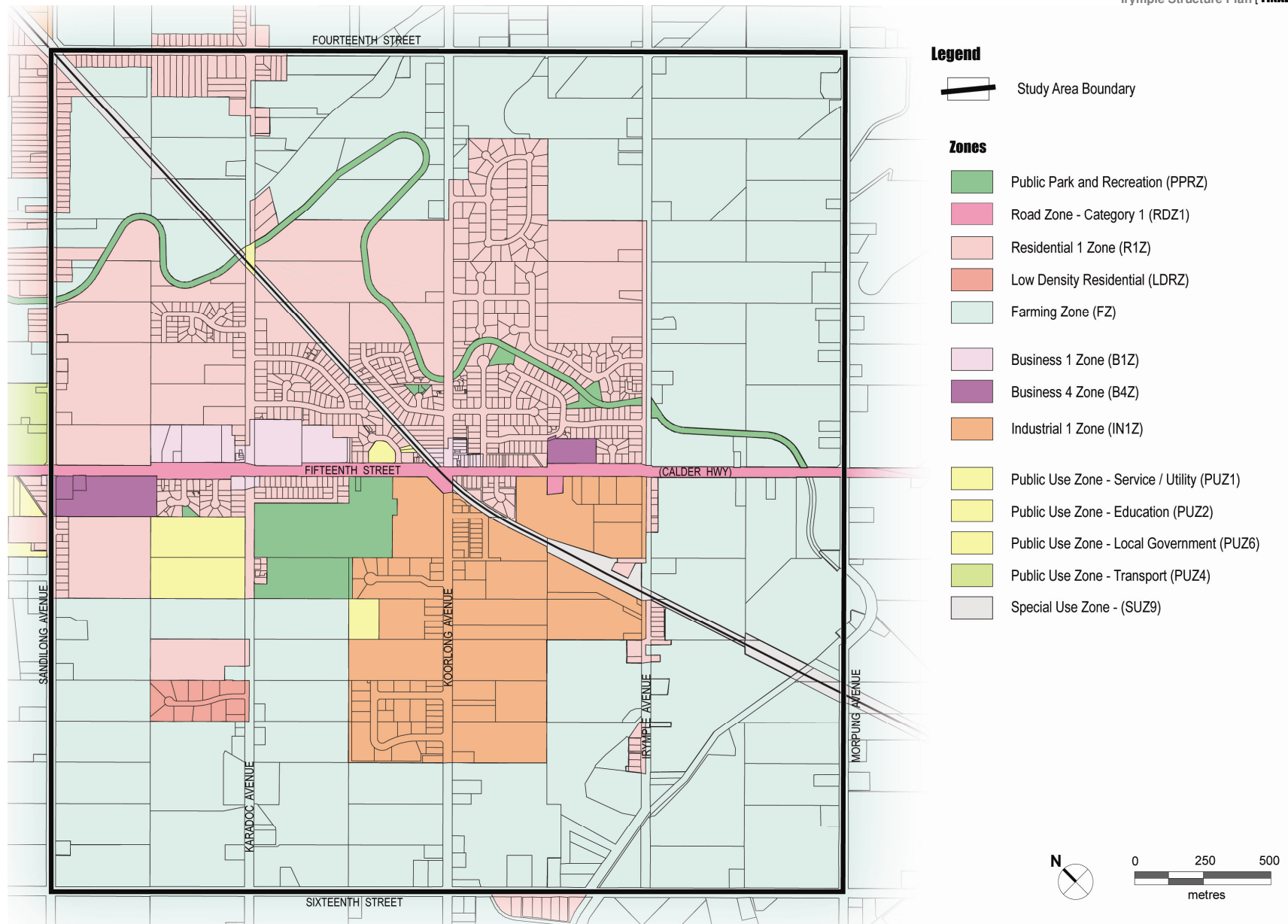


Figure 4: Irymple Existing Land Use Zones Map

# 2

## DIRECTIONS



## DIRECTIONS

### VISION FOR IRYMPLE

*Irymple will be a distinct township with a strong sense of place and identity and an agenda to create a sustainable township into the future.*

*A neighbourhood centre will be the focus of commercial activity in Irymple providing local shopping needs and a meeting place for residents. A community hub focused around Henshilwood Reserve will provide for the recreation, education and leisure needs of the community. Residential growth will be supported through well designed neighbourhoods offering a range of housing types.*

*Streets will be made attractive and safe, and improved connections between activity hubs will help to create a balance between private vehicle based transport and walking and cycling in the township.*

*Development of the township will be supported through adequate infrastructure provision.*



## THEMES



# THEME 1: ACTIVITIES

## ACTIVITIES

The *Activities* theme relates to the location and intensity of land use activities in Irymple including retail, industrial, community and residential uses.

The following points provide an overview to the key directions regarding *Activities* within Irymple Precinct, as summarised on the *Activities Map* on page 20.

### RETAIL / COMMERCIAL

Retailing in Irymple is limited to the existing row of shops on the corner of Fifteenth Street and Koorlong Avenue. These shops provide a limited local convenience role, including a post office, newsagency, hairdressers, and fish and chippery amongst others. Supermarket and specialty shopping has traditionally been undertaken by residents in Mildura at the Centro Plaza on Fifteenth Street or the Mildura CBD.



Existing Shops at corner of Fifteenth & Koorlong

### Retail Growth in Irymple

With population growth directed to Irymple, the draft *Mildura Retail Strategy Review* (2010) has identified that approximately 4,500sqm to 6,000sqm of additional retail floorspace will be required in Irymple by 2025 to support this growth. This could accommodate a mid-sized to full-line supermarket and limited specialty retailing.

Expansion of the existing shops on Koorlong Avenue and Fifteenth Street is restricted by established residential development. For this reason, there is an opportunity to create a new retail focus or 'heart' for Irymple that comprises a neighbourhood shopping centre: a place where residents can shop, meet and build community life within walking and cycling distance of their home. During consultation there was support for the notion of creating a new neighbourhood shopping centre, however the location of the centre was not considered important.

There are currently two proposals for development of a 'neighbourhood centre' in Irymple (refer to *Activities Map* on page 20), the details are as follows:

- ♦ A planning permit was granted in 2005 for a Fishers IGA mid-line supermarket and specialty retail shop development on existing Business 1 zoned land on the corner of Fifteenth Street and Karadoc Avenue. A further planning permit was granted in 2007, and will expire in 2012. To date no development has occurred on the site.
- ♦ A planning permit has been lodged for a proposed 'neighbourhood centre' including a full-line Woolworths supermarket and specialty retail development, on the Business 4 zoned land on the corner of Fifteenth Street and Sandilong Avenue. The Permit would require rezoning of the land to a Business 1 zone and is yet to be determined by Council.

The projected retail floorspace requirements for Irymple to 2025 (as per the *draft Mildura Retail Review 2010*) would be achieved by one of the above proposed neighbourhood centre developments. However, should both supermarkets be developed, projected retail floorspace figures for Irymple would be far exceeded, and more importantly have the potential to generate detrimental trading impacts on centres and supermarkets elsewhere, including those in Red Cliffs approximately 8km to the south.

With a planning permit approved for the Fishers IGA on Business 1 zoned land on the corner of Fifteenth Street and Karadoc Avenue, the following options are available:

- ♦ Should the planning permit not be acted upon by 2012 and an Extension of Time request be submitted to Council, the applicant must provide the following to the satisfaction of Council:
  - An economic impact assessment detailing:
    - How the proposal meets the projected floorspace requirements and objectives for retailing in Irymple, as per the *Mildura Retail Strategy Review 2010*.
    - Analysis of the trading impacts of the proposal on centres and supermarkets in the Mildura Rural City Council, particularly those in Red Cliffs, City Gate and the Mildura CBD.
  - A site analysis plan that demonstrates how the proposal meets the Site Specific Urban Design Guidelines contained in Appendix B.

Should a second planning application for a supermarket and specialty retailing be submitted to Council, whilst there is still an active planning permit for a supermarket and specialty retailing in Irymple, the application must demonstrate the following to the satisfaction of Council:

## THEME 1: ACTIVITIES

- An economic impact assessment detailing:
  - How the proposal meets the projected floorspace requirements and objectives for retailing in Irymple, as per the *Mildura Retail Strategy Review 2010*. This must include, and be in addition to the retail floorspace proposed as part of the active planning permit.
  - Analysis of the trading impacts of the proposal on centres and supermarkets in the Mildura Rural City Council, particularly those in Red Cliffs, City Gate, the Mildura CBD, and Irymple including any development subject to an active planning permit.
- A site analysis plan that demonstrates how the proposal meets the Site Specific Urban Design Guidelines contained in Appendix C.
- How the proposal will achieve net community benefit and triple bottom line objectives.

As the Retail Strategy envisages a single neighbourhood activity centre with one supermarket, the logical conclusion is that Business zoned land that is not developed for retail under either scenario should be rezoned. The new zone should allow for uses other than retail.

Given the size of Irymple, both existing and envisaged, and the amount of land already zoned for Business uses, it is unlikely that there will be a need for any further land for 'central place' type uses. Nor is it necessary or desirable for the homemaker/bulky goods role of Fifteenth Street further west to extend into Irymple.

Therefore the obvious use for either land, if not used for the supermarket, is residential, or mixed use provided the use 'shop' is limited to exclude a development that would contravene the intent of the Retail Strategy.

### Existing Caravan Park

The caravan park on the Business 1 zoned land on the corner of Fifteenth Street and Karadoc Avenue would be replaced by the Fishers IGA site proposal. Caravan parks are an important land use along the Fifteenth Street corridor, providing low cost visitor accommodation and temporary housing. Replacement and relocation of this caravan park, as proposed in the Fishers IGA application, is supported.

The Fifteenth & Deakin Structure Plan includes a complimentary action (under City Gate Precinct) proposing that the Council, in the short term, undertake a review of caravan parks.

### Other Business 1 Zoned Land

Owners of existing businesses in the row of shops on Fifteenth Street have indicated they are likely to relocate to a new neighbourhood centre at the time of development. The future business mix in this small shopping strip could be café, take away type uses that are dependent on their highway frontage and business. Upper level residential development could be considered.

A large parcel of Business 1 zoned land exists on the north-western corner of Fifteenth Street and Karadoc Avenue (refer to *Existing Land Use Zones Map* on page 11). The area currently supports a place of assembly, accommodation and small offices. Given the area's proximity to a future neighbourhood centre / supermarket, and its location on Fifteenth Street with bus services and a signalised crossing, this area presents an ideal opportunity for mixed use development including higher density residential development, retirement living, small offices (including medical services) and retaining existing uses such as the place of assembly.

### The Antique Shop

There is an antique shop on Residential 1 Zoned land on the corner of Fifteenth Street and Irymple Avenue. The owner has requested a rezoning to a zone that would legitimise this activity. The site is adjoined by other R1Z zoned properties running south east along Irymple Avenue, but is located on the Calder Highway, and opposite land zoned Industrial 1.

There appear to be no problems with continuation of the retail use from a residential amenity perspective, and existing use rights apply. While Council could consider rezoning this one property, site-specific rezonings are generally to be avoided.

This structure plan aims to consolidate development of Irymple within the area to the west of Irymple Avenue, in the foreseeable future. It may be advisable for Council to wait until development of the land east of Irymple Avenue is contemplated before rezoning this one parcel of land. That will enable consideration of an appropriate zone for that length of both sides of Fifteenth Street to be resolved as a whole, rather than incrementally.

### INDUSTRIAL

The Mildura Rural City Council *Industrial Land Strategy Update, December 2006* identifies that there are 20.2 hectares of industrial zoned land in the Irymple Industrial Estate that is uncommitted or undeveloped. Based on the rates of development and land area required per expected development type, the *Update* estimates there is currently 100 years supply of industrial land in Irymple. In addition to this, a large area of land along Benetook Avenue north of Fifteenth Street in Mildura has recently been rezoned for industrial use. Much of this land is still to be developed.

## THEME 1: ACTIVITIES

There is an opportunity to consolidate the Industrial Estate to ensure its ongoing viability and contribution to industry and employment in Irymple. The existing agricultural sector in Irymple is decreasing, reducing the sector's demand for industrial land. However, it is considered there is a potential tourist market for sale of fresh produce.

The former Sunbeam factory site adjoins the community hub based at Henshilwood Reserve. It also has a significant presence on Fifteenth Street in the centre of Irymple. The site should be investigated for its potential to be developed for a use other than Industry. An environmental assessment of the site needs to occur prior to development to determine whether there is any contamination from its former industrial use.

On the opposite side of Karadoc Avenue, a number of sites fronting Koorlong Avenue south of the railway line comprise established residential uses, in addition to the CFA, and a small shop. It is considered appropriate to rezone these sites and the Sunbeam site to a Mixed Use Zone to reflect their ongoing land use and enable development of recreation, community use, higher density residential, and small retail opportunities.

### RESIDENTIAL

The *Irymple Residential Development Plan* (RDP), prepared in 2006, identifies future residential growth areas in Irymple to accommodate the expected population growth to 2030. The RDPs have been incorporated into this Structure Plan to guide the location and design of future residential subdivision and development.

Consultation with the community and the real estate sector indicate a need and desire for a range of housing types in Irymple, to complement the existing predominantly single dwellings on large sites. Medium density housing should

be considered in new residential development, also retirement living and 'shop top' housing to provide for smaller households and enable elderly residents to 'age in place'.

Two larger areas, namely the existing Business 1 zoned land north west of the corner of Fifteenth Street and Karadoc Avenue, and the former Sunbeam site on the corner of Fifteenth Street and Koorlong Avenue present opportunities for mixed use developments including higher density residential development and retirement living.

An assessment of residential land supply in Irymple should occur as part of general review of residential land across Mildura Rural City Council. The Mildura Rural City Council will prepare a 'Housing Strategy' to review population projections, future housing supply and demand, and suitable land allocation.

### CIVIC & COMMUNITY

Community services play a vital role in creating community and are essential to establishing a strong sense of local identity and meeting places for the local community. They are a significant factor in the overall mental and physical wellbeing of residents offering recreation, leisure, education and social interaction. Irymple is well resourced with community uses including but not limited to: a library; senior citizens club; Henshilwood Reserve and recreation centre; public swimming pool; and Bowls Club. Community services are ideally located within the Community Hub identified in the Irymple RDP at Henshilwood Reserve, at the Library and Senior Citizen's Club area.

Community Consultation identified the former Sunbeam factory site on the south west corner of Fifteenth Street and Karadoc Avenue, currently for sale, for future extension of Henshilwood Reserve recreation area. Fences between

the Reserve and the site create barriers to movement and passive surveillance of key community uses within Henshilwood Reserve. Development of the site for a mix of recreation and residential uses has potential to improve pedestrian connections and safety to the Community Hub area.

## THEME 1: ACTIVITIES

### Objectives

- *Create a new commercial 'heart' for Irymple as a focus for new retail activity and orientation.*
- *Continue to support industrial growth.*
- *Provide for more housing choice and diversity in Irymple.*
- *Encourage residential development in a consolidated manner and in accordance with the Irymple Residential Development Plan (RDP).*
- *Continue to recognise the significance of community services, activities and infrastructure in their role in creating a healthy, engaged local community.*
- *Create new local employment opportunities through support for industrial sector growth and tourism opportunities.*

### Strategies & Actions

- ♦ Create a neighbourhood centre that should include development of a mid-line to full-line supermarket and specialty shops.
  - Should the planning permit not be acted upon by 2012 and an Extension of Time request be submitted to Council, require the applicant to provide the following to the satisfaction of Council:
    - An economic impact assessment detailing:
      - How the proposal meets the projected floorspace requirements and objectives for retailing in Irymple, as per the *Mildura Retail Strategy Review 2010*.
      - Analysis of the trading impacts of the proposal on centres and supermarkets in the Mildura Rural City Council, particularly those in Red Cliffs, City Gate and the Mildura CBD.
    - A site analysis plan that demonstrates how the proposal meets the Site Specific Urban Design Guidelines contained in Appendix B.
  - If a second planning application for a supermarket and specialty retailing be submitted to Council, whilst there is still an active planning permit for a supermarket and specialty retailing in Irymple, require the applicant to demonstrate the following to the satisfaction of Council:
    - An economic impact assessment detailing:
      - How the proposal meets the projected floorspace requirements and objectives for retailing in Irymple, as per the *Mildura Retail Strategy Review 2010*. This must include, and
- be in addition to the retail floorspace proposed as part of the active planning permit.
- Analysis of the trading impacts of the proposal on centres and supermarkets in the Mildura Rural City Council, particularly those in Red Cliffs, City Gate, the Mildura CBD, and Irymple including any development subject to an active planning permit.
- A site analysis plan that demonstrates how the proposal meets the Site Specific Urban Design Guidelines contained in Appendix C.
- How the proposal will achieve net community benefit and triple bottom line objectives.
- Following development of a supermarket-based shopping centre, rezone the land not used for that development to Residential 1 Zone, or if a Mixed Use Zone were found to be justifiable, ensure the use 'shop' is limited to exclude a development that would contravene the intent of the Retail Strategy.
- ♦ Strengthen the existing Neighbourhood Centre on Koorlong Avenue:
  - Continue to support commercial activity.
  - Introduce upper level office and higher density residential uses to activate the centre.
  - Should the post office relocate to a new neighbourhood centre, consider use of the post office for a community based activity to provide a venue and development of the cultural / arts program in Irymple.
- ♦ Provide for mixed use development with a focus on small offices, higher density residential and retirement

## THEME 1: ACTIVITIES

residential living and recreation / leisure that is close to existing infrastructure:

- Prepare an amendment to rezone Business 1 zoned land north west of the corner of Fifteenth Street and Karadoc Avenue, to a Mixed Use Zone, as shown on the *Irymple Proposed Rezoning Map* (Page 21).
- Prepare an amendment to rezone Industrial 1 zoned land on the south west corner of Fifteenth Street and Koorlong Avenue (former Sunbeam factory site) to a Mixed Use Zone, as shown on the *Irymple Proposed Rezoning Map* (Page 21).
- Prepare an amendment to rezone Industrial 1 zoned land bound by Koorlong Avenue, north side of Aurora Avenue, west side of Waltham Avenue and the railway line to a Mixed Use Zone, as shown on the *Irymple Proposed Rezoning Map* (Page 21).

Consideration should be given to including a limit on the floor area for the use 'shop' in any rezoning to Mixed Use Zone.

- ◆ Provide a range of housing types to provide options for smaller households including the elderly.
- ◆ Retain caravan parks as an important provider of low cost visitor accommodation and temporary housing in Irymple.
- ◆ Support opportunities for retirement living in Irymple.
- ◆ Support the *Irymple Residential Development Plan* as a basis for residential growth in Irymple.
- ◆ Support investment in infrastructure to logically sequence residential development.
- ◆ Create a community hub at the Henshilwood Reserve Senior Citizens and Irymple Library as per the *Irymple Residential Development Plan*.
- ◆ Provide new public open spaces and neighbourhood focal points in accordance with the *Irymple Residential Development Plan*.
- ◆ Encourage tourism attractions such as front of shop sales and fresh produce sales of agricultural businesses in Irymple.
- ◆ As industrial land is taken up, Council may undertake a review to identify future requirements of industry in Irymple, and the role/ direction of the Irymple Industrial Estate.
- ◆ Investigate future access and traffic management options for the Irymple Industrial Estate to redirect heavy vehicle movements through the proposed Mixed Use Zone.



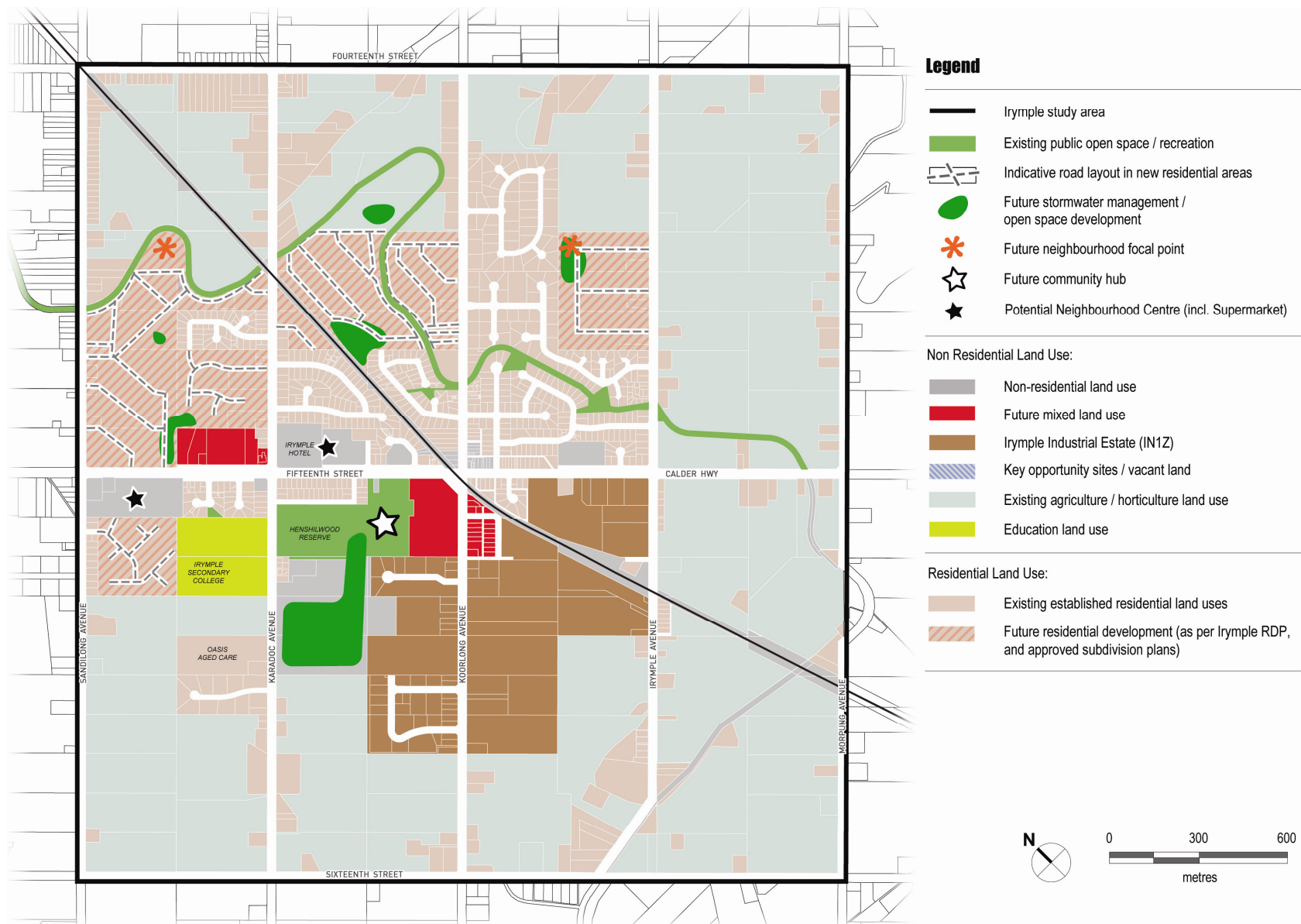


Figure 5: Activities Map

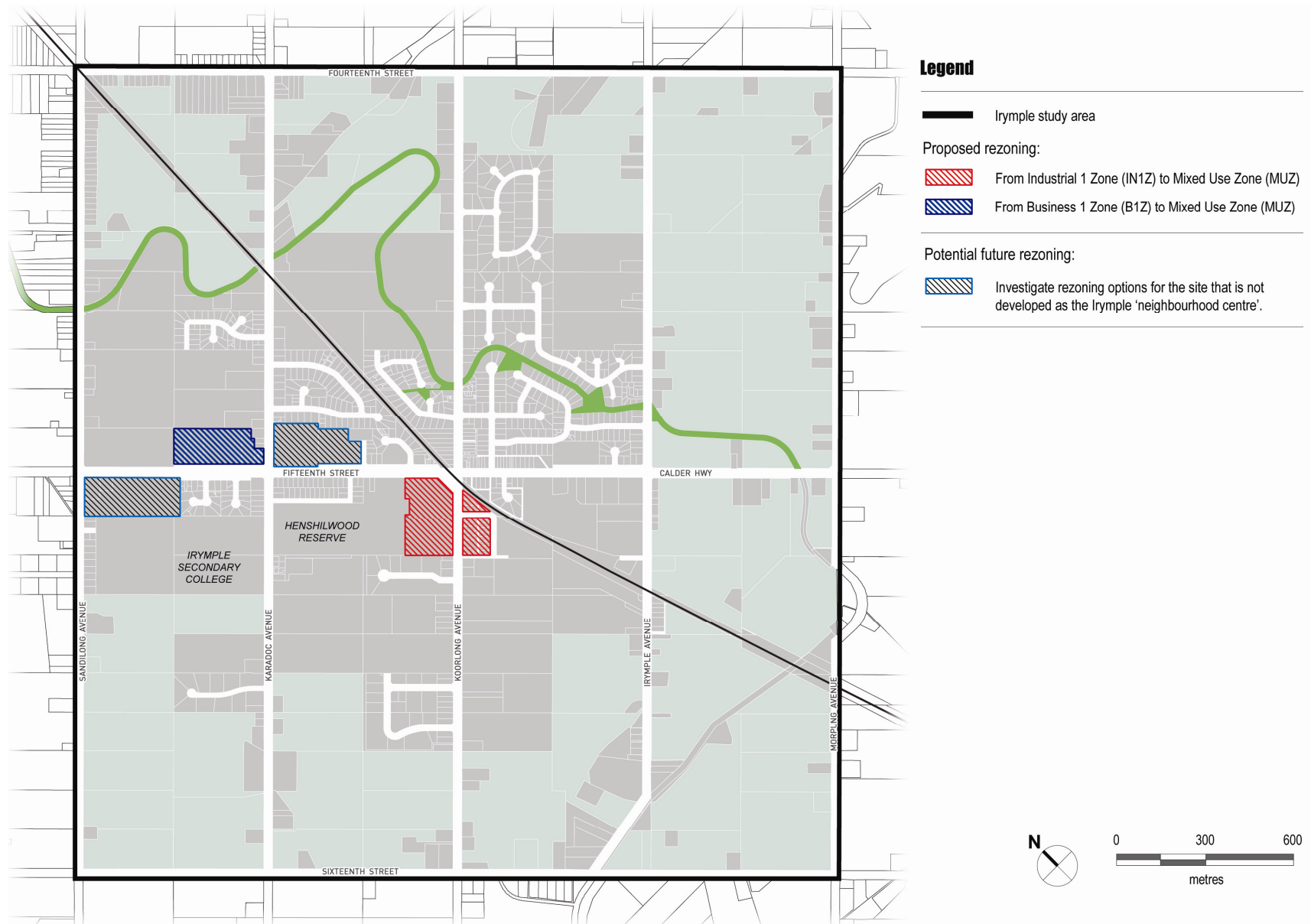


Figure 6: Proposed Irymple Rezoning Map



## THEME 2: BUILDINGS

### BUILDINGS

Buildings are major factors in an area's character and identity. The relationship of buildings with the street space influences whether an area is pleasant to walk around, feels safe and provides for the types of land use appropriate to the locality.

The *Buildings* theme looks at the three dimensional form of Irymple. It covers issues relating to the scale and form of the buildings, how to encourage buildings that support the activities in the Study Area, along with consideration of high quality design and environmental sustainability principles.

A variety of building types, sizes and heights occur within Irymple. The diversity in scale, siting and design of built form is reflective of the range of land uses and activities that occur within the Study Area.



#### Sustainable Building Design

Improving the environmental performance of buildings is a key step in enhancing the sustainability of a township and is an indicator of a progressive community. As part of shaping the identity for Irymple there is a great opportunity

to set a new agenda for Ecologically Sustainable Development (ESD) in the Study Area.

Web-based self-administered assessment tools such as STEPS (Sustainable Tool for Environmental Performance Strategy) and SDS Non-Residential (Sustainable Design Scorecard) can be used for assessing the environmental performance of a proposed residential or non-residential building, within the context of planning permit applications.

#### Commercial

Many buildings within the Study Area have been poorly designed and sited; with large blank walls that present to the street edge, rear service areas that are exposed to public view, and limited opportunities for pedestrian permeability.

There are number of vacant / potential redevelopment sites within the Study Area which present opportunities for new high quality contemporary buildings, founded upon the principles of sustainability. New buildings will act to 'fill in the gaps', achieve consistency, provide local landmarks and set a new standard for architectural excellence and sustainability.

It is important that new buildings within the area are designed to better address their streetscape context and make a positive contribution to the pedestrian experience along main roads and neighbouring side streets. This can be achieved through applying the fundamental principles of good urban design, as outlined in the *Irymple Commercial Design Guidelines* (refer to Appendix 1).

#### Residential

Residential development in Irymple is subject to the *Irymple Residential Development Plan 2006 Design Guidelines* which aim to achieve a high standard of development and cover the following aspects:

- ◆ House type;
- ◆ Building setbacks;
- ◆ Building height;
- ◆ The front of the house;
- ◆ Garage and car port design;
- ◆ Fences;
- ◆ Landscape; and
- ◆ Driveways/crossovers.

Where the Plan does not apply, Rescode standards for residential development must be met.



#### Industrial

An existing Design and Development Overlay (DDO4) applies to the Industrial Estate and controls the design and siting of industrial development. These controls should continue to be applied to the Irymple Industrial Estate.

## THEME 2: BUILDINGS

### Objectives

- ***Underpin the principles of sustainable design in the siting and design of new buildings, streets and places.***
- ***Create a strong image and identity for Irymple.***
- ***Facilitate the redevelopment of existing underutilised/ vacant land.***
- ***Ensure that new development is sensitively designed and complements or enhances the existing character of Irymple.***
- ***Facilitate the activation of buildings at the street level.***

### Strategies & Actions

#### Sustainable Building Design

- ◆ Encourage the incorporation of ESD principles in the design of buildings and landscape, to cover issues such as:
  - Designing adaptable buildings that can be readily expanded or altered for alternate uses.
  - Building orientation for solar access.
  - Achieving a certain level of energy rating.
  - Energy efficient fittings and appliances.
  - Opportunities for natural ventilation.
  - Natural lighting opportunities.
  - Low water usage.
  - Waste disposal.
  - Construction management.

#### Commercial Development

- ◆ For business and mixed use zoned land in Irymple, introduce a Design and Development Overlay to the Mildura Planning Scheme to establish the heights contained in the Irymple Buildings Map and the *Irymple Commercial Development Design Guidelines*.

#### Residential Development

- ◆ Provide high quality residential development in residential areas subject to the *Irymple Residential Development Plan*.

Refer to the *Irymple Residential Development Plan Urban Design Guidelines*.

- ◆ Ensure that the character and amenity of adjacent residential areas is maintained.
- ◆ Protect the amenity of adjacent residential land uses by applying the standards contained within Clause 55 of the Planning Scheme where new buildings in commercial areas adjoin residential sites.

#### Industrial Development

- ◆ Provide high quality industrial development.  
Refer to the *Design and Development Overlay No 4 (DDO4)* in the Mildura Planning Scheme.

#### Sensitive Interfaces

- ◆ 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.

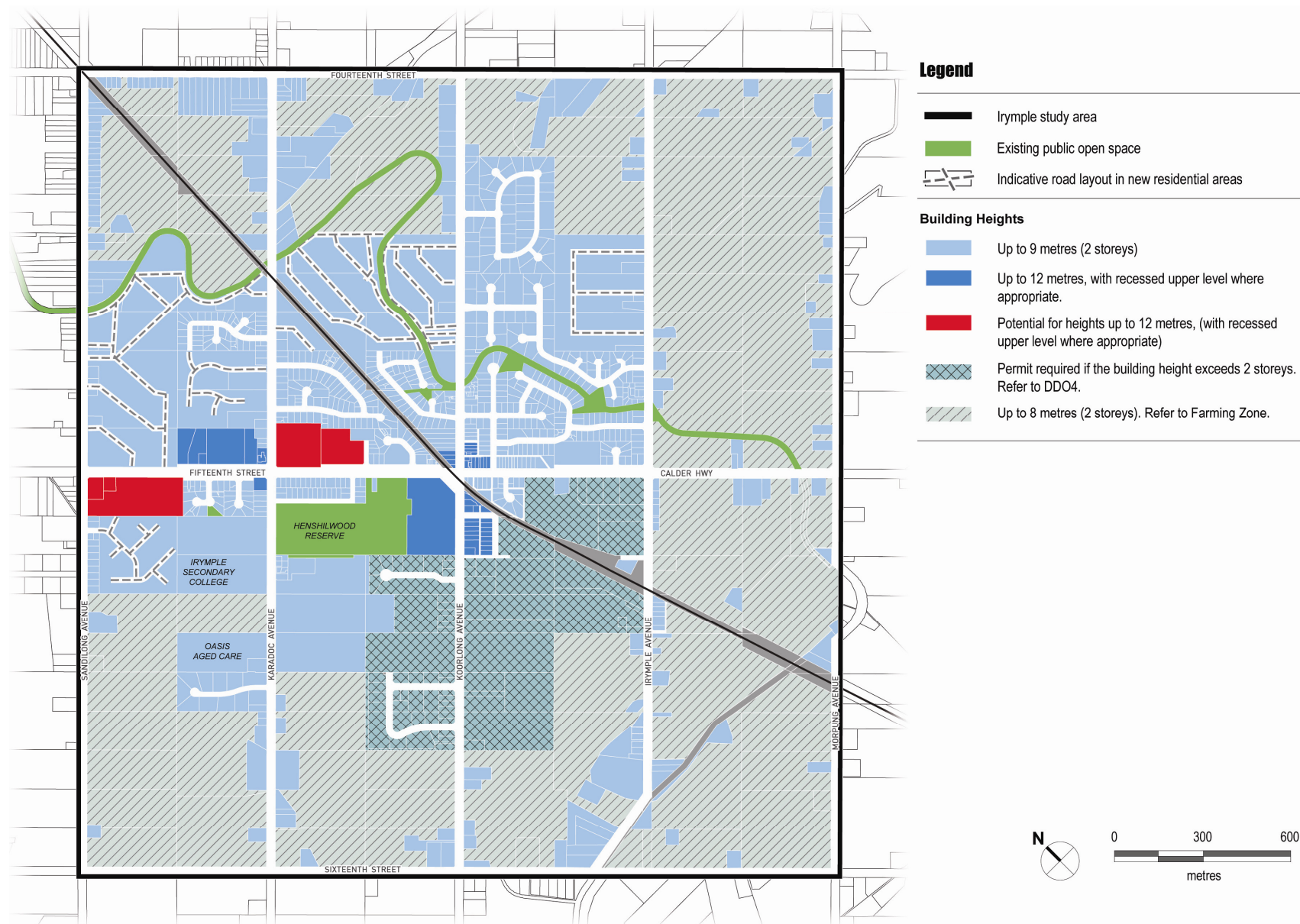


Figure 7: Buildings Map



## THEME 3: ACCESS & SPACES

### ACCESS & SPACES

Public spaces and the streets that connect them are important aspects of an area's function, identity, vibrancy and amenity.

The Access & Spaces theme looks at how Irymple is primarily accessed, and examines the function, amenity and appearance of public spaces within the township. It then considers ways to improve the public realm for the benefit of all users.

#### Traffic Management

The Irymple grid road layout is a legacy of the Chaffey Brothers with Fourteenth, Fifteenth and Sixteenth Streets running on a north-west to north-east axis linking between Mildura and Red Cliffs, and Sandilong, Karadoc, Koorlong and Irymple Avenues providing a secondary road network running perpendicular on the south-east and south-west axis. In Irymple, the Calder Highway is referred to as Fifteenth Street for which it will be referred to in this Plan. The Calder Highway is the main road link between Mildura and Melbourne, carrying significant volumes of traffic and serving this regional traffic network function.

Irymple is located approximately five kilometres south of Mildura. Given the regional role of Mildura, residents of Irymple source employment, education, entertainment, community, health and shopping services in Mildura. As a result, movement and access in Irymple is heavily biased towards car based infrastructure. Car dependence in Irymple is also contributed to by the scattered nature of activities in the township, and the impact of a hotter climate on transport choice.

A balance between car based transport and other more sustainable transport modes need to be achieved where possible as part of this Plan.

#### Public Transport

A bus service runs along Fifteenth Street linking Irymple to Mildura, Red Cliffs and townships beyond. Bus stops in Irymple should be upgraded to ensure they provide shelter, seating, lighting, timetable information, litter bins and bicycle parking racks. Any new neighbourhood centre development should provide space for a bus interchange or bus stop area to provide alternative transport options to the private vehicle.

During consultation, bus service operators were concerned that new bus routes were being restricted due to new roads not conforming to required width and design requirements for bus movements. The two Avenue / Boulevards proposed as part of the *Irymple Residential Development Plan* should be designed accordingly.

The Melbourne to Mildura train line runs through the centre of Irymple and is used for freight movements only. A railway siding exists just north of Irymple Avenue. As part of any future proposal to reinstate the passenger service to Mildura from Melbourne or Broken Hill, Irymple should be considered for a train station. The train line to Mildura also offers potential for a small tourist passenger service.

#### Pedestrian and Cyclist Movement

Given the Highway function of Fifteenth Street, safe pedestrian access across the road is currently limited to a signalised crossing at the intersection with Karadoc Avenue. Recent upgrades have been made to informal pedestrian crossing points at the existing neighbourhood shops near Koorlong Road and outside the swimming pool. It is envisaged that objectives to reroute larger vehicles from Fifteenth Street and reduce the speed limit on Fifteenth Street be achieved, these crossing points are adequate in their design and location.

There is potential to provide on-road and off-road bicycle links in Irymple. The proposed on-road bicycle network is shown on the *Access and Spaces Map* on Page 29.

The off-road cycle links include a shared pathway along the north side of Fifteenth Street. It is envisaged that the shared pathway will connect with Mildura forming a consistent pathway link along Fifteenth Street to Deakin Avenue. The Irymple Green Belt is also a fantastic resource for cyclists providing an off road and safe link within Irymple and northward beyond Sandilong Avenue.

#### Public Realm

A key direction of the Structure Plan is to facilitate the creation of a high quality, attractive and safe public realm that encourages an increase in pedestrian and cyclist movement throughout Irymple. This includes recommendations to improve a shared path network along the north side of Fifteenth Street and enhance facilities such as drinking fountains, seating and bike parking rails. Such improvements could provide an impetus for more pedestrian and cyclist movements to, from and within the study area as an alternative form of transport to the car.

It is essential that a coordinated streetscape palette/ theme is developed to guide future streetscape/ public realm improvements within Irymple. The theme should reiterate a sense of place. This palette should be encouraged to continue into private commercial/ retail properties and car parking areas to promote a more coherent relationship between the public and private realms within the Study Area.

Opportunities to improve the public realm through providing greenery, seating, shelter and a feeling of enclosure or comfort for residents and visitors to the area, need to be met. Furthermore, opportunities to provide new

## THEME 3: ACCESS & SPACES

public open space in the future redevelopment of private commercial sites should be explored.

### Open Space

Henshilwood Reserve and the Irymple Green Belt provide existing passive and active recreational open space in Irymple. At a town wide scale, it is proposed to combine stormwater management with public open space to create a new network of small parks to larger drainage basins for public recreational use. This is strongly encouraged as part of this Plan to provide for the future recreational needs of Irymple residents.

The Henshilwood Reserve provides a multitude of functions including an oval, tennis courts, recreation centre, swimming pool, bowls club amongst others. The Henshilwood Recreation Reserve Masterplan 2009-2019 provides direction to activity and development in the Reserve for a ten year period.

The Reserve is located behind existing development along Fifteenth Street that restricts passive surveillance, a visual presence and access opportunities to eastern sections of the Reserve. The former Sunbeam factory site on the corner of Fifteenth Street and Koorlong Avenue shares a boundary with the Reserve and swimming pool. The site is currently for sale and as such offers an important opportunity to improve connectivity through the site between Koorlong Avenue and the Reserve.

### Objectives

- *Provide equitable access for all.*
- *Enhance the overall cohesion, connectivity and safety of Irymple.*
- *Enhance the sustainable image of Irymple.*
- *Manage the road network to optimise safety, amenity and efficiency for all road users including cars and bicycles.*
- *Improve the quality of public transport services and stops in Irymple.*
- *Create a vibrant, interesting and safe pedestrian environment.*
- *Facilitate pedestrian linkages across Fifteenth Street to ensure that the route reflects an activity corridor.*
- *Create a high quality public realm that encourages people to move about the area by foot or bicycle.*
- *Strengthen the local sense of place, character and identity of Irymple.*
- *Provide a variety of experiences and opportunities for people to meet, enjoy and relax within the township.*
- *Create accessible gathering places/ spaces that encourage a variety of activities.*

### Strategies & Actions

#### Access for All

- ◆ Ensure access for all levels of mobility and for all forms of travel.
  - Provide viable alternatives to the car for people who are unable to drive, including young people, the elderly or people with disabilities.
  - Require full Disability Discrimination Act (DDA) compliance for all new transport infrastructure and public realm upgrades.

#### Traffic Management

- ◆ Advocate to VicRoads to reduce the volume of traffic and provide a safer pedestrian environment on Fifteenth Street:
  - Support all actions to reroute large vehicles entering Irymple from the south-east along the Calder Highway (Fifteenth Street) to Sixteenth Street.
  - Support all actions to reroute large vehicles entering Irymple from the north-west along Fifteenth Street (Calder Highway) to use Seventeenth Street or Sixteenth Street from Benetook Avenue.
- ◆ Advocate to VicRoads to reduce speed on Fifteenth Street between Gowrie Grove and Sandilong Avenue (including beyond the Primary School on Fifteenth Street) to 40km/ph.

## THEME 3: ACCESS & SPACES

- ◆ Maintain vegetation and planting of appropriate species in centre of roundabouts to avoid obstruction of views.

### Public Transport

- ◆ Work with bus companies to install high quality shelters and enhance stops through provision of lighting, seating, litter bins and timetable information.
- ◆ Locate a bus interchange area within any new neighbourhood centre.
- ◆ Refer all new residential subdivision plans to the Department of Transport and local Bus Companies to ensure the proposed road network can support bus vehicles and movements.
- ◆ Provide a taxi rank within the new neighbourhood centre and near to the bus interchange.
- ◆ Advocate for a train station at Irymple as part of any new passenger rail services to Mildura.
- ◆ Consider a tourist rail service between Mildura and Irymple.

### Pedestrian / Cycling

- ◆ Improve the existing shared pathway on the north side of Fifteenth Street; commensurate with available funds and subject to VicRoads approval.
- ◆ Improve safety and access connections to surrounding residential areas, and between new developments to ensure a connected pedestrian and cycle network.
- ◆ Improve links to the existing and proposed network of open spaces, neighbourhood focal points, future community hub and future neighbourhood centre.
- ◆ Improve the safety and amenity of the Irymple Green Belt where it intersects with roads or the railway line,

using signage, paint or other means to define pedestrian crossing points.

- ◆ Improve pedestrian amenity through the use of street-tree planting and landscaping at key nodes such as prominent corners.
- ◆ Improve the on road bicycle network to link key activity areas with the surrounding residential areas and Mildura.
- ◆ Improve cyclist amenities:
  - Provide high quality end of trip facilities at key locations including such locations as the Henshilwood Recreation Reserve, the Pool, a new neighbourhood centre, and schools. This includes bicycle lockers, vertical storage and change facilities.
  - Provide more bicycle parking racks throughout Irymple and any new retail developments.
  - Encourage businesses to provide change facilities and bicycle storage to encourage people to ride to work.

### Public Realm

- ◆ Ensure a high quality pedestrian environment:
  - Apply CPTED (Crime Prevention Through Environmental Design) principles to all open space, streetscape and building design, including lighting, passive surveillance opportunities, minimising 'hidden' spaces, providing clear sight lines.

- CPTED assessment to be undertaken to identify where lighting upgrades are required.
- Provide active frontages and weather protection for buildings along key pedestrian routes in commercial areas.
- Provide shade trees, additional greenery, seating and drinking fountains in a new neighbourhood centre and on key pedestrian routes.
- Support installation of appropriate public art.

- ◆ Utilise Water Sensitive Urban Design treatments in new development.
- ◆ Utilise indigenous and native or low water species in landscaping wherever possible.
- ◆ Utilise stormwater runoff to establish and maintain a wetlands environment (that can also withstand dry spells) adjacent to the Henshilwood Reserve and the Irymple Green Belt.

### Open Spaces

- ◆ Continue to support upgrade and maintenance of the Irymple Green Belt as an important recreational trail in Irymple.
- ◆ Link the Irymple Green Belt to Mildura as part of future development within the Urban Transition area as per the Mildura-Irymple Urban Transition Area, Urban Design Guidelines (2008).
- ◆ Support implementation of the Henshilwood Recreation Reserve Master Plan 2009-2019.

## THEME 3: ACCESS & SPACES

- ♦ Create several new public spaces in accordance with the *Irymple Residential Development Plan* that serve a number of different open space roles



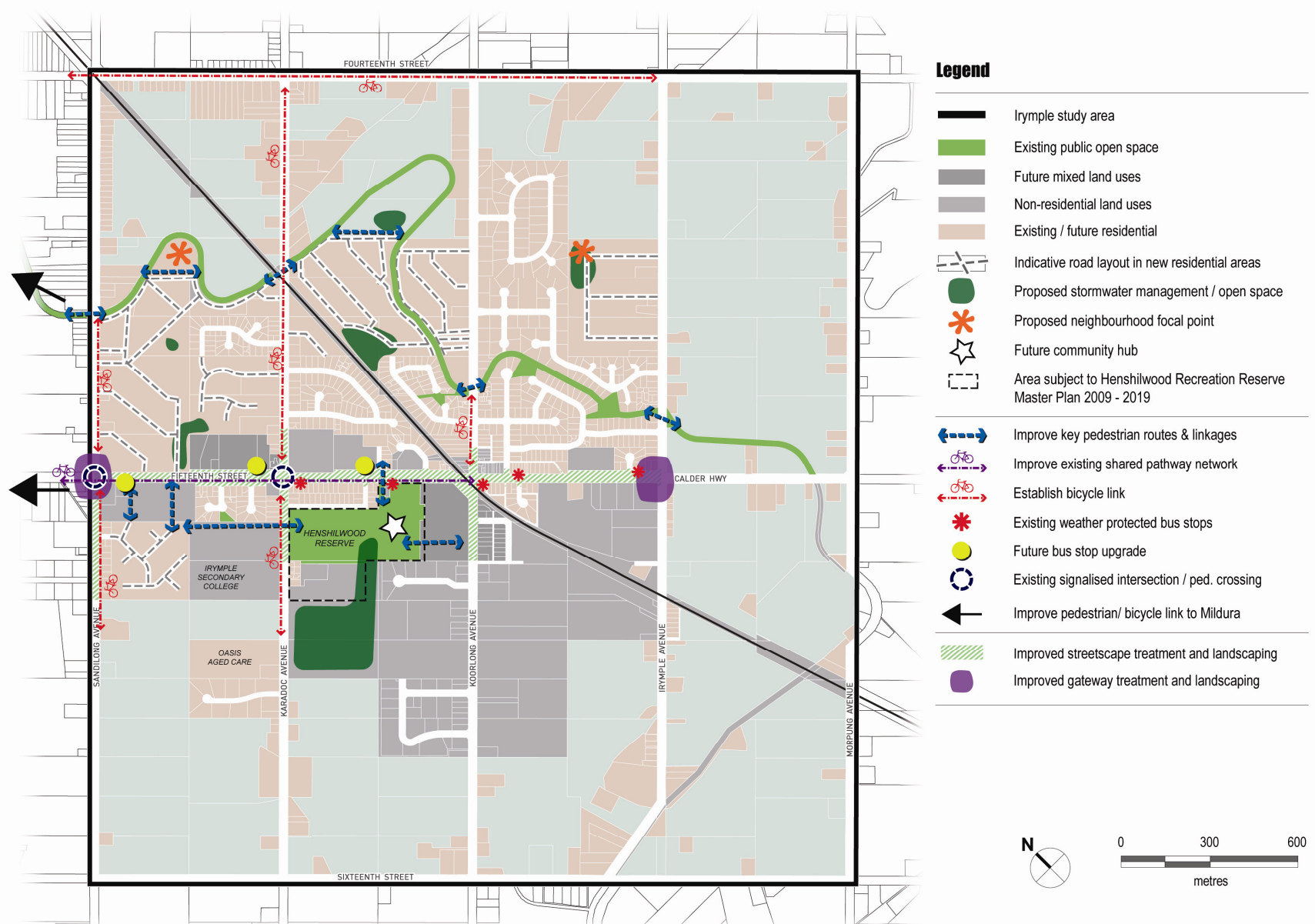


Figure 8: Access &amp; Spaces Map

# 4

## IMPLEMENTATION PLAN

## IMPLEMENTATION PLAN

Implementation of the Structure Plan will require cooperative involvement from a number of government departments, agencies and organisations. The Mildura Rural City Council Planning Scheme is the primary statutory tool to implement the recommendations of the Plan, however it is not the only statutory mechanism that may be used by the Council. While most of the actions require some input from the Council in its various roles, some require direct input and management by others.

The Implementation Plan identifies the Council department that will be responsible for hosting or input to the implementation of the action, and it is anticipated that these actions will then be contained within the programs for the relevant departments. Other responsible agencies or stakeholders that would be directly involved or consulted are listed in the second column. These organisations may provide funding, own relevant sites or manage related infrastructure for example.

The timeline for implementation is classified as follows:

- ◆ Immediate: 6 to 18 months
- ◆ Short term: 18 months to 5 years
- ◆ Medium term: 5 to 10 years
- ◆ Long term: 10 to 15 years
- ◆ On-going: throughout life of the Structure Plan

### Terms:

DPCD – Dept. of Planning and Community Development

DOT – Department of Transport

# IMPLEMENTATION PLAN

STRATEGY / ACTION	COUNCIL PRIMARY IMPLEMENTATION RESPONSIBILITY	OTHER RESPONSIBLE AGENCIES AND STAKEHOLDERS	TIMELINE FOR IMPLEMENTATION
<b>GENERAL</b>			
Include key objectives and directions of the Structure Plan in the Local Planning Policy Framework of the Mildura Planning Scheme.	Council	DPCD	Immediate
Include the Irymple Structure Plan as a Reference Document within the Mildura Planning Scheme.	Council	DPCD	Immediate
<b>ACTIVITIES</b>			
<p>Create a neighbourhood centre that should include development of a mid-line to full-line supermarket and specialty shops.</p> <ul style="list-style-type: none"> <li>– Should the planning permit not be acted upon by 2012 and an Extension of Time request be submitted to Council, require the applicant to provide the following to the satisfaction of Council: <ul style="list-style-type: none"> <li>○ An economic impact assessment detailing: <ul style="list-style-type: none"> <li>▪ How the proposal meets the projected floorspace requirements and objectives for retailing in Irymple, as per the Mildura Retail Strategy Review 2010.</li> <li>▪ Analysis of the trading impacts of the proposal on centres and supermarkets in the Mildura Rural City Council, particularly those in Red Cliffs, City Gate and the Mildura CBD.</li> </ul> </li> <li>○ A site analysis plan that demonstrates how the proposal meets the Site Specific Urban Design Guidelines contained in Appendix B.</li> </ul> </li> <li>– If a second planning application for a supermarket and specialty retailing be submitted to Council, whilst there is still an active planning permit for a supermarket and specialty retailing in Irymple, require the applicant to demonstrate the following to the satisfaction of Council: <ul style="list-style-type: none"> <li>○ An economic impact assessment detailing: <ul style="list-style-type: none"> <li>▪ How the proposal meets the projected floorspace requirements and objectives for retailing in Irymple, as per the Mildura Retail Strategy Review 2010. This must include, and be in addition to the retail floorspace proposed as part of the active planning permit.</li> <li>▪ Analysis of the trading impacts of the proposal on centres and supermarkets in the Mildura Rural City Council, particularly those in Red Cliffs, City Gate, the Mildura CBD, and Irymple including any development subject to an active planning permit.</li> </ul> </li> <li>○ A site analysis plan that demonstrates how the proposal meets the Site Specific Urban Design Guidelines contained in Appendix C.</li> <li>○ How the proposal will achieve net community benefit and triple bottom line objectives.</li> </ul> </li> </ul>	Council	DPCD	Ongoing

## IMPLEMENTATION PLAN

STRATEGY / ACTION	COUNCIL PRIMARY IMPLEMENTATION RESPONSIBILITY	OTHER RESPONSIBLE AGENCIES AND STAKEHOLDERS	TIMELINE FOR IMPLEMENTATION
<ul style="list-style-type: none"> <li>Following development of a supermarket-based shopping centre, rezone the land not used for that development to Residential 1 Zone, or if a Mixed Use Zone were found to be justifiable, ensure the use 'shop' is limited to exclude a development that would contravene the intent of the Retail Strategy.</li> </ul>			
<p>Strengthen the existing Neighbourhood Centre on Koorlong Avenue:</p> <ul style="list-style-type: none"> <li>Continue to support commercial activity.</li> <li>Introduce upper level office and higher density residential uses to activate the centre.</li> <li>Should the post office relocate to a new neighbourhood centre, consider use of the post office for a community based activity to provide a venue and development of the cultural / arts program in Irymple.</li> </ul>	Council		Ongoing
<p>Provide for mixed use development with a focus on small offices, higher density residential and retirement residential living and recreation / leisure that is close to existing infrastructure:</p> <ul style="list-style-type: none"> <li>Prepare an amendment to rezone Business 1 zoned land north west of the corner of Fifteenth Street and Karadoc Avenue, to a Mixed Use Zone, as shown on the <i>Irymple Proposed Rezoning Map</i> (Page 21).</li> <li>Prepare an amendment to rezone Industrial 1 zoned land on the south west corner of Fifteenth Street and Koorlong Avenue (former Sunbeam factory site) to a Mixed Use Zone, as shown on the <i>Irymple Proposed Rezoning Map</i> (Page 21).</li> <li>Prepare an amendment to rezone Industrial 1 zoned land bound by Koorlong Avenue, north side of Aurora Avenue, west side of Waltham Avenue and the railway line to a Mixed Use Zone, as shown on the <i>Irymple Proposed Rezoning Map</i> (Page 21).</li> <li>Consideration should be given to including a limit on the floor area for the use 'shop' in any rezoning to Mixed Use Zone.</li> </ul>	Council		Immediate
Provide a range of housing types to provide options for smaller households including the elderly.	Council		Ongoing
Retain caravan parks as an important provider of low cost visitor accommodation and temporary housing in Irymple.	Council		Ongoing
Support opportunities for retirement living in Irymple.	Council		Ongoing
Support the Irymple Residential Development Plan as a basis for residential growth in Irymple.	Council		Ongoing
Support investment in infrastructure to logically sequence residential development.	Council		Ongoing
Create a community hub at the Henshilwood Reserve Senior Citizens and Irymple Library as per the Irymple Residential Development Plan.	Council		Short-Medium term

## IMPLEMENTATION PLAN

STRATEGY / ACTION	COUNCIL PRIMARY IMPLEMENTATION RESPONSIBILITY	OTHER RESPONSIBLE AGENCIES AND STAKEHOLDERS	TIMELINE FOR IMPLEMENTATION
Provide new public open spaces and neighbourhood focal points in accordance with the Irymple Residential Development Plan.	Council		Ongoing
Encourage tourism attractions such as front of shop sales and fresh produce sales of agricultural businesses in Irymple.	Council		Short term
As industrial land is taken up, Council may undertake a review to identify future requirements of industry in Irymple, and the role/ direction of the Irymple Industrial Estate.	Council		Medium-Long term
Investigate future access and traffic management options for the Irymple Industrial Estate to redirect heavy vehicle movements through the proposed Mixed Use Zone.	Council		Medium term
<b>BUILDINGS</b>			
Encourage the incorporation of ESD principles in the design of buildings and landscape, to cover issues such as: <ul style="list-style-type: none"> <li>Designing adaptable buildings that can be readily expanded or altered for alternate uses; Building orientation for solar access; Achieving a certain level of energy rating; Energy efficient fittings and appliances; Opportunities for natural ventilation; Natural lighting opportunities; Low water usage; Waste disposal; and Construction management.</li> </ul>	Council		Ongoing
For business and mixed use zoned land in Irymple, introduce a Design and Development Overlay to the Mildura Planning Scheme to establish the heights contained in the Irymple Buildings Map and the Irymple General Design Guidelines.	Council	DPCD	Immediate
Provide high quality residential development in residential areas subject to the Irymple Residential Development Plan. <ul style="list-style-type: none"> <li>Refer to the <i>Irymple Residential Development Plan</i> Urban Design Guidelines.</li> </ul>	Council		Ongoing
Ensure that the character and amenity of adjacent residential areas is maintained.	Council		Ongoing
Protect the amenity of adjacent residential land uses by applying the standards contained within Clause 55 of the Planning Scheme where new buildings in commercial areas adjoin residential sites.	Council		Ongoing
Provide high quality industrial development. <ul style="list-style-type: none"> <li>Refer to the <i>Design and Development Overlay No 4 (DDO4)</i> in the Mildura Planning Scheme.</li> </ul>	Council		Ongoing
Ensure that new development is designed to address specific design considerations of sensitive interfaces such as residential properties or heritage buildings.	Council		Ongoing
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.	Council		Ongoing



## IMPLEMENTATION PLAN

STRATEGY / ACTION	COUNCIL PRIMARY IMPLEMENTATION RESPONSIBILITY	OTHER RESPONSIBLE AGENCIES AND STAKEHOLDERS	TIMELINE FOR IMPLEMENTATION
Locate parts of a commercial building that will produce noise or odours away from any residential interface, or provide suitable buffering.	Council		Ongoing
<b>ACCESS &amp; SPACES</b>			
<p>Ensure access for all levels of mobility and for all forms of travel.</p> <ul style="list-style-type: none"> <li>– Provide viable alternatives to the car for people who are unable to drive, including young people, the elderly or people with disabilities.</li> <li>– Require full Disability Discrimination Act (DDA) compliance for all new transport infrastructure and public realm upgrades.</li> </ul>	Council	VicRoads	Ongoing
<p>Advocate to VicRoads to reduce the volume of traffic and provide a safer pedestrian environment on Fifteenth Street:</p> <ul style="list-style-type: none"> <li>– Support all actions to reroute large vehicles entering Irymple from the south-east along the Calder Highway (Fifteenth Street) to Sixteenth Street.</li> <li>– Support all actions to reroute large vehicles entering Irymple from the north-west along Fifteenth Street (Calder Highway) to use Seventeenth Street or Sixteenth Street from Benetook Avenue.</li> </ul>	Council	VicRoads	Immediate
Advocate to VicRoads to reduce speed on Fifteenth Street between Gowrie Grove and Sandilong Avenue (including beyond the Primary School on Fifteenth Street) to 40km/ph.	Council	VicRoads	Immediate
Maintain vegetation and planting of appropriate species in centre of roundabouts to avoid obstruction of views.	Council	VicRoads	Ongoing
Work with bus companies to install high quality shelters and enhance stops through provision of lighting, seating, litter bins and timetable information.	Council	DOT, local bus companies	Short term
Locate a bus interchange area within any new neighbourhood centre.	Council	DOT, local bus companies	Medium term
Refer all new residential subdivision plans to the Department of Transport and local Bus Companies to ensure the proposed road network can support bus vehicles and movements.	Council	DOT, local bus companies	Ongoing
Provide a taxi rank within the new neighbourhood centre and near to the bus interchange.	Council	DOT	Short term
Advocate for a train station at Irymple as part of any new passenger rail services to Mildura.	Council	DOT, V/Line, VicTrack	Immediate
Consider a tourist rail service between Mildura and Irymple.	Council	DOT, V/Line, VicTrack, Tourism Victoria	Medium term

## IMPLEMENTATION PLAN

STRATEGY / ACTION	COUNCIL PRIMARY IMPLEMENTATION RESPONSIBILITY	OTHER RESPONSIBLE AGENCIES AND STAKEHOLDERS	TIMELINE FOR IMPLEMENTATION
Improve the existing shared pathway on the north side of Fifteenth Street; commensurate with available funds and subject to VicRoads approval.	Council	VicRoads	Short term
Improve safety and access connections to surrounding residential areas, and between new developments to ensure a connected pedestrian and cycle network.	Council	VicRoads	Medium term
Improve links to the existing and proposed network of open spaces, neighbourhood focal points, future community hub and future neighbourhood centre.	Council		Medium term
Improve the safety and amenity of the Irymple Green Belt where it intersects with roads or the railway line, using signage, paint or other means to define pedestrian crossing points.	Council		Short term
Improve pedestrian amenity through the use of street-tree planting and landscaping at key nodes such as prominent corners.	Council		Ongoing
Improve the on road bicycle network to link key activity areas with the surrounding residential areas and Mildura.	Council		Short-Medium term
Improve cyclist amenities: <ul style="list-style-type: none"> <li>– Provide high quality end of trip facilities at key locations including such locations as the Henshilwood Recreation Reserve, the Pool, a new neighbourhood centre, and schools. This includes bicycle lockers, vertical storage and change facilities.</li> <li>– Provide more bicycle parking racks throughout Irymple and any new retail developments.</li> <li>– Encourage businesses to provide change facilities and bicycle storage to encourage people to ride to work.</li> </ul>	Council		Short-Medium term
Ensure a high quality pedestrian environment: <ul style="list-style-type: none"> <li>– Apply CPTED (Crime Prevention Through Environmental Design) principles to all open space, streetscape and building design, including lighting, passive surveillance opportunities, minimising 'hidden' spaces, providing clear sight lines.</li> <li>– CPTED assessment to be undertaken to identify where lighting upgrades are required.</li> <li>– Provide active frontages and weather protection for buildings along key pedestrian routes in commercial areas.</li> <li>– Provide shade trees, additional greenery, seating and drinking fountains in a new neighbourhood centre and on key pedestrian routes.</li> <li>– Support installation of appropriate public art.</li> </ul>	Council	Developers	Ongoing
Utilise Water Sensitive Urban Design treatments in new development.	Council	Developers	Ongoing

## IMPLEMENTATION PLAN

STRATEGY / ACTION	COUNCIL PRIMARY IMPLEMENTATION RESPONSIBILITY	OTHER RESPONSIBLE AGENCIES AND STAKEHOLDERS	TIMELINE FOR IMPLEMENTATION
Utilise indigenous and native or low water species in landscaping wherever possible.	Council	Developers	Ongoing
Utilise stormwater runoff to establish and maintain a wetlands environment (that can also withstand dry spells) adjacent to the Henshilwood Reserve and the Irymple Green Belt.	Council	Water authorities	Short term
Continue to support upgrade and maintenance of the Irymple Green Belt as an important recreational trail in Irymple.	Council		Ongoing
Link the Irymple Green Belt to Mildura as part of future development within the Urban Transition area as per the Mildura-Irymple Urban Transition Area, Urban Design Guidelines (2008).	Council		Medium term
Support implementation of the Henshilwood Recreation Reserve Master Plan 2009-2019.	Council		Ongoing
Create several new public spaces in accordance with the <i>Irymple Residential Plan</i> that serve a number of different open space roles.	Council	Developers	Ongoing

# APPENDICES

# APPENDIX A : IRYMPLE COMMERCIAL DEVELOPMENT DESIGN GUIDELINES

## Appendix A: Irymple Commercial Development Design Guidelines

### LAND USE & ACTIVITY

- ♦ Avoid the development of large internal retail spaces that do not encourage a street based retail environment.
- ♦ Require ground floor uses to include a component of active frontage to any street frontage/ pedestrian route.
- ♦ Encourage traders to provide outdoor seating and dining/ other external areas to activate edges of buildings and maximise solar access opportunities.
- ♦ Ensure future development respects adjoining residential uses in terms of scale, hours of operation and noise generation.
- ♦ Encourage residential uses at upper levels.

### ACCESS

- ♦ Develop a public domain of new streets that accommodate vehicular traffic and on-site parking needs without compromising walking and cycling amenity.
- ♦ Provide direct, high quality pedestrian connections (footpaths, tree planting, WSUD, and weather protection where possible) along building frontages/ key pedestrian desire lines.
- ♦ Avoid street alignments which are not parallel to Fifteenth Street or adjoining side streets.
- ♦ Avoid winding street alignments which increase walking/ cycling distances.

- ♦ Minimise the number and width of vehicle ingress and egress points (crossovers) along Fifteenth Street.
- ♦ Provide secondary vehicular and pedestrian access points along side streets where possible.
- ♦ Design footpath widths to support a lively pedestrian environment and accommodate expected pedestrian activity.
- ♦ Provide safe, direct links to surrounding neighbourhoods, particularly for pedestrians and cyclists.
- ♦ Provide safe, direct pedestrian links from shopping areas to car parking areas.
- ♦ Incorporate slow-moving traffic in new streets, rather than creating pedestrian only malls.
- ♦ Incorporate bicycle parking facilities into the design of new streetscapes.
- ♦ Manage traffic volumes and lower speeds through traffic calming measures.
- ♦ Provide adequate access for commercial vehicle, service and loading activities.
- ♦ Separate access for service vehicles from main vehicular access areas, building entrances and pedestrian routes to minimise potential conflicts.
- ♦ Locate loading facilities and service points to the rear of buildings where possible.

### CAR PARKING

- ♦ Provide a single, compact on-site car parking area that provides direct, high quality and safe pedestrian access to shops, encouraging people to walk around the area by foot.

- ♦ Avoid large areas of grade level car parking without substantial landscaping.
- ♦ Locate car parking underground where practicable.
- ♦ Investigate options for inclusion of caravan/ recreation vehicle (RV) parking. Locate in an area easily accessible and on an angle for easy access. Ensure clear signage to direct users to parking areas.

### BUILDING SCALE & SITING

- ♦ Implement the recommended building heights as detailed on the *Buildings Map* on page 24.
- ♦ Ensure that new development makes best use of available space, achieving a more compact and sustainable urban form.
- ♦ Provide a narrow shop front pattern where buildings are sited and oriented to front onto and provide a strong, consistent active edge along new streets/ pedestrian environments.
- ♦ Ensure that the scale of new development respects the character and amenity of adjoining residential areas. Built form which is adjacent to residential areas should step down to match the height of neighbouring buildings and dwellings, in line with the requirements of ResCode.
- ♦ Avoid large free-standing buildings (built form 'islands') in car parking areas.
- ♦ Minimise the overshadowing of adjoining lots through the scale, bulk and placement of a building and allow for a sufficient amount of sunlight penetration and natural ventilation.

### BUILDING DESIGN

## APPENDIX A : IRYMPLE COMMERCIAL DEVELOPMENT DESIGN GUIDELINES

- ♦ Facilitate the development of contemporary, high quality and sustainable architecture that incorporates principles of Ecologically Sustainable Design (ESD) and Crime Prevention through Environmental Design (CPTED), as part of creating a distinctive image and identity for Irymple.
- ♦ Encourage adaptable building design that can be readily altered or expanded for alternate uses over time.
- ♦ Encourage the use of durable, sustainable, quality materials that are consistent with the local character and responsive to the climate of Mildura.
- ♦ Avoid large continuous masses of the same finish.
- ♦ Design buildings to overlook streets, footpaths and public spaces where possible.
- ♦ Require new retail/ commercial buildings to have 60-80% of all visible facades activated with doors and/ or windows (using clear glazing) at the lower levels, offering a visual connection between the building occupants and people on the street.
- ♦ Restrict the use of blank walls and reflective glazing that hides the presence of activity within buildings.
- ♦ Discourage wide building frontages with a single use.
- ♦ Incorporate balconies or terraces in upper levels where appropriate to enhance the architectural articulation of buildings and provide passive surveillance and connection with the street.
- ♦ Incorporate lighting into the facade design to contribute to a sense of security at night.
- ♦ Integrate service related areas such as loading and storage within the building fabric where possible.

- ♦ Avoid solid roller door shutters along ground level frontages.
- ♦ Effectively screen air conditioning services, antennas and other utilities from public view using roof structures and architectural elements designed as an integral part of the building.
- ♦ Design new buildings with the ground floor at street level to avoid the need for ramp or staircase access.
- ♦ Ensure that building design adheres to the established standards and guidelines regarding the safety and accessibility of all users. Good building design embodies planning for access by people of all mobilities in accordance with the Disability Discrimination Act (DDA).
- ♦ Provide continuous weather protection (verandahs, shade cloths or canopies) along key pedestrian routes.

### SIGNAGE

Signage should have a minimal detrimental visual impact on the public realm. For detailed signage guidelines refer to *Clause 52.05 Advertising Signs*. The following guidelines should also be considered:

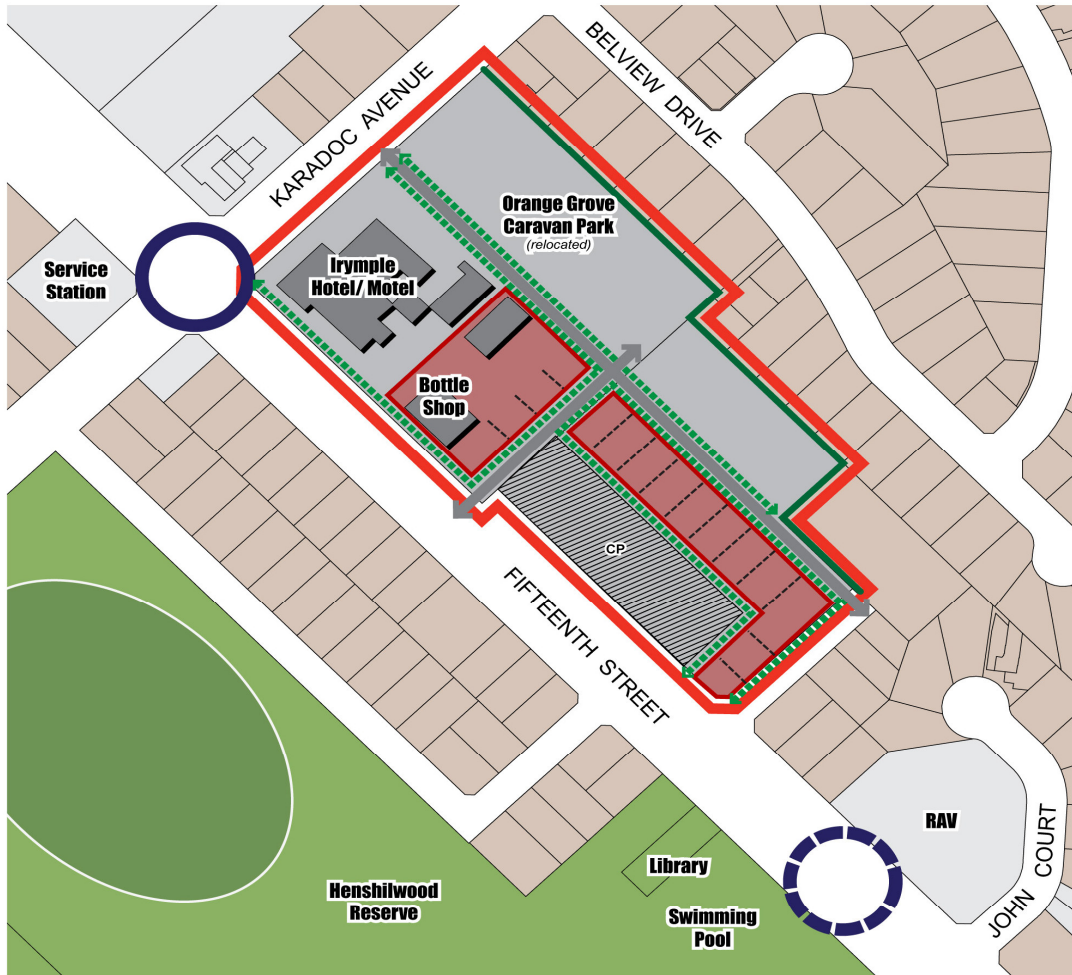
- ♦ Integrate signage within the building facade, so that it complements the design of the building.
- ♦ Consolidate areas of signage and advertising so as to not dominate the streetscape environment.
- ♦ Avoid signage which is visually obtrusive or out of proportion with the built form of the area.

### LANDSCAPING







- ♦ Ensure that the front setback along Fifteenth Street is attractively landscaped and has primary regard for any overall landscape theme for the highway.
- ♦ Incorporate tree planting along the public domain of new streets. Ensure species chosen are proportionate with adjacent built form.
- ♦ Incorporate one large canopy tree for every 6 to 8 cars within the central medians of parking bays to provide shelter and offer an attractive appearance to ground-level car parking. Expected mature height of the underneath of the canopy to be a minimum of 2.4m above ground level.
- ♦ Apply landscaping to screen unsightly car parking areas and utility areas without compromising user safety.
- ♦ Incorporate Water Sensitive Urban Design (WSUD) treatments where possible throughout the site for the collection and treatment of stormwater.
- ♦ Incorporate plant species for environmental benefit by means of:
  - Deciduous trees for summer shade and winter sun penetration (i.e. adjacent to windows, car parking areas and outdoor dining areas);
  - Drought tolerant and low water usage species; and
  - Plants with low fertiliser requirements.
- ♦ Screen service areas and garbage collection points from view by walls, fencing, planting or any combination thereof.



## APPENDIX B : OPTION B – DESIGN GUIDELINES






### Legend

-  Site B Boundary
-  Established residential area
-  Existing built form within the site
-  Existing public open space/ recreation
-  Existing signalised intersection
-  Residential interface


## BUILT FORM

- Provide a narrow shopfront pattern where buildings are sited and oriented to front onto and provide a strong, consistent active edge along new streets/ pedestrian environments. Avoid the development of large internal retail spaces.

## ACCESS

- |   |  |
|---|--|
|  | Ensure that all proposed internal roads run parallel to Karadoc Avenue or Fifteenth Street and provide logical connections to existing roads where possible.                       |
|  | Provide direct, high quality pedestrian connections (footpaths, tree planting, WSUD, and weather protection where possible) along building frontages/ key pedestrian desire lines. |
|  | Provide additional safe pedestrian connections across Fifteenth Street as part of any development of the site.   |

## CAR PARKING

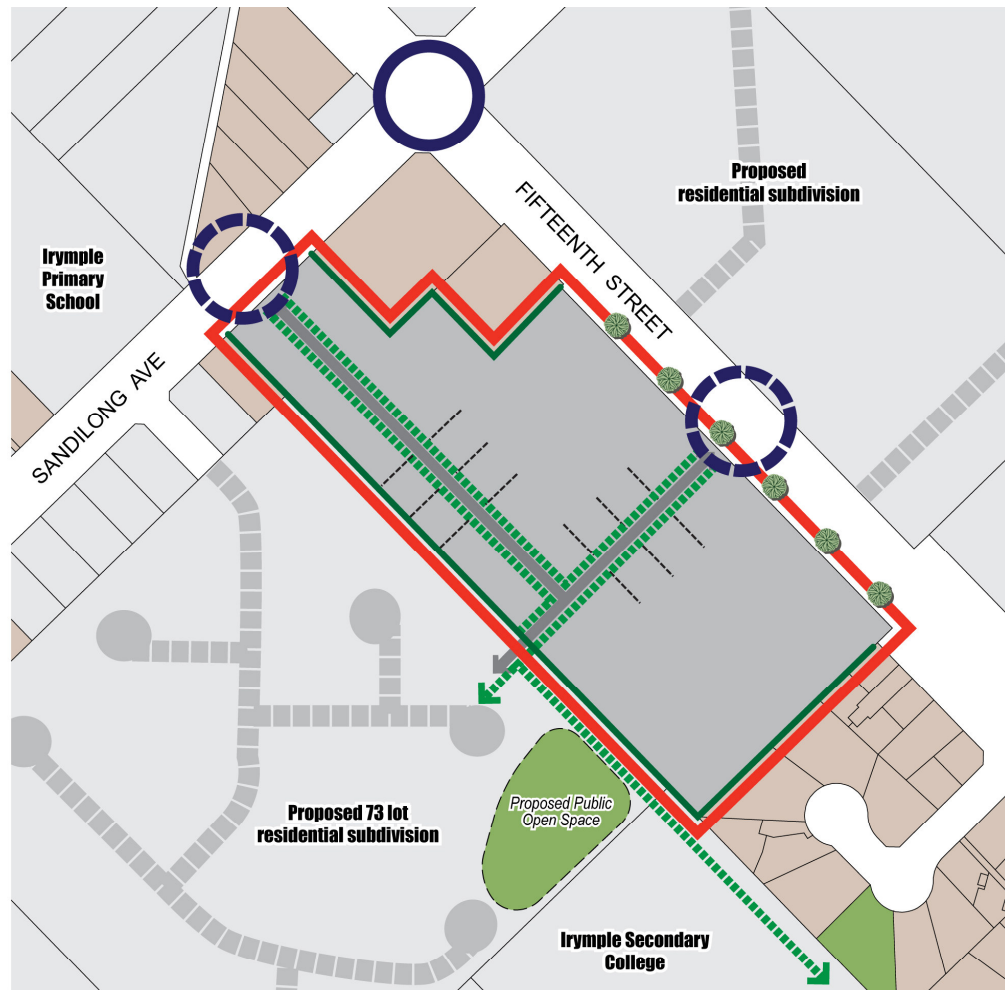
- |   |   |
|---|---|
|  | <p>Provide a single compact car parking area between the building and the road, to increase passive surveillance, safety and convenience. Ensure that the car parking area provides direct, high quality and safe pedestrian access to shops. Incorporate one large canopy tree for every 6 to 8 cars within the central medians of parking bays.</p> |
|---|---|

**NOTE:** Development of this site must also comply with the 'Irymple Commercial Development Design Guidelines' contained in this report.

**SITE PHOTO: EXISTING CONDITIONS**



## APPENDIX C : SANDILONG/FIFTEENTH SITE SPECIFIC URBAN DESIGN GUIDELINES



### Legend

- Site A Boundary
- Established residential area
- Existing public open space/ recreation
- Existing signalised intersection
- Proposed residential subdivision road network
- Residential interface
- Retain existing avenue of palms

### BUILT FORM

- Provide a narrow shopfront pattern where buildings are sited and oriented to front onto and provide a strong, consistent active edge along both sides of new streets. Avoid the development of large internal retail spaces.

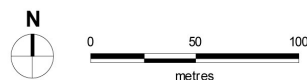
### ACCESS

- Ensure that all proposed internal roads run parallel to Sandilong Avenue or Fifteenth Street and provide logical connections to other roads/ proposed roads where possible.
- ➡ Provide direct, high quality pedestrian connections (footpaths, tree planting, WSUD, and weather protection where possible) along building frontages/ key pedestrian desire lines. E.g. Between Fifteenth Street and the proposed 73 lot residential subdivision, and between the Primary School and Secondary College.
- Provide additional safe pedestrian connections across Fifteenth Street and Sandilong Avenue, as part of any development of the site.

### CAR PARKING

- Provide a single compact car parking area that provides direct, high quality and safe pedestrian access to shops, encouraging people to walk around the area by foot. Incorporate one large canopy tree for every 6 to 8 cars within the central medians of parking bays.

**NOTE:** Development of this site must also comply with the 'Irymple Commercial Development Design Guidelines' contained in this report.



SITE PHOTO: EXISTING CONDITIONS



# APPENDIX D : IRYMPLE STRUCTURE PLAN



## IRYMPLE TOWN STRUCTURE PLAN

