

02.03-5

C226wsea

Built environment and heritage**Urban and building design**

The City of Whittlesea contains many diverse urban and environmental features that have been identified for preservation and enhancement in order to retain the character of the municipality in the face of rapid urban development.

All forms of development and elements of the rural landscape contribute to the character of the municipality. Well-designed urban environments build connection to place and the community and contribute to the City's image, amenity and community wellbeing.

Council aims to:

- Upgrade the image and appearance of Whittlesea including its:
 - Activity centres.
 - Major gateways and transport corridors.
 - Industrial areas.
 - Employment centres particularly in established areas.
- Ensure the location and design of signs enhances the visual amenity of the municipality.
- Facilitate the integration of local features or focal points including River Red Gums into the design of new communities.
- Retain local environmental features and landscape qualities.
- Encourage the provision of attractive and walkable neighbourhoods that use spaces to encourage recreation and social interaction.

Neighbourhood character

Council faces the challenge of accommodating a variety of housing to match future demographic changes. Character is an important element in all urban areas to allow new development to blend with existing streetscapes. At the same time, in housing change areas nominated for more intensive infill development it may be necessary to create a preferred character in order to achieve increased development densities that also enhances the amenity of the area.

Council aims to manage change in urban areas by:

- Supporting development that respects its context and adds to the character of existing urban areas.
- Encouraging housing forms and styles of subdivision to be influenced by, rather than being imposed on, the natural environment.
- Encouraging developing urban areas to incorporate elements of the natural environment.
- Creating a preferred urban character in housing change areas identified for more intensive infill development, such as in activity centres and along public transport routes.

Environmentally sustainable design

Council is committed to creating an environmentally sustainable city.

Environmentally sustainable design should be incorporated during the planning of a development to achieve outcomes that may otherwise be compromised if these matters are only considered as part of building approval. It also may reduce difficulties or extra costs associated with retro-fitting development.

Council aims to:

- Encourage development to incorporate environmentally sustainable design principles.

Heritage

Whittlesea's cultural heritage contributes greatly to the identity of the City. It is essential that significant heritage places are protected, retained and integrated as the City develops. As an identified growth area the municipality faces a number of challenges in protecting and managing heritage places in unique contexts including established, rural and greenfield areas.

Council aims to address this by:

- Protecting and maintaining the integrity and historic character of Whittlesea's heritage places.
- Using the interpretation of heritage places to promote heritage in the municipality.