INTRODUCTION

BACKGROUND

Further to the review of the 2008 Structure Plans, a key task of this study is to produce a set of Built Form Guidelines for Keilor Road, to provide Council with more definitive guidance regarding the development of land within the Keilor Road Major Activity Centre. In light of recent change and development occurring along Keilor Road, the preparation of a clear decision-making framework for assessing development applications is becoming even more pertinent.

In April 2010, Council commenced the process of reviewing the Urban Design Guidelines and the Design and Development Overlay (DDO) in place for Bulla Road and Mt Alexander Road, including North Essendon.

There will be advantages in adopting a similar approach to that used for the Mt Alexander Road Corridor Urban Design Guidelines, to ensure consistency in planning scheme provisions and ease-of-use for Council planners. However it is equally important to produce guidelines that:

- Differentiate Keilor Road as a place with an identity
- Build on the themes established in the Keilor Road Structure Plan
- Respond to explicit local concerns, such as the sensitive residential interface
- Respond to particular local characteristics

The Keilor Road Built Form Guidelines will further the work undertaken already for the area. They will need to be easy to use as a companion to both the Keilor Road Structure Plan and the Mt Alexander Road Corridor Urban Design Guidelines, and prepared in such a way that they are easily translatable into the Moonee Valley Planning Scheme.

A VISION FOR KEILOR ROAD

The Keilor Road Activity Centre Structure Plan provides a vision for Keilor Road up until 2030:

A vibrant, attractive, safe and sustainable centre that offers places to live, work and relax which attracts visitors, business, services and investment from within the City of Moonee Valley and beyond.

This vision is in line with the direction articulated in Melbourne 2030 for a more compact and intense form of development within activity centres. Notwithstanding, the vision is centrally concerned with reinforcing the valued features of the existing centre, and sensitively integrating its future development with the surrounding area.

PURPOSE OF THE GUIDELINES

The purpose of the Guidelines is to provide more definitive guidance regarding the development of land within the Keilor Road Activity Centre. This will further the work undertaken already for the area, including the Keilor Road Activity Centre Structure Plan.

These guidelines are intended to complement the Mt Alexander Road Corridor Urban Design Guidelines. Therefore the area covered by these guidelines begins at a point on Keilor Road where the Mt Alexander Road Guidelines end. For this reason, these guidelines extend a short distance east beyond the boundary of the Keilor Road Activity Centre Structure Plan into the North Essendon Activity Centre.

HOW TO USE THE GUIDELINES

This document comprises two key sections: Built Form Elements and Built Form Controls.

The Built Form Elements section includes a number of design objectives relating to the following elements of built form:

- Land Use & Activity
- Building Height & Form
- Ground Level Setbacks
- Upper Level Setbacks
- Materials, Finishes & Design
- Vehicle Access & Car Parking
- Landscaping & Private Open Space

These design objectives apply in a general sense to all properties within the Keilor Road Major Activity Centre.

The Built Form Controls section includes specific provisions relating to the design and development of built form within the various land use zones, including specification of:

- Preferred Maximum Building Height (defined in storeys and metres)
- Minimum Ground Level Setback
- Minimum Upper Level Setback
STRATEGIC JUSTIFICATION

A vibrant, attractive, safe and sustainable centre requires a built form that:

- Maintains the fine-grain quality of the existing subdivision pattern.
- Provides a strong, consistent active edge.
- Protects the valued character of existing residential areas.
- Allows for a greater intensity of development that is respectful of the scale, character and amenity of surrounding areas.
- Creates an engaging street interface.
- Provides a high standard of public and private amenity.
- Is of a contemporary, high quality design.
- Incorporates Environmentally Sustainable Design (ESD) principles in design.
- Uses sympathetic building materials, colours and finishes.
- Provides car parking areas which do not visually dominate public space.
- Enhances the appearance and amenity of buildings and spaces.
- Incorporates attractive and functional private and communal open spaces for residents.

The rationale for this approach can be found in various State government policies, including Activity Centre Design Guidelines, and Clause 15 (Built Environment and Heritage) of the State section of the Planning Scheme.

Guidelines and controls have been developed that are aimed at achieving the following design objectives:

- Maintain the fine-grain quality of the core retail area of Keilor Road, where buildings provide a strong, consistent active edge.
- Protect the valued characteristics of existing residential areas abutting and surrounding Keilor Road.
- Allow for a greater intensity of commercial and residential development along Keilor Road that is respectful of the scale, character and amenity of surrounding areas.
- Increase density in residential streets surrounding the commercial core by supporting townhouse and villa style housing typologies and discouraging apartment style developments.
- Develop a consistent street rhythm which reinforces local character and creates an engaging street interface.
- Provide a high standard of public and private amenity.
- Promote the development of contemporary, high quality designed buildings which contribute to the local identity of Keilor Road.
- Incorporate Environmentally Sustainable Design (ESD) principles in all new development.
- Ensure building materials, colours and finishes reflect the character of surrounding built form.
- Provide well-located, accessible and safe car parking areas which do not visually dominate public space.
- Integrate planting and landscaping in new development to enhance the appearance and amenity of buildings and spaces.
- Incorporate attractive and functional private and communal open spaces in new residential development.
BUILT FORM ELEMENTS

LAND USE & ACTIVITY

Design Objective
- Maintain the fine-grain quality of the core retail area of Keilor Road, where buildings provide a strong, consistent active edge.
- Protect the valued characteristics of existing residential areas abutting and surrounding Keilor Road.

Design Guidelines
- Require retail/commercial ground floor uses along Keilor Road to include a component of active frontage to all street frontages.
- Provide continuous weather protection (verandahs, shade cloths or canopies) within the core retail area of Keilor Road.
- Incorporate balconies or terraces in upper levels to enhance the architectural articulation of buildings and provide passive surveillance and connection with the street.
- Encourage traders to provide outdoor seating and dining/other external areas to activate edges of buildings and maximise solar access opportunities.
- Discourage wide building frontages with a single use within the retail/commercial areas of Keilor Road.
- Avoid the development of large internal retail spaces that do not encourage a street based retail environment.

BUILDING HEIGHT & FORM

Design Objective
- Allow for a greater intensity of commercial and residential development along Keilor Road that is respectful of the scale, character and amenity of surrounding areas.
- Increase density in residential streets surrounding the commercial core by supporting townhouse and villa style housing typologies and discouraging apartment style developments.

Design Guidelines
- Facilitate development which reflects the built form controls within the varying land use precincts of the Keilor Road Activity Centre (refer to the built controls on page 8 for details).
- Ensure new development respects and contributes positively to the scale, bulk and character of adjoining buildings and spaces.
- Provide a range of dwelling sizes in villa unit/townhouse developments in residential areas surrounding the commercial core.
- Ensure that new built form adjacent to residential areas steps down to respect the height of neighbouring buildings and dwellings, in line with the requirements of ResCode.
- Ensure development at key gateway locations emphasises the importance of the corner location and acts as a local landmark for Keilor Road.
- Minimise the visual impact of new commercial development when viewed from surrounding residential streets and dwellings.
- Ensure new development is sensitive to local viewlines and vistas.
- Retain a sympathetic visual setting and relationship to adjacent heritage buildings and elements.
- Ensure existing public and private open spaces retain adequate access to sunlight and daylight throughout the year.
- Encourage the consolidation of narrow sites along Keilor Road.
- Encourage more intensive development on key sites and large sites within the Activity Centre, or where the consolidation of lots can be achieved.
- Ensure new development provides vertical articulation.
- Design buildings to overlook streets, footpaths and public spaces where possible.
- Provide a range of dwelling sizes and types in new higher density residential developments along Keilor Road.
- Locate areas of a commercial building that will produce noise, light spill or odour away from residential interfaces, or provide suitable buffering such as landscaping.
GROUND LEVEL SETBACKS

Design Objective
- Develop a consistent street rhythm which reinforces local character and creates an engaging street interface.

Design Guidelines
- Maintain consistent front and side setbacks, particularly in established residential areas (refer to the built controls on page 8 for details).
- Incorporate tree planting and vegetation in the front setback of industrial areas.
- Ensure building separation supports private amenity and reinforces neighbourhood character.
- Encourage room for planting/landscaping that will reduce the visual mass of new development.

UPPER LEVEL SETBACKS

Design Objective
- Provide a high standard of public and private amenity.

Design Guidelines
- Ensure new development provides a sensitive and appropriate interface to adjoining streetscapes, buildings and established residential areas.
- Ensure new development does not unreasonably detract from existing levels of amenity and privacy of adjoining residential areas.
- Minimise the level of overlooking and overshadowing on adjoining dwellings.
- Ensure a good standard of natural lighting is provided to internal building spaces.
- Ensure new development does not increase the level of wind at ground level.

MATERIALS, FINISHES & DESIGN

Design Objectives
- Promote the development of contemporary, high quality designed buildings which contribute to the local identity of Keilor Road.
- Incorporate Environmentally Sustainable Design (ESD) principles in all new development.
- Ensure building materials, colours and finishes reflect the character of surrounding built form.

Design Guidelines
- Facilitate the development of contemporary, high quality and sustainable architecture that creates a distinctive image and identity for Keilor Road.
- Facilitate the development of buildings that incorporate principles of Environmentally Sustainable Design (ESD) and Crime Prevention through Environmental Design (CPTED).
- Ensure materials, colours and finishes complement and respond to the scale, character and appearance of surrounding built form, as well as the local character of the streetscape and area.
- Encourage adaptable building design that can be readily altered or expanded to accommodate alternate uses over time.
- Design new retail/commercial 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).
- Ensure that the design of buildings above ground level allows for passive surveillance, activity and windows fronting the street, incorporating the principles of the Safer Design Guidelines (DSE).
- Incorporate lighting into the facade design of retail/commercial buildings to contribute to a sense of security at night.
- Ensure materials, colours and finishes are sensitive to the local character of the area and any adjoining heritage buildings and elements.
- 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 building occupants and people on the street.
- Restrict the use of blank walls and reflective glazing that hides the presence of activity within buildings.
- Ensure building facades in retail/commercial areas are well articulated through design treatments such as:
  - Well-considered placement of doors and windows.
  - Variations in surface texture, colours or materials.
— Balconies or terraces in the upper levels that overlook streets, footpaths and public spaces where possible.
— Avoiding large expanses of blank walls or facades, particularly at street level.
— Avoiding large, continuous masses of a single material/colour.

▪ Treat roof spaces and forms as a considered aspect of the overall building style/design.
▪ Discourage ‘boxy’ or bulky roof forms with minimal/no eaves.
▪ Consider the use of noise attenuation measures such as double glazed windows, to reduce the amount of sound transmitted and to aid in sound proofing.
▪ Consolidate areas of signage and advertising along Keilor Road, and integrate signage within the design of the building facade 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.
▪ Encourage climate responsive design through the use of passive solar design and passive ventilation techniques.
▪ Supplement sustainable building design with appropriate technologies such as solar hot water systems and photovoltaic panels.
▪ Ensure new development considers sustainability principles such as:
  — Collection of rainwater from the roofs of buildings and its storage for re-use for non-potable purposes.
  — Collection of greywater from buildings and its storage, treatment and re-use for non-potable purposes.
  — Sewer mining and blackwater recycling and its storage treatment and re-use for non-potable purposes.
  — Permeable paving in place of large expanses of hard surfaces, for open ground car parks and for tramways.
  — Installation of CO sensors for enclosed mechanically ventilated car parks that monitor CO levels and are linked to a demand controlled variable speed mechanical ventilation system.
  — Native vegetation where appropriate.
▪ Encourage planning permit applications for new residential development to incorporate a STEPS (Sustainable Tools for Environmental Performance Strategy) assessment.

VEHICLE ACCESS & CAR PARKING

Design Objectives

▪ Provide well-located, accessible and safe car parking areas which do not visually dominate public space.

Design Guidelines

▪ Ensure new development provides on-site parking for the needs of its building occupants and visitors without adverse impacts on the streetscape.
▪ Integrate service related areas such as loading and storage within the building fabric where possible.
▪ Ensure vehicle access to and from a development is safe, manageable and convenient.
▪ Encourage the development of underground car parking areas where practicable.
▪ Ensure car parking areas do not dominate the street frontage.
▪ Separate access for service vehicles from main vehicular access areas, building entrances and pedestrian routes to minimise potential conflicts.
▪ Discourage the use of roller doors and excessive use of non-permeable surfaces (e.g. car parking areas, driveways and multiple crossovers) along the street frontage.
▪ Minimise the impact of driveways on pedestrian paths and streetscapes.

LANDSCAPING & PRIVATE OPEN SPACE

Design Objectives

▪ Integrate planting and landscaping in new development to enhance the appearance and amenity of buildings and spaces.
▪ Incorporate attractive and functional private and communal open spaces in new residential development.

Design Guidelines

▪ Ensure new development provides an appropriate level of landscaping.
▪ Ensure the landscape setting of a new development contributes to the overall landscape character of the streetscape and local area.
- Incorporate Water Sensitive Urban Design (WSUD) treatments where possible throughout the site for the collection and treatment of stormwater.

- Apply landscaping to screen unsightly car parking areas and utility areas, without compromising functionality or user safety.

- Screen service areas and garbage collection points from view by walls, fencing, planting or any combination thereof.

- Ensure the site design of new development provides opportunities for canopy trees, multi-use spaces and seasonal gardens within private open spaces.

- Consider the use of vegetation to screen and act as a buffer to adjoining heritage and residential properties, where appropriate.

- Integrate shared and private open space into the overall site design and layout of new development.

- In new ground-level car parking areas, 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.

- Avoid front fencing/walls within commercial areas along Keilor Road. Where privacy is considered necessary, consider landscaping as an alternative.
BUILD FORM CONTROLS

The built form controls listed below should be read in conjunction with the Built Form Controls Map on the following page. These controls are applied to existing zones.

PRECINCTS 1 & 2 (LAND IN A RESIDENTIAL ZONE/ PUBLIC USE ZONE)

With the exception of residential zoned properties fronting onto Keilor Road

<table>
<thead>
<tr>
<th>PREFERRED MAX BUILDING HEIGHT</th>
<th>MINIMUM GROUND LEVEL SETBACK</th>
<th>MINIMUM UPPER LEVEL SETBACK</th>
</tr>
</thead>
<tbody>
<tr>
<td>Up to 3 storeys (9-10m)</td>
<td>ResCode applies to residential zoned properties</td>
<td>ResCode applies to residential zoned properties</td>
</tr>
<tr>
<td>Up to 5 storeys (18m) on sites &gt;5000m²</td>
<td>SIDE&lt;br&gt;&lt;i&gt;Where the sides of the lot abuts a residential property:&lt;/i&gt; Buildings over 3 storeys (10m) in height should be set back a minimum of 3 metres from side boundaries</td>
<td>FRONT &amp; REAR&lt;br&gt;Upper levels above the third storey should be set back a minimum of 3 metres from the ground floor building footprint (at the front and rear)</td>
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PRECINCT 3 (RESIDENTIAL ZONED PROPERTIES FRONTING ONTO KEILOR ROAD)

<table>
<thead>
<tr>
<th>PREFERRED MAX BUILDING HEIGHT</th>
<th>MINIMUM GROUND LEVEL SETBACK</th>
<th>MINIMUM UPPER LEVEL SETBACK</th>
</tr>
</thead>
<tbody>
<tr>
<td>Up to 4 storeys (12m)</td>
<td>ResCode applies to residential zoned properties</td>
<td>ResCode applies to residential zoned properties</td>
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</tbody>
</table>

PRECINCT 3 (LAND IN A BUSINESS ZONE)

<table>
<thead>
<tr>
<th>PREFERRED MAX BUILDING HEIGHT</th>
<th>MINIMUM GROUND LEVEL SETBACK</th>
<th>MINIMUM UPPER LEVEL SETBACK</th>
</tr>
</thead>
<tbody>
<tr>
<td>Up to 3 storeys (9-10m) where a single dwelling covenant applies</td>
<td>FRONT&lt;br&gt;Buildings should be built to the front boundary (zero metre front setback)</td>
<td>FRONT&lt;br&gt;All levels above the third storey should be setback a minimum of 3 metres from the ground floor building footprint (at the front)</td>
</tr>
<tr>
<td>Up to 4 storeys (15m)</td>
<td>REAR&lt;br&gt;&lt;i&gt;Where the rear of the lot abuts a lane:&lt;/i&gt; Buildings should be set back a minimum of 1 metre from the rear boundary</td>
<td>REAR&lt;br&gt;All levels above the third storey should be setback a minimum of 5 metres from the ground floor building footprint (at the rear)</td>
</tr>
<tr>
<td>Up to 5 storeys (18m) on sites &gt;5000m²</td>
<td>Where the rear of the lot abuts a residential property: Buildings should be set back a minimum of 3 metres from the rear boundary</td>
<td></td>
</tr>
<tr>
<td>Up to 6 storeys (21m) on ‘key sites’</td>
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</table>

PRECINCT 4 (LAND IN AN INDUSTRIAL ZONE)

<table>
<thead>
<tr>
<th>PREFERRED MAX BUILDING HEIGHT</th>
<th>MINIMUM GROUND LEVEL SETBACK</th>
<th>MINIMUM UPPER LEVEL SETBACK</th>
</tr>
</thead>
<tbody>
<tr>
<td>Up to 3 storeys (12m)</td>
<td>FRONT&lt;br&gt;Buildings should be set back a minimum of 1.5 metres to provide a landscaped front setback</td>
<td>No requirement for upper level setbacks</td>
</tr>
<tr>
<td>Up to 4 storeys (15m) on sites &gt;5000m²</td>
<td>REAR&lt;br&gt;&lt;i&gt;Where the rear of the lot abuts a residential property:&lt;/i&gt; Buildings up to 3 storeys (12m) in height should be set back a minimum of 10 metres from the rear boundary Buildings over 3 storeys (12m) in height should be set back a minimum of 15 metres from the rear boundary</td>
<td></td>
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<tr>
<td>Up to 6 storeys (21m) on ‘key sites’</td>
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‘KEY SITES’ CRITERIA

The built form capacity of individual sites is dependent on a number of factors, including the unique characteristics of a site's surrounding context. As a result, the capacity of individual sites throughout the activity centre can differ. An increased height limit for ‘key sites’ may be considered where an applicant meets a number of criteria. For a site to be considered a key site, it must also be demonstrated that the additional height has no significant amenity impacts in terms of overlooking and overshadowing of residential properties.

The following sets out the ‘key sites’ criteria that should be considered when determining ‘key sites’ within the Keilor Road Activity Centre. The criteria is similar to those contained in the Mt Alexander Road Corridor Urban Design Guidelines.

The factors which allow for consideration as a ‘key site’ include the following:

- Dimensions of the land parcel and overall size
- Method of achieving vehicle access to the site
- Whether the site is in a significant strategic location
- Whether the site is part of, or abuts a heritage asset
- Whether the site and built form responds to viewlines and vistas.

In consideration of this, sites within Precincts 3 and 4 which can demonstrate compliance with at least three of the following criteria may be appropriate for an increased height limit of up to 6 storeys (21m):

- The site has a total land parcel area of greater than 1500m$^2$ with a frontage of greater than 25m.
- Vehicle access to the site can be achieved either via a rear lane (less than 25m long) or off a side street.
- The site is on a corner with demonstrated gateway characteristics such as at the beginning or end of a retail precinct or where a cross street to Keilor Road is in a Road Zone.
- The site is not part of or does not directly abut a building of heritage value (i.e. stand alone Heritage Overlay control).

In order to achieve a key site status, applicants are required to provide a response to each of the above criteria in addition to providing a viewshed analysis as part of their applicant documentation.

Where the application is assessed by Council as not meeting the criteria, the preferred lower building height applies.