

4.6 La La Town Centre

Preferred Character

Precinct 4 (La La Town Centre) is characterised by a main street (Warburton Highway) that retains a classic and attractive country town character. The primary commercial edge on the northern interface to the Warburton Highway encloses the 'main street' and is supported by a secondary commercial frontage on the southern interface of the Warburton Highway. Precinct 4 caters for local commercial and retail uses within Warburton.

The existing heritage within the Precinct, includes the Sanitarium Health Food Company and Signs Publishing Company sites has been developed to enhance the visual character and identity within the Precinct. Development, incorporating potential residential accommodation, is scaled and sited appropriately to maintain the natural feel of the Warburton Township and create a residential neighbourhood to activate La La Town Centre.

Precinct 4 offers opportunities for improved residential accommodation to meet both local and tourist demand, with the local commercial and retail development expanding to support this residential growth. The scale of built form of new development will complement this character and the heritage within the precinct. It will also retain and enhance the distinctive natural features associated with the historic development of the town, including the Yarra River, established trees, and views to features such as Mount Donna Buang, and Mount Little Joe.

Access to, and within the precinct will utilise footpaths as key public spaces, with the UDF ensuring that car parking and sustainable transport modes are convenient and accessible for a wide range of users. Improved paths link the commercial town centre to the Sanitarium Health Food Company and Signs Publishing Company sites, the Yarra River, and more broadly to the adjacent Recreation in Precinct 3.

Structure

- 01 Enhances the commercial interface and connection with the Yarra River, and Sanitarium Health Food Company and Signs Publishing Company heritage sites.
- 02 Creates new residential accommodation areas within the precinct increasing access and amenity within the public realm to support this use.
- 03 Manages the impact of the natural environment, including flood levels, and bushfire risk.

Public Realm

- 04 Improves public open spaces to cater for growing demand from the local community and visitors to the precinct.
- 05 Improves connections between the Warburton Rail Trail and destinations within the precinct.

Movement and Access

- 06 Improves car parking areas to cater for growing demand from the local community and visitors to the precinct.
- 07 Encourages public transport options and alternatives offered within the precinct.
- 08 Provides end-of-trip facilities within the precinct for public use. Including opportunities for electric vehicle and electric bike charging stations within the precinct.

Built Form

- 09 Enhances existing heritage buildings, and site to protect the existing character of Warburton.
- 010 Responds to size and scale of existing heritage sites and current state for redevelopment.
- 011 Establishes residential catchment within the precinct.

Key Development Opportunities

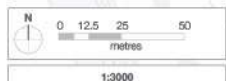
- A Warburton Sanitarium Redevelopment
- B IGA Supermarket Development

Key Movement Routes and Access

- C Warburton Water World links

Key Places

- D Redwood Community Centre Access
- E Upper Yarra River Reserve (east) Activation



Precinct 4 Section/elevation view Perspective view	STRUCTURE Property 1 in 100 year flood Yarra River	PUBLIC REALM Key places Trees/Vegetation Passive recreation Trails (other)	MOVEMENT AND ACCESS Road/parking areas Bus stops	BUILT FORM Key development opportunities Heritage Key Active Interfaces Buildings (existing) Potential development
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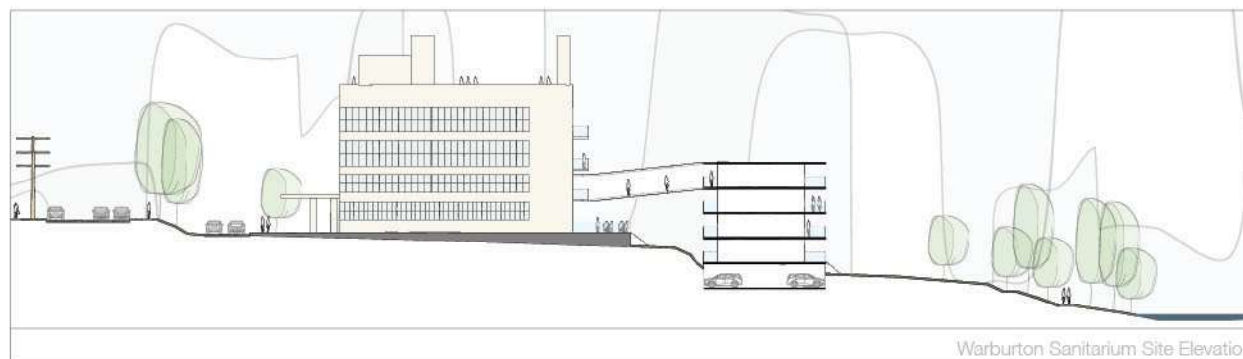
4.6.1. Building Design

New development interfaces with the Yarra River and Warburton Highway, improving the built environment in the precinct. The existing heritage character of the precinct is retained and enhanced with new development designed to compliment this character.

New development will achieve this by:

- 4.6.1.a Locating and shaping buildings to accommodate local topography, natural, and cultural features of the site.
- 4.6.1.b Locating and shaping the building to protect view corridors from streets and public spaces toward landmarks (Sanitarium Health Food Company, Signs Publishing Company, Yarra River, and Mount Donna Buang).
- 4.6.1.c Arranging building elements such as roofs, balconies, windows, doorways and cladding materials to contribute to the preferred character of the area.
- 4.6.1.d Incorporating continuous canopies above the full length of ground floor facades along Warburton Highway extending over the footpath at a minimum 2.5 metres.
- 4.6.1.e Complementing the existing heritage buildings and areas by respecting the historic character, by adapting it or by contrasting with it without overwhelming heritage values.
- 4.6.1.f Adapting and reusing existing buildings built form features, where practical.
- 4.6.1.g Providing under awning lighting to enhance streetscape visibility at night.
- 4.6.1.h Locating and arranging buildings to allow daylight and winter sun access to private and public open spaces, and the streetscape.

- 4.6.1.i Prioritising solar access to the public domain and adjacent properties to minimise mid-winter overshadowing.
- 4.6.1.j Allowing appropriate solar access to penetrate internal living areas, private open space and communal open spaces.
- 4.6.1.k Making optimal use of natural light and ventilation.
- 4.6.1.l Using the building height and setbacks to frame the street space as a public space (Warburton Highway).
- 4.6.1.m Encouraging taller built form on prominent corners
- 4.6.1.n Providing a typical height of 3.5 metres between levels, especially ground floor.
- 4.6.1.o Built form on the Sanitarium Health Food Company and Signs Publishing Company sites should be constructed to a maximum of four storeys with building heights not to exceed 15 metres.
- 4.6.1.p Requiring buildings that exceed the maximum preferred building heights to conceal upper levels from street view.



4.6.2. Building Frontages and Interfaces

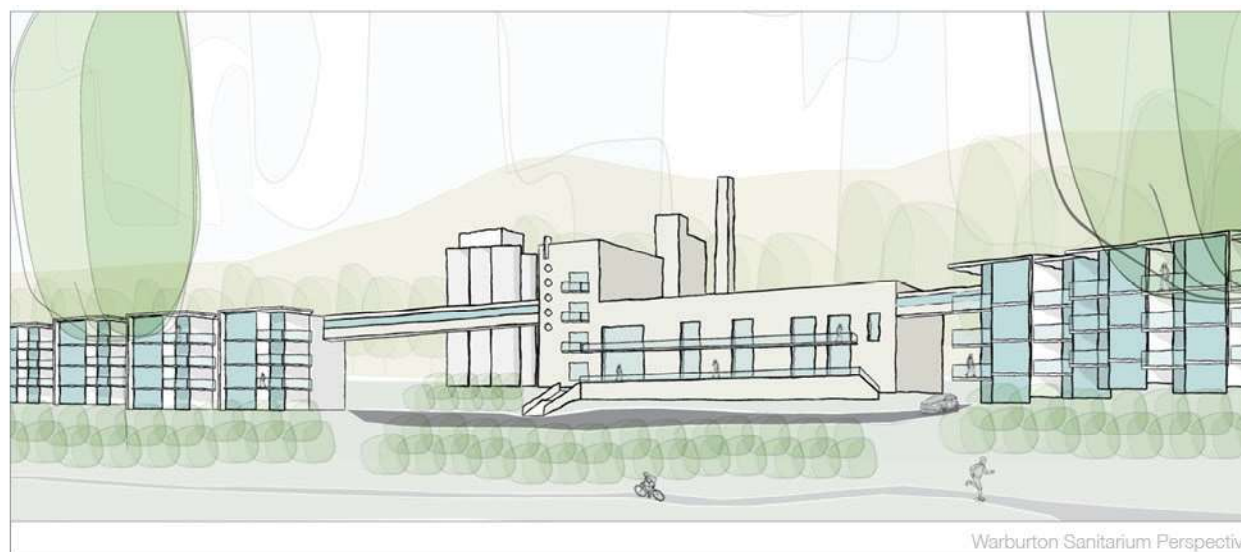
Buildings that front the Warburton Highway serve to enclose the northern and southern street interfaces to enhance the 'main street' feel of the precinct. New development activate the Warburton Highway, and improves the built environment interface with the Yarra River.

New development will achieve this by:

- 4.6.2.a** Maintaining and reinforcing the traditional town centre urban pattern, with primary building frontages activating Warburton Highway and secondary building frontages activating the Yarra River.
- 4.6.2.b** Providing building entries and window elements that form at least 70% of the ground floor facade surface.
- 4.6.2.c** Presenting zero front setbacks at ground level, except for heritage and landmark buildings.
- 4.6.2.d** Placing the building frontage, within retail and commercial mixed-use areas, to the front lot line.
- 4.6.2.e** Provide highly activated frontages with windows and entrances as the predominant elements of the ground floor facade, creating opportunities for informal surveillance of the street from within the building.
- 4.6.2.f** Locating principal entrances of buildings along Warburton Highway.
- 4.6.2.g** Locating and designing entrance foyers to upper storeys to be accessible from Warburton Highway.
- 4.6.2.h** Limit any expanse of blank wall in the ground floor facade to a maximum width of 2 metres.
- 4.6.2.i** Maximising physical and visual permeability between the street and commercial spaces.

- 4.6.2.j** Limiting wall recesses along the street edges to less than 300mm deep.
- 4.6.2.k** Enabling passive surveillance of the street and/or public realm from within the building through clear unobstructed windows.
- 4.6.2.l** Requiring developments on corner lots to provide detail and visual interest from the secondary frontage, through articulation and clear glazing.

- 4.6.2.m** Recessing side and rear setbacks of upper levels of commercial and mixed use buildings adjacent to residential and public land.
- 4.6.2.n** Using landscape treatments to reduce the visual impact of blank walls



Warburton Sanitarium Perspective

4.6.3. Building Performance

Development is designed to support functional use now as well as in the future. Buildings are designed to be adaptable to changing use patterns and demands. Buildings are highly cost effective, and deliver ongoing value through energy and maintenance performance throughout their life-cycle.

New development will achieve this by:

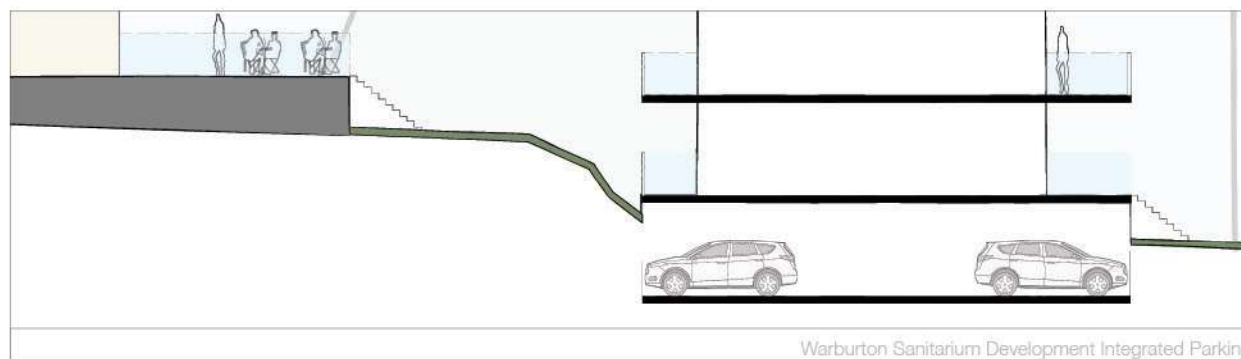
- 4.6.3.a Designing buildings to be highly cost effective, and deliver ongoing value through energy and maintenance performance.
- 4.6.3.b Using resilient and durable design to minimise maintenance costs and maintain quality over time.
- 4.6.3.c Using durable and high quality materials to complement the building's context and function.
- 4.6.3.d Designing buildings for the long term by minimising energy use and water consumption, and using materials with the least impact on the environment.
- 4.6.3.e Responding to the local climate and impacts of bushfire in the building design.
- 4.6.3.f Providing opportunities for adaptation of the building's use over its life cycle.
- 4.6.3.g Incorporating stormwater and recycled water infrastructure into new development.
- 4.6.3.h Incorporating durable, sustainable and attractive materials that minimise maintenance and contribute to the preferred character of the area.

4.6.4. Car Parking and Access

Car parking is integrated within new developments with any other on-site parking located to the rear of new developments not fronting the Yarra River or Warburton Highway. New car parking is in proximity to high use areas but should not compromise activity or pedestrian access and movement.

New development will achieve this by:

- 4.6.4.a Locating car parking areas and structures in proximity to the activities they support.
- 4.6.4.b Facilitating shared use of car parking facilities with neighbouring properties.
- 4.6.4.c Restricting the amenity and aesthetic impacts of car parking areas and service.
- 4.6.4.d Locating car parking within or to the rear of building envelopes and screening parking from view from the public realm.
- 4.6.4.e Designing car parks to be responsive to the topography and land form of the site.
- 4.6.4.f Designing car parking access points to minimise disruption to the continuity of the public realm.
- 4.6.4.g Incorporating water sensitive urban design elements into car park design and appropriate landscaping.
- 4.6.4.h Including provision for electric charging for vehicles and bicycles, and end of trip facilities such as bike parking, bike washes and lockers.
- 4.6.4.i Designing car parks for other activities such as markets and community events that could be held on the site.
- 4.6.4.j Locating vehicle and service access to the rear or side of the building,



4.6.5. Servicing

Servicing such as waste collection, heating and cooling infrastructure, and stormwater collection is incorporated within any new development without impacting the building presentation to the street or impacting the active edges of the development.

New development will achieve this by:

- 4.6.5.a Screening from view or remotely locating mechanical plant, unless it forms an integral part of the design.
- 4.6.5.b Locating and arranging utility service installations to minimise their impact on the building's active street frontage.
- 4.6.5.c Locating access points for loading bays and waste collection, and site storage areas away from pedestrian priority streets, paths and residential areas.
- 4.6.5.d Providing efficient storage, separation and removal of waste and recycled materials from buildings.

4.6.6. Public Realm

The public realm will strengthen the place value of key civic, retail and cultural areas with pedestrian friendly streets that clearly articulate the role and identity of the different uses within the precinct.

New development will achieve this by:

- 4.6.6.a Using landscape treatments to reduce the visual impact of blank walls
- 4.6.6.b Providing designated pedestrian links between the Yarra River, Warburton Highway, and Warburton Rail Trail.
- 4.6.6.c Providing bicycle parking near to pedestrian entries to buildings.
- 4.6.6.d Providing convenient and direct pedestrian and cyclist access from retail premises to public transport stops and trails in the surrounding area.
- 4.6.6.e Bicycle parking (including electric charging) should be co-located and integrated with other street furniture.

