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Horsham Central Activity District (CAD)

Policy application

This policy applies to land in the Commercial 1 Zone and the Commercial 2 Zone (to the north-west along Dimboola Road, to the south-east along O’Callaghans Parade and in the vicinity of McPherson Street and Urquhart Street) north of the Wimmera River in Horsham.

Strategies

Encourage retail and business activities within the Horsham CAD.

Maintain a compact and integrated CAD by:

- Encouraging the redevelopment of land on McLachlan Street, between Darlot Street and Firebrace Street, as the preferred location for economic activity including an additional anchor tenant, also providing strong linkages to Firebrace Street.
- Encouraging a greater intensity of development in the centre of the CAD (bounded by Baillie Street to the north, Firebrace Street to the east, Darlot Street to the west and Wilson Street to the south), supporting mixed-use development with accommodation uses above the ground floor.
- Encouraging a mix of uses on the land at the south-west corner of the Wilson Street and Darlot Street intersection for office, commercial, accommodation, education or health-related uses, supporting an extension of Hamilton Street to the west with connection through to Wilson Street.
- Discouraging large-scale traditional retail development on land south-west of the Wilson Street and Darlot Street intersection.
- Directing commercial development to locate in existing commercial areas.
- Encouraging redevelopment of under-utilised sites throughout the CAD, including supporting consolidation of smaller sites.
- Encouraging retail and restricted retail uses to locate in the Commercial 2 Zone land along Dimboola Road and Stawell Road.

Support delivery of improvements to the streetscape, amenity and public realm along Firebrace Street, the ‘main-street’ in Horsham.

Support mixed-use development in the CAD, with accommodation uses above ground floor and an increase in residential density in surrounding areas.

Facilitate the development of a mix of community and social infrastructure in the Horsham CAD.

Support the continued use of commercial land at the south-east of the CAD for service-related businesses that do not affect the amenity of surrounding areas.

Enhance east/west connectivity between the CAD and the surrounding areas including the Horsham Racecourse.

Enhance north/south connectivity between the CAD and the Wimmera River and Botanical Gardens.

Policy document

Consider as relevant:

- *Horsham Central Activity District Strategy* (Essential Economics, October 2013)