

22.1019/01/2006
VC37**AMUSEMENT PARLOURS**

This policy applies to all applications to use land for an amusement parlour within the Capital City Zone.

Policy Basis

Clause 21.04-2 of the Municipal Strategic Statement sets out objectives and strategies for recreation, entertainment and the arts. These strategies include ensuring that the operations of entertainment uses maintain an appropriate level of amenity within the central city and that amusement parlours do not form concentrations in particular areas.

Amusement parlours provide an important entertainment and recreational role in the Capital City Zone, particularly for young people. Experience has shown that amusement parlours, when allowed to agglomerate, may create adverse off-site impacts in terms of loss of amenity, perceived safety and character and image of an area, poor-quality appearance of shop fronts, uncomfortable pedestrian movement.

Clause 21.04-2 of the Municipal Strategic Statement sets out objectives and strategies for retail and business including strategies aimed at improving the retail core and supporting improvements to the design and retail mix of Swanston, Russell and Bourke Streets.

Objectives

- To minimise the clustering of amusement parlours.
- To ensure that the location, appearance and concentration of amusement parlours is not detrimental to the amenity, function, character and image of the City.
- To develop the retail core as a compact high-density retail precinct.
- To enhance the retail mix of Swanston, Russell and Bourke Streets by promoting activities other than amusement parlours.
- To balance the need for youth entertainment venues with other functions of the City.

Policy

It is policy that proposals are assessed against the following criteria:

- Amusement parlours should be located more than 100 metres walking distance from an existing amusement parlour.
- Ground floor premises should provide visually interactive and attractive frontages.
- Signage should be designed to provide interest and vitality to the streetscape.
- Premises should be operated under an agreed accord or an adopted code of management, which identifies management policies and practices.

It is policy that the responsible authority consider, as appropriate:

- The character and function of the area.
- The likely effect on the amenity of the area.
- The visual appearance of the area and the nature and character of the streetscape.
- The relationship the use will have with other surrounding uses.
- Any proposed code of management or accord that relates to the manner in which the

use will operate.

- Proposed hours of operation having regard to the likely impact on the amenity of the surrounding area.

Policy References

The Bourke Russell Street Area Development Strategy (1999)

A Strategy for a Safe City 2000-2002 (2000)