

21.05 ACTIVITY CENTRES AND RETAIL PROVISION

08/11/2018
C171

21.05-1 Overview

08/11/2018
C171

The City of Melton has experienced rapid population growth and will continue to be one of the major growth fronts for metropolitan Melbourne. As a result, there will be substantial growth in the number of residents seeking access to services such as well-located shops, health, education and community facilities and all the other services that are typically provided in activity centres.

Residents require a higher level of service from our activity centres that will reduce the need to travel to access goods and services from elsewhere. Residents will also be looking for local job opportunities in a wide range of occupations and skill levels. Currently there is one job for every four working residents in the municipality. Council's aim is to move towards a ratio of one job for every household, with activity centres generating a substantial share of this growth.

Council has a role in shaping development to deliver a network of centres that individually and collectively meets the needs of residents, businesses and institutions. The *City of Melton Retail and Activity Centres Strategy, March 2014* is Council's response to the growth of services needed to provide for a rapidly growing population. The *City of Melton Retail and Activity Centres Strategy, March 2014* provides a comprehensive plan to support the long term integrated land use planning and delivery of a hierarchy of retail and activity centres across the City of Melton.

21.05-2 Strategic vision

08/11/2018
C171

Activity centres have many roles and are places in which activities of similar 'reach' can be clustered together. The network of centres should provide highly accessible every day services. A small number of centres can act as higher order suburban service nodes, providing jobs and services that residents might otherwise have to travel into central Melbourne to access.

The *City of Melton Retail and Activity Centres Strategy, March 2014* provides a plan to guide retail development in the City of Melton through the establishment of a hierarchy of activity centres. The City of Melton Existing, Planned and Proposed Activity Centre Hierarchy is based on the metropolitan planning strategy *Plan Melbourne's* hierarchy of activity centres, the West Growth Corridor Plan, precinct structure plans and strategic policy.

There is a strong expectation that retail and other appropriate commercial and community activities will be directed to one of the nominated centres in the hierarchy identified in the *City of Melton Retail and Activity Centres Strategy, March 2014*. This will improve the viability of individual activity centres and provide certainty for substantial investments by firms, householders and the community. The hierarchy will also provide fair and evenly distributed access to services for current and future residents and improve the sustainability of urban development. Development outside of the nominated centres is therefore discouraged.

Plan Melbourne identifies a metropolitan activity centre in Toolern and this designation is strongly supported by Council. This centre will eventually be the largest centre for the municipality, providing higher order goods and services as well as providing all the goods and services found in other centres. The Toolern Metropolitan Activity Centre will be strongly connected to the rest of the metropolitan area via public transport, and will contain job-rich service activities that generate income for the region.

All residents in the municipality will be in reasonable proximity to one of the centres in the hierarchy. Urban residents should ideally be within walking distance of a food and grocery service at a neighbourhood or higher level centre. Some residents may be served by a local centre in areas beyond a comfortable walk to a larger centre. In addition, the municipality will be served by a restricted retail area called the Melton Homemaker Precinct at the

corner of Melton Highway and High Street and the Hopkins Road Business Precinct in the Mt Atkinson Precinct Structure Plan.

21.05-3

08/11/2018
C171

Activity Centre Network

Objective 1

To identify and support a network and hierarchy of activity centres.

Strategies

- Direct retail development and investment into a network of activity centres defined within the City of Melton Existing, Planned and Proposed Activity Centre Hierarchy in the *City of Melton Retail and Activity Centres Strategy March 2014* (as outlined in Table 1 and Figure 1).
- Facilitate staged development of centres based on their catchment size and demand in order to sustain the viability of a centre in the short and longer term.
- Encourage a mix of land uses such as retail, office, business, community (e.g. education, health and recreation), entertainment and residential to cluster in centres to maximise demand.
- Provide convenient access to all centres for residents through pedestrian and bicycle networks, road networks and public transport services.

Objective 2

To ensure centres develop as genuine mixed use areas.

Strategies

- Encourage a diverse range of land uses in centres, such as retail, office, business, community (e.g. education, health and recreation), entertainment and residential uses.
- Encourage medium and higher density housing opportunities of an appropriate scale within and adjoining centres, ensuring that commercial uses dominate the ground level frontage.
- Encourage new activity centres to integrate residential land uses as part of any new activity centre development.

Objective 3

To ensure residents have access to a range of fresh food and convenience goods and services within a reasonable distance of their homes (and preferably within walking distance).

Strategies

- Facilitate retail development and investment within centres identified in the City of Melton Existing, Planned and Proposed Activity Centre Hierarchy to ensure there is an even distribution of centres that services all residents.
- Ensure neighbourhood centres provide residents with a broad range of everyday goods and services and are easily accessible via pedestrian and cycling networks.
- Support the provision of retail or other opportunities which increase local access to fresh produce.
- Support the introduction of a new centre not identified in the network of activity centres identified in Figure 1 – City of Melton Existing, Planned and Proposed Activity Centre Hierarchy, only when there is a demonstrated need to address a gap in the network, and when this will not adversely impact the role of other centres in the hierarchy.
- Ensure all centres are accessible for residents via a well-connected road network, pedestrian and cycle network and public transport services.

Objective 4

To ensure appropriate provision of restricted retail opportunities.

Strategies

- Encourage restricted retail uses into the preferred locations of the existing Melton Homemaker Precinct, Hopkins Road Business Precinct and existing and planned activity centres.
- Ensure restricted retail uses provide connections between activity centres and surrounding neighbourhoods, positively contribute to the amenity of the pedestrian environment and integrate into the surrounding area.

Objective 5

To ensure centres have access to adequate land.

Strategies

- Monitor and review data such as population figures to ensure that commercial land availability responds to population growth.
- Encourage the development of centres on land within multiple parcels to encourage diversity.

Objective 6

To recognise other areas of economic importance.

Strategies

- Support minor retail provision associated with rural or tourism enterprises, where such provision amounts to no more than that of a local centre, and is complementary to the tourism use.

Table 1 - City of Melton Activity Centre Hierarchy

Activity Centre	Land Use Strategies
Metropolitan Activity Centre	<p>Encourage:</p> <ul style="list-style-type: none"> ▪ Higher order activities that deliver services to the region such as major retailers, major health services, further and higher educational institutions, substantial recreation, entertainment venues and hotels and corporate and government regional headquarters. ▪ A broad mix of integrated land uses such as retail, office, business, community (e.g. education, health and recreation), entertainment and residential. ▪ Higher density housing in order to improve access to services for a wide variety of households (particularly small households). ▪ Connection to the Principal Public Transport Network via the Toolern railway station. ▪ Connection to regional and sub-regional roads, pedestrian and cycling networks.
Major Activity Centres	<p>Encourage:</p> <ul style="list-style-type: none"> ▪ A broad mix of integrated sub regional land uses such as retail (discount department store as well as supermarkets and specialty stores), office, business, community (e.g. education, health and recreation), entertainment and residential in order to generate a breadth of employment choices for the municipality. As a target the non-retail floor space of a fully developed activity centre should be 40% of the total floor area. ▪ Residential development (usually above ground floor level) and medium and higher density residential housing in close proximity to provide access particularly to small households. ▪ Accessibility via public transport including a public transport

Activity Centre	Land Use Strategies
	<p>interchange and pedestrian and cycling networks.</p> <ul style="list-style-type: none"> ▪ Extensive public open space. <ul style="list-style-type: none"> • Approximately 35,000 square metres of conventional retail floor space and up to 20,000 square metres of restricted retail floor space as a guide for activity centres based on a catchment of approximately 50,000 people.
Neighbourhood Activity Centres	<p>Encourage:</p> <ul style="list-style-type: none"> • A mix of land uses including a full line supermarket, speciality retail, cafes, restaurants, local service providers and small offices to maximise the number and diversity of local employment opportunities. As a target the non-retail floor space of a fully developed neighbourhood centre should be at least 30% of the total floor area. • Office activities such as banks, real estate agents and wholesalers, and community activities such as child care and front line health services. • Walkable access via pedestrian and cycling networks. • Access via the public transport network. • Higher housing densities in appropriate locations around neighbourhood centres to improve the use and vibrancy of each centre and to increase the accessibility of its services. • Co-location with parks (open space), community hubs and schools. • Approximately 7,000 square metres of conventional retail floor space as a guide for neighbourhood centres based on a catchment of approximately 10,000 people.
Restricted Retail Precinct	<p>Encourage:</p> <ul style="list-style-type: none"> • Restricted retail development to be located within the Melton Homemaker Precinct at the corner of Melton Highway and High Street and the Hopkins Road Business Precinct. • Restricted retail development on the periphery of existing and planned activity centres (Caroline Springs, Mt Atkinson, Melton Town Centre, Plumpton, Rockbank, Rockbank North and Woodgrove).
Local Activity Centres	<p>Encourage:</p> <ul style="list-style-type: none"> • Corner stores and small groups of shops that provide top up groceries and local services such as hairdressing. • Retail floor space to be generally between 300 and 800 square metres. Where the local demand for services warrants and where this does not adversely affect the development of nearby larger centres, a larger local activity centre may be considered. • Walkable access via pedestrian networks. • Development to be located on connector roads at the confluence of local pedestrian networks.

21.05-4

08/11/2018
C171

Activity Centre Design

Objective 7

To ensure activity centres provide high quality urban environments.

Strategies

- Encourage appropriate urban design and built form outcomes to create centres that are distinct and reflect the identity of individual communities, therefore

- Encourage a well-designed and permeable network of streets and civic spaces that promotes and facilitates social interaction and passive surveillance.
- Encourage active street frontages and shopfronts in centres to maximise pedestrian flow and passive surveillance.
- Discourage blank walls that are visible to the public such as street frontages and civic spaces.
- Ensure all development adequately responds to the human scale at street level.
- Encourage environmentally sustainable design practices in the design of proposals
- Ensure restricted retail uses are located to the periphery of activity centres.
- Ensure restricted retail uses are designed to positively address primary and secondary road frontages and residential interfaces.
- Encourage parking in centres to be located underground, undercroft or to the side or rear of buildings

Objective 8

To ensure activity centres are accessible to all.

Strategies

- Ensure residents have convenient access to centres via pedestrian and cycle infrastructure that connects to public transport services and wider pedestrian and cycle networks.
- Ensure residents can access centres via high quality public transport services, therefore reducing car dependency.
- Ensure a highly permeable road network within and around centres which gives priority to pedestrians and cyclists.
- Ensure that universal access has been considered in the design of access arrangements within centres.

21.05-5

08/11/2018
C171

Implementation

The strategies will be implemented through the planning scheme by:

Policy guidelines

Apply the following policies when considering applications for retail use and development:

Clause 22.05 (Employment Policy).

Clause 22.06 (New Activity Centres).

Further strategic work

- Undertake a review to consider the impact of commercial uses within the industrial zones and residential zones and provide guidance on determining applications of this nature.
- Monitor and review the zoning of land and population figures to ensure commercial land availability responds to population growth.
- Review and update relevant schedules to the Urban Growth Zone in line with the recommendations of the *City of Melton Retail and Activity Centres Strategy, March 2014*.
- Review the master plan for the Caroline Springs Town Centre and investigate opportunities at full development to rezone land from the Comprehensive Development Zone to a broader suite of commercial and other zones.
- Review and update the Woodgrove Structure Plan (2006).

- Review and update the High Street Town Centre Structure Plan (2007).
- Review and update the Toolern Town Centre Urban Design Framework Plan (2012).
- Prepare a Structure Plan for the Melton South Neighbourhood Centre.
- Advocate to the State Government for the construction of specific infrastructure that will benefit activity centres such as the upgrade of the rail line between Sunshine and Melton (including the development of Toolern train station), upgrade of the Western Highway to an urban freeway standard, upgrades to the existing Rockbank and Melton train stations, development of the Paynes Road and Mt Atkinson train stations, tertiary health care and education facilities.
 - Investigate the role Council can play in the development of traders groups for centres as a means of creating effective input to capital works schemes and to improve the success of local businesses.

21.05-6 Reference documents

08/11/2018
C171

City of Melton Retail and Activity Centres Strategy, March 2014
Toolern Town Centre Urban Design Framework, 2012

Figure 1 – City of Melton Existing, Planned and Proposed Activity Centre Hierarchy

