

22.06 NEW ACTIVITY CENTRES

08/11/2018
C171

This policy applies to all land within the municipality, where it is proposed to introduce a new activity centre that is not identified in the City of Melton Existing, Planned and Proposed Activity Centre Hierarchy in Figure 1 of Clause 21.05.

22.06-1 Policy basis

08/11/2018
C171

This policy builds on the following Municipal Strategic Statement objectives:

- Clause 21.03-2 to encourage the growth and development of vibrant and dynamic retail centres.
- Clause 21.05-3 to identify and support a network and hierarchy of activity centres.

This policy is based on the *City of Melton Retail and Activity Centres Strategy, March 2014* which identifies a strong expectation that retail and other appropriate commercial and community activities will be directed to one of the nominated centres in the City of Melton Existing, Planned and Proposed Activity Centre Hierarchy.

The hierarchy identifies a network of existing, planned and proposed activity centres that will support the needs of residents both now and at full development. In urban growth areas, centre sizes and locations will be determined during the Precinct Structure Planning process.

22.06-2 Policy objectives

08/11/2018
C171

- To support a network of activity centres as defined within the City of Melton Existing, Planned and Proposed Activity Centre Hierarchy unless otherwise able to be considered under this policy.
- To ensure that the introduction of new activity centres does not adversely impact on the role of centres identified in the City of Melton Existing, Planned and Proposed Activity Centre Hierarchy.
- To ensure equitable and efficient access to goods and services for all residents.
- To encourage minor retail provision that will support rural or tourism enterprises.

22.06-3 Policy

08/11/2018
C171

It is policy to:

- Support the use and/or development of land to establish a new local activity centre if there is a physical gap in the network, whereby the nearest neighbourhood activity centre or larger centre is beyond a reasonable walk (typically 800 metres).
- Support the use and/or development of land to establish a new local activity centre if the commercial floor area is generally between 300 square metres and 800 square metres. Larger local activity centres may be considered where the local demand for services warrants this and where this does not adversely affect the development of nearby larger centres.
- Support the use and/or development of land to establish a new local activity centre only if the centre is located on a connector road, preferably at the confluence of local pedestrian and cycle trails to increase its accessibility by non-motorised transport modes.
- Support the use and/or development of land to establish a new neighbourhood activity centre in areas where there has been higher than expected population growth or where the network needs to be adjusted in order to meet resident needs.

- Ensure all new activity centres have a mix of retail and non-retail uses to maximise the number and diversity of local employment opportunities.
- Support some minor retail provision associated with a rural and/or tourism use if it is ancillary to the rural and/or tourism use. The amount of retail provision must not amount to more than that of a local activity centre.

22.06-4 Application requirements

08/11/2018
C171

Introduction of a new local activity centre other than one identified in an approved precinct structure plan

An application to use and/or develop land to establish a new local activity centre (other than one identified in an approved precinct structure plan) should provide justification as to why it is needed to the satisfaction of the responsible authority.

This justification should include (but is not be limited to):

- Identification of the proposed local activity centre and the catchment to be served.
- Demonstration that the proposed local activity centre meets a geographical gap in the City of Melton Existing, Planned and Proposed Activity Centre Hierarchy: i.e., where the nearest neighbourhood activity centre or larger centre is beyond reasonable walking distance (typically 800 metres).
- Identification of the proposed land uses within the local activity centre.
- Analysis of the impact on nearby neighbourhood activity centres and larger surrounding centres from the proposed local activity centre.
- Analysis of access opportunities to the proposed local activity centre, including pedestrian, cycle, public transport and road access, as well as car parking provision.

Introduction of a new neighbourhood activity centre other than one identified in an approved precinct structure plan

An application to use and/or develop land to establish a new neighbourhood activity centre should contain an assessment of net community benefit.

This justification should include (but is not limited to):

- Identification of the proposed catchment to be served and how this affects the catchment of surrounding centres.
- A retail supply and demand analysis.
- Assessment of the economic impact on other centres identified in the City of Melton Existing, Planned and Proposed Activity Centre Hierarchy and how a new centre will affect their expected role.
- Assessment of net social and employment benefits of the proposal.
- Identification of the proposed mix of land uses that will maximise the number and diversity of local employment opportunities.

22.06-5 Decision guidelines

08/11/2018
C171

Before deciding on an application, in addition to the decision guidelines applicable to the relevant zone, the responsible authority should consider:

- The extent to which the application meets the policies, policy objectives and provisions of this clause.
- Whether the proposal is consistent with the relevant objectives of Clause 21.05 and the City of Melton Existing, Planned and Proposed Activity Centre Hierarchy identified at Figure 1 of Clause 21.05.

22.06-6 Reference documents

08/11/2018
C171

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