

22.05

11/07/2014
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RETAIL AND COMMERCIAL DEVELOPMENT

This policy applies to all applications for retail and commercial development.

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Policy basis

This policy builds on the MSS objective in clause 21.03 to develop effective road traffic and public transport management programs that will improve residential amenity, facilitate economic activity and minimise stress on our natural environment.

This policy builds on the MSS objectives in clause 21.06 to ensure the ongoing development of a quality and attractive built environment based on sound planning and consistent urban design principles, and to encourage development that provides and creates high quality urban places

This policy builds on the MSS objective in clause 21.08 to ensure the successful operation of retail and commercial centres in Maroondah through sustainable planning and economic development, to consolidate the role of existing individual centres in the retail hierarchy and to promote the retail and business activities of commercial centres in Maroondah.

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Objective

To ensure that retail and commercial development builds upon existing commercial centres and public infrastructure and contributes to the development of a functional and sustainable urban form.

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Policy

It is policy to:

- Ensure retail and commercial development reinforces the established pattern and hierarchy of activity centres in which shops, offices, public and community services and entertainment facilities are grouped.
- Ensure retail and commercial development consolidates the role of existing centres rather than creates developments at new locations.
- Give priority and emphasis to infill and redevelopment of existing commercial and retail areas that builds on and reinforces the existing urban form and commercial centres.
- Ensure retailing activities requiring large display areas associated with household goods, do-it-yourself and automotive products be encouraged to locate:
 - In the Ringwood Central Activities Area.
 - In the Croydon Major Activities Area.
 - In the Maroondah Highway Restricted Retail Area, on the north side of Maroondah Highway between Oban Road and immediately east of Wingrove Place, Ringwood.
 - On the north side of Canterbury Road, between Bayswater Road and Colchester Road, Kilsyth.
 - On the Canterbury Road frontage of the Bayswater North Strategic Industrial Area.
- Ensure retailing activities requiring large display areas associated with household goods, do-it-yourself and automotive products be discouraged from establishing in isolated locations in industrial zones or in ribbon development along major roads and highways outside of the designated restricted retail areas.
- Limit retailing in industrial zones to providing for the daily needs of people employed in the area and those activities which would be inappropriate in conventional commercial areas.
- Ensure the expansion of existing centres reinforces the role of the centre in the existing hierarchy.

MAROONDAH PLANNING SCHEME

- Direct office development to the Ringwood Central Activities Area and the Croydon Major Activities Area.
- Locate new convenience and combined retailing outlets in or adjacent to existing commercial areas.

Application requirements

An application for buildings and works in a retail or commercial area must be accompanied by the following information:

- An assessment of the economic effects of the development as well as its traffic and environmental impact.

Policy references

Canterbury Road Urban Design Guidelines, Maroondah City Council, 1998

Ringwood Transit City Urban Design Masterplan, Hansen Partnership, 2004

Ringwood Transit City Public Domain and Landscape Guidelines, Hansen Partnership, 2006

Croydon Town Centre Structure Plan, Planisphere, 2006