ACTIVITY CENTRES AND RETAIL PROVISION

This Clause provides local content to support Clause 11.03 (Activity Centres) of the State Planning Policy Framework.

Activity centre network

Overview

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 and provides a comprehensive plan to support long term integrated land use planning and the delivery of a hierarchy of retail and activity centres across the City of Melton.

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 as shown in Table 1 and Figure 1.

Table 1 City of Melton Activity Centre Hierarchy

<table>
<thead>
<tr>
<th>Type of Activity Centre</th>
<th>Role and Function</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Metropolitan Activity Centre</strong></td>
<td>To provide:</td>
</tr>
<tr>
<td></td>
<td>• 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.</td>
</tr>
<tr>
<td></td>
<td>• Higher density housing in order to improve access to services for a wide variety of households (particularly small households).</td>
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<tr>
<td><strong>Major Activity Centres</strong></td>
<td>To provide:</td>
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<tr>
<td></td>
<td>• 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 City of Melton. As a target the non-retail floor space of a fully developed activity centre should be 40% of the total floor area.</td>
</tr>
<tr>
<td></td>
<td>• Residential development (usually above ground floor level) and medium and higher density residential housing in close proximity to provide access particularly to small households.</td>
</tr>
<tr>
<td></td>
<td>• 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.</td>
</tr>
<tr>
<td><strong>Neighbourhood Activity Centres</strong></td>
<td>To provide:</td>
</tr>
<tr>
<td></td>
<td>• 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.</td>
</tr>
</tbody>
</table>
### Type of Activity Centre | Role and Function
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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. |  
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. |  
Local Activity Centres | To provide:  
- 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.

#### Figure 1: City of Melton Existing, Planned and Proposed Activity Centres Hierarchy

### Key issues
- Planning for a network of vibrant and dynamic activity centres that increases the community’s access to a broad range of retail, entertainment, community and leisure facilities and promotes social connectedness.
- Directing higher residential densities within and around Activity Centres.
- Creating a city that encourages and enables people to work, shop and spend time locally.
- Protecting and maintaining a viable activity centre hierarchy for existing, planned and proposed centres.
- Providing a range of goods and services for existing and future residents that respond to the needs of the changing community.

- Directing retail services to and within activity centres to ensure they remain the focus for retail, health, entertainment, leisure and community activities.

- Preventing escape expenditure from the City of Melton.

- Providing local job opportunities within the municipality and providing opportunities for local businesses and enterprises.

21.06-1.3 Objectives and strategies

**Objective 1**  
**To establish and support a network of viable activity centres that provide access to a wide range of goods and services appropriate to their role and function within the hierarchy.**

**Strategy 1.1**  
Direct retail development and investment into a network of activity centres defined within the City of Melton Existing, Planned and Proposed Activity Centre Hierarchy as outlined in Figure 1 and Table 1.

**Strategy 1.2**  
Facilitate staged development of centres based on their catchment size and demand to sustain the viability of a centre in the short and longer term.

**Strategy 1.3**  
Support retailing that complements and reinforces the hierarchy of activity centres within the City of Melton.

**Strategy 1.4**  
Avoid out-of-centre retail development.

**Objective 2**  
**To ensure activity centres develop as genuine mixed use areas.**

**Strategy 2.1**  
Facilitate a diverse range of land uses in centres such as retail, office, business, community (e.g. education, health and recreation), entertainment and residential uses.

**Strategy 2.2**  
Facilitate mixed use, medium and higher density housing opportunities of an appropriate scale within and adjoining centres to provide diversity in housing and increase the vitality of centres.

**Strategy 2.3**  
Require commercial uses to dominate the ground level frontage when provided as part of a mixed-use development incorporating medium and higher density housing.

**Strategy 2.4**  
Support new activity centres to integrate residential land uses as part of any new activity centre development.

**Objective 3**  
To ensure all residents have access to a range of essential services and convenience goods including fresh produce within a reasonable distance of their homes (and preferably within walking distance).

**Strategy 3.1**  
Require activity centres to provide residents with a broad mix of everyday goods and services.

**Strategy 3.2**  
Support the provision of retail or other opportunities which increase local access to fresh produce.

**Strategy 3.3**  
Require that activity centres are accessible for residents via a well-connected road network, pedestrian and cycle network and public transport services.

**Objective 4**  
**To direct the appropriate provision of restricted retail to identified locations.**

**Strategy 4.1**  
Support restricted retail uses in the preferred locations of the existing Melton Homemaker Precinct, Hopkins Road Business Precinct and existing and planned activity centres as shown in Figure 1.

**Strategy 4.2**  
Locate restricted retail uses to the periphery of Metropolitan Activity Centres and Major Activity Centres.

**Objective 5**  
**To support retailing within rural or tourism enterprise areas of economic importance.**

**Strategy 5.1**  
Encourage minor retail provision associated with rural or tourism enterprises, where such provision amounts to no more than that of a local centre, and is ancillary to the tourism use whilst not compromising the surrounding retail hierarchy.

21.06-1.4 Implementation

The strategies be implemented through the planning scheme by:

**Policy guidelines**

When deciding on applications for a retail use or development or applications within activity centres the following will be considered, as appropriate:

- Clause 22.06 (Retailing Policy).
Further strategic work

- Reviewing the impact of commercial uses within the industrial zones and residential zones and provide guidance on determining applications of this nature.
- Reviewing 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.

Other actions

Advocate to the State government for:

- The timely delivery of the Toolern train station to support the early delivery of the Toolern Metropolitan Activity Centre.
- The construction of specific infrastructure that will benefit activity centres such as the upgrade of the rail line between Sunshine and Melton and the upgrade of the Western Highway to an urban freeway standard.
- Upgrades to the existing Rockbank and Melton train stations, the development of the Paynes Road and Mt Atkinson train stations and tertiary health care and education facilities.

21.06-2

Activity centre design

21.06-2.1 Overview

High quality retail centre design and development plays a key role in activating centres, promoting development and creating a strong sense of place.

21.06-2.2 Key issues

- Ensuring activity centres provide a range of vibrant, attractive spaces with a range of functions.
- Creating functional, attractive and accessible activity centres that provide strong connections to the surrounding communities by all modes of transport.
- Supporting the revitalisation of existing centres.
- Poor amenity, accessibility and connectivity to and within activity centres.
- Ensuring activity centres respond to and provide a mix of uses to meet the changing needs of the community

21.06-2.3 Objectives and strategies

**Objective 1** To ensure activity centres provide high quality urban environments.

**Strategy 1.1** Support the refurbishment and upgrading of activity centres and streetscapes.

**Strategy 1.2** Create a ‘sense of place’ by encouraging urban design and built form outcomes that reflect and build upon the identity of individual communities and areas.

**Strategy 1.3** Create a permeable network of streets and civic spaces that promote and facilitate opportunities for social interaction.

**Strategy 1.4** Support the development of active street frontages to provide passive surveillance while responding to the human scale at street level.

**Strategy 1.5** Avoid blank walls on street frontages and civic spaces.

**Strategy 1.6** Design the built form of centres to positively address primary and secondary road frontages and residential or other sensitive interfaces.

**Strategy 1.7** Minimise the visual dominance of surface and at grade parking in centres.

**Strategy 1.8** Locate parking underground, undercroft or to the side or rear of buildings.

**Strategy 1.9** Design activity centres to be highly permeable, to enable movement within and around them giving priority to pedestrian and cyclists.

**Strategy 1.10** Design restricted retail development to:
provide connections between activity centres and surrounding neighbourhoods,
positively contribute to the amenity of the pedestrian environment
integrate into the surrounding area.

21.06-2.4 Implementation

The strategies will be implemented through the planning scheme by:

Policy guidelines
When deciding on applications for a retail use or development and activity centres the following will be considered, as appropriate:

- Clause 22.06 (Retailing Policy).

Further strategic work

- Reviewing the Caroline Springs Comprehensive Development Plan 2009 and investigate opportunities to rezone land from the Comprehensive Development Zone to a broader suite of commercial and other zones.
- Reviewing and update the High Street Town Centre Structure Plan (2007).
- Preparing a Structure Plan for the Melton South Neighbourhood Centre.
- Preparing an Urban Design Framework for Rockbank Major Town Centre.
- Preparing an Urban Design Framework for Plumpton Town Centre.
- Preparing an Urban Design Framework for Mt Atkinson Major Town Centre.

21.06-3 Reference documents

City of Melton Retail and Activity Centres Strategy, March 2014
Toolern Town Centre Urban Design Framework, 2012
High Street Town Centre Structure Plan July 2007
Woodgrove Structure Plan July 2006
The Caroline Springs Comprehensive Development Plan 2009