

MELTON PLANNING SCHEME

21.05 ACTIVITY CENTRES AND RETAIL PROVISIONDD/MM/YYYY
Proposed
C171**21.05-1 Overview**DD/MM/YYYY
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The ~~Council has adopted the~~ *City of Melton Retail and Activity Centres Strategy, March 2014*. ~~The aim of this strategy is to provide~~ a comprehensive plan to support the long term integrated land use planning and delivery of a hierarchy of retail and activity ~~centres~~ areas across the City of Melton.

21.05-2 Key issuesDD/MM/YYYY
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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 ~~an~~ ~~substantial growth in the number of increase of additional~~ residents seeking access to services such as well located shops, health and community facilities, education opportunities and all the other services that are typically provided in activity centres.

~~The e~~Existing residents of the municipality ~~are eager for~~ ~~require~~ a higher level of service from our activity centres that will reduce the need to travel to access goods and services from elsewhere. For some, this will be resolved as growth triggers new investment. In other parts of the municipality ~~though~~, some centres require assistance to gain the vibrant level of service that residents deserve.

~~Our r~~Residents will also be looking for local job opportunities in a wide range of occupations and skill levels. Currently, there is ~~only~~ one job for every four working residents in the municipality. ~~Our~~ Council's aim is to move towards a ratio of one job for every household with ~~our~~ activity centres ~~needing to~~ ~~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 ~~our~~ residents, businesses and institutions. The *City of Melton Retail and Activity Centres Strategy, March 2014* is Council's response to the ~~unprecedented~~ growth of services needed to provide for a rapidly growing population.

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Council recognises that, whilst jobs and services are at the core, activity centres have many roles ~~and~~. ~~They~~ are places in which activities of similar 'reach' can be clustered together. ~~a~~ The network of centres ~~should~~ ~~which~~ provides highly accessible every day services, ~~and in~~ ~~which~~ a small number of centres can act as higher order suburban service nodes, providing jobs and services that ~~residents~~ ~~people~~ 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 Western 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 within one of the nominated centres in the hierarchy. 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.

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Plan Melbourne identifies a metropolitan activity centre in Toolern that 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, served by at least a neighbourhood centre, activity centre and/or the Toolern Metropolitan Activity Centre. Some residents may also be served by a local centre where it is in areas beyond a comfortable walk to a larger centre. In addition ~~to the above centres~~, the municipality will be served by a restricted retail area called the Melton Homemaker Precinct at the corner of Melton Highway and High Street.

21.05-4 Activity Centre Network

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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 (shown below in MapAs outlined in 1 and in Table 1 and Figure 1)*.
- ~~Discourage out of centre development that undermines the City of Melton Activity Centre Hierarchy.~~
- 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.

Map 1: City of Melton Activity Centre Hierarchy: Supportable network of activity centres at full development

Objective 2

To ensure centres ~~in the City of Melton~~ develop as genuine mixed use areas;

Strategies

- Encourage a diverse range of land uses in centres such as including 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.

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- ~~Require~~Encourage new activity centres to integrate residential land uses as part of any new activity centre development.

Objective 3

To ensure residents ~~in the City of Melton~~ have access to a range of fresh food and convenience goods and services within a reasonable distance ~~to~~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 ~~activity~~ 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.
- ~~Consider the introduction of a new centre where there is a demonstrated need to address a gap in the network, and where 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 and ~~existing and~~ planned activity centres.
- Ensure restricted retail uses provide connections between activity centres and surrounding neighbourhoods, positively contributes to the amenity of the pedestrian environment and integrates 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.
- ~~An application to rezone land to introduce a new centre would need to demonstrate that a rezoning is needed to address a geographical gap in the activity centre hierarchy and that it will not adversely impact the viability of other centres in the hierarchy.~~

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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 ancillary 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.
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 speciality stores), office, business, community (e.g. education, health and recreation), entertainment and residential 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. The provision of at least 40% of non-retail floor space to generate a breadth of employment choices. ▪ 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 interchange and pedestrian and cycling networks. ▪ Extensive public open space. ▪ Approximately 35,000 square metres of conventional retail floor space and up to 20,000 square metres of restricted retail floor space as a target 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 Everyday goods and services including such as a full line supermarket, speciality retail, cafes, restaurants, local service providers and small offices (approximately 3,000-4,000 square metres), bakeries, newsagents, cafes, take-away food outlets and local service providers such as hair-dressers and repair outlets, to maximise the number and diversity of local employment

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Activity Centre	Land Use Strategies
	<p>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.</p> <ul style="list-style-type: none"> ▪ Office activities such as banks, real estate agents and wholesalers, and community activities such as child care and front line health services. ▪ The provision of at least 30% of non-retail floor space to maximise the number and diversity of local employment opportunities. ▪ Walkable access via pedestrian and cycling networks. ▪ Access via the public transport network. ▪ Higher housing densities in appropriate locations around neighbourhood activity 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 <u>conventional</u> retail floor space <u>as a target for neighbourhood centres</u> 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 ▪ Restricted retail development on the periphery of <u>existing and planned activity centres (Burnside, Caroline Springs, Hopkins Road, Melton Town Centre, Plumpton, Rockbank and Rockbank, Rockbank North and Woodgrove).</u>
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 <u>generally</u> between approximately 300 and 800 square metres. <u>Where the local demand for services warrants and where this does not adversely affect the development of nearby larger centres, a local centre of up to 1,500 square metres may be considered.</u> ▪ Walkable access via pedestrian networks. ▪ Development to be located on connector roads at the confluence of local pedestrian networks.

21.05-5 Activity Centre Design

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Objective 7

To ensure activity centres ~~in the City of Melton~~ 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 creating a ‘sense of place.’

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- 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 permeable 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 sustainability in centres through environmentally sustainable design practices.
- 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 ~~in the City of Melton~~ 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.

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Implementation

The strategies will be implemented through the planning scheme by:

Policy guidelines

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

- Clause 22.05 (Employment Policy).
- Clause 22.06 (Retailing Policy).

Further strategic work

- Undertake a review to consider the impact of commercial uses within the industrial zones and residential zones and provide guidance ~~in on~~ determining applications of this nature.
- ~~Investigate appropriate areas for future restricted retail land uses.~~
- Monitor and review the zoning of land and population figures to ensure commercial land availability responds to population growth.

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- 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 (2007).
- Review and update the High Street Town Centre Structure Plan (2007).
- Prepare a Development Plan for the Burnside Activity Centre.
- Prepare a Structure Plan for the Melton South Neighbourhood **Activity** 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 Hopkins Road train stations tertiary health care and education facilities and hospital in the Toolern MAC.
- 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.

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C171**Reference documents***Caroline Springs Town Centre Comprehensive Development Plan, August 2000**City of Melton Retail and Activity Centres Strategy, March 2014**City of Melton Retail and Activity Centres Strategy: Background Analysis and Discussion, March 2014**~~Diggers Rest Precinct Structure Plan, March 2012~~**~~High Street Town Centre Structure Plan, July 2007~~**~~Melton North Precinct Structure Plan, May 2010~~**~~Paynes Road Precinct Structure Plan, February 2016~~**~~Rockbank North Precinct Structure Plan, March 2012~~**~~Schedule 17 to Clause 43.04 in the Melton Planning Scheme~~**~~Taylor's Hill West Precinct Structure Plan, August 2011~~**~~Toolern Park Precinct Structure Plan, August 2014~~**~~Toolern Precinct Structure Plan, July 2011~~**Toolern Town Centre Urban Design Framework, 2012**Woodgrove Structure Plan, 2006*

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22.06 RETAILING POLICYDD/MM/YYYY
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This policy applies to all land within the municipality.

Policy basis

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 21.05-4 to identify and support a network and hierarchy of activity centres.

This policy is ~~based on~~~~derived from~~ the *City of Melton Retail and Activity Centres Strategy, March 2014* ~~which:~~

~~The strategy identifies that there is~~ a strong expectation that retail and other appropriate commercial and community activities will be directed within one of the nominated ~~activity centres~~ (centres) in the City of Melton ~~Existing, Planned and Proposed~~ Activity Centre Hierarchy. The ~~hierarehy~~hierarchy identifies a network of existing, planned and proposed ~~future-activity~~ centres that will support the residents ~~of the City of Melton~~ now and at full development. In urban growth areas, centre sizes and locations will be determined during the Precinct Structure Planning process.

Policy objectives

- To support a network of ~~activity~~ centres as defined within the City of Melton ~~Existing, Planned and Proposed~~ Activity Centre Hierarchy unless otherwise provided for in this policy.
- To ensure that the introduction of new centres does not adversely impact on the role of centres identified in the City of Melton Existing, Planned and Proposed Activity Centre Hierarchy.
- ~~To protect the viability of existing and planned activity centres identified in the City of Melton Activity Centre Hierarchy.~~
- To ensure equitable and efficient access to ~~goods and services~~retail provision for all residents.
- ~~To support the introduction of local activity centres into areas of need where there is a demonstrated geographical gap in the activity centre hierarchy.~~
- To ensure ~~activity~~ centres have a mix of retail and non-retail uses to maximise the number and diversity of local employment opportunities.
- To ~~encourage support~~ minor retail provision that will ~~to~~ support rural or tourism enterprises.

Policy

It is policy to:

- Encourage the introduction of new local activity centres into areas if there is a gap in the network where the nearest neighbourhood centre or larger centre is beyond a reasonable walk (typically 800m).
- ~~Discourage retail development that is not within a nominated activity centre in the City of Melton Activity Centre Hierarchy.~~
- Ensure~~Encourage~~ new local activity centres to have a commercial floor area that is generally~~are~~ between 300sqm and 800sqm and no bigger than 1,500sqm where the

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~~local demand for services warrants and where this does not adversely affect the development of nearby neighbourhood centres or larger centres.~~

- ~~and Ensure new local activity centres are~~ located on a connector road, preferably at the confluence of local pedestrian and cycle trails.
- ~~Consider new activity centres and neighbourhood centres 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 no cap is set on non-retail uses and that Encourage~~ non-retail uses to account for approximately at least 40% of all floor space in fully developed activity centres and 30% of all floor space in fully developed neighbourhood activity centres.
- Ensure minor retail provision ancillary to rural or tourism enterprises amounts to no more than that of a local activity centre.
-

Application requirements**Introduction of a new local activity centre other than those identified in approved Precinct Structure Plans**

In addition to the application requirements applicable to the relevant zone, an application for the introduction of a new local activity centre ~~(other than those identified in approved Precinct Structure Plans) not identified in the City of Melton Activity Centre Hierarchy~~ should provide justification of its demand to the satisfaction of the responsible authority.

Justification should include (but not be limited to):

- ~~Identification of the proposed local activity centre and its proposed catchment population, the catchment to be served.~~
- ~~DA demonstration that the proposed local activity centre meets a geographical gap in the City of Melton Activity Existing, Planned and Proposed Activity Centre Hierarchy where the nearest neighbourhood centre or larger centre is beyond a reasonable walk (typically 800m).~~
- Identification of the proposed land uses.
- ~~An analysis of the proposed local activity centre's impact on nearby neighbourhood centres and larger surrounding centres and their population catchments as well as the overall City of Melton Activity Centre Hierarchy.~~
- An analysis of access to the proposed local activity centre including pedestrian, cycle, public transport and road access as well as provision for car parking.

Applications for Introduction of a new neighbourhood centre or activity centre other than those identified in approved Precinct Structure Plans and neighbourhood activity centres

~~Land for a new neighbourhood centre or activity centre would need to be rezoned (other than those where the zoning permits) and the proposal justified in detail. The proposal should contain an assessment of net community benefit comprising: In addition to the application requirements applicable to the relevant zone, an application for the use and/or development of an activity centre or neighbourhood activity centre should demonstrate to the satisfaction of the responsible authority, that non-retail uses account for a minimum of approximately 40% of floor space allocation in activity centres and 30% of floor space allocation in neighbourhood centres respectively.~~

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~~Where an application is received to vary the floor space allocation for retail and non-retail uses in activity centres and neighbourhood activity centres as described above, justification is required to the satisfaction of the responsible authority to demonstrate how the varied floor space allocation will be viable in a particular catchment and its impact (if any) on other centres in the Activity Centre Hierarchy.~~

~~Justification should include (but not limited to):~~

- ~~▪ Identification of the proposed catchment to be served and how this affects the catchment of surrounding centres~~
- ~~▪ Retail supply and demand analysis~~
- ~~▪ Assessment of economic impact on other centres identified in the City of Melton Activity Existing, Planned and Proposed Activity Centre Hierarchy and how this 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 the proposed allocation of (as a target non – retail uses should account for 30% of fully developed floor space allocation in neighbourhood centres and 40% in activity centres retail and non retail uses-)~~
- ~~▪ Identification of the proposed retail catchment including population.~~
- ~~▪ A demonstration as to why the varied floor space allocation is viable in the catchment (for example higher than expected population levels).~~
- ~~▪ An analysis of the proposed floor space allocation's impact on surrounding centres catchments as well as the overall City of Melton Activity Centre Hierarchy.~~

Decision guidelines

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 use and development meets the objectives and requirements of this policy.
- Whether the proposal is consistent with the principles and City of Melton Existing, Planned and Proposed Activity Centre Hierarchy within the *City of Melton Retail and Activity Centres Strategy, March 2014*.

Reference documents

Caroline Springs Town Centre Comprehensive Development Plan, August 2000

City of Melton Retail and Activity Centres Strategy, March 2014

City of Melton Retail and Activity Centres Strategy: Background Analysis and Discussion, March 2014

Diggers Rest Precinct Structure Plan, March 2012

High Street Town Centre Structure Plan, July 2007

Melton North Precinct Structure Plan, May 2010

Paynes Road Precinct Structure Plan, February 2016

Rockbank North Precinct Structure Plan, March 2012

Schedule 17 to Clause 43.04 in the Melton Planning Scheme

Taylor's Hill West Precinct Structure Plan, August 2011

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~~Toolern Park Precinct Structure Plan, August 2014~~

~~Toolern Precinct Structure Plan, July 2011~~

Toolern Town Centre Urban Design Framework, 2012

Woodgrove Structure Plan, 2006