

# DAREBIN ECONOMIC LAND USE STRATEGY

Prepared for City of Darebin

August 2014

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Appendix A: Detailed Industrial Land Review

Appendix B: Detailed Retail Activity Areas Review

**NOTE: This August 2014 version of DELUS (inclusive of Appendices A and B) provides a post Planning Panel context to the Strategy. It updates a number of recommendations based on mutually agreed positions put to and endorsed by the Planning Panel that considered Amendment C138 to the Darebin Planning Scheme and contemporises the report in respect of the new zones introduced in July 2013.**

**The August 2014 version does not update general discussion points and observations upon which the Strategy is based. These remain unchanged from the April 2013 version of DELUS.**

### Disclaimer

It is important to recognize that the projections contained in this report simply reflect the assumptions made. While the assumptions are based on an objective assessment of economic trends and their likely future dynamics, there can be no certainty that they will be realized. Spade Consultants Pty Ltd does not guarantee that this report is without flaw or is wholly appropriate for your particular purposes and therefore disclaims all liability for any error, loss or other consequence which may arise for you relying on any information in this Report.



## EXECUTIVE SUMMARY

A shifting socio-demographic profile in the City of Darebin (Darebin) and structural changes in the broader economy has resulted in changes to the underlying employment and economic base of the municipality. The proportional and real importance of manufacturing has declined over the past decade and longer and been replaced with wholesale and retail trade outlets, service industries and logistics operations.

Meanwhile, the importance of retail as an employment base has grown with a particular and increasingly obvious emphasis on lifestyle related retail services clustered along Darebin's renowned spine of activity – High Street – as well as other emerging strips on Gilbert Road, St Georges Road, Plenty Road, Station Street. At a regional level, the Northland Shopping Centre sits above all other centres and dominates the retail landscape well beyond the municipality.

Over the past decade, the key areas of employment growth have been in education and training, health and welfare services and public administration. With strong growth in the services sector, it can be said that Darebin continue to shift towards a post-industrial economy.

The question from an economic land use perspective is how to react to the structural forces driving changes in the employment base and, even more importantly, how to and plan for the future with an eye to broader demographic, social, cultural and economic dynamics that are at work at a regional and metropolitan level.

The *Darebin Economic Land Use Strategy (DELUS)* takes account of these emerging forces and seeks to provide direction in economic land use planning.

While the DELUS considers all areas of economic land use, its primary focus has been to review the need for and viability of industrial land use in the municipality and to make recommendations in regard to future requirements.

With regard to the supply of industrial land in Darebin, the DELUS provides the following recommendations:

- That three core industrial areas should be retained (Reservoir, East Preston and Fairfield);
- That in the case of the East Preston core industrial area, the area north of Bell Street to Gower Street is generally underutilized and should be considered for intensive mixed use development as part of an expanded Northland Structure Plan area;
- That the Anderson Road secondary industrial area should be retained;
- That the Beavers Road secondary industrial area is unlikely to perform an industrial role in the future and should be rezoned to provide for a mix of uses, with employment continuing to play a key role;
- That the various small pockets of industrial land and the single industrial sites scattered across Darebin, often within or adjacent to residential areas, are unlikely to enjoy re-investment for industrial purposes and represent



opportunities for alternative economic uses. Where appropriate, the recommended alternative use includes employment.

From a retail perspective, the DELUS reviews the municipality's key activity areas as well as the many smaller local centres. A key recommendation is for an update of retail floorspace projections across the municipality including a review of the demand for large format retail requirements in specific key centres.

A review of small local centres has also been undertaken with the observation that, while some small local centres are performing an important local role, others are struggling and some have ceased to perform any retail or commercial role at all. A number of recommendations are made which provide for poorly performing centres to approach the future through 'adaptive re-use'; that is, to provide for a future where a shift to residential may represent the most appropriate use in the short to medium term with a switch back, where possible, in the longer term if niche retail, for example, proves to be viable.

In the context of the growth of the service sector, the DELUS also considers the potential growth of the commercial (office) market. While the corporate office sector has traditionally been reluctant to establish in Melbourne's northern suburbs, the dynamics of the office sector are slowly changing and opportunities have been identified in the DELUS that look to encourage the growth of corporate office accommodation over the longer term. The area between Bell Street and Gower Street in an expanded Northland Structure Plan area is considered to be one such area, while the area between High Street and Northcote railway station is also considered to be a potential area for mixed use development which may attract an office market.

Finally, the DELUS considers the Service Sector area, specifically activities such as education and health. In particular, the strategy considers ways in which La Trobe University may better integrate with its immediate surrounds and the broader community. In this regard it is considered that development fronting Plenty Road may represent a desirable way of 'bringing the university out on to the street'. Ongoing dialogue between La Trobe University and Darebin City Council is encouraged.

The DELUS represents an update on earlier strategic work such as the (Darebin) Industrial Land Use Strategy (2001). Like many such pieces of work, the strategy itself represents only one part of the task ahead. The most important element is the implementation of the strategy's many recommendations



# 1 INTRODUCTION

Darebin City Council (Council) faces both challenges and opportunities in land use planning as a result of structural changes in the economy and the local community. The impact at a local level has been a growing number of requests for the rezoning of land away from traditional industrial uses in particular to alternative uses including retail, commercial and residential uses.

To frame an adequate response, Council has determined to undertake the Darebin Economic Land Use Strategy (DELUS) to evaluate the changes occurring in the municipality and provide recommendations on immediate and future changes to economic land use and local policy.

The DELUS (or Strategy) considers all areas of economic land use - industrial retail, commercial and other – but retains a particular focus on industrial land issues and the needs of the municipality going forward.

The DELUS is supported by a comprehensive three part background document which incorporates a:

- Background Research Paper which sets out the changing socio-economic and economic structure of the municipality;
- Literature Review of the Darebin Planning Scheme (State and Local Policy) and existing and proposed strategic policy documents; and
- Key Issues Paper which sets out the issues from a land use perspective, including the challenges and opportunities, confronting the municipality as a result of changes at the local and broader level.

The DELUS does not repeat the detail contained in the background documents. Rather, it provides direction for future economic land use and a series of recommendations including a number of rezoning which should be undertaken without delay. While the DELUS has regard for a number of strategic documents many of which provide, or are intended to provide, direction for specific areas within the municipality, it is particularly informed by:

- the Industrial Land Use Strategy (ILUS), City of Darebin, November 2001, which established a industrial hierarchy and decision making framework around which land use decisions have since been made; and
- the City of Darebin Retail Activity Centres Strategy (RACS), Essential Economics Pty Ltd, Planning by Design and David Lock and Associates, March 2005, which established an activity centre hierarchy for the municipality and provided projections of future retail floor space requirements based on anticipated population growth.



Both documents have provided Council with a sound framework for assessing and considering land use decisions within the municipality. It is noticeable that a significant amount of subsequent rezoning activity has been informed by the ILUS and the DELUS.

The DELUS provides the next generation of direction in relation to economic land use in Darebin. It sets out a number of recommendations for immediate action and others for future action and policy guidance going forward.

In terms of retail policy, the Strategy does not provide new retail floor space projections but does provide recommendations in relation to retail land use and local policy.

It also provides commentary and recommendations in relation to the future direction and provision of Commercial (Office) floor space opportunities in the municipality as well as direction and recommendations in relation to other major economic land use issues.

The DELUS is structured as follows:

- An overview of the changes in Darebin's economy is provided in section 2;
- The approach to applying specific zones is outlined in section 3;
- A high level vision and underlying principles is set out in section 3;
- Industrial land is considered in section 4;
- Retail activity is considered in section 5;
- Commercial (office activity) is considered in section 6;
- Other major areas of economic land use is considered in section 7;
- Appendix A provides detailed assessments and recommendations for industrial land areas in Darebin;
- Appendix B provides detailed assessments and recommendation in relation to retail activity areas in Darebin.

## **ABBREVIATIONS AND TERMS USED IN THIS REPORT**

Council	Darebin City Council
Darebin	City of Darebin
DELUS	Darebin Economic Land Use Strategy
EPIP	East Preston Industrial Precinct
ILUS	Industrial Land Use Strategy 2001
Municipality	City of Darebin
RACS	City of Darebin Retail Activity Centre Strategy 2005
Strategy	Darebin Economic Land Use Strategy



## 2 CHANGES IN THE DAREBIN ECONOMY

### 2.1 THE CHANGING FACE OF DAREBIN

The changes and challenges confronting Darebin are perfectly captured in the city's Municipal Profile which states that "*Darebin's local economy has undergone significant change in recent time, moving from a traditional industrial base to a more modern retail and business focussed profile*"<sup>1</sup>.

Another way of describing the structural changes evident in the municipality's economic profile is to suggest the city is transitioning towards a post industrial economy in which traditional uses such as manufacturing are in relative or real decline and a broader service based economy is ascendant.

The municipality has experienced a gradual but consistent change in its socio-economic make up with a higher proportion of the city's population possessing university qualifications and involved in higher income occupations than in the past. This trend has been particularly evident in the southern half of the municipality. The result has been a significant increase in land values across Darebin which in turn has lead to improved viability in higher density forms of residential development. Council has responded positively to this demand in local structure planning, encouraging higher density forms of residential and mixed use development in designated areas. Ongoing changes in Darebin's socio-economic profile has resulted in changes to the economic base of the municipality and subsequent pressures in land use planning.

The challenge for decision makers is how to respond to these changes and adequately provide for economic activity in the future.

### 2.2 CHANGES IN THE INDUSTRY SECTOR

In Darebin's industrial areas, manufacturing in particular has been declining in terms of both the number and proportion of jobs it provides<sup>2</sup>. The trend has been consistent over several decades. The nature of industry has been evolving away from traditional manufacturing enterprises and towards wholesale trade, retail trade and light service industry<sup>3</sup>. Some recent development has provided for warehousing and distribution facilities with a high office based component. Except where service industry is concentrated, the level of employment per hectare has been falling.

Stakeholder feedback and observation from site visits suggest that Darebin's industrial land is regarded as difficult to access in large vehicles and that the potential for expansion of existing facilities or the construction of new facilities is inhibited by a lack of available greenfields land. The high value attributed to land across the municipality means acquiring adjoining sites for expansion or redevelopment purposes is often regarded as uneconomic. There is evidence of a transition of industry in Darebin away

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<sup>1</sup> Clause 21.02-11 Economy (Darebin Planning Scheme)

<sup>2</sup> economy id (darebin City Council (data sourced from the 2006, 2001 and 1996 national census

<sup>3</sup> Ibid



from traditional assembly line manufacturing towards more advanced manufacturing techniques and hi-tech industries. The city's location and access to a large pool of well educated and creative labour can be expected to further facilitate this trend. The presence of a major university (La Trobe) and tertiary education facility (Northern Melbourne Institute of TAFE) add weight to the prospects for hi-tech facilities in the municipality.

There is, and will continue to be, a need for industrial land in Darebin to provide for existing and future major industrial uses that seek to be accommodated within the municipality and, importantly, to provide for the significant service industry sector which is dependent on serving Darebin and the surrounding region. It should be noted that Darebin's major industrial areas represent some of the more significant areas of industrial land in the inner part of Melbourne<sup>4</sup>. In part this is due to the historic industrial base in Darebin, in part it is also due to other areas having transitioned from an industrial to a service based economy. For service industries in particular, relocating to a greenfields location many kilometers distance does not necessarily make economic sense. The preservation and protection of industrial land to fulfill these needs is an important underlying principle in the Strategy. Notwithstanding this principle, a particular emphasis of the Strategy has been to identify industrial land that no longer serves a strictly industrial purpose and is unlikely to prove to be a viable proposition in the future and to identify a more optimal use for such land.

### 2.3 CHANGES IN RETAIL ACTIVITY

Retail activity in Darebin is dispersed across a range of designated activity areas and along a number of elongated activity spines. In some cases, such as High Street, the extended activity spine includes several identifiable activity areas (for example Northcote, Preston and Reservoir) with activity in between forming what would many people would regard as a continual strip of activity from one end to the other.

With a growing population, the demand for retail floor space is likely to increase in the future. The extent of future demand will be informed by a future update in retail floor space projections.

The most striking emerging trend is the emergence of 'lifestyle' based retail activity along the city's key activity spines and in a number of the smaller local centres dispersed across the municipality<sup>5</sup>. The growth of a 'café culture' beginning in Northcote and moving steadily north has resulted in the rejuvenation of a significant number of small local centres (often comprising little more than 5-10 shops) and a strengthening of the larger activity areas. Along major activity spines such as High Street 'café culture' has seen a number of retail offerings located at street level beneath medium rise apartment buildings.

The re-emergence of a number of Darebin's small local centres should not be overstated. A significant number face an uncertain future with high levels of vacancies and little reinvestment in the built form over a long term period. An upside of the

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<sup>4</sup> Analysis of mapping, 2010 Annual Report of the Urban Development Program (Department of Planning and Community Development)

<sup>5</sup> Based on extensive windscreens surveys and observations undertaken as part of the DELUS





decline of many small local centres has been that competitive rents have given birth to a number of new small businesses. In this respect, it has been observed that a number of local centres play the role of an informal business incubator<sup>6</sup>.

The municipality's more established centres, such as Fairfield, Northcote, Preston and Reservoir are well established and face the challenge of incorporating new retail and commercial proposals along with higher density forms of residential development in and around the activity area. Larger format retail opportunities are particularly difficult to accommodate in areas given the prevailing subdivision pattern and high level of land fragmentation. This challenge applies to almost all activity areas across the municipality. In the larger activity areas local structure plans will guide the form and direction of development. Of the well established activity areas, Reservoir faces the most difficult challenge in trying to bring together its two component parts, currently separated by a complex road and rail intersection. The Reservoir Structure Plan (adopted 12 August 2012) seeks to address and realise the challenges and opportunities within the Reservoir Activity Area.

The municipality's largest retail centre, Northland Shopping Centre is a retail centre of regional significance and is the subject of a structure planning exercise. The key challenges for the Northland Activity Area are how to improve the amenity of the centre and surrounding neighbourhood and how to increase the intensity and diversity of development in the area around the shopping centre.

## 2.4 CHANGES IN THE COMMERCIAL (OFFICE) SECTOR

The commercial (office) sector in Darebin is reflective of much of northern and western Melbourne. There is a relatively small market for local professional service providers and a larger market for government offices and agencies. Larger corporate offices are few with this sector of the market focused on Melbourne's Central Business District, city fringe and various locations in the eastern suburbs. Commercial office space in the municipality is dispersed with no identifiable cluster of scale apparent.

With changes to the socio-economic make up of the municipality and increasing traffic congestion, it is anticipated that opportunities for a commercial office market are likely to improve in the future though the change is likely to be incremental. A high proportion of degree qualified residents<sup>7</sup>, the perceived amenity provided in parts of the municipality and the potential provision of comparatively inexpensive land provide opportunities for Council to position itself as a leader in Melbourne's north in the provision of commercial (office) space.

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<sup>6</sup> Based on observations from extensive windscreen analysis undertaken as part of the DELUS.

<sup>7</sup> 2006 and 2011 National Census data (Australian Bureau of Statistics)



## **2.5 CHANGES IN SERVICE SECTOR ACTIVITY AREAS**

The rise of the government sector in Darebin as an industry sector that provides significant employment cannot be overlooked. Public sector employment is provided by way of direct employment within the three tiers of government, in primary and secondary schools, in tertiary education institutions and within health facilities. Darebin City Council is a significant employer in its own right with most employees located within the Preston Activity Area. Other public employers are more dispersed with La Trobe University - the largest single employer in the municipality – located in the city's north-east at Bundoora, the Bundoora Extended Care Centre and other health associated facilities also located in Bundoora and the Northern Melbourne Institute of TAFE on St Georges Road, west of the Preston Activity Area.

It is understood that La Trobe University will seek to unlock the development potential of its Bundoora site with attention in the short term likely to focus on opportunities along Plenty Road.



### 3 PLANNING SCHEME CONTROLS

Land use and the direction and form of development are controlled through the Darebin Planning Scheme which sets out permitted and prohibited uses in the applied zones.

This section of the Strategy provides an overview of zones presently applied for non-residential activity in the planning scheme and those recommended to be applied in the Strategy.

Each zone has a number of prescribed uses which can be either:

- Section 1 Uses  
*A use in Section 1 does not require a permit. Any condition opposite the use must be met. If the condition is not met, the use is in Section 2 and requires a permit unless the use is specifically included in Section 3 as a use that does not meet the Section 1 condition.*

- Section 2 Uses  
*A use in Section 2 requires a permit. Any condition opposite the use must be met. If the condition is not met, the use is prohibited.*

*Making decisions about section 2 uses*

*Because a use is in Section 2 does not imply that a permit should or will be granted. The responsible authority must decide whether the proposal will produce acceptable outcomes in terms of the State Planning Policy Framework, the Local Planning Policy Framework, the purpose and decision guidelines of the zone and any of the other decision guidelines in Clause 65.*

- Section 3 Uses  
*A use in Section 3 is prohibited<sup>8</sup>.*

Figure 1 sets out the:

- name of the zone;
- purpose of the zone; and
- approach taken in the Strategy to determine which is the most appropriate zone in the circumstances considered.

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<sup>8</sup> Clause 31.01 of the Darebin Planning Scheme



**Figure 1: DELUS approach to selecting the right zone for assessed land**

Zone	Zone Purpose	Approach
Commercial 1 Zone	<p>To implement the State Planning Policy Framework and the Local Planning Policy Framework, including the Municipal Strategic Statement and local planning policies.</p> <p>To create vibrant mixed use commercial centres for retail, office, business, entertainment and community uses.</p> <p>To provide for residential uses at densities complementary to the role and scale of the commercial centre.</p>	<p>The Commercial 1 Zone is applied as the primary retail zone across Darebin where retail and residential (upper level) activity is encouraged.</p> <p>The Commercial 1 Zone has been recommended in the Strategy in locations where land is considered to be part of a primary retail area or where there is an opportunity to convert former industrial land located within a mixed use strip shopping environment to higher intensity retail, commercial (office) and residential uses.</p>
Commercial 2 Zone	<p>To implement the State Planning Policy Framework and the Local Planning Policy Framework, including the Municipal Strategic Statement and local planning policies.</p> <p>To encourage commercial areas for offices, appropriate manufacturing and industries, bulky goods retailing, other retail uses, and associated business and commercial services.</p> <p>To ensure that uses do not affect the safety and amenity of adjacent, more sensitive uses.</p>	<p>The Commercial 2 Zone is applied in various parts of Darebin to provide for bulky goods retailing and a range of commercial and light industrial uses. The Commercial 2 Zone has been recommended in the Strategy in locations where:</p> <ul style="list-style-type: none"> <li>• existing uses and built form have taken on the appearance and use of a showroom/trade sales;</li> <li>• industrial uses are regarded as unlikely to again become the predominant form of land use;</li> <li>• there is a high level of exposure to passing traffic; and</li> <li>• residential development is considered unlikely or undesirable in the specific location</li> </ul>



Zone	Zone Purpose	Approach
Mixed Use Zone	<p>To implement the State Planning Policy Framework and the Local Planning Policy Framework, including the Municipal Strategic Statement and local planning policies.</p> <p>To provide for a range of residential, commercial, industrial and other uses which complement the mixed-use function of the locality.</p> <p>To provide for housing at higher densities.</p> <p>To encourage development that responds to the existing or preferred neighbourhood character of the area.</p> <p>To facilitate the use, development and redevelopment of land in accordance with the objectives specified in a schedule to this zone.</p>	<p>The mixed use zone is presently applied to various parcels of land in Darebin of varying sizes.</p> <p>Further application of the Mixed Use Zone in the strategy has been recommended in instances where:</p> <ul style="list-style-type: none"> <li>• land is adjacent to other areas of land in the Mixed Use Zone.</li> <li>• to recognise situations where there is already an established mix of uses including accommodation;</li> <li>• land is of a significant scale and a mix of uses is desirable but the outcome in terms of the mix of uses is not important.</li> <li>• land is located along public transport routes and in areas of substantial change.</li> <li>• the viability of a small local centre is considered doubtful and residential redevelopment is encouraged but, at the same time, a degree of flexibility is regarded as desirable to provide for the potential for future retail or commercial uses to re-establish in the future.</li> </ul>
Industrial 1 Zone	<p>To implement the State Planning Policy Framework and the Local Planning Policy Framework, including the Municipal Strategic Statement and local planning policies.</p> <p>To provide for manufacturing industry, the storage and distribution of goods and associated uses in a manner which does not affect the safety and amenity of local communities.</p>	<p>The Industrial 1 Zone is presently applied to land in the central parts of the Reservoir Core Industrial Area and the East Preston Core Industrial Area where large industrial uses have been located.</p> <p>While, substantial areas of land presently in the Industrial 1 Zone are afforded protection in the Strategy, no new areas of land are recommended for zoning to the Industrial 1 Zone.</p>



<b>Zone</b>	<b>Zone Purpose</b>	<b>Approach</b>
Industrial 2 Zone	<p>To provide for manufacturing industry, the storage and distribution of goods and associated facilities in a manner which does not affect the safety and amenity of local communities.</p> <p>To promote manufacturing industries and storage facilities that require a substantial threshold distance within the core of the zone.</p> <p>To keep the core of the zone free of uses which are suitable for location elsewhere so as to be available for manufacturing industries and storage facilities that require a substantial threshold distance as the need for these arises</p>	The Industrial 2 Zone is not in use Darebin and not recommended in the Strategy
Industrial 3 Zone	<p>To implement the State Planning Policy Framework and the Local Planning Policy Framework, including the Municipal Strategic Statement and local planning policies.</p> <p>To provide for industries and associated uses in specific areas where special consideration of the nature and impacts of industrial uses is required or to avoid inter-industry conflict.</p> <p>To provide a buffer between the Industrial 1 Zone or Industrial 2 Zone and local communities, which allows for industries and associated uses compatible with the nearby community.</p> <p>To allow limited retail opportunities including convenience shops, small scale supermarkets and associated shops in appropriate locations.</p> <p>To ensure that uses do not affect the safety and amenity of adjacent, more sensitive land uses.</p>	<p>The Industrial 3 Zone is widely applied to industrial land in Darebin.</p> <p>While, substantial areas of land presently in the Industrial 3 Zone are afforded protection in the Strategy, no new areas of land are recommended for zoning to the Industrial 3 Zone.</p>



Zone	Zone Purpose	Approach
Residential Zones	The three primary residential zones – Residential Growth Zone, General Residential Zone and Neighbourhood Residential Zone - provide for residential development at a range of densities with a variety of dwellings to meet the housing needs of all households.	<p>A residential zone has been recommended in instances where industrial land is considered:</p> <ul style="list-style-type: none"> <li>• to be unlikely to fulfill an industrial use in the future;</li> <li>• where the surrounding area is uniformly residential; and</li> <li>• where no expansion of future retail or commercial activity is recommended.</li> </ul> <p>The zone is to be applied to locations where incremental and conventional density residential development is regarded as suitable and is identified in the Darebin Housing Strategy.</p> <p>The appropriate residential zone is to be determined as part of the introduction of the new residential zones across the City of Darebin or where other strategic planning work is to be undertaken.</p>
Comprehensive Development Zone	To provide for a range of uses and the development of land in accordance with a comprehensive development plan incorporated in this scheme	The Comprehensive Development Zone has been recommended for an area where a potential major redevelopment opportunity has been identified comprising a mix of uses and requiring detailed planning.
Priority Development Zone/Activity Centre Zone	<p>Priority Development Zone:          To recognise or provide for the use and development of land for projects and areas of regional or State significance.</p> <p>To provide for a range of uses and the development of land in accordance with a plan incorporated in this scheme.</p>	<p>The Priority Development Zone is currently applied to land in the Preston Activity Area.</p> <p>No further application of the zone is recommended in the Strategy.</p>



<b>Zone</b>	<b>Zone Purpose</b>	<b>Approach</b>
Activity Centre Zone	<p>To encourage a mix of uses and the intensive development of the activity centre:</p> <ul style="list-style-type: none"> <li>- as a focus for business, shopping, working, housing, leisure, transport and community facilities;</li> <li>- to support sustainable urban outcomes that maximize the use of infrastructure and public transport.</li> </ul> <p>To deliver a diversity of housing at higher densities to make optimum use of the facilities and services.</p> <p>To create through good urban design an attractive, pleasant, walkable, safe and stimulating environment.</p> <p>To facilitate use and development of land in accordance with the Development Framework for the activity centre.</p>	<p>The Activity Centre Zone (ACZ) is not presently in use in Darebin though it should be noted that Preston was one of five Principal Activity Centres across Melbourne that was selected for inclusion in the proposed Ministerial amendment to introduce the zone. The progress of this amendment is presently uncertain.</p> <p>With the recent adoption of the Reservoir Structure Plan, the application of the ACZ to the Reservoir Major Activity Area is also a possibility.</p> <p>The same or a similar tool will also be required for the Northland Principal Activity Area.</p> <p>The ACZ would provide for a 'tailored' zone in which specific outcomes for specific precincts within an activity area could be encouraged.</p>

Another consideration in recommending a future zone for land where the existing zone is no longer considered appropriate is how state and local policy (existing and proposed) seeks to direct the area's future.

A practical example of how a recommendation has been determined is as follows:

- a small pocket of industrial land is located on an arterial road which enjoys existing fixed rail infrastructure (a tram line);
- Local policy encourages a higher intensity of residential development along the arterial road in the form of medium rise outcomes;
- The Strategy acknowledges the land is no longer appropriate for or required for industrial purposes but seeks to preserve some form of economic use on the site;
- In this instance the Commercial 1 Zone may be recommended to encourage a mixed use outcome with retail and commercial (office) at ground level and residential (or additional commercial) development on the levels above.

Finally, it should be noted that in recommending a change of zone, protection is afforded to existing uses.





## 4 ECONOMIC VISION AND UNDERLYING PRINCIPLES

### 4.1 VISION

Based on the findings of the Background Report and the introductory elements to the Strategy a Vision for economic activity in Darebin can be expressed as follows:

*Darebin's economy will be vibrant, diverse and adaptive to the structural changes occurring at a national and local level.*

*Economic activity will be based on the industrial, retail, commercial office and service sectors. Each will provide a diversity of employment opportunities and be based on ensuring optimal use of finite land resources.*

*Darebin's economic base will continue to transition and broaden to accommodate more concentrated wholesale and retail trade, light service industries, advanced manufacturing, retail and commercial, and government, health and educational service activities.*

*Sustainable practices and quality urban design will be features of the City's economic activity. Economic activity will be supported by a proactive approach to ensuring sustainable practices are a central theme in the economic activity of the municipality.*

*Key features of economic land use will include:*

- Three core and one secondary industrial areas to provide for industrial activity with a focus on wholesale trade, service industry and a maturing advanced manufacturing sector*
- A retail activity area hierarchy that provides for a mix of retail, commercial, service and residential uses and encourages an intensification of these uses within activity areas*
- An emergent commercial office sector focussed around several key mixed use redevelopment areas*
- An important service sector specialising in tertiary education and health that integrates and connects with the broader community.*

### 4.2 UNDERLYING PRINCIPLES OF THE STRATEGY

The Vision and, by extension, the Strategy is founded on the following underlying principles:

- That increasing economic activity and promoting diversity in economic activity will provide benefits to the community;*



- *That structural changes in the national and local economy will continue the transition of Darebin's economy from a traditional industrial base to a post-industrial economy*
- *That changes in Darebin's socio-demographic composition will facilitate land use changes and the type of businesses establishing in the municipality*
- *That employment generation provides opportunities for residents of the municipality;*
- *That a diversity of employment opportunities, including both high skilled and low skilled employment, provides benefits to those sectors of the workforce including the young and the elderly that are sometimes disadvantaged;*
- *That the promotion of sustainable economic practices provides long term benefits to the local and wider community<sup>9</sup>;*
- *That small business is a key driver of innovation and employment and should be encouraged to grow;*
- *That land in an inner urban setting like Darebin is a scarce and highly valuable resource and should be used in an optimal manner;*
- *That land identified for economic activity should be used for economic activity;*
- *That the ongoing provision of areas of land for industrial purposes is an important objective in retaining existing industry, industries in transition and new forms of industry;*
- *That areas with ready access to fixed rail (tram or train) infrastructure should be encouraged as higher density areas comprising mixed use development*
- *That the development of a sustainable commercial (office) sector in Darebin is an important objective*
- *The economic land use objectives should be predicated on endeavouring to minimise the extent of commuter travel outside the municipality*
- *That the provision of appropriate infrastructure that enables economic activity is a critical element in ensuring the local economy is competitive and prosperous*
- *That high quality urban design adds to the vibrancy of economic activity*

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<sup>9</sup> As promoted and supported in the Darebin Green Business Attraction Strategy (Charter Keck Kramer), 2012



- *That design elements that provide for passive surveillance features adds to safety and security in areas where economic activity occurs*
- *That recognising these principles and translating them in terms of economic land use will support the transition of Darebin's economy to one that encourages:*
  - *a greater breadth of uses;*
  - *the development of a commercial office market;*
  - *ongoing industrial uses in those areas where industry is best suited;*
  - *adaptation and re-use of non-residential land for other economic use and conversion to mixed uses (including residential) where appropriate.*



## 5 INDUSTRIAL LAND USE AND DIRECTION

### 5.1 VISION

A vision for industrial land use and activity in Darebin is provided as follows:

*The three core industrial areas, Reservoir, East Preston and Fairfield will accommodate major industrial activities and provide opportunities for small and niche industries. While manufacturing will continue to be a significant contributor of economic and employment generation, Darebin's industrial base will continue to shift away from traditional manufacturing activities and become more focussed on wholesale trade, service industries and advanced manufacturing activities.*

*Darebin's industrial areas will be accessible, attractive, safe, and serviced. Industrial developments will incorporate sustainable design principles while industrial activities will embrace sustainable practices.*

*Inefficient or unviable industrial areas will be transitioned to alternative economic and non-economic uses.*

*The industrial sector will offer a variety of employment opportunities including apprenticeship and employment opportunities for youths, unskilled workers and people with disabilities.*

### 5.2 KEY ISSUES

The Key Issues Paper identified a range of issues impacting on industrial land in Darebin. At a general level, areas of industrial land as well as discrete parcels of land will be impacted by the:

- size of land parcels and the nature of the existing built form;
- underlying price of land;
- underutilisation of land in certain areas;
- fragmentation of land parcels and the ability to consolidate land;
- availability of appropriately zoned land for specific purposes
- actual location and accessibility of industrial land;
- services and infrastructure provided to industrial land;
- potential for conflict with non-industrial land uses; and
- Outdated directions and policy gaps in the current planning scheme and strategies.

Additionally, a number of key themes were identified that inform and guide the direction of the Strategy. These include:

The employment base of the municipality is changing and evolving with ongoing decline in the manufacturing sector (a fact recognised in the Municipal Strategic Statement) and significant growth evident in public sector employment.



Some isolated industrial sites serve a limited industrial purpose with some industrial land serving no industrial purpose at all. The current industrial zoning limits the extent to which alternative uses can be pursued.

Isolated industrial sites located within predominantly residential areas frequently operate in a difficult environment with a range of amenity and interface issues with surrounding residents.

Some industrial sites and areas occupy key strategic locations which could better fulfil a more significant role in terms of providing employment that better responds to contemporary economic trends.

While the trend towards a decline in traditional manufacturing appears to be well established there may be opportunities for further investment in advanced manufacturing facilities in the municipality which are less reliant on heavy transport, involve a higher proportion of office space for research and technology based functions and generally require a more educated workforce<sup>10</sup>.

### 5.3 DISCUSSION

Industrial land in Darebin has been considered in the context of the three core industrial areas, several secondary industrial areas and a series of smaller clusters and single use sites.

#### 5.3.1 Core Industrial Areas

##### *Reservoir*

The Reservoir Core Industrial Area comprises 97.02 hectares<sup>11</sup> of industrial land of which 54.90 hectares is in the Industrial 1 Zone and 42.12 hectares is in the Industrial 3 Zone. The 2012 Census of Land and Employment recorded employment within the area of 2,630 persons. Additional industry extends along Newlands Road to the south into the City of Moreland.

The Reservoir Core Industrial Area provides for a range of industrial uses with a particular focus on manufacturing enterprises and service industry. It is shaped around a core area of land in the Industrial 1 Zone in which larger facilities, such as Visy, are located. A ring of land in the Industrial 3 Zone provides a buffer to the surrounding residential areas. Occupancy in the Reservoir Core Industrial Area appears to be high and the area generally vibrant.

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<sup>10</sup> Advanced manufacturing can be effectively thought of as any new manufacturing enterprise with the characteristics described above.

<sup>11</sup>The area of industrial land including areas included in the different industrial zones has been sourced from the 2010 report of the Urban Development Program 2010 (Department of Planning and Community Development).



A feature of the Reservoir Core Industrial Area, and one which is replicated in both the East Preston and Fairfield Core Industrial Areas is the growth in quasi-retail trade operations whereby wholesale distribution outlets provide direct retail activities with the general public. Noticeably, such outlets are generally located on arterial and connector roads with good exposure to passing traffic.

A second feature, again replicated in both the East Preston and Fairfield Core Industrial Areas is a gradual disaggregation of larger sites into smaller 'factory-ettes' or similar arrangements. While this provides for redevelopment opportunities and generates a more intense use of certain sites, the overall benefit depends in part on whether disaggregation represents the future highest and best use of the area in question<sup>12</sup>.

There are also difficulties with large vehicular access into and out of the area, the Reservoir Core Industrial Area is considered to provide an important role in the industrial framework of not only Darebin but the broader region. Moreover, it is considered that there are no economic uses that would provide a more optimal use of the land. In that context, its ongoing role as a Core Industrial Area is supported.

While the ILUS contemplated a future rezoning of the area to the Industrial 3 Zone, it is considered the current zoning reflects the existing pattern of use and affords protection for the larger manufacturing facilities within the area.

There are a number of potential conflict points with neighbouring and internal uses that provide several challenges for the future and local policy should provide ongoing protection for industrial uses in the area.

The Linh-son Buddhist Temple operates on the west side of Radford Road on a parcel of land in the Industrial 3 Zone. The land south of the former Lakeside Secondary College, also in Radford Road, is in the Public Use Zone and, depending on its future use, presents as a potential conflict point. It is recommended that, should the site be sold for private use, an industrial zone (preferably the Industrial 3 Zone to provide consistency with the adjoining Linh-son Buddhist Temple site) should be applied.

There are several areas where existing residential development directly abuts industrial zoned land. This occurs in Broadhurst Avenue, off Banbury Road as well as a fully enclosed residential enclave off Edwardes Street (Kolverne Street and Zinnia Street). While these represent potential conflict points it is evident from the built form that the residential-industrial interfaces have existed for many decades and do not present as an issue that requires a change to the current zoning. Local policy should recognise the residential interfaces and seek to manage them accordingly.

### ***East Preston***

The East Preston Core Industrial Area (also known as the East Preston Industrial Precinct or EPIP) comprises 130.95 hectares of industrial land of which 58.29 hectares is in the Industrial 1 Zone and 72.66 hectares is in the Industrial 3 Zone. The 2012 Census of Land and Employment recorded employment within the area of

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<sup>12</sup> The Darebin Green Business Attraction Strategy acknowledges a growing demand for smaller industrial premises and supports the subdivision of larger industrial sites to support more intensive industrial uses with floor areas in the 200 to 500 square metre range.



approximately 4,600 persons with around 1,730 engaged in the manufacturing sector.

The EPIP is located directly south of the Northland Activity Area and includes an area of land in the Industrial 1 Zone enclosed by land in the Industrial 3 Zone. The EPIP also includes a number of significant industrial facilities and a large number of light industrial premises, many of which operate as wholesale (and retail) trade depots.

South of Bell Street the EPIP generally functions in accordance with its intended purpose. North of Bell Street, the area east of Chifley Drive also provides a service industry function consistent with the purpose of the Industrial 3 Zone. In the area, bounded by Gower Street, Chifley Drive, Bell Street and Albert Street (the sub-precinct) there is a mix of underutilised land, non industrial uses as well as some new investment with a high proportion of office space.

The sub-precinct comprises an area of approximately 35 hectares and, based on data from the Census of Land Use and Employment (2012), employs 936 persons across 63 businesses. The largest employers<sup>13</sup> within the sub-precinct are:

• BOC Gases (Petroleum Product Wholesaling)	87 employees
• Wilson and Bradley (Houseware Retailing)	35 employees
• Harrop Engineering (Iron and Steel Casting)	64 employees
• Trackerjack Aust. (Clothing and Footwear Wholesaling)	23 employees
• ANZ Bank (Banking)	28 employees
• Max Kirwan Mazda (Care Retailing)	50 employees
• Burson Auto Parts (Motor Vehicle Part Retailing)	44 employees
• KW Doggett (Paper Product Wholesaling)	100 employees
• Cigweld (Elicitral equipment manufacturing)	128 employees
• Daytek (Other manufacturing)	34 employees

The two largest sites (Cigweld - 3.9 hectares and BOC Gases - 7.3 hectares) comprise almost one third of the total land area but employ 128<sup>14</sup> and 87 persons respectively.

The sub-precinct contains fewer employees in a significantly larger area than in the balance of the East Preston Core Industrial Area. It should be noted that there has also been redevelopment in the area over the past decade, specifically at the eastern end of Gower Street.

It is evident that traditional manufacturing uses have been in decline within the sub-precinct over a sustained period of time. This is consistent with broader trends where traditional industries, such as manufacturing have experienced a significant decline in terms of the contribution they make to employment.

The key challenge for the sub-precinct is whether there is an economic future for traditional industry and, if so, whether traditional industries can deliver economic and employment outcomes that utilise the land in the most efficient way possible.

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<sup>13</sup> Census of Land Use and Employment (2009)

<sup>14</sup> It is understood that as late as 1997 Cigweld employed around 1,000 persons on the site (based on interview with the Finance Manager at Cigweld in September 2011).



The sub-precinct is located immediately south of the Northland Activity Centre and, in that respect, represents a strategic location in close proximity to a major retail centre of regional significance.

Given the underutilisation of land in significant parts of the sub-precinct and the relatively low scale and quality of remaining uses, it is considered that a significant redevelopment opportunity is achievable where non industrial employment can be promoted while at the same time providing opportunities for higher density residential development in close proximity to a major activity area can be encouraged.

A mixed use area with appropriate planning controls that require ongoing – albeit changed – employment uses beneath or within residential development may prove to be a better reflection of industry trends and, importantly, a more efficient use of valuable land in an area where there would be little impediment to redevelopment at a higher scale.

In considering a mixed use future for the sub-precinct it is important to note that:

- It is adjacent to the Northland Activity Area and represents a natural part of the Activity Area's walkable catchment;
- It contains a number of sites of considerable scale that may prove of genuine interest to large scale developers. This in itself may prove to be advantageous in encouraging development to backfill into and around the Northland Activity Area;
- The scale of the sites potentially available to the market provides opportunities for economic uplift in the value of the land that would offset the costs of demolition of existing built form as well as site based remediation activities.
- It is possible to preserve an employment base within the sub-precinct by introducing planning controls to require that floor space in each mixed use development (perhaps at ground floor level) be dedicated to employment purposes. This is likely to promote new forms of employment including commercial enterprises and start up businesses, and moreover, new types of industry less reliant on large land areas.
- There are no obvious amenity or interface concerns that would prevent development of a higher form within the sub-precinct;
- With a larger area available for intensive development there may be economic grounds for the promotion of a tram line to serve the greater Northland Activity Area;
- A large area of the kind suggested provides Council with the opportunity to introduce a development contributions plan to generate funding for infrastructure delivery within the area.

It should be noted that Darebin City Council is now actively pursuing an outcome similar to that outlined in the DELUS. The area north of Bell Street (including the sub-





precinct bounded by Gower Street, Chifley Drive, Bell Street and Albert Road) has been formally included in the Northland Structure Plan area.

Accordingly, the Strategy recommends the rezoning of the sub-precinct to the Comprehensive Development Zone. To advance the rezoning of this area a detailed planning exercise and Development Contributions Plan will need to be developed. Detailed planning should have regard for:

- The extent to which commercial uses, specifically office space, can be provided as part of the redevelopment of the area;
- The amount of retail floor space that should be provided to help provide for a mix of uses while not undermining the established retail hierarchy;
- The amount and intensity of residential development;
- Community infrastructure requirements;
- Integration of public transport including the potential for fixed rail infrastructure;
- Public open space provision;
- Funding mechanisms to provide for public open space and community infrastructure.

It is recommended that the balance of the EPIP would be retained in its present zoning though it should be noted that land abutting Bell Street on the south side may in time be considered for higher order and higher intensity uses given it would be directly adjacent to the re-defined southern boundary of the Northland Activity Centre. A re-assessment of land uses on properties with frontage to the southern side of Bell Street would be further supported by its position on a significant arterial road. The potential for more intensive development and use on properties located in the EPIP and on the southern side of Bell Street is flagged, but not considered further in the DELUS.

It is considered that at this point of time land located south of Bell Street should be retained in the Industrial 1 Zone.

A second matter for consideration in the EPIP relates to the extension area of land in the Industrial 3 Zone west of Albert Street. The Bell Street Corridor Strategy recommended that this area be identified for bulky goods retailing. Given the potential for bulky goods retailing over time to be replaced as a consequence of higher density redevelopment south of the Northland Shopping Centre there is merit in considering the future of the above mentioned Bell Street land as an integrated bulky goods sub-precinct. Facilitating a rezoning of the land to this effect however should be the subject of a separate process and involve landowner consultation and an independent retail study to assess future bulky goods floor space requirements.



### ***Fairfield***

The Fairfield Core Industrial Area comprises 35.16 hectares of industrial land in the Industrial 3 Zone. The 2012 Census of Land and Employment recorded employment within the area of 2,055 persons of which 900 are engaged in manufacturing and 474 in wholesale trade.

The Fairfield Core Industrial Area presents as a compact and relatively vibrant industrial precinct with a strong focus on wholesale and retail trade enterprises particularly along Grange Road and Darebin Road. Locationally, it is the industrial area that enjoys closest proximity to the Melbourne CBD and its environs and is also well positioned to provide services to a relatively affluent area both within Darebin and further afield. As already noted, the presence of 'direct to the public' retail establishments operating as wholesale trade facilities appears to be particularly prominent in the Fairfield Core Industrial Area.

While there is the potential for interface issues with neighbouring residential areas, both industrial and residential uses are well established. The current Industrial 3 Zone is reflective of current land uses.

Given the well established nature of the precinct no zoning changes are contemplated and the areas ongoing use as a core industrial area within Darebin is supported.

### **5.3.2 Secondary Industrial Areas**

#### ***Anderson Road***

The Anderson Road Secondary Industrial Area comprises an area of 7.74 hectares located on the western boundary of the municipality and north of Normanby Avenue. All land is in the Industrial 3 Zone. The 2012 Census of Land Use and Employment recorded employment within the precinct as in the order of 264 persons.

The Anderson Road Secondary Employment Area includes a range of businesses including manufacturing, service industries and a substantial place of worship. Built form can be described as functional and there appears to be little evidence of re-investment. Generally however, businesses seem to be well established and there appears to be little evidence of vacancies. Premises tend to be occupied and well utilised.

There is a relatively awkward interface with surrounding residential properties to the east and any rezoning of land to a residential use has the potential to erode the integrity of the overall precinct. On the west side of Merri Creek, in the City of Moreland, there are a number of additional land areas in the Industrial 3 Zone adding weight to the underlying industrial nature of the precinct.

The precinct appears to serve an established, if limited in scale, industrial role. Given the established nature and apparent stability of business in the area it is recommended that the precinct be retained for industrial purposes.



### **Beavers Road**

The Beavers Road Secondary Industrial Area comprises 5.98 hectares of land on the western boundary of the municipality and north of Arthurton Road. All land is in the Industrial 3 Zone. The 2012 Census of Land Use and Employment recorded employment within the precinct as in the order of 240 persons.

The Beavers Road industrial area comprises four distinct parts:

- a) On the northern side of Beavers Road the primary use is the Northcote Business Park, a relatively modern facility which appears to have been developed as a 'market' style facility. It comprises assorted uses but appears to be largely underutilized with minimal activity and a number of vacant 'shells' within the facility. To the west is the Northcote Municipal Golf Links, to the north there is a residential interface and to the east is a primary school.
- b) South of Beavers Road is a light warehouse style development comprising a number of businesses. Adjacent are several other industrial premises.
- c) South of Beavers Road and adjacent to the Merri Creek is what appears to be a mixed office/warehouse development with undercroft parking. While the development is relatively modern (perhaps 20 years old), it appears to be underutilised with a number of vacant tenancies.
- d) Fronting Arthurton Road are a number of uses including car wash and self storage facility. There is some evidence of recent investment and the premises have good exposure to passing traffic on Arthurton Road.

In a broader context, the Beavers Road Industrial Area is surrounded by residential uses to the north, east and south and is flanked to the west, in the City of Moreland, by the Ceres Community Environment Park and other residential uses.

Overall, the precinct presents as a 'mixed bag' of uses and built form and does not represent a contextual highest and best use of land. Given the sensitive interfaces imposed on the industrial land north of Beavers Road it is considered that its future is likely to be best served by a residential use. The balance of the precinct (south of Beavers Road) is considered to be best placed as a transitional precinct containing a mix of both employment and residential uses which can make use of the natural setting (adjacent to Merri Creek). In this respect, it is recommended that the area south of Beavers Road be rezoned to the Commercial 1 Zone.

### **5.3.3 Other Industrial Land**

In addition to the Core and Secondary Industrial Areas, Darebin includes 14 other industrial locations some of which are single use sites and others which take the form of small clusters of industrial zoned land.

In most cases these areas represent a legacy from the municipality's past when industry, particularly manufacturing, was concentrated in and amongst residential areas and formed the economic base of the area.



These dispersed areas of industrial land can be generally described as being of two types:

- a) Single use sites or small clusters surrounded by a residential neighbourhood; and
- b) Single use sites or small clusters dispersed along major roads and frequently flanked or surrounded by other non-residential land (usually in a business zone).

Uses can be described as varying; in some cases businesses can be described as light industrial or wholesale trade while in other cases businesses are more oriented towards commercial (office), shop or showrooms for trade sales and similar. Vacancy rates in some clusters are high.

The most familiar characteristic is a lack of recent investment in the built form. A high number of buildings are poorly maintained and visually uninspiring.

The reason is likely to be tied to the economics of renovating or rebuilding in an industrial zone. In many parts of Darebin, the cost of replacing an existing industrial building with another industrial building of similar scale is unlikely represent a viable proposition for land owners. Put simply, the uplift the cost of replacement or redevelopment is unlikely to be offset by the increase in income. This situation, combined with a perception amongst landowners that eventually a change in land use will permit a higher intensity form of development means that the majority of single site and small industrial clusters are unlikely to be the subject of re-investment.

The question therefore is how to determine the future of Darebin's smaller industrial areas – single use sites and small clusters.

The approach taken has been to consider the context of each defined area and consider:

- The nature of the surrounding area including the extent to which sensitive interfaces such as residential may act to compromise the future use of the land for industrial purposes;
- The existing economic and employment generation of sites and the surrounding area and the likelihood that industry would be likely to be attracted to the location;
- The nature and quality of the existing built form; and
- The extent to which the location represents an opportunity for higher intensity development (employment based and/or residential) and therefore a more optimal use of the site.

The general approach adopted on land located along key arterial roads or close to fixed rail infrastructure has been to retain employment uses even if it means a change of economic focus for the land. In a number of cases this has been through the use of



the Commercial 1 Zone which provides for higher intensity retail and commercial uses a potential residential component above ground level.

It should be noted that with the exception of the Beavers Road precinct and the area south of Arthurton Road nearby to Northcote Station (both of which are dealt with separately) all other industrial land recommended to be transitioned to the Commercial 1 Zone abuts an arterial road and is generally fragmented with limited capacity for major land aggregation. For this reason, it is considered unlikely that a major retail facility will be able to establish through the aggregation of property along, for example, Plenty Road. Rather, it is likely that such areas will develop as a genuine mix of commercial and retail uses at street level with other commercial or residential opportunities located in the levels above.

In other instances, particularly where sites are in what can be regarded as overwhelmingly residential surroundings it has been determined that a rezoning to a residential zone represents the most appropriate and optimal future for the land.

It should be noted that, regardless of rezoning recommendations, existing use rights will continue to exist for current businesses.

## **5.4 FUTURE DIRECTION (INDUSTRIAL ACTIVITY IN DAREBIN)**

### **5.4.1 Strategic direction**

The review of existing industrial land stocks in Darebin has produced the following strategic direction for the future:

- Maintain three core industrial areas at Reservoir, East Preston and Fairfield and provide suitable protection for core industrial areas in the Municipal Strategic Statement (MSS);
  - In the case of the East Preston Core Industrial Area, recognise the redevelopment potential of the area bounded by Gower Street, Chifley Drive, Bell Street and Albert Street by rezoning this sub-precinct to the Comprehensive Development Zone. Detailed planning will be required to promote the sub-precinct as a mixed use (primarily commercial and residential) urban renewal opportunity of state significance;
- Retain the Anderson Road Secondary Industrial Area;
- Transition the Beavers Road Secondary Industrial Area to mixed use development by rezoning the area north of Beavers Road to a residential zone and the area south of Beavers Road to the Commercial 1 Zone;
- Provide suitable protection for the Secondary Industrial Areas in the MSS;
- Prior to the approval of subdivision of large lots in core and secondary industrial areas into smaller lots, consider whether the intended subdivision and development represents a highest and best use of the property (regard



should be had for the location of the land to be subdivided and the direction provided in the Strategy for the surrounding area)

- Rezone a number of single use site and small clusters of industrial land to better reflect the:
  - transition occurring within inner urban areas from industrial land use to other uses;
  - policy directions for densification and increased demand for neighbourhood businesses and services;
  - opportunities for alternative employment uses in strategic locations; business in Darebin; and
  - the urban context of each site or cluster.

A map identifying the location of industrial land in Darebin along with an identification number is provided at Figure 2 and a summary of the proposed future zoning in all Core and Secondary Industrial Areas and single use sites or small clusters is provided at Figure 3.

Detailed assessments for each industrial area identified in Figure 2 and summarised in Figure 3 is provided at Appendix A.

#### 5.4.2 Objectives and Strategies

The following objectives and strategies support the vision for industrial land:

**Objective 1**

*To retain and protect Darebin's core and the Anderson Road secondary industrial area.*

**Strategies:**

- *Maintain three core industrial areas and one secondary industrial areas for the purposes of industrial activity in Darebin*

Reservoir

- *Retain the Reservoir Core Industrial Area including the current zone structure*
- *In the event of a relocation of significant numbers of large users of land in the Industrial 1 Zone, consider rezoning to the Industrial 3 Zone*
- *In the event the land that was formerly the Lakeside Secondary College is sold by the Department of Education, rezone the site to the Industrial 3 Zone*
- *Manage interfaces with surrounding residential neighbourhood*



### East Preston

- Retain the EPIP including the existing zone structure except for:
  - Undertake detailed planning and rezone to the Comprehensive Development Zone or a similar zone the area bounded by Gower Street, Chifley Drive, Bell Street and Albert Street for the purposes of a major mixed use redevelopment (ensure a Development Contributions Plan is developed as part of this process to provide for the provision of identified infrastructure). This is expected to be undertaken as part of the Northland Structure Plan.
  - Subject to updated bulky goods floor space projections, rezone land west of Albert Street presently in the Industrial 3 Zone to the Commercial 2 Zone

### Fairfield

- Retain the Fairfield Core Industrial including the existing zone structure

### Secondary Industrial Areas

- Retain the Anderson Road Secondary Industrial Area including the existing zone structure
- Transition the Beavers Road Secondary Industrial Area to a mixed use precinct by rezoning the land south of Beavers Road to the Commercial 1 Zone and the land north of Beavers Road to a residential zone and promote it as a green business location.

### **Objective 2**

*To encourage the transition of non-viable single use industrial sites and small industrial clusters to alternative uses. Where appropriate alternative uses should include other forms of economic activity.*

### **Strategies**

*Rezone industrial land configured as single sites or small clusters in accordance with the recommendations set out in the table at Figure 3*

### **Objective 3**

*To strengthen the economic and employment generation capacity of Darebin's core and secondary industrial areas*

### **Strategies**

*Discourage land use activities that will undermine economic and employment generation capacity of site and the surrounding.*

*Encourage consolidation of land in the secondary industrial area that can provide opportunity for major economic activities.*

*Encourage the ongoing development of Darebin's service industry sector.*



**Objective 4**

*To provide ongoing local employment opportunities in the industrial sector.*

**Strategies:**

*Retain and protect core and secondary industrial areas outlined in Objective 1.*

*Encourage new industrial activity that generates employment opportunities.*

*Where appropriate exercise flexibility on extension of buildings and works of existing industrial/commercial or business activities in core and secondary industrial areas to encourage continuation of such businesses.*

*Discourage uses that undermine employment generation capacity of land in core and secondary industrial areas.*

**Objective 5**

*To promote the establishment of advanced manufacturing facilities within the core and secondary industrial areas*

**Strategies**

*Undertake review of key 'attractors' for advanced manufacturing facilities*

*Encourage advanced manufacturing to establish within core and secondary industrial areas*

*Ensure Council continues to advocate for and facilitate advanced manufacturing firms to locate in Darebin*

**Objective 6**

*To improve road access to Darebin's core and secondary industrial area*

**Strategies**

*Engage in ongoing dialogue with VicRoads and other relevant agencies to ensure vehicular access into and out of Darebin's core and secondary industrial area is improved.*

**Objective 7**

*To improve the function, appearance and amenity of core and secondary industrial areas*

**Strategies**

*Develop a public realm strategy to guide urban design improvements to enhance the presentation and identity of industrial areas*





*Ensure local policy recognises that interfaces exist between industrial and residential uses and provide adequate protection to the core and secondary industrial areas*

## **5.5 IDENTIFICATION OF INDUSTRIAL AREAS AND PROPOSED ZONE CHANGES**

Figure 2 identifies current areas of industrial zoned land in Darebin and provides an identification number for each industrial area which is used in the Figure 3 table where the current and recommended future zone for each area is summarised.

Figure 3 also provides an indication of 'priority' (identified as High, Medium and Low) and an indication of 'Lead Role' in terms of who is recommended to advance the planning changes recommended in the planning approval.

It is envisaged that Council would initiate rezoning proposals where leadership is required to coordinate a large number of landowners, for sites and areas of strategic importance and for parcels and areas which form part of area-based studies. Proposals could be considered in advance of the priority listing when initiated by landowner(s) however a precinct approach to rezoning areas in multiple ownerships is the preferred approach.

A number of the smaller areas and sites could be considered as part of a larger joint amendment as a key implementation of the DELUS, whilst other areas such as Northcote Central (Arthurton Road) and the Plenty Road corridor will require more detailed local planning.

Council should consult with all landowners prior to an amendment. Careful consideration should be given to reverse amenity issues caused by residential encroachment into areas where viable businesses continue to operate.

### *Priority expectations*

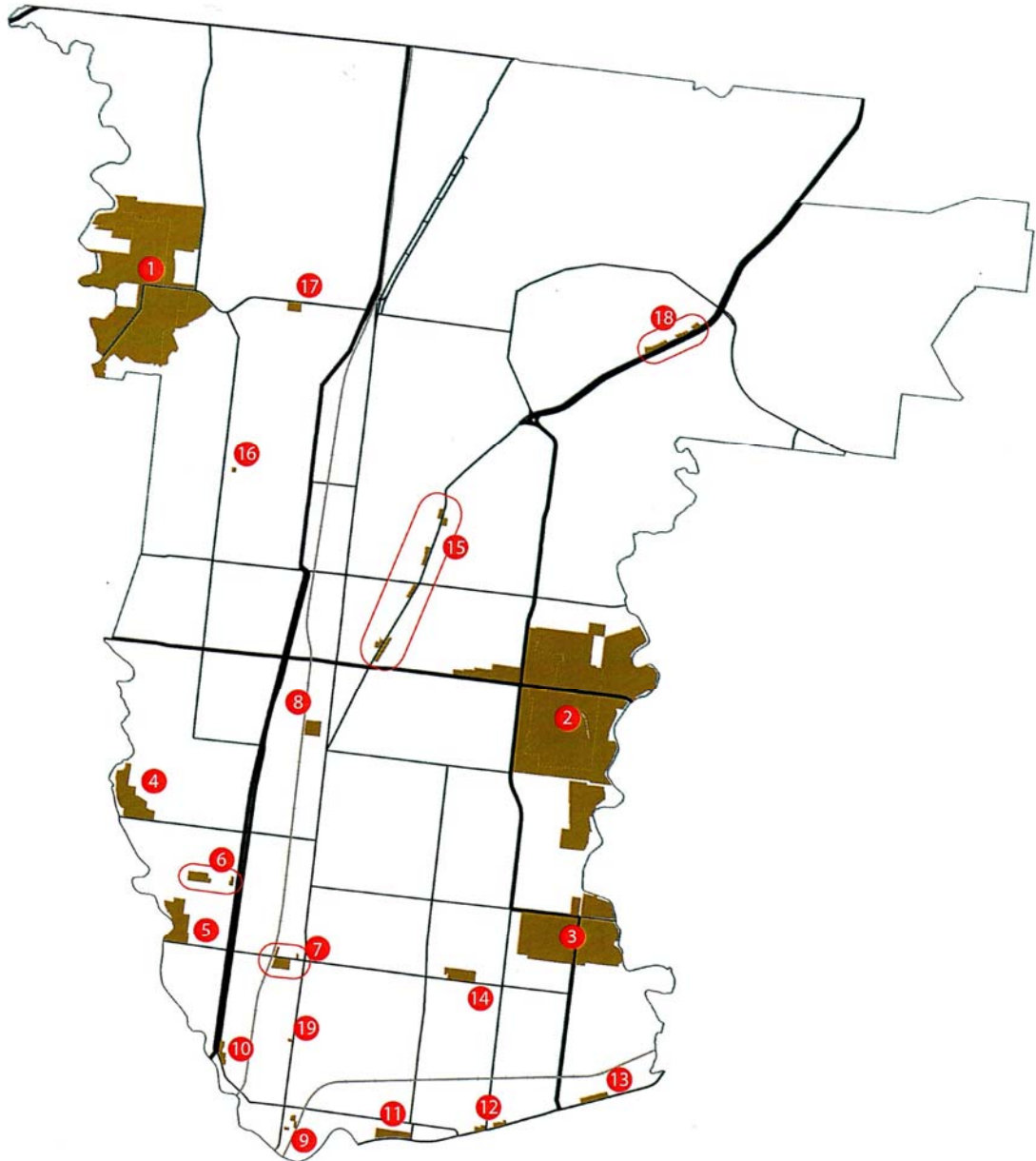
*High = 1 to 2 year timeframe*

*Medium = 2 to 5 year timeframe*

*Low = 5 year plus timeframe*



**Figure 2: Identification of existing Industrial Areas in Darebin**



**Figure 3: Proposed changes in zone in industrial areas**

IDENTIFICATION	DESCRIPTION	CURRENT ZONE	PROPOSED ZONE	PRIORITY	LEAD ROLE
1	Reservoir (Core Industrial Area)	Industrial 1 Zone and Industrial 3 Zone	Retain the existing Industrial 1 Zone and Industrial 3 Zone  Ongoing protection for the Reservoir Core Industrial Area in local policy	No change recommended	Council
2	East Preston (Core Industrial Area)	Industrial 1 Zone, Industrial 3 Zone and Business 4 Zone	Retain the existing Industrial 1 Zone and Industrial 3 Zone with the exception of the area bounded by Gower Street, Chifley Drive, Bell Street and Albert Street which should be rezoned to the Comprehensive Development Zone (detailed supporting planning for the area to be developed including Development Contributions Plan)  Ongoing protection for the East Preston Core Industrial Area in local policy	High-Medium	Council
3	Fairfield (Core Industrial Area)	Industrial 3 Zone	Retain the existing Industrial 3 Zone  Ongoing protection for the Fairfield Core Industrial Area in local policy	No change recommended	Council
4	Anderson Road (Secondary Industrial Area)	Industrial 3 Zone	Retain the Industrial 3 Zone and identify in Local Policy as a Secondary Industrial Area	No change recommended	Council
5	Beavers Road (Secondary Industrial Area)	Industrial 3 Zone	Rezone land south of Beavers Road to the Commercial 1 Zone and land north of Beavers Road to a residential zone	High	Landowners



6	Gadd Street, Northcote	Industrial 3 Zone	Rezone to a residential zone at some point in future. Consult with landowners prior to any rezoning.	Low	Council
7	Northcote Central (Arthurton Road)	Industrial 3 Zone	Rezone all land in the Industrial 3 Zone south of Arthurton Road to a non-industrial zone following further detailed planning for the future development and use of the precinct.  Rezone sites at 2A and 38 Arthurton Road and 99 Helen Street to the Mixed Use Zone.	High-Medium	Council
8	Oakover Road	Industrial 3 Zone	Retain in the Industrial 3 Zone.	No change recommended	Council
9	Westgarth	Industrial 3 Zone	Rezone land in Cunningham Street presently in the Industrial 3 Zone to a residential zone.  Rezone land in Little High Street presently in the Industrial 3 Zone to the Commercial 1 Zone.	Medium	Council
10	St Georges Road and Merri Parade	Industrial 3 Zone	Rezone to the Mixed Use Zone.	High-Medium	Council
11	Heidelberg Road and Westfield Street	Industrial 3 Zone	Rezone to the Mixed Use Zone with a Schedule that includes an objective to require or encourage employment uses in appropriate locations within the precinct.	High-Medium	Council
12	Heidelberg Road Pockets	Industrial 3 Zone	Rezone to the Mixed Use Zone.	Medium	Council
13	Heidelberg Road, Alphington	Industrial 3 Zone	Rezone to the Commercial 2 Zone	Medium	Council



14	Separation Street, Northcote	Industrial 3 Zone	Rezone to a residential zone.	High	Landowner
15	Plenty Road Pockets, Preston	Industrial 3 Zone	Rezone to an appropriate zone pending further investigation and detail in the Plenty Road Study.	High	Council
16	Regent Street, Preston	Industrial 3 Zone	Rezone to the Commercial 1 Zone	Medium	Council/land holder
17	Edwardes Street, Reservoir	Industrial 3 Zone	Rezone to a residential zone through implementation of the Reservoir Structure Plan.	High	Landholders/ Council
18	Plenty Road Pockets, Bundoora	Industrial 3 Zone	Rezone land between KP Hardiman Reserve and Bradshaw Street presently in the Industrial 3 Zone to the Commercial 2 Zone (or a commercial zone which allows for residential development)  Rezone land between Bradshaw Street and Highland Street presently in the Industrial 3 Zone to the Mixed Use Zone or the Commercial 1 Zone.	Medium	Council/Land holders
19	High Street, Northcote (Town Hall Precinct)	Industrial 3 Zone	Rezone to the Commercial 1 Zone	Medium	Council



## 6 RETAIL ACTIVITY AND DIRECTION

### 6.1 VISION

A vision for retail activity in Darebin is provided as follows:

*Darebin's retail sector will be vibrant, diverse, intensified and broaden. Major activity areas including Northland, Preston, Reservoir and Northcote will continue to grow as retail hubs and be the focus of retail activity. They will accommodate a higher intensity of retail activity as well as commercial, recreational, community and residential uses. Neighbourhood activity areas and small local centres will adapt to meet the changing community needs and market forces.*

*Retail activities along the main activity spines such as High Street and Plenty will continue to offer a mix of convenience and lifestyle retail facilities and development along these spines will become more intensive to meet the increasing demand and accommodate niche retail activity.*

*Mixed use development at La Trobe University along Plenty Road will activate this part of Bundoora and provide a connection to the Lancaster Gate mixed use area.*

*The municipality's activity areas will continue to provide a variety of retail offerings through active street frontages while offering passive surveillance. Importantly, they will continue to be key employment generators.*

*The retail sector will grow and be integrated with public transport. It will embrace sustainable business practices and offer a variety of employment opportunities.*

### 6.2 KEY ISSUES

The Key Issues Paper identified a range of issues impacting retail activity in Darebin. At a general level, retail activity will be impacted by:

- the economic climate
- retail trends
- the size of land available and the nature of the existing built form;
- the underlying price of land;
- the ability to aggregate land for large format uses;
- the availability of appropriately zoned land for specific purposes
- the actual location and accessibility of business zoned land;
- the services and infrastructure provided to business zoned land; and
- car parking issues
- the performance of specific retail centres



Additionally, a number of key themes were identified that inform and guide the direction of the Strategy. These include:

*The municipality's key Activity Centres continue to evolve with several identifiable centres serving the municipality's main retail needs and others, particularly those located along Darebin's main north-south spines, blending into a linear corridor of mixed use activity.*

*The area around Northland Shopping Centre represents a significant opportunity for investment with opportunities to intensify development around the regional centre and encourage mixed use outcomes.*

*A number of local centres appear to be struggling with some small centres barely playing a retail role while others, after a period of decline, are beginning to show signs of rejuvenation.*

*In emerging redevelopment areas there may be a limit to how much retail development is sustainable meaning caution is required in establishing an appropriate mix of economic activity.*

## **6.3 DISCUSSION**

### **6.3.1 Activity area hierarchy**

The City of Darebin Retail Activity Centres Strategy (2005) (RACS) established a logical activity area hierarchy based on Melbourne 2030 principles but adapted for specific use in Darebin. The hierarchy from highest order areas to lowest comprised:

- Principal Activity Areas (Northland and Preston Central);
- Major Activity Areas (Northcote Central including Northcote Plaza and Reservoir);
- Neighbourhood Activity Areas (Primary Neighbourhood Activity Areas at Fairfield Village, reservoir-Broadway, South Preston, Summerhill Village, Thornbury Village; Secondary Neighbourhood Activity Areas at Link Street, Westgarth Village, Miller on Gilbert and Lancaster Gate);
- Bulky Goods Clusters at Northland Shopping Centre and Bell Street); and
- Local Centres (76 local centres varying from a convenience store to a retail and commercial centre of up to 20 shops).

Each activity area is identified by hierarchy at Figure 4.

It should be noted, only the Principal, Major and Neighbourhood Activity Areas established in the RACS are identified in the Darebin Planning Scheme. The Local Centres are considered too numerous, small and in some cases fluid, to be afforded formal status in the planning scheme.



The hierarchy of activity areas established in the RACS is considered a sound basis on which to consider retail activity in Darebin and DELUS does not propose to change the established hierarchy.

The activity areas are discussed in the following context:

- Are they performing the role contemplated for them in the Darebin Planning Scheme and the RACS?
- Given recent and proposed development activity are there any changes in zoning or MSS support that should be made?
- In light of projected population growth and changing retail trends, to what extent is a full review of retail floor space needs required and when?
- Do the current zones support the current and future direction of the centre or do they require rezoning?

It must be re-emphasised that the scope of the DELUS does not include an update of retail floor space projections nor is it intended to act as a substitute for structure planning.

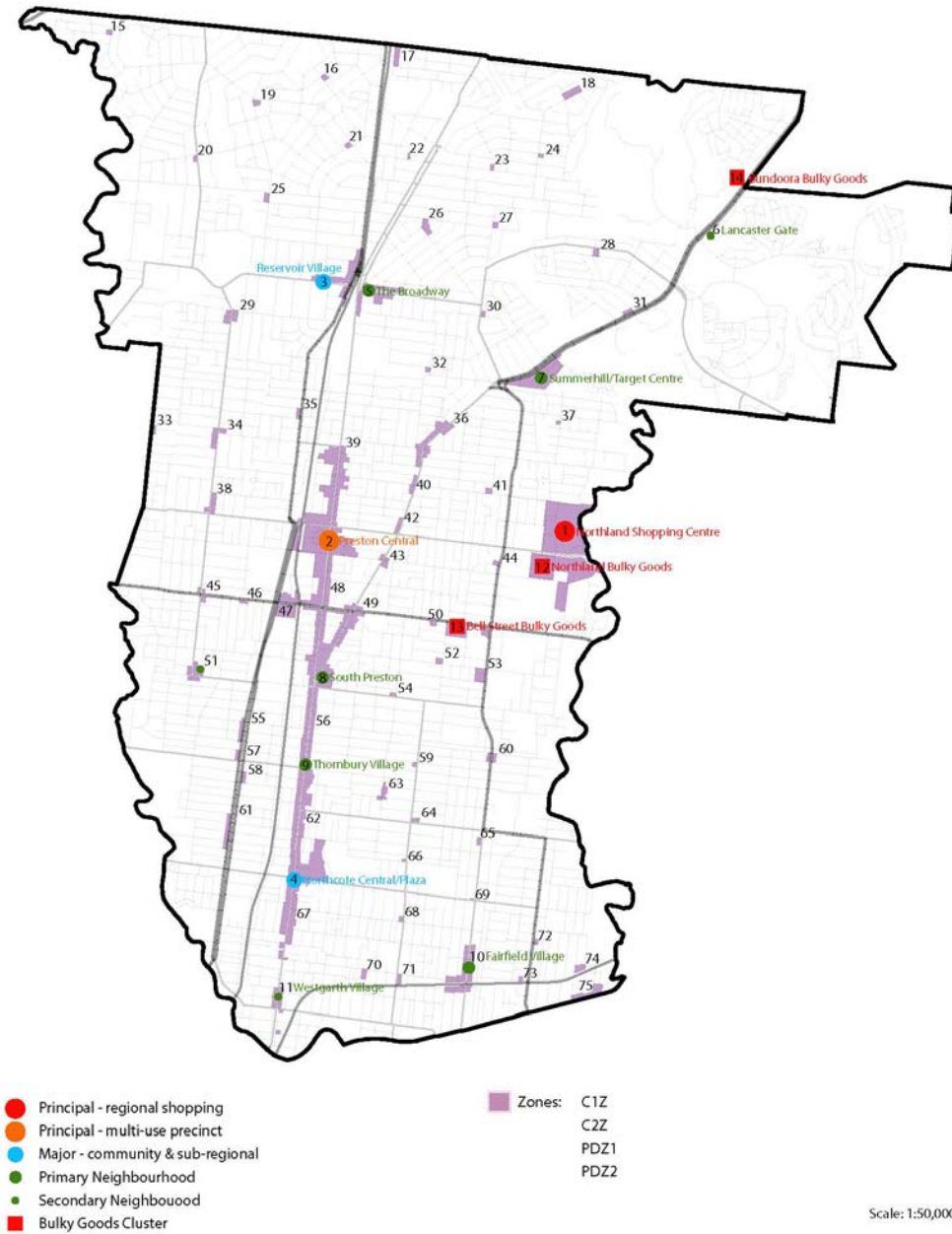
The former – updating retail floor space projections for the municipality - is strongly recommended subsequent to this Strategy.

Accordingly, the following discussion can be regarded as providing a review and providing general direction on the key retail activity areas and, in the case of a number of local centres, more specific zoning recommendations. The discussion provides specific commentary and recommendations for Principal and Major Activity Areas, Primary Neighbourhood Activity Areas and Bulky Goods Clusters. Commentary and recommendations for smaller activity areas is provided at Appendix B.





Figure 4: City of Darebin Retail Activity Centre Hierarchy



### 6.3.2 Principal Activity Areas

#### ***Northland Principal Activity Area***

The Northland Activity Area comprises a significant area bounded by Albert street to the west, Tyler Street to the north, the Darebin Creek environs to the east and Gower Street to the south. Darebin City Council has recently determined to expand the Activity Area southwards to Bell Street. The Activity Area is centred around the Northland Shopping Centre which, with more than 95,000 square metres of retail floor space, is a significant shopping destination in Melbourne's northern region. The area around the shopping centre includes housing to the north and bulky goods then industrial to the south.

The Northland Principal Activity Area is presently the subject of a structure planning process with the structure plan area having been recently expanded to include the industrial area to the south as far as Bell Street (with Albert Road forming the eastern boundary and the Darebin Creek the western boundary. This is largely consistent with the direction recommended in section 5 of this Strategy where the redevelopment of underutilised industrial land south of the Northland Shopping Centre as a high intensity employment and residential precinct is supported.

While the structure plan will provide future guidance and direction for the Northland Principal Activity Area, the following matters are relevant:

- Any future expansion of retail floor space within the Northland Shopping Centre or elsewhere in the structure plan area should be tested against an update of retail floor space projections for the municipality;
- Higher density forms of mixed use development with economic uses retained at street level are likely to be encouraged as part of the structure plan for the area. This is likely to require facilitation of land aggregation particularly in regard to the Northland Homemaker Centre which is high fragmented in term of ownership.
- The redevelopment of the industrial area between Gower Street and Bell Street represents a project of state significance in terms of its scale. It should be regarded as a genuine mixed use opportunity and include opportunities for commercial (office) accommodation, appropriate levels of retail, residential and community uses. Detailed planning of this area must be undertaken prior to rezoning and development.

#### ***Preston Central***

The future direction and form of development of the Preston Central Principal Activity Area is guided by the Preston Central Structure Plan. The Structure Plan area is expansive with business activity including the Town Hall precinct located in the Priority Development Zone. The Structure Plan and Local Policy envisages an intensification of development within the Preston Central Structure Plan area with a mix of uses including retail, commercial and residential. In reviewing the direction of economic



activity in the Preston Principal Activity Area, the following matters are considered relevant:

- Ongoing dialogue with the owner of the Preston Market site is necessary to ensure an optimal development outcome of the site is realised;
- The northern area of the Priority Development Zone area, which is identified as Precinct H in Schedule 2 to the Priority Development Zone, contains a number of large consolidated sites. Some are presently used for auto dealerships while others provide furniture sales, trade sales and office uses. At present, Schedule 2 to the Priority Development Zone precludes the granting of a permit for a dwelling in Precinct H. It is noted that the area includes a relatively recent commercial development incorporating a regional office for the Department of Human Services.

From an economic perspective, it is considered that redevelopment in Precinct H is likely to stall without the potential to incorporate residential development into any developments. Development along the High Street corridor to date suggests that, in terms of higher density forms of development, the inclusion of residential dwellings within a redevelopment proposal provides the necessary 'viability quotient' for development to proceed.

That said, it is also considered that Precinct H provides an important function in the economic role it plays within the municipality. It is suggested that the 'no dwellings' exclusion in Precinct H be relaxed in the Schedule to the Priority Development Zone but that policy be redrafted to provide for mixed use development that requires the provision of 'showroom' style ground floor uses on any redevelopment site in excess of 1,000 square metres. The envisaged development outcome is similar to several developments on the north side of Bridge Road in Richmond where apartments or office development have incorporated large furniture showrooms at street level.

Whether this direction results in the retention of auto dealerships in Precinct H is, to a degree, academic. Ultimately, nothing can compel specific businesses to remain in particular locations and, given the value of land in Darebin and the 'land hungry' nature of auto sales it is considered likely that in time these businesses may look to relocate anyway.

### 6.3.3 Major Activity Areas

#### *Northcote*

In general terms the Northcote Major Activity Area is focussed around the axis of High Street and Arthurton Road and includes all non residential land uses as well as a some residential hinterland as far north as Beaconsfield Parade and south to Clarke Street.

The ongoing evolution of the Northcote Major Activity Area as a significant retail and lifestyle hub is a defining characteristic of the southern part of the municipality. In recent years, shop top housing and apartment developments have become increasingly viable along the High Street corridor from Westgarth to Preston.



Development in the Northcote Major Activity Area is guided by the Northcote Activity Centre Structure Plan which encourages protection for heritage elements along High Street but also encourages an intensification of mixed use development in appropriate areas. The so-called Australian Horizons site represents a major mixed use development to the north-west of the intersection of High Street and Arthurton Road. In reviewing the direction of economic activity in the Preston Principal Activity Area, the most significant issue relates to the future of the land on the south side of Arthurton Road and adjacent to Northcote railway station which is presently in the Industrial 3 Zone. The Strategy recommends the rezoning of this area to a non-industrial zone. This is dealt with in section 5 of this report.

Additionally, the Northcote Major Activity Area is the subject of interest from developers and retail operators seeking to expand retail activity. Accordingly, the need for updated retail floorspace projections for Northcote and competing activity areas is particularly acute.

### ***Reservoir***

A Structure Plan for the Reservoir Major Activity Area was adopted by Darebin City Council on 12 August 2012. The structure plan considers areas within the business zone centred around Reservoir Village (on the west side of the High Street – Spring Street interchange and Broadway (on the east side of the High Street – Spring Street interchange). The structure plan boundary extends westwards along Edwardes Street to Edwards Lake Park and to the east along Broadway to Boldrewood Parade. North and south of this east-west axis several blocks of established residential housing in the structure plan boundary.

This Strategy notes that something of a renaissance has occurred along Broadway with a number of new shops and several 2-3 level shop top housing developments suggesting that urban renewal on a broader scale is likely in the future.

In terms of economic activity the most important issue confronting the centre remains the complex road and rail junction that separates Reservoir into its two component parts. Grade separation, and specifically the removal of the railway level crossing by undergrounding the rail line, is a project of state significant with a cost in the hundreds of millions of dollars. In order to maximise economic land use in the Reservoir activity area it is recommended that Council work towards grade separation as an issue of high importance. It is acknowledged that this will require lobbying of policy makers at State, and possibly Federal, Government level and is likely to take many years.

The Library redevelopment in the civic Centre is a current major project of \$5 million and significant investment in the centre which is likely to spur on other development.

## **6.3.4 Primary Neighbourhood Activity Areas**

### ***Summerhill***

Summerhill comprises two stand alone supermarket based shopping centre on Plenty Road approximately 1.5 kilometres from the entrance to La Trobe University. The Target store in the Coles based complex (to the north) is now closed. The IGA based



complex (to the south) is better presented and includes a number of speciality shops. It is understood that both sites have been the subject of proposals which would incorporate retail floor space and ground level with multi level apartment towers above. In reviewing the direction of economic activity in the Summerhill Primary Neighbourhood Activity Area, the following matters are considered relevant:

- Redevelopment of the two sites to a similar level of retail floor space as presently provided is supported. The inclusion of commercial and residential uses at the site is further supported given the sites' access to fixed rail (tram) infrastructure.
- Future retail or commercial development should seek to provide internal connectivity between the two sites.

### ***Fairfield***

Fairfield, or Fairfield Village as it is commonly known, is a well performing and vibrant activity centre and a retail focal point for the south-east of the municipality. It is understood that there is interest in the development of large format retail offerings within the centre. The Strategy regards the inclusion of a full line supermarket as likely to be supportable subject to:

- An update in retail floor space projections for the municipality and for the Fairfield catchment specifically;
- A suitable site within or adjacent to the Fairfiled Village being identified. It is possible that land in Gillies Street presently used as a car park may form part of a potential site however land aggregation and assembly is likely to prove difficult. It is suggested that any rezoning of land to provide for a supermarket based development is likely to be developer lead.

### ***Thornbury Village and South Preston***

Thornbury sits between Northcote and Preston, south of Bell Street while South Preston is located at the junction of Plenty Road and High Street. Economic activity along High Street and Plenty Road in these areas is guided by several strategies including the High Street Study Precinct Guidelines (2005) and The Junction Integrated Development Plan (2001) both of which encourage higher density forms of mixed use development.

It is evident in assessing these areas that the objectives for higher density mixed use development is being realised with numerous shop top or apartment developments already constructed, underway or proposed along the corridor. This is particularly evident in South Preston. Notably, in almost every case, new development has included economic activity at street level.



### 6.3.5 Bulky Goods Precinct, Bell Street

The bulky goods precinct on the south side of Bell Street near the intersection of Albert Street is (appropriately) in the Commercial 2 Zone. It is presently home to a Harvey Norman store and an Officeworks. In terms of built form, the centre could be described as 'tired'.

The Bell Street Corridor Strategy (which has not yet been approved by the Minister for Planning) recommended the expansion of retail/bulky goods retailing on the north side of Bell Street between Albert Street and O'Keefe Street. The area is presently in the Industrial 3 Zone. Given the nature of uses in this area, which already exhibit a distinct 'showroom' feel, this Strategy supports the direction of the Bell Street Corridor Strategy but believes a rezoning to this effect should be the subject of a separate process and be supported by updated projections of future bulky goods floor space requirements. Any planning to effect this direction should consider the extent to which bulky goods development can be integrated with commercial, community or residential uses and the broader directions of the Northland Structure Plan.

It should be noted that the addition of this area for bulky goods purposes would offset the potential loss of bulky goods in the vicinity of the Northland Shopping Centre should redevelopment of that area proceed.

### 6.3.6 Secondary Neighbourhood Activity Areas and Local Centres

As noted, Darebin contains 3 Secondary Neighbourhood Activity Areas and 76 Local Centres ranging in scale from the Lancaster Gate development (north of La Trobe University) which is the subject of a detailed Development Plan and will incorporate a mix of retail, commercial and residential development (much of it in the form of shop top housing) through to single use sites.

Each centre has been considered as part of the Strategy and the result of the review of each centre is provided at Appendix B of this report.

The Lancaster Gate development in particular has the capacity to function at a higher level than its current Secondary Neighbourhood Activity Area designation. The development itself represents a modern mixed use outcome and with significant interest from La Trobe University (located to the immediate west on Plenty Road) in unlocking the commercial potential of the university land fronting Plenty Road there will be a need to work closely with La Trobe University in realizing a suitable commercial and/or mixed use outcome for the activity area. As the university's plans become more apparent, it would be desirable to consider the adjoining precincts in the context of a higher order Activity Area.

It is evident in assessing the performance and state of the municipality's smaller centres that a degree of fluidity exists in the economic life of smaller retail centres. For example, it only takes one or two vacancies in a 4-5 shop centre for the centre to appear to be in decline. If an assessment is made three months later and one of the vacancies has become a new coffee shop, the appraisal of the centre would be completely different.



In this respect it was noticeable in undertaking assessments that several centres assessed in 2005 as part of the RACS review and determined as having 'no future retail role' (with a recommendation for rezoning to the Residential 1 Zone) have since taken small steps towards re-establishing themselves as a retail centre.

For that reason a cautious approach has been adopted before recommending action that would cause a small local centre to cease to exist. Where a small centre has been assessed as having a limited retail future, an approach has been applied to encourage adaptive re-use of property.

As the majority of small local centres are in the Commercial 1 Zone, which provides for as of right accommodation with limited access at street level, a number of local centres are recommended for rezoning to the Mixed Use Zone to provide a degree of flexibility in land use going forward. The Mixed Use Zone, which effectively acts as a defacto residential zone (dwellings are a Section 1 use) provides by way of a schedule the capacity for a maximum level of retail and office space (applied on a square metre basis). It is considered that the Mixed Use Zone will provide flexibility for conversion of redundant shops to dwellings but preserve the opportunity for premises within the strip to be re-used at a future date for retail or commercial purposes.

In general terms, the Strategy considers that, while a number of Local Centres face significant challenges, they remain a valuable neighbourhood asset and most should be retained in their existing zoning. Like the larger activity areas, Local Centres are, and will be, the subject of higher density residential development opportunities (both within and near to the centres). The Strategy concludes that this should be encouraged having regard to the context and scale of the Local Centre itself.

## **6.4 FUTURE DIRECTION (RETAIL ACTIVITY IN DAREBIN)**

### **6.4.1 Strategic Direction**

A review of retail activity in Darebin has informed the following strategic direction for the future:

- Retention of the primary retail hierarchy established in the City of Darebin Retail Activity Centres Strategy (RACS);
- Focus future retail expansion around the established Principal, Major and Primary Neighbourhood Activity Areas. Any significant expansion of retail floor space is to be informed by structure plans for Principal and Major Activity Areas;
- Update retail and bulky goods floor space projections for the municipality;
- Encourage an intensification of economic and mixed use (including residential) activity in and around identified Principal, Major and Neighbourhood activity areas and along the High Street corridor.
- Encourage additional economic activity along the key spines of Plenty Road, St Georges Road and Gilbert Road by retaining existing business zoned land and:



- In the case of Plenty Road between Bell Street and Tyler Street; retain existing land in the Commercial 1 Zone and rezone existing Industrial 3 Zoned land to the Commercial 1 Zone to provide for commercial (and retail at the discretion of Council) development at street level with additional commercial and/or residential development above;
- In the case of St Georges Road between Merri Parade and Bell Street, retain existing land in the Commercial 1 Zone and Mixed Use Zone and rezone land in the Industrial 3 Zone to the Mixed Use Zone. In accordance with recent strategic work undertaken by Charter Keck Cramer encourage higher density residential development along St Georges Road. Update local policy to provide support for the rezoning of land from the Residential 1 Zone to the Commercial 1 Zone if additional fine grain mixed use development (retail or commercial uses) at street level is proposed by landowners;
- In the case of Miller Street and Gilbert Road as far north as Regent Street, retain existing land in the Business 1 Zone and encourage higher density residential development along Gilbert Road.
- In light of interest from La Trobe University in unlocking the commercial value of university owned land along Plenty Road, consider designating this area along with the adjoining Lancaster Gate development as a higher order activity area.
- Support Local Centres which can be variously described as:
  - Vibrant local centres providing an important convenience retail role;
  - Emerging local centres providing a mix of convenience retail and lifestyle roles;
  - Struggling local centres that still provide a basic convenience retail role;
- Rezone land in identified local centres that no longer provide a convenience retail role to provide clearer strategic direction for these centres (refer Figure 6).
- In determining the future of centres that have been deemed to no longer play a convenience retail role, the following points have been considered:
  - The proximity of other retail centres;
  - The likely potential for the centre to be reinvigorated as a retail centre;
  - The extent to which the centre is or could play a role in nurturing start up businesses (ie perform a quasi business incubator role); and
  - The potential for the centre to be used for other purposes.





## 6.4.2 Objectives and Strategies

### **Objective 1**

*To strengthen the existing retail hierarchy in Darebin and encourage a high intensity of development in and around designated activity areas.*

#### **Strategies**

- *Retain the established retail hierarchy of activity areas*
- *Update retail and bulky goods floorspace projections as a matter of priority*
- *In planning for future bulky goods development consider the extent to which such development can be integrated with commercial, community and residential uses*
- *Focus future retail expansion around identified Principal, Major and Primary Neighbourhood Activity Areas*
- *Facilitate intensive development, including commercial and residential development, in and around Principal and Major activity areas consistent with the relevant Structure Plans for these areas*
- *Facilitate a higher intensity of activity in and around neighbourhood activity areas and local centres*
- *Implement respective structure plans, precinct plans and relevant strategies.*
- *Provide businesses with information and data that can assist in making effective business decisions (Economic Development Unit).*
- *Monitor and document the extent and nature of 'direct to the public' retail operations in industrial areas.*

### **Objective 2**

*To strengthen the role of the various activity areas through a range of specific strategies*

#### **Strategies:**

##### Northland Principal Activity Area

- *Implement the Northland Structure Plan*
- *Improve connectivity and accessibility include access to public transport within the Northland Activity Area and between the north and south sides of Murray Road.*



- *Undertake detailed planning of the extension area (south to Bell Street) as a prelude to rezoning the extension area to the Comprehensive Development Zone*
- *Maintain a regular dialogue with the owners of the Northland Shopping Centre and other major landowners in the Northland Activity Area;*

#### *Preston Central Principal Activity Area*

- *Implement the Preston Central Structure Plan*
- *Undertake ongoing dialogue with the owner of the Preston Market site to ensure an optimal development outcome for the site is realised*
- *Amendment Schedule 2 to the Priority Development Zone to provide for residential development in Precinct H provided economic activity is provided at street level and that 'showrooms' are incorporated into any redevelopment of 1,000 square metres or more at ground level*

#### *Northcote Central*

- *Implement the Northcote Activity Centre Structure Plan*
- *Rezone the area south of Arthurlon Road adjacent to the Railway Station from the Industrial 3 Zone to a non-industrial zone that will encourage a mix of commercial, retail and residential development*
- *Undertake retail floorspace projections as a matter of urgency including the demand for larger format retail (including supermarket) opportunities within the Northcote Central area*

#### *Reservoir*

- *Implement the strategies in the Reservoir Major Activity Area Structure Plan*
- *Work with State Government and other stakeholders towards grade separation of rail and road infrastructure at Reservoir*

#### *Summerhill*

- *Encourage mixed use redevelopment of the Summer Primary Neighbourhood Activity Area*
- *Subject to an update of retail floorspace projections, ensure that any redevelopment of the activity area does not materially increase the current level of retail floorspace provided*



- *Ensure that any economic activity provided as part of redevelopment provides for suitable connectivity between the two sites*

#### Fairfield

- *Subject to updated retail floorspace projections, support the inclusion of a full line supermarket within the Fairfield Primary Neighbourhood Activity Area*

#### Thornbury

- *Support ongoing mixed use development in accordance with established planning strategies for the area*

#### South Preston

- *Support ongoing mixed use development in accordance with established planning strategies for the area*

#### *Secondary Neighbourhood Activity Areas and Local Centres*

- *Retain the Neighbourhood Activity Areas except for 'Link Road' which is more appropriately identified as a local centre*
- *Except as otherwise specified in Figure 5, support the retention of the municipality's local centres;*
- *As set out in the table at Figure 5, rezone land in specified local centres to:*
  - *recognise the transition of the local centre to residential use*
  - *provide adaptive re-use opportunities in underperforming centres to accommodate residential and/or retail and commercial uses*

#### Bulky Goods Clusters

- *Retain established Bulky Goods clusters at Northland and Bell Street*
- *Add an additional bulky goods cluster to the established retail hierarchy in Plenty Road, Bundoora (referred to as the Bundoora Bulky Goods Cluster)*
- *Subject to an update of bulky goods floorspace projections, rezone land in the east Preston Core Industrial area and west of Albert street presently in the Industrial 3 Zone to the Commercial 2 Zone*
- *Consider how future bulky goods development can be integrated with commercial, community and residential uses*



### St Georges Road and Plenty Road Corridors

- *Encourage additional economic activity along the key spines of Plenty Road and St Georges Road by retaining existing business zoned land and:*
  - *In the case of Plenty Road between Bell Street and Tyler Street; retain existing land in the Commercial 1 Zone and rezone existing Industrial 3 Zoned land to the Commercial 1 Zone to provide for commercial (and retail at the discretion of Council) development at street level with additional commercial and/or residential development above*
  - *In the case of St Georges Road between Merri Parade and Bell Street, retain existing land in the Business 1 Zone and Mixed Use Zone and rezone land in the Industrial 3 to the Mixed Use Zone. In accordance with recent strategic work undertaken by Charter Keck Cramer encourage higher density residential development along St Georges Road. Update local policy to provide support for the rezoning of land from the Residential 1 Zone to the Commercial 1 Zone if additional fine grain mixed use development (retail or commercial uses) at street level is proposed by landowners.*
  - *In the event the Australia Post site in Oakover Road is vacated, consider establishing a potential activity node (up to Neighbourhood Activity Area scale) centred on Oakover Road (between St Georges Road and High Street). Further strategic planning and retail floorspace projections are required to develop the potential for such development.*

### Lancaster Gate/La Trobe University

- *Liaise with La Trobe University and investigate the potential for mixed use development along Plenty Road, linking with the Lancaster Gate activity area and, as a result, the designation of a higher order activity area along Plenty Road at Bundoora.*

### **Objective 3**

*To encourage appropriate and diverse retail activities in designated activity areas*

### **Strategies:**

*Implement strategies as set out in Objective 2*

*Implement respective structure plans, precinct plans and relevant strategies*



**Objective 4**

*To encourage where appropriate complementary mixed uses in and around activity areas and along mixed use corridors.*

**Strategies:**

*Implement strategies as set out in Objective 2*

*Implement existing local policy that encourages higher density forms of mixed use development in and around designated activity areas and along identified transport corridors*

**Objective 5**

*To encourage appropriate retail activities that generates employment opportunities.*

**Strategies:**

*Implement strategies as set out in Objective 2*

*Implement respective structure plans, precinct plans and relevant strategies*

**Objective 6**

*To discourage inappropriate land use and development activities that can undermine the retail capacity of designated activity areas.*

**Strategies:**

*Retain and protect the existing retail hierarchy*

*Ensure that future retail proposals are located in or adjacent to established activity areas*

**Objective 7**

*To improve the image, amenity and security of activity areas*

**Strategies:**

*Implement respective structure plans, precinct plans and relevant strategies including urban design guidelines if and where applicable*

*Encourage innovative, bold and striking urban design elements in new development*

*Encourage design that provides for passive surveillance in new development*

**Objective 8**

*To encourage environmentally sustainable designs and practices in retail, commercial and business activities.*



**Strategies:**

*Encourage environmentally sustainable designs in new development and extensions to existing buildings.*

*Encourage environmentally sustainable practices in new land use activities.*

### 6.4.3 Summary of proposed zone changes

Figure 5 provides a map which identifies the activity areas where a change in zone is recommended while Figure 6 outlines the proposed zone changes as a result of the retail activity areas review. Assessment details relating to all activity areas are provided at Appendix B.

Figure 6 also provides an indication of 'priority' (identified as High, Medium and Low) and an indication of 'Lead Role' in terms of who is recommended to advance the planning changes recommended in the planning approval.

A number of these amendments could be considered in a single amendment as part of the implementation of the DELUS. Rezoning could be considered in advance of this should all affected parties in a centre initiate an amendment.

*Priority expectations*

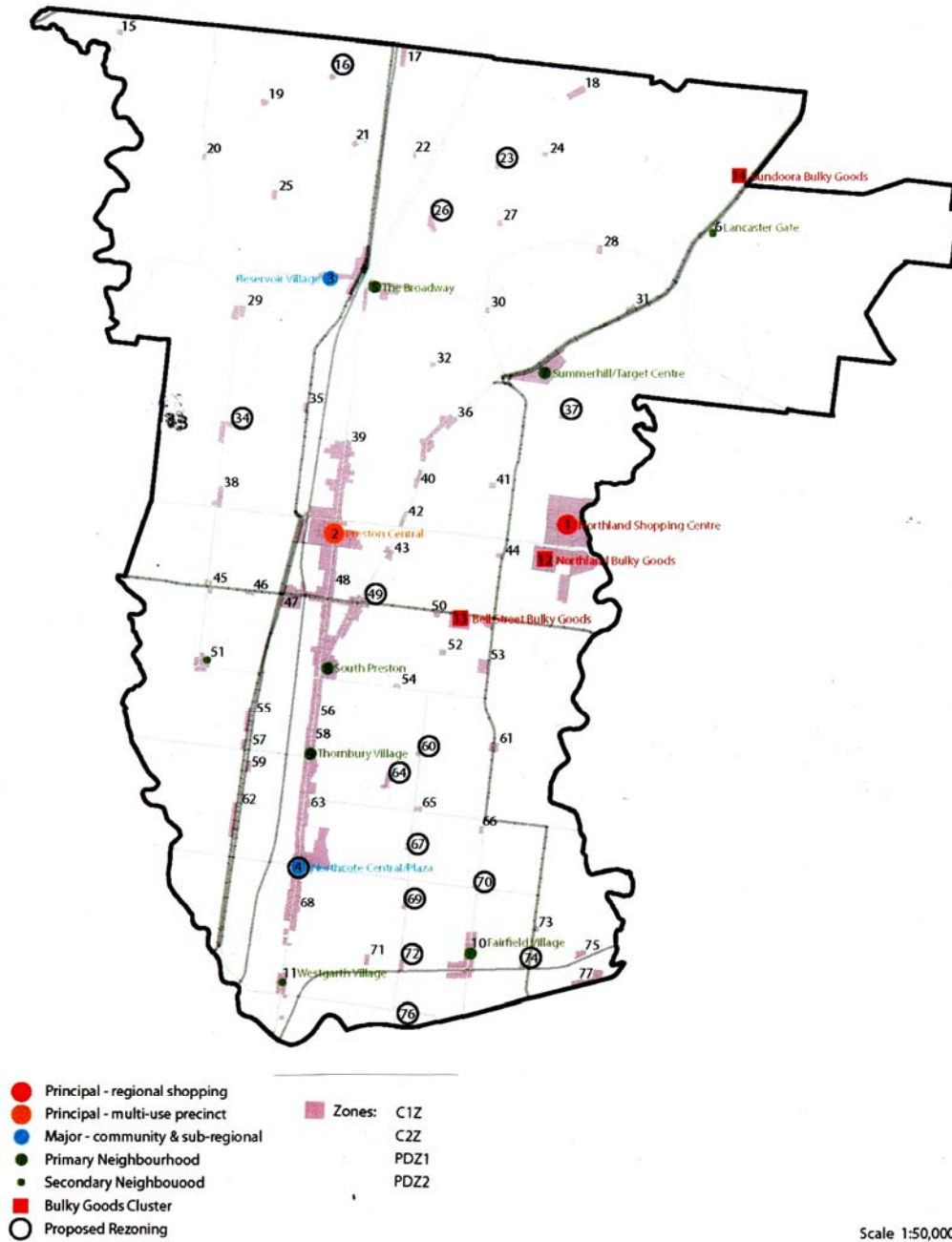
*High = 1 to 2 year timeframe*

*Medium = 2 to 5 year timeframe*

*Low = 5 year plus timeframe*



Figure 5: Map of recommended zone changes in the retail framework



**Figure 6: Recommended rezoning in retail activity areas**

Map ID.	Description	Current zone	Recommended zone	Priority	Lead Role
16	Carson Street	Commercial 1 Zone	Rezone to the Mixed Use Zone	Medium	Council
37	Crevelli Street	Commercial 1 Zone	Rezone to a residential zone	Medium	Council
4	Northcote Central/ Northcote Plaza and High Street strip  Northcote-Rucker's Hill	Commercial 1 Zone, Mixed Use Zone, Industrial 3 Zone	Retain existing zone structure except for rezoning of land presently in the Industrial 3 Zone to a non-industrial zone (refer Appendix A). Rezone pocket sites at 2A and 38 Arthurton Road and 99 Helen Street to the Mixed Use Zone	Medium	Council
49	Plenty Road/Bell Street	Commercial 1 Zone, Mixed Use Zone, Industrial 3 Zone, Public Use Zone	Retain existing zone structure except rezone land in the Industrial 3 Zone to the Commercial 1 Zone (refer Appendix A)	Medium	Council
34	Regent Village Shopping Centre	Commercial 1 Zone Industrial 3 Zone	Retain in the Commercial 1 Zone. Rezone the land in Regent Street currently in the Industrial 3 Zone to the Commercial 1 Zone	Medium	Council/ Landowner
71	Simpson Street	Commercial 1 Zone	Rezone to the Mixed Use Zone	Medium	Council
23	St Vigeons Road	Commercial 1 Zone	Recommendation: Rezone to a residential zone	Medium	Council
26	Strathmerton St/ Orrong Ave	Commercial 1 Zone	Rezone to the Mixed Use Zone	Medium	Council
67	Victoria Rd/ Clifton St	Commercial 1 Zone	Rezone to the Mixed Use Zone	Medium	Council
60	Victoria Rd/ Gooch St	Commercial 1 Zone	Rezone to the Mixed Use Zone	Medium	Council
69	Victoria Road Plaza	Commercial 1 Zone	Rezone to the Mixed Use Zone	Medium	Council
64	Wales Street	Commercial 1 Zone	Rezone to the Mixed Use Zone	Medium	Council
74	Wingrove St/ Martin Crt	Commercial 1 Zone	Rezone to the Mixed Use Zone	Medium	Council
76	Heidelberg Rd/ Jeffrey St	Industrial 3 Zone	Rezone to the Commercial 2 Zone (refer Appendix A)	Medium	Council
70	Station street/Separation Street	Business 1 Zone Residential 1 Zone	Rezone to Mixed Use Zone	Medium	Council
*	Lancaster Gate/La Trobe University	Mixed Use Zone/ Public Use Zone	To be determined	Medium	Council/ Landowner





## 7 COMMERCIAL (OFFICE) ACTIVITY DIRECTION

### 7.1 VISION

A vision for commercial office activity in Darebin is provided as follows:

*A significant and sustainable commercial office sector will emerge in Darebin that provides a wide range of employment opportunities including for youths, unskilled workers and people with disabilities. Commercial office precincts will be located in attractive and well serviced areas adjacent to or part of established activity areas.*

*The commercial office sector will offer an affordable alternative to Melbourne's Central Business District and city fringe areas and cater for corporate, medium to small business needs.*

### 7.2 KEY ISSUE

*The key issue identified in the Background Report is that the corporate office sector is limited in Darebin.*

### 7.3 DISCUSSION

The Background Report notes that Melbourne's suburban office market is largely concentrated within the City Fringe, Inner Eastern and Outer Eastern regions. Only a very small percentage Melbourne's office stock has been located in the Northern and Western Regions. Historically, the underlying reason has been claimed to be that as a higher proportion of Melbourne's white collar employees live in the eastern and south-eastern suburbs that is where suburban office activity has been focussed.

Consequently, the majority of office space in a municipality such as Darebin has consisted of Government tenants, welfare and community support agencies as well as small consultancy firms and professional service providers.

It is suggested that changes to this historic paradigm are foreseeable and that, in the context of the northern region Darebin in particular is well placed to establish a role as a location for an emerging corporate office market.

This is considered likely due to:

- Darebin's relative proximity to the Melbourne Central Business District and key institutions;
- The growing pool of workers from the northern residential growth areas;



- the reputation of the municipality as a centre of creativity and its popularity as a destination for lifestyle based retail activities (specifically the High Street corridor); and
- increasing congestion on roads and public transport resulting in opportunities for commercial development at a municipal and regional level.

Adding weight to the potential for a viable commercial (office) market in Darebin, the Background Report noted that:

- a rebalancing of Melbourne's population is underway with the demographic centre of the metropolitan area moving slowly, but steadily, north-west over the past decade; and
- the success of the pioneering University Hill development at Bundoora has demonstrated that office development in Melbourne's northern suburbs can be successful undertaken with the right approach and in the right conditions.

It is noted that while several office developments have been completed or are proposed along Bell Street near the junction of Plenty Road/High Street, the market for office space in Darebin remains at a comparatively low level.

The Strategy considers however that planning for a future commercial (office) market within the municipality should be undertaken and that, to help underpin the viability of commercial development and to build on the successful application of mixed use development already established in Darebin, four specific opportunities should be identified and detailed planning commenced. These are:

- the identification of the land on the south side of Arthurton Road and adjacent to the Northcote Railway Station which is presently in the Industrial 3 Zone and is recommended for rezoning to a non-industrial zone (set out in section 5 of this report).

The development of this area is envisaged as a mixed use outcome with a focus on commercial (office) space and residential apartments supplemented by a small amount of retail floor space. It is considered that a location in the heart of Northcote is likely to prove popular with professional services firms particularly those involved in creative consulting practices such as architecture, planning, marketing and advertising.

- The identification of land north of Arthurton Road and south of Beavers Road which is currently in the Industrial 3 Zone and is recommended for rezoning to the Commercial 1 Zone (set out in section 5 of this report).

The development of this area is also envisaged as a mixed use outcome with a focus on commercial (office) space and residential apartments. It is considered that the precinct, while promoting higher density forms of development, would not be at the same degree of intensity as the precinct described in the previous dot point (adjacent to Northcote railway station).



- the redevelopment of the area bounded by Gower Street, Chifley Drive, Bell Street and Albert Street and presently part of the East Preston Core Industrial Area (but now also included in the Northland Structure Plan area).

This area is also envisaged as a mixed use redevelopment area, which given its size (almost 40 hectares) can be regarded as an urban renewal project of State significance. Its substantive advantage is the potential to redevelop large and relatively unfragmented parcels of land as a 'blank canvas'.

This provides the ability to create large floor plates within campus style office accommodation and would be likely to prove more attractive for corporate uses. The recommended rezoning of this area is discussed further at section 5 of this report and the nominated zone is the Comprehensive Development Zone. Detailed planning and infrastructure planning would be required prior to development of the area.

Perhaps even more so than in Northcote, the provision of mixed use development in this area (commercial, residential, community and an appropriate level of retail) provides for a situation where early delivery of residential apartments - should it prove to be the most viable initial form of development – allows the 'place to be made', a vital element in attracting corporate tenants to any location.

It should be emphasised that the potential redevelopment of the areas south of the Northland Shopping Centre as a major area of high density mixed use activity represents a bold initiative that is likely to take well over a decade to complete.

- the potential development of La Trobe University owned land adjacent to Plenty Road (refer Section 6.3.6). The land provides opportunities for a mixed use precinct connecting to the Lancaster Gate development abutting La Trobe University to the east. The site lends itself to a mix of uses including commercial office space and particularly campus style office space with a research and development focus. It is expected that development of the site is likely to be in a 10+ year horizon.

It should be noted that a significant amount of land along the municipality's activity spines (notably High Street) is already in the Commercial 1 Zone. This Strategy recommends rezoning additional land – specifically along Plenty Road between Bell Street and Tyler Street – to the Commercial 1 Zone.

Land in the Commercial 1 Zone located on, for example, High Street and Plenty Road should not be seen as competing with the two development areas nominated on the preceding page. Rather, land currently in or proposed to be in the Commercial 1 Zone on the key activity spines is expected to primarily provide niche retail, office and commercial space primarily at street level.

The two development areas discussed on the preceding page are expected to provide more significant amounts of commercial (office) space.



## 7.4 FUTURE DIRECTION (COMMERICAL (OFFICE) ACTIVITY IN DAREBIN)

### Strategies and objectives

#### **Objective 1**

*To facilitate the development of a commercial office market in Darebin which is to be located in appropriate locations such as the Northland Activity Area, Northcote Activity Area and along Plenty road north of Bell Street.*

#### **Strategies**

*Encourage the expansion of the commercial (office) market in Darebin by:*

- *Actively facilitating commercial (office) development in Darebin's Principal and Major Activity Areas and along key activity spines where commercial activity is supported;*
- *Rezoning land on Plenty Road between Bell Street and Tyler Street presently in the Industrial 3 Zone to the Commercial 1 Zone;*
- *Rezoning land on the south side of Arthurton Road and adjacent to the Northcote Railway Station and presently in the Industrial 3 Zone to a non-industrial zone and undertaking a Development Plan to facilitate mixed use development with a particular focus on commercial (office) and residential development;*
- *Rezoning land between Arthurton Road and Beavers Road and presently in the Industrial 3 Zone to the Commercial 1 Zone and undertaking a Development Plan to facilitate mixed use development with a particular focus on commercial (office) and residential development;*
- *Undertaking detailed planning, including a Development Plan and Development Contributions Plan before rezoning the land bounded by Gower Street, Chifley Drive, Bell Street and Albert Street to the Comprehensive Development Zone to facilitate mixed use development with a particular focus on commercial (office), community and residential development.*
- *Undertaking detailed planning work to determine opportunities for synergistic commercial office development in proximity to La Trobe University.*
- *Introducing design guidelines in the aforementioned Northcote and Northland mixed use precinct that encourages striking and bold examples of contemporary built form.*

#### **Objective 2**

*To ensure the image, amenity and security of commercial office development is of a high standard*



**Strategies:**

*Ensure structure planning for the Northland Activity Area and within the Northcote Structure Plan area addresses the design of commercial development*

*Implement respective structure plans, precinct plans and relevant strategies including urban design guidelines if and where applicable*

*Encourage innovative, bold and striking urban design elements in new development*

*Encourage design that provides for passive surveillance in new development*

**Objective 3**

*To encourage environmentally sustainable designs and practices in commercial office development*

**Strategies:**

*Encourage environmentally sustainable designs in new development and extensions to existing buildings.*

*Encourage environmentally sustainable practices in new land use activities.*



## **8 SERVICE SECTOR ACTIVITY**

### **8.1 VISION**

A vision for service sector office activity in Darebin is provided as follows:

*The Service sector will continue to contribute to economic activity and employment generation in Darebin. Government, education and health institutions will be vibrant, diverse and well integrated into the economic and social fabric of the municipality.*

*Land use diversification will be supported in major institutions to provide a variety of service options, to maximise land capacity and to integrate in an appropriate manner with their surroundings and community life.*

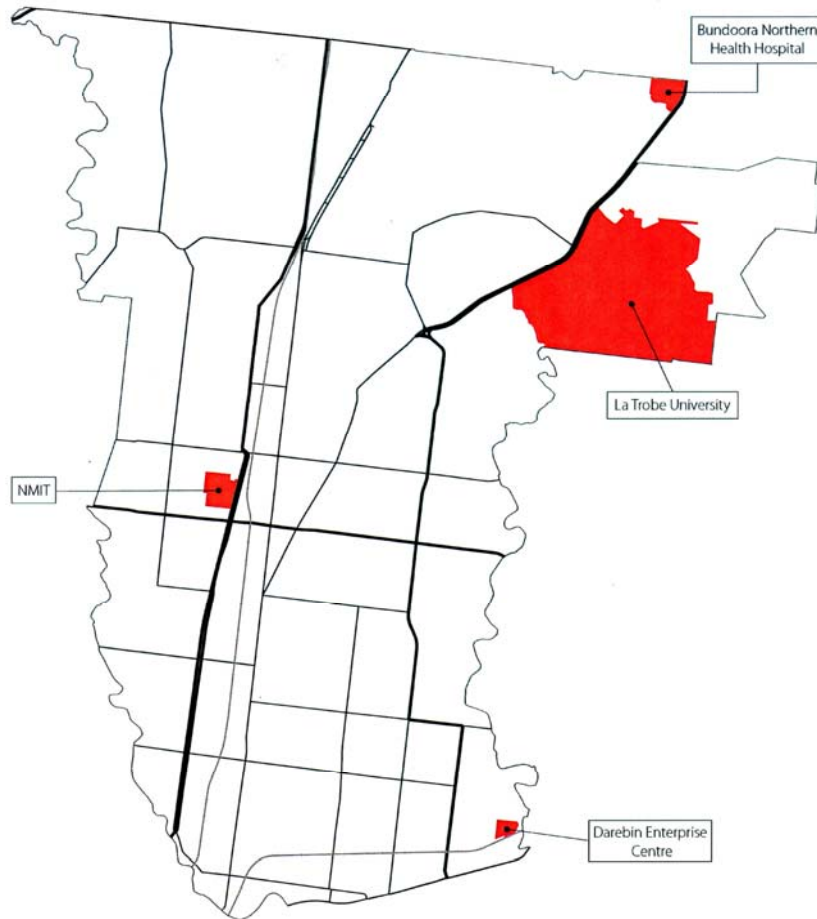
### **8.2 KEY ISSUES**

The Key Issues Paper identified that several of the Darebin's main educational institutions and health facilities appear to be disengaged from the day to day economic life of the municipality.

The areas of economic activity discussed are identified at Figure 7.



**Figure 7: Location of other key areas of economic activity**



### 8.3 DISCUSSION

Darebin's largest single employer is La Trobe University with over 2,000 direct employees<sup>15</sup> at its Bundoora campus. The university's operations indirectly employ many more within Darebin and in adjoining municipalities.

The La Trobe campus is located in a parkland environment in the north-eastern part of the municipality at Bundoora. While there is little doubt that La Trobe plays an important role in Darebin's economy as an employer, as a market for student accommodation and in the day to day provisioning of students and staff there is also something of a disconnect in terms of the how the university inserts itself into the economic life of Darebin.

This may be as a result of the university's actual setting in a sprawling greenfields campus set back from Plenty Road. It is possible to drive along Plenty Road and not be aware of the university's presence. Addressing the key gateway at Plenty Road and Kingsbury Drive in an appropriate manner to inform the community that a major educational institution is located several hundred metres from the entry point is recommended. It is noted that a medical centre has been constructed on the north-east corner of the Plenty Road-Kingsbury Drive intersection.

The Plenty Road-Kingsbury Drive intersection is however a key intersection along Plenty Road and, although it presents an attractive 'green' break to the built form along Plenty Road, it also represents a gateway site with significant development potential. As La Trobe University land is owned by the Federal Government, this strategy encourages regular dialogue between Council and the university to better understand future intentions in regard to development of the site and the university in general and, as far as possible, align them with Council's planning goals and objectives.

It is understood that La Trobe University is investigating the potential of unlocking the commercial value of university land and has recently engaged with Council concerning the commercial development of land adjacent to Plenty road.

The Northern Melbourne Institute of TAFE (NMIT) is located on the west side of St Georges Road at Preston within 400 metres of High Street. Technically, the institution is close enough to the Preston Central Principal Activity Area as to provide walkable access for students into and out of the activity area.

As higher density forms of mixed use activity are realised in the Preston Central Principal Activity Area it is likely the NMIT site will become better integrated with the activity area. As an action, it is recommended that a regular dialogue be established with the management of NMIT to understand the future direction and needs of the institution and what opportunities, if any, can be delivered as part of the Preston activity area.

At the far north-eastern boundary of the municipality is the Bundoora Extended Care Centre and associated health care facilities which occupy a site of up to 10 hectares. Built form is primarily low rise (though several buildings are at 2-3 levels). Given the

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<sup>15</sup> 2009 Census of Land Use and Employment





size of the site and its prominent location, it is suggested that a meeting with the centre's management would be appropriate to understand future development intentions particularly in regard to the interface with Plenty Road. The scale and context of the site suggests additional uses such as student accommodation, aged care facilities or mixed use development may be appropriate.

In the far south-east of the municipality in Alphington is the Darebin Enterprise Centre Limited (DECL), a business incubator providing low cost accommodation (and services) for over 80 'start up' enterprises and businesses with specific requirements. The mix of businesses also includes some longer term anchor tenants. DECL is independently run and self-supporting. It receives continued support from Council through the provision of the Alphington site and representation on its board of Directors.

The DELUS has not undertaken a review of the centre or its operations. DECL also operates a digital and arts incubator in the former Northcote Police Station (James Street). Both incubators are rarely below capacity and are understood to be amongst the few incubators Australia-wide that do not require ongoing funding assistance.

## 8.4 FUTURE DIRECTION (SERVICE SECTOR IN DAREBIN)

### Objectives and Strategies

#### **Objective 1**

*To encourage tertiary educational institutions such as La Trobe University and the Northern Melbourne Institute of TAFE to become more engaged in the economic life of the municipality.*

#### **Strategies**

*Support appropriate land use diversification of major educational institutions that complement the main use of land.*

*Encourage affordable student housing near major educational institutions.*

*Encourage high-tech economic activity and research based manufacturing activities near Latrobe University and areas bordering with Banyule City Council in Bundoora.*

*Encourage innovative, bold and striking urban design elements in new development*

*Encourage design that provides for passive surveillance in new development*

*Encourage environmentally sustainable designs in new development and extensions to existing buildings.*

*Entering into a regular dialogue with key stakeholders at La Trobe University and the Northern Melbourne Institute of TAFE to understand future plans in relation to development the sites*



**Objective 2**

*To encourage appropriate allied land use activities around major health institutions such as the Bundoora Extended Care Centre and its associated activities.*

**Strategies**

*Support appropriate land use diversification of major health facilities that complement the main use of land.*

*Encourage innovative, bold and striking urban design elements in new development*

*Encourage design that provides for passive surveillance in new development*

*Encourage environmentally sustainable designs in new development and extensions to existing buildings*

*Enter into a dialogue with key stakeholders at the Bundoora Extended Care Centre and associated activities so that Council can better understand future intentions for the site*

**Objective 3**

*To ensure optimal value is secured from Council owned service sector assets*

**Strategy**

*Review the performance of the Darebin Enterprise Centre in Alphington to ensure the centre continues to provide a valuable service and that optimal use of a valuable site is being provided.*



## 9 ADDITIONAL WORK

The recommendations contained in this Strategy include the need to undertake additional work or continue with further actions. These include:

- An update of retail and bulky goods floor space projections for the municipality in light of expected population growth and changing retail trends;
- The completion of outstanding structure plans and other strategic work;
- Detailed planning including a Development Plan and Development Contributions Plan for the major redevelopment area bounded by Gower Street, Chifley Drive, Bell Street and Albert Street;
- Detailed planning including a Development Plan for the area south of Arthurton Road and east of the Northcote Railway Station which is recommended in this Strategy for rezoning from the Industrial 3 Zone to a non-industrial zone;
- Detailed planning including a Development Plan for the area north of Arthurton Road and south of Beavers Road which is recommended in this Strategy for rezoning from the Industrial 3 Zone to the Commercial 1 Zone and for the area north of Beavers Road and currently in the Industrial 3 Zone which is recommended in this Strategy for rezoning to a residential zone;
- Ongoing dialogue and discussions with a number of stakeholders including:
  - The manager of the Northland Shopping Centre;
  - The owner of the Preston Market site;
  - Northern Melbourne Institute of TAFE
  - Bundoora Extended Care Centre and associated facilities
- Engage in dialogue with La Trobe University concerning the future development of university land along Plenty Road. Undertake strategic planning in tandem with La Trobe University to ensure the development of university land integrates well with the adjoining Lancaster Gate development.



## APPENDIX A

### Detailed Industrial Land Review

An assessment of all identified industrial areas is provided in Appendix A.

Each assessment includes:

- a description of the location
- the area of industrial land within the identified area
- a planning scheme map from the Darebin Planning Scheme showing the industrial area and, if relevant, surrounding uses
- commentary from the Industrial Land Use Strategy (2001) (ILUS) including:
  - the zone the land was in at the time of the ILUS;
  - the recommended future zone for the area;
  - a short description of the land use and preferred policy direction for the industrial area.

NOTE: it should be noted that in some, but not all, instances subsequent rezoning occurred and land reviewed in the DELUS may not represent the same area or comprise the same industrial zone as reviewed in the ILUS.

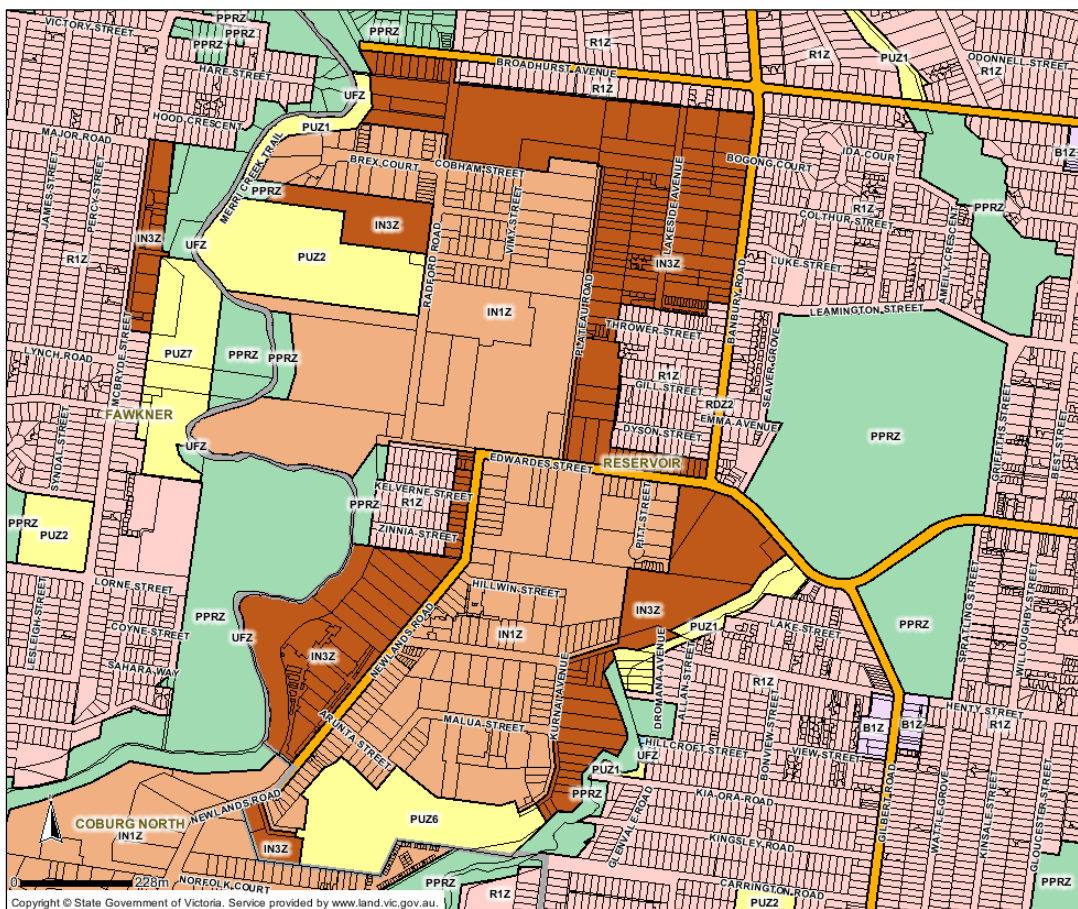
- A DELUS assessment of each area including:
  - the zone at the time of the 2012 DELUS review and the current zone as at August 2014;
  - commentary outlining the current status and uses and a discussion as to the future direction of the area;
  - options (if any) considered for the area's future;
  - a recommendation as to whether the current zone or zones should be retained or changed.

## 1. RESERVOIR (CORE INDUSTRIAL AREA)

Location: Broadly bounded by Broadhurst Avenue to the north, Banbury Road to the east, the municipal boundary to the south and Merri Creek and the municipal boundary to the west,

Area: 97.02 ha (54.90 ha – Industrial 1 Zone, 42.12 ha – Industrial 3 Zone)

Current Zone: Industrial 1 Zone, Industrial 3 Zone



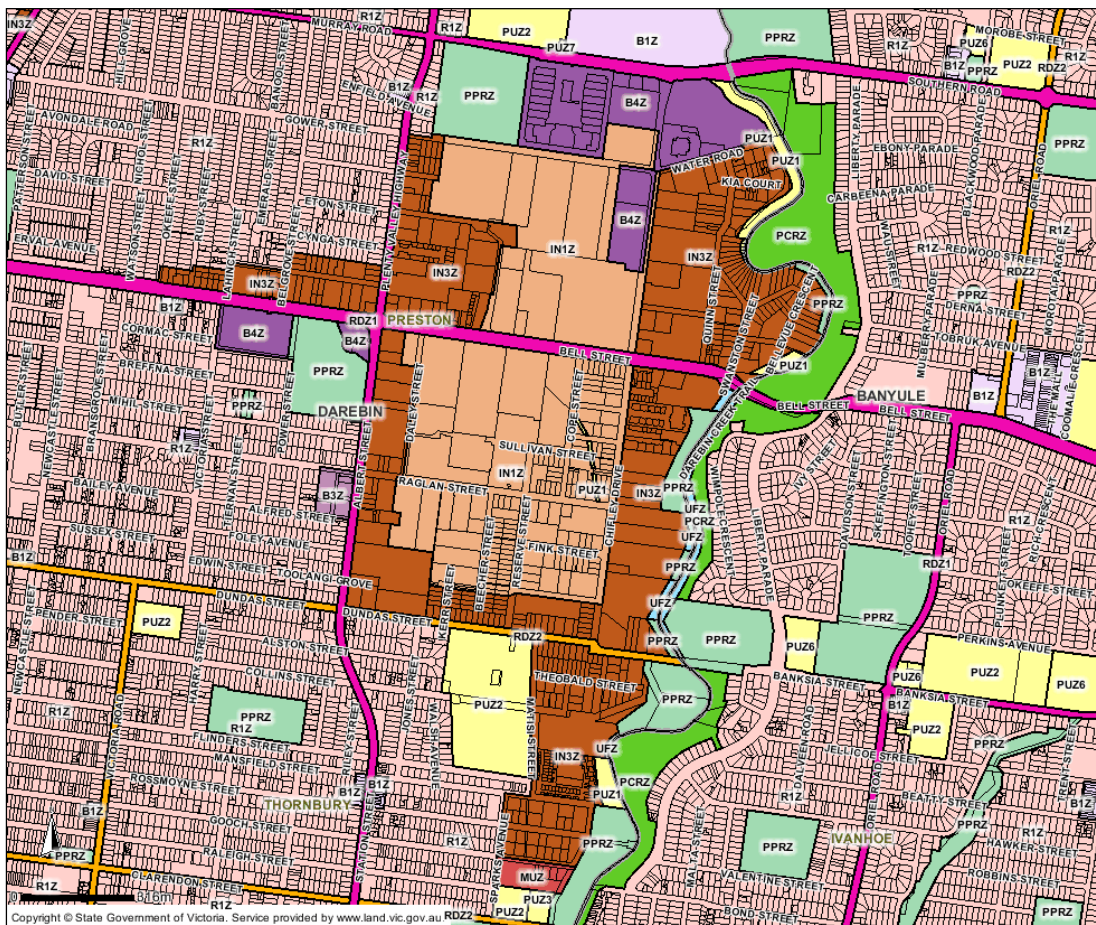
<p><b>ILUS Commentary</b></p> <p>Zoning/Use</p> <p>Future Zoning</p> <p>Land Use and Policy Direction</p>	<p>Industrial 1 &amp; 3 Core Industrial Area.</p> <p>Industrial 3 Zone.</p> <p>Generally maintain the current land uses.</p> <p>Industrial policy required to address residential interface issues and to improve industrial urban design.</p> <p>Prepare Local Area Plan to guide development in this area.</p> <p>Rezone IN1 to IN3.</p>
<p><b>DELUS Commentary</b></p> <p>Current Zone</p> <p>Current status and discussion</p> <p>Options</p> <p>Recommendation</p>	<p>Industrial 1 Zone and Industrial 3 Zone</p> <p>Primarily service industry, wholesale trade and small manufacturing concerns shaped around several significant industries (specifically Visy). Occupancy appears to be high and the area generally appears busy and vibrant.</p> <p>The Linh-son Buddhist Temple operates on the west side of Radford Road on a parcel of land in the Industrial 3 Zone.</p> <p>The adjacent former Lakeside Secondary College, also in Radford Road, is in the Public Use Zone and, depending on its future use, presents as a potential conflict point.</p> <p>Areas of existing residential development in Broadhurst Avenue, off Banbury Road as well as a fully enclosed residential enclave off Edwardes Street (Kolverne Street and Zinnia Street) represent potential conflict points though it is evident from the built form that the residential-industrial interfaces have existed for many decades.</p> <p>No option is presented that would alter the current purpose</p> <p>Retain the existing Industrial 1 Zone and Industrial 3 Zone</p> <p>Ongoing protection for the Reservoir Core Industrial Area in local policy</p>

## 2. EAST PRESTON (CORE INDUSTRIAL AREA)

Location: Broadly bounded by Gower Street, Darebin Creek, Dundas Street and Albert Street.

Area: 130.95ha (58.29ha – Industrial 1 Zone, 722.66ha – Industrial 3 Zone)

Current Zone: Industrial 1 Zone, Industrial 3 Zone and Commercial 2 Zone



<p><b>ILUS Commentary</b></p> <p>Zoning/Use</p> <p>Future Zoning</p> <p>Land Use and Policy Direction</p>	<p>Industrial 1 &amp; 3, Business 4. Core Industrial Area.</p> <p>Potentially mixture of Business 3 and 4 zones retaining some Industrial 3 – subject to detailed study.</p> <p>Rezone Industrial 1 zone to Industrial 3 in short term. Rezone to B4 west of Albert St and Stafford site on Chifley and Gower by homemaker centre.</p> <p>Appropriate zone (to enable big-box retailing) around Bell St/ Chifley Drive will leverage investment and allow industry to remain. Maintain buffers to residential uses ensure appropriate interface.</p> <p>Integrated Development Plan to guide development in this area and required to address appropriate zones.</p> <p>Investigate:</p> <ul style="list-style-type: none"> <li>• Extent of B4 zoning to allow for sale of bulky goods;</li> <li>• Extent of B3 zoning to encourage mix of industrial and office uses;</li> <li>• Marketing plan (if required) and staging plan for re-zonings;</li> <li>• Local traffic issues.</li> <li>• Built form, urban design, height guidelines;</li> <li>• Residential (particularly noise) and creek interface issues.</li> <li>• Integration/linkage of Northland and Homemakers Centre with future peripheral sales areas.</li> </ul>
<p><b>DELUS Commentary</b></p> <p>Current Zone</p> <p>Current status and discussion</p> <p>Options</p> <p>Recommendation</p>	<p>Industrial 1 Zone, Industrial 3 Zone and Commercial 2 Zone</p> <p>The status and discussion in relation to the East Preston Core Industrial Precinct is included at Section 5 of the DELUS.</p> <p>As above</p> <p>Retain the existing Industrial 1 Zone and Industrial 3 Zone with the exception of the area bounded by Gower Street, Chifley Drive, Bell Street and Albert Street which should be rezoned to the Comprehensive Development Zone (detailed supporting planning for the area to be developed including Development Contributions Plan)</p> <p>Review the potential of the land presently in the Industrial 3 Zone north of Bell Street between Albert Street and O'Keefe Street to be rezoned to the Commercial 2 Zone.</p> <p>Ongoing protection for the East Preston Core Industrial Area in local policy</p>

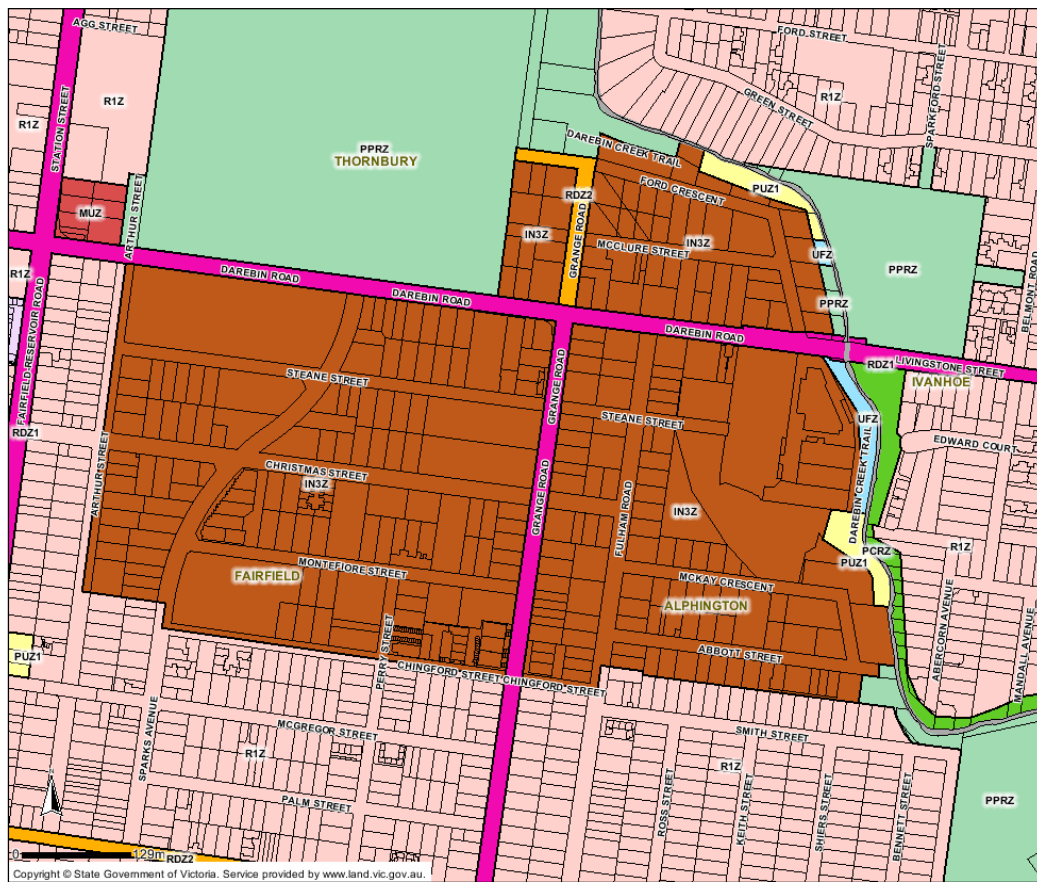


### 3. FAIRFIELD (CORE INDUSTRIAL AREA)

Location: Based around axis of Darebin Road and Grange Road in Fairfield/Alphington area.

Area: 35.16ha

Current Zone: Industrial 3 Zone



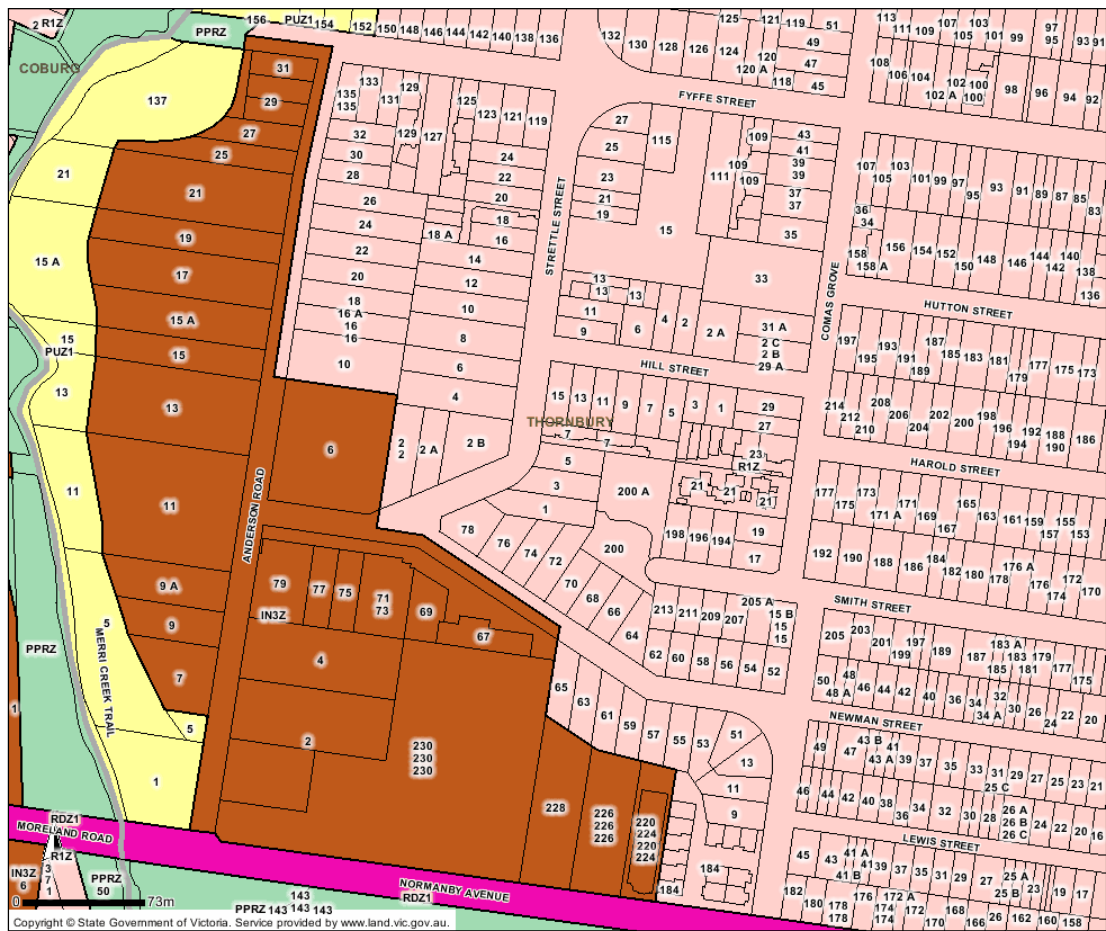
<p><b>ILUS Commentary</b></p> <p>Zoning/Use</p> <p>Future Zoning</p> <p>Land Use and Policy Direction</p>	<p>Industrial 1 and 3. Core Industrial Area.</p> <p>Industrial 3 Zone.</p> <p>Policy required to address residential interface issues, noise and traffic access issues.</p> <p>Rezone IN1 to IN3.</p>
<p><b>DELUS Commentary</b></p> <p>Current Zone</p> <p>Current status and discussion</p> <p>Options</p> <p>Recommendation</p>	<p>Industrial 3 Zone</p> <p>Vibrant and confined industrial activity with strong focus on wholesale trade activity. Apparent low rate of vacancy.</p> <p>No option is presented that would alter the current purpose</p> <p>Retain in the existing Industrial 3 Zone</p> <p>Ongoing protection for the Fairfield Core Industrial Area in local policy</p>

#### 4. ANDERSON ROAD (SECONDARY INDUSTRIAL AREA)

Location: Based around axis of Normanby Avenue and Anderson Road in Thornbury.

Area: 7.74ha

Current Zone: Industrial 3 Zone



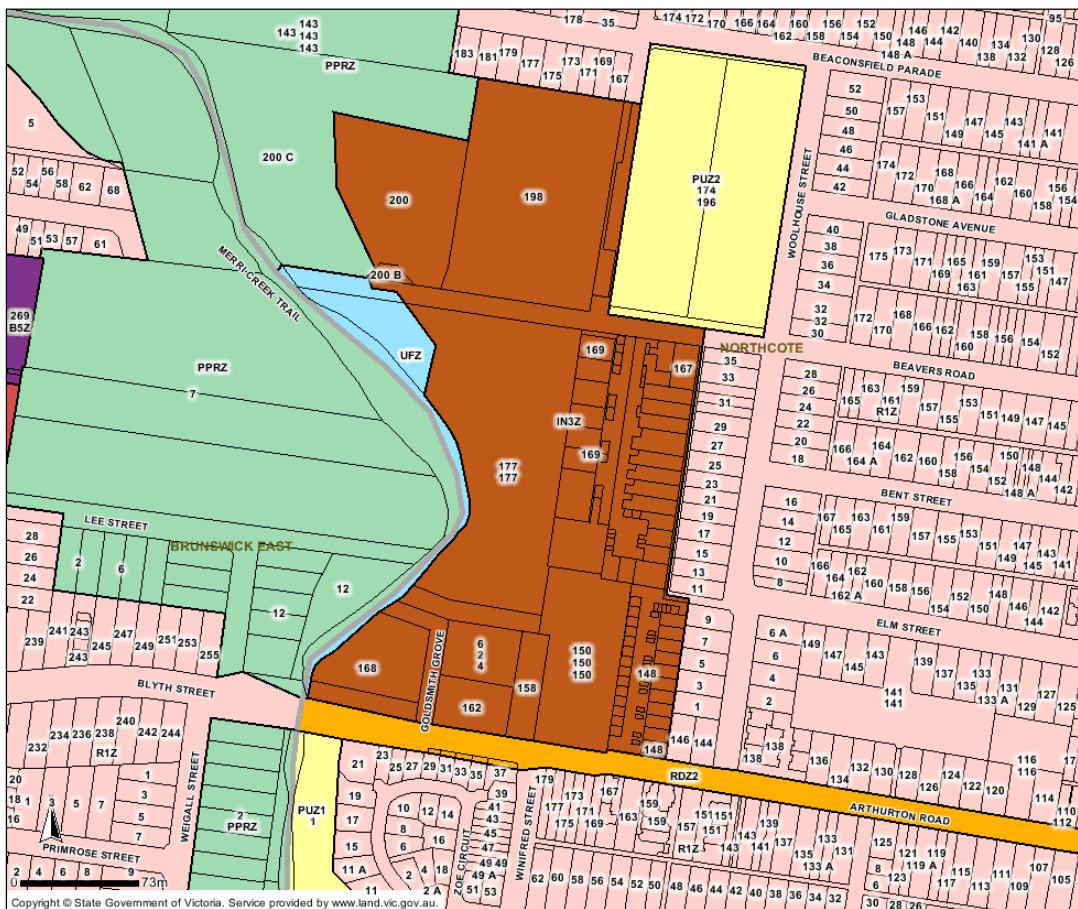
<p><b>ILUS Commentary</b></p> <p>Zoning/Use</p> <p>Future Zoning</p> <p>Land Use and Policy Direction</p>	<p>Industrial 3 Secondary Industrial Area.</p> <p>Industrial 3 Zone</p> <p>This area has reasonable separation from housing, good exposure to main road; other employment uses could be considered.</p> <p>Small precinct vulnerable to erosion of integrity.</p> <p>Maintain existing zoning and existing boundaries to the Industrial precinct.</p>
<p><b>DELUS Commentary</b></p> <p>Current Zone</p> <p>Current status and discussion</p> <p>Options</p> <p>Recommendation</p>	<p>Industrial 3 Zone</p> <p>The area comprises a range of businesses including manufacturing, service industries and a substantial place of worship. Built form is solid though there appears little evidence of re-investment. Generally however, the businesses appear well established. The majority of properties appear occupied.</p> <p>There is a relatively awkward interface with surrounding residential properties. Any one off or partial rezonings within the area has the potential to erode the integrity of the overall area. Given the well established nature of business in the area it is recommended that the precinct be retained for industrial purposes.</p> <p>No option is presented that would alter the current purpose</p> <p>Retain in the Industrial 3 Zone and identify in Local Policy as a Secondary Industrial Area.</p> <p>Review direction and viability of precinct within five year timeframe.</p>

## 5. BEAVERS ROAD (SECONDARY INDUSTRIAL AREA)

Location: North of Arthurton Road, west of Woolhouse Street and north and south of Beavers Road, Northcote.

Area: 5.98ha

Current Zone: Industrial 3 Zone



<p><b>ILUS Commentary</b></p> <p>Zoning/Use</p> <p>Future Zoning</p> <p>Land Use and Policy Direction</p>	<p>Industrial 3. Secondary Industrial Area</p> <p>Industrial 3 Zone</p> <p>This area has good exposure to main road and should be retained. Good residential interface should be maintained.</p> <p>Small precinct vulnerable to erosion of integrity.</p> <p>Maintain existing zoning and existing boundaries to the industrial precinct.</p>
<p><b>DELUS Commentary</b></p> <p>Current Zone</p> <p>Current status and discussion</p>	<p>Industrial 3 Zone</p> <p>The Beavers Road industrial area comprises four distinct parts:</p> <ol style="list-style-type: none"> <li>a) On the northern side of Beavers Road the primary use is the Northcote Business Park. It is a relatively modern facility which appears to have been developed as a 'market' style facility. It comprises assorted uses but appears to be largely underutilised. To the west is the Northcote Municipal Golf Links, to the north there is a residential interface and to the east is a primary school.</li> <li>b) South of Beavers Road is a light warehouse style development comprising a number of business. Adjacent are several other industrial premises.</li> <li>c) South of Beavers Road and adjacent to the Merri Creek is what appears to be a mixed office/warehouse with undercroft parking. It is relatively modern though there appears to be a number of vacant tenancies</li> <li>d) Fronting Arthurton Road are a number of uses including car wash and self storage facility. There is evidence of recent investment. These premises have good exposure to passing traffic on Arthurton Road. .</li> </ol> <p>In a broader context, the Beavers Road Industrial Area is surrounded by residential uses to the north, east and south and is flanked to the west, in the City of Moreland, by the Ceres Community Environment Park and other residential uses.</p> <p>Overall, the precinct presents as a 'mixed bag' of uses and built form and does not represent the highest and best use of land. Given the sensitive interfaces imposed on the industrial land north of Beavers Road it is considered that its future is likely to be best served by a residential use. The balance of the precinct (south of Beavers Road) is considered to be best placed as a transitional precinct containing a mix of both employment (retail and commercial) and residential uses which can make use of the natural setting (adjacent to Merri Creek). In this respect, it is recommended that the area south of Beavers Road be rezoned to the Commercial 1 Zone.</p>

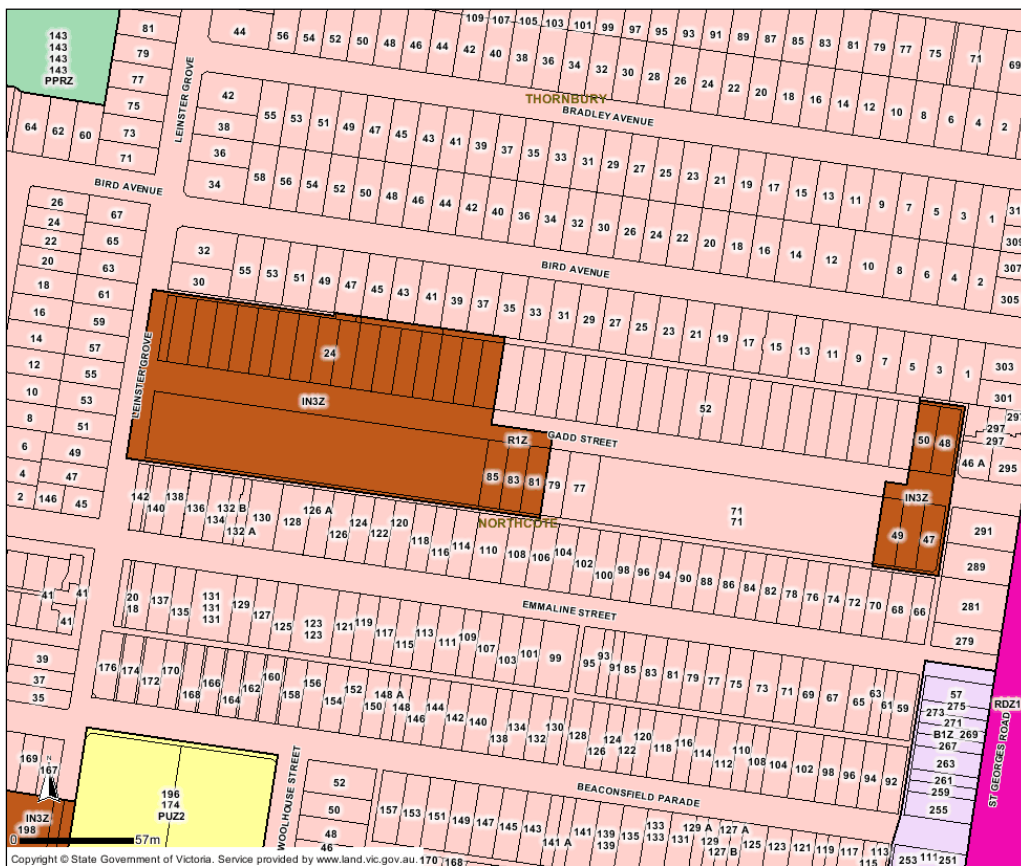
Options	Retain in the Industrial 3 Zone Rezone all or part to the Commercial 1 Zone or Commercial 2 Zone Rezone to a residential zone.
Recommendation	Rezone land south of Beavers Road presently in the Industrial 3 Zone to the Commercial 1 Zone and rezone land north of Beavers Road presently in the Industrial 3 zone to a residential zone.

## 6. GADD STREET, NORTHCOTE

Location: Two small separate areas west of St Georges Road and north and south of Gadd Street, Northcote.

Area: 1.42ha

Current Zone: Industrial 3 Zone





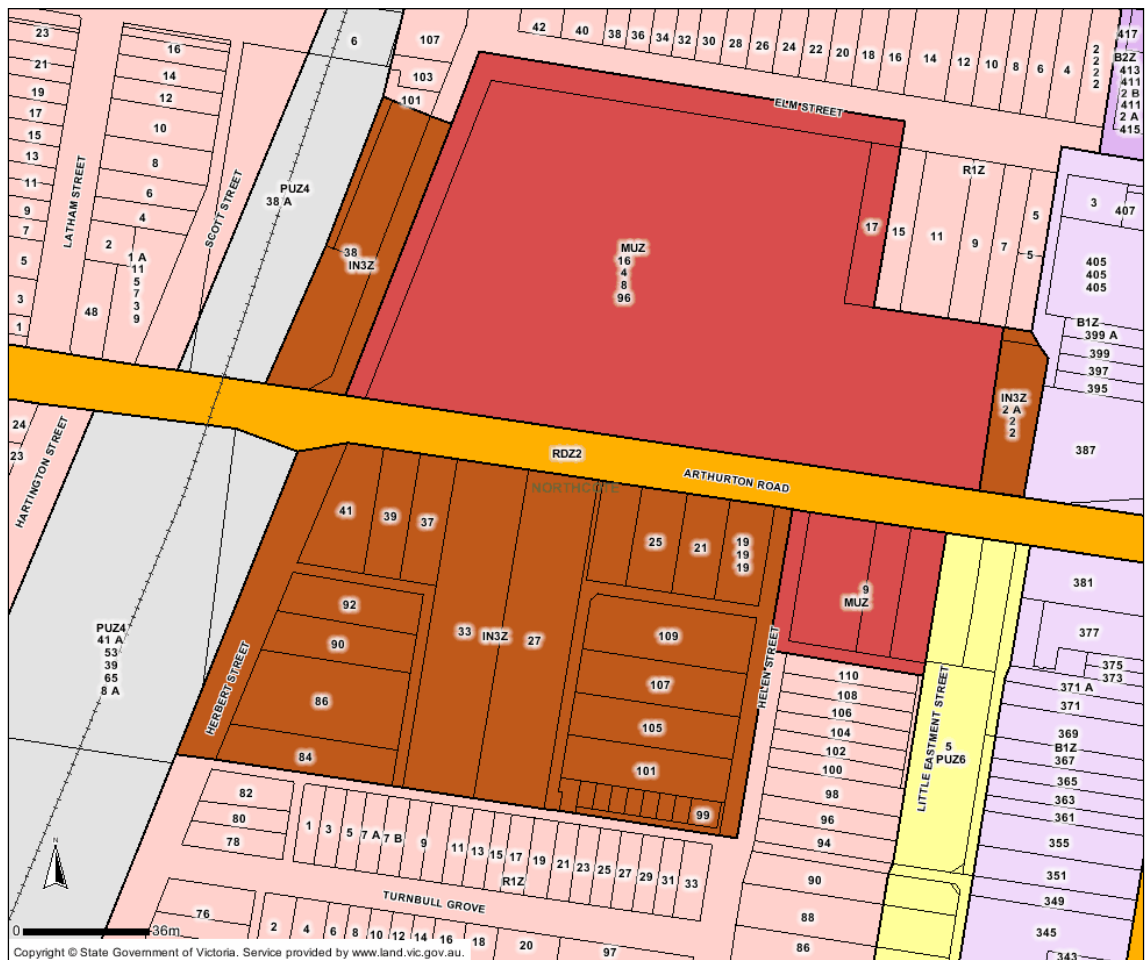
<p><b>ILUS Commentary</b></p> <p>Zoning/Use</p> <p>Future Zoning</p> <p>Land Use and Policy Direction</p>	<p>Industrial 3. Single user site</p> <p>Industrial 3 Zone</p> <p>Two major land uses (Ensign and Joshua Pitt) currently operating with reasonable separation from housing and minimal traffic impacts.</p> <p>But old building stock, some purpose built would be difficult to reuse and not desirable to maintain industry in this location in the longer term therefore could be rezoned if major activity moves out.</p>
<p><b>DELUS Commentary</b></p> <p>Current Zone</p> <p>Current status and discussion</p> <p>Options</p> <p>Recommendation</p>	<p>Industrial 3 Zone</p> <p>There are two separate pockets of industry at each end of this part of Gadd Street. The major user in the larger area of industrial land is Ensign (Spotless cleaning services) which appears to be a well established business. In the smaller pocket (at the east end of Gadd Street) there are small warehouses with various uses (including a dance academy and what may be conversions to residential use).</p> <p>The built form is aged with little reinvestment and would be likely to prove difficult to re-use for other industrial purposes.</p> <p>The surrounding land use is residential with signs of intensive residential redevelopment activity including on the land between the two industrial pockets.</p> <p>Given the surrounding residential neighbourhood and adjacent urban renewal activity, the sites offer significant residential redevelopment opportunity. Any rezoning of the site to provide for future residential development will not affect the existing use.</p> <p>This report does not canvass a non-residential future for the site. It is really just a question of when.</p> <p>Consult with landowners with a view to rezoning to a residential zone in the future.</p>

## 7. NORTHCOTE CENTRAL (ARTHURTON ROAD)

Location: Primarily south of Arthurton Road, Northcote between the railway line and Helen St

Area: 1.54ha

Current Zone: Industrial 3 Zone



<p><b>ILUS Commentary</b></p> <p>Zoning/Use</p> <p>Future Zoning</p> <p>Land Use and Policy Direction</p>	<p>Industrial 3. Secondary Industrial/ Employment Area.</p> <p>Business 3 Zone.</p> <p>Mix of activities.</p> <p>Any loss of major activities could trigger the need for a review;</p> <p>A Business 3 Zone could capitalise on the nearby activity centre allowing the development of office uses to complement the retail node and reinforce the role of Northcote and allow it to develop a “centre” rather than continuing “strip” style development.</p> <p>Retain as key area of business and employment opportunity.</p>
<p><b>DELUS Commentary</b></p> <p>Current Zone</p> <p>Current status and discussion</p>	<p>Industrial 3 Zone</p> <p>The area south of Arthurton Road comprises a range of uses including a relatively high office component, auto repairs and printing services. The quality of built form is relatively poor and it appears landowners may be waiting until a decision on the precinct’s future is made before re-investing in the area.</p> <p>A narrow rectangular site north of Arthurton Road between Herbert Street and the railway line is also in the Industrial 3 Zone. It is occupied by a relatively modern childcare facility.</p> <p>A third single parcel of industrial land is located at the eastern end of the Mixed Use Zone land north of Arthurton Road.</p> <p>The precinct is located adjacent to the proposed ‘Australian Horizons’ mixed use development which is expected to incorporate high density housing as well as some retail and commercial office space. The industrial precinct is adjacent to the Northcote railway station and the Northcote Major Activity Area and, in that sense, represents a major redevelopment opportunity.</p> <p>Given the relative lack of current industrial uses, the strategic location the precinct occupies and the lack of reinvestment it is considered that the existing Industrial 3 Zone is no longer appropriate for the area. This view was supported by the Panel that considered Amendment C81 to the Darebin Planning Scheme which recommended that:</p> <p><i>A planning process to inform a rezoning in the southern part of the Arthurton Road precinct including investigations into traffic and parking capacity as well as physical infrastructure requirements to be initiated and led by the Council.</i></p> <p>The future of the precinct is considered to be best directed towards a mix of uses with a focus on high amenity commercial office space, retail uses and higher density residential apartments. To guide development to this end, a non-industrial</p>

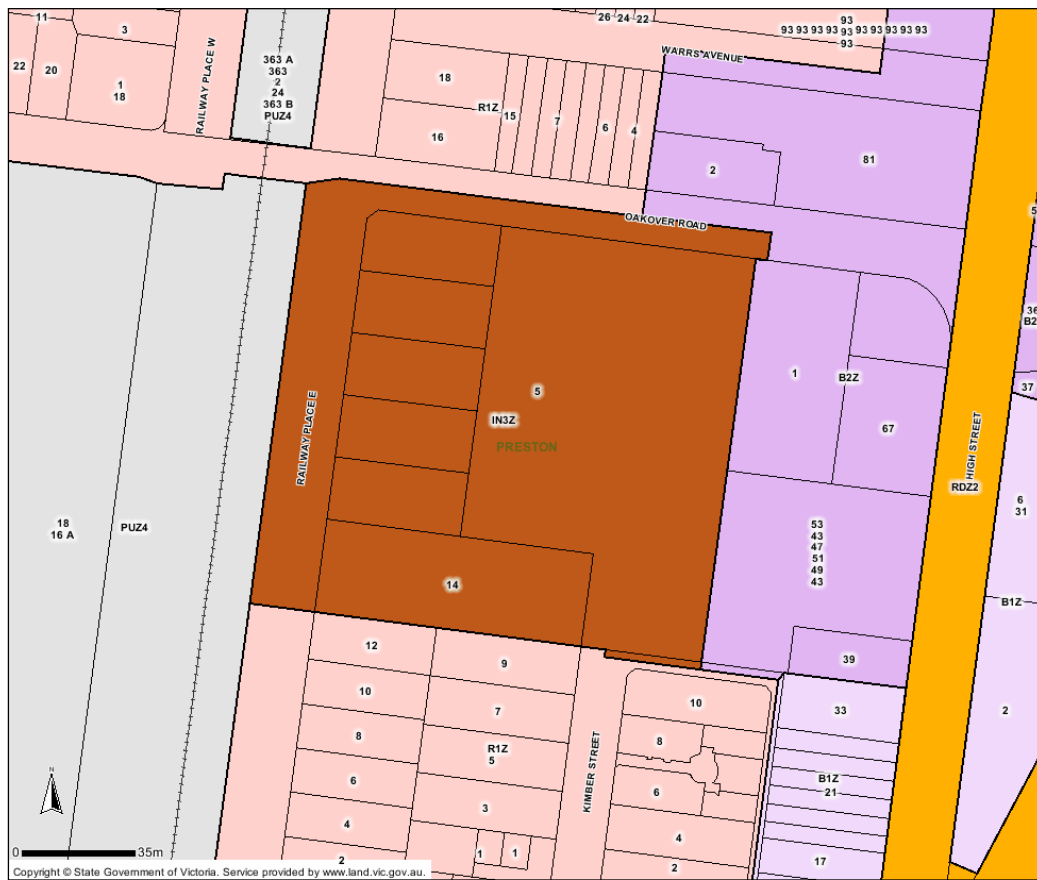
	<p>zone (possibly the Commercial 1 Zone) is encouraged with a view to encouraging a mix of uses in the precinct. It should be noted that prior to determining a zoning strategy for the precinct, more detailed planning, including retail analysis, for the future development of the precinct should be undertaken.</p> <p>The discrete industrial sites at 2A and 38 Arthurton Road should be rezoned to the Mixed Use Zone (consistent with the adjoining and nearby property) while a site at 99 Helen Street (south of Arthurton Road) should also be rezoned to the Mixed Use Zone to reflect the existing built form and use.</p>
Options	<p>Retain in the Industrial 3 Zone          Rezone to the Commercial 1 Zone          Rezone to the Commercial 2 Zone          Rezone to the Mixed Use Zone</p>
Recommendation	<p>Undertake further planning of the industrial precinct south of Arthurton Road as part of the Northcote Structure Plan process and determine an appropriate zoning structure to encourage higher intensity form of mixed use development with an emphasis on commercial (office), retail and residential uses.</p> <p>Rezone land at 2A and 38 Arhturton Road to the Mixed Use Zone.</p> <p>Rezone land at 99 Helen Street to the Mixed Use Zone.</p>

## 8. OAKOVER ROAD

Location: South side of Oakover Road, between railway line and High Street, Thornbury

Area: 1.51ha

Current Zone: Industrial 3 Zone



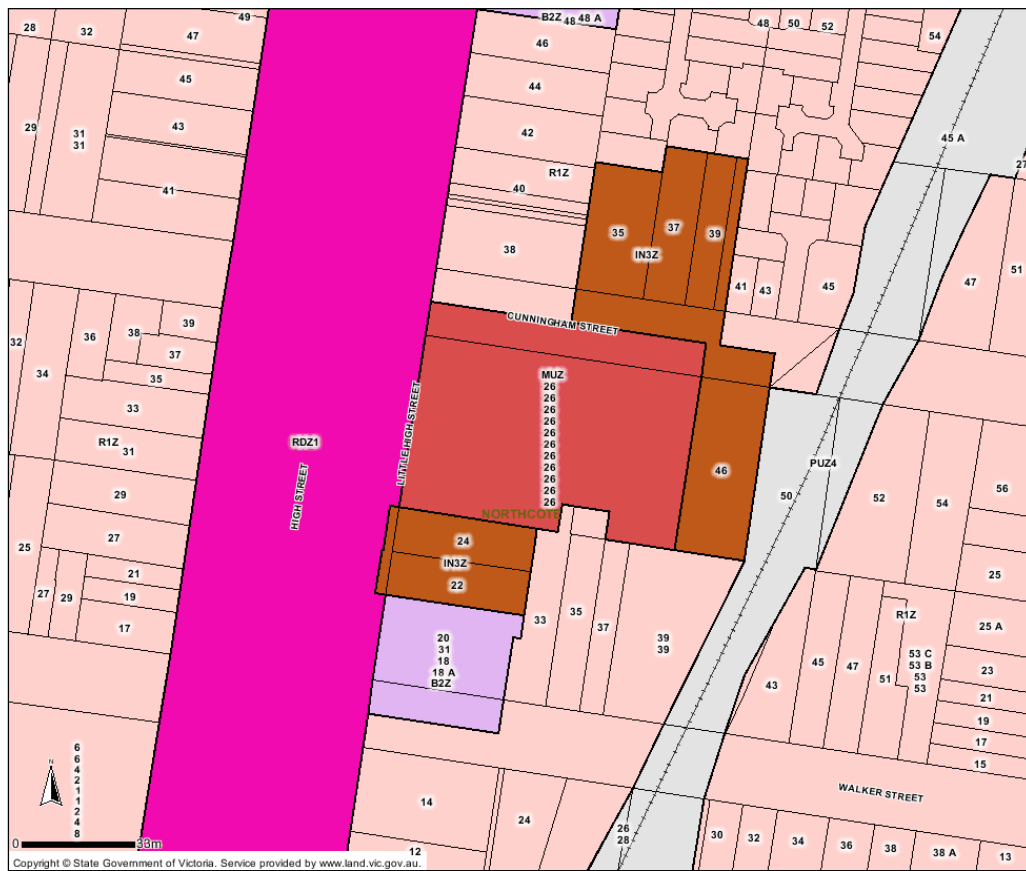
<p><b>ILUS Commentary</b></p> <p>Zoning/Use</p> <p>Future Zoning</p> <p>Land Use and Policy Direction</p>	<p>Industrial 3. Mixed Industrial Area.</p> <p>Residential 1. Mixed Use Zone.</p> <p>Some buildings nearing end of economic life.</p> <p>Good location adjacent to park and public transport.</p> <p>Transitional area with some industry still viable.</p> <p>Potential for innovative housing and small office development but need to consider impact on remaining industry when considering applications.</p> <p>Design guidelines to ensure good quality redevelopment</p>
<p><b>DELUS Commentary</b></p> <p>Current Zone</p> <p>Current status and discussion</p> <p>Options</p> <p>Recommendation</p>	<p>Industrial 3 Zone</p> <p>The majority of the site is occupied by an Australia Post distribution facility. An engineering firm is located on a smaller site in Railway Place. Built form is that of a large warehouse and office complex (Australia Post) and a factory building (Gilbro Engineering).</p> <p>The industrial land is located close to The Junction redevelopment area where the Business 2 Zone has been successfully applied to encourage and control mixed use outcomes. It also has good rail access situated mid way between Thornbury and Bell railways stations. To the west of the railway line is a tram depot.</p> <p>The site represents a significant redevelopment opportunity in a location undergoing substantial and successful urban renewal. It is understood however that Australia Post would object to any rezoning and intend to continue to operate their distribution facility on the site for the foreseeable future.</p> <p>Given the position of Australia Post it is considered that, while a residential zone or commercial zone may represent a suitable future for the site, the site be retained in the Industrial 3 Zone for the time being. In the event of any change in future plans by Australia Post, a rezoning suitable for higher density forms of development including residential should be supported.</p> <p>Retain in the Industrial 3 Zone Rezone to a residential zone Rezone to the Mixed Use Zone Rezone to the Commercial 2 Zone</p> <p>Retain in the Industrial 3 Zone</p>

## 9. WESTGARTH

Location: Dispersed sites on Cunningham Steet and Little High Street, Westgarth

Area: 0.4ha

Current Zone: Industrial 3 Zone



<p><b>ILUS Commentary</b></p> <p>Zoning/Use</p> <p>Future Zoning</p> <p>Land Use and Policy Direction</p>	<p>Industrial 3. Mixed Use Zone (Kennedy-Taylor) Active industrial pocket but with large vacancies.</p> <p>Business 2 Residential 1 (2 High St).</p> <p>Significant pressure for residential redevelopment could be accommodated through Business 2 Zone to capitalise on nearby activity centre and allow mixture of office and residential uses.</p> <p>Good location for higher density residential with proximity to city, employment opportunities, public transport and local retail and community facilities.</p> <p>Gateway location with high profile sites.</p> <p>Prepare Local Policy to guide development of significant sites to ensure future development addresses urban design issues associated with high profile sites.</p>
<p><b>DELUS Commentary</b></p> <p>Current Zone</p> <p>Current status and discussion</p> <p>Options</p> <p>Recommendation</p>	<p>Industrial 3 Zone</p> <p>There are several properties in Cunningham Street in the industrial zone. On the north side of the street is a vacant office warehouse with two other warehouses (which appear occupied) next door. On the south side of the street is a single office warehouse. All properties in the Industrial 3 Zone appear relatively tired with little evidence of recent investment.</p> <p>In Little High Street there are two double storey and well presented commercial buildings housing a coffee distribution business and what appears to be an art gallery. These are flanked by recent and substantial residential and/or mixed use development of 3-5 levels.</p> <p>The remnant industrial land in this area sits as part of a gateway location in the municipality with proximity to Westgarth railway station, the tram line and Westgarth village. It is considered unlikely that industrial uses will seek to locate in the precinct in the future. Moreover, the potential of the remaining sites for high density residential development and/or mixed use development represents a significant redevelopment opportunity.</p> <p>Retain in the Industrial 3 Zone Rezone to a residential zone Rezone to the Commercial 1 Zone</p> <p>Rezone land in Cunningham Street presently in the Industrial 3 Zone to the Mixed Use Zone</p> <p>Rezone land in Little High Street presently in the Industrial 3 Zone to the Commercial 1 Zone</p>

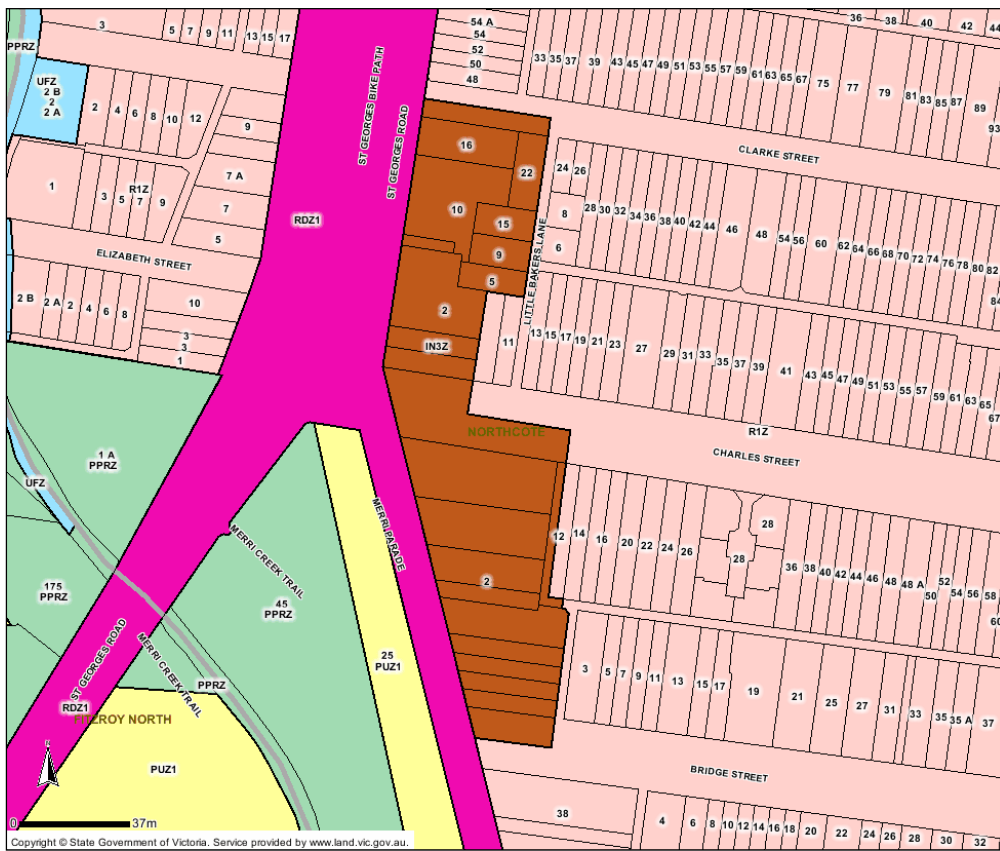


## 10. ST GEORGES ROAD AND MERRI PARADE

Location: East side of St Georges Road between Clarke Street and Bridge Street, Northcote

Area: 0.69ha

Current Zone: Industrial 3 Zone



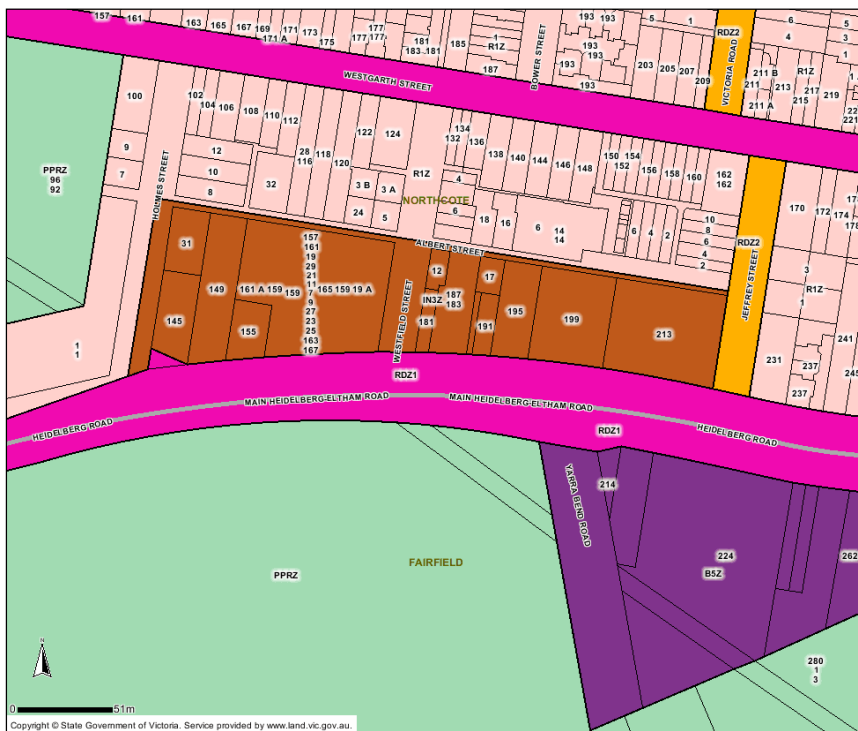
<p><b>ILUS Commentary</b></p> <p>Zoning/Use</p> <p>Future Zoning</p> <p>Land Use and Policy Direction</p>	<p>Industrial 3. Mixed uses, commercial, industrial, residential</p> <p>Residential 1, Business 2</p> <p>Good redevelopment opportunities.</p> <p>Gateway site needs to be addressed accordingly when redeveloped.</p> <p>Significant residential use currently.</p> <p>Prepare Gateway Policy to guide development of significant sites to ensure future development addresses urban design issues associated with high profile sites.</p>
<p><b>DELUS Commentary</b></p> <p>Current Zone</p> <p>Current status and discussion</p> <p>Options</p> <p>Recommendation</p>	<p>Industrial 3 Zone</p> <p>The small industrial precinct comprises a mix of uses (embroidery business, printing business) along with a number of vacant premises. The built form is generally in poor condition with little evidence of reinvestment.</p> <p>The precinct is surrounded by residential development and enjoys proximity to the Merri railway station. The location, at the southern end of St Georges Road and at the junction of Merri Parade is subject to a high volume of traffic. Parking is problematic.</p> <p>The prospect of ongoing or renewed industrial use in the precinct is considered unlikely though it is noted that a number of businesses remain in operation and there is evidence of some recent investment. A rezoning to provide for a mix of employment and residential development is considered the most appropriate outcome.</p> <p>Retain in the Industrial 3 Zone        Rezone to a residential zone</p> <p>Rezone to the Mixed Use Zone</p>

## 11. HEIDELBERG ROAD AND WESTFIELD STREET

Location: North side of Heidelberg Road between Holmes and Jeffrey Street and south of Westfield Street, Northcote

Area: 1.69ha

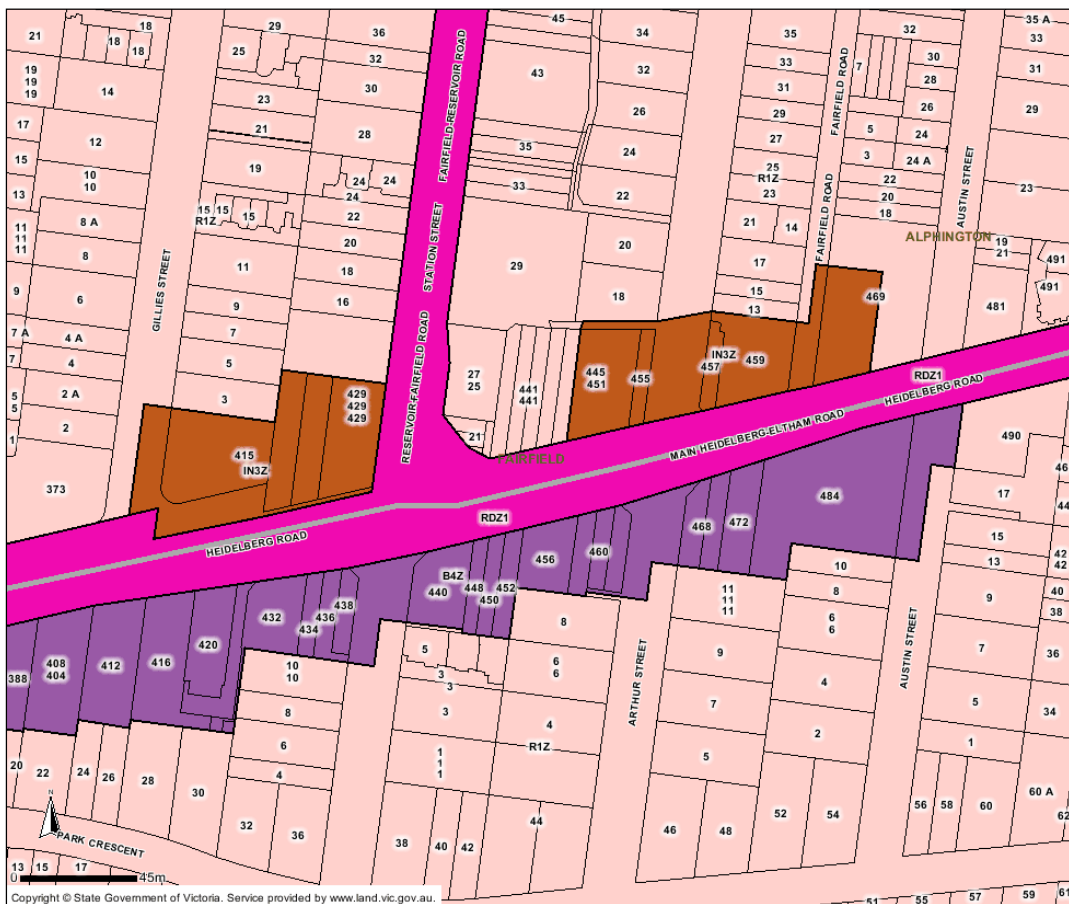
Current Zone: Industrial 3 Zone



<p><b>ILUS Commentary</b></p> <p>Zoning/Use</p> <p>Future Zoning</p> <p>Land Use and Policy Direction</p>	<p>Industrial 3 / Mixed uses fronting Heidelberg Road, Residential behind</p> <p>Residential 1 Business 3</p> <p>Need to revise zoning as does not conform to built form.</p> <p>Good road access and exposure although access/safety issues with Heidelberg Road. Need to ensure residential amenity is retained for surrounding residents.</p> <p>Business 3 zone on Heidelberg Road, Residential 1 north of Albert Street.</p>
<p><b>DELUS Commentary</b></p> <p>Current Zone</p> <p>Current status and discussion</p> <p>Options</p> <p>Recommendation</p>	<p>Industrial 3 Zone</p> <p>The precinct is characterised by a mix of uses including accommodation, office space (which appears to be an emerging use), manufacturing (Rutledge Engineering), light service industry and a service station.</p> <p>The location enjoys a high level of exposure to passing traffic along Heidelberg Road though access to and from Heidelberg Road can be problematic. A number of properties have been redeveloped to provide accommodation (primarily dwellings) within the fine grain streets off Heidelberg Road.</p> <p>Given the current mix of uses, including an established number of residential properties, as well as what appears to be the emergence of office development in the precinct, the Mixed Use Zone is considered to be the most appropriate outcome.</p> <p>Retain in the Industrial 3 Zone        Rezone to the Commercial 2 Zone        Rezone to a residential zone</p> <p>Rezone to the Mixed Use Zone with a Schedule including an objective that requires or encourages employment uses in appropriate locations within the precinct.</p>

## 12. HEIDELBERG ROAD POCKETS

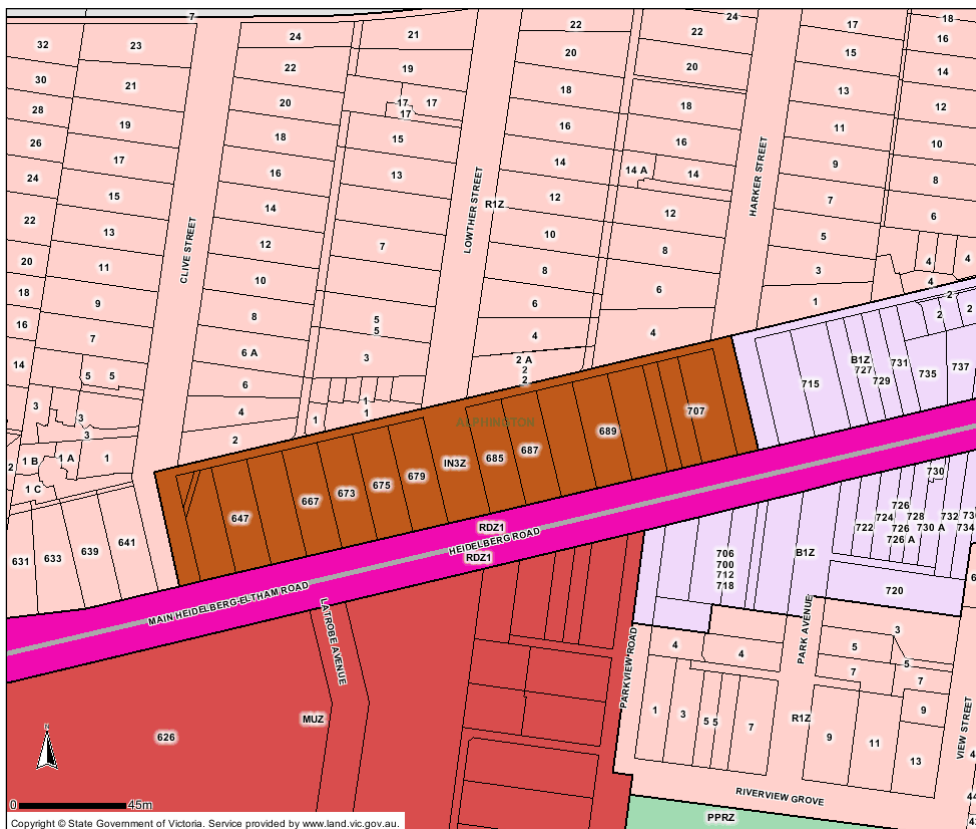
Location: North side of Heidelberg Road between Gillies Street and Austin Street, Fairfield and Alphington  
Area: 0.43ha  
Zone: Industrial 3 Zone



<p><b>ILUS Commentary</b></p> <p>Zoning/Use</p> <p>Future Zoning</p> <p>Land Use and Policy Direction</p>	<p>Industrial 3. Mixed and unsuitable uses.</p> <p>Residential 1          Business 3          Business 4</p> <p>Each pocket assessed individually and a zoning strategy applied to reflect longer term preferred zoning rather than existing uses.</p> <p>Zoning to consider land uses to the south in the City of Yarra.</p> <p>Urban design guidelines to improve Darebin's image on this main route.</p>
<p><b>DELUS Commentary</b></p> <p>Current Zone</p> <p>Current status and discussion</p> <p>Options</p> <p>Recommendation</p>	<p>Industrial 3 Zone</p> <p>The precinct comprises two parts:</p> <ul style="list-style-type: none"> <li>a) Several properties between Gillies Street and Station Street which includes the Grandview Hotel and a Mercedes Benz dealership.</li> <li>b) Several properties between Station Street and Austin Street which includes Prestige Auto (BMW) and other commercial and service based businesses.</li> </ul> <p>The built form is varied with the Grandview Hotel representing an imposing edifice on a significant corner location and businesses associated with prestige automobiles well presented.</p> <p>The precinct enjoys a high level of exposure due to high volumes of passing traffic. On the south side of Heidelberg Road, an extended strip of businesses involved in trade sales and other commercial businesses is in the Commercial 2 Zone.</p> <p>Businesses along the strip enjoy a high level of exposure and the Commercial 2 Zone could be considered a more appropriate reflection of the precinct's present and future particularly in light of activity on the south side of Heidelberg Road. That said, the strip is in many regards unsuited to bulky goods retail and may be better suited to a mix of uses including residential. It should be noted that a Public Acquisition Overlay (PAO) is applied to Heidelberg Road frontages in this precinct and must be taken into account in any applications for redevelopment. It is not known if and when the may be exercised.</p> <p>Retain in the Industrial 3 Zone          Rezone to the Commercial 2 Zone          Rezone to a residential zone</p> <p>Rezone to the Mixed Use Zone</p>

### 13. HEIDELBERG ROAD, ALPHINGTON

Location: Heidelberg Road between Clive Street and Harker Street, Alphington  
Area: 0.71ha  
Zone: Industrial 3 Zone



<p><b>ILUS Commentary</b></p> <p>Zoning/Use</p> <p>Future Zoning</p> <p>Land Use and Policy Direction</p>	<p>Industrial 3. Mixed and unsuitable uses.</p> <p>Residential 1          Business 3          Business 4</p> <p>Each pocket assessed individually and a zoning strategy applied to reflect longer term preferred zoning rather than existing uses.</p> <p>Zoning to consider land uses to the south in the City of Yarra.</p> <p>Urban design guidelines to improve Darebin's image on this main route.</p>
<p><b>DELUS Commentary</b></p> <p>Current Zone</p> <p>Current status and discussion</p> <p>Options</p> <p>Recommendation</p>	<p>Industrial 3 Zone</p> <p>The industrial strip is adjacent to the Alphington Activity Area and directly opposite the Amcor site which is in the City of Yarra and regarded as a redevelopment site of state significance (it is now in the Mixed Use Zone and is likely to comprise a substantial residential development with a retail component).</p> <p>The industrial strip enjoys high exposure and passing traffic. Current uses include a car wash, prestige auto, ironing board sales and a large self storage business. The built form is well presented to Heidelberg Road.</p> <p>It is apparent that the Industrial 3 Zone does not reflect the existing uses and is unlikely to reflect future uses. It is considered that exposure to Heidelberg Road represents an asset that lends itself to ongoing employment based uses. To better reflect current and future likely uses, it is recommended that the Commercial 2 Zone be applied to the land.</p> <p>It should be noted that a Public Acquisition Overlay (PAO) is applied to Heidelberg Road frontages in this precinct and must be taken into account in any applications for redevelopment. It is not known if and when the may be exercised.</p> <p>Retain in the Industrial 1 Zone          Rezone to the Commercial 2 Zone</p> <p>Rezone to the Commercial 2 Zone</p>

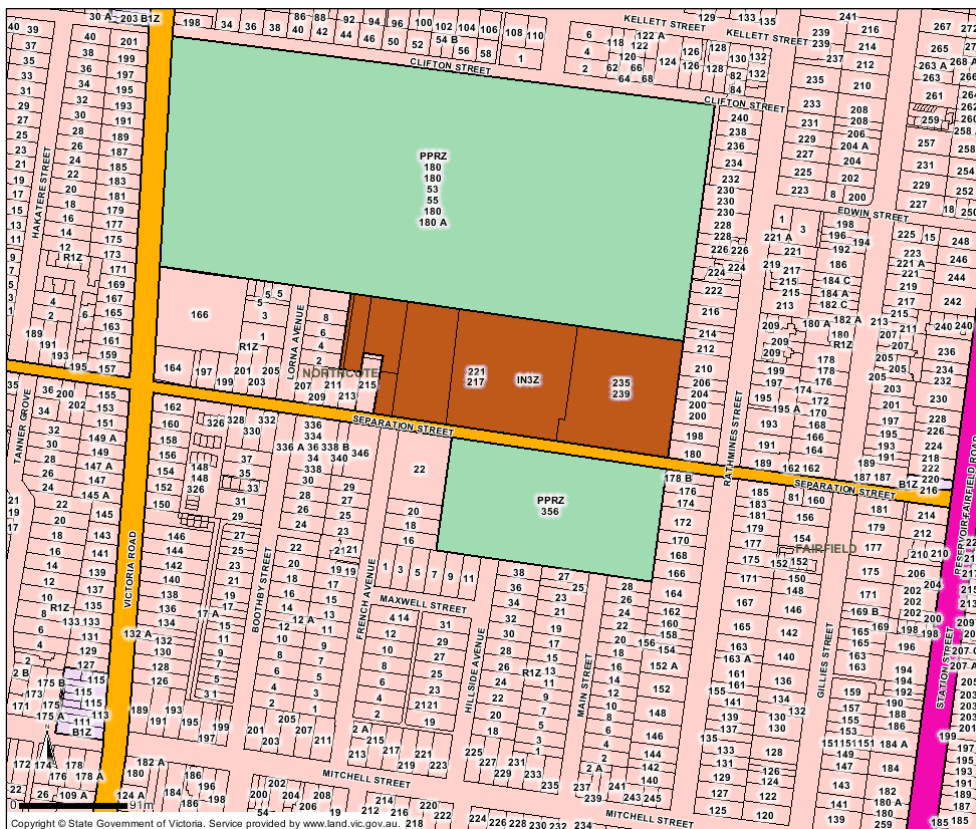


## 14. SEPARATION STREET, NORTHCOTE

Location: North side of Separation Street, between Rathmines Street and Boothby Street.

Area: 2.63ha

Zone: Industrial 3 Zone



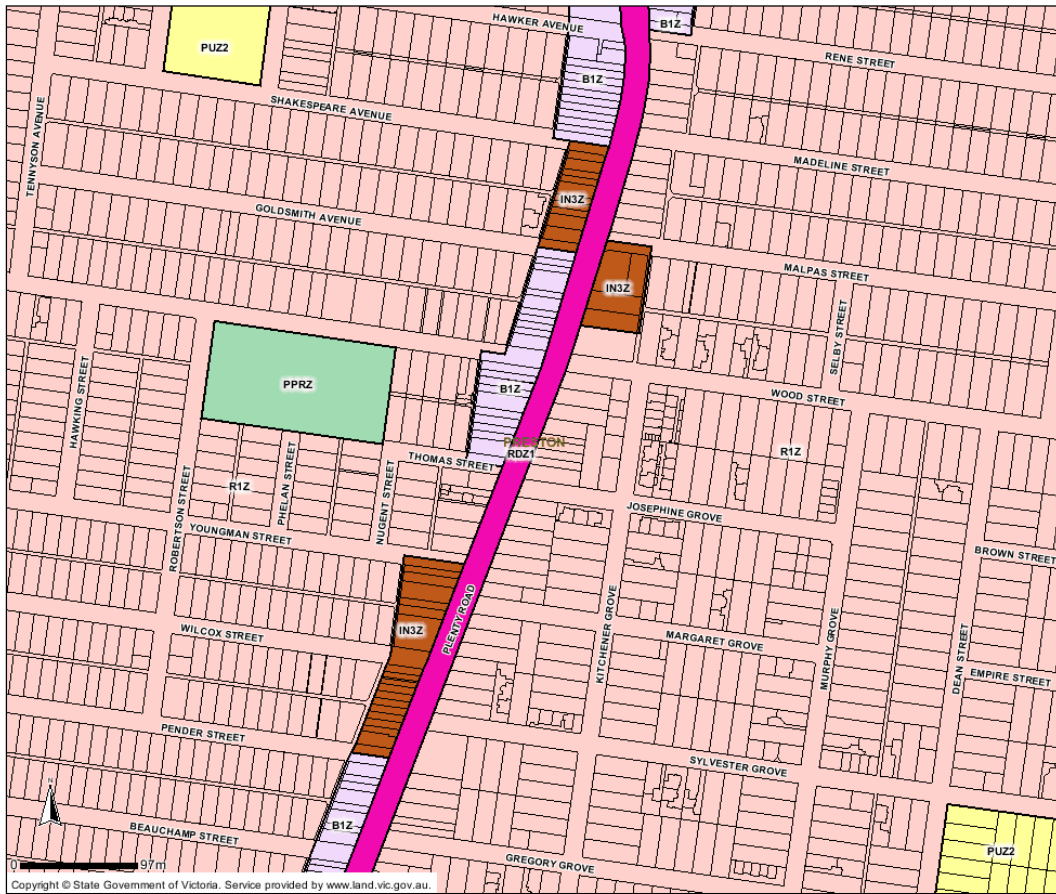
<p><b>ILUS Commentary</b></p> <p>Zoning/Use</p> <p>Future Zoning</p> <p>Land Use and Policy Direction</p>	<p>Industrial 3. Mixed manufacturing and wholesaling.</p> <p>Industrial 3 Residential1</p> <p>Industrial pocket in residential area.</p> <p>Narrow street, poor access.</p> <p>Opportunity for rezoning land south of Separation Street for medium density development.</p> <p>Ensure residential amenity maintained.</p> <p>Single User site to the north of Separation Street with NCI Group.</p> <p>Considerable infrastructure and employment should be protected from residential encroachment.</p>
<p><b>DELUS Commentary</b></p> <p>Current Zone</p> <p>Current status and discussion</p> <p>Options</p> <p>Recommendation</p>	<p>Industrial 3 Zone</p> <p>The significant stand alone site (2.6 hectares) is within a residential neighbourhood and adjacent to substantial areas of public open space (directly to the north and over the road to the south).</p> <p>Medium density residential development (2-3 levels) is presently under construction on the south side of Separation Street. To the south-west of the site (corner of French Street and Separation) there is a business operating in the Residential 1 Zone.</p> <p>The site is presently occupied by the NCI Group and the Altshul Group. Both appear well established on the site and there is some evidence of recent investment.</p> <p>Given the surrounding residential neighbourhood and adjacent urban renewal activity, the site offers a very significant future residential redevelopment opportunity. The potential of the site is accentuated by its location adjacent to large areas of public open space. Any rezoning of the site to provide for future residential development will not affect the existing use.</p> <p>For these reasons, it is recommended that the site's potential for higher density residential development be encouraged though any rezoning of the site should be landowner lead.</p> <p>Retain in the Industrial 3 Zone Rezone to a residential zone</p> <p>Rezone to a residential zone</p>

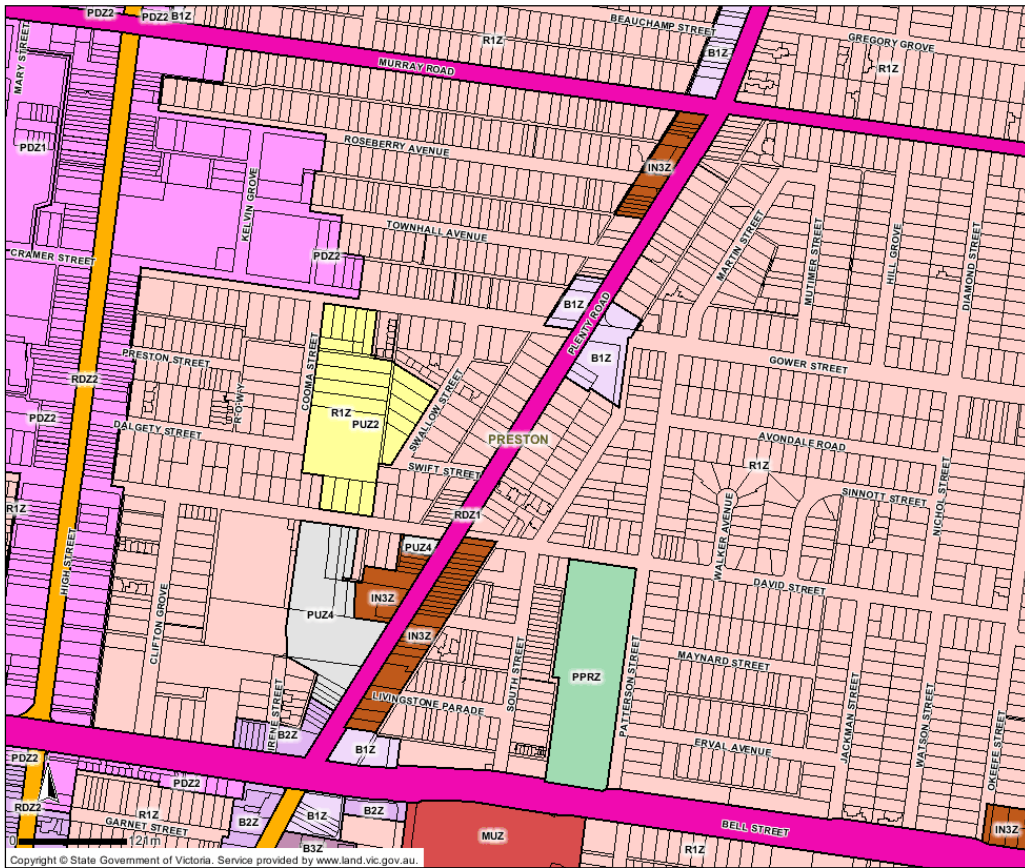
## 15. PLENTY ROAD POCKETS, PRESTON

Location: Various pockets between Madeline Street and Bell Street, Preston

Area: 2.45ha

Zone: Industrial 3 Zone





<p><b>ILUS Commentary</b></p> <p>Zoning/Use</p> <p>Future Zoning</p> <p>Land Use and Policy Direction</p>	<p>Industrial 3. Industrial and car parking</p> <p>Business 1</p> <p>Isolated industrial pockets adjacent to Preston train station and supermarket.</p> <p>Facilities increased depth to Preston centre rather than spread along High St.</p> <p>Creates opportunity for larger business to establish.</p>
<p><b>DELUS Commentary</b></p> <p>Current Zone</p> <p>Current status and discussion</p>	<p>Industrial 3 Zone</p> <p>The Plenty Road pockets comprise small strips of industrial land (with a number of properties in each) dispersed along Plenty Road. Adjacent zones are, variously, the Commercial 1</p>

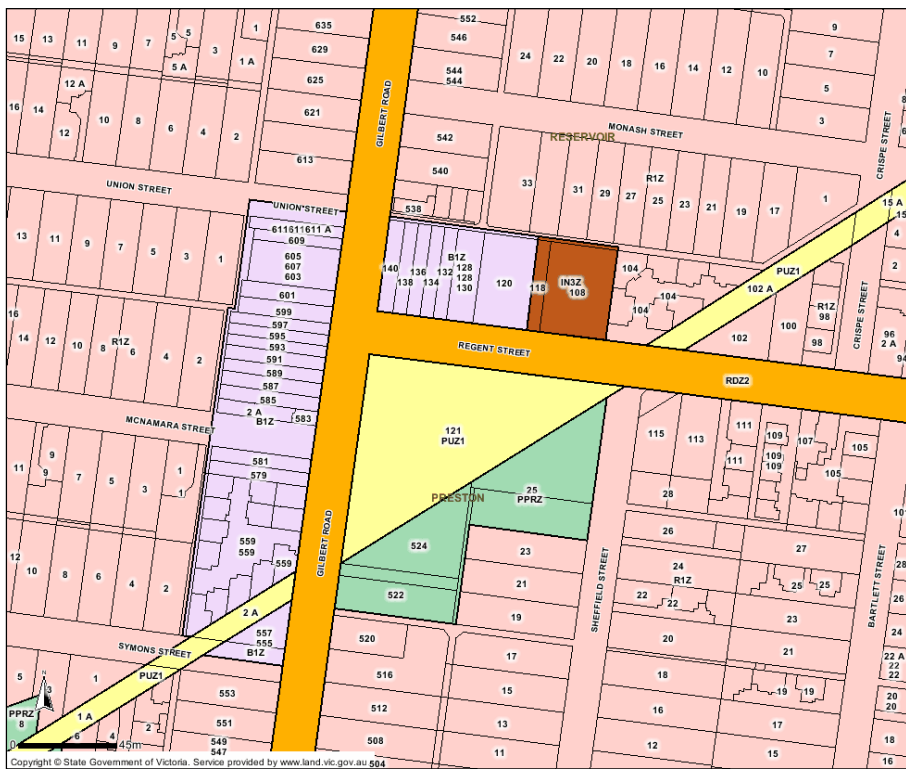
	<p>Zone and the Residential 1 Zone. The pockets are described as follows:</p> <ul style="list-style-type: none"> <li>a) The pocket on both sides of Plenty Road between Bell Street and David Street is characterised by a mix of uses including trade sales, offices, light industry and a number vacant building and sites. There is little evidence of recent reinvestment in the built form with a number of buildings looking particularly tired.</li> <li>b) The pocket on the west side of Plenty Road between Townhall Avenue and Murray Road is characterised by what appears to be a vacant former industrial premises, several showroom/warehouse facilities (containing trade sales and auto repairs) and car sales.</li> <li>c) The pocket on the west side of Plenty Road between Pender Street and Youngman Street is characterised by relatively fine grain properties. Uses include auto repairs and sales, trade sales and shops.</li> <li>d) The pocket on both sides of Plenty Road between Wood Street and Shakespeare Avenue is characterised by a large Yamaha boat sales dealership (east side of Plenty Road) and a number of small trade sales style businesses. The built form on the west side of Plenty Road is fine grain.</li> </ul> <p>In general terms the industrial pockets along Plenty Road appears relatively run down and, while there are a number of businesses engaged in light industrial activity such as trade sales and auto repairs, there are also a number of vacant and run down properties. In several areas, the built form is almost indistinguishable from adjoining or nearby Commercial 1 zoned land.</p> <p>It is apparent in reviewing the area that few properties in the Industrial 3 Zone along this part of Plenty Road fulfill a purely industrial purpose. It is further considered that with existing fixed rail infrastructure along Plenty Road the area is presently underutilised in terms of its development potential. Accordingly, a higher intensity form of development along Plenty Road including ongoing employment uses should be encouraged.</p> <p>As the land is configured in a linear pattern with a high level of fragmentation, it is considered unlikely that large format retail development will occur in the event the land is rezoned to the Commercial 1 Zone (for example). The precinct is expected to be reviewed further as part of the Plenty Road Study.</p> <p>Options</p> <p>Retain in the Industrial 3 Zone        Rezone to the Commercial 1 Zone        Rezone to a residential zone</p> <p>Recommendation</p> <p>Rezoning subject to further detail in the Plenty Road Study.</p>
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## 16. REGENT STREET

Location: Regent Street, Preston near to the intersection of Regent Street and Gilbert Road.

Area: 0.15ha

Zone: Industrial 3 Zone



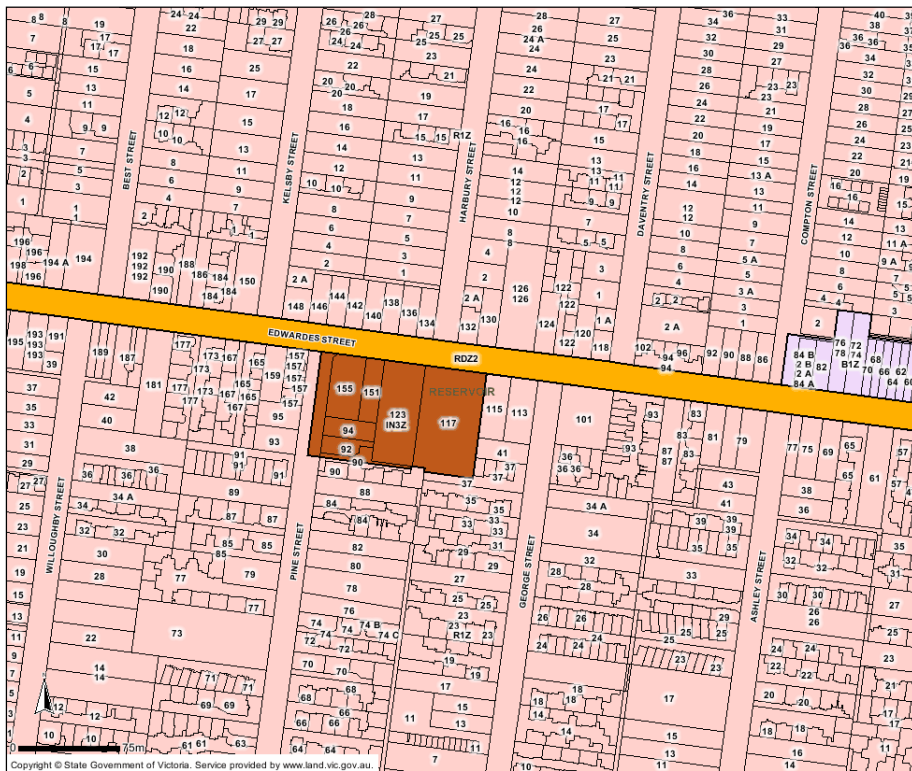
<p><b>ILUS Commentary</b></p> <p>Zoning/Use</p> <p>Future Zoning</p> <p>Land Use and Policy Direction</p>	<p>Not commented on specifically in the ILUS</p> <p>Not commented on specifically in the ILUS</p> <p>Not commented on specifically in the ILUS</p>
<p><b>DELUS Commentary</b></p> <p>Current Zone</p> <p>Current Status and discussion</p> <p>Options</p> <p>Recommendation</p>	<p>Industrial 3 Zone</p> <p>The stand alone industrial site is constructed as a warehouse and showroom, the latter of which is well presented to the street in 'shop' style format.</p> <p>The occupant is Grashan T-shirt Printing which undertakes direct sales from the showroom and, presumably, undertakes printing and warehouse activities at the rear.</p> <p>The site is adjacent to an established local centre which is presently evolving with new lifestyle based retail activity and several mixed use development including shop top housing.</p> <p>Given its location on the edge of an established local centre and residential neighbours to the north and east, the site is likely to have a limited industrial future.</p> <p>At 1,500 square metres, the site represents an opportunity for a mixed use development with retail or commercial activity at ground level and dwellings behind and above shop front activity.</p> <p>Retain in the Industrial 3 Zone        Rezone to the Commercial 1 Zone</p> <p>Rezone to the Commercial 1 Zone</p>

## 17. EDWARDES STREET, RESERVOIR

Location: South side of Edwardes Street between Pine Street and George Street, approximately 250 metres west of the Reservoir Major Activity Area.

Area: 0.88ha

Zone: Industrial 3 Zone





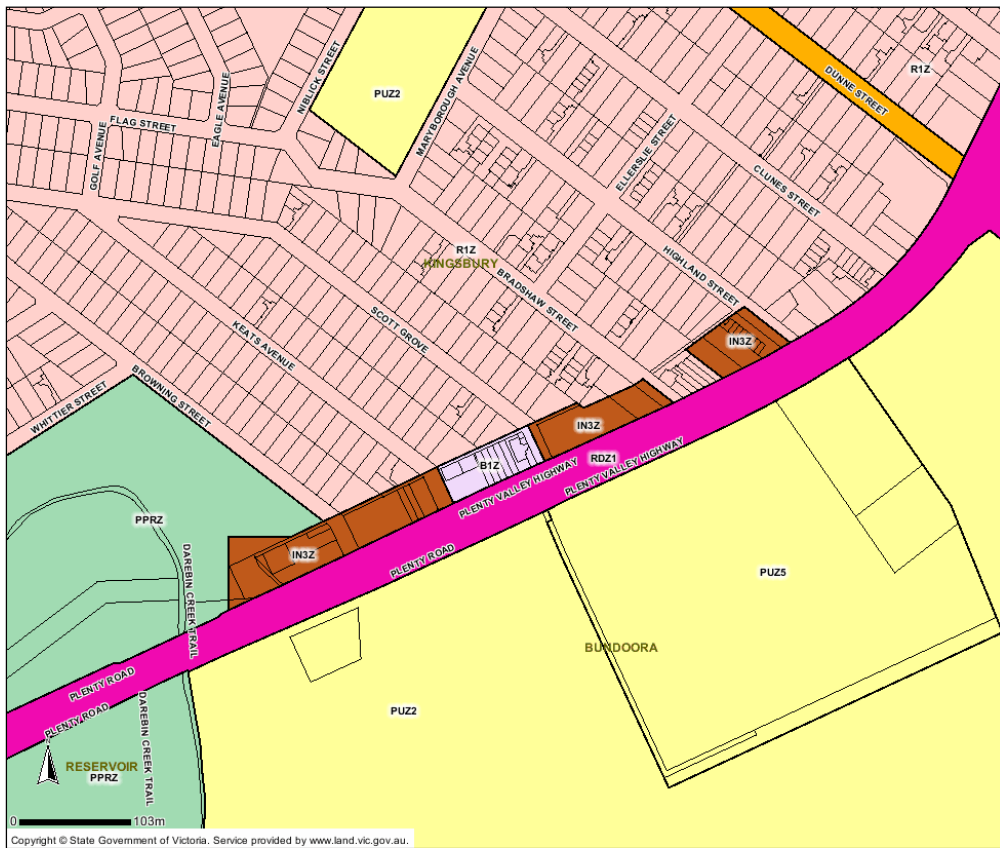
<p><b>ILUS Commentary</b></p> <p>Zoning/Use</p> <p>Future Zoning</p> <p>Land Use and Policy Direction</p>	<p>Not commented on specifically in the ILUS</p> <p>Not commented on specifically in the ILUS</p> <p>Not commented on specifically in the ILUS</p>
<p><b>DELUS Commentary</b></p> <p>Current Zone</p> <p>Current Status and discussion</p> <p>Options</p> <p>Recommendation</p>	<p>Industrial 3 Zone</p> <p>The pocket of industrial land comprises several titles within a primarily residential neighbourhood. Notably, there are several other non-residential uses in the Residential 1 Zone dispersed along Edwardes Road as it moves east towards the Reservoir Major Activity Area.</p> <p>Key built form in the Edwardes Road industrial pocket consists of a warehouse housing a nut distribution warehouse and roaster (with what appears to be retail sales) as well as auto repairs, a sleepwear factory and associated offices. Between the building is a vacant parcel of land. The built form is in reasonable condition.</p> <p>Given the proximity of the industrial pocket to the Reservoir Major Activity Area, the land represents a significant urban renewal opportunity for medium or higher density development. Any rezoning of the site to provide for future residential development will not affect existing uses.</p> <p>Retain in the Industrial 3 Zone        Rezone to a residential zone</p> <p>New zone to be informed by and implemented through the Reservoir Structure Plan. .</p>

## 18. PLENTY ROAD POCKETS, BUNDOORA

Location: North side of Plenty Road between KP Hardiman Reserve and Highland Street, Kingsbury

Area: 1.12ha

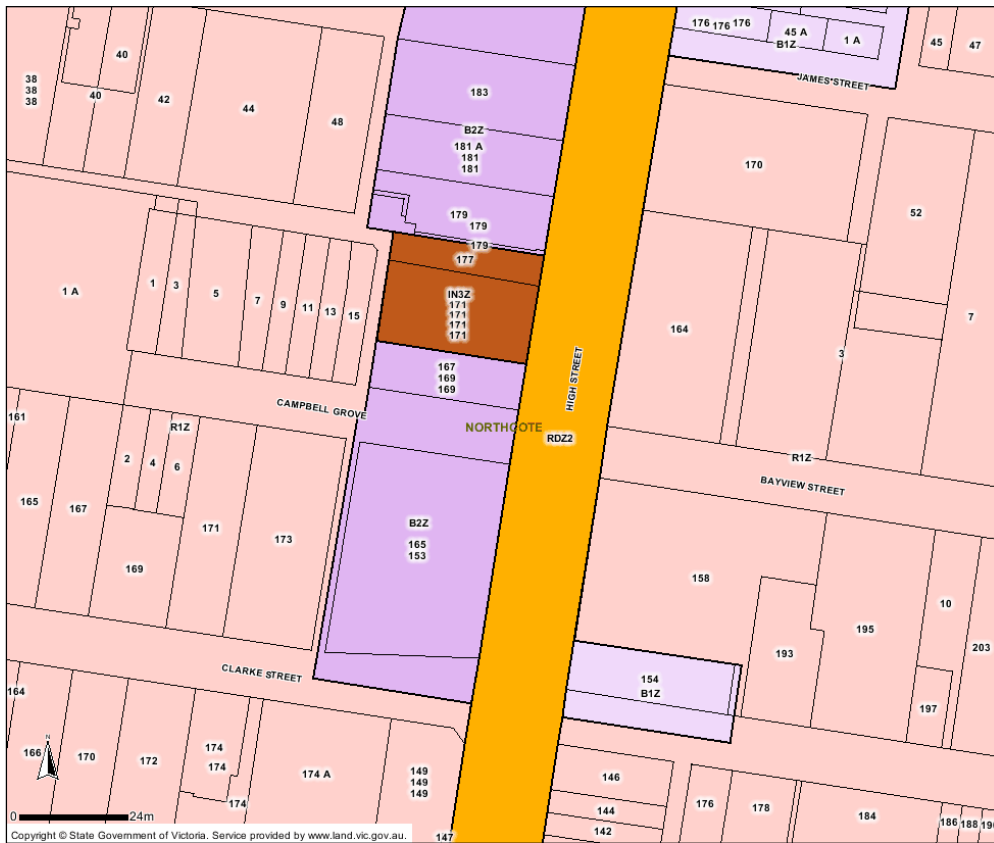
Zone: Industrial 3 Zone



<b>ILUS Commentary</b>	
Zoning/Use	Not commented on specifically in the ILUS
Future Zoning	Not commented on specifically in the ILUS
Land Use and Policy Direction	Not commented on specifically in the ILUS
<b>DELUS Commentary</b>	
Current Zone	Industrial 3 Zone
Current status and discussion	<p>The industrial strip consists of three separate pockets of industrial land punctuated by either a street or by a non industrial zone (Commercial 1 Zone and Residential 1 Zone). At the western end there is a modern showroom and industrial premises. Current occupants include the Tyre Factory (showroom sales and warehousing) and a Stihl lawnmower dealership.</p> <p>Proceeding eastwards there is a BP service station and several commercial premises. A strip of shops (in the Commercial 1 Zone) presents as a gap to the next section of industrial land which includes another service station and Blake Bros memorials.</p> <p>A further gap (in the Residential 1 Zone with residential built form) follows before a further strip of industrial land to Highland Street. This strip of industrial land is occupied by residential dwellings which appear to have been in place for at least 30 years.</p> <p>In summary, the industrial area is a mix of relatively modern showrooms, service stations, several commercial premises and residential uses. A number of businesses appear well established and the location offers a high level of exposure and access to passing traffic. The existing Industrial 3 Zone appears to be a poor reflection of existing uses and probable future uses and, in that respect, a rezoning to a use that reflects the 'showroom' nature of the existing uses (particularly at the western end) is considered desirable. The industrial properties between Bradshaw Street and Highland Street should be rezoned to reflect the existing residential use.</p>
Options	<ul style="list-style-type: none"> <li>Retain in the Industrial 3 Zone</li> <li>Rezone to the Commercial 2 Zone</li> <li>Rezone to the Commercial 1 Zone</li> <li>Rezone all or part to a residential zone</li> </ul>
Recommendation	<p>Rezone land between KP Hardiman Reserve and Bradshaw Street presently in the Industrial 3 Zone to the Commercial 2 Zone</p> <p>Rezone land between Bradshaw Street and Highland Street presently in the Industrial 3 Zone to the Mixed Use Zone or the Commercial 1 Zone</p>

## 19. HIGH STREET, NORTHCOTE (TOWN HALL PRECINCT)

Location: West side of High Street, Northcote. South of Northcote Town Hall  
Area: 0.08ha  
Zone: Industrial 3 Zone



<p><b>ILUS Commentary</b></p> <p>Zoning/Use</p> <p>Future Zoning</p> <p>Land Use and Policy Direction</p>	<p>Not commented on specifically in the ILUS</p> <p>Not commented on specifically in the ILUS</p> <p>Not commented on specifically in the ILUS</p>
<p><b>DELUS Commentary</b></p> <p>Current Zone</p> <p>Current status and discussion</p> <p>Options</p> <p>Recommendation</p>	<p>Industrial 3 Zone</p> <p>Two properties – one is a two level warehouse office occupied by furniture sales. The other is a single level office premises. The built form can be described as tired with no evidence of reinvestment in buildings.</p> <p>The properties are flanked by the Commercial 1 Zone to the north and south. It is considered that there is a limited industrial future for the properties in the future and that a zoning consistent with surrounding properties would be appropriate.</p> <p>Retain in the Industrial 3 Zone          Rezone to the Commercial 1 Zone</p> <p>Rezone to the Commercial 1 Zone</p>

## **APPENDIX B**

### **Detailed Retail Activity Area Review**

An assessment of all retail activity areas is provided at Appendix B.

Each assessment includes:

- An identification for each retail activity area
- Name/Location for each retail activity area
- If applicable, the description of the retail activity area contained in the Retail Activity Centres Review (2005)
- The zone at the time of the 2012 DELUS review and the current zone as at August 2014
- A short summary of the current status of each activity area
- A recommendation in regard to the future zoning for each activity area



Map Identification	Name/Location	Description in Retail Activity Centres Strategy (2005) Core Role/Function	2012 Review (DELUS) Current Zone, status report and recommendation
1	Northland Activity Area	Identified as a Principal Centre; main regional location for specialty retail, department store, and food shopping; approval for extension granted, with additional DDS; important cinema and entertainment role; issue regarding transport access.	<p>Zone at time of 2012 review: Business 1 Zone (Now: Commercial 1 Zone)</p> <p>Shopping centre and entertainment precinct of regional significance. Recent expansion confirms regional role. Multi deck parking surrounds site. Access can be problematic and public transport access is limited to bus. Centre includes major bus interchange. Centre is currently subject to major structure planning initiative with vision for more intensive development of the site and surrounding area. Owners of centre support more intensive retail and commercial development of the Northland Shopping Centre but reluctant to incorporate residential development on site.</p> <p>Recommendation: Retain in the Commercial 1 Zone subject to the direction provided by the Northland Structure Plan.</p>
2	Preston Central	Good prospects of developing as an urban village; encourage more intense retail and other activities; Preston Market is a key asset which brings people from a regional catchment; opportunity for redevelopment of Council properties; opportunity to encourage investment with designation as Principal Activity Centre for the purposes of Melbourne 2030.	<p>Zone at time of 2012 review: Priority Development Zone 2 (Now: Priority Development Zone 2)</p> <p>Development to be guided by the Preston Central Structure Plan which encourages intensification of mixed uses within the structure plan area. Strong centre with further potential.</p> <p>Recommendation: Retain in Priority Development Zone 2</p>



Map Identification	Name/Location	Description in Retail Activity Centres Strategy (2005) Core Role/Function	2012 Review (DELUS) Current Zone, status report and recommendation
3	Reservoir Village	Strong role in providing for mainly grocery shopping needs of surrounding residents; constrained in terms of future development; insufficient car parking; need improved integration with transport services; part of the wider identified Reservoir centre.	<p>Zone at time of 2012 review: Business 1 Zone (Now: Commercial 1 Zone)</p> <p>No significant change from the RACS review. Centre appears to be increasingly vibrant. Future potential expansion to be informed by structure planning. Area within and around centre has potential for higher intensity of mixed use development.</p> <p>Recommendation: Retain in the Commercial 1 Zone.</p>





Map Identification	Name/Location	Description in Retail Activity Centres Strategy (2005) Core Role/Function	2012 Review (DELUS) Current Zone, status report and recommendation
4 & 68	<p>Northcote Central/ Northcote Plaza and High Street strip</p> <p>Northcote-Rucker's Hill</p>	<p>Major sub-regional shopping location for southern part of Darebin; has overlapping catchment with Northland; poor presentation to High Street; opportunity for redevelopment of Central part; housing development proposed; opportunity for urban village.</p> <p>Mix of convenience retail, comparison shops, service business, discount merchandise, entertainment, etc; good opportunities for future development with demographic change.</p>	<p>Zones at time of 2012 review: Business 1 Zone, Business 2 Zone, Mixed Use Zone, Industrial 3 Zone (Now: Commercial 1 Zone, Mixed Use Zone and Industrial 3 Zone)</p> <p>Strong retail centre experiencing intensification of mixed use development with shop top housing and medium rise apartment development at Northcote Central and proposed for the Australian Horizons site. Strengthening as a regional lifestyle destination. Development to be guided by the Northcote Activity Centre Structure Plan. Remnant Industrial 3 to be determined in structure plan process with a view to encouraging a mix of commercial (office), retail and residential development. Pocket sites at 2A and 38 Arthurton Road and 99 Helen Street should be rezoned to the Mixed Use Zone.</p> <p>Recommendation: Zoning structure to be informed by structure plan process. Land currently in the Industrial 3 Zone to be transitioned to a non industrial zone as a consequence of that process. Pocket sites at 2A and 38 Arthurton Road and 99 Helen Street to be rezoned to the Mixed Use Zone. (refer Appendix A).</p>



Map Identification	Name/Location	Description in Retail Activity Centres Strategy (2005) Core Role/Function	2012 Review (DELUS) Current Zone, status report and recommendation
5	Broadway, Reservoir	Struggling neighbourhood centre with limited catchment due to Reservoir Village, and limited access patterns.	<p>Zone at time of 2012 review: Business 1 Zone (Now: Commercial 1 Zone)</p> <p>Emerging centre with growing sense of vibrancy and several recent shop top mixed use developments of 2-3 levels. Several new cafes and restaurants. Few apparent vacancies.</p> <p>Recommendation: Retain in the Commercial 1 Zone.</p>
6	Plenty Rd/ Main Drive	Lancaster Gate Neighbourhood Centre-see Lancaster Gate Development Plan.	<p>Zone at time of 2012 review: Mixed Use Zone (Now: Mixed Use Zone)</p> <p>Lancaster Gate mixed use development now under construction comprising a range of uses including retail and residential (including shop top housing).</p> <p>Recommendation: Retain in the Mixed Use Zone.</p>



Map Identification	Name/Location	Description in Retail Activity Centres Strategy (2005) Core Role/Function	2012 Review (DELUS) Current Zone, status report and recommendation
7	Summerhill Shopping Centre/ Target Centre	Classified as a primary neighbourhood centre (not identified in Melbourne 2030), but has a wider sub-regional retail role due to presence of Target store; the Target/Coles section works well, but adjoining Summerhill centre anchored by Safeway underperforming.	<p>Zone at time of 2012 review: Business 1 Zone (Now: Commercial 1 Zone)</p> <p>Significant centre which operates as two adjoining stand alone supermarket based developments with no vehicular connectivity between the two complexes. The Target store now appears to have closed. The adjoining Coles supermarket continues to operate.</p> <p>The Summerhill Village complex comprising a Safeway supermarket and speciality shops is the better presented of the two complexes.</p> <p>Both sites are understood to be subject to applications for mixed use development including multi level residential above retail.</p> <p>Recommendation: Retain in the Commercial 1 Zone</p>
8	South Preston	Supermarket based neighbourhood centre anchored by Safeway, and with a collection of small shops; Safeway Plus PFS, car sales on corner of Dundas St.	<p>Zones at time of the 2012 review: Business 1 Zone and Business 2 Zone (Now: Commercial 1 Zone)</p> <p>Forms a key part of the Junction urban renewal area. Retail and non-retail uses expected to be integrated within intensive mixed use developments.</p> <p>Recommendation: Retain in the Commercial 1 Zone.</p>



Map Identification	Name/Location	Description in Retail Activity Centres Strategy (2005) Core Role/Function	2012 Review (DELUS) Current Zone, status report and recommendation
9	Thornbury Village	Attractive neighbourhood centre anchored by small supermarket, market, and a variety of convenience retail; also has some specialty retail and an important café component, which is increasing in importance; centre tends to be growing southwards, and there are opportunities for residential development to help define the southern boundary of the centre.	<p>Zones at time of 2012 review: Business 1 Zone and Business 2 Zone (Now: Commercial 1 Zone)</p> <p>Mix of uses similar to RACS review but mixed use (residential) development potential now being realised.</p> <p>Recommendation: Retain in the Commercial 1 Zone.</p>
10	Fairfield Village	Strongly performing and vibrant neighbourhood centre with good mix of retail uses, including niche roles in books, street cafes & restaurants, gifts, etc; relatively weak supermarket offering may present redevelopment opportunity in the future.	<p>Zone at time of 2012 review: Business 1 Zone (Now: Commercial 1 Zone)</p> <p>Very strong centre with good mix of retail, non retail and community uses with railway station at southern end of centre, Significant mixed use development under construction on east side of Station Street at northern end of village. Potential expansion of centre to incorporate new supermarket to be guided by structure plan and updated retail floorspace projections.</p> <p>Recommendation: Retain in Commercial 1 Zone. Potential for expansion of Commercial 1 Zone to be informed by structure plan process and updated retail floorspace projections.</p>
11	Westgarth Village	Good small neighbourhood centre with niche 'Bohemian' flavour; cafes and restaurants, organic food; Westgarth theatre is a destination/attractor.	<p>Zone at time of 2012 review: Business 1 Zone (Now: Commercial 1 Zone)</p> <p>Remains a vibrant niche centre. Some degree of intensification occurring with shop top development of 2-3 levels.</p> <p>Recommendation: Retain in the Commercial 1 Zone.</p>



Map Identification	Name/Location	Description in Retail Activity Centres Strategy (2005) Core Role/Function	2012 Review (DELUS) Current Zone, status report and recommendation
12	Northland Bulky Goods Cluster	Key bulky goods centre, includes Northland Homemaker Centre, individual shops along Murray Rd (Berkowitz, etc), and Bunnings; outstanding proposal for land at Murray Rd/ Chifley Drive to expand centre.	<p>Zone at time of 2012 review: Business 4 Zone (Now: Commercial 2 Zone)</p> <p>Significant bulky goods cluster. Fragmented ownership within the Northland Homemaker Centre makes redevelopment of the site challenging. Area is part of the Northland Activity Area and subject to structure planning for the area.</p> <p>Recommendation: Retain in the Commercial 2 Zone subject to the direction provided by the Northland Structure Plan. In the longer term the area comprising the Northland Bulky Goods Cluster represents a significant urban renewal opportunity incorporating retail (including bulky goods), commercial and residential uses.</p>
13	Bell Street Bulky Goods Cluster	Mix of bulky goods/homemaker and leisure superstores, including Harvey Norman, Officeworks, Drummond Golf, Ray's Outdoors; Dick Smith Powerhouse, Paint supplies, office furniture on north side.	<p>Zone at time of 2012 review: Business 4 Zone (Now: Commercial 2 Zone)</p> <p>No significant change from the RACS review. Built form looks tired.</p> <p>Retain in the Commercial 2 Zone.</p>
14	Bundoora Bulky Goods Cluster	Not profiled in the RACS	<p>Zone at time of 2012 review: Mixed Use Zone (Now: Mixed Use Zone)</p> <p>Contemporary mixed use development on Plenty Road including an Officeworks and speciality shops. Genuine mix of uses though Officeworks the dominant business in the strip.</p> <p>Recommendation: Retain in the Mixed Use Zone.</p>



Map Identification	Name/Location	Description in Retail Activity Centres Strategy (2005) Core Role/Function	2012 Review (DELUS) Current Zone, status report and recommendation
15	Churchill Ave/ Moira Ave	Local centre with milk bar and take away shop; has very limited catchment due to road network, Merri Creek, etc Northern portion of the centre currently used as office with potential for redevelopment.	<p>Zone at time of 2012 review: Business 1 Zone (Now: Commercial 1 Zone)</p> <p>Poorly presented four shop centre with one vacant shop and one vacant lot. Uses include milk bar, screen printing and office Take away business appears closed.</p> <p>Adjoining public open space provides an amenity asset. Limited catchment but also only local centre within small catchment. Potential redevelopment opportunity in the future.</p> <p>Recommendation: Retain in the Commercial 1 Zone.</p>
16	Carson St	Very rundown centre; has 7 premises, only two of which operate as retail (milkbar and hair dresser), with 3 vacant or rundown premises and 2 vacant properties; may represent a redevelopment opportunity with rationalisation of the centre to 2-3 retail properties.	<p>Zone at time of 2012 review: Business 1 Zone (Now: Commercial 1 Zone)</p> <p>No change since the RACS review</p> <p>Recommendation: Rezone to the Mixed Use Zone.</p>
17	Johnson St Shopping Centre	Has a strong local role, with a good mix of convenience oriented shops, including Tattslotto/newsagent, bakery, pizza, liquor; has some non-retail uses including office, gym, and auto-related at southern end.	<p>Zone at time of 2012 review: Business 1 Zone (east of Johnson Street) and Mixed Use Zone (west side of Johnson Street)</p> <p>(Now: Commercial 1 Zone (east of Johnson Street) and Mixed Use Zone (west side of Johnson Street))</p> <p>Remains a strong local centre with adjoining railway station. Vacant site has proposal for 3-4 level mixed use development (apartments above retail).</p> <p>Recommendation: Retain in Commercial 1 Zone (east of Johnson Street) and Mixed Use Zone (west side of Johnson Street)</p>



Map Identification	Name/Location	Description in Retail Activity Centres Strategy (2005) Core Role/Function	2012 Review (DELUS) Current Zone, status report and recommendation
18	Gertz Ave	<p>Originally planned as a neighbourhood centre but serves a limited catchment due to street pattern; is of excessive size for the role it performs, and there may be an opportunity to encourage residential/mixed use development in the future.</p> <p>RACS noted potential to rezone part of centre to Residential 1 Zone.</p>	<p>Zone at time of 2012 review: Business 1 Zone (Now: Commercial 1 Zone)</p> <p>The centre is showing early signs of renewal with several new businesses. Uninspiring but functional. Remains over-sized and comprises a mix of retail and non-retail uses. Potential for residential redevelopment above retail/commercial uses.</p> <p>Recommendation: Retain in the Commercial 1 Zone.</p>
19	Hughes Pde/McFadzean Ave	<p>Good mix of shops for local centre; has niche role because of bakery (famous for ciabatta); also includes Tattslotto, milk bar, beauty salon, etc</p>	<p>Zone at time of the 2012 review: Business 1 Zone (Now: Commercial 1 Zone)</p> <p>No significant change since RACS review. Milk bar/sub newsagency, hair and beauty salon, bakery, tatts agency, fruit and vegies and Chinese restaurant. Well established centre.</p> <p>Recommendation: Retain in the Commercial 1 Zone.</p>
20	Massey Ave	<p>Good local convenience mix, including milk bar, newsagent, chemist, hairdresser, takeaway, etc.</p>	<p>Zone at time of 2012 review: Business 1 Zone (Now: Commercial 1 Zone)</p> <p>Vibrant centre with shops all tenanted. Includes bakery, fish n chips, mower repairs, milk bar, pet grooming and chemist.</p> <p>Recommendation: Retain in the Commercial 1 Zone.</p>



Map Identification	Name/Location	Description in Retail Activity Centres Strategy (2005) Core Role/Function	2012 Review (DELUS) Current Zone, status report and recommendation
21	Gellibrand Cr	Local convenience centre with mix of shops including milk bar, post office, well established deli and bottle shop, and some office uses. A vibrant centre containing some residential uses above and to the rear.	<p>Zone at time of the 2012 review: Business 1 Zone (Now: Commercial 1 Zone)</p> <p>Local convenience centre of 8 retail tenancies containing post office, milk bar and mixed business, well established delicatessen and several non-retail businesses (tv installations and repairs, beauty treatments, disability support). Well established centre.</p> <p>Recommendation: Retain in the Commercial 1 Zone.</p>
22	Market Crt	<p>Redundant local centre has only milk bar operating out of 10 premises; very poor visual amenity, should be redeveloped for other uses.</p> <p>The RACS recommended considering rezoning part of site to the Residential 1 Zone. This has occurred.</p>	<p>Zone at time of the 2012 review: Business 1 Zone (Now: Commercial 1 Zone)</p> <p>Seven of the ten former shops now in a residential zone. Corner store still operates with balance of site remaining run down. Several medium density developments in close proximity to centre suggests a redevelopment market is viable.</p> <p>Recommendation: Retain in the Commercial 1 Zone but consult with landowner to understand future intentions for site.</p>





Map Identification	Name/Location	Description in Retail Activity Centres Strategy (2005) Core Role/Function	2012 Review (DELUS) Current Zone, status report and recommendation
23	St Vigeons Rd	Comprises office (pottery manufacture/distribution), hairdresser; may present an opportunity for redevelopment for residential and home business mix.	<p>Zone at time of 2012 review: Business 1 Zone (Now: Commercial 1 Zone)</p> <p>Serves no convenience retail role. Comprises hairdresser, non-retail services firm and one other unspecified use. As per RACS</p> <p>Recommendation: Rezone to an appropriate residential zone.</p>
24	Banff St/ Invermay St	Only two operating convenience businesses, with some service industry apparent and a strong milk; may be opportunity to rationalise properties with redevelopment.	<p>Zone at time of 2012 review: Business 1 Zone (Now: Commercial 1 Zone)</p> <p>Several convenience businesses including grocery store occupying three shops, take away food stores and dance studio. One vacant shop. Centre appears to be a relatively strong local centre.</p> <p>Recommendation: Retain in the Commercial 1 Zone.</p>
25	Broadhurst Ave/ McFadzean Ave	Good local centre with mix of shops including deli-green grocer, chemist, milk bar, medical.	<p>Zone at time of 2012 review: Business 1 Zone (Now: Commercial 1 Zone)</p> <p>Relatively strong and well presented local centre with four shops including milk bar, pharmacy, hair dresser and deli and liquor outlet. Service station (latterly used cars) now closed and for lease represents potential residential redevelopment opportunity.</p> <p>Recommendation: Retain in the Commercial 1 Zone.</p>



Map Identification	Name/Location	Description in Retail Activity Centres Strategy (2005) Core Role/Function	2012 Review (DELUS) Current Zone, status report and recommendation
26	Strathmerton St/ Orrong Ave	Poorly performing local convenience centre-just 4 active retail shops out of total 14 premises; opportunity for residential redevelopment, particularly at northern end.	<p>Zone at time of 2012 review: Business 1 Zone (Now: Commercial 1 Zone)</p> <p>Remains a poorly performing convenience centre. Residential development at northern end above (but setback) from shops. In this development the shops have been retained but have not been renovated and remain vacant. In total 4-5 shops appear occupied and play a basic convenience role.</p> <p>There is medium (and some higher density) redevelopment in the surrounding neighbourhood which suggests there may be some scope for mixed use development in the centre.</p> <p>Recommendation: Rezone to the Mixed Use Zone.</p>
27	Bolderwood Pde/ McMahon St	Run down centre, milk bar operates as core of centre. Lack of vacant premises indicates that centre is serving local demand.	<p>Zone at time of 2012 review: Business 1 Zone (Now: Commercial 1 Zone)</p> <p>Centre remains run down and operates around milk bar. Two shops appear to be vacant but may be tenanted by non-retail uses.</p> <p>Recommendation: Retain in the Commercial 1 Zone.</p>



Map Identification	Name/Location	Description in Retail Activity Centres Strategy (2005) Core Role/Function	2012 Review (DELUS) Current Zone, status report and recommendation
28	Link St/ Dunne St	Strongly performing neighbourhood centre with good mix of shops, anchored by a small supermarket (IGA); good integration with surrounding uses, including park/reserve, child care, school, etc.	<p>Zone at time of 2012 review: Business 1 Zone (Now: Commercial 1 Zone)</p> <p>Remains a strongly performing centre. Fully occupied local centre with Foodworks and other convenience stores.</p> <p>Recommendation: Retain in the Commercial 1 Zone.</p>
29	Gilbert Rd/ Henty St	Strong local convenience serving residential catchment, users of recreation facilities and industrial area; main tenants include bakery, 7-11, newsagent; also has takeaways, hair and beauty salon, and some non-retail uses; includes Red Rooster and gym.	<p>Zone at time of 2012 review: Business 1 Zone (Now: Commercial 1 Zone)</p> <p>Little change from RACS review. Red Rooster is now a 'Grill in the Box' take away and dine in. The centre includes a child care centre facility. There is little sign of investment but a relatively strong retail focus remains. Several vacancies. Activity is dispersed which detracts from central focus. Future potential for mixed use development.</p> <p>Recommendation: Retain in the Commercial 1 Zone.</p>
30	Bolderwood Pde/ Yarra Ave	Small local centre with milk bar, take away and strong bottle shop/cellar. Redevelopment encouraged at northern end.	<p>Zone at time of 2012 review: Business 1 Zone (Now: Commercial 1 Zone)</p> <p>Small local centre focussed primarily on convenience stores and takeaway food outlets. Several non-retail uses.</p> <p>Recommendation: Retain in the Commercial 1 Zone.</p>



Map Identification	Name/Location	Description in Retail Activity Centres Strategy (2005) Core Role/Function	2012 Review (DELUS) Current Zone, status report and recommendation
31	Plenty Rd/ Keats Av	Essentially passing traffic-based centre, including florist (x2), takeaway (x2), cheesecake shop; general store closed down; furniture manufacturing/sales.	<p>Zone at time of 2012 review: Business 1 Zone (Now: Commercial 1 Zone)</p> <p>Small centre located amongst a cluster of trade sales facilities and light industrial premises (currently in the Industrial 3 Zone and recommended for rezoning to the Business 4 Zone). Limited retail focus reliant on passing traffic. Provides a small retail focus for the broader strip.</p> <p>Recommendation: Retain in the Commercial 1 Zone.</p>
32	Mendip Rd	Local centre with milk bar and hair salon. Convenience role to be retained.	<p>Zone at time of 2012 review: Business 1 Zone (Now: Commercial 1 Zone)</p> <p>Centre remains unchanged from the RACS review.</p> <p>Recommendation: Retain in the Commercial 1 Zone.</p>
33	Elizabeth St/ McNamara St	Local centre that has lost convenience role and is now focused on specialise retail, office, service business, etc Residential uses becoming more evident in centre.	<p>Zone at time of 2012 review: Business 1 Zone (Now: Commercial 1 Zone)</p> <p>Centre now showing signs of rejuvenation with new coffee shop/cafe including outside dining. Other uses include convenience store and hairdresser. Several vacancies. One former shop now used as residence.</p> <p>Recommendation: Retain in the Commercial 1 Zone.</p>



Map Identification	Name/Location	Description in Retail Activity Centres Strategy (2005) Core Role/Function	2012 Review (DELUS) Current Zone, status report and recommendation
34	Regent Village Shopping Centre	Strong local convenience role and good location, supported by other uses such as kindergarten; issues with traffic management and tram stop; opportunity as a neighbourhood centre; some new development at southern end; could encourage office/retail and mixed use on periphery.	<p>Zones at time of 2012 review: Business 1 Zone Industrial 3 Zone (Now: Commercial 1 Zone and Industrial 3 Zone)</p> <p>Strong centre with several recent shop top developments. Several vacant shops including some new shops beneath recent developments. Generally good mix of retail and several new cafes/restaurants in precinct. Location at end of tram line and adjacent park provides potential for ongoing mixed use development.</p> <p>Recommendations: Retain in the Commercial 1 Zone. Rezone the land in Regent Street currently in the Industrial 3 Zone to the Business 1 Zone.</p>
35	Spring St	Milk bar is main convenience role, with other premises including a mix of activities, such as music school, office, etc	<p>Zone at time of 2012 review: Business 1 Zone (Now: Commercial 1 Zone)</p> <p>Tired looking centre with some retail and non-retail uses. New cafe/delicatessen suggests potential rejuvenation possible. Centre has potential for mixed use development.</p> <p>Recommendation: Retain in the Commercial 1 Zone.</p>



Map Identification	Name/Location	Description in Retail Activity Centres Strategy (2005) Core Role/Function	2012 Review (DELUS) Current Zone, status report and recommendation
36	Plenty Rd/ Tyler St	Comprises local convenience services including newsagent, etc; has wider role in bridal fashion and services, jewellery, flower arranging etc; strong video shop; evidence of some change to office use; potential for residential conversion; hotel at northern end.	<p>Zone at time of 2012 review: Business 1 Zone (Now: Commercial 1 Zone)</p> <p>No major change since the RACS review though some early signs of redevelopment (including shop top housing) is evident. Higher intensity of development should be encouraged.</p> <p>Recommendation: Retain in the Commercial 1 Zone.</p>
37	Crevelli St	<p>Very rundown centre; has 7 premises, only two of which operate as retail (milk bar and hair dresser), with 3 vacant or rundown premises and 2 vacant properties; may represent a redevelopment opportunity with rationalisation of the centre to 2-3 retail properties.</p> <p>The RACS suggested considering a rezoning of some properties to the Residential 1 Zone. This has not occurred.</p>	<p>Zone at time of 2012 review: Business 1 Zone (Now: Commercial 1 Zone)</p> <p>Remains a very run down centre with only two of seven shops clearly occupied. One shop currently being rebuilt as apartments.</p> <p>Recommendation: Rezone to an appropriate residential zone.</p>



Map Identification	Name/Location	Description in Retail Activity Centres Strategy (2005) Core Role/Function	2012 Review (DELUS) Current Zone, status report and recommendation
38	Gilbert Rd/ Murray Rd	Local centre fragmented across intersection-milk bar on south side, pizza, chemist and bottle shop on north-west side; mix of uses on north-east, including bakery, video and non-retail (auto parts, etc).	<p>Zone at time of 2012 review: Business 1 Zone (Now: Commercial 1 Zone)</p> <p>Remains a fragmented centre with a mix of retail and non-retail uses. A number of vacancies exist in the strip.</p> <p>Recommendation: Retain in the Commercial 1 Zone.</p>
39	Regent	Mix of uses, including retail and wholesale, building supplies, and other service industry and non-retail activities (swim centre, etc)	<p>Zone at time of 2012 review: Mixed Use Zone (Now: Mixed Use Zone)</p> <p>No significant change since the RACS review. Potential mixed use redevelopment opportunities.</p> <p>Recommendation: Retain in the Mixed Use Zone.</p>
40	Plenty Rd/ Wood St	Local centre with chemist, milk bar, bottle shop, fish and chips, but most premises wholesale, flooring supplies, building supplies, printers, some commercial; some vacancies, but most premises used for secondary/low-order activities; potential for residential conversion.	<p>Zone at time of 2012 review: Business 1 Zone (Now: Commercial 1 Zone)</p> <p>No major change since the RACS review. Higher intensity of development should be encouraged including shop top housing.</p> <p>Recommendation: Retain in the Commercial 1 Zone.</p>



Map Identification	Name/Location	Description in Retail Activity Centres Strategy (2005) Core Role/Function	2012 Review (DELUS) Current Zone, status report and recommendation
41	Wood St	Milk bar which takes 2 premises but should be 1; "Wood's condiments & jams" provides specialty retail and manufacture location, and comprises 3 premises.	<p>Zone at time of 2012 review: Business 1 Zone (Now: Commercial 1 Zone)</p> <p>Milk bar based centre with adjoining specialty shops. Something sweet café premises is being rebuilt with what appears to be shop top housing with 2 retail tenancies beneath. The milk bar is now boarded up. Medium density redevelopment within centre and surrounding neighbourhood suggests mixed use opportunities.</p> <p>Recommendation: Retain in the Commercial 1 Zone</p>
42	Plenty Rd/ Beauchamp St	Local conveniences include food store (drive-in) and milk bar, newsagent; non-retail uses include wholesale direct to public (tiles, bedding, etc), service industry (plumbers, furniture makers, etc), and some commercial (architects, photo studio, computing). Visually permeable commercial frontages to be retained.	<p>Zone at time of 2012 review: Business 1 Zone (Now: Commercial 1 Zone)</p> <p>No major change since the RACS review. Future redevelopment opportunity with potential for shop top housing. Higher intensity of development should be encouraged.</p> <p>Recommendation: Retain in the Commercial 1 Zone.</p>
43	Plenty Rd/ Gower St	Non-retail centre, comprising Caltex PFS and auto sales (Mercedes Benz)	<p>Zone at time of 2012 review: Business 1 Zone (Now: Commercial 1 Zone)</p> <p>Contains service station on western side of Plenty Road and 'snowboard' sales business on eastern side. Future redevelopment opportunity with potential for shop top housing. Higher intensity of development should be encouraged.</p> <p>Recommendation: Retain in the Commercial 1 Zone.</p>





Map Identification	Name/Location	Description in Retail Activity Centres Strategy (2005) Core Role/Function	2012 Review (DELUS) Current Zone, status report and recommendation
44	Albert St/ Enfield Ave	Local centre with milk bar, pizza/pasta takeaway (delivery), fish and chips; also has food distribution (pork crackers). Significant proportion of vacant premises. Changes of use should retain a visibly permeable commercial frontage.	<p>Zone at time of 2012 review: Business 1 Zone (Now: Commercial 1 Zone)</p> <p>Centre appears to be re-establishing itself with two new shops under construction/refurbishment. Vietnamese/Chinese restaurant, tattoo parlour, fish n chips, one vacancy/ milk bar, acupuncture, pizza and pasta.</p> <p>Recommendation: Retain in the Commercial 1 Zone.</p>
45	Bell St/ Gilbert Rd	Strong convenience function with pharmacy/medical centre, milk bar and florist; takeaway and video on south side; non-retail including communications on corner site.	<p>Zone at time of 2012 review: Business 1 Zone (Now: Commercial 1 Zone)</p> <p>Remains a strong local centre with a mix of retail and non-retail uses.</p> <p>Recommendation: Retain in the Commercial 1 Zone.</p>
46	Bell St/ Stott St	Service station; surrounding precinct has highway restaurants; car wash; (see centre 6).	<p>Zone at time of 2012 review: Business 1 Zone (Now: Commercial 1 Zone)</p> <p>Little change from previous review – service station. Surrounding neighbourhood has assorted commercial uses and restaurants in the Residential 1 Zone.</p> <p>Recommendation: Retain in the Commercial 1 Zone.</p>



Map Identification	Name/Location	Description in Retail Activity Centres Strategy (2005) Core Role/Function	2012 Review (DELUS) Current Zone, status report and recommendation
47	Bell St/ St Georges Rd	Includes variety of mixes; fast food, service station, Preston Club, various highway service business and commercial, may be redevelopment opportunities, especially south side near Bell Street station.	<p>Zone at time of 2012 review: Priority Development Zone 2 (Now: Priority Development Zone 2)</p> <p>Located within the Preston Activity Area boundary. Mix of commercial, retail and residential activity. 3 level mixed use development under construction on north side of Bell Street, adjacent to rail line.</p> <p>Recommendation: Retain in the Priority Development Zone 2.</p>
48	Bell St/ High St	Has mix of homemaker (furniture and paint), auto and other uses; includes major development departments (DSS); poor integration with other uses on south side of Bell Street.	<p>Zones at time of 2012 review: Priority Development Zone 2 north of Bell Street, Business 2 Zone south of Bell Street (Now: Priority Development Zone 2 north of Bell Street, Commercial 1 Zone south of Bell Street)</p> <p>Mix of retail and non-retail uses including emerging office development on both sides of Bell street. Area experiencing significant mixed use redevelopment. Bell Street remains a disconnecting influence but improvement evident.</p> <p>Recommendation: Retain in the Priority Development Zone 2 north of Bell Street, Commercial 1 Zone south of Bell Street.</p>



Map Identification	Name/Location	Description in Retail Activity Centres Strategy (2005) Core Role/Function	2012 Review (DELUS) Current Zone, status report and recommendation
49	Plenty Rd/ Bell St	Various uses, including service industry, auto-related, pain shop, Hotel (under renovation), and office uses at south-west part; milk bar serves these uses and tram depot.	<p>Zones at time of 212 review: Business 1 Zone, Business 2 Zone, Mixed Use Zone, Industrial 3 Zone, Public Use Zone (Now: Commercial 1 Zone, Industrial 3 Zone, Public Use Zone)</p> <p>Various retail and non-retail uses, commercial offices, medical suites and hotel. Emerging mixed use development area building off the Junction redevelopment area. Tram depot north of Bell Street on western side of Plenty Road.</p> <p>Recommendation: Retain existing zone structure except rezone land in the Industrial 3 Zone to the Commercial 1 Zone (refer Appendix A)</p>
50	Bell St/ Dermott St	Strong niche role in florist/gifts for drive-past customers, but no real convenience retail role; bottle shop is a key tenant. Existing residential uses above.	<p>Zone at time of 2012 review: Business 1 Zone (Now: Commercial 1 Zone)</p> <p>Remains a drive past centre with similar uses as in the RACS review. Some evidence of shop top housing.</p> <p>Recommendation: Retain in the Commercial 1 Zone.</p>



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51	Miller on Gilbert	Small neighbourhood shopping centre anchored by small IGA supermarket; good variety of retail uses with a full range of convenience stores; some vacancies at periphery, where there are non-retail uses including office, service industry; could allow mixed uses in these outlying parts of the centre.	<p>Zone at time of 2012 review: Business 1 Zone (Now: Commercial 1 Zone)</p> <p>Similar mix of uses as recorded in the RACS review thought some evidence of renewal including shop top apartments on west side of Gilbert St (north of centre) and some new uses (eg. Yoga, hair dressing salons and cafes) which are well presented. Former service station site is vacant. IGA anchor remains. Increasingly vibrant centre.</p> <p>Recommendation: Retain in the Commercial 1 Zone.</p>
52	Victoria St/ Raglan St	Milk bar and fish and chips; 2 vacancies potential for appropriate redevelopment; encourage retention of retail frontage.	<p>Zone at time of 2012 review: Business 1 Zone (Now: Commercial 1 Zone)</p> <p>Small local centre. Shop mix remains the same as in RACS review but shop top housing development is apparent above several shops with another presently under construction.</p> <p>Recommendation: Retain in the Commercial 1 Zone.</p>
53	Albert Street/Raglan Street	Was not profiled in the RACS	<p>Zone at time of 2012 review: Business 3 Zone (Now: Commercial 2 Zone)</p> <p>Small area on the west side of Albert Street (opposite the EPIP) accommodating a mix of office and warehouse activities with offices being the more predominant use.</p> <p>Recommendation: Retain in the Commercial 2 Zone.</p>



Map Identification	Name/Location	Description in Retail Activity Centres Strategy (2005) Core Role/Function	2012 Review (DELUS) Current Zone, status report and recommendation
54	Dundas St/ Newcastle St	Market/grocery with fresh fruit and vegetables, and bottle shop; strong performer.	<p>Zone at time of 2012 review: Business 1 Zone (Now: Commercial 1 Zone)</p> <p>Active local centre.</p> <p>Recommendation: Retain in the Commercial 1 Zone.</p>
55	St Georges Rd: Smith-Fyffe	Mix of activities, including service industry, small manufacturing, wholesale supplies, some commercial (eg accountants); has convenience component at northern edge with bakery and milk bar; BP petrol filling and audio centre opposite; lots of run-down properties.	<p>Zone at time of 2012 review: Business 1 Zone (Now: Commercial 1 Zone)</p> <p>No significant change from RACS review. Properties generally remain run down.</p> <p>Recommendation: Retain in the Commercial 1 Zone.</p>
56	Y on High	Mix of uses, including some local retail, but with emphasis on niche activities such as art-related activities (galleries, framing, etc), music equipment repair and sales, disco equipment, martial arts school, design jewellery; strong bakery located north of Dundas Street.	<p>Zone at time of 2012 review: Business 1 Zone and Business 2 Zone (Now: Commercial 1 Zone)</p> <p>Mix of uses remains same as RACS review. Higher intensity forms of mixed use development completed with more anticipated in the future.</p> <p>Recommendation: Retain in the Commercial 1 Zone.</p>
57	St Georges Rd/ Normanby Ave	Local convenience role with milk bar and take away (south side of Normanby); drive-past food role with KFC, Subway and Cheesecake shop; on east of St Georges Rd hotel and service industry etc presents opportunity to redevelop on north side of Normanby.	<p>Zone the time of 2012 review: Business 1 Zone (Now: Commercial 1 Zone)</p> <p>No major change from RACS review. Dispersed retail and non-retail uses. Redevelopment opportunities.</p> <p>Recommendation: Retain in the Commercial 1 Zone.</p>



Map Identification	Name/Location	Description in Retail Activity Centres Strategy (2005) Core Role/Function	2012 Review (DELUS) Current Zone, status report and recommendation
58	Thornbury Central	Mix of uses, including convenience retail, specialty retail, office, etc; generally not able to be defined as a centre, marks the division between Y on High and Thornbury Village.	<p>Zones at time of 2012 review: Business 1 Zone Business 2 Zone (Now: Commercial 1 Zone)</p> <p>Indistinguishable from Y on High and Thornbury Village. Mix of uses. Emerging shop top and mixed use development precinct.</p> <p>Recommendation: Retain in the Commercial 1 Zone</p>
59	St Georges Rd/ Woolton Ave	Niche role in office furniture (new and used); also comprises non-retail uses including office, dance, reception centre.	<p>Zone at time of 2012 review: Business 1 Zone (Now: Commercial 1 Zone)</p> <p>Uses remain primarily non-retail businesses. Built form relatively poor. Some evidence of urban renewal.</p> <p>Recommendation: Retain in the Commercial 1 Zone.</p>
60	Victoria Rd/ Gooch St	Local centre with mix of uses including convenience (milkbar and hair/beauty salon), vet, auto parts. Shop-top potential.	<p>Zone at time of 2012 review: Business 1 Zone (Now: Commercial 1 Zone)</p> <p>Small local centre of 4-5 shops. Two appear to be vacant with those occupied containing non-retail uses. The centre no longer seems to act as a convenience centre but has mixed use development potential including shop top potential.</p> <p>Recommendation: Rezone to the Mixed Use Zone.</p>



Map Identification	Name/Location	Description in Retail Activity Centres Strategy (2005) Core Role/Function	2012 Review (DELUS) Current Zone, status report and recommendation
61	Rossmoyne Village	Strong local convenience centre which serves surrounding residential catchment, passing traffic and industrial area; main convenience roles is on west side, with newsagent, café, milk bar, chemist, bottle shop; vacant properties at northern end.	<p>Zone at time of 2012 review: Business 1 Zone (Now: Commercial 1 Zone)</p> <p>No significant change the RACS review.</p> <p>Recommendation: Retain in the Commercial 1 Zone.</p>
62	St Georges Rd	Local convenience role supported by IGA; retail on both side but primarily on west side; other non-retail uses include laundry, dry clean, tattoo, medical; many vacancies, and both sides have development opportunities.	<p>Zones at time of 2012 review: Business 1 Zone, Business 2 Zone and Mixed Use Zone (Now: Commercial 1 Zone and Mixed Use Zone)</p> <p>Convenience centre supported by Foodworks, retail and non-retail uses. Some redevelopment including 2-3 level apartments with retail/commercial at ground level) on the both sides of St Georges Road. Former Windsor Smith factory in the Business 2 Zone. Area has potential for significant mixed use redevelopment, preserving economic activity at street level with residential and/or commercial above.</p> <p>Recommendation: Retain in the Commercial 1 Zone and Mixed Use Zone as currently applied.</p>
63	Croxtton	Identified as a redevelopment opportunity for residential development with commercial/retail ground floor, with emphasis on non-convenience uses; provides opportunity for investment in built form, which is lacking in this location; refer High Street Study.	<p>Zone at time of 2012 review: Business 2 Zone (Now: Commercial 1 Zone)</p> <p>Development occurring as envisaged in the RACS review. Emerging shop top and mixed use development precinct.</p> <p>Recommendation: Retain in the Commercial 1 Zone.</p>



Map Identification	Name/Location	Description in Retail Activity Centres Strategy (2005) Core Role/Function	2012 Review (DELUS) Current Zone, status report and recommendation
64	Wales St	Attractive but unviable local centre with limited catchment, which is converting to non-retail uses-this should be encouraged.	<p>Zone at time of 2012 review: Business 1 Zone (Now: Commercial 1 Zone)</p> <p>Small local centre of around 10 shops of which only two now operate as businesses (a new cafe/coffee shop is now the focus and a hair dressing business is nearby). The balance are either vacant or have been converted for residential use. The centre is located adjacent to a primary school and represents an attractive location for mixed use development.</p> <p>Recommendation: Rezone to the Mixed Use Zone.</p>
65	Darebin Rd/ Victoria Rd	Strong local convenience role including milk bar, TAB; good florist, some commercial; evidence of excess properties and declining viability (for example, the centre has recently lost a green grocer).	<p>Zone at time of 2012 review: Business 1 Zone (Now: Commercial 1 Zone)</p> <p>Local centre consisting of 10 to 12 shops of which 3-4 at the western end appear to be vacant. Uses include several convenience stores and pet grooming. A new café has established at the eastern end of the strip which is providing a new focus for the centre. Another shop is being fitted out for a new use while another appears to have been converted to residential.</p> <p>The centre appears to be evolving as a lifestyle centre and has potential for mixed use development.</p> <p>Recommendation: Retain in the Commercial 1 Zone.</p>





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66	Station St/ Darebin St	Lost local convenience role; main anchor is video hire; number of non-retail business with numerous vacancies and office uses emerging.	<p>Zone at time of 2012 review: Business 1 Zone (Now: Commercial 1 Zone)</p> <p>No significant change since RACS review. Noodle bar now amongst uses. There are 1-2 vacancies.</p> <p>Recommendation: Retain in the Commercial 1 Zone.</p>
67	Victoria Rd/ Clifton St	No convenience role, just has service business. Centre appears to be in decline.	<p>Zone at time of 2012 review: Business 1 Zone (Now: Commercial 1 Zone)</p> <p>Consists of five small shops. No longer plays a retail role. Shops are tenanted but do appear to be non-retail uses.</p> <p>Recommendation: Rezone to the Mixed Use Zone.</p>
69	Victoria Rd Plaza	Convenience role with small supermarket/general store, pizza, hot bread; has drive-in parking; some office/medical.	<p>Zone at time of 2012 review: Business 1 Zone (Now: Commercial 1 Zone)</p> <p>A milk Bar and real estate agent have frontage to Victoria Road. The adjoining complex is a drive in (with parking) retail development now largely vacant with only an established bakery operating. Five other shops and/or suites now vacant in the drive in centre. The site represents a significant mixed use opportunity.</p> <p>Recommendation: Rezone to the Mixed Use Zone.</p>



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70	Station St/ Separation St	Zoned Industrial; has petrol filling station, other uses are industrial, commercial or service industry; does not operate as a retail centre.	<p>Zones at time of 2012 review: Business 1 Zone and Residential 1 Zone (Now: Commercial 1 Zone and Residential 1 Zone)</p> <p>Service station on east side of Station Street is in the Residential 1 Zone. Shop on north-west corner of Station Street and Separation Street is in the Business 1 Zone while adjoining three shops (pizza and non-retail) are in the Residential 1 Zone.</p> <p>Recommendation: Rezone to the Mixed Use Zone.</p>
71	Simpson St	Local convenience with milk bar, but many vacant properties (or under renovation), and some redevelopment apparent; good candidate for mixed use redevelopment.	<p>Zone at time of 2012 review: Business 1 Zone (Now: Commercial 1 Zone)</p> <p>Located adjacent to a primary school where shops have been converted to mainly residential uses. Has virtually ceased to play a local centre role. Shop frontages have been retained with renovations behind. Of approximately 12 shops, milk bar is the only remaining business.</p> <p>Recommendation: Rezone to the Mixed Use Zone.</p>



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72	Victoria Rd/ South Crescent	Local convenience role, augmented by other non-retail uses such as garden supplies (across Victoria St), auto repairs, natural therapy. Several vacant premises, potential for residential redevelopment, good proximity to transport.	<p>Zone at time of 2012 review: Business 1 Zone (Now: Commercial 1 Zone)</p> <p>Local convenience centre with a mix of retail and non-retail uses. Several properties are presently vacant. There is a large nursery on the west side of road along with Michael Clothing Pty Ltd (linen service) – both are in the Residential 1 Zone. On the east (in the Business 1 Zone) there is mixed business, organic market, medical centre, cafe, hairdresser, frock shop + service station There is potential for mixed use redevelopment.</p> <p>Recommendation: Retain in the Commercial 1 Zone.</p>
73	Grange Rd/ Darling St	No convenience retail; cellar is main tenant; vacant properties on south side of Darling St present a redevelopment opportunity.	<p>Zone at time of 2012 review: Business 1 Zone (Now: Commercial 1 Zone)</p> <p>Grange Cellars is main occupant of the centre. Other uses include tax agent, dentist and other non retail uses. Permit application in one shop for alterations and for use as a café.</p> <p>South side of Darling Street remains vacant and presents as a redevelopment opportunity.</p> <p>Recommendation: Retain in the Commercial 1 Zone.</p>



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74	Wingrove St/ Martin Crt	No convenience retail role; has small home-style pickle manufacturer/retailer, hobby shop, beauty, vet; some housing redevelopment evident in surrounding area.	<p>Zone at time of 2012 review: Business 1 Zone (Now: Commercial 1 Zone)</p> <p>Poorly presented centre comprising 6 shops with no convenience role. Several non-retail uses including kites and hobbies, a vet, a pickle manufacturer and/or distributor and several properties which have been converted to residential use.</p> <p>Recommendation: Rezone to the Mixed Use Zone.</p>
75	Wingrove St/ Kelvin Rd	9 properties, but only 2 convenience retail, including milk bar and butcher; viability supported by station; should keep retail role, but may be limited opportunities for redevelopment, especially mixed use.	<p>Zone at time of 2012 review: Business 1 Zone (Now: Commercial 1 Zone)</p> <p>Consists of 5 separate shops which appear to be experiencing a renaissance with well presented fresh fruit store, butcher and milk bar.</p> <p>Recommendation: Retain in the Commercial 1 Zone.</p>
76	Heidelberg Rd/ Jeffrey St	Zoned industrial; has petrol filling station, other uses are industrial, commercial or service industry; does not operate as a retail centre.	<p>Zone at time of 2012 review: Industrial 3 Zone (Now: Industrial 3 Zone)</p> <p>Industrial centre and zoned industrial. Not retail.</p> <p>Recommendation: Rezone to the Commercial 2 Zone (refer Appendix A)</p>



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77	Alphington Village	Mix of uses/activities, mostly relying on drive-past role; Dan Murphy is a drawcard, and 7-11; other uses include small office (travel), café (mostly serving industrial uses); some other retail uses on south side.	<p>Zone at time of 2012 review: Business 1 Zone (Now: Commercial 1 Zone)</p> <p>No significant change from the RACS review. Area subject to change as a result of the redevelopment of the Amcor site (City of Yarra).</p> <p>Recommendation: Retain in the Commercial 1 Zone.</p>

