

22.03 ACTIVITY CENTRES POLICY05/06/2008
C75

This policy applies to land in activity centres identified in the Activity Centres Framework Plan which forms part of this policy and the Retail Activity Centres Strategy 2005.

22.03-1 Policy basis19/01/2006
VC37

This policy:

- applies the SPPF economic development and design and built form objectives
- builds on the MSS objectives for activity centres
- implements the recommendations of the Retail Activity Centres Strategy 2005.

22.03-2 Objectives19/01/2006
VC37

- To define and enhance the economic viability of retail activity centres.
- To support existing activity centres and the consolidation of retail activity.
- To support the accommodation of non-retail uses such as residential or mixed use development in identified activity centres, where appropriate.
- To encourage a wide mix of activities including non-retail in Principal, Major and Neighbourhood Centres.
- To encourage integrated development, within activity centres.
- To encourage integrated development of large bulky goods and homemaker shopping at specified locations.
- To accommodate the development of smaller bulky goods outlets, trade supplies and showrooms at appropriate locations.
- To ensure that development of new activity centres occur only in locations where a need has been identified to service new residential communities.
- To encourage innovative, high quality urban design responses which reflect and support the image, role and function of the centre in order to create a 'sense of place'.
- To provide service access at the rear of shops and businesses, wherever possible.
- To encourage the retention and development of active frontages in activity centres and along strategic corridors identified in Clause 21.04.
- To encourage the use of sustainable forms of transport to access activity centres.
- To encourage a safe and accessible environment for pedestrians, cyclists and public transport users as well as motorists.

22.03-3 Policy05/06/2008
C75**In all Retail Activity Centres**

It is policy to:

- Ensure that development occurring within activity centres demonstrates an ability to complement and strengthen the role and function of the activity centre, seeks to improve the level of physical amenity of the centre and where possible provides sufficient car parking for that use as determined by the responsible authority.

- Ensure that development is responsive to its environment having a high quality appearance with regard to its surrounding urban form with consideration given to:
 - Appropriately designed and positioned signage, which is uncluttered and contributes rather than detracts from the overall appearance of the centre.
 - Loading and unloading of service vehicles.
 - Waste management measures.
 - Visual and acoustic impacts of plant equipment and other equipment associated with the use.
 - Provision of an active street frontage with adequate weather protection for pedestrians for the length of the street frontage.
 - Environmentally Sustainable Design (ESD) principles.
 - Variety of transport access modes including walking, cycling and public transport.
- Encourage residential uses above or to the rear of retail uses that complement the retail function of the centre and do not adversely impact upon the amenity of the retail function.
- Ensure that development addresses environmental concerns including potential interface issues with surrounding sensitive land uses. Residential uses in retail centres will incorporate noise attenuation measures to protect the residential amenity of the dwellings from the surrounding commercial uses.
- Encourage development that contributes to the vibrancy and vitality of the centres.
- Ensure that centres provide amenable urban environments that represent vibrant focal points for local communities through improved public and private investment.
- Require that all applications for proposals in excess of 1000m² are accompanied by a retail-economic analysis of potential impacts on the existing retail framework.

Principal Activity Centres

It is policy to:

- Provide a greater mix of activities including commercial office, community and government facilities.
- Encourage greater intensification of activity including appropriate expansion of retail and commercial development, consolidation of car parking and redevelopment of under-utilised sites.
- Encourage intensive housing development to locate in or in close proximity to the Centre, particularly Preston Central.
- Promote the different roles of the Principal Activity Centres encouraging the development of Preston Central as a multi-functional centre and Northland Shopping Centre as a regional centre for retail, entertainment and related uses.
- Promote better use of public transport to, from and around activity centres.

Major Activity Centres

It is policy to:

- Provide for a wide mix of economic, social and community facilities including major grocery shops, specialty retailing and entertainment, office (where appropriate) and leisure activities, including cafes and restaurants.

- Encourage high-order retailing (where supported in terms of market demand), office development, entertainment venues and other economic, social and community roles.
- Encourage high density housing within or adjoining to the Centre to add to the Centres vibrancy and to achieve sustainability objectives.
- Ensure that the Centre integrates with the public transport system and will provide for the improvement of transport interchanges between multiple public transport modes.

Neighbourhood Activity Centres

It is policy to:

- Encourage convenience shopping facilities that are supported by the surrounding residential neighbourhood and provide additional facilities such as speciality shopping, small office and micro-business premises, service businesses and the like.
- Ensure that new centres locate only to serve new urban growth areas and provide opportunity for a variety of transport access modes, including walking, cycling and public transport.
- Ensure that new centres will be designed in accordance with the Urban Design Policies contained within the Retail Activity Centre Strategy, *Plenty Road Corridor Urban Design Framework*, 2013 and *St Georges Road Corridor Urban Design Framework*, 2013.
- Utilise opportunities for redevelopment at the fringe of the centres where appropriate through the consolidation of active retail uses within the centre.

Local Convenience Centres

It is policy to:

- Provide local level convenience retail services to a limited local catchment which primarily comprises walk-in customers in the immediate environs of the shop, although some local convenience centres also have an important role serving passing traffic.
- Encourage a mix of uses with an emphasis on the provision of basic retail services such as milk bar/general store, newsagent, hairdresser, etc.
- Provide for a wider mix of economic activities including commercial office and service businesses, particularly on the fringe centres.
- Consolidate active retail facilities in order to allow redevelopment of redundant space in centres which have excess of properties and a high vacancy rate.
- Ensure decision-making relating to Local Convenience centres is done so with regard to the Decision-making Framework for Planning Local Centres contained in the Retail Activity Centres Strategy (Table 5.4)
- Develop new centres only with regard to need and accessibility for the surrounding local catchment as well as opportunities to serve passing traffic.

Bulky Goods/Homemaker Retailing

It is policy to:

- Encourage large destination homemaker developments, typically involving national brands and which generate high parking demands, to locate in Cluster Centres nominated in the Retail Activity Centre Strategy, comprising:
 - the environs of Northland Shopping Centre including parts of Murray Road and Chifley Drive

- Bell Street generally between Albert and O'Keefe Streets
- Encourage Cluster Centres to develop in an integrated manner, involving multiple premises so as to provide the opportunity to share infrastructure such as parking and landscaping.
- Recognise the role of existing centres/locations, such as parts of Plenty Road and Heidelberg Road, and those parts of High Street identified in the policy at Clause 22.08, as appropriate locations for smaller bulky goods outlets, trade supplies and showrooms.
- Consider showroom as a potential use of the ground floor premises of developments in the inter nodal areas of High Street, as identified in the policy at Clause 22.08.

22.03-4

19/01/2006
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References

Retail Activity Centres Strategy, *Essential Economics Pty Ltd, Planning by Design and David Lock and Associates (City of Darebin) 2005*

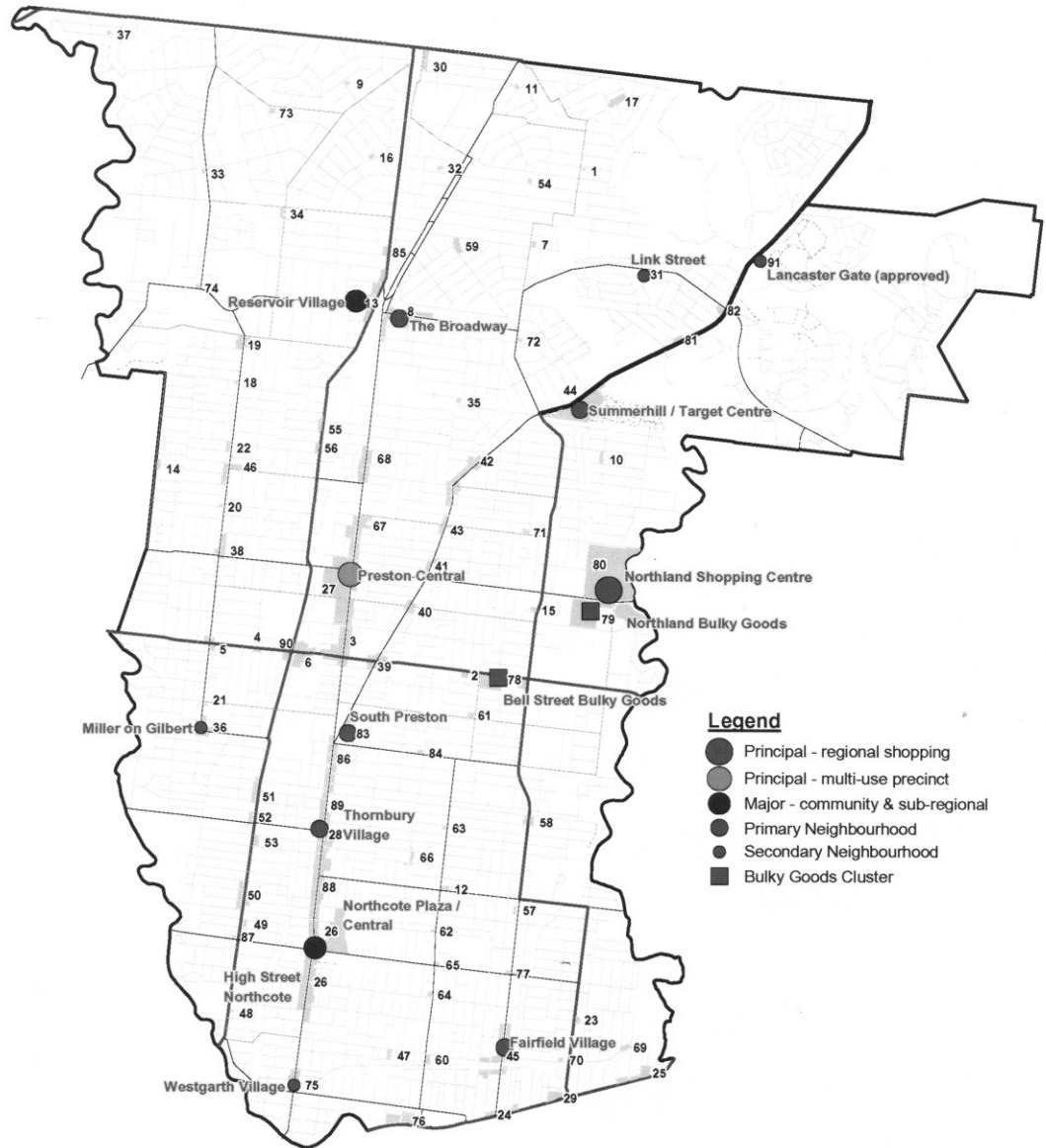
Outdoor Advertising Policy, City of Darebin 1998, revised 2001

St Georges Road Corridor Urban Design Framework, 2013

Plenty Road Corridor Urban Design Framework, 2013

Plenty Road Integrated Land Use and Transport Study, 2013

City of Darebin, Retail Activity Centre Framework



Source: Essential Economics
 Note: for centre reference, refer Darebin Retail Activity Centres Strategy, Table 5.2