

21.02 OBJECTIVES, STRATEGIES AND IMPLEMENTATION THEMES

26/10/2017
C277

21.02-1 Neighbourhood centres, local centres, commercial corridors and out of centre development

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This clause provides local content to support Clause 11 (Settlement - Activity Centre Network) and Clause 17.01-1 (Economic Development - Business) of the State Planning Policy Framework.

Neighbourhood centres, local centres and commercial corridors network

Boroondara's neighbourhood centres, local centres and commercial corridors are identified on Map 1 to this clause.

Key issues

- Competition from free standing mall based centres in neighbouring municipalities.
- Potential loss of active street frontages.
- Loss of retail and office floorspace to high density housing.
- Managing retail and office development across the activity centre network and commercial corridors.
- Securing the long term viability and retail mix of Boroondara's centres in light of changing consumer trends and impacts from online retailing.
- Fragmented land ownership and variable lot sizes affecting development outcomes.
- Impact of development on sensitive residential interfaces by way of visual bulk, noise, traffic and vehicle access.
- Preserving attractive heritage streetscapes, centre character and identity.

21.02-2 Objective and Strategies

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Objective 1

To maintain and strengthen the network of neighbourhood centres, local centres and commercial corridors within Boroondara.

Strategies

- 1.1 Facilitate mixed use development that supports the local community and ensures that neighbourhood centres, local centres and commercial corridors remain vibrant, sustainable and multi-functional destinations.
- 1.2 Recognise development that promotes sustainability, improves functionality, accessibility and integration with the public realm, and addresses scale and identity through site responsive design.

Objective 2

To support retail and office development in accordance with the framework for centres and commercial corridors.

Strategies

- 2.1 Require development to include a greater mix of uses including retail, office and residential.
- 2.2 Require non-retail activities (including community services) to locate on the periphery of the neighbourhood centres and/or upper levels of buildings.
- 2.3 Avoid supermarket uses in the Commercial 2 Zone.

- 2.4 Require retail and office development to be located in nominated neighbourhood centres, local centres and commercial corridors.
- 2.5 Protect the amenity of residential areas adjoining neighbourhood centres, local centres and commercial corridors.
- 2.6 Improve the scale of commercial development to reflect the role and function of centres.
- 2.7 Minimise out-of-centre development that undermines the operation and function of centres and the commercial corridors.

21.02-3 Implementation

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Application of zones and overlays

- Apply the Commercial 1 Zone to facilitate retail uses and mixed use development consistent with the primary purpose of the zone.
- Apply the Commercial 2 Zone to facilitate commercial, appropriate manufacturing and light industry, and bulky goods retailing consistent with the primary purpose of the zone.
- Apply the Mixed Use Zone to facilitate higher density development north of Toorak Road between Auburn Road and Tooronga Road, Hawthorn.
- Apply the General Residential Zone Schedule 4 to residential land within centre boundaries.
- Apply the Priority Development Zone to the Tooronga Village site.
- Apply the Design and Development Overlay Schedule 12 to the West Hawthorn Area.
- Apply the Design and Development Overlay Schedule 16 to the Neighbourhood Centres.
- Apply the Design and Development Overlay Schedule 17 to the Commercial Corridors.
- Apply the Design and Development Overlay Schedule 23 to the Maling Road area.

Application requirements

For commercial planning permit applications which are seeking a location outside a commercial zone, the following information must be submitted, as appropriate:

- A contextual assessment of why the proposed out-of-centre location is being considered for commercial development, and why the proposal:
 - cannot be accommodated in an existing activity centre, or failing that,
 - cannot be accommodated in an edge-of-centre location which has a functional relationship with an activity centre, or failing that,
 - cannot be accommodated in a neighbourhood centre or commercial corridor.
- A written statement demonstrating how:
 - the proposed out-of-centre location is consistent with use and development in the surrounding area, including potential impacts on local character and amenity.
 - the proposal is consistent with objectives and strategies of this Municipal Strategic Statement.
- An economic assessment of the impacts of the proposed use and development on the operation of the activity centre network.

Policy guidance

- Applying the local policy (Advertising Signs at Clause 22.01) to manage the development of signage in centres and commercial corridors.
- Applying local policy (Heritage Policy at Clause 22.03) to protect, conserve and enhance all heritage places within the Heritage Overlay.
- Apply local policy (Public Open Space Contributions Policy at Clause 22.04) to collect funds for public open space from non-exempt subdivisions.
- Apply local policy (Neighbourhood Centres and Commercial Corridors Urban Design Policy at Clause 22.09) to maintain and strengthen the network of neighbourhood centres, and commercial corridors.

Further strategic work

- Prepare and implement planning controls for local centres into the Boroondara Planning Scheme.
- Review General Residential Zone Schedule 4 (GRZ4) land in neighbourhood centres to determine whether this is an appropriate zone for this land.

Reference documents

Balwyn Structure Plan (City of Boroondara, 2011)

Neighbourhood Centres and Commercial Corridors Guidelines (City of Boroondara, 2014)

West Hawthorn Urban Design Framework (David Lock Associates, 2006)

Map 1: Centres and commercial corridors framework plan

