

21.08 ACTIVITY CENTRES, NEIGHBOURHOOD CENTRES AND COMMERCIAL CORRIDORS

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C108

21.08-1 Overview

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This section applies to all activity centres, neighbourhood centres and commercial corridors identified in the attached Framework Plan.

Activity centres, neighbourhood centres and commercial corridors are generally located in the Commercial 1 and 2 Zones (former Business 1, 2 and 3 Zones). They also include land within the Toorak Road Mixed Use Zone situated between Auburn and Tooronga Road, Hawthorn, Public Use Zones, and commercial premises in the Residential 1 Zone that provide appropriate clustering with, or linear extensions to, the commercial zones.

Boroondara's network of commercial centres comprises three Activity Centres (Camberwell Junction, Glenferrie and Kew Junction), thirty-one Neighbourhood Centres and three Commercial Corridors. There are also a number of other local shopping centres / commercial centres located throughout the municipality.

Activity centres are well-established, vibrant centres that provide a wide range of activities. They provide a destination for commercial activity for those within the City of Boroondara as well as neighbouring cities. Activity centres will provide the focus for increased activity and growth within the City of Boroondara, and present a significant opportunity to increase the number of people who live in close proximity to a variety of facilities and transport modes.

Neighbourhood centres provide a vital component of the City's activities and are integral to the local economy. They provide a focus for goods, services and employment and are an important focal point for community life and interaction. The centres are supported by the Principal Public Transport Network and will be the focus of mixed use development over the next two decades.

Commercial corridors reflect the historical development of broad linear precincts and incorporate a mix of uses, typically including retail (particularly homemaker retail), commercial / office, light industrial, showrooms, trade supplies and warehousing. Many of these uses have particular locational requirements in terms of large site size, access for large delivery vehicles, high exposure to passing traffic, and convenient access to a large (often regional-sized) catchment.

Each activity centre, neighbourhood centre and commercial corridor provides business and employment opportunities for the municipality, a range of activities which create benefits for business and the community, and opportunities for more integrated forms of development, including higher density mixed-use developments.

21.08-2 Key issues

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- The long term viability of the traditional strip shopping centres, many of which are experiencing decline or change.
- Competition from free standing mall based centres in neighbouring municipalities.
- Pressure for increased commercial / office activity in the neighbourhood centres.
- Provision of housing that accommodates people from different family, age, and socio-economic groups.
- Retention of light industrial activities that serve the business community and residents in the Commercial 2 Zone, and in particular, the commercial corridors.
- Impact of new development on sensitive residential interfaces i.e. visual bulk, noise, traffic etc.

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- To maintain and strengthen the network of activity centres, neighbourhood centres and commercial corridors within Boroondara.
- To encourage and retain retail expenditure within Boroondara.
- To strengthen and consolidate the role of the Camberwell Junction Activity Centre.
- To support neighbourhood centres to meet local convenience needs and provide community interaction.
- To strengthen the office, commercial, restricted retail and industrial function of the commercial corridors.
- To support the long term viability of the commercial corridors to complement and support (rather than compromise) the designated activity centre and neighbourhood centres.
- To ensure appropriate built form outcomes that visually enhance the streetscape and have regard to adjoining residential amenity.
- To encourage higher density residential development, including social and affordable housing.

Implementation

These objectives will be advanced by:

Policy and exercise of discretion

- Applying local policy (Advertising Signs Policy at Clause 22.01).
- Applying local policy (Camberwell Junction Policy at Clause 22.02).
- Applying local policy (Heritage Policy at Clause 22.05).
- Applying local policy (Neighbourhood Centres and Commercial Corridors Land Use and Urban Design Policy at Clause 22.10).
- Applying local policy (West Hawthorn Area Policy at Clause 22.15).
- Applying local policy (Out-of-Centre Development Proposals at Clause 22.16).

Zones and overlays

- Applying the Commercial 1 and 2 Zones to encourage mixed use development consistent with the primary purpose of the zone.
- Applying the Mixed Use Zone to encourage higher density development north of Toorak Road between Auburn Road and Tooronga Road, Hawthorn
- Applying a Design and Development Overlay to the Neighbourhood Centres and Commercial Corridors.
- Applying a Design and Development Overlay to the West Hawthorn Area.
- Applying the Priority Development Zone to the Tooronga Village site.
- Including all institutions in a Development Plan Overlay to facilitate the development of Master Plans in consultation with the surrounding community.

Further strategic work

- Implementing structure plans for Camberwell Junction, Kew Junction and Glenferrie Activity Centres.
- Investigating appropriate land use and built form outcomes for the Maling Road shopping centre and the local activity centres.
- Progressing recommendations identified in the Camberwell Junction, Kew Junction, Glenferrie and Balwyn Parking Studies.
- Investigating opportunities to review the existing Heritage Policy to include policy guidance for commercial heritage buildings.
- Investigating opportunities to introduce Development Contribution Plans for new and improved physical and community infrastructure.
- Investigating opportunities to develop principles for car parking provision and Green Travel Plans that aid in diminishing traditional reliance on motor vehicle transport for accessing employment, retail and other commercial destinations.
- Investigating opportunities to improve walking and cycling access to the Anniversary Trail shared bicycle/pedestrian path and Gardiners Creek Trail.

Other actions

- Advocating for VicRoads to undertake functional improvements to the intersection of Balwyn and Whitehorse Roads, a designated 'Accident Black spot'.
- Advocating to the State Government for removal of surplus Public Acquisition Overlays located along Canterbury Road – extending west to Burke Road.
- Advocating to the State Government for the implementation of the central platform option for the proposed Tram 109 route improvements that will increase the public transport priority along Whitehorse Road Balwyn, and create Disability Discrimination Act compliant tram stops throughout the municipality. Consider the localised parking implications and vehicle traffic speed prior to the construction of the platforms.
- Advocating for the bus service provider and the Department of Transport to implement improvements to the frequency and reliability of the no 285 bus service, particularly during evenings and weekends.

Reference documents

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

West Hawthorn Urban Design Framework (UDF), 2006

City of Camberwell, Camberwell Junction Structure Plan, 1993

21.08 Framework Plan - Activity Centres, Nurhood Centres and Commercial Corridors

