

22.02 CAMBERWELL JUNCTION POLICY

19/01/2006
VC37

This policy applies to all applications for use and development in the area shown on Map 1 attached to this policy.

22.02-1 Policy basis

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This policy seeks to inject renewed confidence into the Junction from an economic and retail point of view, whilst at the same time ensuring that redevelopment occurs in an orderly, proper and sympathetic manner.

The policy aims to build on the following strengths of the Centre:

- The Junction is centrally located in Melbourne’s eastern suburbs, and has ease of accessibility from all directions along with being well served by public transport.
- It is one of Melbourne’s best known strip shopping centres, containing many fine buildings and interesting topography providing vistas to the City skyline and local landmarks.
- It has a diversity of shopping precincts and a number of potential development sites to reinforce the centre’s traditional role and provide for new activities.

The policy aims to address the following weaknesses of the Centre:

- There is an unacceptable high level of escape expenditure from the Centre with customers shopping at other larger centres which offer a greater range of goods and services and a more pleasant shopping environment.
- In parts of the Junction there is a lack of pedestrian amenity together with poor pedestrian linkages between precincts; inconsistency in streetscape elements and themes; poor visual amenity in terms of clutter and neglect in both the public and private domain.
- There are large parcels of land which are currently vacant or under utilised.

22.02-2 Objectives

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- To achieve high standards of design and development and to protect the amenity of surrounding residential areas and within the Junction itself.
- To encourage the role of Camberwell Junction as weekly shopping with some comparison retail functions.
- To reinforce the north-south axis of the Burke Road strip.
- To supplement the Junction’s commercial base with entertainment, education, public transport and civic facilities and with higher density housing to further develop its role as a community focal point.
- To protect the surrounding residential areas from traffic and parking impacts generated by activity in the Junction.
- To improve pedestrian access within the Junction.
- To maintain and enhance the distinctive shopping character of the Camberwell Junction’s retail environment.
- To encourage a variety of forms of housing in and around the Junction.

- To maintain the scale and character of the Junction's buildings and spaces and to improve the quality of the pedestrian environment.
- To create a vibrant, attractive, functional and safe environment for users of the Centre.

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Policy

It is policy that:

Retail role

- A new supermarket(s) be supported to improve the weekly shopping function of the Junction.
- New retail developments be limited to a form and size that will add to the Junction's retail role without competing against the existing Burke Road shops.

Burke Road strip

- Refurbishment and improvement and additions to the existing strip of shops along Burke Road be encouraged.
- All new retail development in the Junction has strong pedestrian links to Burke Road.
- Existing pedestrian linkages be maintained.
- The development of the vacant land at Camberwell Railway Station links the northern and southern sections of Burke Road.

Retail environment

- The development of major enclosed shopping centres not be supported.
- The size and scale of new developments be limited to ensure that new retail opportunities are spread over a number of sites within the Junction.

Housing

- Residential development as part of the mixed use of sites at the edge of the Junction be encouraged.
- Living above shops be encouraged.
- Medium density housing close to the Junction be encouraged.

Residential amenity

- The incursion of non-residential uses such as medical centres into residential areas be discouraged.

Community facilities

- Uses which operate beyond normal trading hours be encouraged.
- A range of community facilities to provide for the needs of all sectors of the community and for recreation and leisure purposes be provided.

Traffic and parking

- Local streets be protected from non-residential traffic and parking.

Scale and character

- All new developments respect the present character and scale of the Junction.
- Sympathetic refurbishment of existing buildings be promoted.
- A high level of interaction between the streets and public spaces and private space be encouraged.

Heritage

- Heritage buildings shown on Map 3 attached to this policy be retained and preserved.
- Any alteration be sympathetic.
- Conservation, enhancement and reinstatement of elements of heritage and streetscape significance such as post supported verandahs, facade signs, and colour schemes be encouraged.

Pedestrians

- Priority be placed on the needs of the shopper as a pedestrian and the opportunities for pedestrian access throughout the centre be maximised.
- The quality, appearance and safety of pedestrian areas be improved.
- Additional awnings to buildings to provide continuous all weather cover for pedestrians be provided.
- The provision of rear of shop access to improve pedestrian linkages be encouraged.

Views and gateways

- Important views to and from the centre are maintained and enhanced and new vistas within the centre be created.
- The gateways and perimeters of the centre be emphasised.

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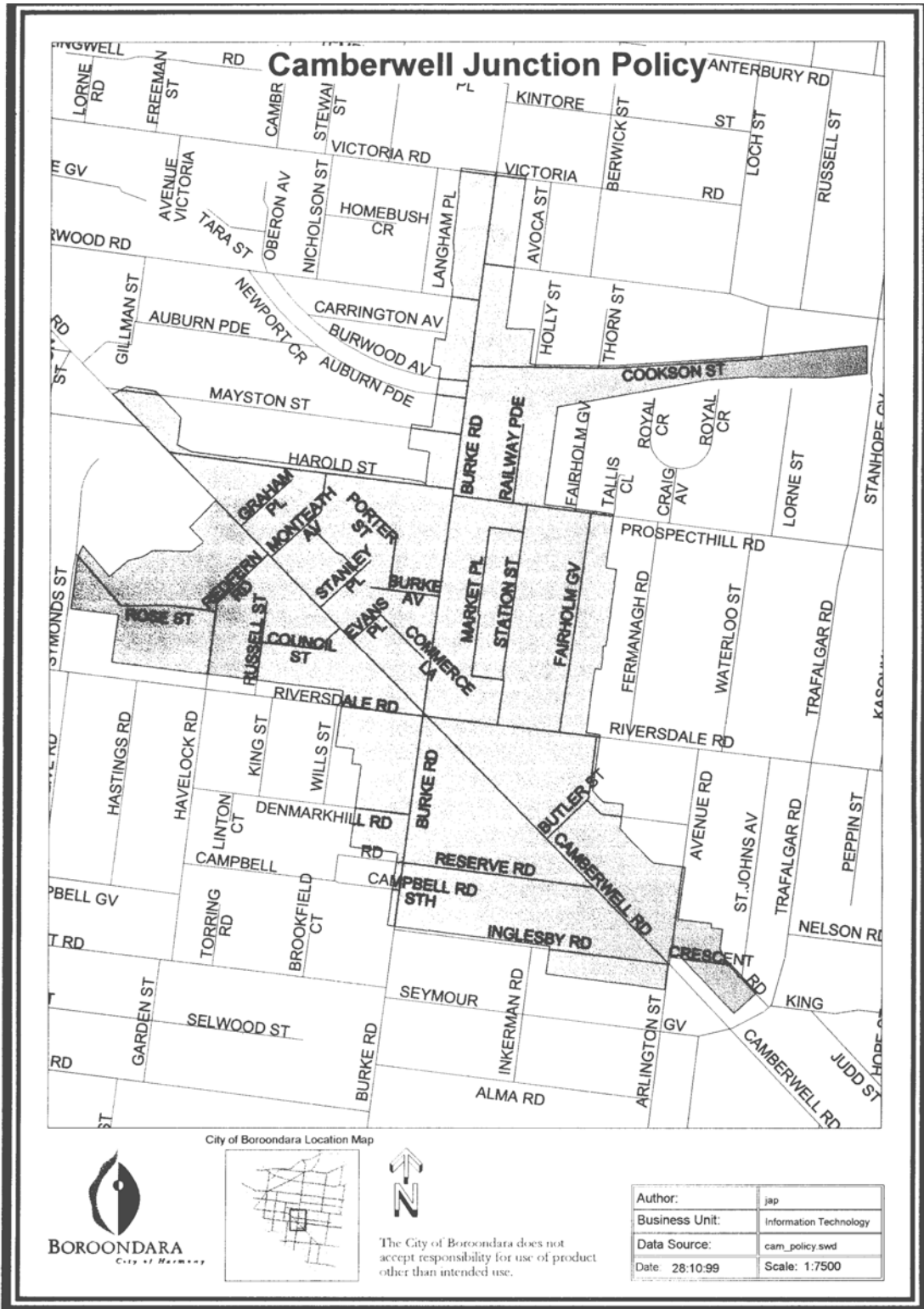
Decision guidelines

Before deciding on an application, the responsible authority will consider:

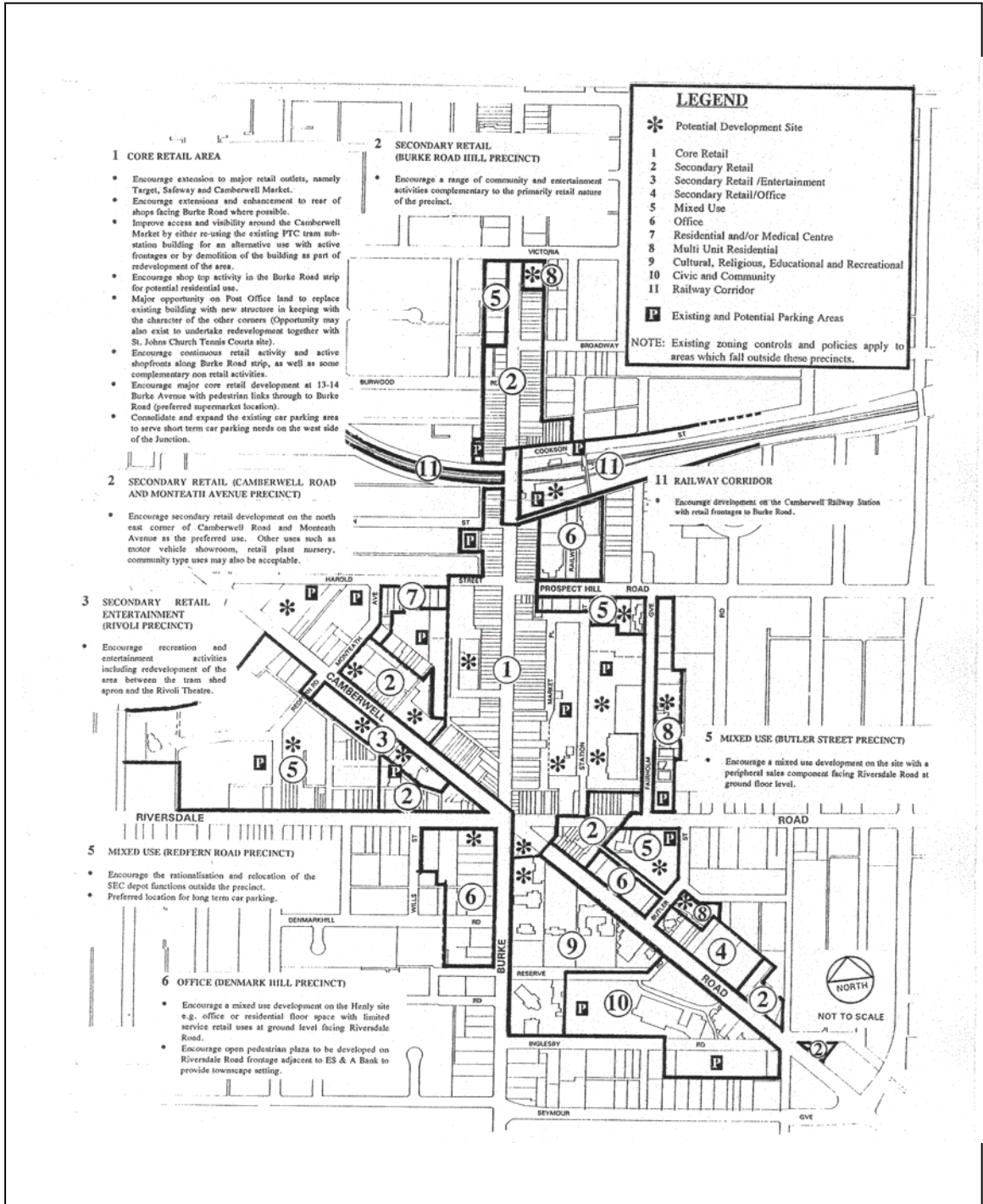
- Whether the proposed land use conforms with the preferred locations of land uses and significant potential development sites shown on Map 2 attached to this policy.
- Whether the proposed development conforms with the scale and character guidelines shown on Map 3 to this policy.
- Whether heights and setbacks conform with Plan 4 attached to this policy.
- Whether east /west links from car parks through to the Burke Road strip are maintained and enhanced as shown on Map 4 attached to this policy.
- Whether redevelopment of the Camberwell Station provides a more direct link from Burke Road to the station platform.

- Whether new developments provide for cyclists: eg. cycle storage, showers.

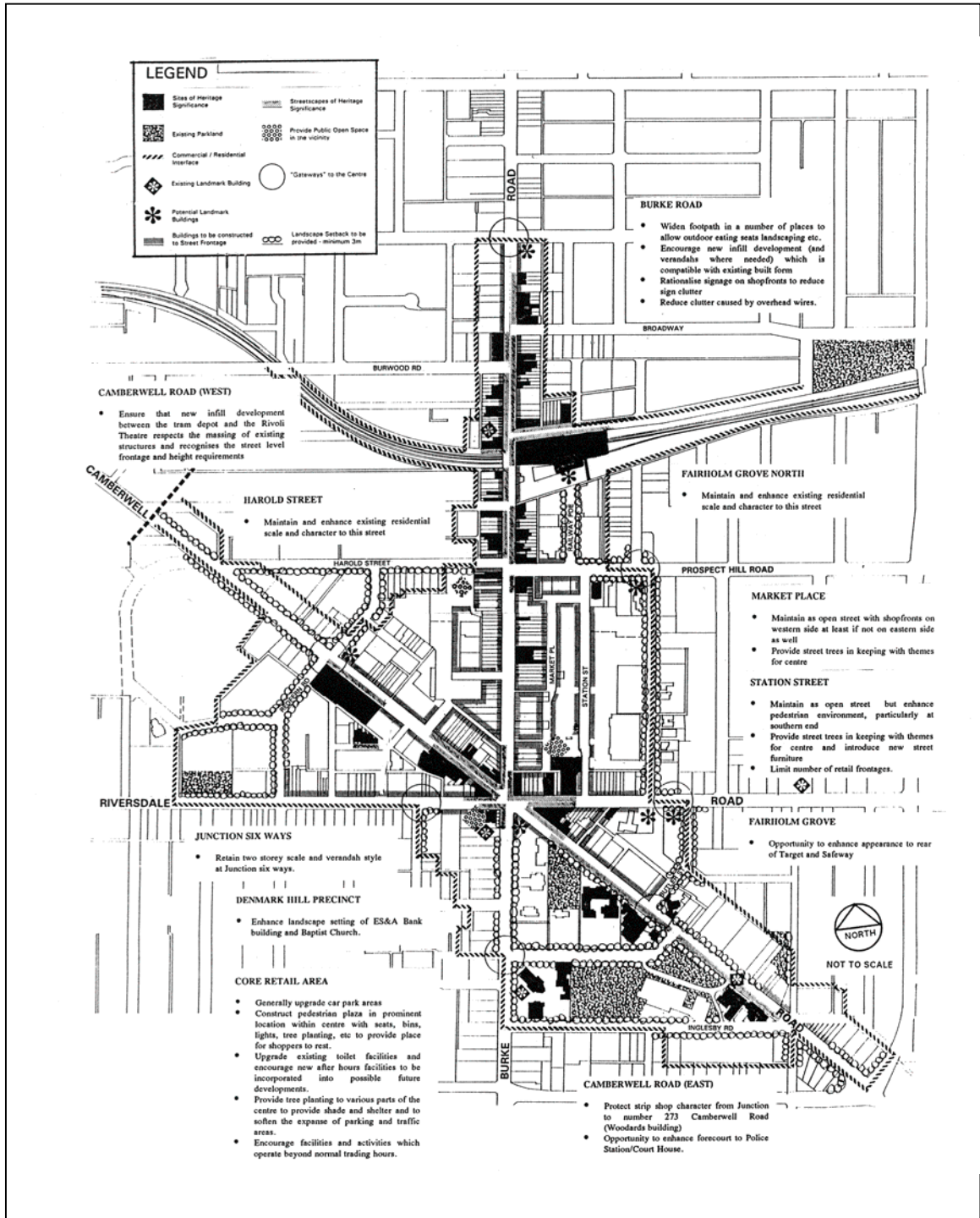
Camberwell Junction Policy Plan



The Structure Plan outlines the preferred locations of land uses and identifies significant potential development sites



MAP 3 Scale and character



MAP 4 Heights and setbacks

