

22.16 OUT-OF-CENTRE DEVELOPMENT PROPOSALS POLICY

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This policy applies to retail, office and commercial land use or development applications outside of the Camberwell Junction, Glenferrie and Kew Junction Activity Centres, the West Hawthorn Urban Design Framework Area, the Tooronga Village Incorporated Plan Area, local shopping centres in the Commercial 1 and 2 Zones, and the Neighbourhood Centres and Commercial Corridors.

22.16-1 Policy basis

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This policy is derived from, and implements the provisions of, the Neighbourhood Centres and Commercial Corridors Guidelines, 2014.

22.16-2 Objectives

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It is policy to

- Ensure that all out-of-centre retail and commercial development is accompanied by a written assessment which strategically justifies the proposal and addresses the following criteria, to the satisfaction of the responsible authority.

Location

- A contextual assessment which demonstrates why the proposed out-of-centre location is being considered for retail or commercial development, and why the proposal:
 - cannot be accommodated in an existing activity centre or neighbourhood centre, or failing that,
 - cannot be accommodated in an edge-of-centre location which has a functional relationship with an activity centre or neighbourhood centre, or failing that,
 - cannot be accommodated in a commercial corridor.
- How the proposed out-of-centre location is consistent with the urban context of the surrounding area, including potential impacts of the proposed development on local character and amenity.

Accessibility

- How the proposal promotes equitable access and ensures the provision of:
 - Contiguous pedestrian routes, linking components in the development with public transport and any other facilities.
 - Bicycle access and trip-end amenities on site.
 - Convenient motor vehicle access and appropriate provision of parking.

Urban Design

- How the proposal:
 - Provides for active street frontages, and where possible, avoids blank walls.
 - Provides a contiguous, sheltered and attractive street environment.
 - Provides a well-lit and safe street and car park environment.
 - Provides the opportunity for casual surveillance of at-grade car parks.
 - Provides public toilets and, where possible, landscaped seating areas.

Economic Justification

- An economic assessment which includes:

- Analysis of the potential impact (in economic terms) on other activity centres and neighbourhood centres. For retail developments this can be expressed in terms of percentage impact on sales at the existing locations (particularly the impact on relevant retail in activity centres and neighbourhood centres).
- Analysis of the economic feasibility of the proposed use.

Net Community Benefit

- How the proposal achieves net community benefit in terms of:
 - Employment generation (or loss) during construction and on-going operation.
 - Impact on retail and consumer choice.
 - Impact on overall levels of vibrancy and sustainability of the locality.
 - Contribution to levels of public transport use.
 - Contribution to liveability, social interaction and other community related goals.

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Policy reference

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

Out-of-Centre Retail Assessment Criteria, Department of Sustainability and Environment (prepared by Ratio Consultants Pty Ltd), January 2005