

**21.08 RETAILING AND ACTIVITY CENTRES**21/04/2016  
C179(Part 1)**Key Issues****21.08-1 Activity Centres**21/04/2016  
C179(Part 1)

Developing successful activity centres requires a safe physical environment, a mix of business and community recreational facilities, connections to walking, cycling and public transport and provision of high quality public spaces.

Potential for residential development should be encouraged in all activity centres that contain a strong mix of commercial and retail activity and have good access to public transport.

The development of structure plans and urban design frameworks will guide the future development of Brimbank's activity centres.

**Objective 1**

To support a network of activity centres that provide the community with easy access to a range of goods, services, community facilities and public open spaces.

**Strategies**

- 1.1 Discourage use and development that undermines the sustainability or vitality of existing centres.
- 1.2 Ensure new use and development reinforces the identified role of the centre and is consistent with the land use strategies in the Brimbank Activity Centres Strategy 2008 and contained in Table 1 at Clause 21.08-1.
- 1.3 Encourage new retail, commercial and community uses including fitness centres, entertainment uses and places of assembly to locate in designated centres as outlined in Table 1 at Clause 21.08-1.
- 1.4 Encourage higher density housing to locate within Brimbank's activity centres that are serviced by the principal public transport network.

**Objective 2**

To encourage commercial and office development in activity centres.

**Strategy**

- 2.1 Discourage commercial and office development outside identified activity centres.

**Policy Guidance (criteria for the exercise of discretion)**

It is policy to, as appropriate:

**Table 1 to Clause 21.08-1**

Activity Centre	Land Use Strategies
Sunshine	Encourage:

Activity Centre	Land Use Strategies
Metropolitan Activity Centre	<ul style="list-style-type: none"> <li>▪ A broad and diverse range of regional, sub regional retail, entertainment, community and leisure activities.</li> <li>▪ Regional Government offices and corporate office headquarters.</li> <li>▪ Higher density residential development consistent with the Sunshine Town Centre Structure Plan (revised 2014).</li> <li>▪ A broad range of non-retail commercial activities, providing services and employment opportunities to the region, including commercial offices, service business and service industry.</li> <li>▪ Evening/night uses to improve the safety and vitality in the centre.</li> <li>▪ Regional medical services and facilities.</li> <li>▪ Significant residential/commercial developments to locate in identified precincts.</li> <li>▪ The intensification of retail development fronting Hampshire Road.</li> <li>▪ The use of upper levels of existing buildings for residential and commercial uses.</li> <li>▪ Pedestrian access to and through the activity centre to encourage walkability and cycling, and avoid vehicle conflict.</li> <li>▪ The undergrounding of all services.</li> <li>▪ The focus of mixed use development, high quality public places and intermodal facilities around Sunshine rail station.</li> </ul>
Sydenham Regional Activity Centre	<p>Encourage:</p> <ul style="list-style-type: none"> <li>▪ A broad and diverse range of regional retail, entertainment, community and leisure activities.</li> <li>▪ Commercial activities such as personal and professional services.</li> <li>▪ Higher density residential development appropriately located throughout the centre.</li> <li>▪ A broad range of non-retail commercial activities, providing services and employment opportunities.</li> <li>▪ Evening/night uses to improve the safety and vitality in the centre.</li> <li>▪ Local medical services and facilities.</li> <li>▪ Community services and facilities around Sydenham Library.</li> <li>▪ Development that provides for pedestrian and cycle access through the Centre and to link with Melton Highway and Kings Road.</li> <li>▪ Hard edge built form that includes active frontages to roadways within the activity centre.</li> <li>▪ 24 hour access through the enclosed centre to ensure pedestrian movement through the site.</li> <li>▪ Further development of 'pad' sites to be connected to the activity centre to allow pedestrian movement through the site.</li> </ul>

Activity Centre	Land Use Strategies
	<ul style="list-style-type: none"> <li>▪ Development along Taylors Creek that supports the use of the creek as a high amenity open space corridor providing for pedestrian movements through and to the centre.</li> <li>▪ The undergrounding of all services.</li> </ul>
St Albans Major Activity Centre	<p>Encourage:</p> <ul style="list-style-type: none"> <li>▪ A broad and diverse range of retail activities.</li> <li>▪ A broad range of non retail commercial activities, providing services and employment opportunities for the local community, including commercial offices, service business and service industry.</li> <li>▪ Medium density development appropriately located within and adjacent to the centre.</li> <li>▪ Local medical, entertainment and leisure facilities.</li> <li>▪ Local community services and facilities integrated into the centre, commensurate with the scale of the centre.</li> <li>▪ Evening/night uses to improve the safety and vitality in the centre.</li> <li>▪ Built form for new development that is sensitive to adjoining residential land uses.</li> <li>▪ The undergrounding of all services.</li> </ul> <p>Discourage:</p> <ul style="list-style-type: none"> <li>▪ Development of further at-grade car parking areas abutting pedestrian accessways and site frontages.</li> </ul>
Brimbank Central Major Activity Centre	<p>Encourage:</p> <ul style="list-style-type: none"> <li>▪ A broad and diverse range of sub regional activities commensurate with the scale of the centre.</li> <li>▪ Higher density residential development appropriately located in and around the centre.</li> <li>▪ A broad range of non retail commercial activities, providing services and employment opportunities for the local community, including small commercial offices and service businesses.</li> <li>▪ Local medical, entertainment and leisure facilities.</li> <li>▪ Local community services and facilities integrated into the centre, commensurate with the scale of the centre.</li> </ul>
Deer Park Major Activity Centre	<p>Village Encourage:</p> <ul style="list-style-type: none"> <li>▪ A broad range of retail activities that service the local area including a full line supermarket (3000-4000sqm) and specialty shops.</li> <li>▪ Higher density development consistent with the Deer Park Village Shopping Centre Urban Design Framework, 2009.</li> <li>▪ Non retail commercial activities, providing services and employment opportunities for the local community.</li> <li>▪ Local medical, entertainment and leisure facilities.</li> <li>▪ Local community services and facilities integrated into the centre, commensurate with the scale of the centre.</li> </ul>
Keilor Downs Major Activity Centre	<p>Encourage:</p> <ul style="list-style-type: none"> <li>▪ A broad and diverse range of sub regional retail activities.</li> <li>▪ Higher density residential development appropriately</li> </ul>

Activity Centre	Land Use Strategies
	<p>located in and around the centre.</p> <ul style="list-style-type: none"> <li>▪ A broad range of non retail commercial activities, providing services and employment opportunities for the local community, including commercial offices, service business and service industry.</li> <li>▪ Local medical, entertainment and leisure facilities.</li> <li>▪ Local community services and facilities integrated into the centre, commensurate with the scale of the centre.</li> </ul>
<p>Large Neighbourhood Centres</p> <ul style="list-style-type: none"> <li>▪ Cairnlea</li> <li>▪ Delahey Village</li> <li>▪ Taylors Lakes</li> <li>▪ Derrimut Village</li> </ul>	<p>Activity Encourage:</p> <ul style="list-style-type: none"> <li>▪ A broad range of retail activities that service the local area including a full line supermarket (3000-4000sqm) and specialty shops commensurate with the scale of the centre (totalling 10,000sqm).</li> <li>▪ Shop top housing.</li> <li>▪ Medical services.</li> <li>▪ Non retail commercial activities, providing services and employment opportunities for the local community, including personal and professional services and service business.</li> <li>▪ Local community services and facilities integrated into the centre, commensurate with the scale of the centre.</li> </ul>
<p>Small Neighbourhood Centres</p> <ul style="list-style-type: none"> <li>▪ Brimbank Gardens</li> <li>▪ Fitzgerald Road</li> <li>▪ Fosters Road</li> <li>▪ Furlong Road</li> <li>▪ Glengala Village</li> <li>▪ Keilor Village</li> <li>▪ River Valley (proposed)</li> <li>▪ Robinsons Road</li> <li>▪ Talintyre Road</li> <li>▪ The Avenue</li> </ul>	<p>Activity Encourage:</p> <ul style="list-style-type: none"> <li>▪ Retail facilities including a small supermarket (no more than 1500sqm) and speciality shops commensurate with the scale of the centre (totalling approximately 2500sqm).</li> <li>▪ Shop top housing.</li> <li>▪ Medical services.</li> <li>▪ Non retail commercial activities, providing services and employment opportunities for the local community, including personal and professional services and service business.</li> <li>▪ Local community services and facilities integrated into the centre, commensurate with the scale of the centre.</li> </ul>
<p>Local Activity Centres</p> <ul style="list-style-type: none"> <li>▪ 5-23 Northumberland Road</li> <li>▪ 202 Main Road East</li> <li>▪ 287 Glengala Road</li> <li>▪ 350 Taylors Road</li> <li>▪ Berkshire Road</li> <li>▪ Conrad Street</li> <li>▪ Dumfries Street</li> <li>▪ Hume Drive</li> <li>▪ Kings Road</li> <li>▪ Leslie Street</li> <li>▪ Overton Lea Boulevard</li> </ul>	<p>Encourage:</p> <ul style="list-style-type: none"> <li>▪ Convenience food and non-food retail goods totalling no more than 1000sqm.</li> <li>▪ Community facilities such as neighbourhood houses and playgrounds.</li> <li>▪ Shop top housing.</li> </ul> <p>Discourage:</p> <ul style="list-style-type: none"> <li>▪ Further expansion of the centre.</li> </ul>

**Activity Centre****Land Use Strategies**

- McIntyre Road
- Monash Street
- St Albans Road
- Stradbroke Drive
- Stenson Street
- Sydenham Community Hub
- Warwick Road
- Willaton Street

**21.08-2**22/03/2012  
C93**Retail Design**

The design and appearance of activity centres is an essential factor in their success. Development within Brimbank's activity centres needs to be managed in a more coordinated and strategic manner to ensure that they provide a safe and attractive environment for the community to visit, work and enjoy.

Good physical design of centres will result in improved access, integration, safety, surveillance and lead to a positive and sustainable environment.

**Objective 1**

To improve urban design and safety in activity centres.

**Strategies**

- 1.1 Encourage active land uses to locate at ground level to provide natural surveillance and to activate public areas.
- 1.2 Ensure that development above ground level incorporates a high level of building detail, including articulation and use of various building materials.
- 1.3 Encourage parking to be located underground, under-croft or to the side or rear of buildings.
- 1.4 Reduce pedestrian, cyclist and vehicular conflict in activity centres.

**Objective 2**

To improve the appearance of buildings fronting the public realm.

**Strategies**

- 2.1 Shopfronts should be transparent to facilitate passive surveillance.
- 2.2 Use of blank walls and reflective glazing at ground level should be avoided.
- 2.3 Ensure solid roller shutters are not installed onto shopfronts.
- 2.4 Upper level front setbacks should be consistent with the scale and character of the streetscape.
- 2.5 Shopfront canopies should provide weather protection, be well designed, lightweight and not detract from the appearance of the building.

### **Objective 3**

To ensure new development demonstrates best practice environmentally sustainable design.

#### **Strategy**

- 3.1 Encourage new development to incorporate water sensitive urban design and other environmentally sustainable design initiatives.

#### **Policy Guidance (criteria for the exercise of discretion)**

It is policy that, as appropriate:

- Open car parking areas should be well lit and landscaped to provide a safe and attractive environment for pedestrians.
- Pedestrian entries to buildings should be clearly visible from the street, provide adequate weather protection, be well-lit and directly face the street or adjoining public space.
- New commercial developments should incorporate underground power and solar street lighting.
- Residential uses and new mixed use developments adjoining loading areas in activity centres should include appropriate noise attenuation to protect the amenity of residents.

### **21.08-3**

22/03/2012  
C93

#### **Large Format Retailing and Commercial Development**

Brimbank has experienced pressure to develop retail and commercial activities outside of activity centre boundaries.

Large format retail and commercial uses/centres need to be located close to areas which have connections between activity centres and surrounding neighbourhoods that are serviced by sustainable transport options and positively contribute to the amenity of the pedestrian environment.

### **Objective 1**

To ensure large format retail and commercial developments are located in strategic locations.

#### **Strategies**

- 1.1 Encourage large format retail and commercial developments to locate in areas with frontages to main roads.
- 1.2 Ensure large format retail and commercial developments provide connections between activity centres and surrounding neighbourhoods, positively contribute to the amenity of the pedestrian environment and integrate into the surrounding area.

#### **Policy Guidance (criteria for the exercise of discretion)**

It is policy that, as appropriate:

- Car parking associated with large format retail and commercial developments should be located to the side or rear of the building.

- Car parking areas should incorporate passive surveillance, be well lit and well landscaped.
- Large format retail developments should provide active frontages to the street.

**21.08-4**21/04/2016  
C179(Part 1)**Implementation****Zones and Overlays**

- Apply the Commercial 1 Zone to land identified for future commercial office areas, including the Furlong Road Precinct, Sunshine, land bounded by Elaine Street, Victoria Crescent, Arthur Street and East Esplanade, St Albans.

**Further Strategic Work**

- Rezone redundant Commercial 1 and Mixed Use zoned land identified in the *Brimbank Activity Centres Strategy 2008* to an alternative zone as appropriate.
- Investigate the application of the Commercial 2 Zone to land fronting Ballarat Road, Sunshine Avenue and the Melton Highway to address the encroachment of commercial uses into these locations.
- Investigate the application of a Design and Development Overlay to activity centres to guide future development outcomes.
- Review the zoning of land surrounding the Sydenham Regional Activity Centre and the application of suitable/appropriate zonings.
- Identify boundaries for activity centres.
- Prepare and implement structure plans for all activity centres.
- Investigate the application of the Commercial 2 Zone to land identified for large format retailing that has connections between activity centres and surrounding neighbourhoods and is serviced by sustainable transport options.
- Investigate the rezoning of the Industrial 3 zoned land on McKechnie Street, south of St Albans Station to allow for residential, commercial and/or industrial development.
- Investigate future redevelopment opportunities of underperforming activity centres designated for redevelopment as identified in Table 1 at Clause 21.08-1.

**Reference Documents**

Brimbank Activity Centres Strategy 2008.

St. Albans Urban Design Framework 2003.

Sydenham Regional Activity Centre Structure Plan, Revised 2015.

Sydenham Transit City Connections Study, SJB Urban, 2008.

Sunshine Town Centre Structure Plan, Revised 2014.

Central Sunshine Urban Design Framework, 2009.

Deer Park Urban Design Framework 2009.

Stand Alone Food and Drink Premises Guidelines Brimbank City Council , 2011

Keilor Village Vision Document, Brimbank City Council, November 2015

