

22.0515/06/2006
C70**BROADMEADOWS TRANSIT CITY LOCAL POLICY**

This policy applies to land included within the Business 1 Zone and generally bounded by Sorrento Street, Johnstone Street, the North-Eastern Railway Line, Riggall Street, Talgarno Street, Cavendish Street and Dimboola Crescent, Broadmeadows.

Policy Basis

The Broadmeadows Transit City contains a wide range of commercial, professional, cultural, entertainment and community services and facilities. In past metropolitan planning policy, it was designated as a priority activity centre in which higher rates of retail activity were encouraged. Presently the Broadmeadows Transit City is identified in *Melbourne 2030: Planning for Sustainable Growth* as a Transit City and a principal activity centre. It is the only Transit City and principal activity centre within the City's activity centre hierarchy.

The Broadmeadows Transit City is strategically located adjacent to the Broadmeadows railway station and Pascoe Vale Road. Notable features of the Centre include the presence of a major shopping centre, Kangan Batman TAFE, the City's municipal headquarters, Global Learning Centre, Broadmeadows Leisure centre, Town Park and several large parcels of undeveloped land. These features provide a strong basis for attracting new uses to the Broadmeadows Transit City that will consolidate its role as a Transit City and principal activity centre in the City's activity centre hierarchy.

The layout of the Broadmeadows Transit City is dominated by roads and car parking areas associated with the shopping centre and other uses. Synergies between various land use activities, such as Kangan Batman TAFE and the railway station, mean, however, that the provision of a safe and well-connected network of pedestrian paths in the centre is desirable.

The appearance of development within Broadmeadows Transit City strongly influences people's perceptions of the Transit City and the attraction of new investment. Attention to urban design and developments displaying a high quality architectural standard are, therefore, seen as critical to the Broadmeadows Transit City's success.

The continued development of the Broadmeadows Transit City to be preserved for business, cultural, entertainment, education and professional services and facilities and higher order retailing, is a key strategy in the MSS.

Objective

To establish a compact, safe, viable and vibrant principal activity centre in Broadmeadows that:

- provides a wide mix of commercial, professional, cultural, entertainment, and community uses and facilities;
- encourages safe and convenient pedestrian and cyclist movement; and
- develops in accordance with a consistent and attractive urban design framework.

Policy

It is policy that:

- New retail development that consolidates the role of the Broadmeadows Transit City as a transit city and a principal activity centre, is encouraged.
- New retail development is integrated with existing retail development.

- New retail developments that would have a detrimental economic impact on the continued viability of the Centre will be discouraged.
- New office development and community services and facilities in the principal activity Centre/Transit City are encouraged.
- Where possible and appropriate, expansion of the services and facilities provided by Kangan Batman TAFE be encouraged.
- A safe and well-connected system of pedestrian and cyclist paths is provided throughout the Broadmeadows Transit City.
- New developments in the centre incorporate pedestrian and bicycle facilities and paths to adjacent facilities.
- Well-designed buildings and 'architectural statements' in generously proportioned landscaped settings, are encouraged along Pascoe Vale Road and at the intersections of Dimboola Road/ Pascoe Vale Road, Pearcedale Parade/Johnstone Street and Coleraine Street/Pearcedale Road, to reflect the gateway function of these roads and give the Broadmeadows Transit City an attractive, vibrant, viable and progressive image.
- The Town Park is retained as a focal point for community activity in the Centre, and integrated with activities to the east of Pearcedale Parade.
- New development in the Broadmeadows Transit City is designed and sited to respect the scale, height, appearance and amenity of adjoining residential areas;
- Land adjacent to roads and pedestrian paths is developed to respect function, scale, amenity and appearance.
- An attractive and cohesive landscape and urban design framework is established in the Broadmeadows Transit City.
- New uses and development are generally in accordance with the key development initiatives outlined in the Broadmeadows Transit City Masterplan.

Policy Reference; Melbourne 2030: Planning for Sustainable Growth (2002), Broadmeadows Transit City Masterplan (2004).