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VC37**NEIGHBOURHOOD SHOPPING CENTRES LOCAL POLICY**

This policy applies to existing and proposed neighbourhood shopping centres in the City of Hume.

Policy Basis

Neighbourhood shopping centres are typically located within or in close proximity to residential areas and accommodate up to 1,500 square metres of retail floor space. They are characterised by the provision of a limited range of convenience goods and person services; usually contain between two and six occupancies (although these numbers are flexible); and have a defined catchment of approximately 5000 persons.

These centres serve an important retail, community and commercial function and, if well designed and appropriately located, have the potential to significantly enhance the character and amenity of a neighbourhood.

The development of well-designed neighbourhood shopping centres as a local focus for retail, commercial and community activity is identified as an important strategy in the Municipal Strategic Statement.

Objectives

Facilitate the provision of a limited range of commercial activities compatible with the character and amenity of the area in order to meet the requirements of the residents of the local neighbourhood;

To ensure that neighbourhood shopping centres are developed in accordance with a consistent and attractive landscape and urban design theme;

To achieve consistency and continuity in building design, materials and construction; and

To ensure that adequate on-site car parking and loading areas are provided for new developments.

Policy

It is policy that:

- Neighbourhood shopping centres to be developed in locations that:
 - are accessible and convenient to the residents of the neighbourhood which it will serve;
 - have frontage to an internal collector or distributor road where possible;
 - are close to other community facilities such as recreational areas and schools; and
 - have access to pedestrian and bicycle networks and public transport.
- Centres be developed to respect the scale, height, appearance and amenity of adjoining residential areas.
- Centres be developed in accordance with a consistent urban design theme based upon the following design principles:
 - containment of individual occupancies under a single roof rather than being separate entities;

- development of a consistent facade design for each occupancy, particularly with respect to materials and colours;
- development of a landscaped forecourt or the like in new centres to provide a focal point within the site and to act as a contrast between buildings and car parking areas;
- external walls of buildings predominantly constructed of brick; and
- external colours and finishes that blend in with the predominant colours uses in surrounding residential housing.
- External storage areas in centres be fully screened by walls that are integrated with the main building and constructed from the same materials.
- Centres incorporate appropriate pedestrian and bicycle parking facilities and links to adjacent areas.
- Centres be developed in accordance with a consistent landscape theme which is based upon predominant plan specifies found in the area, which includes semi-mature trees and which assists in reducing the non-residential impacts of the centre.

Design Guidelines

When considering applications for neighbourhood shopping centres, the Responsible Authority will have regard to the requirements and development standards of the following documents:

- Guidelines for the Development of the Hamilton Street Neighbourhood Shopping Centre.
- Guidelines for the Development of the Pines Way Neighbourhood Shopping Centre.
- Planning Guidelines for the Development of Neighbourhood Shopping Centres.

Policy Reference

- Guidelines for the Development of the Hamilton Street Neighbourhood Shopping Centre (1995).
- Guidelines for the Development of the Pines Way Neighbourhood Shopping Centre (1995).
- Planning Guidelines for the Development of Neighbourhood Shopping Centres (1995).
- Melbourne 2030: Planning for Sustainable Growth (2002).