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C91**ROXBURGH PARK ACTIVITY CENTRE - SOUTH OF SOMERTON ROAD**

This policy applies to land zoned Business 4 at the south-east corner of Somerton Road and Pascoe Vale Road, Coolaroo, being Lots 1 - 7 inclusive and Lot S3 on Plan of Subdivision 422330A.

Policy Basis

The land comprising the former Melbourne Water reservoir site at Coolaroo is a key development site of approximately 18.566 hectares that warrants clear strategic direction and guidance as to its future use and development.

The land is surrounded by a diverse range of land use and built forms, including the established residential subdivisions of Meadow Heights to the west, the Melbourne-Sydney rail corridor and large-scale industry beyond to the east, the Roxburgh Park Shopping Centre to the north and vacant land to the south. A future AGL Electricity zone substation is to be constructed adjacent to the northeast corner of the site.

The land is well positioned to provide for a range of uses and development opportunities including restricted retailing, smaller scale office type uses and light industry incorporating service components.

The site's proximity to the Roxburgh Park Shopping Centre requires future use and development of the site to complement the core retail role of the Shopping Centre.

It is important for Council to facilitate an appropriate mix of land uses and high quality development that is respectful of the residential interface to the west and which capitalises on the excellent exposure to Somerton Road and Pascoe Vale Road, while also being suitably buffered from any potential off-site amenity impacts from industry to the east.

Objectives

- To facilitate the provision of a range of commercial and light industrial activities compatible with surrounding land use.
- To achieve land use and development that complements the core retail function of the Roxburgh Park Shopping Centre.
- To achieve land use and development that is respectful of residential amenity on the west side of Pascoe Vale Road and which forms an appropriate transition in terms of building scale, height, appearance and setbacks.
- To ensure land use and development is not adversely affected by off-site impacts of existing industrial land use on the east side of the Melbourne-Sydney corridor and the proposed electrical zone substation adjacent to the northeast corner of the site.
- To achieve quality development outcomes and high urban design standards.

Policy

It is policy to:

- consider land use and development proposals in relation to the conceptual land use pattern generally as shown on Map 5 in the report titled 'Somerton Road and Reservoir Drive, Coolaroo Strategic Analysis Report September 2003.
- Require that development proposals for restricted retailing with floor areas less than 1,000 square metres are accompanied by an assessment that demonstrates how the use will not undermine the core convenience retail role of the Roxburgh Park Shopping Centre.

- Require all applications for land use and development with frontage or sideage to Pascoe Vale Road be accompanied by an assessment that demonstrates there will be no unreasonable loss of amenity arising from such use or development on adjacent residential properties on the west side of Pascoe Vale Road.
- Require a site analysis and design response be prepared in advance of any design and submitted as part of all planning permit applications other than for minor extensions to existing buildings.
- Require that a stormwater management and water reuse plan be prepared as part of an overall site development plan. This plan should highlight consideration of specific Water Sensitive Urban Design (WSUD) measures that seek to address the stormwater quality objectives outlined in “Urban Stormwater Best Practice Environmental Management Guidelines” (BPEM Guidelines).
- Ensure that site development addresses the management of stormwater overland flows.
- Make maximum use of shared car parking facilities between developments as appropriate.
- Make maximum use of front building setback areas for landscaping purposes.
- Where practicable, ensure all buildings should be setback the following distances:
 - 25 metres from Pascoe Vale Road;
 - 10 metres from Somerton Road;
 - 10 metres from Reservoir Drive.
- Locate land use and development that may be impacted upon by existing industrial development east of the Melbourne-Sydney rail corridor on those parts of the site where such impacts are negligible.

Architecture

- Ensure all development is of a high standard of architectural design and development on Lots 1, 2, 3, 4 and 7. Development must visually address and provide active frontages on Pascoe Vale Road and Somerton Road respectively.
- Provide at least one ‘active frontage’ containing a high proportion of clear glazing to building edges along side or rear car parks.
- Achieve a high standard of design for all buildings proposed for each site.
- Ensure outbuildings and/or ancillary installations are compatible with the design theme established by the primary buildings on each site.
- Ensure that plant and equipment is to be concealed or, in the case of freestanding structures, appropriately screened from view.

Building materials and finishes

- Encourage the construction of buildings proposed for each site in masonry or other material suited to the type of building and its use.
- Require that office buildings be constructed primarily of masonry with appropriate use of glazing.
- Encourage that external walls be painted or finished with a quality textured coating except, where face brickwork is integral to the overall design and appearance of the building.
- Discourage the use of timber as a dominant building material.

- Encourage those parts of buildings having any frontage to a road to be constructed of concrete, masonry, glass or other high grade construction materials.

Fencing

- Discourage the construction of fences along the frontage to each site. In the event, that fencing is required for security purposes, it is to be designed to have a high degree of transparency and be located beyond/behind the front landscape setback.
- Achieve fence and gate design that is integral to the design of buildings proposed for the site.
- Encourage side and rear boundary fences constructed of black plastic coated cyclone wire.
- Ensure that high security or screen fencing is setback from street frontages where possible, and screened with planting.

External lighting

- Ensure all premises provide external lighting to ensure adequate site security.
- Provide all car parking areas with suitable lighting to ensure safety and security of users after dark.
- Ensure all lighting is located, directed and baffled to limit light spill beyond the site boundaries.

Parking and loading

- Limit the visual impact of car parks by screening with planting or locating to the side or rear of buildings where appropriate.
- Break up large areas of parking with buildings or landscaping to reduce their visual prominence.
- Encourage the provision of landscape islands that allow the planting of shade trees and shrubs in large areas set aside for car parking.
- Ensure land uses generating regular truck movements provide designated truck parking in addition to spaces provided within loading bays.
- Encourage where possible, the design of loading and servicing areas as an integral part of the development on each site. It is preferable that loading bays be entirely contained within buildings. Where it is not possible to internalise loading and servicing areas, external loading and servicing areas are to be adequately screened from view from the road.
- Encourage localised treatment of stormwater runoff from parking and loading areas, prior to its discharge into the stormwater drainage system.

Landscaping

- Require an application to construct a building or construct or carry out works to be accompanied by a landscape plan which:
 - recognises the themes already established in the major roads and open space;
 - contributes to the creation of an attractive business environment;
 - visually reduces the bulk of new development and enhances the appearance of new buildings;

- provides summer shade and windbreaks to areas used by pedestrians or occupied by car parking;
- minimises surface run-off; and
- is practical to implement and maintain.
- Ensure that where buildings are not built to side or rear property boundaries, provision is to be made for a landscape screen to be established along these boundaries.
- Pay particular attention to achieving a very high quality and appropriately scaled landscape in the front setback that extends the themes established in the streetscapes.
- Ensure the provision of automated watering systems to landscaped areas in the front setback and encourage their use in all other landscaped areas.
- Ensure that the location and choice of vegetation should take account of the existing landscape theme, as well as local soil conditions and prevailing weather.
- Encourage the selection of species to minimise long-term watering requirements.
- Encourage the use of fast growing screening species between properties (along side boundaries). However, species having a reputation for short lifespan, unstable structure or unruly habit are discouraged.
- Encourage the massed planting of single species rather than a mixture of various species.

Directional signage

- Ensure each business provides appropriate directional signage to assist within the movement of pedestrian and vehicular traffic. In general, this signage should explain:
 - site entries and exits;
 - staff and visitor car parking;
 - goods delivery and pick-up; and
 - reception/office areas.

Directional signage should be of a consistent type and style throughout the site.

Business signage

- Encourage business signs that are sensitive to the style, scale and type of development. Visual clutter, created by too many or inappropriate sign types, is strongly discouraged.
- Ensure business signs fit within architectural forms and be integrated with building design. Logo, or corporate style signage is favoured.
- Ensure that where signs are intended or required to be illuminated, illumination should be concealed or integral with the sign by neon, or internally lit box or by sensitively designed spot-lighting.

Storage and disposal of waste

- Require that goods and materials, including waste material and refuse, are stored in areas specifically designed for this purpose and are not visible from the front of the site.
- Where possible, achieve the provision of storage areas for waste materials and refuse as an integral part of the design of buildings.
- Encourage the screening and design of storage areas that are external to buildings to prevent the proliferation of litter and other material within and beyond the site.

- Ensure that effective stormwater management is considered as part of new development proposals.

Policy Reference:

The report '*Somerton Road and Reservoir Drive, Coolaroo Strategic Analysis Report*' dated September 2003.