

22.11 BURWOOD HEIGHTS ACTIVITY CENTRE

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This policy applies to all land generally around the Burwood Highway and Middleborough Road intersection as shown on the map forming part of this policy: “Burwood Heights Activity Centre” (the Activity Centre).

22.11-1 Policy Basis

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The Municipal Strategic Statement (MSS) acknowledges the Activity Centre status of Burwood Heights at Clause 21.01 and highlights its potential to be a significant mixed-use activity centre. Clause 21.07 recognises the vital role of structure plans in identifying the potential of individual activity centres and Clause 21.06 seeks to ensure that higher density housing is directed to specific areas, including activity centres.

The City of Whitehorse has completed a Structure Plan for the Burwood Heights Activity Centre. The Structure Plan guides future use and development of the Activity Centre, consistent with its designation as an Activity Centre in the *Plan Melbourne – Metropolitan Planning Strategy* (Plan Melbourne). The Activity Centre includes a 20.5 hectare former brickworks site, the RSPCA, the Burwood Heights Shopping Centre, other commercial uses, the Melbourne Water retarding basin and residential areas.

This policy has been prepared to give a policy context for the Activity Centre and is based on the vision and principles that have been established through the structure planning process. This policy should be read in conjunction with the Former Brickworks Site policy at Clause 22.12.

22.11-2 Objectives

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To provide for future growth and development in the Activity Centre that:

- Promotes an inclusive and vibrant area.
- Reinforces the existing sense of community and neighbourhood spirit.
- Contributes to a wide mix of uses.
- Complements the role and function of other activity centres in the region and the range of services currently available in the Activity Centre.
- Is easy to get to by public transport and is easy and comfortable to move through.
- Is served by well defined, designed and active walking and cycling networks.
- Integrates with and respects the character and amenity of its surrounds.
- Embraces the topographical, physical and environmental features of the locality.
- Contributes to the Activity Centre as an attractive and memorable place that integrates strong built form and landscape elements.

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It is policy that use and development of land in the Activity Centre is consistent with the vision and principles developed for the *Burwood Heights Activity Centre Structure Plan*.

Role and Function

The responsible authority will encourage use and development that:

- Contributes to Burwood Heights as an example of a cohesive and integrated activity centre, that incorporates a mix of uses, a greater density of activities and transport options as envisaged by Plan Melbourne.
- Capitalises on the unique redevelopment opportunities presented in the Activity Centre and to evolve these in a cohesive manner over time.

- Accommodates a mix of uses including retail, commercial, community, entertainment, health, leisure, residential and other associated uses that respond to the needs of the local and regional population now and into the future.
- Recognises the existing role of the Burwood Heights Shopping Centre within the wider Activity Centre and the opportunities for the evolution of its elements, and their ongoing viability, as the Activity Centre develops.
- Complements the existing pattern of activity centres in the region.
- Recognises the role of the Activity Centre as a driver of economic growth and local employment in the future.
- Contributes to the evolution of the Activity Centre as a strong community focal point that provides a range of community uses and recreation / leisure opportunities that support all segments of the community.

Movement

The responsible authority will encourage use and development that:

- Provides easy access by non car-based transport.
- Provides for appropriate management of traffic, vehicle access and movement within the Activity Centre and from key land uses at main road frontages.
- Supports the establishment of easily accessible and well connected uses within the Activity Centre.
- Supports the improvement of public transport connections between Burwood Heights and the network of other activity centres and key destinations in the region.

Form

The responsible authority will encourage use and development that:

- Marks the Activity Centre with attractive and distinctive urban form and design feature elements that distinguish it from its surrounds in a sensitive manner.
- Identifies the Activity Centre as a major concentration of activity and as a community focal point.
- Encourages building forms and streetscape treatments along Burwood Highway Middleborough Road and along existing and new roads within the Activity Centre that address the street in a positive way providing attractive, active and interesting places for pedestrians and passing traffic.
- Promotes higher intensity of built form and activity that is appropriate for an activity centre in a suburban context, but which responds to its lower density surrounds in a sensitive manner.
- Utilises existing environmental and physical features of the Activity Centre as the basis for a network of open spaces and open space links.
- Contributes to the provision of an open and permeable network of streets, pedestrian routes, cycle routes and open space corridors throughout the Activity Centre, and between the Activity Centre and its surrounds, whilst managing through traffic to create a safe and attractive environment. .

Open Space and Environment

The responsible authority will encourage use and development that:

- Protects existing environmental and physical features that may be used to establish areas of open space through the Activity Centre which are visible to the public, which provide the opportunity for landscaping and for the greening of the Activity Centre, and which contribute to the overall appearance and amenity of the Activity Centre.

- Supports the establishment of logical, convenient and high amenity open space and pedestrian / cycling links between areas of open space and major activity nodes established within the Activity Centre, and to the regional open space network in which the Activity Centre is located.
- Supports improvement in the quality and distribution of local open space and ensures long-term protection of public open space.
- Contributes to the establishment of a landscape theme for the Activity Centre that balances the evolution of Burwood Heights as an activity centre with a strong built form, and recognises and incorporates elements of the garden suburban character of the area in this location.

Ecologically Sustainable Development (ESD)

The responsible authority will encourage use and development that:

- Incorporates ESD principles in the future planning and development of the Activity Centre including: minimising energy use through efficiently designed places and spaces, maximising opportunities for northern orientation and incorporating water sensitive design techniques in new developments.
- Incorporates satisfactory ESD guidelines for new uses.

Residential Surrounds

The responsible authority will encourage use and development that:

- Maintains and enhances a high level of residential amenity in residential precincts within and surrounding the Activity Centre, including limiting non-residential traffic, limiting activities that generate unreasonable noise levels, and enhancing streetscape and landscape treatments in residential streets.
- Integrates development within the Activity Centre with the surrounding network of streets and public spaces to provide easy pedestrian and cycle access to the Study Area, whilst avoiding the introduction of additional vehicle traffic into residential precincts.
- Achieves a suitable transition between residential and non-residential precincts.

Facilitation and Development

The responsible authority will encourage use and development that:

- Supports the facilitation and coordination of public and private investment in the Activity Centre consistent with this policy and the approved Structure Plan for Burwood Heights.
- Retains the flexibility for public and private investors to prepare creative and exciting plans for investment within the Activity Centre, within the general framework established by this policy and the approved Structure Plan.
- Avoids stifling the opportunity to consider new and exciting initiatives not foreshadowed in this policy or the approved Structure Plan, provided this policy and the approved Structure Plan are not prejudiced and net community benefit is demonstrated.
- Provides for the timely delivery of infrastructure, including water, road and public transport, through development contribution schemes to support the evolution of the Activity Centre.

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Reference Documents

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Burwood Heights Activity Centre Structure Plan (June 2006).

Activity Centre Design Guidelines (June 2005).

Burwood Heights Shopping Centre Business Plan (May 2014).

Burwood East Master Plan and Urban Design Report (January 2015)

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