

22.0619/01/2006
VC37**SUNBURY TOWN CENTRE LOCAL POLICY**

This policy applies to land bounded by Evans Street, Harker Street, Barkley Street, Macedon Street, and Horne Street, Sunbury.

Policy Basis

Sunbury Town Centre is the primary retail and commercial centre in the Sunbury region. It serves a predominantly convenience shopping role which is complemented by the presence of higher order services and retail outlets to meet needs beyond a convenience role. The retail focus or 'core' of the Centre fronts Evans and Brook Streets and O'Shanassy Street between Station and Brook Streets.

Past planning policies have consistently recommended that the Centre should be the major activity centre in the town with a heavy bias toward comparison goods shopping supported by substantial civic, cultural and business uses. Presently, it is a major activity centre in the City's activity centre hierarchy, as identified by Melbourne 2030: Planning for Sustainable Growth.

In its current form, the Centre is losing expenditure due to a shortfall in facilities and services and the employment patterns of the community with expenditure linked to work trips outside of the town. An expanded range of services and facilities in the Centre is considered critical to its long-term success.

The Centre enjoys good accessibility with existing as well as likely future population concentrations, road networks and public transport systems. It has a historic and 'rural town' character and ambience with which people can relate. The Centre is reasonably compact and well-structured.

The form of the Centre has been modified by the development of a network of mid-block plazas, arcades and laneways. These laneways encourage development to have dual frontages, enhance the Centre's pedestrian scale, and provide an opportunity to utilise a considerable area of land that would otherwise be under-utilised.

Encouraging the development of the Sunbury Town Centre as a major activity centre comprising a mixture of higher order retailing and entertainment facilities, convenience and comparison retailing, and commercial, office and community facilities is a key strategy in the MSS.

Objectives

To encourage the continued development of Sunbury Town Centre as a compact, safe, viable and vibrant major activity centre.

To support the orderly growth and development of the Centre.

To maintain and enhance the historic and 'rural town' character and ambience of the Centre.

To facilitate safe pedestrian and vehicular movement throughout the Centre.

Policy

It is policy that:

- Sunbury Town Centre is the major activity centre servicing the Sunbury region.
- Retail development outside the Town Centre should be limited to that which recognises and complements the pre-eminent activity centre role of the Centre.

- The consolidation of retail activity within the Centre east of the railway line is encouraged.
- Evans, O'Shanassy and Brook Streets continue to be the primary destination for specialty retailing and commercial and personal services.
- Retail developments that have large floor area requirements and are dependent on high exposure and vehicular access (such as furniture sales, floor coverings, petrol stations and convenience stores, and family restaurants) be located outside of the retail 'core', but within the Centre.
- Retail land uses should occur predominantly at street level with commercial floor space above.
- The development of a continuous retail frontage along Evans Street, extending from Station to Macedon Streets, is encouraged.
- New development in Brook Street should seek to give it an active frontage, and shops, cafes and other 'people attractors' should be encouraged to locate there.
- Pedestrian movement between Brook Street and the retail and cinema complex west of the railway line is encouraged through the construction of a generously proportioned, well lit and safe pedestrian overpass over the railway line.
- The existing network of mid-block plazas, arcades and laneways be maintained and new development should expand and link with these networks to ensure pedestrian accessibility and permeability of the Centre is retained and enhanced. As a priority, the pattern of mid-block plazas should be extended to the block of land bounded by Evans Street, Brook Street, O'Shanassy Street and Macedon Street.
- The creation of comfortable and 'human scale' pedestrian spaces as part of new developments be encouraged.
- New buildings and the refurbishment of existing buildings, preserve and enhance the existing 'old town' character of the Centre.
- Setback of buildings from street frontages, spacing between buildings, and building height, bulk, design form, surface materials and finish should reflect the existing 'rural town' urban design theme.
- A ring road around the centre is created and reinforced to limit through traffic intrusion.
- New developments in the centre make adequate provision for car parking.
- Where possible, car parking should be consolidated at the edges of the Centre (preferably adjacent to the ring road) to enable easy and direct access for car parking from the ring road.
- New development adjacent to the Evans Street grassland is sited and designed so as not to disturb, cause detriment to, or hinder the management of the grassland.
- Sites of cultural heritage significance, such as the Sunbury Railway Station, be preserved and enhanced to reinforce the rural character of the Centre and the township.

Theme Guidelines

- New development should be sited and designed to reflect the prevailing scale, character and setbacks of key buildings in the Centre, as identified in Clause 4.1 of the Sunbury Town Centre Theme Guidelines.
- Buildings should be limited to one or two storeys in height and should not obscure views to Mt. Holden.

- New development should be designed to incorporate architectural features and detailing which is sympathetic with the prevailing architectural style of existing buildings in the immediate vicinity of the site.
- Bland, featureless developments are discouraged.
- Developments adjoining existing mid-block plazas, arcades and laneways are oriented and designed to address these spaces.
- Windows on first floor levels are arranged in a regular pattern.
- The provision of a verandah along street frontages is strongly encouraged to unify the streetscape and provide weather protection for users of the Centre. The shape and angle of the verandah may be varied, however the provision of posts is preferred. Detailed finishes to verandahs should be kept simple but add diversity and interest to the streetscape. Exterior colours of verandahs and posts that contrast dramatically with the colour of paving, roofing or building materials, are discouraged.
- The predominate material to be used on the exterior of buildings is brick. Buildings constructed of concrete, masonry, glass or other similar materials is discouraged (except in the case of large developments in which case those parts of the building having any frontage to a road are to be finished with brick facework).
- The use of contrasting brick colours in horizontal or vertical lines across building facades or around window frames is encouraged.
- The roofs of buildings are constructed of materials and painted in colours that blend with the 'rural town' theme of the Centre.
- The location of plant and equipment should be an integral part of the design of buildings.
- Plant and equipment is to be concealed or, in the case of freestanding structures, appropriately screened from view.
- The roof line of a building is sympathetic with that of adjacent buildings and complements its exterior walls and verandah.
- The east elevations of the buildings in the retail and cinema complex in Horne Street are designed to enhance views from the east side of the railway line.

Policy Reference:

Sunbury Town Centre Study Final Report (1991), Sunbury Town Centre Theme Planning Guidelines (1995), Melbourne 2030: Planning for Sustainable Growth (2002).