

## **21.08 RETAIL AND COMMERCIAL LAND USE**

14/01/2016  
C95

### **21.08-1 Overview**

11/07/2014  
C91

Retailing and related commercial activity is an important sector within the City of Maroondah. The delivery of essential goods and services to residents, businesses and other users of our activity centres provides employment opportunities and generates significant income within the municipality. A strong commercial base has a direct influence on the property market and is linked to the creation of vibrant and healthy activity centres. Access to goods and services has economic, environmental, social and urban form implications.

The hierarchy of activity centres in Maroondah is completed by a network of Neighbourhood Shopping Centres, Local Shopping Centre and Restricted Retail precincts. The existence of a comprehensive network of retail and commercial activity is an important factor in the health of the municipality, particularly with regard to income generation, employment and service provision.

Maroondah Hospital forms an important link in serving the City of Maroondah and the outer eastern metropolitan area with comprehensive, state-of-the-art medical services. Maroondah Hospital plays a vital part in providing easy access to general, surgical, emergency and specialised medical services in the eastern metropolitan region of Melbourne. Medical land uses of a specialised nature will be encouraged to locate within the precinct so that a comprehensive array of medical services can be provided in a single location.

### **21.08-2 Objectives, strategies and implementation**

14/01/2016  
C95

#### **Objective 1**

- To ensure the successful operation of retail and commercial centres in Maroondah through sustainable planning and economic development.

#### **Strategies**

- Ensure that appropriate standards for urban design, physical form and tenant mix are incorporated in a development framework for commercial centres.

#### **Objective 2**

- To consolidate the role of existing individual centres in the retail hierarchy.

#### **Strategies**

- Maintain the hierarchy of commercial centres in Maroondah, based around the Ringwood Metropolitan Activity Centre and the Croydon Major Activities Area.
- Encourage the sustainable and appropriate re-development of existing neighbourhood and local shopping centres, in preference to the establishment of new commercial centres within Maroondah.
- Ensure that where new and innovative convenience shopping facilities are proposed, they are appropriately established within or immediately adjacent to existing commercial precincts.

### **Objective 3**

- To promote the retail and business activities of commercial centres in Maroondah.

### **Strategies**

- Secure the role of the Ringwood Metropolitan Activity Centre and Croydon Major Activities Area as commercial and activity focal points, by preventing the erection of new shopping centres.
- Actively discourage the use of proposed development sites identified on the Strategic Framework Plan for retail or commercial activities.
- Provide certainty and consistency in the planning process to facilitate future land use activities in shopping centres and encourage long term investment.

### **Objective 4**

- To strengthen the retail, business and employment role of the Ringwood Metropolitan Activity Centre and the Croydon Major Activities Area.

### **Strategies**

- Promote the development of a Town Centre as a key element of the Ringwood Metropolitan Activity Centre and the Croydon Major Activities Area. .
- Encourage the redevelopment of the railway stations and its environs as a vital activity hub in the Ringwood Metropolitan Activity Centre and the Croydon Major Activities Area to better access retail and commercial activities.

### **Objective 5**

- To encourage environmentally sustainable forms of retail and commercial development.

### **Strategy**

- Ensure that the planning, design, siting and construction of new retail and commercial development responds to best practice environmental design guidelines for energy efficiency, waste and recycling, and stormwater management.

### **Objective 6**

- To establish a designated medical centre precinct.

### **Strategies**

- Support medical land uses in the Maroondah Hospital Medical Precinct.
- Encourage the core services of Maroondah Hospital, specialist medical services and ancillary facilities to be centrally located within the Maroondah Hospital Medical Precinct.

### **Implementation**

These strategies will be implemented by:

### **Local policy and exercise of discretion**

- Ensuring all retail and commercial use and development is in accordance with the Retail and Commercial Development Clause 22.05.
- Ensuring all use and development within the Ringwood Metropolitan Activity Centre is in accordance with the Ringwood Activity Centre Clause 22.06.
- Ensuring the use and development of retail and commercial land is in accordance with the Waterways Protection Clause 22.01.
- Encouraging the redevelopment of existing commercial centres to meet the changing needs of retail activity.
- Resisting site specific or “spot rezoning” of land on the edge of existing retail activity centres and resisting the commercial rezoning of “greenfield” sites.
- Ensuring all use and development within the Croydon Major Activities Area is in accordance with the Croydon Major Activities Area Development Clause 22.09.

### **Zones and overlays**

- Adopting the recommendations of the Ringwood Transit City Urban Design Masterplan 2004 and applying the policies and objectives in this document.
- Applying the Commercial 1 Zone to the retail component of the Croydon Major Activities Area and all neighbourhood and local centres identified on the Framework Plan.
- Ensuring that the restricted retail areas identified on the Strategic Framework Plan outside the Ringwood Metropolitan Activity Centre are covered by the Commercial 2 Zone.
- Applying the Special Building Overlay to land affected by overland flows in storm events that exceed the capacity of underground drainage systems.
- Applying a Development Plan Overlay to the Ringwood Metropolitan Activity Centre.
- Rezoning selected land to mixed use in accordance with the recommendations of the Croydon Town Centre Structure Plan, 2006.
- Applying a Design and Development Overlay over the Croydon Major Activities Area to identify height limits for development.
- Applying a Design and Development Overlay to the Maroondah Hospital Medical Precinct.

### **Future strategic work**

- Identifying key land uses required to support the economic viability of retail activity centres (or components of them) and encouraging their provision.
- Preparing urban design and streetscape improvement guidelines for the Ringwood Metropolitan Activity Centre, to control development form and enhance the amenity of public areas.
- Developing and implementing urban design, vehicle circulation, traffic management and parking recommendations for the Ringwood Metropolitan Activity Centre and Croydon Major Activities Area and other locations as identified in the relevant Strategies.
- Develop an Ecological Sustainability Strategy, including a Water Sensitive Urban Design Policy. In partnership with the trader and business associations, develop a marketing and investment strategy to build on and implement the strategies of the Ringwood Metropolitan Activity Centre and the Croydon Major Activities Area.

- Consult with the traders and businesses and investigate the need for a special rate scheme to assist in the implementation of the marketing and investment strategies.

**Reference documents**

Ringwood Transit City Urban Design Masterplan, Hansen Partnership, 2004

Croydon Town Centre Structure Plan, Planisphere, 2006

Canterbury Road Urban Design Guidelines, Maroondah City Council, 1998

Retail and Commercial Land Use Framework Plan

