

22.06 RETAILING POLICY24/07/2014
C157

This policy applies to all land in the municipality zoned for commercial purposes.

MSS Context

Encourage the growth and development of vibrant and dynamic retail centres.

Policy Basis

Retail centres perform a variety of roles and functions in our community. To some, shopping is a necessity. To others, it is a recreational pastime that represents an opportunity for social inter-action and community contact. Retailing is also an important source of employment, particularly for women and the young. Melton's shopping areas, like its community, are at an early stage of development. As the population grows however, shopping areas in Melton township and Melton East will become more established, and will offer a more diverse and sophisticated array of commercial services and facilities. A greater diversity of shopping and commercial facilities will add to the vitality and liveability of the area, making the City a more attractive place in which to live and work. The location of shopping areas offers opportunities to promote community interaction and define a sense of place. The co-location of community facilities around shopping areas will help to heighten activity levels and create a sense of urban character. Shopping centres represent a significant financial investment, and it is essential that investors and the community be provided with a degree of certainty in terms of their location, size and timing.

Policy Objectives

- To provide a clear and concise hierarchy of retailing facilities across the municipality.
- To encourage and support the establishment of an economically and socially thriving and diverse retail sector, which provides the community with a range of quality retail facilities and options.
- To provide direct, safe and convenient access and car parking to commercial areas for local residents and the general public.
- To develop, encourage and support measures that reduce the level of escape expenditure from the local economy.
- To facilitate the regular refurbishment and upgrading of centres and retail streetscapes within the municipality.
- To improve amenity levels for shoppers and businesses.
- To encourage shopping centres to incorporate natural and built features surrounding the centres.
- To encourage a broader range of activities to locate in and around shopping precincts.

Policy

It is local policy ("S") to:

- Implement a hierarchy of commercial centres across the municipality (as identified in Clause 21) which takes into account current and projected population growth and distribution, existing and committed retail floor space levels and private and public transport infrastructure.

- Promote the development and expansion of retail facilities in accordance with the adopted commercial centre hierarchy.
- Provide opportunities for higher density housing around existing and proposed shopping centres.
- Ensure that any future rezonings or expansions of commercial centres only occur as a result of demonstrated need.
- Discourage peripheral sales from establishing in industrial areas or in areas inaccessible and remote from existing shopping centres.
- Encourage the consolidation of higher levels of retail activity and concentration of retail activities by discouraging the outward expansion of the Melton's High Street shopping precinct.
- Commercial and community facilities will be encouraged to locate on main traffic links.
- Minimise the future development of commercial uses in the Toolern Vale village.
- Limit commercial and industrial uses at the periphery of the Diggers Rest settlement especially south of the intersection of Bulla Road and Old Calder Highway.
- Encourage car parking provision at the following rates for these centres:
 - Melton Fresh Shopping Centre 7.0 spaces per 100m2 GLFA
 - Bellevue Shopping Centre 6.0 spaces per 100m2 GLFA
 - Coburns Shopping Centre 6.0 spaces per 100m2 GLFA
 - Banchory Grove Centre 6.0 spaces per 100m2 GLFA