

City of Casey Activity Centres Strategy

2019





DOCUMENT CONTROL

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Responsible Department – City Strategy

Version	Date	Change Log
Draft 1	2-4-19	

DEFINITIONS

This strategy adopts the same land use definitions as those defined in the Casey Planning Scheme. In addition, for the purpose of this Strategy, the following definitions apply:

Council	means Casey City Council, being a body corporate constituted as a municipal Council under the Local Government Act 1989
Councillors	means the individuals holding the office of a member of Casey City Council
Council officer	means the Chief Executive Officer and staff of Council appointed by the Chief Executive Officer.
Activity Centre	Areas that provide a focus for services, employment, housing, transport, and social interaction. They range in size and intensity of use from smaller neighbourhood centres to major suburban centres and larger metropolitan centres. Designated Activity Centres for the purpose of this Strategy are those outlined as existing or proposed Activity Centres in Chapter 2 of this Strategy, or as may be identified in the future on an approved Structure Plan which has been incorporated into the Casey Planning Scheme.
In-Centre Location	Any site for a proposed non-residential land use which is located within a designated Activity Centre. An Activities Centre's boundary is defined by the applicable Structure Plan/Development Plan. If no Structure Plan/ Development Plan has been prepared for a centre, the Activity Centre's boundary is defined by the extent of the retail, commercial or mixed use zoning of the centre (or equivalent).

Local Neighbourhood Activity Centre	Local centres that are similar to Medium Neighbourhood Activity Centres, but are generally much smaller, with an emphasis on the daily convenience retail needs of the surrounding user population. Local Neighbourhood Activity Centres fill gaps in walkability between the higher order centres and form a vital part of creating a walkable network of activity centres in Casey.
Location Assessment	A process for assessing the suitability of the location of a non-residential use (excluding industrial uses in industrial areas) where such use is proposed outside of a designated Activity Centre.
Major Activity Centre	The next tier below Metropolitan Activity Centres. They are suburban centres that provide access to a wide range of goods and services. Major Activity Centres are designated in the Metropolitan Planning Strategy, Plan Melbourne. They have different attributes and provide different functions, with some serving larger subregional catchments. In Casey, existing Major Activity Centres include Cranbourne Town Centre, Berwick Village, Casey Central, Endeavour Hills, and Hampton Park. There are two proposed Major Activity Centres, planned at Clyde and Hardy's Road.
Medium Neighbourhood Activity Centre	Centres that provide access to local goods, services, and employment opportunities and serve the needs of the surrounding community. They are dominated by small businesses. They are accessible to a viable user population by walking/cycling, have access to at least some local bus services, and provide an important community focal point for a range of community, educational, health and recreational needs.
Metropolitan Activity Centre	Higher-order centres with diverse employment options, services and housing stock, supported by good transport connections. Metropolitan Activity Centres are designated in the Metropolitan Planning Strategy, Plan Melbourne. The existing Metropolitan Activity Centre in Casey is Fountain Gate/Narre Warren.
Net Community Benefit	An assessment of the costs and/or benefits to the local community from the development of economic or social infrastructure designed to serve the defined community. The assessment of Net Community Benefit may include quantitative and qualitative measures and can generate either a positive or a negative benefit. Net Community Benefit principles relate to: » The accessibility of retail, commercial and community infrastructure. » Activity Centre design, amenity and sustainability. » Increased utilisation of non-private motorised transport. » Increased employment opportunities. » Potential to enhance the utilisation of existing infrastructure.
Non-Residential Use	Any land use other than a residential use, which includes (but is not limited to): » retail, restricted retail, office, medical/health, gymnasium, place of worship, place of assembly, place of entertainment, education centre, sports & recreation facility, community use, and the like. » Any industry or warehouse use located outside of an Industrial Zone, Commercial Zone, or outside of a designated employment area in an Urban Growth Zone. It does not include any agriculture use located outside the urban growth boundary and associated with rural land use activities. Where a development includes a number of different land use components (including residential), this definition applies to any development which includes any of the above land use categories.
Out-of-Centre Location	Any site for a proposed non-residential land use which is located outside of a designated activity centre. An Activity Centre's boundary is defined by the applicable Structure Plan/Development Plan. If no Structure Plan/ Development Plan has been prepared for a centre, the Activity Centre's boundary is defined by the extent of the retail, commercial or mixed use zoning of the centre (or equivalent).

ADMINISTRATIVE UPDATES

It is recognised that, from time to time, circumstances may change leading to the need for minor administrative changes to this document. Where an update does not materially alter this document, such a change may be made administratively. Examples include a change to the name of a Council department, a change to the name of a Federal or State Government department, and a minor update to legislation which does not have a material impact. However, any change or update which materially alters this document must be by resolution of Council.

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Executive Summary

The City of Casey is Victoria's most populous local government and one of Australia's fastest growing municipalities. Casey has a 2017 population of 326,820 and is projected to reach 514,800 by 2041. Almost 70 per cent of working residents leave the area to go to work each day, usually to jobs in locations such as Dandenong, the Monash Employment and Innovation Cluster, or into the Melbourne CBD. In this context, the foremost issues facing Casey are how to plan well for continued population growth and how to create more local jobs, so the city can transition from a collection of commuter suburbs into an economically strong collection of vibrant urban centres that complement the rest of metropolitan Melbourne.

Activity Centres are the places in a community that people go to shop, work, eat and meet, including large centres like Fountain Gate and Cranbourne, or the many smaller centres of various sizes throughout Casey. Much of the City of Casey's potential for employment growth in knowledge-based higher wage business sectors lies in the strength and vibrancy of its network of activity centres.

Casey's Activity Centres Strategy sets forth Council's vision for a strong and vibrant network of activity centres in Casey and provides guidance on how to accomplish this vision through specific policy directions. The overarching goal of the Casey Activity Centres Strategy is:

To provide a diverse range of non-residential uses in Casey primarily located within a network of vibrant activity centres, which are thriving economic and social hubs offering convenient access to goods, services, facilities, jobs, and housing.

This Activity Centres Strategy is based upon the findings of a citywide retail and employment floorspace demand and supply assessment and extensive public consultation through community surveys and in-depth industry stakeholder interviews. It builds upon Casey's previous activity centre strategies and contains a new emphasis on non-retail job creation within activity centres. A revised hierarchy of centres is also introduced in the

Strategy, which conforms to the latest Metropolitan Planning Strategy, Plan Melbourne.

The Strategy is structured around 16 objectives, which are arranged into three themed chapters:

A citywide network of activity centres -

describes how retail and commercial development in Casey can be consolidated into a network of large and small activity centres that provide all residents with convenient access to goods and services.

Activity centres are the economic engines of Casey -

includes strategies to increase employment in Casey's activity centres through planning policies such as requiring a certain amount of commercial office floorspace with new retail developments, supporting innovative planning regulations and faster permit processes, and other non-regulatory economic development measures.

Activity centres are great places for people -

supports design guidelines and policies to achieve higher quality urban design and better walkability in activity centres. This chapter also encourages locating community facilities and more housing in and around activity centres to bring more people and activity into centres, thereby increasing the important role they play in the life of the community.

The Activity Centres Strategy will be delivered through an Action Plan that outlines specific actions to complete over the near, medium, and long term.



Old Post Office, Berwick

Chapter 1. Introduction

PURPOSE OF THE STRATEGY

The purpose of this Strategy is to articulate Council's vision for a network of activity centres in Casey and provide guidance on how to accomplish this vision through clear policy direction on the location, size, and design of non-residential use¹ and development across the municipality. The Strategy is based on up-to-date information and is consistent with all applicable State planning policy including Plan Melbourne. It provides a strategic basis for the assessment of statutory planning applications, rezoning requests, and future strategic planning related to retail, commercial, and most other non-residential land uses in Casey. This creates certainty for all stakeholders, such as land owners, developers, local businesses, community residents, and the Council.

THE IMPORTANCE OF ACTIVITY CENTRES

Activity Centres are the places where people go to meet, shop, work, relax, and live. This usually includes groupings of retail shops, restaurants, take-away food shops, offices, and often also includes uses such as community facilities, entertainment venues, transport hubs, parks, and higher density housing.

Centres can be small, such as local Neighbourhood Activity Centres that may just be a small row of shops, or a centre can be very large such as a Metropolitan Activity Centre with large office buildings, a shopping mall with a department store, and a nearby train station. Whether large or small, activity centres all share one key feature: they are a

1. Non-residential use¹ is defined in the Definitions section on Page 2. It generally includes all non-residential uses in and around activity centres and in residential areas, but excludes industrial or agricultural uses in industrial or rural areas.

group of facilities consolidated at one recognisable location. This consolidation of activities into one location allows people to see the centre as a distinct place. Extra value is created for the community because the whole centre consolidated is greater than the sum of its different parts if they were spread out.

The concentration of a community's activities into recognised large and small centres in this way will not happen on its own. In the absence of an effective activity centres policy, market forces will usually deliver commercial development in an ad hoc manner along any main road where inexpensive land happens to be available. People would be expected to drive to these isolated locations for goods and services under this scenario and would lose the many benefits of grouping such facilities together into centres.

Grouping these facilities together into centres is convenient and beneficial for the community as it:

- » encourages single destination multi-purpose trips;
- » provides convenient access to goods and services usually within walking distance of all areas of a community;
- » maximises benefits to the business sector of clustering mutually supportive activities;
- » provides interesting meeting places for people;
- » supports an effective public transport system and reducing traffic congestion and pollution;
- » improves accessibility for less mobile members of the community; and
- » meets the needs across the age spectrum including young and elderly persons.

Taken together, the benefits of a network of distinct and vibrant activity centres will help establish a regional identity for the City of Casey with positive flow-on effects for overall economic and community development.

POLICY CONTEXT

State and local planning policies support the activity centres concept and provide a firm policy basis and planning framework for Casey's Activity Centres Strategy. The following key policy documents at the State and local level are relevant to this strategy.

State

Victoria Planning Provisions (VPP) and Planning Policy Framework (PPF)

Defines the tools and overarching planning policy framework for all local governments. New commercial and residential zones have been created since the last Casey Activity Centres Strategy was adopted.

Plan Melbourne

The current State Government strategic plan for metropolitan Melbourne, which is adopted into the PPF. This is the document that determines the location of Metropolitan and Major Activity Centres throughout Melbourne.

Growth Corridor Plans

Growth Corridor Plans are high level integrated land use and transport plans for Melbourne's growth corridors. Casey is within the area covered by the South East Growth Corridor Plan. Activity centres are shown on these plans.

Southern Regional Land Use Framework Plan

Plan Melbourne calls for the creation of Regional Land Use Framework Plans to promote efficient and coordinated regional planning throughout Melbourne in a similar manner to the Regional Land Use Plans that cover regional Victoria. The Southern Metro Region includes the local government areas (LGAs) of Casey, Cardinia, Greater Dandenong, Frankston, Kingston, and Mornington Peninsula. The Southern Regional Land Use Framework Plan addresses common regional planning issues that these six metropolitan LGAs face. This shared vision provides a basis for greater consistency in local and regional decision making to provide certainty for investment. The Southern Regional Land Use Framework Plan is consistent with the vision for land use and activity centres set forth in Plan Melbourne.

Precinct Structure Plans (PSP)

PSPs are master plans created by the Victorian Planning Authority in coordination with local councils, which cover greenfield sites inside Melbourne's Urban Growth Boundary that cater for between 10,000 to 30,000 people. There are approximately 12 PSPs that have been approved and several more proposed in the City of Casey. The locations of new activity centres in greenfield areas are decided through the PSP process.

Urban Design Guidelines for Victoria 2017

Statewide model urban design guidelines, which include design guidance for activity centres. The Activity Centre Design Guidelines of this strategy are based on these guidelines.

Local

Casey C21 - A Vision for our Future (2002), Building a Great City (2011), and Creating A Great City (2017)

Present a long-term vision and council plan for Casey as a whole. The important role of activity centres to support economic growth is supported by the various iterations of the C21 vision and plans. Part of this vision for Casey to become "Australia's most liveable city."

Municipal Strategic Statement (MSS)

The MSS contains the key strategic planning, land use and development objectives for the municipality, along with the strategies and actions required to achieve them.



Retail Policy (Casey Planning Scheme, Clause 22.07)

Details the existing retail centres hierarchy and adopted local policies related to activity centres. The strategic basis for Clause 22.07 is the 2006 Activity Centres Strategy. The relevance of the 2006 Activity Centres Strategy is limited because it aligns with the now outdated Melbourne 2030 policy framework.

2012 Activity Areas Strategy and Non-Residential Uses Strategy

A review and update of the 2006 Casey Activity Centres Strategy, in response to significant growth and changes to activity centres. This strategy has been adopted by Council but has not been given effect in the Casey Planning Scheme. It also aligns with the now outdated Melbourne 2030 policy framework.

Non-Residential Uses in Residential and Future Residential Areas Policy (Casey Planning Scheme, Clause 22.02)

Casey's planning policies on non-residential uses in residential areas, which generally encourages non-residential uses to group around activity centres and provides standards for the location of such uses within residential areas. Includes specific guidance for appropriately locating certain uses in residential areas, such as medical centres and places of assembly/places of worship. This policy is informed by the 2006 Activity Centres Strategy and several earlier policy documents, such as the City of Casey Medical Centres Policy (1996) and the City of Casey Places of Assembly/Worship Policy (2004).

Casey Housing Strategy

Adopted in 2015 and updated in 2017. The Housing Strategy recommends higher density residential zoning for certain established residential areas surrounding activity centres and public transportation routes to provide diverse and needed housing types throughout Casey.

Casey-Cardinia Economic Development Strategy

A strategy for council's economic development activities, in coordination with adjacent Cardinia Council. Sets forth recommended actions to stimulate investment and the growth of local jobs, with emphasis on job growth in activity centres. This strategy is currently being

updated to include reference to the role of activity centres, which was not emphasised in the previous (2016) version.

Casey Parking Strategy 2018

Sets Council's direction for parking management and planning, especially within activity centres.

Casey Municipal Health and Wellbeing Plan

A plan to analyse and prioritise the community's health and wellbeing goals. Objective 2.1 states: "Design and activate neighbourhoods to facilitate physical activity in daily life." This objective is achieved in large part through the creation of a walkable citywide network of activity centres. Food security and access to healthy food is also discussed in this plan.

THIS REVIEW AND UPDATE

Periodic review and update of Casey's various planning strategies is necessary to respond to rapid growth, economic trends, and changes in State policy. This Activity Centres Strategy builds upon Casey's most recent Activity Centres Strategies, prepared in 2006 and 2012, and contains the following key updates:

- » A focus on job creation within activity centres with specific emphasis on the role of non-retail employment within centres, which has been lacking in previous strategies.
- » A revised hierarchy of centres that conforms with the latest Metropolitan Planning Strategy, Plan Melbourne, and is evidence-based with a planning horizon to 2036.
- » Policy direction to balance the need for new/expanding centres to cater for significant growth in greenfield areas and preserving the integrity of existing centres.
- » Planning strategy that acknowledges and responds to the ascendance of online retailing and large format discount retail.
- » New Health and Education Precinct (HEP) and Restricted Retail Precinct (RRP) classification types included in the activity centre hierarchy.

This updated Strategy creates a framework for decision making related to new and existing

activity centres throughout Casey. The State and local policy context outlined above offered the broad policy principles to guide work on the Strategy. Additionally, an economic assessment of retail and other employment floorspace demand and supply in Casey was prepared and extensive community and industry stakeholder consultation was conducted. The results of the economic assessment and stakeholder consultation underpin the policy directions recommended in this strategy.

Economic assessment of retail and other employment floorspace

A recent analysis was completed by SGS Economics & Planning Pty Ltd for the City of Casey, which assessed retail and other employment floorspace demand and supply for the community. The assessment looked at the composition and distribution of retail and other employment uses in Casey's existing activity centres, reviewed the most recent Activity Centres Strategy and hierarchy of centres, and modelled the current demand for and supply of employment floorspace in the municipality. The main recommendations of the assessment are an *updated activity centres hierarchy*, *aspirational classifications* for some centres recognising their desired future roles in the region, and the *optimal rollout* of activity centre floorspace across the municipality. This economic assessment informs the updated activity centres hierarchy contained in this Strategy.

Key facts and findings of the assessment:

- » Casey's activity centres contain two per cent of the municipality's land area, 39 percent of the jobs, and 0.7 per cent of the dwellings.
- » The activity centres hierarchy forms a network of 48 existing and 32 planned activity centres in Casey.
- » There are no significant gaps in Casey's network of existing and planned activity centres, based on a 20-minute neighbourhood² concept for each neighbourhood. In the yet to be planned growth areas, the assessment recommends several additional neighbourhood centres to fill network gaps.

2. A 20-minute neighbourhood is where all the dwellings are within a convenient 20-minute journey (usually walking) to most everyday needs, such as the goods and services typically found in a local activity centre.



- » Restricted Retail Precincts and out-of-centre retail uses, which are usually car-dependent areas along main roads away from where people live, such as homemaker centres and big box retail sites, can undermine the centre hierarchy if they're not well regulated. Conventional retail uses (i.e. not restricted retail) ought to be kept within the activity centres network to maintain the viability of the 20-minute neighbourhood concept.

Additionally, the assessment identified and considered the following policy gaps and concerns in terms of activity centre planning in Casey:

- » The need for further employment diversification to promote self-sufficiency within Casey. This can be promoted by ensuring a sufficient level of commercial (non-retail) floorspace is available in Casey's activity centres, particularly in Metropolitan and Major Activity Centres.
- » Encouraging diverse retailing formats, particularly smaller format and discount department stores.
- » The need for more activity centre floorspace to be planned for and kept available in PSP areas to ensure that an adequate level of retail growth can occur in these areas.

- » The need for more supermarket floorspace to be planned for the municipality.
- » The need for Medium and Local Neighbourhood Activity Centres to provide convenient and walkable access to local services and facilities to all residents in Casey.
- » The need to discourage ad hoc establishment of restricted retail across the municipality.

Community and industry consultation

In November and December 2016, Council Officers conducted a community engagement program concerning Council's activity centres. The program sought to understand how the community used and accessed the activity centres within Casey, what the community found to be the biggest problems and how the activity centres could be improved. Surveys were conducted online and face to face at 15 activity centres throughout the municipality. The survey asked people questions about what centres they use the most, what they use the centre for (e.g. shopping, eating out, work, meeting friends, etc.), and what could be improved in their local activity centre (e.g. needs more variety of shops, better parking, better public amenities, etc.).

In May 2017, Council Officers held in-depth interviews with ten key industry stakeholders to ask about how Casey's activity centres and centres policies were working and how they could be improved. The industry stakeholders included commercial property developers, supermarket operators, shopping centre managers, and major land owners.

Some highlights of the consultation feedback include:

- » People use their activity centres mostly for grocery shopping, other retail shopping, medical clinics, and eating out/going to cafes
- » Driving is the most common way people get to their centres in Casey, followed by walking
- » Industry stakeholders are generally aware of Casey's existing activity centres strategy and understand its value in preventing ad hoc and inefficient development patterns
- » Some industry stakeholders think the activity centres strategy should offer greater flexibility for larger developments and be more responsive to emerging retail trends



GOAL, OBJECTIVES, STRATEGIES, AND ACTIONS

Casey's Activity Centres Goal describes the desired outcomes of this strategy for the City of Casey.

Casey's Activity Centres Goal:

To provide a diverse range of non-residential uses in Casey primarily located within a network of vibrant activity centres, which are thriving economic and social hubs offering convenient access to goods, services, facilities, jobs, and housing.

The following chapters include 16 **objectives**, which are specific aims that help achieve Casey's Activity Centres Goal. The recommended strategies and actions aim to deliver these objectives. The **strategies** are policy ideas to implement the objectives, which may be statutory or non-statutory in nature. Strategies are included in this document under each objective. The actions are specific work tasks usually related to implementing a corresponding strategy. The actions are included in City of **Casey Activity Centres Strategy Action Plan**, which is a separate accompanying document.

Together, the objectives and strategies form the policy direction of the Activity Centres Strategy, which will be implemented by Council according to the specific steps outlined in the accompanying Action Plan. The objectives and strategies are arranged under three themes in the following chapters: *A Citywide Network of Activity Centres*, *The Economic Engines of Casey*, and *Great Places for People*. These themed chapters help organise related objectives and strategies into three concise concepts that are memorable and clear.



Chapter 2. A Citywide Network of Activity Centres

A defining characteristic of Australian communities is their strips of small shops and offices lining the traditional 'high street' of each suburb and town. These centres are generally arranged into a network, or hierarchy, of large and small shopping centres throughout the community with some in the traditional street-based shopping strip style, and others developed with different layouts. The hierarchy of centres reflects typical citizen perceptions of 'community' and also typical shopping behaviours. The local centre with a bakery, café, and supermarket is usually never more than a 20-minute walk or short drive away from most residential neighbourhoods. These local centres are there for the daily low-spend convenience trips. The larger centres offer

higher order goods and services for the occasional higher-spending visits. Larger centres are well defined and contained to keep the network of smaller centres more viable.

The centres in the hierarchy each serve a certain catchment area, with lower order centre functions like convenience retail also 'nested' within the larger centres. This ensures that even those living near a larger centre have quick access to daily shopping needs. The hierarchy approach provides everyone in the community with access to all types of necessary services. Ideally, this delivers a better quality of life for residents, who enjoy the convenience, amenities, and social life of their local shopping centres. Consolidating retail shops and services reduces travel costs for



the consumer by allowing for multi-purpose trips. It tends to facilitate an efficient public transportation network. Property values are also typically higher in communities with a well-planned network of convenient and walkable activity centres.³

The concentration of a community's activities into a citywide network of centres will not happen on its own. In the absence of effective activity centres policies, market forces will usually deliver retail and commercial development in an ad hoc manner wherever inexpensive land happens to be available along main roads. People would be expected to drive to these isolated locations for goods and services under this scenario and would lose the many benefits of grouping such facilities together into centres.

In much of the United States, the absence of effective regional planning makes the implementation of activity centres policies difficult⁴. Consequently, few American communities have complete networks of local walkable shopping centres in the Australian sense. Instead, retail and commercial floorspace in many American cities is often 'ribboned' in an ad hoc fashion along main roads away from the residential areas they serve. In recent years, this has led to food equity issues and the urban 'food desert' phenomenon, where those who lack access to reliable transport struggle to access healthy

food because supermarkets are located along highways far from where people live.

By contrast, some American cities such as Portland, Oregon, have bucked this trend through strong regional planning and pursuing activity centres policies in recent years. The results are striking - Portland has rapidly transformed into a thriving showcase city built upon a celebrated network of walkable neighbourhoods.

The American experience demonstrates what is at stake for a still growing Australian community such as Casey. It is essential that the City of Casey continue to apply an activity centres approach to planning decisions. Casey City Council must also clearly explain to the community and business stakeholders why adherence to a strong activity centres policy is a key element in realising Council's stated vision to be 'Australia's most liveable city', where 'everyone can work locally, travel conveniently, and access all the services they need.'⁵

It's also important to acknowledge that the City of Casey does not have the resources to make all our public spaces great. Therefore, Council must regularly make tough decisions about how to prioritise limited resources. Having an adopted activity centre hierarchy helps Council know where to prioritise development, capital works funding, and staff time.

3. Cortright, J. (2009). Walking the Walk: How Walkability Raises Home Values in U.S. Cities.

4. Peter McNabb & Associates Pty Ltd and University of Melbourne Research Team. (2001). Activity Centres Review: A Study of Policy and Centres of Activity in Metropolitan Melbourne and Geelong.

5. Casey C21- Creating a Great City (2017), p 2.

20-MINUTE NEIGHBOURHOODS

Victorian State Government strategic planning policy recognises the essential role that a network of walkable and thriving activity centres plays in the livability of Metropolitan Melbourne. Plan Melbourne envisions a city built upon the '20-minute neighbourhood' concept, which the plan defines as 'the ability to meet most everyday (non-work) needs locally, primarily within a 20-minute walk, cycle or local public transport trip of home'.

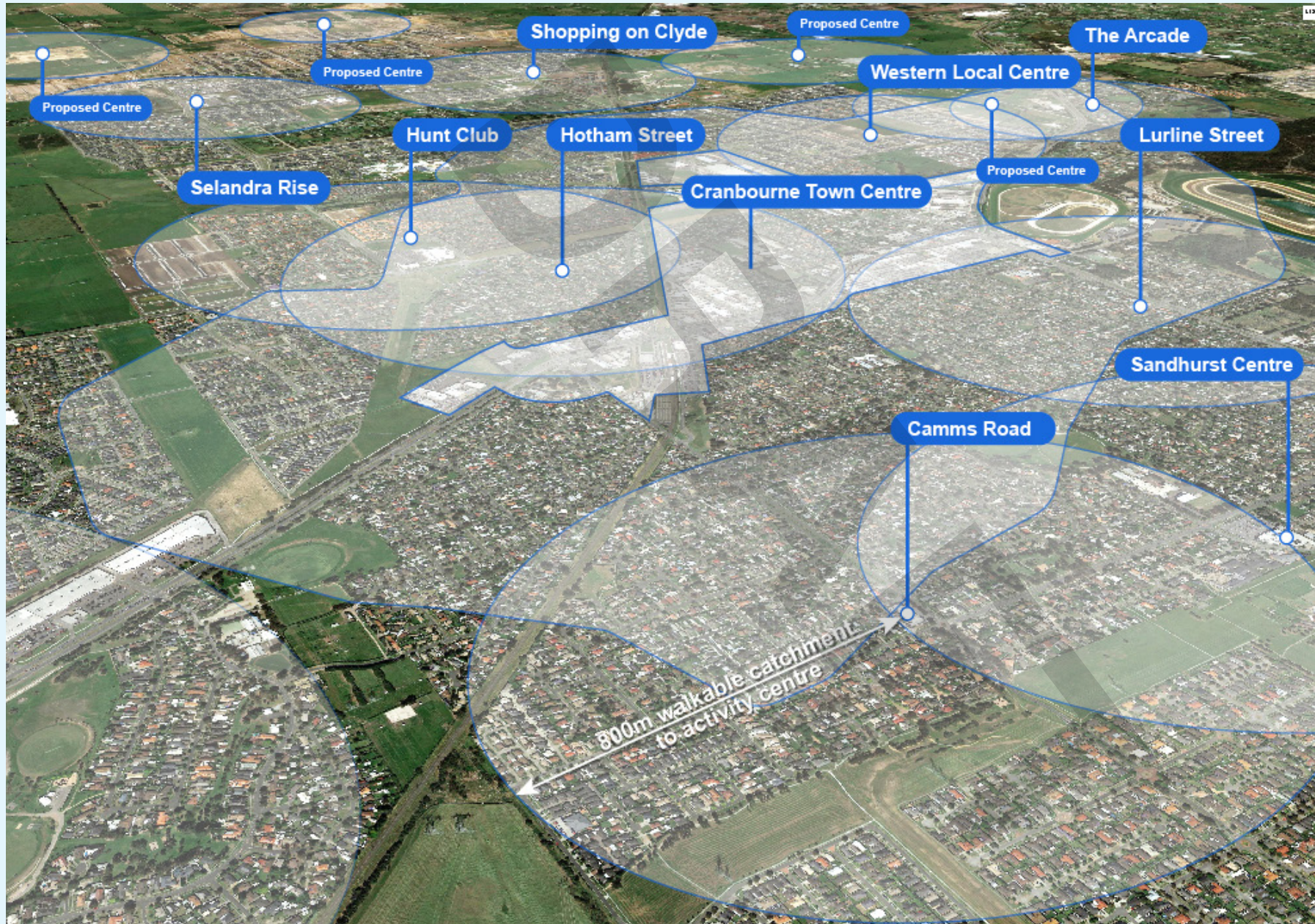
The activity centre network contained in this Strategy provides near complete coverage of the City of Casey based on the 20-minute neighbourhood concept, with only a few very

minor gaps around lightly populated areas at the periphery of Narre Warren and Cranbourne. This was determined using a 1.5km buffer from all centres in the network (both established and growth areas), which reflects a 20 minute walk at 5kph. An additional analysis was completed using an 800 metre buffer from all centres in the network, which shows more gaps than the 1.5km buffer analysis, but still covers much of the established and greenfield areas of the municipality.

The following diagram explains the 20-minute neighbourhood concept, as depicted in Plan Melbourne.



Visualisation of the 20-Minute Neighbourhood concept as set forth in Plan Melbourne



The activity centre network in the Cranbourne area, showing 800m walkable catchments for each centre

Aerial photography source: Google Maps



The activity centre network in the Doveton area, showing 800m walkable catchments for each centre

Aerial photography source: Google Maps

ACTIVITY CENTRE CLASSIFICATIONS, SIZES, AND FUNCTIONS

There is a need to strike the right balance between flexibility for the market to respond to opportunities, and the creation of neighbourhoods and places that work well from a broader community perspective. Plan Melbourne provides guidance on the role and function of 'Metropolitan', 'Major', and 'Neighbourhood' activity centre classification types. Details such as target floorspace for each classification type is determined through local demand and supply analyses. The Retail and Employment Floorspace Assessment provides the City of Casey with the up-to-date evidence base from which to determine whether there is sufficient demand to support additional development in existing centres without compromising the roll out of these new centres or impacting on the viability of other existing centres.

The Hierarchy Classifications (Table 1), Activity Centres Map, and Activity Centres List (Table 2) set forth an activity centres network for the City of Casey that is consistent with Plan Melbourne and is informed by the Retail and Employment Floorspace Assessment. Approximate target floorspace ranges for each activity centre classification type are provided in Table 1. These floorspace targets provide important high-level guidance for the appropriate sizes of Casey's activity centres but are not prescriptive requirements. The 'characteristics and functions' of each centre classification type listed in Table 1 follow the definitions of Plan Melbourne and are generally a more useful benchmark for the comprehensive planning of activity centres and assessment of development applications. For activity centres in growth areas where a Precinct Structure Plan (PSP) applies, refer to the PSP for specific floorspace targets.

ASPIRATIONAL CENTRE CLASSIFICATIONS

Given the significant growth projected in Casey, the Activity Centres Strategy needs to both reflect the current role of centres, while still identifying an aspirational role for some centres as the population grows over time.

Plan Melbourne designates the location of all 'Metropolitan' and 'Major' activity centres, while individual 'neighbourhood' activity centres are designated by local governments consistent with Plan Melbourne's description of a neighbourhood activity centre's function and role.

Cranbourne Major Activity Centre and Berwick South Central Medium Neighbourhood Activity Centres both have the potential for growth beyond their current centre type classifications. Aspirational classifications are provided in the hierarchy for these two centres. The aspirational classifications make clear each centre's current status consistent with Plan Melbourne and identifies the aspirational classifications that each centre has potential to achieve in the future according to Casey's floorspace demand assessment. The centre type classification that each of these centres is 'aspiring to' is not that centre's current classification, but simply the classification that the City of Casey will advocate to the State Government for in future updates to Plan Melbourne and the Southern Metropolitan Regional Land Use Framework.

PROPOSED CENTRES IN GROWTH AREAS

The locations of new activity centres in 'greenfield' areas are decided through the State government-led Precinct Structure Planning (PSP) process, but Council oversees the ongoing day-to-day planning decisions that shape how and when these growth area precincts are delivered. It's important that sufficient land is preserved over time in these greenfield areas for activity centres, which will serve the residents of those new communities once they are fully built out. It takes time for new suburbs to be fully built and provide the population to support retail and commercial businesses. During this lag time before there are enough households in a newly developing suburb to support many shops, services, and supermarkets, development interests will often place pressure on Council to allow more residential development and not preserve enough land for future activity centres. The Activity Centres Strategy provides a strategic basis to designate sufficient land in growth areas, resist this 'lag time' market pressure, and ensure better long-term outcomes.



OUT-OF-CENTRE USE AND DEVELOPMENT

While most of a community's business and community services activity is best located in activity centres, there are some instances where it is appropriate to locate non-residential uses on out-of-centre commercial and residential properties. For example, the Victorian Planning Provisions explicitly prohibits venues with electronic gambling machines (EGMs) to locate in most activity centres to minimise the social harm caused by problem gambling. Instead, EGM venues are encouraged in less convenient destinations, where people must make a conscious decision to go gamble. Many other examples of appropriate out-of-centre uses may be less clear cut and rely on a careful analysis of local planning policy through the planning permit process.

For the purpose of setting policy for appropriate out-of-centre use and development, the planning scheme uses the term 'non-residential uses' to describe any

non-residential uses located in and around activity centres or in residential areas but excluding industrial or agricultural uses in industrial or rural areas.⁶

There are several 'non-residential uses' such as medical centres and child care centres, which would normally be expected within an activity centre but are in fact allowed throughout residential zones with planning permit approval. Though this strategy encourages these uses to locate in or near activity centres, there are instances when such uses may be appropriate 'out-of-centre' within a residential area.

Casey's longstanding 'Non-Residential Uses in Residential and Future Residential Areas' Local Planning Policy provides guidance for the assessment of a range of these types of non-residential uses in residential areas. Although the strategic basis of some parts of this policy are quite dated, Planning Officers still frequently use the policy and the Victorian Civil and Administrative Tribunal (VCAT) has generally upheld it when reviewing Casey's

6. See the Definitions section on Page 2 for a more complete definition.

planning decisions. This strategy includes a review of Casey's non-residential uses in residential areas local planning policy. This review includes research of best planning practice in other metropolitan area municipalities. It also draws upon Casey's 2018 Planning Scheme Review, where Planning Officers were consulted about this policy and relevant planning permit decisions and VCAT cases were analysed. Where the existing policy provisions are found to still be justified in current conditions, consistent with State Planning Policy, and have been successfully upheld in planning permit decisions, they should be retained. New policy directions are also recommended where there is a clear gap in existing policy. A discussion of the most common non-residential uses that are allowed with a planning permit in residential zones is included below.

In addition to the discussion and recommendations for specific non-residential uses below, this strategy also recommends that all out-of-centre non-residential use proposals meet the locational assessment and net community benefit criteria set forth in Chapter 5.



Medical centres

Medical centres are offices that provide outpatient health services. Residential zones generally allow small medical offices, up to 250 square metres in floor area 'as-of-right' (no permit required) and allow larger centres with a planning permit approval.

In recent years, the trend is to larger multifunctional medical centres, which are usually best located in an activity centre or in a health precinct near other medical facilities. Smaller stand-alone local medical centres still fill an important role in the community. Private investment opportunities usually favour ownership of these smaller offices in a residential area rather than leasing the space in a more expensive in-centre location.

Casey's local planning policy guidance encourages medical centres to locate on main roads, near other community-based uses, be of a scale and design to fit with a residential setting, with landscaping and not operate 24-hours a day. While this policy remains largely relevant to current pressures for out-of-centre medical centres, the review revealed policy gaps and recommends the following updates to the performance standards, encouraging medical centres to:

- » Be truly small scale local medical offices serving a local population, and locate larger multi-practice centres in or near activity centres;
- » Fulfil a demonstrated need;
- » Satisfy the current planning scheme car parking standards;
- » Locate on or near public transportation routes; and
- » Not include an attached retail pharmacy component

Child care centres

Child care centres are places for the care of five or more non-resident children, and include child day care and kindergartens. They are allowed in residential zones with a planning permit approval. Child care centres sometimes locate next to schools, which achieves locational objectives, but can result in a lack of parking for the area. The noise created by a child care centre can be an issue for surrounding residences. Additionally, the need for large security fences and windowless walls to protect child safety may be at odds with community amenity and design goals for residential areas.

There is a steady demand for child care centres in Casey. This is made clear by the emerging trend towards child care centres establishing in industrial zones, which has created problems as it impacts the required buffers for legitimate industrial uses. Clearly there's a need for effective local policy guidance on the appropriate siting of child care centres in residential zones that balances neighbourhood impacts with the community needs for child care services.

The existing local planning policy contains performance standards for the size, design, landscaping, and parking for child care centres. The review revealed several needed updates and recommends the following updates to the performance standards, encouraging child care centres to:

- » Fulfil a demonstrated need;
- » Locate on or near public transportation routes;
- » Update the parking standard to better align with the car parking provisions of the planning scheme, and consider the combined neighbourhood parking impacts of child care centres located next to schools; and
- » Provide landscaped strips alongside streets and interior property line boundaries.

Places of assembly/worship

There is a growing trend for places of assembly/worship to locate in out-of-centre residential, industrial, and rural areas, often attracted by the lower costs of such locations. Places of assembly/worship are usually best sited within an activity centre. This will promote an efficient public transportation system, reduce traffic congestion on local neighbourhood streets, and keep the community's events and 'activity' consolidated to strengthen the local economy and build social connectedness. To this end, this strategy recommends that places of assembly/worship are discouraged in isolated areas such as industrial estates, and strongly encouraged in or near activity centres.

In some cases, places of assembly/worship may be appropriate within residential zones. The existing local planning policy contains performance standards for the appropriate siting and design of places of assembly/worship in residential zones. Although these standards offer useful high-level direction on topics such as landscaping, parking, and community amenity, in recent years they have often proved inadequate to address the growing market pressures for more and more out-of-centre places of assembly/worship in Casey. A revised set of more specific and measurable performance standards are recommended to address these concerns:

- » The building design should be consistent with the overall scale and character of the surrounding residential area, particularly in terms of style, height, setbacks, massing, and roof pitch. The building design should generally satisfy the applicable Residential Development Standards for dwellings in that zone and car parks should be well screened from surrounding uses.
- » Retain and reuse existing residential buildings wherever feasible.
- » The site should abut or have direct access to an arterial road to minimise disruption to nearby residential streets.
- » The site should be located on or near public transportation routes

- » When located in the Low Density Residential Zone (LDRZ), ensure sufficient green open space is provided in the front and rear yards

Additionally, there are some non-residential uses which are commonly proposed in out-of-centre residential, commercial, or green wedge areas. A discussion of these kinds of uses is included below.

General stores/milk bars

Stand-alone general stores or milk bars can serve an important role in residential neighbourhoods by providing convenient walkable access to basic daily goods for pockets of the community where a local neighbourhood activity centre is not warranted. This Strategy affirms the value of small out-of-centre convenience retail or milk bars within residential areas where there is a clear demand for such use and a net community benefit is demonstrated. This is also important in Casey's Green Wedges, where stand-alone general stores can serve a vital function for rural areas outside the coverage of the '20-minute neighbourhood' network of centres.

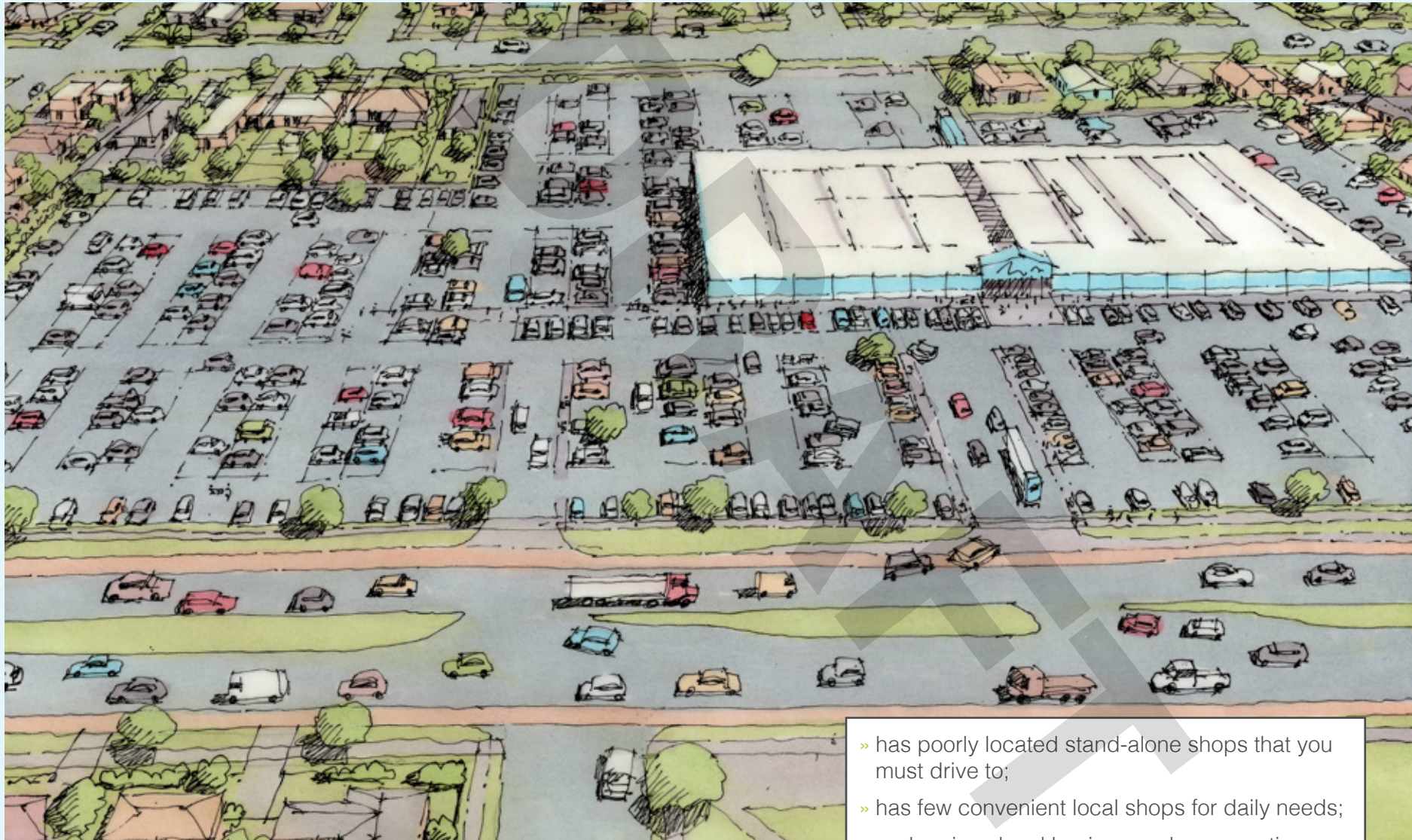


Large format retail

There has been great pressure in recent years for large format retail uses. These uses are characterised by large single storey floor plates, located on major road ways, surrounded by large parking lots and usually owned by national or multi national chains. Many large format retail developments are defined as 'Restricted Retail' or 'Bulky Goods Retail' (e.g. boat sales, building materials, home furnishings, etc.) and therefore may locate in one of Casey's Restricted Retail Precincts. The Restricted Retail Precincts are typically located along main roads with easy automobile access and loading areas of bulky goods and are well suited to these kinds of retailers.

Some large format retail business models don't sell bulky goods, such as factory outlet centres that specialise in overstock fashion retail. These sorts of large format retail business models are not considered restricted retail. They usually rely on the lower occupancy costs of inexpensive out-of-centre locations along main roads and are not very walkable. Generally, such out-of-centre retail business models lead to an erosion of the network of consolidated walkable activity centres with little community benefit and therefore usually do not satisfy the out-of-centre development assessment criteria and should locate in an activity centre. Each out-of-centre proposal is unique. These types of proposals will each be carefully assessed on their merits using the development assessment guidelines of this Strategy.

A Community Without Activity Centres...



- » has poorly located stand-alone shops that you must drive to;
- » has few convenient local shops for daily needs;
- » undermines local businesses by separating mutually supportive activities;
- » lacks interesting meeting places for people; and
- » requires driving all the time from place to place.

Activity Centres Make Communities Liveable by Providing...

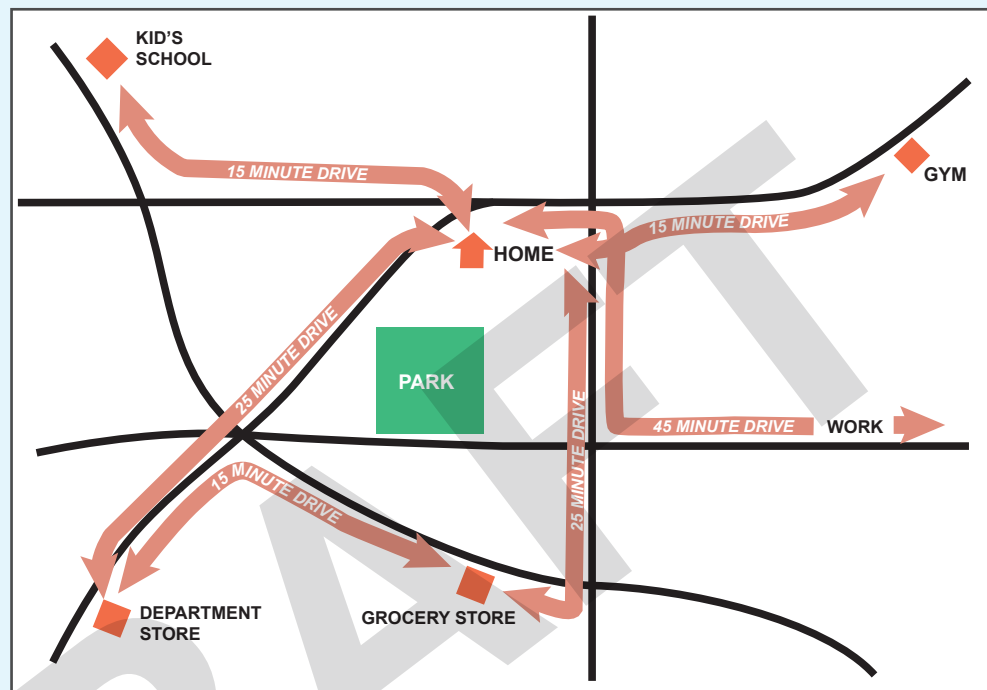


- » access to goods and services within a short distance of where people live;
- » a boost to local businesses by clustering mutually supportive activities;
- » interesting meeting places for people;
- » effective public transport systems; and
- » more 'single destination, multi-purpose trips' resulting in less traffic congestion.

Activity Centres Promote 'Single Destination, Multi-Purpose Trips'

With no activity centres...

...drive, drive, drive. The typical household could be driving over 4 hours in one day.



With activity centres...

All daily needs are within a 20 minute walk, or 10 minute drive. And you only need to park once.



The following objectives, strategies, and recommended actions will guide council work to ensure a robust citywide network of activity centres in Casey.

Objective 1. Hierarchy of centres

To consolidate Casey's retail and commercial development patterns into a clear hierarchy of activity centres, with appropriately sized centres to meet the needs of Casey's communities through to 2036.

Strategies:

- S1.1** Use the updated activity centre hierarchy, map, and list contained in this strategy to guide investment, planning policy, and capital works priorities.
- S1.2** Use the decision-making process outlined in Chapter 5 when applying discretion in planning permit decisions or making planning scheme amendments to ensure out-of-centre non-residential use and development is minimised. (See Objective 10).
- S1.3** Implement the activity centres hierarchy network through appropriate zoning of activity centres, making changes to zoning of centres where necessary to allow the productive and orderly use and development of activity centres according to their classification in the hierarchy.
- S1.4** Use an aspirational hierarchy approach, which acknowledges the aspirational activity centre classification of centres that have potential to grow beyond their current centre classification, but also remain consistent with Plan Melbourne's centre designations.
- S1.5** Use public consultation opportunities to clearly explain to the community why adherence to a centre hierarchy will improve community liveability in Casey.

Table 1

Activity Centres Hierarchy		
Type	Approx. Total Non-Residential Floorspace ⁷	Characteristics & Function
Metro-politan	More than 100,000 sqm	» Plays a key regional role in the metropolitan economy, providing a diverse range of employment opportunities for the region. » Provides a broad mix of higher-order activities including entertainment uses. Attracts a significant level of visitation. » A strong focus on supermarkets of various sizes » Department stores and multiple discount department stores » A strong focus on specialty retail and hospitality uses » Some restricted retail uses » Strong focus on commercial uses, health and education facilities, and high density residential uses » Approximately 40 per cent non-retail commercial, institutional and community uses floor area for the whole of the centre. » Building heights of at least three storeys, except where there is an interface with residential areas. » Easily accessible connections to the Principal Public Transport Network.

7. The approximate total floorspace size ranges provide guidance for the expected overall sizes of the different centre types. They are not floorspace caps and should be considered along with the activity centre characteristics and functions. For activity centres in growth areas where a PSP applies, refer to the PSP for a specific retail and/or commercial floorspace target.

Major; Major (Aspiring to Metro- politan)	20,000 up to 100,000 sqm	» Provides a broad mix of higher-order activities including entertainment. Attracts a significant level of visitation. » A strong focus on supermarkets of various sizes » Multiple discount department stores » A strong focus on specialty retail and hospitality/entertainment uses and high density residential uses » Some restricted retail uses » A medium focus on commercial uses » Some health and education facilities » Approximately 30 per cent non-retail commercial, institutional and community uses floor area for the whole of the centre. » Most buildings at least 2 storeys in height » Easily accessible connections to the Principal Public Transport Network.
Medium Neigh- bourhood; Neigh- bourhood (Aspiring to Major)	5,000 to 20,000 sqm	» Provides for day-to-day and weekly retail and service needs at a neighbourhood level » Strong focus on supermarkets, with a mix of full-line and small format supermarkets and medium density housing, or high density housing where the centre is Aspiring to Major. » A medium focus on specialty retail and hospitality uses » Higher focus on retail uses where the centre has been identified as Aspiring to Major. » A medium focus on commercial uses » Approximately 25 per cent non-retail commercial and community uses floor area for the whole of the centre » Most building heights of at least two storeys.
Local Neigh- bourhood	Up to 5,000 sqm	» Provides for day-to-day and weekly retail and service needs at a neighbourhood level » Small format supermarket » Some specialty retail and hospitality uses » Some commercial uses » Focus on convenience retailing and medium density residential uses » Approximately 25 per cent non-retail commercial and community uses floor area for the whole of the centre.
Health and Education Precinct	Not specified	» To continue to grow as a significant health and education-based employment precinct in Casey and surrounding municipalities. » A strong focus on major health and education facilities and commercial uses » Some specialty retail and hospitality uses, particularly where they service the health and education facilities of the precinct. » Complementary high density residential uses.
Restricted Retail Precinct	5,000 to 50,000 sqm	» To provide convenient access to a comprehensive range of bulky goods across the municipality. » A strong focus on restricted retail uses » A small amount of supporting hospitality uses » Discourage larger format or full line supermarket uses

ACTIVITY CENTRES MAP

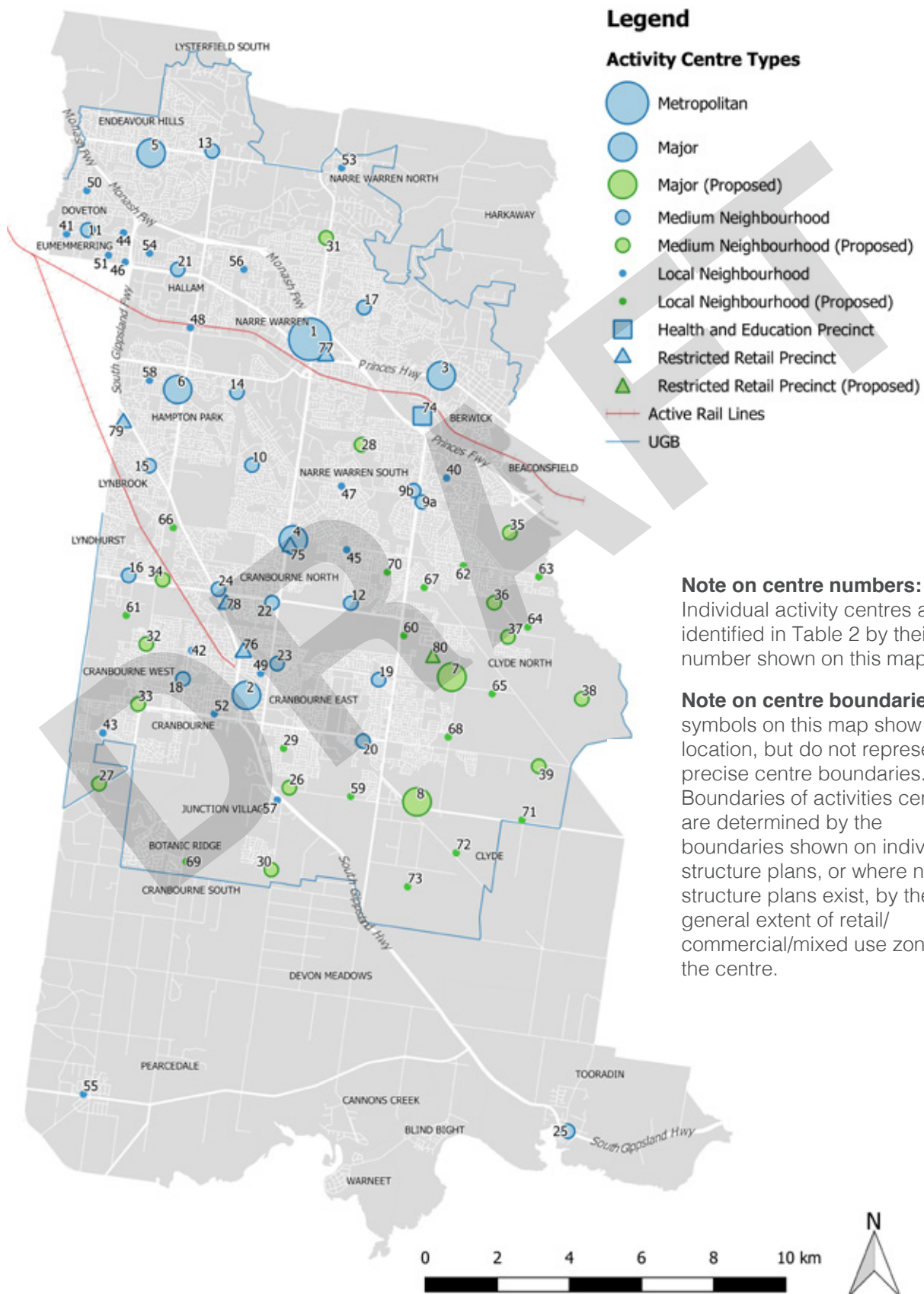


Table 2

Activity Centres List				
Identifying No.	Name	Type	Suburb	Melway Ref.
1	Fountain Gate-Narre Warren CBD	Metropolitan	Narre Warren	110D5
2	Cranbourne Town Centre	Major (Aspiring to Metropolitan)	Cranbourne	133J4
3	Berwick Village	Major	Berwick	111C8
4	Casey Central ⁸	Major	Narre Warren South	130C5
5	Endeavour Hills Town Centre	Major	Endeavour Hills	91D5
6	Hampton Park Town Centre	Major	Hampton Park	96F8
7	Hardy's Road Major Town Centre (Thompsons Road PSP)	Major (Proposed)	Clyde North	135D3
8	Clyde Major Town Centre (Clyde Creek PSP)	Major (Proposed)	Clyde	135B11
9a	Eden Rise	Two Medium Neighbourhoods ⁹ (Aspiring to a single Major)	Berwick	131B3
9b	Berwick Springs			
10	Amberly Park	Medium Neighbourhood	Narre Warren South	130A1
11	Autumn Place	Medium Neighbourhood	Doveton	90K9
12	Avenue Village	Medium Neighbourhood	Cranbourne North	130G10
13	Heatherton Road	Medium Neighbourhood	Endeavour Hills	91H4
14	Kirkwood Crescent	Medium Neighbourhood	Hampton Park	96K8
15	Lynbrook Village	Medium Neighbourhood	Lynbrook	129D1
16	Marriot Waters	Medium Neighbourhood	Lyndhurst	129B8
17	Parkhill Plaza	Medium Neighbourhood	Berwick	110H3
18	Sandhurst Centre	Medium Neighbourhood	Cranbourne West	133F3
19	Selandra Rise	Medium Neighbourhood	Clyde North	134J3
20	Shopping on Clyde	Medium Neighbourhood	Clyde	134H7
21	Spring Square	Medium Neighbourhood	Hallam	91F12
22	Springhill	Medium Neighbourhood	Cranbourne	130B10

8. Casey Central Major Activity Centre includes both the existing Casey Central centre and the Casey Central PSP centre to the south.

9. Eden Rise and Berwick Springs are two Medium Neighbourhood Activity Centres at the intersection of Clyde Road and Greaves/O'Shea Road. The City of Casey intends to advocate for the eventual designation of these two Medium Neighbourhood Activity Centres as a single integrated Major Activity Centre to be called Berwick South Central in Plan Melbourne.

Identifying No.	Name	Type	Suburb	Melway Ref.
23	The Hunt Club	Medium Neighbourhood	Cranbourne East	134B2
24	Thompson Parkway	Medium Neighbourhood	Cranbourne North	129H9
25	Tooradin Village	Medium Neighbourhood	Tooradin	144A6
26	Adrian Street Town Centre (Cranbourne East PSP)	Medium Neighbourhood (Proposed)	Cranbourne East	134C10
27	Cranbourne-Frankston Road Local Town Centre (Brompton Lodge PSP)	Medium Neighbourhood (Proposed)	Cranbourne South	132J10
28	Centre Road (Berwick Waterways PSP)	Medium Neighbourhood (Proposed)	Berwick	110H12
29	Western Local Centre (Cranbourne East PSP)	Local Neighbourhood (Proposed)	Cranbourne East	134B8
30	Eastern Local Town Centre on Craig Road (Botanic Ridge Stage 2 PSP)	Medium Neighbourhood (Proposed)	Botanic Ridge	138A4
31	Ernst Wanke Road	Medium Neighbourhood (Proposed)	Narre Warren	108F10
32	Evans Road and Central Parkway Small NAC (Cranbourne West PSP)	Medium Neighbourhood (Proposed)	Cranbourne West	129C12
33	Hall and Evans Road NAC (Cranbourne West PSP)	Medium Neighbourhood (Proposed)	Cranbourne West	133B4
34	Merinda Park Small NAC (Cranbourne West PSP)	Medium Neighbourhood (Proposed)	Lyndhurst	129D8
35	Minta Farm (Minta Farm PSP)	Medium Neighbourhood (Proposed)	Berwick	131J6
36	Soldiers Road (Clyde North PSP)	Medium Neighbourhood (Proposed)	Clyde North	131F11
37	St. Germain Local Town Centre (Thompsons Road PSP)	Medium Neighbourhood (Proposed)	Clyde North	135H1
38	Alexander Boulevard (forthcoming Cardinia Creek South PSP)	Medium Neighbourhood (Proposed)	Clyde North	NA
39	Patterson's Road (forthcoming Cardinia Creek South PSP)	Medium Neighbourhood (Proposed)	Clyde	NA
40	Bemersyde Drive	Local Neighbourhood	Berwick	131D2
41	Box Street	Local Neighbourhood	Doveton	90H10
42	Camms Road	Local Neighbourhood	Cranbourne	133F1
43	Clarinda Park	Local Neighbourhood	Cranbourne West	132K6

Identifying No.	Name	Type	Suburb	Melway Ref.
44	Doveton Avenue	Local Neighbourhood	Eumemmerring	91B10
45	Eve	Local Neighbourhood	Cranbourne North	130G7
46	Freeway Sports	Local Neighbourhood	Eumemmerring	91B11
47	Greaves Road	Local Neighbourhood	Narre Warren South	130G3
48	Hallam Station	Local Neighbourhood	Hallam	110C6
49	Hotham Street	Local Neighbourhood	Cranbourne	134A3
50	Linden Place	Local Neighbourhood	Doveton	90K7
51	Llewellyn Place	Local Neighbourhood	Eumemmerring	91A11
52	Lurline Street	Local Neighbourhood	Cranbourne	133H5
53	Main Street	Local Neighbourhood	Narre Warren North	108G6
54	Marshall Place	Local Neighbourhood	Hallam	91D11
55	Pearcedale Road	Local Neighbourhood	Pearcedale	140H6
56	Saffron Drive	Local Neighbourhood	Hallam	91K12
57	The Arcade	Local Neighbourhood	Junction Village	134B11
58	Somerville Road	Local Neighbourhood	Hampton Park	96D7
59	Ballarto Road Local Convenience Centre (Casey Fields South PSP)	Local Neighbourhood (Proposed)	Cranbourne East	134H11
60	Berwick-Cranbourne Road Local Convenience Centre (Thompson's Road PSP)	Local Neighbourhood (Proposed)	Clyde North	131A12
61	Central Trunk Boulevard Collector Road in Mixed Use Small NAC (Cranbourne West PSP)	Local Neighbourhood (Proposed)	Cranbourne West	129B10
62	Grice's Road (Clyde North PSP)	Local Neighbourhood (Proposed)	Clyde North	131 E8
63	Northeast (Clyde North PSP)	Local Neighbourhood (Proposed)	Clyde North	131K9
64	Southeast (Clyde North PSP)	Local Neighbourhood (Proposed)	Clyde North	131J11
65	Hardy's Road Local Town Centre (Clyde Creek PSP)	Local Neighbourhood (Proposed)	Clyde North	135H4
66	South Gippsland Highway (Cranbourne Development Plan)	Local Neighbourhood (Proposed)	Cranbourne / Lynbrook	129 E5

Identifying No.	Name	Type	Suburb	Melway Ref.
67	Springbrook Drive (Clyde North PSP)	Local Neighbourhood (Proposed)	Clyde North	131C9
68	Tuckers Road Local Town Centre (Clyde Creek PSP)	Local Neighbourhood (Proposed)	Clyde North	135C7
69	Western Small Local Town Centre (Botanic Ridge Stage 2 PSP)	Local Neighbourhood (Proposed)	Botanic Ridge	137F3
70	Whealers Park Drive (Cranbourne North PSP)	Local Neighbourhood (Proposed)	Cranbourne North	130K8
71	Ballarto Road (forthcoming Cardinia Creek South PSP)	Local Neighbourhood (Proposed)	Clyde	NA
72	Future Growth Area Centre (forthcoming Clyde South PSP - proposed/indicative location only)	Local Neighbourhood (Proposed)	Clyde	NA
73	Future Growth Area Centre (forthcoming Clyde South PSP - proposed/indicative location only)	Local Neighbourhood (Proposed)	Clyde	NA
74	Berwick HEP	Health & Education Precinct	Berwick	111C11
75	Casey Central RRP	Restricted Retail Precinct	Narre Warren South / Cranbourne	130C5
76	Cranbourne Town Centre RRP	Restricted Retail Precinct	Cranbourne	133K1
77	Fountain Gate-Warre Warren CBD RRP	Restricted Retail Precinct	Narre Warren	110F6
78	Home, Cranbourne RRP	Restricted Retail Precinct	Cranbourne	129J10
79	Lynbrook Business Centre RRP	Restricted Retail Precinct	Lynbrook	96B10
80	Hardy's Road RRP (Thompsons Road PSP)	Restricted Retail Precinct (Proposed)	Clyde North	135D3

Objective 2. Metropolitan Activity Centres

To provide metropolitan activity centres in Casey that play a key regional role in the metropolitan economy, providing a diverse range of employment opportunities for the region and a broad mix of higher-order activities, including a department store and discount department stores, entertainment, and attract a significant level of visitation.

Strategies:

- S2.1** Use the Activity Centre Zone to maintain current retail floorspace in metropolitan activity centres and increase the amount of non-retail employment generating uses. (see related strategies under Objectives 11 and 12)
- S2.2** Facilitate improved walkability to, in, and around metropolitan activity centres by prioritising people on foot over vehicular traffic, and maximising proximity to public transport.
- S2.3** Facilitate high density residential development in and around Metropolitan Activity Centres.

Objective 3. Major Activity Centres

To provide Major Activity Centres in Casey that serve a subregional catchment, providing a range of retail, hospitality, employment, community, health and education facilities and services, and housing options.

Strategies:

- S3.1** Use planning policy and zoning to increase the amount of non-retail employment generating uses in major activity centres. (see related strategies under Objectives 11 and 12)
- S3.2** Facilitate improved walkability to, in, and around these centres by prioritising people on foot over cars, and maximising proximity to public transport.
- S3.3** Support the provision of sufficient Major Activity Centre land in growth areas through the PSP process. (See related strategies under Objective 8)
- S3.4** Support the development and southerly expansion of Casey Central, Narre Warren South, as a best practice suburban mixed use centre offering a wide range of services, facilities, and jobs. Integrate the existing centre with the Casey Central Town Centre PSP.
- S3.5** Support the aspirational Metropolitan Activity Centre status of Cranbourne Town Centre in Plan Melbourne and the development of the town centre consistent with the Cranbourne Town Centre Structure Plan 2018.
- S3.6** Support increased development within the Berwick Village Major Activity Centre while protecting its unique 'village character' and prominence of High Street.
- S3.7** Expand retail and commercial uses within Hampton Park Major Activity Centre to improve access and legibility and support a thriving community hub.
- S3.8** Integrate the Endeavour Hills Shopping Centre with the Endeavour Hills Community Hub and diversify the uses within the Centre.

Objective 4. Neighbourhood Activity Centres

To provide a thriving network of Neighbourhood Activity Centres in Casey for day-to-day and weekly retail and service needs at a neighbourhood level.

Strategies:

- S4.1** Ensure that the zoning, overlays, and policy in place for each neighbourhood activity centre is appropriate to support development of vibrant mixed use neighbourhood activity centres.
- S4.2** Support the ongoing growth and evolution of existing and proposed neighbourhood activity centres in growth areas to provide places for social interaction and safe pedestrian movement, which also meets the retail and service needs of new residents.
- S4.3** Use planning policy and zoning to encourage an increase in the amount of non-retail employment generating uses in neighbourhood activity centres where appropriate. (See related strategies under Objectives 11 and 12)
- S4.4** Avoid stand-alone supermarkets.
- S4.5** Support the establishment of a Berwick South Central Major Activity Centre in Plan Melbourne. This would be a consolidation of the Eden Rise (No. 9a) and Berwick Springs (No.9b) Medium Neighbourhood Activity Centres into a single Major Activity Centre.

Objective 5. Health and Education Precincts

To provide a health and education-based employment precinct in Casey that fosters the continued development, growth and clustering of significant health and education facilities.

Strategies:

- S5.1** Facilitate tertiary education and higher order health and allied health facilities in the Berwick Health and Education Precinct (Berwick HEP).
- S5.2** Maintain a positive relationship with key stakeholders, including Federation University, Chisolm TAFE, Monash Health, and St John of God Private Hospital.

Objective 6. Restricted Retail Precincts

To support Restricted Retail Precincts in Casey that offer convenient access to a comprehensive range of bulky goods across the municipality, complementing the viability of the activity centres network.

Strategies:

- S6.1** Discourage restricted retail from locating in an ad hoc or non-consolidated manner.
- S6.2** Discourage all non-restricted retail uses (i.e. any other types of conventional retail use) from locating in restricted retail precincts.
- S6.3** Ensure that the design of Restricted Retail Precinct developments complements surrounding neighbourhoods and is sensitive to surrounding residential interfaces.

Objective 7. Proactive planning and management of centres

To provide proactive planning for all activity centres within Casey through the preparation of structure plans, urban design frameworks, and ongoing place management.

Strategies:

- S7.1** Apply consistent preferred zoning and adopt structure plans with urban design frameworks, where appropriate, to ensure development of high amenity and well-designed activity centres which provide attractive, vibrant and walkable environments.
- S7.2** Continue to support centres with significant components of public land, through Council management programs in collaboration with businesses and the community, to help the continued successful operation of the centres.
- S7.3** Support the provision of capital works improvements in centres, such as streetscapes, public spaces, parks and gardens, car parks, roads, and pathways based on the objectives and functions of the centre's classification in the hierarchy.
- S7.4** Ensure planning permit conditions require the appropriate ongoing management and maintenance of privately-owned open spaces and streets within activity centres.
- S7.5** Facilitate adequate supermarket facilities to meet the needs of the population.
- S7.6** Provide car parking to satisfy the needs of users without detriment to local amenity and pedestrians.
- S7.7** Support the provision of appropriate signage to identify activity centres and wayfinding signage for activity centres where needed.

Objective 8. Planning for centres in growth areas

To recognise the differences in planning for and reviewing activity centres at greenfield sites and in the existing urban areas, and ensure that the City of Casey, in coordination with the Victorian Planning Authority, proactively plans for activity centres in greenfields.

Strategies:

- S8.1** Support the allocation of sufficient land for activity centre areas and the ongoing protection of activity centre land in PSP areas. Ensure this land remains set aside for jobs and businesses in the longer term, and that the land is not rezoned or developed for residential purposes while the surrounding area develops, and population grows.
- S8.2** Support the provision of more commercial office floorspace that comprises large and flexible floor plans in growth area activity centres to support commercial services and businesses with higher wage employment opportunities for the future residents of Casey.
- S8.3** Support growth area planning to set aside strategic sites for multi-storey offices.
- S8.4** Support the early establishment of anchor uses in growth area activity centres, which are feasible prior to the full residential build out of the area and provide a foundation for the activity centre to build upon, consistent with the PSP and the directions of this Strategy. Examples of such foundational anchor uses could include, but are not limited to, department stores serving a wide catchment, or large office uses.

Objective 9. Net Community Benefit

To ensure all non-residential use and development provides a net community benefit.

Strategies:

- S9.1** Use the Net Community Benefit criteria in the assessment of potentially high impact development such as out-of-centre proposals (in conjunction with the out-of-centre locational criteria) and when assessing in-centre development that precedes adoption of a structure plan.

Objective 10. Parameters for out-of-centre non-residential uses

To establish assessment criteria for non-residential activities that allow some appropriate out-of-centre activity while upholding the integrity of the activity centres hierarchy by directing most non-residential activities into centres.

Strategies:

- S10.1** Affirm that the preferred location for 'non-residential uses' in Casey is within designated activity centres. More specifically, the favoured location for non-residential uses is, in order of preference:
1. In activity centres (most preferred),
 2. Near activity centres,
 3. Residential areas along arterial roads, and
 4. Employment precincts/industrial areas (undesirable).
- S10.2** Use a consistent development assessment process for out-of-centre development proposals, which includes the development assessment criteria of Chapter 5, including net community benefit analysis, and seeks to keep most non-residential uses within centres.
- S10.3** Avoid a concentration of out-of-centre non-residential uses in any particular area. Consider the cumulative land use impacts when assessing non-residential use proposals near other existing out-of-centre non-residential uses.
- S10.4** Non-residential uses/developments be designed, constructed and operated in a manner that causes minimal loss of amenity, privacy and convenience to people living in nearby dwellings, having regard to traffic, car parking, access, built form and overall site layout.
- S10.5** Consider the following factors when assessing proposals for all out-of-centre discretionary uses:
- » Fulfil a localised community need;
 - » Locate on or near public transportation routes;
 - » Satisfy the current planning scheme car parking standards;
 - » Will not adversely impact on the surrounding road network and other infrastructure.
 - » Will not have an adverse impact on the activity centre hierarchy.

» In residential areas:

- Provide landscaped strips at least 2 metres in width along streets;
- Provide landscaped strips along side/rear property boundaries with plantings capable of growing 2 metres in height;
- The site should be landscaped to enhance its appearance and to minimise the visual impact of the development on neighbouring residential properties;
- The scale and form of building design, including setbacks, façade, treatment, building materials and colour scheme, should be consistent with the surrounding residential environment;
- Reuse existing dwellings and avoid purpose-built facilities wherever possible; and
- Where a new building is constructed, built it in a way that may be reused for residential purposes in the future wherever possible.

S10.6 Consider the following factors when assessing proposals for out-of-centre medical centres when allowed as a discretionary use:

- » Be truly small domestic residential scale local medical offices serving a local population, and locate larger purpose-built multi-practice centres in or near activity centres;
- » For medical centres in residential areas:
 - The site should be located on a through-road;
 - The hours of operation should be restricted to between 8.00 a.m. and 9.00 p.m. Monday to Saturday, and 9.00 a.m. and 1.00 p.m. Sunday; and
 - Not include an attached or ancillary retail pharmacy component

S10.7 Consider the following factors when assessing proposals for out-of-centre child care centres:

- » consider the combined neighbourhood parking impacts of child care centres located next to schools; and
- » For child care centres in residential areas:
 - New purpose built child care centres should abut or have direct access to an arterial or collector road;
 - Provide a drive-through drop-off bay that caters for at least three vehicles, or three conveniently located short-term visitor spaces;

S10.8 Locate places of assembly/worship in and near activity centres and generally discourage places of assembly/worship in out-of-centre locations. Consider the following factors when assessing proposals for out-of-centre places of worship/assembly in residential areas:

- » The building design in terms of style, height, setbacks, massing, and roof pitch should be consistent with the overall scale and character of the surrounding residential area. The height, site coverage, and setbacks should satisfy the applicable Residential Development Standards for dwellings in that zone, except that side and rear setbacks for proposed buildings and car parks should be no less than 2m.
- » Entry and exit points should be located to avoid car-headlight glare affecting nearby residential properties.
- » Buildings should be sited to minimise the effect of the activity generated on the site upon adjoining residential properties.
- » A management plan should be submitted with a planning application to detail the practices to be employed, including hours of operation, to ensure that the proposed facility would not result in a loss of amenity to adjoining and nearby residential properties.

- S10.9** Support the re-establishment, expansion, or new establishment of out-of-centre stand-alone milk bars/convenience retail inside the UGB and support the re-establishment or expansion of out-of-centre general stores in green wedge areas, where the following criteria are met:
- » The applicable development assessment process and criteria of Chapter 5 is satisfied, including net community benefit analysis and locational assessment;
 - » The applicable design guidelines of Chapter 5 are satisfied;
 - » Establishment of new and expansion of existing establishments have a higher burden of proof to satisfy than proposals to continue or re-establish use of existing establishments;
 - » The applicant shall demonstrate no adverse impacts to the viability of the existing activity centre hierarchy; and
 - » The applicant shall demonstrate that there is a community need for localised retail services.
- S10.10** Affirm that all large format retail development proposals shall be located within activity centres or shall satisfy the development assessment process criteria, including net community benefit and location assessment. An applicant simply demonstrating that the proposed business model relies on low occupancy costs typically found in out-of-centre locations will not be accepted as the primary justification for an out-of-centre large format retail proposal.
- S10.11** Consider the following factors when assessing proposals to establish new activity centres not identified in Map 1:
- » The proposed location does not unreasonably detract from commercial viability of existing centres in the network.
 - » The proposed location fills a gap in walkability in the current network, based on a reasonable walking distance (generally 800 metres).
 - » The Precinct Structure Plan process will remain primary method for designating activity centres in growth areas.
 - » The new location supports the potential for a diverse range of uses consistent with the proposed centre type's characteristics and function set forth in Table 1.
 - » The proposed location is served or is capable of being served by adequate transportation and utility infrastructure, including pedestrian and cycling paths and public transportation.
 - » Net Community Benefit Assessment Criteria of Table 5, as applicable

Chapter 3. The Economic Engines of Casey

Activity Centres are significant drivers of economic growth and employment. Much of the City of Casey's potential for attracting higher wage jobs in the knowledge-based business sector lies in the strength and vibrancy of the activity centres network – especially the Metropolitan and Major Activity Centres where there is a significant commercial office function.

VIBRANT COMMUNITIES ATTRACT EMPLOYERS

Community liveability is vital to economic growth and job creation¹⁰. Increasingly, companies seek to locate in communities that offer high-amenity walkable urban centres so that they can attract talented employees seeking a high quality of life.

In the past – Employers attract people

Factories and incentives create jobs and attract people



General Motors Holden Dandenong, 1957. Source: National Archives of Australia

Today – People/places attract employers

Vibrant places attract people and employers/ jobs follow



Source: City of Casey

Casey is well positioned to attract more people and employers due to its location at the hub of the Gippsland Region to the east, Mornington Peninsula to the south, and Dandenong Ranges to the north, while still maintaining close proximity to central Melbourne. Building on these locational strengths with a vibrant and liveable network of high amenity activity centres in Casey will attract workers, employers, and increase the number of local high-wage jobs.

10. Speck, J. (2012). Walkable City: How Downtown Can Save America, One Step at a Time.

CASEY DEMOGRAPHIC AND EMPLOYMENT PROFILE

The City of Casey is Victoria's most populous municipality and is growing rapidly. Casey's 2017 population was 326,820, an increase of 14,031 people over the previous year, at a growth rate of 4.49 percent¹¹. This substantial growth is the pre-eminent characteristic of Casey and will have a significant impact on planning and land use decision-making over the next two to three decades as the city continues to be one of the fastest growing municipalities in Australia.

There are approximately 69,700 jobs in Casey, with 27,500 (or 39 per cent) of these jobs located within existing activity centres¹². While there has been strong growth in employment over the last few decades this has not fully kept pace with population growth. In the Casey-Cardinia Region local employment self-containment is approximately 33 percent¹³, which is typical of outer metropolitan growth areas. This means that almost 70 per cent of locals who work are still leaving the area to go to work each day. Many of these workers head to places such as Dandenong, the Monash Employment and Innovation Cluster, or the Melbourne CBD¹⁴.

Currently, the largest employment sectors in the city are:

- » Retail and hospitality (primarily within activity centres),
- » Healthcare and social assistance,
- » Construction, and
- » Education and training.

Within the activity centres, employment is now predominantly comprised of retail and commercial services with significant institutional employment in Cranbourne and the Berwick Health and Education Precinct. A key

aspiration of the City of Casey is to increase the provision of local high-wage jobs, with a greater emphasis being placed on facilitating local employment in activity centres close to where people live.

PLANNING POLICY TO BOOST LOCAL JOBS

Local governments such as Casey have a range of potential tools available to help increase local employment, such as:

- » land use planning policy (e.g. designating employment precincts, activity centres policy, etc);
- » innovative planning regulation (e.g. more flexible regulations that achieve the same community outcomes, prescriptive development standards that offer a quicker 'code assessable' approval path, etc);
- » planning process incentives (e.g. fast-tracking permit approvals, facilitated development service, etc);
- » economic development incentives (e.g. business grants and support programs);
- » State and Federal Government advocacy; and
- » educational efforts/public engagement.

One of the easiest ways to grow jobs is by supporting existing local businesses, listening to their needs, and using the above tools to help them grow. To that end, the industry consultation with key business stakeholders was especially helpful in developing the strategic policy direction under Objectives 11 and 12, below. This direction includes a range of strategies and actions to boost local employment in Casey through more flexible regulation, investigating possible 'code assessment' prescriptive path planning regulations¹⁵, and ongoing support of fast-track permit application processes.

11. "City of Casey Community Profile". idcommunity <https://profile.id.com.au/casey>

12. 2016 ABS dataset

13. Casey Cardinia Economic Development Strategy 2016-17.

14. Casey Cardinia Economic Development Strategy 2016-17.

15. The 2018 Victoria Smart Planning reforms contemplate a code assessment track for some non-residential development types (Proposal 3.2, Reforming the VPP Discussion Paper, DELWP Smart Planning Program 2017). This would resemble the current VicSmart assessment pathway, but better integrate it into the VPP. A prescriptive code assessment track such as this is part of the New South Wales and Queensland planning systems. Such an option could potentially offer faster permit approval for straight-forward development proposals in activity centres, while achieving the same planning outcomes.

In addition to direct feedback provided in the industry consultation, the employment floorspace assessment identifies broader economic trends and policy gaps to be addressed through strategic policy direction. Specifically, there is a need for more floorspace in activity centres to support higher-wage business sectors.

The employment floorspace assessment estimates that non-retail uses (commercial, institutional, and industrial) currently make up approximately 42 per cent of the total floorspace of all of Casey's activity centres and forecasts that non-retail uses will make up approximately 38 per cent of Casey's activity centre floorspace in 2036. These citywide aggregate measurements include centres high in non-retail uses such as Berwick HEP, Cranbourne, and Fountain Gate-Narre Warren CBD, but in reality, most of Casey's major and neighbourhood activity centres are actually dominated by retail floorspace. This is highest in Casey Central (which is still developing), where 97 per cent of floorspace is currently dedicated to retail. Berwick Village shows the greatest mix of uses, though it still has 70 per cent of floorspace dedicated to retail. For all of Casey's higher order activity centres to operate as true centres of activity consistent with their defined roles in the hierarchy and provide more high-wage employment opportunities near where people live these centres will need to diversify their functions beyond just retail.

Objective 11 aims to increase non-retail jobs in centres and includes policy directions to increase non-retail floorspace in Casey's activity centres by encouraging buildings with a minimum of three storeys in new development proposals located in metropolitan and aspiring to metropolitan activity centres. A minimum of two storey buildings for new development in Major, aspiring to major, and medium neighbourhood activity centres is also recommended. Additionally, as a general citywide guideline new development in activity centres are encouraged to allocate at least 25 per cent of their total lettable floorspace to non-retail uses such as commercial office or

medical office, etc. More non-retail is encouraged in Metropolitan and Major activity centres wherever possible, in order to meet even higher centre-wide targets for non-retail floorspace targets of 40 per cent for Metropolitan and 30 per cent in Majors.

These strategies simply set the minimum acceptable building height and amount of non-retail floorspace. They aim to prevent stand-alone single storey retail developments, which make inefficient use of valuable activity centre land and create few high-wage jobs for the community. In many cases an even taller building height and/or greater amount of non-retail floorspace than these minimums will be appropriate, depending on the zoning or structure plan requirements of a given location.

Where a structure plan for an existing area or PSP for a growth area has already been adopted with building height and non-retail floor area directions, the more specific directions of those structure plans shall apply.

PREPARING FOR RETAIL TRENDS

Acting as a primary shaper of local activity, the retail and hospitality sector has and will continue to evolve significantly to meet consumers' changing preferences and technological disruption. If present industry-wide trends continue, 'bricks and mortar' retail will see a continued shift toward more retail services (including hospitality/food and drink) and decline in goods retailing. To remain competitive, goods retailing should increasingly focus on the 'experience' as simple price comparison shopping will be directed online. Online retailing also presents an opportunity for boutique retailers to specialise and expand their exposure. This strategy includes policy direction acknowledging and responding to this trend, to ensure activity centre retail remains relevant in current market conditions and maintained as a focus of Casey's network of strong activity centres. A unique, tailored and enjoyable experience will be central to future retail success in centres.



Night Time Economy: When thoughtfully designed and well managed, Casey's Activity Centres can be vibrant evening destinations for dining, events, and community life.

NIGHT TIME ECONOMY

The night time economy includes activities, experiences and social interaction that occurs at night, such as dining out, recreation, entertainment, and public services. A vibrant night time economy in Casey's activity centres will contribute to the local economy, provide for additional employment and increase the social and cultural opportunities improving the quality of life for residents. Employment in night time economy establishments such as food, drink, or entertainment, currently makes up approximately 8 percent of total employment in Victoria. In recent years, employment has grown in these sectors in the Melbourne metropolitan area - solidifying the area's reputation as Australia's food and culture capital.¹⁶

Currently, many Casey residents travel to other places such as the Melbourne CBD for entertainment, night time events and dining. Developing a more vibrant night time economy in Casey will redirect entertainment spending to local businesses, increase local employment, and reduce resident's travel time for a night out.

Fountain Gate-Narre Warren CBD, Cranbourne Town Centre, and Berwick Village have the most potential for growth in a night time economy due to their existing public transportation connections, established restaurants, entertainment venues, and public spaces. There is immediate potential for night

time economy growth in these three key locations. Additionally, there may be possibilities for an emerging night time economy in Casey's other existing Major Activity Centres, such as Hampton Park Central and Casey Central, the proposed growth area Majors in Clyde, and in some Neighbourhood Activity Centres over the long term.

This strategy includes policy directions to promote a safe and thriving night time economy that is appropriate for Casey. Ultimately, establishing this night time economy will depend upon building successful partnerships between creative entrepreneurs, residents living in and near activity centres, police, hospitality sector and other government agencies.

INTERIM USES TO ACTIVATE DEVELOPING ACTIVITY CENTRES

The strategies in this chapter also promote options for the interim use of unused activity centre land for low cost design treatments, and temporary uses such as food trucks, festivals, and community gardens to activate vacant lands in activity centres before more permanent development takes place.

Together, all these objectives, strategies, and actions will guide council work to create jobs, foster economic growth, and promote the central economic role of activity centres in Casey.



This grouping of food trucks with shared seating area is a good example of an interim land use bringing activity to underutilised land in an activity centre.

16. Measuring the Australian Night Time Economy 2016-17, A project for the Council of Capital City Lord Mayors

Objective 11. Jobs in centres

To identify appropriate statutory or non-regulatory mechanisms that will encourage a greater amount of commercial office space and cater for an increase in non-retail jobs in activity centres.

Strategies:

- S11.1** Support the provision of large commercial buildings with flexible floor plans to provide a range of accommodation options for employers considering locating in Casey's activity centres. Construct any new non-residential floorspace in centres in a way that allows for feasible future adaptive reuse (e.g. grocery store adaptively reused as office, etc).
- S11.2** Encourage all new individual development proposals over 1,000 square metres in floor area within metro, major, or neighbourhood activity centres to:
 - » be at least three storeys in height within Metropolitan Activity Centres, and at least two storeys in height within major and medium neighbourhood activity centres.
 - » allocate at least 25 per cent of the lettable floor area to non-retail uses (such as commercial office, medical office, etc). More non-retail floorspace is encouraged in Metropolitan and Major Activity Centres wherever possible, in order to meet the even higher centre-wide structure planning targets for non-retail floorspace targets of 40 per cent for metropolitan and 30 per cent in majors (See Table 1).
- S11.3** Support the provision of work space options that cater for growing home-based businesses to move in a variety of spaces in activity centres (e.g. innovative SOHO products, co-working spaces, serviced offices, flexible/scalable floorspaces, smaller office suites, office/warehouse/manufacturing spaces, etc).
- S11.4** Support existing economic development programs and activities intended to retain and grow existing businesses and attract new businesses to Casey and encourage such programs to direct employment generating businesses into activity centres.
- S11.5** Remove outdated planning scheme regulations, to better streamline the development review process wherever possible.
- S11.6** Provide quicker planning review process options wherever possible, such as fast-tracked permits and facilitated development programs. Explore the introduction of a code assessment track for needed uses in activity centres. Any such procedural changes should seek to deliver the same planning outcomes as the regular process, but just following a simpler and quicker process.
- S11.7** Review and make any necessary amendments to the planning scheme to facilitate better activation and utilisation of activity centres, such as micro food related business¹⁷, flex spaces, destination retail, commercial office space for footloose¹⁸ industries, and allowing interim uses on underdeveloped sites to create activity.
- S11.8** Advocate for State and Commonwealth investment in funding infrastructure, community and educational facilities, and business support programs for activity centres.

17. Micro Food Related businesses is an emerging business type that consists of groupings of specialty food-retailers (butchers, greengrocers, delis, etc) who share a building space in a permanent open market style arrangement.

18. Footloose industries are business types which have little day to day connection with their immediate neighbourhood, doing work that is 'back office' in nature and can easily change location to a less expensive or more desirable location. These are office jobs that may be considered 'up for grabs' in terms of which area of the greater Melbourne region they could locate.



Objective 12. Economic viability of centres

To support the on-going economic viability of activity centres across the network, having regard to evolving retail and commercial trends.

Strategies:

- S12.1** Recognise in strategic planning policy and statutory planning decisions the pre-eminence of food and drink, groceries, commercial services, and customer experience in the contemporary 'bricks and mortar' retail sector. These aspects of retail business are important because they are generally more resilient to the threats posed by low price online retailers.
- S12.2** Support council's preparation of development and property strategies, where needed, to find ways to best use and leverage Council resources to incentivise development in activity centres and deliver infrastructure in complex development situations.
- S12.3** Support the establishment of interim treatments and uses for unused land in activity centres that help activate the centre prior to full build-out. This could include food stalls, food trucks, community gardens, pop up markets, or other low-cost temporary land uses and public open spaces concepts.

- S12.4** Encourage and facilitate diverse retailing formats, such as discount department stores where they are currently lacking in Metropolitan and Major Activity Centres and 'mini-major' stores where they are currently lacking in Majors and Medium Neighbourhood Activity Centres.
- S12.5** Support a thriving night time economy in activity centres with late trading businesses such as restaurants, bars, nightclubs, live music venues, and a range of evening events for all ages. Encourage evening events that celebrate Casey's social and cultural diversity.
- S12.6** Support a safe and vibrant night time economy in activity centres with well-lit walkways and public spaces, frequent and user-friendly night time public transport, and visible late trading businesses that provide passive night time surveillance of the public realm.
- S12.7** Include night time uses and venues in activity centre structure planning, considering safety, access to public transport, and minimising impacts to residential areas. Consider the night time activation of commercial and retail premises that would typically only trade during daylight hours to maximise the potential for multipurpose use facilities (e.g. encouraging cafes and restaurants that can also trade as bars and live music venues at night).
- S12.8** Ensure that applications for a night club, hotel or tavern demonstrate that there is no unreasonable amenity impact on the surrounding neighbourhood.



Chapter 4. Great Places for People

Activity centres provide focal points for the community they serve and can be essential components of an area's local identity. They should be places where local services are concentrated and at which public transport interchange occurs. The design and appearance of activity centres should emphasise community values. Well-designed and vibrant activity centres provide quality gathering places for **face-to-face social interaction**. This is essential to community health in an *online age* where people are increasingly connected only through digital social networks that are impersonal and *placeless*. The design of centres is therefore critical to attracting consumers and creating a successful sense of place in activity centres and boosting a community's social health.

ACTIVITY CENTRE DESIGN GUIDANCE

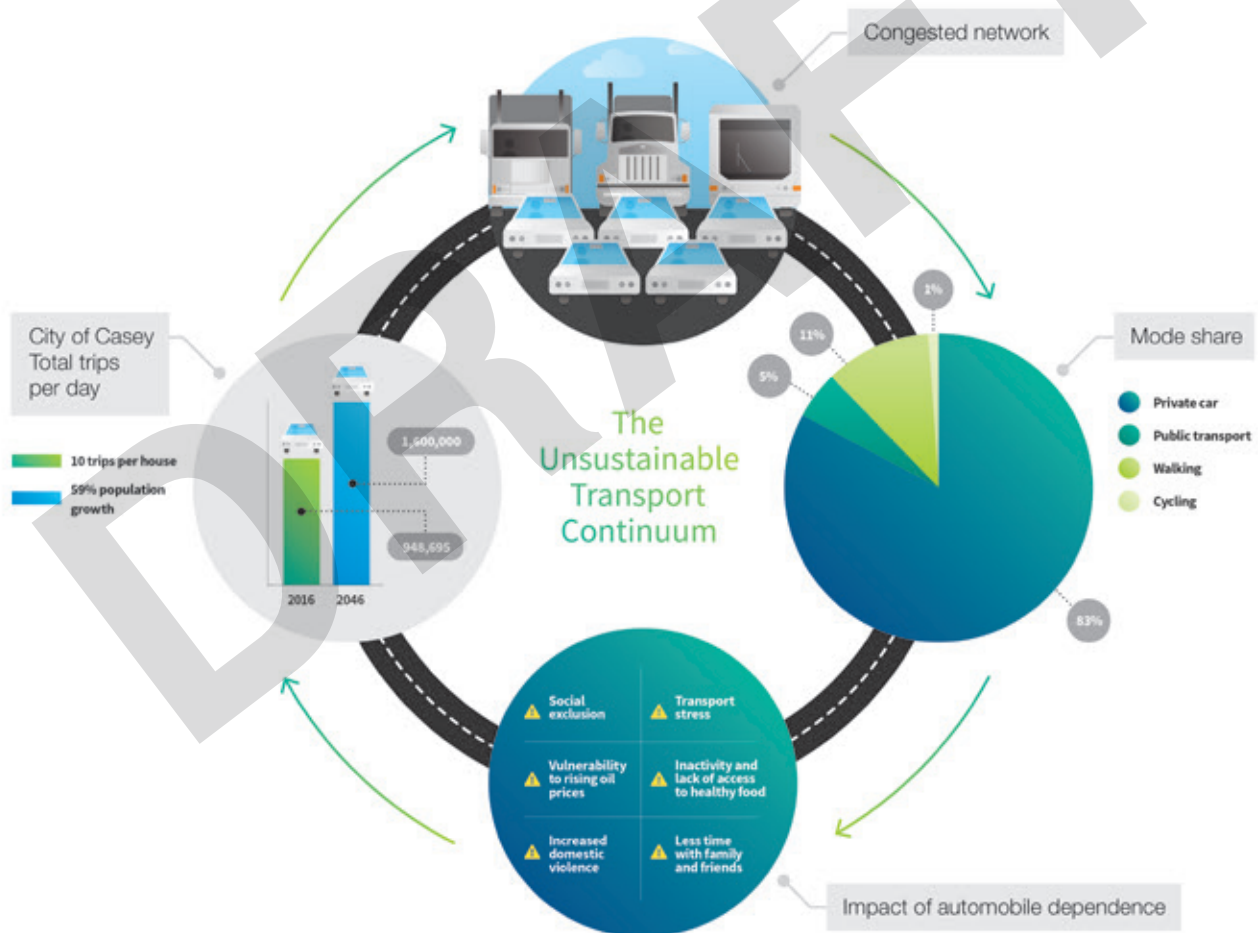
This strategy includes design guidelines for the overall layout or 'structure' of activity centres, including the public open space, streets and pathways, public transport connections, and building design. These guidelines provide consistent citywide policy direction for activity centre design. They are intended for use in both strategic-level planning decisions when creating new activity centre structure plans, and in permit-level site planning decisions in activity centres with no adopted specific design guidance in a structure plan, urban design framework or development plan.

WALKING AND CYCLING ARE KEY

Planners and city leaders increasingly consider walkability to be the key ingredient in creating successful urban places. There is evidence that communities that are designed for walkability are healthier, wealthier, and more sustainable¹⁹. This includes urban design decisions such as providing plenty of safe walking paths and siting car parks so pedestrian safety is given priority over convenient vehicle access. One of the most important ways to improve walkability is to consolidate non-residential use and development into a network of convenient activity centres that are within walking distance of where people live.

Safe and convenient cycling routes and parking facilities in and around Casey's activity centres is also essential to provide residents with the full range of appropriate and efficient mobility options and decrease automobile-dependency.

The Transport Continuum



Source: City of Casey Integrated Transport Strategy

19. Speck, J. (2012). Walkable City: How Downtown Can Save America, One Step at a Time.



ACCESS TO HEALTHY FOOD OPTIONS

A city built upon the '20-minute' neighbourhood concept, with a network of walkable activity centres generally offers residents more access to healthy options than a city without walkable local retail centres. The activity centres network set forth in this strategy includes local centres with small format grocery stores and larger centre types with full-line supermarkets. A range of grocery stores, local greengrocers, health-food stores and the like provide healthy, fresh food options for residents. In this way the Activity Centres Strategy provides the planning framework to ensure most of Casey has convenient nearby access to healthy food options.

HOUSING AND COMMUNITY FACILITIES IN AND AROUND CENTRES

Residential population densities have significant implications on how activity centres develop and form a key ingredient in a vibrant mixed use activity centre. Medium and higher density residential development within and around activity centres provide a range of benefits including an increased walkable catchment and opportunities for a diversity of housing products in the community (e.g. urban apartment products including one bedroom, two bedroom, and other sizes for all income levels).

The Casey Housing Strategy recommends increased residential density zoning around the higher order activity centres throughout Casey's established areas. Council has subsequently initiated the rezoning of these areas. Over time, the increased residential density facilitated by these zoning changes will strengthen the central role of Casey's activity centres. The introduction of more housing in and adjoining activity centres can also create potential land use conflicts between new housing and existing noisy commercial, retail, and industrial uses. This strategy includes policy direction for new housing developments in and adjoining activity centres to include acoustic protection from existing nearby non-residential uses in centres. This places the responsibility to provide any needed noise mitigation on the new residential development, and not on the existing noisy non-residential uses in the activity centre.

Community facilities such as libraries, community halls, and parks can add to the social interaction and vibrancy of an activity centre, so long as they're designed and sited well to complement the centre.

The following objectives, strategies, and recommended actions will guide Council work to ensure that activity centres are high quality places that enrich the daily lives of the people of Casey.

Objective 13. High quality design

To establish an overarching urban design framework that provides high-level guidelines that can be applied to all activity centres to develop high amenity and well-designed centres which provide attractive, vibrant and walkable environments.

Strategies:

- S13.1** Apply the activity centre design guidelines of Chapter 5 to activity centre structure planning and development assessment in centres with no specific design guidance through a structure plan, urban design framework or the like.
- S13.2** Support the inclusion of a certain amount of public art with all new large-scale development proposals within activity centres. Develop appropriate guidelines for which proposals trigger the public art requirement, how much art required, the type of art, the location, access to, and ongoing maintenance of the art.

Objective 14. Walkable neighbourhoods

To provide excellent walking and cycling connections to and throughout Casey's activity centres network.

Strategies:

- S14.1** Design and build transport infrastructure, crossings, intersections, and traffic signals to promote and prioritise local walking and cycling trips in and near activity centres over vehicular through traffic (i.e. it should be more convenient for people to walk or cycle to a nearby activity centre than drive to and park at the centre). This approach will contribute to making people more physically and mentally healthy and more socially connected to their community.
- S14.2** Improve pedestrian access to public transport stops in and around activity centres through new or repaired pedestrian paths and crossings. Council should coordinate with appropriate transport agencies to ensure bus stops and train stations in and around activity centres are designed and built to maximise user convenience and logical integration with activity centres in accordance with this strategy and applicable structure plans.



Consolidating Casey's retail, commercial, and community activity into a network of conveniently located centres allows residents to walk or cycle to community facilities, shops, and local job opportunities. This supports the 20-minute neighbourhood concept.

- S14.3** Identify and fill in the missing links in the pedestrian path and bicycle network to provide continuous bike and walking routes connecting activity centres, as key destination nodes, to their surrounding neighbourhoods and to other activity centres.
- S14.4** Ensure that shopping centres and large development sites have legible layouts, good external sightlines and connectivity to other activity centre elements, with paths, that prioritise people over cars.
- S14.5** Require permit applications for new construction proposals in activity centres to include a 'site context map'. This map will show how the proposal is served or can be served by non-vehicular transport to other parts of the activity centre and public transportation. The map will inform discussions about how the development can fill any missing links in the pathway network and encourage sustainable transport modes.
- S14.6** Consistent with the Casey Parking Strategy, support the provision of a small number of carefully managed on-street high turnover parking spaces near entrances of shops while longer term parking should be located behind building façades, clearly signed to ensure easy access. Off-street parking areas should be located behind buildings to not interfere with the amenity, safety, and overall enjoyment of the centre.
- S14.7** Support the provision of conveniently located and well-designed bicycle parking in all of Casey's activity centres. Such bicycle parking should be included in structure planning and planning permit requirements for individual development sites in centres.



Objective 15. Centrally located community facilities

To consolidate community facilities, infrastructure, and participation in or near activity centres.

Strategies:

- S15.1** Support the siting of community facilities in and near activity centres, especially in higher order centres in the hierarchy, such as Metropolitan and Major Activity Centres. Avoid out-of-centre locations for community services such as libraries, community centres and community health and social services.
- S15.2** Support the establishment of high amenity urban parks in and near activity centres designed to complement surrounding land uses, consistent with the Open Space Strategy.

- S15.3** Encourage, in coordination with the State Government, the siting of schools (private, non-government, and government) near activity centres to help activate the centre. Generally, only schools that are relatively small in land area and complement the other uses in the centre are appropriate for siting in or near activity centres.²⁰
- S15.4** Use planning policy to encourage the establishment of concert venues, arts and community centres, fitness clubs, medical centres, and public markets at key locations in and around activity centres where people attending these facilities are most likely to also walk through and activate the whole activity centre.
- S15.5** Support the cultural diversity of Casey's various neighbourhoods. Where a certain cultural group or groups have a large presence in or near an activity centre, support and promote this cultural identity as an asset to activate the centre.
- S15.6** Encourage establishments within activity centres to consider new ways to support social interaction and linger time such as providing free Wi-Fi so people can stay and work and offer meeting spaces for community groups, thereby activating the public spaces, community facilities, and cafes in the centre.

Objective 16. Housing in and around centres

To locate housing in and around activity centres.

Strategies:

- S16.1** Medium density housing should be located around activity centres, public transport, services and open space. Whilst this is often shown in the PSPs, it is not always delivered on the ground. Medium density housing should also be encouraged around unconventional open space areas such as linear landscaping strips.
- 
- Locating high and medium density housing in and around activity centres allows residents to enjoy the convenience of walkable access to the shopping, amenities, and jobs in centres.
- S16.2** Locate housing in and around activity centres, as envisioned in the Casey Housing Strategy.
 - S16.3** Support the inclusion of high-density housing within new development proposals in metropolitan, aspiring metropolitan, major, and aspiring Major Activity Centres.
 - S16.4** Support 'reverse amenity' assessment of adverse impacts when new residential development is proposed in or adjacent to activity centres. This assessment will identify any adverse impacts, such as noise, that existing non-residential uses will have upon new residential uses. The developer of the new residential use is responsible for this assessment and any needed mitigation.

20. Examples of successful school siting that complement activity centres are the primary schools sited adjacent to Laurimer activity centre and Mernda Village activity centre in the City of Whittlesea. City of Casey Council Officers visited and inspected these sites in August 2018.

Chapter 5. Development Assessment

The following tables provide the development assessment process checklist, net community benefit criteria, locational assessment and design guidelines, as described in Objectives 9, 10, and 13.

DEVELOPMENT ASSESSMENT MATRIX

The Development Assessment Matrix below summarises the applicability of the activity centre development assessment guidelines for various council and/or proponent-initiated planning actions related to activity centres and non-residential use and development in Casey.

Table 3 Development Assessment Matrix

Proposal	Out-of-Centre Location Assessment applicable? (Table 4)	Net Community Benefit Assessment applicable? (Table 5)	Activity Centre Design Guidelines applicable? (Table 6)	Other key strategies
Designation of a new activity centre location not identified in this Strategy	No	Yes	No	» Strategy S10.11
Structure Planning within designated activity centre	No	No	Yes	» Activity Centres Hierarchy (Table 1) » All other applicable objectives and policy directions of this Strategy
In-Centre Discretionary use applications	No	Yes – where no structure plan, development plan, or PSP has been approved.	Yes – where no specific design guidance is provided, such as in a structure plan, UDF, or PSP.	» Activity Centres Hierarchy (Table 1) » All other applicable objectives and policy directions of this Strategy
Discretionary non-residential use in residential zone	Yes	Yes	No	» Objective 10, Strategies S10.1-8
Discretionary non-residential use in out-of-centre location in green wedge	Yes	Yes	No	» Objective 10, Strategies S10.1-5, and S10.9 » Casey Planning Scheme CI.22.08 » Green Wedge Management Plan, as applicable
Discretionary non-residential use in other out-of-centre location	Yes	Yes	No	» Objective 10, Strategies S10.1-10

OUT-OF-CENTRE LOCATIONAL ASSESSMENT GUIDELINES

Table 4 Out-of-Centre Locational Assessment

Before deciding on an application or rezoning request for a non-residential use/development* outside of a designated activity centres, the following decision guidelines (in addition to any relevant requirements of the Casey Planning Scheme) should be taken into account, as appropriate:

- » The reason/demonstrated need for the proposed location including:
 - how it will fill a gap in the network and/or meet community need;
 - any specific locational criteria relevant for the particular land use/activity, including building/land use requirements and target customer base;
 - any relevant community demographic assessment and/or socio-economic analysis which supports the proposed location; and
 - the availability/suitability of other sites in more preferred locations;

(this decision guideline is not intended for the purpose of restricting economic competition, but rather to encourage a well-balanced and diverse range of non-residential land uses in appropriate locations and to add support for new land uses/activities which are currently not provided for);
- » The proximity of the proposal to an activity centre (preference will be given to proposals within close proximity to an activity centre, and which have clear connections/nexus to the land uses within the activity centre);
- » The impact of any changes to the range of services or opportunities provided by an activity centre or centres, or the impact on any future planning strategies for a particular activity centre or centres. This includes any impact on the role of an activity centre in the economic and social life of the community;
- » The impact on the surrounding road network, in terms of traffic safety, infrastructure capacity, and car parking;
- » The impact on the public transport network, including proximity to designated public transport routes and interchanges (preference will be given to those uses/developments which can demonstrate efficient use of the existing public transport network);
- » Level of accessibility for pedestrians and bicycles, including pedestrian/bicycle links to nearby activity centres, open space areas and other public spaces;
- » Impact on utility services including infrastructure capacity issues;
- » The presence of other non-residential uses on surrounding land and the level of compatibility and integration with surrounding uses, including both residential and non-residential uses;
- » Whether the proposal will segregate a single dwelling or a collection of dwellings from the surrounding residential area;
- » The likelihood of the creation of a precedent for the establishment of further non-residential activities outside of an activity centre. This includes the potential for “ribboning” of out-of-centre non-residential development along main roads and highways;
- » Whether the scale, design, and appearance of any new buildings and landscaping is complementary to the existing preferred character of the surrounding area;
- » Whether the proposal will be designed, constructed and operated in a manner that causes minimal loss of amenity, privacy and convenience to people living in nearby dwellings, having regard to traffic, car parking, access, built form, noise, overall site layout and the like;

- » The impact of any proposed or likely future land subdivision/consolidation on surrounding lot size patterns and the impact of this on any future strategic direction for the area; including the need to provide larger land parcels for long term development options;
- » A master plan defining the parameters of future development for any planning application in a residential zone or future residential zone, in circumstances where less than 50 per cent of a site is proposed to be developed for a non-residential use (inclusive of associated car parking), or the balance of the site is of an area that has the potential to accommodate a significant expansion of the use.

Notes: Not all of the above decision guidelines will be relevant for all applications and will be applied where appropriate. The detail of assessment will vary according to the size and scale of the proposal.

NET COMMUNITY BENEFIT CRITERIA

The activity centres network for Casey is based on a series of planning outcomes derived from the concept of Net Community Benefit. The objective of the Net Community Benefit assessment is to balance economic sustainability with environmental and social-cultural sustainability.

Table 5 Net Community Benefit Assessment Criteria:

The following principles guide the Net Community Benefit assessment process:	
1. Opportunity for choice:	
Proposals should seek to enhance opportunities for choice in shopping, business and social activities. Choice is enhanced by the provision of viable alternative facilities and centres at each level in the hierarchy. Proposals which increase opportunities for choice should:	
- Promote single destination multi-purpose trips; - Satisfy community lifestyle needs; - Locate a broad range of uses together within each activity centre, including mixed use and innovative new forms of retail and non-retail uses; - Provide goods/services which are specifically needed within a particular area; and, - Promote the centre as a social focus, providing for suitable indoor and outdoor places for people to meet within and outside retail hours and allow for the establishment of appropriate community facilities.	
2. Accessibility and convenience:	
» All persons should have an equitable level of access to activity centres, and no areas of the City should be significantly disadvantaged in terms of public and private transport access to centres and services at various levels in the hierarchy. » New development should seek to encourage and maximise pedestrian, public transport and bicycle usage to and within the development and the wider activity centres and minimise conflict with vehicles. » Vehicle access and parking should be unobtrusive and not disrupt major pedestrian movements; off-street parking, where required, should be located to the rear or side of main structures, sleeved by buildings, and shared between different centre uses. » New development may, where appropriate, be required to contribute towards infrastructure provision.	

3. Design and amenity:

- » New development (including expansions to existing development) must achieve high quality and sustainable urban design outcomes. In particular, innovative and environmentally sustainable design will be given greater weight.
- » All new development must meet the applicable activity centre design guidelines of this Strategy.

4. Viability and efficiency:

- » Proposals should contribute to the robustness and economic viability of activity centres, including:
 - contributing to the range of customer choices/land use activities within the area;
 - providing local employment opportunities; and
 - providing land uses and spaces which are adaptable over time and can withstand future market shifts.
- » The provision of activity floorspace and location of future activity centres must take full account of:
 - The need for acceptable levels of return to both tenants and owners; and
 - The need to maintain a sustainable activity centres in the longer term.

(The Strategy does not seek to restrict economic competition between individual businesses, services or activity centres. Rather, the Strategy seeks to assess the impact of any use/development/rezoning on the overall activity centres hierarchy.)

- » Where considered necessary in order to assess the economic impact of a proposal, Council may require an economic justification of the proposal and likely impact of the proposal on existing activity centres is to be provided by the applicant. The justification will identify any economic rationale which has influenced the proposed location.
- » Careful management of land use, subdivision and development of activity centres is critical to retain flexibility in the activity centres network to respond to market conditions over the long term. This includes:
 - Ensuring sufficient land of appropriate size/configuration is available in activity centres; and,
 - Ensuring that the use, subdivision and development of land in an activity centre does not constrain its ability to serve its identified and/or future identified market.

Key Questions:

- » In responding to the above policy directions, the following key questions should be specifically addressed (where relevant):
 - Does the proposal contribute to economic, socio-cultural and environmental sustainability?
 - Does the proposal establish key connections with the adjacent community in terms of both land uses and activities?
 - Does the proposal have the flexibility to respond to changing market conditions?
 - Does the proposal contribute to high quality urban design and landscape treatment?
 - "In-Centre" proposals: Does the proposal reflect and enhance the activity centre's role, function and values within the community? Will it contribute to the centre becoming a vibrant community focus?
 - "Out-of-Centre" proposals: On balance, will the proposal provide net community benefit which outweighs any locational disadvantages?

URBAN DESIGN GUIDELINES FOR ACTIVITY CENTRES

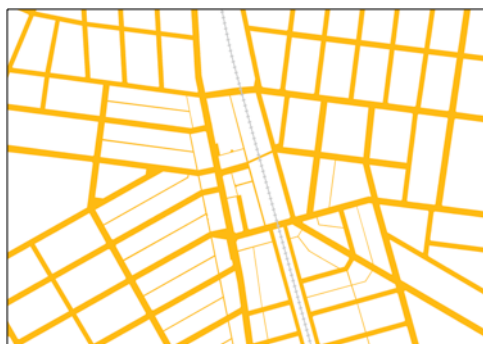
Table 6 Urban Design Guidelines for Activity Centres

1. URBAN STRUCTURE

DESIGN OBJECTIVE 1.1

To provide a permeable, legible and functional urban structure of blocks and streets

- » Extend streets, pedestrian and bicycle paths from existing areas into new areas with direct roads, streets and paths.



Source: Urban Design Guidelines for Victoria, DELWP

- » Align pedestrian connections along desire-lines with short, straight travel paths. However, in sloping topography, curving streets may be more appropriate to enable flatter travel paths.
- » Provide continuous, direct pedestrian and bicycle paths from the surrounding neighbourhood to railway stations and public transport stops and interchanges and activity centres.
- » In new centres, lay out street and block patterns with direct, straight or near straight streets with clear sightlines that are easier to navigate, frame views to landmarks and safer for pedestrians.
- » In new centres, create a permeable block layout with block dimensions ranging from 120m to 240m long and 60m to 120m wide.

DESIGN OBJECTIVE 1.2

To ensure accessible and functional activity centres

- » Locate the activity centre where the main streets and public transport routes converge.
- » Provide for public transport interchange crossing with convenient and accessible distance to the centre core.

DESIGN OBJECTIVE 1.3

To ensure the activity centre structure supports safety and amenity

- » Locate intense and diverse commercial activities on smaller lots with narrower frontages, or mixed uses with multiple tenancies that contribute to an active and interesting public realm.
- » Activate the street during the day and at night, and by providing opportunities for passive surveillance of public spaces.
- » Provide lots for shops on streets that allow zero street setbacks and continuous built frontages.
- » Provide lots for large format uses that generate high vehicle traffic volumes on wider streets at the edge of activity centres, and with easy access to major roads.

DESIGN OBJECTIVE 1.4

To respond to change within an activity centre

- » Create a regular block and lot pattern within the activity centre that enables future lot subdivision or consolidation.
- » Maintain and increase the capacity of the pedestrian movement network by adding mid-block links and public spaces.
- » Create a transition from large development sites to adjacent residential neighbourhoods using scale, built form heights and compatible land uses.

DESIGN OBJECTIVE 1.5

To appropriately locate higher density residential precincts

- » Locate higher density residential precincts within, or on the edge of, an activity centre, or near a public transport node.
- » Arrange blocks and streets in higher density residential precincts to provide all lots with access to an activity centre, public transport and high quality public open space within a 400m walking distance.

DESIGN OBJECTIVE 1.6

To ensure a public realm structure where the movement network and the land uses support each other

- » Locate local walking destinations and activities, such as shops and community facilities, along main pedestrian streets and paths.
- » Provide for a level of active frontage and lot access appropriate to the street function and building use patterns.
- » Locate non-residential uses at ground level at the interface with main street and major public transport nodes.
- » Where a railway station or a public transport interchange interfaces with a public space, provide active uses at ground level at the station or interchange interface with the public space.

DESIGN OBJECTIVE 1.7

To ensure the public realm structure provides for accessible, safe and conveniently located public spaces

- » Create public spaces where the local catchment has sufficient potential users to activate the space.
- » Provide for a variety of public spaces, both passive and active, in sizes and types that meet the community's needs, and located within walking distance from the centre core.
- » Set the street width in relation to the future building height and setback distance to allow daylight and winter sun access to key public spaces within streets.

DESIGN OBJECTIVE 1.8

To ensure the public realm structure provides high amenity and safe interfaces between different uses

- » Where lots border a public open space, provide an active frontage toward the public open space.



Source: Urban
Design Guidelines
for Victoria, DELWP

- » Locate the transition between incompatible uses mid-block, along rear boundaries of lots. A rear boundary wall can provide a buffer between incompatible uses and the amenity of the street is safeguarded.
- » Place doors and windows of buildings to overlook the street.
- » Where bordered by fences, arrange pedestrian or bicycle paths with opportunities for passive surveillance from adjacent properties.

DESIGN OBJECTIVE 1.9

To ensure a well-managed, high amenity public realm

- » Develop public spaces, civil infrastructure and streets to a standard acceptable by City of Casey for ongoing maintenance and management.
- » Wherever possible, design privately owned streets intended for public access to public street standards.
- » The local Casey Council standards and materials should be met for adoption and for ongoing management of public spaces.

2. MOVEMENT NETWORK

DESIGN OBJECTIVE 2.1

To relate the scale of surrounding buildings to the pedestrian priority street

- » Use street width, building height and landscape design to create a sense of enclosure for street users.



Source: Urban Design Guidelines for Victoria, DELWP

- » Arrange the street furniture and finishes to delineate pedestrian space.

DESIGN OBJECTIVE 2.2

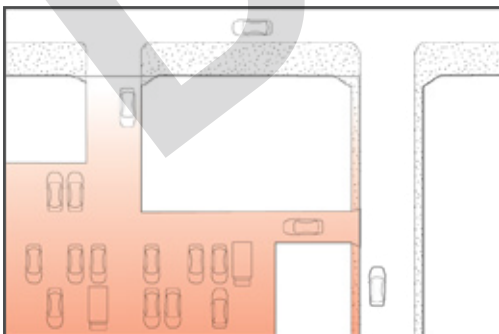
To manage the use of the pedestrian priority street as an active public space

- » Integrate shelters and awnings onto the building facade on pedestrian priority streets.
- » Avoid blank wall conditions on main and major streets. Where blank building walls are unavoidable, encourage the enlivening of blank building walls through architectural detail, wall art and lighting can transform walls into attractive facades.

DESIGN OBJECTIVE 2.3

To ensure that car parks support the amenity and safety of the local area

- » Locate larger car parks to the rear, side or underneath of the buildings they serve.



Source: Urban Design Guidelines for Victoria, DELWP

- » Provide car parks with opportunities to receive passive surveillance from surrounding buildings and spaces.
- » Where a car park must be located between the building frontage and the street, arrange the parking space to maintain a visual connection between the building and the street.
- » In large car parks, position dedicated direct paths to take pedestrians from car parking spaces to main building entries.
- » Design vehicle overhang areas to be clear of pedestrian paths, trees or shrubs through wheel stops.
- » Provide shade to parking spaces and pedestrian paths.
- » Provide landscaped planter bays and islands throughout car parks to break up any large expanses of paved parking.

3. PUBLIC SPACES

DESIGN OBJECTIVE 3.1

To achieve safe, attractive and vibrant public spaces

- » Plan and design public spaces to include a diversity of activities that extend the hours of use.
- » Locate feature elements towards the centre of the public space to draw people into and through the space.
- » Define the boundary or transition between public space and private space without the need for high fences or barriers.
- » Locate public toilets, play and recreation facilities in accessible and active areas.
- » Locate utilities infrastructure in a designated zone away from the main pedestrian paths and active areas.
- » Arrange paths, seating and main areas to catch the sun during winter and be shaded during summer.
- » Locate seating to provide users with an interesting outlook and views of the space and opportunity to watch passers-by.
- » Position trees to provide summer shade and shelter and protect from strong winds.
- » Install signs with maps to show connections and destinations, location of public facilities, and estimated walking times and distances..

DESIGN OBJECTIVE 3.2

To support a strong sense of place and local character

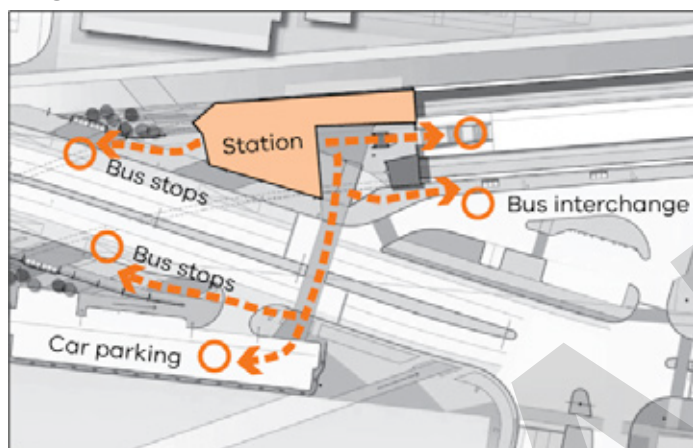
- » Define street character by heritage buildings and existing landscape settings.
- » Select planting and landscape elements that support the existing character or preferred future character of the area.
- » Integrate locally relevant urban art that reflects community values.
- » Provide an active front to buildings on at least one side of the street space or plaza.
- » Integrate shelters and awnings with the facades of buildings that are facing street spaces and plazas.
- » Provide a continuous active frontage along pedestrian approach paths to railway stations and public transport interchanges.

4. PUBLIC TRANSPORT ENVIRONS

DESIGN OBJECTIVE 4.1

To ensure convenient pedestrian and bicycle access to railway stations and public transport interchanges

- » Provide continuous, direct pedestrian and bicycle access routes from the surrounding neighbourhood to railway stations and public transport interchanges.



Source: Urban Design Guidelines for Victoria, DELWP

- » Arrange pedestrian approach paths with clear sightlines to and from railway station buildings, and to and from public transport interchanges.
- » In a centre where a bus interchange is co-located with a railway station, connect them with a direct, sheltered pedestrian path.

DESIGN OBJECTIVE 4.2

To ensure safety and amenity around railway stations and public transport interchanges

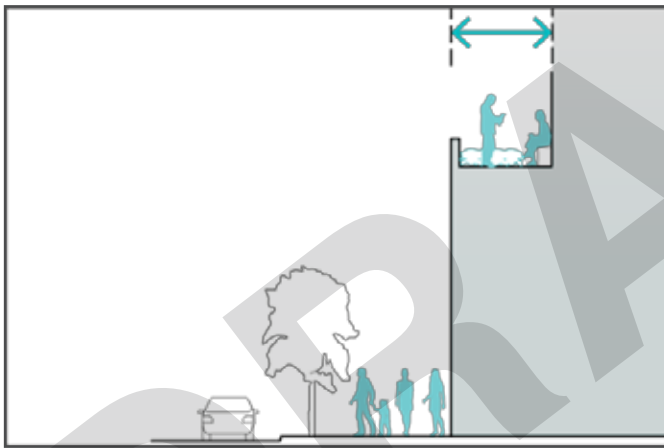
- » In larger centres, locate public transport waiting areas, particularly pick-up and drop-off areas, and taxi ranks where they are clearly visible from the pedestrian paths and nearby buildings.

5. BUILDINGS IN ACTIVITY CENTRES

DESIGN OBJECTIVE 5.1

To ensure the building scale and form supports the context and preferred future character of the activity centre

- » Locate and shape the building to accommodate local topography and natural and cultural features of the site to frame view corridors from streets and public spaces toward landmarks.
- » Provide appropriate building scale and form that respects the existing and preferred character of the area.
- » In retail and commercial mixed-use areas, place the building frontage on the front lot line.
- » Reinforce important street corners with additional height and/or architectural elements to create a bookend effect.
- » Set back upper levels of tall buildings and/or use a podium and tower form to create a pedestrian scale at street level.



Source: Urban Design Guidelines for Victoria, DELWP

DESIGN OBJECTIVE 5.2

To ensure the activity centre provides a graduated transition between different building scales

- » Provide a transition in scale from larger buildings to adjacent areas of smaller scale built form.



Source: Urban Design Guidelines for Victoria, DELWP

- » Define the boundary or transition between public space and private space without the need for high fences or barriers. Where fencing is unavoidable, use low-height or semi-transparent fences to assist passive surveillance of the street.

DESIGN OBJECTIVE 5.3

To ensure buildings in activity centres provide equitable access to daylight and sunlight

- » Locate and arrange the building to allow daylight and sunlight access to key public spaces and key pedestrian street spaces.
- » Allow sufficient distance between buildings to allow access to daylight for neighbouring windows.
- » Protect daylight and sunlight access to the private and communal open space of adjacent dwellings.
- » As part of a building's design, install continuous weather protection for pedestrian priority streets and public spaces.
- » Use low-height or semi-transparent front fences to assist informal surveillance of the street. Where front fences are more than one metre in height, provide a minimum of 50 per cent transparency.

DESIGN OBJECTIVE 5.4

To ensure buildings in activity centres connect to the movement network

- » Locate pedestrian entries to buildings on the pedestrian network. Entries should be clearly visible from pedestrian paths along the street.
- » Emphasise pedestrian entries with prominent design features, signage or landscape treatments.
- » Arrange vehicle entries to buildings to allow convenient, safe and efficient vehicle access to the street network.
- » Arrange vehicle entries to minimise the number of vehicle crossovers on pedestrian paths.

DESIGN OBJECTIVE 5.5

To ensure the building facade detail respects the existing character and the preferred future character of the activity centre

- » Arrange building elements such as roofs, balconies, windows, doorways and cladding materials to contribute to the existing and preferred future character of the area.
- » Where a building has a solid external wall facing a street or public place, detail the walls to provide an interesting appearance.
- » Shield from view or remotely locate mechanical plant, unless it forms an integral part of design.
- » Locate and arrange utility service installations to minimise their impact on the building's address to the street.

DESIGN OBJECTIVE 5.6

To achieve sustainable environments in activity centres

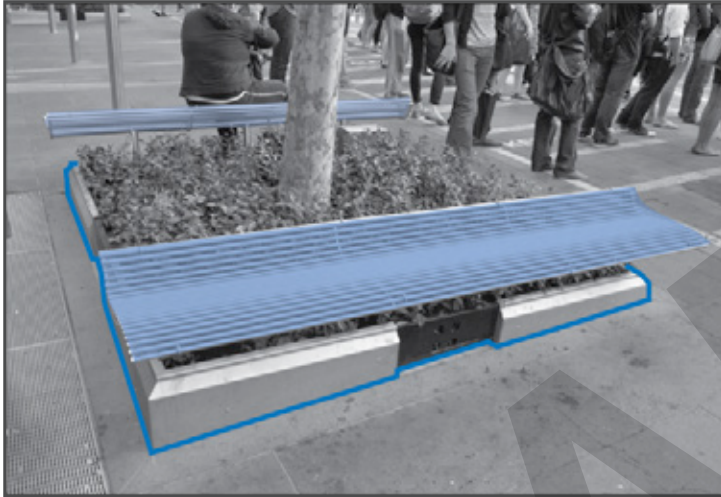
- » Use durable, sustainable and attractive materials that will minimise maintenance and contribute to the character of the area.
- » Lay out the building structure based on passive design principles and design internal spaces to allow future adaptation to other uses.
- » Provide for efficient storage, separation and removal of waste and recycled materials from buildings.
- » Provide sustainable water management solutions in the public realm to bring together water conservation, stormwater quality, wastewater reductions and groundwater quality to achieve the best long-term results for City of Casey.
- » Integrate water sensitive urban design into the design and construction of hard and soft landscapes, large and small.

6. OBJECTS IN THE PUBLIC REALM

DESIGN OBJECTIVE 6.1

To ensure that objects in the public realm support safety and amenity

- » Where practical, combine or co-locate two or more street furniture functions into a single object to minimise clutter.



Source: Urban Design Guidelines for Victoria, DELWP

- » Place all objects outside main pedestrian or bicycle travel paths, away from street corners, and outside view lines to significant landmarks.
- » Allocate space for temporary objects such as on-street shop display, cafe tables, vendor stalls, advertising boards, temporary barriers and signs.

DESIGN OBJECTIVE 6.2

To ensure objects in the public realm that are robust and easy to maintain

- » Develop a simple, standardised palette of materials and designs for street furniture and objects.
- » Use resilient and high-quality materials that are easily cleaned, maintained and repaired or recycled.
- » Locate seats at public transport stops, in parks and plazas, along pedestrian routes, where people gather and linger, and where people can enjoy views or watch activities.
- » Locate waste bins adjacent to litter generators such as food vendors, cafes or picnic areas.
- » Locate drinking fountains adjacent to and visible from frequently used pedestrian and bicycle routes.
- » Position play equipment where children would naturally play.

DESIGN OBJECTIVE 6.3

To ensure that seating is attractive and comfortable, and the public realm is safe

- » Locate seats in a sheltered position with access to summer shade and winter sun.
- » Orient seats with backs against a wall or fence, facing forwards, with an interesting outlook to activity or views.
- » Ensure lighting supports night-time social and recreational activity, amenity and safety in the public realm.
- » Locate lighting for safe travel and way-finding along pedestrian and bicycle paths, and to emphasise crossings, landmarks and destinations.
- » Use lighting types that minimise distortion and glare, and maximise colour recognition of objects and surfaces.

DESIGN OBJECTIVE 6.4

To ensure signs inform pedestrians and cyclists and aid way-finding

- » Provide maps and signs in public spaces showing connections and destinations, and the location of public facilities and public transport routes.
- » Concentrate pedestrian signs at node points on the pedestrian routes.
- » Locate property street numbers to be visible from the street, day and night.
- » Scale advertising signs to be consistent with the surrounding urban context.
- » Orient perspective maps to be consistent with the viewer's position; orient plan view maps with north at the top.

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Customer Service Centres

Narre Warren

Bunjil Place

Patrick Northeast Drive

Cranbourne

Cranbourne Park

Shopping Centre



City of
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