

Activities Areas and Non-Residential Uses Strategy

Volume 1 Amended December 2012

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Responsible Department – Strategic Development

This version includes all amendments and administrative updates to 18 December 2012.

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Preamble

In accordance with a resolution of Council on 21 June 2005 to include definitions of Council, Councillors and Council officers in all Council policy documents, the following definitions are provided:

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 officers – means the Chief Executive Officer and staff of Council appointed by the Chief Executive Officer.

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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Westfield Fountain Gate Shopping Centre, Narre Warren

1 Introduction

1.1 Purpose of the Strategy

The purpose of this Strategy is to provide a clear direction for the location and design of all non-residential uses and development across the municipality focussing on the development of a highly accessible and robust Activities Area system that maximises community benefit. The strategy will provide a policy framework for the assessment of statutory planning applications and rezoning requests under the Casey Planning Scheme. For the purpose of this Strategy, any reference to Activity Centres will be known as Activities Areas.

1.2 Activities Areas Policy in Casey

Key dates in the development of Activities Area Policy in Casey are outlined below:

May 1996	Council adopted the Retail Strategy for the Urban Area of the City of Casey.
May 2000	Council adopted the City of Casey Activity Centres Strategy.
Sept 2002	Council adopted the city strategy Casey C21: A vision for our future (Casey C21). This long term city plan among other things links activity with urban form.
Oct 2002	The State government released a new strategy for metropolitan Melbourne entitled Melbourne 2030: Planning for sustainable growth (Melbourne 2030). This Strategy provided a new direction for activity Centres across Melbourne.
Oct 2006	Council adopted a revised City of Casey Activity Centres Strategy.
Aug 2007	Amendment C68 approved which introduced the revised Activity Centres Strategy (Clause 22.07 Retail Policy) and associated policy guidelines into the Casey Planning Scheme.
Dec 2008	The State government released its update to Melbourne 2030 entitled Melbourne@5 million, which updated Melbourne's growth projections and provided a strategy to manage this growth.

1.3 Current Review

Since the last review of the then named Activity Centres Strategy (which took place in 2006), Casey has continued to grow at a significant rate. State planning policy affecting Activities Areas has been amended (including a Discussion Paper released to the Retail Policy Review in 2008) and retail trends have been constantly evolving to meet customer demand. Casey's very high growth rate has resulted in existing Activities Areas being expanded and new Activities Areas being proposed at a rapid rate, and it is therefore important that the strategy framework to guide their development is kept up to date.

This strategy review was not intended to be a complete rewrite of the policies already in place. The existing Strategy and associated policies have generally served the City well, and it was intended to be an "update" to ensure that the Strategy is kept relevant and current.

The Strategy review was undertaken in order to have in place a clear direction for the development and maintenance of a highly accessible and sustainable Activities Areas network in the City of Casey which takes account of emerging retail trends, is consistent with current State policy, and is keeping pace with Casey's high growth rates.

The Strategy creates a framework for decision making related to new and existing Activities Areas in both existing urban areas and in greenfield settings. This framework creates a level of certainty in relation to the preferred future Activities Areas hierarchy across the City.

1.4 Why have Activities Areas?

Activities Areas have a central role to play in:

- Balancing the commercial interests of developers and operators with the interests of the community to achieve sustainable outcomes.
- Establishing a regional identity for the City of Casey with positive flow-on effects for overall economic and community development.
- Providing meeting places for social interaction, which act as a focus for community life while allowing each Activities Area to establish its particular image or character. This is particularly significant for outer metropolitan Activities Areas with a current emphasis on private transport and lacking, in many instances the proximity and convenience of traditional strip shopping locations that characterise the established inner suburbs.
- Providing a variety of employment opportunities for local residents that may not otherwise be available in the absence of Principal and Major Activities Areas.
- Achieving the fundamental objectives of efficiency and equity by:
 - encouraging single destination multi-purpose trips
 - improving accessibility for less mobile members of the community
 - meeting the needs across the age spectrum including young people and elderly persons
 - supporting an effective public transport system and reducing traffic congestion and pollution
 - maximising the benefits to the business sector of clustering mutually supportive activities.

1.5 Goal & Objectives

The Strategy's goal is:

To provide for a full range of non-residential uses throughout Casey focussing on a diverse, robust and accessible Activities Areas network which meets community needs and expectations and forms a vibrant and sustainable focus for community life.

The objectives of the Strategy are:

- To achieve best practice in Activities Areas planning and development.
- To consolidate Casey's commercial and residential settlement patterns.
- To respond to changes in the market place with regard to Activities Areas planning and land uses.
- To recognise the differences in planning for and reviewing Activity Areas at greenfield sites and in the existing urban area.
- To consolidate the development of the Fountain Gate – Narre Warren CBD and Cranbourne Town Centre Principal Activities Areas to ensure they are competitive 'regional centres' in the metropolitan context.
- To substantially strengthen the tier of Major Activities Areas.
- To develop a robust Neighbourhood Activities Areas hierarchy and network.
- To establish location guidelines for out-of-centre activities including Activities Areas locations.
- To provide proactive management of all Activities Areas and restricted retail precincts within Casey, specifically by the preparation of structure plans and/or urban design frameworks (and by applying a place management approach to particular centres.).
- To ensure all development provides for a Net Community Benefit.

1.6 What does the Strategy apply to?

Retail uses form a significant and often core component of most Activity Areas, and generally are the main determinant of the level of each Activities Area in the overall hierarchy. However, this strategy is not just about retail land uses. The reality is that there are a whole range of other land uses which operate in and around Activity Areas, and which together with the retail uses, will contribute to the viability and efficiency of each area. These uses include the full range of commercial, office, health, education, entertainment, recreation, civic and community uses.

In order to encompass all of these uses, this strategy therefore applies to all proposals for non-residential uses across the municipality (except for industrial uses in industrial zones - refer note below). It applies to proposals both within and outside of designated Activity Areas. This strategy also applies to any rezoning proposal for land proposed to be rezoned to any form of business, Activity Area, mixed use or similar zone.

Non-residential uses in residential zones

There are a number of non-residential land uses which are discretionary in a residential zone, such as medical centres, child care centres, places of worship, places of assembly, etc. This strategy applies to all these uses, whether they are proposed to be located in a residential or non-residential zone.

Industrial uses

The location of industrial uses in industrial areas are not specifically addressed under this Strategy. Most industrial land uses are as-of-right in Industrial Zones, as well as in Business 3 Zones, Business 4 Zones and in employment areas within Urban Growth Zones. Where industrial uses do require a permit in these zones existing planning scheme controls address relevant locational criteria (ie: Clause 52.10). Where industrial uses are proposed outside of an Industrial zone, Business 3 zone, Business 4 zone or outside of designated employment land within an Urban Growth Zone, they will be subject to the guidelines of this strategy.

Where a non-industrial use requires a permit for use in an industrial area (ie: restricted retail, place of assembly, recreation centres, etc), then the relevant provisions of this Strategy will apply to these uses. It is recognised that most industrial areas (but not all) are located outside of designated Activity Areas. Where an industrial area is included within a nominated Activity Area, then the relevant strategic planning framework for that Activities Areas will also apply for industrial land uses that require a permit under that zone.

Housing in activity centres

Melbourne 2030 and *Melbourne@5million* both support the policy of increasing residential densities in and around existing Activities Areas, with a particular emphasis on the higher order Activities Areas, where public transport is available, and the range of land uses within the area maximises the benefits of higher density residential development in close proximity.

Whilst this Strategy supports the general concept of increased housing densities within and around Activities Areas in appropriate locations, this Strategy does not seek to provide any specific policy direction for such residential development. In addition to *Melbourne 2030* and *Melbourne@5million*, there are various policies and directions which already apply to higher density residential development, including Clause 55 – Two or more dwellings on a lot, the State Planning Policy Framework (in particular Clause 11.01 Activity areas and Clause 16 Housing), and various strategies, including *The Victorian Integrated Housing Strategy (State Government of Victoria, 2010)* and *Guidelines for Higher Density Residential Development (DSE, 2005)*. Further direction on suitable locations, design objectives and appropriate densities of housing will also be provided in the *City of Casey Housing Strategy 2005*, the *Casey C21 Strategy* and in individual structure plans that apply to specific activity centres.

Council has recently adopted a revised *Housing Diversity Statement* (page 14) which has preferred residential densities in and around Activities Areas. This Strategy has not been prepared to replicate the *Housing Diversity Statement* but to compliment it and as such, it should be read in conjunction with the Housing Diversity Statement when applying strategic directions in relation to housing.

Where applications for mixed uses are made, which include both residential and non-residential components, the provisions of this Strategy will apply to the non-residential component, and by default, will impact on the overall development. In these circumstances the policy directions in relation to the Activities Area hierarchy, sequential testing, strategic assessment and net community benefit contained in this Strategy are still relevant to the overall development, which must still demonstrate compliance with this Strategy if it is to be supported.

1.7 Strategy format

The Activity Areas Strategy consists of two Volumes:

- **Volume 1: THE STRATEGY** (this volume) contains the objectives and key elements of the Activity Areas Strategy. It includes the Activities Areas hierarchy, general framework guidelines, policy directions and implementation elements of the Strategy.
- **Volume 2: THE REVIEW / BACKGROUND PAPER** contains the issues, investigation and analysis, policy context, and other relevant background material associated with this review, which have in turn informed the policy directions and guidelines in Volume 1.

1.8 State planning context

This Strategy is supported by the strategic policy directions outlined in the State Planning Policy Framework, which outlines a four tiered hierarchy, consisting of:

- Central Activities Areas (CAA).
- Principal Activities Areas (PAA.)
- Major Activities Areas (MAA)
- Neighbourhood Activities Areas (NAA).

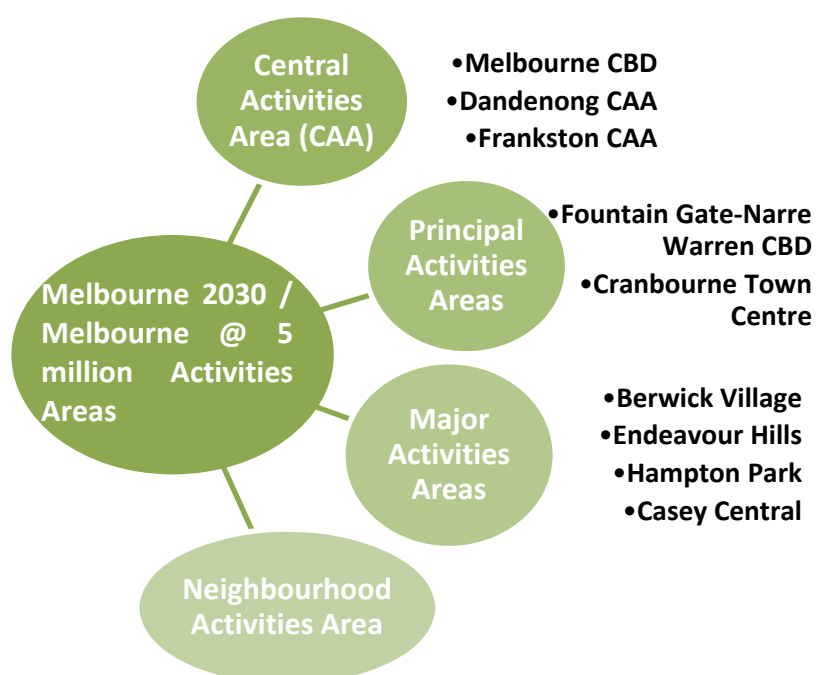


Figure 1.

In Casey, with no Central Activities Areas, the hierarchy is essentially three levels; with the highest level being the Principal Activities Areas (refer Figure 1).

This strategy is structured around the State policy hierarchy outlined above, however takes the Neighbourhood Activities Areas level one step further in identifying three sub-levels within the NAA level:

- Large Neighbourhood Activities Areas
- Medium Neighbourhood Activities Areas
- Local Neighbourhood Activities Areas

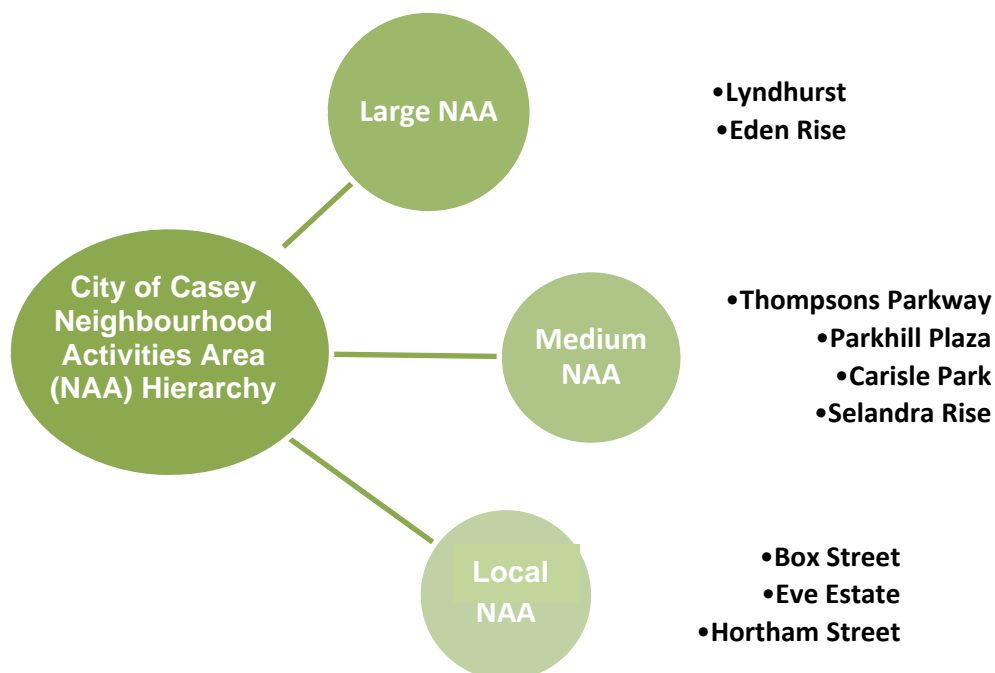


Figure 2.

(Further details on these sub-levels at the NAA level refer to Table 1 in Chapter 2).

The difference in function, form and catchment of a Large NAA (ie: Eden Rise Activities Areas with two supermarkets and specialty shops) compared to a Local NAA (ie: Box Street Doveton, with a handful of small retail shops) is quite significant. Their ability to support an anchor supermarket of different sizes being a key point of difference.

With twenty-five (25) existing Neighbourhood Activities Areas and twenty-four (24) identified on approved precinct structure plans (not including the future Clyde Growth Area, there is a need in Casey to further refine this level of the hierarchy if it is to function efficiently and achieve the wider Activities Areas objectives as envisaged by State policy under *Melbourne 2030/Melbourne@5 million*. In the absence of any further policies at State level emanating from the Retail Policy Review (Discussion Paper released in 2008) or within *Melbourne 2030* itself, this Strategy has been prepared to “fill the policy gaps” within the NAA level.

With this strategy seeking to increase flexibility of the Neighbourhood Activities Areas level in order to respond more readily to changing retail trends and emerging uses, the identification of a further three (3) sub-levels in the NAA level allows for the differences within the NAAs to be recognised and policies formulated which support the efficient and functional development of each centre in the context of the overall activities areas network.

Overall, this Strategy is consistent with the key directions of the State Planning Policy Framework (ie; *Melbourne 2030/Melbourne @5 million*) in relation to:

- Promoting a diversity of land uses within designated activity centres.

-
- Supporting the economic, social and environmental sustainability of Activities Areas
 - Defining an Activities Areas hierarchy.
 - Ensuring street-based design and walkability in and around activity centres.
 - Promoting net community benefit outcomes.

(Further discussion on compliance with the State Planning Policy Framework refer to Volume 2, “Section 1.4: State Policy Context”).

2 The Strategy

2.1 Goal

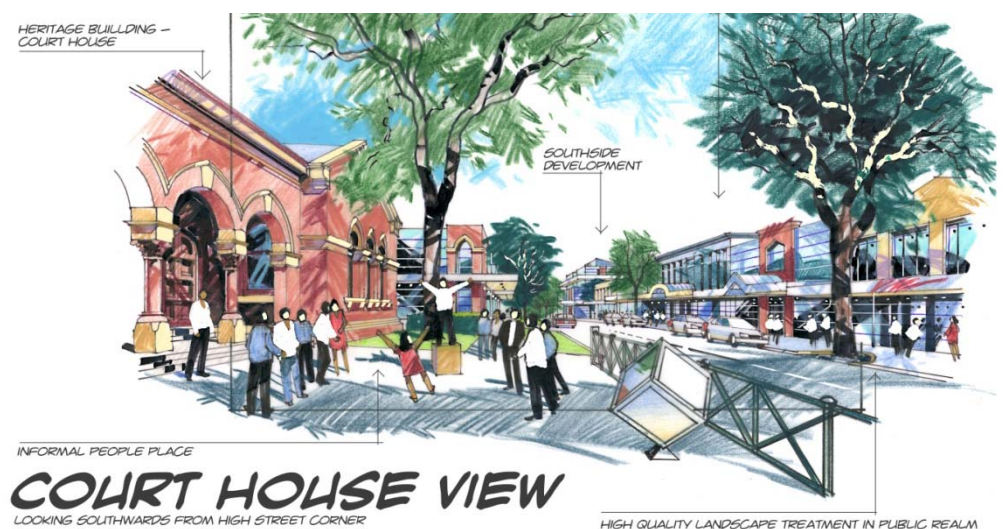
The Strategy's Goal is:

To provide for a full range of non-residential uses throughout Casey focussing on a diverse, robust and accessible Activities Areas network which meets community needs and expectations and forms a vibrant and sustainable focus for community life.

2.2 Planning Principles

The development of the Strategy framework has been based on the following principles:

- Responding to the policy directions of *Casey C21* and State planning policy, *Melbourne 2030/Melbourne @5 million*.
- Providing a clear policy direction as to the role of all Activities Areas in Casey.
- Having the role of Activities Areas as their prime determinate for growth combined with the *Melbourne 2030* policy direction to broaden the activity base of centres.
- Utilising the structure planning process as the method to determine the activity potentials of an Activities Areas.
- Explicitly linking development (floorspace) outcomes with community outcomes (e.g. built form, enhancement/creation of public realm, structural (activity) outcomes).
- Encouraging office and other employment uses to locate in Activities Areas
- Recognising the need to provide a diversity of land-uses at Activities Areas.
- Activities Areas and their edges should be adaptable to allow for complementary land uses (including high and medium density housing, gymnasiums, child care centres, and medical areas and the like), subject to strategic assessment.
- For new Activities Areas ensure that:
 - Locations are central to the defined catchment population, maximising walk ability.
 - Accessibility is provided to multiple modes of transport serving the defined catchment, with a focus on public transport.
 - A full range of activity components are included, at a scale matched to the Activities Areas role and function, thereby maximising the potential for multi-purpose trips.



Vision for the Berwick Village- Major Activities Area

2.3 Strategy Framework

The City of Casey *Activities Areas and Non-Residential Uses Strategy* (“the Strategy”) seeks to ensure appropriate levels of accessibility across the city to the full range of non-residential uses, while also maximising the potential to create strong sustainable areas that can provide a mix of activities and act as nodes for public transport. The hierarchy and role designation is important in providing direction and certainty to investors and landowners while delivering a balanced, strong and accessible Activities Areas network for the benefit of the community.

The Strategy reinforces and supports relevant policies at both a State and local level (as outlined in Volume 2 – Policy context), and provides more detailed policy guidelines to assess applications.

The Activities Areas and Non-Residential Uses Strategy framework for the City of Casey consists of:

- 2.3.1 The Activities Areas Hierarchy**
- 2.3.2 A General Framework**
- 2.3.4 Policy Directions**

The detailed requirements relating to each of these components is outlined below.

2.3.1 The Activities Areas Hierarchy

The Activities Areas Hierarchy of the City of Casey for both existing and proposed Activities Areas is outlined at Figures 3 and 4. This hierarchy forms the central component of this Strategy.

The hierarchy classification of each centre (Principal, Major or Neighbourhood Activities Areas) is determined by the highest order provision of its individual components, most readily – but not exclusively – expressed in terms of its retail anchor(s). The hierarchy also recognises restricted retail precincts.

Existing Activities Areas

Existing Activity Areas in the City of Casey are outlined as follows (numbered in accordance with maps at Figures 3 and 4).

Principal Activities Areas

Two (2) Principal Activities C which meet a wide range of Casey’s weekly and discretionary shopping needs and have significant catchment areas that extend beyond the municipality:

1. Fountain Gate - Narre Warren CBD
2. Cranbourne Town Centre.

Major Activities Areas

Four (4) Major Activity Areas which provide varying degrees of local and sub-regional facilities and services:

3. Berwick Village
4. Casey Central, Narre Warren South
5. Endeavour Hills Town Centre
6. Hampton Park Town Centre.

Neighbourhood Activities Areas

Twenty-six (26) existing Neighbourhood Activities Areas, grouped under three different categories of Large, Medium, and local neighbourhood activities areas are as follows:

Large Neighbourhood Centres

7. Eden Rise, Berwick

Medium Neighbourhood Centres

8. Amberley Park, Narre Warren South
9. Lynbrook Village, Lynbrook
10. Parkhill Plaza, Berwick
11. Sandhurst Centre, Cranbourne West
12. Spring Square, Hallam
13. Thompsons Parkway, Cranbourne North
14. Main Street, Narre Warren North
15. Autumn Place, Doveton
16. Kirkwood Cres, Hampton Park
17. Linden Place, Doveton
18. Tooradin Village
38. Carlisle Park, Cranbourne

Local Neighbourhood Centres

19. Bemersyde Dve, Berwick
20. Box Street, Doveton
21. Camms Road, Cranbourne
22. Cranbourne Place, Cranbourne
23. Doveton Avenue, Eumemmerring
24. Greaves Road, Narre Warren South
25. Llewellyn Place, Eumemmerring
26. Somerville Road, Hampton Park
27. Hotham St, Cranbourne
28. Lurline Street, Cranbourne
29. Pearcedale Road, Pearcedale
30. The Arcade, Junction Village
53. Eve Local Neighbourhood Centre, Cranbourne North

Proposed Activity Areas

Proposed Activities Areas, as identified in Figures 3 and 4, are as follows:

Proposed Major Activities Area

59. Clyde Growth Area (North)
60. Clyde Growth Area (South)

Proposed Large Neighbourhood Activities Areas

33. Cranbourne West (cnr Hall Road and Evans Road, Cranbourne West PSP)
34. Lyndhurst/Marriot Waters (Thompsons Road)
55. Clyde North PSP

Proposed Medium Neighbourhood Activities Areas

- 35. Cranbourne East Train Station Activities Area
- 36. Ernst Wanke Road, Narre Warren (cnr Narre Warren North Road)
- 37. Cranbourne East - Hunt Club (cnr Linsell Boulevard & Narre Warren Road,)
- 39. Selandra Rise Local Town Centre (Cranbourne East PSP)
- 40. Cranbourne North Local Centre (Cranbourne North Development Plan)
- 45. Blue Hills Local Town Centre (Cranbourne East PSP)
- 41. Heatherton Road (cnr Heatherton Road and Hallam North Road, Endeavour Hills)
- 61. Cranbourne West (cnr Evans Road and Central Parkway, Cranbourne West PSP)
- 46. Adrian Street Local Town Centre (Cranbourne East PSP)

Proposed Local Neighbourhood Activity Centres

- 42. Cranbourne West (southern residential precinct, Cranbourne West PSP)
- 44. Cranbourne West (central trunk boulevard collector road in mixed use precinct, Cranbourne West PSP)
- 47. South Gippsland Highway, Cranbourne North
- 48. Hallam Station, Hallam
- 49. Freeway Sports, Eumemmerring
- 50. Merinda Park Activity Centre, Lyndhurst
- 51. Cranbourne East – Northern Local Centre (Cranbourne East PSP)
- 52. Cranbourne East – Southern Local Centre (Cranbourne East PSP)
- 54. Cranbourne North Local Centre (Cranbourne North Development Plan)
- 56. Clyde North PSP (south east)
- 57. Clyde North PSP (north east)
- 58. Clyde North PSP (Grices Road)

Further Activity Areas in new Greenfield areas not identified above will be identified through future precinct structure planning processes. This will include, Clyde Growth Area and Cranbourne South/Botanic Ridge. Proposed Activities Areas within these areas are not presently identified on the Maps in Figures 1 and 2.

Once identified in the Precinct Structure Planning process as an Activities Areas, (MAA or NAA, as evidenced by the adoption by Council and/or the Growth Areas Authority of the relevant Precinct Structure Plan and its implementation into the Casey Planning Scheme) such Activity Areas will be subject to the relevant guidelines of this Strategy in the same way as the nominated Areas above.

Restricted Retail Precincts

In addition to the activities areas hierarchy set out above, there are five (5) designated restricted retail precincts, which are:

- 1A. Within Fountain Gate-Narre Warren CBD/PAA (Narre Warren North Road/Casey Lifestyle Centre)
- 2A. Within Cranbourne Town Centre/PAC (northern arterial road approach to Cranbourne)
- 4A. Within the Casey Central Town Centre/MAA
- 31. Cranbourne Homemaker Centre, (cnr South Gippsland Highway and Thompsons Road, Cranbourne)
- 32. Lynbrook Business Centre (South Gippsland Hwy, Lynbrook).

Potential restricted retail precinct:

- 62 Berwick South/Clyde North (on Clyde Road)

The Maps at Figures 1 & 2 identify the two freestanding restricted retail precincts (Cranbourne Homemaker Centre & Lynbrook Business Centre). The other three precincts (which have an “A” suffix) form part of the wider Activities Areas within which they are located.

Note: Please note that boundaries of designated activities areas are determined by the boundaries shown on individual structure plans, or where no structure plans exist, by the extent of retail/commercial/mixed use zoning of the centre. The locations of the symbols on Figures 3 & 4 represent general localities, and do not represent physical boundaries. Any queries in relation to actual Activities Areas boundaries should be directed to Council strategic planning officers.

Existing and Proposed Activities Areas in Casey (northern)

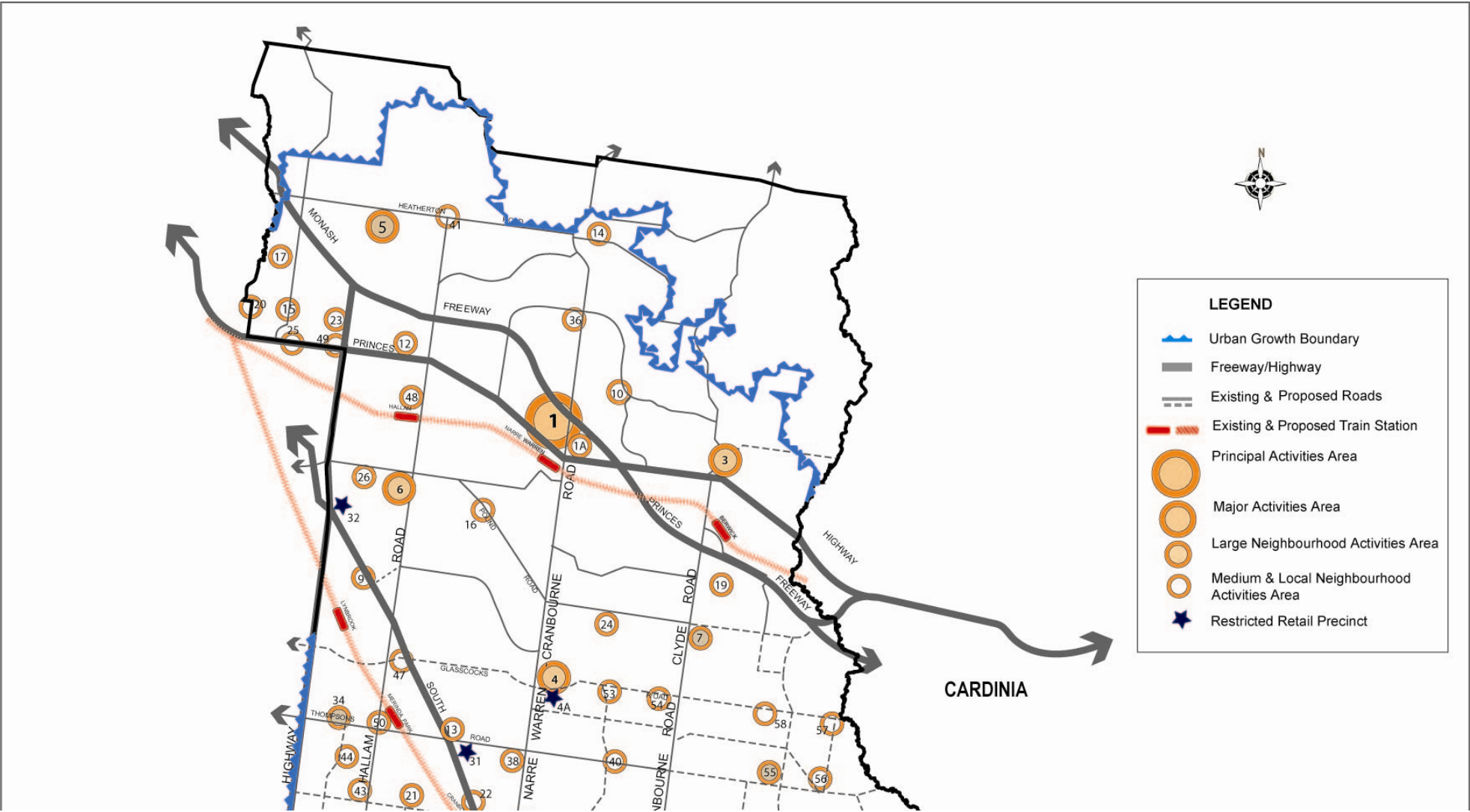
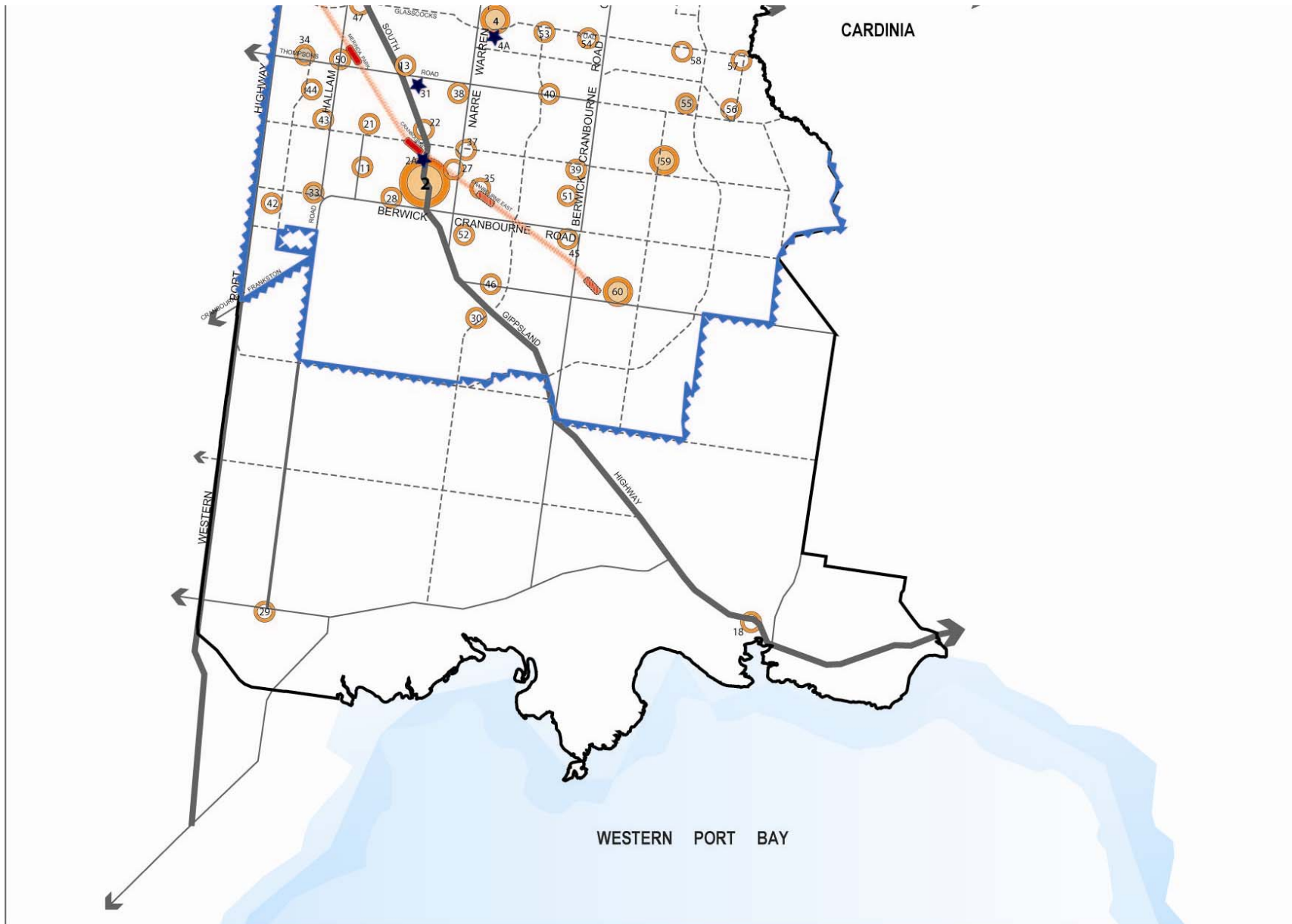


Figure 3



Existing and Proposed Activities Areas in Casey (southern)

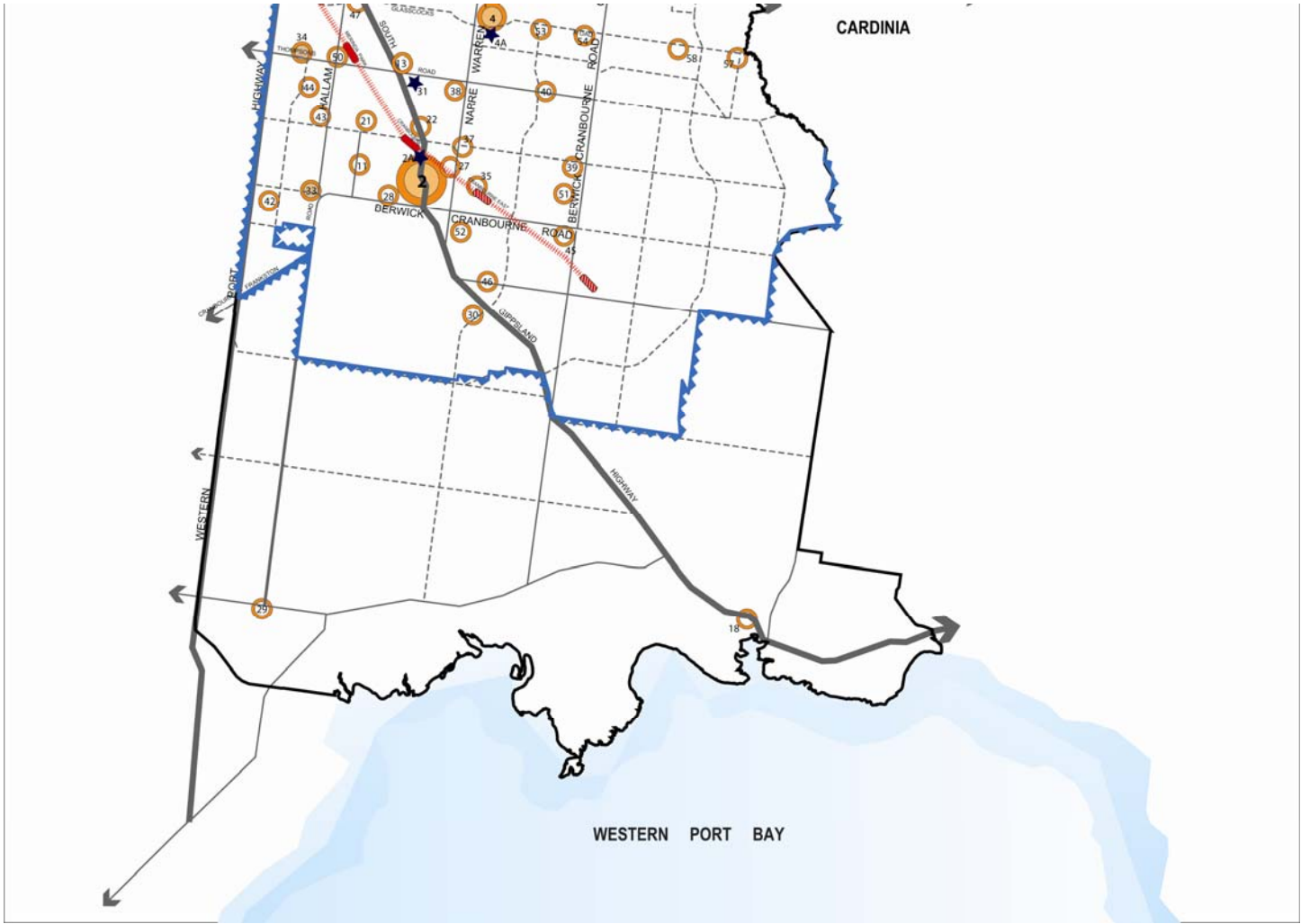


Figure 4

2.3.2 A General Framework

The General Framework for each level in the hierarchy supports the overall Activities Areas network by providing a framework for each level in the hierarchy. The General Framework identifies the following for each Activities Areas hierarchy level and restricted retail uses:

- the role and function in Casey
- objectives
- the defined catchment population
- opportunity for choice
- accessibility criteria
- policy directions.

The General Framework for each level in the hierarchy is outlined in Table 1 on the following pages.

All applications must be able to demonstrate that the general framework principles are maintained and that objectives and policy directions for the relevant level in the hierarchy are met.

Applications outside of designated activities areas must still be assessed against the general framework – the impact of any edge-of-centre or out-of-centre applications on the objectives and policy directions of nearby areas must still be taken into account.

All applications for restricted retail uses must be assessed against the requirements in Table 1 relating to “Restricted Retail Precincts”. Where a restricted retail use is also located within a designated Activities Areas, it must also be assessed against the objectives and policy directions of the relevant Activities Areas hierarchy level.



Lynbrook Neighbourhood Activities Area

Table 1: Casey Activities Areas Strategy: A General Framework

Principal Activities Areas (PAAs)	
Purpose in Casey context	<p>Principal Activities Areas (PAAs) provide regional level retail, commercial, entertainment and community services to residents, workers and visitors to the City and the wider region. In addition they may also provide residential accommodation, education facilities (P-12 and post secondary), civic facilities and recreational open space.</p> <p>PACs also play a key role in the provision of office based employment. For the two Principal Activities Areas in Casey, the identification and facilitation of office precincts has been an integral part of their planning, for the last decade.</p> <p>It is clearly recognised that the City's two PAAs draw trade into the municipality and to this extent provide additional sources of employment. It is also recognised that PAAs provide a nucleus (subject to demand) for additional commercial, entertainment and other diversified services.</p> <p>The PAAs assist in retaining Casey generated higher order retail expenditure and reducing escape expenditure to other areas in metropolitan Melbourne, and are supportive of the City's economic and social objectives in maintaining and consolidating a diversified employment base.</p> <p>Both Fountain Gate-Narre Warren CBD and Cranbourne Town Centre are likely to face increasing competition from areas located to the west of the City (including Knox, Chadstone and Glen Waverley PAAs, and the Frankston and Dandenong CAAs).</p> <p>The Strategy provides for the future development of a Central Business District at Fountain Gate as well as the progressive development of the Cranbourne Town Centre into a multi-focus destination including retail, commercial, sporting, leisure and community activities at a regional scale.</p>
Objectives	<ul style="list-style-type: none"> • To provide the highest level of shopping, leisure, entertainment and community service activity in the City which is highly accessible to all sectors of the community. • To recognise and encourage the Activities Area's role as a social focus by providing suitable indoor and outdoor places for people to meet throughout the day and week, including a range of residential options. • To be an administrative and professional service centre.
Catchment population	<p>100,000 + persons</p> <p>Catchment population is defined by the residential population that an activities area serves.</p>
Functions provided	<p>PAA (Regional), MAA (sub-regional) and NAA (neighbourhood) functions.</p>
Opportunity for choice	<p>Retail goods and services</p> <ul style="list-style-type: none"> • One or more full-line department stores. • Multiple discount department stores. • Multiple supermarkets. • Mini-majors and other specialised facilities. • Large scale restricted retail premises. <p>Leisure & Entertainment</p> <ul style="list-style-type: none"> • Major passive open space reserve or square and supporting areas. • Major sports facilities or stadiums. • Major entertainment and leisure facilities such as cinemas. • A range of night clubs, bars and restaurants. <p>Commercial & Professional Services</p> <ul style="list-style-type: none"> • A wide range of professional and other commercial services. <p>Civic & Community Facilities</p> <ul style="list-style-type: none"> • Library, leisure centre, arts centre and cultural centre. • Community meeting places. • Range of community facilities, including child care, maternal child health centres, community support services. • Range of government offices and services, including law courts and police, fire and ambulance. <p>Education & Institutional</p> <ul style="list-style-type: none"> • Religious facilities. • Range of education services including kindergartens, primary, secondary and post secondary. • Range of general and specialist health services. <p>Residential</p> <ul style="list-style-type: none"> • Range of diverse housing forms, including an affordable option.

Table 1: Casey Activities Areas Strategy: A General Framework

Principal Activities Areas (PAAs)	
Accessibility	<ul style="list-style-type: none"> • Located with excellent access by freeway or State Highway and arterial roads. • Traditional out-of-centre operations encouraged in conjunction with the PAA and acceptable beyond the AA precinct within prescribed limits. • Site accessible from a number of entrances for cars, bicycles and pedestrians. • Accessibility enhanced by street-based designs with built form and public realm objectives. • Excellent public transport access with modal interchange and terminal facilities. • Ensure safe pedestrian network and public realm within and to the centre avoiding conflict with vehicular traffic. • Linked by joint use pathways to both regional and local linear pathways and open space networks. • Sufficient car and bicycle parking provided for high demand periods. • Centrally located to maximise catchment accessibility and located on the PPTN & major public transport corridors.
Policy Directions	<ul style="list-style-type: none"> • To consolidate the development of the Fountain Gate – Narre Warren CBD and Cranbourne Town Centre PAAs to ensure they are competitive in the metropolitan context. • To support the achievement of integrated business districts and mixed-use opportunities in appropriate precincts within both the Fountain Gate-Narre Warren CBD and Cranbourne Town Centre PAAs. • To support the continued growth and consolidation of the Fountain Gate-Narre Warren CBD PAC to ensure its integration as a diversified commercial services CBD. • To facilitate the ongoing development of the Cranbourne Town Centre and support the potential for the Shopping Centre to be further integrated into the Town Centre. • To support an expanded retail offer in both PAAs including the incorporation of one or more Department Stores in both centres. • To ensure that retail growth is 'balanced' with a full range of other commercial, entertainment, health, civic and community services as part of a mixed use area. • To support substantial high density residential development in and around both PAAs over time. • Encourage new development which results in good urban design outcomes, is environmentally sustainable, enhances activity at street level and contributes to a sense of place. • Ensure that out-of centre proposals have strategic merit, meet the strategic assessment guidelines, and do not compromise or undermine the operation of a PAC.



Fountain Gate-Narre Warren CBD Principal Activities Areas

Table 1: Casey Activity Areas Strategy: A General Framework

Major Activities Areas (MAAs)	
Purpose in Casey context	<p>Major Activity Areas (MAAs) provide a wide range of retail, commercial and community goods and services to cater for day to day purchases, weekly and comparison shopping plus a range of discretionary needs. Other MAC components may include residential accommodation, education facilities (P to 12 and post secondary), civic facilities and recreational open space.</p> <p>Major Activities Areas (MAAs) have similar characteristics to a Principal Activities Areas, but serve smaller sub-regional catchments.</p> <p>The continued development of MAAs supplements the network of Principal Activities Areas and provides additional scope to accommodate ongoing investment and change in retail, office, community services and residential. As with PAAs, the development of MAAs is critical to the City of Casey's future economic performance.</p>
Objectives	<ul style="list-style-type: none"> • To provide a comprehensive range of shopping, entertainment and community facilities and services which are highly accessible to all sectors of the community. • To recognise and encourage the centre's role as a social focus for both residents and customers by providing suitable indoor and outdoor places for people to meet throughout the day and week. • To be a professional service centre.
Catchment population	<p>50,000 to 75,000 persons</p> <p>Catchment population is defined by the residential population that an Activities Areas serves.</p>
Functions provided	MAA (Sub-regional) and NAA (neighbourhood) functions.
Opportunity for choice	<p>Retail goods and services</p> <ul style="list-style-type: none"> • At least one discount department store. • Multiple supermarkets and mini-majors. • Wide range of specialty retail and non-retail tenancies. • Restricted Retail premises. <p>Leisure & Entertainment</p> <ul style="list-style-type: none"> • Passive open space reserve / square. • Sports and recreation facilities. • Entertainment and leisure facilities such as cinemas, night clubs, bars and restaurants. <p>Commercial & Professional Services</p> <ul style="list-style-type: none"> • A wide range of professional and other commercial services. <p>Civic & Community Facilities</p> <ul style="list-style-type: none"> • Some government offices and services. • Library and leisure centre. • Community meeting places. • Range of community facilities, including child care, maternal child health centres, community support services. <p>Education & Institutional</p> <ul style="list-style-type: none"> • Range of education services including kindergartens, primary, secondary and potential for post secondary. • Religious facilities. • Range of general and limited specialist health services. <p>Residential</p> <ul style="list-style-type: none"> • Range of diverse housing forms, including an affordable option.
Accessibility	<ul style="list-style-type: none"> • Located with excellent access by the arterial road network. • Traditional out-of-centre operations encouraged in conjunction with the MAA and acceptable beyond the AA precinct within prescribed limits. • Accessible from a number of entrances for cars, bicycles and pedestrians. • Accessibility enhanced by street-based designs with proscribed built form and public realm provisions. • Good public transport access with modal interchange. • Ensure safe pedestrian network and public realm within and to the centre to avoiding conflict with vehicular traffic. • Linked by joint use pathways to both regional and local linear pathways and open space network. • Sufficient car and bicycle parking provided for high demand periods. • Centrally located to maximise catchment accessibility and where possible located on the PPTN & major public transport corridors.

Table 1: Casey Activity Areas Strategy: A General Framework

Major Activities Areas (MAAs)	
Policy Directions	<p>To emphasise the further development and consolidation of the tier of Major Activity Areas across the municipality which will:</p> <ul style="list-style-type: none"> • Deliver higher levels of service and competition to the community and ensure a more equitable provision of access by households for most purchases of goods and services. • Provide a stronger basis for small business development in the municipality. • Substantially assist in the capability of the municipality to support an effective public transport system. • To support the intensification and diversification of uses with the municipality's MAAs, broadening the range of land uses, and enhancing the enhance the multi-functional role of MAAs through the further provision of community facilities, education, civic, residential and open space land uses. • To support an enhanced and diversified retail offer, including a Discount Department Store. • To support infill residential housing in and around the municipality's MAAs. • To consolidate and develop the tier of MAAs to provide for significant levels of amenity and service to be accessible to City's population. Establishing this network of MAAs will provide both increased choice for residents and employment opportunities for both large and small businesses. • To substantially reinforce this tier of Activities Areas by upgrading of public transport services and encouraging more mixed-use development in appropriate locations. • To use the structure planning process to guide future land use and development for all MAAs. • Encourage new development which results in good urban design outcomes, is environmentally sustainable, enhances activity at street level and contributes to a sense of place. • Ensure that out-of centre proposals have strategic merit, meet the strategic assessment guidelines and do not compromise or undermine the operation of a MAA. • In the new Clyde Growth area, two future MAA location(s) should be planned by the PSP process and will contain a variety of sub-regional retail, office /employment and community uses and higher density housing • <u>Endeavour Hills Town Centre</u>: To broaden of the mix of activities and to integrate the commercial precinct with the adjoining community and leisure facilities. • <u>Berwick Village</u>: Continue to strengthen street based mixed use development which supports an enhanced retail and commercial offer (note: opportunity for a DDS may not be appropriate. A large format retail store could be appropriate subject to commercial feasibility). Continue to maintain the character of the existing village centre, whilst providing for future opportunities in the medical, employment and education hub south of the railway. • <u>Hampton Park Town Centre</u>: To integrate land use components of the centre, and secure a DDS outlet as part of an enhanced retail/commercial offer focused on an enhanced 'street based' design. • <u>Casey Central</u>: To provide for the integrated mixed use expansion of the existing centre to create a best practice outer suburban Activities Area.



Berwick Village Major Activities Areas

Table 1: Casey Activities Areas Strategy: A General Framework

Neighbourhood Activities Areas (NAAs)

Purpose in Casey context	<p>Neighbourhood Activities Areas (NAAs) have a local focus and serve catchments with an access focus on non-motorised private transport where a majority (subject to the trade area configuration) of residents can access the centre on foot (a 'walkable' catchment).</p> <p>It is recognised that smaller supermarket operators (ie: ALDI/IGA/Foodworks, etc have an important role in being able to provide a strong and sustainable anchor for a NAA, which in turn is an important element in strengthening this level of the Activities Areas hierarchy.</p> <p>It should be noted that NAA precincts are part of the higher order AAs though in most instances they do not present as a discrete component of the AA.</p> <p>Large NAAs: Tend to be the result of earlier traditional location decisions with limited pre-planning. This results from future population growth placing expansionary pressure on an existing NAA. This is not anticipated to be a significant occurrence in the future where NAAs are matched and/or staged to a defined trade area as part of the development planning schedule.</p> <p>Medium NAAs: Tend to be the traditional form based of a single full-line supermarket commercial anchor. In the past they have been the standard NAA package serving a combination of customer travel modes with a significant 'car' focus.</p> <p>Local NAAs: In some instances small pockets of residential development are isolated by major roads, railway lines or some other boundary (either natural or artificial). Where this occurs the only opportunity is for a Local NAA; this may take the form of either a single outlet in the format of a general store or a small convenience/service cluster.</p> <p>It is anticipated that this form common in earlier subdivisions would be an exception in the present context of development planning particularly in growth areas. An exception is found at train stations, particularly in association with significant adjacent residential, education and/or employment concentration.</p>
Objectives	<ul style="list-style-type: none"> • To provide a co-located range of goods and services to facilitate single destination, multi purpose trips for the daily through weekly needs of the surrounding residents and/or employees, which is highly accessible to its local community. • To recognise and encourage the NAAs role as a social focus by providing places for people to meet and access local services. • To provide for local employment opportunities.
Catchment population	<p>Catchment population is defined by the residential population that an activities area serves.</p> <p>Large: 15,000 to 25,000 persons</p> <p>Medium: 8,000- to 12,000 persons</p> <p>Local: Up to 4,000 persons</p>
Functions provided	<p>Large, & Medium Neighbourhood functions.</p> <p>Local NAAs: Local functions</p>

Table 1: Casey Activities Areas Strategy: A General Framework

Neighbourhood Activities Areas (NAAs)

Opportunity for choice	<p><u>Large NAAs</u></p> <p>Retail goods and services</p> <ul style="list-style-type: none"> • Large NAA's: Two supermarket limit (one to be 2,500 sqm plus); • 15 to 25 retail premises and other tenancies; • Medical services; • Wide range of other possible retail/commercial uses to co-locate. <p>Leisure & Entertainment</p> <ul style="list-style-type: none"> • Open space reserve with playground. • Sporting, recreation and leisure facilities. <p>Commercial and Professional Services</p> <ul style="list-style-type: none"> • Opportunity for a range of uses <p>Community Facilities</p> <ul style="list-style-type: none"> • Community support services, including Family resource centre, community health centre, etc • Community meeting places • Special needs housing. • Child care facilities. <p>Education & Institutional</p> <ul style="list-style-type: none"> • Education facilities such as a kindergarten, a primary school (occasionally post primary) and those based at a community learning centre. • Religious facilities. <p>Residential</p> <ul style="list-style-type: none"> • Medium density housing, including an affordable option 	<p><u>Medium NAAs</u></p> <p>Retail goods and services</p> <ul style="list-style-type: none"> • Single supermarket limit (2,500 sqm plus) • 10 to 15 retail premises and other tenancies. • Medical services. • Other possible retail/commercial uses to co-locate. <p>Leisure & Entertainment</p> <ul style="list-style-type: none"> • Open space reserve with playground. • Sporting, recreation and leisure facilities. <p>Commercial and Professional Services</p> <ul style="list-style-type: none"> • Opportunity for a range of uses <p>Community Facilities</p> <ul style="list-style-type: none"> • Community support services, including Family resource centre, community health centre, etc • Community meeting places • Special needs housing. • Child care facilities. <p>Education & Institutional</p> <ul style="list-style-type: none"> • Education facilities such as a kindergarten, primary school (occasionally post primary) and those based at a community learning centre. • Religious facilities. <p>Residential</p> <ul style="list-style-type: none"> • Medium density housing 	<p><u>Local NAAs</u></p> <p>Retail goods and services</p> <ul style="list-style-type: none"> • A convenience grocery outlet//small supermarket (up to 1000 sqm) • Up to 5 retail premises and other tenancies. • Range of other possible retail/commercial uses to co-locate. <p>Leisure & Entertainment</p> <ul style="list-style-type: none"> • Open space reserve <p>Community Facilities</p> <ul style="list-style-type: none"> • Multi-functional community space. <p>Residential</p> <ul style="list-style-type: none"> • Option for medium density housing
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Table 1: Casey Activities Areas Strategy: A General Framework

Neighbourhood Activities Areas (NAAs)

Accessibility	<p>All NAAs:</p> <ul style="list-style-type: none"> Centrally located to catchment. Traditional out-of-centre operations (at appropriate scale) encouraged within the NAA and acceptable beyond the AC precinct subject to sequential testing principles and strategic assessment. Accessibility enhanced by a street based design with appropriate built form and public realm provisions. Good access for cars, bicycles and pedestrians. Ensure safe pedestrian network and public realm within and to the centre avoiding conflict with vehicular traffic. Linked by joint use pathways to a linear open space network. Sufficient car and bicycle parking provided for high demand periods. Located to best provide access to catchment. <p>Large & Medium NAAs:</p> <ul style="list-style-type: none"> Good public transport access and new NAAs are to be located on the Principal Public Transport Network (PPTN). <p>Local NAAs:</p> <ul style="list-style-type: none"> Good public and private transport access
Policy Directions	<p>All NAAs:</p> <ul style="list-style-type: none"> Encourage and facilitate the co-location of a range of community, education, recreation, and other non-retail land use activities within and adjacent to NAAs to integrate with the community and strengthen robustness. Encourage developments which will contribute positively to and improve the amenity and sustainability of the public realm. Ensure that out-of-centre proposals have strategic merit, and do not compromise or undermine the operation of nearby NAAs. Facilitate the relocation of existing land uses within a NAA precinct where this will benefit the long term viability of the centre. Ensure all new development optimises use of local pedestrian, bicycle and public transport networks. Encourage new development which results in good urban design outcomes, is environmentally sustainable, enhances activity at street level and contributes to a sense of place. Encourage the incorporation of local community values into the design of NAAs. <p>Large NAAs:</p> <ul style="list-style-type: none"> Encourage up to two (2) sustainable supermarket anchor/s for each large NAA (subject to floor area limits as specified above) to support the centre's ongoing economic viability and provide greater robustness to withstand future market shifts. Encourage a wide range of retail and commercial activities within the NAA to support the anchor/s, provide for a diverse range of goods and services, and service the local catchment population. In the Berwick South /Eden Rise Large Neighbourhood Activities Area, a small supermarket and associated speciality is supported (no more than 2000m2 GLFA) on land known as Unit 2/248-296 Clyde Road Berwick subject to an appropriate Structure Plan being prepared. A rezoning of the land must be facilitated to allow any retail uses on the site. The Structure Plan must include this land and surrounds, including the Eden Rise Shopping Centre, the tavern at 288-296 Clyde Road and other properties fronting Clyde Road. Any increase in retail floor space on land known as Unit 2/248-296 Clyde Road Berwick is also subject to an appropriate retail demand study being approved by Council. <p>Medium NAAs</p> <ul style="list-style-type: none"> Encourage a sustainable anchor for each Medium NAA to support the centre's ongoing economic viability and provide greater robustness to withstand future market shifts. Encourage a range of retail and commercial activities within each Medium NAA to support the anchor/s, provide for a diverse range of goods and services, and service the local catchment population. <p>Local NAAs:</p> <ul style="list-style-type: none"> Encourage a small anchor for each Local NAA to support the area's ongoing economic viability and provide greater robustness to withstand future market shifts. Encourage a range of retail and commercial activities within the NAA to support the anchor, provide for a diverse range of goods and services, and service the local catchment population. In appropriate locations, support 'shop-top' housing within existing local NAAs

Table 1: Casey Activity Areas Strategy: A General Framework

Restricted Retail Precincts	
Purpose in Casey context	<p>With a growing population, the municipality needs to provide precincts for restricted retail premises to establish. A substantial component of the demand for future restricted retail floorspace continues to be generated by new housing development and household formations.</p> <p>There is a trend that restricted retail uses have tended to establish on an ad-hoc basis within the employment or industrial precincts or along major roads. This has led to negative consequences such as:</p> <ul style="list-style-type: none"> - Undermining the existing Activities Areas Hierarchy by dispersing activity. - Occupying valuable industrial/employment land thus dwindling supply. - Poor urban design/amenity outcomes. <p>Current Restricted Retail precincts have been identified as:</p> <ul style="list-style-type: none"> - Within the Fountain Gate-Narre Warren CBD PAA (Narre Warren North Road) - Within the Cranbourne Town Centre PAA (northern arterial road approach to Cranbourne). - Within the Casey Central Town Centre MAA - The Cranbourne Homemaker Centre, cnr South Gippsland Highway & Thompsons Road - Lynbrook/Lyndhurst precinct on South Gippsland Highway
Objectives	<ul style="list-style-type: none"> • To provide a broad range of restricted retail opportunities to meet the needs of regional and local population and to facilitate single destination, multi-purpose trips. • To create local employment opportunities. • To encourage high quality urban design and public realm outcomes within restricted retail precincts
Catchment population	Not applicable
Functions provided	Typically regional and sub-regional functions
Opportunity for choice	<p>Retail goods and services</p> <ul style="list-style-type: none"> • Large format restricted retail (ie; generally over 1,000m² in size, used to sell household goods and appliances, furniture and furnishings, light fittings, window and floor coverings automotive parts and accessories, camping supplies, party supplies, office supplies, equestrian supplies and the like (as per definition of restricted retail premises in the Casey Planning Scheme).
Accessibility	<ul style="list-style-type: none"> • Located with excellent access by freeway or state highway and arterial roads. • Site accessible from a number of entrances • Excellent public transport access with modal interchange and terminal facilities. • Ensure safe pedestrian network and public realm within and to the centre avoiding conflict with vehicular traffic. • Linked by joint use pathways to both regional and local linear pathways and open space network. • Sufficient car and bicycle parking provided for high demand periods. • Centrally located to maximise catchment accessibility and located on PPTN and major transport corridors
Policy Directions	<ul style="list-style-type: none"> • Provide for a substantially upgraded role for restricted retail precincts in the future to more effectively service the City's growing population. • Ensure all restricted retail uses are located within a designated restricted retail Precinct. • Broaden the range of restricted retail functions within each restricted retail precinct. • Discourage restricted retail uses establishing in employment precincts, or in industrial areas outside of the designated restricted retail precincts. • Ensure there is an adequate supply of land for restricted retail uses by: <ul style="list-style-type: none"> - reviewing existing zoning; and, - incorporating restricted retail precincts within Growth Area frameworks and precinct Structure plans, where there is a need to meet future demand. • Improve design outcomes for restricted retail precincts to improve the integration and accessibility with surrounding land uses, and to create more cohesive restricted retail precincts. • Ensure that out-of centre proposals have strategic merit, and do not compromise or undermine the operation of designated Activities Areas within the Activities Areas hierarchy. • Ensure all new development optimises use of local pedestrian, bicycle and public transport networks. • Encourage new development which results in good urban design outcomes, is environmentally sustainable, enhances activity at street level and contributes positively to the public realm and a sense of place.

Table 1: Casey Activity Areas Strategy: A General Framework

Restricted Retail Precincts	
	<ul style="list-style-type: none"> Support the rezoning of land 1280 Thompsons Road, Cranbourne to a Business 4 Zone or equivalent zone to provide increase restricted retail floorspace and to compliment the Cranbourne Homemaker Centre Restricted Retail Precinct. No further restricted retail floorspace is supported without a municipal-wide Restricted Retail Study being prepared which will identify future sites.

2.3.3 Policy Directions

As part of this strategy review process, a number of issues were identified that needed to be addressed (detailed in Section 3 and in more detail in Vol.2). The **Policy Directions** outlined below have been introduced in response to these issues. They are intended to provide a framework for a consistent and strategically based assessment process for all proposals for non-residential uses, which will ensure a stronger and more robust activities areas hierarchy, and improved community outcomes for all non-residential uses.

The Policy Directions relate to:

(i) Location Assessment (Table 2)

The Location Assessment guidelines outlined in Table 2 provide decision guidelines for all non-residential uses within Casey (except industrial uses in industrial areas) which are proposed to be located outside of an activities area (ie: “out-of-centre”).

The objective of the Location Assessment process is to ensure that the location of all non-residential uses across the municipality are in accordance with a strategic framework focussed on ensuring a diverse, robust and sustainable activities areas network. This strategic framework will ensure that where a non-residential use is proposed outside of an Activities Areas, then there is strategic support for the use to be there. The process will reduce the problems associated with ad-hoc decision making for such uses, and ensure that the same decision-making process and strategic justification will apply to all non-residential uses across the municipality.

The principles of this location assessment process have been based on the principles outlined in the sequential testing process outlined in the Retail Policy Review Discussion Paper 2008, DPCD, however modified to reflect the wider scope of uses affected by this policy, and ensuring that the location guidelines are more specifically relevant to Casey.

(ii) Net Community Benefit (Table 3)

The proposed Activities Areas Network for Casey is based on a series of planning outcomes derived from the concept of Net Community Benefit which seeks to balance economic sustainability with environmental and socio-cultural sustainability.

An assessment on Net Community Benefit is required for all applications for non-residential development within the City where the following apply:

- The proposal is located outside of a designated Activities Area (“out-of-centre” applications); or
- The proposal is located within a designated Activities Areas for which no approved structure plan has been approved and implemented into the Casey Planning scheme (ie: as a reference/incorporated document and/or via a Development Plan Overlay, Incorporated Plan Overlay, Activities Areas Zone, Precinct Structure Plan or the like).

(Note: Where a structure plan has been approved for the Activities Areas an assessment of the proposal against the relevant structure plan will need to be carried out in accordance with Planning Scheme requirements. As the structure plan will have already taken into account the policy directions of this strategy, and translated those into the local context of each centre, no further net community benefit assessment is warranted under this Strategy.)

Where a Net Community Benefit assessment is required, it should address the principles outlined in Table 3) which relate to:

- Opportunity for choice.
- Accessibility and convenience.
- Design and amenity.
- Viability and efficiency.

A checklist for the Assessment of applications against the above Policy directions is included at Appendix B.

Table 2: Policy Directions - Sequential Testing & Strategic Assessment Process

Location Assessment Decision Guidelines

Location Assessment Policies

- Council's policy position is that the **preferred** location for all non-residential uses (except for industrial uses in industrial areas*) is within a **designated Activities Areas**
- Where a planning application and/or rezoning request proposes a **non-residential land use or zone* outside of a designated Activities Areas**, it is Council's policy that it be assessed using the **location assessment decision guidelines** outlined below:

Decision Guidelines

Before deciding on an application or rezoning request for a non-residential use/development* outside of a designated Activities Areas, 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 Activities Areas *(preference will be given to proposals within close proximity to an activities area, 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 Activities Area or Areas, or the impact on any future planning strategies for a particular Activities Area or Areas. This includes any impact on the role of an Activities Areas 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 .This includes whether the access roads are capable of carrying anticipated traffic volumes and the impact on local parking supply/demand;
- 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*

Table 2: Policy Directions - Sequential Testing & Strategic Assessment Process

	Location Assessment Decision Guidelines		
	<p><i>demonstrate efficient use of the existing public transport network);</i></p> <ul style="list-style-type: none"> • 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 Activities Area. Where the proposal fronts a service road, this includes the potential for “ribboning” of non-residential development along such roads; • Whether the scale, design and appearance of any new buildings, works or landscaping is complementary to the existing or 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. • Whether the use is one which is discouraged in a particular area, being: <ul style="list-style-type: none"> - New stand-alone places of assembly/worship are discouraged from locating in established residential areas - Industrial/warehouse-type uses, such as land used for the storage of goods, vehicles or machinery, not be supported if the use would have an adverse impact on residential amenity, particularly in terms of vehicle noise and visual impact • 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. <p>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.</p> <p>(* The Location Assessment policies do not apply to proposed industrial uses in industrial areas – refer comments Section 1.6).</p>		



Narre Warren North Neighbourhood Activities Area

Table 3: Policy Directions – Net Community Benefit

**Net Community Benefit
Policy Directions**

The proposed Activities Areas 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.

An assessment on **Net Community Benefit** is required for all planning applications for non-residential use/development and for rezoning requests for non-residential zones where the following circumstances apply:

- The proposal is located outside of a designated Activities Area (except for industrial uses in industrial zones); or,
- The proposal is located within a designated Activities Areas for which no structure plan/development plan has been approved and implemented into the Casey Planning Scheme (ie: via a Development Plan overlay, Incorporated Plan overlay, Activity Centre Zone or the like).

The following principles guide the Net Community Benefit assessment process:

- **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 Areas at each level in the hierarchy. A key direction of this Strategy is to encourage a broad range of uses to locate in Activities Areas. Proposals which increase opportunities for choice should:
 - Promote single destination multi-purpose trips;
 - Satisfy community lifestyle needs;
 - Maximise the mixed use nature of land uses within each Activity Area (including different forms of retail and non-retail uses);
 - Ability to 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.

- **Accessibility and convenience:**

- All persons should have an acceptable and equitable level of access to Activities Areas, and no areas of the City should be significantly disadvantaged in terms of public and private transport access to Areas 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 Activities Areas and minimise conflict with vehicles. "Green Travel Plans" may be required to demonstrate these principles for larger developments.
- Vehicle access, parking and servicing 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. Infrastructure provision requirements are determined on a case by case basis and may typically include, but are not limited to, contribution towards road and intersection upgrading, provision of joint use (pedestrian and cycle) paths and community and recreation facilities These infrastructure requirements may be included within a Development Contributions Plan, Section 173 Agreement and/or form part of the conditions of a permit.

- **Design & Amenity:**

- New development (including extensions to existing development) must achieve high quality and sustainable urban design outcomes. In particular, innovative and environmentally sustainable design will be given greater weight. Examples of good urban design principles include, but are not limited to:
- All new development should contribute to well designed Activity Areas which provide for:
 - High levels of safety and convenience for residents, shoppers, workers and other visitors.
 - Built form which focuses on the street as the main organising element, has a pedestrian orientation, and active frontages with frequent entrances and building articulation.
 - Developments which bring together a variety of land uses, encourage interaction between activities, integrate design elements and public spaces, and provide high levels of permeability

Table 3: Policy Directions – Net Community Benefit

**Net Community Benefit
Policy Directions**

- throughout the designated area.
 - A high quality, safe and vibrant public realm, which reflects its local context, provides opportunities for social meeting places and contributes to a 'sense of place' for the local community. As a general principle, every development is expected to contribute in some way to the overall public realm outcomes of the wider Activities Areas (commensurate with the size and function of the development in the context of the overall activity centre).
 - Buildings and surrounds that relate to the existing site conditions and reinforce key local features and community values, including heritage features.
 - Use of appropriate landscaping to complement and unify the built form within the area and create a sense of place.
 - All new development is expected to have a high quality architectural design with attention to detail, to include:
 - Scale, proportion and building mass that relate to human scale.
 - A mix of colour, texture and shading to achieve innovative design outcomes, visually attractive shopfronts and high quality articulation of facades.
 - Incorporate environmentally sustainable design features in all stages of development, including:
 - energy efficient building design, materials and layout, having regard to solar orientation, recycled materials, cross ventilation, weather protection, water collection, storage and re-use, solar power, waste minimisation, etc
 - water sensitive urban design, drought tolerant landscaping, etc, and
 - implementation of environmentally sustainable construction practices;
 - Consideration of future sign locations, to ensure co-ordinated and appropriate signage.
 - Designed to control noise emissions to achieve reasonable levels near sensitive uses.
- All new development must meet the design principles in the Appendix C *Design Guidelines for Activities Areas in Casey*.

➤
- Viability and efficiency:

- Proposals should contribute to the robustness and economic viability of the Activities Area, 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 Activities Areas must take full account of:
 - The need for acceptable levels of return to both tenants and owners; and,
 - The need to maintain a sustainable Activities Area in the longer term.
 - The Strategy does not seek to restrict economic competition between individual businesses, services or Activities Areas. Rather, the Strategy seeks to assess the impact of any use/development/rezoning on the overall Activities Areas hierarchy ie; whether there is the prospect of an adverse impact upon the sustainability of an Activities Area or upon the wider Activities Areas network.
 - Where considered necessary in order to assess the economic impact of a proposal, an economic justification of the proposal and likely impact of the proposal on existing Activity Areas is to be provided by the applicant, and which identifies any economic rationale which has influenced the proposed location ie; are there any economic reasons to support the proposal which may offset other locational issues?
- Council may reduce/waive this requirement where it considers it to be unnecessary and/or inappropriate for the purpose of making its net community benefit assessment.
(The scope and detail of this economic report will vary according to the size and scale of the proposal ie; major retail and commercial uses would be expected to be far more detailed than small businesses or community uses).
- Careful management of land use, subdivision and development of Activities Areas is critical to

Table 3: Policy Directions – Net Community Benefit

Net Community Benefit Policy Directions
<p>retain flexibility in the Activities Areas network to respond to market conditions over the long term. This includes:</p> <ul style="list-style-type: none"> - ensuring sufficient land of appropriate size/configuration is available in Activities Areas; and, - ensuring that the use, subdivision and development of land in an Activities Areas does not constrain its ability to serve its identified and/or future identified market. <p>-</p> <p>- Key Questions:</p> <ul style="list-style-type: none"> - In responding to the above policy directions, the following key questions should be specifically addressed (where relevant): - <i>Does the proposal contribute to economic, socio-cultural and environmental sustainability?</i> - <i>Does the proposal establish key connections with the adjacent community in terms of both land uses and activities?</i> - <i>Does the proposal have the flexibility to respond to changing market conditions?</i> - <i>Does the proposal contribute to high quality urban design and landscape treatment?</i> - <i>"In-Centre" proposals: Does the proposal reflect and enhance the Activities Area's role, function and values within the community? Will it contribute to the centre becoming a vibrant community focus?</i> - <i>"Out-of-Centre" proposals: On balance, will the proposal provide net community benefit which outweighs any locational disadvantages?</i>

2.4 Application Assessment

All applications under the Casey Planning Scheme for land use and/or development for a non-residential use within the City of Casey (except for industrial uses in industrial zones) or any request for any rezoning of land to any form of commercial/retail/mixed use zoning (or the like) will be assessed against the objectives and guidelines contained in this Strategy.

All planning applications and/or rezoning requests, in addition to any specific information required to be submitted under the Planning Scheme, must be accompanied by a submission addressing the requirements of the Casey Planning Scheme, and outlining the level of compliance with the following:

- State and local planning policy.
- Zone and Overlay controls.
- This **Activity Areas & Non-Residential Uses Strategy**, to demonstrate consistency with and how the proposal positively responds to all components of this Strategy, including:
 - The Activities Area Hierarchy (Section 2.3.1).
 - The General Framework Guidelines (Section 2.3.2 & Table 1) – determined by the hierarchy level of the centre where the activity is proposed.
 - The Policy Directions (Section 2.3.3 and Tables 2 & 3), to include an assessment of compliance with the location assessment guidelines and net community benefit principles (where applicable).
- Any relevant **Structure Plan** applying to the specific Activities Area.
- Any other relevant **Council policy** which applies to the particular land use or locality.

For all of the above assessment requirements, the level of detail and analysis required as part of the planning permit application process should be proportionate to the scale and nature of the proposal.

For example, small scale proposals with minimal impact on the Activities Area hierarchy (ie: small businesses, community uses, etc) will only require a basic assessment against policy directions, however a major retail/commercial development which will significantly impact on floor space allocation and land use patterns across the Activities Areas hierarchy will require far more detailed assessment and justification, including economic reports, cost/benefit analysis

etc. Discussion about the level of assessment required should be held with planning officers prior to lodging any permit application.

Council encourages all applicants to seek preliminary advice from Planning Officers prior to lodging a planning application. This is particularly relevant for any proposal outside of a designated Activities Area.

3 Implementation, Monitoring and Review

3.1 Implementation

The following principles guide the effective implementation of the Strategy:

- Use of the Strategy to guide decision-making of planning applications and/or rezoning requests.
- Planning Scheme Amendment(s), to include the policies and directions of the Strategy into the statutory planning framework.
- Preparation of new and updated structure plans, development plans and urban design frameworks for Activities Areas.
- Delivery of core physical infrastructure within Activities Areas to support existing and proposed development.
- Enhancing the public environment within Activities Areas by improving amenity, connectivity, presentation and safety.
- Adoption of a place management approach where multiple ownerships and activities occur to better coordinate the delivery of works and services within an area.
- Improved research to get a better understanding of how Casey's Activities Areas work.

3.2 Statutory Planning Implementation

An amendment to the Casey Planning Scheme will be required to provide statutory support for this Strategy. Any amendment is likely to include some or all of the following:

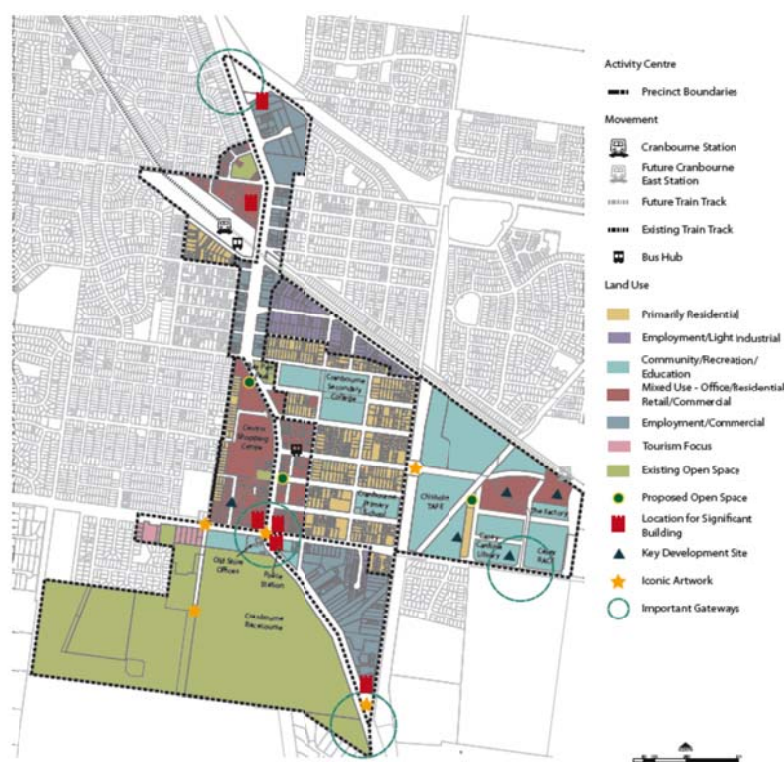
- This Activities Areas and Non-Residential Uses Strategy to become a relevant reference/incorporated document in the Casey Planning Scheme.
- An updated Municipal Strategic Statement which sees the Activities hierarchy as the major strategic direction for the location of non-residential uses throughout Casey forming a key part of Council's long term strategic vision.
- Revised local policies in the Local Planning Policy Framework, in particular Clause 22.07 Retail Policy, Clause 22.08 - Non Residential Uses in Residential Areas Policy and possibly Clause 22.09 - Industrial Development Policy.
- Updates to various Overlays (where relevant) which rely on strategic support of the Activities Areas and Non-residential Uses Strategy.
- Rezoning of land, where appropriate, to facilitate strategic outcomes of the Strategy.

On an on-going basis, the implementation of this Strategy will occur in the decision-making processes of statutory planning applications and/or rezoning requests under the Casey Planning Scheme, using the objectives and policy directions contained in this Strategy as the key local policy document to guide such decisions.

3.3 Preparation of Structure Plans

The preparation and ongoing review of Structure Plans (which includes development plans, urban design frameworks or the like) for both existing and proposed Activities Areas forms an important implementation tool for this Strategy. They are the means to determine how best the policy directions of this Strategy can be implemented for each individual Activity Areas.

Where a structure plan (or the like) does not exist, the implementation of this policy will only be able to occur on a more piecemeal basis, in response to individual planning applications/ rezoning requests. A lack of structure planning for some established Activity Areas has led to poor land use and design outcomes, including poor urban design, lack of transport integration, lack of diversity of use and ad-hoc decision-making.

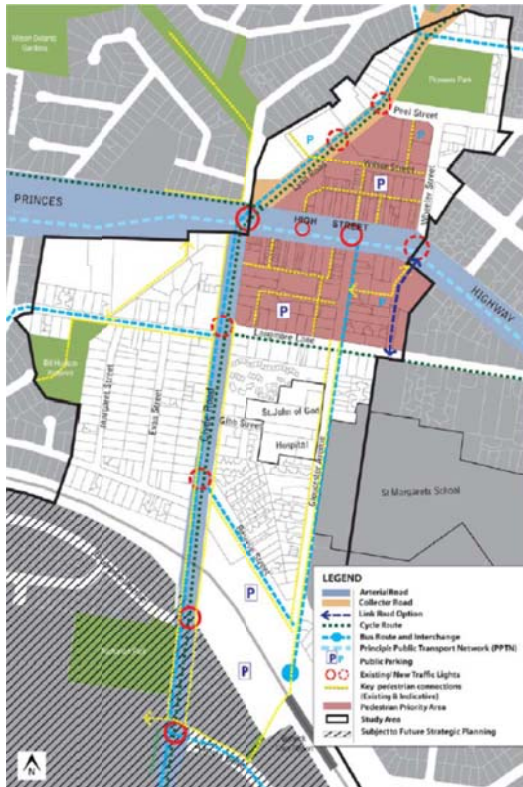


Structure Plans are able to provide clearer guidelines and development parameters to establish the preferred long term planning and development framework for individual Activities Areas within the context of the objectives of this Strategy. They will also assist to determine development opportunities and constraints in the context of community needs and expectations and future demographic changes. They should recognise the role and function of each Activities Areas within the context of surrounding competing Activities Areas and the broader Activities Areas network. They provide the opportunity to identify, for each Activities Area the following:

- an appropriate and sustainable land use mix
- staged development opportunities
- key built form outcomes, including design and development guidelines
- key community outcomes
- key environmental outcomes
- infrastructure requirements
- public realm opportunities
- amenity improvements.

For all Activities Areas, but in particular PAAs and MAAs, all structure planning will also be influenced by State Government policy.

Structure Plans have been completed for all existing PAAs and MAAs within Casey except Endeavour Hills MAA, and are progressively being introduced for selected NACs. They can be prepared for existing areas , or applied to proposed/greenfields sites. They can take a variety of forms, including a land use based Structure Plan, a Development Plan, an Urban Design Framework or other form of design and development guidelines.



In order to have statutory weight, Structure Plans need to be implemented into the Planning Scheme, which can occur in various ways (eg: as a reference or incorporated document and/or via a Development Plan Overlay, Incorporated Plan Overlay, Activities Areas Zone, or the like). Once they form part of the Planning Scheme, any use/development cannot be approved unless it is generally in accordance with the Structure Plan.

3.4 Council's Approach to Place Management

Emanating from the structure planning process is the concept of "place management" as a means of managing the wide range of issues, challenges and opportunities that face an Activities Area. It is a management approach that enables issues to be pursued in an integrated, coordinated way to achieve the economic, social and environmental potential for an Activities Area as a whole. Some of this role can be taken up by the private sector, (ie: numerous landowners collectively employing a centre manager), however is primarily a mechanism used by the public sector (ie: Local or State Government) to actively lead, facilitate and coordinate the delivery of actions and strategies identified as part of a structure plan.

It is generally only used for higher order Activity Areas (which are generally more complex and face the most challenging issues), however the concept could apply to any level in the hierarchy, where justification exists.

In the Casey context, a coordinated place management approach will be used primarily in the Principal Activities Areas of Fountain Gate/Narre Warren CBD, and the Cranbourne Town Centre, as well as Berwick Village. A place management approach may also be used in some other activity areas, including but not limited to Hampton Park Central, Autumn Place, Doveton and Spring Square, Hallam as the need arises,

Whilst not essential to the implementation of this Strategy, the concept of place management in conjunction with the detailed Structure Planning process is supported as a means of more effectively implementing the policy directions of this Strategy.

3.5 Core Physical Infrastructure

As identified, the structure plans and supporting statutory controls will seek to ensure that the required infrastructure is in place or programmed to cater for the planned Activities Areas or upgrades of existing Areas. This will often require the implementation of development contributions plans, special charge and rate schemes, public works or public-private partnerships. Where appropriate, planning permit conditions may also impose requirements on individual applicants to upgrade/provide infrastructure directly associated with individual development applications.

3.6 Research/Monitoring and Review

The Strategy is not a masterplan for the future development of non-residential uses in Casey. The Strategy is a framework for decision-making for the medium term. The Strategy will ideally be reviewed approximately every five years, or as required, to reflect changes in the market place including:

- changing residential settlement trends and patterns, including population growth
- retail, commercial and community trends and patterns
- State and Federal policy directions
- other economic and social change
- current best practice standards for activities areas design and management.

The process of undertaking regular reviews of the Strategy will ensure that the Activities Areas network and the establishment of non-residential uses generally throughout the municipality is responsive to the needs of all stakeholders and meets specified social, economic and environmental performance criteria (as set out in *Melbourne 2030*) and other State Government policy documents.

Key Implementation Actions are identified in the following Table. Implementation Actions have been grouped according to themes outlined in 3.1

Each Action has a specific timeframe for completion and particular stakeholder required to undertake the action. .Short Term being 0-2 years, Medium Term being 3-5 years , Long Term being 5 years and beyond

Project	Project Description	Responsibility	Priority/Timing
Statutory Planning implementation	Prepare a planning scheme amendment to give statutory effect to the <i>Activities Areas and Non-Residential uses Strategy in the planning scheme</i>	Council	Short Tem
	Prepare a planning scheme amendment to rezone 1280 Thompsons Road Cranbourne North to a Business 4 Zone or equivalent zone to facilitate the increase of restricted retail floorspace and the integration of this site into the Cranbourne Homemaker Centre.	Council	Short Tem
	Once Structure Plans and Urban Design Frameworks have been prepared, prepare a planning scheme amendment to give them statutory effect in the planning scheme	Council	On-going
Preparing Structure Plans	Prepare a Structure Plan for the Berwick South/ Eden Rise Large Neighbourhood Activities Area to provide a wide range of uses, including the possibility of small supermarket on the west side of Clyde Road.	Council/Land Owners	Short Term
	Prepare Structure Plan/Urban Design Framework for Autumn Place and Linden Place in Doveton to examine long term development options including a possibility of an integrated community facility.	Council	Short Tem
	Prepare Urban Design Frameworks for small strip shopping centres in Casey especially in Doveton and Cranbourne.	Council	Short to Medium Term
	Contribute to the preparation of Precinct Structure Plans for the two Clyde Growth Area Major Activities Areas	Growth Areas Authority/ Council	Medium to Long Term
Place Management	Develop a Place Management Framework the more prominent Activities Areas.	Council	On going
	Prepare Place Management initiatives for other activities areas (including other small activities areas) on as needs basis	Council	On going
Core Physical Infrastructure	Prepare an Activities Areas Civic Improvement Plan for the municipality to be included in five year Capital Works Program	Council	Medium Term
	Prepare infrastructure plans for the Principal and Major Activities Areas including but not limited to DCPs, Special Rates schemes etc	Council	Long Term
Research and Monitoring	Prepare a retail audit and floorspace projection of retail uses within the municipality to ensure the Activities Areas hierarchy can cope with future population growth	Council	Short Term
	Prepare a Restricted Retail Uses Study to identify future floor space requirements , future restricted retail precincts and best practice models	Council	Short Term

Appendices

Appendix A: 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:

Activities Areas

An area which provide a focus for services, employment and social interaction, where people shop, work, meet, relax and often live. In Casey, Activities Areas range in size and function from local neighbourhood areas consisting of a few shops through to large Principal Activities Areas with a broad land use mix and a regional focus.

Designated Activity Areas for the purpose of this Strategy are those outlined as existing or proposed Activity Areas under Section 2.3.1 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.

Activities Areas Component Any individual land use within an Activities Area.

CBD Central Business District. In Casey, the CBD refers to the Fountain Gate-Narre Warren Central Business District.

Community Activity Clusters

Clusters of non-residential land uses outside of an Activities Area, which do not have a core retail goods and services component, and generally consist of a grouping of community, education and/or leisure/recreation uses. (Note: This term relates only to the previous 2006 Activity Areas Strategy. Community activity clusters are no longer recognised in this strategy).

In-Area Location

Any site for a proposed non-residential land use which is located within a designated Activities Area.

An Activities Areas boundary is defined by the applicable Structure Plan/Development Plan. If no Structure Plan/ Development Plan has been prepared for a centre, the Activities Areas boundary is defined by the extent of the retail, commercial or mixed use zoning of the centre (or equivalent).

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 Activities Area.

Major Activities Areas (MAC)

The third tier in the metropolitan Activities Areas hierarchy with similar characteristics to Principal Activities Areas, however serving smaller catchments. In Casey, Major Activities Areas are located at Berwick Village, Casey Central, Endeavour Hills and Hampton Park.

Neighbourhood Activities Areas (NAC)

The lowest order of Activities Areas, which are dominated by small businesses and shops, and generally local convenience services. 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.

In Casey, Neighbourhood Activities Areas range from local areas with a few shops/businesses up to large neighbourhood Areas providing up to two supermarkets and a range of other retail, commercial, educational, health and community services.

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.
- Activities Areas 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, Business 3 or 4 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-Area Location

Any site for a proposed non-residential land use which is located outside of a designated activity centre.

An Activities Areas Boundary is defined by the applicable Structure Plan/Development Plan. If no Structure Plan/ Development Plan has been prepared for a centre, the Activities Areas boundary is defined by the extent of the retail, commercial or mixed use zoning of the centre (or equivalent).

Place Management

An approach which allows for the co-ordinated and integrated management of Activities Areas to achieve the economic, social and environmental potential for an Activities Areas as a whole.

Principal Public Transport Network (PPTN)

A high quality public transport network that connects Principal and Major Activities Centres, and comprises the existing radial fixed-rail network, extensions to this radial network and new cross-town bus routes (as outlined in Figure 41, *Melbourne 2030*).

Principal Activities Areas (PAC)

The second tier in the metropolitan Activities Areas hierarchy, which have regional catchments, cater for a wide range of high trip generating uses (including retail, commercial, and entertainment), are served by multiple transport networks and have the potential to support intensive housing developments. In Casey, they are the Fountain Gate-Narre Warren CBD and the Cranbourne Town Centre.

Residential

Any land use for the purpose of accommodating persons, including single dwellings, medium density or high density accommodation.

Restricted Retail

Land used to sell or hire:

- (a) automotive parts and accessories
- (b) camping equipment
- (c) electric light fittings
- (d) equestrian supplies
- (e) floor and window coverings
- (f) furniture, bedding, furnishings, fabric and Manchester
- (g) household appliances, household electrical goods and home entertainment goods
- (h) party supplies
- (i) swimming pools
- (j) office equipment and supplies.

Retail

Land used to:

- (a) sell goods by retail, or by retail and wholesale
- (b) sell services
- (c) hire goods.

It includes restricted retail uses.

Structure Plan

A plan and accompanying written documentation which has been prepared by or on behalf of the City of Casey or Growth Areas Authority (or other relevant statutory authority), and which sets out the preferred long term planning and development framework for a particular Activities Area. It will be implemented into the Casey Planning Scheme (ie; as an incorporated document and/or via a Development Plan overlay, Incorporated plan overlay, Activities Areas Zone or the like). It will identify some or all of the following:

- an appropriate and sustainable land use mix for the centre over the longer term
- staged development opportunities
- key built form outcomes, including design and development guidelines
- key community outcomes
- key environmental outcomes
- infrastructure requirements
- public realm opportunities
- amenity opportunities/improvements.

Walkable Catchment

Walkable catchment refers to the area accessible to someone starting their journey on foot. It is commonly defined by a circle with a radius of 400m, or a 5 minute walk, around a centre or an 800m, or 10 minute walk, around a centre that includes a major public transport node.

<http://www.healthyplaces.org.au/site/glossary.php>

Appendix B: Policy Directions Checklist

The following provides a checklist for the Assessment of applications against the Policy directions, as outlined in Section 2.3.3:

Location	General Framework Assessment required (See Table 1 pp.16-23)	Location Assessment Required (See Table 2 pp.25-26 & Checklist below)	Net Community Benefit Assessment required (See Table 3 pp. 27-29 & Checklist below)	
			Where Structure Plan has been approved	Where no Structure Plan has been approved
1. Within Designated Activities Area (preferred location)	Yes	No	No	Yes
2. Out-of-Area Location (least preferred)	Yes	Yes	N/A	Yes

Location Assessment Checklist	
Decision Guidelines	Comments
<p><i>(refer Table 2 pp.25-26, for the detailed guidelines)</i></p> <p>Reason for the proposed location:</p> <ul style="list-style-type: none"> Is the use/activity currently under-provided for? specific locational requirements Any relevant demographic or socio-economic analysis Availability/suitability of other sites in more appropriate locations 	
Proximity to Activities Area/s connections/nexus to Activities Area/s	
Impact on range of services/opportunities provided by an Activities Areas and/or future planning strategies of an Activities Area	
Impact on quality, attractiveness, physical condition and character of any Activities Areas.	
Impact on road network & parking	
Impact on public transport network	
Pedestrian/bicycle accessibility; links to Activities Areas, open space areas and other public spaces	
Impact on utility services	
Presence of other non-residential uses; compatibility and integration with surrounding uses, both residential and non-residential	
Whether the proposal will segregate a single dwelling or group of dwellings from the surrounding residential area	
Creation of a precedent for other non-residential activities outside of an Activities Areas; potential for "ribboning" along service roads	

Location Assessment Checklist	
Decision Guidelines	Comments
If the proposal is on a service road, whether it will detract from residential character and/or result in “ribboning” of non-residential uses along an arterial road	
Whether the scale, design and appearance of the proposal is compatible with existing or preferred character of the surrounding area	
Impact on amenity, privacy and convenience for nearby residents	
Impact of proposed or likely future subdivision/consolidation on lot size patterns/future planning strategies	
Is the proposal located on a road capable of accommodating anticipated traffic flows? Is it close to public transport routes/services?	
Whether the proposal is a new stand alone place of worship/place of assembly (discouraged)	
Whether the proposal is an industrial-type use, (ie: vehicle store) likely to have an adverse impact on residential amenity (discouraged)	
Whether a master plan is required for future development where less than 50% of the site is proposed to be developed in residential and future residential areas?	

Net Community Benefit Checklist	
Net Community Benefit Guidelines	Comments
<p><i>(Refer to Table 3 (pp. 27-29) for detailed policy directions)</i></p> <p><u>Opportunity for Choice</u></p> <ul style="list-style-type: none"> - Promotion of single destination multi-purpose trips - Satisfying community lifestyle needs - Maximising choice/level of service in one location - Providing goods/services specifically needed within the area - Providing a social/community focus and establishment of community facilities 	
<p><u>Accessibility & Convenience</u></p> <ul style="list-style-type: none"> - Accessibility for all users - Public transport access - Pedestrian/bicycle connections - Vehicular access & parking design - Infrastructure contributions 	
<p><u>Design and Amenity</u></p> <ul style="list-style-type: none"> - High quality design outcome - Safety and convenience for all users - Street-based design with active street frontages - Integration of land uses and public spaces; permeability of centre - High quality public realm, contributing to social opportunities and “sense of place” - Site responsive design, reflecting local community values - Appropriate landscape treatment - Building design - scale proportion and building mass to reflect human scale - Building Design – innovative design, use of colour, texture & shading; façade articulation - Environmentally sustainable design features incorporated into all stages of development , including energy efficient building design , waste minimisation, water sensitive urban design and construction practices - Consideration of future sign locations - Control of noise emissions near sensitive uses 	

Net Community Benefit Checklist	
Net Community Benefit Guidelines	Comments
<u>Viability and efficiency</u> <ul style="list-style-type: none"> - Range of choices/land use activities - Local employment opportunities - Adaptability of spaces over time - Additional floorspace will contribute to long term sustainability of Activities Area - Impact on overall Activities Areas network - Economic justification to support location and floorspace proposed (where required) - Impact on land availability for intended future uses - Impact of any subdivision on future provision of intended services and long term site flexibility 	
<u>Key Questions</u> <ul style="list-style-type: none"> - 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 reflect 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 Areas role, function and values within the community? Will it contribute to the centre becoming a vibrant community focus? - "Out-of-area" proposals: Does the net community benefit outweigh any locational disadvantages? 	

Appendix C: Design Guidelines for Activities Areas

The aim of these design guidelines is to establish broad directions that will assist Council in its consideration of development applications and preparation of detailed designs within Council's designated activity areas. It is not intended to replicate or duplicate existing design guidelines found with Structure Plans, Urban Design Frameworks or Development Plan for specific activity areas. Moreover, these guidelines apply to Activity Areas that do not have a specific Structure Plan, Urban Design Framework or Development Plan.

These directions should be read in conjunction with the DPCD Activities Areas Guidelines 2004, Guidelines for Higher Density Residential Development 2004, DPCD Environmentally Sustainable Design and Construction: Principles and Guidelines for Capital Works Projects, 2003, DPCD Design Guidelines for a Safer Victoria 2005 and GAA Town Centre Design Guidelines.

If these guidelines are inconsistent with the above guidelines, the above guidelines take precedent.

Design and Activity Principles for Activity Centres:

1. Location of the Activities Area:

- For Major, Large and Medium Neighborhood Activities Area proposed to serve new or emerging communities should be;
 - Located adjacent to an arterial road and future PPTN with passing traffic, whilst also providing easy walking access to the residential community that it seeks to serve.
 - Designed and configured to integrate with the surrounding areas rather than being isolated or remote from the surrounding areas.
 - Designed and located to enable the collocation of as many different activities services and facilities in the one place to maximise multi-purpose trips.
 - Located where a major public transport station/stop is adjacent to and within walkable distance to the Principal Public Transport Network and major bus interchange.
- For Local Neighborhood Activities Area should be;
 - Preferably located inbound, within the core of the residential area it seeks to serve rather than in a location that overlaps unnecessarily with other existing centres.
 - Located where access to a public transport stop is available within walkable distance and co-located with other existing or proposed open space, schools or community facilities.
- For expansion of existing Activity Areas;
 - All new developments should aim to build on to and provide a direct link from existing development, rather than creating an isolated separate component of the centre.
 - Access points, car parks, and frontages should all be designed to integrate new with old, make efficient use of space and provide easy movement between the areas.
 - Activities Areas should be designed to remain compact and walkable with all key features and facilities within easy walking distance from each other.

2. Configuration of the Centre:

- For Major and Large Neighborhood Activities Areas;
 - The streets should be the organizing element for integrating activities into a coherent, compact and walkable centre.

- Activities Area should be structured as mixed use areas set in a predominantly street-based format.
- Staging and sequencing of the areas should compliment the existing street system to improve permeability and connectivity.

3. Active Edges and Passive Surveillance:

- External edges of buildings adjoining a street, pedestrian access path and facing onto public space or car parking areas should be attractive, provide access to activities, and glazed in order to improve visibility into shops and provide interaction between the public and private realm.
- The design of the centre should provide passive surveillance of the public realm and create a safe environment during the day and night for all people using the centre.
- The centre should be designed to facilitate outdoor activities like alfresco dining and to enable the external display of goods, at appropriate locations with clear and safe access along the footpaths.

4. Environmental sustainability:

- All development in Activities Area should demonstrate best practice ecologically sustainable design principles.

5. Pedestrian and Cyclist Access and Circulation:

- Pedestrian and cyclist access must be provided to and through the centre to create direct connections from the footpaths that exist in the immediate residential surrounds.
- Well defined pedestrian crossing points on major roads should be included and streets should be clearly landscaped to show pedestrian prioritised zones.
- Footpaths should be designed of adequate width with continuous weather protection and disability access throughout the centre.
- Pedestrian footpaths adjacent to businesses should be of adequate width to handle pedestrian traffic, bicycle parking facilities and enable informal gatherings.

6. Public Spaces:

- For Major and Large Neighborhood Activity Areas;
 - Pubic gathering spaces should be provided in the core of the centre adjacent to key activities and ideally with a northern aspect, to provide a sense of place for the centre and to create a central focal point for the centre.
 - All town squares should be of appropriate size, attractively paved and landscaped with shade trees, seating and facilities for bicycle storage. Public spaces should be safe places that are largely unencumbered to facilitate as broad a range of activities as possible.
- For Medium and Local Neighborhood Activities Areas;
 - Town squares should be intimate, sized not more than 300sqm and centrally located along the major street with active built form edges, outdoor dining activities, with northern aspect, and highly landscaped to accommodate informal activities.

7. Built Form Design and Architecture:

- Buildings should be designed and configured to accommodate, over time, a broad range of retail, business, entertainment, residential, eateries, and community services.
- The layout, configuration and design of buildings ceiling heights, access points, and flexibility of the internal layout, should facilitate the future evolution of the centre,

recognising that the range of activities will need to change over time to respond to changes in the customer base and changing trends and innovations.

- For Major and Large Neighbourhood Activities Areas;
 - Building design should allow for vertical mixed use to provide opportunities for living and working in close proximity, potentially reducing private vehicle use retain 24-hour vibrancy and allow people to live close to recreation, entertainment and services.
 - Building design should showcase world class architecture as a place making tool in creating a high quality built environment and should seek to provide communities with an important cultural context; a sense of pride and belonging; and a sense of local and national identity.

8. Public Transport:

- Facilities for bus stops should be provided in the core and or at appropriate locations of the centre with direct access to major activities.
- All public transport facilities should provide weather protection, seats and information on services and connections.

9. Car Parking:

- Car parks should not be the dominant feature of the centre and should not isolate the centre from the public road network and should be broken up by landscaping, be adequately lit and provide for both customers and staff requirements.
- Dedicated pedestrian access ways should be provided through large car parking areas.
- Parking areas directly adjacent to a public space or the core of the centre should be designed to facilitate special events, festivals or markets.
- Car parking in areas should, wherever possible be provided in shared locations, rather than each individual business providing its own isolated car park which unnecessarily separate or isolate the centre from adjacent public road network.
- Long term parking for staff should be provided in more remote locations while short term parking for customers should be provided with direct access to the activities and facilities.

10. Loading Facilities:

- Loading facilities should be located away from the public gathering spaces and frontages of the centre and should not be located to impact on surrounding residential areas.
- Servicing areas should be screened using high quality designed screens and good landscape treatments.

11. Heritage and Character

- For existing and New Activities Areas;
 - Urban character of existing built form, streetscapes and cultural landscapes are significant features of areas and every effort should be made to retain, respect and enhance heritage features of a centre through renovation of buildings, retention of facades and features.

12. Consolidation of lots for Centre Expansion:

- For existing Activities Areas;
 - Traditional strip style Activities Areas are typically comprised on long narrow properties, with business activity to the front and often under utilised or wasted spaces to the rear. Through the consolidation of the rear of such properties, much more efficient use of space can be created, access improved, car

parking and loading improved and safety and security improved. Council will assist and facilitate such initiatives.

- Interim uses like car park and pad site will be developed intensely overtime for commercial, medical and residential uses as the Centre evolves.

13. Safety and Security:


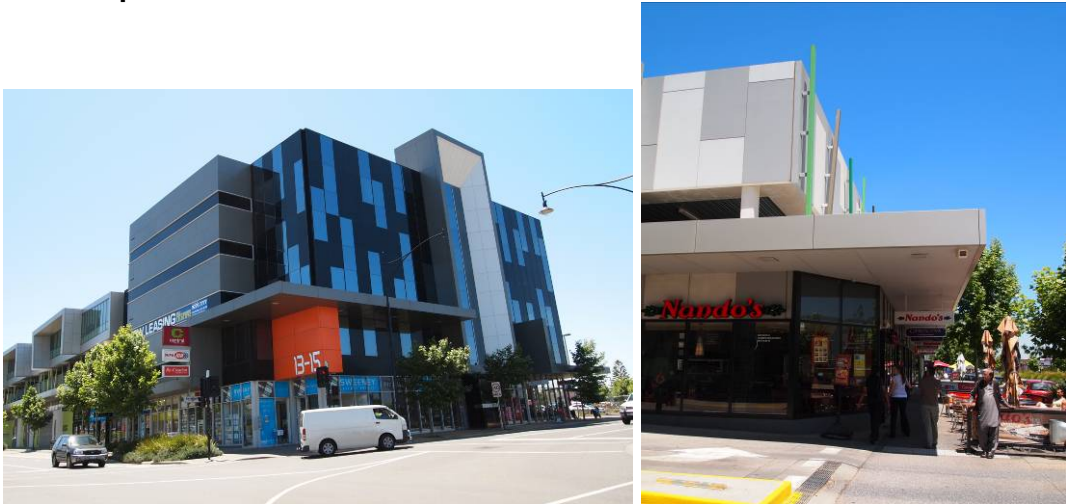
- The safety and security of people whilst they are in the centre is of paramount importance and the design, configuration and lighting of the centre should maximise sense of security.
- Hiding places, created by building design, irregular building setbacks and landscaping should be avoided; including long narrow, inactive lanes should be avoided.
- Solid roller shutters on street frontages should be avoided to provide out of hours surveillance of the street and to allow shop front display lighting to add to the sense of activity in the centre and adequate lighting should be provided, throughout the centre and its parking areas.






14. Signage Design:

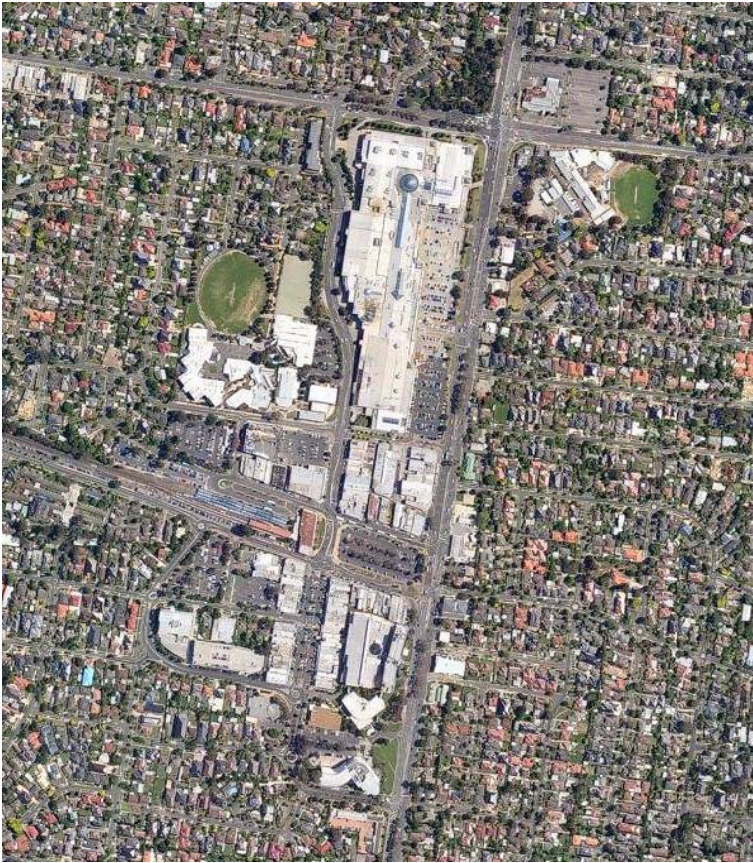

- Commercial signs should be sized and located to appropriately identify the services and businesses in a manner in which the signs themselves do not dominate the physical form or detract from the architecture of the overall built form.
- All signage proposals should be in accordance with the Casey Signage Policy Decision Guidelines in Clause 52.05-2

Appendix D: Best Practice Activities Areas Research

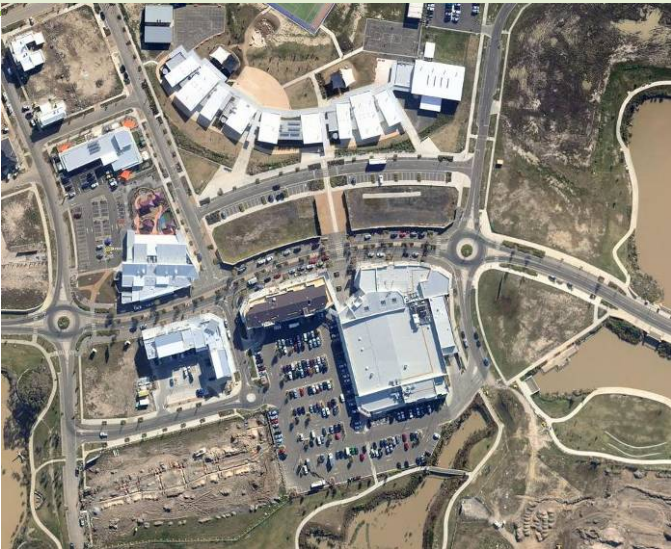


This research outlines an audit of outer suburban activities areas and provides examples of best practice.

Strength		Weakness	Centre Image
Caroline Springs Major Activities Area			
1	Location: The Centre relates to and addresses the arterial road that is the central spine/ corridor of movement across Caroline Springs.		Site Plan 
2	Siting: Non-retail buildings, e.g. a tavern and the like are designed as an iconic building and sited to provide a sense of arrival or gateway to the main street. Commercial/office buildings are sited on other street frontages with the intent to conceal the back-of-house views of supermarkets, loading bays and long blank walls.	Siting: The anchor stores do not open onto the main street, but sleeved with specialty shops. However it is noted that this is a linear centre along the major transport spine (Caroline Springs Boulevard) with no dedicated main street structure for the centre.	
3	Area: The retail core on the major street is well contained (within a minimum of 180 metres to a maximum of 400 metres long).		Streetscape & Built form Character 
4	Land Use: Commercial and business uses are integrated to create a mixed use centre rather than segregated in single-use business park. Large institutional uses such as are designed as urban complexes which are ideally located in close proximity or adjoining Activities Areas rather than campus-style, car-based, standalone precinct.		
5	Architecture: Building heights are a minimum of 2 storeys with parking above. This provides a relatively compact scale at the street level, with built form heights up to 7 storeys at key corners.		
6	Town Square:	Town Square: There is a lack of major consideration in the siting of the square; given its strategic location where there is no high volume pedestrian traffic along main desire lines and/or major destinations. This is not well integrated to the waterfront and lack of active edges around the town square. The size and proportion is too small in comparison to the scale of the overall centre and lack prominence and attractiveness.	
7	Parking: There are designated and land set aside for a multi-deck car park as the centre intensifies over time. A key consideration is it is made sure that the access points relate to		

	key facilities of the centre.				
8	Amenity: No blank walls or major loading/service bays fronts onto the major street and public realm.				
9	ESD: The centre is serviced with bus and designed to facilitate walking, cycling and public transport access, not just car access.				
10	Public Transport: The transport option along the major street is restricted to private cars and buses only. All loading of shops are from the rear, through dedicated laneways and or bays.				
11	Centre Specific: The community uses are ideally located across the major street and adjacent to the retail core. This creates opportunities for multipurpose destination trips.	<p>Centre Specific: There are further opportunities of maximising vertical mixed use to deliver a more compact centre. The residential component both high and medium density are located across the lake and still at walking distance to the centre. The opportunities for high density within the activity core should be explored.</p> <p>The public transport opportunities should be further explored and connections to the nearest train station.</p>		    	

	Strength	Weakness	Site Plan	Centre Image
	Glen Waverley Principal Activities Area			
1	<p>Location: The Centre relates to and addresses arterial roads rather than just using as a means for access.</p> <p>The overall urban structure is an axial arrangement adjacent to Springvale Road and divided into two precincts – the Kings Way precinct (food and drinks, entertainment, civic and commercial), and the Centro Glen (big box shopping mall).</p>			
2	<p>Siting: Non-retail buildings and the like is usually designed as an iconic building and sited to provide a sense of arrival or gateway to the main street and the major arterial road.</p> <p>The centre has a strong sense of presence and an emerging transit oriented development around the Glen Waverly Train Station.</p>	<p>Siting: The anchors are sited within the Centro Glen shopping mall and do not open onto the main street or the arterial road. This is an enclosed, introverted shopping mall.</p> <p>Commercial/office buildings are sited on other street frontages with the intent to conceal the back-of-house views of supermarkets, loading bays and long blank walls.</p>		
3	<p>Area: The Kings Way precinct is a vibrant and thriving main street, mainly because of its food and drink shops and anchors like entertainment and civic hub.</p>	<p>Area: The main street along the Centro Glen Precinct is a poor main street outcome with shops introverted and presenting blank wall conditions on to the public realm.</p> <p>The street landscape treatments including street trees, street furniture and lighting are poor and unsafe.</p>		
4	<p>Land Use: There is a good mix of commercial, civic and community uses within the centre.</p>	<p>Land Use: The newer developments around the station are vertical mixed use up to 7 storeys high.</p>		
5	<p>Architecture: Building heights are a minimum of 2 storeys, where residential use above ground floor retail and/or commercial use. The Glen Centro is a monolithic structure that is introverted.</p>			
6	<p>Town Square:</p>	<p>Town Square: There is no dedicated town square area within the centre however the streets are wider to accommodate formal and informal activities in the public realm.</p> <p>There are huge car parking areas that replace potential town square locations.</p>		
7	<p>Parking: Car parking areas are strategically located within the centre maintaining a walkable core. And maximizing the public transport usage. Several multi-deck car park buildings are under construction.</p>			

8	Amenity:		Amenity: Blank walls and major loading/service bays front onto the main street. There is no appropriate should be highly landscaped to screen off the unsightly nature of loading/service bays.	   
9	ESD: The centre is established around public transport and designed to facilitate walking, cycling and public transport access, not just car access.			
10	Public Transport: The centre is well serviced by buses and the Glen Waverley train station.			
11	Centre Specific: Newer developments that are high density, mixed use may revive the inactive parts of the centre. Availability of land (quarantined as car parks) are strategic sites available for densification over time.		Centre Specific: The architecture is ordinary and the centre overall lacks cohesiveness. The main street is dead in certain parts of the centre due to blank walls, lack of surveillance and unsafe conditions.	

Strength		Weakness	Site Plan	Centre Image
Laurimar Neighbourhood Activities Areas			 	
1	<p>Location: The Centre is inbound and located at the heart of the new residential developments of Doreen.</p> <p>The centre is established (north wing under design stage) prior the development of the immediate residential surrounds.</p>	<p>Location: It lacks arterial or any major road exposure being an inbound centre.</p>	<p>Streetscape & Built form Character</p> 	
2	<p>Siting: The anchor stores open on to the main street, sleeved with specialty shops.</p> <p>The car park access is from the rear and the main street is a pedestrian scaled environment.</p> <p>Non-retail buildings, e.g. a tavern and the like is usually designed as an iconic building and sited to provide a sense of arrival or gateway to the main street.</p> <p>Commercial/office buildings are sited on the first floor to provide scale and sense of enclosure at the street level.</p>			
3	<p>Area: The retail core on main street is well contained within 200 metres length.</p> <p>The overall urban structure is compact with an East West main street activated along both sides (in the ultimate stage).</p>			
4	<p>Land Use: Commercial and business uses are integrated into the centre and sited in the first and second floors along the main street.</p> <p>Community uses including schools are designed within the centre as urban complexes located in close proximity or adjoining centres rather than car-based, standalone precincts.</p>			
5	<p>Architecture: Building heights are around 2 storeys along main street with a 3 storeys at the corner.</p> <p>There are continuous walkways connecting the centre from the car park and other transport facilities.</p>			
6	<p>Town Square: Major consideration has been given in the siting of squares at a strategic location where there is a high volume pedestrian traffic along main desire lines and/or major destinations; size and proportion; compactness; safety/good surveillance; high quality amenity of the public realm; and, a place where people can stop, linger, sit, meet and look at other people.</p>			

- 7

Parking: Parking is located behind the major anchors and visually concealed with other uses.
- 8

Amenity: No blank walls or major loading/service fronts onto the main street.

Fronts of the loading areas are highly landscaped to screen off the service bays.
- 9

ESD: The centre is designed to facilitate walking, cycling and public transport access, not just car access.

Design of key public spaces has considered good micro-climate design.
- 10

Public Transport: The transport option along the main street is restricted to private cars and buses only.

All loading of shops are from the rear, through dedicated laneways and or bay.

The micro climate and the central main street are well integrated into the overall landscape and streetscape theme of the Doreen development.
- 11



Centre Specific: The medium density residential around the centre provides patronage to the centre.

There is no train station and or a frequent bus service along the main street.

There is not much commercial floor space in the centre currently.



Strength		Weakness		Site Plan	Centre Image	
University Hill Major Activities Areas						
1	<p>Location: The centre relates to and addresses arterial roads rather than just using as a means for access.</p> <p>The centre is strategically located at close proximity to major educational institutions that provide patronage to the centre.</p>					
2	<p>Siting: The overall urban structure is not clearly defined due to discontinuous built form and large empty areas in between.</p> <p>Non-retail buildings are designed as an iconic building and sited to provide a sense of arrival or gateway to the main street.</p> <p>Commercial/office buildings are sited on other street frontages with the intent to conceal the back-of-house views of supermarkets, loading bays and long blank walls.</p>	<p>Siting: The overall urban structure is not clearly defined due to discontinuous built form and large empty areas in between.</p> <p>There is no sense of cohesiveness and lacks that compact feel within various parts of the centre.</p>				
3	<p>Area: The retail core on main street should be contained within a distance of 300 metres long.</p>					
4	<p>Land Use: There is a huge supply of commercial floor space available within the centre.</p> <p>Commercial and business are integrated into as a mixed use centre rather than segregated in single-use business parks.</p> <p>High density housing including student housing are sited at the immediate surround to maximize patronage.</p>					
5	<p>Architecture: Building heights must be a minimum of 2 storeys, where residential use above ground floor retail and/or commercial use are located.</p> <p>The architecture is contemporary with variety and mix of materials and elements that provide visual interest.</p>					
6	<p>Town Square: Town Square is located at the key corner, in the middle of the quadrant block.</p> <p>The siting of squares is strategically located however there is not a high volume of pedestrian traffic along main desire lines and/or major destinations; micro-climate is not well incorporated as it is overshadowed most of the time.</p> <p>Size and proportion appears to be small for the centre, given this is a large neighborhood centre and does not meet to be a high quality amenity of the public realm; and, a place where people can stop, linger, sit, meet and look at other people.</p>	<p>There appears to be several lost or negative spaces in the streetscape that is blank wall condition.</p>				
				Streetscape & Built form Character		
						
						

7	<p>Parking: There are designated and land set aside for a multi-deck car park as the centre intensifies over time. A key consideration is it is made sure that the access points relate to key facilities of the centre.</p>			 
8	<p>Amenity: No blank walls or major loading/service fronts onto the main street.</p>			
9	<p>ESD: Centres is designed to facilitate cycling and public transport access, not just car access. However due to the scale of the buildings and the discontinuous urban form, it is not desirable to walk.</p> <p>Design of key public spaces must consider good micro-climate design to encourage</p>			
10	<p>Public Transport: The transport option along the Main street is restricted to private cars and buses only. All loading of shops are from the rear, through dedicated laneways.</p>			
11	<p>Centre Specific: The centre has highly integrated commercial and high density residential within the centre.</p> <p>The architecture is impressive and provides clear identity to the centre.</p>	<p>Centre Specific: The centre is staged and there appears to be issues in the order of development as the large empty areas makes the public realm inactive.</p>		

Point Cook Major Activities Area

Location: The Centre relates to and addresses arterial roads rather than just using as a means for access.

Siting: The anchor stores open onto the main street, and sleeved with specialty shops.

Non-retail buildings, e.g. a tavern and the like are designed as an iconic building and sited to provide a sense of arrival or gateway to the main street.

Commercial/office buildings are sited on the first floor along main street and on other street frontages with the intent to conceal the back-of-house views of supermarkets, loading bays and long blank walls.

Area: The retail core on main street is well contained within a maximum of 200 metres long per block that is walkable.

Land Use: Commercial and business uses are integrated into as a mixed use centre rather than segregated in single-use business parks.

Community uses are designed within the centre as urban complexes which should preferably be located in close proximity or adjoining Activities Area rather than campus-style, car-based, standalone precincts.

Architecture: Building heights is a minimum of 2 storeys, where residential use above ground floor retail and/or commercial use sited.

The architecture is impressive and of high quality.

The architecture is contemporary with variety and mix of materials and elements that provide visual interest.

Town Square: Town Square is at an intimate scale and for provided as a number of squares laid out in a hierarchical format.

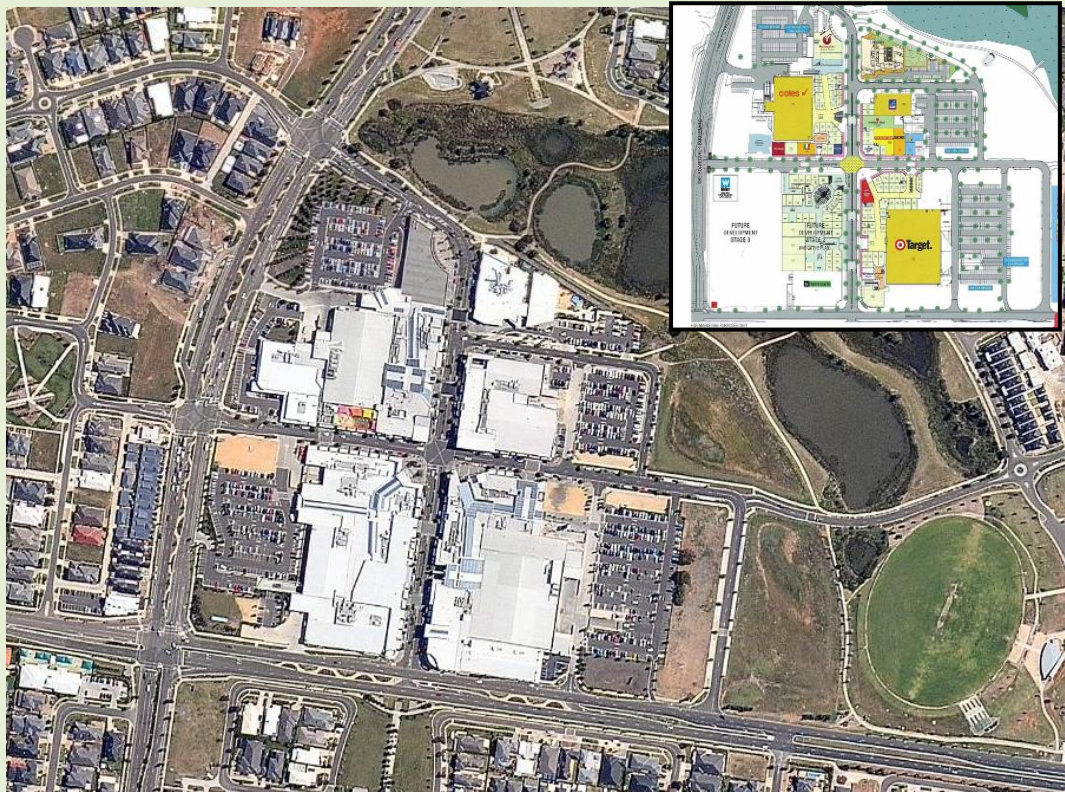
Major consideration in the siting of squares has been given to its strategic location where there is a high volume pedestrian traffic along main desire lines and/or major destinations; micro-climate; size and proportion; compactness; safety/good surveillance; high quality amenity of the public realm; and, a place where people can stop, linger, sit, meet and look at other people.

Parking: Car park is appropriately designated and set aside for a multi-deck car park site as the centre intensifies over time.

Amenity: No blank walls or major loading/service bays fronts onto the main street.

Amenity: However, this situation is unavoidable due to difficult site conditions, the front of the loading/service bay should be highly landscaped to screen off the unsightly

Site Plan



Streetscape & Built form Character



ESD: The centre is designed to facilitate walking and cycling.

Public Transport: All loading of shops are from the rear, through dedicated laneways and or bay.

Centre Specific: The centre presents a pseudo main street edge and a hybrid urban structure typology that activates both main street and provides easy access to car parks (being a car based centre).

The built form character is very attractive and vibrant, that adds to the economic aspects of the centre trading well.

Staging and siting of anchors on four quadrants across the blocks supports passing trade.

nature of loading/service bays, especially along the major road.

ESD: However there is no direct public transport access within the centre that makes it car based.

Public Transport: The transport option along the Main street is restricted to private cars and buses only.

Centre Specific: The interface to the wetlands are not maximised with views, visual links and or activities facing the same.

The residential beyond the wetlands appears to be cut off with poor physical links and transport connections.



	Strength	Weakness	Centre Image Site Plan
Lyndarum Neighbourhood Activities Area			
1	Location: The centre relates to and addresses arterial roads rather than just using as a means for access.		
2	Siting:	<p>Siting: The anchor stores are internalized and do not open onto the main street.</p> <p>The anchor is not sleeved with specialty shops and presents a blank wall condition to the main street.</p> <p>There is no non retail or restaurant that marks the key corners or gateways to the centre.</p> <p>There is no commercial space within the centre currently.</p>	
3	<p>Area: The retail core on main street is less than 120m currently and lack vibrancy.</p> <p>The main street is not well contained due the low scale of built form and wider streets.</p>		
4	Land Use: No commercial and business uses within the centre.		
5	<p>Architecture: Building heights are generally single storey with large canopy structures over hanging on to the footpaths.</p> <p>The building height to street width ratio is not within the range from 1:1(max) to 1:2(min) and so there is no sense of enclosure at the street level.</p>		
6	Town Square:	<p>Town Square: There is no designated town square and a green park at the rear of the main street is currently a place where people can stop, linger, sit, meet and look at other people.</p>	
7	Parking: Parking is located at the rear of the main street.		
8	Amenity: No major loading/service bays front onto the main street.	<p>Amenity: However, the main street lacks vibrancy and remains inactive due to the blank wall conditions on main street.</p>	
9	ESD: Centres must be designed to facilitate walking, cycling and there is no public transport access within the centre currently.		
10	Public Transport: The transport option along the Main street is restricted to private cars as there are no buses currently.		
			<p>Streetscape & Built form Character</p> 

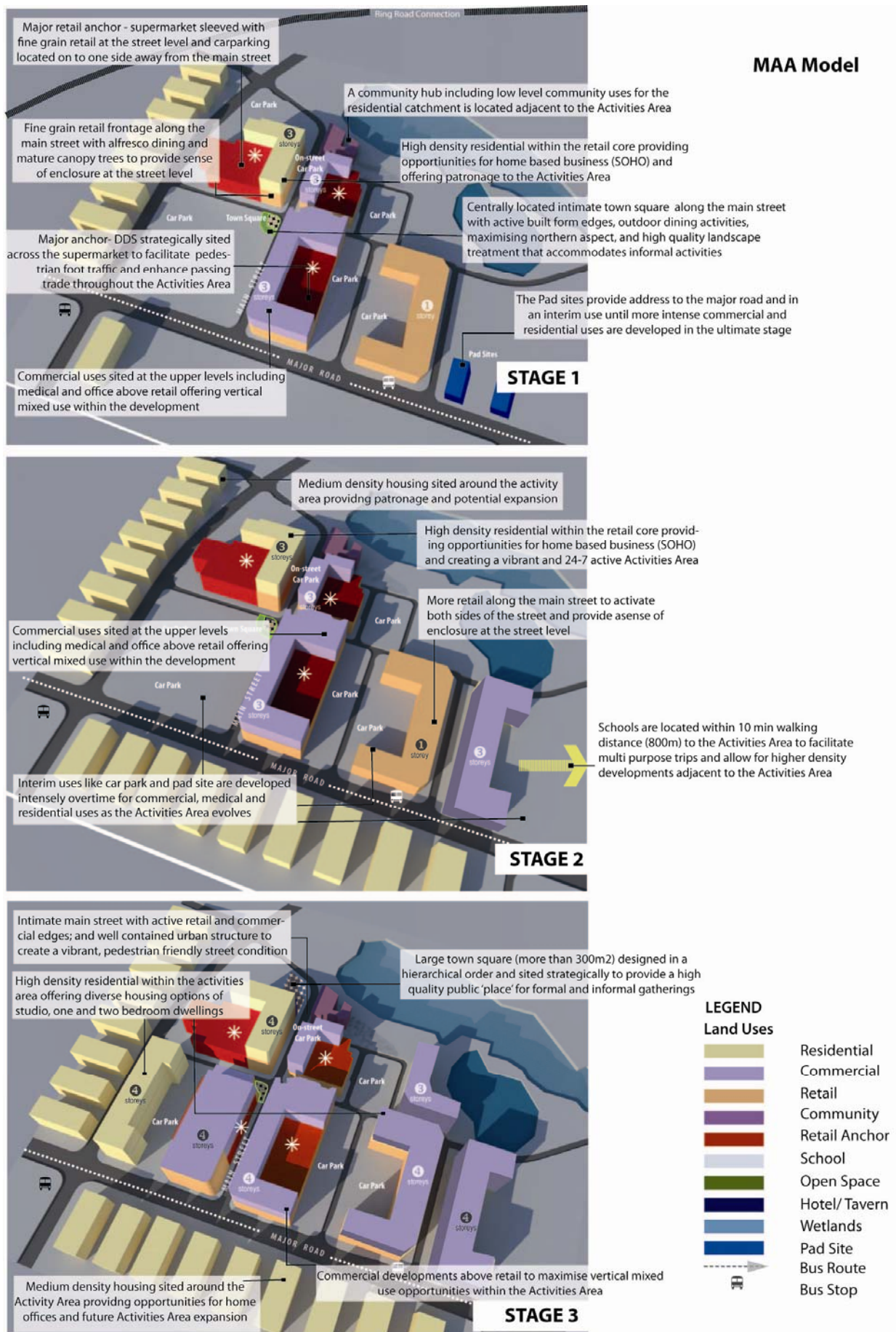
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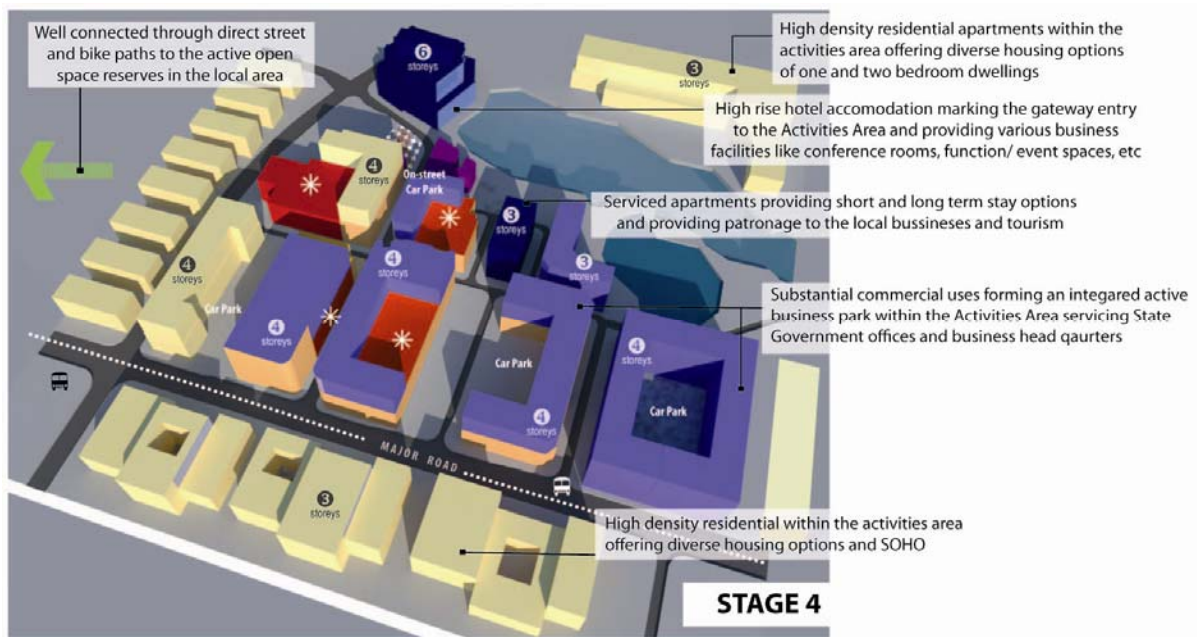
Centre Specific: The does not have enough retail floor space to activate a main street being a small neighbourhood centre.

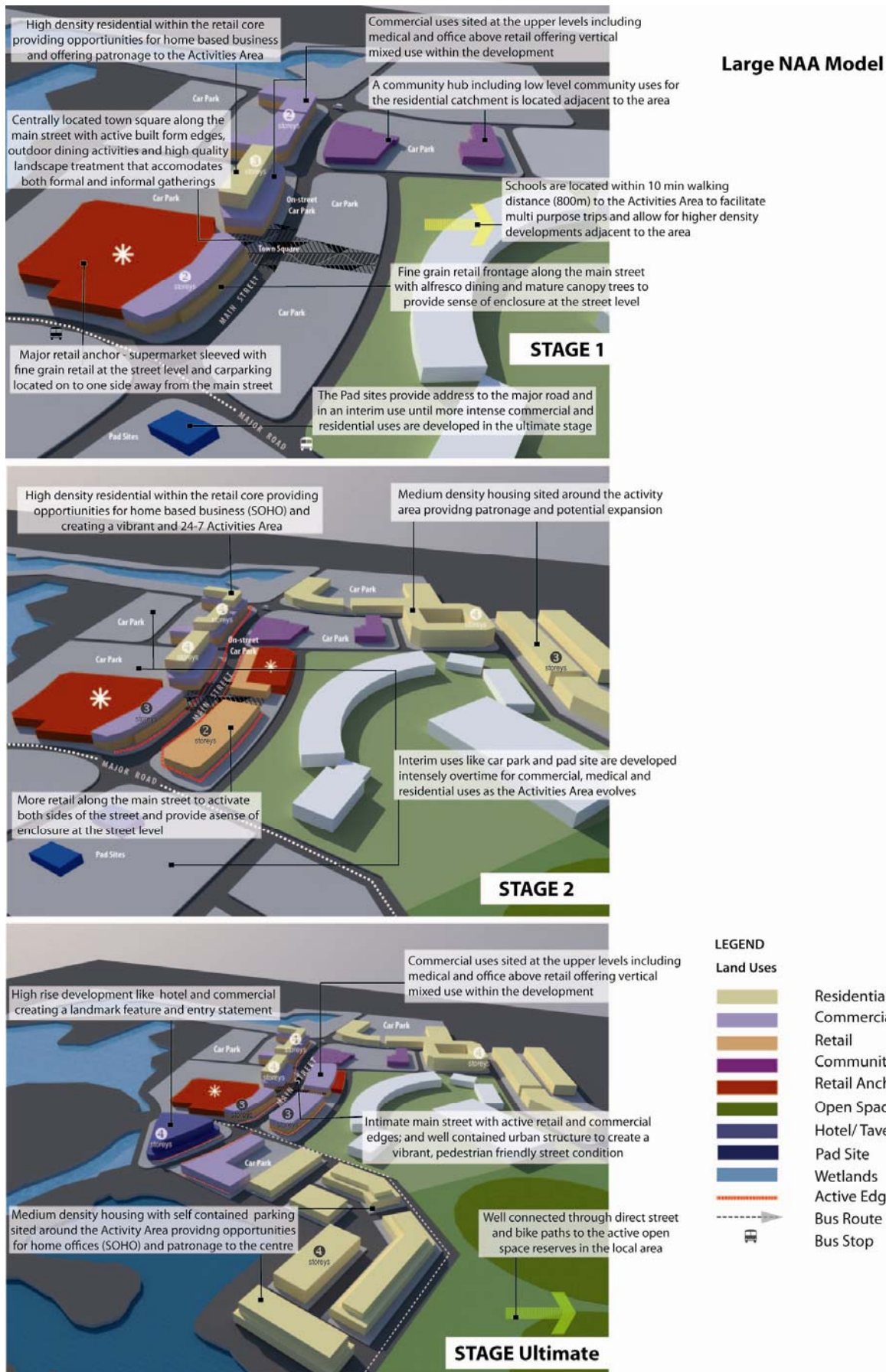
The anchor is located on one side and the ultimate stage shows community and commercial uses across the main street to support the centre and provide foot traffic.



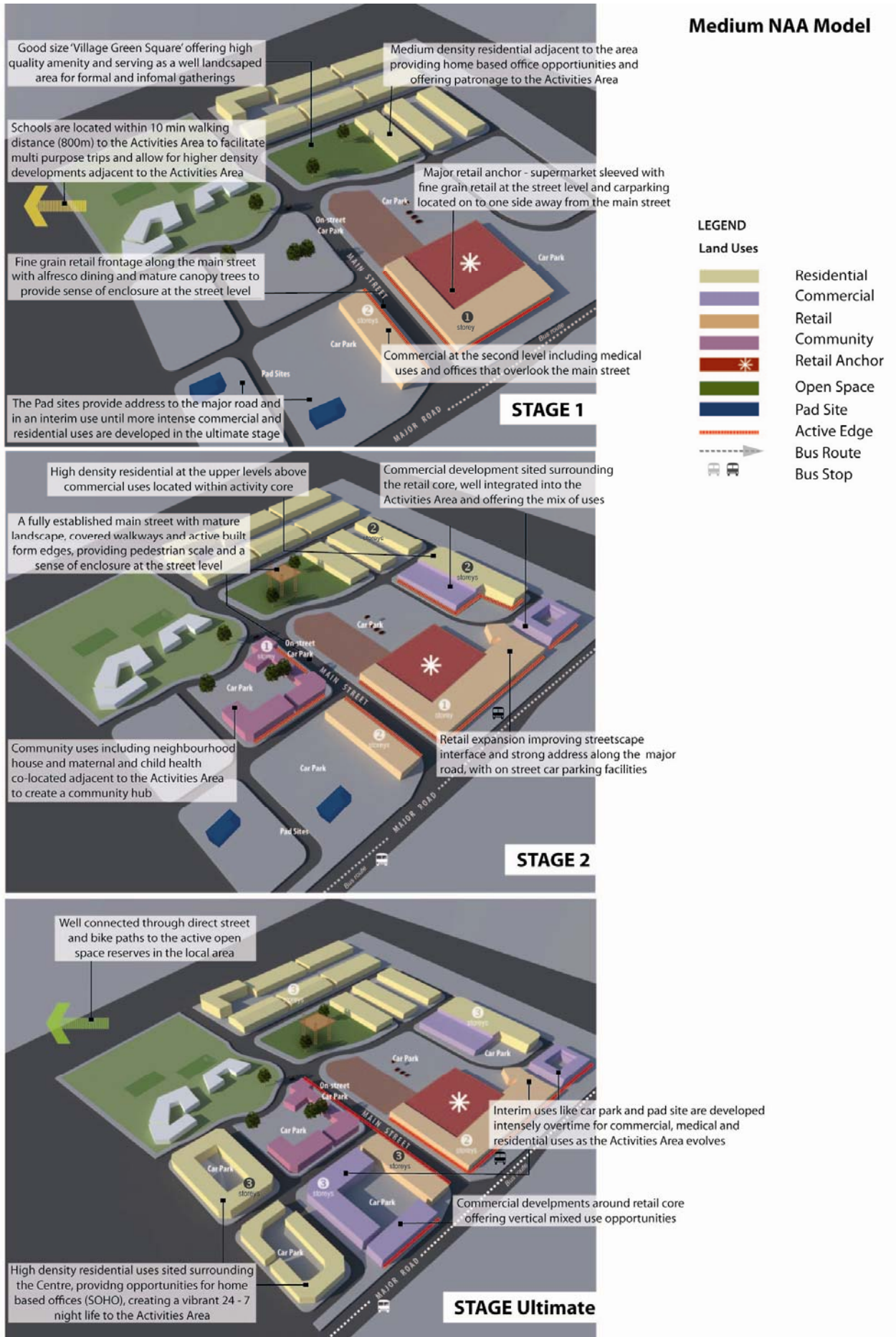
Appendix E: How Activities Areas will grow over time



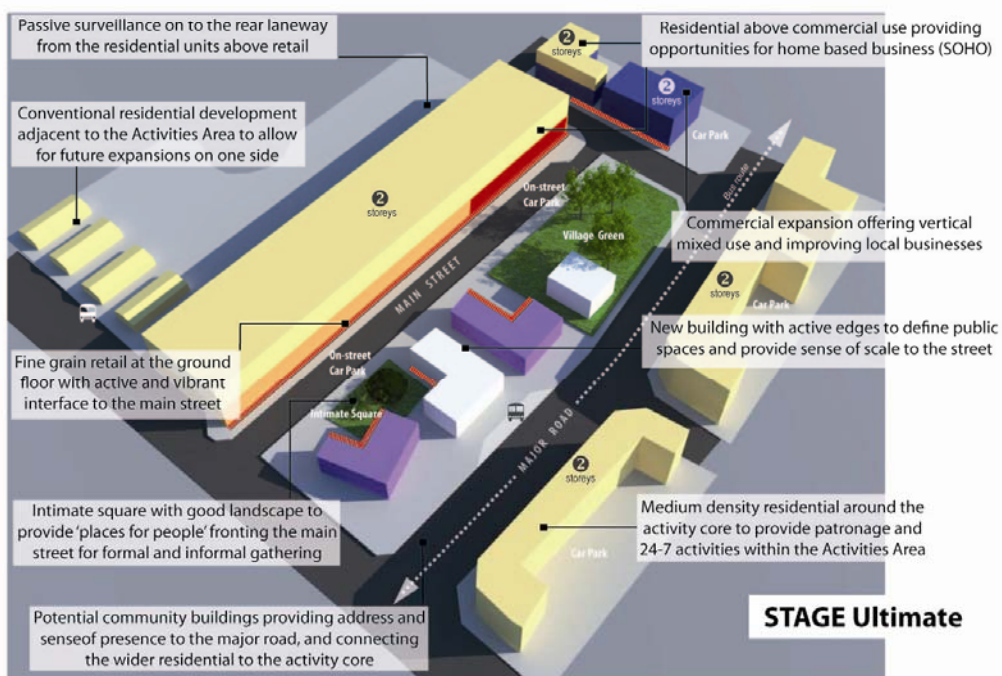
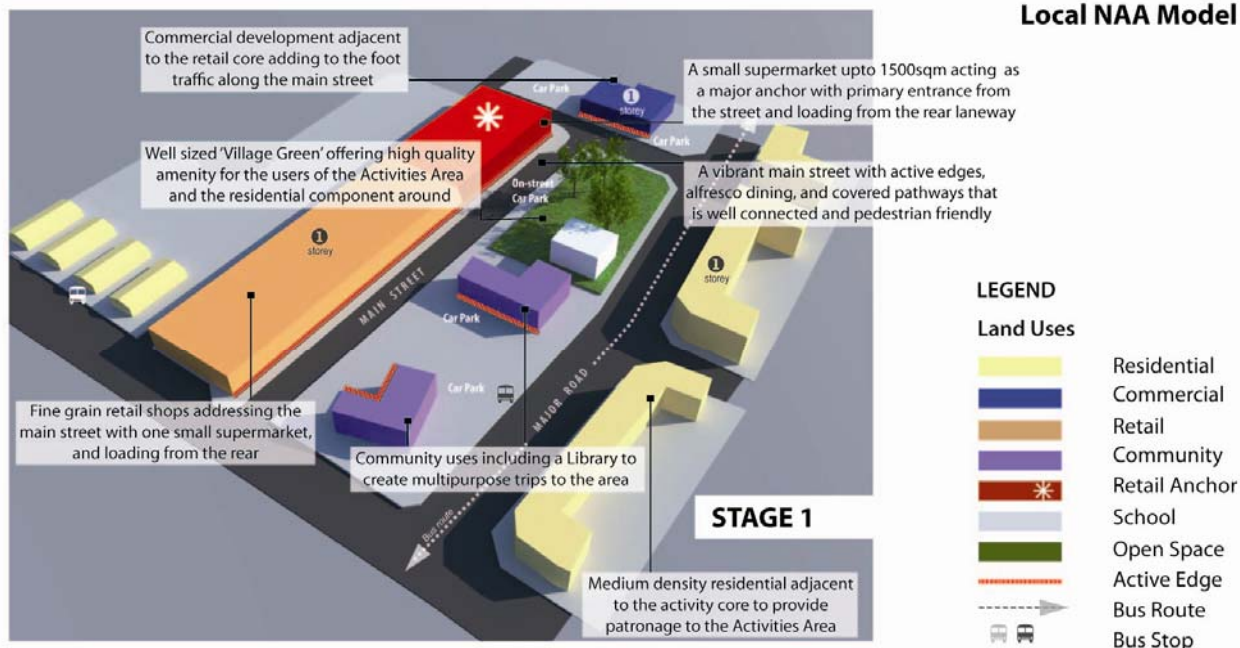




Medium NAA Model



Local NAA Model





Customer Service Centres

Cranbourne
Centro Cranbourne

Narre Warren
Magid Drive

Narre Warren South
Amberly Park
Shopping Centre

Telephone: 9705 5200
Facsimile: 9704 9544

TTY: 9705 5568
TIS: 131 450
(Translating and Interpreting Service)

Magid Drive
PO Box 1000
Narre Warren VIC 3805

Email: caseycc@casey.vic.gov.au
Website: www.casey.vic.gov.au