21.14 COMMERCIAL AND INDUSTRIAL

19/01/2006
VC37

21.14-1 Overview

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Council supports the role of existing activity centres and development that enhances the commercial viability of these centres. Council will encourage the consolidation of the role and development of existing commercial and industrial centres. The development and design of activity centres and neighbourhood centres is critical, and provides a focus for local employment generation, community meeting places and associated land uses.

Council will encourage measures that ensure a competitive operating environment for business, through the encouragement of sustainable business practices, including initiatives which foster best practice environmental management and use of competitive business technologies.

Council will promote opportunities for industrial uses within existing industrial areas and will discourage the establishment of non-industrial uses within these areas to consolidate the role of the municipality's light industrial areas.

21.14-2 Key issues, objectives, strategies and implementation

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The key issues relating to commercial and industrial areas together with the objectives, strategies and implementation measures are set out below.

Key issue 1

- The long term viability of activity centres.

Objectives

- To ensure the long-term viability of existing activity centres.

Strategies

Strategies to achieve this objective include:

- Encourage activity centres to have a local focus, promote community activity and complement adjoining community/land uses.
- Recognise the hierarchy of existing activity centres as shown on the Economic Development Framework Plan 4.
- Promote the Doncaster Activity Centre as the focus for regional retail, corporate office, entertainment, shopping, civic, cultural and business support services.

Implementation

These strategies will be implemented by:

Policy and exercise of discretion

- Ensuring that opportunities for innovation and co-ordination with adjoining community/land uses are considered in the preparation of centre structure plans.

- Requiring new commercial development to be consolidated within existing activity centres, recognising that activity centres have varying roles and functions in the provision of goods and services.
- Requiring an economic assessment of the impacts of significant proposed developments/expansions to activity centres.

Zones and overlays

- Applying the Business 1 Zone to land where retail activities are encouraged.
- Applying the Business 1 Zone, together with an Incorporated Plan Overlay, to land where regional retail activities, and associated uses are encouraged, to guide the form and extent of any future development.
- Applying the Business 2 Zone to land where office and associated uses are encouraged and use the zone schedule to ensure that shop uses are directed to core retail areas within the Business 1 Zone.
- Applying the Design and Development Overlay, to achieve specific design objectives and the consolidation of land consistent with the Manningham Centre Structure Plan (1996).

Further strategic work

- Investigating opportunities for the physical improvements in neighbourhood centres (as identified in the Corporate Plan).
- Preparing and implementing an urban design framework.
- Identifying areas around activity centres for the promotion of medium density housing which provides local support of activity centres, increasing their viability.
- Identifying implementation opportunities through the planning scheme for the Doncaster Activity Centre Development Strategy – Final Report (1990), Assessment of Shopping Centre Catchments and Retail Floor Space Requirements 1988-2001 (1998), Review of Shopping Centre Catchments and Retail Floor Space Requirements 1988-2001 (1990) and the Retail Centre Analysis Update (1997).

Other actions

- Considering recommendations of the Doncaster Activity Centre Development Strategy – Final Report (1990).
- Implementing the activity distribution for the Doncaster Activity Centre contained in the Doncaster Activity Centre Development Strategy – Final Report (1990).
- Recognising the hierarchy of existing retail/activity centres as part of the Assessment of Shopping Centre Catchments and Retail Floor Space Requirements 1988-2001 (1998), Review of Shopping Centre Catchments and Retail Floor Space Requirements 1988-2001 (1990) and the Retail Centre Analysis Update (1997).
- Implementing the strategic objectives and the design and siting guidelines contained in the Doncaster Activity Centre Town Centre Project (1994).

Key issue 2

- How to facilitate local employment opportunities.

Objectives

- To facilitate employment opportunities for residents.

Strategies

Strategies to achieve this objective include:

- Encourage appropriate employment generators in the municipality.
- Encourage businesses to conduct activities which benefit their financial, environmental and social bottom lines while simultaneously creating employment opportunities.

Implementation

These strategies will be implemented by:

Policy and exercise of discretion

Zones and overlays

Further strategic work

Other actions

- Implementing the Economic Development Strategy (1996), Home-Based Business Strategy (1996), Home-Based Business Strategy – How to Keep on the Right Side of Your Neighbours – Guidelines for Home-Based Business Operators (1996) and Opportunities for Home-Based Businesses Leaving Home (1997).
- Seeking involvement in relevant job creation initiatives.
- Seeking involvement of Council's Economic Development Reference Group, where appropriate.

Key issue 3

- Pressure for development outside of commercial areas and activity centres, particularly along Doncaster Road.

Objectives

- To contain commercial (retail) development to existing commercial areas or activity centres.

Strategies

Strategies to achieve this objective include:

- Require proposals for additional retail floorspace to be located within existing commercial areas or activity centres.
- Ensure that commercial development occurs in locations that do not cause detriment to residential amenity.

- Ensure that commercial development complements existing activity centres.

Implementation

These strategies will be implemented by:

Policy and exercise of discretion

- Requiring applications for additional retail floorspace to contain appropriate information about the local economic impact of providing such additional floorspace.

Zones and overlays

- Applying the Business 1 Zone to define areas for retail shopping activities.
- Applying a Design and Development Overlay to provide specific guidelines for the use and development of land adjacent to Doncaster Road.

Further strategic work

- Completing the Doncaster Road 'River of Life' Strategy (1997) and identifying implementation opportunities through the planning scheme.
- Developing, implementing and reviewing structure plans for each activity centre to provide landscape and urban design measures to increase public safety, comfort functionality and achieve a high standard of environmental quality.

Other actions

- Implementing the Doncaster Activity Centre Development Strategy Final Report (1990) and the Manningham Centre Structure Plan (1996).
- Recognising the hierarchy of existing retail/activity centres as part of the Assessment of Shopping Centre Catchments and Retail Floor Space Requirements 1988-2001 (1998), Review of Shopping Centre Catchments and Retail Floor Space Requirements 1988-2001 (1990) and the Retail Centre Analysis Update (1997).
- Implementing the strategic objectives and the design and siting guidelines contained in the Doncaster Activity Centre Town Centre Project (1994).

Key issue 4

- The use of land zoned for industrial purposes by non-industrial uses.

Objectives

- To retain opportunities for industrial uses within existing industrial areas.

Strategies

Strategies to achieve this objective include:

- Discourage the establishment of non-industrial uses within the industry focus areas to consolidate the role of these areas, and to minimise the need for new land zoned for industrial purposes.

Implementation

These strategies will be implemented by:

Policy and exercise of discretion

- Discouraging new non-industrial uses within land zoned for industrial purposes.

Zones and overlays

- Applying the Industrial 1 Zone to land where small and service industrial activities, and associated uses, are encouraged.

Further strategic work

Other actions

Key issue 5

- The consumption of resources and generation of waste and emissions.

Objectives

- To achieve a shift in business practices in the municipality which demonstrate a commitment to sustainability.

Strategies

Strategies to achieve this objective include:

- Encourage businesses to operate in a way that minimises the consumption of resources, waste, emissions and the use of energy.
- Encourage a holistic and co-ordinated approach to environmental issues within activity centres.
- Encourage investment in sustainable business investments and processes.

Implementation

These strategies will be implemented by:

Policy and exercise of discretion

- Requiring management plans for developments, where appropriate, which minimise use of resources, waste, emissions and energy.
- Requiring development proposals to be designed to be resource-efficient, using best-practice environmental management.

Zones and overlays

Further strategic work

- Requiring activity centre structure plans address a "whole of centre approach" to minimise the use of resources, waste, emissions and energy.
- Investigating retail mix opportunities in the municipality which encourage sustainable business investments and processes.
- Investigating new policy initiatives that promotes sustainability and simultaneously reduces business costs.
- Implementing the Economic Development Strategy (1996) and Home-Based Business Policy, which promote the provision of a sustainable and dynamic economic and employment base.

Other actions

- Linking businesses to products and services that will assist them to reduce consumption of resources and the generation of waste and emissions.

Key issue 6

- Achieving technological advances, which provide opportunities to enhance business competitiveness.

Objectives

- To increase the number of businesses making use of information technology and multi-media as a tool to increase the extent and efficiency of their communication.

Strategies

Strategies to achieve this objective include:

- Encourage the use of information technology and multi-media to increase the efficiency of business and communication.
- Encourage a holistic and co-ordinated approach to the use of information technology and multi-media within activity centres.

Implementation

These strategies will be implemented by:

Policy and exercise of discretion

Zones and overlays

Further strategic work

Other actions

- Requiring that activity centre structure plans and marketing and promotional plans address a "whole of centre approach" to maximising the use of information technology and multi-media within activity centres.

- Implementing the Economic Development Strategy (1996) which promotes the provision of a sustainable and dynamic economic and employment base.