

**22.07 RETAIL POLICY**21/05/2010  
C119**Where the policy applies**

This policy applies to all land within the municipality.

**22.07-1 Policy basis**23/08/2007  
C68

The Municipal Strategic Statement (MSS) at Clauses 21.05 and 21.11 provides direction for the development of a diverse, robust activity centre system focused on viable retail goods and services' cores that form vibrant foci for community life and which are capable of evolving to accommodate changing needs. There are a number of objectives and strategies to achieve this direction, as well as supporting strategic activity centre planning observations.

This policy complements the MSS by providing a comprehensive framework for retail activity and related land use and development proposals in the City of Casey. It is based on detailed supporting material and directions contained in the City of Casey *Activity Centres Strategy*.

**22.07-2 Objectives**06/08/2009  
C83

- To consolidate Casey's retail and commercial development patterns into recognised and planned activity centres.
- To develop a clear activity centre hierarchy.
- To direct and facilitate a diversity of activity (retail, commercial, community, institutional, education, recreation and housing) in activity centres.
- To ensure land use and development proposals for retail and commercial activities produce a net community benefit when measured against clear assessment criteria.
- To manage floorspace allocations according to a management framework.
- To consolidate the development within the retail core of the Fountain Gate-Narre Warren CBD as the Principal Activity Centre serving the northern part of the City.
- To consolidate the development within the retail core of the Cranbourne Town Centre as the Principal Activity Centre servicing the southern part of the City.
- To substantially strengthen the tier of major activity centres to provide high levels of service and competition, a basis for small business growth and to assist in the development of an effective public transport system.
- To develop robust neighbourhood centres that are presently the weakest link in the retail hierarchy.
- To develop a greater role for planned peripheral sales precincts.
- To develop a new dense, mixed use employment precinct in Berwick known as the 'Casey Technology Park'.
- To resist pressure for isolated or ad-hoc ('out-of-centre') development outside of recognised activity centres.
- To provide car parking to satisfy the needs of users without detriment to local amenity.

**22.07-3 Retail classifications**21/05/2010  
C119

The following retail classifications apply to all activity centres in Casey:

**Principal Activity Centres**

Principal Activity Centres provide municipal-wide and regional level retailing, commercial, entertainment and community functions to residents, workers and visitors to the City and the wider region. They serve a catchment of approximately 100,000+ persons and generally include a department store(s), discount department stores and a very diverse range of goods and services.

The following activity centres (existing and proposed) are classified as Principal Activity Centres for the purposes of this policy:

- *Cranbourne Town Centre*; and,
- *Fountain Gate-Narre Warren CBD*.

**Major Activity Centres**

Major Activity Centres provide a wide range of shopping, commercial and community goods and services to cater for day-to-day and weekly shopping and a range of discretionary needs. They serve a catchment of approximately 50,000 to 75,000 persons and generally include a discount department store(s), supermarkets and a wide variety of goods and services.

The following activity centres (existing and proposed) are classified as Major Activity Centres for the purposes of this policy:

- *Berwick Village*;
- *Casey Central Town Centre*;
- *Endeavour Hills Town Centre*; and,
- *Hampton Park Town Centre*.

**Neighbourhood centres**

Neighbourhood centres provide attractive locations to meet the day-to-day needs and most weekly shopping functions of households at locations that are convenient and provide easy access to the community. They serve a catchment of approximately 10,000 to 25,000 persons and generally include a supermarket(s), specialty shops and related goods and services.

The following activity centres (existing and proposed) are classified as Neighbourhood Activity Centres for the purposes of this policy:

- *Adrian Street (Cranbourne East Precinct Structure Plan Area)*;
- *Amberly Park (Narre Warren South)*;
- *Autumn Place (Doveton)*;
- *Collins Street (Cranbourne East Precinct Structure Plan Area)*;
- *Cranbourne East*;
- *Cranbourne West*;
- *Duff Street (Cranbourne West)*;
- *Eden Rise (Berwick)*;
- *Kirkwood Crescent (Hampton Park)*;
- *Lynbrook*;
- *Lyndhurst*;
- *Morison Road (Cranbourne East Precinct Structure Plan Area)*;
- *Narre Warren Village (forms part of the Fountain Gate-Narre Warren CBD)*;
- *Parkhill Plaza (Berwick)*;
- *Pearcedale*;
- *Spring Square (Hallam)*;
- *Thompsons Parkway (Cranbourne North)*; and,
- *Tooradin*.

### Convenience centres

Convenience centres provide for essential day-to-day purchases of retail goods and some selected services, fulfilling an important social and community role in the City. They serve a catchment of approximately 2,000 to 4,000 persons and generally include a cluster of goods and services that are not usually anchored by a supermarket.

The following activity centres (existing and proposed) are classified as convenience centres for the purposes of this policy:

- *Bemersyde Drive* (Berwick);
- *Berwick Springs*;
- *Boulevard Collector Road* (Cranbourne North);
- *Box Street* (Doveton);
- *Business Park Centre* (Cranbourne West);
- *Camms Road* (Cranbourne);
- *Cranbourne Place* (Cranbourne);
- *Doveton Avenue* (Eumemmerring);
- *Eastern Area Local Centre* (Cranbourne East Precinct Structure Plan Area);
- *Ernst Wanke Road* (Narre Warren);
- *Freeway Sports* (Eumemmerring);
- *Glasscocks Road East* (Cranbourne North);
- *Glasscocks Road West* (Cranbourne North);
- *Greaves Road* (Narre Warren South);
- *Heatherton Road* (Endeavour Hills);
- *Hotham Street* (Cranbourne);
- *Linden Place* (Doveton);
- *Llewellyn Place* (Eumemmerring);
- *Lurline Street* (Cranbourne);
- *Main Street* (Narre Warren North);
- *Merinda Park* (Lyndhurst);
- *Northern Centre* (Cranbourne West);
- *Pearcedale Road* (Cranbourne South)
- *Somerville Road* (Hampton Park);
- *South Gippsland Highway* (Cranbourne North)
- *Southern Centre* (Cranbourne West);
- *The Arcade* (Junction Village); and,
- *Thompsons Road* (Cranbourne) and,
- *Western Area Local Centre* (Cranbourne East Precinct Structure Plan Area).

### Peripheral sales precincts

Peripheral sales precincts provide attractive and competitive environments for the display, storage and sale of bulky goods and services (generally defined as ‘restricted retail’ in the planning scheme).

The following activity centres (existing and proposed) are classified as peripheral sales precincts for the purposes of this policy:

- *Great Southern Home Centre* (Cranbourne); and,
- *Lyndhurst Business Park*.

### Employment centres

Employment centres provide high quality environments for a range of business and advanced manufacturing activities that would traditionally be associated with an office park. They may also include residential, recreation and leisure activities, and retail uses commensurate with their size and related catchment. Activities in the centres may be integrated both horizontally and vertically.

The following activity centre is classified as an employment centre for the purposes of this policy:

- Casey Technology Park (part of Berwick Village).

**22.07-4**  
03/02/2010  
C102

## **Policy**

It is policy that:

### **All activity centres**

- New retail and commercial development is to occur in designated activity centres, unless otherwise provided for in this policy.
- A structure planning process is to be used as the mechanism to ensure that floorspace allocations achieve the best net community benefit outcomes.
- Structure plans are to be developed for all principal, major and neighbourhood centres and peripheral sales precincts and will be required to be prepared in conjunction with any associated rezoning greenfields planning and major redevelopment request.
- Sufficient floorspace is to be available over the long-term to ensure each of the designated principal major, neighbourhood and convenience centres and peripheral sales precincts can grow to fulfil their intended role, taking into account the general opportunities and constraints of each centre across the municipality.
- Floorspace thresholds/limits for retail and commercial uses may be imposed on some centres/sites to ensure that the role of the centre is maintained and/or there is a balanced activity centre system for the City.
- The broad allocation of floorspace to activity centres is to be based on the intended role of the centres rather than the precise floorspace to be provided.
- The subdivision of activity centres is to be carefully managed to retain flexibility for redevelopment and evolution over time, resisting short-term pressures to subdivide centres into small units that can then be individually sold.
- The regulation of commercial competition between individual businesses and activity centres should only occur where there is a prospect of an overall adverse impact upon the extent and adequacy of facilities available to the local community.
- New retail and commercial development proposals are to make an appropriate contribution to infrastructure provision, including road and intersection works, streetscape upgrades, linking trails, community facilities, youth spaces, public art and other public spaces.
- Car parking be provided for any new use or development in accordance with the relevant Parking Precinct Plan.

### **Principal Activity Centres**

- The Fountain Gate – Narre Warren CBD is to be used and developed in accordance with the Fountain Gate – NarreWarren CBD Incorporated Plan October 2006. Any large additions to retail goods and services floorspace for Principal Activity Centres are not to constrain the ability of Major Activity Centres to expand to the levels provided for under this policy.

### **Major Activity Centre**

- A number of strategic outcomes proposed for the major centres are to be delivered in part by the allocation of additional/retail floorspace to these centres, the outcomes including:
  - *Berwick Village* – the development of the Casey Technology Park.

- *Casey Central Town Centre* – the creation of a major employment and mixed use precinct anchored by retail activity that includes a discount department store(s) and significant levels of peripheral sales, providing approximately 50,000 square metres of shop floorspace of which approximately half would be restricted retail.
- *Endeavour Hills Town Centre* – the creation of a town centre through the integration of the existing shopping centre with the other activities in the precinct.
- *Hampton Park Town Centre* – the creation of an integrated town centre.

#### **Neighbourhood and Convenience Activity Centre**

- The need for additional neighbourhood and convenience centres arising from the development of new suburban areas is to be identified through the preparation of development plans for these areas.

#### **Peripheral Sales Precincts**

- Any further allocation of floorspace within a Peripheral Sales precinct should demonstrate best practice in meeting locational and ‘Development Assessment Criteria’ contained as outlined below.

#### **Assessment criteria**

- New retail and commercial development proposals (including rezonings) that are inconsistent with this policy, including ‘out-of-centre’ proposals and proposals that are contrary to the role of a centre, together with proposals that result in a floorspace threshold/limit for a centre/site being exceeded, must satisfactorily address the Development Assessment Criteria contained in the Activity Centres Strategy, the criteria being:
  - *opportunity for choice;*
  - *accessibility and convenience;*
  - *amenity and safety;*
  - *viability and efficiency;*
  - *amenity and environment; and,*
  - *net community benefit.*
- The assessment of a proposal’s net community benefit, as required under this policy, must also take into consideration:
  - *activity diversity;*
  - *public amenity;*
  - *accessibility;*
  - *social/cultural issues;*
  - *environmentally sustainable development; and,*
  - *any relevant guidelines/assessment criteria prepared by the Department of Sustainability and Environment.*

#### **22.07-5**

03/02/2010  
C102

#### **Policy references**

- *Activity Centres Strategy, October 2006, City of Casey, in association with Ratio Consultants Pty Ltd.*

