

## 21.09 ACTIVITY CENTRES AND COMMERCIAL AREAS

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### 21.09-1 Overview

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This section applies to all activity centres and commercial areas identified in Framework Plan 5. Activity Centres are generally included within a Business 1 Zone. Other commercial areas are generally zoned Business 2 Zone, Mixed Use Zone and Comprehensive Development Zone.

Manningham's network of activity centres currently comprises one Principal Activity Centre (Doncaster Hill, Doncaster), one Major Activity Centre (The Pines, East Doncaster) and ten Neighbourhood Activity Centres (Donburn, Tunstall Square, Jackson Court, Templestowe Village, Macedon Activity Centre, Bulleen Plaza, Doncaster East / Devon Plaza Activity Centre, Park Orchards, Warrandyte township and Warrandyte Goldfields). There are also a number of local activity centres, and other commercial areas throughout the municipality.

Activity centres are integral to the local economy and local employment generation and are an important focal point for community life and interaction.

Key challenges for Manningham's network of activity centres are to ensure that commercial development is contained within the activity centres and that existing centres remain vibrant, viable and sustainable into the future. These centres will be supported by an enhanced public transport system. The Principal, Major and identified Neighbourhood Activity Centres will be the focus of increased residential growth and development. Other key challenges facing activity centres include changes to industry and social trends (eg, regionalisation of government services to larger centres, internet shopping, lifestyle shopping) as well as the impact of The Pines and Doncaster Shoppingtown expansions on other centres.

Small clusters of commercial development exist throughout Manningham. There is increasing pressure for linear commercial development along main roads and for new commercial development to be located outside of activity centres. These types of developments impact on the viability of the existing activity centres and are often poorly located in terms of access to appropriate services and public transport.

#### Principal Activity Centre (Doncaster Hill)

The Metropolitan Strategy *Melbourne 2030* identifies Doncaster Hill as a Principal Activity Centre.

The Doncaster Hill Activity Centre is a 58 hectare area located in Doncaster, stretching along the major corridors of Doncaster Road, Williamsons Road and Tram Road. It is located approximately 12 kilometres from the Melbourne Central Activities District and is one of the highest points in Melbourne showcasing views of the Dandenongs, Kinglake Ranges and the panoramic Melbourne City skyline.

The Doncaster Hill Activity Centre is regarded as a prime location for redevelopment based on topographic features and existing physical and community infrastructure assets.

To meet changing demographic trends and achieve residential targets identified by Council there is a need to provide a greater diversity of dwelling types. As part of the *Manningham Residential Strategy* (2002), high and medium density housing densities will be encouraged within identified Activity Centres whilst residential development outside identified Activity Centre areas will be the focus for lower density, detached housing development. The Doncaster Hill Activity Centre has been identified as a focus for high density residential development.

Manningham has a commitment to sustainability. The Doncaster Hill Activity Centre is an opportunity to showcase an integrated land-use planning and development framework which:

- challenges mainstream community planning and building design to achieve desired environmental outcomes
- provides more local jobs to reduce journey to work trips
- provides housing where residents may walk to facilities and services
- encourages reduced levels of car ownership and increased public transport usage.

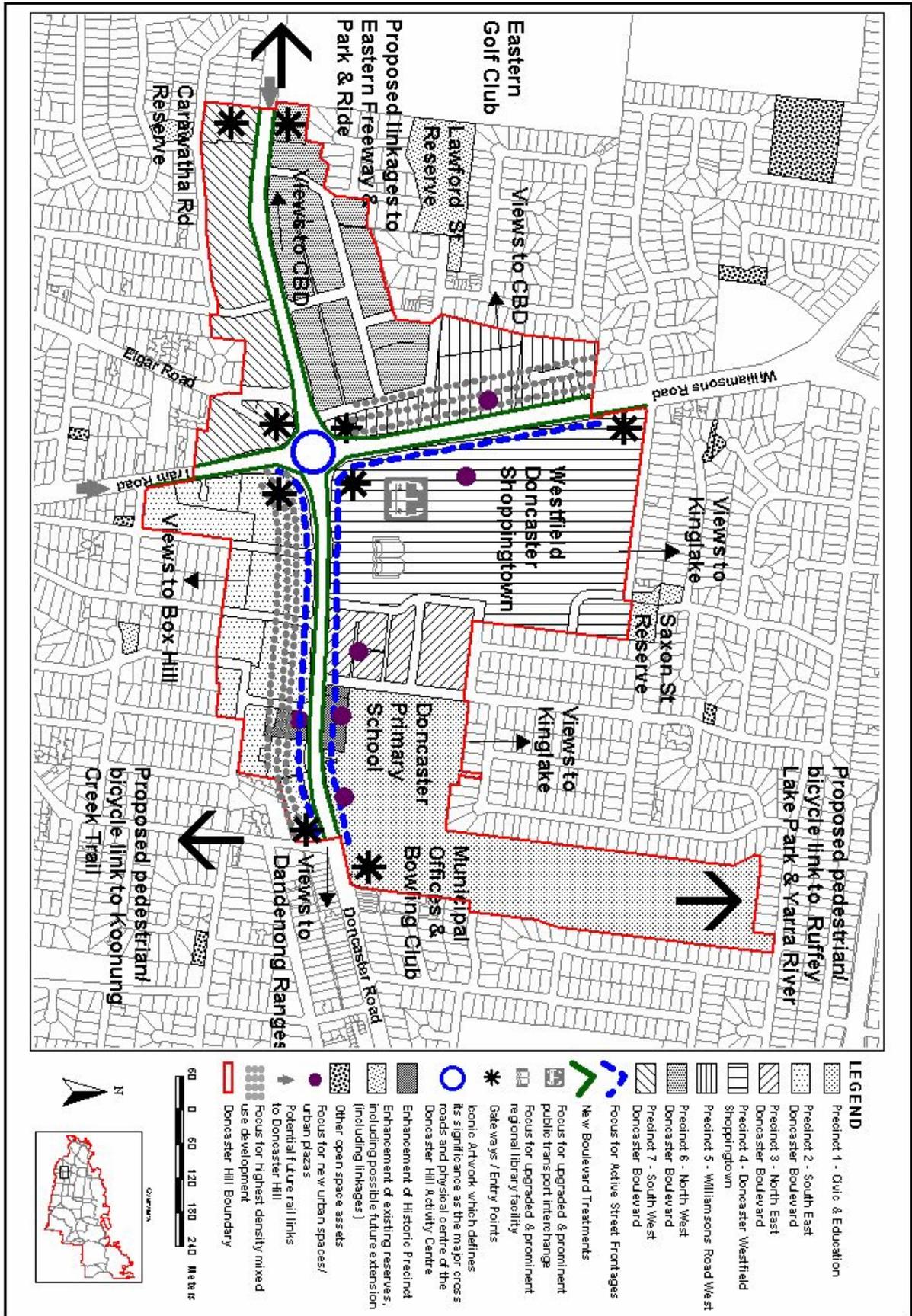
## **Vision**

The *Doncaster Hill Strategy* (October 2002) envisages that the Doncaster Hill Activity Centre will be a key destination in Melbourne's East. It will be a high density, sustainable, vibrant, contemporary mixed use urban village with a strong sense of place and civic identity based on the following key vision objectives:

- To implement the objectives of *Melbourne 2030* in respect of Principal Activity Centres as a focus for retail, social, commercial, entertainment, civic and residential uses.
- To integrate ecologically sustainable development principles and techniques into every facet of the design, construction and operation/occupancy stages of new development to raise the aspirations of all users, appropriate for a city looking towards a long-term, responsible and sustainable future.
- To ensure that built form outcomes demonstrate the use of contemporary architecture combined with innovative urban design and building techniques that incorporate ecologically sustainable design principles.
- To emphasise the existing dramatic landform of Doncaster Hill through built form that steps down the hill.
- To encourage high density, high rise residential development.
- To provide a greater diversity of dwelling types.
- To alleviate pressure for more intense residential development in established urban areas.
- To reduce travel demand and change travel behaviour.
- To promote the development of sustainable transport options.
- To meet the future infrastructure requirements of Doncaster Hill in a comprehensive, timely and equitable way.
- To develop an integrated mixed-use precinct for Doncaster Hill Activity Centre which provides for an appropriate mix of uses and functions on a location specific level, including the provision of:
  - mixed uses within buildings, particularly along boulevard locations
  - small scale retail opportunities at ground floor level in conjunction with other mixed use developments
  - additional commercial/office floor space
  - flexible floor spaces within buildings to ensure life cycle adaptability.

The key strategic directions for future land-use planning and development are illustrated by the Doncaster Hill Strategy Framework Plan, included as Map 1 to this Clause. This Framework Plan provides the design vision as a stimulus for private and public sector developments.

MAP 1 - DONCASTER HILL STRATEGIC FRAMEWORK PLAN



## **Precincts**

Seven distinctive development precincts have been identified and delineated within the Doncaster Hill Activity Centre. The precincts are delineated in accordance with their topographic orientation and aspect on Doncaster Hill, their relationship to main roads, and their present and future uses.

The precincts provide guidance to the expected outcomes in each area and a framework for the assessment of appropriate mixes of functions, building scale and character to create a distinctive sense of identity and character for each of the precincts.

In addition to the seven precincts, guidance to the expected outcomes for the intersection of Doncaster, Williamsons and Tram Roads is also outlined. The seven precincts of the Doncaster Hill Activity Centre and the intersection are identified on Map 2 to this Clause.

### **Precinct 1**

#### **Existing conditions**

This precinct contains existing civic, education and art infrastructure for Doncaster Hill Activity Centre, including the defining historic buildings and most of the existing open space. It also features commanding views of the Kinglake ranges to the north and the Dandenong ranges to the east.

#### **Vision**

The creation of a consolidated, prominent and accessible civic centre with an expanded community and education focus, with gateway presence. It will also include a major urban open space/green spine for Doncaster Hill Activity Centre residents and the wider Manningham community. It is also envisaged to incorporate strong pedestrian links to other areas of Doncaster Hill Activity Centre and enhance the historic/arts sub-precinct.

### **Precinct 2**

#### **Existing conditions**

This precinct is a north-facing strip on the south side of the Doncaster Road ridgeline, commanding 360-degree panoramic views and already containing a significant component of the commercial development for Doncaster Hill Activity Centre.

#### **Vision**

The focus for high-density mixed use development on Doncaster Hill, this precinct will include cafes, restaurants and outdoor eating at ground level taking advantage of the north-facing aspect, forming the backbone of a vibrant and active boulevard. It is also envisaged that strong pedestrian links will be established between both sides of Doncaster Road and that the heritage buildings will be retained to reinforce heritage/arts character of the area.

### **Precinct 3**

#### **Existing conditions**

This precinct is the interface zone between the Civic and Education Precinct 1 to the east and Doncaster Shoppingtown (Precinct 4) to the west. It falls away dramatically to the north maximising northern views and exposure. The Precinct presently comprises mainly low-density housing, with several rear lanes, and commercial development abutting Doncaster Road.

#### **Vision**

In light of its strategic location between Precincts 1 and 4, the future fabric in Precinct 3 will be highly permeable, including well-defined public spaces with linking pathways and with development addressing rear laneways and well designed public plaza(s). Precinct 3 will be well connected to high-density mixed-use development along Doncaster Road and Doncaster Shoppingtown Doncaster. Development will step down the hill and should fully exploit the northerly aspect and commanding views to the northern ranges.

### **Precinct 4**

#### **Existing conditions**

Doncaster Shoppingtown, is a major regional shopping centre centrally located within the Doncaster Hill Activity Centre. The site has significant frontages to the main roads and occupies the dominant corner of the main intersection. It commands panoramic views to the north and west. The precinct also contains residential and community uses along the northern boundary.

#### **Vision**

As the Principal retail and entertainment focus of the Doncaster Hill Activity Centre it is envisaged that Westfield Shoppingtown will be better integrated into Doncaster Hill Activity Centre and the surrounding community. Future developments of Westfield Shoppingtown should be consistent with the vision of Doncaster Hill Activity Centre by incorporating activated street frontages and external spaces, a greater mix of uses, pedestrian accessibility, an accessible and prominent public transport interchange and improved engagement with the main intersection.

### **Precinct 5**

#### **Existing conditions**

This precinct extends along the Williamsons Road ridgeline. It contains the only existing high-density housing development on the Hill and the Doncaster Hotel, the third largest single consolidated site within Doncaster Hill Activity Centre. The precinct features panoramic city skyline views to the west and direct access to open space and parkland along its southern boundary.

## **Vision**

It is envisaged that high-density development continues along the Williamsons Road ridgeline, with strong links to Lawford Reserve, Shoppingtown and the public transport interchange. Strategic view corridors are to be created from the west side of Williamsons Road (in the vicinity of the Shoppingtown Hotel site) towards the city skyline, including from public open space abutting Williamsons Road.

## **Precinct 6**

### **Existing conditions**

This precinct comprises the northwest area of Doncaster Road and Doncaster Hill Activity Centre. The precinct presently has a strong commercial/light industrial character, and older residential stock along Firth Street. It commands city views from the higher reaches at the east end.

### **Vision**

It is envisaged that the mixed-use village character will continue on a smaller scale to that proposed for precincts further east and strong pedestrian links will be created to Lawford Reserve and to the south side of Doncaster Road. Commercial and mixed-uses will be located along Doncaster Road with medium-density residential uses located towards the rear of the precinct. Together with Precinct 7 it forms the major gateway entry to Doncaster Hill Activity Centre along Doncaster Road comprising of a consistent built edge and tree-planting with a gateway building located at west entry point.

## **Precinct 7**

### **Existing conditions**

This precinct comprises the south-west area of Doncaster Road and the Doncaster Hill Activity Centre, and is presently characterised by light industrial and commercial uses, including a number of restaurants at the west end and also including some residential land uses to the south. It commands city views from the higher reaches at the east end.

### **Vision**

It is envisaged that a mixed-use village will be created on a smaller scale than that proposed for precincts further east. Together with Precinct 6, it forms a major gateway entry to the Doncaster Hill Activity Centre with consistent tapering of the built edge - to preserve the views of the city. It is envisaged that a gateway building be located at west entry point and that boulevard tree planting be located along the length of Doncaster boulevard. Commercial and mixed-uses will be located along Doncaster Road.

## **Intersection of Doncaster, Williamsons and Tram Roads**

### **Existing conditions**

This intersection comprises the major cross roads and physical centre of the Doncaster Hill Activity Centre with views to the city skyline and Box Hill. The intersection forms part of the major arterial road networks in the municipality, with access from the intersection to the

Eastern Freeway, CBD and Box Hill Activity Centre. Doncaster Road is the municipality's main east-west arterial road and major bus route.

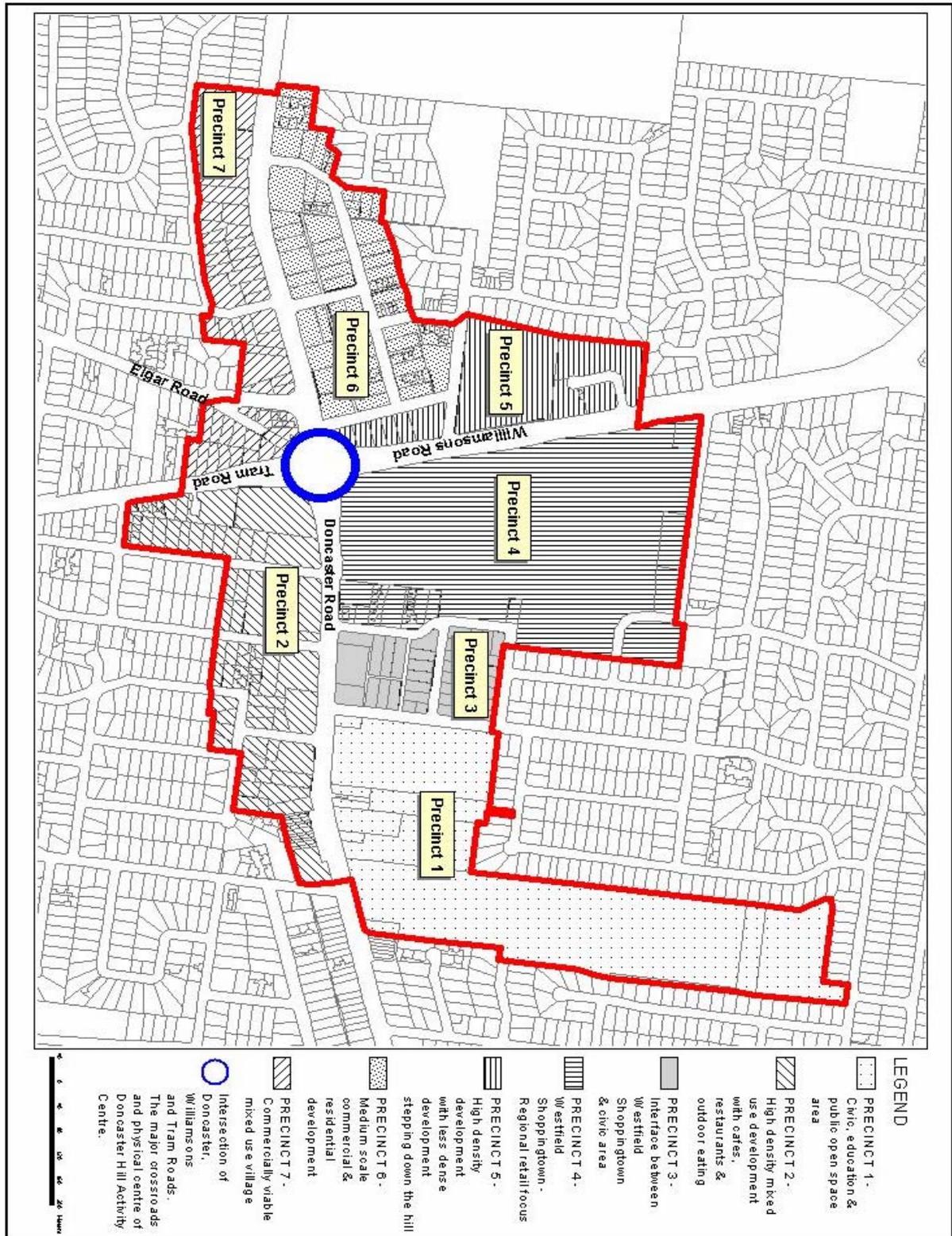
### **Vision**

The Strategy supports the provision of iconic artwork at the intersection which:

- defines its significance as the major cross roads and physical centre of the Doncaster Hill Activity Centre
- creates a focal point of iconic status for Doncaster Hill Activity Centre visible from all directions
- visually unifies the 4 corners of the intersection
- preserves the street level pedestrian focus and retains views along Doncaster Road.

It is envisaged that this intersection will have greatly increased pedestrian safety and amenity, connecting all precincts abutting the Doncaster Road, Williamsons and Tram Roads intersection.

MAP 2 - LOCATION OF DONCASTER HILL ACTIVITY CENTRE PRECINCTS



### **Major Activity Centre (The Pines, Doncaster East)**

The Pines is located at the intersection of Blackburn and Reynolds Roads, Doncaster East, and has been identified as a Major Activity Centre in *Melbourne 2030*. The Pines is a stand-alone, sub-regional centre located within a recently developed residential area.

As a Major Activity Centre, mixed use development, higher density housing and a wider range of arts, cultural and entertainment facilities will be encouraged. Further expansion of the Pines Activity Centre is limited by the lack of development opportunities and inadequate public transport services.

### **Neighbourhood Activity Centres**

Manningham's Neighbourhood Activity Centres provide a limited mix of uses to meet local convenience needs. A key issue is to ensure that these centres remain viable and can evolve to meet the future needs of the community.

These centres will continue to be community hubs and meeting places for local residents, and opportunities for locating a range of social, community and recreational services within these centres will be encouraged. The activity centres located west of the Mullum Mullum Creek will be a focus for increased medium density development.

Development in the activity centres should improve functionality, accessibility, safety, social interaction, promote sustainability, and address scale and identity through site responsive design.

### **Local Activity Centres**

Manningham has a number of Local Activity Centres throughout the municipality. These centres generally comprise only a small number of shops, which serve the convenience needs of immediate residents. These centres tend to experience high levels of vacancy for long periods of time and there is increasing pressure to allow different uses within these centres.

### **Commercial areas**

A number of commercial areas exist outside out of Manningham's Activity Centres, in particular along main roads (e.g. Doncaster and Manningham Roads). Future development in existing commercial areas must incorporate the use of high quality urban and sustainable design that addresses and minimises the impact of the development on the existing streetscape and adjoining areas.

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### **Principal Activity Centre (Doncaster Hill)**

#### **Key issues**

- The identification of Doncaster Hill as the civic hub for the municipality.
- The need for mixed use development with a focus on high density residential development in the Doncaster Hill Activity Centre.
- Pressure for commercial and retail development outside the Doncaster Hill Activity Centre.
- Incorporating ecologically sustainable development principles in every facet of design, demolition, construction and operation.

- Achieving innovative contemporary design and built form for all new development that is based on the best of current architectural design practice and sustainability principles.
- Infrastructure requirements in the Doncaster Hill Activity Centre.

### **Objectives**

- To provide quality civic community services and facilities.
- To promote mixed use, high density residential development.
- To encourage the location of commercial and retail development within the Doncaster Hill Activity Centre.
- To maximise energy conservation and increase use of renewable energy resources.
- To achieve water sensitive urban design that offers a superior alternative to the traditional approach to water management.
- To minimise the environmental impacts of input and output materials as well as any material used in the external construction and development of buildings and works.
- To achieve healthy indoor environment quality.
- To achieve a reduction in waste generated by building occupants that is collected, hauled to and disposed of in landfills.
- To achieve building design which includes accessibility and reduces the need to modify or alter buildings, in response to future changing needs and uses.
- To maximise alternative modes of transport and minimise environmental impacts associated with car parks.
- To minimise environmental impacts associated with site construction practices.
- To achieve innovative contemporary design and built form for all new development that is based on the best of current architectural design practice and sustainability principles.
- To ensure that the future infrastructure requirements of the Doncaster Hill Activity Centre are met in a comprehensive timely and equitable manner.
- To ensure all costs are equitably apportioned between developers and the responsible authority, in the provision of all relevant infrastructure.
- To encourage active uses and pedestrian generating activities at street level.
- To improve pedestrian, bicycle and public transport access to and within Doncaster Hill.

### **Strategies**

Strategies to achieve these objectives include:

- Provide a range of social and community services to be located in the Doncaster Hill Activity Centre to meet the needs of the current and future residents and reinforce its role as Manningham's civic centre.
- Provide for high density residential development on individual sites in conjunction with a mix of other uses.
- Discourage the expansion of commercial and retail uses outside the Doncaster Hill Activity Centre.
- Address and incorporate ecologically sustainable design principles into developments at the earliest opportunity as an important design and development consideration, rather than be incorporated once concepts and plans are well advanced.

- Demonstrate the full potential of ecologically sustainable development by incorporating current best practice, using emerging design solutions and technologies and embracing a 'beyond compliance' approach to mandatory standards into proposals.
- Create an Activity Centre of a more human scale and character, which enhances the uniqueness and attractiveness of Doncaster Hill.
- Ensure that built form provides a range of building heights stepping with and emphasising the existing landform of the Doncaster Hill Activity Centre.
- Protect and enhance key views and vistas.
- Provide buildings, which are visually diverse and contribute to the public realm through the use of varied, high quality, durable and environmentally appropriate materials.
- Incorporate unique architectural and/or ecologically sustainable design features in identified design element areas so that they substantially contribute to overall building form and appearance.
- Apply appropriate building setbacks for new development, ensuring that building occupants and users of the Doncaster Hill Activity Centre have a high level of amenity in terms of ventilation, daylight access, outlook, view sharing, wind mitigation and privacy.
- Achieve the development of a strong boulevard character along Doncaster Road, Williamsons Road and Tram Road based on creating:
  - a strong sense of place and a safe and comfortable environment
  - active street frontages and mixed uses within buildings along Doncaster and Williamsons Roads (and part of Tram Road) as a focal point for appropriate uses and vibrant pedestrian generating activities including, café, leisure and other entertainment activities
  - a boulevard landscape treatment that comprises of high quality landscape treatment (including boulevard planting, canopy tree planting, screen planting, extensive tree plantings and theme plantings in appropriate locations) to be complemented by appropriate setbacks and built form.
- Apply gateway treatments to signal entry into and to enhance the special identity of the Activity Centre including the main intersection of Doncaster Road, Williamsons Road and Tram Road. Gateway treatments can include buildings showcasing unique contemporary architecture, artwork, lighting, distinctive tree planting and well-designed signage.
- Ensure that signage and displays are well designed and positioned to respect the amenity and safety of users, including the protection and enhancement of view lines and vistas and the boulevard character.
- Ensure that development incorporates high quality public and private open spaces that are useable, accessible, safe, well landscaped and provide opportunities for recreation and social interaction. These spaces should be well linked to major facilities for pedestrian networks to assist with permeability and pedestrianisation.
- Provide high quality pedestrian and bicycle linkages in both public and private areas, which improve the street level environment to create connections that are accessible, safe, interesting and pleasant.
- Provide high quality public art, which significantly contributes to the development of a contemporary and distinctive sense of place by creating an appropriate scale and location marker, defining image and reflecting the character for individual precincts.
- Provide appropriate infrastructure to meet the needs of the Doncaster Hill community, in accordance with the *Doncaster Hill Development Contributions Plan*, Manningham City Council, February 2005.

- Implement the *Doncaster Hill Development Contributions Plan*, Manningham City Council, February 2005 by proportionately allocating identified development contributions, according to projected share of usage.
- Require an economic assessment of the impacts of significant proposed developments/expansions on other activity centres.
- Implement Integrated Transport Plans to ensure access to employment, services and housing choices.

### **Implementation**

These strategies will be implemented by:

### **Zones and overlays**

- Applying a Comprehensive Development Zone.
- Applying a Design and Development Overlay.
- Applying the Development Contributions Plan Overlay (DCPO1) for the purpose of levying contributions for the provision of works, services and facilities before development can commence.
- Applying the Public Acquisition Overlay (PAO1) and (PAO7) for the purpose of identifying land that Council proposes to acquire for open space or new road construction purposes.
- Applying an Incorporated Plan Overlay.

### **Policy and exercise of discretion**

- Using Local Policy (*Doncaster Hill Activity Centre Sustainability Management Plan Policy, Clause 22.13*) to provide specific ecologically sustainable development requirements for land use and development within Doncaster Hill Activity Centre.
- Using Local Policy to promote design that addresses public safety (*Safety through urban design policy, Clause 22.08*).
- Applying the Doncaster Hill Parking Precinct Plan (*Doncaster Hill Parking Precinct Plan, GTA Consultants for Manningham City Council, 5 July 2004 Clause 52.06-6*).
- Applying the Doncaster Hill Development Contributions Plan, Manningham City Council, February 2005 to require a 5% public open space contribution for subdivision in the Doncaster Hill Activity Centre (*Doncaster Hill Development Contributions Plan, SGS Economics & Planning, February 2005, Clause 52.01*).

### **Further strategic work**

- Investigating the development of performance standards and the identification of 'beyond compliance' approaches for Sustainability Management Plans.
- Investigating the need for more detailed design guidelines for specific areas and elements.
- Applying the Development Contributions Plan to ensure that the future infrastructure requirements are met in a comprehensive, timely and equitable way.
- Applying appropriate car parking rates, supporting public transport use, creating highly permeable pedestrian networks and providing pedestrian and cyclist links to reduce dependency on private car use.

- Developing a Doncaster Hill Green List for High-Density Development detailing sustainable products, brands and suppliers.

#### **Other actions**

- Continuing to advocate for the preparation of a more appropriate zone for a Principal Activity Centre.
- Requiring applications for new use and development of land to apply the objectives and requirements of the *Doncaster Hill Strategy* (October 2002).
- Requiring applications for new use and development to have regard for the *Manningham Residential Strategy* (February 2002).
- Promoting and distributing the *Doncaster Hill Sustainability Guidelines* (2004).
- Continuing to advocate the extension of light rail into Doncaster Hill.
- Considering the views of the Sustainable Design Taskforce on major applications.
- Implementing mechanisms for the collection, dispersement and management of the Development Contributions Plan fund.

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#### **Major Activity Centre (The Pines, Doncaster East)**

##### **Key issues**

- Long-term viability of The Pines.
- Providing a suitable range of community facilities and services, infrastructure and accommodation to meet the needs of the changing demographics.
- Limited opportunities for higher density residential development.
- Achieving innovative, contemporary built form based on best practice architectural design and sustainability principles.
- Provision of appropriate car parking and traffic management arrangements.
- Enhancing the public transport interchange function of The Pines.

##### **Objectives**

- To maintain the role of The Pines as a sub-regional activity centre.
- To encourage compatible commercial and residential uses in mixed-use areas, which are appropriately designed to protect the amenity of the area for all occupants.
- To encourage the provision of multi-purpose community facilities in proximity to The Pines.
- To achieve building design which includes accessibility and reduces the need to modify or alter buildings in response to future changing needs and uses.
- To ensure that public spaces provide a high standard of amenity, convenience, accessibility and safety.
- To provide landscaping to soften built form.
- To improve pedestrian, bicycle and public transport access to The Pines.
- To achieve innovative, contemporary design and built form for all new development that is based on the best of architectural design practice and sustainability.

- To ensure appropriate traffic management and adequate parking provisions.
- To ensure that the public transport interchange remains highly accessible and is located in a visually prominent position.
- To ensure that development provides the highest level of access for all people.

### **Strategies**

Strategies to achieve these objectives include:

- Encourage a mix of uses to ensure the long-term viability and competitiveness of The Pines.
- Ensure that all non-residential uses are designed to protect both existing and future residential amenity from excessive noise and odour.
- Ensure that new residential developments are designed to protect occupants from external noise and not unduly prejudice the operation of surrounding non-residential uses.
- Provide a multi-purpose community facility in proximity to The Pines.
- Ensure that land use and development within The Pines Activity Centre minimises the impact on residential amenity.
- Design public spaces to provide a high standard of amenity, convenience, accessibility and safety.
- Encourage the use of sustainable landscaping to soften the visual appearance of development.
- Require an economic assessment of the impacts of significant proposed developments/expansions on other activity centres.
- Require a traffic and car parking assessment to be prepared for development, where appropriate.
- Implement Integrated Transport Plans to ensure access to employment, services and housing choices.
- Require that any future development improves the functionality and accessibility of the bus interchange.

### **Implementation**

These strategies will be implemented by:

#### **Zones and overlays**

- Applying the Business 1 Zone.
- Applying an Incorporated Plan Overlay.

#### **Policy and exercise of discretion**

- Implementing the *Manningham Residential Strategy* (2002).
- Implementing *The Pines Structure Plan* (1992).
- Using Local Policy to promote design that addresses public safety (*Safety through urban design policy, Clause 22.08*).

### **Further strategic work**

- Investigating opportunities for the potential expansion of The Pines in the long-term and the impacts of such development.
- Preparing a Manningham Development Contributions Plan focusing on key development areas to ensure adequate provision of infrastructure.
- Reviewing *The Pines Structure Plan* (1992).

### **Other actions**

- Investigating opportunities to improve sustainable business practices at The Pines.
- Continuing to advocate for improvements to access, frequency and hours of operation of public transport to The Pines.
- Considering the views of the Sustainable Design Taskforce on major applications.

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### **Neighbourhood Activity Centres**

#### **Key issues**

- The long-term viability of Neighbourhood Activity Centres and the impact of the Doncaster Shoppingtown and The Pines expansions.
- Pressure for commercial and retail development outside Neighbourhood Activity Centres.
- The appearance of buildings, car parking and signage.
- Impact of Neighbourhood Activity Centres on adjoining residential areas.
- Lack of suitable community facilities, social services, public spaces and infrastructure to meet future needs.
- Provision of appropriate car parking and traffic management arrangements.

#### **Objectives**

- To maintain the role of Neighbourhood Activity Centres to meet local convenience needs.
- To achieve active street frontages in Neighbourhood Activity Centres.
- To discourage the location of new commercial and retail development outside Neighbourhood Activity Centres.
- To minimise the negative impact of Neighbourhood Activity Centres on the amenity of adjoining residential areas.
- To achieve high quality urban design which promotes a sense of place, community identity, social interaction and a safe environment.
- To provide landscaping to soften built form.
- To achieve building design which includes accessibility and reduces the need to modify or alter buildings, in response to future changing needs and uses.
- To ensure that public spaces provide a high standard of amenity, convenience, accessibility and safety.

- To provide quality community services and facilities in proximity to and within Neighbourhood Activity Centres.
- To ensure that adequate infrastructure is provided as part of any development.
- To improve pedestrian, bicycle and public transport access to Neighbourhood Activity Centres.
- To achieve effective and safe pedestrian movement within Neighbourhood Activity Centres.
- To ensure appropriate traffic management and adequate parking provision.
- To ensure that development provides the highest level of access for all people.

### **Strategies**

Strategies to achieve these objectives include:

- Encourage a mix of uses including residential development to ensure the long-term viability and competitiveness of the activity centres.
- Require the location of new commercial and retail uses to be within activity centres.
- Upgrade the appearance of Neighbourhood Activity Centres through the implementation of Urban Design Masterplans.
- Ensure that land use and development within Neighbourhood Activity Centres minimises the impact on residential amenity.
- Encourage high quality and contemporary built form.
- Encourage car parking areas at the rear, side or underneath buildings in a way that responds to landform and surrounding development.
- Encourage the use of landscaping to soften the visual appearance of development.
- Encourage signs which complement the character and amenity of the area, the site and surrounds, built form and streetscape, minimise clutter, are well designed and improve the site's attractiveness and function.
- Encourage the establishment of community based facilities in or adjacent to activity centres to encourage social interaction and to service resident needs.
- Design public spaces to provide a high standard of amenity, convenience, accessibility and safety.
- Require an economic assessment of the impacts of significant proposed developments/expansions on other activity centres.
- Require a traffic and car parking assessment to be prepared for development, where appropriate.
- Maximise opportunities for car parking including consolidation of land (e.g. at the rear of shops).

### **Implementation**

These strategies will be implemented by:

#### **Zones and overlays**

- Applying the Business 1 Zone to the Neighbourhood Activity Centres.

### Policy and exercise of discretion

- Implementing the *Manningham Activity Centre Strategy* (2005).
- Implementing the *Manningham Residential Strategy* (2002).
- Implementing any existing structure plans.
- Using Local Policy to improve the functionality of commercial developments, including the location and design of car parking areas (*Design and development policy, Clause 22.01; Accommodation premises policy, Clause 22.04; Non-residential uses in residential areas policy, Clause 22.05; Eating and entertainment premises policy, Clause 22.06; and Access for disabled people policy, Clause 22.09*).
- Using Local Policy to guide the location and display of advertising signs (*Outdoor advertising signs policy, Clause 22.07*).
- Using Local Policy to promote design that addresses public safety (*Safety through urban design policy, Clause 22.08*).
- Implementing the Jackson Court Parking Precinct Plan (*Jackson Court Shopping Centre Parking Precinct Plan, Arup and Manningham City Council, June 2000 Clause 52.06-6*).

### Further strategic work

- Implementing the *Manningham Activity Centres Strategy* (2005).
- Preparing guidelines for sustainable business practices to encourage activity centres to operate in a more environmentally responsive manner.

### Other actions

- Considering the views of the Sustainable Design Taskforce on major applications.
- Developing, implementing and reviewing Urban Design Masterplans for each activity centre to provide landscape and urban design measures to increase public safety, comfort, functionality and achieve a high standard environment.
- Preparing a Manningham Development Contributions Plan focusing on key development areas to ensure adequate provision of infrastructure.
- Preparing Special Rates and Charges Schemes to enhance Neighbourhood Activity Centres in accordance with the *Manningham Activity Centre Strategy* (2005).

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### Local Activity Centres

#### Key issues

- Long-term viability of Local Activity Centres.
- Vacancy rates within Local Activity Centres.
- Redevelopment of these centres for a mix of uses.
- The appearance of buildings and signage.
- Provision of appropriate car parking and traffic management arrangements.
- Impact of Local Activity Centres on adjoining residential areas.

## Objectives

- To ensure that Local Activity Centres make a positive visual contribution to the local neighbourhood.
- To minimise the negative impact of Local Activity Centres on the amenity of adjoining residential areas.
- To ensure the adequate provision of car parking within Local Activity Centres.

## Strategies

Strategies to achieve these objectives include:

- Encourage high quality built form that complements and responds to surrounding developments.
- Improve pedestrian, bicycle and public transport access to Local Activity Centres.
- Achieve effective and safe pedestrian movement within Local Activity Centres.
- Require adequate provision of car parking for new development and uses.
- Encourage signs which complement the character and amenity of the area, the site and surrounds, built form and streetscape, minimise clutter, are well designed and improve the site's attractiveness and function.
- Ensure new use and development within Local Activity Centres minimises the impact on residential amenity.

## Implementation

These strategies will be implemented by:

### Zones and overlays

- Applying the Business 1 Zone.

### Policy and exercise of discretion

- Using Local Policy to improve the functionality of commercial developments, including the location and design of car parking areas (*Design and development policy, Clause 22.01; Accommodation premises policy, Clause 22.04; Non-residential uses in residential areas policy, Clause 22.05; Eating and entertainment premises policy, Clause 22.06; and Access for disabled people policy, Clause 22.09*).
- Using Local Policy to guide the location and display of advertising signs (*Outdoor advertising signs policy, Clause 22.07*).
- Using Local Policy to promote design that addresses public safety (*Safety through urban design policy, Clause 22.08*).

### Further strategic work

- Investigating the future role of Local Activity Centres to determine appropriate uses and vision for each centre.

### **Other actions**

- Considering the views of the Sustainable Design Taskforce on major applications.

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### **Commercial areas**

#### **Key issues**

- Pressure to locate commercial development outside of activity centres and existing commercial areas.
- Pressure to rezone residentially zoned land adjacent to existing commercial areas, particularly along Doncaster Road.
- Impact on the amenity of adjoining uses.
- The design and appearance of new commercial development.

#### **Objectives**

- To contain commercial development within existing commercial areas or activity centres.
- To minimise the impact of commercial development on the amenity of other adjoining uses.
- To achieve development with a high standard of amenity, functionality and safety.
- To ensure that the range of uses within mixed use developments are compatible.
- To achieve high quality urban design that makes a positive visual contribution to existing commercial areas.
- To reduce the visual impacts of car parking and driveway areas.
- To provide landscaping to soften built form.

#### **Strategies**

Strategies to achieve these objectives include:

- Require proposals for commercial floorspace to be located within existing commercial areas.
- Ensure that commercial development minimises the impact on residential amenity.
- Require commercial developments to provide a high standard of amenity, convenience, accessibility and safety.
- Ensure high standards of urban design that enhances the appearance of existing commercial areas and activity centres and complements surrounding developments.
- Require multi-level development to include stepped heights, articulation, and sufficient setbacks to avoid detrimental impacts to the area's character and amenity.
- Encourage car parking areas at the rear, side or underneath buildings in a way that responds to landform and surrounding development.
- Encourage the use of sustainable landscaping to soften the visual appearance of development.

- Encourage signs which complement the character of the area, the site and surrounds, built form and streetscape, minimise clutter, are well designed and improve the site's attractiveness and function.

### **Implementation**

These strategies will be implemented by:

### **Zones and overlays**

- Applying the Business 2 Zone.
- Applying the Mixed Use Zone.
- Applying a Design and Development Overlay.

### **Policy and exercise of discretion**

- Using Local Policy to improve the functionality of commercial developments (*Design and development policy, Clause 22.01; Accommodation premises policy, Clause 22.04; Non-residential uses in residential areas policy, Clause 22.05; Eating and entertainment premises policy, Clause 22.06; and Access for disabled people policy, Clause 22.09*).
- Using Local Policy to guide the location and display of advertising signs (*Outdoor advertising signs policy, Clause 22.07*).
- Using Local Policy to promote design that addresses public safety (*Safety through urban design policy, Clause 22.08*).

### **Further strategic work**

- Investigating the appropriateness of the Mixed Use Zone within existing commercial areas.

### **Other actions**

- Considering the views of the Sustainable Design Taskforce on major applications.
- Encouraging collaborative design processes with key stakeholders for significant proposals.

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### **Reference documents**

- Manningham City Council (2002) *Doncaster Hill Strategy*, Manningham City Council, Doncaster.
- Manningham City Council (2002) *Manningham Residential Strategy*, Manningham City Council, Doncaster.
- Manningham City Council (2004) *Doncaster Hill Sustainability Guidelines*, Manningham City Council, Doncaster.
- Manningham City Council (1992) *The Pines Structure Plan*, Manningham City Council, Doncaster.
- Manningham City Council (2005) *Manningham Activity Centre Strategy*, Manningham City Council, Doncaster.

- Manningham City Council (1996) *Manningham Centre Structure Plan*, Manningham City Council, Doncaster.
- Manningham City Council (2003) *Manningham City Council 2003-2006 Economic Development Strategy*, Manningham City Council, Doncaster.

ACTIVITY CENTRES AND COMMERCIAL AREAS FRAMEWORK PLAN 5

