

21.05 THE BUILT-UP AREA

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C157

21.05-1 Context

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The Built-Up Area of Casey is centred around the two main travel corridors formed by the Princes and South Gippsland Highways. The suburbs of Berwick, Cranbourne Doveton, Endeavour Hills, Hallam, Hampton Park, Lyndhurst, Narre Warren and Narre Warren South are home to most of the City's residents.

There are a wide range of land uses within the Built-Up Area, the most predominant one being residential development at conventional densities. In addition, there are extensive areas of rural residential, commercial and industrial land.

The Built-Up Area is relatively flat, apart from the hilly suburbs of Berwick, Endeavour Hills and Narre Warren North. The Berwick Township and land in its immediate environs have a distinctive treed character. It is also relatively well serviced with physical and social infrastructure. This includes railway lines that run parallel to the two main Highways. The two growth corridors along the Highways are bisected by the Hallam Valley Floodplain.

There are two Principal Activity Centres at Fountain Gate-Narre Warren and at Cranbourne Town Centre. The Principal Activity Centres are supplemented by four Major Activity Centres at Berwick Village/Casey Technology Park, Endeavour Hills, Hampton Park and Casey Central in Narre Warren South.

The Fountain Gate-Narre Warren CBD is the size of the Melbourne CBD, with direct freeway access and a catchment potential of around 500,000 people. A major asset is the large land holdings that, if protected, will allow the centre to evolve over future decades. At this point, the Fountain Gate-Narre Warren CBD is evolving in line with a traditional outer suburban shopping centre. However, the size of the CBD, the limited ownerships within it and the size of the catchment, will put Casey in the unique position to create a major retail and business place to serve not only the community but the region as a whole, with a principal benefit being the provision of jobs.

The Fountain Gate-Narre Warren CBD is twice as big as any other suburban activity centre in terms of land availability. By way of example, as development intensifies, if the non-core retail area was developed at a plot ratio of 1.0 it would provide 600,000 square metres of floor space, or 20,000 jobs. It therefore has very significant land resources available for development and redevelopment over time. Critical to this is the opportunity to provide additional diverse employment, not just additional retail activities.

To address the long-term development of Fountain Gate and surrounds, Council has prepared the Fountain Gate-Narre Warren CBD Structure Plan so as to provide a vision for the Fountain Gate-Narre Warren CBD and a guide to planning and developing it over a thirty-year period.

21.05-2 Objectives, strategies and implementation

19/03/2015
C157

Objectives

- To provide local employment opportunities in the main employment centres.
- To reduce escape expenditure to and dependency on external centres and develop each Activity Centre according to its comparative advantage:
 - Cranbourne for its proximity to the Racecourse and Royal Botanic Gardens, Cranbourne and location along a premier tourist route.

- Fountain Gate-Narre Warren for its broader retail base, municipal offices and proximity to Monash University and Chisholm Institute (Berwick Campus).
- To maximise the long-term development and employment potential of the Fountain Gate-Narre Warren CBD and Cranbourne Town Centre.
- To provide a range of housing choices for Casey's residents.
- To protect existing industrial land to provide future employment and investment opportunities.
- To reduce car dependency amongst the Casey community.
- To provide an effective road network throughout the existing and future urban area.
- To optimise the use of existing and proposed infrastructure and services.
- To ensure gateways are developed with high design standards.
- To maintain the integrity of the Hallam Valley Floodplain as an inter-urban break.
- To provide for appropriate non-residential uses to establish in residential areas for the convenience of local residents.
- To maintain the distinctive canopy tree character of the Berwick Township and its immediate environs.

Strategies

- Strengthen the hierarchy of activity centres and direct major commercial, community and entertainment facilities to the two Activity Centres at Cranbourne Town Centre and Fountain Gate-Narre Warren.
- Restrict subdivision of land in the Fountain Gate-Narre Warren CBD to retain site sizes that can be redeveloped into large multi-level buildings over time and throughout the CBD.
- Ensure each decision affecting the Fountain Gate-Narre Warren CBD's access opportunities takes a long-term view to maximise future capacity potential.
- Ensure major floor space allocations are consistent with the preferred retail hierarchy as specified at Clause 22.07.
- Encourage higher order non-retail activities to locate in the Fountain Gate-Narre Warren CBD to diversify its base.
- Restrict commercial development along main roads outside activity centres.
- Improve access to regional facilities such as Monash University, the Royal Botanic Gardens Cranbourne and the Cranbourne Racing Complex.
- Establish knowledge centres at Berwick near Monash University and Chisholm Institute (Berwick Campus) and Chisholm Institute (Cranbourne Campus) near the Casey Indoor Leisure Complex.
- Develop land near Monash University and Chisholm Institute (Berwick campuses) as a knowledge precinct and ensure new uses and development are complementary to these educational facilities and to exploit proximity to the Berwick Railway Station.
- Provide an effective road network throughout the existing and future urban area.
- Encourage the retention of industrial land primarily for industrial purposes. Exceptions can be made for non-industrial uses that complement industrial zones, such as take-away food premises or uses that do not prejudice the use of nearby land for industrial purposes.
- Ensure industries are sited according to their relative risk to the community, level of residual air emissions and need for main road frontage.

- Develop the Cranbourne West Employment Area as described in the Cranbourne West Precinct Structure Plan to address the shortfall and lack of diversity in employment in Casey.
- Redevelop established residential areas (conventional and rural urban) at higher densities:
 - Designating residential areas within 400 metres of activity centres, tertiary institutions and railway stations as preferred locations for medium-density housing.
 - Allowing rural residential areas with suitable physical and social infrastructure to be developed at higher densities.
 - Providing opportunities for rural-residential development within large subdivisions to promote housing diversity.
 - Specifically within and adjoining the Fountain Gate-Narre Warren CBD.
- Provide for properly serviced, larger type rural residential lots in the Cardinia Strategy Plan area, which contribute to the range of housing choices in Casey and are developed in a way that is compatible with, and enhances, the landscape values of both the Cardinia Creek Parklands and the Foothills.
- Require developments at gateways, in activity centres, and along main roads to maintain high design standards.
- Protect the Hallam Valley Floodplain from inappropriate development that threatens its floodwater storage capacity, recreational potential and conservation values.
- Protect the Berwick Township and its immediate environs from inappropriate development that threatens its distinctive canopy tree character.
- Ensure the installation of telecommunications facilities and satellite dishes has regard to high standards of visual amenity.
- Ensure that non-residential uses do not detract from the amenity, character and function of existing residential areas.

Implementation

These strategies will be implemented by:

Use of policy and exercise of discretion

- Using State Planning Policy for Housing (Clause 16) to ensure residential development occurs in an orderly and efficient manner.
- Using Retail Policy to encourage the consolidation of the role of the two Principal Activity Centres and hierarchical development of all activity centres (Clause 22.07).
- Using Residential Development Policy to guide the orderly development of residential land (Clause 22.05).
- Using Non-Residential Uses in Residential and Future Residential Areas Policy to ensure that non-residential uses do not detract from the amenity, character and function of existing residential areas. (Clause 22.08).
- Using Industrial Development Policy to facilitate high quality development and appropriate uses located on Casey's industrially zoned land (Clause 22.09).
- Using Advertising Signs Policy to protect the visual amenity of Casey (Clause 22.16).
- Using Telecommunications Facilities Policy and Satellite Dishes Policy to ensure the sensitive siting and design of telecommunications facilities and satellite dishes to minimise any loss of visual amenity (Clauses 22.19 and 22.20).

Application of zones and overlays

- Applying the General Residential Zone and Residential Growth Zone to designate established and committed residential areas which are capable of being fully serviced.
- Applying the Low Density Residential Zone to established and committed residential areas that may not be fully serviced but can treat and retain all wastewater.
- Applying the Development Contributions Overlay to developing residential areas to ensure the provision of an effective road network and delivery of other infrastructure and community facilities.
- Applying the Development Plan Overlay to future residential areas to identify the land uses and functional linkages of an area prior to development proceeding.
- Applying the Significant Landscape Overlay to protect the landscape values of the Cardinia Creek Parklands, the Foothills and the Berwick Township and its immediate environs.
- Applying the open space requirements of Clause 52.01 to ensure that open space is provided for the leisure and recreational needs of the community.
- Applying the Rural Living Zone to areas within the Hallam Valley Floodplain to ensure appropriate management of the land.
- Implementing Council's Retail Policy to ensure commercial uses occur in appropriate locations.
- Applying the Activity Centre Zone to land in the Cranbourne Town Centre to implement the objectives and preferred use and development contained in the Cranbourne Town Centre Plan.
- Applying the Priority Development Zone, where appropriate, to land within the Fountain Gate-Narre Warren CBD to provide for the use and development of the land for projects of regional significance in recognition of the centre's role as an Activity Centre under the metropolitan strategy, as well as applying the:
 - Commercial 1 Zone to designate activity centres with a primary retail function.
 - Commercial 1 Zone to designate activity centres with an office and commercial function.
 - Commercial 2 Zone to designate activity centres with an office and manufacturing function.
 - Commercial 2 Zone to designate activity centres with a peripheral sales, manufacturing and service business function.
 - Mixed Use Zone to designate activity centres with a mixed-use function.
- Applying a Development Contributions Plan Overlay to the retail and commercial core of the Fountain Gate-Narre Warren CBD to ensure the orderly development of the centre and provision of an effective road network and associated infrastructure.
- Applying the Mixed Use Zone to identify established and committed residential areas that are capable of being fully serviced.
- Applying the Industrial 1 Zone to protect industrial areas from inappropriate uses.
- Applying the Industrial 3 Zone to specific sites in the Fountain Gate-Narre Warren CBD to protect residential areas from inappropriate industrial uses.
- Applying the Public Park and Recreation Zone to recognise, protect and conserve areas for recreation and open space.
- Applying the Public Use Zone to identify land required for the provision of public uses, services and facilities.

- Applying the Road Zone to designated roads and land acquired for proposed roads.
- Applying the Incorporated Plan Overlay to those parts of the Fountain Gate-Narre Warren CBD not included in the Priority Development Zone or Public Use Zone to ensure the use and development of those parts of the CBD are in accordance with the Fountain Gate-Narre Warren CBD Incorporated Plan.
- Applying the Comprehensive Development Zone to a new neighbourhood activity centre in Lyndhurst to facilitate early development of this centre.

Further strategic work

- Developing and adopting a Municipal Housing Strategy for the municipality. The Strategy will identify the future housing needs for Casey and provide a policy framework for urban renewal and higher residential densities.
- Identifying Casey's Urban Character and developing urban design guidelines for residential areas to assist in assessing medium-density housing proposals.
- Reviewing, consolidating and adopting Casey's existing Cell Plans, Outline Development Plans and Local Structure Plans as Development Plans.
- Preparing Development Plans for Industrial Areas.
- Preparing an Urban Renewal Strategy for Doveton.
- Preparing and/or reviewing Structure Plans for all activity centres.
- Preparing Precinct Structure Plans to facilitate development of land for urban purposes.
- Partner with VicRoads to investigate potential options for changes to the arterial road network in Cranbourne.

Other actions

- Developing a Main Roads Design Policy to assess and guide development along main roads.

21.05-3

19/03/2015
C157

Reference Documents

- Fountain Gate-Narre Warren CBD Incorporated Plan (May 2013), City of Casey, in association with The Buchan Group and Ratio Consultants Pty Ltd.
- *Activity Centres Strategy* (October 2006), City of Casey in association with Ratio Consultants Pty Ltd.
- Cranbourne West Precinct Structure Plan (January 2010), City of Casey.
- *Berwick Township Significant Landscape Strategy (2007)*
- *Cranbourne Town Centre Plan* (August 2011), City of Casey.