

21.07 ACTIVITY CENTRES05/03/2015
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Moonee Valley has six activity centres identified in Plan Melbourne, as well as a number of neighbourhood activity centres. Each has its own role and function. This clause focuses on the implementation of the respective structure plan for each activity centre identified in *Plan Melbourne*.

21.07-1 Moonee Ponds Activity Centre05/03/2015
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The central hub of Moonee Ponds functions as a regional retail centre and the major centre for professional and financial services in Melbourne's northwest region. Its proximity to key tourism venues, good public transport and a community with a high level of disposable income are significant competitive advantages.

Vision

- To develop the area into one of the region's most vibrant, pedestrian-centric, culturally diverse and historic areas.

Strategy

- Ensure that any proposed use or development within the Moonee Ponds Activity Centre is generally consistent with the *Moonee Ponds Activity Centre Structure Plan 2010*.

21.07-2 Airport West Activity Centre05/03/2015
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Airport West is a triangular-shaped suburb with significant transport infrastructure along its borders. The centre comprises of a mix of retail, commercial, industrial and residential development. It is anchored by the Westfield Shopping Centre and Skyways Tavern to the north, which form the retail core.

Vision

- To develop the centre into a vibrant, attractive, safe and sustainable activity hub which strengthens the identity of Airport West, maintains its varied commercial function and strong employment base, and defines the character of the area through built form and landscape treatments.

Strategy

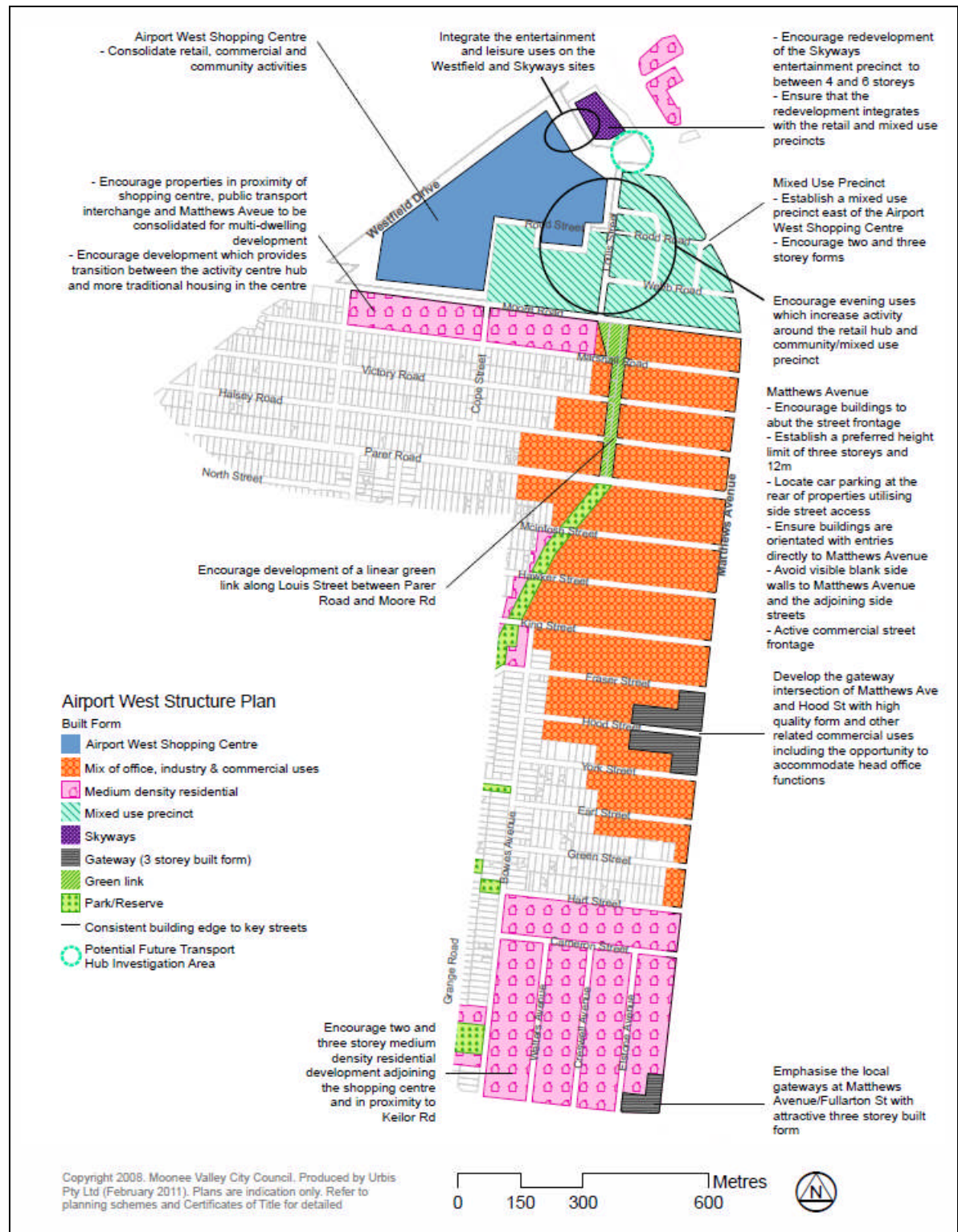
- Ensure that any proposed use or development within the Airport West Activity Centre is generally consistent with the *Airport West Activity Centre Structure Plan 2008*.

Policy guidelines (Exercise of discretion)

- Encourage the growth of retail, commercial and commercial activities at the Airport West Shopping Centre and adjacent mixed use precinct.
- Encourage an increase in residential densities and affordable housing opportunities through development near the Airport West Shopping Centre to the north and Keilor Road to the south.
- Encourage appropriate leisure, recreational and entertainment uses near and within the Airport West Shopping Centre.

- Support commercial uses, including an office at the Hood Street and Matthews Avenue gateway where it achieves the desired built form outcome.
- Enhance the image and identity of the centre through changes to the built form.
- Establish an active streetscape to Matthews Avenue by encouraging building which provide articulation and visual interest.
- Facilitate increased building heights which provide opportunities for growth and improvement while still considering any residential amenity impacts.
- Enhance the urban structure of the centre through development that emphasises the precinct gateways, landmark sites and important views.
- Ensure built form integrates with the public realm through active frontages, maintaining solar access, preventing negative wind effects and buildings which have a human scale.
- Encourage all new development to incorporate sustainable building practices and water sensitive urban design.
- Support the development of a public transport interchange to facilitate convenient transfers between public transport services.

Figure 1 - Airport West Structure Plan



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North Essendon Activity Centre

The North Essendon Activity Centre is a linear retail centre, including the commercial core of Mt Alexander Road within the suburb of North Essendon and extending outwards to include a small amount of established residential land on the periphery.

Vision

- To develop the centre into a vibrant, safe and sustainable urban village where complementary residential, business, leisure and community land uses and development are co-located to create a strong sense of local identity and gateway to the inner-northern suburbs of Melbourne.

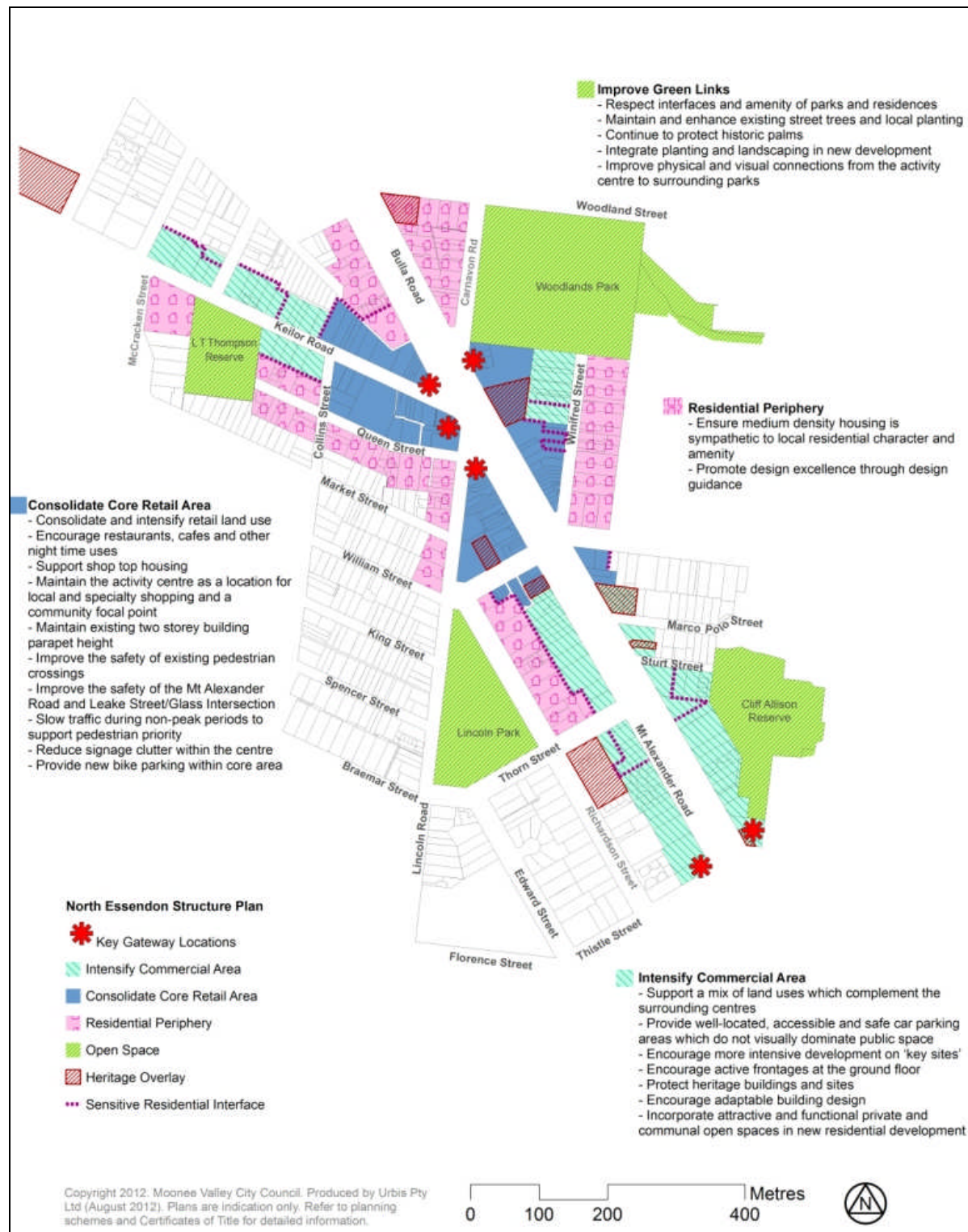
Strategy

- Ensure that any proposed use or development within the North Essendon Activity Centre is generally consistent with the *North Essendon Activity Centre Structure Plan 2011*.

Policy guidelines (Exercise of discretion)

- Encourage the establishment of upper level residential uses (shop top housing) within the activity area.
- Encourage all new retail and commercial developments within the activity area to provide active ground floor frontages.
- Provide well-located, accessible and safe car parking areas which do not visually dominate the public realm.
- Enhance the core retail area as a community focal point of the activity centre and maintain it as a location for local and specialty shopping.
- Encourage stronger 'green' connections from the activity centre to existing, substantial open spaces surrounding the activity area.
- Encourage residential densities around the centre which are respectful of neighbourhood character and amenity.
- Ensure new development provides a sensitive and appropriate interface to adjoining streetscapes, parkland (where relevant), buildings and established residential areas.
- Ensure new development at gateway locations and key sites acts as a focal point through high quality architecture and the use of appropriate building detailing, material differentiation, or height, as appropriate to the context.
- Reduce pedestrian, vehicular and cyclist conflicts through the centre.
- Reduce vehicular conflict at the Leake St/Glass St and Mt Alexander Road intersection.
- Improve the safety of the Mt Alexander Road/Lincoln Road/Keilor Road intersection for all road users.
- Improve public transport movement and facilities within the activity centre.
- Improve the safety of existing pedestrian crossings within the activity centre.
- Provide improved bicycle amenities throughout the activity centre; including bicycle parking, and storage areas.
- Improve on and off-road bicycle facilities to better link to key destinations and public transport nodes.
- Mitigate the impact of any new development proposals on access to and the operation of public transport, walking and cycling by encouraging an Integrated Transport Plan to be provided with any new applications.

Figure 2 - North Essendon Structure Plan



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Keilor Road Activity Centre

The Keilor Road Activity Centre encompasses land around the core commercial area of Niddrie, and North Essendon to the east. The centre is a predominantly linear strip that extends outwards to include a small amount of established residential land on the periphery.

Vision

- To develop the centre into a vibrant, attractive, safe and sustainable centre that offers places to live, work and relax, which attracts visitors, business, services and investment from within the City of Moonee Valley and beyond.

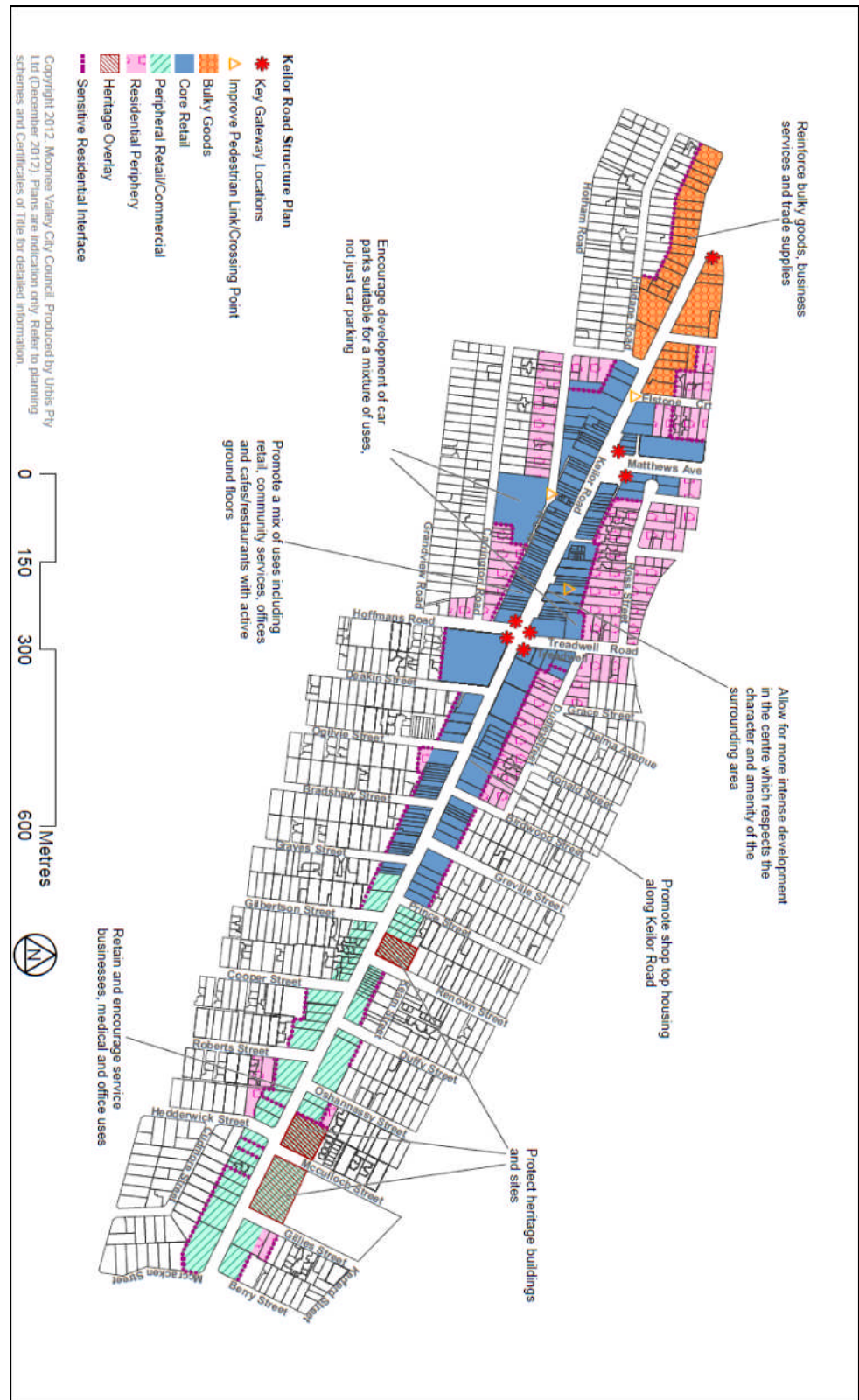
Strategy

- Ensure that any proposed use or development within the Keilor Road Activity Centre is generally consistent with the *Keilor Road Activity Centre Structure Plan 2011*.

Policy guidelines (Exercise of discretion)

- Accommodate a mixture of land uses to maximise opportunities for local employment, day and night time activity and active ground floor frontages.
- Provide new and improved pedestrian links within and through the centre.
- Encourage an increased density of development in the activity area which is respectful of the transition to residential streets adjoining the activity area.
- Encourage residential and office uses in upper levels of buildings with retail uses on the ground floor in properties fronting Keilor Road.
- Provide a consistent public domain treatment and landscaping theme for Keilor Road.
- Provide a diversity of housing sizes.
- Improve on and off-road bicycle facilities to provide better linkages to public transport and key destinations.
- Provide improved bicycle amenities throughout the activity centre; including bicycle parking, and storage areas.
- Provide well-located, accessible and safe car parking areas which do not visually dominate the public realm.
- Encourage the development of underground car parking areas where practical.
- Enhance the streetscape and provide a safe, accessible and high quality environment for pedestrians.
- Improve the movement of trams and buses through the intersection of Keilor Road and Matthews Avenue.
- Provide new and improved pedestrian links that better connect and assist safe access into and through the activity centre.
- Mitigate the impact of any new development proposals on access to and the operation of public transport, walking and cycling by encouraging an Integrated Transport Plan to be provided with any new applications.
- Support the development of a public transport interchange to facilitate convenient transfers between public transport services.

Figure 3 - Keilor Road Structure Plan



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C134**Other Centres****Union Road and Racecourse Road**

- Both these centres are identified as Activity Centres in Plan Melbourne.

Neighbourhood Centres

Neighbourhood Centres, which currently fulfil a commercial and retail role, and which also have the potential to fulfil a residential role include land at:

- Essendon Junction Neighbourhood Activity Centre
- McNamara Avenue, Airport West
- Glass Street near Glenbervie Railway Station
- Napier Street, Strathmore
- Woodland Street and Pascoe Vale Road near Strathmore Railway Station
- Buckley Street near Lincoln Road (Buckley Hollow)
- Military Road
- Milleara Road
- Centreway

Smaller local centres also fulfil a basic convenience role to the local community.

Essendon Junction Activity Centre is identified as an Urban Renewal Precinct in Plan Melbourne and a Structure Plan is currently being developed.

Further work needs to be developed for the remainder of the centres.

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- Apply *Commercial 1 Zone* to principal shopping areas.
- Apply *Commercial 2 Zone* to commercial areas on the fringes of activity centres and peripheral sales areas.
- Apply the *Activity Centre Zone* to the Moonee Ponds Activity Centre.
- Apply *Design and Development Overlay Schedule 3* where land is located along Mt Alexander Road to ensure future development is in accordance with the design objectives of the Mt Alexander Road Corridor Urban Design Guidelines.
- Apply *Design and Development Overlay Schedule 7* to the Keilor Road Activity Centre to ensure future development is in accordance with the built form objectives.
- Apply *Design and Development Overlay Schedule 10* to the North Essendon Activity Centre to ensure future development is in accordance with built form objectives.
- Apply *Design and Development Overlay* to implement future built form guidelines for Airport West Activity Centre, Neighbourhood Activity Centres and local centres.

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C134**Further Strategic Work**

- Prepare Essendon Junction Activity Centre Structure Plan
- Prepare Union Road Activity Centre Structure Plan

- Prepare Racecourse Road Activity Centre Structure Plan
- Prepare neighbourhood and local centre structure plans and strategies

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Reference Documents

- Airport West Activity Centre Structure Plan 2008
- North Essendon Activity Centre Structure Plan 2011
- North Essendon Activity Centre Built Form Guidelines 2012
- Keilor Road Activity Centre Structure Plan 2011
- Keilor Road Built Form Guidelines 2012
- Moonee Ponds Activity Centre Structure Plan 2010