

21.09 RETAIL AND COMMERCIAL ACTIVITY

23/11/2006
C57

21.09-1 Strategic significance

19/01/2006
VC37

Retailing and related commercial activity is an important sector within the City of Maroondah. The delivery of essential goods and services to residents, businesses and other users of our activity centres, provides employment opportunities and generates significant income within the municipality. A strong commercial base has a direct influence on the property market and is linked to the creation of vibrant and healthy activity centres. Access to goods and services has economic, environmental, social and urban form implications.

21.09-2 Overview

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The City of Maroondah is serviced by approximately twenty (20) commercial and retail shopping centres located within the municipality. The largest of these centres is the Ringwood District Centre, which provides a regional focus for a trade catchment which extends beyond the municipality. The Croydon Town Centre which has a community activity centre function and encompasses Main Street, Croydon Village/Market and Arndale Shopping Centre, complements the Ringwood District Centre.

The hierarchy of activity centres in Maroondah is completed by a network of Neighbourhood Shopping Centres, Local Shopping Centre and Peripheral Sales precincts. The existence of a comprehensive network of retail and commercial activity is an important factor in the health of the municipality, particularly with regard to income generation, employment and service provision.

Based on early 1990's ABS Retail statistics, both the Ringwood District Centre and the Croydon Town Centre were consistently achieving higher than average trading levels, when compared to the Melbourne metropolitan average. Maroondah City Council is committed to the implementation of land use strategies and policies that will support this important sector.

In 1997, retailing accounted for an estimated 6,700 jobs within Maroondah and generates approximately \$665 million of sales turnover on an annual basis. Appropriate retailing is vital in achieving the co-location of other essential services and facilities and is a key land use in the provision of a community service and economic development.

21.09-3 Objectives, strategies and implementation

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Objectives

- To ensure the successful operation of retail and commercial centres in Maroondah through sustainable planning and economic development.
- To consolidate the role of existing individual centres in the retail hierarchy.
- To promote the retail and business activities of commercial centres in Maroondah.

Strategies

Strategies to achieve these objectives are:

- Ensure that appropriate standards for urban design, physical form and tenant mix are incorporated in a development framework for commercial centres by Council and Trader Groups.

- Maintain the hierarchy of commercial centres in Maroondah, based around the Ringwood District Centre and the Croydon Community Centre.
- Create a development framework that identifies and promotes the diversity of vibrant retail and business components that characterise the Ringwood District Centre and Croydon Town Centre.
- Encourage the sustainable and appropriate re-development of existing neighbourhood and local shopping centres, in preference to the establishment of new commercial centres within Maroondah.
- Ensure that where new and innovative convenience shopping facilities are proposed, they are appropriately established within or immediately adjacent to existing commercial precincts.
- Secure the role of the Ringwood District Centre and the Croydon Community Centre as commercial and activity focal points, by preventing the erection of new shopping centres.
- Actively discourage the use of proposed Development Sites identified on the Framework Plan for retail or commercial activities.
- Provide certainty and consistency in the planning process to facilitate future land use activities in shopping centres and encourage long term investment.
- Reduce litter generation from retail centres and subsequent litter loads to waterways by facilitating the adoption of best practices in litter control.
- Improve vehicular and pedestrian circulation within existing commercial centres and maintain high levels of effective access and egress.
- Identify land with drainage and flood constraints and ensure development responds to these constraints.
- Promote the development of a Town Centre as a key element of the Ringwood Activity Centre.

Implementation

These strategies will be implemented by:

Local policy and exercise of discretion

- Ensuring all retail and commercial use and development is in accordance with the Retail and Commercial Development Policy, Clause 22.06.
- Ensuring all use and development within the Ringwood District Centre is in accordance with the Ringwood District Centre Development Policy, Clause 22.07 and the Ringwood District Centre Commercial Boulevard Policy, Clause 22.08.
- Ensuring the use and development of retail and commercial land is in accordance with the Waterways Protection Policy, Clause 22.02.
- Encouraging the redevelopment of existing commercial centres to meet the changing needs of retail activity.
- Resisting site specific or “spot rezoning” of land on the edge of existing retail activity centres and resisting the commercial rezoning of “greenfield” sites.
- Ensuring that development in the Ringwood Activity Centre is in accordance with the Ringwood Town Centre Development Policy, Clause 22.15.

Zones and overlays

- Adopting the recommendations of the Ringwood District Centre Structure Plan Review 1997 and applying the zone structure proposed in this document.
- Applying the Business 1 Zone to the retail component of the Croydon Town Centre and all neighbourhood and local centres identified on the Framework Plan.
- Ensuring that the peripheral sales areas identified on the Framework Plan are covered by the Business 4 Zone.
- Applying the Special Building Overlay to land affected by overland flows in storm events that exceed the capacity of underground drainage systems.
- Applying a Development Plan Overlay to the Ringwood Town Centre.

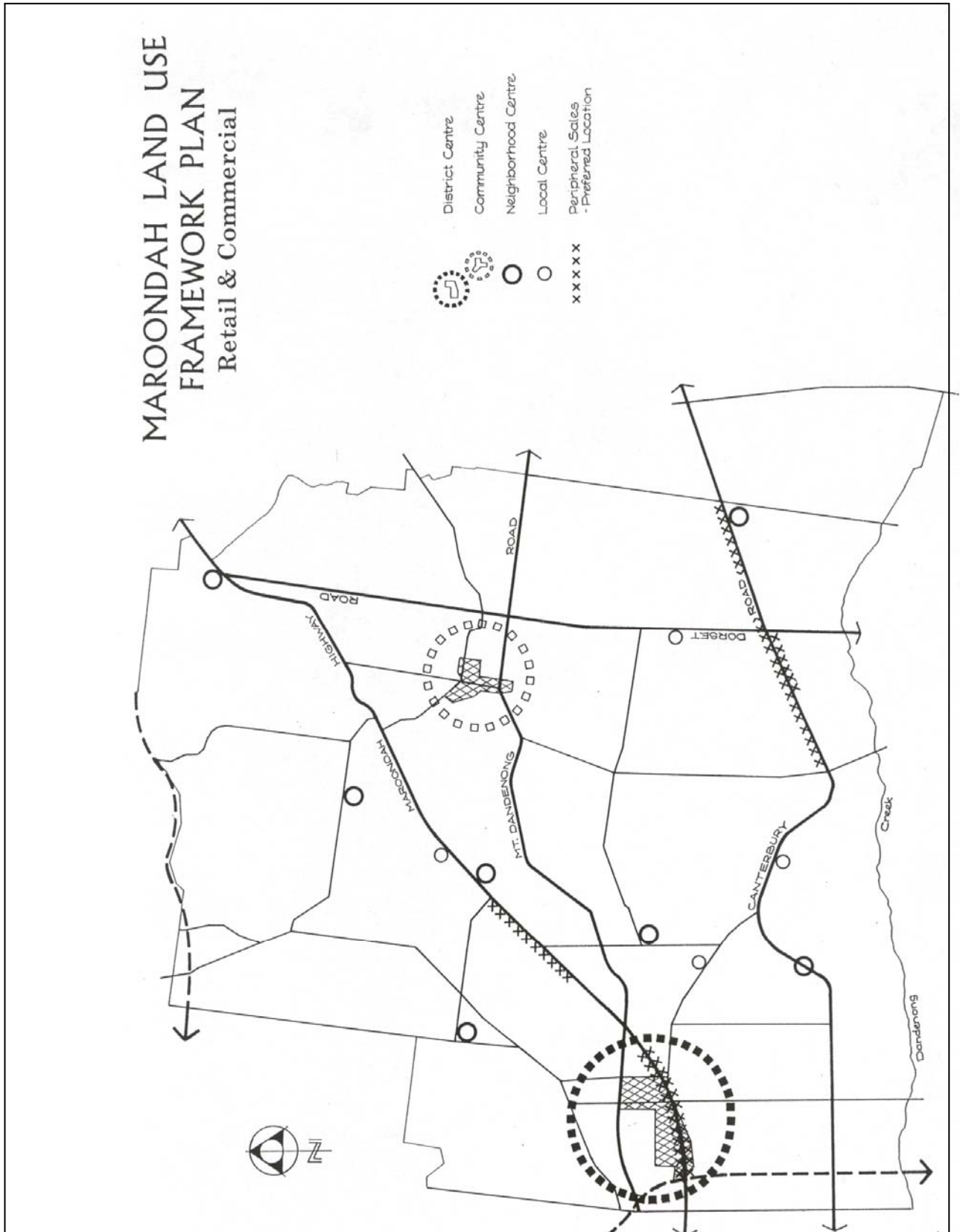
Future strategic work

- Identifying key land uses required to support the economic viability of retail activity centres (or components of them) and encouraging their provision.
- Finalising and implementing the key recommendations of the Retail Strategy for Maroondah.
- Developing a strategy that provides clear statutory guidance and standards for the provision of high quality peripheral sales activity.
- Preparing urban design and streetscape improvement guidelines for the Ringwood District Centre, to control development form and enhance the amenity of public areas.
- Developing and implementing urban design, vehicle circulation, traffic management and parking recommendations for the District Centre, Croydon Town Centre and other locations as identified in the relevant Strategies.
- Focusing Economic Development strategies to achieve key land use objectives and land use mix.
- Encouraging and assisting with the facilitation of appropriate home based business opportunities.

Other actions

Reference documents

Maroondah 2020 - A Shared Future, Maroondah City Council, 1996
Corporate Plan 1996 – 1999, Maroondah City Council, 1996
Maroondah Retail Mix Strategy, Maroondah City Council, 1996
Maroondah Retail Strategy, Maroondah City Council, 1997
Ringwood District Centre Structure Plan, Maroondah City Council, 1987
Ringwood District Centre Structure Plan Review, Maroondah City Council, 1997
Retail 2000 Study - The Melbourne Retail Market in 2000, Richard Ellis et al, 1996
Ringwood District Centre Urban Design Guidelines, Hassell Planning, 1991
Ringwood District Centre Landscape Guidelines, Land Systems EBC, 1992



Retail and Commercial Land Use Framework Plan