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planning

# MORELAND ACTIVITY CENTRE FRAMEWORK

REPORT 1 - FEBRUARY 2014

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## EXECUTIVE SUMMARY

This report has been prepared to establish a network of activity centres across Moreland which can best achieve Moreland's overarching city vision for 'sustainable neighbourhoods'. Realising this vision means distributing activity, employment and transport infrastructure to enable all residents have excellent access to a wide range of local amenities and services.

This report recommends that Moreland's activity centre network should have the following characteristics:

- Vibrant Activity Centres in Brunswick, Coburg and Glenroy. These centres provide a wide range of retail, community & employment opportunities for Moreland residents. All of Moreland's residents are within 5km of such an Activity centre.
- The majority of Moreland's households with local access (ie within 1km) to an activity centre that meets their weekly convenience retailing and community service needs (ie Neighbourhood Activity Centre (NAC) level or above). The combination of the 3 large Activity Centres, plus the network of NACs recommended in this report fulfils this objective;
- All households in Moreland located within walking distance (ie 400 meters or less) of an activity centre (be it a Principal, Major, Neighbourhood or Local Activity Centre).

Centres within Moreland vary greatly in terms of their size, function and their capacity to grow and support increased activity. These characteristics together with access to transport and community infrastructure and their capacity to support increased housing density formed part of the basis for the recommendations in this report.

Moreland's NACs will provide a mix of uses to meet the daily and weekly needs of the local community. They will generally include shops, a supermarket of varying size, small business, and medical services. They also play an important 'community' based role in providing health and community services and a place to meet and socialise in the local area. NACs are preferred locations for housing growth.

The report recommends the following existing and proposed centres to be classified as NACs:

- Bell/Melville Road, Pascoe Vale South
- West Street, Hadfield
- Bonwick Street, Fawkner
- Melville Road /Albion/Hope and Victoria St, Brunswick West
- Gaffney Street, Pascoe Vale
- Grantham/Union Street , Brunswick
- Elizabeth Street, Coburg North
- Sussex Street, Coburg North.
- Nicholson/Holmes/Moreland Rd, Brunswick/Coburg

Local Activity Centres also form an important part of the network as they help 'fill the gaps' in the activity centre network and provide flexibility & resilience in the activity centre network.

LACs have a minimum of 250m<sup>2</sup> retail/commercial floorspace and may also contain community facilities, open space or public transport infrastructure.

A number of the larger LACs are also preferred locations for medium density housing as they have good accessibility, amenity and services. For a LAC to be a preferred location for increased housing densities, it must:

- Be located on the PPTN;
- Have existing retail/commercial floorspace above 150m<sup>2</sup>;
- Have amenities and facilities that contribute to the liveability of the neighbourhood;
- Contain sites in and around the centre which have redevelopment potential.



The report recommends the following LACs as preferred locations for housing density:

- Snell Grove, Oak Park
- Moreland/Melville, Brunswick West
- Reynolds/Bell, Pascoe Vale
- Merlynston Train Station, Coburg north.

A boundary for each centre will be established to direct and manage growth in and around the NACS and preferred LACs. These boundaries have been determined using the following criteria as established in this report:

- Proximity of land to the Activity Centre
- Inclusion of, or capacity to, accommodate complimentary non-residential uses
- Ease and safety of pedestrian access to the centre
- Street network and capacity
- Heritage Overlays or heritage sites
- Lot sizes
- Conditions of existing buildings (i.e: likelihood of redevelopment activity/pressure)
- Using Logical Boundaries

The specific boundary for each NAC and LAC as outlined above will be established in a subsequent report ('Defining boundaries for Moreland's Neighbourhood and Local Activity Centres'). This report will assess each centre against the criteria to identify where increased housing can be supported within and adjoining each centre.



# 1 OVERVIEW

## 1.1 INTRODUCTION

Council's city-vision is that by 2017, *'a sustainable Moreland will have a more resilient community, more attractive, accessible and safe places, a stronger local economy and services that meet the needs of our growing community.'*<sup>1</sup>

This city vision is also reflected in the Council's municipal plan (the Moreland Municipal Strategic Statement): *'Council seeks to create an environmentally sustainable and liveable city, where people can shop, work and socialise locally. A city where a car and a high income are not necessary for a rich and rewarding quality of life. A city which will continue to provide a range of opportunities and choices for a diverse and prosperous community.'*

The City of Moreland's aspiration to create a network of local neighbourhoods stems back to the original 'Moreland Urban Villages' policy (1997), and it has been consistently applied through its municipal planning frameworks and strategies since that time. That policy defined urban villages as being neighbourhood centres with local retail facilities, employment opportunities for further housing and other development, good public transport, safe, connected and attractive streets and a range of community facilities and open space within walking distance.

This aspiration is strongly supported by the recently-released metropolitan strategy ('Plan Melbourne') which promotes the concept of the *'20 minute neighbourhood'*, where all residents have excellent access to a wide range of local amenities and services, including shops, schools, public transport, parks and community services.

Activity Centres are an integral element of Council and State government's vision for sustainable local neighbourhoods. They are the focus for a range of uses which are clustered to derive social and economic benefits for local communities, businesses and the wider area. Activity centres are best located where they adjoin existing or planned infrastructure such as public transport, education facilities and civic services.

The purpose of the Moreland Activity Centres Framework ('the Framework') is to define a network of activity centres that enables this vision to be realised. The Framework has adopted the municipal vision for an *'environmentally sustainable and liveable city, where people can shop, work and socialise locally'*, and applies it by addressing the following matters:

- Confirming the activity centre hierarchy across Moreland;
- Defining the number, location and role of Neighbourhood and Local Activity Centres across Moreland;

This Framework recommends that a network of neighbourhood activity centres be planned across the municipality, each supported by a high quality public transport services. The activity centre hierarchy proposed in this report has the following characteristics:

- Each of the three regions of the municipality (i.e. north, central and south) are supported by a Principal or Major Activity Centre (both are now described in Plan Melbourne as 'Activity Centres').
- All households in Moreland are located within walking distance of an activity centre of one type or another (be it a Principal, Major, Neighbourhood or Local Activity Centre (LAC)).
- The majority of households have local access (ie within less than 1km) to an activity centre that meets their weekly convenience retailing and community service needs (ie a neighbourhood activity centre or a larger centre).
- Neighbourhood Activity Centres are accessible to residents by multiple modes - walking, cycling, public transport and private vehicle.
- Neighbourhood Activity Centres contain a diverse range of activities, including local shopping, recreational, community and health services. Such centres provide opportunities for the establishment of local businesses and the creation of local employment opportunities.
- A diverse range of housing choices are available within close proximity to Principal, Major and Neighbourhood Activity Centres. These centres (both within and around) are the preferred location for high and medium density housing, and their boundaries are clearly defined.
- Local Activity Centres provide smaller scale, local opportunities for retail, community and commercial uses, as well as limited medium density housing opportunities, depending on access to public transport and other infrastructure.

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<sup>1</sup> Refer Moreland Council Plan (2013-2017).



The Framework confirms the role of Coburg , Glenroy and Brunswick as Activity Centres which service the broader retailing, commercial, cultural, administrative and civic needs of residents in the central, north and south of the municipality respectively.

The network of Neighbourhood Activity Centres proposed in this report will complement the role of Coburg, Brunswick and Glenroy, as well as ensuring that the outcomes described above can be achieved.

Whilst retail activity remains the most common and fundamental element of all activity centres, planning for activity centres endeavours to achieve a wide mix of activities including, health services, offices, civic facilities, dining, entertainment and higher density residential uses. Activity centres with good public spaces, amenity, public transport, shopping and services act as a catalyst for new housing and employment generation across a wider area around each centre. Achieving a balanced mix of uses supported by a sizable and compact population is critical to the success of activity centres and also provides wider employment, lifestyle community and sustainability benefits to Moreland residents.

The framework has been prepared in two separate reports:

**Report 1** - The Activity Centres Framework, including Criteria for Neighbourhood and Local Activity Centres.

- Confirmation of the role and function of NAC's and LAC's
- Assessment of centres against the NAC criteria;
- Definition of the commercial 'core' of a Centre;
- Identification of the existing population within a 1km catchment of the Centre;
- Identification of those Local Activity Centres (LAC) which could support medium-high density residential;
- Establishment of criteria to establish an NAC boundary.

**Report 2** – Defining boundaries for Moreland's Neighbourhood and Local Activity Centres.

- Definition of the Activity Centre boundary;
- Identification of the potential future population (capacity) within the boundary;
- Identification of land use, built form, urban design principles/guidelines for the Centre;

These reports have been prepared following a review of the State and Local Planning Policy Framework, the existing structure plans for Coburg, Brunswick and Glenroy, and an assessment of the land use, built form, floor space and economic conditions of activity centres across the municipality.

The Moreland Activity Centres Framework Plan will inform the review of the Moreland Municipal Strategic Statement (MSS) as well as other strategic planning projects including the application of the new suite of residential zones with in the municipality.

## 1.2 APPROACH

The following summarises the broad approach taken to preparing the two reports as outlined:

### REPORT 1 – THE ACTIVITY CENTRES FRAMEWORK

#### ***Step 1 - Confirm relevant State and Local strategic planning directions for activity centres and housing:***

- Review relevant State planning policy;
- Review the metropolitan strategy ('Plan Melbourne');
- Review Moreland's Council Plan, Municipal Strategic Statement and other relevant strategic plans (including precinct structure plans for Coburg, Brunswick and Glenroy);
- Confirm the activity centre hierarchy for Moreland, and confirm the role of larger centres (Coburg, Brunswick and Glenroy) within this hierarchy.

The purpose of this review is with a view to confirming the higher order activity centres in Moreland's activity centre hierarchy. These higher order centres are well established and provide a significant basis on which to then consider the role, number of and location of Neighbourhood and Local activity centres across the municipality.

#### ***Step 2 - Establish criteria for Neighbourhood Activity Centres (NACs):***

- Review relevant policy and literature relating to activity centre hierarchies;
- Draft activity centre criteria.

#### ***Step 3 - Assess individual activity centres within Moreland against these NAC criteria:***

- Gather and review relevant floorspace, land use and economic data <sup>1</sup>;
- Inspect larger activity centres;
- Document the assessment of each centre;
- Identify those centres which may not meet NAC criteria but which could support high and medium density housing given their strategic location.

#### ***Step 4 - Confirm and evaluate the overall network of activity centres in Moreland (including identification of gaps and recommended responses to any gaps):***

- Map those activity centres that meet the NAC criteria, as well as documenting their associated catchments;
- Identify and assess gaps in the NAC network;
- Formulate recommendations for how any gaps in the activity centre network might best be addressed.

#### ***Step 5 - Prepare principles for establishing NAC boundaries.***

- Draft criteria for how NAC boundaries are to be defined.

This report addresses the analysis undertaken in steps 1-5.

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<sup>1</sup> Note that the economic data for this Strategy has been supplied to the authors by Council. The retail data in particular has been drawn from a study undertaken by Macropian on behalf of Council in 2010.



## REPORT 2 – DEFINING ACTIVITY CENTRE BOUNDARIES.

### ***Step 6 - Assessment of NACs and defining NAC boundaries.***

- Prepare existing conditions assessment;
- Assess each NAC against the NAC boundary criteria;
- Review the housing capacity within the proposed NAC boundary;
- Document the assessment of each centre;
- Prepare draft framework plan for each centre.

### ***Step 7 - Assessment of LACs and defining LAC boundaries (where relevant).***

- Where a LAC is deemed to be sufficiently well located to public transport and to also have capacity for increased housing density identify an appropriate boundary:
  - » Review the housing capacity within the proposed LAC boundary;
  - » Prepare a generic framework for the future planning and development of larger local centres;
  - » Document the assessment of each such centre.

### ***Step 8 - Draft recommendations for implementing the strategy via the Moreland Planning Scheme and other means.***

## 2 STRATEGIC CONTEXT

### 2.1 STATE PLANNING POLICY FRAMEWORK

The State Planning Policy Framework (SPPF) contained within all metropolitan planning schemes sets out land use and development policy directions in relation to settlement, environment, built environment and heritage, housing, economic development, transport and infrastructure. The following is a summary of those elements of the SPPF that are most relevant to the planning of Neighbourhood and Local Activity Centres in Moreland.

#### **State Policy on Activity Centres:**

State planning policy (clause 11.01) encourages the concentration of major retail, residential, commercial administrative, entertainment and cultural development into activity centres. Strategies set out in State policy to achieve this include:

- Undertake strategic planning for the use and development of land in and around activity centres;
- Encourage a diversity of housing types at higher densities in and around activity centres;
- Reduce the number of private motorised trips by concentrating activities that generate high numbers of trips to highly accessible activity centres;
- Broaden the mix of uses in activity centres to include a range of services over longer hours;
- Locate new small scale education, health and community facilities that meet local needs in or next to Neighbourhood Activity Centres.

State Policy sets out an activity centre hierarchy which comprises Central Activity Districts, Principal Activity Centres, Major Activity Centres, Specialised Activity Centres and Neighbourhood Activity Centres. Coburg is identified as a Principal Activity Centre, and Glenroy and Brunswick as Major Activity Centres under this policy.

The SPPF (at Clause 11.04-2) sets the following strategies in relation to Neighbourhood Activity Centres:

- Cluster complementary facilities in Neighbourhood Activity Centres to provide good and easy access, opportunities for co-location and the sharing of resources and support for local economic activity;
- Ensure Neighbourhood Activity Centres:
  - » Have a mix of uses that meet local convenience needs;
  - » Are accessible to a viable user population by walking and cycling;
  - » Are accessible by local bus services with public transport links to Principal or Major Activity Centres;
  - » Are an important community focal point;
  - » Encourage high and medium density housing in and around Neighbourhood Activity Centres that is designed to fit the context and enhances the character of the area while providing a variety of housing options for different types of households.

#### **State Policy on Economic Development:**

State planning policy (clause 17) encourages new commercial facilities to be located in existing or planned activity centres. It seeks to ensure that proposals for expansion of single use retail, commercial and recreational facilities outside activity centres are discouraged by giving preference to locations in or on the border of activity centres.

#### **State Policy on Housing:**

State planning policy (clause 16) sets out strategies in relation to the preferred locations for housing development and diversity as well as housing affordability and form. One of the principal policy objectives is for housing to be located 'in or close to activity centres and employment corridors and other strategic redevelopment sites that offer good access to services and transport' (clause 16.01-2). Specific strategies to achieve this objective include:

- Increase the proportion of housing in Metropolitan Melbourne to be developed within the established urban area, particularly in activity centres, employment corridors and at other strategic sites.
- Encourage higher density housing development on sites that are well located in relation to activity centres, employment corridors and public transport.
- Identify opportunities for increased residential densities to help consolidate urban areas.





State policy also provides for the identification of strategic redevelopment sites that are (inter-alia):

- In or beside Neighbourhood Activity Centres that are served by public transport;
- Able to provide 10 or more dwelling units, close to activity centres and well served by public transport.

*(Note that the SPPF will be update to reflect any changes on strategic directions arising from the new metropolitan strategy (see below) once it is adopted by the State government.)*

## 2.2 METROPOLITAN PLANNING STRATEGY – PLAN MELBOURNE

The Metropolitan Planning Strategy was released by the State Government in October 2013 for public review and comment. The intention is for the State Government to formally adopt the Strategy in January 2014, with a subsequent planning scheme amendment to incorporate the Strategy into the State Planning Policy Framework. The proposed activity centre framework and initiatives outlined in the Metropolitan Strategy are therefore relevant to the Moreland Activity Centre Framework.

The Metropolitan Strategy establishes an activity centre hierarchy which is largely driven by the ability for centres to generate employment and investment. It places less emphasis on the retail role of activity centres in establishing the hierarchy and more on the opportunities for transit oriented development and jobs growth. Given this, the Strategy makes key distinctions between Metropolitan Activity Centres which cater for a whole region and are important jobs clusters and other larger more retail based activity centres across Melbourne. The Strategy notes the following categories of activity centres:

- **Metropolitan Activity Centres** – These are principally the former Central Activity Centres and future Principal Town Centres in the growth areas.

*The role of these centres is to ‘maximise access to goods and services in a limited number of major centres with good public transport networks. These centres will play a major service delivery role, including government health, justice and education services, providing a diverse range of jobs, activities and housing for a sub-regional catchment.’*

- **Activity Centres** – All former Principal and Major Activity Centres in metropolitan Melbourne fit into this classification.

*The role of these centres is to ‘provide access to a wide range of goods and services in centres that are planned and managed by local government. The centres will have jobs and vibrant local economies. Some will serve larger sub-regional catchments.’*

The Coburg, Brunswick and Glenroy Activity Centres fit into this classification.

- **Neighbourhood Activity Centres** – These are to be designated and managed by local council.

*The role of these centres is to ‘provide neighbourhood access to local goods and services.’*

In general terms, the Strategy states that new Activity Centres should:

- » *meet an identified market gap;*
- » *be well-served by a range of transport options (including public transport), with priority given to new centres that are developed based on transit-oriented development principles;*
- » *have capacity to establish a wider mix of uses and subsequently develop into an Activity Centre;*
- » *increase the density and diversity of housing in a walkable catchment where appropriate.*

The Metropolitan Strategy includes a number of implementation actions. For activity centres, the actions include:

- establishing new policy requirements for the development of new Activity Centres. This will include the development of a practice note to specify broad planning principles;

- updating the state planning policy framework to articulate the role of neighbourhood activity centres;
- implementing the Strategy via the State Planning Policy Framework;
- preparing a practice note to provide a framework for decision makers regarding supermarket applications.

The Metropolitan Planning Strategy also identifies urban renewal opportunities throughout Metropolitan Planning Strategy. These urban renewal sites are generally located around existing train corridors and stations and are locations which are expected to have capacity for additional residential and mixed use development. A number of former industrial sites, which no longer fulfill their function or support a substantial employment base are also to be investigated to establish their capacity to accommodate housing and mixed use development.

Two areas for investigation have been identified within Moreland, at the Jewell Station and along the train corridor between Brunswick and Batman. These areas have been identified as potential urban renewal areas (MPA). The Strategy identifies a wider role for the MPA in supporting local governments to unlock capacity on their own under utilised sites - this initiative would apply to the identified investigations area along the Upfield train line.

The Metropolitan Strategy envisages that Structure Plans will be prepared for this area to facilitate the redevelopment of this land over time. The development of these areas will increase the population in and around the Brunswick and the Coburg Activity Centres.

## 2.3 REFORMED ZONES

The Victorian State Government have reformed Victoria's planning zones, with the creation of five new zones and the amendment of 12 existing zones.

The reformed zones aim to simplify requirements, allow a broader range of activities to be considered and improve the range of zones to better manage growth. The new zones provide for a greater number of permissible uses within zones and allow removal of retail floorspace caps which have historically been used to regulate the allowable retail in centres depending on the role in the network.

Of particular relevance to the Moreland Activity Centre Framework are the changes to the industrial, commercial mixed use and residential zones. Overall, the reformed commercial and industrial zones provide increased flexibility through the inclusion of a greater number of Section 2 (permit required) requirements allowing Councils to exercise discretion in those instances having regard to its particular site context.

Key features of the reformed commercial and industrial zones, as relevant to the establishment of the activity centre framework include:

- Small-scale complementary commercial uses are allowed within the Residential Growth Zone;
- Supermarkets are allowed in the Commercial 1 Zone without a permit;
- Small scale supermarkets (max 1800m<sup>2</sup>) are allowed in the Commercial 2 Zone without a permit;
- Small scale supermarkets of up to 1800m<sup>2</sup> allowed in the Industrial 3 Zone without a permit;
- New forms of housing in some commercial centres are encouraged by allowing a wider range of accommodation uses in the Commercial 1 Zone;
- Removal of restrictions on floor space caps for shop and office in most instances in commercial zones;
- Allow office floor space caps to be specified locally in the industrial zones;
- Maximum building heights are specified within each residential zone however, schedules to the zone can be set by a council to either increase or decrease the maximum building height.

The intent of the new residential zones is to manage growth across each municipality by identifying areas deemed suitable for greater residential density and change and those areas where limited change is envisaged. The four residential zones are to be applied across the municipality to direct growth to areas which have good access to existing and planned infrastructure and services, such as public transport, retail and community/education facilities. Local Councils are charged with the task of applying the new zones across the municipality based on their assessment of housing demand, access to infrastructure and locations suitable for growth. The four new residential zones are as follows:

- Mixed Use Zone (MUZ)- a zone which enables a range of issues including residential, commercial and industrial;
- Residential Growth Zone (RGZ) – a growth zone to be applied to areas close to activity centres and train stations;
- General Residential Zone (GRZ) – moderate growth zone to be applied to most residential areas where incremental change can occur consistent with neighbourhood character;
- Neighbourhood Residential Zone (NRZ) – a low growth zone to be applied to areas recognised for strong neighbourhood character, heritage etc.

## 2.4 MORELAND'S MUNICIPAL VISION AND STRATEGIC DIRECTIONS

The Moreland Municipal Strategic Statement (MSS) has a vision to *'create a sustainable and liveable city where people can shop, work and socialise locally'*. The key influences and issues facing the municipality include:

- Achieving sustainability;
- Dealing with demographic changes;
- Managing the demand for housing;
- Ensuring community benefits from increased density development;
- Dealing with the changing needs of industry;
- Responding to the changing patterns of development;
- Enhancing environmental assets;
- Enhancing neighbourhood character;
- Reducing environmental impacts.

The Moreland MSS contains a range of objectives and strategies relating to housing, employment, retailing, heritage, open space, community services, tourism, transport and infrastructure. These all have a bearing on the future planning and design of activity centres within Moreland. Some of the more significant objectives for Moreland's activity centres include the following:

- To increase and maintain the range and accessibility of shops and services available to the local community and to maintain the distribution of local retail centres to meet local needs and achieve environmental sustainability;
- To make retail centres more diverse and strengthen their economic viability;
- To create pleasant, safe, flourishing centres that allow people to shop and meet locally;
- To boost Sydney Road's diverse and distinct shopping, social and cultural activity;
- To support and encourage employment-generating businesses in Moreland;
- To facilitate the opportunity for people to be employed locally to reduce the environmental impacts of car journeys to work.

The Moreland MSS applies the activity centre hierarchy set out in State Policy, defining Coburg as a Principal Activity Centre (PAC), Glenroy and Brunswick as Major Activity Centres (MACs) and a series of 'activity centres/urban villages' based around the public transport network.

The vision for the Coburg PAC is for it to develop as the prime shopping, living, employment and activity centre in Moreland. A comprehensive structure plan has been prepared for the Coburg PAC, and an amendment to the Moreland Planning Scheme has been prepared to give effect to it. This planning scheme amendment seeks to confirm the role and boundary of the Coburg PAC as well as implement the land use and built form directions from the Colours of Coburg Place Framework (2010) and the Central Coburg 2020 Structure Plan (2006).

Detailed structure plans have also been prepared for the Glenroy and Brunswick MACs. An amendment is currently underway to give effect to the Brunswick Structure Plan.

The MSS notes that the City's fabric is woven more tightly around a number of small local shopping areas, each becoming a focus for its immediate hinterland. These villages are linked by public transport and provide neighbourhood-level services. It identifies eighteen 'urban village' activity centres, which are defined as having a mix of residential development, employment and open space, and are intended to provide a range of local services and encourage a lively and active community. A number of these urban villages are located within the boundary of the Coburg PAC and Brunswick MAC.

The Upfield Corridor and Sydney Road are also identified as focus areas for change, with the former performing a regional employment-generating role, and the latter being the social and economic heart of the municipality.



Council has recently commenced a review of the Moreland MSS. This review is expected to carry forward the essential vision for Moreland as a sustainable and liveable city where people can shop, work and socialise locally, however the MSS will be updated to reflect the strategic planning work completed by Council and the State Government since it was last reviewed. This will include updating the municipal framework to take account of Plan Melbourne (the new metropolitan strategy) and the structure plans prepared for the Coburg PAC, Brunswick and Glenroy MACs.

The Moreland Activity Centre Framework (ie this report) will also inform the MSS review. In particular, it will provide guidance on the number, location, role and boundaries of neighbourhood and local activity centres across the municipality.

### **2.4.1 MORELAND INDUSTRIAL LAND USE STUDY**

The Moreland Industrial Land Use Strategy (MILUS) was prepared by Hansen Partnership and National Economics for Moreland City Council and adopted by Council in August 2004. The purpose of this strategy is to identify the pressures affecting industrial zoned land in Moreland, to assess the future outlook for existing industries in Moreland and identify opportunities for new employment related uses. The report seeks to provide direction for Council and the community about the long term planning, zoning and redevelopment of land that was included in Industrial 1 and 3, Business 3 and 4 and Mixed Uses Zones throughout the municipality.

The report contains a number of different categories that relate to the different areas in the municipality in which different types of uses are considered appropriate. These categories are as follows:

#### **Category A – Core Industry and Employment**

The purpose of this category is to protect strategic precincts of industry/business and associated uses which are relatively unconstrained by residential or other sensitive uses and provide for new and emerging business zones that can accommodate and facilitate industry. Uses that are incompatible with industrial activities (in particular residential uses) are not supported.

#### **Category B – Secondary Industry and Employment**

The purpose for these areas is the same as that for Core Industry and Employment Areas.

#### **Category C – Multi Use – Employment**

The purpose of this category is to identify areas that are suitable for a wider mix of employment opportunities, including industry and offices or other employment uses. Priority is for the continued viability operation of existing industrial and other employment generating uses. Residential can be considered if it meets the test in clause 22.03 of the Moreland Planning Scheme.

#### **Category D – Multi Use – Residential**

The purpose of this category is to identify where there are opportunities for the mix of uses to change over time to include offices or other employment uses compatible with residential uses. New developments that are purely residential and do not include employment opportunities are not supported unless in accordance with an approved structure plan.

#### **Category E – Transition – Residential**

The purpose of this category is to identify where surrounding land use patterns/access arrangements have made it appropriate to convert the area over time to residential uses. Although the opportunity for employment and industrial uses remain, any new uses must be compatible with the more sensitive residential uses.

The detailed boundaries for each of the Strategic Category precincts are specified as part of the MILUS report. An assessment for each strategic precinct area is based on a number of factors, including surrounding land use pattern, accessibility and interfaces with non-industrial uses. There are 81 industrial areas across the municipality which range from large standalone precincts, catering for major manufacturing and warehousing businesses through to areas which often adjoin activity centres and cater for local based service industries.



There are a number of sites identified in MILUS which are within or adjoining the Activity Centres assessed. These include;

Category A - Core Industrial and Employment

- North East corner of Dawson and Pearson St, West Brunswick (centre number 18);
- West of Elizabeth St , Coburg North (centre number 56).

Category C - Multi Use Employment Area

- North west corner of Melville Rd and Albion St, West Brunswick (centre number 7);
- North East corner of Gaffney St and the Railway Line (centre number 44) which have both been classified as Category C

Category D - Multi Use Residential

- North East corner Barry and Union st, Brunswick East (centre number 18);
- South West corner of Albion and Duggan st; Along Victoria St and North West corner of Melville and Whitby st, Brunswick East (centre number 4 and 7).

Category E - Transitional residential

- South East corner of Grey and Heller St (centre number 18);
- North East corner Pascoe Vale Rd and Devon St, Oak Park (centre number 10).

As outlined above, there are a number of MILUS sites within or adjoining the centres assessed. However only categories C, D and E fall within the centre core. Whilst employment remains the priority for MILUS sites, categories C,D and E all support (in varying levels) the transition to other employment uses such as commercial and some residential uses. This is subject to consideration from Council as to the role of the site for employment, its strategic context and the benefits that new uses could bring. As such, this activity centre framework is consistent with the directions of MILUS.



## 2.5 ACTIVITY CENTRE DEFINITIONS AND CHARACTERISTICS

Existing State planning policy establishes a hierarchy of centres across Metropolitan Melbourne, categorised by function, characteristics and role within an overall network. The population catchments for activity centres determine their role and function both in terms of their retail functions as well as the extent of employment, entertainment, community and education facilities in each centre. The role of centres in providing for higher order facilities and employment is considered in defining priorities for government investment.

Given retailing forms a large part of the function of activity centres and generates substantial economic activity, the presence or absence of anchor retail tenants (such as department stores, discount department stores, and supermarkets) is often the key feature that characterise the different levels in the centre hierarchy. To enable an area to operate as an Activity Centre it must partly be located within a Commercial Zone which encourages convenience retail goods such as groceries, milk, bread, takeaway food. This location is referred to as the 'core' of an Activity Centre and is generally the focus for pedestrian activity and diversity of uses.

Not all locations that accommodate business activity are defined as Activity Centres. For example, large format Retail/Bulky Goods Centres or employment areas are not considered as part of this framework as they are not always locations which can readily be accessed via public transport, they do not provide for the local needs of the population, have limited amenity and as such are unlikely to support housing densification (in or around these centres or areas).

The Activity Centre categories identified within the current state planning policy framework (SPPF) and which make up the hierarchy are:

- Central Activities Areas (CAAs);<sup>1</sup>
- Principal Activity Centres (PACs);
- Major Activity Centres (MACs);
- Neighbourhood Activity Centres (NACs);
- Local Activity Centres (LAC).

The key characteristics used to help define the centres are:

- Employment uses (private and public, offices and institutions);
- Typical floorspace provision;
- Land use mix;
- Typical anchor tenants;
- Housing mix;
- The level of community facilities within or adjoining the centres.

The retail hierarchy commonly applied in retail-economic analysis and retail planning provides a somewhat different hierarchy because it is purely based on the economic role and functions of the centre. Refer to **Appendix 1** for a summary of this hierarchy.

The typical characteristics of activity centres as defined by current state policy and conventional retail economic analysis are set out below.

### Central Activities Areas (CAA)

Central Activity Areas are large centres that support the role of the Melbourne CBD in providing for higher order employment and regional facilities. CAAs are well established and serviced by existing infrastructure such as arterial roads, train stations and institutional uses and are a focus for government investment and higher order facilities.

These centres have a similar retail role to that of the Principal Activity Centres but are the location for greater public sector investment and development facilitation.

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<sup>1</sup> The draft Metropolitan Strategy provides a different hierarchy as follows; Metropolitan Activity Centres, Activity Centres and Neighbourhood activity Centres. It essentially removes the distinction between Principal and Major Activity Centres and does not mention Local Activity Centres. It also provides a limited definition for Neighbourhood Activity Centres. However this new hierarchy has not yet been incorporated into the SPPF

### **Principal Activity Centre (PAC)**

Principal Activity Centres typically perform the primary role within the network with a strong mix of retail (which may include department stores, comparison shopping, markets), commercial, cultural, administrative and civic centre trade and function. These centres are also prioritised for government investment, regional facilities and high density employment and are accessed by a number of modes. They also attract high density housing within and surrounding the core of the centre including shop-top housing and apartment complexes.

An indicative figure for total retail provision for a PAC is approximately 100,000m<sup>2</sup> of leasable floorspace, typically comprising:

- A department store;
- Two discount department stores;
- Two supermarkets;
- A range of specialty stores;
- A bulky goods precinct.

PACs typically serve a large catchment covering several suburbs, and attracting activities that meet metropolitan needs. This includes uses such as higher education, performing arts centres, sports centres or regional open space. The catchment for a Principal Activity Centre is generally around 100,000 to 200,000 people. This range takes into account the location of other larger centres, the proximity to a CAA and how accessible the PAC is by public transport and the freeway network.

### **Major Activity Centre (MAC)**

Major Activity Centres provide a broad provision of retail (including convenience and comparison shopping), commercial and cultural activity and are generally well serviced to public transport. They have similar characteristics to Principal Activity Centres but serve smaller catchment areas, usually do not contain department stores and contain fewer regional facilities. MACs cater for a range of housing types, including medium and high density and a diversity of employment options.

Generally, MACs serve a catchment of 30,000 to 50,000 residents, noting that a core catchment of approximately 40,000 to 50,000 persons is required to support a DDS and the associated specialty retail that is accommodated in such a centre. A MAC usually provides in the order of 50,000m<sup>2</sup> of retail floorspace, comprising:

- Two discount department stores;
- Two supermarkets;
- A range of specialty stores;
- A bulky goods precinct.

### **Neighbourhood Activity Centre (NAC)**

NACs have a mix of uses to meet the daily and weekly needs of the local community. This generally include shops, a supermarket of varying sizes, small business, coffee shops, medical/health clinics and limited community services. They also play an important 'community' based role in providing health and community services and a place to meet and socialise within the local area. Ideally they are located close to a mix of other activity uses such as schools or child care and other facilities that also benefit from access to public transport.

This infrastructure and amenity also provides the basis for the delivery of a range of housing types and densities. Housing density in and around neighbourhood activity centres depends on the relative access to public transport, amenities and availability of sites. A range of housing types are encouraged within and around activity centres including: mid-high rise apartments, walk up flats, townhouses and units.



NACs generally serve a population of at least 8,000 but preferably up to 10,000 people or more with retail floorspace comprising:

- Full line or mid-sized supermarket – ie: min 1500m<sup>2</sup>;
- Specialty shops - butchers, bakeries, greengrocer, post office, pharmacy, gift shops, DVD rental;
- Personal/health services - banks, beauty salons, medical clinics, gymnasiums;
- Food and drink premises – cafes, restaurants, tavern.

NACs can vary in their size and the role of retail within them. They sometimes support more than one supermarket and numerous specialties and others support only a mid sized supermarket and provide fewer retail shops. Given this, the retail size of NACs can vary.

A set of criteria has been established to assess whether centres in Moreland currently do, or have capacity to, fulfill the role of a Neighborhood Activity Centre as set out in state planning policy and outlined above. This criteria has regard to the typical uses and floorspace for neighbourhood activity centres (as supported by retail economists) as well as responding to other characteristics of successful, vibrant and mixed use neighborhood centres. Refer to **Table 1** (page 24).

### **Local Activity Centre (LAC)**

Local Activity Centres play an important role in ‘plugging’ the gaps in the network and ensuring that there are good access to local shopping services. These smaller centres service the daily convenience needs of the local community and often include a small supermarket/grocery store and services such as dry cleaners, hair dressers and coffee shops. Some local centres, whilst smaller than NACs, may provide for some increases in housing diversity, particularly where they are located on the PPTN. They can be as small as a milkbar and coffee shop or can have a number of small shops/offices.

Local Activity Centres serve a smaller walkable catchment, notionally within 400m of the centre. The viability of local centres and their role is highly dependent on their location relative to other centres, their proximity to community/recreation uses and their access and exposure to main roads. As such there are is no population catchment or threshold for these centres, they are sustained by their convenience and access to a walkable catchment.

## 3 MORELAND'S ACTIVITY CENTRE NETWORK

### 3.1 PRINCIPAL AND MAJOR ACTIVITY CENTRES

Establishing a clear activity centre network in Moreland will assist in creating a more sustainable city via an efficient use of urban land and infrastructure and the creation of places for community gathering.

Applying the typical role and characteristics of activity centres as set out in section 2.3, the following activity centre hierarchy currently exists within Moreland:

- Coburg Principal Activity Centre;
- Brunswick Major Activity Centre;
- Glenroy Major Activity Centre;
- A series of smaller (neighbourhood and local) activity centres.

**Figure A** (page 21) shows the City of Moreland, its 3 statistical local areas (Moreland- South, Moreland – Central and Moreland – North), and suburbs.

**Figure B** (page 22) shows the Principal and Major Activity Centres within Moreland and surrounding municipalities. This figure illustrates that residents in the City of Moreland also have access to a number of significant activity centres in the adjoining municipalities of Hume, Darebin and Moonee Valley.

#### **Coburg PAC**

The Coburg PAC is designated within the current planning framework and therefore has a strong mandate to attract investment and regional scale services. The Coburg PAC is important in the Moreland Activity Centre Network as highlighted by this extract from the Coburg Place Framework:

*“Central Coburg develops as the prime shopping, living, employment and activity precinct in Moreland... Central Coburg becomes a sought-after living environment, offering a range of housing choices, including high density housing. Most people arrive at the centre on foot, by bike or by public transport. The provision of a range of services enables people to conduct a number of different activities based on the one trip “.*

The Coburg PAC contains a total of 58,051m<sup>2</sup> of floorspace (as of 2011) which includes three supermarkets, comparison shopping, fresh food retailing, restaurants/cafes and a range of community infrastructure including:

- Municipal Offices;
- Coburg Primary and St Paul's Catholic Primary Schools;
- Coburg Senior High School;
- Coburg Library;
- Coburg City Oval, Leisure Centre and Olympic Pool;
- Community Health Service.

The Coburg Place Framework is the Council accepted vision for Coburg. The document was originally adopted by Council in 2010 and was revised in April 2012. It sets out the areas for growth and provides the framework by which the aims can grow to fulfil its role as a PAC. This includes provisions for a greater range of employment, community and residential uses.

The Framework provides for the growth in retail, office and health centres as follows:

- 85,292m<sup>2</sup> of retail floorspace in Central Coburg;
- 64,596m<sup>2</sup> of office floorspace;
- 43,282m<sup>2</sup> of floor spaces dedicated for health services including a major regional hospital.

The Coburg Place Framework forecasts an additional 5,800 dwellings to be accommodated within Central Coburg in the next 20 years.





### **Brunswick MAC**

The Brunswick Major Activity Centre encompasses a broad range of land uses including conventional housing areas, higher densities housing development, strip shopping centres, and a range of commercial and industrial uses. The main shopping strips (Sydney Road and Lygon Street) provide a mix of local convenience shopping, dining, entertainment and regional functions. The Barkly Square Shopping Centre is a sub-regional centre incorporating a discount department store, two supermarkets and specialty shops (recently refurbished). Other small, freestanding supermarkets also service the area. Nicholson Street and its surrounds host a variety of manufacturing and wholesale activities as well as local business and resident services.

The general catchment for the Brunswick MAC can be generally defined as the suburbs in the southern region of Moreland (i.e. south of Bell Street) but it also draws from other adjacent municipalities.

The Brunswick Investment Strategy – Stage 2 Brunswick Place Framework 2013, sets out targets for a preferred development scenario for Brunswick. The report anticipates the following:

- There will be significant growth in the health sector, growth and rejuvenation in education and civic functions from 2011-2031;
- Office based uses are anticipated to growth significantly with a projected need for 120,000m<sup>2</sup> by 2031;
- 'Main Street Services' including retail will have a projected need for approximately 150,000m<sup>2</sup> of floorspace by 2031;
- The Brunswick Structure Plan anticipates an additional 5,600 dwellings to 2026, and the centre has a capacity to accommodate over 10,00 dwellings.

A new retail hub is also proposed at the former Tontine factory site and neighbouring properties. The new hub will be known as the East Brunswick Village. The approved Development Plan anticipates approximately 7,000m<sup>2</sup> of retail development, comprising a 3,000m<sup>2</sup> supermarket and 4,000m<sup>2</sup> of speciality shops. Office space and residential dwellings are also anticipated.

### **Glenroy MAC**

The Glenroy MAC is located in the northern part of the City of Moreland, extending from the Glenroy Station. Whilst Glenroy is defined as a MAC in state planning policy, it functions more like two neighbourhood centres, one to the east of the rail line extending along Wheatsheaf Road and the other to the west of the rail line, principally along Pascoe vale Road. The centre includes two supermarkets (both on the west side of the railway line), and strips shops along Wheatsheaf and Pascoe vale Roads. The Centre also comprises a number of community facilities including the Glenroy Library, Community Centre and Citizen Service Centre.

The general catchment for the Glenroy MAC can be defined as the suburbs in the northern region of Moreland (i.e. north of Bell Street) but with a focus on the suburbs of Glenroy, Oak Park, Pascoe Vale and Hadfield. It would also service residents in the adjoining municipalities of Moonee Valley and Hume.

The Glenroy Structure Plan sets out a long term framework for the regeneration of the Glenroy Activity Centre over the next 15-20 years. The Glenroy Structure Plan was adopted by Council in August 2008 and guides decisions making regarding changes to land use, built form and public spaces in both the private and public realm. A subsequent report prepared by Jones Lang LaSalle in 2009, *The Glenroy Major Activity Centre Economic Analysis and Action Plan*, forecasts the following (land use changes based on a high case scenario):

- An additional 28,630m<sup>2</sup> of retail floor space will be supportable by 2024. The existing retail floorspace is 23,164m<sup>2</sup>;
- An additional 2,113m<sup>2</sup> of commercial floorspace will be required by 2024;
- An additional 500 dwellings by 2024.

FIGURE A - MORELAND SLA'S AND SUBURBS

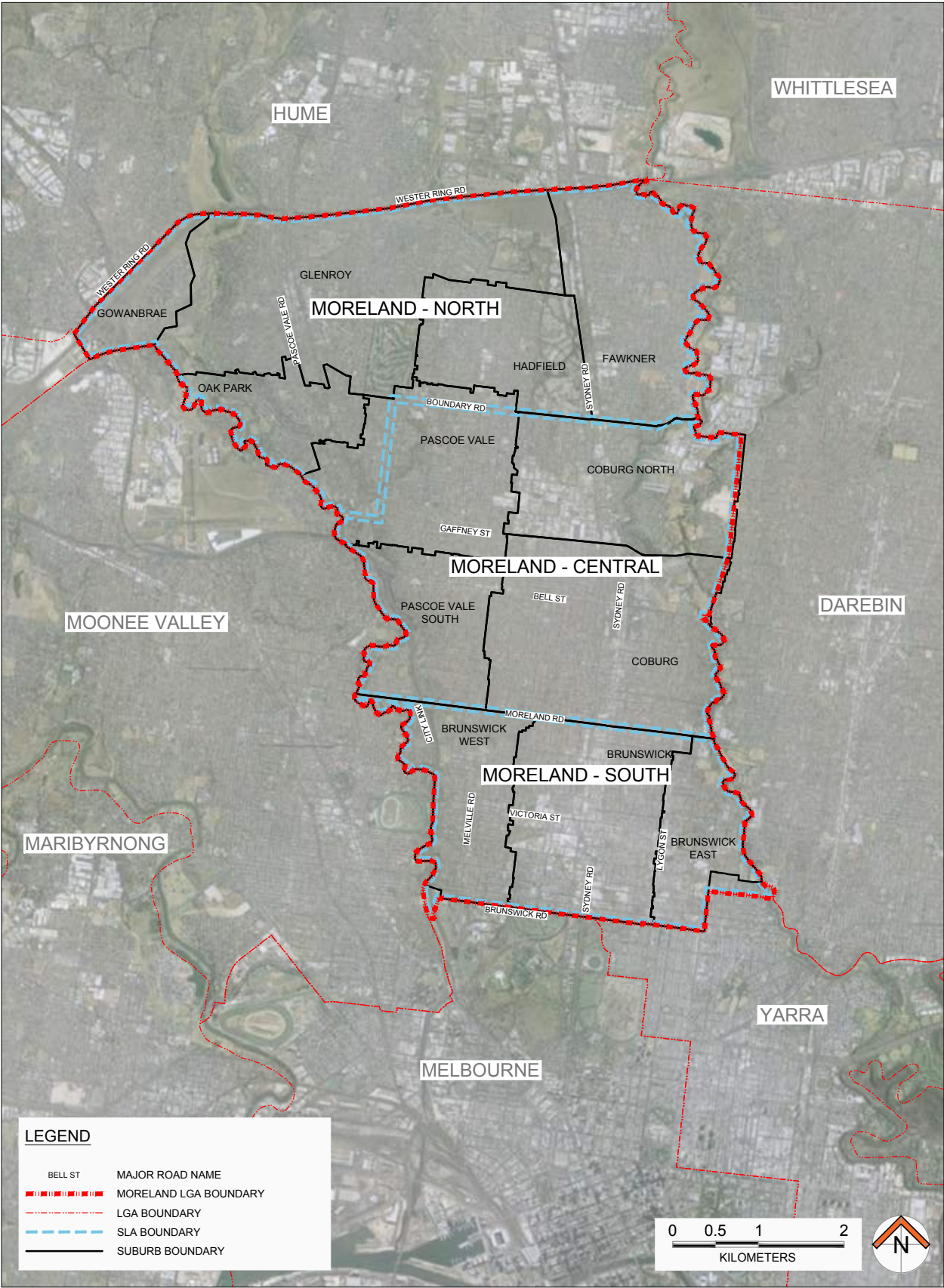
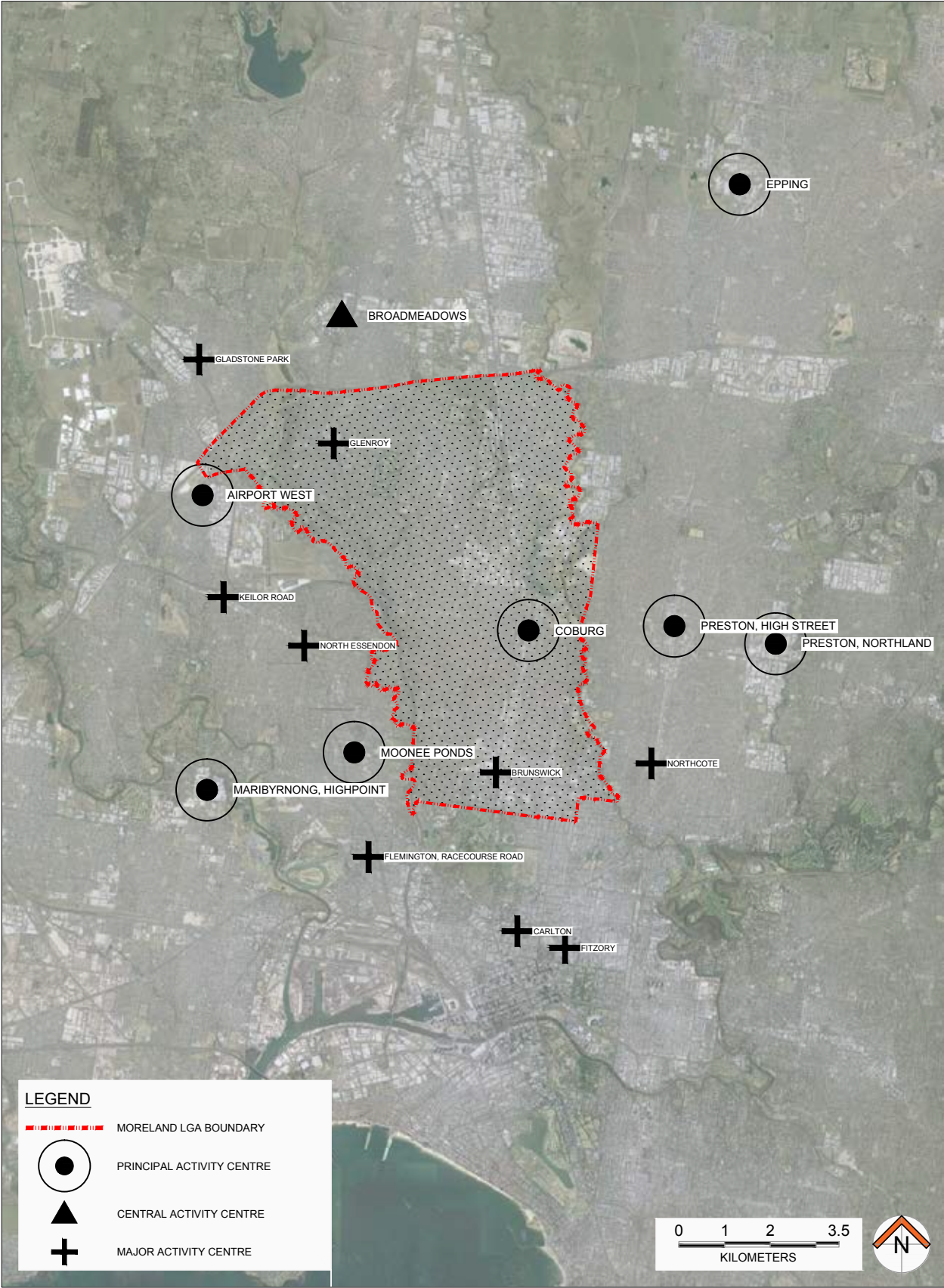




FIGURE B MORELAND WITHIN METROPOLITAN ACTIVITY CENTRE HIERARCHY



## 3.2 NEIGHBOURHOOD ACTIVITY CENTRES CRITERIA

Having established the hierarchy of activity centers in Moreland consisting of the Coburg Principal Activity Centre and the Brunswick and Glenroy Major Activity Centres, an assessment of the smaller centres across the municipality was undertaken. There are a total of 56 centres identified within Moreland<sup>1</sup> which range from small strip centres servicing a very local role to larger centres comprising supermarkets, community and commercial uses. There are also a number of proposed or planned centres within the municipality.

**Figure C** (page 25) shows all activity centres within Moreland, including the Coburg PAC, Moreland MAC, Glenroy MAC and the network of 53 other centres of varying sizes.

Whilst retail activity remains the most common and fundamental element of activity centres, planning for activity centres endeavors to achieve a wide mix of activities including, health services, offices, civic facilities, dining, entertainment and higher density residential.

Centres with good public spaces and amenity public transport and retail act as a catalyst for new housing and employment generation across a wider area. Achieving a balanced mix of uses supported by a sizable and compact population is critical and provides wider economic and community benefits.

To establish the role of each of the centres is therefore necessary to look at their retail function and community contribution, the surrounding uses and neighbourhood as well as their access to public transport and other larger activity centres. This 'make-up' of centres as well as their capacity to grow is important in identifying their role in the identified activity centre hierarchy.

A set of criteria has been established to assess whether a centre currently does, or has capacity to, fulfill the role of a Neighbourhood Activity Centre as set out in state planning policy and outlined in section 2.3. This criteria has regard to the typical uses and floorspace for neighbourhood activity centres outlined in section 2.3 as well as responding to other characteristics of successful, vibrant and mixed use neighborhood centres. The criteria is set out in **Table 1** overleaf.

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<sup>1</sup> Comprising Coburg PAC, Glenroy and Brunswick MAC's and a range of other centres.



**TABLE 1 NEIGHBOURHOOD ACTIVITY CENTRE CRITERIA.**

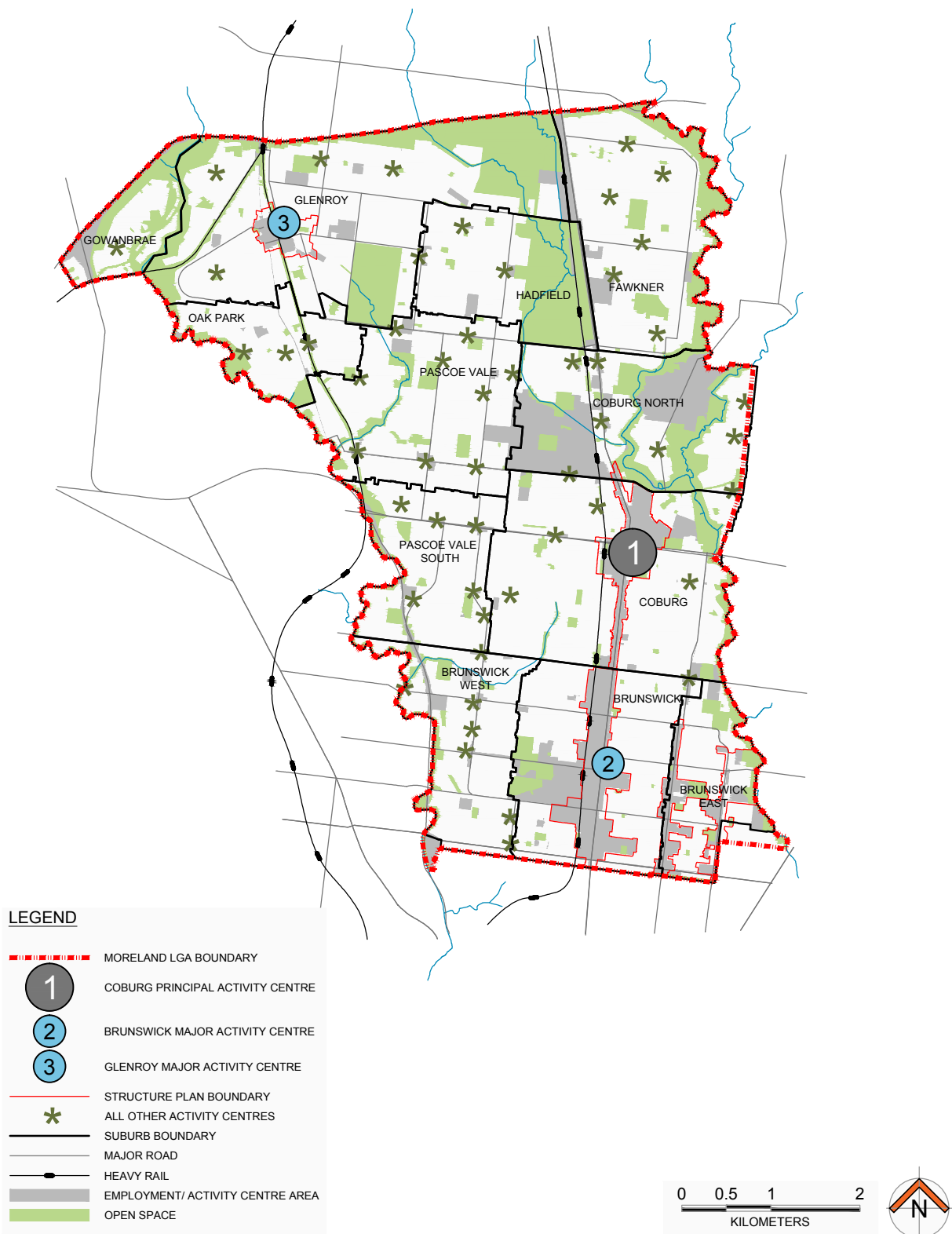
ELEMENT	CRITERIA	COMMENT/RATIONALE
Key Criteria		
Total Floorspace	Must have <i>capacity</i> for a minimum of 6000m <sup>2</sup> total floorspace (including retail, commercial, community, health, leisure, etc.)	A centre ought to have the capacity to grow to this floorspace, to enable provisions of a retail anchor and other community facilities and entertainment uses.
Retail Floorspace	Must have <i>capacity</i> for a minimum of 5000m <sup>2</sup> retail floorspace. <sup>1</sup>	A centre ought to have the capacity to grow to this floorspace. This criteria relates to capacity of the centre, not the existing floorspace. Retail provision of 5,000m <sup>2</sup> is sufficient to accommodate a supermarket anchor as well as range of specialty shops and cafes and restaurants.
Trade Catchment	Must have <i>capacity</i> to serve at least 8,000 people, and preferably 10,000 or more. Population is based on existing population plus forecast population/housing growth.	A catchment of 8,000-10,000m <sup>2</sup> is required to support the viability of a full line supermarket.
Economic Anchor	Must have <i>capacity</i> to accommodate a suitable economic anchor. This can comprise either: - medium or full line supermarket OR - smaller supermarket with supporting level 1 community facilities (at least 2) in or on the edge of the centre. <sup>2</sup>	The supermarket 'anchor' does not necessarily need to be a full line Coles/Woolworths supermarket and could be 1500m <sup>2</sup> (eg Aldi, IGA, Foodworks).
Typical uses	Predominantly retail and services that meet local community needs but has capacity to diversify. Can include limited commercial space focused on a local market.	This is to ensure that the centre services the local area by way of retail and services as distinct to other, more specialised centres.
Public Transport	Located on the Principal Public Transport Network (ie: tram/rail) or at a minimum have local bus service which provides links to the PPTN and one or more PACs/MACs.	Connection to the larger centres which have wider catchments and employment base is important for NACs in supporting an increased population base.
Opportunities for Residential Growth	Must have capacity to increase residential catchment within the 400m walkable catchment to the activity centre. Development sites, large blocks and limited development constraints for residential development to be considered.	This is to ensure that there are available sites which could accommodate higher density development and increase the walkable catchment for the centre.
Secondary Criteria		
Centre Design	Be well designed and have (or have the potential to have) safe public spaces with good pedestrian amenity, good access arrangements (by multiple modes) and appropriate levels of safe, functional parking facilities'.	Need to include qualitative measures as part of secondary criteria to ensure that centres designated to grow to NACs can be well designed and deliver good community outcomes.
Community Facilities	Provide for community facilities within 400m of NACs.	This supports the viability of NACs and create more vibrant centres.

<sup>1</sup> Retail floorspace includes shop, supermarket, restaurant and food and drink premises as per the definition within the Planning Scheme.

<sup>2</sup> Level 1 facilities as defined in ASR report. (ASR Report (2008) Planning for Community Infrastructure in Growth Areas)



FIGURE C - ALL CENTRES WITHIN MORELAND





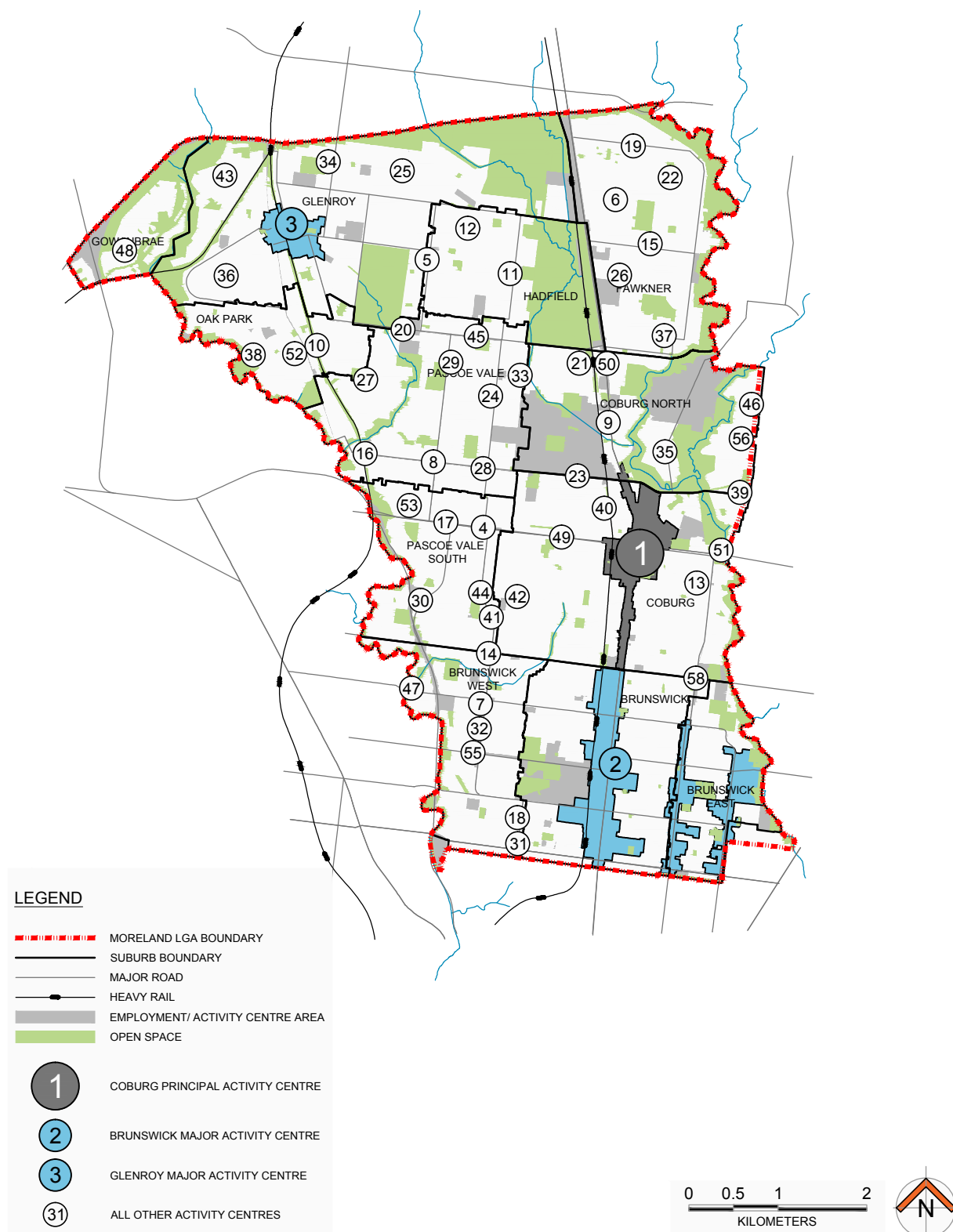
### 3.3 ASSESSMENTS OF NAC'S IN MORELAND

For a centre to be classified as a Neighbourhood Activity Centre they must meet all of the 'key criteria' and should also meet the secondary criteria wherever possible. A number of the key criteria relate to the capacity of a centre to grow to a size where it can support an economic anchor and diversify to include a broader range of retail, community uses as well as housing choices. This clearly recognises that there are centres which have the right framework for growth but may currently have retail floorspace which falls below the minimum criteria. So long as centres have sufficient capacity for growth, densification and vibrancy they can be designated as a NAC within the Activity Centre Framework.

All centres have been identified in **Figure D** (page 27) and a summary of these centres (including the floorspace contained within each centre) is set out in **Table 2** (page 28-29). The land use floorspace data set out in this table has been extracted from a recent report prepared by Macroplan Dimasi on behalf of Council in 2012. It includes the amount of land zoned for business purposes, as well as total floorspace, retail and non-retail floorspace. The data is from 2010 surveys and GIS analysis sourced by Macroplan Dimasi. Land uses constantly change over time, and so the amount of retail and non-retail activity in each centre in 2013 will not be the same as in 2010. Notwithstanding, the floorspace data is a useful indicator of the size and capacity of each centre for the purposes of establishing the role of the centre within a broader activity centre hierarchy.

A benchmark of 3000m<sup>2</sup> minimum of existing (or approved) floorspace within a centre was used to determine which centres were assessed against the NAC criteria. Centres which had less than 3,000m<sup>2</sup> of floorspace were not considered large enough to be able to grow to a size which could perform the full range of activities associated with a NAC (of the 53 total centres identified in Moreland, a total of 12 centres were assessed against the NAC criteria).

**FIGURE D - ALL ACTIVITY CENTRES WITHIN MUNICIPALITY**



**TABLE 2 - ALL ACTIVITY CENTRES WITHIN MORELAND**

NAME	#	BUSINESS 1 ZONE, ha	TOTAL FLOORSPACE (m <sup>2</sup> ) - excl residential	RETAIL FLOORSPACE (m <sup>2</sup> )	NON-RETAIL FLOORSPACE (m <sup>2</sup> )	SHARE OF NON-RETAIL USES
		GIS analysis of planning layer	Moreland B1Z Land Uses Building Areas 2010 Westlink data	Moreland B1Z Land Uses Building Areas 2010 Westlink data	Moreland B1Z Land Uses Building Areas 2010 Westlink data	Moreland B1Z Land Uses Building Areas 2010 Westlink data
Bell/Melville, Pascoe Vale South	4	1.9	12,275	8,384	3,890	32%
West Street, Hadfield	5	2	7,092	6,712	379	5%
Bonwick Street, Fawkner	6	2	7,000	6,292	707	10%
Brunswick West on Melville	7	2.1	5,587	2,648	2,939	53%
Cumberland/Gaffney, Pascoe Vale	8	1.4	4,972	4,168	804	16%
Oak Park Station	10	1.6	4,411	2,967	1,443	33%
East Street, Hadfield	11	1.7	3,835	2,677	1,158	30%
North Street, Hadfield	12	0.7	2,577	2,384	193	7%
Harding/Nicholson	13	0.8	2,508	2,314	194	8%
Moreland/Melville, Brunswick West	14	0.5	2,522	2,127	395	16%
Major Rd, Fawkner	15	0.5	2,149	2,149	0	0%
Pascoe Vale Station	16	0.7	3,097	2,376	721	23%
Reynolds/Bell	17	0.6	2,100	2,100	0	0%
Grantham/Union, Brunswick	18	1.7	6,551	5,099	1,452	22%
Anderson Rd, Fawkner	19	0.5	1,986	1,986	0	0%
Pascoe Street, Pascoe Vale	20	1.2	2,743	1,861	882	32%
Merlynston Station	21	1	1,945	1,816	129	7%
Tyson/Lowson	22	0.4	1,581	1,581	0	0%
Warwick/Derby	24	0.5	1,689	1,470	219	13%
Justin Ave, Glenroy	25	0.5	1,572	1,314	257	16%
Lynch Rd, Fawkner	26	1.1	1,814	1,262	552	30%
Danin/Devon	27	0.4	1,659	1,260	399	24%
Gaffney/Derby	28	0.5	1,244	1,244	0	0%
Kent/Cumberland	29	0.3	1,395	1,225	170	12%
Coonans/Parkstone	30	0.6	1,239	1,095	144	12%
Grantham/Brunswick	31	0.6	942	732	210	22%

**TABLE 2 - ALL ACTIVITY CENTRES WITHIN MORELAND**

NAME	#	BUSINESS 1 ZONE, ha	TOTAL FLOORSPACE (m <sup>2</sup> ) - excl residential	RETAIL FLOORSPACE (m <sup>2</sup> )	NON-RETAIL FLOORSPACE (m <sup>2</sup> )	SHARE OF NON-RETAIL USES
Melville/Hope	32	0.3	1,251	661	590	47%
Kent/Sussex	33	0.8	1,618	1,200	418	26%
Widford/Daley	34	0.5	909	909	0	0%
Newlands/Carr	35	0.5	2,263	1,103	1,160	51%
William/Menana	36	0.2	779	779	0	0%
Argyle St, Fawkner	37	0.3	756	756	0	0%
Winifred St, Oak Park	38	0.3	1,103	673	431	39%
Elizabeth/Murray	39	0.2	858	658	200	23%
Main/O'Hea	40	0.2	850	585	265	31%
Woodlands/Melville	41	0.2	691	691	0	0%
Reynard/Donne	42	0.3	813	543	270	33%
Ridgeway/Moonee	43	0.2	810	454	356	44%
Reynard/Melville	44	0.5	1,068	687	381	36%
Boundary/Garden	45	0.1	446	446	0	0%
Elizabeth/Cool, Coburg	46	0.2	1,008	416	591	59%
Albion Corner Store	47	0.3	370	370	0	0%
Gowanbrae/Bluebell	48	0.2	266	266	0	0%
Bell/Suffolk	49	0.7	800	0	0	0%
Sydney/Matheison	50	0.42558	2735	0	2735	1
Bell/Elizabeth	51	0.5	197	167	30	15%
Xavier/Jospehine	52	0.3	241	141	100	41%
Westage/Anderson	53	0.2	944	944	0	0
Melville/Victoria	55	1.5	3,076	1,842	1,234	40%
Gaffney/Molesworth	23	0.4	800	N/A	N/A	N/A

Source: MacroPlan Dimasi, August 2012

Nicholson/Moreland	58	1.1	18,885	5819	13,066	69%
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Source: Echelon Planning

### **3.3.1 CENTRES ASSESSED**

The following centres were assessed against the NAC criteria established in section 3.2:

- Bell/Melville, Pascoe Vale South (#4);
- West Street, Hadfield (#5);
- Bonwick Street, Fawkner (#6);
- Melville Road /Albion St, Brunswick West (#7 & #32);
- Melville Road /Victoria St, Brunswick West (#55);
- Cumberland/Gaffney St, Pascoe Vale (#8);
- Oak Park Station (#10);
- East Street, Hadfield (proposed)(#11);
- Gaffney St, Pascoe vale Station (#16);
- Grantham/Union St, Brunswick (#18 & 31);
- Elizabeth Street, Coburg North (approved - under construction)(#56).
- Nicholson/ Holmes/Moreland Rd, Brunswick/Coburg (#58)

**Figure E** (page 31) identifies the 12 centres that have been subject to this NAC criteria assessment.

A summary of the assessment for each centre is provided over the following pages.

### **3.3.2 DEFINING STRATEGIC REDEVELOPMENT SITES**

Strategic redevelopment sites have been identified within some of the neighbourhood activity centres. These are sites which are:

- Large single parcels or sites which be readily consolidated to create a large site;
- Located within or on the edge of the centre core;
- Are underdeveloped given their location within/adjoining the centre core. This could include vacant parcels, large at-grade car parks which have redevelopment potential, small/unviable industrial sites or other unsuitable uses within a neighbourhood context.

### **3.3.3 DEFINING THE CENTRE CORE**

Each NAC typically has a commercial ‘core’ which is where the most intensive mix of commercial, retail and medium/higher density housing is located.

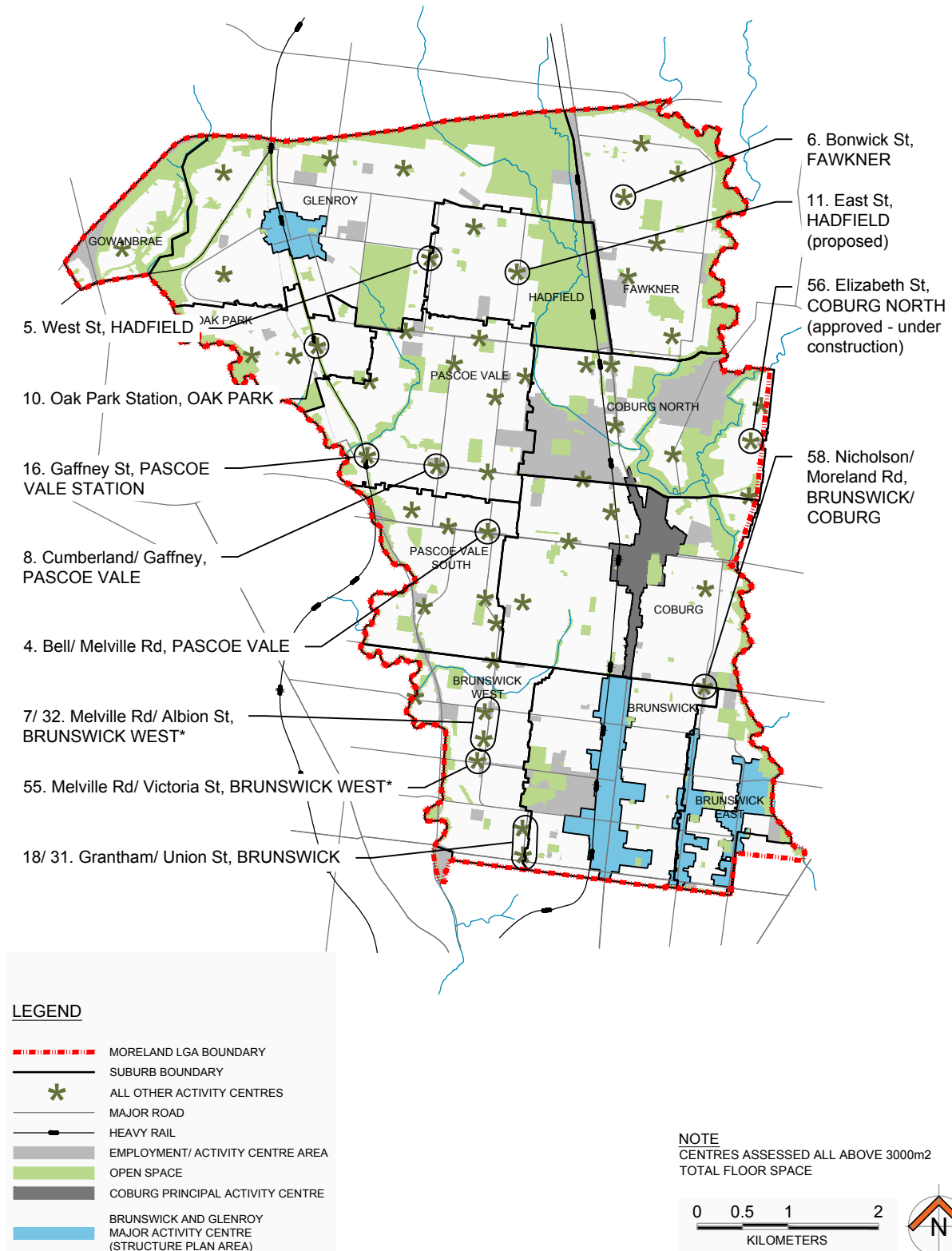
The core area of each centre has generally been defined by the existing land use and zoning of the centre. Land that is currently within a Commercial zone and/or used for weekly convenience retail and supporting commercial and community uses activities has been included within the core. In some instances, opportunities exist to redevelop land adjoining the existing Commercial zone so as to strengthen the neighbourhood role of the Centre. Sometimes, such sites present opportunities to increase retail floorspace within the centre, facilitate delivery of a new retail anchor (such as a supermarket) or expand the range of associated commercial and community services available with in the centre. Such locations have also been included within the defined core of the centre, notwithstanding that they might well need to be rezoned in order to facilitate their commercial redevelopment.

Areas adjoining the core are typically well located for both medium density housing and a range of non-residential uses that are complimentary to the centre and offer amenities to the local community. The range of uses that might enhance the NAC include small offices, medical centres, community facilities, cafés and take away food premises.

### **3.3.3 COMMUNITY CONSULTATION**

A summary of the feedback received from the community as part of Council’s community consultation in respect to it’s MSS is contained within this report as part of the NAC assessments.

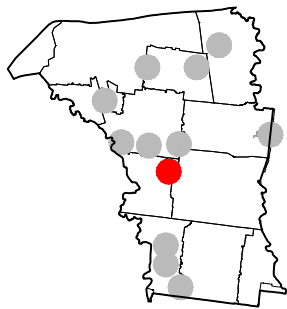
**FIGURE E - CENTRES ASSESSED AGAINST NAC CRITERIA**





## ASSESSMENT 1 - BELL/MELVILLE, PASCOE VALE SOUTH (#4)

### KEY

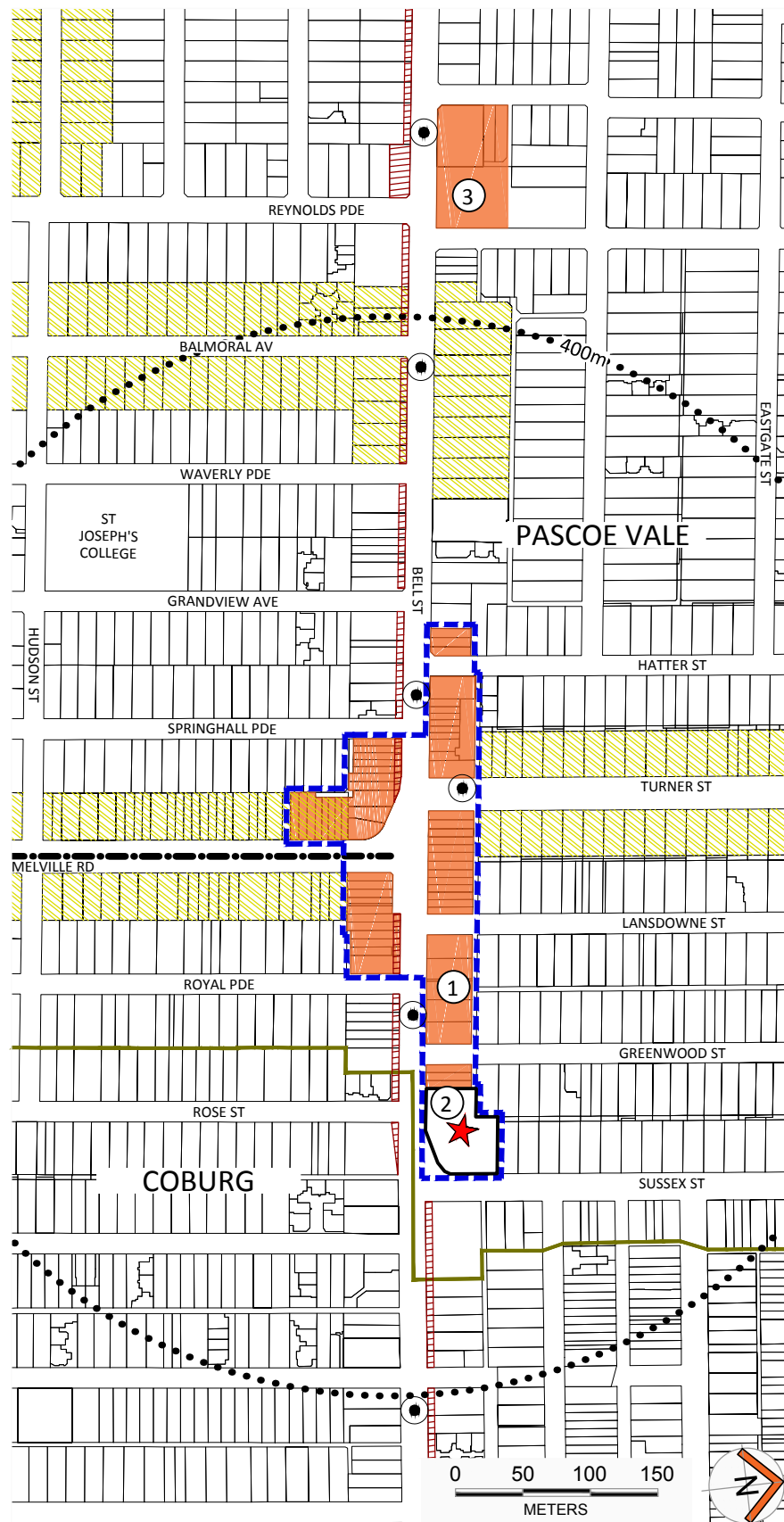


### LEGEND

	SUBURB BOUNDARY
	CENTRE CORE
	COMMERCIAL 1 ZONE
	HERITAGE OVERLAY
	PUBLIC ACQUISITION OVERLAY
	STRATEGIC REDEVELOPMENT SITE
	TRAM
	BUS STOP

### POINTS OF INTEREST

- ① IGA/ Piedimonte's Supermarket
- ② McDonald's Site
- ③ Approved small supermarket



## ASSESSMENT 1 - BELL/ MELVILLE, PASCOE VALE SOUTH (#4)

The Bell/Melville centre is a strip based centre which is anchored by a medium size supermarket (Supa IGA) and an approved supermarket. The centre has a mix of office, service uses and local shops including a number of specialised retail uses such as trophy stores and shoe stores, however it has little public space and congregation areas.

The centre is assessed from the Melville Road from the South and Bell Street from the east and west. The centre is located on the Melville Road tram line and has good bus connections along Bell Street to Coburg Train Station and PAC. The centre is highly fragmented by virtue of the Bell/Melville intersection. This impacts pedestrian and vehicle circulation. There is limited pedestrian movement along the street frontage given that the centre is largely 'fed' by car parking and access from the rear.

ELEMENT	CRITERIA	ASSESSMENT	
Key Criteria			
Total Floorspace	Must have <i>capacity</i> for a minimum of 6000m <sup>2</sup> total floorspace (including retail, commercial, community, health, leisure, etc.)	Met	Existing floorspace 9,408m <sup>2</sup> .*
Retail Floorspace	Must have <i>capacity</i> for a minimum of 5000m <sup>2</sup> retail floorspace	Met	Existing Retail floorspace 5,517m <sup>2</sup> .*
Trade Catchment	Must have <i>capacity</i> to serve at least 8,000 people, and preferably 10,000 or more. Population is based on existing population plus forecast population/housing growth.	Met	A population of 11,311 is located within the 1km catchment to the centre, which is exceeds the minimum population requirement.
Economic Anchor	Must have capacity to accommodate a suitable economic anchor. This can comprise either: - medium or full line supermarket OR - smaller supermarket with supporting level 1 community facilities (at least 2) in or on the edge of the centre.	Met	Comprises medium size supermarket (IGA/ Piedimonte’s).
Typical uses	Predominantly retail and services that meet local community needs. Can include limited commercial space focused on a local market.	Met	Mix of office, service uses and local shops with a number of specialised retail uses.
Public Transport	Located on the Principal Public Transport Network (ie: tram/rail) OR At a minimum have high quality local bus service which provides links to the PPTN and one or more PACs/MACs.	Met	Located on the Melville Road 55 tram line.  There are also bus connections along Bell Street to Coburg Train Station and PAC. Serviced by the 513 bus with a frequency of circa 15-30 minutes and the 903 smart bus that has a frequency of 6-30 minutes.
Opportunities for Growth	Must have capacity to increase residential catchment within the 400m walkable catchment to the activity centre. Development sites, large blocks and limited development constraints for residential development to be considered.	Met	There are some medium sized sites within 400m of the centre which could accommodate increased residential densities.

\* Note MacroPlanDimasi figures (**Table 2**) included the combined floorspace of centres #4 and the approved floorspace in centre #17. Because centre #17 does not form part of this assessment, the floorspace approved for the Reynolds/Bell centre has been excluded from the overall floorspace figure.

## ASSESSMENT 1 - BELL/ MELVILLE, PASCOE VALE SOUTH (#4)

ELEMENT	CRITERIA	ASSESSMENT	
Secondary Criteria			
Centre Design	Be well designed and have (or have the potential to have) safe public spaces with good pedestrian amenity, good access arrangements (by multiple modes) and appropriate levels of safe, functional parking facilities’ .	Not Met	<p>The centre is highly fragmented by virtue of the Bell/Melville intersection and car parking arrangement. This impacts both pedestrian and vehicle circulation.</p> <p>Given the centre is a long strip of shops along a busy road there is little public space and congregation area within the centre. Limited pedestrian movement along street frontage given the centre is largely ‘fed’ by car parking and access from the rear.</p>
Community Facilities	Provide for community facilities within 400m of NACs.	Met	The centre has two schools and four community facilities within 800m of the catchment.

### Assessment:

Criteria Met, Centre to be designated as a NAC.

Expansion and improvement opportunities in this centre are limited by:

- Access to the centre core and car parking is largely via residential streets;
- Low amenity of streets means that there is little on street activity;
- Limited opportunity for public spaces or areas for congregation;
- The Public Acquisition Overlay on Bell Street restricts development capacity of the centre for retail and would further limit pedestrian activity in the centre.
- Viability of sites along Bell St are limited due to the depth of lots and access issues given their frontage to and access from Bell St.

Therefore notwithstanding its designation as a NAC, this is not a centre where expansion is encouraged or where significant commercial or residential investment is anticipated.

Note: All Land shown within the retail core which is not in a commercial zone could be a candidate for rezoning to allow a wider mix of commercial and residential uses.



### COMMUNITY FEEDBACK

There was general support for the centre being classified as a NAC for the following reasons:

- It is well serviced by public transport.
- It contains a supermarket and a range of shops.
- Bell Street and Melville Road can cope with an increase in traffic.
- Shopping strip currently provides for people in the greater area.

ASSESSMENT 2 - BONWICK ST, FAWKNER (#6)

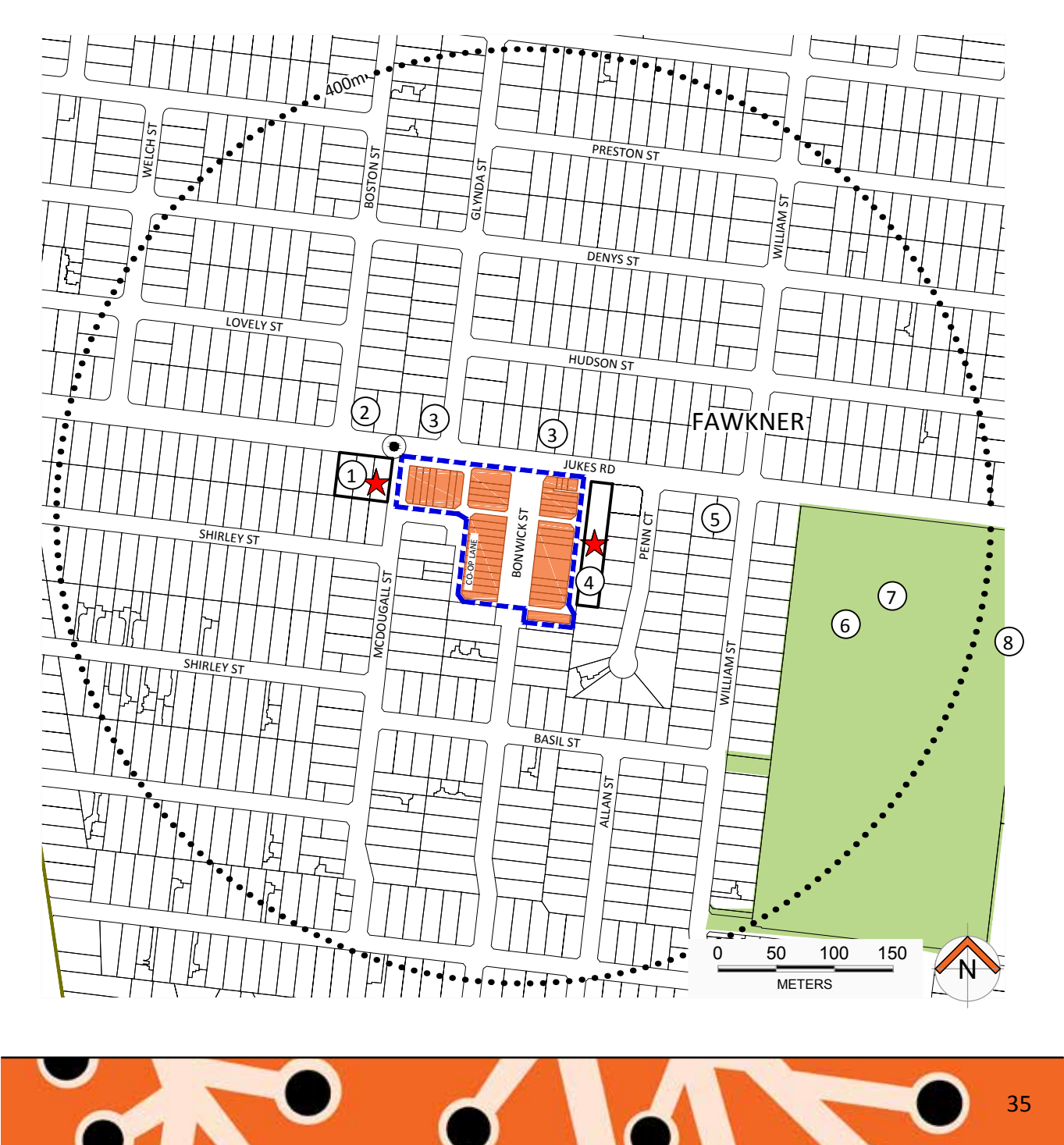
KEY

LEGEND

	SUBURB BOUNDARY
	CENTRE CORE
	COMMERCIAL 1 ZONE
	STRATEGIC REDEVELOPMENT SITE
	BUS STOP
	OPEN SPACE

POINTS OF INTEREST

- 1 Large mechanic
- 2 Real estate agent
- 3 Health/medical facility
- 4 Car park - at grade
- 5 Pathology Clinic
- 6 Fawkner Leisure Centre
- 7 Senior Citizens centre
- 8 Fawkner Secondary Collage



## ASSESSMENT 2 - BONWICK ST, FAWKNER (#6)

The Bonwick Centre is a strip based centre along Bonwick Street and Jukes Road. The centre contains a range of shops (including a Supa IGA), food and drinks premises, banks and post office. Office and medical clinics are located along Jukes Road which also contains single storey residential development.

The Bonwick Street Centre has a strong community focus given the location of a number of community assets nearby including; Fawkner Senior Citizens Club, CB Smith Reserve and associated facilities, Fawkner mosque, John Fawkner Secondary College and the Darul Ulum Primary School and the Fawkner Leisure Centre.

The centre is accessed via Basil and Bonwick Streets from the south, through residential streets and from Jukes Road from the east and west. Car parking within the centre is located along Bonwick Street (angle parking) and in a dedicated at grade car park at the rear of the IGA which is accessed via a central and rear laneway. Pedestrian access to the centre is limited to Jukes Road and Bonwick Street as there are few mid-block connections through to the centre.

The centre is accessible via bus along Jukes Road which connects to the Fawkner Train Station.

ELEMENT	CRITERIA	ASSESSMENT	
Key Criteria			
Total Floorspace	Must have <i>capacity</i> for a minimum of 6000m <sup>2</sup> total floorspace (including retail, commercial, community, health, leisure, etc.)	Met	Existing floorspace is 7000m <sup>2</sup> which meets the floorspace criteria.
Retail Floorspace	Must have <i>capacity</i> for a minimum of 5000m <sup>2</sup> retail floorspace	Met	Existing Retail floorspace 6,293m <sup>2</sup> which meets the criteria.
Trade Catchment	Must have <i>capacity</i> to serve at least 8,000 people, and preferably 10,000 or more. Population is based on existing population plus forecast population/housing growth.	Met	<p>A population of 7784 is located within the 1km catchment to the centre, which is just marginally below the minimum population requirement.</p> <p>However, the catchment for Bonwick extends beyond the 1km noting that the suburb of Fawkner is relatively contained by the Hume Highway to the east and Merri Creek to the west. There are no other large centres within this locality.</p>
Economic Anchor	Must have capacity to accommodate a suitable economic anchor. This can comprise either: - medium or full line supermarket OR - smaller supermarket with supporting level 1 community facilities (at least 2) in or on the edge of the centre.	Met	Comprises Supa IGA (medium size supermarket).
Typical uses	Predominantly retail and services that meet local community needs. Can include limited commercial space focused on a local market.	Met	Mainly shops, cafes, pharmacy, boutiques and services including salons, and medical clinics.



## ASSESSMENT 2 - BONWICK ST, FAWKNER (#6)

ELEMENT	CRITERIA	ASSESSMENT	
Public Transport	Located on the Principal Public Transport Network (ie: tram/rail) OR At a minimum have high quality local bus service which provides links to the PPTN and one or more PACs/MACs.	Met	Located approximately 800m to Gowrie Station.  Connected to the Coburg PAC via train and bus noting: <ul style="list-style-type: none"> <li>530 Bus from Bonwick activity centre to Coburg PAC (30 min interval service, approximately 32 services per day).</li> <li>530 Bus from Bonwick/Juke to Gowrie Station (30min interval service, approximately 32 services per day).</li> </ul>
Opportunities for Growth	Must have capacity to increase residential catchment within the 400m walkable catchment to the activity centre. Development sites, large blocks and limited development constraints for residential development to be considered.	Met	A number of sites capable of supporting new residential growth within the core of the centre as well along Jukes Road. The redevelopment site located behind the supermarket (carpark) could support housing above.
Secondary Criteria			
Centre Design	Be well designed and have (or have the potential to have) safe public spaces with good pedestrian amenity, good access arrangements (by multiple modes) and appropriate levels of safe, functional parking facilities' .	Met	The centre functions as a street based centre, with on street parking along Bonwick St, and large at-grade parking located behind the tenancies and accessed via Juke St/laneways.  Access to the centre is via local streets which are fairly constrained and pedestrian circulation could be improved. This is largely due to the long, unbroken streets which run parallel to Bonwick Street, creating limited pedestrian entries to the centre.
Community Facilities	Provide for community facilities within 400m of NACs.	Met	A senior citizen club also located on Jukes Road and an Indoor recreation centre, pool and passive open space is located off Jukes Road. Both are located within 250 metres of the centre.  The Fawkner Secondary College and Darul Ulum College (Primary) are also located close to the centre.

### Assessment:

Criteria Met, Centre to be designated as a NAC.



### Strategies to be Applied:

- Increase population within the 1km catchment to meet the catchment benchmark;
- Encourage development of sites along Jukes Road for mixed use development or medium density housing to provide for increased walkable catchment. This could include land consolidation along Jukes Road, redevelopment of older housing stock on Bonwick Street and redevelopment of the retail premises along Jukes Road/McDougall street at a higher density;
- Council to investigate opportunities for redevelopment of the rear car park to activate the space and provide new housing options.

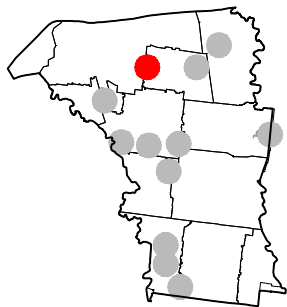
### COMMUNITY FEEDBACK

Residents identified the need for a Supermarket as a priority for the centre.



## ASSESSMENT 3 - WEST ST, HADFIELD (#5)

### KEY

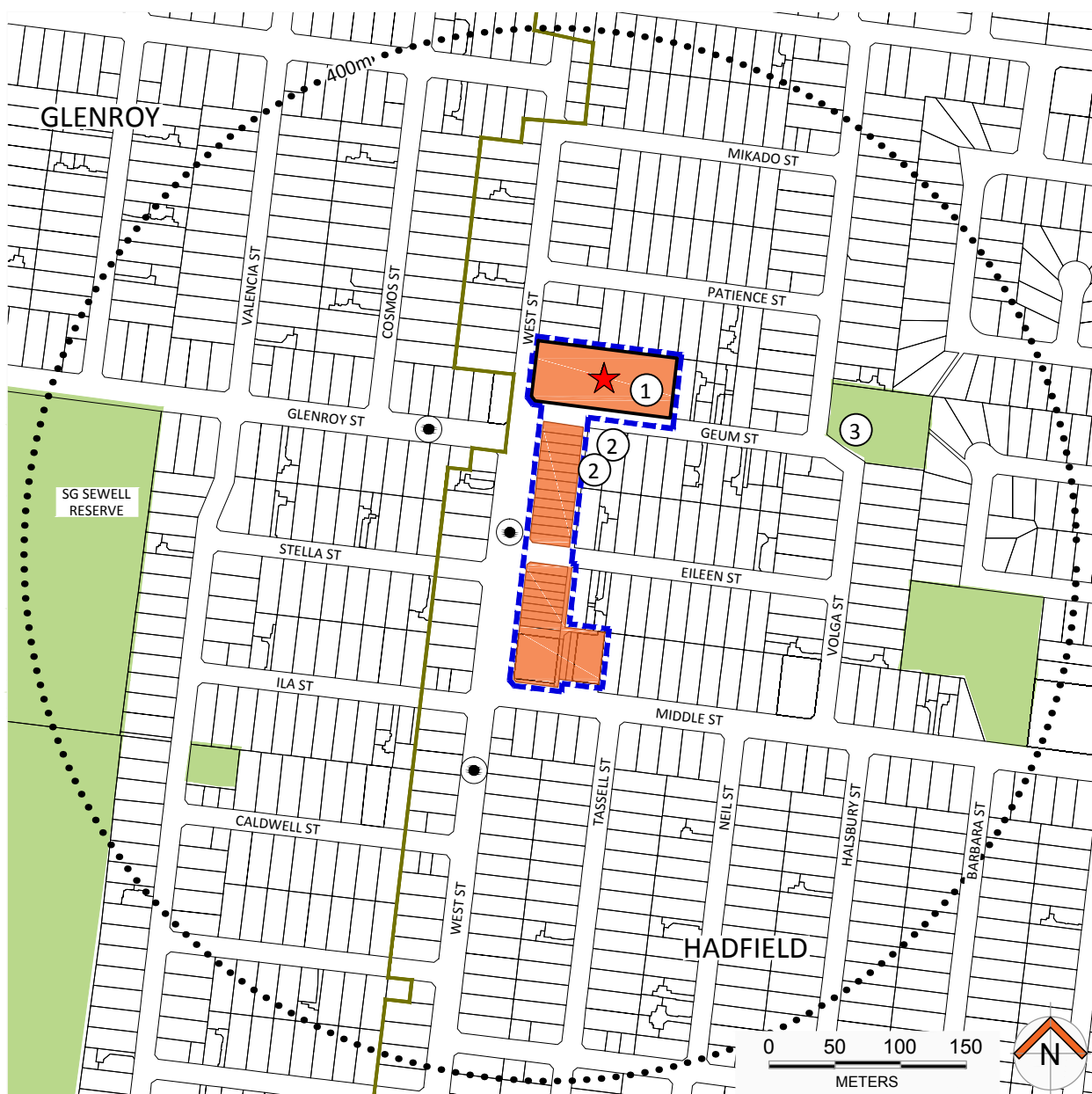


### LEGEND

	SUBURB BOUNDARY
	CENTRE CORE
	COMMERCIAL 1 ZONE
	STRATEGIC REDEVELOPMENT SITE
	BUS STOP
	OPEN SPACE

### POINTS OF INTEREST

- ① Supermarket with Car park (at grade)
- ② Health/medical facility
- ③ Community Facility - MCH/Kindergarten



### ASSESSMENT 3 - WEST ST, HADFIELD (#5)

The West Street centre is a strip based centre which is anchored by a Woolworths supermarket at its northern end. The centre is focused on the east side of West Street with the pedestrian strip separated by from the road traffic by a service road which has angle and parallel parking. At the southern end of centre, the retail wraps around to front Middle Street.

The centre contains a strong mix of local shopping needs including, cafes, deli, grocers, butchers, pharmacy, newsagents and post office. Medical/dental clinics are located on Geum Street, opposite the supermarket car park and a community/mch centre is located at the eastern end of Geum Street.

Access to the centre is via West Street from the north and south and from Glenroy Street from the west. A bus connects the centre to the Glenroy Train Station. Pedestrian access to the centre is via West Street or Volga Street noting there are no mid-block, north-south connections to the centre.

ELEMENT	CRITERIA	ASSESSMENT	
Key Criteria			
Total Floorspace	Must have <i>capacity</i> for a minimum of 6000m <sup>2</sup> total floorspace (including retail, commercial, community, health, leisure, etc.)	Met	Existing Floorspace 7,092m <sup>2</sup> which meets criteria.
Retail Floorspace	Must have <i>capacity</i> for a minimum of 5000m <sup>2</sup> retail floorspace	Met	Existing Retail Floorspace 6,712m <sup>2</sup> which meets criteria.
Trade Catchment	Must have <i>capacity</i> to serve at least 8,000 people, and preferably 10,000 or more. Population is based on existing population plus forecast population/housing growth.	Met	A population of 8734 is located within the 1km catchment to the centre.
Economic Anchor	Must have capacity to accommodate a suitable economic anchor. This can comprise either: - medium or full line supermarket OR - smaller supermarket with supporting level 1 community facilities (at least 2) in or on the edge of the centre.	Met	Comprises medium size Woolworths supermarket.
Typical uses	Predominantly retail and services that meet local community needs. Can include limited commercial space focused on a local market.	Met	Mainly local shops/cafes and services including post office, bank, dental clinic.
Public Transport	Located on the Principal Public Transport Network (ie: tram/rail) OR At a minimum have high quality local bus service which provides links to the PPTN and one or more PACs/MACs.	Met	Bus connections along Glenroy Road and Boundary Road connecting to Glenroy MAC, Glenroy and Merlynston Train Stations and Coburg PAC, serviced by the 534 Bus has 31 services per day with 25-30 min frequencies.
Opportunities for Growth	Must have capacity to increase residential catchment within the 400m walkable catchment to the activity centre. Development sites, large blocks and limited development constraints for residential development to be considered.	Met	Opportunity for redevelopment of larger sites along Geum Street as well as the opportunity within the Commercial 1 zone land, including shop top housing.

### ASSESSMENT 3 - WEST ST, HADFIELD (#5)

ELEMENT	CRITERIA	ASSESSMENT	
Secondary Criteria			
Centre Design	Be well designed and have (or have the potential to have) safe public spaces with good pedestrian amenity, good access arrangements (by multiple modes) and appropriate levels of safe, functional parking facilities’ .	Met	Centre operates as a main street environment with active street fronts and areas for outdoor dining. It provides good pedestrian amenity within the centre but pedestrian and vehicle access to the centre and vehicle circulation within the centre could be improved. In particular the pedestrian/vehicle conflict at the intersection of Glenroy Rd/West St and Geum/West St.
Community Facilities	Provide for community facilities within 400m of NACs.	Met	MCH and Kindergarten on Geum/Volga Street and park. Approx 250m from core.

#### Assessment:

Criteria Met, Centre to be designated as a NAC.



#### Strategies to be Applied:

- Road improvements at the intersection Glenroy Rd/West St would greatly improve both vehicle access and pedestrian safety for this centre;
- Encourage above ground businesses and housing within the C1Z including site consolidation on Geum Street (in particular the Dental /Medical Clinics) which could also support upper level offices, leisure/health uses.
- Encourage shop-top housing along West Street, and Middle Street.
- Support mixed use, and integrated development opportunities on the Woolworths site (if redeveloped).

#### COMMUNITY FEEDBACK

There is general support for the designation of West St as a neighbourhood activity centre. Residents referred to being able to easily walk to the shops and described West St as a friendly place to shop. There is some concern that medium density will affect the feel of the area, parking and property prices and that further development may not be appropriate considering the limitations of Public Transport in the area.



## ASSESSMENT 4 - MELVILLE RD/ ALBION ST, BRUNSWICK WEST (#7 & #32)

The Melville Road centre is a strip based centre comprising a modest mix of local convenience and specialty retailing facilities, as well as medium density housing and number of local services including a postal outlet and local health/wellbeing services. The centre extends from Zeal Street to Hope Street. This strip has been amended as a single centre, notwithstanding that it was initially identified as being two septate centres (centre #7 and #32). The St Joseph's Primary School and Church are located towards the southern edge of this centre. The southern section of the centre comprises a mix of residential and non-residential activities, although it is not within a Commercial zone under the Moreland Planning Scheme. The centre does not currently have a supermarket anchor.

There are a few underutilised sites within the centre, namely the site on the north-west corner of the Albion and Melville, which was previously used for light industrial uses and the site on the corner of Zeal and Albion Street which has historically been used for warehousing. There is also an existing timber yard/trade supplies on the edge of the centre which is accessed via Melville Road.

The centre is accessible by car via a series of east-west streets, most notably Melville Road, Albion, Hope and Victoria Streets. Carparking within the centre is largely on-street, along Melville road.

The centre is accessible by tram (along Melville Road), as well as by bus (along Albion Street). Otherwise, the centre is readily accessible by local residents via a legible and direct grid of local roads to the east, west, south and north of the centre.

ELEMENT	CRITERIA	ASSESSMENT	
Key Criteria			
Total Floorspace	Must have <i>capacity</i> for a minimum of 6000m <sup>2</sup> total floorspace (including retail, commercial, community, health, leisure, etc.)	Met	This centre has a number of redevelopment sites that provide the capacity for the retail floorspace within the centre to meet or exceed the floorspace criteria. These sites are shown on the plan.  The combined existing Floor space is 6,838m <sup>2</sup> .
Retail Floorspace	Must have <i>capacity</i> for a minimum of 5000m <sup>2</sup> retail floorspace	Met	This centre has a number of redevelopment sites that provide the capacity for the retail floorspace within the centre to meet the floorspace criteria. The combined existing Retail Floorspace 3,309m <sup>2</sup> .
Trade Catchment	Must have <i>capacity</i> to serve at least 8,000 people, and preferably 10,000 or more. Population is based on existing population plus forecast population/housing growth.	Met	A population of 13,547 is located within the 1km catchment to the centre, which is in-excess of the minimum population requirement.
Economic Anchor	Must have capacity to accommodate a suitable economic anchor. This can comprise either: - medium or full line supermarket OR - smaller supermarket with supporting level 1 community facilities (at least 2) in or on the edge of the centre.	Met	The centre does not currently have a full line supermarket, but does have a small ‘mixed business’ type convenience retail outlet. The strip has a number of level 1 community facilities (schools, churches, health services) and establishment of a smaller supermarket on Melville road could be expected to underpin this centre as a vibrant NAC. There are a number of sites that could potentially accommodate a small format supermarket as part of any future redevelopment. These include: <ul style="list-style-type: none"><li>• The existing timberyard</li><li>• The two small warehouse/industrial uses on the west side of Melville road</li><li>• The smash repairs site opposite Cummings street.</li></ul>



## ASSESSMENT 4 - MELVILLE RD/ ALBION ST, BRUNSWICK WEST (#7 & #32)

ELEMENT	CRITERIA	ASSESSMENT	
Typical uses	Predominantly retail and services that meet local community needs. Can include limited commercial space focused on a local market.	Met	Mainly local shops and service businesses, including post office, milk bar, café, health services, supermarket, etc.
Public Transport	Located on the Principal Public Transport Network (ie: tram/rail) OR  At a minimum have high quality local bus service which provides links to the PPTN and one or more PACs/MACs.	Met	The centre is located on the Melville Road tram line. Bus route 503 runs east-west along Albion street, connecting to the Coburg PAC. This has 36 services per day, running every 15-20 minutes.
Opportunities for Growth	Must have capacity to increase residential catchment within the 400m walkable catchment to the activity centre. Development sites, large blocks and limited development constraints for residential development to be considered.	Met	There are a number of medium sized sites along Melville Road and on the west side of the centre which could accommodate increased residential densities. North West corner of Melville Rd and Albion St, West Brunswick (#7) has been classified in the Moreland Industrial Land Use Study as Category C – Multi Use Employment Area. The purpose of this category is to identify areas that are appropriate to accommodate a wider mix of employment opportunities. As this site have strategic support for rezoning to facilitate both housing and employment generating uses, it could provide additional population to the centres.
Secondary Criteria			
Centre Design	Be well designed and have (or have the potential to have) safe public spaces with good pedestrian amenity, good access arrangements (by multiple modes) and appropriate levels of safe, functional parking facilities' .	Met	The Melville Road is a strip centre which is accessible by multiple modes. It has significant potential to be enhanced to be a more pleasant and attractive centre. There are a number of significant and attractive buildings within the strip that help define its character. However, the pedestrian amenity, building and streetscape design and access/parking all require improvement.
Community Facilities	Provide for community facilities within 400m of NACs.	Met	The centre is well serviced by a range of community facilities. It is within 400m of a number of level 1 facilities (sporting ovals, primary school, MCH, health services).

### Assessment:

Criteria Met, Centre to be designated as a NAC.

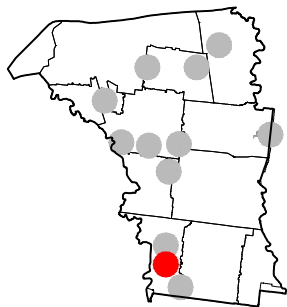
- Recommend that the LACs further south of this centre be treated as part of the Melville Road NAC, and planned accordingly.





## ASSESSMENT 5 - MELVILLE RD/ VICTORIA ST, BRUNSWICK WEST (#55)

### KEY

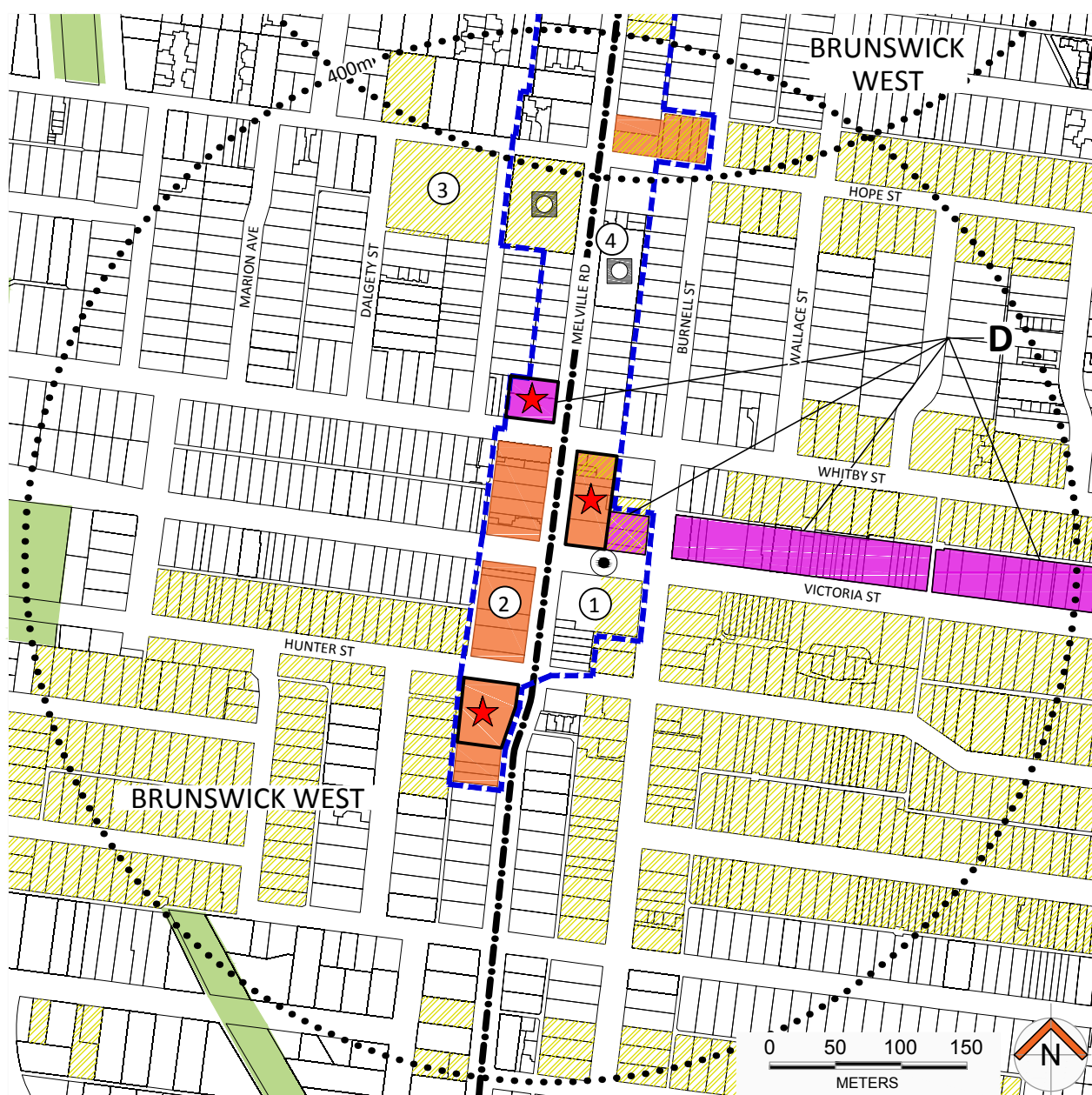


### LEGEND

	SUBURB BOUNDARY		STRATEGIC REDEVELOPMENT SITE
	CENTRE CORE		RELIGIOUS BUILDING
	COMMERCIAL 1 ZONE		TRAM
	MIXED USE ZONE		BUS STOP
	MILUS CATEGORY D MULTI USE RESIDENTIAL		HERITAGE OVERLAY
	OPEN SPACE		

### POINTS OF INTEREST

- ① St Johns Church
- ② Estonia House Hall
- ③ St Josephs Primary School /Church
- ④ St Davids Uniting Church and Hall



## ASSESSMENT 5 - MELVILLE RD/ VICTORIA ST, BRUNSWICK WEST (#55)

The Melville Road/Victoria Street centre is a strip based centre comprising a modest mix of local convenience and specialty retailing facilities, as well as food and drink premises, medium density housing and number of local services including churches, a community hall and health/wellbeing services. The northern section of the centre comprises a mix of residential and non-residential activities, although it is not within a Commercial zone under the Moreland Planning Scheme. Similarly the large church site on the corner of Melville Road and Victoria Street is not within a Commercial zone. The centre does not currently have a supermarket anchor, but contains sites that may be suitable for development of a smaller size in future.

The centre is connected to larger parkland areas further east via a strip of 'mix use' zoned land on the north side of Victoria Street. The southern side of this street comprises a mix of residential and community uses.

The centre is accessible by car via a series of east-west streets, most notably Hope and Victoria Streets. Carparking within the centre is largely on-street, along Melville road and Vitoria Street. It is also accessible by tram (along Melville Road), as well as by bus (along Victoria Street). Otherwise, the centre is readily accessible by local residents via a legible and direct grid of local roads to the east, west, south and north of the centre.

ELEMENT	CRITERIA	ASSESSMENT	
Key Criteria			
Total Floorspace	Must have <i>capacity</i> for a minimum of 6000m <sup>2</sup> total floorspace (including retail, commercial, community, health, leisure, etc.)	Not Met	This centre is proximate to a an activity strip further north along Melville Road. Opportunities exist to plan this centre as part of a larger NAC covering all three of these centres (refer to Melville Road NAC assessment for details). Existing floorspace is 3,076m <sup>2</sup> .
Retail Floorspace	Must have <i>capacity</i> for a minimum of 5000m <sup>2</sup> retail floorspace	Not Met	Existing retail floorspace 1,842m <sup>2</sup> . As noted above, the combined centre has capacity to grow to 7,500m <sup>2</sup> if planned as part of the larger NAC along Melville Road.
Trade Catchment	Must have <i>capacity</i> to serve at least 8,000 people, and preferably 10,000 or more. Population is based on existing population plus forecast population/housing growth.	-	The trade catchment of the Melville Rd/Albion st centre is 12,813 people. If the Melville Rd/ Victoria St centre is considered to form part of a NAC extending from Jacobs Reserve to south of Victoria Street then the total trade catchment within 1km will be significantly in excess of the 10,000 person criteria. There are circa 7600 people within 400m of this strip.
Economic Anchor	Must have capacity to accommodate a suitable economic anchor. This can comprise either: - medium or full line supermarket OR - smaller supermarket with supporting level 1 community facilities (at least 2) in or on the edge of the centre.	Not Met	The centre does not currently have a full line supermarket. There are a number of sites that could potentially accommodate a small format supermarket as part of any future redevelopment. These include: <ul style="list-style-type: none"><li>• Service industry sites on the north-east corner of Melville road/Victoria street;</li><li>• Commercial/industrial sites on the west side of Melville road, north of the intersection of Whitby street;</li><li>• The existing 7-11 site on Melville road</li></ul>
Typical uses	Predominantly retail and services that meet local community needs. Can include limited commercial space focused on a local market.	Met	A mix of local shops and service businesses

## ASSESSMENT 5 - MELVILLE RD/ VICTORIA ST, BRUNSWICK WEST (#55)

ELEMENT	CRITERIA	ASSESSMENT	
Public Transport	Located on the Principal Public Transport Network (ie: tram/rail) OR At a minimum have high quality local bus service which provides links to the PPTN and one or more PACs/MACs.	Met	The centre is located on the tram line Bus route 508 has a 15-20 minute service, with approximately 52 services per day, connecting to Brunswick station, Moonee Ponds PAC and Northcote Station.
Opportunities for Growth	Must have capacity to increase residential catchment within the 400m walkable catchment to the activity centre. Development sites, large blocks and limited development constraints for residential development to be considered.	Met*	There are a modest number of medium sized sites along Melville Road and on the South and South-East side of the centre which could accommodate increased residential densities.
Secondary Criteria			
Centre Design	Be well designed and have (or have the potential to have) safe public spaces with good pedestrian amenity, good access arrangements (by multiple modes) and appropriate levels of safe, functional parking facilities' .	Met	The Melville Road is a strip centre which is accessible by multiple modes. It has significant potential to be enhanced to be a more pleasant and attractive centre. There are a number of significant and attractive buildings within the strip that help define its character. However, the pedestrian amenity, building and streetscape design and access/ parking all require improvement.
Community Facilities	Provide for community facilities within 400m of NACs.	Met	The centre is well serviced by a range of community facilities. It is within 400m of a number of level 1 facilities (primary school, health services), and 800m of level 2 facilities: catholic primary school, nursing home, churches).

### Assessment:

Criteria Not Met – however this centre is only 200m south of the southern edge of the Melville Rd/Albion St centre and there are community facilities location in the interviewing sites. As such it is recommended that this site be planned as part of a broader NAC extending from South of Victoria St to Jacobs Reserve.



### COMMUNITY FEEDBACK

Some submitters question the ability for the Melville Road strip to become a NAC because:

- It currently has few shops and does not have a supermarket.
- It is relatively close to Sydney road shops and Barkly Square.
- Its pedestrian environment is currently poor.

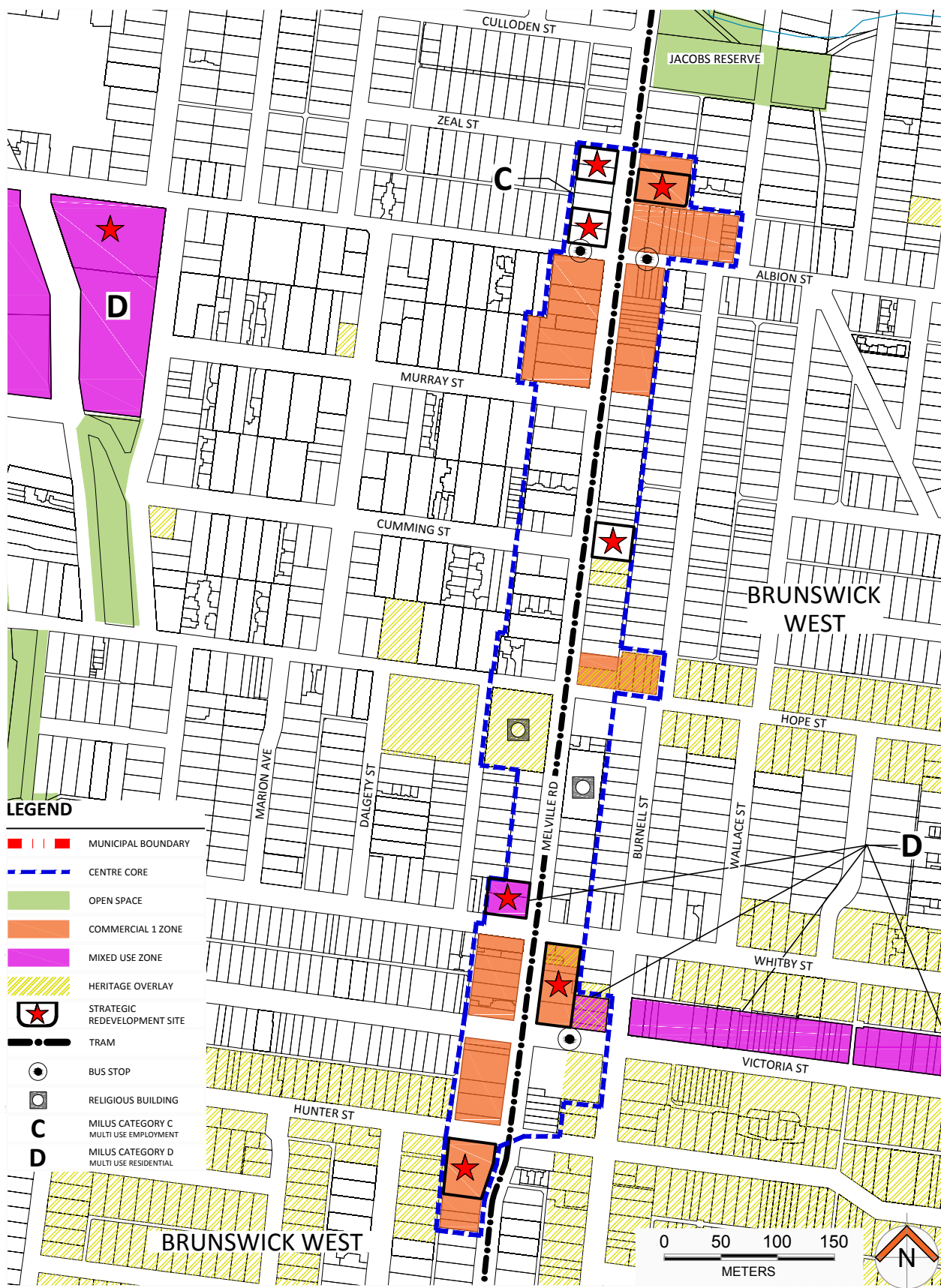
There was some support from member of the community for the NAC for the following reasons:

- The centre has tram access.
- The centre is distinct from other retail models and allows more for small businesses.
- It is well positioned and currently works well, feeling like a village and close to schools.

There is some support for development of up to 3 storeys along the Melville Road frontage.



## ASSESSMENT 4 AND 5 COMBINED - MELVILLE RD NAC



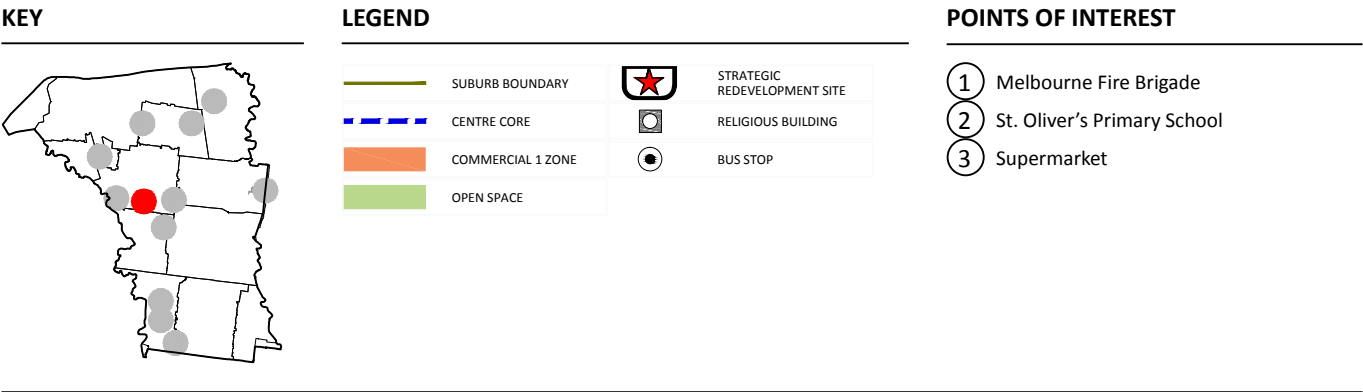
## **ASSESSMENT 4 AND 5 COMBINED - MELVILLE RD NAC**

### **Strategies to be Applied:**

- The LAC further south of Melville Road (centre 55) are considered to functionally form part of the Melville Rd/Albion St centre, and should be planned as part of a larger NAC stretching along Melville Road, from the area south of Victoria Street to Jacobs Reserve. Many of the sites along Melville Road in between these centres have considerable potential for redevelopment, and opportunities exist to create a continuous mix of commercial, retail and residential uses along this street frontage. These sites are currently zoned residential and consideration should be given to including these in a Mixed Use Zone or similar so as to facilitate a wider range of retail and commercial activities along Moreland Road;
- Facilitate the redevelopment of one or more of the strategic redevelopment sites for the purposes of a retail anchor such as a supermarket to assist in diversifying the convenience retail role of the centre;
- Improve local access and car parking within the centre, particularly in the vicinity of Melville and Hope Street;
- Investigate opportunities to improve local pedestrian amenity, building and streetscape design along Melville Road.
- All land shown in the centre 'core' but not currently within a commercial zone could be a candidate for rezoning to allow for a wider mix of commercial and residential uses.
- Support mixed use development on larger sites along Melville Road, with retail commercial frontages and residential above/behind.



ASSESSMENT 6 - CUMBERLAND/ GAFFNEY, PASCOE VALE (#8)



## ASSESSMENT 6 - CUMBERLAND/ GAFFNEY, PASCOE VALE (#8)

This centre extends from the intersection of Cumberland Road and Gaffney Street, being anchored by a mid-sized Coles supermarket on the south side of Gaffney Street. Activity along Gaffney Street is largely setback behind car parking and service roads with land on north side (TAB/Bottle shop) being slightly elevated with car parking along the frontage. The strip of shops located north along Cumberland Road have direct street frontage, with parallel parking in front. The major parking area for the centre is located at the rear of the supermarket which is accessed via crossovers on Cumberland Road and Gaffney Streets.

Pedestrian access to the site is provided via Cumberland and Gaffney Streets with limited other connection points to the site. The western side of the Cumberland/Gaffney intersection contains the MFB Fire Brigade the Pascoe Vale Primary School.

ELEMENT	CRITERIA	ASSESSMENT	
Key Criteria			
Total Floorspace	Must have <i>capacity</i> for a minimum of 6000m <sup>2</sup> total floorspace (including retail, commercial, community, health, leisure, etc.)	Not Met	Existing floorspace is 4,972m <sup>2</sup> .  The centre is devoid of large redevelopment sites with road frontage which would have the capacity to meet this floorspace criteria.  There may be some opportunities for upper level development but this is unlikely to meet floor-space criteria and will compound car parking and circulation issues within the centre.
Retail Floorspace	Must have <i>capacity</i> for a minimum of 5000m <sup>2</sup> retail floorspace	Not Met	Existing retail floorspace 4168m <sup>2</sup> .  May have some capacity to accommodate small expansion of shops or non-retail uses but is devoid of a large redevelopment site to reach the required retail floorspace. The at-grade car park for the supermarket is considered a strategic redevelopment site which could provide residential development. It is not considered a suitable retail site given it does not have street frontage. To develop the site for a larger retail anchor, the existing supermarket would need to be demolished and the entire site redeveloped. Parking, loading and access arrangements would be challenging having regard to the layout of the centre, current standards which would need to be met and the interface with residential properties to the south and east.
Trade Catchment	Must have <i>capacity</i> to serve at least 8,000 people, and preferably 10,000 or more. Population is based on existing population plus forecast population/housing growth.		No data was available at the time of writing.
Economic Anchor	Must have capacity to accommodate a suitable economic anchor. This can comprise either: - medium or full line supermarket OR - smaller supermarket with supporting level 1 community facilities (at least 2) in or on the edge of the centre.	Met	Comprises a mid-sized Coles Supermarket.

## ASSESSMENT 6 - CUMBERLAND/ GAFFNEY, PASCOE VALE (#8)

ELEMENT	CRITERIA	ASSESSMENT	
Typical uses	Predominantly retail and services that meet local community needs. Can include limited commercial space focused on a local market.	Met	Mainly shops and services including salons, banks, small gym etc.
Public Transport	Located on the Principal Public Transport Network (ie: tram/rail) OR At a minimum have a local bus service which provides links to the PPTN and one or more PACs/MACs.	Met	The Centre is not located on the PPTN and is outside the walkable catchment to the train station (1km to Pascoe Vale Station).  Bus links along Gaffney Street (route 513) connect to Pascoe Vale/Glenroy Train station and Glenroy MAC. Frequency of 15-30 minutes (approximately 59 services per day).
Opportunities for Growth	Must have capacity to increase residential catchment within the 400m walkable catchment to the activity centre. Development sites, large blocks and limited development constraints for residential development to be considered.	Not Met	There are limited sites within 400m of the centre which could accommodate increased densities noting that many larger lots surrounding the centre already contain unit developments.
Secondary Criteria			
Centre Design	Be well designed and have (or have the potential to have) safe public spaces with good pedestrian amenity, good access arrangements (by multiple modes) and appropriate levels of safe, functional parking facilities' .	Not Met	The centre is spread out along Gaffney and Cumberland Roads. The anchor is on the south side of Gaffney Street with car parking at the front and rear.  The south side of Gaffney Street comprises angle parking and shops set back. The northern frontage to Gaffney Street accommodates driveways and car parking (to support the bottle shop/TAB). The shops along Cumberland Road stretch some distance to the north and have little relationship with the retail along Gaffney Street.  As such, the centre is disjointed, has relatively poor pedestrian amenity and provides little opportunity for street activation and congregation.
Community Facilities	Provide for community facilities within 400m of NACs.	Met	Two primary schools are located near to the centre, (on north west corner of Gaffney St/ Cumberland Road and Landells Road. A Church is located on the corner of Gaffney/Landells Road. Raeburn Reserve and the Community Pool is also located approximately 400m north of the centre.

### Assessment:

Criteria Not Met, Centre to be designated as a LAC and assessed under the LAC criteria in **Section 2.5** (p26).

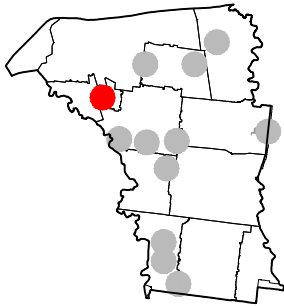


### COMMUNITY FEEDBACK

Cumberland/Gaffney Street was identified by some submitters as a centre that required further investigation as to its potential to fit the Neighbourhood Activity Centre criteria.

## ASSESSMENT 7 - OAK PARK STATION, OAK PARK (#10)

### KEY



### LEGEND

	SUBURB BOUNDARY		STRATEGIC REDEVELOPMENT SITE
	CENTRE CORE		HEAVY RAIL
	COMMERCIAL 1 ZONE		BUS STOP
<b>A</b>	MILUS CATEGORY A CORE IND. AND EMPLOYMENT		OPEN SPACE
<b>C</b>	MILUS CATEGORY C MULTI USE EMPLOYMENT		

### POINTS OF INTEREST

- ① Community Hall
- ② Ambulance Victoria



## ASSESSMENT 7 - OAK PARK STATION, OAK PARK (#10)

The Oak Park centre is based along Snell Grove which runs perpendicular to the Oak Park rail line. The centre is small consisting of a mini-mart, coffee shop/take away and a number of beauty salons and health related services. Car parking is provided on Snell Grove.

Access to the centre is provided via Snell Grove and Waterloo Road on the eastern side of the railway which is considered the catchment for this centre. The railway and topography to the west makes pedestrian and vehicle access to the centre from the west challenging.

ELEMENT	CRITERIA	ASSESSMENT	
Key Criteria			
Total Floorspace	Must have <i>capacity</i> for a minimum of 6000m <sup>2</sup> total floorspace (including retail, commercial, community, health, leisure, etc.)	Not Met	Existing floorspace is 4,411m <sup>2</sup> with no large redevelopment sites with capacity to meet this criteria. There are opportunities for some upper level development but this is unlikely to meet floorspace criteria.
Retail Floorspace	Must have <i>capacity</i> for a minimum of 5000m <sup>2</sup> retail floorspace	Not Met	Existing retail floorspace 2,967m <sup>2</sup> . The centre may have some capacity to accommodate small expansion of shops or non-retail use but is devoid of a large redevelopment site to support the retail floorspace.
Trade Catchment	Must have <i>capacity</i> to serve at least 8,000 people, and preferably 10,000 or more. Population is based on existing population plus forecast population/housing growth.	Met	A total of 8,469 located within 1km of the centre which meets the minimum requirement. However, the location of the centre east of the railway, and the steep topography of western side of railway results in poor pedestrian and vehicles access to the centre (ie steep, concealed underpass and no vehicle crossing point) from the west. The catchment would principally be east of railway line given this.
Economic Anchor	Must have capacity to accommodate a suitable economic anchor. This can comprise either: - medium or full line supermarket OR - smaller supermarket with supporting level 1 community facilities (at least 2) in or on the edge of the centre.	Met	Comprises convenience shop/mini-mart only. No large redevelopment sites with capacity to accommodate an anchor supermarket, either full line or medium size (2000m <sup>2</sup> ). May be potential to consolidate two sites on corner of Snell Grove/Waterloo Road to accommodate level 1 community facility (to act as anchor). However, unlikely to be able to accommodate more than one facility required in this criteria. A strategic redevelopment site exists on Devon Rd, however this is sum 620m from the centre and could not be connected to the existing centre.
Typical uses	Predominantly retail and services that meet local community needs. Can include limited commercial space focused on a local market.	Met	Mainly shops and services including salons, medical clinics.



## ASSESSMENT 7 - OAK PARK STATION, OAK PARK (#10)

ELEMENT	CRITERIA	ASSESSMENT	
Public Transport	Located on the Principal Public Transport Network (ie: tram/rail) OR At a minimum have high quality local bus service which provides links to the PPTN and one or more PACs/MACs.	Met	The Centre extends east from Oak Park Station.
Opportunities for Growth	Must have capacity to increase residential catchment within the 400m walkable catchment to the activity centre. Development sites, large blocks and limited development constraints for residential development to be considered.	Met	There are opportunities for increased density within the centre, with capacity for medium density development particularly along Waterloo Road.
Secondary Criteria			
Centre Design	Be well designed and have (or have the potential to have) safe public spaces with good pedestrian amenity, good access arrangements (by multiple modes) and appropriate levels of safe, functional parking facilities' .	Met	The Centre operates as a main street environment with active streetfronts, and a pleasant pedestrian environment. Access and parking is well catered for based on the current level of retail and services
Community Facilities	Provide for community facilities within 400m of NACs.	Not Met	Limited community facilities close to the centre (east side of train line). The Jessie Morris community centre is located approximately 500m east of the centre.

### Assessment:

Criteria Not Met, Centre to be designated as a LAC and assessed under the LAC criteria in **Section 2.5** (p26).

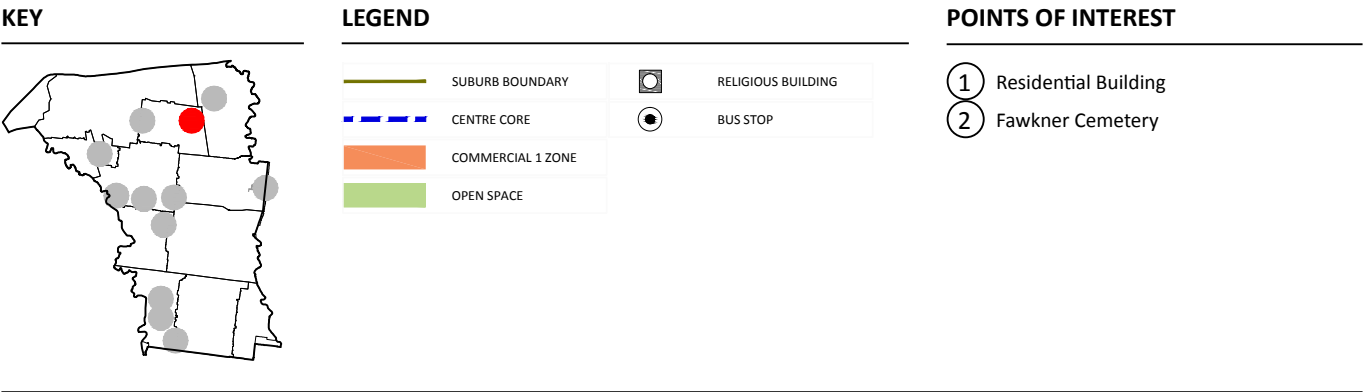


### COMMUNITY FEEDBACK

Some submitters question the ability for Oak Park Station (on Snell Grove and Waterloo Rd) to become a NAC because:

- There are limited services within walking distance in Oak Park.
- Concern that the current shops would not be able to cope with influx of customers.
- The centre does not currently serve every day needs and does not have services such as bank, butcher, proper supermarket.
- The centre has a lack of parking.

ASSESSMENT 8 - EAST ST, HADFIELD (#11)



## ASSESSMENT 8 - EAST ST, HADFIELD (#11)

This centre is located on East Street and Domain Street and dissected by Fitzroy Street, running east-west. The centre accommodates a milk bar, locksmith and takeaway food outlets but has many vacancies and disused tenancies. The commercial zone land along Domain Street accommodates dwellings, a place of assembly and vacant land and as such doesn't contribute greatly to the centre.

The centre can be readily accessed via the surrounding streets, with car parking provided on the East Street frontage. A bus service connects the centre to Gowrie Train Station.

ELEMENT	CRITERIA	ASSESSMENT	
Key Criteria			
Total Floorspace	Must have <i>capacity</i> for a minimum of 6000m <sup>2</sup> total floorspace (including retail, commercial, community, health, leisure, etc.)	Not Met	No large redevelopment sites with capacity to meet the floorspace criteria.  Existing floorspace is 3,835m <sup>2</sup>
Retail Floorspace	Must have <i>capacity</i> for a minimum of 5000m <sup>2</sup> retail floorspace	Not Met	No large redevelopment sites with capacity to meet the retail floorspace criteria. Existing Retail floorspace 2,677m <sup>2</sup> .
Trade Catchment	Must have <i>capacity</i> to serve at least 8,000 people, and preferably 10,000 or more. Population is based on existing population plus forecast population/housing growth.		No data was available at the time of writing.
Economic Anchor	Must have capacity to accommodate a suitable economic anchor. This can comprise either: - medium or full line supermarket OR - smaller supermarket with supporting level 1 community facilities (at least 2) in or on the edge of the centre.	Not Met	No large redevelopment sites with capacity to accommodate an anchor supermarket, either full line, medium or small.
Typical uses	Predominantly retail and services that meet local community needs. Can include limited commercial space focused on a local market.	Met	A few shops and services, including takeaway food outlets, a locksmith, milk bar/green grocer.
Public Transport	Located on the Principal Public Transport Network (ie: tram/rail) OR At a minimum have high quality local bus service which provides links to the PPTN and one or more PACs/MACs.	Not Met	The site is not located on the PPTN and is not within a walkable distance to either Fawkner or Glenroy Stations. However, the 527 bus services the centre, running to/from Gowrie Railway Station to Northland Major Activity Centre.
Opportunities for Growth	Must have capacity to increase residential catchment within the 400m walkable catchment to the activity centre. Development sites, large blocks and limited development constraints for residential development to be considered.	Met	Limited capacity for increased residential development beyond incremental growth.

## ASSESSMENT 8 - EAST ST, HADFIELD (#11)

ELEMENT	CRITERIA	ASSESSMENT	
Secondary Criteria			
Centre Design	Be well designed and have (or have the potential to have) safe public spaces with good pedestrian amenity, good access arrangements (by multiple modes) and appropriate levels of safe, functional parking facilities’ .	Met	The Centre has capacity to operate as a main street environment with outdoor dining and active street fronts. However it currently has limited street activity noting a number of vacancies.
Community Facilities	Provide for community facilities within 400m of NACs.	Not Met	There are limited community facilities in the local area aside from the Soccer fields behind the centre on Middle Street.

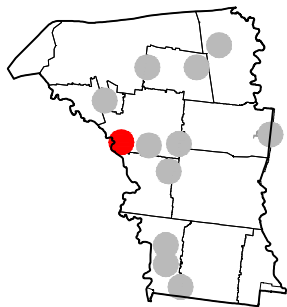
### Assessment:

Criteria Not Met, Centre to be designated as a LAC and assessed under the LAC criteria in **Section 2.5** (p26).



## ASSESSMENT 9 - GAFFNEY ST, PASCOE VALE STATION (#16)

### KEY

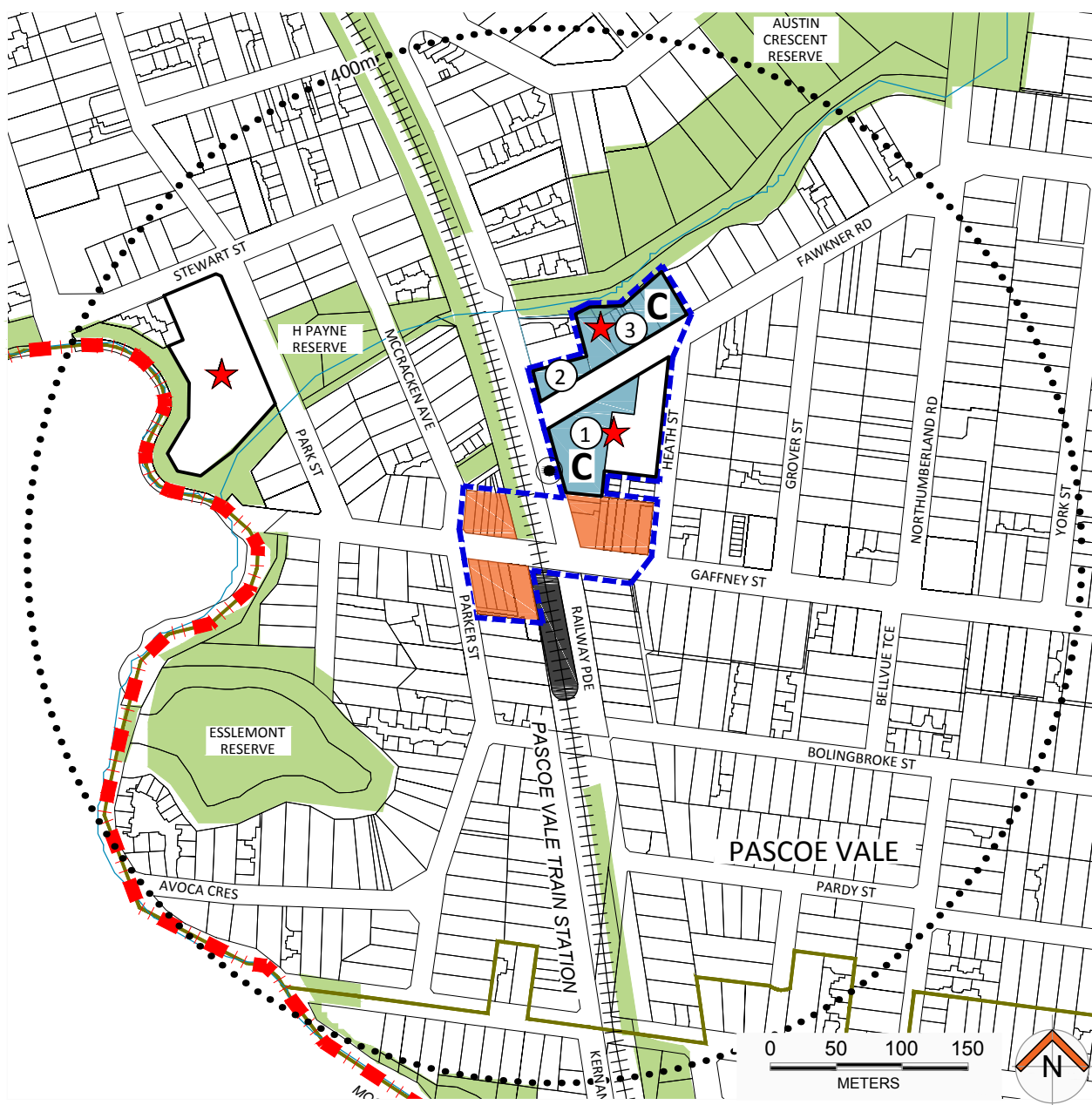


### LEGEND

	MUNICIPAL BOUNDARY		STRATEGIC REDEVELOPMENT SITE
	SUBURB BOUNDARY		HEAVY RAIL
	CENTRE CORE		BUS STOP
	COMMERCIAL 1 ZONE		OPEN SPACE
	INDUSTRIAL 3 ZONE		
	MILUS CATEGORY C MULTI USE EMPLOYMENT		

### POINTS OF INTEREST

- 1 TAB/Tavern
- 2 Mechanics
- 3 Place of Assembly





## ASSESSMENT 9 - GAFFNEY ST, PASCOE VALE STATION (#16)

The Gaffney Street/The Pascoe Vale Station centre is split over the railway line, creating some circulation challenges for both cars and pedestrian access. The centre generally operates as a main street environment with active street fronts and a pleasant pedestrian environment. The centre has a mix of shops, cafes and services including salons, wellness and medical clinics. The site is located in close proximity to open space including the Payne Reserve, Austin Crescent Reserve and Esslemont Reserve.

There are some large sites along Fawkner Road which accommodate auto repairs and service industry uses. Within the centre there is a large corner site that is currently occupied by the Pascoe Vale Hotel, bottle Shop and at grade car parking. Land adjoining the carpark, which fronts Fawkner and Heath Street, is vacant.

The centre is accessed from Burgundy Street from the south and Railway Parade from the north and Gaffney Street from the east and west. There is limited dedicated car parking within the centre. The centre is located around the Pascoe Vale Station and has bus connections to Meadow Heights shopping centre, Broadmeadows PAC and Glenroy MAC/railway station.

ELEMENT	CRITERIA	ASSESSMENT	
Key Criteria			
Total Floorspace	Must have <i>capacity</i> for a minimum of 6000m <sup>2</sup> total floorspace (including retail, commercial, community, health, leisure, etc.)	Met	<p>The centre has the capacity to accommodate the minimum floorspace through the development of strategic development sites as shown on the plan.</p> <p>The key development opportunities are:</p> <ul style="list-style-type: none"><li>• Corner of Railway Parade and Fawkner Roa</li><li>• Title consolidation and redevelopment along Fawkner Street. This includes the industrial sites identified in MILUS.</li><li>• New non-retail uses such as medical, health, beauty, childcare, take away premises on the south side of Gaffney Street and the southern extension of Railway Pde.</li><li>• Upper level development for non-retail uses along Gaffney St and Railway Pde.</li></ul> <p>The existing floor space is 3097m<sup>2</sup>.</p>
Retail Floorspace	Must have <i>capacity</i> for a minimum of 5000m <sup>2</sup> retail floorspace	Met	<p>The centre has capacity to accommodate new retail development along Railway Pde and Fawkner Road.</p> <p>Key development sites total close to 1 hectare which could accommodate a small to medium size supermarket with ancillary uses on the north side of Fawkner Road.</p> <p>Existing Retail Floorspace 2,377m<sup>2</sup>.</p>
Trade Catchment	Must have <i>capacity</i> to serve at least 8,000 people, and preferably 10,000 or more. Population is based on existing population plus forecast population/housing growth.	Met	<p>The catchment for the centre is 8,212 people which meets the criteria.</p>
Economic Anchor	Must have capacity to accommodate a suitable economic anchor. This can comprise either: - medium or full line supermarket OR - smaller supermarket with supporting level 1 community facilities (at least 2) in or on the edge of the centre.	Met	<p>This centre doesn’t currently have an anchor, comprising convenience shop/mini-mart only. However, the centre has the capacity to accommodate an economic anchor via the development of a strategic redevelopment site; as well as other sites along Fawkner Road and Railway Pde (south) which could accommodate a level 1 community facility.</p>

## ASSESSMENT 9 - GAFFNEY ST, PASCOE VALE STATION (#16)

ELEMENT	CRITERIA	ASSESSMENT	
Typical uses	Predominantly retail and services that meet local community needs. Can include limited commercial space focused on a local market.	Met	Mainly shops, cafes and services including salons, wellness and medical clinics. Some service industry uses (mechanics, etc) along Fawcner Road.
Public Transport	Located on the Principal Public Transport Network (ie: tram/rail) OR At a minimum have high quality local bus service which provides links to the PPTN and one or more PACs/MACs.	Met	Located around Pascoe Vale Station on the Craigieburn Rail line. Bus travel to Meadow Heights shopping centre, Broadmeadows PAC and Glenroy MAC/railway station also available (currently 45min intervals).
Opportunities for Growth	Must have capacity to increase residential catchment within the 400m walkable catchment to the activity centre. Development sites, large blocks and limited development constraints for residential development to be considered.	Met	There is ample opportunity to increase catchment within the 400m walkable area. There are a number of development sites, large blocks and opportunities for higher density development within the commercial one area.  There is also opportunity for shop top housing.
Secondary Criteria			
Centre Design	Be well designed and have (or have the potential to have) safe public spaces with good pedestrian amenity, good access arrangements (by multiple modes) and appropriate levels of safe, functional parking facilities' .	Met	Centre generally operates as a main street environment with active street fronts, and a pleasant pedestrian environment on Gaffney St. There is capacity to improve pedestrian connectivity by creating mid-block link (along railway Pde to the station) and improve pathways over the railway.
Community Facilities	Provide for community facilities within 400m of NACs.	Met	Open Space including Esselmost Reserve and Austin Creek Reserve are both located within 200m of the core activity centre. However there are limited community facilities within the centre.

### Assessment:

Criteria Met, Centre to be designated as a NAC.



### Strategies to be Applied:

- Facilitate rezoning of the strategic redevelopment site to enable a retail anchor to be established;
- Investigate need for community facilities/services within the area and if demand exists look for opportunities to provide services;
- Improvements to car parking within the centre (particularly commuter parking) is necessary as there is limited dedicated parking which is impacting on the function of the activity. Potential to provide commuter parking with new retail development (above/below ground). New development on the east side of the railway can balance the centre.
- Support shop-top housing along Gaffney Street, particularly west of the rail line and the southern side of Gaffney Street to respond to the existing medium density housing along the north of the street.
- Note: All Land shown within the retail core which is not in a commercial zone could be a candidate for rezoning to allow a wider mix of commercial and residential uses.

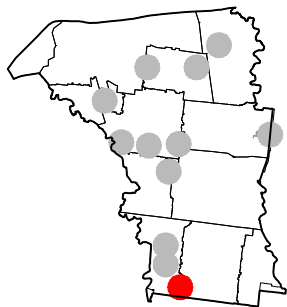
All of the above strategies must be implemented to ensure this centre meets the criteria for a NAC.

### COMMUNITY FEEDBACK

Some residents suggested that the centre should be considered for the RGZ and has the potential to accommodate higher density as it is within 600m of the train station and currently has 4 storey apartments in the area. Some residents identified the need for a supermarket as the priority for the centre as the Gaffney St shops at the station do not constitute anchor shops for weekly needs with residents currently travelling to major shopping precincts.

## ASSESSMENT 10 - GRANTHAM/ UNION ST, BRUNSWICK (#18 & 31)

### KEY

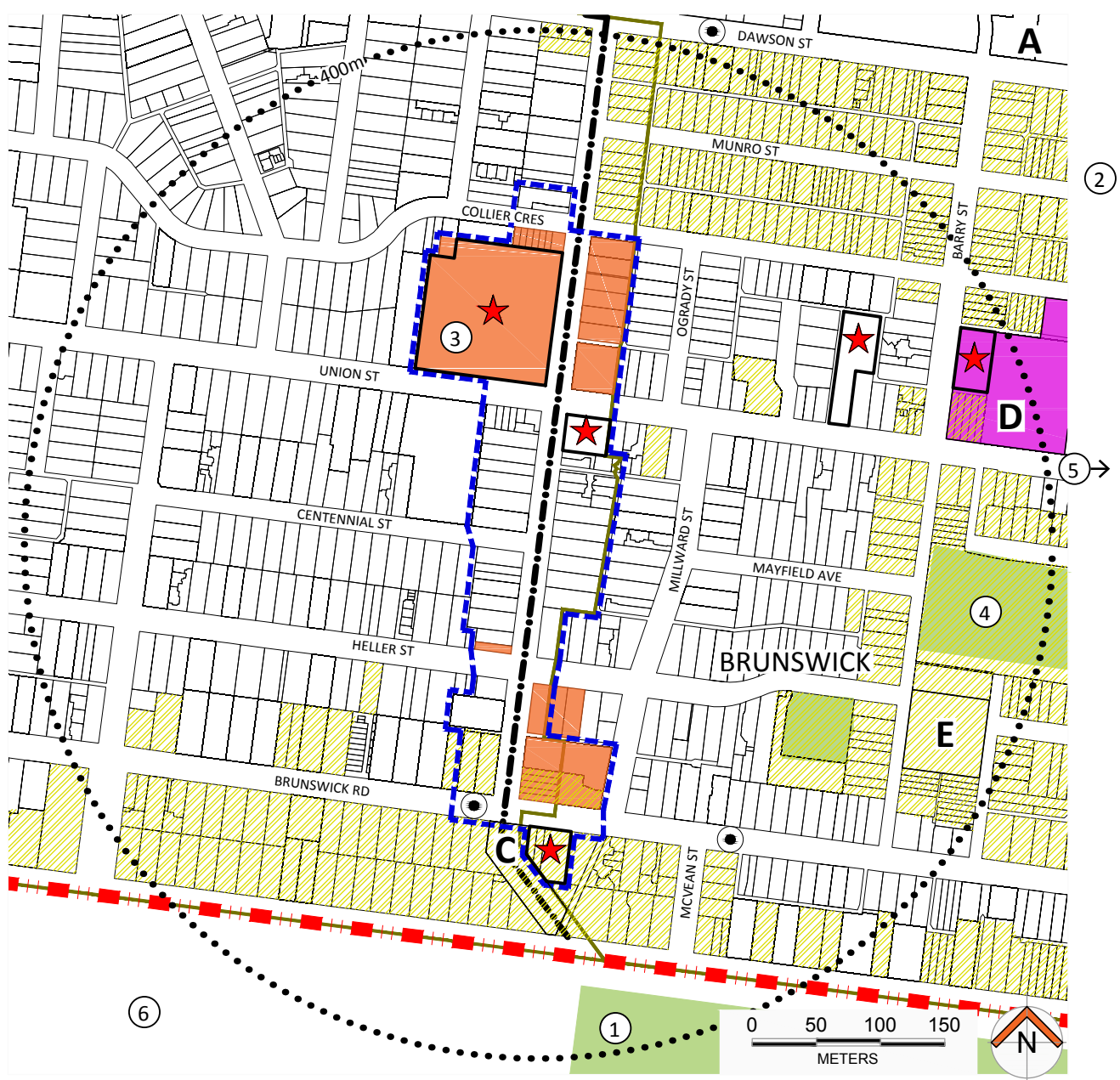


### LEGEND

	MUNICIPAL BOUNDARY		STRATEGIC REDEVELOPMENT SITE
	SUBURB BOUNDARY		TRAM
	CENTRE CORE		BUS STOP
	COMMERCIAL 1 ZONE		HERITAGE OVERLAY
	MIXED USE ZONE		OPEN SPACE
<b>A</b>	MILUS CATEGORY A CORE IND. AND EMPLOYMENT	<b>D</b>	MILUS CATEGORY D MULTI USE RESIDENTIAL
<b>C</b>	MILUS CATEGORY C MULTI USE EMPLOYMENT	<b>E</b>	MILUS CATEGORY E MULTI USE RESIDENTIAL

### POINTS OF INTEREST

- ① Royal Park Parkland
- ② Brunswick Secondary Collage
- ③ Supermarket /specialty stores /car park
- ④ Temple Park
- ⑤ Jewell railway station
- ⑥ Sub-acute Hospital



## ASSESSMENT 10 - GRANTHAM/ UNION ST, BRUNSWICK (#18 & 31)

The Grantham/Union Street Centre is a strip based centre along Grantham Street. The centre extends from Collier Crescent to Brunswick Road. This strip has been assessed on a single centre, notwithstanding that it was initially identified as being two separate centres (#16 & #31).

The centre is anchored by an existing supermarket and contains a range of local convenience and speciality shops, as well as a number of food and drinks premises, and a number of medium density developments. A limited range of specialist health and medical facilities are located along Grantham Street, and a small group of specialist retail and food/drink premises are located further east along Union Road.

The centre is accessible by car via Brunswick Road and Dawson Street, as well as via the intervening east-west streets, most notably via Union Road. There is a small carpark in front of and a medium sized car park behind the existing supermarket site. Otherwise carparking within the centre is on-street.

The centre is accessible by tram (along Grantham Street), as well as by bus (along Brunswick Road and Dawson Street). Otherwise, the centre is readily accessible by local residents via a legible and direct grid of local roads to the east, west and north of the centre.

ELEMENT	CRITERIA	ASSESSMENT	
Key Criteria			
Total Floorspace	Must have <i>capacity</i> for a minimum of 6000m <sup>2</sup> total floorspace (including retail, commercial, community, health, leisure, etc.)	Met	Existing Floor space is 7,493m <sup>2</sup> .
Retail Floorspace	Must have <i>capacity</i> for a minimum of 5000m <sup>2</sup> retail floorspace	Met	Existing retail floorspace is 5,831m <sup>2</sup> .
Trade Catchment	Must have <i>capacity</i> to serve at least 8,000 people, and preferably 10,000 or more. Population is based on existing population plus forecast population/housing growth.	Met	A population of 8,990 is located within the 1km catchment to the centre, which is exceeds the minimum population requirement.
Economic Anchor	Must have capacity to accommodate a suitable economic anchor. This can com- prise either: - medium or full line supermarket OR - smaller supermarket with supporting level 1 community facilities (at least 2) in or on the edge of the centre.	Met	Comprises an existing supermarket (Coles).
Typical uses	Predominantly retail and services that meet local community needs. Can include limited commercial space focused on a local market.	Met	Mix of local retail and services, including bakeries, butcher, greengrocer, deli, cafes, takeaways, post office, GP, pharmacy, other health practitioners.
Public Transport	Located on the Principal Public Transport Network (ie: tram/rail) OR At a minimum have high quality local bus service which provides links to the PPTN and one or more PACs/MACs.	Met	Located on Grantham Street tram line, and is circa 800m of Jewell railway station.  More than 100 bus services provided in combination by bus routes along Brunswick Road (route 504, a 30 min service) and Dawson Street (506, a 20 min service).



## ASSESSMENT 10 - GRANTHAM/ UNION ST, BRUNSWICK (#18 & 31)

ELEMENT	CRITERIA	ASSESSMENT	
Opportunities for Growth	Must have capacity to increase residential catchment within the 400m walkable catchment to the activity centre. Development sites, large blocks and limited development constraints for residential development to be considered.	Met	There are a number of sites that are suitable for redevelopment in future including: The petrol station site on Grantham street The crash repairs site on Moreland road A large vacant site on Union street, west of Grantham street
Secondary Criteria			
Centre Design	Be well designed and have (or have the potential to have) safe public spaces with good pedestrian amenity, good access arrangements (by multiple modes) and appropriate levels of safe, functional parking facilities' .	Met	Access to the centre by public transport, car, cycling and on foot is generally good. The pedestrian amenity along Grantham Road is reasonable, and Union Street provides very good pedestrian amenity. The design and layout of the front of the Union Square shopping centre is not ideal and could be improved (or potentially removed altogether to reinstate a retail street edge) as part of any future redevelopment.
Community Facilities	Provide for community facilities within 400m of NACs.	Met	There are a number of community facilities within 800m of this centre, including: <ul style="list-style-type: none"> <li>Level 1 facilities within 400m – Gilpin Park, Clifton Park, Temple Park.</li> <li>Level 2 facilities within 800m – Brunswick Secondary college, tennis courts.</li> </ul>

### Assessment:

Criteria Met, Centre to be designated as a NAC.



### Strategies to be Applied:

- Explore opportunities to improve pedestrian safety and amenity along Grantham Street, including upgrading of tram stops, pedestrian crossings, and streetscape improvements;
- In the event that the Union Square shopping centre redeveloped, opportunities exist to redesign it so as to reinstate a retail street edge as part of any such future redevelopment.
- Support mixed use development on larger sites along Grantham Street, Brunswick Road and Union Street.
- Support incremental redevelopment of residential properties along Grantham Street, for a mix of residential and commercial uses.
- All shown in the centre 'core' but not currently within a commercial zone could be a candidate for rezoning to allow for a wider mix of commercial and residential uses.
- Note: All Land shown within the retail core which is not in a commercial zone could be a candidate for rezoning to allow a wider mix of commercial and residential uses.

### COMMUNITY FEEDBACK

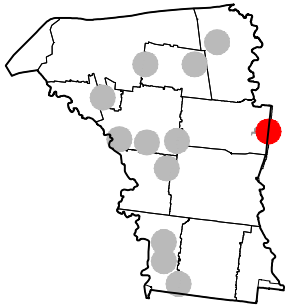
There was general support for the centre being classified as a NAC for the following reasons:

- Union Square has a supermarket and other shops.
- The centre is on a tram route.
- Development of up to 3 storeys could be developed along the Grantham Street frontage with little or no loss of social amenity to residents.
- It is a strong centre that is already active and well set up, with opportunities for community facilities.



## ASSESSMENT 11 - ELIZABETH ST, COBURG NORTH (APPROVED - UNDER CONSTRUCTION) (#56)

### KEY

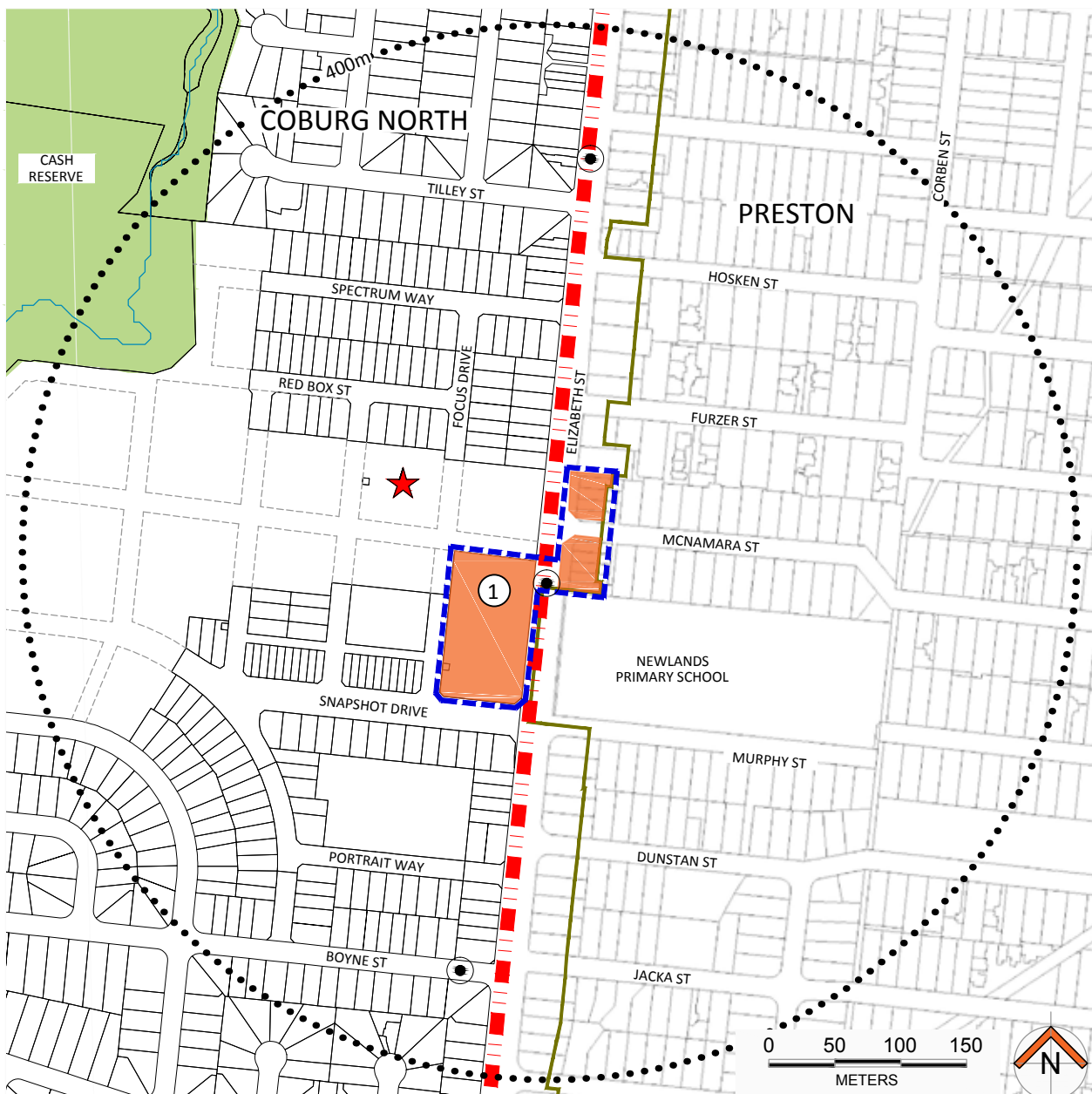


### LEGEND

	MUNICIPAL BOUNDARY
	SUBURB BOUNDARY
	CENTRE CORE
	COMMERCIAL 1 ZONE
	BUS STOP
	OPEN SPACE
	STRATEGIC REDEVELOPMENT SITE

### POINTS OF INTEREST

- ① Approved Supermarket Development



## ASSESSMENT 11 - ELIZABETH ST, COBURG NORTH (APPROVED - UNDER CONSTRUCTION) (#56)

The Elizabeth Street centre is a strip based centre with several small retail premises along the eastern side of Elizabeth Street, consisting of hairdressers, cafe, post office, milk bar and office. The Newlands Estate Primary School is located on Elizabeth Street also.

The rezoning of the former Kodak site ("Coburg Hill") will facilitate a predominantly residential redevelopment, incorporating limited retail and other commercial uses. A full line supermarket is proposed within the centre which will serve as an anchor.

Access to the centre is from Elizabeth Street to the north and south and Murphy Street and McNamara Street from the east. As the Coburg Hill redevelopment site will be master planned, the design of the Elizabeth Street centre can be planned to ensure good pedestrian access. The centre is connected to the Coburg PAC and train station via a bus service.

Coburg Hill Neighbourhood Centre is currently under construction.

ELEMENT	CRITERIA	ASSESSMENT	
Key Criteria			
Total Floorspace	Must have <i>capacity</i> for a minimum of 6000m <sup>2</sup> total floorspace (including retail, commercial, community, health, leisure, etc.)	Met	<p>The centre has capacity to accommodate 6000 m<sup>2</sup> of total floorspace.</p> <p>There is approval for 5500m<sup>2</sup> of new floorspace for this centre. This is additional to the existing uses on the eastern side of Elizabeth Street which consists of hairdressers, post office, milk bar and office.</p> <p>There is also capacity for increased floorspace at upper levels within the Commercial 1 zone.</p>
Retail Floorspace	Must have <i>capacity</i> for a minimum of 5000m <sup>2</sup> retail floorspace	Met	<p>The centre has capacity to accommodate 5000 m<sup>2</sup> retail floorspace.</p> <p>There is an approval for 4500m<sup>2</sup> of retail floorspace within the centre which adds to the existing floorspace in the centre. (Commercial 1 Zone land on the east side of Elizabeth Street totals 2,160m<sup>2</sup>).</p>
Trade Catchment	Must have <i>capacity</i> to serve at least 8,000 people, and preferably 10,000 or more. Population is based on existing population plus forecast population/housing growth.	Met	<p>There are currently 6,383 people within the 1km catchment.</p> <p>At full development of the Kodak site, the catchment would be in the order of 7,383, with some opportunities for additional development which could meet the catchment criteria.</p>
Economic Anchor	Must have capacity to accommodate a suitable economic anchor. This can comprise either: - medium or full line supermarket OR - smaller supermarket with supporting level 1 community facilities (at least 2) in or on the edge of the centre.	Met	<p>The centre has approval for a supermarket and specialty shops which would further the redevelopment area.</p>

## ASSESSMENT 11 - ELIZABETH ST, COBURG NORTH (APPROVED - UNDER CONSTRUCTION) (#56)

ELEMENT	CRITERIA	ASSESSMENT	
Typical uses	Predominantly retail and services that meet local community needs. Can include limited commercial space focused on a local market.	Met	The centre has approval for a supermarket and specialty shops which would further the redevelopment area.
Public Transport	Located on the Principal Public Transport Network (ie: tram/rail) OR At a minimum have high quality local bus service which provides links to the PPTN and one or more PACs/MACs.	Met	The site is not located on the PPTN but is connected to the Coburg PAC and train station via the 526 bus service providing 27 services per day (frequency of 17-36 min).
Opportunities for Growth	Must have capacity to increase residential catchment within the 400m walkable catchment to the activity centre. Development sites, large blocks and limited development constraints for residential development to be considered.	Met	The development of Coburg Hill will increase housing within the walkable catchment to this centre and there is opportunity for further incremental growth.
Secondary Criteria			
Centre Design	Be well designed and have (or have the potential to have) safe public spaces with good pedestrian amenity, good access arrangements (by multiple modes) and appropriate levels of safe, functional parking facilities' .	Met	The site for the new centre provides opportunity for activation of Elizabeth Street and internal roads as well as providing for outdoor dining and public spaces. Given it is a masterplanned site its access and circulation can be planned and designed to ensure good pedestrian access and circulation.
Community Facilities	Provide for community facilities within 400m of NACs.	Met	The Newlands Primary School is located opposite the site.

### Assessment:

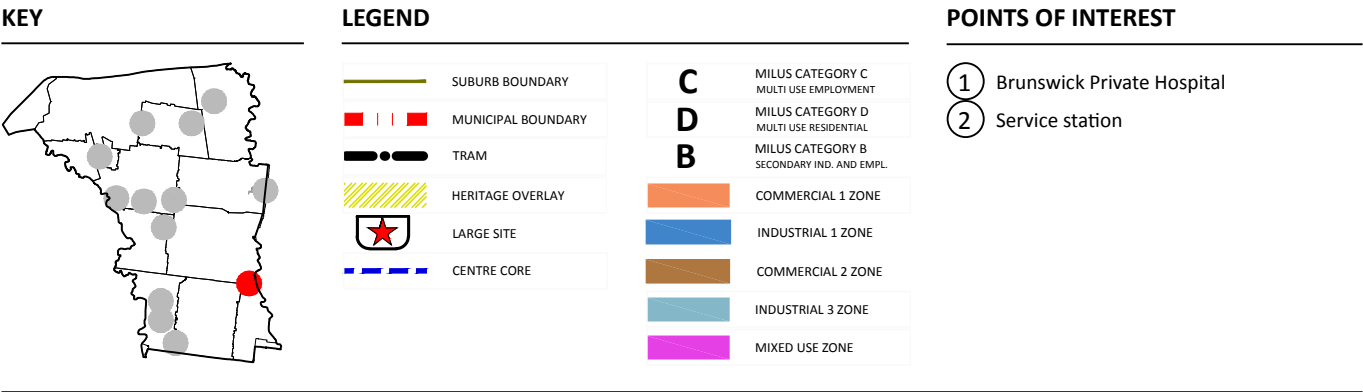
Criteria Met, centre to be designated a NAC.



### Strategies to be Applied:

- Support additional shop-top housing along Elizabeth Street and the integration of medium rise residential with the development of the retail anchor on the west side of Elizabeth Street.

ASSESSMENT 12 - NICHOLSON/HOLMES/MORELAND RD, BRUNSWICK/COBURG (#58)



## ASSESSMENT 12 - NICHOLSON/HOLMES/MORELAND RD, BRUNSWICK/COBURG (#58)

The Centre extends from the intersection of Holmes Street, Nicholson Street and Moreland Road. The centre has a new small-sized IGA located on the eastern side of Nicholson Street. It has a mix of shops, newsagency, cafes and services including a medical clinic, speech pathologist, child care centre and massage parlour. There is some street level activity within the centre, with smaller and varied shop fronts and active frontages primarily along the western side of Holmes Street. Along the eastern side of Holmes Street there are number of large industrial and warehouse sites which accommodate wholesalers, auto repairs and service station.

The centre is accessed from Holmes Street from the south, Moreland Rd from the east and west and Nicholson Street from the north. The centre is well serviced by public transport with two tram services connecting the centre to the Lygon Street Major Activity Centre, the CBD and Moreland Station and bus connections to Essendon Station.

ELEMENT	CRITERIA	ASSESSMENT	
Key Criteria			
Total Floorspace	Must have <i>capacity</i> for a minimum of 6000m <sup>2</sup> total floorspace (including retail, commercial, community, health, leisure, etc.)	Met	Existing floorspace is 18,885m <sup>2</sup> (excluding the land zoned industrial).
Retail Floorspace	Must have <i>capacity</i> for a minimum of 5000m <sup>2</sup> retail floorspace	Met	The centre currently accommodates 5819m <sup>2</sup> of retail floorspace and has capacity to accommodate additional retail floorspace in the following locations: <ul style="list-style-type: none"><li>• large sites on the eastern side of Holmes St (C2Z)</li><li>• large lots located along the eastern side of Nicholson Street (IN3Z)</li><li>• large sites on south side of Moreland Road (IN3Z)</li></ul>
Trade Catchment	Must have <i>capacity</i> to serve at least 8,000 people, and preferably 10,000 or more. Population is based on existing population plus forecast population/housing growth.	-	No data was available at the time of writing.



## ASSESSMENT 12 - NICHOLSON/HOLMES/MORELAND RD, BRUNSWICK/COBURG (#58)

ELEMENT	CRITERIA	ASSESSMENT	
Economic Anchor	Must have capacity to accommodate a suitable economic anchor. This can comprise either: - medium or full line supermarket OR - smaller supermarket with supporting level 1 community facilities (at least 2) in or on the edge of the centre.	Met	<p>This centre doesn't currently have an anchor as the existing supermarket is only a small-sized IGA supermarket. However the centre has capacity to accommodate an economic anchor via the development of sites along Nicholson/Holmes Street which are zoned INZ 3/CZ2. To deliver an anchor, some site consolidation would be required but there is sufficient land to deliver this.</p> <p>These sites have the capacity to accommodate a small-medium size supermarket and the existing zone allows for a permit can be granted for up to 1800m<sup>2</sup> supermarket and 500m<sup>2</sup> shops.</p> <p>There is also capacity within/adjoining the centre for the development of a community centre, noting the amount of commercial 2 zone land and the Campbell Reserve which adjoins the centre.</p>
Typical uses	Predominantly retail and services that meet local community needs. Can include limited commercial space focused on a local market.	Met	<p>A number of shops, a small supermarket, cafes and services including a medical centre, child care centre, speech pathologist are contained within the centre.</p> <p>A number of wholesalers and service industry uses (mechanics etc) are located along the eastern side of Holmes Street.</p>
Public Transport	Located on the Principal Public Transport Network (ie: tram/rail) OR At a minimum have high quality local bus service which provides links to the PPTN and one or more PACs/MACs.	Met	<p>The Centre is located on the PPTN with the route 1 and 8 trams servicing the centre and connecting it to Lygon Street MAC, the CBD) and Moreland Train Station.</p> <p>The 510 bus also travel along Moreland Road, connecting the centre to Essendon Activity Centre.</p>
Opportunities for Growth	Must have capacity to increase residential catchment within the 400m walkable catchment to the activity centre. Development sites, large blocks and limited development constraints for residential development to be considered.	Met	<p>There is ample opportunity to increase the catchment within the 400m walkable catchment.</p> <p>There are a number of development sites within the mixed use zone along Moore Street, and a number of large blocks along Nicholson Street and Moreland Road. There are also large residential lots behind the centre core, particularly to the north west and south east.</p>

## ASSESSMENT 12 - NICHOLSON/HOLMES/MORELAND RD, BRUNSWICK/COBURG (#58)

ELEMENT	CRITERIA	ASSESSMENT	
Secondary Criteria			
Centre Design	Be well designed and have (or have the potential to have) safe public spaces with good pedestrian amenity, good access arrangements (by multiple modes) and appropriate levels of safe, functional parking facilities’ .	Met	<p>The Centre is spread out along Holmes Street, Nicholson Street and Moreland Road with retail at each end of the centre and industrial in the core.</p> <p>The configuration of the centre and the extent of blank walls along Nicholson Street (by virtue of the one sided retail street and existing industrial uses) results in relatively poor pedestrian amenity. However this could be remedied through public realm/street improvements and introduction of more activated frontages in particular along Nicholson Street.</p>
Community Facilities	Provide for community facilities within 400m of NACs.	Not Met	The Campbell Reserve is located within 200m east of the centre, providing open space. There are currently a no Council community facilities within the centre however there is capacity for these to be delivered.

### Assessment:

Criteria Met, Centre to be designated as a NAC



### Strategies to be Applied:

- Facilitate the development of the identified strategic redevelopment sites to enable a retail anchor to be established;
- Investigate need for community facilities/services within the area and if demand exists look for opportunities to provide services;
- Support shop-top housing along Moreland Road and Nicholson/Holmes Street.
- Any new development along the east side of Nicholson Street (within the C2Z) to provide glazing to the street frontages which present to the street (e.g. building to the lot frontage) and improve pedestrian amenity. Car parking should be limited in frontages.

### 3.4 OUTCOMES OF NAC ASSESSMENTS

The following summarises the outcomes of the assessment set out in section 3.3.

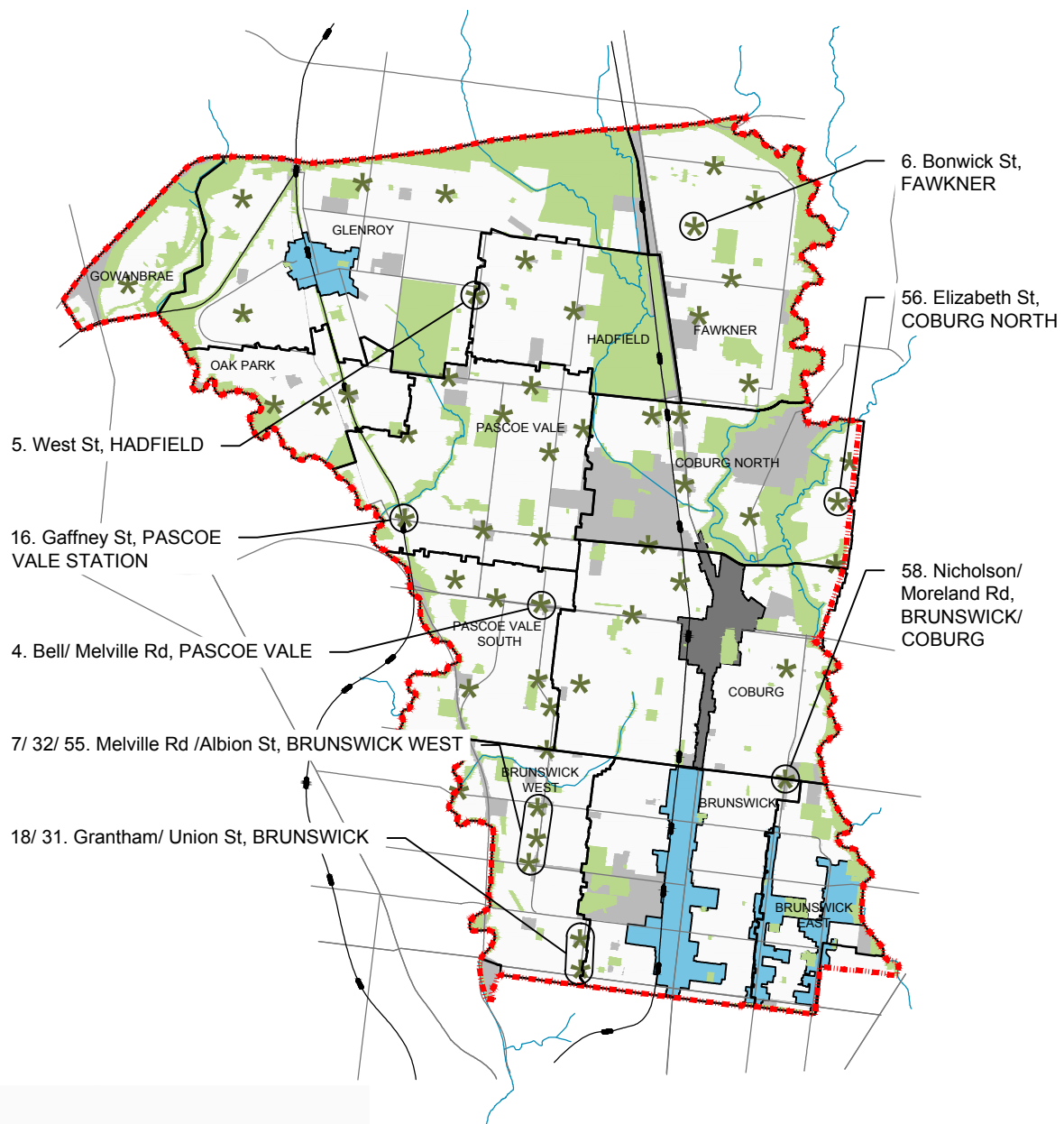
**TABLE 3 ACTIVITY CENTRE STATUS**

CENTRE	ACTIVITY CENTRE STATUS
Bell/ Melville Rd, Pascoe Vale South (#4)	NAC*
West St, Hadfield (#5)	NAC
Bonwick St, Fawkner (#6)	NAC
Melville Rd/ Albion St, Brunswick West (#7)	NAC - Melville Road (Joined)
Melville/ Victoria St, Brunswick West (#55)	
Cumberland/Gaffney, Pascoe Vale (#8)	LAC
Oak Park Station, Oak Park (#10)	LAC
East Street, Hadfield (#11)	LAC
Gaffney St, Pascoe Vale Station (#16)	NAC
Grantham/ Union St, Brunswick (#18 & 31)	NAC
Elizabeth St, Coburg North (#56)	NAC
Nicholson/ Moreland Rd, Brunswick/Coburg (#58)	NAC

**Figure F** identifies the locations of those centres that satisfied the NAC assessment criteria.

\* This centre meets the NAC criteria but given its constraints is not expected to accommodate future retail growth or to support increased housing density.

**FIGURE F - CENTRES THAT MEET NAC CRITERIA**



**LEGEND**

- MORELAND LGA BOUNDARY
- SUBURB BOUNDARY
- \* ALL OTHER ACTIVITY CENTRES
- MAJOR ROAD
- HEAVY RAIL
- EMPLOYMENT/ ACTIVITY CENTRE AREA
- OPEN SPACE
- COBURG PRINCIPAL ACTIVITY CENTRE
- BRUNSWICK AND GLENROY MAJOR ACTIVITY CENTRE (STRUCTURE PLAN AREA)

**NOTE**  
CENTRES ASSESSED ALL ABOVE 3000m<sup>2</sup>  
TOTAL FLOOR SPACE



## 4 REVIEW OF MORELAND'S ACTIVITY CENTRE NETWORK

Moreland's city vision is underpinned by the concept of the '*sustainable neighbourhood*', where all residents have excellent access to a wide range of local amenities and services, including shops, schools, public transport, parks and community services:

*'Council seeks to create an environmentally sustainable and liveable city, where people can shop, work and socialise locally. A city where a car and a high income are not necessary for a rich and rewarding quality of life. A city which will continue to provide a range of opportunities and choices for a diverse and prosperous community.'*<sup>1</sup>

This vision is strongly supported by the recently-released metropolitan strategy ('Plan Melbourne') which promotes the concept of the '20 minute neighbourhood', where all residents have excellent access to a wide range of local amenities and services, including shops, schools, public transport, parks and community services.

For this vision to be realized, Council's network of activity centres need to have the following characteristics:

- Each of the three regions of the municipality (i.e. north, central and south) need to be supported by a Principal or Major Activity Centre (both are now described Plan Melbourne as 'Activity Centres');
- The majority of households to have local access (ie within 1km) to an activity centre that meets their weekly convenience retailing and community service needs (ie NAC level or above);
- All households in Moreland to be located within walking distance (ie 400 meters or less, a 5 minute walk) of an activity centre (be it a Principal, Major, Neighbourhood or Local Activity Centre).

This chapter assesses whether the network of activity centre defined in chapter 3.3 (ie: the eight NACs, Brunswick and Glenroy MACs and the Coburg PAC and remaining identified LACs) achieves the above policy aspirations.

It also assesses the following:

- The amount and distribution of supermarket floorspace within the municipality;
- The forecast future demand for retail floorspace in Moreland.

### 4.1 ACCESSIBILITY OF THE MORELAND ACTIVITY CENTRE

Each activity centre within Moreland has the potential to service different population levels, depending on its role within the activity centre hierarchy. The notional catchments for activity centres within the municipality are outlined below:

**TABLE 4 ACTIVITY CENTRE CATCHMENT AND POPULATIONS**

ACTIVITY CENTRE	CATCHMENT	POPULATION WITH CATCHMENT
Coburg PAC	Moreland municipality	Circa 150,000 people
Brunswick MAC	Moreland - Brunswick SLA Moreland - Coburg SLA (part)	Circa 70-80,000 people
Glenroy MAC	Moreland North SLA Moreland- Coburg SLA (part)	Circa 70-80,000 people
NAC's	1km (notional)	8-10,000 people
LAC's	400m (notional)	Varies

<sup>1</sup> Source – Moreland Municipal Strategic Statement.



***Are each of the three regions of the municipality (i.e. north, central and south) supported by a Principal or Major Activity Centre?***

All residential areas within the municipality are supported by either a Principal or Major Activity Centre:

- Residents in the north of municipality (Moreland North SLA) have access to the Glenroy MAC, as well as access to the Broadmeadows CAD further north, and Airport West PAC to the west of the municipal boundary;
- Residents in the central part of the municipality (Moreland Central SLA) have access to the Coburg PAC as well as the Preston PAC further east, and the North Essendon and Keilor Road MACs further west of the municipal boundary;
- Residents in the southern part of the municipality (Moreland South SLA) have access to the Brunswick MAC, as well as the Moonee Ponds PAC to the west, Northcote MAC to the east and Carlton MAC to the south of the municipal boundary.

***Do the majority of households have local access (ie within less than 1km) to an activity centre that meets their weekly convenience retailing and community service needs (ie NAC level or above)?***

Activity Centres that provide for weekly convenience retailing and community services include the NACs, as well as the Coburg PAC, Brunswick MAC and Glenroy MAC.

For this analysis, 'local access' to convenience retailing and community services is defined as being 1km from NACs as well as from the main convenience retail hubs (ie full line supermarkets) within the Coburg PAC, Brunswick MAC and Glenroy MAC. Whilst the trade catchment of the PAC and MACs is considerably larger than this, 1km is considered a reasonable distance for local residents near to these centres to be able access convenience retailing (supermarket) and services within these centres to meet their weekly shopping and service needs.

**Figure G** illustrates the NAC network arising from the analysis in section 3, and their 1km catchments. It also identifies the full line supermarkets within the Coburg PAC, Brunswick Mac or Glenroy MAC.

**Figure H** shows the areas that are located beyond 1km from either a designated NAC or a convenience retail hub (full line supermarket) within the Coburg PAC, Brunswick MAC or Glenroy MAC which provide for local convenience retailing.

This analysis shows that there are a number of areas that do not have local access (ie within less than 1km) to an activity centre that meets their weekly convenience retailing and community service needs (ie NAC level or above).

However a number of these areas are serviced by one or more NACs and/or still enjoy relatively direct access to the MACs by direct public transport or road access.

This is illustrated in Figure I, which identifies gaps once the network of LACs is added to the network of PACs, MACs and NACs.

The following summarises these gaps and their implications for activity centre planning:

**Area 1 (Gowanbrae)** – This area is approximately 1km to 1.5km from the Glenroy MAC, and it has a local NAC within it. Whilst road access between this area and the Glenroy MAC is greater than 1km, the area is around 1.5km to the Airport West MAC.

**Area 2 (Glenroy North)** – This area is approximately 1km to 1.5km from the West Street NAC, and it has a LAC within it.

**Area 3 (Oak Park)** – This area is approximately 1km to 1.5km from the Glenroy MAC, and it accessible to the MAC via the Craigieburn train line. This centre has a LAC within it.

**Area 4 (Pascoe Vale South)** - This located within 2km of the Brunswick MAC, and can access that centre via Moreland Road and associated local bus services. This area is also between 1km and 1.5km away from both the Melville Road and Bell/Melville Road NACs. Further it is within 400m of two LACs (centres 41 and 14) the latter of which as circa 2,500m<sup>2</sup> of local convenience retailing floorspace.

Based on the assessments above, these areas are considered to have adequate access to activity centres that meets their weekly convenience retailing and community service needs (ie NAC level or above). However, the following areas cover a relatively larger residential area and have relatively poorer access to activity centres that meets their weekly convenience retailing and community service needs.

**Area 5 (Fawkner South)** - The suburb of Fawkner is a well-defined suburb, bound by the Upfield railway to the west, generally Queens Parade to the south, Merri Creek to the east and the Western Ring Road to the north. It has an existing population of 12,000 people, and is forecast to grow to around 14,000 people by 2026.

The suburb is serviced by the Bonwick St NAC, as well as five neighbourhood activity centres. The Bonwick Street NAC is a sizeable local centre (7,000 m<sup>2</sup>) anchored by a medium sized supermarket. Two of the five LACs (centres 15 and 22) also comprise small local supermarkets.

Whilst residents in the southern area of Fawkner are located between 1km and 1.5km from the Bonwick St NAC and over 400m from the larger LACs, the population within the suburb is not large enough to support a second NAC, nor is it likely to grow to a size that could support a second NAC.

Opportunities may exist to expand the existing LAC or to establish a new LAC in the southern part of Fawner as part of a future redevelopment project.

**Recommendation** – No change to the designation or number of NACs. Explore opportunities to expand local convenience retailing facilities in the southern part of Fawkner.

**Area 6 (Coburg North)** - This is an extensive area which does not have local access (ie within less than 1km) to an activity centre that meets their weekly convenience retailing and community service needs. The area lies between 1km and 1.5km from the Pascoe Vale, Wests Road and Bell Street NACs, and it is located more than 3km from either the Glenroy MAC or the Coburg PAC.

There are 5 LACs in this area, varying in size from very small strip shops to larger LACs. The following LACs play a role in allowing local residents to meet their daily shopping needs, including:

- Derby St, (centre 24) –this centre includes a small local supermarket;
- Merlynston (Centre 21) - This centre has a small supermarket, and range of retail, health and café uses and it is located adjacent to the Merlynston train station;
- East St, Hadfield (Centre 11) – a larger centre with potential to play a more significant retail role than it currently does.

Opportunities exist to create a new NAC in this area. The industrial precinct bound by Gaffney Street, Sussex Street and the Upfield railway line present redevelopment opportunities for the creation of a new NAC to service this area. The large site on the corner of Sussex Street and Gaffney Street is particularly well located because it is:

- Readily accessible to residents north of Gaffney street and west of Sussex street;
- Located on an existing bus route to/from Batman and Merlynston stations;
- Opposite an existing primary school;
- Potentially large enough to accommodate a full line supermarket, specialty retailing and other commercial uses.

This location has been assessed against the NAC criteria set out in Chapter 2 of this report, and it has the potential to satisfy these criteria. This assessment is included on pages 80-82 of this report.

At the time of preparing this strategy, a proposal had been lodged with Council to rezone the site on the north-east corner Sussex Street and Gaffney Street for a full line supermarket and specialty retailing. Whilst a detailed assessment of this proposal is required; (including consideration of the land-use mix, site access and urban design) we consider that a new NAC in this general location is justified. A new NAC in this location will be less than 1km from the existing Bell/Melville NAC. A more detailed assessment of the economic impacts of a new supermarket based centre in this location on both the Bell/Melville NAC and the Gaffney/Cumberland LAC (Centre 8) would be required as part of any future approvals to quantify the impact on

existing centres.

We note that a new centre in this location is likely to draw residents from as far north as Boundary Road given that there is no alternative full line supermarket based centre between this location and the West road centre.

*Recommendations* – That a new NAC be identified in the vicinity of the intersection of Sussex Street and Gaffney Street.

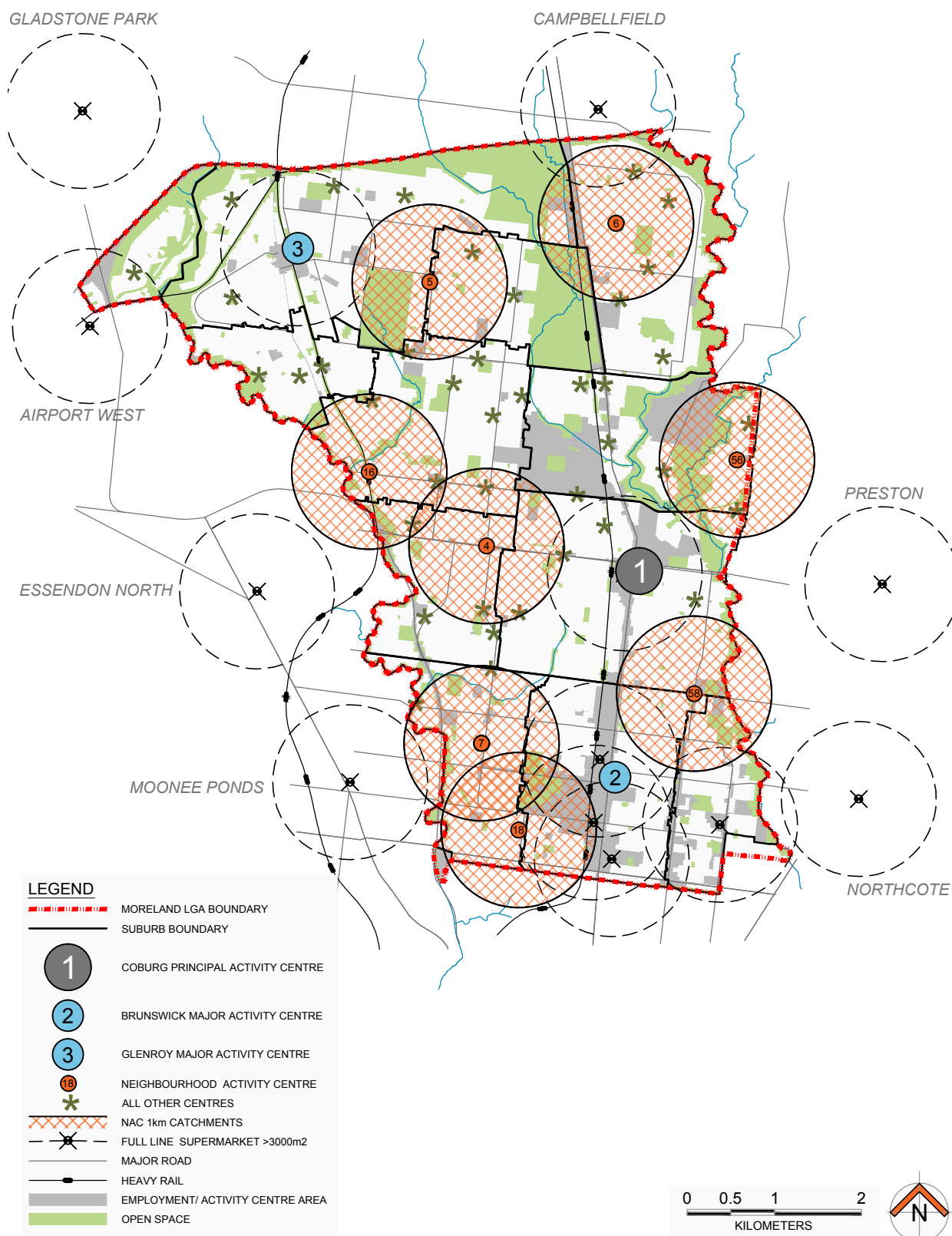
***Are all households in Moreland within walking distance of an activity centre (be it a Principal, Major, Neighbourhood or Local Activity Centre)?***

Moreland has a significant number of local activity centres, that are relatively well distributed across the municipality. Figure 8 show the accessibility of each of the activity centres across the municipality. This network of some 45 local activity centres play an important role in 'filling gaps' in the activity centre network. Many of these centres provide for the daily convenience needs of the local community, thus supplementing the role played by the NACs and other centres within the community.

The overall activity centre network, including Coburg, Brunswick, Glenroy, the NAC and LAC network, provides for the majority of residents within Moreland to be within walking distance of an activity centre. There are a few exceptions to this, including Coburg East and parts of Brunswick West (north of Melville road). These have been addressed in the analysis above.

Having said this, a significant number of the LACs currently only offer a very limited convenience retail role to the local community. Whilst the performance of these centres is relatively patchy now, they can be expected to play an important role over time, particularly if economic, population and demographic changes drive increased demand for walkable local convenience retail offerings.

**FIGURE G - NAC CATCHMENTS**

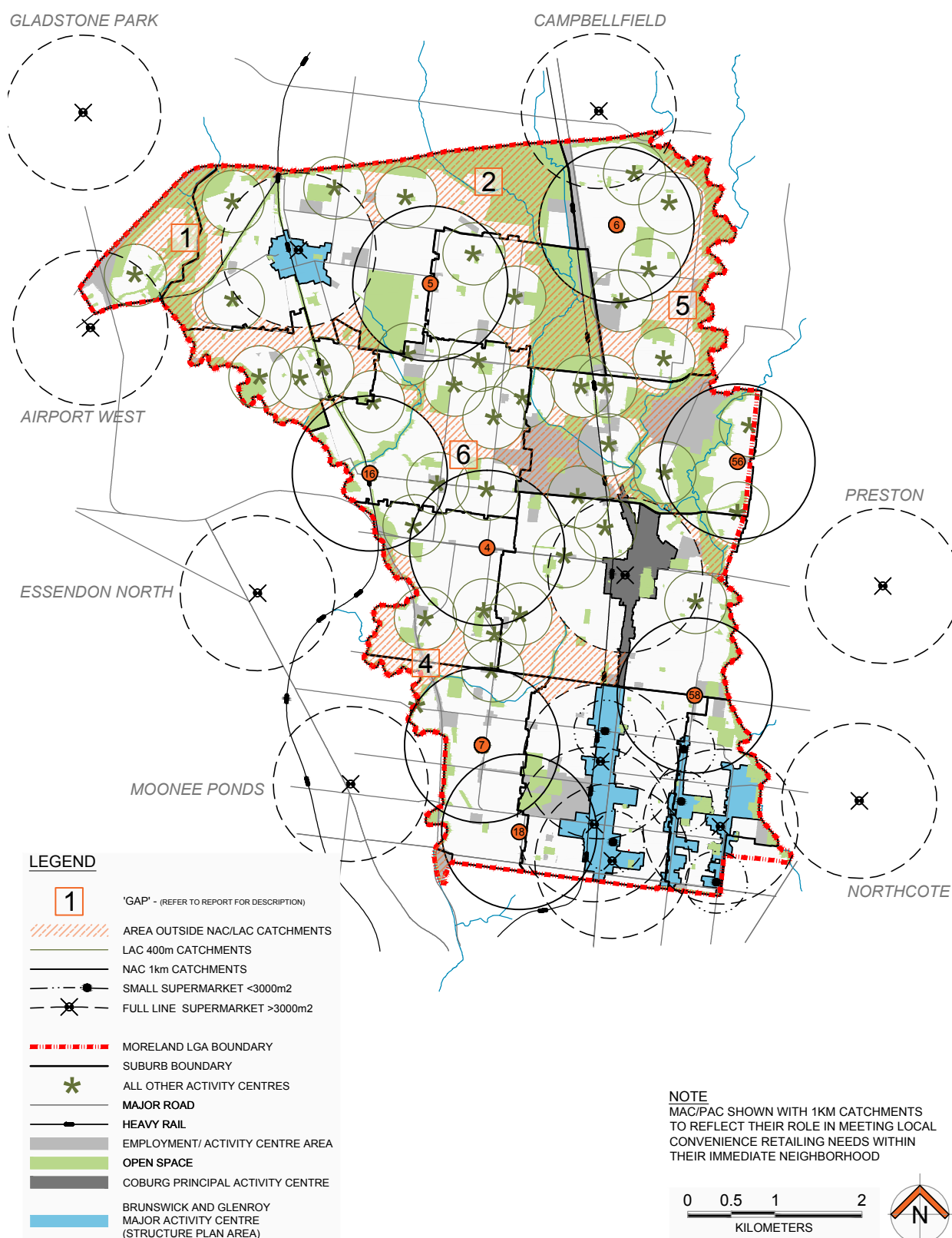


**FIGURE H - GAPS ANALYSIS - NAC'S**



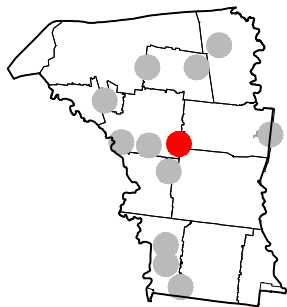


**FIGURE I - GAPS ANALYSIS - NAC'S AND LAC'S**



## ASSESSMENT 13 - SUSSEX ST, COBURG NORTH (PROPOSED CENTRE) (#57)

### KEY

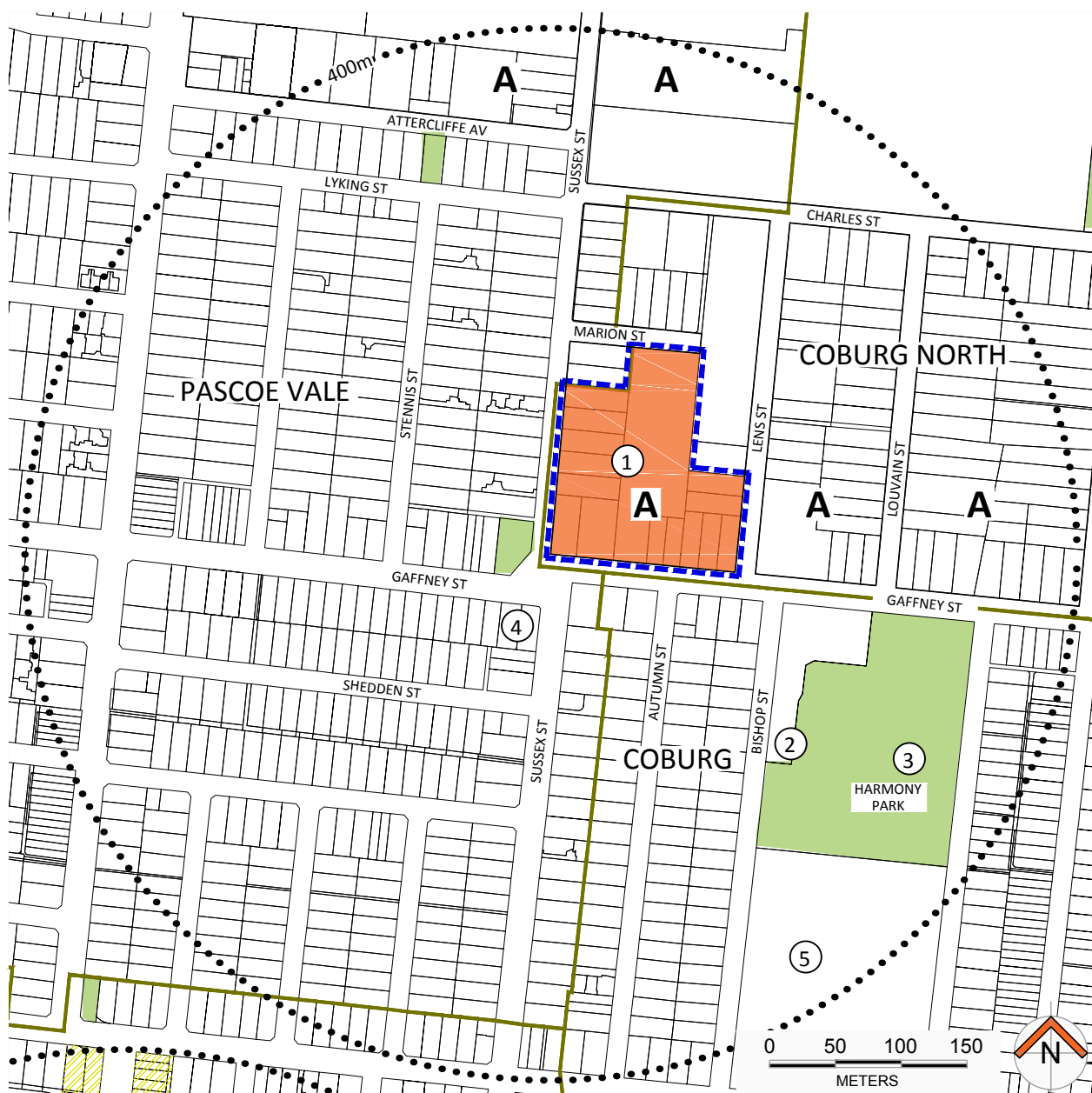


### LEGEND

	SUBURB BOUNDARY
	CENTRE CORE
	COMMERCIAL 1 ZONE (PROPOSED)
	BUS STOP
<b>A</b>	MILUS CATEGORY A CORE IND. AND EMPLOYMENT

### POINTS OF INTEREST

- ① Proposed Activity Centre
- ② Coburg Special Development School
- ③ Moreland Skate Park
- ④ Car wash
- ⑤ Coburg North Primary School



## ASSESSMENT 13 - SUSSEX ST, COBURG NORTH (PROPOSED CENTRE) (#57)

An application for the rezoning and development of land on Sussex and Gaffney Street for an activity centre (full-line supermarket) has been lodged with the Moreland Council and has on public exhibition. The development of the site for a supermarket based centre will require a rezoning which is to be considered by the Council and an independent Planning Panel. This report considers how a centre in this location would fit within the network of centres by undertaking an assessment of the proposal against the NAC criteria.

The site is located on the intersection of Gaffney and Sussex Streets, within a wider industrial precinct. The proposal is for a standalone centre which provides for building frontages to Gaffney and Sussex Streets and a central car parking area.

ELEMENT	CRITERIA	ASSESSMENT	
Key Criteria			
Total Floorspace	Must have <i>capacity</i> for a minimum of 6000m <sup>2</sup> total floorspace (including retail, commercial, community, health, leisure, etc.)	Met	The development application proposes 6400m <sup>2</sup> of floorspace.
Retail Floorspace	Must have <i>capacity</i> for a minimum of 5000m <sup>2</sup> retail floorspace	Met	The development application proposes shop floorspace of 5400m <sup>2</sup> .
Trade Catchment	Must have <i>capacity</i> to serve at least 8,000 people, and preferably 10,000 or more. Population is based on existing population plus forecast population/housing growth.	Met	A population of 7,894 is located within the 1km catchment which is just below the minimum criteria. Incremental growth in the surrounding streets, as well as the potential for shop top housing in the centre could meet the criteria of 8,000 people.
Economic Anchor	Must have capacity to accommodate a suitable economic anchor. This can comprise either: - medium or full line supermarket OR - smaller supermarket with supporting level 1 community facilities (at least 2) in or on the edge of the centre.	Met	Proposal provides for a Coles supermarket of 4000m <sup>2</sup> .
Typical uses	Predominantly retail and services that meet local community needs. Can include limited commercial space focused on a local market.	Met	Proposal provides for shops, medical and office.
Public Transport	Located on the Principal Public Transport Network (ie: tram/rail) OR At a minimum have high quality local bus service which provides links to the PPTN and one or more PACs/MACs.	Met	The centre is not located on the PPTN and is not within a walkable catchment to the Batman train station (approx. 1.2km).  It is connected to the station via Bus Route 534, which has 31 services per day with 25-30 min frequencies.
Opportunities for Growth	Must have capacity to increase residential catchment within the 400m walkable catchment to the activity centre. Development sites, large blocks and limited development constraints for residential development to be considered.	Met	There are opportunities for some redevelopment of some larger blocks within proximity to the site to increase the walkable catchment to the centre. However this is likely incremental growth only noting that adjoining properties are identified as Core Industrial Areas within MILUS.

## ASSESSMENT 13 - SUSSEX ST, COBURG NORTH (PROPOSED CENTRE) (#57)

ELEMENT	CRITERIA	ASSESSMENT	
Secondary Criteria			
Centre Design	Be well designed and have (or have the potential to have) safe public spaces with good pedestrian amenity, good access arrangements (by multiple modes) and appropriate levels of safe, functional parking facilities’ .	Met	<p>The Plans show that the site will accommodate a range of uses and include building frontages to Gaffney and Sussex Streets. The site is standalone and does not form of an existing main street or shopping complex.</p> <p>Its design reflects these circumstances and does not provide for community or public open spaces within the centre which could be improved to enable this site to meet the criteria. Moreover the pedestrian spaces and circulation within the site could be improved to improve the safety and pedestrian experience in order to meet this criteria.</p>
Community Facilities	Provide for community facilities within 400m of NACs.	Met	The Coburg North Primary School is located approximately 500m south of the site. Harmony Park is also located diagonally opposite the site which provides for formal and informal recreation and meeting spaces.

### Assessment:

Criteria Met, Centre to be designated as a NAC



### Strategies to be applied:

- Review activity centre design to identify opportunity for creation of public space or a 'town square' to provide a civic quality to the centre and fulfill its role as a neighbourhood centre. This is particularly important given the sites location on a main road and given the site interfaces the creation of a space internal to the site would be beneficial

### COMMUNITY FEEDBACK

Some submitters question the ability for Gaffney/Sussex Street to become a NAC because:

- A section of this area is industrial and important for jobs and there is concern that the residential uses might conflict with the industrial uses.
- The centre is not well serviced by public transport.
- Concern that the area would need more buses.
- Some traffic concerns, as the corner is already congested at certain times of the day and may not be able to cope with growth.

## 4.2 OVERLAPS IN THE MORELAND ACTIVITY CENTRES NETWORK

It should be noted that a few of the existing NACs are relatively closely spaced, and residents in these locations have relatively close access to more than one of the nominated NACs (refer to **Figure F** for NAC's with their 1km catchment). The centres that are more closely spaced together are:

### ***Gaffney St, Pascoe Vale and Bell St, Pascoe Vale South:***

The Gaffney Street and Bell Street NACs are located within 1km of each other. However, the Gaffney St NAC is expected to draw more from the residential areas further north and north-west of the centre as there is a significant distance between the Gaffney street NAC and centres further north (West St NAC and Glenroy MAC). It can be reasonably expected that this centre would draw significant patronage from this residential area, especially given that the Pascoe Vale train station will attract an 'in bound' movement of residents to the train station and other services. This characteristic may be expected to significantly offset any impact associated with this centre being relatively close to the Bell St NAC.

### ***Melville Road, Brunswick West, and Grantham St, Brunswick West:***

The Melville Road NAC is elongated along the tram corridor. There is a significant distance between the Melville Road NAC and the Bell St NAC further north. Further, Bell Street is a busy arterial road which forms a barrier to access to the centre for residents to its south. This characteristic is likely to result in the Melville Road NAC drawing visitors from those residential areas towards Bell St. This is expected to significantly offset any impact associated with this centre being relatively close to the Grantham St NAC.

### ***Sussex/ Gaffney St, Coburg North (proposed) and Bell St, Pascoe Vale South:***

If a new NAC was created at or near the intersection of Sussex/Gaffney Street, Coburg North, it will be within 1km of the existing Bell St, Pascoe Vale Centre. However, as previously noted, any new centre north of Gaffney street can be expected to draw residents from as far north as Boundary Road, given that there is no alternative full line supermarket based centre between this location and the West Road centre.

A larger LAC (centre 8) is located on the western edge of this area and it contains a small supermarket and a range of retail and service businesses. This LAC currently performs a limited weekly shopping function due to the undersupply of medium/larger supermarkets in this location, and the LAC does not have the capacity to be expanded to a NAC (as set out in the assessment contained in Chapter 2).

Further analysis will be required to determine what impact the creation of a new NAC in this location might have on the Bell/Melville NAC, as well as the nearby Gaffney/Cumberland LAC (Centre 8).



## 4.3 THE AMOUNT AND DISTRIBUTION OF SUPERMARKET FLOORSACE

Supermarkets are typically the main anchor in a NAC given their ability to sustain high levels of activity throughout the week. This is because supermarkets:

- Have a relatively high level of visitation frequency (e.g. weekly and daily shopping) compared to other activity centre uses (e.g. bank, post office, community and social infrastructure);
- Sustain activity throughout the day not just at peak times (e.g. schools);
- Support trip linking – e.g. grocery shop with a visit to the bank;
- Can reduce trip generation when co-located with retail and services and community facilities;
- Create activity levels required for the sustainability and viability of businesses, whose performance and business location decisions rely on consistent and vibrant activity levels and high amenity;
- A basis for a centre to attract surrounding retailers who would not have located at the centre were it not for the anchor.

While a number of 'market' tenants (e.g. office, butcher, grocer, cafe) can, in critical mass, act as an anchor for a centre, this is difficult to arrange from a tenancy and development point of view. As such, it does not attract the consistent patronage that a recognised anchor store does and may not fully support a centre.

The table below summarises the provision of supermarket floorspace per 1,000 persons throughout Moreland . The Melbourne average is around 310m<sup>2</sup> of supermarket floorspace per person.

**TABLE 5 MARKET GAP FOR SUPERMARKET FLOORSACE**

SLA	2010	Supermarket floorspace (GFA, sqm)	Supermarket floorspace per '000 people	Difference to Melbourne average
Brunswick	46,604	17,071	366	18%
Coburg	53,136	15,554	293	-6%
North	52,256	9,043	173	-44%
Grand Total	151,996	41,668	274	-12%
Locality	2011	Supermarket floorspace (GFA, sqm)	Supermarket floorspace per '000 people	Difference to Melbourne average
Brunswick Structure Plan Area	34,164	14,721	431	39%
Brunswick West	13,864	2,000	144	-53%
Coburg	26,225	10,605	404	30%
Coburg North	6,327	0	0	-100%
Fawkner	12,329	800	65	-79%
Glenroy	19,254	6,051	314	1%
Gowanbrae	3,102	0	0	-100%
Hadfield	5,846	2,192	375	21%
Oak Park	5,805	0	0	-100%
Pascoe Vale	15,135	2,389	158	-49%
Pascoe Vale Sth	9,945	2,560	257	-17%

Source: MacroPlan Dimasi, 2012.

Key points to note include:

- Coburg SLA and North SLA have a lower than average provision of supermarket floorspace per 1,000 persons compared to the Melbourne benchmark;
- The suburb of Coburg is well supplied with three supermarkets located within the Coburg PAC;
- The suburb of Glenroy is well supplied with three supermarkets located within the Glenroy MAC. The supermarkets in this centre provide for the weekly shopping needs of residents in nearby Gowanbrae and Oak Park;
- While there appears to be an undersupply in Fawkner, the full line Coles supermarket in Campbellfield meets some of this need;
- The under-provision of supermarket floorspace within Coburg North will be improved once the supermarket at the Kodak site is delivered (it is currently under construction). Although this is unlikely to meet the demand of Coburg North residents who live west of Merri Creek;
- There is a significant under provision of supermarket floorspace within the suburbs of Pascoe Vale and Oak Park and to a lesser extent Pascoe Vale South. The approved supermarkets on Bell St/ Reynolds Rd and the proposed supermarket at Sussex/ Gaffney St would significantly address this gap.

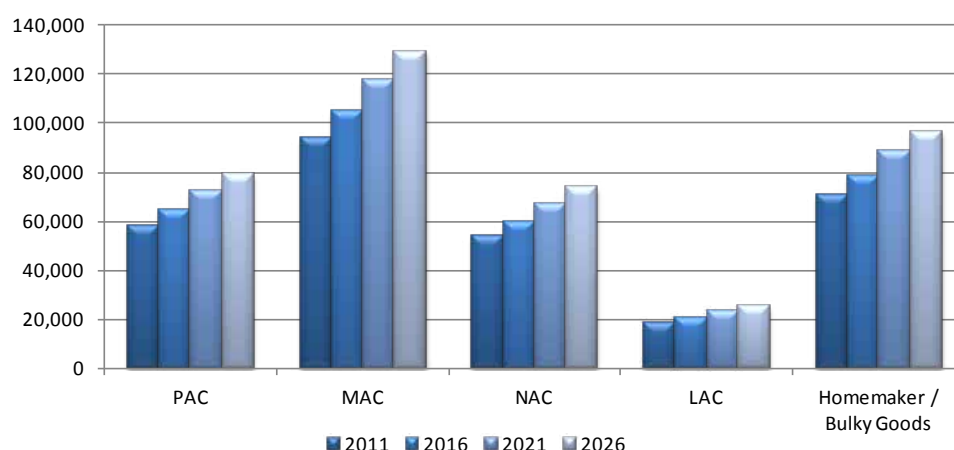
While Brunswick SLA has a relatively larger provision of supermarket floorspace, there appears to be an undersupply within Brunswick West. The above analysis confirms the importance of facilitating new supermarkets in the following NACs:

- Pascoe Vale;
- Melville Road;
- Elizabeth St;
- Gaffney/Sussex St.

## 4.4 THE FORECAST FUTURE DEMAND FOR RETAIL FLOORSPEACE IN MORELAND (2011-2026)

The City of Moreland has an estimated total activity centre floorspace requirement 225,000m<sup>2</sup> in 2011, and this is forecast to increase to 308,200m<sup>2</sup> by 2026 (this excludes bulky goods retailing). This growth represents an additional 83,100m<sup>2</sup> of activity centre floorspace over this period. Retail floorspace growth by level of the hierarchy is illustrated in the figure below. **Figure J** identifies the retail floorspace requirements associated with demographic change and population growth over the period to 2026. It demonstrates the need to plan for growth in retail floorspace in Moreland activity centres.<sup>1</sup>

**FIGURE J RETAIL FLOORSPEACE PROJECTIONS BY HIERARCHY**



**TABLE 6 FORECAST GROWTH IN RETAIL FLOORSPEACE IN MORELAND (2011-2026)**

CENTRE HIERARCHY	UNIT	PAC	MAC	NAC	LAC
2011	m <sup>2</sup>	58051	94333	53905	18867
2016		72,578	117,940	67,394	23,588
2026		79,474	129,145	73,797	25,829

Source: MacroPlan Dimasi (2011)

The above analysis demonstrates that whilst the majority of floorspace growth is expected to occur in the Coburg PAC, Brunswick and Glenroy MACs, there will be considerable demand for increased retail floorspace across the activity centre network including growth in NAC's.

Structure planning for NACs will need to facilitate such growth, and priority should be given to providing for retail growth (including establishing a retail anchor in the Pascoe Vale, Melville Road, Elizabeth St and Grantham/Sussex street NACs).

<sup>1</sup> Source MacroPlan (2012, p.264), An expenditure based approach and use of economic modelling has been undertaken by MacroPlan to take into considering the role each centre in the hierarchy plays and the likely growth in demand or requirement for new centre development. Expenditure information is derived from the Household Expenditure Survey (HES) conducted by the ABS and the MarkInfo database. Demand for retail floorspace is determined by converting the activity centre spending pool into activity centre floor space. Assumptions regarding the distribution of retail spending by activity centre type is based on a number of sources.

## 5 SUMMARY OF ASSESSMENTS

Residents in Moreland enjoy access to a range of activity centres throughout their neighbourhoods, comprising of large centres such as the Coburg PAC down to smaller strip shops. A key purpose of this strategy is to identify and plan for the ongoing viability of centres which have the capacity to service a growing population within an accessible and preferably walkable network. The Moreland activity centre network identified in this strategy and supported by state planning policy consists of:

- Coburg PAC;
- Brunswick and Glenroy MACs;
- 9 NACs and series of LACs.

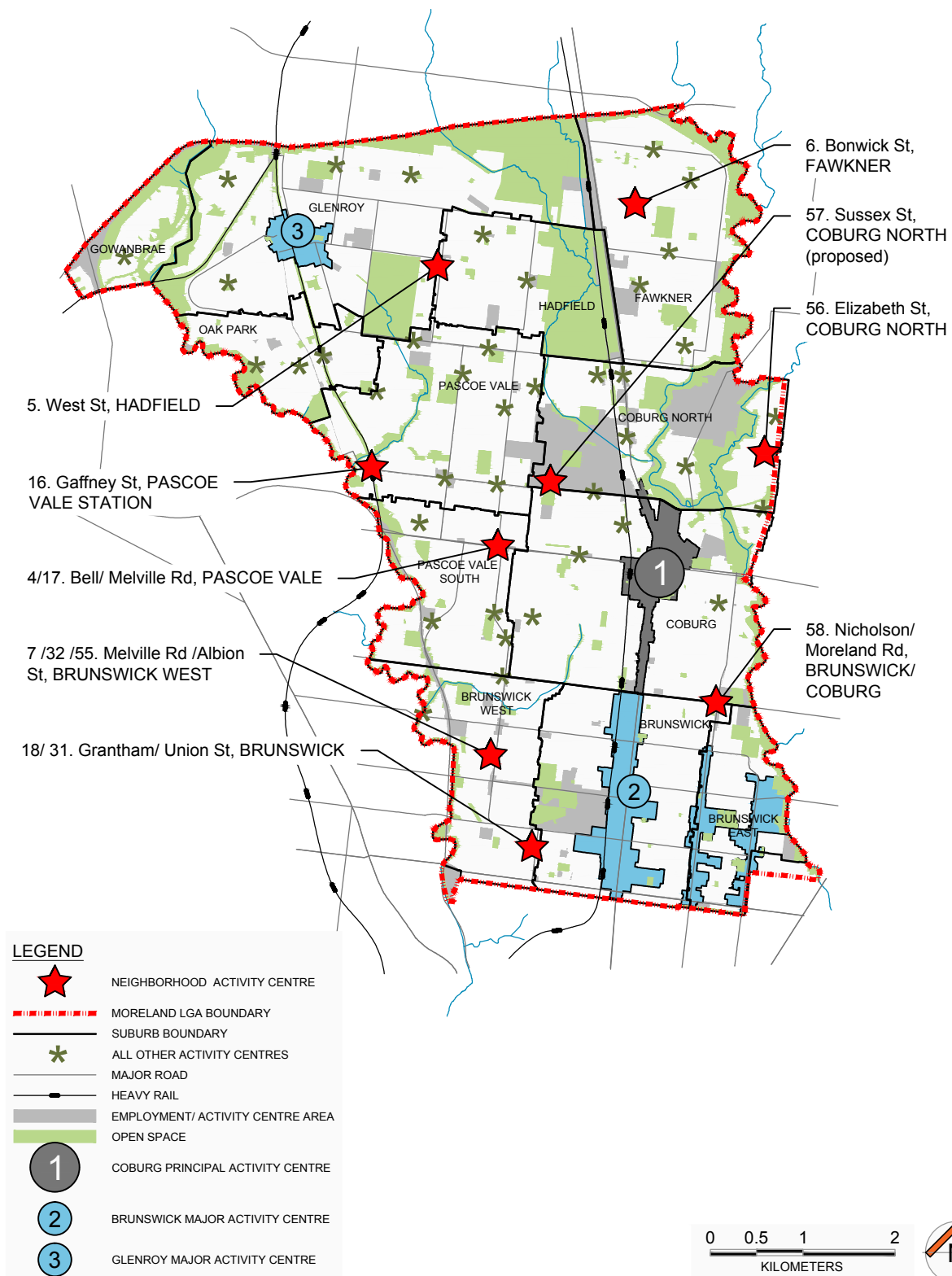
Together these centres provide nearly all residents with convenience retailing options within walking distance. The NACs identified in this strategy have met the criteria set out in section 3.2 of this report. The network of Neighbourhood Activity Centres are:

- Bell Melville, Pascoe Vale South (#4);
- West Street, Hadfield (#5);
- Bonwick Street, Fawkner (#6);
- Melville Road, Brunswick West (#7, 32 & 55 combined);
- Gaffney St, Pascoe Vale Station (#16);
- Grantham/Union St, Brunswick (#18 & 31);
- Elizabeth Street, Coburg North (approved - under construction) (#56);
- Sussex Street, Coburg North (proposed) (#57).
- Nicholson/Moreland Rd, Coburg (#58).

**Figure K** shows the network of NAC's across the municipality.

Each of these centres have the capacity to provide for the weekly retail and community service needs as well as the potential to cater for housing diversity. Each are supported by a minimum population required to sustain the functions of the centre, with the viability of centres being improved over time with population growth.

**FIGURE K - PROPOSED ACTIVITY CENTRE NETWORK HIERARCHY**





## 6 LOCAL ACTIVITY CENTRES

Local Activity Centres (LACs) are much smaller centres than NACs, and they can vary in size several shops and facilities (typically 1000-3000m<sup>2</sup>) through to a small handful of shopfronts. They play an important role in ‘plugging’ the gaps in the activity centre network as they can provide residents with enhanced access to local shopping facilities. LACs can service the daily convenience needs of the local community and they often include mixed businesses/milkbars and services such as dry cleaners, hair dressers and coffee shops. Occasionally they will include small supermarket/grocery stores.

Local Activity Centres serve a smaller walkable catchment, notionally within 400m of the centre. The viability of local centres and their role is highly dependent on their location relative to other centres, their proximity to community/recreation uses and their access and exposure to main roads. As such there is no population catchment or threshold for these centres, they are sustained by their convenience and access to a walkable catchment.

Moreland has a number of small strip centres which can be defined as LACs. Commonly, these are sites that were developed for convenience retail purposes early in the settlement of Moreland’s suburbs, and in many instances their economic role within their local neighbourhood has declined. However, there are a number of instances where LACs have undergone revitalization, driven by increases in population, changing demographics and renewed interest in places that offer opportunities for the establishment cafes, local convenience retailing and affordable work spaces. In addition, the relative accessibility of such locations in a fast-growing city has made these locations more attractive for residents now than in the past.

### **Criteria A - Minimum floorspace for a LAC.**

A LAC needs to have sufficient floorspace to be able to offer a reasonable range of local convenience facilities and services. For the purposes of this assessment a LAC is defined as comprising at least 250m<sup>2</sup> of floorspace, which would typically be sufficient to accommodate around 4-5 separate tenancies arranged in a traditional strip-shop format.

A total of 51 activity centres have been documented in Table 2 of this report. Nine of these centres satisfy the NAC criteria, and 40 of the remaining 42 centres comprise at least 250m<sup>2</sup> of floorspace, thereby qualifying them as Local Activity Centres.

The Moreland Activity Centre Framework supports the retention of existing LACs because they not only help ‘fill’ gaps’ but they also provide flexibility and resilience within the activity centre network. Renewal and redevelopment of such centres is encouraged, particularly where it enhances the economic and local convenience role of such centres. Some LACs are also suitable places for medium density housing but such redevelopments should retain an active (non-residential) ground floor frontage.

The Bell/Elizabeth location (centre 51) is within a Commercial 1 zone and has 197m<sup>2</sup> of retail floorspace (a 7/11 and service station on Bell Street). It is adjacent to a car yard (also in the Commercial 1 zone) and opposite the Coburg Cemetery. It is within the catchment of the Elizabeth St NAC and there are three other existing LACs nearby (Centres 13, 39 and 46). This site has a limited residential catchment and it offers little by way of amenity for local residents, and therefore has little potential to perform as a local activity centre for residents in this area. This centre does not currently have sufficient floorspace to qualify as a LAC and is considered to offer little future potential to fulfil such a role. Bell Street is a suitable location for commercial activities.

The Xavier/Josephine location (Centre 52) is within a Commercial 1 zone and comprises a corner store and a few existing offices. It currently has a combined floor space of 241m<sup>2</sup>. Sites within this centre are relatively under-developed and there is scope for the retail and commercial floorspace within this centre to be expanded as part of any future redevelopment. Given this, it is recommended that this centre be retained as a LAC within the Moreland Activity Centre Framework.

There are a number of smaller strips of shops across Moreland that have not formed part of this assessment because either they are not zoned for commercial purposes or they were too small to be recorded as part of the Moreland Activity Centre data base. Such centres are unlikely to be able to satisfy the floorspace criteria to be a LAC under this framework (even if redeveloped), and whilst they may play a role in providing local convenience retailing or other services within their locality, they do not form part of this Activity Centre Framework. As such, these sites may either continue their retail/commercial role or be redeveloped for other purposes, as permitted under the relevant zoning.

### Criteria B – Larger LACs suitable for medium density housing.

A number of the larger LACs are suitable locations for medium density housing as they provide good local amenity. For a LAC to be a suitable location to facilitate increased population, all four of the following criteria need to be satisfied:

- It must be located on the Principal Public Transport Network (PPTN), with direct access to a public transport stop;
- It must have a relatively large existing floorspace (ie over 1,500m<sup>2</sup>), comprising a mix of retail and non-retail activities);
- It must have amenities and facilities that contribute to the livability of the neighbourhood – including features such as community centres, education facilities, open space, etc;
- The centre and its surrounds (ie within 400m of the centre) should contains sites that have potential to be redeveloped for medium density housing and/or non-residential activities.

**Table 7** assesses the larger LACs in Moreland against the above criteria.

**TABLE 7 LAC ASSESSMENTS**

CENTRE	FLOORSPACE > 1500m <sup>2</sup>	ACCESS TO PPTN	LOCAL AMENITIES AND FACILITIES	POTENTIAL REDEVELOPMENT SITES
Cumberland/ Gaffney, PASCOE VALE	4927	-	-	-
Oak Park Station	4411	Yes - Located on train station	Yes	Yes
North St, HADFIELD	2577	-	-	-
Moreland/ Melville, BRUNSWICK WEST	2522	Yes - Located on tram line	Yes	Yes
Major Road, FAWKNER	2149	-	-	-
Reynolds/ Bell, PASCOE VALE	2100	Yes - Located on a SmartBus	Yes	Yes
Anderson Road, FAWKNER	1986	-	-	-
Pascoe Street, PASCOE VALE	2743	-	-	-
Merlynston Station	1945	Yes - Located on train station	Yes	Yes
Tyson/ Lowson	1581	-	-	-
Warwick/ Derby	1689	-	-	-
Justin Avenue, GLENROY	1572	-	-	-
Lynch Road, FAWKNER	1814	-	-	-

Medium density housing within the larger LACs are encouraged as a means of increasing local housing diversity but such redevelopments should retain an active (non-residential) ground floor frontage.

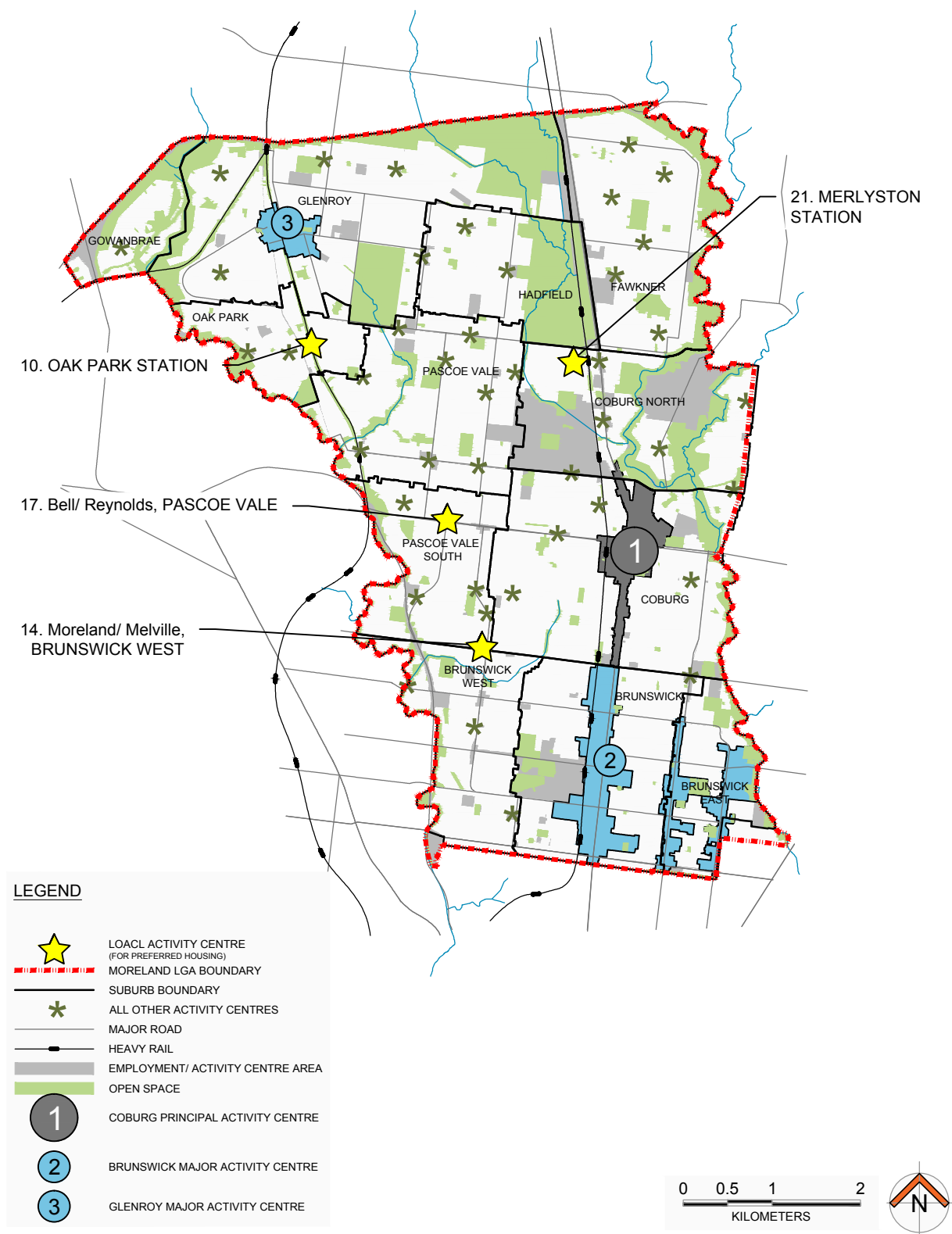
The LACs which are preferred locations for medium density housing, because of the location of PPTN, are:

- #10 Oak Park Station
- #14 Moreland/Melville, Brunswick West
- #17 Bell/Reynolds, Pascoe Vale
- #21 Merlynston Station

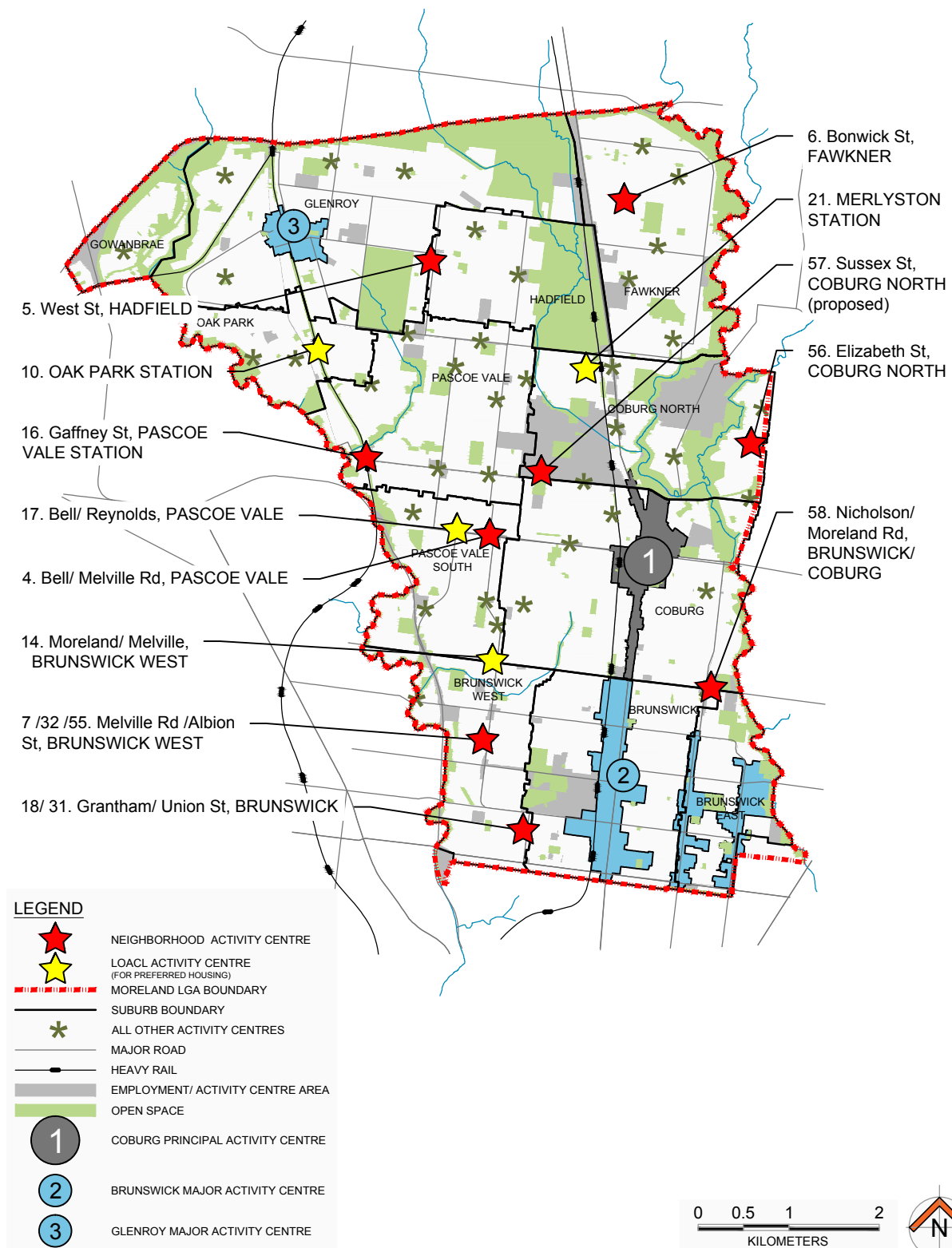
**Figure L** shows the network of LACs for preferred housing.

**Figure M** shows the overall network of NACs and selected LACs for preferred housing.

**FIGURE L - PROPOSED LOCAL ACTIVITY CENTRE NETWORK FOR PREFERRED HOUSING**



**FIGURE M - PROPOSED ACTIVITY CENTRE NETWORK FOR PREFERRED HOUSING**



## 7 NEIGHBOURHOOD ACTIVITY CENTRE BOUNDARIES

The assessment of the centres against the NAC criteria results in 9 centres being designated as Neighbourhood Activity Centres (one of these is under construction and the other proposed). The current size of these centres vary but all have the capacity to grow in terms of the retail and employment generating uses as well as their capacity to provide increased housing densities and choice. Each centre requires a strong population base to support its retail and community functions. The larger and more concentrated this population is, the more likely the centre will deliver retail diversity and function as a real community hub. Therefore a key component to the 'capacity' of a centre is its ability to accommodate higher density housing in and around it.

Population growth and housing diversity can be facilitated by establishing a boundary for each centre based on a consistent set of criteria. The boundary criteria should enable the consideration of individual circumstances and characteristics for each centre but enable a consistent approach to be taken across the municipality.

The proposed criteria for determining NAC boundaries is outlined in **Table 8** below.

These same criteria will be use for the assessment of large LAC boundaries.

**TABLE 8 NAC BOUNDARY PRINCIPLES**

PRINCIPLES	APPLICATION OF PRINCIPLES
Proximity to the Activity Centre	Land included within the boundary must be within 400m along a walking route as measured from the middle of the core (defined as either a train station, public transport interchange, or the intersection of 2 main roads, or the geographic centre of C1Z land).  Note: Large strategic sites adjacent this 400m radius may be considered for inclusion.
Inclusion of or capacity to accommodate complimentary non-residential uses.	Existence of residential uses such as medical, office and coffee shops within the existing residential zone.
Ease and safety of pedestrian access to the centre	Limit the extent of the boundary where walkable access to the commercial core is significantly hindered by major roads, rail reserves, steep slopes etc. This takes into account the actual 'walkability' to the centre.
Street network and capacity	Include areas with wide streets, connected grid street pattern and rear lanes.  Exclude areas with narrow streets and curvilinear or court based street networks.
Heritage	Exclude heritage precincts unless located along main roads and heritage significance can accommodate a change in built form.  Include individual heritage buildings if they can potentially accommodate change with sensitive or innovative design responses.
Lot sizes	Include large sites (e.g. greater than 750m <sup>2</sup> ) and corner sites.  Exclude small, narrow and shallow sites which are reliant on significant lot consolidation to create viable development opportunities how which may not be able to deliver good amenity outcomes.
Conditions of existing buildings (i.e. likelihood of redevelopment activity/ pressure)	Include areas with patterns of poor quality and/or run down building stock  Exclude areas with patterns of well-maintained and/or high quality existing single housing stock which are unlikely to experience redevelopment pressure.
Logical boundaries	Be focussed around or along the PPTN and where possible.  Align boundaries to lot boundaries to enable entire streets to be include within the boundary, unless there is a discernible difference in the character, access or lot size within the street. In the case of a long street (which is moving away from the core of the centre), utilise a side road to create the boundary.



## 8 CONCLUSION

This Report establishes the activity centre network throughout Moreland, which includes confirmation of the PACs and MACs and an assessment of the other centres against the NAC criteria established through the process.

As outlined in section 1.3, the next steps are to assess the designated NACs against the NAC boundary criteria outlined in section 6 and prepare a draft framework for each centre. An assessment of local activity centres which may have capacity to accommodate a range of housing choices including medium density housing will also be undertaken in this stage .

## 9 APPENDICES

### 9.1 APPENDIX 1 - RETAIL HIERARCHY

CENTRE CLASSIFICATION	DESCRIPTION
CBD	Forms the highest level in the hierarchy, containing major flagship department stores, and a wide range of retail specialties. Serves the whole metropolitan area, as well as attracting visitors from regional Victoria, interstate and overseas.
Super regional	A major shopping destination typically incorporating more than one department store, one or more discount department stores, supermarket(s) and a wide range of retail specialty traders. Examples include Chadstone, Southland and Highpoint, all of which are in excess of 120,000m <sup>2</sup> . These centres each serve very large parts of the metropolitan area.
Regional	A major shopping destination typically containing a department store, discount department store(s), supermarkets and an extended range of retail specialties in fashion, home wares and other types. Centres vary from 50,000m <sup>2</sup> (a small example) to 100,000m <sup>2</sup> or so.
Sub-regional	A medium sized shopping centre typically containing at least one discount department store, major supermarket(s) and a range of specialty shops. Centres can be as small as 15,000m <sup>2</sup> and as large as 50,000m <sup>2</sup> or more.
Large neighbourhood centre	A centre with at least one (and sometimes two) full-line supermarket(s) as anchor tenant, supported by a range of specialty stores, mostly offering convenience shopping and some comparison goods (e.g. limited apparel). Typically comprise of at least 8,000m <sup>2</sup> or so retail floorspace.
Neighbourhood centre	A centre with one supermarket which may be a full-line store or a smaller format and a limited range of convenience-related specialty shops. Usually contains approximately 3,000-7,000m <sup>2</sup> of retail floorspace.
Local centre	A small collection of shops usually serving the day-to-day needs of the immediate residential catchment.
Homemaker centre	A collection of traders with a particular focus on the sale of electrical, hardware, furniture, bedding and other home furnishings. Centres vary from small precincts with just 10,000m <sup>2</sup> , to large integrated centres of more than 50,000m <sup>2</sup> .

Source: Growth Corridor Plans, Activity Centre and Employment Planning, prepared by Essential Economic Pty Ltd, November 2011.

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