



Moreland Neighbourhood Centres Strategy

Moreland City Council

Adopted Version March 2017

Contents

1.0	INTRODUCTION	4
1.1	Context and Alignment	6
1.2	Background	8
2.0	KEY ISSUES.....	10
3.0	STRATEGY VISION.....	13
4.1	Land Use and Built Form Objectives and Strategies.....	14
4.2	Infrastructure Objectives and Strategies.....	23
4.3	Business Development Objectives and Strategies.....	24
4.4	Place Making and Community Development Objectives and Strategies	24
5.0	CENTRE – SPECIFIC DIRECTIONS	25
5.1	Grantham Street / Union Street, Brunswick West.....	25
5.2	Melville Road / Albion Street / Victoria Street, Brunswick West.....	27
5.3	Nicholson / Holmes Streets / Moreland Road, Coburg	29
5.4	Bell Street / Melville Road, Pascoe Vale South	31
5.5	Gaffney Street / Pascoe Vale Station, Pascoe Vale	33
5.6	Gaffney Street / Sussex Street, Coburg North.....	35
5.7	West Street, Hadfield	37
5.8	Bonwick Street, Fawkner	39
5.9	Snell Grove, Oak Park.....	41
5.10	Merlynston Station, Merlynston.....	43
5.11	Moreland / Melville Road, Brunswick West	45
6.0	IMPLEMENTATION	47
6.1	Planning Scheme Amendment	47
6.2	Review of the Shopping Strip Renewal Policy (SSRP)	48
7.0	MONITORING AND REVIEW	49
	APPENDIX 1	50

1.0 INTRODUCTION

Neighbourhood Centres are clusters of shops, businesses and community facilities which, together with the availability of public transport, provide for the daily and weekly shopping and service needs of the local community. They generally include (or have the potential to include) shops, a supermarket, small service businesses, medical/health clinics and limited community services. They play an important community role in providing a place to meet and socialise within the local area and they are locations where housing growth and built form intensification is encouraged.

The Moreland Planning Scheme identifies twelve Neighbourhood Centres (referred to as Neighbourhood Activity Centres – NACs, and Local Activity Centres for growth – LACs) based on the Moreland Activity Centre Framework, which was adopted by Council in March 2014. Moreland's Neighbourhood Centres are illustrated in Figure 1 and include the following Centres:

1. Grantham/Union Streets, West Brunswick
2. Melville Road/Albion Street/Victoria Street, West Brunswick
3. Nicholson Street/Holmes Street/Moreland Road, Coburg/Brunswick
4. Bell Street/Melville Road, Pascoe Vale South
5. Gaffney Street/Pascoe Vale Station, Pascoe Vale
6. Gaffney/Sussex Streets, Coburg North
7. Elizabeth Street, Coburg North
8. West Street, Hadfield
9. Bonwick Street, Fawkner
10. Snell Grove, Oak Park
11. Merlynston Station, Merlynston
12. Moreland/Melville Roads, West Brunswick

There is also opportunity to establish a new Neighbourhood Centre in Fawkner South.

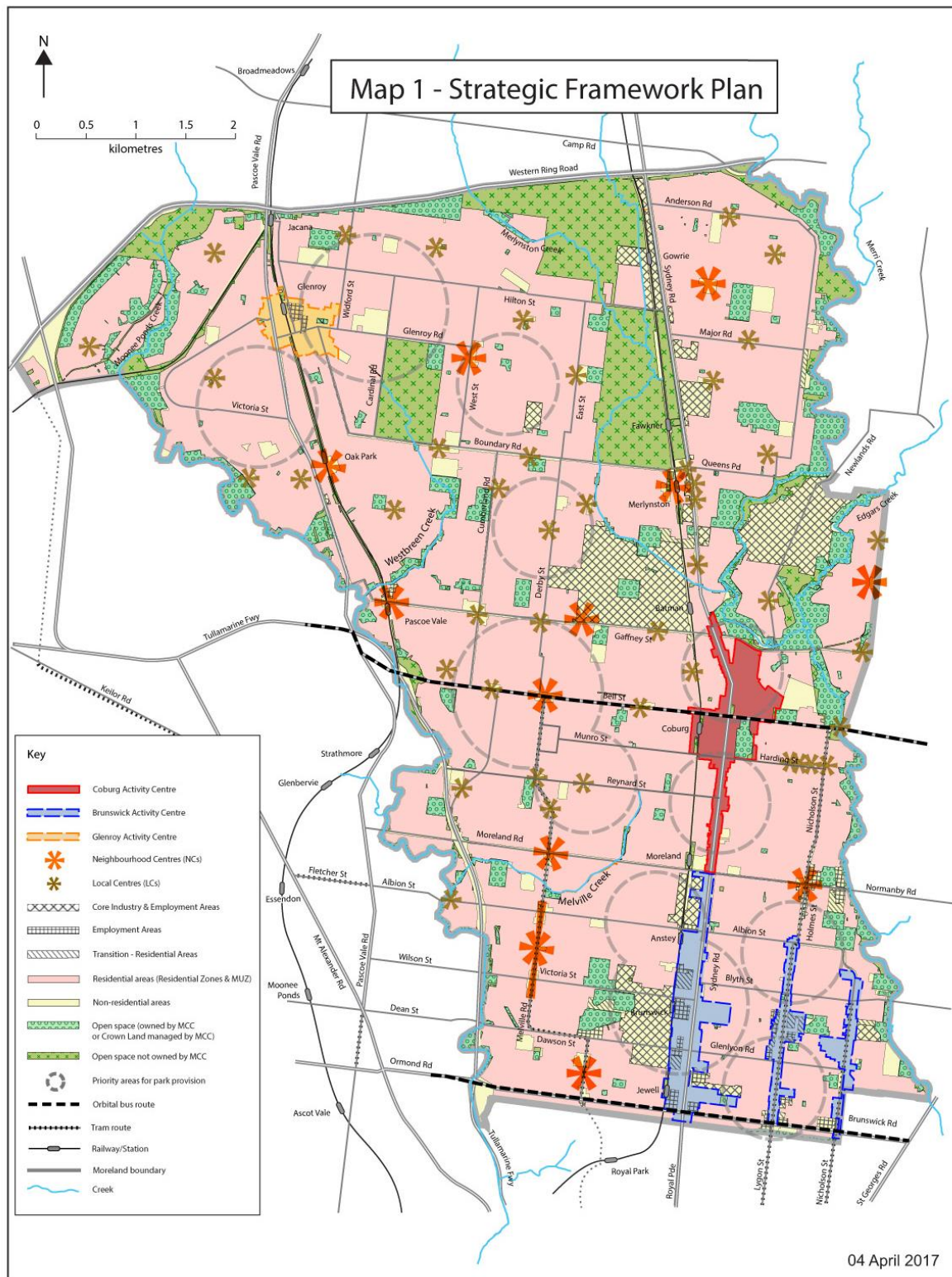
To reduce confusion and align with recent Plan Melbourne terminology, the nine NACs and three LACs identified for growth in the Planning Scheme are rebadged as Neighbourhood Centres in this Strategy.

This Neighbourhood Centres Strategy sets the detailed planning directions for land use and built form to ensure new development in Neighbourhood Centres contributes to the desired mix of land uses and scale and quality of built form encouraged, commensurate with the level of change and improved amenity expected in Neighbourhood Centres. The Strategy will primarily be implemented by an amendment to the Moreland Planning Scheme to ensure the land use and built form requirements of this Strategy are applied to new development in each Centre.

The Strategy is predominantly a planning strategy, however it also includes recommendations for Council to consider alignment of relevant programs and investment to ensure the increase in development density and population growth expected in Neighbourhood Centres is matched by adequate planning and provision of infrastructure and improved public realm amenity. This includes Council's investment in capital works, local business development, community infrastructure planning and transport planning.

The detailed analysis and review of existing work undertaken to prepare this Strategy is documented in the Neighbourhood Centres Strategy Background Report (December 2015). Key references back to relevant sections of the Background Report are identified in text boxes throughout this Strategy to enable reader to easily locate the associated strategic justification.

Figure 1. Location of Moreland's Neighbourhood Centres



1.1 Context and Alignment

This Strategy has been prepared in the context of State and Local Policy as outlined below.

State Policy

State Policy contained in Plan Melbourne and the State Planning Policy Framework 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.

Plan Melbourne outlines a set of initiatives promoting density in defined locations to support a 20-minute neighbourhood (Direction 4.1). In particular, Initiative 4.1.1 supports a network of Neighbourhood Centres. Plan Melbourne states that:

Planning neighbourhood centres that maintain their 'village' character and feel, while enabling a mix of goods and services, is a key role for local governments working with their communities.

The application of mandatory controls in Neighbourhood Centres is given a level of strategic support by directions and initiatives in Plan Melbourne. In particular, Initiative 4.2.2 seeks to:

Protect Melbourne's neighbourhood centres, including provision for mandatory controls.

Plan Melbourne goes on to state that:

Local governments, after preparing a local housing strategy and consulting with the community, will be able to prepare and exhibit a planning scheme amendment to introduce mandatory height controls for neighbourhood centres.

Plan Melbourne outlines a short term action for the State Government to:

Update the practice note and prepare and implement planning tools to support local governments to introduce mandatory building height and local-character controls in neighbourhood centres.

This action has not yet been undertaken by the State Government.

Local Policy

This Strategy will play an important role in delivering on the overall vision for Moreland identified in the Council Plan and Municipal Strategic Statement (MSS).

The Council Vision articulated in the Council Plan 2013-2017 is to 'Create a sustainable Moreland that has a more resilient community, more attractive, accessible and safe places, and a stronger local economy and services that meet the needs of our growing community.'

The MSS Vision is 'to create sustainable neighbourhoods with an emphasis on the social, cultural, environmental and economic wellbeing of the population. Sustainable neighbourhoods include a mix of the following key elements at the suburb scale: shops and services; community facilities; housing choices; employment choices; public transport options; and open spaces.'

Moreland Activity Centre Framework

Council has identified a network of activity centres across the municipality which includes Brunswick, Coburg and Glenroy as Moreland's three largest Activity Centres, twelve smaller Neighbourhood Centres (NCs) as follows (refer Figure 1):

- Grantham/Union Streets, West Brunswick
- Melville Road/Albion Street/Victoria Street, West Brunswick
- Nicholson Street/Holmes Street/Moreland Road, Coburg / Brunswick
- Bell Street/Melville Road, Pascoe Vale South
- Gaffney Street/Pascoe Vale Station, Pascoe Vale
- Gaffney/Sussex Streets, Coburg North
- Elizabeth Street, Coburg North
- West Street, Hadfield
- Bonwick Street, Fawkner
- Snell Grove, Oak Park
- Merlynston Station, Merlynston
- Moreland/Melville Roads, West Brunswick.

Together, this network of activity centres contribute to achieving Council's vision for 'sustainable neighbourhoods' and the State's vision for '20 minute neighbourhoods', where people have access to their daily and weekly shopping, service and public transport needs within their local suburb.

Municipal Strategic Statement and Local Policy

The MACF was a key background document informing the development of Moreland's new Municipal Strategic Statement (MSS). The new MSS and revised local policies were implemented in the Moreland Planning Scheme in January 2015 (Amendment C152). The Moreland Municipal Strategic Statement (MSS) and Neighbourhood Character Local Policy provide the following key directions for Neighbourhood Centres:

- The network of activity centres are areas where substantial growth and change is encouraged, including increased density housing in the form of apartments and townhouses.
- The most amount of change is planned for the three largest centres of Brunswick, Coburg and Glenroy, with a mid-rise built form generally up to about 10 storeys.
- The 12 NACs and LACs for growth are encouraged to accommodate change within a low rise built form of up to four storeys, with exceptions for larger sites.
- The Commercial 1 Zone (C1Z), Mixed Use Zone (MUZ) and Residential Growth Zone (RGZ) define the total extent of area within the 12 NACs and LACs where increased densities are encouraged.
- The network of Activity Centres is identified on the MSS Strategic Framework Plan (see Figure 1).

(See the Moreland Planning Scheme clauses 21.02-3 MSS Strategic Directions, Strategic Direction 1: Activity Centres and Strategic Direction 3: Housing; 21.03-1 Activity Centres; 21.03-3 Housing; and 22.01 Neighbourhood Character.)

This Neighbourhood Centres Strategy provides detailed direction on how Moreland's overarching policy objectives in the MSS and Neighbourhood Character Policy should be achieved in each Centre. The Strategy is aimed at providing greater certainty to the local community and developers about the new character to be created in these Centres and to improve the overall design quality of increased density development in Neighbourhood Centres.

Shopping Strip Renewal Policy

The Shopping Strip Renewal Policy (SSRP) was adopted by Council in August 2011. The policy was prepared to guide Council's economic development programs within the 52 local shopping strips in the municipality. Specifically, the SSRP encompasses:

- Business development support in partnership with the local business community, led by Council's Economic Development Branch
- Capital investments in the public realm, led by Council's Urban Design Unit

Under the SSRP funding and assistance is provided by Council across the following key services:

- Business and marketing plans
- Business development and training programs
- 'Shop Local' marketing and promotion programs
- Urban Design Frameworks and Streetscape Masterplans
- Streetscape improvements

The SSRP (2011) identified the work underway at the time to identify Moreland's network of activity centres and noted that once this work had been completed, there may be a need to review the SSRP.

Now that Council has confirmed the twelve Neighbourhood Centres for growth, it is appropriate to target Council's economic development and urban design investment into these Centres.

It is recommended the SSRP be reviewed to align with this *Neighbourhood Centres Strategy*, in accordance with Objectives 6 and 9 of this Strategy (see section 4.0).

Neighbourhood Centres Strategy Background Report Reference: Section 2.0

1.2 Background

The detailed analysis of each Neighbourhood Centre and review of existing work undertaken to prepare this Strategy is documented in the *Neighbourhood Centres Background Report (November 2015)* which should be referred to for detailed justification of the recommendations included in this Strategy.

This Strategy has been informed by the following relevant reports:

- *Moreland Activity Centres and Housing Strategy*, August 2012, prepared by MacroPlan and MGS Architects
- *Moreland Activity Centre Framework (Report 1)*, February 2014, prepared by Echelon Planning
- *Defining Boundaries for Moreland's Neighbourhood and Local Activity Centres (Report 2)*, February 2014, prepared by Echelon Planning

This Strategy brings together and refines the key recommendations of each of these previous reports into a concise Strategy. This Strategy, together with the *Moreland Activity Centre Framework* (February 2014) provide the guidance for planning for Moreland's network of activity centres and are intended to be Reference Documents to the Moreland Planning Scheme.

The *Moreland Activity Centres and Housing Strategy* (August 2012) and the report on *Defining Boundaries for Moreland's Neighbourhood and Local Activity Centres* (February 2014) are not intended to be given any status in the Moreland Planning Scheme and are not adopted by Council. They simply provide background detail and analysis.

The key issues from each of these previous reports which have informed this Strategy are summarised in section 2.0.

The Strategy has also been informed by feedback from the community collected in late 2013. An extensive consultation exercise was undertaken in support of three key pieces of strategic work Council was preparing at the time:

- A new Municipal Strategic Statement (MSS);
- The Moreland Activity Centre Framework, in particular, the designation of Neighbourhood and Local Centres for growth; and
- Application of the new Residential Zones.

The key issues identified by the community that are directly relevant to the *Neighbourhood Centres Strategy* are summarised as follows (for further details, refer to the Background Report):

- Concerns about the design quality of increased density buildings
- Concerns about the impact of increased densities on the character of streets and neighbourhoods
- Concerns about the capacity of infrastructure to accommodate population change

This Strategy responds to the key concerns raised by the community by establishing clear Design Guidelines to improve the design quality of higher density buildings in Neighbourhood Centres and to ensure these buildings make a positive contribution to the public realm to enhance the safety and amenity of streets and public spaces in Neighbourhood Centres. The Strategy provides clarification of the preferred future character to be established in Neighbourhood Centres to create a consistent new built form character which builds on the positive attributes of the existing character. The Strategy also includes recommendations that Council consider the growth and change encouraged in Neighbourhood Centres when making decisions regarding community facilities, traffic management, general infrastructure upgrades and streetscape improvements.

<i>Neighbourhood Centres Strategy Background Report Reference: Sections 3.0 and 4.0</i>

2.0 KEY ISSUES

The key factors that have influenced this Strategy are summarised below. The Background Report should be referred to for further information on the key issues.

Planning for Sustainable Population and Housing Growth

- Council's MSS Vision is underpinned by the concept of sustainable neighbourhoods which include a mix of the following elements at the suburb scale: shops and services; community facilities; housing choices; employment choices; public transport options; and open spaces.
- Moreland's network of activity centres contributes to the achievement of the MSS vision by identifying a hierarchy of centres where varying levels of change in the scale and intensity of built form is encouraged, commensurate with the role and size of the centre in the overall network of centres, as follows:
 - Coburg, Brunswick and Glenroy are the larger centres in the activity centre framework where a mid-rise scale of six to ten storeys is generally encouraged.
 - Neighbourhood Centres are the next level down in the activity centre hierarchy where a low rise scale of around four storeys is encouraged, with exceptions for larger sites.
- Within the Moreland activity centre hierarchy, Neighbourhood Centres provide a mix of businesses and services to the local community at the suburb scale, providing residents with walkable access to their daily and weekly shopping and service needs, meeting local and State objectives for sustainable neighbourhoods and a '20 minute city'.
- Recently Council has undertaken a capacity analysis of Moreland's fifteen activity centres to ensure the built form controls being developed and implemented for each Centre can accommodate forecast population growth. The analysis has assisted to confirm that an overall four storey low rise built form in Moreland's Neighbourhood Centres, together with the built form controls established for Coburg, Brunswick and Glenroy provides sufficient capacity to accommodate approximately 90% of the additional dwellings projected for Moreland to 2031 (assuming Victoria in Future 2015 projections).

Defining a Preferred Future Character for Neighbourhood Centres

- As noted above, Council's MSS Vision encourages a low-rise scale of built form change for Neighbourhood Centres. This includes mixed-use and apartment buildings as well as townhouse and unit style developments generally up to four storeys.
- The preferred built form scale of four storeys in Neighbourhood Centres has been long established in the MSS and Neighbourhood Character Local Policy and has generally been accepted as a suitable built form for these lower order Centres. This scale of change continues to be considered the right scale in order to create a more urban character and accommodate housing growth commensurate with the role of Neighbourhood Centres in the overall activity centre hierarchy. Therefore, the focus of the Strategy is not on setting a new overall scale for Neighbourhood Centres, but on confirming preferred land uses and improving the design quality and amenity of new development in Neighbourhood Centres.

- The challenge is to facilitate a new built form character and provide certainty to the community and developers as to the appropriate form and design of new development in Neighbourhood Centres.
- For a long time mandatory height controls have not been supported in the Victorian planning system. However, recent changes have provided some support for mandatory heights in Neighbourhood Centres, in particular the new State planning strategy – Plan Melbourne and the new residential zones. Therefore, there is an opportunity for Council to pursue mandatory height controls in Moreland’s Neighbourhood Centres, subject to ensuring that housing supply and diversity is provided for across Moreland to cater for forecast housing needs. On this basis the Strategy recommends mandatory heights of four storeys across the majority of the ‘focus areas for change’ in Neighbourhood Centres (which includes the Commercial 1 Zone, Residential Growth Zone and Mixed Use Zone) and a mandatory three storey height in areas where the Residential Growth Zone or Mixed Use Zone is located directly opposite the Neighbourhood Residential Zone. The approach is supported by testing of building types across the most common lot sizes and an analysis of housing capacity in Moreland.

Maximising Economic Development Opportunities

- Neighbourhood Centres provide for a range of local services and facilities including community facilities, public spaces, shops, offices and housing. The vibrancy and viability of Neighbourhood Centres relies on both a mix of uses and sufficient local population within and surrounding centres.
- Neighbourhood centres are intended to provide for the daily and weekly shopping and service needs of the local community. This can include shops, a supermarket of varying sizes, small businesses, coffee shops, food and drink, postal services, banking, medical/health clinics and community services.
- Encouraging population growth within Neighbourhood Centres is anticipated to create stronger demand for local convenience retailing such as supermarkets and fresh food.
- Neighbourhood Centres play a role in local employment, small business incubation and start-up opportunities, commercial investment and local access to goods services and community facilities. It is important to retain local service industries that provide an important service and source of employment. Neighbourhood Centres can accommodate a range of workspaces to support medium and small business. This helps provide diverse local job opportunities.

Enhancing Community Development Opportunities

- Neighbourhood Centres can play an important ‘community’ based role in providing health and community services and a place to meet and socialise within the local area. Concentrating a mix of land uses and destinations encourages daily trips to be short and walkable. A mix of land uses and activities peaking at different times keeps local streets activated and safer.
- High quality public spaces are important if Neighbourhood Centres are places to live, work and spend time in. High amenity areas also attract investment. The quality of the streets and

spaces influences a person's perception of an area and determines how much time they want to spend in a place.

- Many of the existing Neighbourhood Centres do not provide quality spaces where people can sit or dine outside. The provision of new or improved public spaces and footpaths including quality landscaping and street furniture that contributes to the creation of a place of enjoyment are all important considerations.

Improving Accessibility of Neighbourhood Centres

- The most basic way to promote walking is the existence of a safe pedestrian network that links destinations. Encouraging walking and cycling can be achieved by encouraging more people to live in Neighbourhood Centres and by ensuring the pedestrian environment is a comfortable place to be in (e.g. wide footpaths, shelter from the weather, active uses fronting footpaths, places to stop and rest/socialise in, separation from busy roads, landscaping and pedestrian crossings in the right place).
- Public transport accessibility provides for transport choices and makes Neighbourhood Centres an appropriate location for denser development. Improvements to the safety and convenience of public transport facilities should be encouraged.

Integrated Planning for Neighbourhood Centres

- The population growth and increased intensity of housing and other uses identified for Moreland's Neighbourhood Centres should be supported by a range of complementary Council actions and programs to ensure improved amenity, infrastructure provision and local business development. Planning for population growth relies on services that sit across the planning, social development, urban design, economic development, transport and open space functions of Council. The State Government, utility and other service providers also have a role to play in service and infrastructure provision.
- Planning for sustainable neighbourhoods needs to go beyond directions for built form and land use. Council should pro-actively manage change across our Neighbourhood Centres to complement directions for growth and private sector investment in redevelopment. This is applicable to Council's own investment actions and also requires Council to work with other infrastructure and service providers to help address community concerns about the capacity of existing infrastructure to cope with increased housing density.
- A place based approach is a multidisciplinary method to the planning, design and management of our Neighbourhood Centres. The aim of this approach is to achieve a higher level of social, economic and environmental outcomes for each Neighbourhood Centre. Council is committed to a place based approach in Moreland's three largest activity centres for Brunswick, Coburg and Glenroy. The challenge is to now apply a similar approach in Neighbourhood Centres during a time of tightening budgets.

Neighbourhood Centres Strategy Background Report Reference: Sections 3.0, 5.0 and 6.0

3.0 STRATEGY VISION

The Neighbourhood Centres Strategy Vision complements Moreland's broad approach to sustainability contained in the Council Plan and MSS (outlined in section 1.2 above). The Neighbourhood Centres Vision is stated below.

Neighbourhood Centres will play a role in providing a mix of businesses and services to the local community at the suburb scale, providing residents with walkable access to their daily and weekly shopping and service needs, meeting local and State policy objectives for sustainable neighbourhoods.

Neighbourhood Centres will accommodate growth and change at a scale commensurate with their neighbourhood role in the Moreland activity centre hierarchy.

New development in Neighbourhood Centres will be of a high quality, contributing to improved overall amenity, land use mix and increased density housing.

Each centre will have a defined 'Focus Areas for Change' (which includes land within the Commercial 1 Zone, Mixed Use Zone and Residential Growth Zone, and these will accommodate an increase in the scale and density of built form to create a low rise built form character, generally of up to four storeys and a three storey height in areas where the Residential Growth Zone or Mixed Use Zone is located across the street from the Neighbourhood Residential Zone.

New development in retail/commercial areas (Commercial 1 Zone) of these centres will create a new mixed use and more dense low rise urban character, generally of up to four storeys to increase the amount of retail and commercial floor space and to increase residential densities to enhance the mix of uses and vibrancy of the Centre. A continuous commercial frontage will be consolidated by locating retail and complementary commercial uses at ground floor, with active frontages to the street and no street setback, unless required to widen footpaths. Offices and apartments will be located at upper levels.

New development in residential growth areas (Residential Growth Zone and Mixed Use Zone) will create a new increased density low rise urban character, consisting of apartments of up to four storeys and townhouses of up to three storeys, softened by an enhanced green landscape character and a three storey height in areas where the Residential Growth Zone or Mixed Use Zone is located across the street from the Neighbourhood Residential Zone.

Council will complement private sector investment and population growth in Neighbourhood Centres by prioritising investment to improve the amenity of streets and open spaces and assist local business development. Council will also seek to work with other infrastructure and service providers to ensure appropriate levels of community and transport infrastructure are provided to meet the needs of the increased population.

A local sense of place unique to each of the twelve Centres will evolve over time through the staged implementation of place making and community development activities related to public realm improvements, business development and community infrastructure planning, to be undertaken in partnership with the local resident and business community.

The Neighbourhood Centres Vision is supported by a series of Centre-wide objectives, strategies and design guidelines which are applicable to all Centres (refer section 4.0). A further set of localised Centre-specific directions has been identified for each Neighbourhood Centre (refer section 5.0).

4.0 CENTRE-WIDE DIRECTIONS

The objectives, strategies and design guidelines identified in this section are relevant to eleven of Moreland's twelve Neighbourhood Centres (the Elizabeth Street, North Coburg Neighbourhood Centre is excluded because the planning for this Centre was completed as part of the Development Plan Overlay applied to the former Kodak site).

The objectives and strategies are grouped under the following themes:

- Land Use and Built Form
- Infrastructure
- Business Development
- Place Making and Community Development

Centre-specific directions are identified in the following section 5.0.

4.1 Land Use and Built Form Objectives and Strategies

Objective 1

Concentrate a mix of retail, commercial and community uses in Neighbourhood Centres to meet the daily and weekly shopping and service needs of the local community.

Strategy

- Encourage mixed use development with retail and/or commercial activity on the ground floor and housing on upper levels in the Commercial 1 Zone.
- Rezone identified sites and precincts in some centres to ensure the zoning framework is suitable to achieve desired land use outcomes, in particular a consolidated retail/commercial heart, the facilitation of increased density housing in designated locations, and the protection of existing parks in the Public Park and Recreation Zone (PPRZ). Sites for rezoning are identified in the Centre-specific directions in section 5.0.
- Ensure employment uses are prioritised over residential uses on sites designated 'Category 2 – Employment' in the *Moreland Industrial Land Strategy* (MILS). The employment floor space requirements of the MILS should be met, as follows:
 - 16% of the total site area, provided at lower levels of multi-level buildings or on specific areas of larger sites; or
 - allocation of all usable floor space not required for car parking or other services at ground floor and first floor of multi-level buildings, whichever results in the greater provision of commercial floor space.

Objective 2

Facilitate housing growth and diversity in Neighbourhood Centres, at a scale commensurate with their level in the Moreland Activity Centre hierarchy.

Strategy

- Encourage new development up to a maximum of four storeys and a three storey height in areas where the Residential Growth Zone or Mixed Use Zone is located across the street from the Neighbourhood Residential Zone.

- Encourage new development in accordance with the following levels of change. These locations are confirmed on the Centre-specific Framework Plans (provided in section 5.0):
 - Focus Areas for Change (C1Z, RGZ and MUZ)
Buildings up to 13.5 metres (4 storeys).
 - Incremental Change (GRZ)
Accommodate a mix of single dwellings and townhouses, buildings up to 11 metres (3 storeys), designed to respect the existing neighbourhood character and in accordance with Moreland's Neighbourhood Character Local Policy and ResCode standards.
 - Minimal Change (NRZ)
Accommodate a mix of single dwellings and low density townhouses, buildings up to 9 metres (2 storeys), designed to create a low density, open and landscaped character in accordance with Moreland's Neighbourhood Character Local Policy, and generally in accordance with ResCode standards but with increased provision of private open space.

Objective 3

Ensure new built form is of a high quality design which improves the overall amenity of the Centre, contributes positively to the public realm, and creates quality living and working environments.

Strategy

- Ensure new development proposes a building type and layout suited to the site size, orientation and context, having regard to the Design Solutions included in Appendix 1.
- Apply the Design Guidelines for Neighbourhood Centres (refer to Table 1 below) to mixed use and apartment development up to four storeys.
- Apply ResCode to townhouse development.

Objective 5

Provide planning certainty to facilitate growth and change in Neighbourhood Centres.

Strategies

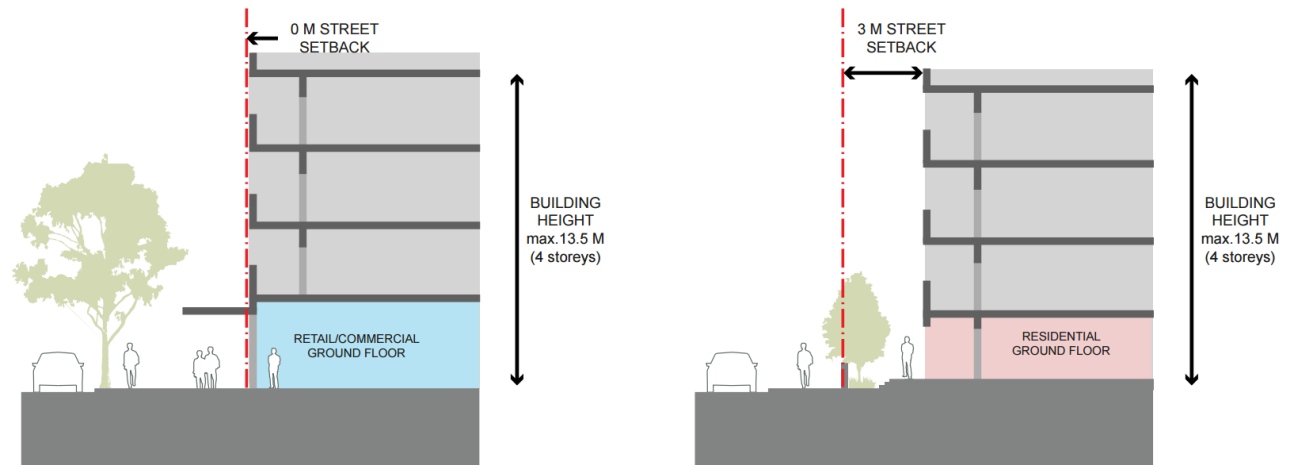
- Amend the Moreland Planning Scheme to include the relevant land use and built form directions of the Neighbourhood Centres Strategy.

Table 1 Design Guidelines for Neighbourhood Centres

The Design Guidelines are grouped under the following headings:

- Building Envelope
- Public Realm Interface
- Amenity

BUILDING ENVELOPE	
Objectives	Guidelines
Building Type	
<ul style="list-style-type: none"> • To ensure building type is suited to the site size, orientation and context. 	<ul style="list-style-type: none"> • Select the most appropriate building type, having regard to the Design Solutions included in Appendix 1.
Building Height	
<ul style="list-style-type: none"> • To implement the Neighbourhood Centres Vision and establish a new low rise built form character that accommodates buildings of up to 4 storeys (13.5 metres). 	<p>Building height must not exceed 13.5 metres (4 storeys and must not exceed 11 metres (three storeys) in areas where the Residential Growth Zone or Mixed Use Zone is located across the street from the Neighbourhood Residential Zone)</p>
Front Setback	
<ul style="list-style-type: none"> • To create streetscape character with consistent scale and proportion. • To ensure setbacks from the street are suited to the land use proposed at ground floor. 	<ul style="list-style-type: none"> • Front setbacks should be in accordance with the Centre-specific Framework Plans included in section 5.0, which reflect the following: <ul style="list-style-type: none"> - On sites with retail and/or commercial uses at ground floor, buildings should be constructed to the street boundary unless the setback is not required to create a consistent street wall; designed as part of the public realm (e.g. to create a wider footpath or public space); necessary to facilitate an appropriate design for office uses at ground floor. - On sites with residential uses at ground floor, the setback from the street should be 3 metres and include planting of at least one tree. • On corner sites the setback from the main street frontage should wrap around the corner and then graduate to match the setback on the secondary street, or be set back 3 metres, whichever is the lesser. • Ground floor awnings, architectural features, sunshades and artworks may encroach into the street setback area. No other part of a building including balconies may encroach into the street setback. • Street setbacks should be designed in accordance with the Building Frontages below.



Front setbacks for retail/commercial uses and residential uses at ground floor

Side and Rear Setbacks

- To create streetscape character with consistent scale, proportion and rhythm.
- To ensure side setbacks in commercial areas create a continuous ground floor retail/commercial frontage to the street.
- To ensure setbacks in residential areas provide sufficient room for planting buffers to enhance the landscape character and contribute to privacy.
- To improve the quality of higher density mixed use and residential development by providing:
 - Adequate daylight to habitable rooms (living rooms and bedrooms).
 - A quality outlook for residents.
 - Effective natural ventilation of dwellings.

Side Setbacks (with no outlook)

- Within the C1Z: 0 metres from the property boundary (build to side boundaries to create continuous street edge).
- Within the RGZ, MUZ: 2 metres from the property boundary to be planted with screening trees.

Side Setbacks (with outlook)

- Primary outlook (living areas): 4.5 metres from the property boundary to be planted with screening trees.
- Secondary outlook (bedrooms, kitchens): 2 metres from the property boundary to be planted with screening trees.

Where a site abuts a property within the General Residential Zone or Neighbourhood Residential Zone side setbacks should comply with the side setback requirements of ResCode (clause 55).

Rear Setbacks

- Ground floor: 3 metres from the property boundary, up to a height of four metres.
- Upper floors: 6 metres from the property boundary, or from opposite side of laneway (if laneway exists).
- A minimum of 8.6 metres from the property boundary above 10.5 metres for properties adjacent to the Neighbourhood Residential Zone

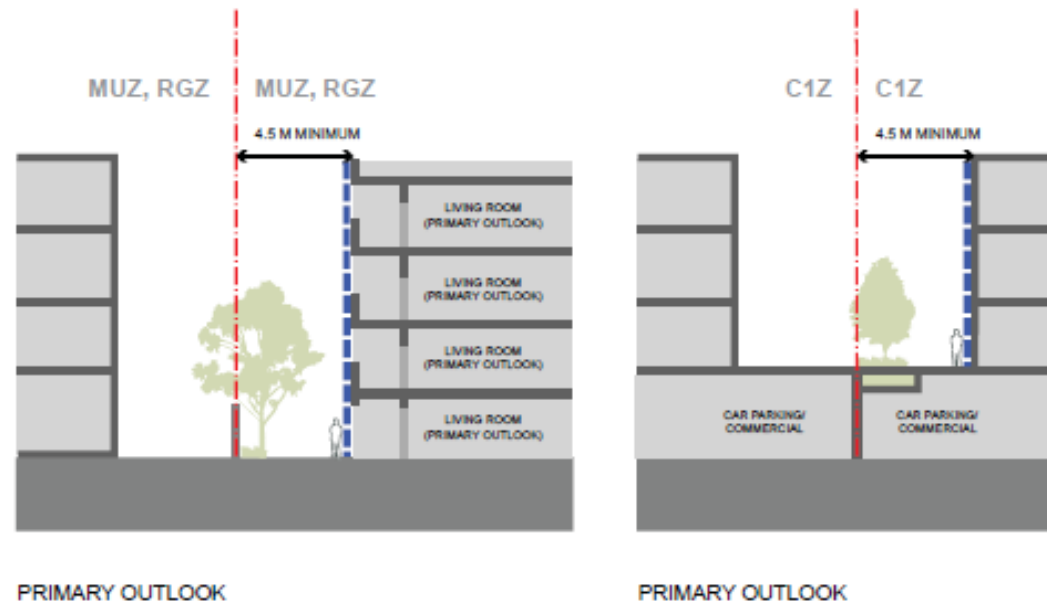
Architectural features, sunshades and artworks may encroach into the side and rear setbacks. No other part of a building including balconies may encroach into the side or rear setback.

- To ensure the future development of adjoining sites by allowing an equitable spread of development potential throughout Neighbourhood Centres.
- To ensure development does not unreasonably impact the amenity of adjoining sites by incorporating side and rear setbacks.

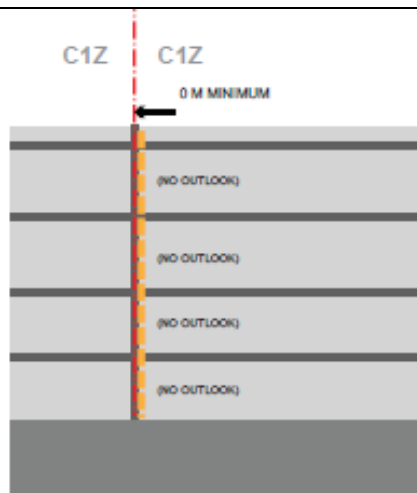
Separation of buildings within sites should have regard to the building separation distances in the Moreland Apartment Design Code 2015.

Site Coverage

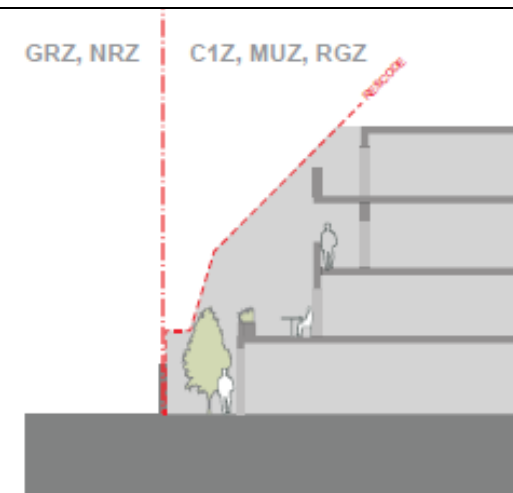
- For lots greater than 750m² in the Mixed Use Zone (MUZ) and Residential Growth Zones (RGZ): maximum 80% site coverage.
- For lots smaller than 750m² in the Mixed Use Zone (MUZ) and Residential Growth Zones (RGZ): maximum 60% site coverage (as per ResCode).



Side Setbacks with primary outlook to property boundary

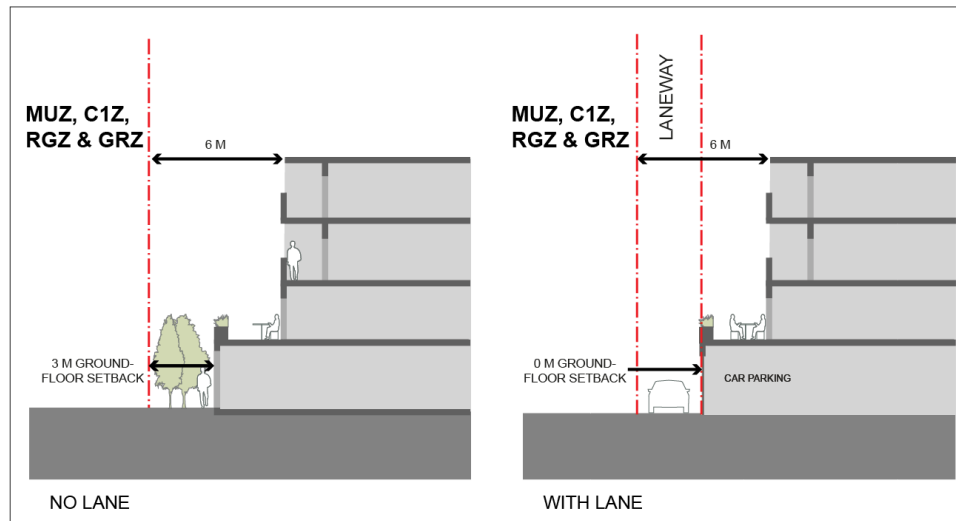


C1Z - NO OUTLOOK

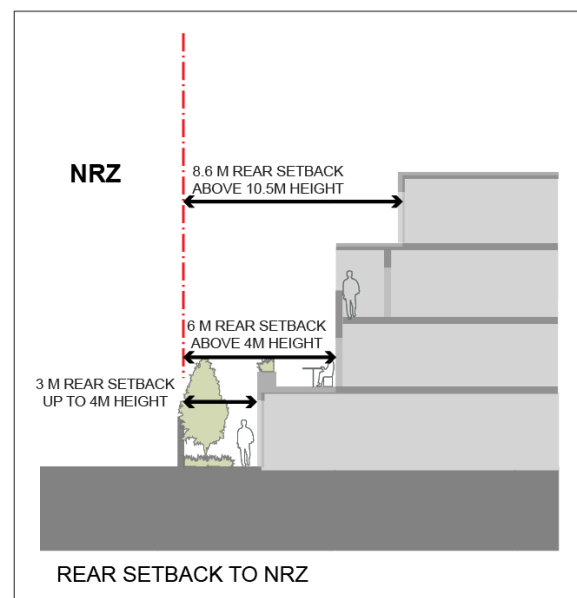


SIDE SETBACK TO GRZ & NRZ

Side Setbacks – Primary Outlook, Secondary Outlook and Side setback to GRZ and NRZ



Rear Building Setbacks to MUZ, C1Z, RGZ & GRZ



Rear Building Setbacks to NRZ

PUBLIC REALM INTERFACE

Objectives

Building frontages

- To integrate the development with adjoining streets and public spaces.
- To enhance the amenity, interest, safety and comfort of streets and public spaces.
- To provide an identifiable street address.
- To reinforce the fine grain character of Neighbourhood Centres.

Guidelines

Active Frontages

- Provide active frontages at ground floor level to all streets and public spaces (except rear access lanes), as follows:
 - Retail / Commercial uses at ground floor: A display window and entrance, measuring 65-80% of the width of the street frontage of each individual premise. Large signs are discouraged. Non transparent glazing may be used for office uses up to a height of 1.7 metres.
 - Residential uses at ground floor: Individual dwelling entries and habitable room windows facing the street. Provide privacy by elevating the ground floor approximately 0.5-1 metre above street level and/or providing landscaping in front setbacks.
- If adjacent to a park or other public space, the space should be substantially fronted by dwellings and/or other occupancies with direct access and outlook, whilst providing clear separation between public and private land (e.g. with pedestrian paths and/or streets).

- On corner lots active frontages must address both streets. Blank side walls and associated garages/car parking are discouraged.

Awnings

- In the Commercial 1 Zone, development should incorporate awnings designed to provide adequate weather protection over the footpath for the full width of the building frontage. Where there is an existing consistent pattern of awnings in a retail strip, new awnings should match the existing height and depth.

Pedestrian Entry

- Pedestrian entries should be clearly visible and identifiable from the public realm.
- Distinguish the main residential entry from the entrances of any commercial and retail premises.

Building Articulation

- Design facades with an appropriate scale, rhythm and proportion which respond to the building's uses and context and contribute to a fine grain urban character.
- New buildings should adopt a solid architectural expression that emphasises the street edge through the use of recessed balconies, framed elements and solid balustrades.

Car Parking and Vehicle Entry

- Development should minimise the impact of vehicle access and car parking on the public realm by:
 - locating vehicle access at the rear of buildings wherever possible, or to the side of properties where rear access is not available; and
 - locating car parking where it cannot be seen from the public realm.
- Ensure vehicle crossing provision limits the removal of on street parking spaces, removal of street trees, encroachment into landscaped front setbacks, and maximises pedestrian safety and sight lines.

Site Services

- Development should ensure service infrastructure such as substations are well concealed or integrated into building design.
- Ensure waste storage areas should be screened from view of the street.

AMENITY

Overlooking / Privacy

- **To ensure a reasonable level of privacy to residents within a building and to residents in adjacent buildings.**
- Overlooking should be minimised principally by selection of an appropriate building type, orienting outlooks towards the front, rear and internally within a site, and compliance with the side and rear setback distances above.

	<ul style="list-style-type: none"> • Overlooking of habitable spaces and private open spaces should be minimised by building layout, location and design of windows and balconies, landscaping, level changes and setbacks instead of reliance on screening/obscuring measures that adversely impact on the quality of the outlook. • Where screening devices are unavoidable, use design solutions to prevent overlooking while still retaining the amenity of the apartment and allowing for distant views, such as: louvered screens with specific views; operable or fixed vertical louvers; planter boxes on the edge of balconies to limit downward sight lines.
<i>Private Open Space</i> <ul style="list-style-type: none"> • To provide functional and useable open space areas for individual dwellings. 	<ul style="list-style-type: none"> • All dwellings should include a balcony with a minimum width of 2 metres, connected to an internal living area.
<i>Landscaping</i> <ul style="list-style-type: none"> • To create an enhanced green landscape character. • To contribute to amelioration of the urban heat island effect. 	<ul style="list-style-type: none"> • Provide at least one tree in front setbacks, selected in accordance with the Moreland Tree Planting Manual 2014. • Provide screen planting alongside and rear property boundaries in the Residential Growth Zone and Mixed Use Zone.

4.2 Infrastructure Objectives and Strategies

Objective 6 (also refer to Objective 9)

Target Council's urban design investment in Neighbourhood Centres to upgrade the amenity of public spaces to complement the growth in population and intensification of the built form encouraged in these centres.

Strategy

- Review Council's Shopping Strip Renewal Policy (SSRP) to align with the Neighbourhood Centres Strategy. The review should include:
 - Review of the criteria used to prioritise centres for streetscape master planning and associated capital works investment.
 - Review funding sources available to implement the program, including Council budget and external funding opportunities.
 - Seek to integrate with the design and delivery of capital works projects in Neighbourhood Centres under Council's 5 year capital works program.

Objective 7

Ensure Council decisions about the upgrade and provision of community infrastructure are informed by the growth in population and intensification of the built form encouraged in Neighbourhood Centres.

Strategy

- Align Council's Community Infrastructure Framework (CIF) with the Neighbourhood Centres Strategy.

Objective 8

Ensure transport planning is integrated with Neighbourhood Centres and responds to the growth in population and intensification of the built form encouraged in Neighbourhood Centres.

Strategy

- Advocate to relevant public transport authorities to upgrade tram, train and bus stops within Neighbourhood Centres and to ensure future planning for service delivery is informed by the population growth that is encouraged in Neighbourhood Centres.
- Ensure Council's local area traffic and transport planning is informed by the population growth that is encouraged in Neighbourhood Centres.

4.3 Business Development Objectives and Strategies

Objective 9 (also refer to Objective 6)

Target Council's economic development assistance in Neighbourhood Centres to bring about improved business performance to complement the growth in population and intensification of the built form encouraged in these centres.

Strategy

- Review Council's Shopping Strip Renewal Policy (SSRP) to align with the Neighbourhood Centres Strategy, as per Objective 6 above.

4.4 Place Making and Community Development Objectives and Strategies

Objective 10

Develop a local sense of place unique to each of the Neighbourhood Centres.

Strategy

- Target staged implementation of place making and community development activities related to public realm improvements, business development and community infrastructure planning, undertaken in partnership with the local resident and business community.
- Build partnerships and participation with the community in the delivery of the revised Shopping Strip Renewal Program (SSRP).

5.0 CENTRE – SPECIFIC DIRECTIONS

This section provides directions specific to eleven of the twelve Neighbourhood Centres. It does not include the Elizabeth Street, Coburg North Centre (Coburg Hill) as the detailed planning for this Centre has already been covered in the Development Plan approved for the Coburg Hill site. Residential areas adjoining the centre to the east fall under the auspices of Darebin Council.

Neighbourhood Centres Strategy Background Report Reference: Section 5.0

5.1 Grantham Street / Union Street, Brunswick West

The key directions for the Centre are outlined below and shown on the Framework Plan (Figure 2).

1. Encourage built form change in the Grantham / Union Neighbourhood Centre, in accordance with the levels of change shown on the Framework Plan and described as follows:
 - Focus Areas for Change (C1Z, RGZ and MUZ)
 - Accommodate a shift to a new character of mixed use and apartment buildings and townhouses, generally up to 13.5 metres (4 storeys).
 - Incremental Change (GRZ)
 - Accommodate a mix of single dwellings and townhouses in buildings up to 11 metres (3 storeys), designed to respect the existing neighbourhood character.
 - Minimal Change (NRZ)
 - Accommodate a mix of single dwellings and low density townhouses in buildings up to 9 metres (2 storeys), designed to respect the existing neighbourhood character.
2. Consolidate retail and commercial uses in the following existing clusters shown on the Framework Plan with a Commercial Frontage:
 - On Grantham Street, between Union Street and Collier Crescent
 - Around the north eastern side of the intersection of Brunswick Rd and Grantham St
 - On Union Street, in the MUZ east of Barry Street
3. Rezone Gilbrook Reserve on Heller Street from Neighbourhood Residential Zone 1 (NRZ1) to Public Park and Recreation Zone (PPRZ) to protect its long term status as a public park.
4. 356-360 Brunswick Rd: The site is zoned IN3Z and designated 'Category 2 – Employment' in the MILS. The IN3Z and existing land uses contribute to a diversity of land uses and employment choices within the Centre. The IN3Z also allows for the site to be redeveloped for a range of employment uses, including a supermarket of up to 1800m² and offices, which would complement the Centre. If a rezoning is sought in the future, careful consideration to appropriate zones and the achievement of the commercial floor space benchmark requirements included in Objective 1 in section 4.0 and the Draft Moreland Industrial Land Use Strategy should be given utmost priority.
5. Rezone properties in Union Street east of O'Grady on the north side of Union Street and east for Millward Street on the south side of Union Street from Residential Growth Zone to Neighbourhood Residential Zone.

6. Rezone properties that face the Neighbourhood Residential Zone on the west side of Millward Street from Residential Growth Zone to General Residential Zone.

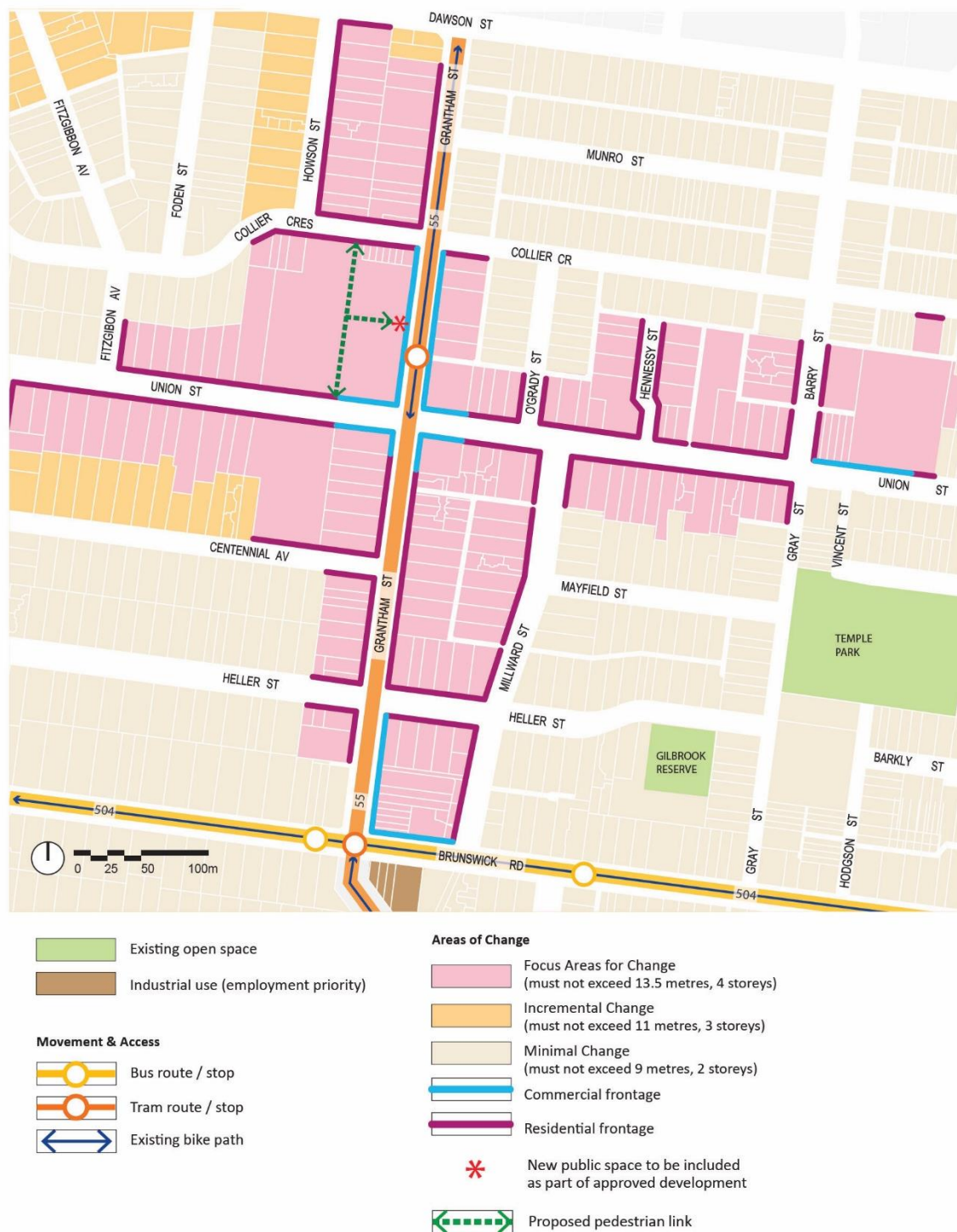


Figure 2 Grantham Street / Union Street, Brunswick West Framework Plan

5.2 Melville Road / Albion Street / Victoria Street, Brunswick West

The key directions for the Centre are outlined below and shown on the Framework Plan (Figure 3).

1. Encourage built form change in the Melville Road / Albion Street / Victoria Street Neighbourhood Centre, in accordance with the levels of change shown on the Framework Plan and described as follows:
 - Focus Areas for Change (C1Z, RGZ and MUZ)
 - Accommodate a shift to a new character of mixed use and apartment buildings and townhouses, generally up to 13.5 metres (4 storeys).
 - Incremental Change (GRZ)
 - Accommodate a mix of single dwellings and townhouses in buildings up to 11 metres (3 storeys), designed to respect the existing neighbourhood character.
 - Minimal Change (NRZ)
 - Accommodate a mix of single dwellings and low density townhouses in buildings up to 9 metres (2 storeys), designed to respect the existing neighbourhood character.
2. Consolidate retail and commercial uses in the existing and proposed Commercial 1 Zone areas as shown on the Framework Plan:
 - Around the Melville Road and Albion Street intersection between Zeal Street and Murray Street.
 - On Hope Street east of Melville Road.
 - Around the Melville Road and Victoria Street intersection, and eastwards along Victoria Street.

Rezone properties at 151-163 Melville Road from Commercial 2 Zone to the Commercial 1 Zone.

3. Rezone properties on the west side of Burnell Street from General Residential Zone to Neighbourhood Residential Zone.



Figure 3 Melville Road / Albion Street / Victoria Street, Brunswick West Framework Plan

5.3 Nicholson / Holmes Streets / Moreland Road, Coburg

The key directions for the Centre are outlined below and shown on the Framework Plan (Figure 4)

1. Encourage built form change in the Nicholson-Holmes Street / Moreland Road Neighbourhood Centre, in accordance with the levels of change shown on the Framework Plan and described as follows:
 - Focus Areas for Change (C1Z, RGZ and MUZ)
 - Accommodate a shift to a new character of mixed use and apartment buildings and townhouses, generally up to 13.5 metres (4 storeys).
 - Incremental Change (GRZ)
 - Accommodate a mix of single dwellings and townhouses in buildings up to 11 metres (3 storeys), designed to respect the existing neighbourhood character.
 - Minimal Change (NRZ)
 - Accommodate a mix of single dwellings and low density townhouses in buildings up to 9 metres (2 storeys), designed to respect the existing neighbourhood character.
2. Support retail, commercial and industrial uses as follows:
 - Encourage retail and commercial uses in the existing and proposed Commercial 1 Zone in the retail core of the Centre along Holmes-Nicolson Streets and Moreland Road.
 - Encourage commercial office based employment uses in the redevelopment of the 1-9 Moreland Road site.
 - Concentrate industrial related employment uses in the Industrial 1 Zone on Moreland Road.
 - Concentrate industrial related employment uses and support a transition to a broader range of employment uses in the Industrial 3 Zone precinct to the east of the Centre, bounded by Moreland Road, Lincoln Street and Donald Street.
3. Rezone the following sites/precincts to ensure the zoning framework facilitates the creation of a distinct retail/commercial cluster at the heart of the Centre, as follows (consistent with their categorisation in the Draft Moreland Industrial Strategy):
 - 52-54 Moreland Road from IN3Z to C1Z
 - 2-2A Avoca Street from IN3Z to RGZ
 - 44-104 Holmes Street (including 148 and 121 Donald Street) from C2Z and C1Z.
 - 2-12 Nicholson Street from IN3Z to C1Z.
 - 1-9 Moreland Road from IN3Z to an appropriate mix of zones to guarantee employment priorities (e.g. C2Z and MUZ).
4. Rezone York Park on Holmes Street from Residential Growth Zone 1 (RGZ1) to Public Park and Recreation Zone (PPRZ) to protect its long term status as a public park.
5. Industrial Precinct on south side of Moreland Road on eastern edge of the Centre (bounded by Moreland Road, Lincoln Street and Donald Street). The precinct is zoned IN3Z and designated 'Category 2 – Employment' in the draft Moreland Industrial Strategy. It contains a mix of manufacturing firms, mechanical repair firms and small offices. The IN3Z and uses present in this precinct contribute to the diversity of land uses and employment choices within the Centre. The IN3Z also allows for the properties to be redeveloped for a range of employment uses, including a supermarket of up to 1800m²

and offices, which would complement the Centre. If a rezoning is sought in the future, careful consideration to appropriate zones and the achievement of the commercial floor space benchmark requirements included Objective 1 in section 4.0 and the Draft Moreland Industrial Land Use Strategy should be given utmost priority.

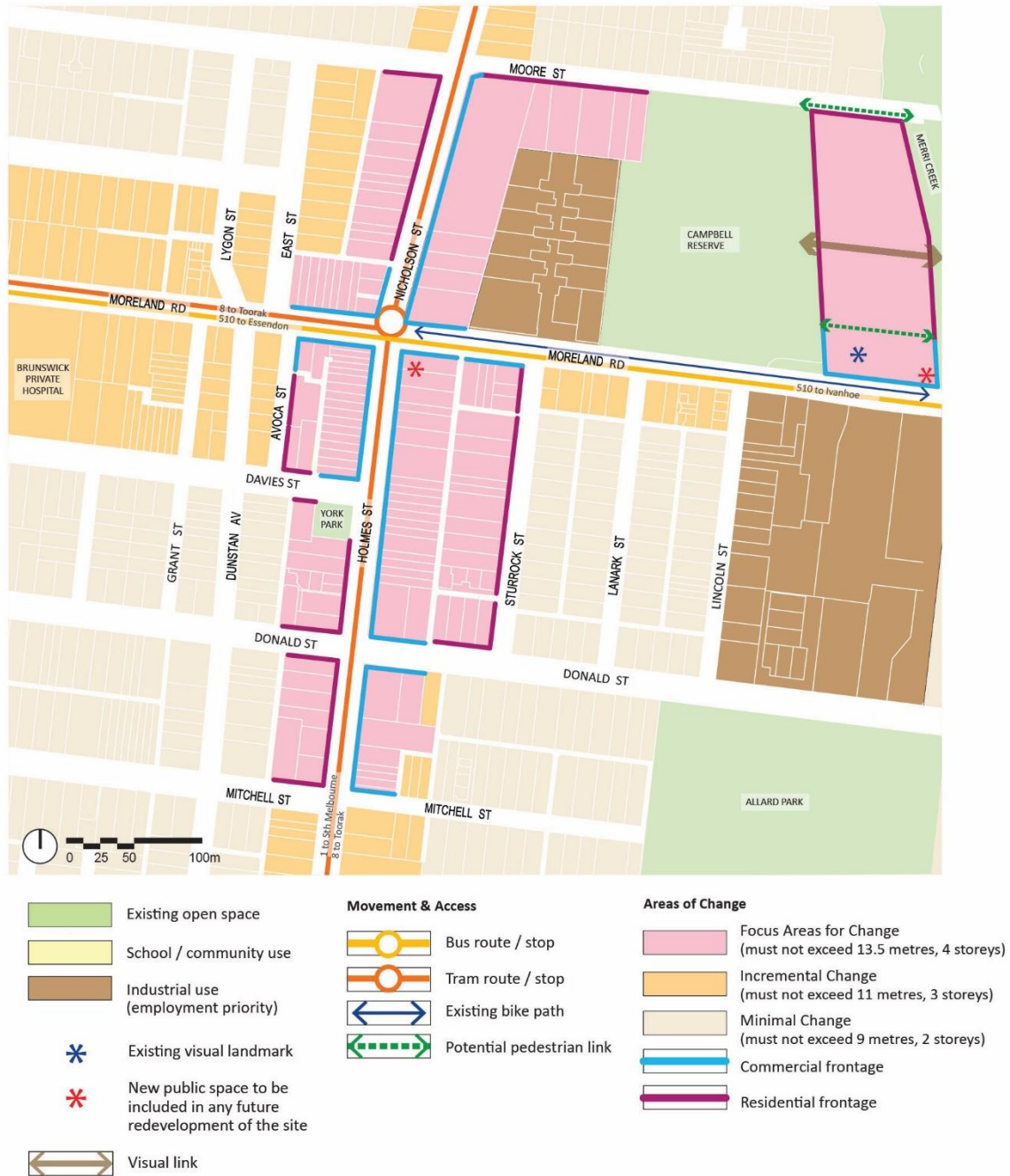


Figure 4 Nicholson / Holmes Streets / Moreland Road, Coburg Framework Plan

5.4 Bell Street / Melville Road, Pascoe Vale South

The key directions for the Centre are outlined below and shown on the Framework Plan (Figure 5).

1. Encourage built form change in the Bell Street / Melville Road Neighbourhood Centre, in accordance with the levels of change shown on the Framework Plan and described as follows:
 - Focus Areas for Change (C1Z, RGZ and MUZ)
 - Accommodate a shift to a new character of mixed use and apartment buildings and townhouses, generally up to 13.5 metres (4 storeys).
 - Incremental Change (GRZ)
 - Accommodate a mix of single dwellings and townhouses in buildings up to 11 metres (3 storeys), designed to respect the existing neighbourhood character.
 - Minimal Change (NRZ)
 - Accommodate a mix of single dwellings and low density townhouses in buildings up to 9 metres (2 storeys), designed to respect the existing neighbourhood character.
2. Consolidate retail and commercial uses in the existing Commercial 1 Zone areas as shown on the Framework Plan:
 - On Bell Street, between Hatter Street and Sussex Street (north side) and between Springhall Parade and Royal Parade (south side).
 - On the north side of Bell Street between Wills Street and York Street.

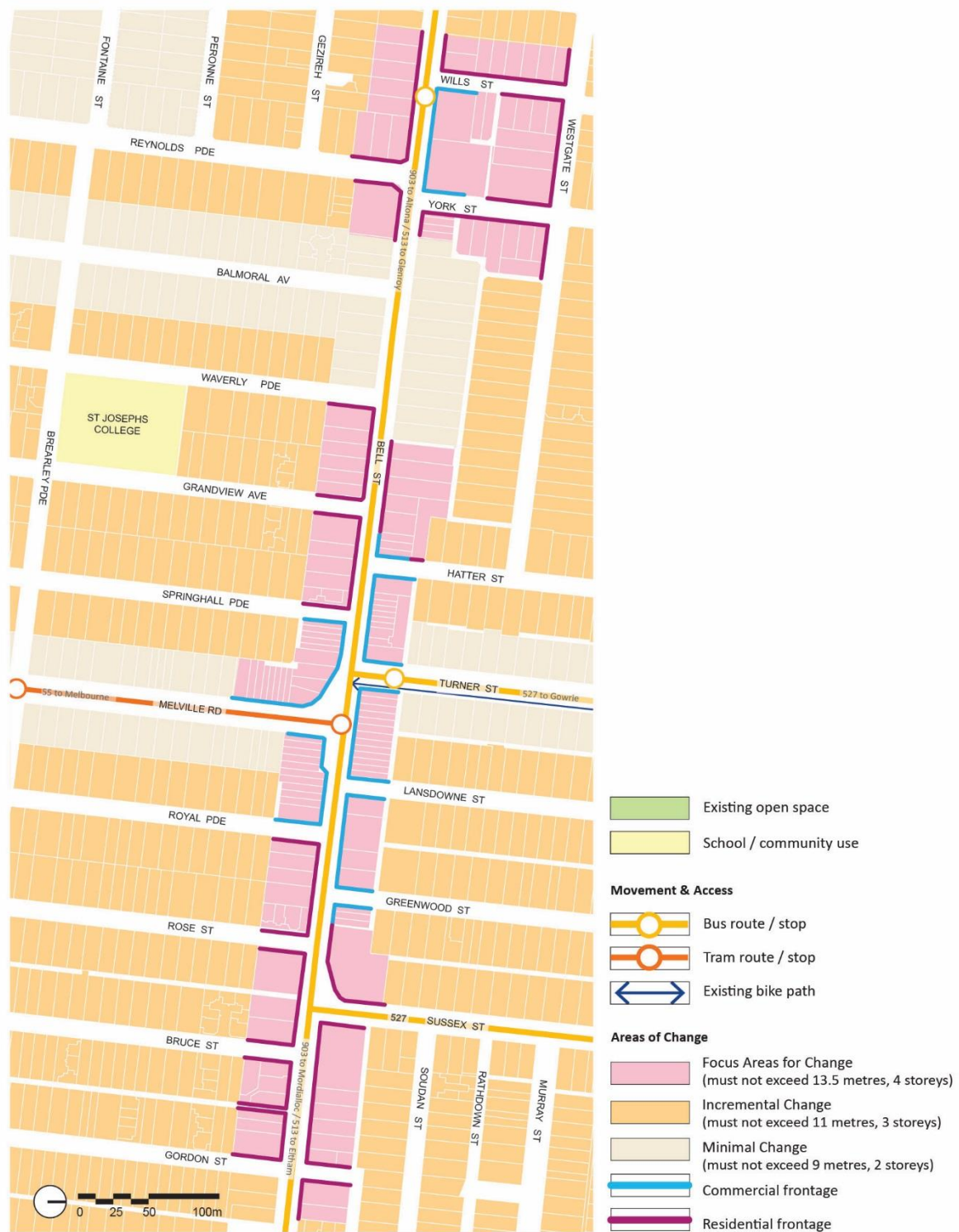


Figure 5 Bell Street / Melville Road, Pascoe Vale South Framework Plan

5.5 Gaffney Street / Pascoe Vale Station, Pascoe Vale

The key directions for the Centre are outlined below and shown on the Framework Plan (Figure 6).

1. Encourage built form change in the Gaffney Street / Pascoe Vale Station Neighbourhood Centre, in accordance with the levels of change shown on the Framework Plan and described as follows:
 - Focus Areas for Change (C1Z, RGZ and MUZ)
 - Accommodate a shift to a new character of mixed use and apartment buildings and townhouses, generally up to 13.5 metres (4 storeys).
 - Incremental Change (GRZ)
 - Accommodate a mix of single dwellings and townhouses in buildings up to 11 metres (3 storeys), designed to respect the existing neighbourhood character.
 - Minimal Change (NRZ)
 - Accommodate a mix of single dwellings and low density townhouses in buildings up to 9 metres (2 storeys), designed to respect the existing neighbourhood character.
2. Support retail, commercial and industrial uses as follows:
 - Encourage retail and commercial uses in the existing and proposed Commercial 1 Zone in the retail core of the Centre along Gaffney Street and Railway Parade).
 - Concentrate industrial service based employment uses and support a transition to a broader range of employment uses in the Industrial 3 Zone on Fawkner Road.
3. 28-38 Fawkner Road and 16 Railway Parade. These sites are zoned IN3Z and designated 'Category 2 – Employment' in the draft Moreland Industrial Strategy. The IN3Z and uses present contribute to a diversity of land uses and employment choices within the Centre. If a rezoning is sought in the future, careful consideration to appropriate zones and the achievement of the commercial floor space benchmark requirements included in Objective 1 in section 4.0 and the Draft Moreland Industrial Land Use Strategy should be given utmost priority.

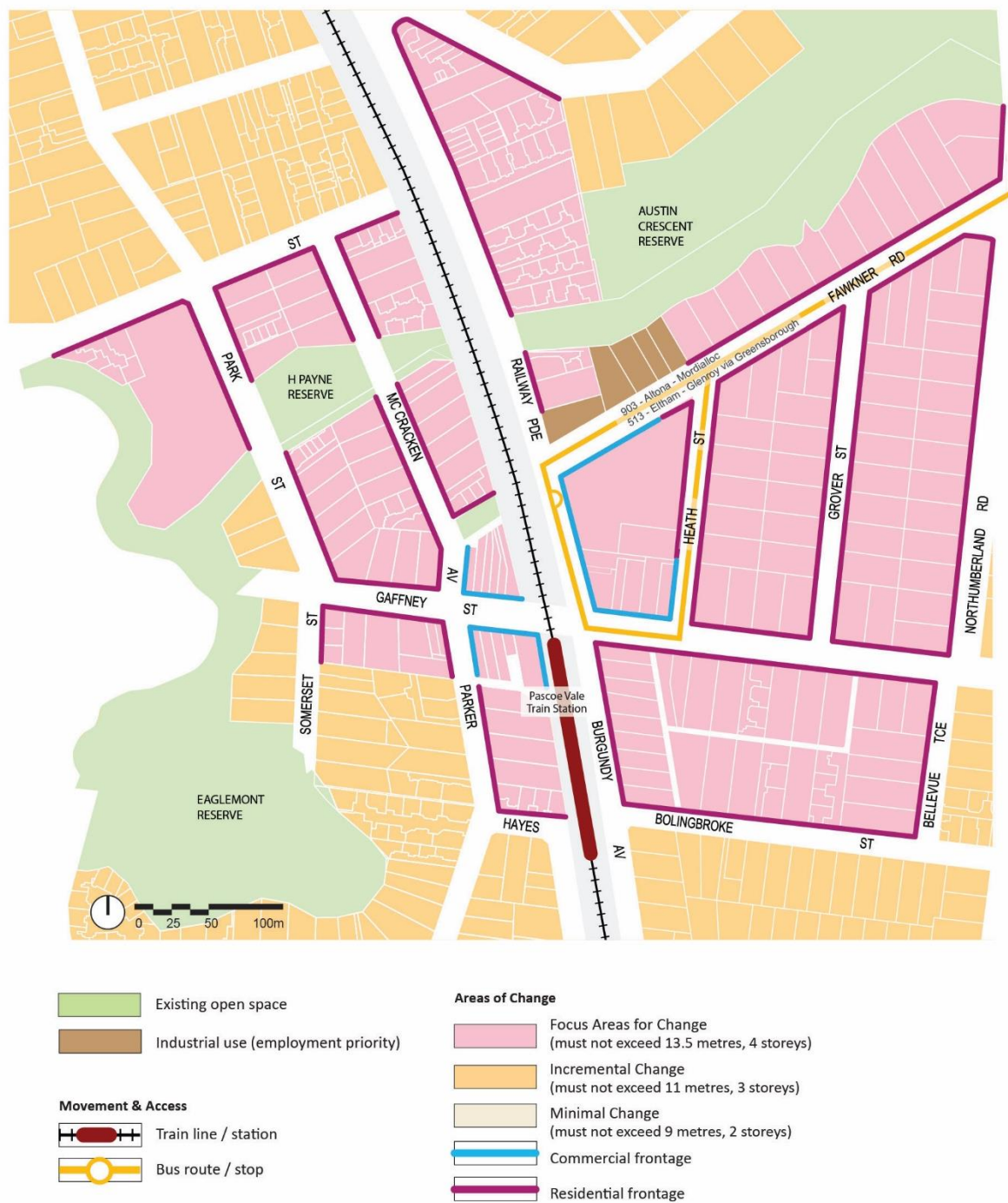


Figure 6 Gaffney Street / Pascoe Vale Station, Pascoe Vale Framework Plan

5.6 Gaffney Street / Sussex Street, Coburg North

The key directions for the centre are outlined below and shown on the framework plan (Figure 7)

1. Encourage built form change in the Gaffney Street / Sussex Street Neighbourhood Centre, in accordance with the levels of change shown on the Framework Plan and described as follows:
 - Focus Areas for Change (C1Z, RGZ and MUZ)
 - Accommodate a shift to a new character of mixed use and apartment buildings and townhouses, generally up to 13.5 metres (4 storeys).
 - Incremental Change (GRZ)
 - Accommodate a mix of single dwellings and townhouses in buildings up to 11 metres (3 storeys), designed to respect the existing neighbourhood character.
 - Minimal Change (NRZ)
 - Accommodate a mix of single dwellings and low density townhouses in buildings up to 9 metres (2 storeys), designed to respect the existing neighbourhood character.
2. Consolidate retail and commercial uses in the existing Commercial 2 Zone on the north-eastern corner of the Gaffney Street and Sussex Street intersection.
3. Support continued industrial based employment uses in the Industrial 3 Zone and Industrial 1 Zone to the north and east of the retail heart of the Centre.
4. Rezone Plumridge Park on Sussex Street from Residential Growth Zone 1 (RGZ1) to Public Park and Recreation Zone (PPRZ) to protect its long term status as a public park.
5. Rezone 5 Lens Street, Coburg North from the Industrial 3 Zone to the Commercial 2 Zone.

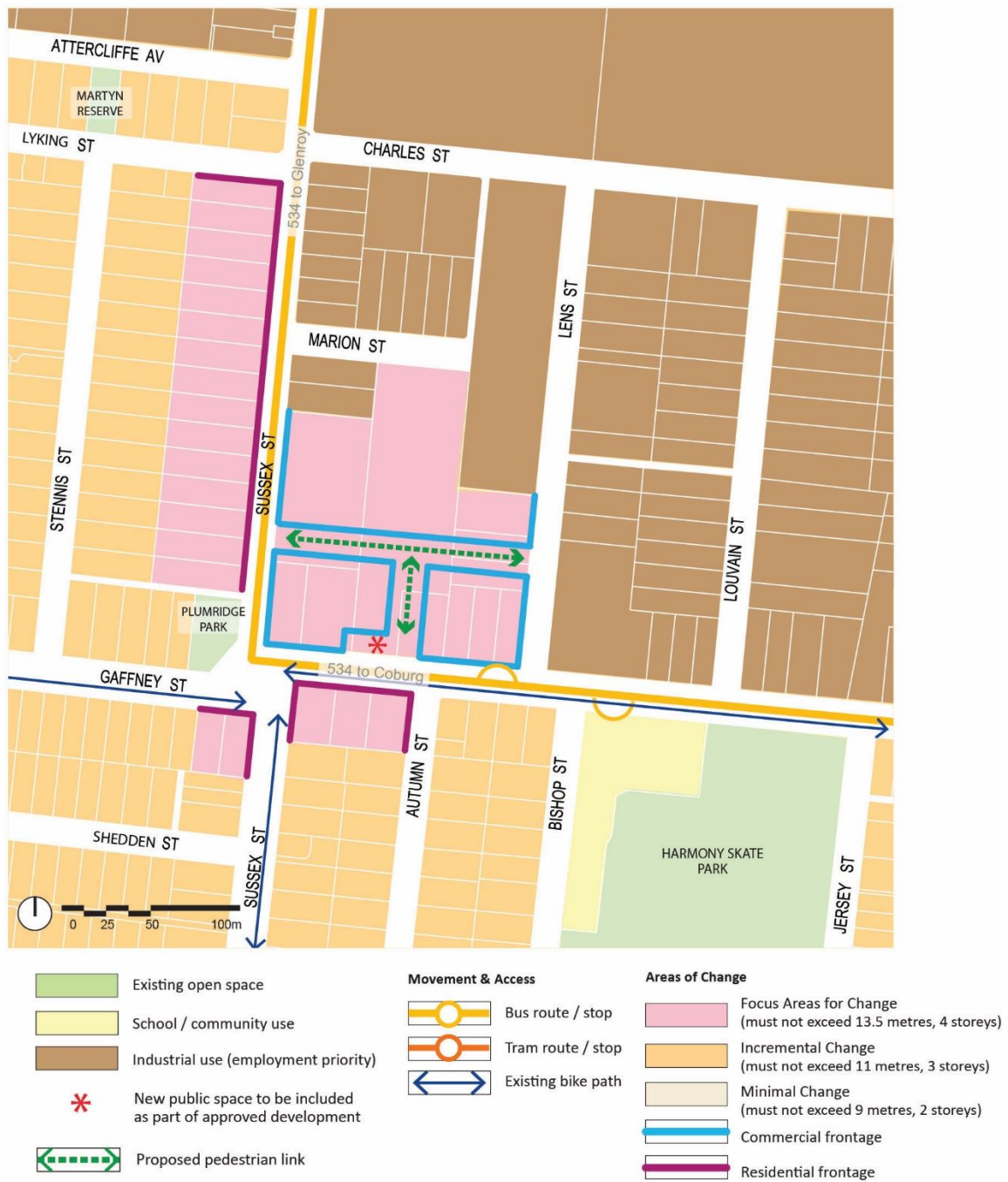


Figure 7 Gaffney Street / Sussex Street, Coburg North Framework Plan

5.7 West Street, Hadfield

The key directions for the Centre are outlined below and shown on the Framework Plan (Figure 8).

1. Encourage built form change in the West Street Neighbourhood Centre, in accordance with the levels of change shown on the Framework Plan and described as follows:
 - Focus Areas for Change (C1Z, RGZ and MUZ)
 - Accommodate a shift to a new character of mixed use and apartment buildings and townhouses, generally up to 13.5 metres (4 storeys).
 - Incremental Change (GRZ)
 - Accommodate a mix of single dwellings and townhouses in buildings up to 11 metres (3 storeys), designed to respect the existing neighbourhood character.
 - Minimal Change (NRZ)
 - Accommodate a mix of single dwellings and low density townhouses in buildings up to 9 metres (2 storeys), designed to respect the existing neighbourhood character.
2. Consolidate retail and commercial uses in the existing Commercial 1 Zone area on the east side of West Street, on Geum Street and Middle Street.

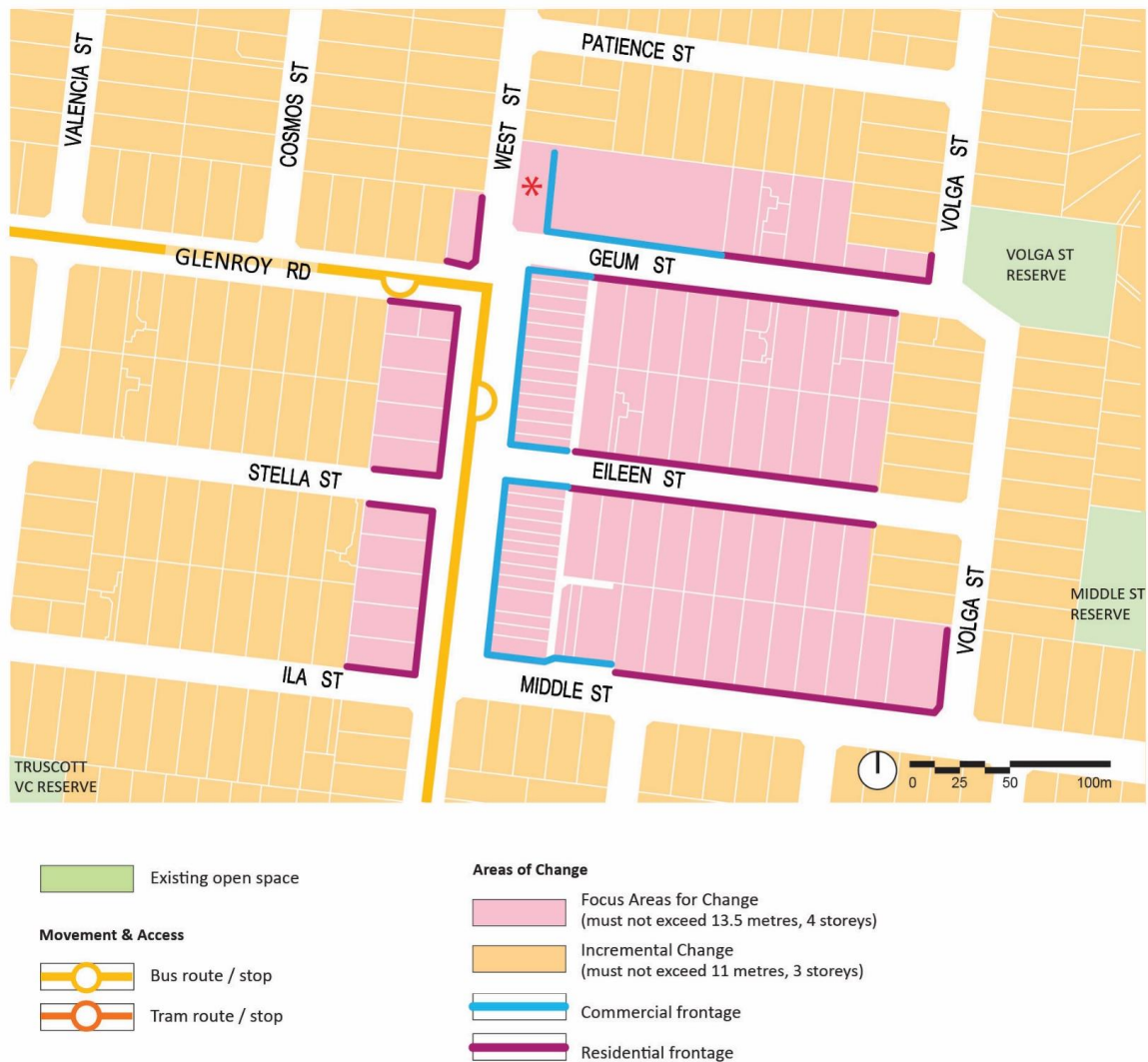


Figure 8 West Street, Hadfield Framework Plan

5.8 Bonwick Street, Fawkner

The key directions for the Centre are outlined below and shown on the Framework Plan (Figure 9).

1. Encourage built form change in the Bonwick Street Neighbourhood Centre, in accordance with the levels of change shown on the Framework Plan and described as follows:
 - Focus Areas for Change (C1Z, RGZ and MUZ)
 - Accommodate a shift to a new character of mixed use and apartment buildings and townhouses, generally up to 13.5 metres (4 storeys)
 - Incremental Change (GRZ)
 - Accommodate a mix of single dwellings and townhouses in buildings up to 11 metres (3 storeys), designed to respect the existing neighbourhood character.
 - Minimal Change (NRZ)
 - Accommodate a mix of single dwellings and low density townhouses in buildings up to 9 metres (2 storeys), designed to respect the existing neighbourhood character.
2. Consolidate retail and commercial uses in the existing Commercial 1 Zone area along Bonwick Street and the southern side of Jukes Road.

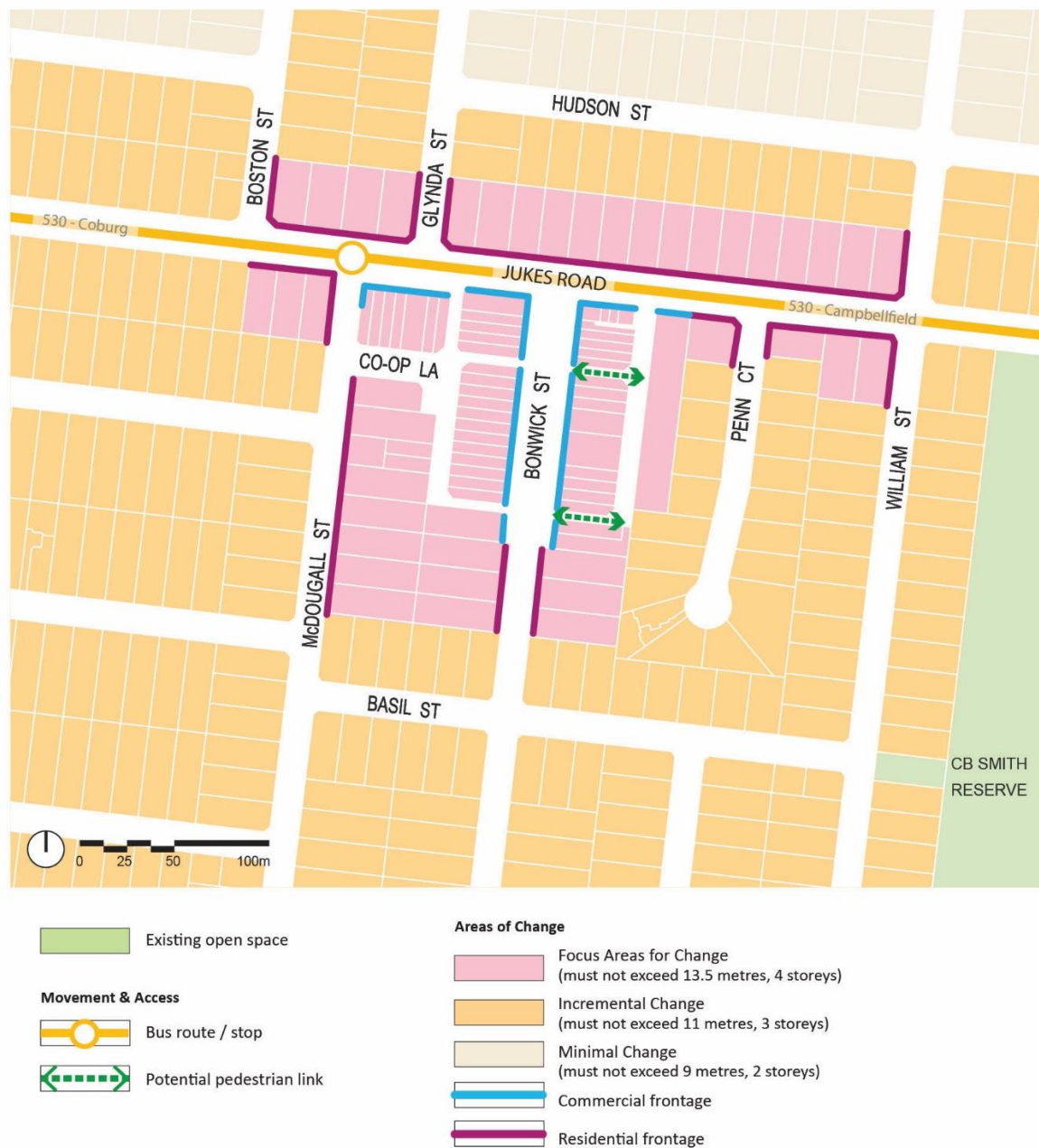


Figure 9 Bonwick Street, Fawkner Framework Plan

5.9 Snell Grove, Oak Park

The key directions for the Centre are outlined below and shown on the Framework Plan (Figure 10).

1. Encourage built form change in the Snell Grove Neighbourhood Centre, in accordance with the levels of change shown on the Framework Plan and described as follows:
 - Focus Areas for Change (C1Z, RGZ and MUZ)
 - Accommodate a shift to a new character of mixed use and apartment buildings and townhouses, generally up to 13.5 metres (4 storeys).
 - Incremental Change (GRZ)
 - Accommodate a mix of single dwellings and townhouses in buildings up to 11 metres (3 storeys), designed to respect the existing neighbourhood character.
 - Minimal Change (NRZ)
 - Accommodate a mix of single dwellings and low density townhouses in buildings up to 9 metres (2 storeys), designed to respect the existing neighbourhood character.
2. Consolidate retail and commercial uses in the existing Commercial 1 Zone on Snell Grove and Waterloo Road.

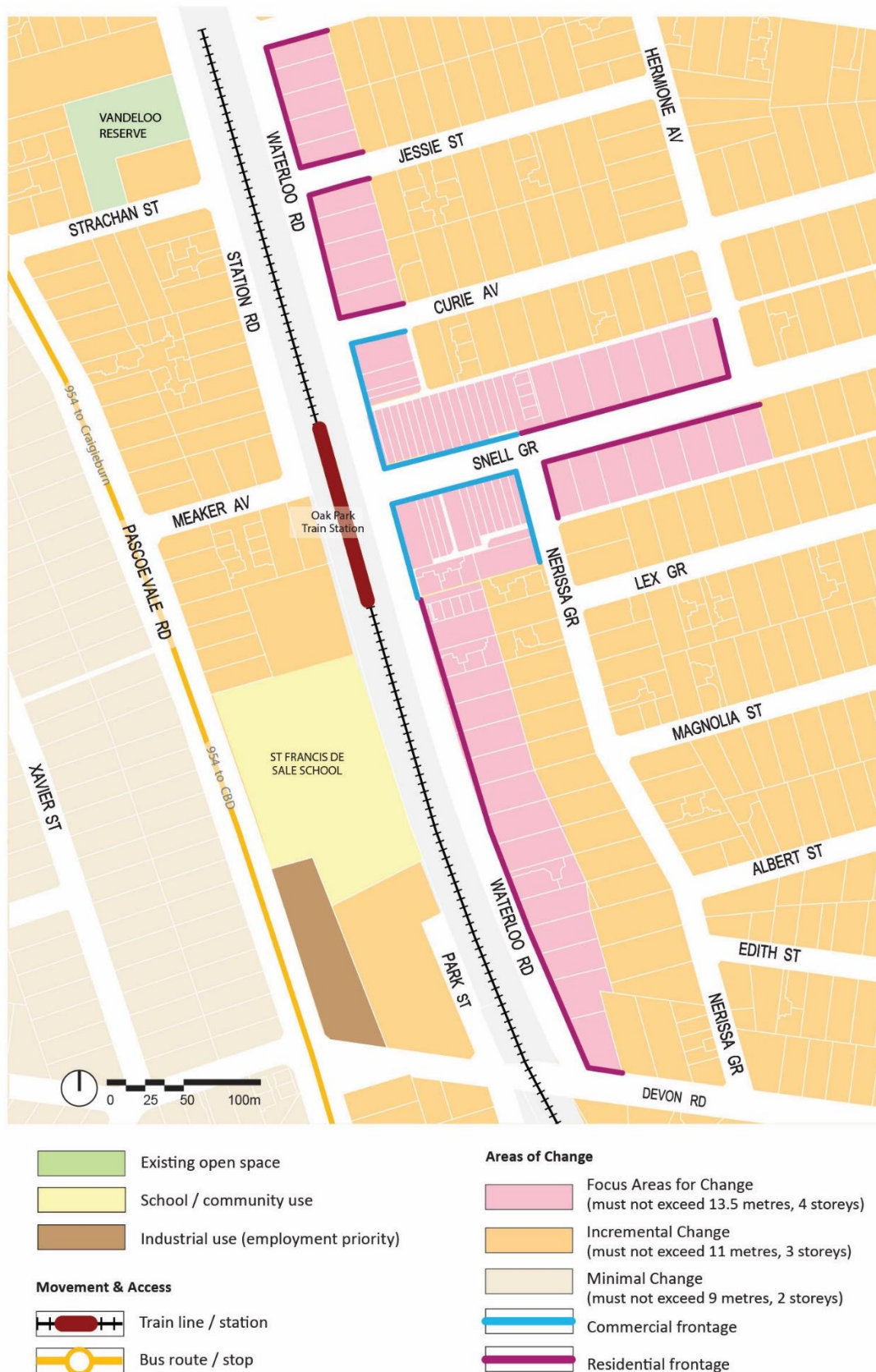


Figure 10 Snell Grove, Oak Park Framework Plan

5.10 Merlynston Station, Merlynston

The key directions for the Centre are outlined below and shown on the Framework Plan (Figure 11).

1. Encourage built form change in the Merlynston Neighbourhood Centre, in accordance with the levels of change shown on the Framework Plan and described as follows:
 - Focus Areas for Change (C1Z, RGZ and MUZ)
 - Accommodate a shift to a new character of mixed use and apartment buildings and townhouses, generally up to 13.5 metres (4 storeys).
 - Incremental Change (GRZ)
 - Accommodate a mix of single dwellings and townhouses in buildings up to 11 metres (3 storeys), designed to respect the existing neighbourhood character.
 - Minimal Change (NRZ)
 - Accommodate a mix of single dwellings and low density townhouses in buildings up to 9 metres (2 storeys), designed to respect the existing neighbourhood character.
2. Consolidate retail and commercial uses in the existing Commercial 1 Zone areas located along Merlyn Street, Orvieto Street and Lorensen Avenue.
3. Maintain for industry and employment uses and prohibit residential uses within the Industrial 3 Zone land between 1009 – 1139 Sydney Road consistent with the Category 1 – Core Industry and Employment Area designation in the draft Moreland Industrial Land Strategy.

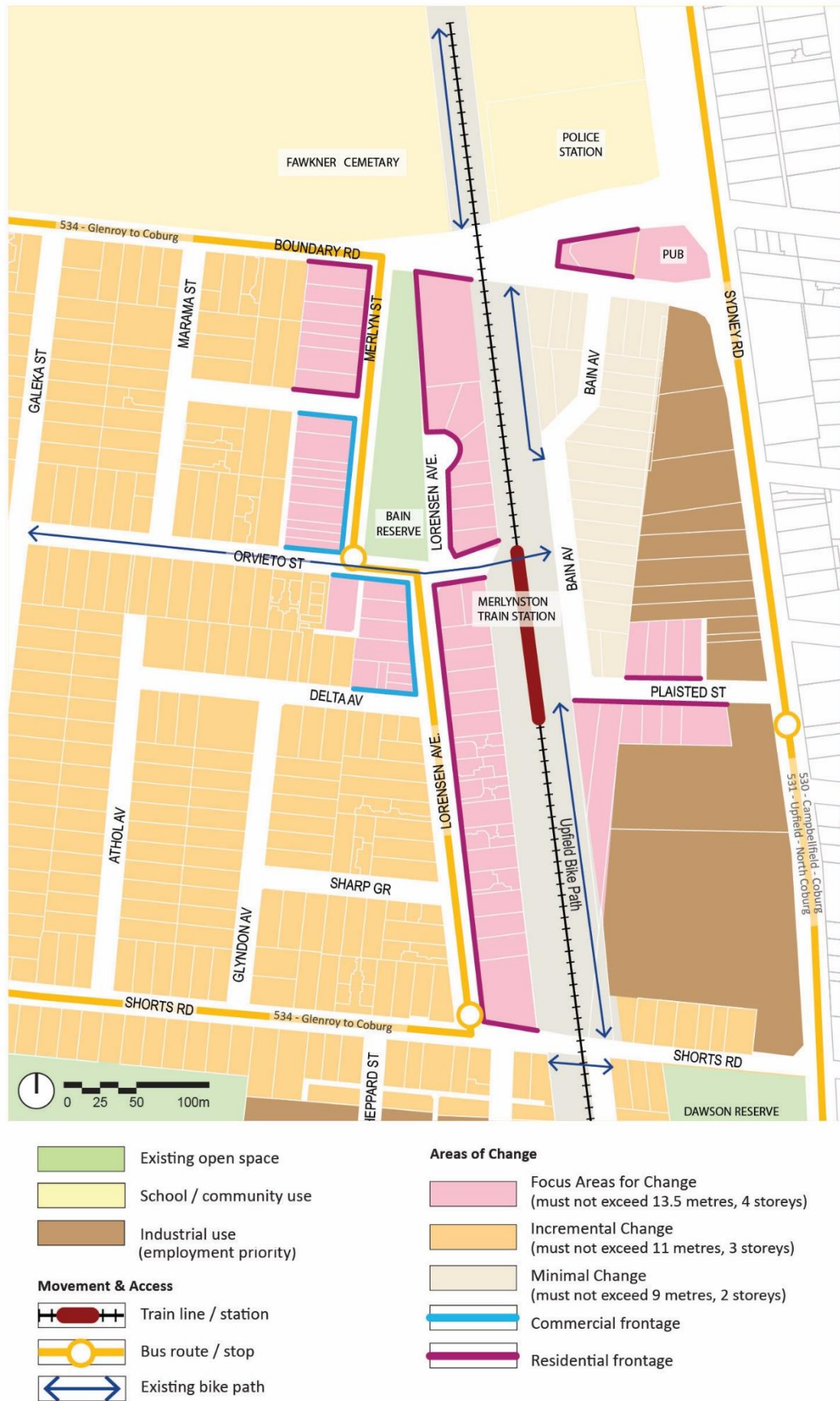


Figure 11 Merlynston Station, Merlynston Framework Plan

5.11 Moreland / Melville Road, Brunswick West

The key directions for the Centre are outlined below and shown on the Framework Plan (Figure 12).

1. Encourage built form change in the Melville / Moreland Road Neighbourhood Centre, in accordance with the levels of change shown on the Framework Plan and described as follows:
 - Focus Areas for Change (C1Z, RGZ and MUZ)
 - Accommodate a shift to a new character of mixed use and apartment buildings and townhouses, generally up to 13.5 metres (4 storeys).
 - Incremental Change (GRZ)
 - Accommodate a mix of single dwellings and townhouses in buildings up to 11 metres (3 storeys), designed to respect the existing neighbourhood character.
 - Minimal Change (NRZ)
 - Accommodate a mix of single dwellings and low density townhouses in buildings up to 9 metres (2 storeys), designed to respect the existing neighbourhood character.
2. Consolidate retail and commercial uses in the Commercial 1 Zone around the intersection of Melville and Moreland Roads.
3. Rezone sites on the north-east corner (6 Melville Rd, 401-403 Moreland Rd, currently occupied by Red Rooster) and north-west corner (1-7 Melville Rd, currently occupied by a car wash /mechanics) of the Melville / Moreland Road intersection from Residential Growth Zone to Commercial 1 Zone.



Figure 12 Moreland / Melville Road, Brunswick West Framework Plan

6.0 IMPLEMENTATION

Actions required to implement the Neighbourhood Centres Strategy are identified in the table below.

Implementation Action	Responsibility	Timing	Within 5 year budget Resource Requirement
Planning Actions			
1. Planning Scheme Amendment (see Objective 5 and sections 5.0 and 6.1 for amendment details)	Lead: Strategy & Amendments Units	2015-16	\$175,000 OPEX 15/16
2. Assess planning permit applications in accordance with the NCS as translated into the planning scheme	Lead: City Development Branch	Ongoing	Met within existing resources and permit fees
3. Incorporate monitoring and evaluation measures into the Local Planning Policy Framework (LPPF) Monitoring and Evaluation Program (see section 7.0 for details)	Lead: Strategy Unit	2015-16 and ongoing	Met within existing resources (staff)
Economic Development and Public Realm Upgrades			
4. Review the Shopping Strip Renewal Policy (see Objectives 6 and 9 and section 6.2 for details)	Lead: Economic Development Branch Support: Urban Design Unit	Report to Council late 2015, then ongoing roll out.	Met within existing resources (staff) Ongoing resource needs to be identified as part of review.
Other Infrastructure Actions			
5. Ensure Community Infrastructure Framework decisions are informed by NCS (see Objective 7)	Lead: Social Development	Ongoing	Met within existing resources (staff)
6. Ensure local area traffic and transport planning is informed by NCS (see Objective 8)	Transport Unit	As required	Met within existing resources (staff)
7. Advocate to relevant public transport authorities to upgrade tram, train and bus stops and service delivery in Neighbourhood Centres. (see Objective 8)	Transport Unit	As required	Met within existing resources (staff)

6.1 Planning Scheme Amendment

A significant implementation action of this Strategy is the associated planning scheme amendment to implement the land use and built form directions of the Strategy into the Moreland Planning Scheme to guide planning decisions.

It is recommended the Amendment consist of the following:

- A Design and Development Overlay (DDO) should be applied to the 'Focus Areas for Change' in each Neighbourhood Centre (i.e. Commercial 1 Zone, Residential Growth Zone and Mixed Use Zone). The DDO should translate the below aspects of the NCS, including mandatory height controls of four storeys
 - Vision (section 3.0)
 - Centre-wide objectives 1, 2, 3 and 4 and associated strategies (section 4.0)
 - Centre-specific directions and the associated Neighbourhood Centre Framework Plans (section 5.0)
- Replace the Schedule 1 to the Residential Growth Zone (RGZ1) where it applies in Neighbourhood Centres with a new Schedule 2 to change the existing discretionary four storey height control to a mandatory control and to include the relevant design requirements in Table 1.

- Rezoning of selected sites and precincts in some Centres (as identified in section 5.0 above and detailed in the Background Report) to ensure the zoning framework in each Centre is suitable to achieve the key land use directions, in particular a consolidated retail/commercial heart to each Centre, the facilitation of increased density housing in designated locations, and the protection of existing parks in the Public Park and Recreation Zone (PPRZ). Application of the Environmental Audit Overlay (EAO) over former industrial sites with the potential for contamination will be required.
- Any consequent changes necessary to update the Municipal Strategic Statement (MSS) and Clause 22.01 Neighbourhood Character Local Policy.

6.2 Review of the Shopping Strip Renewal Policy (SSRP)

Objectives 6 and 9 of this Strategy (refer section 4.0) recommend Council review the Shopping Strip Renewal Policy (SSRP) adopted by Council in August 2011 to align with this Strategy. The SSRP is outlined in section 1.1.

The SSRP noted the work underway at the time to identify Moreland's network of activity centres and indicated that once this work had been completed, there may be a need to review the SSRP. Now that Council has confirmed the twelve Neighbourhood Centres for growth in the Moreland Activity Centre Framework (2014) and developed this Neighbourhood Centres Strategy to guide growth and change, it is appropriate to target Council's economic development and urban design investment into these Centres. In this way Council is supporting the viability and performance of Neighbourhood Centres and matching the population growth and private sector investment encouraged in these Centres with investment in public realm amenity improvements and business development actions.

The revised approach to the SSRP should be to deliver local economic development and place making initiatives for the renewal of Moreland's twelve Neighbourhood Centres, with a focus on:

- business development support in partnership with the local business community, led by the Economic Development Branch; and
- capital investments in the public realm, led by the Urban Design Unit.

The review should include a review of the criteria used to prioritise centres for streetscape master planning and associated capital works investment. Where possible, it should seek to integrate streetscape works with the design and delivery of capital works projects already identified in Neighbourhood Centres under Council's 5 year capital works program. A review of funding sources available to implement the program, including external funding opportunities should also be undertaken and aligned with Council's Strategic Resource Plan.

7.0 MONITORING AND REVIEW

The Neighbourhood Centres Strategy provides guidance on the type and location of growth in Moreland's Neighbourhood Centres, including preferred land use and built form. It also provides guidance for the prioritisation of Council's investment in capital works and business development activities.

Implementation of the Strategy should be monitored over time to understand if the growth and change envisaged for Neighbourhood Centres is occurring as planned and to understand the effectiveness of Council's investments.

Monitoring of the Strategy directions for land use and built form will be accommodated within the existing Monitoring and Evaluation Program that has recently been developed to monitor the Local Planning Policy Framework of the Moreland Planning Scheme (including the MSS). The first stage of this program is intended to be rolled out over the 2015/16 financial year.

The following measures are recommended to monitor the land use and built form aspects of the Neighbourhood Centres Strategy:

- Change in key land uses (GFA) in each of the twelve Centres (Data source: Council's valuations, updated every two years)
- Population change in each of the twelve Centres (Data source: ABS Census)
- Number of jobs by sector in each of the twelve Centres (Data source: Remplan)
- Number of dwellings approved in each of the twelve Centres (Data source: planning permits)
- Change in dwelling number and type in each Centre (Data source: ABS Census)
- Amount of employment floor space approved in each of the twelve Centres (Data source: planning permits, collection needs refinement)

APPENDIX 1

Design Solutions for Neighbourhood Centres (suitable Building Types)

A variety of design solutions are possible for a particular development site. Building types help illustrate a suitable form for a particular type of site and context. Building types are a desired 3D envelope which can be modified to allow site-specific responses.

The purpose of defining building types is to identify the built form considered ideal for various sites common to the Commercial 1 Zone, Mixed Use Zone and Residential Growth Zone within the Neighbourhood Centres. Each centre has a variety of different lot sizes, widths and depths. Each of these lots presents an opportunity to increase residential density within the Centre.





The building types are derived on the basis of the most common lot types found within the 'Focus Areas for Change' in Moreland's Neighbourhood Centres. Given the variety of site dimensions, there is an opportunity to provide a range of housing types including low-scale apartments, townhouses and units across each Centre.

Certain building types such as 4-storey narrow lot and infill apartments, 3-storey townhouses and units use space efficiently; create quality internal amenity for new dwellings, manage off-site amenity impacts and ensure equity of development potential for adjoining sites. These types also provide for a consolidated higher density urban form thus balancing opportunities for consolidation and respecting the preferred low-rise character.

Possible building types should be considered as part of an Urban Context Report and Design Response process.


Building Type Selection Table

The building type selection table is outlined below. The most common lot types found within the Neighbourhood Centres are outlined across the top and the lot sizes plotted on the left hand column. The blue boxes indicate the most common lot size and type combination and makes recommendations for the most suitable building type.

	 W<D/5	 W<D	 W≈D	 W>D
XS <250m ²	(A)			
S 250 - 750m ²	(A)	(A) (B) (C)		
M 750 - 2000m ²		(B) (C)	(D)	(D)
L 2000 - 5000m ²			(E) (F)	

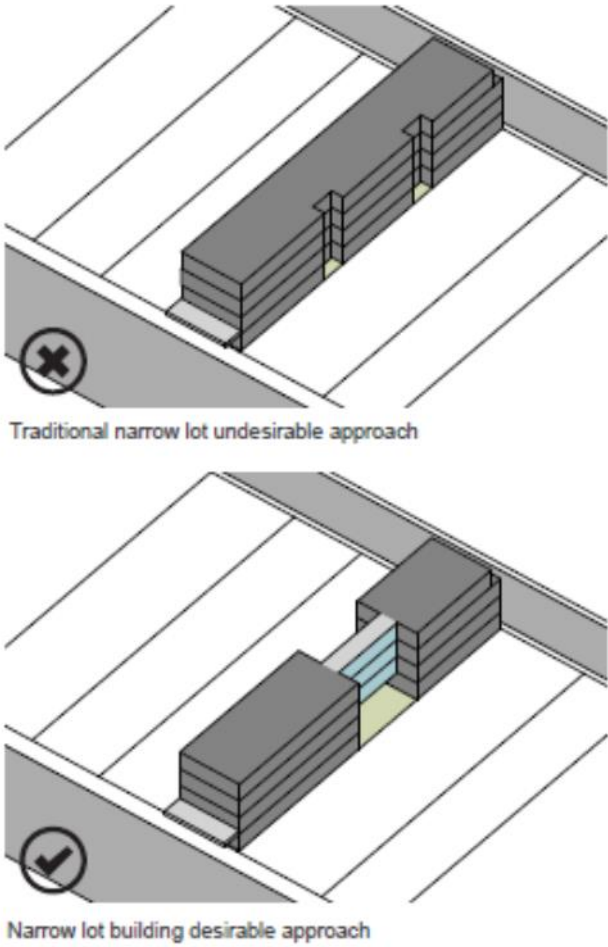
(A) Narrow Lot Building
(B) Townhouse
(C) Infill Apartment

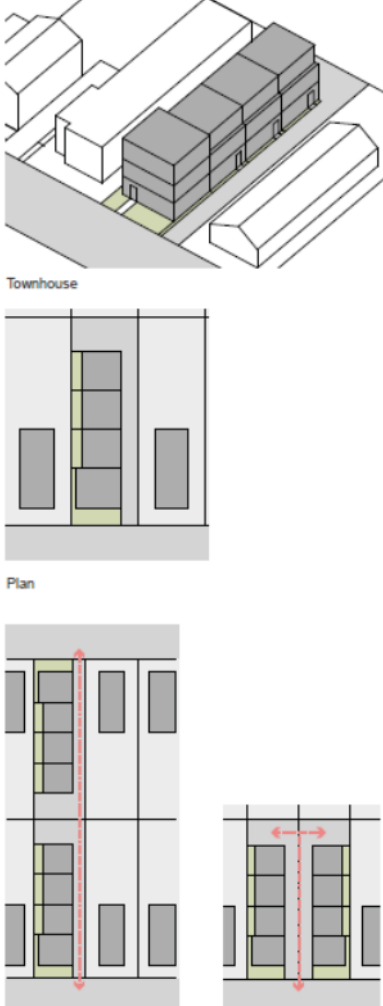
(D) Slab/Row Building
(E) Block Building
(F) Courtyard Building

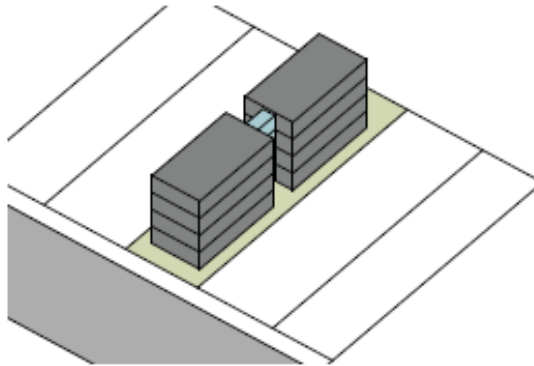
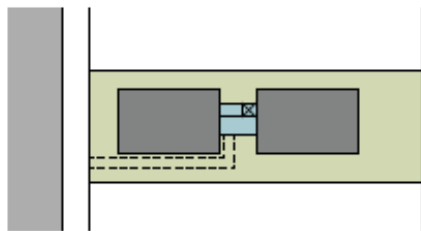
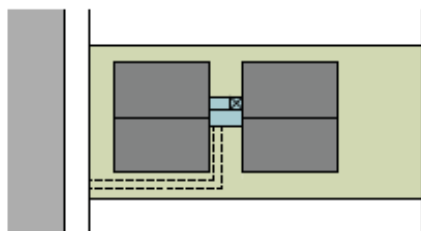
W Width
D Depth
 Most common lot types in Moreland's Neighbourhood Centres

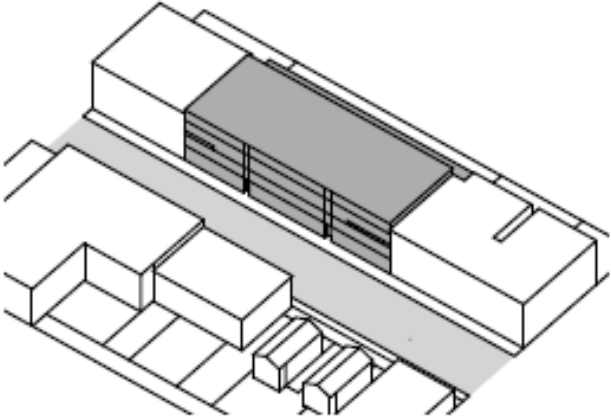
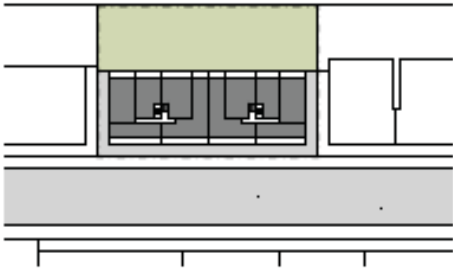
The building types suggested for each lot type and size combination is considered the most suitable. However, other solutions might be possible based on the exact size and context of a site.

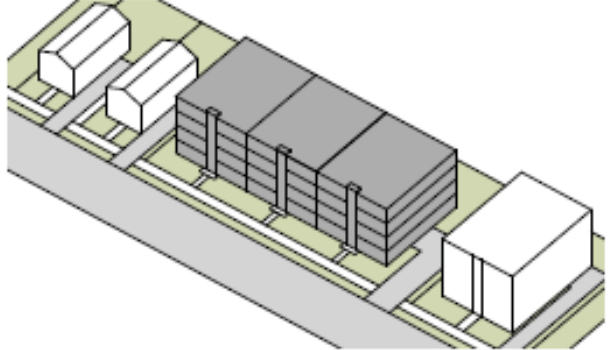
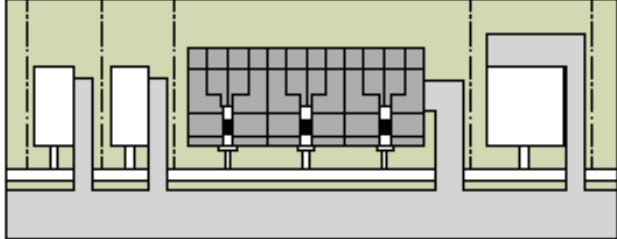
The table below identifies the key characteristics of each building type, where they should be used and an illustrative 3D envelope and plan

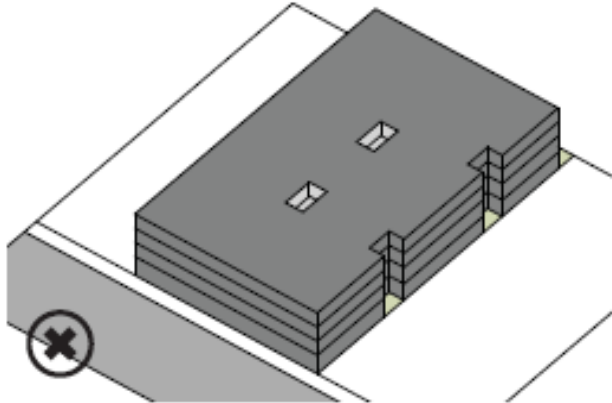
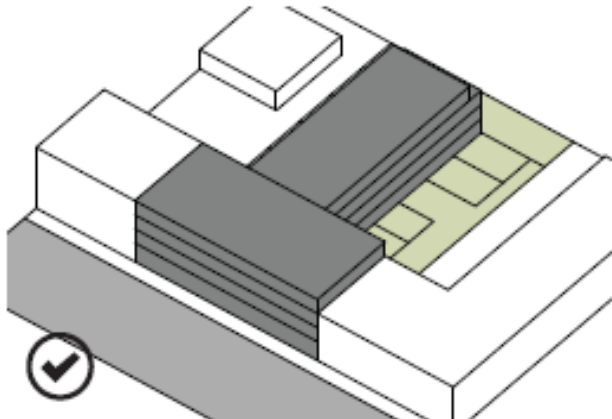
Building Type	Key Characteristics	Where to Use	3D Envelope/Plan
Narrow Lot Building	<p>Zero ground level setbacks.</p> <p>Primarily relies on narrow frontages for natural light and ventilation. Corner sites have more possibilities for natural light and ventilation.</p> <p>A courtyard in the middle of the building allowing natural light and ventilation.</p> <p>Main pedestrian access is from the primary street frontage.</p> <p>Some lots have primary street access and a secondary laneway access, but some might only have one street frontage.</p>	<p>In Commercial 1 Zone or Mixed Use Zone where there is a prevailing commercial character.</p> <p>The lots are very narrow and deep.</p> <p>Retail/commercial use for the ground floor is desired with a zero front setback.</p>	 <p>Traditional narrow lot undesirable approach</p> <p>Narrow lot building desirable approach</p>

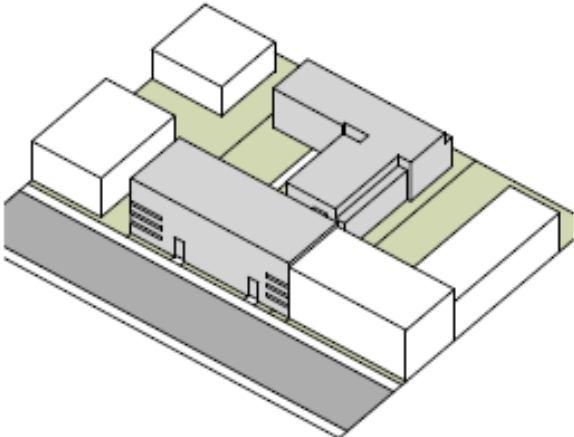
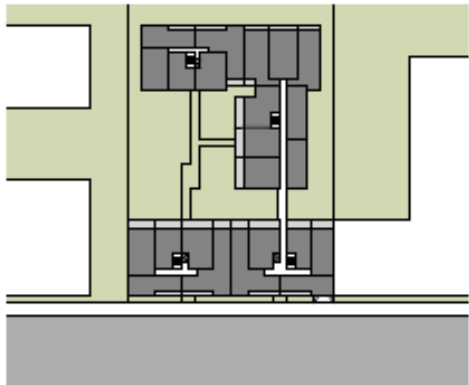
Building Type	Key Characteristics	Where to Use	3D Envelope/Plan
Townhouse	<p>Building is organised along a driveway with direct multiple entries.</p> <p>Outlook for the dwellings at the rear are generally oriented towards the side property boundaries.</p> <p>Private open spaces are generally located within the side setback.</p> <p>Smaller semi-independent units with their own ground floor doors are desired.</p>	<p>In Residential Growth Zone where residential character is desired.</p> <p>Width of the lot is wide enough to accommodate primary outlook from the rear townhouses.</p> <p>Lots are long enough to accommodate multiple terraced dwellings.</p>	 <p>The 3D Envelope/Plan section for townhouses includes four diagrams. The top diagram is a 3D perspective view of a row of townhouses, showing their arrangement along a driveway. Below this is a plan view labeled 'Townhouse' showing the layout of the units. At the bottom are two more plan views, one labeled 'Plan', showing the layout of the units with red arrows indicating setbacks and setbacks.</p>

Building Type	Key Characteristics	Where to Use	3D Envelope/Plan
Infill Apartment	<p>Landscaped setback along the street frontage and side setbacks.</p> <p>Main access to the lift lobby and staircase from the side access.</p> <p>Full residential use with ground floor units having access to the ground floor landscaping area.</p> <p>Car parking generally located at the rear of the lot or in the basement.</p>	<p>Residential Growth Zone where residential character is desired.</p> <p>Lots are long enough to provide adequate primary outlook to the street and to the rear, without primary outlook facing the side boundaries.</p> <p>A landscape character is desired, strengthened by provision of front, side and rear setback planting</p>	 <p>Infill Apartment</p>  <p>Plan (small lot)</p>  <p>Plan (wider lot)</p>

Building Type	Key Characteristics	Where to Use	3D Envelope/Plan
Slab Building	<p>Zero ground level setbacks along the street frontage.</p> <p>The longer edge of the building is aligned to the street creating a continuous street wall.</p> <p>One main pedestrian entrance from the primary street frontage.</p> <p>Mainly retail and commercial use on the ground floor.</p> <p>Dwellings are generally organised along a corridor with one or more circulation cores based on the size.</p>	<p>In Commercial 1 Zone or Mixed Use Zone where there is a commercial character prevailing</p> <p>The lot has a large street frontage and a shallow depth or as part of a group of buildings on larger lots</p> <p>On larger lots along main retail streets</p>	 <p>Slab Apartment</p>  <p>Plan</p>

Building Type	Key Characteristics	Where to Use	3D Envelope/Plan
Row Building	<p>Multiple circulation cores with lift and stair access which serve 2 to 6 dwellings.</p> <p>Full residential use with ground floor units having access to the ground floor landscaping area.</p> <p>Car parking generally located at the rear of the lot or in the basement.</p> <p>Ground floor residential use is desired with landscape setback.</p> <p>A landscaped character is desired, strengthened by provision of front, side and rear setbacks planting.</p>	<p>In Residential Growth Zone where residential character is desired</p> <p>The lot has a large street frontage and a shallow depth or as part of a group of buildings on larger lots</p>	 <p>Row apartment</p>  <p>Plan</p>

Building Type	Key Characteristics	Where to Use	3D Envelope/Plan
Block Building	<p>Zero ground level front setbacks.</p> <p>The short frontage is along the street with main access from the primary street.</p> <p>The front of the building along the street frontage is built to the boundary to create and emphasise the street wall. The rear of building is generally narrow allowing for better internal amenity.</p> <p>Retail/commercial use on ground floor is desired with a zero front setback.</p>	<p>In Commercial 1 Zone or Mixed Use Zone where there is a commercial character prevailing.</p> <p>The lot is deeper in proportion to street frontage.</p> <p>For large or amalgamated lots along main streets and activity centre areas.</p> <p>An infill within existing urban fabric is desired rather than a landmark.</p>	 <p>Traditional Block Building undesirable approach</p>  <p>Block apartment on a deep site mid-block</p>

Building Type	Key Characteristics	Where to Use	3D Envelope/Plan
Courtyard Building	<p>Can have zero front setback if located in an area where ground floor retail is desirable.</p> <p>Building is organised around a courtyard which provides outlook and can be used as a communal open space.</p> <p>Generally has multiple cores and entrances.</p> <p>Landscaped courtyard is desired due to the size of the development.</p>	<p>In Commercial 1 Zone, Mixed Use Zone and Residential Growth Zone</p> <p>Lots are large enough to provide a communal space and outlook.</p> <p>Lots that have an external outlook which the building needs to address</p> <p>Larger lots with more than one street frontage allow primary outlook in the centre of the site.</p> <p>Where significant vegetation or canopy trees already exist on the site and will be retained</p>	 <p>Courtyard Apartment</p>  <p>Plan</p>