Hume City Council

GUIDELINES FOR THE DEVELOPMENT OF NEIGHBOURHOOD SHOPPING CENTRES.

Adopted: March, 1990
Amended: April, 1995
1.0. PURPOSE

The purpose of this Planning Policy is to ensure that the provision of shopping facilities at the neighbourhood level will occur in areas having a strong residential character. In recognition of this the guidelines seek to ensure that such commercial developments are the subject of strong amenity controls so that the aforementioned character is not compromised.

2.0 OBJECTIVES

(i) To facilitate the provision of a limited range of commercial activities compatible with the character and amenity of the area in order to meet the requirements of the residents of the local neighbourhood.

(ii) To control and regulate the appearance and functionality of shopping facilities at the neighbourhood level which, for the purpose of this document, may have the following characteristics;

* the provision of convenience goods and personal services to the immediate community or neighbourhood;

* possibly contain between two and six occupancies (although these numbers are flexible);

* cater for a local population within a defined catchment of say, up to 5000 persons.

(iii) To ensure an orderly, consistent and aesthetically pleasing development.

(iv) To achieve continuity in building design, materials and construction.

(v) To ensure that the land developed will be landscaped in a manner which will enhance the appearance of the development and the neighbourhood.

(vi) To ensure that adequate on site car parking and loading areas are provided.
3.0 DEVELOPMENT STANDARDS

3.1 Location of Site

As a matter of policy the Council will identify a site suitable for a neighbourhood shopping centre at the pre-planning, or tentative plan, stage of a subdivision. Relevant locational criteria which will be taken into account include;

* A site should be well located with respect to accessibility and convenience to residents of the neighbourhood to which it will serve.

* Frontage to an internal collector or distributor road is encouraged.

* The site should be located close to other community support facilities such as significant recreational areas, schools and the like in order that a focal point is created.

* The site should preferably be accessible to pedestrian/bicycle networks as well as public transport.

3.2 Appearance & Scale

A thematic architectural element is encouraged in order to provide a unique focal point for the neighbourhood. Before any re-zoning (or if this has already occurred) development approvals being issued, the developer, in consultation with the Council, will prepare a co-ordinated and comprehensive plan of the site.

Notwithstanding the general comments above, the inclusion of the following design elements in any scheme is encouraged;

* The individual occupancies should be contained under a single roof line rather than being separate entities.

* The facade design of each occupancy - particularly having regard to materials and colour - should be consistent.

* Verandah treatment is encouraged so that a visually uniform appearance is achieved and so that shade/shelter is provided for shoppers.

* The scale and hulk of the development should reflect its location within a residential area and therefore a height limitation of one storey is preferred.

* A landscaped forecourt - providing shade planting and seating - should be developed as a focal point within the site so as to, inter alia, act as a contrast between the car parking area and buildings.

* The external walls of any building should be predominantly constructed in brick.
* External colours used should be in conformity with the predominant colours used in the residential housing stock in the locality.

3.3 Site Layout

* Car parking should be provided within the site boundaries accessible by either a single crossover or alternatively two crossovers operating as a one way traffic flow arrangement. It is Council policy that in residential areas the maximum rate of car parking prescribed by the Planning Scheme (at Clause 19) is adopted unless it can be demonstrated that any or all of the circumstances set out in Clause 19-2 apply.

* Dimensions of car parking spaces and aisle widths are to be as set out in Sections 19-6 and 19-7 of the Planning Scheme.

* Provision shall be made on the land for necessary vehicle loading and unloading - no on street vehicle load or unloading shall be permitted.

* Exterior storage areas shall be fully screened by walls that are connected to, of the same material and generally integral to the main building. The height shall be adequate such that no materials will be visible above the wall.

* A landscape plan will be required to be submitted to and approved by Council. Elements, or notations, on the plan should include;

  - landscaping design should assist in the reduction of any non-residential impact of the proposed development;
  - installation of complete automatic sprinkler irrigation systems in the landscaping area;
  - initial landscaping shall consist of, inter alia, the planting of mature trees.

* Landscape setbacks from boundaries will vary depending on site and locality characteristics however the minimum standards will be as follows;

  - 3m wide along street alignments;
  - 2.5m wide along other boundaries;
• Provision shall be made for the accommodation of bicycles (minimum of 5) in racks constructed and located to the satisfaction of the Responsible Authority.

3.4 Advertising Signs

• By their nature, and function, neighbourhood commercial areas will be located within, or close to, residential areas and will perform primarily a local function. The existence of the centre, and the range of goods and services available, will therefore become familiar to the local population. Having regard to this, the type and amount of advertising displayed should be equitable between occupancies and of a non-intensive nature (ie. avoiding clutter).

• In addition to the above general statement the following more specific guidelines apply;

  A number of sign types are discouraged and these are;
  
  - sky sign (ie. located or extending above a roof line)
  - illuminated pole sign.
  - promotion sign.
  - reflective sign
  - floodlit sign.
  - animated sign.
  - An equitable amount of signage will be permitted between premises.
  - One freestanding direction sign - indicating the nature of the occupancies - may be permitted on the site.
Development at Lot 485, Hamilton St.

Extent of brick paving provided at applicants expense.