

MINUTES OF THE ORDINARY MEETING OF COUNCIL

1 APRIL 2014

11.7 CITY OF MELTON RETAIL AND ACTIVITY CENTRES STRATEGY**Author: Laura-Jo Mellan- Coordinator Strategic Planning**
Presenter: Bob Baggio- Manager Planning**PURPOSE OF REPORT**

To consider the City of Melton Retail and Activity Centres Strategy, Action Plan and associated background technical reports.

RECOMMENDATION:

That Council:

1. Adopt the City of Melton Retail and Activity Centres Strategy including the Action Plan (**Appendix 1**)
2. Note the City of Melton Retail and Activity Centres Strategy Background Report (**Appendix 2**)
3. Note the City of City of Melton Retail and Activity Centres Strategy Consultation Report (**Appendix 3**)

Crs Borg/Cugliari. That the recommendation be adopted.

CARRIED

REPORT**1. Executive Summary**

This report outlines the purpose of the City of Melton Retail and Activity Centre Strategy and the process undertaken to prepare the Strategy.

2. Background/Issues

The City of Melton has been growing rapidly for more than a decade and is expected to continue growing rapidly for at least several more decades. In this context and in order to ensure that residents have access to effective, equitable and sustainable services and opportunities for employment, Melton City Council engaged a consultant team comprising Tim Nott, Hansen Partnership and Harvest Digital Planning to undertake a Retail and Activity Centre Strategy Retail and Activity Centres Strategy (the Strategy).

This Strategy will provide a robust policy framework to support the long term integrated land use planning and delivery of a hierarchy of Retail and Activities Areas across the municipality. The Strategy provides directions for Council in its deliberations on the planning and support for retailing and activity centres throughout the municipality.

The preparation of the Strategy was also identified as critical to informing the update of the Municipal Strategic Statement and relevant local policies in the 2012 Planning Scheme Review adopted at the Ordinary Council Meeting 26 July 2012.

The strategy was undertaken in four stages and included consultation with the community and stakeholders at key stages:

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- Stage 1: Project Inception
- Stage 2: Preparation of the Background Technical Report
- Stage 3: Preparation of the Draft Strategy
- Stage 4: Finalisation of Strategy (current Stage)

The project team provided a briefing to Council at key stages throughout the project including presenting the draft strategy prior to releasing the document for public comment.

The project team has worked with relevant stakeholders and state government agencies through the process to ensure that the proposed strategy is deliverable.

The Strategy is underpinned by strong economic, planning and urban design analysis and provides a clear framework to guide the future development of activity centres throughout the City.

3. Council Plan Reference and Policy Reference

The Melton City Council 2013-2017 Council Plan references:

1. Managing our Growth: A clear vision to connect and develop a sustainable City

1.1 Strategically plan for a well designed and built City

4. Financial Considerations

Section 15 of the City of Melton Retail and Activity Centres Strategy outlines a number of actions that Council are required to undertake to implement the Strategy.

A number of the actions will be addressed within the recurrent budgets such as required Planning Scheme Amendments or will support actions within existing approved Council Strategies such as the Economic Development and Tourism Strategy.

The preparation of Structure Plans for existing activity centres at Burnside, Melton South and Woodgrove will be put forward as new initiatives as part of the budget process in due course for consideration by Council.

It is not envisaged that the implementation of the strategy will require any additional staff resource as the projects will be integrated into the work program of the Planning unit.

5. Consultation/Public Submissions

An extensive consultation process was undertaken as part of the development of the Strategy. A project website was set up for the project which was updated at key milestones allow the community to provide input to the development of the Strategy and to view, download and provide feedback on the draft Strategy.

The consultation process comprised:

- An interactive online survey which was open for six weeks from 14 March 2013 to 30 April 2013. The survey was advertised in local media, flyers at Council facilities within the City and on the City of Melton website.
- All traders not located within a managed retail centre where hand delivered letters inviting them to attend focus group sessions in April and take part in the online survey. No traders attended the focus group sessions.
- A workshop was held on 24 April 2013 with owners of existing retail centres or land identified for a future activity centre.

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- Individual meetings were held with stakeholders as requested.

A consultation report was prepared which documents the results of the above consultation work (refer **Appendix 3**).

The draft City of Melton Retail Strategy was released for public comment on 11 November 2013 for six weeks with submissions closing on 23 December 2013. The draft strategy was advertised in local media and through the City of Melton website.

Submissions were received on the draft Strategy from the Department of Transport Planning and Local Infrastructure (DTPLI) and the Metropolitan Planning Authority (MPA) who were both generally supportive of the draft Strategy. A summary of the comments raised by the state agencies and details of how they have been addressed are provided in **Appendix 4**.

A further nine submissions were received as part of the consultation process. One of the submissions provided support for the strategy and raised no issues. The remaining eight submissions were generally supportive of the draft Strategy but raised a number of issues to be considered in the finalization of the document. A summary of these issues and details of how they have been addressed are provided in **Appendix 4**.

6. Risk Analysis

If Council choose to not adopt the Strategy there are a number of associated risks:

- It would prevent or delay the necessary updates required to the Melton Planning Scheme, particularly the Municipal Strategic Statement.
- The absence of this land use planning framework will result in a lack of clear direction for Council officers to facilitate appropriate development and determine future planning permit applications.

7. Options

Council has the option to:

1. Adopt the City of Melton Retail and Activity Centres Strategy including the Action Plan
2. Not adopt the City of Melton Retail and Activity Centres Strategy.

LIST OF APPENDICES

1. City of Melton Retail and Activity Centre Strategy
2. City of Melton Retail and Activity Centre Strategy - Background Report
3. City of Melton Retail and Activity Centre Strategy - Preliminary Consultation Report
4. Summary of Submissions to Draft Retail and Activity Centres Strategy