

16 May 2024

Manager City Strategy
 Melton City Council
 PO Box 21, Melton 3337

To whom it may concern

Re: YHS Projects submission for the Toolern Precinct Structure Plan Amendment C232MELT

On behalf of the landowners of 363 Ferris Road, Strathtulloh, part of the active Ellerton estate, I write to provide a formal submission regarding Amendment C232MELT to address omitted items.

The Ellerton estate comprises additional land parcels; however, this submission specifically relates to Toolern Land ID 44, which is designated for high-density residential development. The justification for the increased residential density is primarily due to the proximity of the Neighbourhood Activity Centre located on the adjoining property, the Atherstone Development.

<p>Submission Purpose</p>	<p>Ferris Road frontage provides significant opportunities for retail, commercial, and other non-residential uses, which the Ellerton Development is currently omitted from, as the Neighbourhood Activity Centre has been located within the Atherstone Development. We request that Council consider flexibility to extend the Neighbourhood Activity Centre (and its land uses) with consideration to the following:</p> <ul style="list-style-type: none"> • Expanding part of the Neighbourhood Activity Centre into Toolern Property ID 44, allowing flexibility to develop either residential or non-residential outcomes in accordance with the Planning and Design Guidelines (or a varied version thereof). <p>As a result of the above, Toolern Property ID 44 would be able to meaningfully contribute to an Urban Design Framework that utilises Ferris Road for non-residential outcomes, supporting high-density residential development with non-residential offerings that are not divided from Ferris Road. This would create a more appropriate pedestrian-friendly outcome and allow development timing flexibility rather than relying on a single developer to fund, design, and develop the Neighbourhood Activity Centre.</p>
<p>Current PSP design guidelines proposal</p>	<p>Due to the prior amendments to the Toolern Precinct Structure Plan, which upgraded the Major Activity Centre to a Metropolitan Activity Centre, demand for uses as defined under Section 4.3.3 Planning and Design Guidelines of the Toolern PSP Neighbourhood Activity Centres should be reviewed and amended:</p> <ul style="list-style-type: none"> • Site area approximately 4 hectares. • Neighbourhood Activity Centres provide retailing and services, civic, recreation, and social infrastructure for the catchment area within 800-1000 metres of the Centre.

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- Neighbourhood Activity Centres will support a permanent residential population by accommodating approximately 120 dwellings.
 - Neighbourhood Activity Centres generally comprise 1-2 supermarkets, 20 to 30 specialty shops, food and beverage retail, and community facilities. They are anchored by a traditional main street and serviced by an abutting/co-located or proximate community hub (e.g., multipurpose community centre, government and/or non-government primary school, and active recreation reserves and facilities).

Centres should provide mixed-use live/work buildings to accommodate businesses providing goods and services within the neighbourhood catchment.

The above uses for the Ferris Road Neighbourhood Activity Centre may have been relevant at the time of the original plan; however, with the changing landscape of planning policy and market demand shift toward the Metropolitan Activity Centre (MAC), this specific Neighbourhood Activity Centre's purpose and function may require a detailed review along with modified design guidelines.

We welcome the opportunity to assist Council with such a review and provide supporting economic and urban design expertise.

Conclusion

We request Council consider the above and its implementation into an amended Toolern PSP to allow the following:

- Acknowledgement of Metropolitan Activity Centre impact on the Ferris Road Neighbourhood Activity Centre
- Council the flexibility to approve future development plans / Urban Design Frameworks
- Developers to create vibrant communities supported by non-residential land uses, and;
- Expand the opportunities for incoming purchasers and negotiate with alternative land developers.

We are committed to developing the best outcomes for our community and urge Council to consider the impacts of the Metropolitan Activity Centre on the Neighbourhood Activity Centre, and alternative locations for non-residential outcomes ultimately utilising Ferris Road frontage and adjoining parcels.

We look forward to Council response and wait feedback as required.

Yours sincerely



Director, YHS Projects