

# CHAPTER 5.1 RETAIL CENTRES

## 1.0 INTRODUCTION

### 1.1 Objectives of this Chapter

- To identify a network of retail centres within the Shire
- To identify future centres within the Shire and their place within the network
- To define the objectives and functions for each of the different levels of centres
- To provide guidance for retailing in industrial areas

### 1.2 Land to which this Chapter Applies

This Chapter applies to all land within the Shire of Wyong where Commercial Premises are permissible under Wyong Local Environmental Plan 2013.

### 1.3 Relationship to other Chapters and Policies

This plan is based on information contained within the Wyong Shire – Retail Centres Strategy 2013 prepared by Don Fox Planning for Wyong Shire Council. This chapter should be read in conjunction with the Retail Centres Strategy 2013 adopted by Council on 27 November 2013.

The Retail Centres Strategy includes provisions relating to the retail network, the role and function of centres within that network and how best to encourage investment while maintaining the viability of existing centres in Wyong Shire.

This chapter is to be read in conjunction with other relevant chapters of this Development Control Plan, including, but not limited to:

- Chapter 2.4 – Multiple Dwelling Residential Development
- Chapter 2.11 – Parking and Access
- Chapter 5.2 – Wyong
- Chapter 5.3 – The Entrance Peninsula
- Chapter 5.4 – Greater Toukley
- Part 6 – Location Specific Development Provisions (where relevant to site)

## 1.4 Glossary

*Note: Generally, the terms used in this Chapter have the same meaning as those terms are defined within the Wyong Local Environmental Plan, 2013. Where a term is defined within the WLEP, 2013, it is not repeated here. The following additional terms are relevant to this Chapter:*

**comparison goods** includes clothing, footwear, jewellery, fashion accessories, electrical goods, homewares, recorded music and media, computers and software, furniture, whitegoods, luggage.

**convenience goods** includes food/groceries, takeaway food, liquor, pharmacy goods, newsagency goods, hairdressing services, dry cleaning.

**gross retail floor space** includes both retail floorspace and any bulky goods floorspace. Does not include floorspace for retail support services.

## 2.0 RETAIL CENTRES NETWORK

The Wyong retail network operates within an established network of centres which provides for the classification of centres based on:

- its size and the quantum of retail and commercial floorspace within the centre;
- the mix of uses within the centre;
- the catchment or geographic area of influence;
- the role and function of the centre; and
- its relationship to other centres.

The Wyong Retail Network will comprise the following:

- Major Centre – Tuggerah
- Town Centres – Wyong, Bateau Bay, The Entrance, Lake Haven, Toukley and Warnervale (Proposed)
- Local Centres – San Remo, Budgewoi, Lake Munmorah, Ourimbah, Long Jetty, Wadalba, East Toukley, Killarney Vale and Chittaway Point.
- Neighbourhood Centres – The Wyong Retail Network is also supported by neighbourhood centres ranging in size from 100sq m up to 2,500sq m.

*See Figure 1 for the location of centres within the Wyong Retail Network*

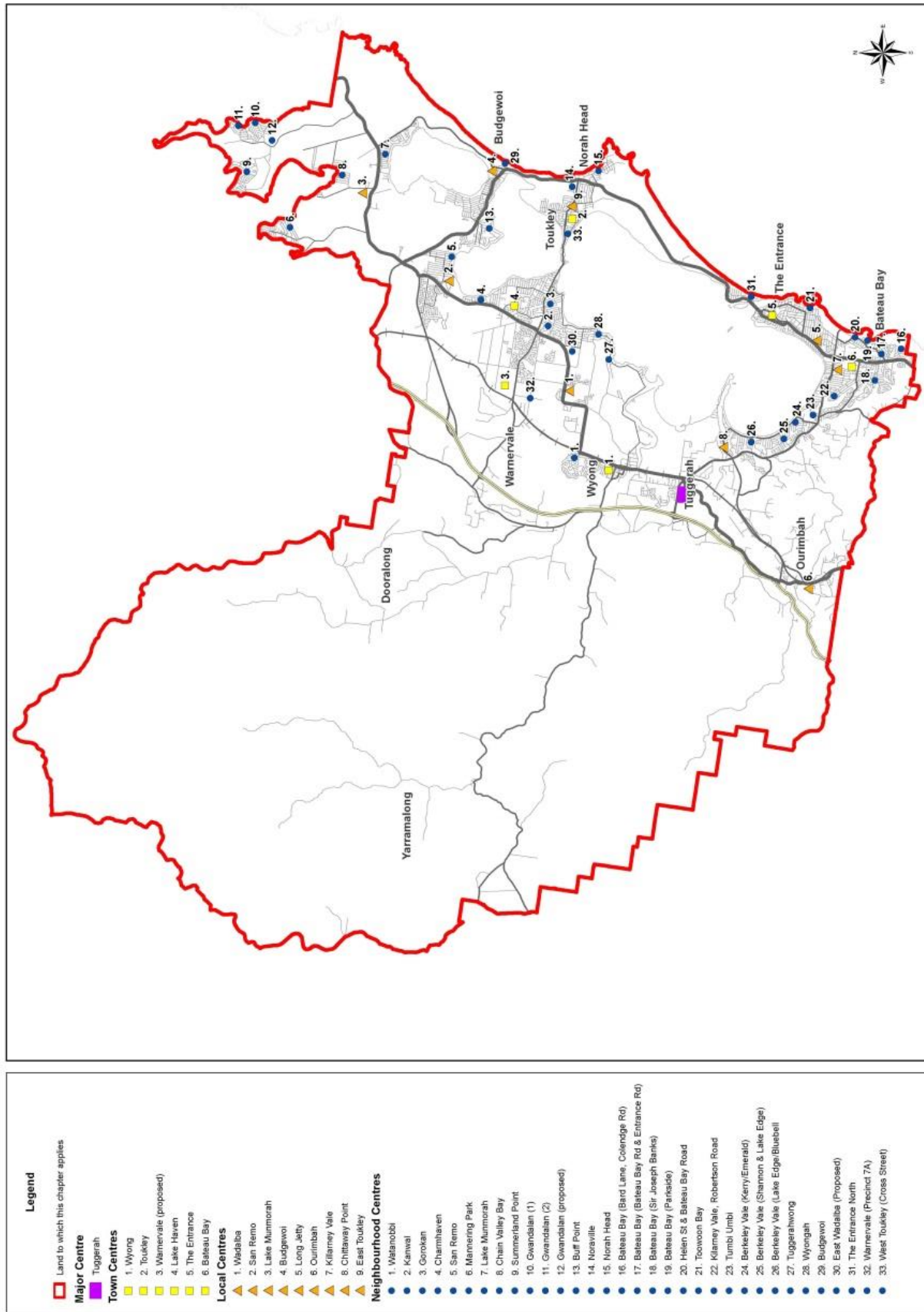


Figure 1 Retail Centres Network for Wyong Shire

## 3.0 BULKY GOODS RETAILING – ADDITIONAL FLOOR SPACE

Bulky goods premises need large areas to display and store the goods and direct vehicular access to the site by members of the public for the purposes of loading and unloading of goods into or from their vehicles is required. Specialist bulky goods precincts occur in Wyong Shire at Tuggerah and Lake Haven.

### OBJECTIVES

- To provide for relatively low intensity commercial and retail uses with extensive floorspace requirements, but not including supermarkets or other food or produce markets
- To support and enhance the range of retail opportunities within the Shire
- To provide for centre support retailing in areas within Major or Town Centres where they can perform a legitimate centre support function
- To promote centre support retailing in areas which are highly accessible to public and private transport

### 3.1 Location

The two core specialist bulky goods precincts in Wyong Shire are located at Tuggerah (Supa Centre and Tuggerah Straight) and Lake Haven (Mega Centre). These two precincts service the northern and southern areas of the Shire, however opportunities to provide smaller bulky goods precincts as part of other town centres such as Bateau Bay, Long Jetty and Warnervale will also provide additional floorspace to service the eastern and developing areas of the Shire.

### REQUIREMENTS

The expansion of the above areas or the creation of any additional bulky goods retailing in Wyong Shire will be dependent on:

- a Evidence provided, to the satisfaction of Council, that the development will not lead to the deterioration of any centre designated for retail activity;
- b The development will result in an increase in the total range of retail goods and services presently available to the community.

## 4.0 LIMITED RETAILING IN INDUSTRIAL AREAS

Office uses are permitted in industrial areas only when ancillary to the permissible industrial use. Ancillary is taken to mean development which depends on another principal activity (in this case an industrial activity) carried out on the land and which only occupies a minor proportion of the total developed area.

The office component of an industry would be considered an acceptable ancillary use. Similarly, a small showroom for an industrial manufacturer would be considered an acceptable use where those goods displayed are manufactured on site. Goods just assembled on site would not be an acceptable ancillary use in this context. Permissibility and scale of industrial retail outlets are dealt with under WLEP 2013, where industrial retailing has a 20% or 250 square metre floorspace restrictions under the LEP Clause 5.4.

## OBJECTIVES

- The aims of this DCP Chapter is to permit limited retailing opportunities in industrial zones which do not adversely affect the viability of existing Retail Centres.

## REQUIREMENTS

- a Applicants will need to satisfy Council that the proposed retailing activity will not detrimentally affect any Centre identified within the Wyong retail network and the use will not constitute a retailing activity better suited to a business zone.

# 5.0 DESIGN GUIDELINES

Retail Centres are a focal point for communities for shopping, services, socialising and recreation (cafes, restaurants, cinemas, etc). They have a different built environment to that of surrounding residential areas. As land values and development densities are generally higher and land uses are mixed, the public importance of streets and other public spaces increases and there is a need for greater attention to the interrelationship of private development and public places.

## 5.1 General Design

### OBJECTIVES

- It is important that commercial buildings assist in defining the street for pedestrians. Setbacks help people to understand where buildings are facing and where you can enter a building.
- Standalone shopping centres with car parking areas in front or large areas of blank wall erode the built form. Buildings that support the definition of streets and public spaces ensure the Centre is an attractive, legible place for business or pleasure.

### REQUIREMENTS

- a Buildings should define and create streets, street corners and public spaces through shopfronts facing the street, narrow or no setbacks, and use of windows and doors, awnings and corner façade treatments.
- b In multi storey mixed use buildings, retail activities should be located on the ground floor to activate the street, maximise merchandise display opportunities, and provide visual interest and safety for pedestrians. Commercial office activities should be located on the first floor, with residential on the floors above, to ensure vertical mixing of uses and passive surveillance at all times of the day.
- c To activate the street and create visual interest and safety for pedestrians at all hours of the day, as many doors and windows should be located on the building façade as functionally, aesthetically and structurally possible.
- d Where appropriate in the urban character, corner elements should be included into buildings located on intersections with either additional floors or façade treatments to accentuate the importance of street corners as places of pedestrian interaction and to provide visual landmarks for pedestrians.

- e Awnings should be provided on all building frontages and should extend over at least half of the width of the footpath. Awnings provide visual interest to buildings and protect pedestrians from weather elements.
- f Roller shutters should not be installed on the front of commercial buildings in street shopping precincts. Roller shutters on buildings can detract from the streetscape and amenity of the area.
- g Buildings should be aligned with footpaths to create spatial enclosure and a sense of place.
- h Building facades should be aligned so as to minimise intervening space which could create security problems for shoppers.

## 5.2 Architectural Character

### OBJECTIVE

- Façade articulation provides character and human scale to commercial buildings. The placement of windows and doors, and the treatment of blank walls allow vertical and horizontal proportions to be obvious or subtly incorporated into the façade. Design techniques can reduce a building's visual impact and provide visual interest.

### REQUIREMENTS

- a Large retail or commercial floor spaces not requiring continuous and direct connection to the street (e.g. supermarkets) should be "wrapped" by smaller commercial buildings to avoid blank walls and create an active street frontage.
- b For large buildings, including multi storey mixed use buildings, the treatment of the façade should be designed to provide character, visual legibility and human scale and to delineate the distinct uses.
- c Glass curtain walls should be minimised on building street frontages to reduce glare, increase energy efficiency, reduce opportunity for window damage through antisocial behaviour, and create visual interest for the display of merchandise.
- d Entrances should be clearly expressed through porticos or other devices. Entries to shop fronts should be recessed to clearly define the location of the building access, provide relief to the ground floor façade and provide visual interest.
- e Buildings should contain no more than 5 metres of ground floor wall without a door or window. Windows should make up at least 50% of the ground floor front wall.

## 5.3 Public Amenity

### OBJECTIVES

- The public domain includes public areas such as parks, streets, footpaths and also privately owned areas accessible to the public like building forecourts, arcades, shopping centres and car parks.
- Future development must create gathering places that enhance and connect with those already existing. Shared public areas should be accessible to all community members and visitors. As a setting for community life they need to be attractive, safe, interesting, comfortable, well defined and easily accessible.

## REQUIREMENTS

- a Buildings, street furniture and landscaping are to contribute to the definition and amenity of the area.
- b Landscaped areas shall be integrated within the overall design to soften dominance of buildings and to provide shade, meeting places, resting areas and playgrounds.
- c Benches and other forms of seating should be provided both internally to centres and externally to provide places for shoppers to rest.
- d Centres should adopt consistent paint and signage schemes to ensure consistency of centre presentation and image.
- e Use of one colour over a whole building is discouraged. Colour should be used to express features, define storeys and relate to adjacent buildings and places. Special attention should be given to heritage buildings and development that adjoins them.
- f Sunshades should be incorporated into architectural expression of the northern façade of buildings.
- g All buildings should be designed with opening windows to maximise natural ventilation.
- h Buildings should contain large shopfronts and upper storey windows to provide passive surveillance of pedestrian areas and car parks.
- i Street furniture and paving shall take into account the needs of people with a disability or decreased mobility (e.g. seats to have arms and not be too low, slip resistant paving should be utilised).
- j Pedestrian routes are to be clear, safe, well lit and legible to all. Particular attention should be given to linking areas of the public domain and at potential conflict points between different transport modes.

## 5.4 Car Parking

### OBJECTIVE

- To ensure that adequate off-street parking is provided for new development

### REQUIREMENTS

- a Car parking should be well connected, clear to access, not dominant but generally screened behind buildings and landscaping.
- b Parking layouts should have a logical design with a direct path to nearby buildings. Pedestrian access should be clearly separated from vehicular access.
- c If parking is provided at or above ground level it should be located behind the building line and screened from public view through the use of landscaping or shade elements.
- d Multi storey car parking should incorporate ground level activities such as shops or offices. Such parking stations should not impact negatively on public open space.
- e Internal streets and parking area should be designed to reduce the width of roadways and facilitate pedestrian movement throughout the Retail Centre.

- f Centres should be designed to facilitate after hours trading by enabling convenience traders to address car parks.
- g Comply with Chapter 2.11 Parking and Access

## 5.5 Servicing

### OBJECTIVE

- Servicing of commercial buildings is essential for the delivery of goods and the removal of waste as well as providing discrete access for employees and service personnel. How the design of a building incorporates servicing can influence its ease of public and private use and have a significant impact upon public amenity and safety.

### REQUIREMENTS

- a Unsightly yards, waste areas and loading or servicing bays should be grouped and located underneath or behind buildings. Ideally, they should not be visible from public streets, parks or other public spaces.
- b Access to service areas shall be routed away from main streets to protect pedestrian amenity and safety, and reduce friction from vehicular traffic.
- c Design for waste collection and recycling is to be in accordance with Council's Waste Control Guidelines.

## 5.6 Shop Top Housing

The provision of shop top housing within existing centres will promote the concept of these centres being more than retail/commercial centres and that they will become activity centres.

### OBJECTIVES

- To establish high quality shop top housing where all dwellings have a good level of amenity.
- To will allow ground floor activation by the provision of shop fronts or offices with residential development above.

### REQUIREMENTS

- a Shop top housing is to be located within existing retail centres;
- b The development does not significantly impact upon the existing or future amenity of any adjoining land upon which residential development is permitted, with respect to overshadowing, privacy or visual impact.
- c For the purposes of Shop Top housing proposed within zones B5 Business Development, B6 Enterprise Corridor and B7 Business Park any development must comply with Clause 7.13 of WLEP 2013.
- d Comply with Chapter 2.4 Multiple Dwelling Residential Development



## 5.7 Design for Safety

### OBJECTIVES

To minimise opportunities for crime by the design and operation of new retail development:

- providing for natural surveillance
- the use of access controls
- territorial reinforcement, and
- space management

### REQUIREMENTS

- a Clear sightlines are to be maintained over public and private spaces.
- b There is effective lighting of key points.
- c Landscaping does not provide potential offenders with places to hide.
- d Landscaping channels pedestrians into target areas.
- e There is clear transition and boundaries between public and private spaces.
- f Spaces are designed and managed to enforce:
  - i cleanliness;
  - ii rapid removal of graffiti and vandalism;
  - iii replacement of burned out or defective lighting; and
  - iv refurbishment of degraded physical elements, finishes and landscaped works.
- g Appropriate security is provided as part of any development, which may include security cameras in parking areas and the provision of security guard patrols, to ensure safety of staff and the public.
- h Care is taken to ensure that public spaces are not made into secluded spaces through gates and enclosures.