



of accommodation for parked cars''

properly determined when comprehensive planning schemes for these areas are prepared as provided for in this scheme.

As previously mentioned, a shopping centre can be made more attractive and trading stimulated by providing adequate and convenient car parking facilities. The larger the centre the more important this becomes, but even the smaller shopping groups can gain considerably from such facilities. An investigation of conditions in shopping centres in busy periods shows that the minimum area which should be provided for this purpose should be based on the standards given in Table 5.

Table 5
**MINIMUM STANDARDS FOR CAR PARKING
IN SUBURBAN SHOPPING CENTRES**

<i>Type of centre</i>	<i>Alternative Standards</i>	
	<i>Car spaces per 20 ft. of shop frontage</i>	<i>Ratio of car parking area to total net area used for shopping purposes</i>
Major and secondary centres	4	1½ : 1
Minor Centres	3	1 : 1

The two standards can be used either separately or in conjunction according to the circumstances. By contemporary American standards, this provision would be inadequate, but it is much in advance of what is available today in Melbourne. If necessary, it can be augmented in

any redevelopment scheme by providing for car parking on roofs and in basements, or in multi-storey car parks. In new shopping centres more liberal provision should be made.

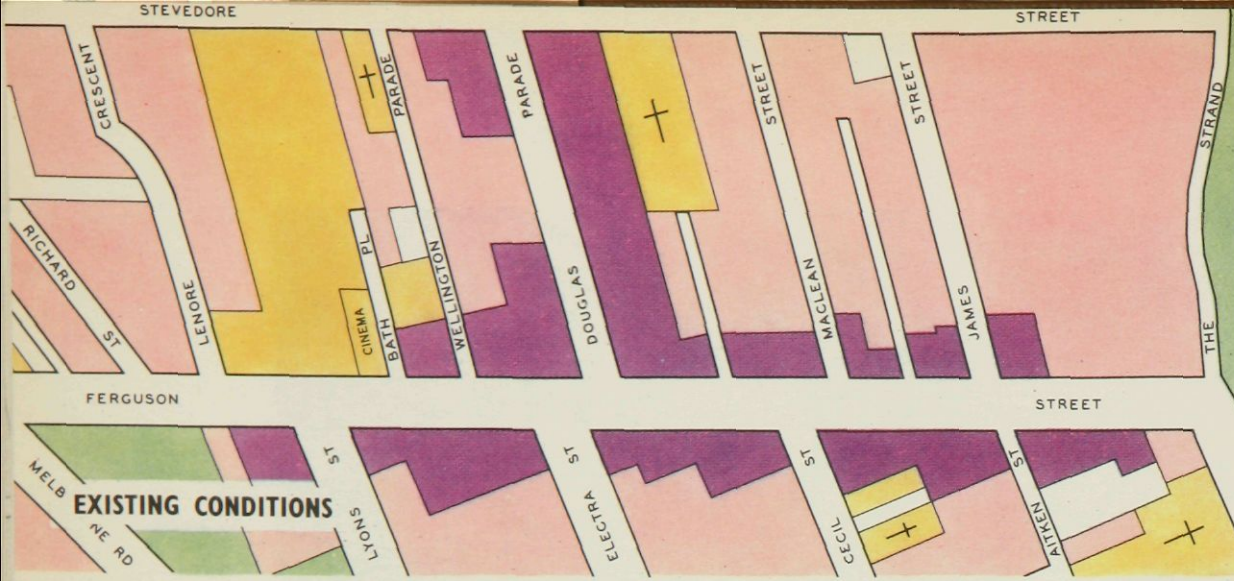
Studies have shown that the desirable overall area requirements for a well-designed suburban shopping centre are:
Major and Secondary Centres — 15 acres per 100 shops.
Minor Shopping Centres — 12 acres per 100 shops.

On this basis, or assuming 20 feet frontage a shop, whichever is the more appropriate, the approximate number of shops provided for in the scheme in each municipality, but not including the smaller local shopping groups and single shops, is given in Appendix II.

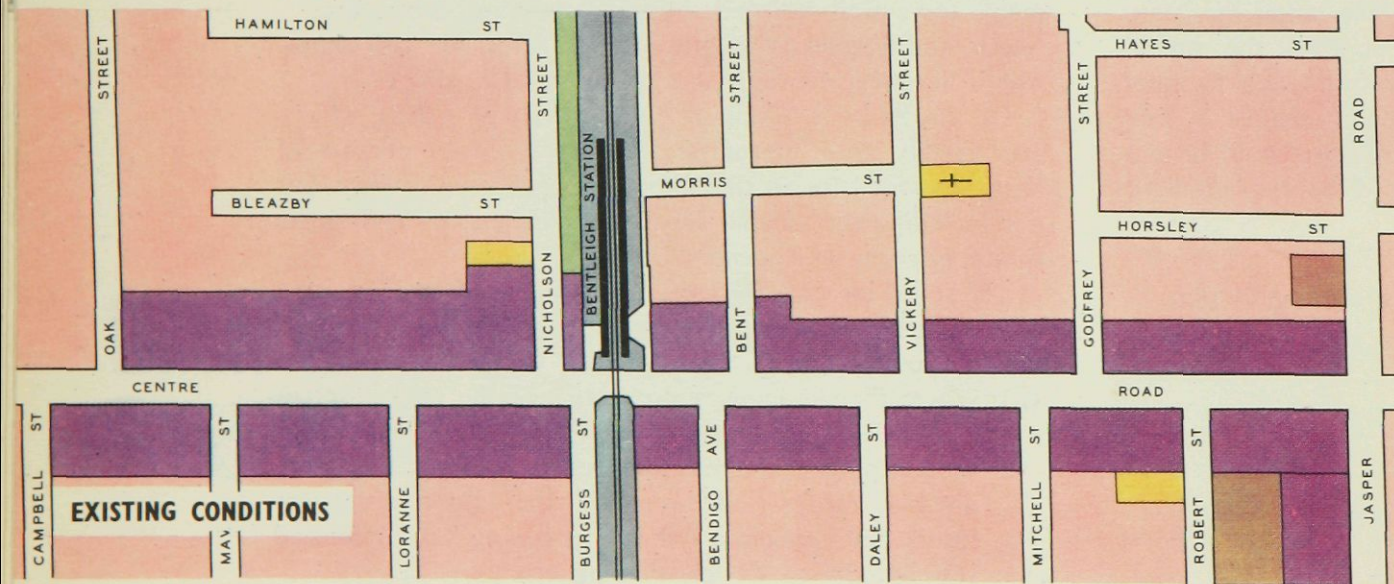
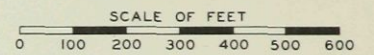
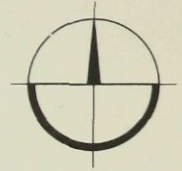
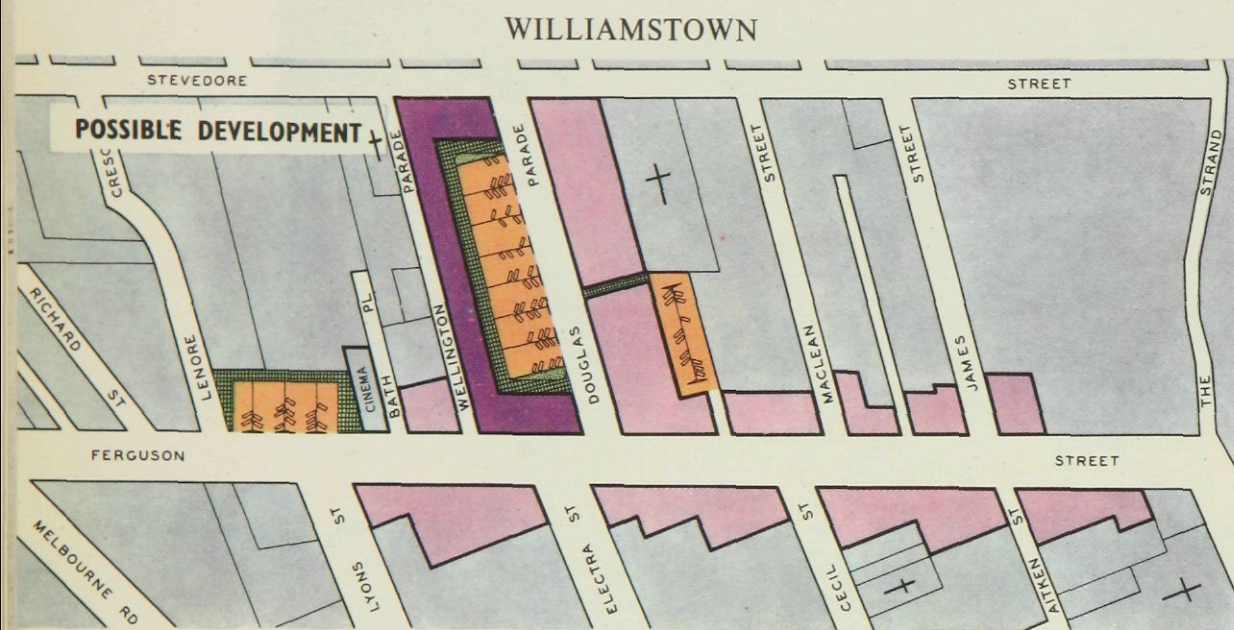
The following principles have been followed in delineating the respective areas zoned for suburban shopping and business purposes:

- (a) Where the shopping centre itself and the area it serves are already substantially developed, the scheme aims to consolidate the existing centre, correct the more obvious defects, and preserve the opportunities for future development. Otherwise, zoning has conformed substantially to the existing pattern.
- (b) In centres serving areas only partially developed, the scheme provides for the probable needs of the area when fully developed.
- (c) In undeveloped areas, centres have generally not been delineated for the reasons previously given.

Mention has already been made of the shopping streets of Sydney Road, Brunswick, and High Street, Northcote. Both are extreme cases of ribbon development and of the bad effect of major traffic routes passing through main shopping

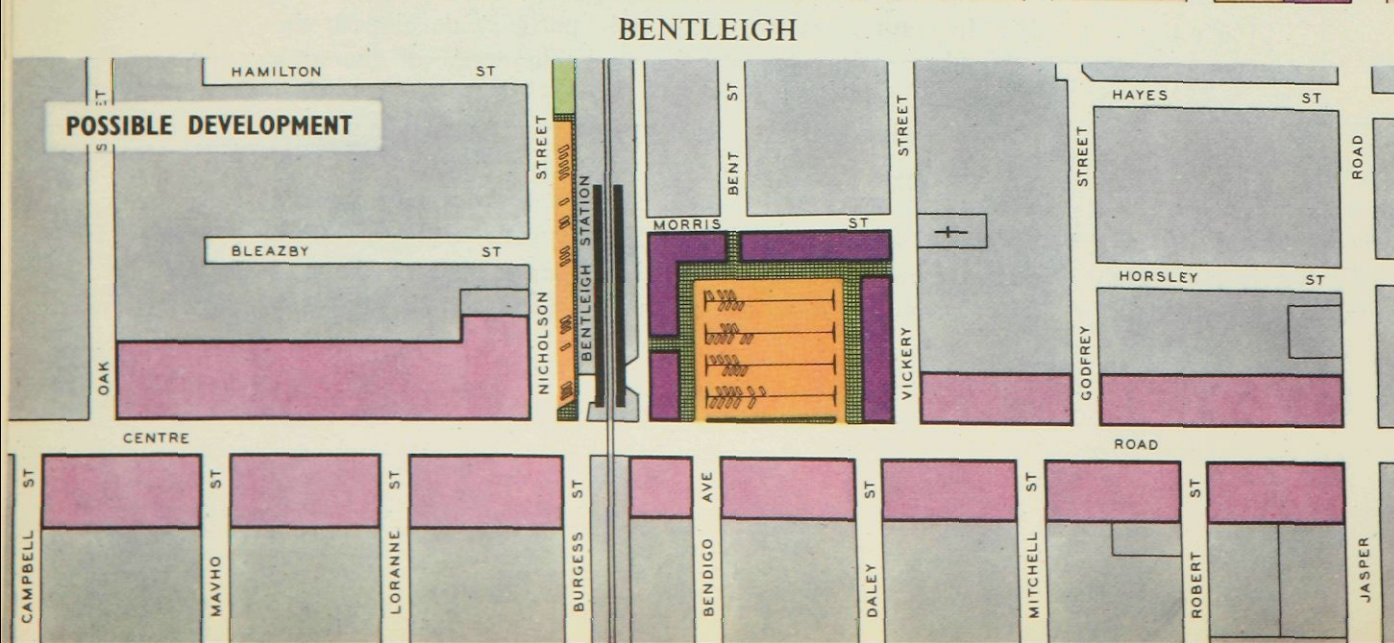


14 EXAMPLES OF REPLANNING POSSIBILITIES IN SUBURBAN SHOPPING CENTRES



EXISTING CONDITIONS

- RESIDENTIAL
- COMMERCIAL
- INDUSTRIAL
- PUBLIC USE
- OPEN SPACE



POSSIBLE DEVELOPMENT

- EXISTING SHOPS
- NEW DEVELOPMENT
- PARKING AREAS
- SHOPPING WALKS

streets. With its tramway and heavy traffic, Sydney Road would be bad enough even if there were no shops in it.

A major improvement in these streets and others like them will come when the road proposals of the planning scheme designed to divert through traffic are carried out. Even when this comes about, local traffic will still be substantial and something more is necessary if these centres are to remain vigorous. Detailed study of such cases shows that trade is not equally active along the whole length of the shopping area, but that definite centres of trading activity exist, separated by substantial lengths where trading conditions are much less favourable and where shopping tends to be replaced by other uses.

The planning scheme aims at encouraging the concentration of shopping around the active centres, and sufficient area has been zoned for commercial purposes to enable these points to be developed and the shopping facilities of the area regrouped to give centres capable of meeting the demands of the future. In the intervening areas, according to the circumstances, zones have been provided for industry, and for medium density housing development such as would be attained with a relatively high proportion of walk-up flats, and provision has been made also for public uses and for open space. In this way property values will be maintained and sometimes increased.

Throughout the suburban shopping centres there are many opportunities where decisive action can pave the way

for the changed conditions which the future will demand. It is important that these opportunities should not be wasted. In many centres there are buildings already obsolescent and others rapidly approaching this state, and in others there is vacant or partially developed land well-suited to form a focal point for replanning. In such cases some improvements could be effected relatively soon. In others, however, the time may not yet be opportune and many years may have to elapse before anything concrete can be done. The essential thing is to recognise the need, appreciate and preserve the opportunities which exist, and plan so that at the appropriate time full advantage can be taken of such opportunities. Only in this way will our suburban shopping structure be able to fulfil the needs of the future.

It has not been considered the responsibility of the Board to prepare detailed plans for the redevelopment of shopping centres. Nevertheless, to check whether the ideas promulgated are feasible, it has been necessary to consider how replanning could improve some of the existing centres. Two examples are shown in diagram 14, but each centre presents its own problems and requires detailed study.

It is certain that the most prosperous suburban shopping centres of the future will be those where advantage is taken of the opportunities to remove their disabilities and bring the centres into keeping with modern trends, above all making adequate provision for the motorist.