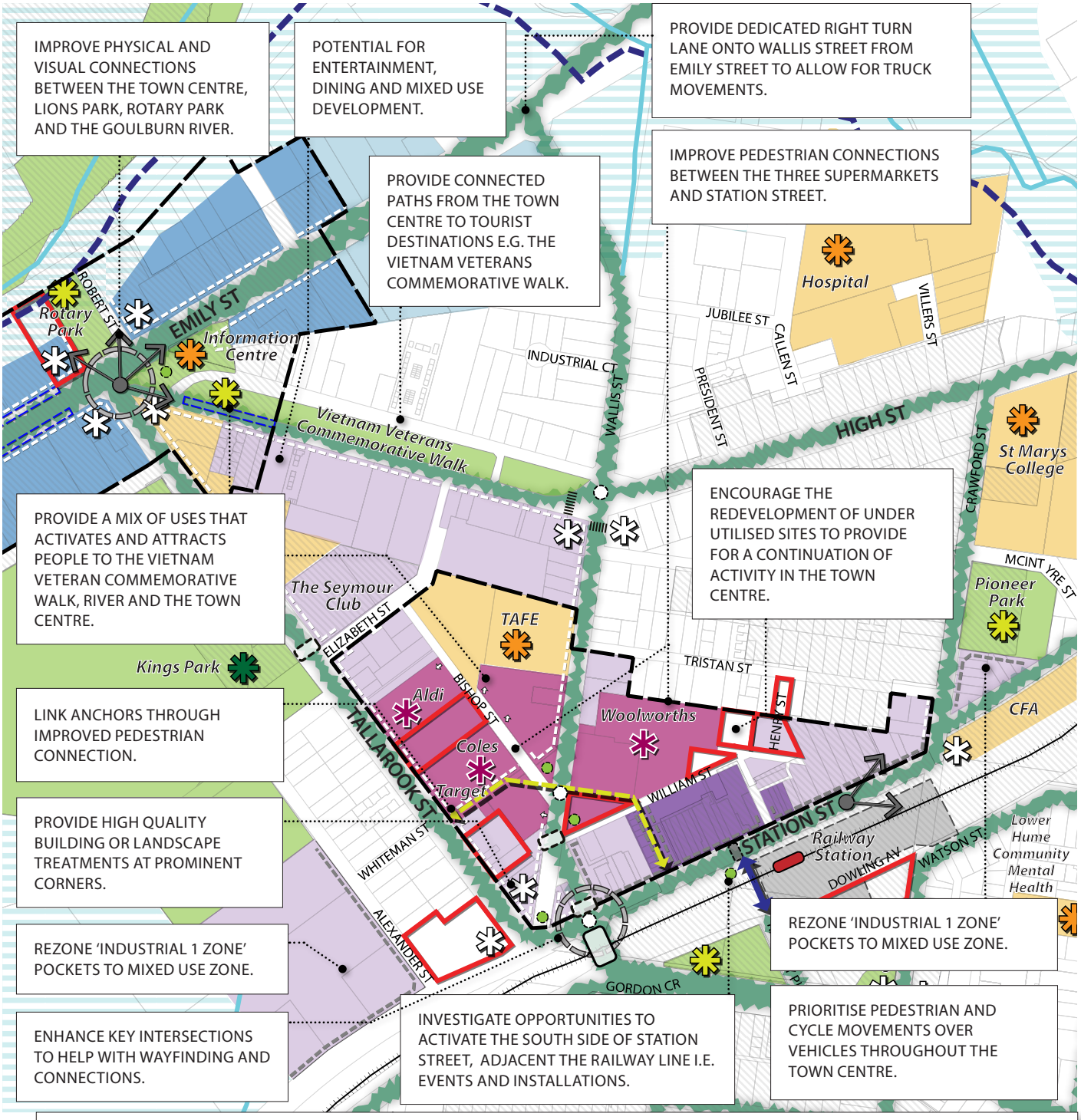
Figure 9 Activity Centre - Town Centre



5.3 ACTIVITY CENTRES

KEY PRINCIPLE 2

Create thriving and attractive activity centres that provide a range of services and facilities for the community.

5.3.1 Overview

Activity Centres are conveniently located places, where retail and commercial activity congregates and where people can undertake business, complete shopping and meet with friends for a range of social and cultural purposes.

Within Seymour there are three distinct but complimentary activity centres - the Seymour Town Centre, Anzac Avenue Activity Centre and the Emily Street Precinct.

5.3.2 Objectives

O2.1 **Ensure activity centres (Town Centre, Anzac Avenue and Emily Street) are well connected to the surrounding local community and further afield.**

O2.2 **Encourage a diverse mix of land uses to foster prosperity and activate the streets through the day and night.**

O2.3 **Support the enhancement of the Anzac Avenue Activity Centre and Emily Street, while ensuring the Town Centre maintains its role as the primary retail and business area within Seymour.**

O2.4 **Improve the amenity, vibrancy and appearance of activity centres.**

O2.5 **Foster the development of activity centres with a distinct local character that encourages users to visit, stay and recreate.**

O2.6 **Create people focused activity centres and public spaces through streetscape upgrades and small landscape interventions.**

5.3.3 Town Centre

The Town Centre is located on the north side of the railway line and is the primary retail area within Seymour. It has an irregular layout which responds to the natural constraints including topography, flooding risks and major infrastructure such as the railway line, Emily Street and Goulburn Valley Highway.

The urban form of the town centre comprises smaller shops along the northern side of Station Street with major retail uses and car parking located along Wallis Street and north of Station Street. The result is a largely fragmented town centre whereby the traditional retail strip fronting Station Street is disconnected from the newer supermarkets, other large format retail and speciality shops and more recent developments clustered around Bishop and Wallis Streets. While some shops and arcades have 'punched through' to provide pedestrian linkages from Station Street to major retail uses to the north, the town centre overall lacks cohesion and connectedness.

To avoid further fragmentation and promote revitalisation and intensification of existing activity centres, the Structure Plan seeks to establish a clear limit to development. The 'Activity Centre Boundary' identified on Figure 9 recognises the need to balance potential growth and development opportunities within the town centre, with the need to create activity and vibrancy across the day and night.

Retail and office development outside this boundary should only be considered in exceptional circumstances and where there are no alternatives within the activity centre boundary.

While the economic background report suggested that there is likely to be sufficient supply of commercially zoned land in Seymour to cater for cyclical changes in retail activity and anticipated population growth, community feedback indicated that there was a need to increase the variety of commercial and retail uses to improve the overall lifestyle of residents and build on the tourism potential of Seymour.