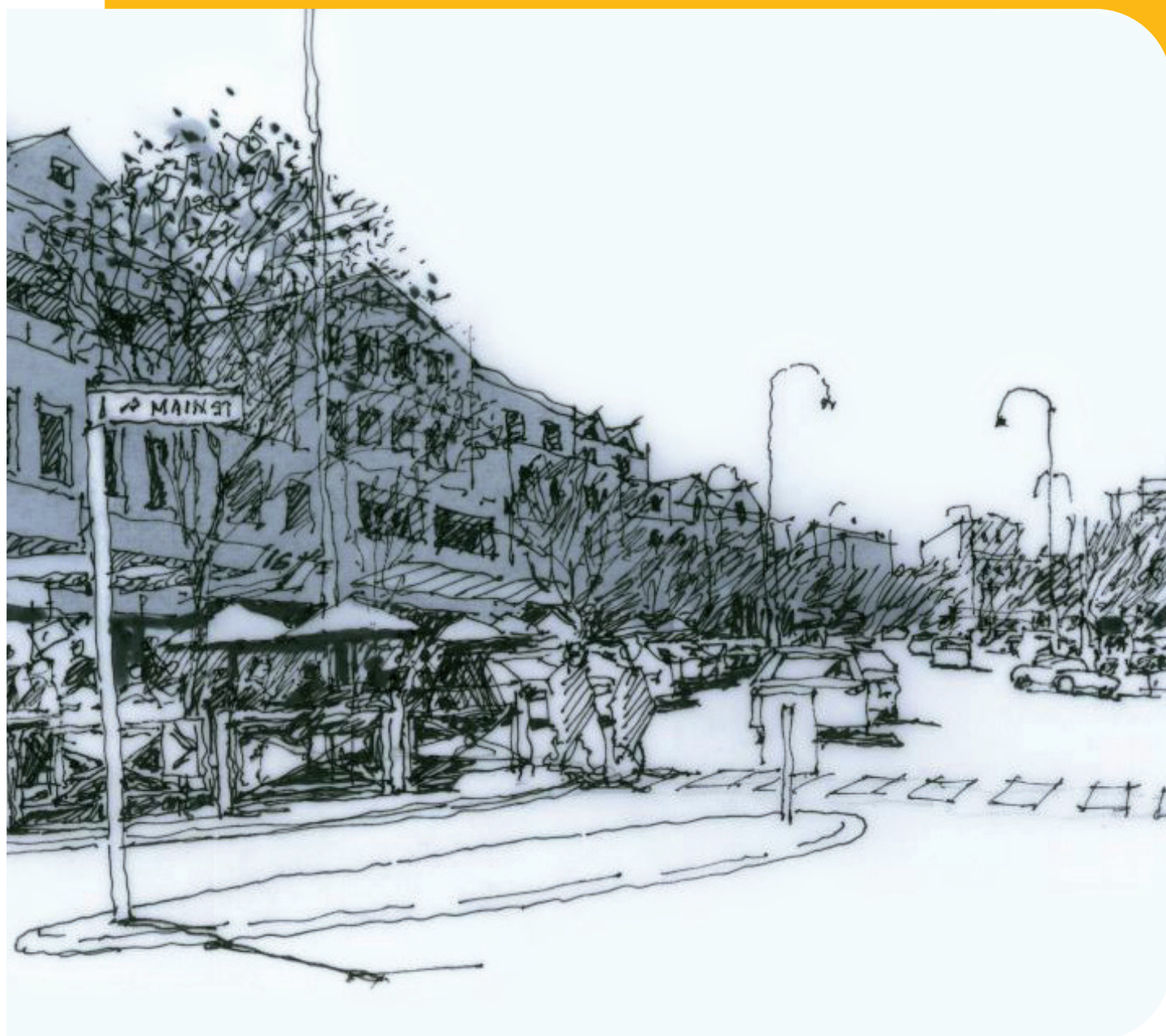


# CROYDON TOWN CENTRE STRUCTURE PLAN

Volume 1: Main Report July 2006





## Acknowledgements

The assistance of the following officers of the Maroondah City Council is gratefully acknowledged:

Sean McNamee      Manager Planning & Sustainability

Luci Feher          Team Leader Strategic Planning & Sustainability

The guidance of the Wyreena Ward Councillor and Mayor, Cr Les Willmott, throughout the development of the Structure Plan, is also gratefully acknowledged.

### Steering Committee

The members of the Project Steering Committee are particularly thanked for contributing their knowledge and insights in the early stages of the project. External Committee members were:

Linda Hancock      Crime Prevention Officer, Knox Police

Alex Zagami          Croydon Main Street trader, IGA Supermarket

Sandra Hardiman    Croydon Conservation Society

Adrian Evans        Maintenance Officer, Swinburne TAFE

Les Hutchinson      Croydon Historical Society

Gillian Simons      President, Croydon Stroke Support Group

### Maroondah City Council Officers

Several officers from Maroondah City Council have made invaluable contributions through the Steering Committee process early on in the development of the Draft Structure Plan, as well as through the internal working group process towards the end of the development of the Structure Plan. These officers are:

Rebecca Haig        Team Leader Community Planning

Debbie Seddon      Program Manager, Community Planning & Development

Cormac McCarthy   Open Space Coordinator

Neil Amos            Team Leader Statutory Planning

Zach Worrall        Strategic Planner

Theresa  
Henkenjohann      Strategic Planner

Anthony Diaferia   Strategic Planner

### Department of Sustainability and Environment

The assistance and input of John Bruce (Project Officer), Gary Barns (Project Officer) and Zac Cvitkovic (Urban Designer, Urban Design Unit) from the Department of Sustainability & Environment is also gratefully acknowledged.

### The Croydon Community

A thank you is extended to the members of the community who provided their input at the community consultation events, including at the community workshops, in returned questionnaires and at the information sessions. Written feedback received from the community in response to the exhibited Draft Framework Plan and the Draft Structure Plan was also appreciated, and this has assisted in the development of the final Structure Plan.

**Study Team**

Lisa Riddle	Project Advisor, Planning Policy and Implementation Advice
Mike Scott	Project Advisor and Community Consultation
Clare Scott	Project Director, Community Consultation and Strategic Planning
Helen Knight	Project Manager (until February 2006), Strategic Planning and Urban Design
Jacqui Monie	Project Manager (after February 2006) and Strategic Planning
Gavin Polkinghorn	GIS Mapping and Strategic Planning

---

Planisphere  
L1/160 Johnston Street Fitzroy Vic 3065  
t (03) 9419 7226 f (03) 9419 7294  
email: office@planisphere.com.au  
www.planisphere.com.au

**Sub Consultants:**

Sean Stephens	Economist
---------------	-----------

---

Essential Economics Pty. Ltd.  
Economic Assessment/Property Market Advice  
96 Pelham Street Carlton Vic 3053  
t (03) 9347 5255 f (03) 9347 5355  
email: mail@essentialeconomics.com  
www.essentialeconomics.com

Stephen Pelosi	Principal Transport Engineer
----------------	------------------------------

Frank Berton	Civil Engineer
--------------	----------------

---

Maunsell Australia Pty. Ltd.  
Integrated Transport Planning, Parking and Infrastructure Planning  
Level 9, 8 Exhibition St Melbourne Vic 3000  
t (03) 9653 1234 f (03) 9654 7117  
email: melbourne@maunsell.com  
www.maunsell.com

## Contents

Acknowledgements	ii
Contents	iv
Executive Summary	1
Overview	5
Study Area	6
Process to Develop the Structure Plan	7
The process to date	7
Next steps...	7
Structure Plan Content	7
Vision and Themes	9
Activities	10
The retail, business, industrial and residential roles of Croydon	10
The social and community roles of the Town Centre	15
The roles of the sub-centres of Croydon and the Town Centre as a whole	17
Housing opportunities	21
The role of Swinburne TAFE within the Town Centre	22
Physical infrastructure needs	23
Built Form	26
Supporting the activity of the Town Centre	26
Croydon's local identity	27
Establishing building scale	30
Views to the Dandenong Ranges and Wicklow Ridgeline	32
Heritage buildings	33
Buildings adjoining open spaces	34
Residential design	36
Spaces	40
Streets and pedestrian spaces	40
Access to and use of Croydon's parklands	47
Access to and use of Croydon's parklands	48
Safety of public spaces and streets	49
Access	56
Pedestrian and shared pathway accessibility	56
Public transport facilities and services	59
Traffic capacity and vehicular and on-road cyclist movements	62
Car parking	64
Precincts & Key Sites	67
1. Commercial and Retail areas	68
2. Mixed Use	70

3.	Industrial and Commercial Areas	71
4.	Incremental Change Residential	73
5.	Housing Opportunity Areas	73
6.	The Station	74
7.	Community and Civic	75
8.	Existing car parking areas (P)	76
	Implementation	77
	Statutory Implementation	77
	Non-Statutory Implementation	81
	Action Plan	82

## Executive Summary

### Overview and Study Area

Preparation of the Croydon Town Centre Structure Plan (Structure Plan) commenced in mid 2005 to guide development and change over the next 30 years. The Croydon Town Centre (Town Centre) study area includes Main Street, the Croydon Market Shopping Centre, the Arndale Centre, and the surrounding light industrial areas and some residential areas.

The Town Centre has been nominated as a Major Activity Centre in the Metropolitan Strategy *Melbourne 2030*, and will be a continued focus for increased housing and activity. The Structure Plan will direct and manage this increased growth and change over the next 30 years, with a vision and objectives, strategies and actions to be achieved in future development and improvements within the Town Centre. These are grouped into four key themes of *Activities, Built Form, Spaces and Access*. Through implementing these objectives, strategies and actions, as well as the guidelines provided for key sites and precincts, a collective vision for the Town Centre will be able to be achieved.

Community consultation was carried out from June to August 2005, prior to the preparation of a Draft Framework Plan, which was released for public comment between September and December 2005. The Draft Structure Plan was developed out of the Draft Framework Plan, and includes more in-depth analysis and strategies, building on the feedback received from the community. Further community consultation on this Draft Structure Plan took place in May to June 2006, to provide a further opportunity for people to comment prior to the preparation of the final Structure Plan and its adoption by Council. The final Structure Plan was prepared following consideration of the submissions received from the community during this period.

### Vision

A vision for the future of the Town Centre over the next 30 years was developed based on comments received from the community early in the project:

*Croydon is a vibrant Town Centre to which people are drawn to shop, eat, relax, and conduct business. At the same time, Croydon retains its distinct 'village feel' with buildings that enhance the pedestrian experience. There are intimate spaces to stop and sit; safe and pleasant streets and lively shop fronts. A range of different housing types and opportunities are available within the Town Centre area. The Town Centre's uniquely attractive setting is framed by the green backdrop of the Wicklow Ridgeline, the more distant views to the Dandenong Ranges and the adjoining areas of extensive parklands. These key features are visible from throughout the Town Centre.*

*The economy of Croydon is thriving, providing many opportunities for new businesses, industry and an exciting range of shops that attract people from afar. Increasingly people are living within or close to the Town Centre, with new housing accommodating different household types and age groups. This adds to Croydon's busy feel and the Town Centre has different activities to offer people of all ages during the day and evening. Traffic flows slowly, safely and efficiently through the Town Centre with many people walking or riding their bikes. The station is an important transport interchange that serves the broader area and frequent bus services are close by and easy to use.*



### **Themes: Activities, Built Form, Spaces and Access**

In order to realise the vision for the future of the Town Centre, Objectives, Strategies and Actions have been developed under the four themes of Activities, Built Form, Spaces and Access. The Objectives provide the overarching goals, while the Strategies and Actions detail how these will be achieved.

The **Objectives** of the Structure Plan are provided below under the key headings of each Theme:

#### **Activities:**

##### ***The retail, business, industrial and residential roles of Croydon***

- To strengthen the retail, business, industrial and employment role of the Town Centre.
- To expand the role of Main Street as the commercial and entertainment hub for the Town Centre including increased after hours activity.
- To provide a range of new housing opportunities within and around the Town Centre.

##### ***The social and community roles of the Town Centre***

- To develop the community, civic and educational roles of Croydon as key attributes of a vibrant Town Centre.

##### ***The roles of the sub-centres of Croydon and the Town Centre as a whole***

- To build on the unique function of each of the three sub-centres of the Croydon Town Centre as a defining characteristic of Croydon.
- To improve connections between the three sub-centres and encourage activities adjoining access routes between the three areas to create a more physically contiguous and integrated Town Centre.
- To consolidate the individual roles of each of the sub-centres so that the Town Centre, as an overall destination, has an extensive and unique range of retail, community and leisure opportunities.

#### ***Housing opportunities***

- To encourage the development of additional dwellings and apartments in the Town Centre and increase the number of people living in the Town Centre.
- To encourage new housing in and around the Town Centre that increases the range of housing choice.

#### ***The role of Swinburne TAFE within the Town Centre***

- To maximise the role that Swinburne TAFE plays in the life and activity of the Town Centre.

#### ***Physical infrastructure needs***

- To ensure physical infrastructure is provided and renewed over time to meet increased future activity levels within the Town Centre.

#### **Built Form:**

##### ***Supporting the activity of the Town Centre***

- To create an attractive and distinctive built environment that supports the range of activities of the Town Centre.

##### ***Croydon's local identity***

- To create a positive urban image for each part of the Town Centre through the design of buildings and spaces.
- To retain those elements of Croydon's character that are highly valued, while allowing for innovative new development that embraces its local identity and promotes a significantly improved urban environment.
- To reflect Croydon's landscape setting in the Town Centre.



### ***Establishing building scale***

- To establish an appropriate building scale for each part of the Town Centre that maximises use of available land within the Town Centre, while retaining a highly valued 'village feel'.

### ***Views to the Dandenong Ranges and Wicklow Ridgeline***

- To protect principal views towards the Dandenong Ranges and the Wicklow Ridgeline from key public spaces and upper levels of key private development sites within the Town Centre.

### ***Heritage buildings***

- To conserve and enhance heritage buildings within the Town Centre as a valued part of the local identity.

### ***Buildings adjoining open spaces***

- To enhance the parklands of Croydon's Town Centre through high quality design, built form and landscaping around the perimeter of the spaces and the promotion of increased activity levels and interaction between public and private land uses.

### ***Residential design***

- To provide a range of new housing opportunities within Croydon that offer a high standard of amenity, close to the activity of the Town Centre.
- To protect neighbourhood character in surrounding residential areas.

### ***Spaces:***

#### ***Streets and pedestrian spaces***

- To build on the existing attributes of the Town Centre and create streets and spaces that are attractive, vibrant and safe during the daytime and in the evening.
- To foster the distinct landscape qualities of the Town Centre – the parklands with mountain views, the leafy residential areas, the 'hard urban edges' of the commercial areas and the station – to provide a range of public spaces and contrasting landscape qualities throughout the Town Centre.
- To utilise streetscape treatments to project an overall, unified image for the pedestrian spaces within the Town Centre.

#### ***Access to and use of Croydon's parklands***

- To improve connectivity with the parklands, create new frontages for development and encourage increased usage of parklands.

#### ***Safety of public spaces and streets***

- To improve safety including perceptions of safety in public spaces, streets, laneways and pedestrian walk throughs in the Town Centre via the application of Safer by Design principles.

### ***Access:***

#### ***Pedestrian and shared pathway accessibility***

- To improve accessibility for all forms of transport within the Town Centre, with pedestrians, cyclists and public transport users as the priority.
- To link the three activity hubs of the Town Centre with high quality pedestrian and cycle routes that are direct, safe and easily identifiable.

#### ***Public transport facilities and services***

- To improve the public transport interchange and integrate it into the redevelopment of the rail station precinct, with the aim of promoting improved accessibility to and through the station.
- To advocate for improved public transport service provision, timetable integration and infrastructure upgrades.

### ***Traffic capacity and vehicular and on-road cyclist movements***

- To manage impacts of local and 'through' vehicular traffic on the pedestrian environment in the Town Centre.
- To improve north-south visual and physical links for vehicular traffic across the rail line between the Croydon Market Shopping Centre and Main Street Centre, while moderating adverse impacts and maintaining pedestrian priority and amenity.
- To increase cyclist accessibility through the provision of a network of on-road bicycle lanes to and through the Town Centre.
- To manage traffic in local streets associated with increased activity in the Town Centre.

### ***Car parking***

- To ensure sufficient car parking spaces with a high level of amenity and accessibility, while reducing the visual impact of car parking on the Town Centre.
- To make better use of car parking areas while maintaining car parking provision.

### **Precincts and Key sites**

Detailed guidelines are provided for precincts and key sites in the study area, to provide detailed guidance in assisting the achievement of the objectives, strategies and actions for these areas. Guidelines are provided for Commercial and Retail areas, Mixed Use areas, Industrial and Commercial Areas, Incremental Change Residential areas, Housing Opportunity areas, The Station, Community and Civic uses, and Existing car parking areas.

### **Implementation and Action Plan**

Implementation of the final Structure Plan will involve a range of statutory and non-statutory mechanisms. Statutory implementation will involve amendments to the Maroondah Planning Scheme to incorporate key elements of the Structure Plan. Non-statutory implementation will include streetscape and landscape improvements, public transport and access improvements, advocacy, partnerships, and the marketing and promotion of the Town Centre and the objectives of the Structure Plan. An Action Plan provides detailed guidance on how each strategy and action should be implemented

**Volume 2: Background Report** A separate report contains greater detail about the study process and background on the study area including the strategic planning context, existing conditions, issues and opportunities. A summary of the feedback received during community consultation is also provided.

## Overview

In mid 2005 the Maroondah City Council, in partnership with the Department of Sustainability and Environment (DSE), engaged a study team led by planning consultants, Planisphere, to prepare a Structure Plan for the Croydon Town Centre ("Town Centre"), to guide development and change over the next 30 years. The Town Centre study area includes Main Street, the Croydon Market Shopping Centre, the Arndale Centre, and the surrounding light industrial areas and some residential areas.

The Croydon Town Centre has been nominated as a Major Activity Centre in the Metropolitan Strategy *Melbourne 2030*. As a result, it will be a continued focus for increased housing and activity. The Croydon Town Centre Structure Plan ("Structure Plan") has been prepared to direct and manage this increased growth and activity, and to ensure that it occurs in such a way that reflects the aspirations of the people who live, work and visit the Town Centre.

In order to manage this growth and change, the Structure Plan sets out objectives, strategies and actions to be achieved in future development and improvements within the Town Centre, grouped into four key themes of *Activities, Built Form, Spaces and Access*. Through implementing these objectives, strategies and actions, as well as the guidelines provided for key sites and precincts, a collective vision for the Town Centre will be able to be achieved.

Community consultation was carried out from June to August 2005, and included two community workshops, circulation of a questionnaire with the Community Bulletin, a workshop at the Croydon Community School, and an information session. A Draft Framework Plan was prepared and released for public comment between September and December 2005. Further community consultation on the draft Structure Plan was carried out in May-June 2006, with feedback received from the community used to finalise and improve the document.

The feedback received from the community throughout the development of the Structure Plan identified important issues and provided ideas for improving the Town Centre. The Structure Plan has sought to respond to these issues and ideas, providing guidelines such as encouraging diverse housing to meet the needs of a changing and ageing community, creating a more integrated Town Centre, identifying where higher buildings should be developed and which areas should be protected from higher densities, improving streets and public spaces for people to enjoy, and improving accessibility, particularly for pedestrians.

As the Structure Plan has a 30 year time span, the changes proposed in the plan will take place incrementally, with some occurring in the short term and others in the longer term. Monitoring the implementation of the Structure Plan and reviewing and updating it every 5 years to take these changes into account will be important throughout the life of the Structure Plan, to ensure that it remains a responsive and flexible planning tool.



## Study Area

The study area includes the Croydon Activity Centre, incorporating the three sub-centres of Main Street Shopping Centre, the Croydon Market Shopping Centre and the Arndale Centre. It also includes the surrounding community and civic precinct, light industrial and residential areas, as shown on the Study Area Map photo below:





## Process to Develop the Structure Plan

---

The project to develop a Structure Plan for the Croydon Town Centre commenced in May 2005, and has involved considerable community input and guidance throughout the process, as well as background research and analysis by the Project Team. This has provided an important basis for the development of the Structure Plan. The key stages of the process are outlined below. Further details about the study process and the outcomes of the community consultation are provided in **Volume 2: Background Report**.

### The process to date

---

- Project inception *[May 2005]*
- Release of Community Bulletin 1 *[May 2005]*
- Background research and analysis *[May-July 2005]*
- Project Steering Committee input *[June-July 2005]*
- Broad community consultation *[June-Aug 2005]*
- Preparation of Draft Framework Plan *[Jul-Aug 2005]*
- Release of Draft Framework Plan for community feedback *[Sept-Dec 2005]*
- Consideration of submissions and Council adoption of Framework Plan *[Jan-Feb 2006]*
- Preparation of the Draft Structure Plan (including an Implementation and Action Plan) *[Jan-April 2006]*
- Release of Community Bulletin 2 *[May 2006]*
- Community consultation on Draft Structure Plan *[May 2006]*
- Consideration of submissions on Draft Structure Plan *[May-June 2006]*
- Finalisation of the Structure Plan *[June-July 2006]*
- Presentation to Council for adoption *[July 2006]*

### Next steps...

---

- Implementation *[commencing July 2006]*

## Structure Plan Content

---

The Structure Plan contains 2 parts.

**Volume 1: Main Report** (this Volume) is the main part of the Structure Plan. It contains a vision for how Croydon should grow and change. It also describes what Croydon should be like in 30 years time.

The Structure Plan sets out Objectives, Strategies and Actions to be achieved in future development and investment in the Town Centre. The Objectives, Strategies and Actions are grouped under sub-headings into the 4 Themes of:

- *Activities*
- *Built Form*
- *Spaces*
- *Access*

The **Objectives** provide the aim or purpose for each sub-heading, setting out *what* the Structure Plan wants to achieve.

The **Strategies** describe *how* these Objectives will be achieved.

The **Actions** provide more specific detail of what the Council can do to implement the Strategies under each subheading, including through statutory (e.g. Planning Scheme) and non-statutory mechanisms (e.g. advocacy, capital works, developing partnerships). Further detail on implementing the Actions is included under *Implementation and Action Plan* at the end of this report.

Maps are provided for each Theme to illustrate how the key Strategies and Actions should be implemented on the ground.

Guidelines for Key Sites and Precincts are also provided, to give more direction for development and land use in the different parts of the study area.

It is through implementing the Strategies and Actions that the Objectives will be achieved, and the Vision for the Town Centre realised. Details of how the Structure Plan will be implemented are provided at the end of this report under *Implementation and Action Plan*, and this is a critical component to ensure the success of the Structure Plan. **Volume 2: Background Report** contains greater detail about the study process and background on the study area including the strategic planning context, existing conditions, and the issues and opportunities. A summary of the feedback received during community consultation is also provided.

## Vision and Themes

### *Vision for the Croydon Town Centre in 30 years:*

*Croydon is a vibrant Town Centre to which people are drawn to shop, eat, relax, and conduct business. At the same time, Croydon retains its distinct 'village feel' with buildings that enhance the pedestrian experience. There are intimate spaces to stop and sit; safe and pleasant streets and lively shop fronts. A range of different housing types and opportunities are available within the Town Centre area. The Town Centre's uniquely attractive setting is framed by the green backdrop of the Wicklow Ridgeline, the more distant views to the Dandenong Ranges and the adjoining areas of extensive parklands. These key features are visible from throughout the Town Centre.*

*The economy of Croydon is thriving, providing many opportunities for new businesses, industry and an exciting range of shops that attract people from afar. Increasingly people are living within or close to the Town Centre, with new housing accommodating different household types and age groups. This adds to Croydon's busy feel and the Town Centre has different activities to offer people of all ages during the day and evening. Traffic flows slowly, safely and efficiently through the Town Centre with many people walking or riding their bikes. The station is an important transport interchange that serves the broader area, and frequent bus services are close by and easy to use.*

The vision for the Town Centre has emerged from the feedback received from the community throughout the development of the Structure Plan. Four themes are embodied in this Vision: **Activities**, **Built Form**, **Spaces** and **Access**. Collectively, these themes respond to each element of the Vision and to the community's issues and ideas. The key points raised by the community throughout the development of the Structure Plan are provided at the beginning of each theme, to enable a clear link to be made with the objectives, strategies and actions that will assist in addressing them.



## Activities

### ACTIVITIES GOAL:

**Strengthen the retail, business, industrial and community roles of Croydon and provide for a diversity of housing types**

Community Feedback indicated that the Town Centre requires a greater range of shops and housing, and more entertainment options and community facilities that cater for all age groups in the Croydon area. Specifically, the community told us:

- *Main Street is a nice street and pleasant shopping environment.*
- *Main Street is for purpose shopping, particularly the banks, but doesn't capture through traffic.*
- *The Town Centre needs a greater range of shops.*
- *The cinema is an important local attraction but is underused.*
- *The Town Centre needs more cafes or restaurants for the day or night to bring people out into the community.*
- *Croydon needs a new or upgraded community centre or hall.*
- *The Town Centre should have facilities to include diverse age groups.*
- *There is a lack of connection between the three shopping areas, particularly between Main Street and the Croydon Market Shopping Centre over the rail line.*
- *People from Croydon South visit the Arndale Centre while people from Croydon North visit the Croydon Market Shopping Centre for convenience shopping.*
- *Adequate infrastructure must be provided for new housing.*
- *There should be more housing specifically for older people or young families.*
- *Provide new housing in shop tops or by subdividing existing residential areas.*
- *Avoid overdevelopment in the residential areas.*

The **Activities** theme responds to this feedback and seeks to provide for a strengthened retail, business, industrial and community role for Croydon, improved integration of the three sub-centres of the Town Centre, a greater diversity of housing, better links with Swinburne TAFE, and adequate provision of physical infrastructure.

### The retail, business, industrial and residential roles of Croydon

*The Town Centre of Croydon includes three distinct retail and commercial areas, each providing a different retail offer and shopping experience, and these are flanked on the north-east and south-west by light industrial land uses, providing showroom, warehouse and factory facilities to complement the retail areas. There are opportunities to build on the different functions and roles of each area to create an integrated Town Centre.*

*Main Street is a traditional strip shopping centre, with a range of retail, commercial, industrial and recreation facilities, including banks and the cinema. It is a very pleasant, attractive and vibrant shopping environment with its street trees and spaces for people to stop and sit. In addition, the industrial areas to the east of Main Street and the public transport hub at the station are important parts of Croydon's function, creating a more diverse Town Centre with high levels of accessibility and a strong employment focus.*

*The Arndale Centre and the Croydon Market Shopping Centre provide easy access for people who travel to Croydon by car from the south and north respectively. These two sub-centres are 'introspective' shopping centres that do not relate to their surroundings. The Croydon Market is an asset to the Town Centre and a point of difference to other nearby centres, however, its contribution to Croydon could be significantly increased through improvements.*

*While busy during business hours, the Town Centre becomes very quiet and a little deserted in the evening. There are opportunities to introduce more evening entertainment such as bars, restaurants or a small local pub, which would increase activity levels and the sense of vibrancy and safety of the Town Centre. An increased residential population in and around the Town Centre would also see a greater demand for these after hours activities, and more people in the Town Centre at all times of the day and night could improve pedestrian safety if properly managed. Economic assessment conducted for Croydon also concludes that increased retail trading in the Town Centre will be dependent upon the development of medium or high density residential uses in and around the Town Centre.*

### Objectives

To strengthen the retail, business, industrial and employment role of the Town Centre.

To expand the role of Main Street as the commercial and entertainment hub for the Town Centre including increased after hours activity.

To provide a range of new housing opportunities within and around the Town Centre.

### Strategies



- Establish Main Street as the commercial focus of Croydon, with improved shops, banks and other services, and increased evening activities and entertainment facilities such as new restaurants, bars or a local pub.
- Encourage an improved retail range and offer within the three sub-centres of the Town Centre, to cater for all shopper needs.
- Develop the business role of Croydon by encouraging new office spaces to be provided above Main Street shops.
- Encourage the development of medium and higher density housing within the Town Centre (apartments and shop top housing).
- Encourage the retention of a market within the Town Centre, either on the current site or in a new location closer to Main Street if the current market becomes unviable.
- Encourage the redevelopment of the station and its environs as a vital activity hub, in addition to its role as the transport interchange in the heart of the Town Centre. The station site could be redeveloped with office uses and a range of convenience retail uses to serve commuters, as well as residential and community uses, while enhancing the appearance and function of the station and bus stops.
- Support the consolidation and economic growth of the industrial areas in the future of the Town Centre, as a major contribution to local employment and as a customer base, particularly the area to the east of Main Street (as shown on the *Activities* map).
- If, in the future, demand for housing in the area is identified or the commercial sector declines, the areas close to Main Street identified on the *Activities* map (future mixed use or residential development areas) should be prioritised for mixed use and residential development.
- Revitalise the northern end of Main Street fronting the rail line, by encouraging residential uses above retail in the short term, and mixed use development in the longer term, including the redevelopment of the car park fronting a new north-south access road through the car park.
- Encourage the Arndale Centre to provide an improved range of shops or services to serve the southern part of the Croydon Town Centre.

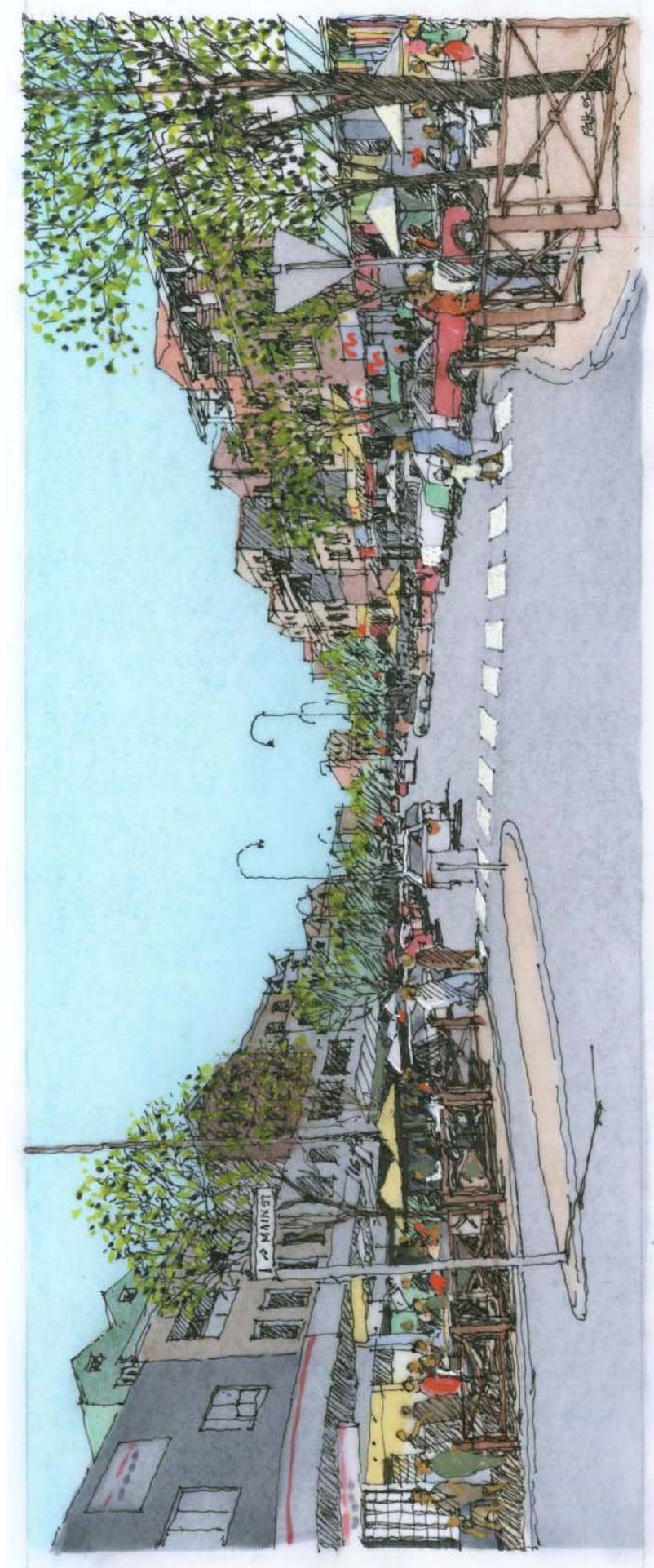
- Encourage opportunities in the longer term for mixed use development of the Arndale Centre car park while retaining public car park spaces, with development fronting onto Mount Dandenong Road and Civic Square as well as the existing retail, to make better use of this land and to assist in filling the gap between the Arndale Centre and Main Street.

### Actions

- Prepare an amendment to the Maroondah Planning Scheme to introduce the Objectives and applicable Strategies into the Local Planning Policy Framework.
- Work with the traders and businesses throughout the Town Centre (either with the Main Street Traders Association or a new trader and business association for the whole Town Centre), to provide an integrated and coordinated approach to the marketing and management of the Town Centre (incorporating the three sub-centres).
- In partnership with the trader and business association, develop a marketing and investment strategy to build on and implement the strategies of the Structure Plan and promote the opportunities and activities available in the Town Centre, including:
  - Establish Main Street as the commercial focus.
  - Encourage uses above shops (offices and housing).
  - Promote redevelopment opportunities, particularly of underutilised sites.
  - Encourage improved presentation of shops and opportunities to front activity onto car parks and laneways.
  - Encourage consistent opening hours.
  - Encourage evening activity.
  - Promote opportunities for street dining.
  - Encourage new entertainment facilities.
  - Attract new retailers to fill retail gaps.
  - Increase the range of shops and services in the Arndale Centre.
- Consult with the traders and businesses and investigate the need for a special rate scheme to assist in implementation of the marketing and investment strategy.
- Investigate options for upgrading the existing market site or for alternative market styles and locations closer to Main Street. Provide planning guidance and support (including potential dispensations) to an existing or a future market operator, where a proposal would assist in the retention of a market within the Town Centre and the achievement of the objectives and strategies of the Structure Plan.
- Work with VicTrack, Connex and bus operators to achieve improved facilities for public transport users in the short term and to explore opportunities for the development of the station in the long term.
- In consultation and collaboration with the Arndale Centre and Swinburne TAFE, implement urban design and access improvements, linking these areas with the community/civic precinct and Main Street.
- In the short to medium term, prepare an amendment to the Maroondah Planning Scheme to rezone the following land in accordance with the land uses shown on the *Activities* map:
  - North side of Hewish Road – rezone to Mixed Use Zone (from Business 3 Zone, Industrial 1 Zone and Business 1 Zone)
  - Parts of the east side of James Kerr Way – rezone to Mixed Use Zone (from Business 1 Zone).
  - North-west corner of Croydon Market Shopping Centre site – rezone from Residential 1 Zone to Mixed Use Zone.
  - Corner of Croydon Road and Railway Crescent – rezone from Business 1 Zone to Mixed Use Zone.



- In the longer term:
  - Investigate the viability of industrial areas indicated on the Activities Map for 'Future Mixed Use Development' (industrial area east of Main Street) and 'Future Residential Development' (industrial areas in Railway Crescent and Lusher Road), and the need for further residential and mixed use land, and prepare an amendment to the Maroondah Planning Scheme to rezone land to Mixed Use Zone and Residential 1 Zone respectively when appropriate.
  - Investigate the viability of the commercial and retail areas at the northern end of Main Street and in Coolstore Road and Lacey Street indicated on the Activities Map for 'Future Mixed Use Development', and rezone to Mixed Use Zone when appropriate.
  - Investigate the need for further mixed use capacity in the car park of the Arndale Centre, and prepare an amendment to the Maroondah Planning Scheme to rezone land to Mixed Use Zone when appropriate.



### **Main Street, looking north from Devon Street intersection**

Main Street will become the hub of the Town Centre, with increased activity including shop top apartments and offices, a strengthened retail and service role, restaurants, street dining and after hours entertainment. Shop top dwellings and new apartments will ensure that there is a human presence at all times of the day and night, increasing the vibrancy and safety of the Town Centre.



## The social and community roles of the Town Centre

*In addition to the retail, business, industrial and residential roles of the Town Centre, the area has a vital role to play in the local and regional community life and the provision of social services and facilities. The Town Centre has a strong cluster of existing community and civic facilities to the south of Mount Dandenong Road including the RSL, EV's Youth Centre, Maternal and Child Health Centre, Croydon Central Kindergarten, Croydon Occasional Care, Croydon Bowls Club, Croydon Library, Croydon Leisure Centre and the Council Service Centre. A new aquatic centre is proposed adjacent to the existing leisure centre, which will further strengthen and consolidate this civic and community role. The Swinburne TAFE campus located to the south-east of the Town Park also provides further education opportunities for the local community, as well as drawing people from further afield. The strong presence of community, civic and educational facilities in and around the Town Centre makes a significant contribution to ensuring Croydon functions as a well-rounded activity centre rather than simply as a shopping centre.*



*Further opportunities to build on this strong social and community role of the Town Centre should be explored and promoted, in particular to improve social connectivity, community health and wellbeing, invigoration of participation and involvement in community activities, and building the capacity of the community to identify and meet their own needs. As the population in and around the Town Centre increases and the population ages, community and social infrastructure will need to respond to meet these new and expanded needs. Likewise, the housing stock will need to respond to reflect these changing needs, including exploring opportunities for affordable housing, and this is discussed further under Housing opportunities.*

### Objective

To develop the community, civic and educational roles of Croydon as key attributes of a vibrant Town Centre.

### Strategies

- Acknowledge and strengthen the role of existing community facilities in the Town Centre, and ensure the provision of new or expanded facilities to meet community needs.
- Ensure that the sporting and recreation facilities in and around the Town Centre provide for the needs of a changing community.
- Expand the recreational role of the Town Centre to include the development of an Aquatic Centre at the existing Leisure Centre.
- Encourage the retention and increased utilisation of the cinema as an important local asset.
- Encourage the development of a community focal point to the west of the intersection of Hewish Road and Main Street, with increased activities focussed around an enlarged outdoor plaza area connecting to the station.
- Encourage more community uses and leisure opportunities to be located in Main Street to expand the mix of activity, particularly in the south of this area where there are strong synergies with the existing civic and community precinct south of Mount Dandenong Road.

- Implement the Key Goals of the *Maroondah Health, Safety and Wellbeing Plan 2003-2005* (and future plans or policies which supersede it) in future growth and change in the Town Centre: “Promoting a Safer Community, Supporting Healthy Lifestyles, Enhancing Community Connections and Protecting and Improving our Environment”. For the Town Centre, the following strategies will assist in the achievement of these Key Goals:
  - Encourage opportunities to reduce social isolation and promote friendships/links, participation and a supportive environment within the Town Centre. This can be achieved in part through improved physical connectivity (in particular walking, cycling and public transport) and increased opportunities for social interaction through improved public space.
  - Promote opportunities for participation in community life by improving safety including perceptions of safety throughout the Town Centre.
  - Improve access to health and community facilities, through improving accessibility and information.
  - Recognise the important role the community plays in maintaining the natural and built environment, through supporting and encouraging community group and friends group activities, as well as the contribution of individuals and volunteers in the community.
- Ensure that new development within the Town Centre considers the potential impacts on the social environment. Applicants should demonstrate how the proposed development provides a net benefit to the community.
- Encourage the use of all types of open space within the Town Centre for passive recreation, formal and informal social interaction, and community involvement and participation.
- Encourage the development of accessible, affordable and aged housing to meet the current and future housing needs of the local community.

#### Actions

- Prepare an amendment to the Maroondah Planning Scheme to introduce the Objective and the applicable Strategies into the Local Planning Policy Framework.
- Upgrade and expand the sporting and recreation facilities in and around the Town Centre, including the tennis courts, sporting ovals, athletics track and the new aquatic centre.
- Work in partnership with community groups, social service providers and educational providers to:
  - Develop and implement initiatives that work towards invigorating the social environment by maximising broad community participation.
  - Promote opportunities for new community facilities and leisure opportunities to be located in Main Street and close to the existing civic and community precinct.
  - Promote sporting and recreation opportunities available within the Town Centre.
  - Develop a program to reduce social isolation and promote community participation.
  - Improve information and accessibility to health and community facilities.
  - Promote opportunities for volunteering and community involvement.
- Work in partnership with the Cinema owners/operators to explore the potential to expand the role of the Cinema to provide a community venue for lectures, performance, and other activities, and to ensure its long term viability.



- Develop an enlarged plaza space (town square) as a community focal point at the intersection of Hewish Road and Main Street, and work with adjoining land owners to promote opportunities for active uses and overlooking of the space during the day and in the evening to ensure safety using special design treatments such as lighting or public art could support this focus.
- Investigate opportunities to increase the usage of the football pavilion as a local community facility. If capacity exists, promote its availability to local community groups.
- Work with the State Government and explore opportunities for partnerships with Housing Associations and private sector providers, for the provision of accessible, affordable and aged housing.

Further Objectives, Strategies and Actions relating to the recreation role of the Town Centre can be found under the *Spaces* theme of the Structure Plan.

### The roles of the sub-centres of Croydon and the Town Centre as a whole

*The Croydon Town Centre has three distinct areas which are defined by the rail line and Mount Dandenong Road: the area to the north of the rail line; the area around Main Street; and the area south of Mount Dandenong Road. Each area performs a range of retail, commercial, industrial and community functions that have developed over time. The focus and identity of the three areas could be strengthened, while at the same time their roles better co-ordinated in terms of the function of the overall Town Centre. This could build upon the unique range of activities and experiences within the Town Centre, giving it a distinct competitive advantage over nearby centres. In order for Croydon to operate as an integrated Town Centre, further activity should occur in between each of these areas to create a more physically contiguous centre. Most importantly, the three areas need to have better physical and visual links, particularly for pedestrians, but also for vehicular traffic.*

#### Objectives

To build on the unique function of each of the three sub-centres of the Croydon Town Centre as a defining characteristic of Croydon.

To improve connections between the three sub-centres and encourage activities adjoining access routes between the three areas to create a more physically contiguous and integrated Town Centre.

To consolidate the individual roles of each of the three sub-centres so that the Town Centre, as an overall destination, has an extensive and unique range of retail, community and leisure opportunities.

#### Strategies



- Promote and foster the unique identity and function of the three sub-centres of Croydon: Main Street, the Croydon Market Shopping Centre and the Arndale Centre.
- Integrate the Croydon Market Shopping Centre into the heart of the Town Centre (Main Street), in terms of its retail offer and the design of the site, by encouraging the development of the street frontages of the site with shopfronts that contribute to the appearance and activity of the street, and improving pedestrian links across the rail line.

- Encourage the development of VicTrack land around the station as a mixed use precinct with a strong office focus, to assist in filling the gap between Main Street and the Croydon Market Shopping Centre and incorporating direct pedestrian access between these sub-centres. Future development of the land should include:
  - Offices at ground and upper levels
  - Limited retail floorspace along the Primary Pedestrian Route (refer to the Access map) to meet the convenience shopping needs of commuters and provide greater interest between the sub-centres.
  - Potentially some residential uses at upper levels.
  - Replacement of existing car parking and additional car parking within the development either below ground level, above ground level or to the rear of development (away from streets, pedestrian paths and pedestrian spaces).
  - Potential development bridging across the rail line, providing a continuous built form across the rail line at the third and fourth storeys.
- Integrate the Arndale Centre with the heart of the Town Centre (Main Street), by improving the built form and land use address to Mount Dandenong Road and the Civic precinct. This would make better use of the land and assist in filling the gap between this sub-centre and Main Street, linking to the civic and community precinct.
- Encourage increased activity between Main Street and the Arndale Centre, including further community facilities and higher density or mixed use residential development. Any new development along the Mount Dandenong Road frontage of the Civic Precinct and the Arndale Centre should abut the front property boundary and provide active frontages onto the Primary Pedestrian Network route along this frontage.
- Recognise and strengthen the individual roles of the three sub-centres while creating a unified Town Centre. The existing and recommended future roles of the sub-centres, and the Town Centre as a whole, are as follows:

#### ***Croydon Town Centre (incorporating the three sub-centres)***

<b>Existing Role</b>	<b>Recommended Future Role</b>
Currently operates as three distinct sub-centres with a limited amount of crossover of customers of the Arndale Centre and Croydon Market Shopping Centre to Main Street to access banks and non-convenience stores.	<ul style="list-style-type: none"> <li>• Achieve an integrated Town Centre which operates as a single Major Activity Centre focussed around a strong transport hub, and less as three distinct neighbourhood centres.</li> <li>• Encourage more frequent crossovers between the Arndale Centre and Main Street, and between the Croydon Market Shopping Centre and Main Street. Increased activity levels and improved accessibility between each sub-centre would encourage this.</li> <li>• There is limited potential for additional retail floorspace due to the role of the Town Centre and competition from larger centres nearby. The Croydon Town Centre has an opportunity to provide a retail and commercial alternative that is more community oriented, convenient and does not have the congestion and other issues associated with its larger competitors.</li> </ul>

### **Main Street Shopping Centre**

#### **Existing Role**

The traditional 'heart' of the Town Centre, with a 'main-street' style shopping centre role. Includes banks, a large number of specialty stores, cafes/restaurants, a cinema, offices, medical centres, real estate offices, supermarket.

#### **Recommended Future Role**

- Consolidate this role, with banks, outdoor eating, basic convenience shops and encourage more specialty retail.
- Encourage increased crossovers of customers between Main Street and both the Croydon Market Shopping Centre and Arndale Centre.
- Strengthen as a community focal point of the Town Centre.
- Concentrate of further residential and office uses above shops to support the primary retail function of this commercial core.

### **Croydon Market Shopping Centre**

#### **Existing Role**

Undercover chain shopping centre with additional stand alone supermarket and undercover market, generally serving the residential area to the north of the rail line. Provides for day to day shopping needs (supermarket, food stores, indoor fresh food market), clothing and discount stores, and additional supermarket within car park. Croydon Market draws customers from a broader area (Sundays and Mondays).

#### **Recommended Future Role**

- Maintain the convenience shopping role, consolidating any further retail closer to Main Street and promoting crossover of customers between these centres.
- Upgrade the market building, or redevelop the existing market site with mixed use development, in the event the market closes.

### **Arndale Centre**

#### **Existing Role**

Stand alone shopping centre primarily serving day to day shopping needs of residents south of the rail line. Provides convenience shopping and a range of specialty stores, with Safeway as the major anchor.

#### **Recommended Future Role**

- Maintain the convenience shopping role and provide improved links to the core retail and mixed use function of Main Street.
- Provide additional activity in between Main Street and the Arndale Centre, such as through promoting more intense land use and development along this frontage. This will include opportunities for new mixed use development along the Mount Dandenong Road frontage of the existing Arndale Centre car park, while maintaining pedestrian accessibility through any new development, particularly between the Mount Dandenong Road and Civic Square intersection and the retail area.
- Avoid expansion of the specialty retail function of the Arndale Centre or expansion of the retail floor area. There may be some future role for office development above the retail uses and in new mixed use development.



### Actions

- Prepare an amendment to the Maroondah Planning Scheme to introduce the Objectives and the applicable Strategies into the Local Planning Policy Framework.
- In partnership with the trader and business association, integrate the Strategies above into a future marketing and investment strategy, including:
  - Promote the qualities of Croydon including the three sub-centres, as a strong point of difference between Croydon and other centres in the region.
  - Promote the opportunities of the Town Centre overall, including its smaller scale convenience, and village atmosphere.
  - Promote opportunities for a mixed use development of the railway station, in partnership with VicTrack and public transport operators.
  - Encourage the three sub-centres to fulfil their individual roles whilst contributing to creating an integrated town centre.
  - Encourage development adjoining pedestrian routes between the three sub-centres.
- Explore opportunities in collaboration with the owners and operators of the Croydon Market Shopping Centre for the centre to fulfil its Recommended Future Role described above, and to provide an address and active uses fronting Kent Avenue and Wicklow Avenue. This would make better use of the land and assist in filling the gap between this sub-centre and Main Street.
- In partnership with the Department of Infrastructure, Connex, VicTrack and in consultation with adjoining land owners, improve pedestrian links over the rail line to better integrate Main Street with Croydon Market Shopping Centre and to assist in revitalising the northern end of Main Street. A new, more direct at-grade link should be provided between the eastern end of the station platform and the existing crossing further east, to provide direct access (a continuous, accessible path of travel) between Main Street and Kent Avenue (refer to the Access map for further details).
- Work in partnership with Connex and VicTrack to explore and promote opportunities for mixed use development around the station on VicTrack land.
- Explore opportunities in collaboration with the owners and operators of the Arndale Centre to fulfil the Recommended Future Role described above, and to create a future mixed use precinct fronting Mount Dandenong Road. This should incorporate active mixed use development (but no further retail development) along these road frontages, with car parking to the rear and above or below street level, and direct pedestrian access between Mount Dandenong Road (particularly at its intersection with Civic Square) and the existing retail area.

## Housing opportunities

*One of Croydon's strongest attributes is the diversity of people who live in the area. The community is ageing and household sizes are getting smaller, so in order to meet the needs of residents in the future, a greater diversity of housing types must be provided. This should include housing for different family types, age groups and levels of mobility. Ensuring a supply of affordable and accessible housing will also be important, and Council can play a role in identifying appropriate sites, advocating to the State Government and affordable housing providers, and working in partnership with providers to facilitate provision.*

*As a Major Activity Centre, Croydon will become an increasingly important focus for shops, recreation and services. This future growth will see many opportunities to introduce new housing into the Town Centre, as well as the surrounding residential areas, to take advantage of Croydon's wide range of activities and good access to sustainable transport modes. This would also help to provide more housing choice for its diverse population, increase the activity on the street in the Town Centre, boost trade and ultimately reduce dependence on the car.*

### Objectives

To encourage the development of additional dwellings and apartments in the Town Centre and increase the number of people living in the Town Centre.

To encourage new housing in and around the Town Centre that increases the range of housing choice.

### Strategies



- Increase housing opportunities in the Town Centre in line with the Eastern Regional Housing Statement.
- Increase the range of housing provided in the Town Centre so that all family types, age groups, levels of mobility and affordability are accommodated.
- Ensure that new multi-dwelling developments provide a range of dwelling sizes, with an emphasis on providing an adequate number of smaller and/or more affordable dwellings.
- Encourage the development of student housing in the Town Centre.
- Support the strategic direction of Maroondah's Neighbourhood Character Study which identifies existing residential areas near the Town Centre as the focus for additional housing (refer to *Housing Opportunity Areas* on the *Activities* map).
- Support the strategic direction of Maroondah's Neighbourhood Character Study to protect the existing low scale character of Character Areas 9, 10 and 11 (refer to *Incremental Change Residential* on the *Activities* map) by allowing only incremental change in these areas and focussing higher density housing elsewhere in the Town Centre.
- Maximise the many opportunities for shop top housing in Main Street, by encouraging:
  - Conversion of unused floorspace above ground level retail uses into dwellings.
  - Construction of upper levels above existing single storey retail or office uses.
  - Redevelopment of lower scale or poor quality buildings with multi-level buildings, incorporating shop-top housing or apartments above.
- Within the Town Centre, encourage mixed use developments in key locations with commercial development at ground level and housing above.

### Actions

- Prepare an amendment to the Maroondah Planning Scheme to introduce the Objectives and the applicable Strategies into the Local Planning Policy Framework.
- Investigate the potential for key sites to provide additional housing including:
  - Redevelopment of the station and its car park.
  - Other non Council-owned surface car parks at the rear of shops that could be redeveloped for mixed use or higher density residential.
  - The market site within the Croydon Market Shopping Centre, as a mixed use development, if the market use on the site closes.
  - The old tile factory site (industrial land) on Lusher Road overlooking Town Park.
  - Parts of the light industrial area to the east of Main Street (potential mixed use development).
  - The mixed use area fronting Mount Dandenong Road, opposite Main Street.
  - Sites on the northern side of Hewish Road overlooking Croydon Park.
- Prepare an amendment to the Maroondah Planning Scheme to rezone land described above, to enable the construction of housing within residential or mixed use development, when this is deemed appropriate.
- Develop a marketing and investment strategy to promote opportunities for shop top housing and mixed use development with housing at upper levels.
- Explore opportunities for the provision of affordable housing and student housing in the Town Centre through identifying appropriate sites, advocating to the State Government for improved supply, developing partnerships with Housing Associations and private sector providers, and working in collaboration with Swinburne TAFE to identify student needs.
- Continue to implement the Maroondah Neighbourhood Character Study through Clause 22.03 Maroondah Residential Neighbourhood Character Policy, to protect character in Incremental Change Residential areas in and around the Town Centre, and to direct housing into Housing Opportunity Areas.

### The role of Swinburne TAFE within the Town Centre

*Swinburne TAFE is an important part of the life and activity of the Town Centre. The Croydon campus is marketed as the 'youth gateway' for Swinburne and many of the students are from the local area. Swinburne TAFE has worked with local businesses to tailor some of the courses to meet their specific training needs and this type of proactive partnership between Swinburne TAFE and the local community could be expanded. Interaction and interrelationship between Swinburne TAFE and the Town Centre could also be further enhanced by both physical and organisational changes. There is potential for the Town Centre to offer the student population a greater range of housing, shops, services and facilities and to profit from the activity that students could bring to Croydon.*

#### Objective

To maximise the role that Swinburne TAFE plays in the life and activity of the Town Centre.

#### Strategies

- Foster partnership arrangements between Swinburne TAFE and the Council to:
  - encourage increased student usage of local facilities such as the open space, sporting grounds and the Leisure Centre.



- encourage the expansion of the services and use of facilities of Swinburne TAFE to more people of Croydon, such as use of the campus car park on weekends or increased short courses or activities that are open to the broader community after business hours.
- Improve north-south links between the station and Swinburne TAFE.

#### Actions

- Construct improved pedestrian paths through Town Park along key north-south desire lines, providing a more direct link from Main Street and Hewish Road to Norton Road and Swinburne TAFE.
- Install traffic calming devices and on-road bike lanes in Norton Road, providing a bike connection from Jesmond Road to Mount Dandenong Road (proposed under the 2006-2007 capital works program).
- Further develop a partnership between Council and Swinburne TAFE and explore cooperative approaches to increase involvement of the community in TAFE activities and programs, and increase involvement of students in local community life.
- In collaboration with the trader and business association for the Town Centre, explore and promote opportunities for locating Swinburne TAFE activities within the business areas (e.g. use of the cinema as a lecture space and for social functions for students, use of shop fronts within the Town Centre for temporary or permanent student activities such as exhibitions).

### Physical infrastructure needs

*The study area is fully serviced by water, gas, sewer, telecommunications and power, and there are no current infrastructure enhancement programs for these services. The capacity of existing services to cater for future demand, as foreseen by this Structure Plan, would be assessed on a case-by-case basis, but it is considered that existing infrastructure is likely to be adequate to meet future demand. Any improvements are likely to be infrastructure renewals rather than augmentation.*

*A review of Councils' Road Management Plan shows that 60% of Councils roads were constructed between 1969 and 1979. Concrete footpaths and concrete kerb and channel have a similar construction age to road pavements. As most road and footpath infrastructure is 25 to 35 years old, there may be a need to upgrade key elements to support desired outcomes arising from the Structure Plan.*

*In new developments and where new road infrastructure is required, Water Sensitive Urban Design principles should be used to reduce the impact of stormwater on the drainage infrastructure and to make better use of water before it is discharged off site.*

#### Objective

To ensure physical infrastructure is provided and renewed over time to meet increased future activity levels within the Town Centre.

#### Strategies

- Ensure that new development provides a contribution for infrastructure improvements and renewals where the development will result in increased intensity of land use and offsite activity.
- Within new development and where roads, car parks and footpaths need to be provided or replaced, encourage the use of Water Sensitive Urban Design techniques to reduce the impact of stormwater on the local drainage network and waterways, and make better use of stormwater as a resource. This would include, for example:
  - Use of porous paving and reducing the extent of hard paving, where possible.



- Collection and on-site reuse of stormwater for landscaping, toilet and laundry use.
- Installation of bio-retention basins and sediment traps in new car parks.
- Use of rollover kerbs or swale drains in new streets and driveways.

For further details refer to the WSUD principles set out in Chapter 5 of *Urban Stormwater: Best Practice Environmental Management Guidelines* (CSIRO, 1998).

#### Actions

- Investigate the feasibility of seeking a developer contribution for upgrading the capacity and/or quality of existing infrastructure. If appropriate, a potential Development Contributions Plan could be implemented through a Development Contributions Plan Overlay in the Maroondah Planning Scheme.
- Where major new developments are proposed within the Town Centre, negotiate with developers to ensure they provide streetscape improvements or make a financial contribution towards upgrading local services or open spaces to provide a net benefit to the broader community.
- Negotiate with developers to integrate WSUD initiatives into new development, particularly where a large increase in site coverage is proposed.





## Built Form

### BUILT FORM GOAL:

*Enhance the activity and local identity of Croydon through high quality, innovative building design*

Community Feedback showed that people value the 'village feel' of the Town Centre, the views to the mountains and the low scale of buildings, but that some areas may be suited to higher built form. Specifically, the community told us:

- Potential to open up shops to front onto the parkland at the rear.
- Shops should be opened up onto car parks – make these spaces more attractive and safe.
- Provide new housing in shop tops or by subdividing existing residential areas.
- New buildings should be in character with the 'village feel' of Croydon.
- The remodelling of the building occupied by Phoenix is a good example.
- Renovate and refurbish run-down buildings.
- Clean up back views onto car parks.
- Walk-throughs are unsightly and unsafe.
- Clean up and unify appearance of buildings facing the rail and station and make the approach safer.
- Preserve the character: trees, village atmosphere, historical continuity from past to present to future.
- The Esanda bank is an important heritage building.
- Heritage significance is in a series of different buildings.
- People don't see the tops of the shops - should look at them from other side of street and appreciate.
- Avoid wholesale demolition.
- Active street frontages (eg. cafes, outdoor eating) are positive.

The **Built Form** theme responds to this feedback and seeks to provide for an attractive and distinctive built environment, achieving a positive urban image reflecting the valued elements and landscape setting of the area, identifying appropriate building scale for different parts of the Town Centre, protecting principle views to the Dandenong Ranges and Wicklow Ridgeline, protecting heritage buildings, parklands, and setting guidelines for development in residential areas.

## Supporting the activity of the Town Centre

*The Town Centre is the focus of a diverse range of activities for the local area of Croydon and beyond. The future will see the various roles of the Town Centre expanding or consolidating, and the design of buildings and street spaces of the Town Centre must respond to its changing role. The form of buildings and the streetscapes and the spaces around them, are key elements in the attractiveness and success of the Town Centre.*

### Objective

To create an attractive and distinctive built environment that supports the range of activities of the Town Centre.

### Strategies

- Define important streets and spaces in the Town Centre with buildings that are designed to reflect the role and image of the precinct. (Detailed guidelines are provided in *Precincts and Key Sites*.)

- Ensure that there is an efficient use of space within the Town Centre by maximising the built form potential for each site, in accordance with the guidelines under *Precincts and Key Sites*, in particular:
  - Encourage new development, or upper storey additions to existing buildings, to maximise potential floor areas by reaching the allowed building height.
  - Limit the amount of site area used for surface car parking, where possible.
  - Improve the appearance of existing non Council-owned car parks and promote more efficient use, through landscaping in the short term and development in the longer term (incorporating public car spaces within the development).
- In the design of new buildings or extensions, identify and respect any sensitive interfaces, such as residential areas, parklands or heritage buildings.
- Ensure that signage associated with shops and businesses is attractive and does not dominate buildings, streetscapes or vistas, or detract from or block key views.

#### Actions

- Prepare an amendment to the Maroondah Planning Scheme to introduce the Objectives and the applicable Strategies into a new schedule to the Design and Development Overlay, and where applicable into the Local Planning Policy Framework.
- Promote opportunities and facilitate the redevelopment or redesign of non Council-owned surface car parks within the Town Centre to improve the appearance of these areas, provide new built form or landscaping in the Town Centre and make better use of the space (while retaining an adequate number of public car parking spaces). Refer to the Built Form and Access Maps for car park locations and details of car parks with long term redevelopment potential.
- Require applications for new development to include a comprehensive site analysis and design response exercise to establish how the design of the building achieves the Objectives of the Structure Plan.
- Develop an advertising signage policy for the Town Centre in consultation with the trader and business association. The policy and guidelines or controls should then be incorporated into the Maroondah Planning Scheme via an amendment to the Local Planning Policy Framework or the Design and Development Overlay for the Town Centre. Alternatively, a municipal-wide advertising signage policy could be developed, to provide guidance across all Activity Centres, industrial and commercial areas in Maroondah.

### Croydon's local identity

*Located near the base of the Dandenong Ranges, Croydon has a unique outer eastern suburban setting. The views to the mountains and surrounding tree canopy, the low scale of the buildings and a relaxed atmosphere create the highly valued 'village feel' of the Town Centre. The Wicklow Ridgeline rises sharply to the north-west of the Town Centre, and its dense tree canopy provides a further important natural backdrop to the urban area, creating a sense of enclosure and making a significant contribution to the character and identity of the Town Centre. Heritage buildings and other reminders of the past, such as the stone gates of Croydon Park and the Croydon Community School, are located throughout the Town Centre and are important local landmarks.*

*However, the image of the Town Centre is in need of improvement in a number of places. Currently there are many streets and buildings that have a run-down appearance or are perceived by the public to be unsafe, especially at night. Several buildings on key sites have a poor design quality and detract from the streetscape image. Additionally, buildings at the rear of the shopping centres form unsatisfactory edges to the parklands and the station. Large expanses of surface car parks are often an inefficient use of space in the Town Centre and are unattractive.*

### Objectives

To create a positive urban image for each part of the Town Centre through the design of buildings and spaces.

To retain those elements of Croydon's character that are highly valued, while allowing for innovative new development that embraces local identity and promotes a significantly improved urban environment.

To reflect Croydon's landscape setting in the Town Centre.

### Strategies



- Ensure that new buildings are of a high architectural standard and contribute positively to the local character of the Town Centre. Look to local landmark buildings and the natural setting of Croydon for inspiration in architectural design.
- Maintain the 'village feel' of Croydon through appropriate siting of higher scale buildings and protection of key viewlines.
- Ensure all buildings adjoining pedestrian spaces or the parklands are designed to make a positive contribution to these public areas. Particularly encourage the upgrading of the rear of buildings that adjoin these spaces.
- Foster the unique identity of the different parts of the Town Centre through architectural and landscape design responses that address the specific character of each area.
- Ensure that signage to promote the Town Centre and assist with way finding is coordinated, attractive and builds on the local identity.
- Detailed design elements should address the following:

#### *The frontage quality of buildings:*

- Buildings should be designed to create a sense of human scale and interest in the streetscape with articulated facades, fenestration, parapet treatments, a range of materials and other detailing.
- Ensure that street facades are 'active': they are designed to include glazing (particularly in retail areas) that allows a visual connection between the building occupants and people on the street; entrances are accessed directly from principal street spaces; decorations or window displays are included to add interest at the street level.
- Along commercial frontages, particularly fronting the Primary Pedestrian Network of the Town Centre (refer to the Access map), design building frontages so that they contribute to creating a safe, attractive and comfortable pedestrian environment.
- Large expanses of blank facades at street level are to be avoided.
- In areas where narrow frontage widths are standard, such as in the retail areas, the appearance of long facades should be broken with vertical articulation, fenestration or variation in materials.
- Crossovers, garages or car park entrances should be kept to a minimum width and not dominate the street frontage of a building.
- Provide continuous weather protection along retail streets with verandahs or canopies.



- Design new buildings with the ground floor at street level (rather than being raised or lowered and necessitating ramp or staircase access).
- On large sites, consider the potential for pedestrian connectivity through the site. This could be achieved by providing two smaller buildings rather than one large building, enabling a pedestrian walk through to be created to link areas of interest. Alternatively, a larger building could incorporate pedestrian accessibility at ground level (beneath upper levels), which is either publicly accessible during business hours only or at all times of the day and night, such as is seen at the cinema building.

#### *Setbacks:*

- In most areas, a continuous frontage setback line should be established and maintained.
- In retail or business areas, buildings should be set up to the property line (front and most side boundaries), to create a well defined edge to the street space and a continuous built form.
- In mixed use areas, setbacks will vary according to the ground level uses. Where retail uses are provided at ground level in and around the existing retail areas, buildings should abut boundaries as above. Where offices or other business uses are provided at ground level, landscaped setback spaces should be provided to soften the built form.
- In other parts of the Town Centre, particularly in Housing Opportunity areas, a front and potentially a side setback is appropriate to provide adequate landscaping with canopy trees and understorey vegetation to soften and screen the development. Setbacks in these areas should be determined in accordance with ResCode.
- In Incremental Change residential areas, setbacks should be determined in accordance with ResCode, the Maroondah Neighbourhood Character Study and Clause 22.03 Maroondah Residential Neighbourhood Character Policy in the Maroondah Planning Scheme.
- In all areas, ensure that within front landscape setback areas, paving and/or car parking is kept to a minimum (this should be located to the rear, at basement level or above ground level).

#### **Actions**

- Prepare an amendment to the Maroondah Planning Scheme to introduce the Objectives and the applicable Strategies into a new schedule to the Design and Development Overlay (DDO), and where applicable into the Local Planning Policy Framework. Through the DDO schedule, establish requirements for detailed design elements for:
  - Building design
  - Active frontages
  - Weather protection
  - Setbacks.
- Work with developers to ensure that the detailed design elements described under Strategies above for 'The frontage quality of buildings' and 'Setbacks' are integrated into new developments.
- Develop educative material or provide pre-application advice to developers and applicants to assist in implementing the design Objectives and Strategies that protect the local identity of Croydon.
- Develop a coordinated signage policy for promotional and directional signage for the Town Centre in consultation with the trader and business association. The policy and guidelines or controls should then be implemented through Council's works program and incorporated into the Maroondah Planning Scheme via an amendment to the Local Planning Policy Framework or the Design and Development Overlay for the Town Centre.

## Establishing building scale

*The Town Centre has a low scale of built form, with most buildings either single or double storey. Only the cinema and Croydon Market are of a higher scale. Prime locations, such as Main Street, the station and the Arndale Centre, comprise of many (or entirely) single storey buildings. As a result, the street spaces in Croydon generally have an 'open' appearance, due to the low scale buildings and wide road reserves.*

*The community feedback has shown that while people value the low scale 'village feel' of the Town Centre, some areas may be suited to higher built form. Increasing the scale of development in appropriate parts of the Town Centre has a number of important benefits, including a more efficient use of space, greater definition of key sites and spaces and increased street activity.*

*Opportunities for higher scale or landmark buildings within the Town Centre have been identified. These are areas or sites that are the focus of activity, form entry points to the Town Centre, have strong potential as landmark sites within the Town Centre, or provide opportunities to consolidate existing activity through more efficient use of space. In all instances, building scale will be determined by assessment against the objective, standards and detailed design requirements set out below.*

### Objective

To establish an appropriate building scale for each part of the Town Centre that maximises use of available land within the Town Centre, while retaining a highly valued 'village feel'.

### Strategies



- Establish a maximum building height of four storeys above natural ground level for the Town Centre.
- Cluster higher scale building form in the nominated locations of the Town Centre and retain the characteristic low scale of the surrounding residential areas.
- Encourage higher scale buildings in appropriate locations of up to four storeys above natural ground level to:
  - Emphasise the entry points to the Town Centre at the key intersections of Main Street and Mount Dandenong Road, Hewish Road, and Croydon Road and Coolstore Road.
  - Encourage the development of landmark buildings at key intersection sites in Main Street and in Hewish Road as indicated on the Built Form Map, to assist in emphasising some of the key entry points, the Town Centre focal point and opportunity sites. Landmark buildings should draw on and interpret the valued character of the Town Centre, using innovative and high quality design that assists in defining the street space, rather than providing imposing or visually dominant built form that is out of context with the current or preferred future character of the area.
  - Establish the station as a commuter and activity hub within the Town Centre.
  - Maximise the opportunity to develop the Market site with higher scale built form that sits comfortably against the elevated ground of adjacent sites to the rear and provides long range views to the mountains.
  - Within the housing opportunity areas (shown on the Activities map), facilitate residential consolidation by encouraging buildings up to 4 storeys above natural ground level.



- Elsewhere in the Town Centre, provide opportunities for an incremental increase in building scale to:
  - Within the retail areas of Main Street and the Arndale Centre, encourage upward additions to buildings or new buildings that are two-three storeys at the street frontage (with a fourth storey possible along Main Street if set back from street frontages and largely concealed from view), to make more efficient use of available land and create a stronger definition to these spaces.
  - Encourage mixed use or residential development on sites adjacent to the large open space areas of up to three storeys at the street frontage, with a fourth storey set back and largely concealed from view from the street.
  - Encourage mixed use development of three storeys (with a possible fourth storey if set back and largely concealed from view from the street) in the industrial/commercial area around Lacey Street.
  - Encourage new residential development on the old tile factory site in Lusher Road of two-three storeys.
- Ensure that higher scale buildings (3 to 4 storeys) are designed to:
  - Retain principal public views to the Dandenong Ranges and Wicklow Ridgeline that are an important part of Croydon's character. This would include providing articulated building forms with spaces between buildings at upper levels, to ensure views are retained between buildings.
  - Alternatively, in appropriate locations, buildings can be designed to frame these views or provide new viewing opportunities.
  - Maintain the amenity of adjoining properties in terms of overlooking or overshadowing.
  - Respect the scale and form of buildings of identified heritage significance.
  - Adopt a lower, transitional scale where adjoining sites with a sensitive interface, including open spaces, residential areas and sites of identified heritage significance.

The *Built Form* map shows the designated heights for each part of the Town Centre. The detailed design objectives for each are included in the *Precincts and Key Sites* section of this report.

#### Actions

- Prepare a schedule to the Design and Development Overlay (DDO) to implement the building scale strategies, and an amendment to introduce this new control into the Maroondah Planning Scheme. The DDO Schedule should establish:
  - Preferred height limits for buildings throughout the Town Centre (as shown on the Built Form map)
  - Building scale (including relationship to adjoining land).

Where applicable, introduce Objectives and Strategies into the Local Planning Policy Framework.

## Views to the Dandenong Ranges and Wicklow Ridgeline

*The views to the Dandenong Ranges and the surrounding elevated residential areas on the Wicklow Ridgeline are important points of reference from the Town Centre.*

*Open views to both the mountains and the Wicklow Ridgeline are a prominent feature of Croydon Park and Town Park. Views from within the Town Centre are less dominant, and often screened by the close range buildings and trees. However, from parts of the Town Centre, framed views are afforded, and it is important that these are retained or enhanced with new viewing opportunities.*

### Objective

To protect principal views towards the Dandenong Ranges and the Wicklow Ridgeline from key public spaces and upper levels of private development on key sites within the Town Centre.

### Strategies



- Retain the key open views to the Dandenong Ranges and Wicklow Ridgeline from Croydon Park and Town Park by ensuring that development adjoining or opposite these spaces does not exceed 2-3 storeys at the frontage (shown as Park Interface on the Built Form map).
- Maximise the potential for open views across parkland and to the Dandenong Ranges from buildings along James Kerr Way and the rear of the Arndale Centre.
- Retain key public views available from the Town Centre and, where appropriate, use built form to frame these views, including:
  - Glimpses of the Croydon Park available from the seating area in Main Street at the end of Hewish Road, which is designated for a future Town Centre focal point. Future built form can assist in framing these views and emphasising the improved public space at this intersection.
  - Framed views towards the Wicklow Ridgeline along Hewish Road and Lacey Street.
  - Views from the Croydon Market Shopping Centre towards the Dandenong Ranges. New development on the Croydon Market site could include picture windows or terraces (including public/semi-public terraces) that are afforded expansive views of the Dandenong Ranges.
  - Views of the Dandenong Ranges and the Wicklow Ridgeline from the eastern edge of the Civic and Community Precinct. Provide additional opportunities for park users to enjoy these views from landscaped seating areas.
  - Views towards the Wicklow Ridgeline from the Arndale Centre and Town Park. Buildings on the Arndale site should be limited to three storeys to maintain this view.
- Ensure that buildings framing or edging these key views provide an articulated building form, including gaps between upper levels of buildings (third and fourth stories) and well-considered building profile, so that it does not detract from the view.
- Ensure that new development to the east of James Kerr Way does not exceed a three storey built form scale (preferably 2 storeys along the park frontage) to ensure that new development to the west of James Kerr Way can gain access to views across Croydon Park to the Dandenong Ranges from the fourth level of buildings.

### Actions

- Prepare a schedule to the Design and Development Overlay to limit building heights and require building articulation to protect or frame key identified public views to the Dandenong Ranges and Wicklow Ridgeline as outlined in the Strategies above, and prepare an amendment to introduce this new control into the Maroondah Planning Scheme.
- Work with developers and land owners to encourage the use of windows and outdoor terraces providing for views:
  - Across Croydon Park and Town Park to the Dandenong Ranges from private development along James Kerr Way and the rear of the Arndale Centre.
  - Towards the Dandenong Ranges from the Croydon Market Shopping Centre site.
  - From upper levels of development throughout the town centre.
- Introduce strategies into the Local Planning Policy Framework to protect key identified public views and promote opportunities for private views from upper levels of development.
- New development proposals for sites near the top of hills or ridgelines should provide viewshed analysis to demonstrate that key views from open space areas will be preserved. Building designs in these locations may require additional articulation to maintain views.

## Heritage buildings

*The Town Centre benefits from a number of heritage buildings that provide glimpses of the area's past and are important contributors to its character. This includes the former State Bank building and Art Deco era shops on Main Street, the Croydon Community School and the Maternal and Child Health Centre building on Mount Dandenong Road. There are also a number of significant dwellings located throughout the residential areas of Croydon.*

### Objective

To conserve and enhance heritage buildings within the Town Centre as a valued part of the local identity.

### Strategies

- Ensure that additions and alterations to heritage buildings, or development on sites adjacent to heritage buildings, are respectful of their design, appearance and significance, in accordance with Council's heritage policy and generally accepted conservation practise.
- Encourage creative re-use of heritage buildings that will see them enhanced, well utilised, maintained.

### Actions

- Introduce the Objective and Strategies into the Local Planning Policy Framework to provide for the protection of heritage places, including ensuring that adjoining development does not have an adverse affect on the integrity of the heritage place.
- Provide planning support and guidance to land owners and occupiers of heritage places in relation to maintenance, restoration, additions and creative use of these sites, to assist in ensuring their ongoing protection and use.
- Provide interpretive signage on heritage sites to increase awareness of the history and significance of these buildings.



## Buildings adjoining open spaces

*Croydon Park and Town Park are highly valued open spaces and a key attribute of the Town Centre. However, buildings adjoining the parklands are, in many places, of a poor quality and without any aspect to or connection with the open spaces. The long range, open views to the Dandenong Ranges and the Wicklow Ridgeline form a distinct backdrop to these spaces and built form around their perimeter must preserve these views.*

### Objective

To enhance the parklands of Croydon's Town Centre through high quality design, built form and landscaping around the perimeter of the spaces and the promotion of increased activity levels and interaction between public and private land uses.

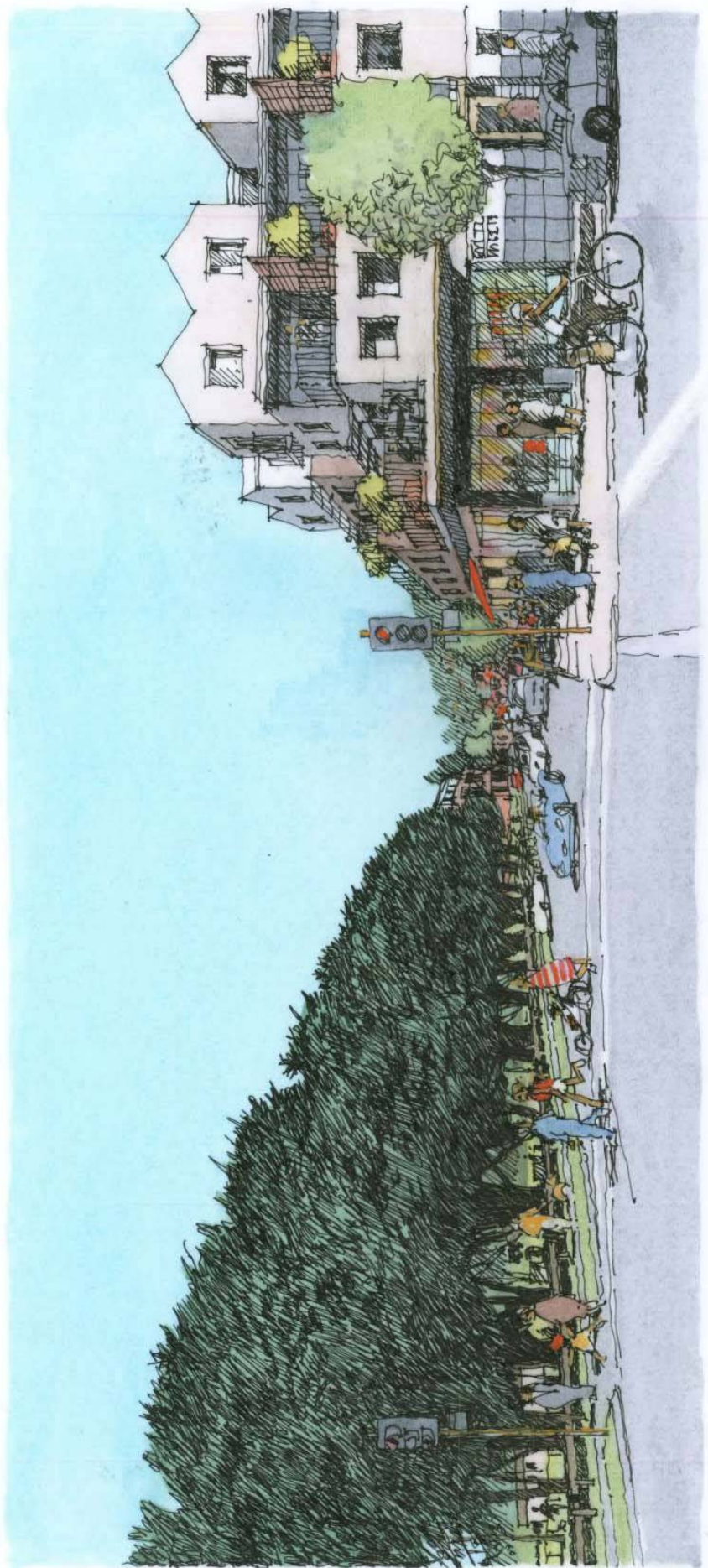
### Strategies



- Encourage new development, or refurbishment of existing buildings, that provides a high quality built form edge to the open spaces. This could include residential, mixed use or retail, depending on the particular location.
- Facilitate improved use of the open space by encouraging buildings that have direct pedestrian access or connect to clear pedestrian routes.
- Ensure buildings have a strong visual connection to the space with windows or terraces allowing views onto the space.
- Establish a stronger built form edge to the spaces through higher scale buildings of up to three storeys.
- Encourage shops and cafes (within appropriately zoned areas) that can better serve the users of the parklands.
- Improve the safety of the parklands by enabling passive surveillance from buildings that overlook the space and encourage increased pedestrian traffic.

### Actions

- Introduce the Objective and Strategies into new schedule to the Design and Development Overlay and the Local Planning Policy Framework where applicable to ensure that built form provides for the protection and enhancement of the open spaces and pedestrian areas throughout the Town Centre.
- Work with the trader and business association to promote opportunities for:
  - Shops and offices to front active uses onto open space and pedestrian routes, and
  - New or improved shops and cafes to serve open space users (in appropriately zoned land).
- Negotiate with developers to ensure that development adjoining or opposite open space and pedestrian areas provides:
  - Habitable room windows and outdoor terraces at ground and upper levels, to improve safety and perceptions of safety
  - A strong built form edge to these spaces, and
  - Active uses onto open spaces and pedestrian areas where appropriate.



**Hewish Road, looking west from Windsor Road**

New mixed use development will provide a high quality built form edge opposite Croydon Park, with 2-3 storeys at the street frontage and a possible fourth storey set back and well articulated. Balconies and windows of upper level apartments will offer views and opportunities for passive surveillance of Croydon Park, increasing the safety of this open space. Cafes at ground level will provide for park users, offices and the nearby industrial area.



## Residential design

*Many opportunities for new housing in the Town Centre have been identified. This includes new residential development in housing opportunity areas, mixed use development with apartments above shops or offices, shop top housing along Main Street and residential development on the former tile factory site.*

### Objectives

To provide a range of new housing opportunities within Croydon that offer a high standard of amenity, close to the activity of the Town Centre.

To protect neighbourhood character in surrounding residential areas.

### Strategies

*Higher density housing within the Town Centre and housing opportunity areas:*



- Ensure dwellings have a street address, even when located above shops. In larger developments, include as many entrances as possible to provide dwellings with a sense of address and to activate the street space. Avoid sharing entrances to residences with shops or businesses.
- Encourage the provision of outdoor areas in higher density development in the form of balconies, roof terraces, small private gardens or larger communal open space areas. These will also offer a 'street presence' at the upper levels of the building and improve surveillance and safety of the street.
- In addition, site open space areas to maximise views of the Dandenong Ranges, Wicklow Ridgeline or Croydon Park.
- In mixed use development, provide active ground level frontages for office or retail uses, with residences above.
- Locate and orient buildings to minimise adverse amenity impacts from adjoining uses, such as shops or cafes. Provide adequate acoustic insulation in mixed use developments or those near other uses where noise may occur.
- On sites adjoining established residential areas, offer a transitional scale of building form and include adequate landscaping along this interface.
- Re-use of industrial sites for residential uses will require environmental audits.

*Incremental Change Residential Areas:*

- Refer to Clause 22.03 Maroondah Residential Neighbourhood Character Policy and the Maroondah Neighbourhood Character Study for detailed guidance as to the form and design of residential dwellings.
- Maintain existing frontage setbacks and pattern of dwelling spacing within the street.
- Retain existing large canopy trees wherever possible, or require the planting of replacement canopy trees to frame buildings.
- Provide adequate space for substantial landscaping in all new developments.
- Reflect the predominant building scale of the street.

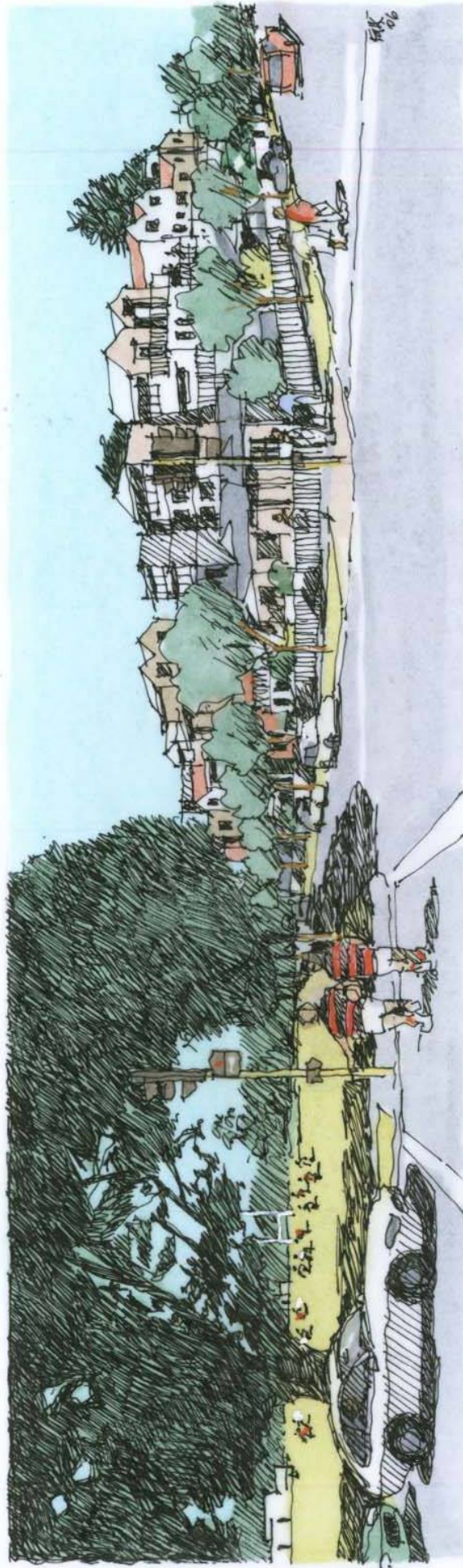
*All residential development:*

- In multi-dwelling development, avoid small setback spaces between units. Share walls where possible to consolidate open space areas on the site and create larger areas for landscaping.



### Actions

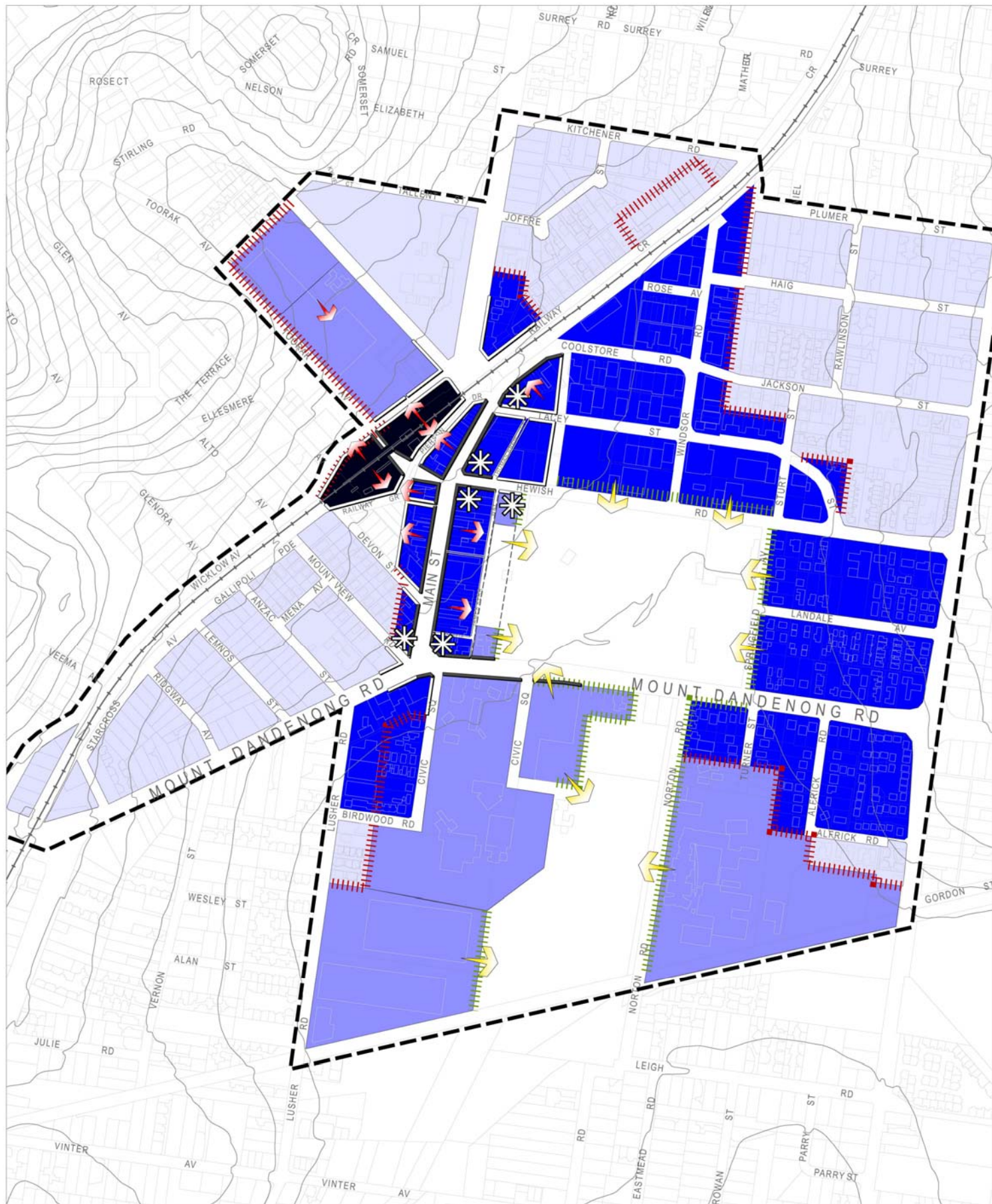
- Prepare an amendment to the Maroondah Planning Scheme to introduce the Objectives and the applicable Strategies into a new schedule to the Design and Development Overlay (DDO), and where applicable into the Local Planning Policy Framework. Through the DDO schedule, establish requirements and guidelines for:
  - Dwelling entrances
  - Transitional scale of development adjoining Incremental Change Residential areas.
  - Designing to mitigate of amenity impacts from adjoining land uses.
  - Siting and provision of open space and landscaping.
- Continue to implement the Maroondah Neighbourhood Character Study through Clause 22.03 Maroondah Residential Neighbourhood Character Policy, to protect character in Incremental Change Residential areas in and around the Town Centre, and to direct housing into Housing Opportunity Areas.
- Investigate the need for an Environmental Audit Overlay to be applied to industrial land that is proposed for more sensitive uses, including housing. This should occur in any identified potential rezoning of land from industrial to Residential 1 Zone or Mixed Use Zone.



**Mount Dandenong Road, looking north along Springfield Avenue**

*The Housing Opportunity Area to the east of Croydon Park will gradually be redeveloped at a higher density, with townhouses and apartments of up to four storeys. Landscaped setbacks will soften the built form edge opposite the park, but still provide for passive surveillance of the open space. Views across Croydon Park towards Wicklow Ridgeline will be available from upper levels and balconies.*





- Buildings built to front boundary
- Buildings built to front boundary and Weather protection
- Residential interface
- Park interface
- Existing built form
- Landmark sites
- Maximum height of 2 storeys
- Maximum height of 3 storeys with a 2 storey street interface
- Maximum height of 4 storeys with a 2-3 storey street interface
- Maximum height of 4 storeys with a 3 storey street interface
- Opportunities for views from private land
- Opportunities for views from upper levels of development

## Built Form

### Croydon Town Centre Structure Plan

date | Jul / 06 revision | 03 client | Maroondah City Council



Metres 50 100 150 200

plan i'sphere



## Spaces

### SPACES GOAL:

**Create safer and more vibrant streets and spaces for people to enjoy**

Community Feedback showed that people want spaces in the Town Centre that are attractive, inviting and safe to walk through in both the day and evening. The parklands and recreation facilities of Town Centre are highly valued and must be retained (and improved as necessary) for community use. Specifically, the community told us:

- *Preserve the 'village feel' and friendliness.*
- *The trees, lamp posts and paving along Main Street highlight the 'old world' charm and character of the shopping strip.*
- *The rural feel of the Croydon Market with its trees and sheltered walkways.*
- *Many walk-throughs have a very untidy appearance with graffiti and rubbish.*
- *The rear of the shops and industrial buildings facing the car park and parklands are unsightly.*
- *Shops should be opened up onto car parks to make these spaces more attractive and safe.*
- *Better lighting and a safer environment.*
- *The trees and views to the mountains are valued.*
- *New buildings should be in character with the 'village feel' of Croydon.*
- *Renovate and refurbish run-down buildings.*
- *Preserve the parkland and ovals that surround the Town Centre.*
- *Explore potential to open up shops onto the parkland at the rear.*

The **Spaces** theme responds to this feedback and seeks to address issues associated with public space and streetscape design within the Town Centre and the improvement of surrounding parklands. This includes initiatives to improve safety in public spaces through "Crime Prevention Through Environmental Design" initiatives.

### Streets and pedestrian spaces

*A strong attribute of the Town Centre is its many different types of streets and spaces. Main Street is a traditional strip shopping centre and provides the primary activity space in the Town Centre. The Croydon Market Shopping Centre and the Arndale Centre provide stand alone shopping facilities with internalised or undercover pedestrian spaces. The station is also very busy but is essentially a transit space.*

*The extensive parklands surrounding the Town Centre are a unique feature of Croydon and could be better integrated as a part of the Town Centre, and improved to take advantage of the spectacular backdrop provided by the Dandenong Ranges and the Wicklow Ridgeline.*

## Objectives

To build on the existing attributes of the Town Centre and create streets and spaces that are attractive, vibrant and safe during the daytime and in the evening.

To foster the distinct landscape qualities of the Town Centre – the parklands with mountain views, the leafy residential areas, the ‘hard urban edges’ of the commercial areas and the station – to provide a range of public spaces and contrasting landscape qualities throughout the Town Centre.

To utilise streetscape treatments to project an overall, unified image for the pedestrian spaces within the Town Centre.

## Strategies



- Ensure that street spaces in the Town Centre have high levels of amenity, especially for pedestrians, including increased seating and opportunities to stop.
- Create a safe, vibrant and attractive new open space area within the Town Centre in Main Street to increase the provision of urban style public open space and provide a community focal point.
- Ensure that the range of public domain treatments and signage is coordinated to assist in orientation and way-finding around the Town Centre.
- Ensure that street trading, outdoor dining and signage is positioned to provide access for all in compliance with the Disability Discrimination Act (1992).
- Integrate further thematic public art into the streetscape to build on the local identity of the Town Centre, increase the sense of community and create opportunities for local artists and community groups.
- Recognise and protect the significant contribution that street trees make to the quality of street and pedestrian spaces, particularly in Main Street, and increase tree planting throughout the Town Centre as required.
- Utilise further street tree planting in public areas of the Town Centre to enhance the appearance and improve the visual and physical amenity of streets.
- Create more vibrant urban spaces by encouraging active frontages onto streets, laneways and walk throughs, public spaces and car parks, particularly on:
  - Buildings fronting Main Street.
  - New mixed use developments, particularly those at key intersections and entry points to the Town Centre.
  - Any new development around the station.
  - The Market site.
  - Buildings adjoining parklands.

(Refer to the *Built Form* theme for further details)

- Encourage existing premises and require new premises within commercial areas to provide continuous verandahs to give weather protection to pedestrians and improve the amenity of the streets, particularly along the Main Street frontages and the Primary Pedestrian Network.
- Improve the appearance, safety and sanitation of service lanes to provide improved amenity for pedestrians.
- Provide consistent street furniture and manage street trading to support public activity and social interaction in the street.
- Ensure that adequate public facilities (such as toilets, drinking fountains, baby change facilities) are provided in accessible locations, with coordinated signage used to advise pedestrians of their location.

- Improve the quality of spaces and create stronger pedestrian links within the Community and Civic Precinct.

#### Actions

- Prepare an amendment to the Maroondah Planning Scheme to introduce the Objectives and the applicable Strategies into a new schedule to the Design and Development Overlay (DDO), and where applicable into the Local Planning Policy Framework.
- Maintain and improve street spaces throughout the Town Centre on an ongoing basis, in accordance with the identified streetscape themes (see below).
- Provide additional seating throughout the Town Centre, particularly in key areas of activity and along key pedestrian paths.
- As the opportunity arises, acquire land between to the north-west of the intersection of Main Street and Hewish Road and the station to create a new public open space area and community focal point for the Town Centre. This should include an improved plaza space and a major pedestrian path linking through to the station. Develop the space with specific design treatments, landscaping, lighting and interpretive public art, with an emphasis on ensuring safety during both the day and evening. Opportunities should therefore be taken to front active commercial and community uses onto this space with extended operating hours, and encourage overlooking from new residential developments (including balconies and habitable room windows) above ground level on either side of the space. An amendment to rezone land for public purposes should be carried out following acquisition of the land.
- Finalise and implement the Maroondah Footpath Trading Policy within the Croydon Town Centre, ensuring existing outdoor dining and trading is DDA compliant, and encouraging further outdoor dining where appropriate.
- Develop a coordinated range of public domain treatments (including safe, non-slip pavements) and signage, and ensure that streetscape works carried out by private developers adhere to these standards.
- Develop a public art theme for the Town Centre in consultation with local artists and the broader community, to build on the existing identity and sense of community. The Croydon Partners mosaic project and the recent public art installation at the intersection of Main Street and Hewish Road provide a positive starting point for this work.
- Engage local artists to contribute to developing the image of the Town Centre, through permanent and temporary art installations and organised or informal activities.
- Provide additional street trees in the town centre, building on and strengthening the existing street tree plantings, in accordance with the recommended Streetscape/Landscape Improvements and Theme outlined below.
- Work with the trader and business association to encourage property owners within Main Street to improve the appearance, safety and sanitation of the rear of shops fronting Main Street, and investigate opportunities for the provision of incentives.
- In the short term, improve signage to public facilities to increase awareness of their location. In the short to medium term, undertake an audit of existing public facilities, their usage and the adequacy of these facilities to meet the needs of visitors to the Town Centre (including accessibility, location and safety).
- Prepare a co-ordinated urban design strategy for the Community and Civic Precinct to rationalise the buildings in the area, improve the quality of its spaces and create stronger connections to Main Street and the Arndale Centre.



- Improve the amenity and ease of movement in pedestrian spaces, in particular:
  - Provide generous seating, drinking fountains, litter and recycling bins.
  - Review the number, type, quality and placement of furniture to ensure that the Town Centre has adequate, attractive, comfortable and safe places to sit and interact.
  - Maintain footpaths in good condition.
  - Upgrade street lighting, particularly in pedestrian walk throughs and car parks.
  - Examine ways to reduce signage clutter.
  - Provide shelter at bus stops with cantilever canopies attached to buildings rather than with free-standing shelters where possible (provided that compliance with the Disability Discrimination Act is able to be achieved). A comprehensive bus shelter strategy needs to be developed by Council to ensure consistency and uniformity, through the municipality, of shelter design types.
  - Maintain existing street trees and undertake infill planting where appropriate to create tree lined streets.
- Explore opportunities for new or improved open space areas within the Town Centre, such as:
  - Corner of Lacey Street and Main Street: potential to provide widened footpath with seating (would also increase pedestrian safety by slowing turning vehicles at this intersection). However, any improvements at this intersection need to be considered in the context of potential measures to facilitate bus movements.
  - Between the station and Main Street: widened walk through and enlarged space at Town Centre focal point at the intersection of Main Street and Hewish Road. This treatment could be incorporated with a review of the entire Town Centre area to possibly incorporate improved traffic calming infrastructure such as coloured and raised pavements at pedestrian crossing points and paths thereby providing a consistent and recognisable approach.
  - Croydon Market Shopping Centre: provide additional seating and potentially enlarge the area at the front (south) of the shopping centre, providing a public space with views to the Dandenong Ranges.
  - Arndale Centre: potentially widen footpath at the south-east corner of the shopping centre frontage to provide seating area with views to Wicklow Ridgeline.
- Utilise Water Sensitive Urban Design principles where possible in the creation of new spaces or in improvements to existing spaces within the Town Centre, including the use of:
  - Porous pavements to enable increased infiltration of rainwater.
  - Bio-retention basins and swale drains where possible to retain runoff on site, reduce flood peaks and the strain on drainage infrastructure, and allow increased infiltration to landscaped areas and groundwater.
  - Water storage in larger sites for reuse of rainwater and runoff for landscaping purposes.
  - Litter and sediment filtration traps in larger sites to improve the quality of water entering the stormwater system.
  - Use of plants with low water requirements in landscaped areas, with a particular emphasis on indigenous and native species.
  - Other techniques as set out in Chapter 5 of Urban Stormwater: Best Practice Environmental Management Guidelines (CSIRO, 1998).

- Utilise a landscaping and streetscaping theme to enhance the distinct sub-centres as well as to unify the sub-centres as a single integrated Town Centre, as follows:

***Croydon Town Centre (incorporating the three sub-centres)***

<b>Existing Streetscape/Landscape Style</b>	<b>Recommended Streetscape/Landscape Improvements and Theme</b>
<p>There is currently a distinct landscape style in each sub-centre, as well as a distinct break in the 'urban' landscaping and streetscape treatments in between each of the three sub-centres. The formal row of Ash trees planted in median in Mount Dandenong Road assists in 'announcing' the Town Centre, and contrasts with the median planting east and west of the Town Centre which comprises predominantly informally spaced Eucalypts.</p>	<ul style="list-style-type: none"> <li>• Unify the Town Centre by creating improved pedestrian and vehicular linkages, providing high quality and consistent 'urban' style pavement treatment across the whole centre to draw people along designated pedestrian paths (prioritising the replacement of existing residential style concrete pavements and nature strips).</li> <li>• Build on the distinct landscape character of each separate sub-centre, and blend the different landscape styles of each sub-centre in the areas between each (i.e. merge the native and informal streetscapes of the Arndale Centre and the Croydon Market Shopping Centre into the more formal and exotic streetscapes of Main Street).</li> <li>• In between the sub-centres there are also greater opportunities to introduce Water Sensitive Urban Design initiatives, where hard paved areas do not need to be as extensive. Similarly, blend the 'urban' style streetscape themes into the surrounding residential, parkland and industrial areas.</li> <li>• Provide consistent street furniture throughout the Town Centre to assist in creating a unified centre.</li> </ul>

### Main Street Shopping Centre

Existing Streetscape/Landscape Style	Recommended Streetscape/Landscape Improvements and Theme
<p>Medium sized Gleditsia trees in Main Street and some side streets and walk throughs within the commercial area, alternate trees planted at intersection of Hewish Road (demarcating focal point for Town Centre).</p> <p>Red brick paving with some seating areas with alternate clinker type paving. Concrete in some side streets in varying conditions.</p> <p>Occasional planting of low shrubs around trees, otherwise rubber infiltration blankets provided around tree bases (coloured to match paving).</p> <p>Decorative light poles used.</p>	<ul style="list-style-type: none"> <li>Continue the strong tree planting theme by infilling with same species where gaps exist or trees need to be replaced.</li> <li>Provide alternate tree species and paving style at new seating areas, particularly at the town focal point at the intersection of Hewish Road to distinguish town 'spaces' from footpaths and streets.</li> <li>Improve footpath surfaces in some side streets and walk throughs, and match with existing pavement theme (or could use colour matched concrete/ bitumen with paver detail to reduce cost).</li> <li>Continue to provide low shrubs (up to 0.6 metres) around the base of trees away from high pedestrian movement areas and adjoining pedestrian barriers to soften the landscape, define public 'spaces' and to reduce hard surfaces and allow runoff to infiltrate. This could commence where rubber matting around trees is lifting.</li> <li>Further tree planting in the Station car park, particularly adjacent to the toilet block and rail sub-station, to soften and screen these blank walls (continue to use bare trunked trees, with low shrubs and groundcovers in feature landscaping).</li> <li>Encourage Water Sensitive Urban Design Treatments within the Station car park.</li> </ul>

### Croydon Market Shopping Centre

Existing Streetscape/Landscape Style	Recommended Streetscape/Landscape Improvements and Theme
<p>Medium and some larger sized Eucalypts (mixed) set within the parking lot and along street reserves.</p> <p>Recent landscaping of low shrubs, groundcovers and Eucalypts around new Aldi Store.</p> <p>Small paved area at the front of the shopping centre to the south.</p>	<ul style="list-style-type: none"> <li>Some further trees could be provided in the southern part of the car park, particularly around the new Aldi store to screen blank walls (in the longer term active frontages should be provided to car parks and streets).</li> <li>Improve pedestrian access across car park from pedestrian crossings leading from the station.</li> <li>Potentially enlarge and improve the area at the southern end of the shopping centre with seating and landscaping.</li> </ul>



### Arndale Centre

#### Existing Streetscape/Landscape Style

Small to medium sized Eucalypts (Iron Bark) set within the parking lot, mixed larger Eucalypts along street reserve in Civic Square.

Red pavers along shop frontages with wide verandah.

#### Recommended Streetscape/Landscape Improvements and Theme

- Introduce more trees into the car park to further break up and soften the expanse of pavement and parked cars. Continue Eucalyptus theme. Avoid larger trees closer to the shops to reduce further shading of the darker areas under the verandahs (these would benefit from skylights).
- Provide low level landscaping with ground covers and low shrubs (preferably natives with low water requirements) around the perimeter of the car park and potentially outside verandahs next to some footpath areas.
- Improve pedestrian access across the car park, particularly from Main Street and the Civic Precinct.
- Potentially enlarge the pedestrian area at the south-east section of the shopping centre to provide an improved public space.
- Encourage Water Sensitive Urban Design Treatments within the car park.



#### **Town Centre Focal Point, looking north-west towards station**

A new public space will be created linking Main Street to the station and providing a community focal point in the heart of the Town Centre. Active commercial and community uses will front the space, with residential at upper levels overlooking the space to ensure it is vibrant and safe during the day and in the evening. Public art, landscaping, seating and canopy trees will complete the space.



## Access to and use of Croydon's parklands



*The Town Centre enjoys the benefits of its large areas of park land. The Croydon Park and the Town Park are of City wide significance for their sporting and leisure facilities which includes football ovals, the athletics track, Croydon Memorial Pool, skate park and playgrounds. In addition, there are smaller green spaces such as the lake in front of the Library. The park system links with shared pedestrian and bicycle paths to other nearby open spaces in the region.*

*At present most buildings established adjacent to the parklands are not well integrated with these spaces. There is potential for future development to be oriented toward the parklands to increase the activity and surveillance. Higher density residential developments alongside the parklands could also see increased use of the open space, and can play an important role in improving their safety. This would be particularly beneficial at the western and northern edges of Croydon Park and the western edge of Town Park.*

### Objective

To improve connectivity with the parklands, create new frontages for development and encourage increased usage of parklands.

### Strategies

- Continue to improve and upgrade Croydon's parklands, providing new areas for informal recreation within existing open space areas.
- Improve pedestrian links to the parklands from commercial and residential areas to increase their accessibility and use.
- Encourage new and existing buildings adjacent to parkland to create frontages onto the open space. This improved interaction between the buildings and the open space will provide for increased activity, passive surveillance and perceptions of safety in the parkland (refer to the next section for more details on improving safety).
- Encourage the redevelopment of key sites adjoining the west of Croydon Park with built form frontage of residential uses to the park and/or active built form frontage of commercial uses linking to pedestrian accessways through the space, to improve safety within the park and integration between the commercial areas and parklands. (Car parking should be provided beneath the development):
  - Shops and private car park to the west of Croydon Park fronting Hewish Road.
  - The petrol station to the south fronting Mount Dandenong Road.
  - Shops fronting the Council car park to the west side of James Kerr Way.
- Maintain the Croydon Memorial Pool in the short term and retain the site in public ownership in perpetuity.
- Ensure the ongoing provision of a skate park in the Town Centre as a focus for young people, maximising opportunities to integrate the facility with other areas of activity close to commercial areas.
- Support and implement the strategies and actions of the Maroondah Open Space Strategy 2005.
- Utilise Water Sensitive Urban Design principles where possible in improvements to parklands, as outlined above in Streets and pedestrian spaces.

### Actions

- Prepare an amendment to the Maroondah Planning Scheme to introduce the Objectives and the applicable Strategies into a new schedule to the Design and Development Overlay (DDO), and where applicable into the Local Planning Policy Framework.



- Working with the trader and business association, explore and promote opportunities for redevelopment of key sites adjoining the west side of Croydon Park (including the west side of James Kerr Way) to increase active frontages onto this space.
- In the short term, provide essential capital maintenance to the Croydon Memorial Pool and keep it open for public use. Reassess the future of the Croydon Memorial Pool following the completion of the new aquatic facility in Civic Square, and retain the Croydon Memorial Pool site in public ownership.
- In the short term maintain and enhance the skate park as a focus for young people, and provide ongoing support to the retention of a skate park facility close to the Town Centre. In the longer term, the future of the skate park and its location should be investigated in conjunction with the people who use it and youth service providers.
- Provide improved seating areas within Croydon Park and Town Park where prominent views of both the Dandenong Ranges and Wicklow Ridgeline are available, and ensure continued public access to these important points of reference within the Town Centre.
- Implement the strategies and actions of the Maroondah Open Space Strategy 2005 that apply within the Town Centre, in particular:
  - Enhance social / family recreation spaces
  - Develop a shared pathway along the Melbourne Water/ O'Shannassy Pipe Track
  - Provide improved connections between open spaces
  - Upgrade facilities in Croydon Park and Town Park, and
  - Establish partnerships with local schools to use the parklands.
- Explore opportunities to improve waterways, drains and wetland areas within parklands using Water Sensitive Urban Design principles to reintroduce more natural waterway ecosystems, to provide an improved environmental and open space function within the parklands.
- Explore opportunities for Swinburne TAFE to make better use of the parklands.

Further related Objectives, Strategies and Actions are included within the *Activities* theme, under "The social and community roles of the Town Centre".

## Safety of public spaces and streets

*The design and management of the physical environment can affect the incidence of crime. Safer by Design principles are ways in which communities and planners can examine and respond to the physical layout of urban environments, and attempt to minimise the occurrence and/or fear of crime in a particular area.*

*The physical design and management of places attempts to reduce the opportunities for crime by making it more difficult for offenders to commit them, whilst supporting desired behaviours and increasing the sense of safety for legitimate users.*

*There are currently many areas within the Town Centre where these principles could be applied to reduce crime and fear of crime, and promote increased usage during both the day and night. The design of buildings and the activities within and around buildings play a large role in creating safer streets and public spaces, so these should be referred to for further guidance on improving safety within the study area.*

## Objective

To improve safety including perceptions of safety in public spaces, streets, laneways and pedestrian walk throughs in the Town Centre via the application of Safer by Design principles.

## Strategies



- Reduce opportunities for crime and increase the safety and perception of safety of public spaces by ensuring that Safer by Design principles are applied in improvements to open space in commercial areas and development adjoining open space and pedestrian routes (as set out in the State Government's *Safer Design Guidelines for Victoria*). In particular:
  - Encourage active frontages and clear glazing facing onto public open space, parkland and pedestrian accessways at both ground level and upper levels to provide passive surveillance of the space.
  - Minimise areas of blank walls, obscured glazing and window coverings that restrict views between public space and commercial premises.
  - Avoid doorway alcoves, recessed areas and setbacks from frontages in commercial areas that provide opportunities for concealment adjacent to footpaths and public open space.
  - Ensure that landscaping enables clear views and minimises opportunities for concealment, by using ground covers and bare trunked trees in preference to shrubs in or near pedestrian routes and public open space areas.
  - Avoid creating dead ends or accessways with only one way in and out to reduce opportunities for entrapment.
  - Encourage passive surveillance and active uses adjoining areas where pedestrian movement can be predicted, particularly at either end of walk throughs.
  - Provide adequate lighting in accessways and public open space areas that are intended for night time use, especially in the commercial areas and pedestrian walk throughs.
  - Encourage uses within commercial areas, particularly adjoining public open space, that ensure a human presence and passive surveillance at all times of the day and night. Encouraging shop top housing, mixed use development and residential development to the rear of shops fronting Main Street would provide this round-the-clock activity.

(Refer to the *Built Form* theme for further details of how buildings can incorporate Safer by Design principles).

- Improve open car parks to make them more attractive while enhancing surveillance and community safety.
- Improve safety and perceptions of safety around Croydon Station.
- Rationalise and improve walk throughs, and encourage interaction between adjoining properties and the walk throughs between Main Street and the rear car parks, to increase their safety, vibrancy, amenity and attractiveness for pedestrians.
- Ensure that the enlarged public space at the community focal point to the west of the intersection of Main Street and Hewish Road incorporates a high level of Safer by Design principles to ensure that the space is safe both during the day and in the evening, particularly:
  - Adequate lighting.
  - Active uses adjoining the space on both sides, including after hours activities such as restaurants.

- Passive surveillance opportunities from both ground level and future residential development above ground level.
- Appropriate landscaping to ensure clear views.
- Clear linkages to the pedestrian crossing to the station and clear access path through the space (to ensure that the function of the existing walk through number 1 is maintained).

### Actions

- Prepare an amendment to the Maroondah Planning Scheme to introduce the Objectives and the applicable Strategies into a new schedule to the Design and Development Overlay (DDO), to build on and assist in implementing the Strategies for Safety under Clauses 12.05-2 and 19.03-2 of the State Planning Policy Framework. In addition, introduce Objectives and Strategies into the Local Planning Policy Framework where applicable.
- Work in collaboration with Victoria Police and the trader and business association to educate property owners and occupiers in business areas about Safer by Design principles, and encourage improvements that would result in increased safety and perceptions of safety discussed in Strategies above.
- Investigate opportunities for the provision of incentives or funding for the implementation of Safer by Design principles in existing retail, commercial and community buildings in the Town Centre, with priority given to problem areas adjoining primary pedestrian paths, open space, walkthroughs, laneways and car parks.
- Implement the recommendations of the *Safety and Security Audit (Designing OUT Crime) Croydon Shopping Centre*, Victoria Police 2004 and the *Safer By Design Audit of Community Facilities, Croydon*.
- Upgrade Council car parks and encourage improvements to privately owned car parks to increase safety, by including:
  - Additional planting of bare trunked trees and groundcovers to break up and soften the expanse of pavement whilst maintaining clear views.
  - Improved pedestrian accessways and legibility through the car parks, with increased priority given to pedestrians.
  - Upgrading of paving surfaces in some areas (e.g. gravel areas).
  - Additional lighting in key areas close to night time activities and key walk throughs.
- Work in partnership with Connex and nearby land owners and occupiers in the Town Centre to improve safety and perceptions of safety around Croydon Station.
- Negotiate with land owners adjoining the proposed public space at the intersection of Main Street and Hewish Road to achieve desired Safer by Design principles in the new space.
- Investigate opportunities to locate further Council or community facilities fronting onto the proposed public space at the intersection of Main Street and Hewish Road, and to achieve active frontages to the north of the space on adjoining Council owned land.
- Upgrade the walk throughs between Main Street and the rear car parks, prioritising walk through numbers 1, 2, and 7 for improvements and encouragement of night time use. For all retained walk throughs:
  - Promote increased activity, improved lighting and shelter where required to improve pedestrian amenity and safety.
  - Provide coordinated signage directing pedestrians to all walk throughs from both ends (for example, use a symbol and brightly coloured sign to signify walk through).



- Encourage property owners adjoining walk throughs and laneways to provide clear windows onto this space/accessway to activate the space, provide increased surveillance opportunities and give some sense of ownership of the space.
- Name the walk throughs to be retained which do not currently have names (drawing on historical names or involving the community in a place naming competition).
- Explore opportunities for public art installations in the walk throughs and laneways, such as murals which can discourage graffiti and provide a sense of community ownership of the space.

The role, condition and recommended action for each individual walk through and laneway is as follows (refer to number on map below):



#### Existing Walkthroughs

Croydon Town Centre Structure Plan

date | Feb / 06 revision | 01 client | Maroondah City Council



plān i'sphēre

### Existing Role and Condition

### Recommended Action

1. Main walk through access to station, bus stops and northern part of the station car park. Bright during the day (partially open to the sky). Partial weather protection. Fronted by shops along most of the length. Sign indicating walk through access to station, bus stops, car park and toilet. Pedestrian crossing provided to bus station at western end. Some shops and windows fronting space (although some are covered).

- Provide an enlarged space with improved and more direct visual and physical links between the Town Centre focal point (at the Corner of Hewish Road and Main Street) and the station (and across to Croydon Market Shopping Centre).
- In the short term provide increased lighting, particularly at the western end and adjoining car park and landscaped areas. Continuous weather protection should be provided, maintaining high levels of natural light.
- In the longer term, ensure that a high level of Safer by Design principles are incorporated into the space, as discussed above.
- Encourage traders to maximise views between shops and the walk through to increase safety.
- Improve sightlines for pedestrians and vehicles at the western end of the walk through (pedestrian crossing).

2. Provides walk through access between Main St and centre of the station car park and residential areas to the west. Clear views are provided through the walk through, and bare trunked Callistemon and Gleditsia Trees provide a softening effect without obscuring views, causing excess shading, or providing opportunities for concealment. Metal mesh fence at the south-west end provides further safety at this otherwise blind corner, although this is not repeated on the north-west corner where car park exists. Fronts of cars overhanging footpath at the western end of walk through reduces path width. Red brick pavers are provided to match the paving in Main Street. Some lighting provided under eave on southern side. Bench seat provided.

- Retain walk through and consider improving with additional lighting.
- Consider safety and accessibility improvements of the north-west interface with the car park, such as concrete kerbing offset from footpath to prevent parked cars overhanging walk through.
- Consider installing a small length of fence at the end of the north-west built form boundary to reduce opportunities for concealment (or other method).
- This walk through provides a good example of appropriate use of landscaping for this context.

3. Relatively narrow walk through with low level of lighting, providing walk through access to the central part of the station car park. Entry at the east end has fairly clear sightlines, with some opportunities for concealment at the western end. Patched concrete and bitumen surface. Some high windows along adjoining walls (mostly high with bars).

- Provide improved lighting. Replace paving to provide an even surface and to match Main Street. Improve sightlines and reduce opportunities for concealment at the western end onto the car park.

### Existing Role and Condition

### Recommended Action

**4.** Relatively narrow laneway providing access between Main Street and the southern part of the station car park. No lighting or weather protection provided. Paved with a combination of concrete, bitumen and coloured concrete pavers. Provides numerous opportunities for concealment and entrapment, with poor sightlines provided by discontinuous building and fence lines, car parking and poorly maintained rear yards fronting the car park. A thick row of trees at the north-western end of the walk through creates a dark pedestrian environment and creates opportunity for concealment.

- Dramatically improve this walk through as it has serious safety concerns. Given it is located midway between a much safer walk through and Devon Street, and is oriented parallel to Devon St (on a north-west to south-east axis) it does not provide a major increase in pedestrian accessibility compared to these two other options, therefore closure of the walkthrough could be considered if adequate improvements are unfeasible. If the walk through is retained, provide adequate lighting and encourage property owners to provide continuous building lines or fencing to increase safety.

**5.** Briens Lane: Predominantly used for vehicular access to James Kerr Way. Limited pedestrian use due to low level of attractors at eastern end. Glass bricks adjoin laneway to north.

- Encourage adjoining property owners to provide clear glazing onto this space.
- Consider need for increased lighting.

**6.** San Carlos Walk: Provides access between Main Street and the car park, tennis courts and Croydon Park to the east. Wide pedestrian space incorporating seating, low level landscaping and windows fronting the space. Good lighting is provided and the width and minimal obstacles enable clear viewlines. Well maintained with coloured concrete paving. Café deck at the rear, and pedestrian crossing over James Kerr Way add to the active pedestrian space. Some shelter provided along southern façade.

- This is a good example of a walk through with attractors at each end and space to stop within the space itself. Few improvements are needed. Improved weather protection could be provided, however this should not darken the space.
- Formalise pedestrian access through the car park east of James Kerr Way, providing a clear and direct link between Croydon Park and San Carlos Walk through to Main Street.

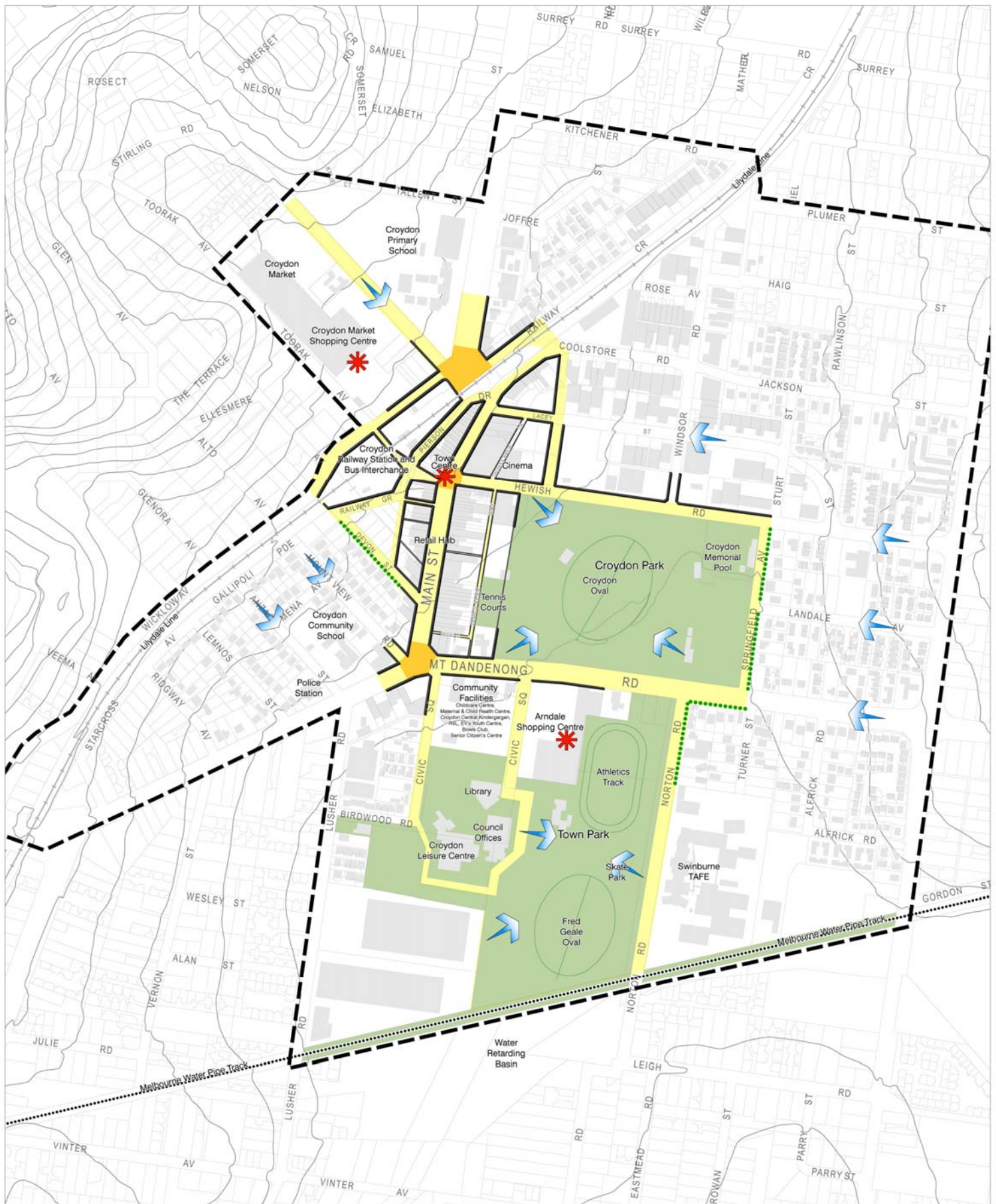
**7.** Provides access between Hewish Road and the car park, with cinema and shops fronting the space. Dark bricks, heavy bollards and low voltage lights create a dark space which detracts from the uses that front the space.

- Encourage property owners to brighten space by repainting in light colours and providing additional lighting.
- Improvements to raised garden beds at the rear of this walk through and improved sitting areas could create a greater sense of ownership of the space.

**8.** Access between the shops at the north end of Main Street and the car park to the south-east. Narrow pedestrian accessway with solid walls on either side. Some lighting provided. Some opportunities for concealment at the car park end where activity levels are lower, particularly at night.

- Improved lighting could be provided, and adjoining property owners should be encouraged to provide windows onto this space to improve safety. Alternatively, murals or other public art could brighten the space and create a greater sense of ownership.





- Pedestrian friendly streetscape
- Open space / recreation
- Existing buildings
- Key intersection
- Topography contours
- Built form to define public space
- Improved streetscape, street planting
- Proposed shared path / linear park
- Improve public space (seating etc)
- Key views to be protected

## Spaces

### Croydon Town Centre Structure Plan

date | Jul / 06
revision | 03
client | Maroondah City Council

**plān i s'phēre**

## Access

### ACCESS GOAL:

*Ensure ease of movement and access for all forms of transport, particularly pedestrians, cyclists and public transport*

Community Feedback indicated that movement around the Town Centre can be difficult for all forms of transport: by foot, bicycle, public transport and other vehicles. People would like to have better access to the Town Centre and to all forms of transport, in particular, improved pedestrian accessibility and public transport. Specifically, the community told us:

- *Public transport use should be increased and better facilities provided for travel such as information and weather protection.*
- *The transport interchange is unsightly and lacking connection with the Town Centre.*
- *Pedestrian routes and cycle tracks need to be defined.*
- *Explore the potential to relocate the rail crossing or to improve access over the rail line for pedestrians, cyclists and vehicles.*
- *Clean up car parks and provide better access from Main Street.*
- *Reduce bottlenecks at the level crossing and roundabouts.*
- *There is a lack of connection between the three shopping areas, particularly between Main Street and Croydon Market Shopping Centre over the rail line.*

The **Access** theme responds to this feedback and seeks to provide improved pedestrian and cyclist accessibility as a priority in the Town Centre, better integration of public transport infrastructure and improved service provision, improved accessibility for vehicular traffic and management of traffic in local streets, and provision of sufficient car parking that is not visually intrusive.

### Pedestrian and shared pathway accessibility

*Most trips to the Town Centre are currently undertaken by car, and movement around the Town Centre is difficult for all forms of transport. It is important to recognise that all those who arrive at the Town Centre by vehicle become pedestrians when they leave the vehicle and move around the area. Therefore, pedestrian access between the train station, bus stops and car parks and the Town Centre is important. Pedestrian crossings have been successfully integrated into the street design in many parts of the Town Centre, however there is a need to give greater priority to pedestrians, cyclists and public transport users to create a more accessible and vibrant Town Centre with improved amenity. Providing improved accessibility and facilities for cyclists is also important, in particular increased provision of bike racks within the Town Centre. Focussing on these transport modes will also promote more sustainable travel patterns.*

*Enhanced pedestrian links between the three sub-centres are also necessary to enable the Town Centre to operate as an integrated centre. Currently the movement of pedestrians between the sub-centres is constrained by their physical separation and by poorly defined pedestrian links. The rail line and Mount Dandenong Road also act as barriers to direct pedestrian movement.*



## Objectives

To improve accessibility for all forms of transport within the Town Centre, with pedestrians, cyclists and public transport users as the priority.

To link the three activity hubs of the Town Centre with high quality pedestrian and cycle routes that are direct, safe and easily identifiable.

## Strategies



- Give greater priority to pedestrian, cyclist and public transport movement within the Town Centre, in order to improve accessibility, reduce car trips, and improve street activity and amenity.
- Improve north-south pedestrian/cyclist links between Croydon Market Shopping Centre and Swinburne TAFE, connecting with the station, Main Street, Croydon Park and the Arndale Centre.
- Improve pedestrian links around Main Street, the Station and the Croydon Market Shopping Centre.
- Improve shared pathway links in and around Town Park and connecting to Main Street.
- Improve connections to the Principal Bicycle Network through Croydon Park and via walk throughs to the station.
- Improve pedestrian access from Main Street to Croydon Park via San Carlos Walk and an improved link through the car park.
- Ensure cyclist facilities are provided throughout the Town Centre, in particular:
  - Bicycle storage facilities at the station
  - Further bicycle racks throughout the Town Centre, particularly at key points of interest
  - Bicycle storage in new residential developments, and
  - Bicycle storage, showers and amenities in new commercial and civic developments.
- Ensure that formal and informal pedestrian crossings are progressively improved to achieve DDA compliance.

## Actions

- Prepare an amendment to the Maroondah Planning Scheme to introduce the relevant Objectives and Strategies into the Local Planning Policy Framework.
- Prepare a works program to progressively make formal and informal pedestrian crossings DDA compliant in accordance with legislated timeframes.

### *North-south links:*

- Construct a clearly defined north-south pedestrian/cyclist link through the Town Centre (effectively linking the Croydon Market Shopping Centre in the north to Swinburne TAFE in the south), as a vital part of integrating the functions of the three sub-centres. This pedestrian/cyclist link would see improved pedestrian crossings over the rail line and over Mount Dandenong Road, running via Main Street as well as Croydon Park, using the existing paths and providing some new paths through the parkland to provide more direct routes.
- Upgrade pedestrian paths through Croydon Park reserve to help define a more direct physical and visual connection between Hewish Road and the Arndale Centre, and linking to James Kerr Way.



- Consider improvements to pedestrian amenity across Mount Dandenong Road between Main Street and Civic Square, particularly in the vicinity of James Kerr Way and the Youth Centre (EV's), to discourage pedestrians crossing diagonally in this area instead of using the existing signalised crossings. Improved phasing and responsiveness of the existing facilities may need to be investigated, as well as the provision of a pedestrian crossing point on the east side of this intersection linking to Croydon Park.
- Provide a north-south pathway through Croydon Park linking the Civic Square pedestrian crossing and the Arndale Centre with an improved road and pedestrian link through the car park between Hewish Road and Coolstore Road. The creation of this pathway link would also serve to define the western edge to Croydon Park and improve pedestrian access to new development to the west which is proposed to front this space.
- Improve, link, and extend the existing pathways through Croydon Park to provide pedestrian accessibility along existing desire lines between Main Street and the Arndale Centre and Swinburne TAFE, to provide for a direct path of travel between these key points of interest.
- Construct a footpath along James Kerr Way that connects to the walk throughs from Main Street to the pathways of Croydon Park.

*Around Main Street, the Station and the Market:*

- Improve the links and walk throughs between Main Street and the rear car parks so that they are safer, direct and more inviting. Ensure that pedestrian pathways around and through the car parks are clearly marked and safe (refer to the *Spaces* theme for details on improving safety).
- Improve the vehicular, pedestrian, cyclist and public transport connection link between Croydon Market Shopping Centre and Main Street shopping strip. Consider removing parking on the west side of Kent Avenue and widening the footpath, particularly as new development and active uses begin to front onto this space. Substandard turning radius at the intersection of Kent Avenue and Wicklow Avenue necessitates redesign of this intersection to prevent kerb and footpath damage by large vehicles.
- Provide traffic calming treatments to increase pedestrian priority in Main Street and around the station, such as the raising of mid-block pedestrian crossings, and the use of raised and coloured pavement treatment between the station and Main Street.
- As a short term action, advocate to the Department of Infrastructure and Connex for the implementation of improved signage and surface conditions leading to the two unsignalised at grade pedestrian rail crossing crossings at the either end of the station platform (at the north end on Main Street and opposite Alto Avenue respectively). Progressively implement safety improvements as pedestrian activity increases at these crossings.
- As a longer term action, investigate options for an improved and more direct pedestrian access path across the rail line. Ideally this crossing would be located between the existing crossing east of the station, and the station platform.
- Continue with the current application for funding from the Department of Infrastructure for proposed improvements to the intersection of Main Street and Devon Street to reduce conflict between pedestrians and vehicular traffic.
- Construct a footpath along the south side of Wicklow Avenue from Alto Avenue to Croydon Station.
- Construct a footpath along the south side of the rail line, linking the station and bus interchange with Gallipoli Parade and an improved pedestrian crossing over the rail line to Alto Avenue.
- Extend the existing footpath from the north end of Main Street to the station. Currently the footpath terminates at a property boundary, forcing people onto the roadway. This may require localised carriageway narrowing.

- Implement a range of improvements to all existing pedestrian connections between Railway Crescent (around the station car park) and Main Street shopping precinct. Refer to the *Spaces* theme above for further details of recommended improvements to pedestrian walk throughs.
- Formalise pedestrian access through the car park east of James Kerr Way, providing a clear and direct link between Croydon Park and San Carlos Walk through to Main Street.

#### *Links around Town Park:*

- Establish a clearly-defined shared path to connect the existing shared paths in Town Park (that terminate at the south-east end of Civic Square) to Mount Dandenong Road. Currently pedestrians and cyclists moving through this area experience poor amenity and legibility and travel through a succession of parking areas.
- Establish a shared pathway along the Melbourne Water/O'Shannassy pipe track.

## Public transport facilities and services

*The Town Centre has the benefit of having developed around the station, which is now an important transport interchange for trains and buses and is seen as a key strength of the Town Centre. The most recent figures from the Department of Infrastructure indicate that in 2003 there were 4085 passengers using Croydon Station each day, and a high proportion of these train users interchange with local buses at Croydon. Continued improvements to the appearance, amenity and service provision at the station precinct could see it develop as a focus of activity in the heart of the Town Centre. Improved pedestrian links and integration with both Main Street and the Croydon Market Shopping Centre would also improve this role and result in public transport becoming a more attractive transport option.*

*Like walking and cycling, greater priority will need to be given to public transport infrastructure and service provision in the future to promote a shift to more sustainable transport choices. The rail line is currently operating at capacity during peak periods and increased services are constrained by the single track between Mooroolbark and Lilydale. Options to improve rail capacity in the longer term such as the duplication of this stretch of rail line will require collaboration with the State Government, VicTrack and Connex. Other options to further improve access over the rail line, such as providing additional or more direct pedestrian and road crossings will also need to be explored with these parties.*

*Eleven bus routes service the Town Centre (including a Nightrider Bus), linking Croydon to other centres including Ringwood, Knox City Shopping Centre, Lilydale, Chirnside Park, Boronia Railway Station, Olinda, Montrose, Monash University and the suburbs in between. The Nightrider bus provides a service linking the Melbourne CBD with Croydon, and this route also passes through Doncaster and Box Hill.*

*Interchange facilities from bus to rail at Croydon Station are considered fairly efficient. The bus terminals are located within reasonable proximity to the rail station's entrance, thus enabling quick interchange between modes. However, there is some opportunity for improvement to these interchange arrangements. Specifically, this may include provision of more shelter between the rail and bus terminals, and investigating the potential to relocate the bus terminals even closer to the rail station's entrance.*

## Objectives

To improve the public transport interchange and integrate it into the redevelopment of the station precinct, with the aim of promoting improved accessibility to and through the station.

To advocate for improved public transport service provision, timetable integration and infrastructure upgrades.

## Strategies

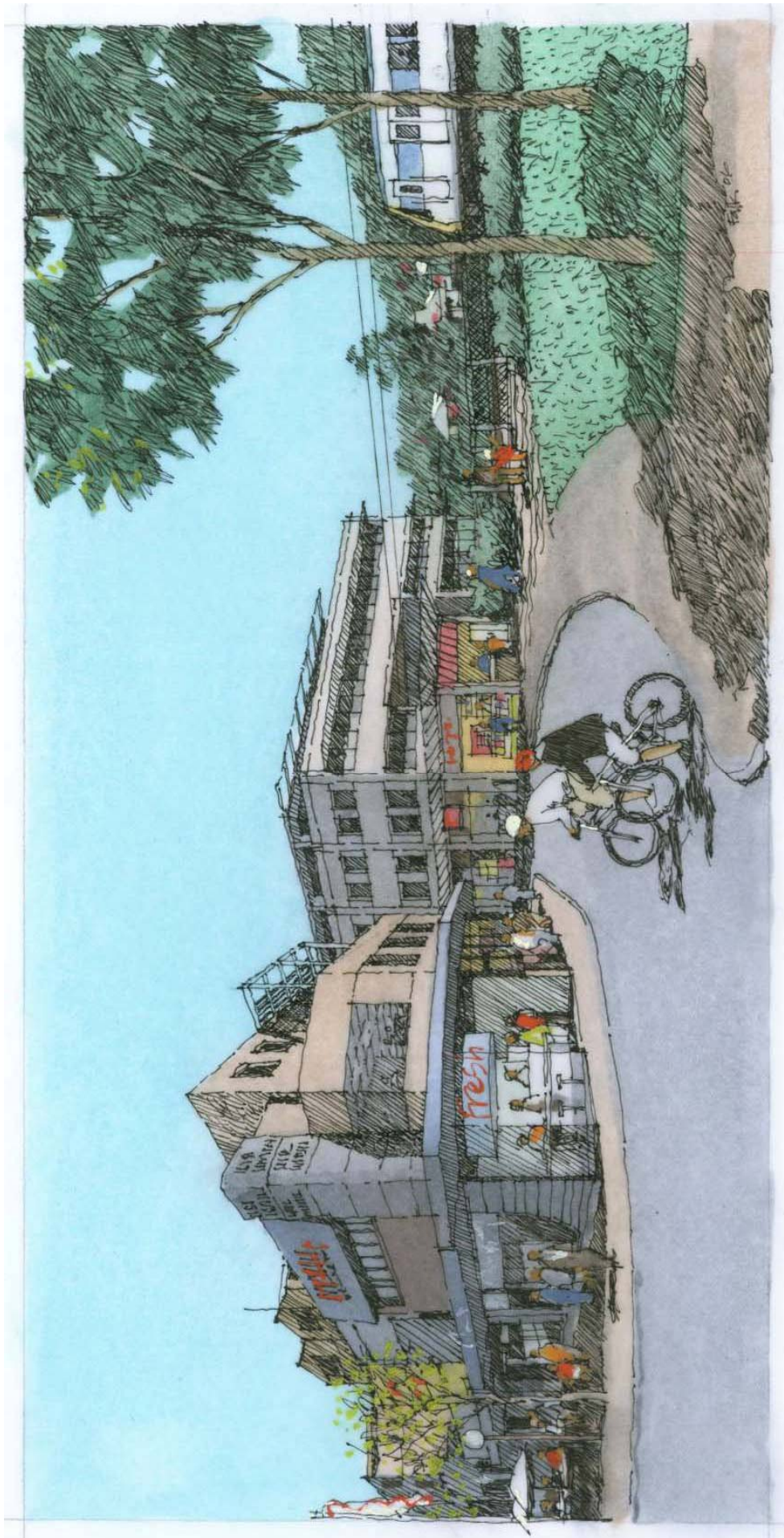


- Improve access over the rail line for pedestrians, cyclists and vehicles, including via improved level crossings.
- Improve the safety and amenity of the train station and bus interchange.
- Encourage the development of the station and associated car parks as an activity hub for the Town Centre, in order to make better use of this land and create a strong sense of place around the station.
- Ensure that bus movements and parking around the station are clear and efficient and minimise disturbance to pedestrians.
- Ensure that the levels of free commuter car parking and park and ride facilities are adequate to meet the current and future needs of public transport users.
- Improve shelter and the physical integration between the bus terminals and station entrances.

## Actions

- Prepare an amendment to the Maroondah Planning Scheme to introduce the relevant Objectives and Strategies into the Local Planning Policy Framework.
- Investigate options and advocate for improved access over the rail line, such as the creation of new/additional pedestrian and road crossings, as well as improvements to existing level crossings at the station and further north across the rail line from the intersection of Croydon Road, Kent Avenue, Wicklow Avenue and Coolstore Road to Main Street. Improvements could include new paving, wider gates, and more direct pedestrian paths to and from the crossings.
- In the short term, advocate to the Department of Infrastructure, Connex and bus operators for improved lighting, amenity and safety at the station and bus interchange.
- Advocate to the Department of Infrastructure, VicTrack and Connex for the development of the station as an activity hub in the Town Centre and consider how the land occupied by car parking surrounding the station could be used to introduce new activity and buildings to the Town Centre.
- Advocate to the Department of Infrastructure and bus operators for the rationalisation of the bus movement and parking around the station so that it is clear and efficient and has minimal disturbance of pedestrian movement.
- Advocate to Connex to ensure the ongoing availability of all free commuter car parking and park and ride facilities around the station at the current levels or greater.
- Investigate car parking needs for commuters at the station, and consider the allocation of additional parking spaces for all day commuter car parking.
- Advocate with the Department of Infrastructure and bus operators for improvements to the physical integration of the bus station with the entrances to the rail station, and improved shelter for passengers both at the bus terminals and between the bus terminals and the station entrances.





**Corner of Pierson Drive and Main Street, looking west**

The station land will be redeveloped as an activity hub built around the transport interchange, with a strong office focus, and convenience retail to serve public transport users. Car parking for commuters will be provided in basement levels and to the rear. Shops in Main Street will open up to front Pierson Drive, and a more direct pedestrian crossing over the rail line will link to the Croydon Market Shopping Centre.

## Traffic capacity and vehicular and on-road cyclist movements

*While most trips to the Town Centre are currently made by car, there is a need to shift the balance to provide greater priority to pedestrians, while also recognising the important role of the local and regional road network. The location of Main Street, off the main arterial road running through the Town Centre (Mount Dandenong Road), ensures that the impact of traffic on the pedestrian environment of the core shopping area is managed. The strong village feel of the Town Centre is therefore maintained without significant impacts on the arterial function of Mount Dandenong Road.*

*However, vehicular circulation through the Town Centre from north to south is difficult and for those unfamiliar with the Town Centre it is unclear how to navigate from Kent Avenue or Croydon Road into the heart of the Town Centre in Main Street. Despite these circulation difficulties, the capacity of the existing road network appears adequate to sustain likely future growth needs, however there will be a need to consider traffic management measures and other initiatives.*

### Objectives

To manage impacts of local and 'through' vehicular traffic on the pedestrian environment in the Town Centre.

To improve north-south visual and physical links for vehicular traffic across the rail line between the Croydon Market Shopping Centre and Main Street Centre, while moderating adverse impacts and maintaining pedestrian priority and amenity.

To increase cyclist accessibility through the provision of a network of on-road bicycle lanes to and through the Town Centre.

To manage traffic in local streets associated with increased activity in the Town Centre.

### Strategies



- Reduce vehicle speeds throughout the Town Centre to ensure increased pedestrian safety, amenity and priority.
- Improve pedestrian connectivity across busy roads.
- Utilise traffic calming techniques where necessary to slow vehicle speeds in key pedestrian areas and in local streets affected by high traffic volumes and speeds.
- Increase the extent of on-road bicycle lanes to improve accessibility through the Town Centre for cyclists.
- Improve traffic movements and pedestrian accessibility at key intersections of:
  - Kent Avenue, Wicklow Avenue, Croydon Road and Coolstore Road
  - Mount Dandenong Road, Springfield Road and Norton Road, and
  - Main Street and Devon Street.
- Improve vehicular access at the intersection of Main Street and Coolstore Road, including formalised access to Hewish Road along the eastern edge of car parks in Hewish Road and Lacey Street.

### Actions

- Prepare an amendment to the Maroondah Planning Scheme to introduce the relevant Objectives and Strategies into the Local Planning Policy Framework.
- Investigate and advocate for speed reduction and improvements to pedestrian connectivity and amenity along and across Mount Dandenong Road through the Town Centre.



- Apply a reduced speed limit (40 kilometres per hour) in key areas of high pedestrian and cyclist activity throughout the Town Centre. Consider use of electronic internally illuminated 40km/h speed signs where necessary to ensure easy recognition by motorists. In addition, investigate traffic calming techniques throughout the Town Centre that will encourage reduced speeds, such as raised pavement treatments at pedestrian crossings and raised and coloured pavement treatments at intersections.
- Advocate for the provision of bicycle lanes on Mount Dandenong Road (from Bayswater Road to Dorset Road as a minimum) to create a safer cycling environment in the area where the greatest concentration of civic, institutional and sporting facilities exists.
- Provide on-road bicycle lanes along Main Street from Coolstore Road to Mount Dandenong Road.
- Provide on-road bicycle lanes on Wicklow Avenue from Croydon Road to Mount Dandenong Road. Also continue the link across the rail line along Coolstore Road and Windsor Road to join Hewish Road.
- Provide on-road bicycle lanes on Hewish Road from Main Street to Dorset Road.
- Provide on-road bicycle lanes on Kent Avenue from Wicklow Avenue northwards to service the primary school and Croydon Market Shopping Centre, and investigate the need for bicycle lanes on Croydon Road, linking Croydon Secondary College with the Town Centre.
- Provide traffic calming devices and on-road bicycle lanes in Norton Road, creating a bicycle connection from Jesmond Road to Mount Dandenong Road (proposed under the 2006-2007 capital works program).
- Consider signalisation of Mount Dandenong Road and its intersections with Norton Road and Springfield Avenue in order to:
  - Assist pedestrian and vehicle movements to and from Swinburne TAFE
  - Link Croydon Park and the Arndale Centre, and
  - Address the occurrence of informal crossings that have been identified in this area .
- Pursue signalisation of the Kent Avenue, Wicklow Avenue, Croydon Road and Coolstore Road intersection. This treatment will replace the existing roundabout / channelisation arrangement and will help to simplify traffic movements, clarify priorities, and provide the opportunity to enhance pedestrian spaces.
- Undertake the proposed traffic and pedestrian accessibility improvements at the intersection of Main Street and Devon Street to improve sight lines for vehicular traffic and decrease potential for conflict with pedestrians.
- Monitor traffic levels in local streets associated with increased residential development and activity in the Town Centre. Implement traffic calming measures as appropriate and in consultation with the community, to maintain high levels of amenity and safety in local streets.
- In collaboration with affected and adjoining land owners, investigate opportunities for improving the intersection of Coolstore Road and Main Street, including providing formalised road access to Hewish Road, which could be achieved in conjunction with the development of adjoining car parks fronting this new street space.



## Car parking

*The Town Centre has substantial areas of car parking. In Main Street, angle car parking is provided at the street frontage, with parking lots also located to the rear of shops with pedestrian walk throughs and laneways linking to Main Street. There is some indication that car parking associated with the train station may overspill into some residential areas. In the Croydon Market Shopping Centre and the Arndale Centre, parking lots are located in front of the shops and act to further separate the three sub-centres of the Town Centre. Increased tree planting and landscaping in the short term can assist in breaking up and softening the parking lots, and in the long term the redevelopment of parking lots (with the car parking provided underneath or above) would reduce the dominance of car parking in the Town Centre and result in better utilisation of the land.*

### Objectives

To ensure sufficient car parking spaces with a high level of amenity and accessibility, while reducing the visual impact of car parking on the Town Centre.

To make better use of car parking areas while maintaining car parking provision.

### Strategies

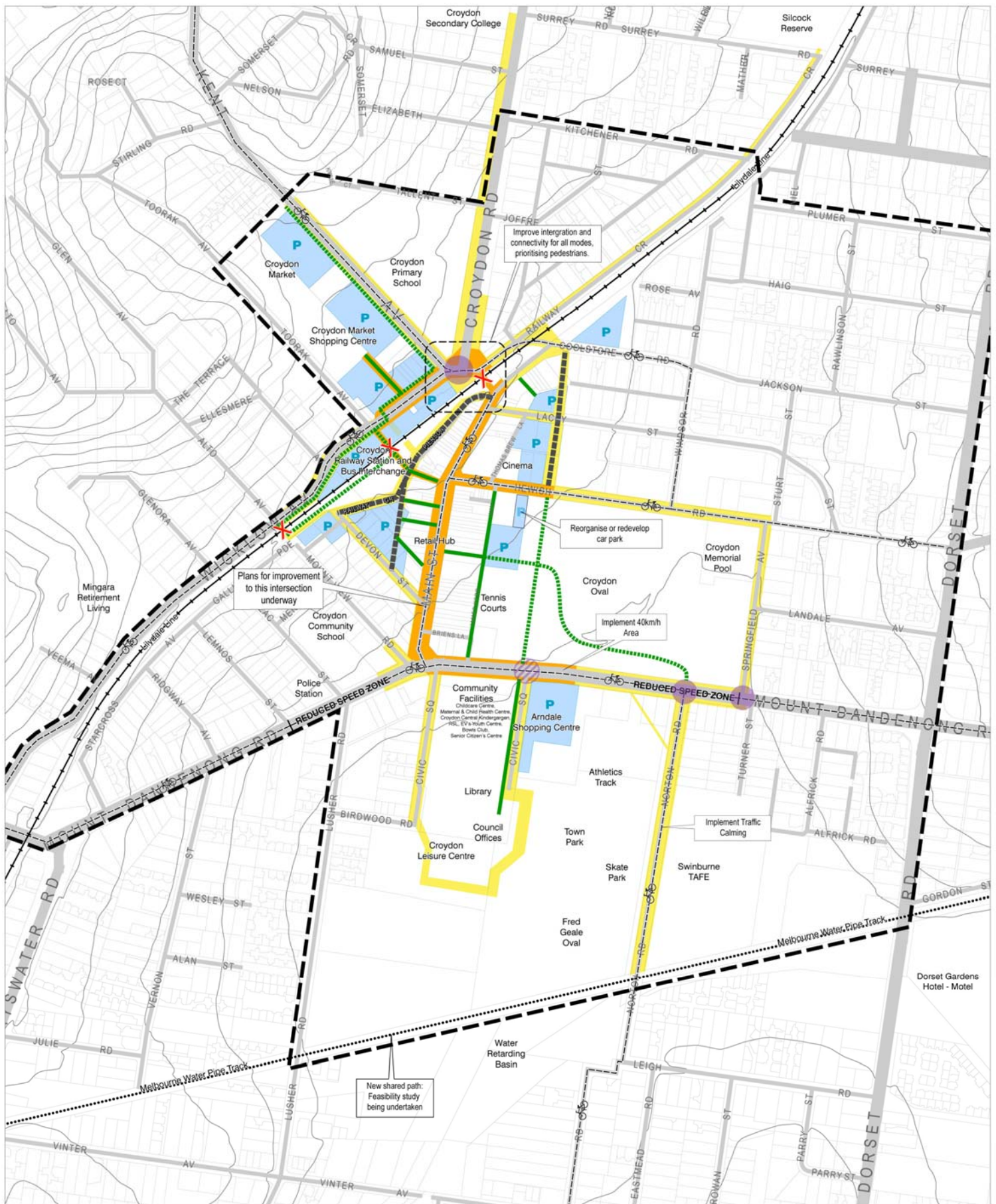
- Ensure that car parking provision is adequate to meet the current and future needs of Town Centre visitors, shoppers, employees and residents, while balancing the objectives of encouraging sustainable transport choices and reduced visual impact of car parking facilities.
- Reduce the impact of stormwater on the local drainage infrastructure and local waterways, improve water quality and provide for groundwater recharge through the use of Water Sensitive Urban Design principles in existing and new car parks.
- Improve the appearance and amenity of car parks with improved landscaping and safer and more legible pedestrian access.
- Reduce the visual dominance of non Council-owned car parking areas and promote a more efficient use of the land by encouraging their redevelopment with residential or mixed uses, and incorporating car parking underneath the development (or at upper levels). Existing car space numbers should be maintained, with additional parking also provided for new uses.
- Avoid any increase in ground level parking lots by incorporating new car parking into the building design, set back from building frontages to enable active frontages to be provided.
- Ensure bicycle parking and/or storage is provided in all new residential and commercial developments (see previous section for details).
- Manage the impact of parking overflow from the Town Centre into surrounding residential streets, particularly that associated with the proposed aquatic centre.

### Actions

- Prepare a schedule to the Design and Development overlay to require that new car parks within the Town Centre are incorporated into the design of new buildings (above or below ground or to the rear), and to encourage the redevelopment of non-Council owned car parks.
- Prepare an amendment to the Maroondah Planning Scheme to introduce the relevant Objectives and Strategies into the Local Planning Policy Framework.

- Conduct a car parking study to determine existing and likely future car parking needs (including disabled parking) and prepare a Parking Precinct Plan to implement its recommendations.
- Utilise Water Sensitive Urban Design objectives in the design and management of at grade car parks.
- In the short term, carry out landscaping improvements in car parks as discussed in the previous section, *Spaces*, and provide safer and more legible pedestrian access through car parks through the use of footpaths, pedestrian crossings and directional signage.
- Work in collaboration with land owners to explore and promote opportunities for the redevelopment of non Council-owned car parks throughout the Town Centre, while retaining the public car spaces within the redevelopment. In the longer term, explore opportunities and need for the redevelopment of Council owned car parks, in order to provide for new community, recreation and housing opportunities, to fill empty gaps in the Town Centre and to make better use of the land over the 30 year life of this Structure Plan, while retaining or improving car park provision.
- Investigate opportunities to provide parking dispensations in new residential and commercial development within the Town Centre, based on its high accessibility to public transport. Opportunities for reducing car parking may also be available where proponents can provide adequate justification of reduced need, such as a lower than average car ownership among the likely users (e.g. students, elderly) or through the preparation and implementation of green travel plans (e.g. for office/commercial uses).
- Monitor the car parking demand associated with the proposed aquatic centre, particularly any overflow of parking into surrounding streets. Consider the introduction of parking restrictions in these adjoining residential streets if required to protect residential amenity.





- Existing roads
- Improve road and pedestrian links
- Create / improve pedestrian link
- Primary / secondary pedestrian routes
- Create bicycle lanes
- Create shared pathway

- New / improved signalised intersection and pedestrian crossing
- Improve railway pedestrian crossing
- Existing car parks

Access

Croydon Town Centre Structure Plan

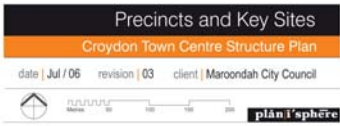
date | Jul / 06
revision | 03
client | Maroondah City Council

Metres 50 100 150 200

planisphere



This section of the Structure Plan provides additional guidelines for development and within the different precincts and key sites of the Town Centre. These guidelines are intended to assist in the implementation of the Objectives and Strategies under each theme, and should be read in conjunction with the remainder of the Structure Plan to ensure a complete understanding of what the Structure Plan is aiming to achieve.



## 1. Commercial and Retail areas

### 1a Main Street

- Retain Main Street as the traditional strip shopping centre at the heart of Croydon.
- In addition, maintain the role of Main Street as the commercial focus of Croydon, with its banks and other services, combined with specialty retailing.
- Achieve an integrated Town Centre which operates as a single Major Activity Centre focussed around Main Street and a strong transport hub, by improving accessibility and encouraging more frequent crossover between the Croydon Market Shopping Centre, the Arndale Centre and Main Street.
- There is limited potential for additional retail floorspace due to the role of the Town Centre and competition from larger centres nearby. Build on the opportunities of the Town Centre to provide an alternative retail and commercial offer that is more community oriented, convenient and does not have the congestion and other issues associated with its larger competitors.
- Develop new, or utilise existing, shop top spaces to expand the office provision of the Town Centre or to provide new apartment style dwellings.
- Establish Main Street as an activity hub that is an ideal location for after hours activity in the Town Centre, such as the cinema, new restaurants, bars or a small local pub.
- Revitalise the northern end of Main Street through the upgrading of the station, improved pedestrian links over the rail line and investigating redevelopment options for the car parking sites at the rear.
- In addition, the northern end of Main Street would be an ideal location for mixed use development to initiate its revitalisation. Apartments located above ground level retail spaces would greatly increase activity in this part of Main Street.

#### *Guidelines for new development:*

#### *Built form:*

- Establish a two-three storey streetwall height and continuous building line abutting front property boundaries along Main Street to provide a greater sense of enclosure and definition to this important street space, allow a better use of developed land in the heart of the Town Centre, and improve accessibility for those with a vision impairment or other physical disability. Encourage upwards extension of existing buildings or redevelopment.
- Allow an additional fourth storey, provided it is set back from the street frontage and largely concealed from view from the street.
- Sites at the corner of Mount Dandenong Road and Main Street could incorporate landmark buildings with a higher scale built form (up to four storeys set back from the street frontage) at the entrance to the Town Centre.
- Establish a continuous setback line with all buildings set up to the property frontage.
- Maintain the rhythm of small shopfronts along Main Street. On larger sites, use vertical articulation or fenestration to break up long expanses of wall.
- Ensure all buildings have active frontages and continuous weather protection along pedestrian spaces, while also ensuring compliance with the Disability Discrimination Act in terms of providing a footpath zone along the property frontage (in accordance with the draft Maroondah Footpath Trading Policy 2005).
- Improve the appearance and safety of the rear of properties that adjoin the station car park, James Kerr Way and the parklands. Investigate the potential for these shops to have double frontages giving direct access onto these spaces, so that



they also have inviting facades at both the front and the rear, are opened to activity and have clear and safe pedestrian access.

- Encourage buildings on the east side of Main Street to take advantage of views across Croydon Park to the Dandenong Ranges and provide increased opportunities for passive surveillance by providing windows, balconies and roof terraces to the rear of shops. Similarly, opportunities for views to the Wicklow Ridgeline are available to the rear of properties on the west side of Main Street.
- Retain and enhance all identified heritage properties. These sites may not be suitable for upper level extensions.

#### *Spaces and Access:*

- Establish a new public space in Main Street opposite Hewish Road.
- Improve the safety and appearance of walk throughs to car parks and parklands.
- Provide clear links from Main Street to Croydon Park.
- Improve pedestrian and cyclist connections between Main Street, the Arndale Centre and the Croydon Market Shopping Centre.
- Provide an improved link over the rail line to assist in re-establishing the northern end of Main Street and the Croydon Market Shopping Centre.

#### **1b Croydon Market and Croydon Market Shopping Centre**

- Establish the future role and direction of the Croydon Market. With improvements to the building and operation of the Market, it could contribute more significantly to the retail role and image of the Town Centre and become an important point of difference between Croydon and other centres in the area.
- Alternatively, explore the opportunities for the relocation of the market use to a site closer to Main Street if the market is unviable in its current location. This would provide opportunities for the redevelopment of the Market site for residential or mixed use development that maximises the potential of this important site within the heart of Croydon. Redevelopment of the Croydon Market site should not include retail floorspace, as this would serve to further disperse the retail areas of the Activity Centre and reduce the ability to achieve other objectives of the Structure Plan. Consideration should be given to allowing office development in the longer term.
- Integrate the Croydon Market Shopping Centre into the Town Centre, in terms of both its retail offer and the design of the site.
- Maintain the day to day shopping role, consolidating any further retail or office uses closer to Main Street and promoting crossover of custom between these centres.

#### *Guidelines for new development:*

- Design any new buildings on the Croydon Market site to maximise views to the mountains through windows and roof terraces (including semi-public open space), while respecting the views from the adjacent residential areas.
  - Buildings of varying heights up to 4 storeys could be developed.
  - Buildings should be appropriately articulated to soften built form
  - Buildings must provide active edges to streets with shopfronts, entrances or visually permeable facades, and avoid blank walls and visible ground level car parking.
- Investigate the potential to activate the edges of the Croydon Market Shopping Centre site with small shopfronts and landscaped spaces, particularly in the southern half of the site.
- Use further landscaping to buffer the blank brick walls of the Aldi supermarket and work with the owner in any redevelopment to introduce windows and active frontages. Alternatively, new development could abut these blank walls and provide new active frontages to the street frontages and car park.



- Establish an outdoor space within the car park of the Croydon Market Shopping Centre to take advantage of views to the Dandenong Ranges.
- Establish clear pedestrian links to, through and around the site. Ensure these are well landscaped and have intermittent seating.

### 1c Arndale Centre

- Encourage the Arndale Centre to provide a greater range of shops or services for the southern part of Town Centre, while not increasing the overall retail floor area.
- The Arndale Centre is ideally located to link into the activity of both Swinburne TAFE and the community/civic precinct, which could be achieved through urban design and accessibility improvements.
- Maintain the day to day convenience shopping role of the Arndale Centre and provide improved links to the core retail and mixed use function of Main Street. Provide additional development and activity in between Main Street and the Arndale Centre to activate these improved links.

#### *Guidelines for new development:*

- Ensure that future development of this site provides a positive interface to the parkland, with active frontages that overlook and connect to this space. Introduce windows and outdoor terraces that take advantage of views to the mountains.
- Buildings on this site could be scaled up to three storeys, to retain views to the Wicklow Ridgeline from Town Park. Upper levels could be used for office or residential uses.
- Establish a small plaza space for Arndale customers in the southeast corner of the shopping arcade. This could be achieved through the addition of planting, seating and paving redesign. By appropriating a small number of parking spaces, a useful public space could be formed as a focal point for the Arndale Centre, with views to Wicklow Ridgeline to the north-west in the short term. In the longer term, mixed use development is likely to obscure or partially obscure this view, so the opportunity should be taken to provide seating areas to the front of this new development in Mt Dandenong Road or Civic Square, where views would still be available.
- Improve pedestrian connections to Swinburne TAFE, the Civic Precinct and Main Street.

## 2.

### Mixed Use

#### 2a Mixed use, corner of Croydon Road and Railway Crescent

- This is an important site at the northern entry point to the Town Centre.
- Landmark building/s fronting the roundabout would improve and define this entry point.

#### *Guidelines for new development:*

- New buildings could be constructed up to four storeys, provided there is a suitable transitional scale of two storeys to adjoining residential areas.
- Buildings should be constructed to the street frontage.
- Grade level parking should be avoided or provided at the rear of the site.
- Development should have a frontage design that complements pedestrian activity at ground level and could include a commercial or residential component above.

#### 2b Sites surrounding Croydon Park

- Redevelop properties adjoining the Croydon Park and its surrounding parklands so that they make better use of this unique location and take advantage of the views afforded to the mountains.

- Sites at the rear of shops along James Kerr Way could be redeveloped to overlook the park from upper levels. Active ground level frontages with shops and cafes should open onto the park and pedestrian space in new development to the east of James Kerr Way, to create a vibrant and attractive edge to this important open space. Shops on the west side of James Kerr way, particularly those backing onto the car park and tennis courts, should also take the opportunity to front future development onto this space, particularly the improved pedestrian access between Main Street and Croydon Park at San Carlos Walk.
- Sites on the northern side of Hewish Road opposite the park could be redeveloped for higher density residential development (such as that completed with the West Water development). Buildings on these sites could have a mixed use component with small shops, cafes or offices at ground level.

*Guidelines for new development:*

- New buildings on the edges of the open space could be constructed up to three storeys. A fourth storey could be provided as an attic space contained within the roofline or set back from the street frontage.
- To the east of James Kerr Way, new development should provide a 2-3 storey interface with Croydon Park, with 3 storeys fronting James Kerr Way, to enable the upper (4th) level of development to the west of James Kerr Way to also access views across Croydon Park. The site adjoining Mount Dandenong Road should take advantage of its highway frontage and provide retail uses at ground level, with residential uses above, and should take advantage of its interface with Croydon Park and front residential development, cafes or restaurants onto this space.
- Grade level parking should be avoided. Development of the private car park to the east of James Kerr Way and north of the Council car park should provide for replacement public car parking as well as for additional car parking associated with any new development.
- On Hewish Road, small setback spaces should be used to include frontage landscaping on these sites, incorporating Crime Prevention Through Environmental Design techniques to ensure a safe pedestrian environment.
- Development to the east of James Kerr Way must provide generous, direct and active pedestrian access linking to San Carlos Walk and Main Street, to improve links between Croydon Park and Main Street.

**2c Mixed use, corner of Mount Dandenong Road and Civic Square**

- This is an important intersection and arrival point to the Town Centre from the west.
- Sites within this mixed use area could be developed for a range of uses, with active ground level retail or commercial frontages and a residential or office component above.

*Guidelines for new development:*

- New buildings could be constructed up to four storeys.
- Grade level parking should be avoided or provided at the rear of the site.
- Buildings should be constructed up to the street frontage.
- Development should have a frontage design that complements pedestrian activity at ground level.

### 3. Industrial and Commercial Areas

**3a Industrial and commercial area east of Main Street**

- In the immediate term the industrial/peripheral business role of this area should be supported. Encourage high tech, value-added industries and offices with low off site impacts in the area.

- In the longer term some of the sites in this precinct to the south of Coolstore Road could be suitable for mixed use developments, should it be evident that the business uses are losing their viability and there is a need for additional residential space.
- In the longer term the industrial zoned land to the north of the rail line could be suitable for residential development, should it be evident that the business uses are losing their viability and there is a need for additional residential space.

*Guidelines for new development:*

- New buildings could be constructed up to four storeys, provided there is a suitable transitional scale to adjoining residential areas of two storeys.
- While this area is mostly industrial in nature, encourage landscaping wherever possible to improve its appearance and amenity.

*Additional guidelines for new development following rezoning for residential or mixed use:*

- In the area south of Coolstore Road, new mixed use development should have active retail or commercial ground floor frontages with upper levels available for office or higher density residential.
- In the area north of the rail line, new residential development should consider the guidelines of the Maroondah Neighbourhood Character Study identified for the adjoining Residential Character Area 10, and ensure that new development responds to these Guidelines in areas adjoining existing residential uses.
- Change in uses to defined sensitive uses will require environmental audits.

### **3b South-eastern industrial area**

- The industrial role of this area, which includes an electrical sub station, is to be supported.

*Guidelines for new development:*

- While this area is mostly industrial in nature, encourage landscaping wherever possible to improve its appearance and amenity.

### **3c South-western industrial area**

- In the south of the Town Centre, fronting Lusher Road, are large areas of industrially zoned land. At present it retains an industrial use, and in the short term, high tech, value-added industries and offices with low off-site impacts in the area should be encouraged.
- Discourage long-term consolidation of individual activity and major capital investment.
- Encourage the development of multi-purpose, adaptable or non-permanent buildings in the short term.
- In the long term the unique qualities of this site (large land parcels, located next to an existing residential area, within walking distance to the station and Town Centre and overlooking the town park) make this area a prime site for a medium density residential development. Further consideration should be given to rezoning this land for residential uses if the existing industrial uses become unviable and there is a need for additional land for housing in the Town Centre.

*Guidelines for new development:*

- Building scale should be varied between two and three storeys (and incorporate façade articulation): two storeys at street interfaces with the third storey set back, and varied heights of two-three storeys at the interface with Town Park.
- Plant large canopy trees throughout the site.
- Provide pedestrian paths through the site to the parklands.



*Additional guidelines for new development following rezoning for residential use:*

- Provide a range of housing sizes and styles.
- Orient buildings for views to the park and Dandenong Ranges and the Wicklow Ridgeline where possible.
- Use the potential of a large site redevelopment to establish environmentally sensitive building and landscape design, including water efficiency, solar access and thermal efficiency.
- Avoid small setback spaces between units. Share walls where possible to consolidate open space areas on the site and create larger areas for landscaping.
- New roads within this area should provide maximum opportunities for properties to front onto parklands, and provide connectivity and pedestrian access to Civic Square and Town Park.

#### 4. Incremental Change Residential

- The Maroondah Neighbourhood Character Study identified residential areas surrounding the Town Centre (Areas 10 and 11) as lower density areas with a leafy and more suburban character. By allowing only incremental change in these areas and instead focussing housing growth in other parts of the Town Centre, this objective can be achieved.
- The Maroondah Neighbourhood Character Study identified Area 9 as a potential for including a greater variety of housing, while still maintaining the low scale, suburban character.

*Guidelines for new development:*

- The Maroondah Neighbourhood Character Study provides detailed built form guidelines for these areas.
- Specifically, the following should be considered in new residential design in these areas:
  - Maintain existing frontage setbacks and pattern of dwelling spacing within the street.
  - Retain existing large canopy trees wherever possible, and provide for the planting of replacement canopy trees.
  - Provide adequate space for substantial landscaping in all new developments.
  - Reflect the predominant building scale of the street.
  - In multi-dwelling development, avoid small setback spaces between units. Share walls where possible to consolidate open space areas on the site and create larger areas for landscaping.
  - On hilly sites, design buildings to respond to the topography, and in particular avoid elevated buildings with large building bulk.

#### 5. Housing Opportunity Areas

- The Maroondah Neighbourhood Character Study identified areas close to the Town Centre where higher density housing could be supported (Neighbourhood Character Area 22). The Croydon Town Centre Residential Development Policy (Clause 22.13 of the Planning Scheme) encourages residential development of up to 4 storeys.
- There are other opportunities for higher density housing within the Town Centre such as Main Street shop tops, particularly around the northern end. These new developments could provide a greater range of housing sizes and types to cater for all resident needs, such as housing for the elderly, small households or students.

*Guidelines for new development:*

- The Maroondah Neighbourhood Character Study provides detailed guidelines for these areas.
- Specifically, the following should be considered in new residential design:
  - Retain existing large canopy trees wherever possible, or allow for the planting of replacement trees.
  - Provide adequate space for substantial landscaping in all new developments.
  - In multi-dwelling development, avoid small setback spaces between units. Share walls where possible to consolidate open space areas on the site and create larger areas for landscaping.
  - The maximum building opposite the park frontages should be three storeys. Elsewhere, buildings up to four storeys are allowed.
  - New buildings along Mount Dandenong Road should be designed to provide a suitable entry to the Town Centre.

## 6.

### The Station

- Encourage the development of the railway station land as a mixed use precinct, to assist in filling the gap between Main Street and the Croydon Market Shopping Centre and incorporating direct pedestrian access between these sub-centres.
- A limited amount of retail floorspace will provide for convenience shops and cafes at ground level to serve commuter needs, and will create an active street environment around the station, particularly along the Primary Pedestrian Route, while upper levels could be used for offices or apartments. Around the station, well landscaped streets and spaces will create an attractive and safe pedestrian-focussed environment.
- Commuter parking by rail passengers appears to be approaching capacity. The allocation of additional parking spaces for all day commuter parking at the station should be considered. Existing car parking should be replaced within new development, in addition to new spaces to serve the development, and should be located above or below ground level or to the rear of the development (away from streets, pedestrian routes and spaces).
- Provide adequate short term spaces for the Town Centre shoppers and visitors.
- Co-ordinate bus services with trains.
- Rationalise the bus movement and parking around the station so that it is clear and efficient and has minimal disturbance of pedestrian movement.
- Investigate long term plans for the station that include duplication of the rail line and a pedestrian crossing directly from Main Street.

*Guidelines for new development:*

- Higher built form on this site could emphasise the important role of the station in the life and activity of the Town Centre.
- The siting and form of buildings must retain and appropriately frame key mountain views from the north and long range views to the Wicklow Ridgeline from Hewish Road.
- Building form and scale should be varied to provide a well articulated building profile that is appropriate for this important and highly visible site. Building height could be up to 4 storeys, and there is the potential for buildings to be constructed across the rail line at upper levels. .
- All buildings must have active frontages and strong connections to surrounding spaces.
- Spaces around the station and bus stops must be pedestrian focussed, with a high standard of landscape design, lighting, amenity and weather protection.

- Larger plaza spaces on the station site should link into Main Street, and the new plaza opposite Hewish Road.
- New development should provide a lower scale interface with adjoining residential sites.
- Maximise viewing opportunities to the Dandenong Ranges and the Wicklow Ridgeline with upper level terraces.

## 7. Community and Civic

### 7a Community and Civic Precinct

- A co-ordinated urban design strategy for the Community and Civic Precinct should rationalise the buildings in the area, improve the quality of its spaces and create stronger connections to Main Street and the Arndale Centre.
- Upgrade pedestrian crossings to ensure DDA compliance, and review the provision of disabled parking.

#### *Guidelines for new development:*

- Encourage increased activity along frontages by providing community and civic facilities, particularly those with high pedestrian traffic, fronting streets.
- Provide active frontages close to the front property boundaries where new civic and community facilities are proposed, particularly along the Mount Dandenong Road frontage.
- Improve pedestrian access and provide streetscape and landscape improvements along the northern edge of the Community and Civic Precinct between the Arndale Centre and Main Street, to encourage pedestrian movement between these two sub-centres.
- Provide improved pedestrian accessibility from Main Street to the south-east of the Civic Precinct, to provide legible pathways joining the shared pathways through Town Park that terminate at Civic Square. This could include improved signage and accessibility from Mount Dandenong Road through the car park to the lake and library.
- Make better use of open space around the civic and community buildings, by providing additional seating and pathway access.
- Improve pedestrian amenity and accessibility between the Arndale Centre and the Civic Precinct, by providing additional landscaping and improved streetscaping.
- Improve pedestrian access across Mount Dandenong Road from the Arndale Centre and Croydon Park at Civic Square, including providing a pedestrian crossing on the eastern side of the traffic lights.

### 7b Swinburne TAFE

- Foster partnership arrangements between Swinburne TAFE and the Council to share sporting, recreation and educational facilities.
- Foster partnership arrangements between Swinburne TAFE and the Council to increase student usage of local facilities such as the open space, sporting grounds and the Leisure Centre.
- Encourage a 'shop front' approach to some student activities such as student exhibitions, lectures etc. within the retail and commercial areas.
- At the same time explore ways in which the services and facilities of Swinburne TAFE could be expanded to more people of Croydon. This could range from use of the campus car park at the weekend to hobby classes for different people in the community etc.



### 7c Primary Schools

- Croydon's two Primary Schools ensure that a range of educational opportunities are offered for the community. Their location near the Town Centre is another means by which the activity of the Town Centre is supported.

### 7d Devon Street Council Car Park

- Improve landscaping, pedestrian accessibility and safety in this car park, including:
  - Formalise pedestrian paths and improve lighting, particularly across the top of the car park close to the proposed community focal point.
  - Provide additional bare-trunked canopy trees and landscaping with low growing plants and ground covers to retain clear views.
  - Encourage shops to improve presentation to car park, including providing active frontages, particularly close to the proposed community focal point.
  - Improve car park surface in gravelled areas.

## 8. Existing car parking areas (P)

- The car parking areas in the Town Centre have the potential for redevelopment to increase activity in these spaces and provide more attractive edges to the Town Centre. New developments in the non Council-owned car parks could include the same amount of public car parking in addition to commercial uses at the ground level, and residential uses above.

#### *Guidelines for new development:*

- Ensure new development on car park sites maintains public car parking levels within the development as well as providing some additional car parking for the proposed use, and avoids surface level car parking (particularly within the street frontage).
- Ensure new development abuts the street frontages or provides small setbacks to incorporate landscaping in key areas.
- New development should provide active frontages with clear views to streets, pedestrian routes, open space areas or ground level car parks, particularly along the Primary Pedestrian Network.
- Provide for increased pedestrian safety in adjoining open space areas by incorporating Safer by Design initiatives.
- Incorporate continuous weather protection along pedestrian spaces, particularly along the Primary Pedestrian Network and provide sheltered links to pedestrian walk throughs.

## Implementation

Implementation of the Structure Plan will involve a range of statutory and non-statutory tools and actions, with responsibility for various elements falling to Council, State Government departments, public transport providers, private developers and the community (including community groups, stakeholders and residents).

Details are provided below to assist Council in the development of statutory planning tools from the Structure Plan, as well as a summary of the highest priority non-statutory implementation tasks.

### Statutory Implementation

Statutory implementation of the final Croydon Town Centre Structure Plan will involve the use of a range of planning tools available to Councils within the Victoria Planning Provisions, to ensure the effective integration of the Vision, Objectives, Strategies & Actions, and guidelines of the Structure Plan into the Maroondah Planning Scheme. Effective integration of the Structure Plan into the Planning Scheme is critical to ensure appropriate statutory controls and policy direction is available to guide decision making at Council and the Victorian Civil and Administrative Tribunal (VCAT) on planning applications and reviews.

The following recommended Planning Scheme changes should be considered as a suite of controls and policy changes, and while some parts will result in larger impacts on the development of the Town Centre, most components will be important in ensuring the effective implementation of the Structure Plan.

The recommended changes to the Maroondah Planning Scheme will involve:

- Changes to the Municipal Strategic Statement
- A Local Planning Policy for the Croydon Town Centre Structure Plan (to supersede the existing Clause 22.13 Croydon Town Centre Residential Development Policy)
- A Design and Development Overlay schedule specifying built form, building heights, design and streetscaping requirements for development within the Town Centre. This overlay schedule would replace the interim height controls currently being sought.
- Rezoning of various parcels of land.
- Application of the Environmental Audit Overlay to land parcels where a change of use from Industrial Zones to Mixed Use Zone or Residential 1 Zone is recommended in the Structure Plan.
- Inclusion of the Structure Plan as a Reference Document to the Municipal Strategic Statement, Local Planning Policy, and relevant overlay schedules in the Maroondah Planning Scheme.

### Changes to the Municipal Strategic Statement

The Municipal Strategic Statement (MSS) is found at Clause 21 of the Maroondah Planning Scheme and provides the overarching vision and policy direction for planning matters in the City of Maroondah. Incorporating the Vision and the key Objectives, Strategies and Actions of the Structure Plan into the MSS will therefore be a vital component of implementing the Structure Plan. The MSS can also be updated to include the future application of zones and overlays and to identify areas for further strategic work as set out in the Strategies and Actions of the Structure Plan (e.g. preparation of a parking precinct plan).

Within the existing structure of the MSS, key directions from the Structure Plan can be incorporated into each of the relevant Clauses (21.04-21.12), by including the Objectives, Strategies and Actions that provide policy directions (rather than performance standards or guidelines) which are able to be implemented through planning application processes. Within the Structure Plan, these have been drafted so that in most cases they will be able to be inserted directly into the relevant parts of the Planning Scheme, although in some cases it will be necessary to rephrase or simplify these statements to ensure a similar style to that used in the existing MSS. Further minor changes to the MSS would also be required to ensure consistency between the Structure Plan and the MSS, for example by referring to the Croydon Town Centre rather than the Croydon Community Centre.

Given the existing MSS contains general statements for each subject area and does not include a great deal of detail on specific actions for each activity centre in the municipality, consideration could also be given to creating a new clause for Activity Centres instead of (or as well as) spreading relevant Objectives, Strategies and Actions across each Clause of the MSS. This additional clause could incorporate the Vision and more specific policy for both Croydon and Ringwood, as well as the general Objectives, Strategies and Actions for all centres (including neighbourhood activity centres). This has the potential to create a simpler amendment as well as a more user-friendly Planning Scheme, with the key policy for Croydon Town Centre concentrated in fewer parts of the Scheme. It may also enable a greater amount of detail from the Structure Plan to be more easily incorporated into the MSS without disrupting the existing format of Clause 21. The LPP should include a Framework Plan which draws together all the key elements of the Built Form, Access, Activities and Spaces plans in the Structure Plan.

### **Local Planning Policy for the Croydon Town Centre Structure Plan**

A Local Planning Policy (LPP) for the Croydon Town Centre can be used to provide further detail and guidance to Council and VCAT on matters for which there is scope within the Planning Scheme for the exercise of discretion in planning decision making (e.g. 'permit required' uses and development, car parking, signage). A LPP must be consistent with other parts of the Planning Scheme but should not repeat policy or controls set out elsewhere (e.g. the SPPF). In addition a LPP, may not propose alternative or conflicting policy directions where there is existing policy direction (in the SPPF or LPPF unless changes are made to update the local policy) or statutory controls (e.g. in a zone or overlay) unless discretion is provided in these controls to propose alternative policy guidance

It is important to note that a LPP cannot trigger the requirement for a planning permit to be sought, and can therefore only influence planning decisions where a planning permit is required for another reason (such as land use or buildings and works). Other statutory implementation mechanisms in the form of overlays and rezonings should be used if there is a need to trigger the requirement for a planning permit on certain sites or for certain uses or developments, and the LPP can then be of value in offering additional guidance for specific matters to improve planning outcomes and decisions.

Recent feedback from DSE is that it is preferable that the majority of the relevant policy directions of the Structure Plan be incorporated into the MSS rather than a LPP, as well as through the use of appropriate overlays and land use zones. However, given the Maroondah Planning Scheme already has a local policy for the Croydon Town Centre, this could be amended in accordance with the Structure Plan to fill any implementation 'gaps' that become apparent after the preparation of a Design and Development Overlay schedule, the rezoning of land and MSS changes. Alternatively the existing policy could be replaced by a new section in the MSS as detailed above.



### Design and Development Overlay Schedule

The preparation of a new schedule to the Design and Development Overlay (DDO) to incorporate the guidelines prepared for the Precincts and Key Sites, as well as a number of key policy directions contained in the Objectives, Strategies and Actions, will be a critical component of the statutory implementation of the Structure Plan. The DDO schedule can be tailored to include controls and guidelines in relation to built form and design, building heights, signage, landscaping and streetscaping for development within the Town Centre. As the DDO and schedule will be given stronger statutory weight in planning decision making than a Local Planning Policy, its preparation should be given a high priority.

The DDO schedule should cover the entire Town Centre in order to ensure development occurs in line with the Structure Plan. The schedule can provide controls for the whole Town Centre, as well as separate controls for each precinct and key site. It may not be required to cover those areas of the Town Centre identified as 'Incremental Change areas' as these are adequately covered by the Neighbourhood Character Policy.

The DDO schedule would replace interim height controls currently being sought by Council, by providing more detailed height and other built form controls for the entire Town Centre (rather than just the Business 1 Zone).

### Environmental Audit Overlay

Where the Structure Plan recommends a change of zone from an Industrial Zone to either the Residential 1 Zone or the Mixed Use Zone to enable more sensitive land uses, consideration will need to be given to the potential contamination of this land due to the storage of chemicals, fuel or other dangerous goods on the site. An Environmental Audit Overlay may be appropriate to apply to many of these sites, although it should not be applied to sites with a non-conforming use that does not carry these risks of contamination. The General Practice Note for Potentially Contaminated Land provides guidance on the use of the Environmental Audit Overlay, identifying and assessing potentially contaminated land, and conditions on permits. Advice should also be sought from EPA Victoria prior to applying this overlay.

### Rezoning of land

The Structure Plan recommends alternative land uses on some sites which would require the rezoning of land to enable implementation of the Structure Plan. Some land should be rezoned in the short term, while other land should be rezoned at a later stage after further investigation or when there is a demonstrated need. Please refer to the Key Sites and Precincts map for further detail of these areas

In the short to medium term, the following land should be rezoned:

- North side of Hewish Road – rezone to Mixed Use Zone (from Business 3 Zone, Industrial 1 Zone and Business 1 Zone)
- Parts of the east side of James Kerr Way – rezone to Mixed Use Zone (from Business 1 Zone).
- North-west corner of Croydon Market Shopping Centre site – rezone from Residential 1 Zone to Mixed Use Zone.
- Corner of Croydon Road and Railway Crescent – rezone from Business 1 Zone to Mixed Use Zone.

In the longer term, the following areas should also be considered for rezoning:

- Future Mixed Use Development area in Lacey Street, Coolstore Road and Main Street – rezone to Mixed Use Zone from Industrial 1 Zone, Business 3 Zone and Business 1 Zone.
- Future Mixed Use Development area on the corner of Mount Dandenong Road and Civic Square – rezone to Mixed Use Zone from Business 1 Zone.
- Future Residential Development Areas in Railway Crescent and Lusher Road – rezone to Residential 1 Zone from Industrial 3 Zone and Industrial 1 Zone.

In the process of preparing planning scheme amendments to rezone land within the Town Centre, any anomalies that appear due to mapping variations or existing mistakes in the Planning Scheme maps may also need to be rectified, and the Structure Plan will be able to provide guidance as to the most appropriate zone for the land. It should also be noted that only one zone should be applied to each land parcel, so the application of new zones should fall to existing property boundaries, or to new title boundaries following subdivision. Subdivision may assist in implementation of the Structure Plan in some cases to enable application of more than one zone to existing land parcels, for example to enable the application of the Mixed Use Zone to the land to the north of the tennis courts in James Kerr Way.

#### **Inclusion of the Structure Plan as a Reference Document to the Maroondah Planning Scheme**

In the MSS, LPP and the DDO schedule, the Structure Plan should be included as a Reference Document to provide background information to assist in planning outcomes and provide further guidance on the policies and guidelines contained in the Planning Scheme. Including the Structure Plan as a Reference Document will provide some statutory weight to the strategy at VCAT, however it should not be used to determine planning applications. It is the preference of the Department of Sustainability and Environment (DSE) that all relevant parts of the Structure Plan be included in the Planning Scheme, with the Structure Plan as a Reference Document which is considered as 'background' only..

Council also has the option of seeking to include the Structure Plan as an Incorporated Document within the Maroondah Planning Scheme, to give the whole document statutory weight. However, this option is unlikely to be supported by DSE, is unnecessary with the other planning scheme changes recommended. This option is therefore not recommended.

#### **Interim structure planning controls for the Town Centre**

In addition to the preparation of a Planning Scheme amendment to introduce the above controls and changes into the Maroondah Planning Scheme, consideration should be given to seeking interim controls to implement the Structure Plan. Interim controls for Structure Plans can be sought and approved by the Minister for Planning to provide planning controls on an interim basis (maximum of 2 years) while the permanent controls are being developed and undergoing the formal amendment process (including community consultation, planning panel etc). These interim controls would ideally be in the same format as the permanent controls, and would include a broader range of requirements than the interim height controls currently being sought.

As a first priority, an application for interim controls should include the Design and Development Overlay and schedule, as it will have the strongest statutory weight in planning decision making.

## Non-Statutory Implementation

In addition to the use of statutory implementation tools, the Structure Plan contains numerous Strategies and Actions that cannot be implemented through the Planning Scheme, and will require a range of non-statutory implementation measures and actions. These are detailed under Actions, as well as in the Action Plan contained in the Appendix, and some of the key non-statutory implementation actions are as follows:

- Landscape, streetscape and public open space improvements.
- Access improvements – shared pathways, improved footpaths and walk throughs etc.
- Promotion of the objectives of the Structure Plan – to the community, within Council (particularly in Statutory Planning and Building Department including the provision of provide training).
- Early advice and guidance in planning process to seek cooperation from developers to implement some non-statutory initiatives in the Structure Plan (pre-application meetings etc.)
- Advocacy and establishment of working relationships with Government departments and agencies, to assist in implementing the Objectives, Strategies and Actions of the Structure Plan (e.g. Melbourne Water to provide a shared pathway along pipe track, DOI to improve public transport services, VicTrack and Connex to seek better access across the rail line (road and pedestrian) and to develop the station precinct, VicRoads to reduce speed limits throughout the Town Centre, etc).
- Formation of partnerships with Swinburne TAFE and other institutional uses within the area to share resources and facilities to provide a better outcome to the broader community.
- Contact key land holders to progress the implementation of key Objectives, Strategies and Actions that affect individual key sites and precincts.
- Marketing strategy or theme, to promote the objectives of the Structure Plan.
- Investigation of options for the acquisition of land to assist in achieving the Objectives, Strategies and Actions of the Structure Plan (e.g. for the enlarged community focal point).



## Action Plan

The Action Plan will be finalised once the Structure Plan has been formally adopted by Council, to assist in the implementation of the Structure Plan. This Action Plan will include a list of the Actions identified in this document. The Action Plan will identify the primary implementation responsibility within Council for each (e.g. Strategic Planning, Statutory Planning, Engineering), and details of other responsible agencies and stakeholders outside Council (e.g. Government Departments, developers, community groups, land owners) that can assist or take responsibility in the implementation of the Strategies and Actions.

Each Action will be given a priority (high, medium or low), and a broad estimate of the cost to Council (high, medium or low) or an indication of whether implementation will only involve Council officer time. Catalyst Actions will be identified, which are the highest priority Actions which will be important to achieve early as they will stimulate the implementation of other parts of the Structure Plan.

Note that the Objectives and Strategies will need be incorporated into the Planning Scheme where appropriate to provide statutory weight to the Structure Plan, as described within the Actions. It will also be critical to integrate the Objectives, Strategies and Actions into other Council planning processes to ensure consistent implementation across Council departments and capital works programs.

When using the Action Plan, it will be important to read the Actions with the set of Objectives and Strategies under each sub heading, to ensure a clear understanding of what the Action seeks to achieve. The Strategies frequently provide greater detail, which is not repeated in full in the Actions to avoid unnecessary repetition.