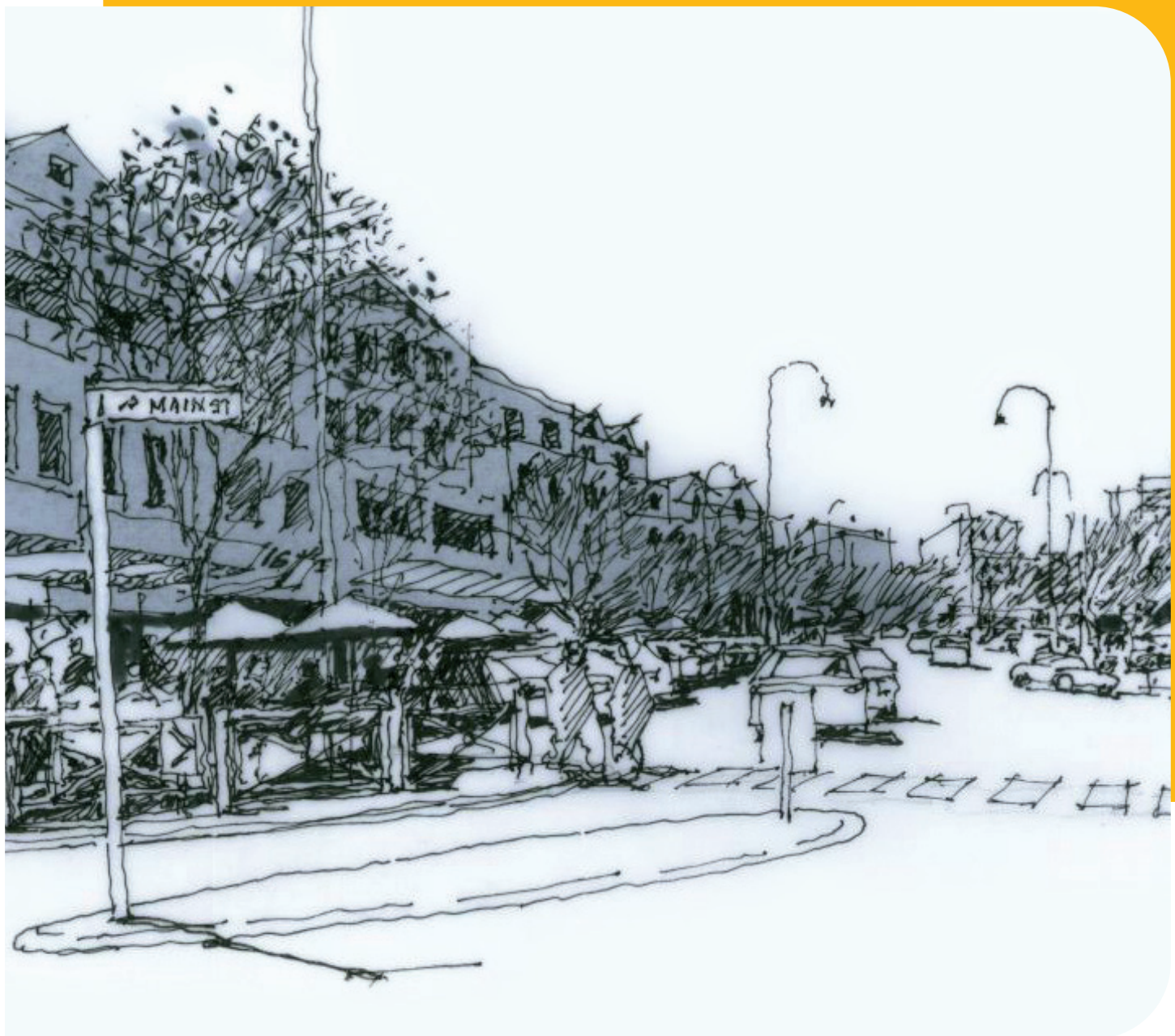


# **CROYDON TOWN CENTRE STRUCTURE PLAN**

**Volume 2: Background Report July 2006**





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## Introduction

This volume, *Volume 2: Background Report*, of the Croydon Town Centre Draft Structure Plan (Draft Structure Plan) contains further detail and analysis in relation to the study process, the existing conditions of the Town Centre, issues and opportunities in relation to access, economic development and infrastructure provision, the strategic context for the Draft Structure Plan, and a summary of community consultation processes and the feedback received.

This volume should be considered as background material in conjunction with *Volume 1: Main Report*.

## Study Process

### The process to date

In mid 2005, a study team was appointed by Maroondah City Council, led by Planisphere and with economic input from Essential Economics and transport and infrastructure input from Maunsell Australia. Following the inception of the project, background research and analysis was carried out into the existing conditions, issues and opportunities, and the strategic planning and policy context of the Croydon Town Centre. A study area was also defined for project.

In conjunction with this research and analysis, broad community consultation was conducted, to gain local knowledge and insight about the Town Centre and the community's vision for the future development of the study area. A Community Bulletin was widely distributed, which informed people of the project and included a feedback form so people could provide their input into the process. A Project Steering Committee was also formed in June-July 2005, to provide a forum for active participation in the project by key community representatives. This community involvement early on in the process was an integral part of the project, to ensure community awareness and ownership of the project. It was also important in ensuring that the Structure Plan provides for the needs and aspirations of the people who live, work in or visit the centre, as well as meeting local and regional planning objectives, including those contained in Melbourne 2030.

Following this first stage of community consultation, a Draft Framework Plan was prepared which incorporated this input, and included a vision and key objectives and strategies grouped under the four themes of Activities, Built Form, Spaces and Access. More detailed opportunities and strategies were also included for key sites and precincts throughout the study area. A Framework Plan illustrated the key identified opportunities and strategies.

The Draft Framework Plan was exhibited for two months from September to December 2005, and 8 submissions were received. Consideration was given to the submissions, and changes were made to the Draft Framework Plan where appropriate to enable its adoption by Council to progress the development of a Draft Structure Plan for the Town Centre. These submissions were then considered in greater detail during the preparation of the Draft Structure Plan.

Between February and April 2006, the Draft Structure Plan was prepared by the project team. The Draft Structure Plan expanded on the adopted Framework Plan, providing more detailed objectives, strategies and actions under the themes of Activities, Built Form, Spaces and Access, as well as an Implementation and Action Plan. A Working Group comprising the Ward Councillor, Council officers, representatives of the Department of Sustainability and Environment, and the project consultants was formed and provided input on the drafts of the Structure Plan and implementation options.

The Draft Structure Plan was presented to Council at a Briefing Session on 10<sup>th</sup> April 2006, with an opportunity for comments provided prior to the finetuning of the Plan for

Council endorsement for public exhibition. A Community Bulletin was released to advise of the release of the Draft Structure Plan and opportunities to get involved and provide feedback.

### Next Steps

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Following the endorsement of the Draft Structure Plan by Council in May 2006, a period of community consultation will allow time for interested parties to consider the Structure Plan and provide comments. Information sessions will provide an opportunity for people to find out more and to discuss the Structure Plan with Council officers. Further consultation with key stakeholders will also take place.

Following the completion of the exhibition period, submissions will be considered and changes made to the Draft Structure Plan where appropriate. The internal Working Group will again consider a revised draft prior to its presentation to Council at a Briefing session. The final Structure Plan will be presented to Council for adoption in mid 2006.

Following the adoption of the Structure Plan, implementation of the Structure Plan will commence. Implementation will be an ongoing task involving statutory and non-statutory measures, including a planning scheme amendment, which will incorporate the key objectives, strategies and actions contained in the Structure Plan. Public exhibition of the amendment will provide a further opportunity for the community to comment on planning controls for the Town Centre.

It will also be important that the success of the implementation of the Structure Plan is monitored on a regular basis (e.g. annually), and that the Plan is reviewed every 3-5 years to ensure it remains up to date.



## Existing Conditions, Issues and Opportunities

The Existing Conditions map on the following page provides an overview of current buildings, open space, community facilities, street trees, commercial sub-centres, and industrial land uses within the study area. Impediments to pedestrian movement, landmark sites, the rail line, contour lines and street spaces are also shown.

During the development of the Framework Plan for the Croydon Town Centre, a Site Analysis map was also prepared which highlighted various issues and opportunities in the Town Centre. While some elements of this map have changed (e.g. the study boundary) during the preparation of the Draft Structure Plan, this map and associated photographs provides a useful background and a description of the key Issues and Opportunities that have been addressed by the Draft Structure Plan, and has been included at Appendix C.

An economic assessment of the Town Centre was conducted by Essential Economics in mid 2005, and is included below. Analysis of Access and Infrastructure provision, issues and opportunities was conducted by Maunsell Australia, and this work is also included below.







## Economic Assessment (Essential Economics Pty. Ltd., June 2005)

### Background

This report presents a retail and commercial assessment of Croydon Town Centre as input to the preparation of a Structure Plan for the centre.

The report:

- Describes the location and regional context of the Town Centre;
- Provides a basic description of the retail and commercial facilities in the Town Centre including the definition of the three major commercial precincts;
- Presents broad estimates of total retail and commercial floorspace in the Town Centre;
- Defines a trade area which is served by the Town Centre;
- Provides estimates of the existing trade area population, and prepares population forecasts;
- Estimates current per capita retail spending by trade area residents;
- Identifies and describes the activity centres that compete with the Croydon Town Centre;
- Summarises the major issues currently faced by the Town Centre; and
- Outlines future opportunities for the Town Centre.

### Croydon Town Centre

#### Location and Regional Context

The Croydon Town Centre is located approximately 28km to the east of the Melbourne CBD in the City of Maroondah. The Town Centre has been classified as a Major Activity Centre in the *Melbourne 2030* metropolitan strategy and contains a wide range of retail, commercial, community, leisure and administrative functions.

The town centre is comprised of three major retail/commercial components:

- The Croydon Market Shopping Centre which is located to the north of the Croydon rail station,
- the Main Street precinct which is a main-street style centre to the east of the rail station, and
- the Arndale Centre which is located on the southern side of Mt Dandenong Road.

All three retail/commercial precincts are relatively self-contained and in many respects function as three distinct centres rather than as a single integrated town centre. The relative proximity of each component means that they are considered part of the same overall town centre precinct for the purposes of this analysis.

The Main Street precinct (or shopping centre) is the traditional “heart” of the centre which was established many years ago as the town centre serving the Croydon area. The Croydon Market Shopping Centre was established in 1982 (although the Croydon markets located at the rear of the property date from the 1920s), while according to the Property Council of Australia the Arndale Centre was constructed in 1986.

Map 1 shows the location of the Croydon Town Centre while Map 2 shows the Town Centre and its major components.

#### Centre Description

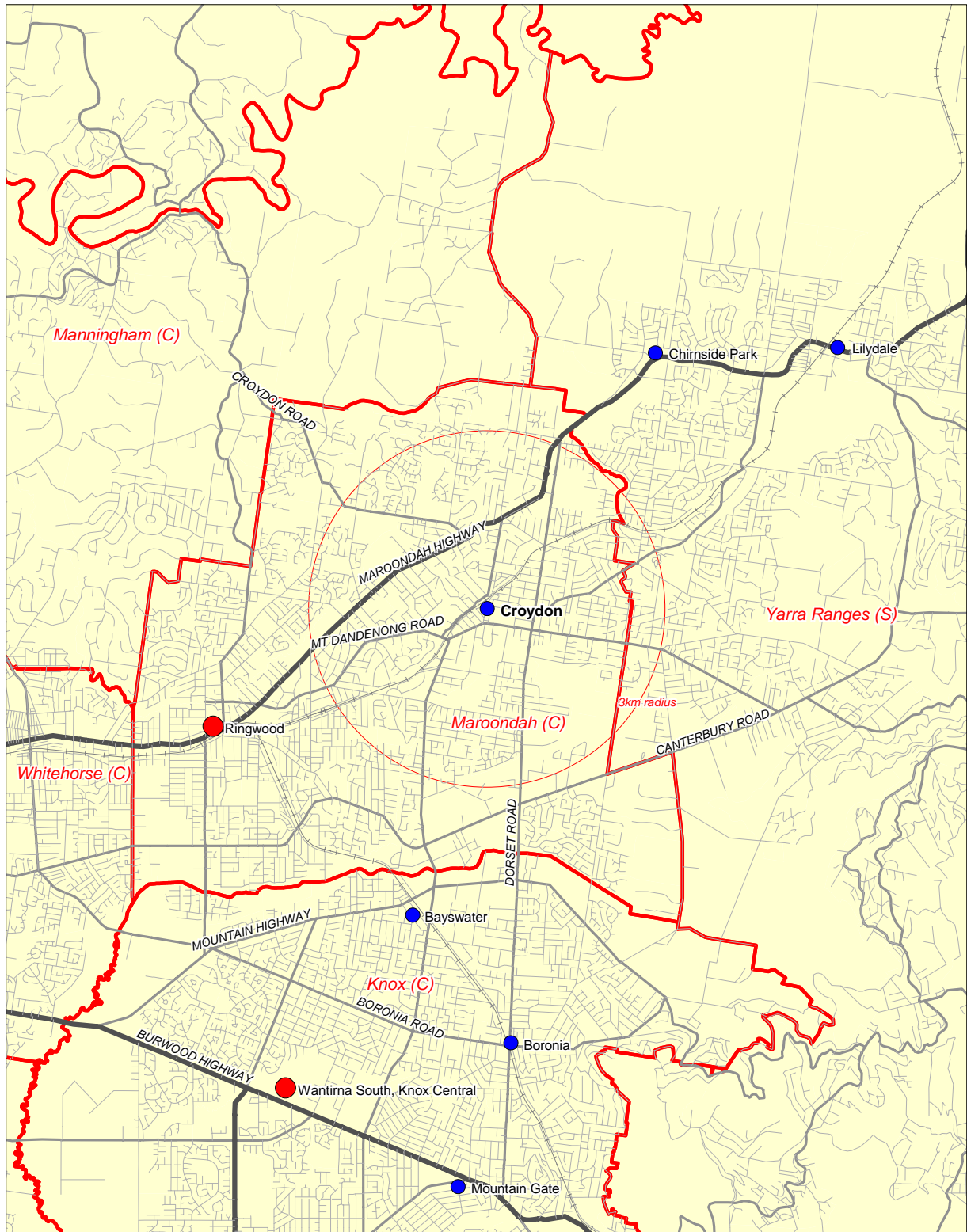
The Croydon Town Centre is an important destination for lower-order retail shopping and for community based services in the Croydon region and is the main centre serving the eastern half of the City of Maroondah. In a traditional retail hierarchy sense, the Town Centre serves as a “large neighbourhood centre” with a wide range of basic retail and commercial functions as well as an array of community services.

The importance of the centre as a retail destination is underpinned by the presence of four supermarkets including Coles, Safeway, ALDI and IGA. These supermarkets in aggregate draw trade from a relatively broad catchment, and nearby specialty traders benefit from exposure to supermarket customers. In addition there is the long established Croydon Markets located at the rear of the Croydon Market Shopping Centre which operate on Sundays and Mondays.

Although the Croydon Market Shopping Centre and Arndale Centre precincts mainly serve a lower-order retail role, the Main Street precinct includes a wider range of non-retail commercial functions including a small amount of office space as well as banks, real estate agents and other commercial uses. The Main Street precinct also includes a small independent cinema complex.

To the north-east of the Main Street precinct in Coolstore Road and surrounding streets there is a commercial/light industrial area which contains a range of activities including automotive related trades and other non-retail commercial space. This is an important additional source of employment and activity in the Town Centre.

Other major community facilities in the Town Centre include the Swinburne TAFE, Croydon Leisure Centre and Library, Croydon Memorial Pool and Croydon Primary School, amongst others.



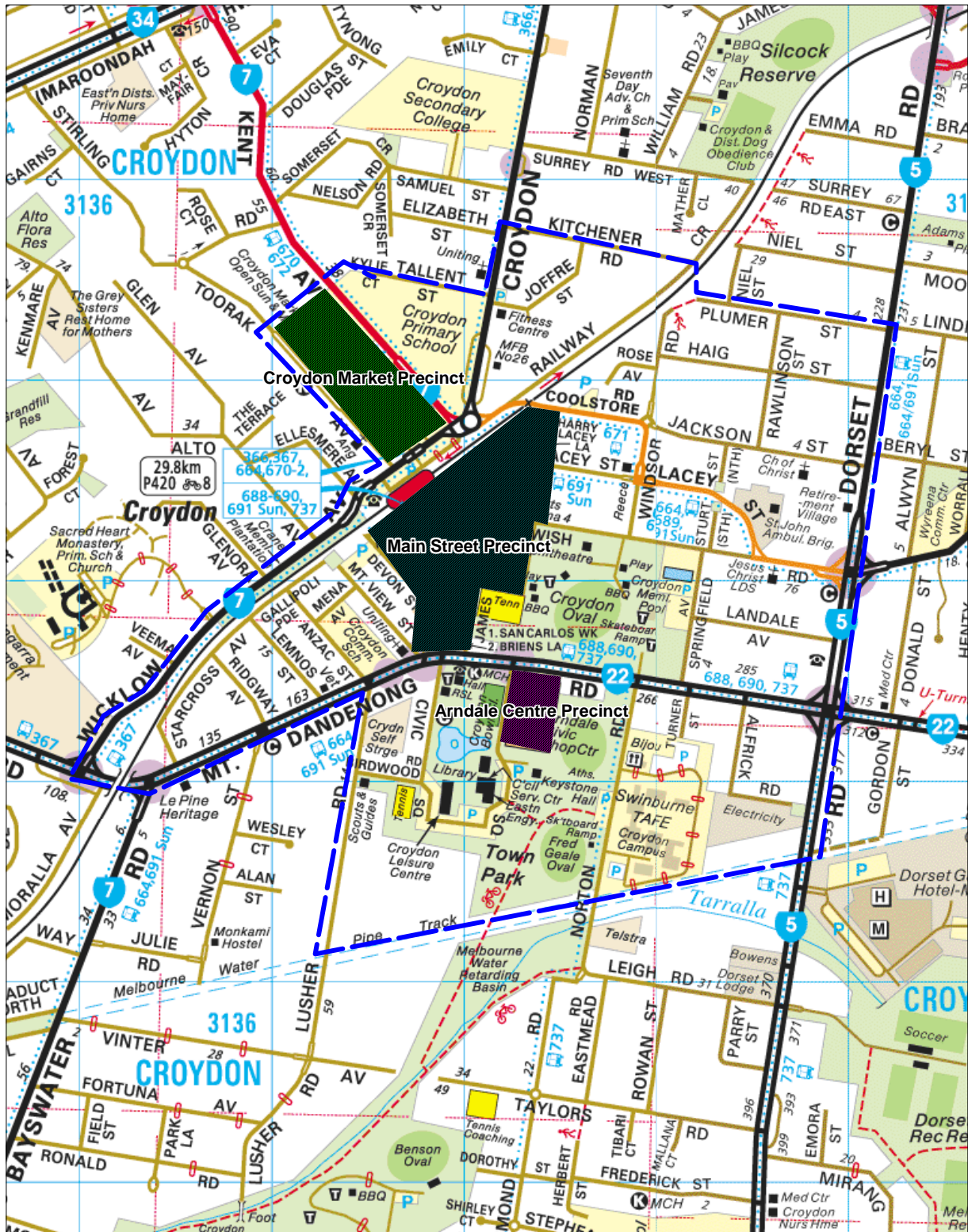
Map 1 Croydon Town Centre Location

Source: CData with MapInfo  
Produced by: Essential Economics

- Local Government Area Boundary
- Melbourne 2030 Principal Activity Centre
- Melbourne 2030 Major Activity Centre







Map 2 Croydon Retail/Commercial Precincts

Source: Melways on CD  
Produced by: Essential Economics





## Retail and Commercial Floorspace

### *Croydon Market Shopping Centre*

The Croydon Market Shopping Centre contains around 9,500m<sup>2</sup> of retail floorspace including Coles and ALDI supermarkets according to data provided by the Property Council. The Coles supermarket is considered to be trading strongly while the ALDI supermarket has only recently established on a car park pad site.

Located at the rear (north west) of the centre is the Croydon Markets, which operate on Sundays and Mondays. These markets comprise around 2,500m<sup>2</sup> of floorspace overall, with this space used for car-parking on other days. The markets themselves are fairly dated in appearance and lack the range of goods and services available in many other markets across Melbourne, with only a limited fresh food and apparel offer available.

### *Main Street Precinct*

The Main Street precinct (or shopping centre) contains around 15,000m<sup>2</sup> of retail floorspace according to the 1997 Maroondah Retail Strategy, and includes an IGA supermarket located on Market Street between Lacey Street and Hewish Road as well as a large number of specialty shops located along Main Street and in Hewish Road and Lacey Street.

The Main Street precinct functions as the commercial heart of the overall Croydon centre for a number of reasons including:

- The relative proximity and presence of linkages to the Croydon train station;
- Its traditional “main-street” type atmosphere;
- The range of non-retail commercial services not available elsewhere in the centre;
- The presence of leisure functions including the cinema; and
- Its physical location between Croydon Market Shopping Centre and Arndale Centre precincts.

In contrast to the Croydon Market Shopping Centre and Arndale Centre, Main Street has a traditional community or “town centre” feel due its main-street format and the diversity of retail and non-retail functions.

In addition to retail outlets located in the precinct, non-retail facilities include the cinemas, banks, medical suites, real estate agents, general office space, post office, pharmacy and even a dance studio. Thus, despite its relatively modest size, Main Street serves as an important destination for the day-to-day shopping and service requirements of the local population.

The Main Street precinct is most vibrant in the southern half of the centre, with a small number of vacancies occurring along Main Street to the north of Lacey Street where there are reduced levels of customer traffic and exposure. The overall number of vacancies in the precinct is 7, well down on the 18 vacancies that were in the Main Street precinct when last audited during the Maroondah Retail Strategy in 1997. The majority of the precinct is single storey, although there are a small number of two storey buildings.

### *Arndale Centre*

Arndale Centre is anchored by a Safeway supermarket and also contains a Reject Shop and around 20 retail specialties. Total retail floorspace is estimated at around

6,500m<sup>2</sup> according to Property Council data. The Arndale centre is adjacent to a range of community facilities including the Croydon library and leisure centre.

The Arndale Centre provides local residents with a weekly grocery and convenience shopping role which is very similar to that provided by the Croydon Market Shopping Centre precinct. In effect there is a strong degree of competition between the Arndale Centre and Croydon Market Shopping Centre, although this is tempered somewhat by the physical barriers between the centres which mean that Arndale Centre serves a core catchment primarily south of the rail line while the Croydon Market Shopping Centre tends to serve the areas north of the rail line.

The Arndale Centre benefits from its exposure to Mt Dandenong Road, although it has limited integration with the balance of the Croydon Town Centre due to its position south of the road.

### **Croydon Town Centre**

As shown in Table 1, overall retail floorspace in the Town Centre is estimated at around 33,500m<sup>2</sup>. This is a substantial retail floorspace component and reflects the strength of the Croydon Market Shopping Centre and Arndale Centre precincts as retail shopping centre destinations, and the success of the Main Street precinct in a more generalised town centre type role which includes a broader mix of retail and commercial functions.

On an overall basis there are very few vacancies across the Croydon Town Centre, and most of these vacancies are located in the northern end of the Main Street strip.

Despite the apparent poor integration between the three major precincts in the town centre, in an overall sense the Croydon Town Centre is trading very well. The centre offers a comprehensive range of grocery and day-to-day retail items, as well as a basic range of non-food retail items and non-retail commercial services.

**Table 1 Croydon Town Centre Retail Floorspace by Precinct, 2005**

	Major Traders	Floorspace (m2)
<b>Croydon Markets Precinct</b>		
- Croydon Market Shopping Centre	Coles, ALDI, Go Lo	9,500
- Croydon Markets		<u>2,500</u>
Total Croydon Markets Precinct		12,000
<b>Main Street Precinct</b>		
Total Main Street Precinct	IGA, Cinema	15,000
<b>Arndale SC Precinct</b>		
Total Arndale SC Precinct	Safeway, Reject Shop	6,500
<b>Total Croydon Town Centre</b>		<b>33,500</b>

*Source: Essential Economics; Property Council of Australia; Maroondah Retail Strategy, 1997*

### **Recent Developments**

In recent times, the trading strength of the Town Centre has been shown by the introduction of an ALDI supermarket to the Croydon Market centre. Additionally, the cinema complex which was previously operated by Hoyts closed in 2003, with new investors purchasing the cinema and instituting a full refurbishment, with the cinema reopening in early 2004. The IGA supermarket in Main Street is also currently undergoing a refurbishment which will improve the store's competitive position in the centre.

These developments therefore show that there is currently strong investor support for development and redevelopment in the Town Centre.

## Trade Area Analysis

### Trade Area Definition

The trade area for an activity centre describes the geographical region from which the majority of trade is derived. The trade area for an activity centre is generally based on a range of factors including:

- The location, size and composition of the activity centre,
- The proximity and composition of other activity centres,
- The location of large “regional” activity centres offering a high degree of diversity in retailing and higher order retail outlets,
- Road and other transport access to and from the centre,
- Physical barriers such as rivers, rail lines and major roads, and
- Residential patterns including the location of residential growth areas.

The trade area served by the Croydon Town Centre has been derived with consideration of the following:

- The overall drawing power of the centre taking into account the presence of the three major retail and commercial precincts,
- The presence of major physical barriers including the industrial area of Bayswater North, land reserved for potential major road to the south, the Maroondah Highway, Lilydale rail line and Croydon Golf Club,
- The road network including Mount Dandenong Road as a major east-west link and Dorset Road, Colchester Road, Bayswater Road, Croydon Road and Kent Avenue as north-south linkages, and
- The surrounding network of activity centres including the Ringwood activity centre in the west, Chirside Park to the north east, Mooroolbark and Kilsyth in the east and Canterbury Gardens, Bayswater and Boronia in the south.

Although the Croydon Town Centre contains around 33,500m<sup>2</sup> of retail floorspace, the overall catchment served is limited by the presence of the Ringwood Town Centre (a Principal Activity Centre according to Melbourne 2030, with approx. 120,000m<sup>2</sup> of retail floorspace) located just 5km to the west, and Chirside Park Centre located on the Maroondah Highway approximately 5km to the north east (approx. 35,000m<sup>2</sup> of retail floorspace).

These centres both provide a wider range of higher order retail shopping than is available in Croydon Town Centre, including department stores and discount department stores as well as other major national brand retailers. A share of turnover at these centres would be drawn from residents in the Croydon Town Centre catchment.

The trade area defined for the Croydon Town Centre is shown in Map 3.

### Trade Area Population

In 2004, the trade area population was estimated at around 40,680 persons. This represents growth of around 400 persons per annum since 2001.

According to population projections prepared by DSE (Victoria in Future 2004), population growth in the trade area of around 360 persons per annum is expected over the period to 2030. This will result in a trade area population of around 50,110 persons in 2030, an increase of 9,430 persons or around 23% on the 2004 population.

**Table 2 Croydon Town Centre Trade Area Population, 2001 to 2030**

Trade Area	2001	2004	2007	2012	2021	2030
<b>Estimated Resident Population</b>						
Main Trade Area	39,490	40,680	41,700	43,520	46,750	50,110
<b>Average Annual Growth (persons)</b>						
Main Trade Area		400	340	360	360	370
<b>Average Annual Growth (%)</b>						
Main Trade Area		1.0%	0.8%	0.9%	0.8%	0.8%

Source: DSE "Victoria in Future 2004", Essential Economics

This population growth is expected to occur through in-fill residential opportunities and urban consolidation as a result of planning policies including *Melbourne 2030*.

### Trade Area Spending

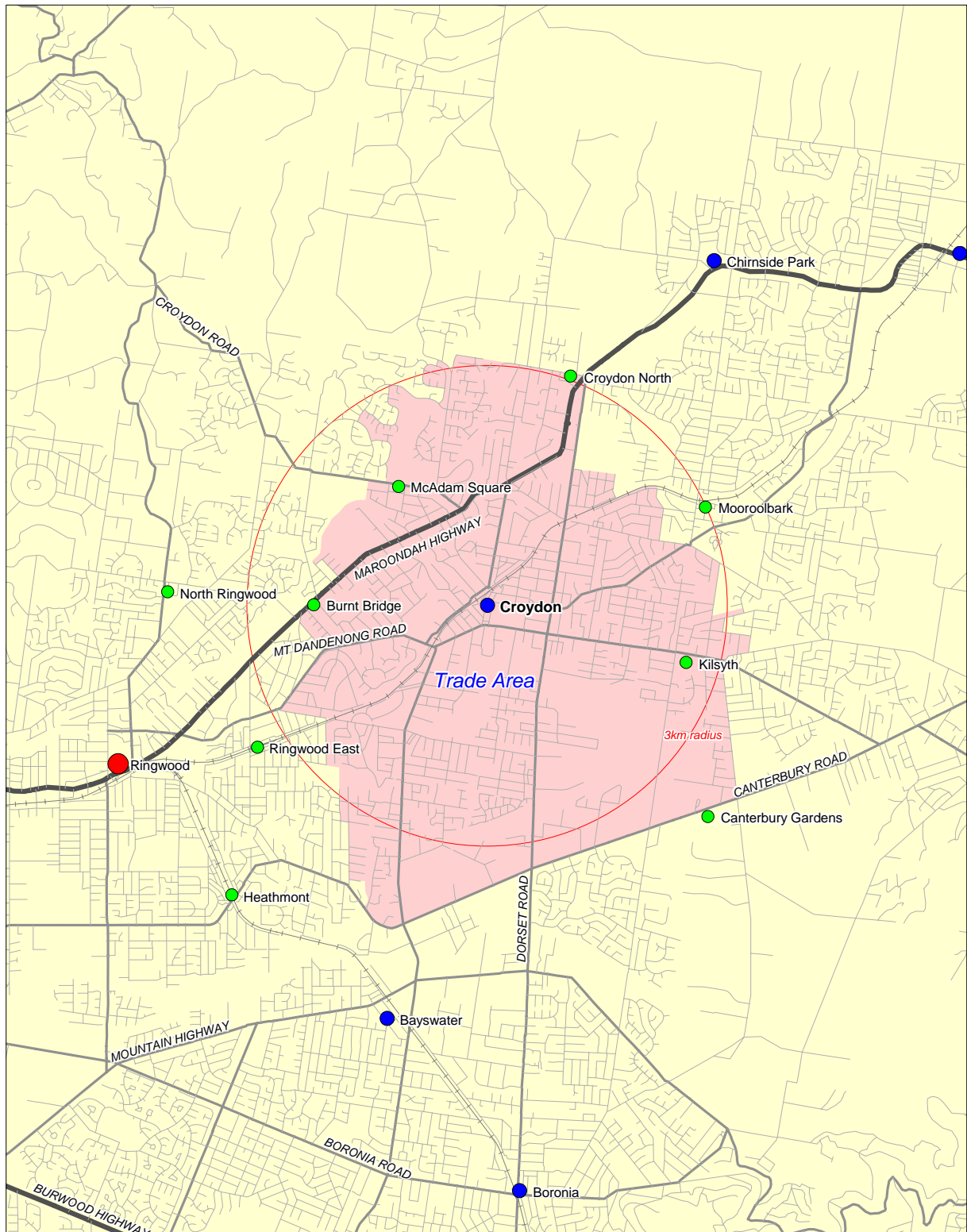
Average per capita expenditure on retail goods and services is estimated based on application of the MarketInfo micro-simulation model which uses 1998/99 ABS Household Expenditure Survey data to estimate retail spending on a small area basis. In Table 3 below, the retail spending per capita of trade area residents is compared with the Melbourne average. As can be seen, spending levels in the trade area are broadly comparable with the overall Melbourne average, with trade area spending just 0.5% below the metropolitan benchmark.

**Table 3 Croydon Town Centre Trade Area Retail Spending Per Capita, 2004**

	Food	Non-Food	Services	Total Retail
<b>Per Capita Spending (\$2004)</b>				
Croydon Town Centre Trade Area	5,084	4,588	298	9,970
Melb. Average	5,078	4,646	300	10,023
<b>Variation from Melbourne Average (%)</b>				
Croydon Town Centre Trade Area	0.1%	-1.2%	-0.5%	-0.5%

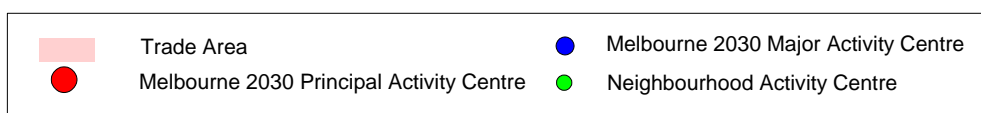
Source: MarketInfo; Essential Economics





**Map 3 Croydon Town Centre Trade Area**

Source: CData with MapInfo  
Produced by: Essential Economics



## Competition

The major competing centres for the Croydon Town Centre are shown in Map 3 and Table 4.

**Table 4 Croydon Town Centre Competition**

	Distance from Croydon TC (km)	Major Traders	Floorspace (m2)
<b>Principal Activity Centre</b>			
Ringwood	5	Myer, Kmart, Big W, Target, Coles, Safeway, Bi Lo	120,000
Knox	9	Myer, Target, Kmart Coles, Bi Lo	90,000
<b>Major Activity Centre</b>			
Chirnside Park	5	Kmart, Target, Safeway, Coles, ALDI	35,000
Boronia	7	Kmart, Coles, Safeway	30,000
Bayswater	5	Safeway	15,000
<b>Neighbourhood Activity Centre</b>			
Burnt Bridge	2	Bi Lo	-
McAdam Square	2	Convenience Supermarket	-
Kilsyth	2.5	Coles, Safeway	-
Croydon North	3	Bi Lo	-
Mooroolbark	3	Coles	-
Ringwood East	3.5	IGA x2	-
Canterbury Gardens	4	Safeway	-
North Ringwood	4	Convenience Supermarket	-
Heathmont	5	IGA	-

Source: Essential Economics

Croydon Town Centre operates in a highly competitive retail environment with Principal Activity Centres located at Ringwood and Knox serving broad regional catchments, and Major Activity Centres at Chirnside Park and Boronia serving sub-regional catchments.

These large centres tend to trade “over the top” of the Croydon Town Centre, in that they provide a range of higher order retail and commercial services which are not offered by the Croydon Town Centre and hence serve wider catchments that extend across the Croydon Town Centre trade area. The Croydon Town Centre is unlikely to be able to directly compete with these centres for these higher order goods and services, and therefore needs to find a niche as a smaller and more convenient destination for local neighbourhood shopping including some non-food specialties, and basic commercial services. The current trading success of the centre shows that in many respects this niche is currently being adequately fulfilled.

In addition there are a range of smaller centres also competing for a share of spending from the trade area. These include nearby centres such as Kilsyth to the east, Mooroolbark, Burnt Bridge, McAdam Square shopping centre and Croydon North. All of these centres have their own supermarket stores and compete with the Croydon Town Centre for convenience and weekly food and grocery shopping.

Given the population growth in the trade area forecast over coming years, there is a likelihood that some of these smaller centres will undergo some sort of redevelopment, refurbishment or expansion in the period to 2030. This has the potential to reduce the share of retail spending in the trade area captured by Croydon Town Centre. It is therefore important that the Croydon Town Centre continues to provide a safe and convenient retail offer which remains relevant to residents of the trade area. This will help ensure that the Croydon Town Centre remains a major destination in the trade area for basic weekly and convenience shopping and lower order commercial services.

### Potential for Additional Retail and Commercial Floorspace Growth

Despite moderate rates of population growth in the trade area over coming years, there is only limited potential for retail floorspace growth in the Croydon Town Centre in the period to 2030. The existing Town Centre is trading successfully as a medium sized centre, and the presence of larger centres at Ringwood, Chirnside Park and Knox precludes Croydon from expanding substantially in the future given that the centre already contains four supermarkets and a large range of specialty stores.

The Town Centre will be able to sustain modest increases in retail floorspace over the period to 2030; however, this is likely to be incremental and spread across the three major retail and commercial precincts. Particular opportunities for additional retail floorspace should be examined in the Main Street precinct, where there may be scope for additional street based retail which reinforces the “town centre” role of the precinct. In particular, there appears to be an opportunity to increase the amount of restaurants and cafes located along Main Street precinct.

Over coming years there are also likely to be opportunities for increased non-retail commercial development in the centre, including office space. Some of these functions will be able to be accommodated in multi-storey developments, such as above ground floor retail shops. Once again, where possible, opportunities for commercial development should be pursued for the Main Street precinct where there are synergies with existing commercial functions.

Residential development in and around the Town Centre will help improve activity levels in the centre after normal business hours and may see the Main Street develop an atmosphere more reflective of main-street style strips in the inner and middle suburbs of Melbourne where there is a stronger leisure, café and restaurant and non-food specialty role.

The prospect of residential development in and around the Croydon centre will also further increase the potential for investors to exploit development and redevelopment opportunities in the centre.

### Croydon Town Centre Issues and Opportunities

#### Issues:

#### *Lack of Integration*

The Croydon Town Centre is a single activity centre in name only. In reality the centre’s retail and commercial functions are divided between the Croydon Markets, Main Street and Arndale shopping centre precincts. It has been a long standing planning goal for the integration of the precincts to be improved; however in reality little appears to have been achieved.

Pedestrian access between the Arndale Centre and Main Street is constrained by physical barriers, while access across the rail line between Croydon Market Shopping Centre and Main Street is also problematic. A greater degree of integration through the centre would assist in maximising the synergies between the various retail and commercial components of the centre. This would provide benefits to traders, shoppers and the general community.

Given their proximity, the Croydon Market Shopping Centre and Main Street precincts would be most easily integrated, despite the presence of the rail line. In reality however, functional integration of Arndale Centre and Main Street is more problematic given their physical separation and the barriers provided by Mt Dandenong Road, Croydon Bowling Club and other community facilities.

#### *Croydon Markets*

The Croydon Markets are a long-standing and well-known institution. The markets are important for the Croydon Town Centre as they provide an important point of difference to other nearby centres, and attract customers to the centre that would otherwise shop elsewhere. However, the markets now appear to be dating somewhat



in terms of appearance, and the range and quality of traders is now below that of other successful markets in Melbourne. It is important that the Croydon Markets continue to operate and function in a way which attracts customers from a relatively broad catchment and reflects positively on the balance of the Town Centre.

#### ***Vacancies in Main Street***

Although the overall Main Street precinct is functioning effectively, it is still the case that the northern end of Main Street (the intersection of Lacey Street and north) remains the quietest part of the centre and contains the majority of vacancies. Despite the presence of the IGA supermarket, Croydon Cinemas and Croydon station directly to the south, this area remains relatively quiet in terms of pedestrian and customer traffic in comparison to the vibrant area between Hewish Road and Main Street. This issue was noted as far back as 1997 in the Maroondah Retail Strategy.

#### ***Croydon Rail Station***

Despite the importance of the Croydon rail station as a rail-bus interchange, the benefit of the interchange to the surrounding retail and commercial uses is limited by poor linkages between the Croydon Market and Main Street precincts. Pedestrian accessibility from the station to both precincts is poor and there are few active frontages onto the rail station.

#### ***Low Density Character***

While the Croydon Town Centre has been defined as a Major Activity Centre in the metropolitan strategy Melbourne 2030, the overall scale of the centre is relatively low density with substantial amounts of open space, low scale single and occasional double storey development and little medium or high density housing. The requirement of the Melbourne 2030 strategy for Major Activity Centres to be a focus for new retail, commercial and residential development needs to be carefully considered given the existing scale of the Croydon Town Centre.

#### ***Opportunities:***

##### ***Melbourne 2030***

Melbourne 2030 has defined the Croydon Town Centre as a Major Activity Centre. This classification gives the centre planning support as a focus for future retail and commercial development and as a location for higher density residential uses. In this respect therefore Croydon Town Centre has an opportunity to consolidate its role as an important retail and commercial activity centre serving the region with a basic range of retail and commercial services. This places Croydon at a competitive advantage to other centres located in and around the trade area such as Kilsyth and Burnt Bridge, which don't have the same degree of planning support from Melbourne 2030 for additional development.

##### ***Community and Leisure Functions***

In addition to the retail and commercial functions in the Croydon Town Centre which are the primary subject of this report, Croydon has a comprehensive range of community and leisure functions which further underline the role and importance of the centre. There remains the potential for additional or improved community facilities to also have flow-on effects on the retail and commercial sector of the town centre.

At present many of the community facilities are located south of Mt Dandenong Road. There may be potential to locate appropriate additional community facilities in or near the Main Street precinct. This would consolidate the mixed-use role of this area and promote additional activity and vibrancy that would benefit traders in this area.

##### ***Station Precinct and Integration***

A long standing goal of planning policy for the Croydon Town Centre has been the achievement of greater integration of both the Croydon Market Shopping Centre and Main Street precincts with the station precinct. This would not only promote higher



public transport usage both to and from the centre, but have benefits for traders who would have greater access to commuters as potential customers. At present both precincts are poorly placed to serve commuters directly.

Related to the issue of integration with the station, is the issue of integration across the station between the Croydon Market Shopping Centre and Main Street precincts. At present this integration is almost non-existent and there appear to be only minimal cross-use between the two precincts despite their relative proximity.

It is recognised that without full grade separation, the rail line will always be a significant barrier. However, there needs to be serious consideration given to ways of improving the current situation which limits the potentially strong synergies between the Croydon Market Shopping Centre and Main Street precincts.

A direct pedestrian link across the rail line has been considered in the past. This has the potential to create additional customer traffic in the northern end of the Main Street precinct. This area is currently over-represented in terms of retail vacancies.

Although appropriate pedestrian linkages are recommended between Main Street and the Arndale Centre precinct, in reality there is only ever likely to be a minimal degree of cross use between these precincts given the distance and physical barriers between the two.

### ***Market Niche***

The Croydon Town Centre operates with a successful market niche as a large neighbourhood retail centre (in a traditional retail hierarchy sense) offering a comprehensive range of food and grocery shopping in addition to a basic range of non-food retail and non-retail commercial services. These operate in conjunction with a wide range of community facilities including sporting fields, RSL club, leisure centre etc, as well as the Croydon cinema complex.

The nearby larger centres at Ringwood, Chirnside Park and Knox are likely to continue their own development programs in the future which will make them considerably larger and busier than the Croydon centre. The Croydon Town Centre therefore has an opportunity 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.

An important part of the market niche served by the Croydon Town Centre is provided by the Croydon Markets located at the rear of the Croydon Market Shopping Centre. The rejuvenation of the Markets would generate broader positive implications for the wider Town Centre.

### ***Strong Trading Performance***

Our analysis of the centre shows that overall, the Croydon Town Centre is trading very strongly with only a small number of vacancies, high levels of customer traffic and a diverse range of basic retail categories and commercial tenants. This current trading strength of the centre, in an environment where there will be trade area population growth and planning support for additional development means that in the future there is likely to be significant investor interest in the Town Centre in terms of redevelopment and refurbishment opportunities.

Additional development opportunities are likely to be based on medium or high density residential uses, and in most instances these residential developments will include retail/commercial components if they are located in either of three major commercial precincts in the Town Centre.

## Access (Maunsell Australia Pty. Ltd)

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### Traffic Capacity & Management of Movements

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As a Principal Activity Centre, Croydon is a significant generator of local and regional travel demand for commercial and retail shopping, employment, educational and recreational activities. In this context, the predominant traffic and transport issues identified are as follows:

#### Bike Networks

The community feedback received in relation to cycling during the preparation of both the Maroondah Integrated Transport Strategy and the Structure Plan included:

- There are no bike racks in many streets and it is not clear where bikes can be parked. This is an important consideration in local shopping precincts where people could ride their bikes to do their shopping if facilities were available;
- Commuter routes are unsafe for cycling but bike paths are poorly maintained;
- Parents are concerned about safety for children walking and cycling. Schools don't encourage cycling any more, and they don't provide facilities or training.

The review of site conditions in the Croydon Town Centre has revealed that there is a lack of bike lanes on major roads and cycle facilities within the study area. In addition parts of off-road bike tracks are in a relatively poor state particularly where roots have lifted tracks and / or there are overhanging branches.

A response to these deficiencies has broadly been identified in the Maroondah Bicycle Strategy, adopted by Council in October 2004, which articulates strategies and action plans to promote cycling throughout Maroondah. The Strategy provides specific details on initiatives that cover the following key areas:

- Off-road bicycle network
- On-road bicycle routes
- Education and Promotion
- Enforcement
- Implementation and Monitoring

Whist topography and existing infrastructure (eg existing rail line) may limit the feasibility of proposed upgrades in some locations, the investigations undertaken as part of the development of the Structure Plan have identified a number of locations where additional infrastructure will provide a good basis for addressing deficiencies in the existing bicycle network.

The deficiencies affect both on-road bicycle lanes and off-road bike paths. In addition it is necessary, in the context of supporting optimum bicycle usage, to improve bike storage facilities at all of the major "end-of-trip" destinations in Croydon. This includes the rail station. Bicycle storage should also be provided in new residential developments in line with Planning Scheme requirements or better. Finally, "change facilities" at destinations are critically important, particularly for supporting commuter cyclists. Showers and amenities should be provided for cyclists in new commercial and civic developments in addition to bicycle storage.

Recommended improvements, all of which are complementary to the Maroondah Bicycle Strategy and the Integrated Transport Strategy, include:

- Provision of bike lanes on Mount Dandenong Road (at least from Bayswater Road to Dorset Road) to create a safer cycling environment in the area where the greatest concentration of civic, institutional and sporting facilities exists.
- Provision of bike 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.
- Provision of bike lanes on Hewish Road from Main Road to Dorset Road.
- Provision of bike lanes on Kent Avenue from Wicklow Avenue northwards, to service the primary school, secondary school and market precinct.
- Improve bicycle access to rail station precinct.
- Provision of safe, secure and convenient bicycle parking facilities at Croydon station. As a minimum bicycle parking should be undercover and in a well lit location and close to the station entrance. Additional bicycle parking facilities should be installed throughout the Croydon Town Centre and in Council owned / operated facilities.
- Undertake regular audit checks on existing off-road shared path network to report on issues that affect user safety including uneven poorly maintained surfaces, sight distance, intersection treatments, path widths, lighting etc.

#### **Pedestrian Network**

Other than in the immediate retail and commercial areas, the current extent of walking in Croydon does not appear to be extensive. Most walking, outside of the main township areas, would seem to be for recreational purposes or for very short trips or is undertaken by those unable to drive (students etc). A contributing factor is likely to be the poor condition of public footpaths had already been identified in many streets during the recent preparation of the Integrated Transport Strategy. This included concern at unpaved and uneven footpaths. In some instances, the poor conditions force people to walk on the road instead of the verge. The inability to walk safely on local roads reduces the attractiveness of walking and may encourage excessive car use even for short trips.

There is a need to provide better clarity and enhanced pedestrian links between the three distinct shopping precincts. Currently the movement of pedestrians between precincts is constrained by the physical separation and poor definition of pedestrian links. This situation is also exacerbated by the presence of the existing rail line and Mount Dandenong Road. Overall, pedestrian connectivity is poor amongst Croydon's various precincts and safety / security are also important considerations, especially when moving through large areas of open space and in the evening / night-time when little passive surveillance is available.

Walking issues can thus be summarised as follows:

- Safety for crossing roads – Mount Dandenong Road especially – this includes timing of pedestrian traffic signals or lack of such facilities
- Distances involved and topography – steep grades in many areas
- Security, safety – particularly through parks
- Engineering issues - footpath design/ lack of footpaths etc



In the context of the above, the key issues for consideration are as follows:

- Consider an additional pedestrian crossing across Mount Dandenong Road between Main Street and Civic Square in the vicinity of James Kerr Way and the Youth Centre. Currently many pedestrians cross diagonally in this area without using the existing signalised crossings.
- Consider an additional pedestrian crossing across Mount Dandenong Road linking Croydon Oval and Arndale Centre to address the occurrence of informal crossings that have been identified in this area (some of which are bound for the TAFE).
- Upgrade pedestrian paths through Croydon Oval reserve to help define a more direct and visual connection between James Kerr Way, Hewish Road and the Arndale Centre. To this end, investigate a redesign of the car park entry on south side of Hewish Road (through the “Bisley” stone gate). This car park entry could be upgraded as the commencement of a new pedestrian path leading across the entire park to join Mount Dandenong Road opposite the Arndale Centre. Alternate vehicular access could be provided by utilising the existing driveway entry into the smaller car park (immediately to the west of the “Bisley” stone gate) and providing a new at southern end of this car park to join the main car park. An additional pedestrian path should be considered to run diagonally across Croydon Oval reserve (to the east of the oval) in order to better link activities at and near Main Street with Swinburne TAFE.
- Prepare a works program to progressively make formal and informal pedestrian crossings DDA compliant.
- Improve pedestrian 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.
- 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 travel through a succession of parking areas.
- Improve signage and surface conditions leading to the two unsignalised at grade pedestrian rail crib crossings at the north end on Main Street and opposite Alto Street. Progressively implement safety improvements as pedestrian activity increases at these crossings.
- Construct footpath along south side of Wicklow Avenue from Alto Avenue to Croydon Station.
- Extend existing footpath from north end on Main Street to Station. Currently footpath terminates at property boundary forcing people onto roadway. This may require localised carriageway narrowing.
- Implement a range of improvements to all existing pedestrian connections between Railway Drive (Station) and Main Street shopping precinct.
- Construct footpath along James Kerr Way.
- Pedestrian access from the north side of the Station (shopping and Market precincts) to the Main Street shopping precinct is currently circuitous (via the two at-grade rail crib crossings) and requires consideration of an improved long term solution.
- Undertake regular audit checks on existing path network to report on issues that affect pedestrian safety including uneven poorly maintained surfaces, intersection treatments, DDA compliance, path widths, lighting etc.



### Road Network

The capacity of the existing road network appears adequate to sustain likely future growth needs, notwithstanding the need to consider traffic management measures and other initiatives. Possible treatments are as follows:

- Construct a single conventional roundabout at Kent Avenue, Wicklow Avenue, and Croydon 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, particularly the north/east corner leading from Croydon Road into Railway Crescent, and at the pedestrian rail crib crossing (on the southern side of Railway Crescent / Wicklow Avenue – across the rail line).
- Apply variable speed limit (40 kilometres per hour) to entire Activity Centre.

### Public Transport & Specific Station Issues

The following bus routes service Croydon:

**Route 366:** Croydon Station to Ringwood Station

**Route 367:** Croydon Station to Ringwood Station (different route from 366 service)

**Route 664:** Chirnside Park Shopping Centre & Lilydale Station **through Croydon Station** and to Knox City Shopping Centre

**Route 670:** Ringwood Station **through Croydon** and to Chirnside Park Shopping Centre & Lilydale Station

**Route 671:** Croydon Station to Chirnside Park Shopping Centre

**Route 672:** Croydon Station to Chirnside Park Shopping Centre (different route from 671 Service)

**Route 688:** Croydon Station to Olinda

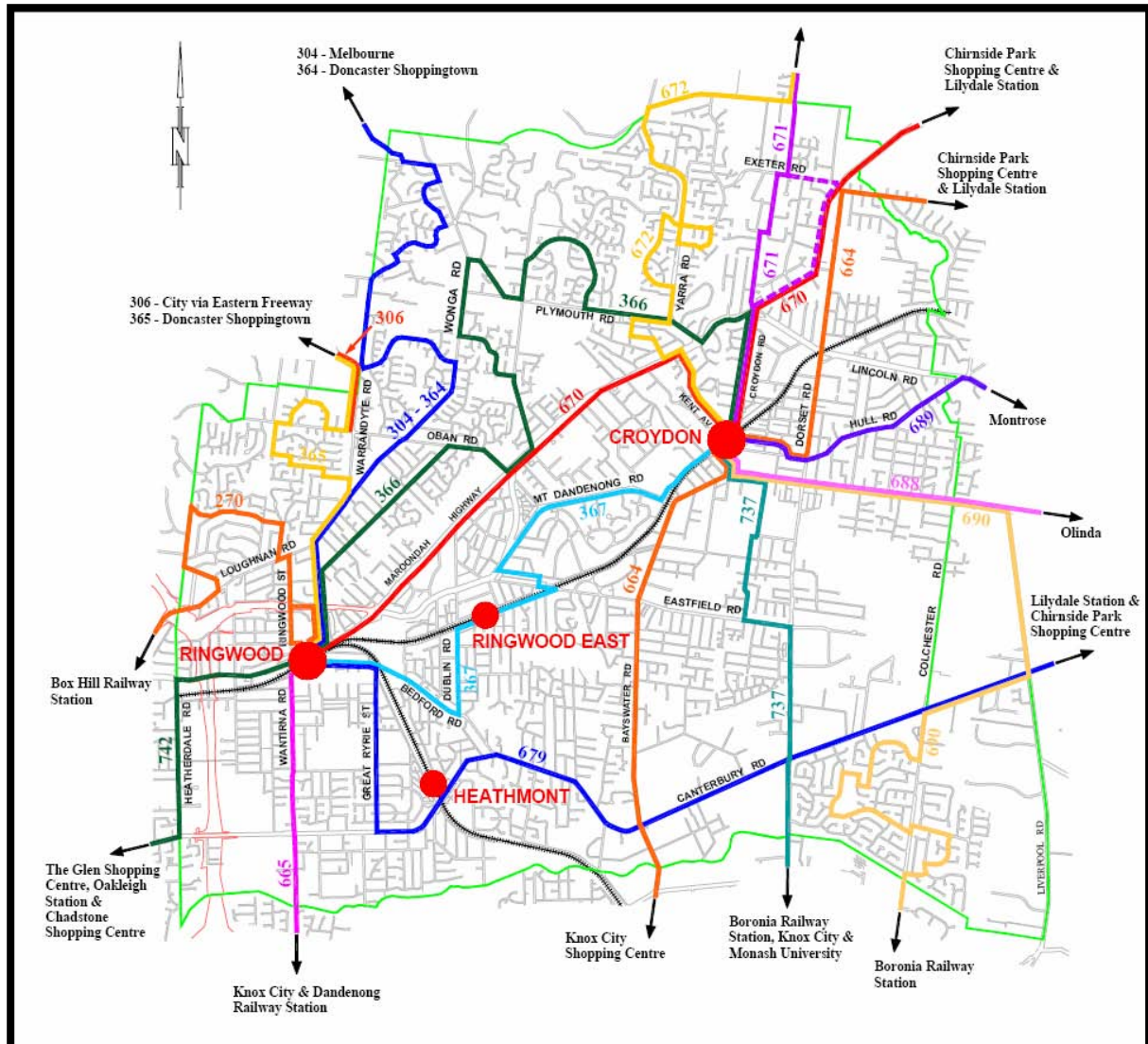
**Route 689:** Croydon Station to Montrose

**Route 690:** Croydon Station to Boronia Railway Station

**Route 737:** Croydon to Boronia Railway Station, Knox City and Monash University

**Nightrider Bus:** Croydon to Melbourne CBD via Doncaster and Box Hill

These services and the associated routes are shown visually in the Figure over the page.



Croydon Station performs as a major modal interchange with train to bus and bus to bus connections. The station precinct is separated from the main shopping precinct by major roads and car parks associated with retail premises fronting Main Street. Pedestrian links between Main Street and the station are provided by narrow walkways located between buildings. 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. Key issues for consideration are as follows:

- Commuter parking by train passengers appears to be approaching capacity. The allocation of additional parking spaces should be considered for all day commuter parking at station.
- Make representations to the State to investigate resolving the peak hour capacity restraint on the rail line through Croydon (which is created as a result of the single track between Mooroolbark and Lilydale).
- Improvements to pedestrian network where gaps exist along Railway Drive and Wicklow Avenue and directional signage.

## Conclusion

The key transport issues emerging from the review of existing conditions in the Croydon town centre revolve around improving connectivity and accessibility for all modes of transport, particularly pedestrians and cyclists.

The heart of Croydon is characterised by a split of activities in three separate sub-centres which are separated by major arterial roads and the rail line. Movement through Croydon is heavily biased towards private cars with an associated inferior level of service for pedestrians and cyclists. An extensive public transport system exists – formed by buses and the rail line – but opportunities for improvement also exist for these services.

The various on-street and off-street parking areas in Croydon, which service the shopping strips, supermarkets and other retail / commercial uses, offer reasonable spare capacity although high occupancies are evident for commuter parking at the station.

Croydon is expected to experience relatively modest population growth in comparison to the rest of Melbourne. The low population growth and aging population patterns are expected to contribute little additional private vehicle traffic but increase demand for public transport and community transport services as well as provision of comprehensive and easy to navigate pedestrian networks.

The future challenge for Croydon will be to:

- Moderate private vehicle use;
- Expand pedestrian and bicycle networks; and
- Enhance public transport services.

In order to meet these challenges a number of directions need to be pursued:

- There is a need to create a more pedestrian-friendly street environment leading to and within the various sub-centres. This should include reduced exposure to vehicles, reduced waiting times at intersections, and additional more direct routes between attractions.
- Bicycle routes and facilities need to be upgraded.
- Traffic calming including reduced speed environments need to be investigated
- Bus facilities need to be improved, particularly seating, shelter, real-time travel information and timetables.
- The separation created by the rail line needs to be addressed – particularly in terms of pedestrian permeability



## Infrastructure (Maunsell Australia Pty. Ltd)

### Precinct Layout

The study area is characterised by an irregular road pattern of main roads and minor intersecting roads with a major arterial road (Mount Dandenong Road) and rail line (Lilydale Line) bisecting the study area. The Croydon study boundary is described as follows:

- Dorset Road to the east
- Plumer Street and Kitchener Street to the north
- Croydon Primary School
- Croydon Market
- Wicklow Avenue
- Mt Dandenong Road to Lusher Avenue
- Melbourne Water Pipe Track to the south

The study area is intensely developed in an urban sense and there is significant infrastructure that passes through the study area. Each of the existing services can be used as a foundation for expansion at a precinct level. The main infrastructure components that exist in the study area are listed below and briefly described under the following headings. The key infrastructure service providers are:

- |   |                                |
|---|--------------------------------|
| – Maroondah City Council infrastructure | Stormwater drainage, road      |
| – Telstra / Optus Networks              | Telecommunication, Fibre optic |
| – Victrack Access                       | Rail, overhead power           |
| – SP Ausnet Central                     | Electricity                    |
| – Yarra Valley Water Ltd                | Water, sewer                   |
| – Multinet Gas                          | Gas                            |

### Roads

There are a number of main roads and distributor roads within the study area. These include:

#### 1) Mount Dandenong Road

This is the main link between Maroondah Highway and Canterbury Road and further to the Mount Dandenong Tourist Road. Mount Dandenong Road functions as access to the main commercial precinct in the study area

#### 2) Kent Avenue

This is the principal north – south link between the Maroondah Highway and Croydon commercial centre, Croydon Market, Primary School and Station.

#### 3) Croydon Road

Croydon Road forms another important north – south link between the Maroondah Highway and Croydon commercial centre and Croydon Station.

#### 3) Hewish Road

Hewish Road is the principal east – west link from Dorset Road to the commercial centre.

Other significant roads in the area include Main Street, Lacey Street and Wicklow Avenue. There are no significant roads planned for the future.

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

### Stormwater

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The Croydon Town Centre study area is located in Upper Croydon Main Drain drainage sub catchment area. The study area drains to the south and discharges to a Melbourne Water retarding basin located south of Town Park. Outflow from the retarding basin is connected to Tarralla Creek a tributary of Dandenong Creek. Tarralla Creek (formally known as Upper Croydon Main Drain) originates upstream of the municipality and in Kilsyth and flow through Croydon South and Bayswater. The creek is highly modified with low flows contained in piped sections and high flows contained within a trapezoidal channel.

Responsibilities for waterway and water infrastructure management within the study area are shared between a number of management authorities. Melbourne Water is the regional drainage authority responsible for the management of Tarralla Creek as a major water course.

Council's drainage network generally conveys stormwater from the north to south through the study area through existing street channels and piped drains. Main piped drains are located in Main Street. Branch drains service properties along the minor streets. Trash baskets are located in stormwater pits in Main Street.

Redevelopment is a potential threat to health of waterways. Increase in impervious surfaces generates increased stormwater runoff volume and flow frequency and has the potential to increase the level of litter, nutrients and sediments transported in waterways.

The full assessment of the potential impact of redevelopment of the precinct on Council's drainage system requires further investigation, but initial assessments indicate that there is unlikely to be significant upgrade works required.

The Maroondah City Council Stormwater Environmental Management Plan identifies actions to improve the environmental management of urban stormwater and protect the environmental values and beneficial uses of receiving environments. It identifies urban activities that may adversely affect water quality and sets in place strategies to protect water quality and beneficial uses from stormwater runoff.

Water sensitive urban design (WSUD) concepts would also form the basis of any augmentation to the drainage system.

The study area is not subject to flooding and is not located in a LSIO zone or urban floodway zone or subject to Special Buildings Overlay (SBO) provisions.

### Telecommunications

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Existing Telstra Distribution (copper) cable are available throughout the study area. Telstra and Optus have in place fibre optic cables located in the study area principally along major roads.

Telstra has in place a process that identifies new developments and Telstra would plan to provide service as per the requirements of the development. Detailed designs are only produced within Telstra when infrastructure shortfall in Telstra's network is identified following the issue of a project brief.

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## Rail

A passenger train service (Lilydale Line) currently operates to Croydon Station.

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## Electricity

From the MOCS information provided by the power authority SP Ausnet, there are both underground services and overhead services within the study area. Low voltage mains, high voltage overhead and underground cables and high voltage transmission lines are available within the study area.

The provision of electricity to any specific site or precinct within the development area is largely dependant on the type and size of the proposed development and its relation to existing infrastructure. Subject to standard conditions of supply, future development within the study area can be supplied from the existing network.

Citipower Australia's current policies provide for contributions toward the cost of new electrical connections based on the economics of each supply request

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## Water

The study area is connected to reticulated mains water supply. Yarra Valley Water is the potable water service provider to Croydon Town Centre. Potable water supply is currently provided to the town centre by existing 375 mm water distribution main located in Windsor Street. Smaller size reticulation pipes exist throughout the study area to servicing existing lots. Water mains are sized to ensure adequate flow rates and residual pressures, including a contribution to fire fighting.

Subject to detailed design, the exiting water distribution system would seem to be capable of servicing future development. It is considered existing 150 mm and 100 mm reticulation water mains will provide sufficient flow rate for future development within the study area.

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## Sewerage

The study area is connected to a reticulated sewer system. Yarra Valley Water is the sewerage service provider for the study area. It is considered existing sewer mains will provide sufficient flow rate for future development within the study area.

Any augmentation of the sewerage reticulation network must comply with the requirements of the Sewerage Code of Australia WSA 02-1999 and /or the Plumbing and Drainage Code AS/NZS 3500. It is assumed that the existing network will be modified or abandoned in areas and new reticulation will be constructed as part of future development.

Yarra Valley Water applies head works charges to all developments. This charge is for augmentation works and any other works necessary to enhance the overall sewerage system as necessary to support development. The Sewerage Headworks Charge is used to upgrade the sewerage system as necessary to support development.

Effluent reuse has an important role to play in sustainable water resource management and should be considered for future developments. Water efficiency options and effluent reuse options can often complement each other in reducing the total cost of water.

Water use efficiency can be achieved through demand management options i.e. using water efficient fittings, education in water use, retrofitting existing fittings with water efficient fittings and water source substitution i.e. installation of rainwater tanks and grey water treatment and re use.

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## Gas

Multinet Gas is the gas provider for the study area. There are existing 100 mm diameter transmission pressure gas mains along Dorset Road. There are existing 40



mm and 50 mm diameter mains located in the balance of the road network. Individual developers can negotiate with the gas company for upgraded supply and installation of additional services to the relevant development. Subject to detailed design, the existing water distribution system would seem to be capable of servicing future development.

### **Delivery of Public Infrastructure**

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The main mechanisms available to facilitate the delivery of public assets that may be required to facilitate redevelopment in the Croydon Town Centre precinct include:

- Council provides for upgraded services through Council's capital works budget;
- Developer contributions identified by the introduction of a Developer Contributions Overlay;
- Application of Section 173 agreement of the Planning and Environment Act for the provision of specific works by a developer.

### **Conclusion**

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The existing study area is fully serviced by water, gas, sewer, telecommunications and power. There are no current infrastructure enhancement programs for these services. The capacity of existing services to cater for future demand (in the context of low-rise infill development) would be assessed on a case-by-case basis. It is considered that existing infrastructure is most likely to cater for future demand. Any improvements are likely to be infrastructure renewals rather than augmentation.

In summary, it is concluded that future development within the study area can be accommodated without major upgrades to existing infrastructure. The condition and capacity of existing infrastructure is not seen as a constraint to future development. Where necessary, infrastructure providers will expand capacity of services in line with population growth and development needs.

## Strategic Context

### State Planning Policy Framework

The SPPF provides the general principles for land use and development in the Croydon town centre.

#### CI 16 Housing

Subdivisions in locations with access to physical and community infrastructure and providing a range of lot sizes, a convenient and safe road network, appropriate pedestrian and cycle paths, sufficient usable public open space.

Residential development that is cost effective in infrastructure provision and use, energy efficient... and encourages public transport use.

Opportunities for increased residential densities to help consolidate urban areas.

#### CI 17 Economic Development

To encourage the concentration of major retail, commercial, administrative, entertainment and cultural developments into activity centres (including strip shopping centres) which provide a variety of land uses and are highly accessible to the community.

#### CI 18 Infrastructure

To integrate land use and transport planning around existing and planned declared highways, rails, principal bus routes and tram lines.

### Local Planning Policy Framework

#### CI 21.07 Image and Urban Design

Require all new developments to incorporate the highest standards of urban image, landscape design and building design innovation.

Implement capital works programs projects in public domain areas in order to provide high quality urban design treatments...

#### CI 21.09 Retail and Commercial Activity

The Croydon town centre is defined as a community centre under the policy, the second in size to Ringwood which is defined as a district centre. The policy includes:

- Ensuring that appropriate standards for urban design, physical form and tenant mix are incorporated into a development framework for commercial centres...
- Maintain the hierarchy of commercial centres in Maroondah...
- Create a development framework that identifies and promotes the diversity of vibrant retail and business components...
- Improve the vehicular and pedestrian circulation with existing commercial centres and maintain high levels of access and egress.

#### CI 21.04 Transport and Accessibility

Relevant to the CTSP are the policies to:

- Encourage increased use of public transport...
- Reduce the... impact of vehicular traffic... through traffic calming...
- Increase the level of access to public transport services ...improvements to facilities associated with public transport nodes...
- Promote car parking facilities around public transport nodes

- Promoting increased densities around public transport nodes
- Promote greater integration of... land uses...
- Promote... Croydon as a major modal interchange hub...
- Lobby for improved coordination of public transport provision and timetable

#### CI 22.18 Croydon Town Centre Residential Development Policy

The policy outlines a series of policies supporting and guiding the development of higher density housing developments in the Croydon town centre. The policies cover neighbourhood character, heights and setbacks, integration with the street, and a number of other design related issues.

### Regional and Metropolitan Plans and Strategies

#### Melbourne 2030 (summary by Maunsell)

The Melbourne 2030 Strategy has been developed to manage growth and change across metropolitan Melbourne and regional Victoria. Melbourne 2030 has identified that Activity Centres will be the major focus of change in Metropolitan Melbourne over the next 30 years. The key transport-related objectives for the development of Activity Centres include:

- Reduce the number of private motorised vehicle trips by concentrating activities that generate high numbers of (non-freight) trips in highly accessible locations;
- Improve access by walking, cycling and public transport to services and facilities for local and regional populations; and
- Support the development of the Principal Public Transport Network.

Metropolitan Melbourne has a network of 118 Principal and Major Activity Centres of which 25 have been classified as Principal Activity Centres. Croydon is a designated Major Activity Centre.

#### Linking Melbourne Metropolitan Transport Plan (summary by Maunsell)

Linking Melbourne Metropolitan Transport Plan was released by the Government in December 2004 and is a comprehensive plan for the management and development of Melbourne's transport system. It sets out directions and initiatives to meet the challenges posed by Melbourne's growth and development over the next 10 years.

The plan reinforces and supports the Government's strategic framework for managing land use and transport contained in Melbourne 2030 Planning for Sustainable Growth.

The Victorian Government has set a target that by the year 2020, 20% of motorised trips will take place on public transport. The programs contained in the Metropolitan Transport Plan will lay the foundation for future progress towards this target.

The Metropolitan Transport Plan is particularly relevant to Croydon as it outlines a number of strategies for inner and established suburbs. The Plan is articulated in 4 sections:

- A safer transport system
- Managing congestion
- Metropolitan growth
- Support for economic growth.

Under the "managing congestion" component of the Plan, the Government acknowledges that increasing road capacity through road building programs alone cannot solve traffic congestion. Instead the Government is proposing a range of complementary approaches. These include:

- Provide **priority to trams over other traffic**, to reduce delays and improve service reliability
- Promote **greater use of public transport**, particularly in established areas where the supply is relatively good



- Promote **greater use of walking and cycling**, for shorter trips
- Make the existing **public transport system more user-friendly** through improved co-ordination of services (for example bus and train timetables), real-time passenger information, better facilities at stations and stops, and an improved ticketing system
- Introduce a high-quality, high-frequency network of **cross-town buses** for people who do not travel to and from the central area
- Provide people with **better information about travel options** and the associated costs and benefits, to assist their travel decisions.

Future action in the Croydon Activity Centre should therefore clearly support the approaches outlined above.

### Eastern Regional Housing Statement

The draft Eastern Regional Housing Statement (ERHS) was released in August 2005 for public comment. The eastern region comprises the municipalities of Boroondara, Knox, Manningham, Maroondah, Monash, Stonnington, Whitehorse and Yarra Ranges. The purpose of the ERHS is to manage housing needs and projected housing growth within the region, which currently has a population of over 1 million. Over the period 2001-2031 the region will need to accommodate an additional 111,000 people in 91,000 households, with 27,700 people and 17,000 households to be accommodated in Maroondah, which represents the highest growth for the region. There will be a gradual shift away from greenfield sites and dispersed locations with a greater focus for new housing in strategic redevelopment sites and activity centres, with a greater diversity of housing types (including affordable housing) and improved design, built form and sustainability outcomes. Objectives, Strategies and Actions are identified for planning and managing this housing growth and change.

Housing opportunities identified by Maroondah City Council include an additional 1,000 households on Greenfield sites (including the Croydon Golf Course and sites in Bayswater North), 6,500 households in strategic redevelopment sites (with the majority to be located at higher densities in and around the Ringwood Activity Centre, and the Croydon Town Centre also expected to accommodate further higher density housing), and an additional 5,600 households accommodated in dispersed locations (with restrictions in the Croydon Hills).

## Council Plans, Strategies and Associated Documents

### Maroondah Integrated Transport Strategy (summary by Maunsell)

The Maroondah Integrated Transport Strategy presents a series of strategic action plans to address issues identified through community workshops and community submissions. Key issues and concerns identified through the public consultation process include:

- Poor condition of road infrastructure;
- General concerns about poor interaction of vehicular traffic, cyclist and pedestrians;
- General concerns about the layout and operation of Croydon Station; and
- Buses are not seen as serving the community effectively.

The identification of key issues has highlighted where gaps in service provision and infrastructure exist. Potential solutions to these gaps have been developed by taking into consideration the opportunities and constraints to mobility and traffic management in Croydon.

The Maroondah Integrated Transport Strategy identifies key transport-related aspects that currently affect mobility in Croydon. They include:

- Existing traffic circulation patterns and peak period congestion problems;
- Permeability and way-finding throughout the area for pedestrians;
- Poor linkages between key activity zones;

- The use and management of road space; and
- Effective separation of all road users.

#### **Maroondah Council Plan 2005-2009**

The council plan sets out the vision, key themes and strategies to achieve the objectives of the long term vision for the municipality, Maroondah 2025. The plan ensures that the work and services of council continue to work towards this vision.

The plan lists as strategies a number of council programs that affect the Croydon town centre, such as a business, the Gateway Public Art Project, the Public Place Recycling Program for Croydon, the implementation of 'Celebrating Croydon's Heart' public art program, implementation of the Urban Design Framework and the Safer Design Guidelines.

#### **Maroondah Health, Safety and Wellbeing Plan, 2003-2005**

This Plan provides direction and guidelines to Council to "assist in working towards an optimal state of health, safety and wellbeing for the Maroondah community". It includes the Key Goals of, Promoting a Safer Community, Supporting Healthy Lifestyles, Enhancing Community Connections and Protecting and Improving our Environment, and provides guidance to the Structure Plan in relation to improving accessibility, sense of community and participation and reducing social isolation through improvements to physical links and social infrastructure.

#### **Maroondah Footpath Trading Policy (Draft), November 2005**

Provides policy and guidelines to assist in ensuring compliance of footpath trading and dining with the Disability Discrimination Act 1992. This includes the demarcation of a pedestrian zone, trading activity zone, and kerbside zone within the footpath width, to provide a clear accessible path of travel along shop frontages.

#### **Open Space Strategy, Maroondah City Council 2005**

1997 Open Space Plan – actions for Croydon – little or no progress

- links between Dorset Recreation Reserve and Croydon Main Street
- on and off road links to Sth Kilsyth
- provision of more passive leisure opportunities in sporting reserves and other developed settings
- Wyreena Community Arts Reserve developed as a key focus for passive leisure

2005 Plan – key actions

- connection along the Pipe Track between Dorset Recreation Reserve and Eastfield Park, and beyond to Warburton trail
- future walking route from Eastfield Park north to Lincoln Road, through open spaces and parklands
- upgrade facilities in Town Park and Croydon oval
- upgrade Tarralla Creek trail
- create partnerships with schools for open space

#### **Safety and Security Audit (Designing OUT Crime) Croydon Shopping Centre (2004) and Safer by Design Audit of Community Facilities in Croydon**

A number of audits within the Croydon Town Centre have been undertaken by the Victoria Police, examining the good and poor aspects of the physical design of the Centre.

The places where safety audits have been conducted are: The Croydon Shopping Centre, The Croydon Athletics Track and Facilities, EV's Youth Centre, Occasional Day Care, the RSL, the Bowling Club, the Citizen's Advice Bureau, the Senior Citizens Centre, the Library, Croydon Park, the Mount View Corner House and the Tennis Courts.

A number of issues were raised in the audits with a number of common themes arising. These were:

- The existence of a number of 'entrapment' points throughout the area including alcoves along Main Street and the alleyways between the shops and the car park.
- Poor condition and placement of facilities such as seating, public toilets, drinking fountains, and public telephones.
- A lack of signage as to the entrances of buildings, and the location of public facilities resulting in poor pedestrian legibility
- Overgrown vegetation in a number of areas reduces 'sightlines' and provides hiding places for potential offenders
- Side and rear fences in many areas block views and contribute to 'entrapment' points
- Rubbish and Graffiti throughout the centre contribute to a 'fear of crime'

These conditions are not unique to Croydon, and can be tackled with a number of physical design and management considerations, utilising the CPTED and Safer by Design Principles. These include:

- Building upon the existing working groups and Police liaison support to continue to focus on reducing crime in the Centre
- Using appropriate gates and fences to eliminate 'entrapment' points and discouraging the use of 'out of the way' areas in the Centre for undesirable activities.
- Encouraging 'eyes on the street' through increasing sightlines by cutting back overgrown vegetation and utilising 'see-through' fencing where appropriate to eliminate hiding places
- Cleaning up rubbish and the repair and maintenance of public facilities contributes to a sense of safety and 'ownership' to a place. This includes the prompt removal of graffiti when it occurs.
- Increasing the legibility of the Centre with directional signage and having public buildings appropriately labelled.
- Examining the location of public facilities such as seating, toilets and ATM's to avoid the potential for loitering, whilst encouraging legitimate users to visit the Centre.

There is the potential for a number of small interventions to be undertaken, as described above, that could have the desired effect of reducing the fear and/or occurrence of crime in the Croydon Town Centre.

### **Croydon Means Business – Business Plan 2001 (Main Street)**

Attributes and opportunities

- 196 shops – largest strip in Croydon area
- range of services and facilities
- loyal shopper base supporting local facilities
- public transport
- banks and post office
- variety of shops
- ambience and character
- convenient location
- potential

Issues and problems

- competition from large regional malls
- drugs
- untidy
- many service oriented businesses and bargain shops – lack of variety of shops



- business mix should be realigned so that it reflects consumer needs
- retain market of young people

For the future

- need more cafes and restaurants
- attractions for young people

#### **T. Trevaks, 2001, 'Croydon Means Business' Business Plan 2001**

Suggests the establishment of a business mix program to encourage the development of:

- Cafes
- Music
- Fashion
- Fruit and vegetables
- Discount department store
- A tavern or bar

The report also suggests establishing a 'Safe Shop' program, a local area marketing program, a retail co-ordinator role for the centre, training and an award program.

#### **Murphy Design Group and Fulcrum Town Planners, 2001, Maroondah Residential 2 Zone Urban Design Framework and Guidelines**

This report applies to land zoned Residential 2. There is no R2Z in the study area.

#### **Maroondah City Council, 1997, Maroondah Municipal Housing Strategy; M. Dobbie, and M. Smith, 1999, Municipal Review of Public Toilets in the City of Maroondah**

Recommendations:

- PTC toilets in station car park to be demolished
- Demolish public toilets behind entertainment centre
- Promote toilets in the CRAMP Building, Main Street as main facility, with direct access from laneway.

## Zones and Overlays

Land use zones control the *uses* that can occur on land and overlays generally control the *form* that the development may take. The following zones and overlays apply within the study area as shown on the maps in Appendix B.

### Zones:

#### Business 1 Zone (B1Z)

Applies largely to the Main Street Shopping Centre, Croydon Market Shopping Centre and the Arndale Centre. Also applies to a small area on the corner of Croydon Road and Rail Crescent, and an area to the south of Wicklow Avenue. The B1Z which encourages the intensive development of business centres for retailing and other complementary commercial, entertainment and community uses.

#### Business 3 Zone (B3Z)

Applies to part of the light industrial and commercial area to the north-east of the Main Street Shopping Centre (south of Coolstore Road and west of Windsor Road). The B3Z encourages the integrated development of offices and manufacturing industries and associated commercial and industrial uses.

#### Mixed Use Zone (MUZ)

Applies to the south side of Mount Dandenong Road between Civic Square and Lusher Road, to the Croydon Market site and part of the car park to the east, and to the new apartments between Hewish Road and Lacey Street. The purpose of the MUZ is to provide for a range of residential, commercial, industrial and other uses, and to encourage residential development that respects the neighbourhood character.

#### Industrial 1 Zone (IN1Z)

Applies to part of the light industrial area to the north of Coolstore Road and east of Windsor Road, to the industrial area east of Lusher Road, and to a small parcel of land at the south-east corner of the study area on Dorset Road. This zone provides for manufacturing industry, the storage and distribution of goods and associated uses in a way that does not affect the safety and amenity of the local community.

#### Industrial 3 Zone (IN3Z)

This zone applies to the electrical substation in Dorset Road and to an isolated pocket of light industrial land to the north of the rail line in Rail Crescent, and provides for industries and associated uses while avoiding inter-industry conflict, provides a buffer between other industrial zones and local communities, and ensures that the uses on the site do not affect the safety and amenity of more sensitive uses on adjacent land.

#### Residential 1 Zone (R1Z)

Applies to the surrounding residential areas and provides for residential development at a range of densities with a variety of dwellings to meet the housing needs of all households.

#### Public Use Zone (PUZ)

The PUZ applies to large areas of land within the study area, including the Civic and Community precinct, Swinburne TAFE, Croydon Primary School, Croydon Community School, Police Station, the Melbourne Water Pipe Track, the rail line and station and some Council car parks to the west of Main Street. Schedules 1 (Service & Utility), 2 (Education), 4 (Transport), 6 (Local Government) and 7 (Other Public Use) are found in the study area. The purpose of the zone is to recognise public land use for public utility and community services and facilities, as well as providing for associated uses that are consistent with the intent of the public land reservation or purpose.

### **Public Park and Recreation Zone (PPRZ)**

Applies to parkland in the study area, including Croydon Park, Town Park, the tennis courts and scout hall to the west of Civic Square, the bowling club in Civic Square and the St John Ambulance in Lacey Street.

### **Road Zone (RDZ1 and RDZ2)**

RDZ1 applies to Category 1 roads (Mount Dandenong Road, Dorset Road, Wicklow Avenue, Croydon Road) and RDZ2 applies to the Category 2 roads which provide a link from the Kent Road/Croydon Road roundabout through to Dorset Road (parts of Coolstore Road, Windsor Road, Lacey Street and Hewish Road). The purpose of this zone is to identify existing significant roads and land which has been acquired for a proposed road.

### **Overlays:**

#### **Vegetation Protection Overlay (VPO1)**

The VPO1 (Sites of Biological Significance) applies to a small area in the northern corner of Croydon Primary School, and provides for the protection of significant vegetation, preservation and minimisation of loss of vegetation, recognition of special significance and encouragement of native vegetation regeneration. The Schedule provides more specifically for the protection and enhancement of areas of biological significance in Maroondah to ensure the maintenance and enhancement of the biological diversity of the flora, and to achieve an increase in the presence of indigenous species in the natural environment.

#### **Significant Landscape Overlay (SLO4)**

The SLO4 (Maroondah Canopy Tree Protection Area - Inside Urban Growth Boundary) applies to residential areas to the west of Main Street, to the east of Norton and Springfield Road, to the north of Lacey Street (including some light industrial land), and between Croydon Road and Rail Parade. It also applies to part of the Melbourne Water Pipe Track. The purpose of the overlay is to identify significant landscapes and conserve and enhance their character, while the schedule provides more specifically for the conservation and enhancement of the landscape character, the existing pattern of vegetation, landscape quality and ecosystems, the encouragement of re-generation of vegetation, and the maintenance of a dense vegetation canopy and the overall scenic beauty of the municipality. It is also noted that the SLO3 (Ridgeline Protection Area – Inside Urban Growth Boundary) applies just outside the study area, protecting the treed backdrop of the Wicklow Ridgeline.

#### **Heritage Overlay (HO)**

The Heritage Overlay applies to individual buildings and trees within the study area rather than to precincts. Buildings protected by the HO are the Croydon Community School, Maternal and Child Health Centre (Civic Square), Gifford Memorial Church (Croydon Road) and the State Savings Bank (Main Street). Protected trees are the Silver Peppermint Tree in the Devon Street Car Park, Weeping Scotch Elm Tree in the Lacey Street Reserve, and English Oak Tree in the Croydon Memorial School grounds. The purpose of the Heritage Overlay is to conserve and enhance heritage places of natural or cultural significance and the elements that contribute to their significance, as well as to ensure that development does not adversely affect the significance of heritage places. It also allows for some uses that would otherwise be prohibited if the use would assist in the conservation of the place.



## Community Consultation

Community consultation has occurred throughout the development of the Structure Plan, with Stage 1 taking place during the initial stages of the project (involving questionnaires, workshops and disposable camera surveys) and Stage 2 being consultation on the draft Framework Plan in September to December 2005. Stage 3 of the community consultation is currently underway, with the public exhibition of the Draft Structure Plan for feedback. A Steering Committee which included several community representatives also guided the project up to the preparation of the Framework Plan, and provided invaluable insights for the development of the Draft Structure Plan.

A summary of the feedback received during Stages 1 and 2 of the community consultation is provided below:

### Stage 1 Consultation Process: Workshop, Feedback Sheet, Disposable Cameras

Community feedback has been invaluable in gaining an understanding of the role and key features of the Croydon Town Centre. The feedback received from people who live or work in the Centre assisted the study team in identifying the issues and opportunities for the Centre, and in making initial suggestions for emerging directions for the future.

Community feedback was received via:

- Feedback Sheets attached to the first Community Bulletin
- Submissions received by Council
- The Community Workshop held on 6th June
- The first Steering Committee meeting held on the 15th June, where the study team met with community representatives

At the workshop and in the Feedback Sheet we asked questions about the qualities of the Croydon Town Centre, the people, activities and services in Croydon, moving around the Centre and the local economy. The responses are summarised below.

### Community Workshop

#### Publicity

Community Bulletin distributed by Council

Local newspaper advertisement

Individual invites to local groups and stakeholder representatives

#### Numbers

Approximately 20-25 attendees, comprising local residents and centre traders

#### Workshop Agenda

- What is a structure plan?
- What is the current situation?
- What do we want for the future?
- Where to from here?

### What do we want for the future? Questions

#### General questions

Do you consider Croydon to be one centre, or a grouping of centres?

There are three main shopping centres within Croydon – Main Street, the Market and Safeway, and the Arndale Centre. What are the main differences between these three centres?

Do you ever walk between the Main Street, the Arndale Centre and Central Croydon?

What do you wish the centre had, or had more of?

### **Activities**

Thinking about all of the different people who visit the Centre, what other services or facilities could improve the Centre in the future?

How can the three local shopping areas be improved?

Where do you think new housing could be introduced to the Centre?

### **Buildings**

What types of new buildings would you like to see in the Centre?

How could existing buildings be improved?

What buildings in the Town Centre are of particular importance and should be retained because of their special appearance or their heritage value?

### **Spaces**

There are a number of important public spaces within Croydon – the Main Street, the station and the parklands. How could the spaces within the centre be better used?

Do you feel safe walking around the centre, particularly at night time?

### **Access**

How could the different parts of the Centre be better linked to make moving around the centre easier? For example, how could we improve the link from the library to the market?

Are there any ways in which people could be encouraged to walk or cycle to the Centre rather than drive?

Can you suggest ways to improve the public transport in the centre, either train or bus, such as new seats or shelters or more travel information?

## **What do you want for the future? Responses**

### ***What do you like about the centre?***

- the historic plan of strip shop around station with large suburban lots in residential areas
- street trees
- garden quality of residential areas
- parks and recreation areas in close proximity to the centre
- range of shops
- the centre is a good meeting place
- there are no tall buildings
- relaxed atmosphere
- village atmosphere
- large block sizes of the residential areas
- generally parking is ok
- Croydon memorial outdoor pool
- traffic in Main Street supports strip shopping

### ***What don't you like about the centre?***

- lack of connection between the three shopping areas, particularly between Main Street and Croydon Market Shopping Centre over the rail line
- people using the car park at the top of Main Street near the rail crossing as a rat run
- too many bargain shops – there needs to be a better balance of shops
- many walk-throughs have a very untidy appearance with graffiti and rubbish – particularly those near Cash Converters and the kiosk
- the rear of the shops facing the car park and parklands is unsightly
- traffic flow in Main Street is clogged
- no enforcement of right turn ban near Market
- prevalence of units and the lack of open space provided both private space in the development and impost of additional people upon public space

### ***What are the differences between the three shopping centres?***

- parking
- library is another attractor to the Arndale Centre
- Arndale has through traffic
- Croydon Market Shopping Centre is where people go if picking up from school
- Main Street is for purpose shopping, doesn't capture through traffic
- Main Street is a nice street and pleasant shopping environment
- resident location – people in the north will go to Croydon Market Shopping Centre, people in the south will go to Arndale
- Main Street has the banks – these are very important attractors

### ***Housing***

- Maroondah has 101,000 households, need to introduce an additional 27,000 under M2030

### ***Ideas – considerations – issues to be addressed***

- potential to open up shops onto the parkland at the rear
- shops should be opened up onto car parks – make these spaces more attractive and safe
- linking of three commercial centres – this could be with pedestrian and cycle links or a shuttle bus
- idea to make a mall in Main Street has been discussed and decided that it won't work

### ***Opportunities***

- increase public transport use
- improve pedestrian access to public transport
- is there potential to relocate rail crossing?
- include a wider range of entertainment or dining activities to increase the 'out of hours' presence in the area

### ***Other issues***

- infrastructure capacity is important – gas
- flash flooding – permeability of ground surface needs to be considered with multi-unit development

### ***Study area boundary***

- natural boundaries to the commercial centre are formed by the rail line and Mt Dandenong Rd



### ***People, Activities and Services***

- retain outdoor pool – suggest more flexible approach to operation
- cinema important local attraction
- community centre or hall – need upgraded/new
- facilities to include diverse age groups
- more direct road and pedestrian access between Main Street and Croydon Market Shopping Centre – via Lacey St?
- provide new housing in shop tops or by subdividing existing residential areas

### ***Access***

- define walkways – pedestrian routes
- could the link between Coles and Main Street be via an underpass under the rail line?
- provide minibus (free or small charge) that runs a circuit around the shopping centres, connecting each centre over Mt Dandenong Road and the rail line
- better defined cycle tracks – existing tracks are not well signed
- lack of travel information – time, destination, service info etc.
- pedestrian crossing of rail track to car park – need to cross over tracks – Dandenong station has a lift and walkway over the tracks

### ***The look and function of buildings***

- new buildings should be in character
- 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
- Esanda bank is an important heritage building
- heritage 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

### ***Spaces***

- the pool is an important open space – should it be left where it is or moved to the leisure centre?
- Main Street footpaths should be repaired
- preserve parkland and ovals which surround centre – huge advantage to have this open space in close proximity – they are all well used
- Croydon Park redeveloped for shops or housing? NO!!
- bikes and skateboards are dangerous in the streets – a better skate facility is needed
- streets are safe in the day time
- laneways and walk-throughs need to be upgraded or built over
- better pedestrian access needed to community facilities and open spaces as there are many elderly people in the area.

## Feedback Sheet

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### Number

The Feedback Sheet was appended to the Community Bulletin distributed by Council. Over 30 were returned.

### Summary and Tally of Issues Raised

#### Activities

- Like the village atmosphere 4, like the semi rural feel 1
- Want clean public toilets 4
- Like friendliness 2
- Want more youth friendly environment 2
- Want a visitor centre 2
- Want better night-time activity (restaurants, cafes, cinema) 2
- Want more traders / better mix 2
- Want housing for seniors and young families 1
- Don't like vacant shops 1, don't like graffiti on vacant shops 1
- Want more cafes 1
- Don't like negative publicity regarding drug problem/ methadone clinics/Cash Converters 1

#### Access

- Want better connection between the three centres esp to the station 5
- Clean up car parks, better access from car parks 2
- Intersection of Main Street and Devon St – improve 2
- Level Crossing and dual roundabouts near the station: bottleneck and unsafe 1
- Station: weather protection does not protect users from the weather! 1
- Want redesign of south side of the station 1

#### Spaces

- Like the parks 4
- Want better lighting 3
- Want more trees 1 / Don't like removal of trees 1
- Want better access to the parks 1
- Recycling bins 1
- Artists' walk area /better security / less vandalism 1
- Like views to the mountains 1

#### Built form

- Don't like units 2, don't like two storey homes 1 / overdevelopment 1
- Want shop top housing 1
- Retain houses on Wicklow Avenue, Stirling Avenue, Kent Avenue, (see Wyreena example) 1
- Redesign north of the station / war memorial roundabout area 1

## Disposable Cameras

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### Number

Eight cameras were distributed and all were returned, with a total of approximately 90 photographs taken.

### Summary of Responses

#### *Likes*

- The valuable pedestrian links between retail, car parking and open spaces
- The trees, lamp posts and paving along Main Street which highlight the ‘old world’ charm and character of the shopping strip
- Cafes and bars with active frontages and pavement seating create activity and bring people out into the community
- The Westwater Development in Lacey Street which has good building design that blends in with the natural environment and Dandenong Ranges backdrop
- Well kept homes with aesthetic heritage values
- The rural feel of the Croydon Market with its trees and sheltered walkways
- The design and facilities of Croydon Park
- The Skate Park on Norton Road which is a good, solid facility for local youth
- Croydon Town Hall and Youth Centre

#### *Dislikes*

- The unattractive rear of retail buildings that create a sense of unwelcomeness and unsafeness
- Unattractive commercial and industrial buildings that back onto open spaces
- Inappropriate signage associated retail buildings
- The old memorial pool which is outdated and unsightly
- Residential buildings that are poorly maintained
- Narrow pedestrian links and laneways that are often dirty and feel unsafe
- Poor street lighting, particularly in laneways
- The transport interchange which is unsightly and lacking connection with the town centre
- The eastern end of Main Street which has poor access to the rest of the Croydon shopping precinct and lacks activity
- The development of new townhouses that look out of place, block mountain views and do not allow for landscaping.



## Common Issues and Themes from Stage 1 Consultation Process

### Aspects that people appreciate about Croydon Town Centre

- Village, relaxed atmosphere and semi-rural feel
- Treed streetscapes of the residential areas and trees in the commercial areas
- Views to the Dandenongs
- Proximity of the pool
- Croydon Park
- Active street frontages (eg. cafes, outdoor eating)

### Aspects that people do not like about the Centre

- Lack of connection between sub-centres
- Local traffic issues /problems
- Appearance and safety of areas around car parks, rear of shops and walk ways
- Vacant shops and 'discount' stores
- Overdevelopment in the residential areas

### Issues for the Structure Plan

- Improving connections between the three areas of the Centre
- Retain the village atmosphere and character while allowing for some growth and change
- Strengthening the retail and business functions of the Centre
- Creating a more accessible Centre (by all modes)
- Creating better public spaces and facilities
- Ensuring access to and reflecting the qualities of the Croydon Park

## Stage 2 Consultation Process: Feedback from Exhibition of Draft Framework Plan

A Draft Framework Plan was exhibited for 2 months from September to December 2005, and 8 submissions were received. Council adopted the Framework Plan with minor changes to advance the preparation of the structure plan (see Appendix A). The Draft Structure Plan was prepared with consideration given to the comments received in these submissions.

The opinions on key issues outlined in the Framework Plan varied between the submissions, and were predominantly focussed around the topics of improving pedestrian and public transport accessibility, development in residential areas, building heights and protection of views, improvement of commercial and industrial areas, and protection of open space. Support was demonstrated for various aspects of the Framework Plan, and ideas for aspects that were not covered by the Framework Plan were offered. The key points raised in these submissions are summarised below:

### Improving accessibility

- Supports the improved pedestrian crossings over rail.
- All walk throughs should be retained.
- Rail line should be duplicated.
- Station platform should be moved further west to provide more direct pedestrian access between Main Street and Croydon Market Shopping Centre.
- Not enough parking at station.
- Resolve traffic issues at the roundabout (Kent Avenue, Wicklow Avenue, Croydon Road and Coolstore Road) before higher density development is allowed.
- Rail line should be undergrounded to integrate the centre.

- Need to improve links between Arndale Centre, Main Street and Croydon Market Shopping Centre – fill the gaps in between.
- Balance traffic flows with pedestrian accessibility – importance of village atmosphere.
- Improve links between the station and the three shopping precincts.
- Need to actively seek ways to encourage people to reduce dependence on cars, including improved public transport, safer pedestrian access, more bike racks, improved pedestrian amenities.
- Need to lobby for improved public transport and better connectivity between modes.

### **Residential Development**

- The residential area to the west of the Town Centre should be the focus for residential development.
- Concerned about residential development close to the EV's Youth Centre, as new residents will complain about activities and young people hanging around in the area.
- Neighbourhood character will change regardless of where housing is focussed.
- More housing opportunities should be provided in the Town Centre to reduce the need to accommodate this outside the centre.
- Provide greater direction on the role of surrounding residential areas in adding life to the centre, and reducing the spread of business activity into residential areas.

### **Building heights and protection of views**

- Higher built form around rail line will reduce views.
- Building heights should be reduced around the station, Main Street, Croydon Market and roundabout.
- No increase in height for market site.
- No 3-4 storey buildings – 2 storeys is OK.
- Heights should be increased only in low lying areas.
- Offices above Main Street are OK on the high side (west) – one more storey.
- Future built form should emphasise a pedestrian scale.
- Built form scale of 3-4 storeys is appropriate, provided key viewlines are preserved and bland structures are avoided, and development is on large or consolidated sites that can provide flexible design options.
- No high buildings on the north side of the station (maintain views).
- Give stronger recognition to the contribution of the Wicklow Ridgeline in the unique setting of the Town Centre.
- Identify key viewlines and protect these from higher development.
- Introduction of 3-4 storeys would be regrettable and would make it difficult to preserve the village feel (2 storeys is acceptable).
- Retention of viewlines to Dandenongs is imperative.

### **Protection of open space and recreation**

- Green open spaces must be retained, and can encourage multi-purpose trips to the centre and increase its vibrancy.
- Agrees that pedestrian links to parklands and shopping precincts should be improved.
- Ensure that development around the Croydon Park does not detract from ambience of park.
- The Croydon Memorial Pool needs to be retained as a central part of future strategies for the Town Centre.

### Improvement of amenity and protection of character

- The public toilets in Main Street should be improved (*note that new toilets have now been installed*)
- Remove reference to 'village rural residential' feel – it is not rural.
- Recognition of value of street trees and other plantings.
- Need to address unattractive and unsafe car parks (barrier to people moving between Main Street and Croydon Market, and lack of safety results in people parking in residential streets) – need for increased activity and perceptions of safety. Redevelopment of car park could possibly address this.
- Retain and nurture village atmosphere.
- Encourage traders to improve the presentation of their shops to the street.
- Community role in town centre is crucial – community, sporting, environmental and educational groups should be included in future discussions.
- Support redevelopment of car parks as long as Neighbourhood Character Study is adhered to.

### Commercial and Industrial areas

- Rezoning of industrial land will reduce employment.
- Market should be relocated to Main Street on Sundays (with road closure/partial road closure on market days).
- Recognise the role of Main Street as the hub of the Town Centre.
- Publicise the unique Croydon Market for use by public transport users.
- Allow the three sub-centres to develop their unique identities.
- Encourage community, civic and educational groups to participate in the Town Centre.
- Improved after hours entertainment should include family activities and young people's venues.
- Improved mix of retail with less lower-end shops.
- Industrial and commercial roles should be supported as long as they address environmental concerns.
- Convenience retail at station would improve vibrancy of the area.

The Council report from 6 February 2006 provides a summary of each submission and the response (refer to the agenda and minutes at [www.maroondah.vic.gov.au](http://www.maroondah.vic.gov.au) for details).

## Stage 3 Consultation Process: Exhibition of the Draft Structure Plan

The third stage of community consultation in the development of the Structure Plan was during the formal exhibition of the draft Structure Plan. During this period, the community and other stakeholders had a further opportunity to get involved in the finetuning of the Structure Plan at community information sessions, and provided feedback on the draft at these sessions and through written submissions. Ten written submissions were received, and the comments were considered in the finalisation of the Structure Plan, with changes made to the document where necessary.

In general, the submissions expressed support for the overall intent of the Structure Plan, with suggestions made for improving the document. The key points raised in these submissions are summarised below:



### General:

- Acknowledge and support the objectives set out within the Plan.
- Generally supports some of the concepts included within the Croydon Town Centre Structure Plan.
- Need the document to be reader-friendly and contain a clear summary or Action Plan on which to focus. The concepts need to be less vague.
- Supports the draft Croydon Town Centre Structure Plan.
- The document is repetitive and tedious to read and doesn't provide any major solutions to Croydon's problems.
- Action plan needs to be included.
- Generally supports the Structure Plan

### Improving accessibility

- Parking at the Croydon Station must be addressed, promoting concepts such as 'Park'n'Ride'.
- Amend the vision statement to include 'and frequent' with regards to the transport interchange.
- Not in favour of any redevelopment above or around the Station.
- Does not agree with pursuing the signalisation of the intersection of Kent Avenue, Wicklow Avenue, Croydon Road and Coolstore Road.
- Disappointed that the Structure Plan does not include a recommendation for a shuttle bus.
- Waste of time to connect the three sub-centres through footpaths and cycle paths.
- No point in widening the footpath on the west side of Kent Avenue as people don't use that footpath anyway.
- Council needs to consider the closure of vehicular traffic of the link between Mt Dandenong Road and Hewish Road so that the access is pedestrian friendly.
- More public discussion and community consultation needs to be undertaken regarding the rezoning of the car park in Devon Street and Railway Grove.
- Making part of Main Street and the connecting portions of Lacey Street and Hewish Road a pedestrian only precinct should have been considered.
- Need for greater emphasis on the connectivity of the various retail areas and public spaces. There should also be access to the Centro shopping centre across the railway line and to Arndale over Mt Dandenong Road.
- The strategy overstates the importance of cycling.
- Need to construct a concrete footpath between the south-western end of the bus terminal and the pedestrian crossing opposite Alto Avenue.

### Residential Development

- Multi unit developments should allow an equal amount of permeable surfaces to impermeable surfaces.
- Consideration should be given to subsidised student accommodation.
- There is conflict between the low scale character areas within the Town Centre and the intent of Melbourne 2030 policies and ResCode.

### Building heights and protection of views

- No four storey housing in Croydon due to appearance and type of tenants it may attract
- Access from Kent Avenue into the town centre needs to be improved, including investigating access over the railway line and undergrounding the rail line.
- Retain views to the Dandenong Ranges and Wicklow Ridgeline.
- There needs to be some clarity about the recommended height limits.
- Seeks clarification on what type of buildings 4 storey dwellings would be – residential and office including car park space?

- New buildings are to include site parking and wherever possible, it should be underground.
- New buildings should not be more than 3 storeys and this should be the exception, rather than the rule.
- Opposed to the construction of multi storey buildings on the site of the current surface car parks surrounding the station and town centre.
- Strongly opposed to the proposed maximum building height of 4 storeys.
- Building scale of 4 storeys could be discretionary, allowing for the development of a higher built form with the requirement of a permit.

#### **Protection of open space and recreation**

- Would like to see the creation of small recreational areas interspersed throughout future higher density housing in the surrounding areas outside the main centre.
- The Croydon Memorial Pool should be upgraded to its full potential to operate as a totally different facility to the new indoor 25 metre pool at the Leisure Centre.
- Council needs to maintain and upgrade the Croydon Memorial Pool to 21st century standards.
- Improve and upgrade the facilities of the Croydon Tennis Club.
- Council needs to further enhance the public open space and leisure facilities within Croydon Park.
- Croydon Park needs lighting so that it is user friendly at night.
- Need to link the park to Main Street by having access from the back of the Main Street shops and Croydon Park.
- An objective strategy for the future should be to acknowledge and strengthen the role of existing community facilities.
- The Croydon Memorial Pool must be included as a community asset.
- Private buildings around the perimeters of green open space must not be allowed to impinge or impose restrictions on views or uses of those public spaces.
- Open space and green open space should be regarded as two separate concepts and there should be an increase of both in the public domain.
- Why is the area currently occupied by the Tennis Club courts and the immediate surrounding land to be rezoned to Mixed Use Zone?
- Open up the area between the rail station and Main Street.

#### **Improvement of amenity and protection of character**

- Recognition of the treed streetscape in the Croydon Town Centre is imperative.
- An updated co-ordinated signage policy is necessary for the Croydon Town Centre shops.
- Landmark buildings will only destroy the 'village feel' of Croydon.
- Council needs to upgrade and enhance Wyreena and its surrounds.
- Need a clear commitment to 'infrastructure renewal'.
- It is necessary to plant more trees and include the provision of more seating.
- Public facilities are to be located strategically with improved signage, improved access, better lighting and safe non-slip pavements between the areas.
- Consideration could be given to re-opening the Council office in Main Street and providing facilities for general services to local people such as Medicare and VicRoads.
- The Station and bus terminal needs to be improved to include better lighting and increased evening commercial activity in the Main Street.

#### **Commercial and Industrial areas**

- The structure plan makes no detailed assessment of closing Main Street on Sundays for a Market.
- The Croydon Market area should be rezoned to allow for retail.

- Retail hierarchy must be maintained to give stability and a degree of predictability to the retail sector.
- Should additional areas be zoned to the Mixed Use Zone in the future, the leasable retail floor space would be limited through the schedule to the zone.
- Croydon Market is an integral part of Croydon's character and should not be diminished in stature or closed. Strategies should be developed to keep it as a vibrant part of Croydon.

The Council report from 17 July 2006 provides a summary of each submission and the response (refer to the agenda and minutes at [www.maroondah.vic.gov.au](http://www.maroondah.vic.gov.au) for details).

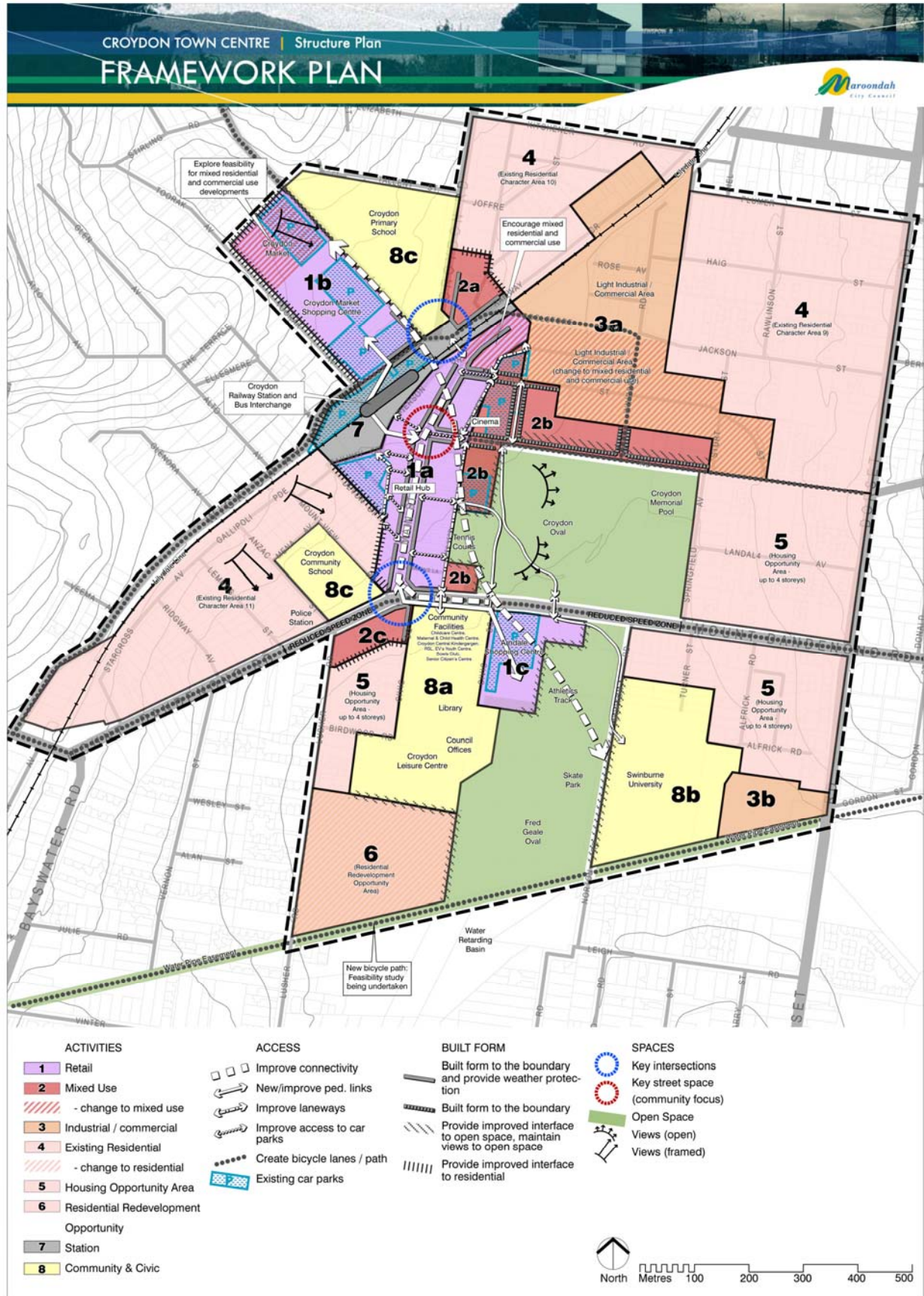
### Further Community Consultation Opportunities

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Following the finalisation of the Structure Plan, Council will consider the Plan for adoption in July 2006. After Council formally adopts the Structure Plan, a Planning Scheme Amendment will be prepared and exhibited to introduce key elements of the Structure Plan into the Maroondah Planning Scheme to ensure the implementation of the objectives, strategies and actions it contains. The community will again have an opportunity to comment on these planning controls during the public exhibition of the Planning Scheme Amendment.



**Appendix A: Framework Plan (adopted February 2006)**



# Croydon Town Centre Structure Plan

## FRAMEWORK PLAN

February 2006

### Overview

The Croydon Town Centre has been nominated as a Major Activity Centre in the Metropolitan Strategy *Melbourne 2030*. As a result, it will be the focus for increased housing and activity over the next 25 years. The Structure Plan is being prepared for Croydon Town Centre 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 and work there.

The Framework Plan for the Croydon Town Centre forms the third stage of the Structure Plan project. Stage 1 of the project included background research and analysis and in Stage 2 broad emerging directions for the Town Centre were developed. The Framework Plan has been prepared following community feedback during Stages 1 and 2 of the project held from June-August. This included two community workshops and a community survey.

The Framework Plan outlines broad future directions for the Croydon Town Centre in terms of four themes: *Activities, Built Form, Spaces and Access*. Key sites within the Town Centre have also been identified.

This document is to be read with the A3 map of the Croydon Town Centre Framework Plan.

### Vision for Croydon Town Centre

*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 a variety of pedestrian scale buildings. 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 things to offer people of all ages during the day and night. 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 buses are close by and easy to use.*



## Activities

Objective: Strengthen the retail, business and community roles of Croydon

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

### Strategies:

- Promote and foster the unique identity and function of the three sub-centres of Croydon – the Croydon Market Shopping Centre, Main Street and the Arndale Centre. This should be developed and emphasised as a strong point of difference between Croydon and other local centres in the region.
- The community, civic and educational roles of Croydon should be further developed as key attributes of the Town Centre.
- The recreational role of the Town Centre will include the development of an Aquatic Centre at the existing Leisure Centre.
- The role of Main Street is identified as the hub of the Town Centre and can be expanded to include evening activities, such as the introduction of new restaurants, bars or a local pub.
- In particular, the Ritz Cinema could be better utilised and retained as an important local asset. There may be opportunities to expand the use of the cinema and ensure its long term viability. This could include using the Cinema as a lecture space for Swinburne students, for example.
- The retail range and offer of the three shopping areas could be improved to cater for all markets. This should also include new after hours entertainment options focussed around Main Street.
- The economic assessment conducted for Croydon concludes that increased retail trading in the Town Centre will be dependent upon the development of medium or high density residential uses, which in most instances would include retail or commercial components if they are located within any of the three sub-centres.
- Develop the business role of Croydon with new office spaces provided above Main Street shops.
- Encourage opportunities to introduce additional housing in the Town Centre. More people living in the Town Centre would add to its vibrancy, safety and activity, throughout the day and evening, and support its long term economic development.
- There is an opportunity to develop a community focal point at the intersection of Hewish Road and Main Street. This could include focussing this space as an outdoor plaza area or a nighttime entertainment hub. Special design treatments, lighting or public art could support this focus.

## Built Form

Objective: Maintain the 'village feel' of Croydon, while introducing new buildings and activity in the Town Centre

*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.*

### Strategies:

- Define important streets and spaces in the Croydon Town Centre with well-designed buildings. The key intersections to the Town Centre, being the intersection of Main Street and Mount Dandenong Road and the roundabout at Croydon Road and Kent Avenue, could be emphasised with buildings of 3-4 storeys, with higher buildings allowed subject to achieving excellence of design and adequately addressing amenity issues.
- Respect the characteristic outer eastern suburban setting in the design and scale of new buildings. Key viewlines to the Dandenong Ranges and across the Town Centre must be retained. This will include 'open' views to the mountains which are afforded across the parklands. In some parts of the Town Centre, views could be framed by buildings. The topography of Croydon will allow buildings on higher ground to take advantage of view points, such as the Croydon Market site.
- In the principal activity streets of the Town Centre, ensure buildings contribute to the activity of the street and provide interesting frontage design that project a positive image.
- Preserve and enhance heritage buildings in the Town Centre. This includes the former State Bank building and art deco era shops on Main Street, the Croydon Community School and the MCH building on Mount Dandenong Road. There are also a number of significant dwellings located throughout the residential areas.
- The 'village feel' of Croydon is a valued character of the Town Centre and should be maintained.
- Ensure all new buildings adjoining residential areas or public open spaces are designed to minimise adverse impacts on these areas.



## Spaces

Objective: Create 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 night time. The parklands and recreation facilities of Croydon Town Centre are highly valued and must be retained (and improved as necessary) for community use.*

### Strategies:

- The Croydon Town Centre has distinct landscape qualities – the parklands and leafy residential areas provide a contrast to the ‘hard urban edges’ of its commercial areas and the station. These differences could be fostered to provide a range of landscape qualities throughout the Town Centre.
- At the same time, the plan should project an overall, unified image for the Town Centre.
- Provide a co-ordinated range of public domain treatments and signage to assist in orientation around the Croydon Town Centre.
- Continue to improve and upgrade Croydon’s parklands. Develop pedestrian links to the parklands and create new frontages on the edges of the parklands.
- Maintain and improve street spaces in the Town Centre with high levels of amenity, especially for pedestrians.
- Rationalise the walkthroughs between Main Street and the rear car parks. Some could be closed and others improved with seating, planting, lighting or new shop windows.
- Upgrade the skate park as a focus for young people, and consider alternative sites that are closer to the activity of the Town Centre. The future of the skate park should be investigated in conjunction with the people who use it and youth service providers.
- Engage local artists to contribute to developing the image of the Town Centre.
- The focal point of the Town Centre, proposed at the intersection of Main Street and Hewish Road should be developed with specific design treatments, landscaping, lighting and public art.
- Encourage the use of street tree planting in public areas of the Town Centre to enhance the appearance and improve the visual and physical amenity of streets.
- Improve and upgrade the condition of the open car park spaces to make them more pleasant places to be whilst enhancing surveillance and community safety.

## Access

Objective: Ensure ease of movement and access for all forms of transport

*Community Feedback indicated that movement around the Town Centre can be difficult for all forms of transport. People would like to have better access to and around the Town Centre for all forms of transport, in particular, for pedestrians and improved public transport.*

### Strategies:

- Improve access for all forms of transport within Croydon Town Centre, with pedestrians, cyclists and public transport as the priorities. A long term aim should be to reduce trips to and around the Town Centre by car. This would have the benefits of improving the Town Centre’s street activity and amenity.
- Establish a clearly defined north-south pedestrian/cyclist link through the Town Centre (effectively linking the Market in the north to Swinburne in the south). This is 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. It could run via Main Street as well as Croydon Oval, using the existing paths through the parkland.
- Cyclist facilities are required throughout the Town Centre. In particular, this should include bike storage facilities at the Station.
- Improve the links and walkthroughs 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.
- Long term plans for the Town Centre would require collaboration with the State government and VicTrack to duplicate the rail line between Mooroolbark and Lilydale. Options to further improve access over the rail line, such as undergrounding the line, should also be investigated and advocated.

## Precincts and Key sites

### 1. Commercial and Retail areas

#### 1a Main Street

- Retain Main Street as the traditional strip shopping centre at the heart of Croydon. Maintain the role of Main Street as the commercial focus of Croydon, with its banks and other services, combined with specialty retailing.
- Shop top spaces could be used or developed 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.
- The single storey scale of buildings could be increased to give Main Street a greater sense of enclosure and to provide additional space above the shops. Buildings in Main Street could be increased to four storeys, provided they meet all design criteria.
- Building frontages in Main Street should have shopfronts and windows that add to the street activity. The rear of Main Street shops, which face the station or parkland, should also have inviting facades, be opened to pedestrian activity and have clear and safe pedestrian access.
- Verandahs should be provided for weather protection along Main Street.
- Providing an improved link over the rail line will assist in re-establishing the northern end of Main Street and the Croydon Market Shopping Centre.
- 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 increased activity in this part of Main Street.

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

- Establish the future role and direction of the Croydon Market. With substantial improvements to the building and operation of the Market, the Market could potentially make a valuable contribution 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 redevelopment of the site for residential or mixed use development on this important site within the heart of Croydon. New buildings could be designed to maximise views to the mountains, while retaining those of the adjacent residential areas. Buildings of up to 3-4 storeys could be developed on this site.
- Integrate Croydon Market Shopping Centre in the Town Centre, in terms of both its retail offer and the

design of the site. The edges of the site could be developed with shopfronts that contribute to the appearance and activity of the street.

#### 1c Arndale Centre

- Consider how the Arndale Centre can provide a greater range of shops or services for the southern part of Croydon Town Centre. The Arndale Centre is ideally located to link into the activity of both Swinburne and the community/civic precinct, which could be achieved through urban design improvements.

### 2. Mixed Use

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

- Encourage landmark buildings fronting the roundabout to improve and define the space. Such development should have active frontages at ground level and could have a commercial or residential component above. Grade level parking should be avoided and development should scale down and interface well with the residential land north of the site.

#### 2b Sites surrounding Croydon Oval

- Properties adjoining the Croydon Oval and its surrounding parklands could be redeveloped so that they make better use of this unique location.
- Sites on Hewish Road and the rear of shops along James Kerr Way could be redeveloped to overlook the park and take advantage of the views afforded to the mountains. Active ground level frontages should open onto the park, particularly along James Kerr Way, to create a vibrant and attractive edge to this important open space.
- There are opportunities for new buildings on these sites to include residential developments with a mixed use component, i.e. cafes.
- Encourage new mixed use developments fronting Mount Dandenong Road. Such development should have active frontages at ground level and could have a commercial or residential component above. Grade level parking should be avoided and development should scale down and interface well with the residential land south of the site.

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

- Encourage landmark buildings, up to 4 storeys in height, to define this important intersection and arrival point to the Town Centre.
- Development on this site should have active frontages at ground level and with a residential component above. Grade level parking should be avoided and development should scale down and interface well with the residential land south of the site.



### 3. Industrial and Commercial Areas

#### 3a Industrial 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 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.

#### 3b Southern industrial area

- 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. Again, in the longer term it could be considered for residential use.

### 4. Existing 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 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.

### 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.

### 6. Housing Redevelopment Opportunities

- In the south of the Town Centre, fronting Lusher Road, are large areas of industrially zoned land. At present it retains an industrial use, but 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 residential development.

- In addition, the Market site offers potential housing redevelopment opportunities, should the current use be no longer viable.
- The mixed use areas, that could be developed to the north of Hewish Road, also present the potential for new residential development within the Town Centre.

### 7. The Station

- Expand the role of the station beyond that of a transit space. Establish the station as a vital activity hub and transport interchange in the heart of Croydon Town Centre, the focus of a range of activities including shops and services.
- Shops at ground level will create an active street environment around the station 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.
- Higher built form on this site could emphasise the important role of the station in the life and activity of the Town Centre. While buildings could be up to 4 storeys at the centre of the site, they must be located carefully so that key mountain views are retained.
- 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.
- 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.

### 8. Community and Civic

#### 8a 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.

#### 8b Swinburne University

- Foster partnership arrangements between Swinburne Uni and the Council to share sporting, recreation and educational facilities.
- Foster partnership arrangements between Swinburne and the Council to increase student usage of local facilities such as the open space, sporting grounds and leisure centre.
- At the same time explore ways in which the services and facilities of Swinburne 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.



### 8c Primary Schools

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

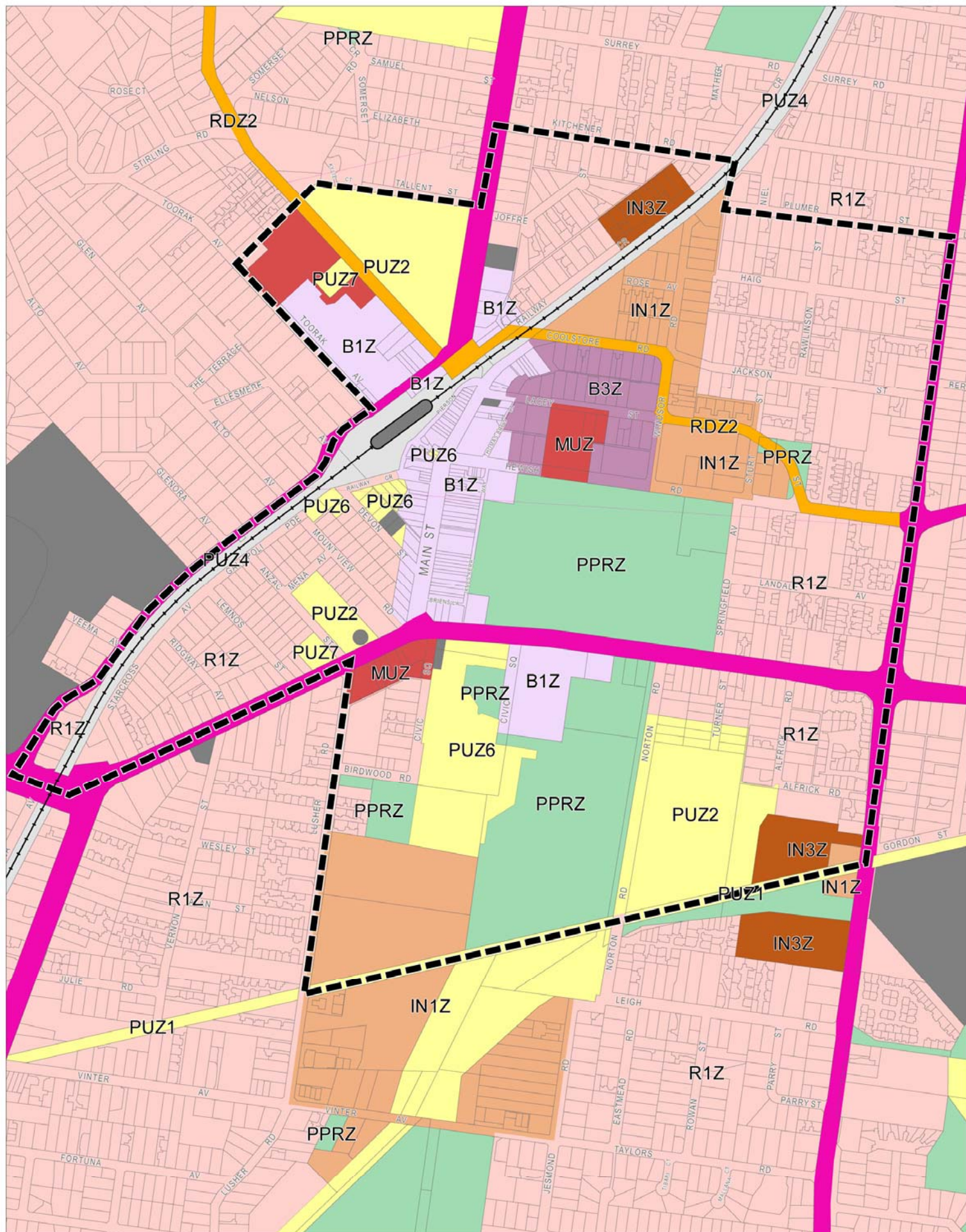
### Existing car parking areas

- Encourage mixed use developments in key locations with commercial development at ground level and housing above.

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 could include the same amount of public car parking in addition to commercial uses at the ground level, and residential uses above.

## Appendix B: Zoning and Overlay Maps





--- Study Boundary

## Planning Scheme - Zones

Croydon Town Centre Structure Plan

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



0 50 100 150 200 Metres

plān i'sphere





- |  |  |  |
|--|--|--|
|  Significant Landscape Overlay 3 |  Vegetation Protection Overlay  |  Study Boundary   |
|  Significant landscape Overlay 4 |  Design and Development Overlay |  Heritage Overlay |

## Planning Scheme - Overlays

### Croydon Town Centre Structure Plan

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

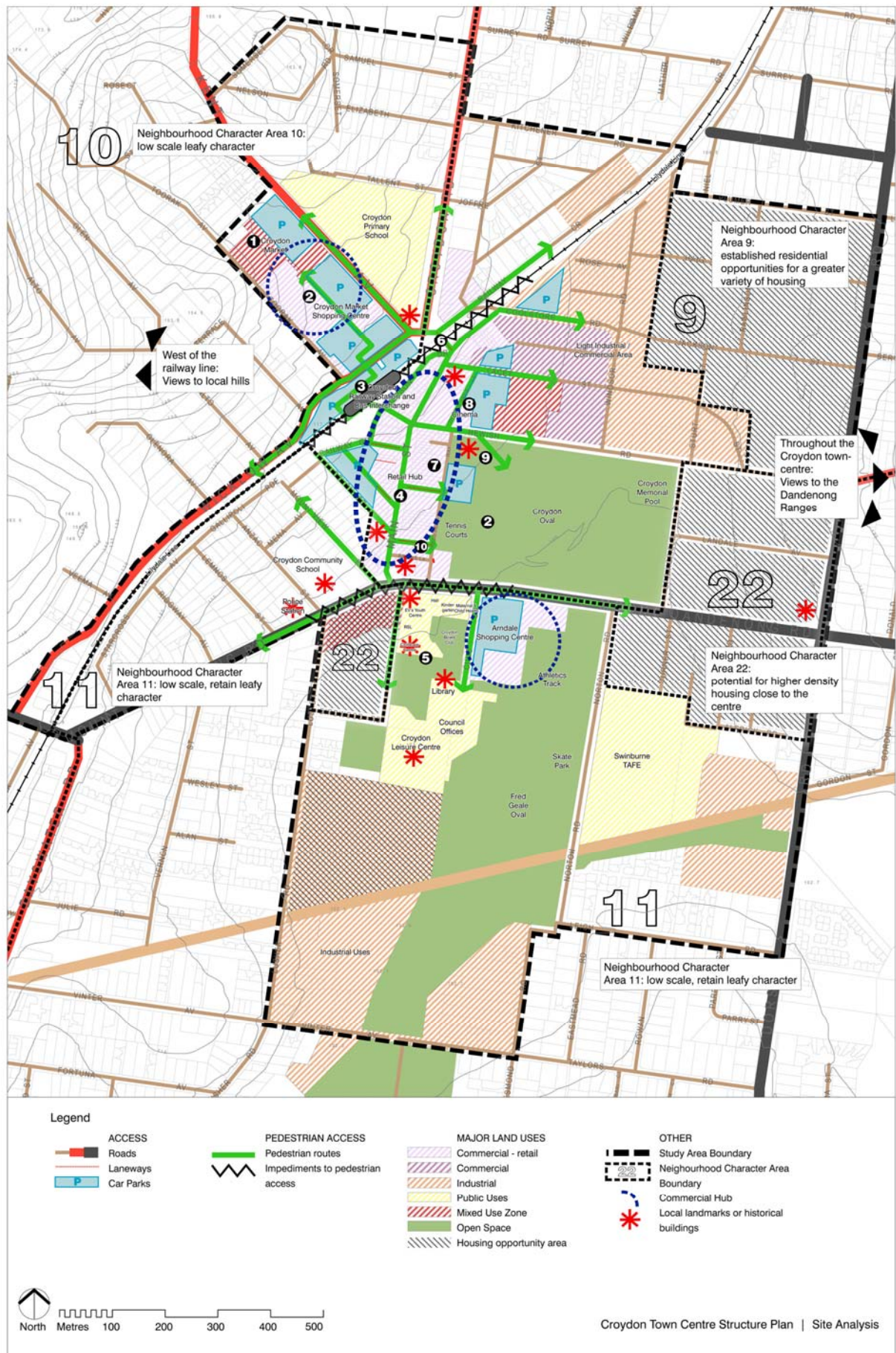


Metres 50 100 150 200

**planisphere**



## Appendix C: Site Analysis Map & Photographs (Issues and Opportunities)







- 1 The Croydon Market is a large commercial building that appears under-used. Planting around the carpark creates a pleasant environment.



- 2 Croydon Centro has a range of shopping, including two supermarkets. The buildings are not well integrated with the streetscape.



- 3 Station offers little amenity in terms of weather protection, landscaping or seating. There is a lack of train/bus timetable or service information.



- 4 Main Street has a distinct image. The paving and planting in kerb extensions create pleasant sidewalk spaces and give it a leafy feel.



- 5 Community uses are located around Civic Square. This includes the RSL, Senior Citizens, Youth Centre, library and civic offices.



- 6 Movement between Main Street and the market, over the railway line, is difficult for all forms of transport, particularly pedestrians.



- 7 Walk-throughs from Main Street to the carpark, the station and Croydon Oval create shortcuts and some unique, intimate spaces in the Centre. However, many are unsafe or unsightly. The rear view to shops from the carpark or parkland needs improvement.



- 8 Some buildings present blank and unwelcoming facades to public spaces, such as the cinema.



- 9 Long range views to the Dandenongs form a picturesque backdrop to the Town Centre.

A unique feature of Croydon is the parkland in close proximity to the Town Centre.



- 10 The scale of buildings in Main Street varies from single storey shops to the three storey cinema complex. Many single storey shops have parapets that give the building an appearance of double storey height.