East Main Street Precinct Development Plan

Greensborough Principal Activity Centre

October 2006 (Exhibition Version)
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**Introduction**

This is an Incorporated Plan under Clause 81 of the Banyule Planning Scheme.

The plan applies to the East Main Street Precinct located within the Greensborough Principal Activity Centre. The subject land is in a Priority Development Zone and is bounded by several properties on the east side of Main Street (i.e. the rear of properties facing onto the east side of Main Street), Para Road, Flintoff Street and Grimshaw Street.

This Precinct's topography requires careful attention to the levels across the precinct, particularly for pedestrian access, with land sloping from Grimshaw Street down to Para Road, with varying interface conditions and levels.

The text in this document is to be read in conjunction with two plans which identify four development typologies or areas; one plan addresses development at or above the town square or podium level, and the other addresses development below the podium level, given that the Priority Development Zone relates to an area with significant variation in the natural topography. These typologies or areas are referred to as:

- Area 1 – Town Square and Greensborough Walk
- Area 2 – Health/well-being/leisure/commercial
- Area 3 – Retail/commercial/car park
- Area 4 – Retail/Residential/mixed use

**Area 1 Town Square and Greensborough Walk**

**Purpose**

The Town Square is conceived as a new civic urban space around which the East Main Street Precinct is organized. It is spacious enough to facilitate outdoor events including a weekend market, outdoor cinema screenings, community festivals and other public gatherings.

The Town Square is bordered by Area 2 and Area 3. The Town Square connects to Main Street and Flintoff Street via Greensborough Walk which is to become the main pedestrian connection in the Greensborough Principal Activity Centre. The Greensborough Walk will primarily be an open air link which will become the main open air public space within the Greensborough activity centre. Weather protection may be integrated into the design of adjacent buildings and a strong visual connection will be provided to the retail activity below The Walk including the use of void(s) in the area between Main Street and the Town Square.

The width of Greensborough Walk will vary because there will be active retail frontages extending along most of its north-eastern and south-western sides except where it abuts the entrance to the aquatic centre and office building.

A major pedestrian connection will also link the Town Square with Para Road to provide access from the Railway Precinct and transport interchange on Para Road along Flintoff Street to the Town Square and the rest of the activity centre.

**Objectives**

The Town Square and Greensborough Walk is:

- To provide a large open space for public events.
- To provide space for quiet, sheltered seating.
• To allow for temporary use of parts of the space by café seating
• To ensure the space is safe and welcoming, particularly at night.
• To ensure maximum sunlight access to the square during all times of the year, by orientation of the space and design of adjoining buildings
• To ensure adjoining buildings and uses provide an interesting and active interface with the space.
• To provide convenient and direct access through the square to Main Street, Flintoff Street, Para Road and the adjoining Railway Precinct including the transport interchange.

Use
• The Town Square will be used for public open space, informal recreation and occasional temporary events, displays and sale of goods.
• Greensborough Walk will act as a key pedestrian link. To activate this link, portions of the area will include uses such as retail tenancies and food and drink premises opening on to a pedestrian area and the town square which will integrate with Greensborough Walk. These activating uses will be particularly important at the western end of Greensborough Walk next to Main Street. In other areas of Greensborough Walk there will be a direct interface with an adjoining land use.

Built Form
The Town Square will be located approximately mid-way between Main Street and Flintoff Street along the Greensborough Walk, at the axis with a pedestrian connection to Para Road. The Town Square will be delineated by means of building form, landscaping features and other means as appropriate.

The town square will have a minimum area of 1900m2. The area of the town square may be reduced to a minimum of 1200m2 should the Responsible Authority consider that the overall design outcome incorporates additional, appropriate public space in adjoining areas that provide access to the town square. Buildings adjacent to the town square should ensure good solar access to the town square throughout the year, and provide an appropriate and interesting urban edge to enclose without overwhelming the public spaces. Building heights at the northern interface with the town square should be generally one level. There is potential for a second level at the north east and north west corners of the town square for feature building elements.

The Town Square will include a landscaped surface with fixed furniture and structures required for it to perform its designated use. A minimum of 25% of its surface area should be soft landscaping.

This significant variation of natural ground level means that the Town Square will be created at a podium level, as part of the structure. To ensure disabled access is available to the Town Square from Main Street, a podium level of 66AHD (plus/minus 2 metres) is proposed for the Town Square surface level.

The Town Square/Greensborough Walk is the main pedestrian address for developments in Area 2 and Area 3 at the podium level. These areas will have an active interface with the Town Square and contribute to its uses and public character. The civic character of the Town Square is extended into the surrounding buildings, particularly at ground level.

Greensborough Walk will play a key role in the integration of uses within East Main Street Precinct and with the remainder of the activity centre. Generous pedestrian dimensions will be provided throughout its length; these widths and the built form within the Greensborough Walk area itself will vary across its length. At the western end of Greensborough Walk, where it will connect to Main Street, there will be tenancies within Area 1 with active frontages onto the pedestrian spine, along both the northern and southern edges of Area 1. These may include some weather protection integrated into the design of the buildings. Generous pedestrian areas will abut these shopfronts. There will be a strong connection between Greensborough Walk and the retail area directly below with the use of generous void(s) to provide access and visual linkages to the lower level activities.
It is intended that Greensborough Walk flow seamlessly into the central Town Square, at which point it is likely the built form of Areas 2 and 3 will have a direct frontage to the Town Square. The width of the pedestrian portion of the Greensborough Walk in the area west of the Town Square will be at least 8 metres, although in some locations this will include void areas to the level below.

East of the Town Square Greensborough Walk will continue through to Flintoff Street. The minimum width of the pedestrian portion of Greensborough Walk through this area will be 6 metres, being less than the space to the west of the Town Square in recognition of the different nature of this space and the lower demands from pedestrian traffic. This portion of Greensborough Walk will have an interface with the Collaborative Workplace and Aquatic Centre to the south, and potentially retail or commercial space to the north. This portion of Greensborough Walk provides access to the Flintoff Street Office Precinct and to the railway precinct including the transport interchange via Flintoff Street.

Provision should be made for a mid block connection between the Town Square/Greensborough Walk and Para Road through or along one edge of Area 3, noting that this mid block linkage will have to deal with the change in level between the Town Square and Para Road. Access between levels within the area will be provided by a range of methods including escalators and lifts.

Area 2 Health/wellbeing/leisure/commercial

Purpose
This Area includes an important civic development for the precinct including the aquatic centre and offices (collaborative workplace) which may be supported by associated complementary activities including cafes and restaurants.

Objectives
- To provide high quality civic facilities at the heart of the Greensborough Principal Activity Centre, which contribute to the activation of the Town Square beyond normal business hours.
- To contribute to the civic character and quality of the Town Square both by the quality of the built form as well as the nature of the podium level activity that may extend into the public space.
- To provide and facilitate pedestrian access from Grimshaw Street and the Town Square, and include a forecourt entry point to the aquatic facility at the Town Square and/or Grimshaw Street.

Uses
- Recreation
- Leisure
- Entertainment
- Health and wellness, fitness related uses
- Office
- Café, restaurant, bar

Built Form
The interface with the Town Square and Greensborough Walk will include the main entrance to the Collaborative Workplace buildings and the Aquatic Centre from the Town Square, and a combination of meeting rooms and multi-purpose venues, as well as the edge of the Aquatic Centre between the Town Square and Flintoff Street. At the level immediately below podium there will be no connection between Area 2 and Area 3, however at the car parking level there will be dedicated spaces provided for the Collaborative building with a lift core accessing the Collaborative Workplace above. Above podium level the Collaborative Workplace building will extend into Area 1 east of the Town Square.
The material quality of the main pool hall and other accommodation should be generally transparent or translucent in character.

Pedestrian access should include a clear and strong access to the Town Square and potentially Grimshaw Street.

Development should allow for a minimum 6.5m wide access lane to the rear of Main Street retail properties. At the end of this laneway an appropriate area is to be provided to allow for the turning of various service vehicles. This area will have a minimum height clearance of 4.5 metres, but can have buildings extending over this area.

**Area 3 Retail/commercial/car park**

**Purpose**

This Area includes provision for a multi-level car park, major retail uses, with a potential for future mixed use, residential or entertainment development above. The retail uses will be provided over two levels and link with a multi-level car park. Alternative uses for the car park may be accommodated at times of underuse.

Access to the lower level retail centre and to the car parking will be provided by a range of methods including escalators and lifts. The lower level will connect to the West Main Precinct via a generous pedestrian link beneath Main Street.

**Objectives**

- To provide for retail, car parking and associated uses over multiple levels.
- To design the car park to facilitate its use for multiple purposes throughout the week.
- To provide retail floor space that integrates with and complements existing retail in Main Street and west of Main Street.
- To provide uses at podium level that will assist in the activation of the Town Square and promote pedestrian movements to and from Main Street, and through to the Railway Precinct including the transport interchange.
- To provide pedestrian linkages between the car park, retail areas, the Town Square and Greensborough Walk, Main Street and the Greensborough Plaza.

To provide safe, practical and accessible car parking areas for users of the activity centre.

To provide interactive uses at lower and ground floor levels on Para Road and Flintoff Street frontage.

To facilitate higher density residential development.

To ensure that buildings are designed to ensure adequate solar access to the Town Square or other public spaces.

**Uses**

- Car park
- Entertainment
- Loading facilities
- Retail
- Residential
Built Form

New buildings should reinforce the Para Road and Flintoff Street built form frontage. Buildings at the Para Road frontage are to have a preferred maximum height of 73 metres AHD and higher building forms up to a preferred height of 87 metres AHD setback a minimum of 6 metres from Para Road and Flintoff Street.

The maximum height of built form along the northern edge of the Town Square and Greensborough Walk should provide for two levels of retailing (i.e. ten metres above podium level) with any additional height setback at a 45 degree angle (i.e. setback 1 metre for every additional metre in height) upon the top of the façade adjoining the Town Square/Greensborough Walk. Setbacks and building height will need to ensure that adequate levels of sunlight are provided to the town square, provided that buildings should not overshadow the Town Square on 22 June between 11am and 2pm.

Investigate the use of vertical openings to improve the habitable qualities of the car park and provide opportunities for the penetration of natural light to the parking levels.

Provide services and ventilation in appropriate locations screened from adjacent street frontages and circulation routes.

Area 4 Retail/Residential/mixed use

Purpose

This site includes provision for retail/commercial activity at street and lower levels and upper level residential accommodation. This site is located on a prominent corner site at a gateway to the activity centre. The design of the development should reflect the important status of this location as a key development site with the potential for additional height compared to adjoining sites.

Objectives

• To facilitate higher density residential development at upper levels.
• To achieve a quality redevelopment of the site commensurate with the site’s prominence.
• To ensure active uses at ground level to contribute to the Main Street retail area.

Uses

• Retail/commercial
• Residential
• Promote uses that will facilitate active frontages at street level

Built Form

The development could include a podium base which reinforces the Main Street built form frontage and key development site status of this location. Upper level space would be accommodated within a smaller envelope set back from the Main Street frontage.

The corner site is prominent and highly visible from the east across the Plenty River. The architecture must be of a high quality.

A direct visual and physical connection should be made to the adjacent streetscape.